

Analysis of Marketing Strategy of ZHI BEN Based on 4P Marketing Theory

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Abstract: In terms of product, price, channel and promotion strategies, the brand skillfully integrates 4P theory to meet consumer needs and achieve sustainable development. At the product level, nature and safety emphasize the close connection with consumer skin health; the price strategy realizes the balance between market positioning and value delivery based on product quality and consumer payment ability. In terms of sales channels, the diversified layout of online and offline, so as to efficiently reach different consumer groups. In terms of promotion, the brand has developed personalized and socially responsible marketing information through accurate market research to strengthen the interaction with consumers and build a good brand image. The research further points out that the brand marketing strategy not only shows obvious advantages in the skin care market, but also focuses on consumer experience and social responsibility to help to enhance the corporate reputation and promote the healthy development of the industry ecology. The conclusion part emphasizes that the successful practice of the brand provides a useful reference for the marketing innovation of the domestic and even global skin care industry, and has important theoretical and practical value for how to build a unique and effective brand strategy according to the 4P theory in the competitive market.

Keyword: 4P marketing theory, skincare marketing, ZhiBen brand, sustainable development, corporate responsibility.

1. Introduction

China's skin care market has experienced explosive growth in the past two decades, from the early import brands to the rise of local brands, the market pattern has changed significantly. Under the background of this change, to the brand, with its precise positioning and unique marketing strategy, is gradually emerging. Consumers' demand for skin care products is no longer limited to basic cleaning and moisturizing, but turns to higher levels of personalized, natural, safe and functional products, driving the market to a diversified and professional direction[1].

The domestic skincare market is undergoing unprecedented changes, driven by the upgrading of consumer demand, technology development and e-commerce. In terms of products, prices, channels and promotion, the brand flexibly adjusts the strategy according to the 4P theory, which not only successfully captures the market opportunities, but also provides innovative marketing practices for the industry[2]. However, with increasingly fierce market competition, brands need

to keep paying attention to consumer trends, innovate products, optimize pricing strategies, expand sales channels, and improve promotion effects to consolidate their market position.

2. Zhiben Brand Marketing Overview

2.1. Zhiben Brand Profile

This is a domestic skin care brand of Shanghai Chengmu Biotechnology Co., Ltd., founded in 2012, and based on scientific research, is committed to providing consumers with safe, effective, and professional personal care products.

To this brand in the rise of domestic products in the boom with its high-quality products and services to win the wide recognition of consumers. Its best selling and best reputation is the Special Ann Repair series, aimed at the abuse of skin care products and the frequent safety incidents of skin care products in Europe, Japan and South Korea. In addition, the pre-sale and after-sales service of this brand is also very good, providing customized services for consumers, and has won a considerable number of repeat customers. With the improvement of market recognition, the company continues to enrich the product line, expanded the skin care, makeup and other fields, to meet the diversified needs of consumers.

2.2. Overview of the Content and Characteristics of the Marketing Strategy

The target market positioning of the brand, is not only reflected in the product design but also reflected in the price strategy. In terms of channel layout, Zhiben skillfully uses the combination of online and offline methods, online pays attention to the construction of e-commerce platform, and offline provides consumers with physical experience through retail stores and counters. This integration strategy enables the brand to reach consumers in different consumption scenarios and improve the purchasing experience.

In terms of promotion, the brand pays attention to the emotional resonance with consumers, and actively builds and conveys its natural and healthy brand image through social media, KOL cooperation and public welfare activities. The brand advocates is not only a way of skin care, but also a healthy attitude towards life. The transmission of such values helps to attract and maintain loyal consumers and establish a long-term brand influence[3].

Finally, the marketing strategy of this brand is rich in content and has distinct characteristics. They integrate the essence of 4P theory into all aspects of brand development, thus building a unique and effective strategic system[4]. The marketing strategy of this one is unique, which as it skillfully integrates the 4P theory and realizes the synergistic effect of product, price, channel and promotion. This strategy not only shows significant advantages in the skin care market, but also reflects the brand's attention to consumer experience and social responsibility, which helps to enhance the reputation of enterprises and promote the healthy development of the industry ecology[5].

