

# ***New Media and Marketing - The Road to Success in Starbucks Marketing***

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**Abstract:** As science and technology advance quickly, more and more people are using smartphones. The Internet is getting more and more common, and it is becoming more and more integrated into daily life. The demand of consumers is more and more diversified, and the traditional way of publicity can no longer meet the needs of brand promotion. It is a general trend for brands to use new media marketing. Different from traditional media, new media has the characteristics of two-way communication, which can deepen the communication between enterprises and consumers, and help enterprises to understand and meet the various needs of consumers. This article discusses the following topics: New Media and Marketing - The Road to Success in Starbucks Marketing. On this basis, this paper analyzes the new media marketing case of Starbucks and introduces four characteristics of new media marketing, which effectively reduces marketing costs, more accurately