3. Marketing Strategy Analysis

3.1. 4P Marketing Theory

3.1.1. Product Strategy

In terms of product strategy, the brand perfectly interprets the "product" dimension in the 4P theory. The brand believes that the core competitiveness of the product lies in its natural, safe characteristics, and its close connection with the skin health of consumers[6]. Our product line covers a variety of plant essences, such as green tea, white root, and snow atica, which are carefully

selected as natural ingredients to provide nutrients for different skin types. The brand resolutely avoids the use of chemical additives that may cause skin problems to ensure the purity and safety of the product, which perfectly fits with the consumers' growing demand for skin care products without stimulation or addition.

For example, the brand adopts advanced supercritical fluid extraction technology to ensure the efficient and complete extraction of plant essence. At the same time, the brand also actively explores the application of bioactive ingredients to improve the penetration and repair ability of the product. Such technology not only enhances the professionalism of the product, but also makes it comparable to international brands in quality[7].

3.1.2. Price Strategy

In terms of price strategy, the brand has adopted a smart and rich strategic positioning, reflecting the "price" dimension in the 4P theory. The target market of the brand is in the middle and high end, and its product pricing strategy is based on the balance between its high quality and consumers' ability to pay[8]. However, consumers are willing to pay a certain premium for high-quality, safe and natural products, but they will also consider their own economic situation. In order to find a foothold in this delicate balance, we conducted in-depth market research, analyzed the price sensitivity and brand loyalty of consumers, to ensure that its price strategy can reflect the value of the product, without overloading consumers.

The price strategy also reflects its understanding of market segmentation. In the high-end market, brands compete with international brands to attract consumers who are relatively insensitive to price by providing high-quality and professional products; in the mid-end market, brands attract consumers who pursue quality but have price sensitivity with their high cost performance[9]. This layered pricing strategy enables us to find the appropriate market positioning in different consumer groups, which can not only maintain the profit space, but also expand the market share.

3.1.3. Channel Strategy

In terms of channel strategy, the brand has made full use of the "channel" dimension in the 4P theory to build a sales network covering online and offline and taking into account diversification, so as to realize the seamless connection between products and consumers. Brands know that an effective sales channel can not only improve the visibility of products, but also enhance the consumer buying experience, which in turn drives sales growth[10].

Offline, it adopts a combination of physical stores and counters to cover different consumption scenarios. Brand counters will be set up in shopping centers and department stores to provide product trial and consulting services, so that consumers can experience products in the physical environment. At the same time, it has opened self-run stores in major cities to create a unique brand atmosphere, so that consumers can feel the texture and professionalism of the brand while shopping. This hybrid channel strategy makes the instinct to cover the majority of consumers from urban to rural, from young to middle-aged, reducing the market gap[11].

To also actively embrace the new retail, online and offline channels deep integration, to achieve seamless docking. Through online booking, offline experience, or the O2O model of online purchase after offline trial, consumers will bring a more convenient and personalized shopping experience[10]. In addition, the brand also collects the shopping data of online and offline consumers through the CRM system, so as to carry out precision marketing and personalized services, and further improve consumers' shopping satisfaction and loyalty[11].

In terms of logistics and distribution, we cooperate with many well-known logistics companies to ensure fast and safe delivery services, reduce consumer waiting time, and improve the purchasing experience[12]. At the same time, the brand has also set up a perfect after-sales service, including return and exchange policies, consumer consultation hotline, etc., so that consumers have no worries in the purchase process.

The channel strategy of this one not only covers a wide range of consumer groups, but also realizes the dual improvement of sales efficiency and consumer experience through the integration of online and offline. This strategy reflects the brand's deep understanding of the modern consumers' shopping habits, and also reflects the importance of the channel strategy in the 4P theory.

3.1.4.Promotion Strategy

In terms of promotion strategy, the brand skillfully uses the "promotion" dimension in the 4P theory, and deeply popularized the brand concept and product information through the multi-channel and multi-dimensional communication strategy[13]. The brand believes that effective promotion is not only to improve brand awareness, but also to establish an emotional connection with consumers and strengthen brand identity.

In the promotion activities, we will first focus on accurately positioning the target audience and carry out content marketing through social media platforms, such as publishing skin care knowledge, product use tutorials and interactive activities with consumers on Weibo, Wechat, TikTok and other platforms, to attract and maintain the attention of fans.

The brand makes full use of offline activities, such as holding skin care lectures, new product launches, etc., so that consumers have the opportunity to experience products and face-to-face interaction with the brand. Such activities not only enhance the brand loyalty of consumers, but also can further expand the brand influence through consumer word of mouth communication.

In terms of advertising creativity, we adhere to the theme of nature and health, emphasizing the relationship between products and skin health. Through creative visual communication, such as the use of real plant elements and natural scenes, consumers can feel the purity and nature of the product visually. This advertising style is not only consistent with the brand concept, but also in line with consumers' pursuit of natural and harmless skin care, which improves the recognition of the brand[14].

This promotion strategy reflects the essence of the promotion strategy in the 4P theory, that is, through effective market communication, enhance the brand value and attraction, for the brand to win the competitive advantage in the competitive market environment. In the future, we will continue to explore innovative promotion methods to adapt to the changing market environment and maintain the market leading position of the brand.

4. Significance and Advantages of Marketing Strategy in the Market

4.1. Sustainable Development

In today's global business environment, sustainable development has become an important part of corporate strategy, and consumers' awareness of environmental protection and moral responsibility for corporate behavior is also increasing. While practicing the 4P marketing theory, the brand also deeply realizes the importance of sustainable development for the long-term success of the brand. In product design, production, packaging, supply chain management and social responsibility, the brand embodies the commitment and practice of sustainable development, thus showing a significant advantage in the market.

The sustainability strategy is not only reflected in the company's internal operations, but also integrated into its marketing activities. By spreading the concept of environmental protection, the brand guides consumers to choose sustainable products and services, so as to establish a responsible brand image in the hearts of consumers. This approach helps to increase brand loyalty, win long-term consumer support for the brand, but also helps to educate the market and promote the sustainable development of the entire industry.

In the process of building the brand strategy based on the 4P marketing theory, the brand fully considers the need for sustainable development, and realizes the integration of commercial success and environmental protection concepts through the strategies of product, production, packaging and responsibility. This strategy of considering both economic benefits and social benefits not only meets the demand of consumers for sustainable products, but also improves the market competitiveness of the brand, and sets a model of sustainable development for the industry. The brand practice has proved that integrating sustainable development into the marketing strategy is not only the contribution of the enterprise to the society, but also one of the key strategies for the enterprise to achieve long-term success.

4.2. Corporate Social Responsibility

In the modern business environment, corporate social responsibility has become an important part of the brand value, which is not only related to the moral reputation of the enterprise, but also the key to establish a deep connection between the brand and consumers. The brand knows this well and closely combines corporate social responsibility with sustainable development. Through the implementation of marketing strategy, it has not only achieved commercial success, but also won the respect and trust of consumers.

The original marketing activities also fully reflect corporate social responsibility. With the help of public welfare activities, such as environmental protection projects and educational activities, the brand spreads the concept of sustainable development, guides consumers to participate in it, enhances consumers' awareness of environmental protection, and strengthens the positive brand image of the brand. This approach has not only won the recognition of consumers, but also promoted the environmental awareness of the market, and helped to enhance the social responsibility of the whole industry.

The brand practice shows that corporate social responsibility and sustainable development are important pillars for the success of modern enterprises. This strategy not only contributes to the sustainable development of enterprises, but also has a positive impact on the society, and provides a reference model for other enterprises. In the future, corporate social responsibility and sustainable development will continue to be an important part of the brand strategy, promote the brand to maintain a competitive advantage in the market, and lead the industry to a greener and more fair future.

5. Conclusion

The success of the brand in the skin care market fully proves the importance of the strategy based on the 4P marketing theory in brand building. Through the clever combination of product (Product), price (Price), channel (Place) and promotion (Promotion), it not only meets consumers' demand for high-quality and natural skin care products, but also successfully creates a symbol of lifestyle, and realizes the deep emotional connection with consumers.

In the rapidly changing market environment, enterprises need to closely combine the 4P theory with consumer behavior and market trends and continuously innovate and optimize marketing strategies. The successful practice of this book shows that focusing on consumer experience,

corporate social responsibility, and adherence to sustainable development are the keys to gaining sustainable advantages in the competition.

In the future, the brand will face more challenges, such as the application of emerging technologies, the changing consumer demand, and the increasingly stringent environmental regulations. However, based on the solid foundation of 4P theory, it has the ability to continue to explore and practice to adapt to the new environment, consolidate its leading position in the skincare industry, and provide a successful sustainable development model for global brands.

The story of this brand proves the effectiveness and adaptability of 4P marketing theory in the modern business environment. It is consumer-centered and focuses on product differentiation, value transmission, channel coverage and emotional connection, which not only achieves commercial success, but also improves the social image of the enterprise. Such strategic practice is of important learning and reference value for any enterprise that seeks to build a strong brand in the market.

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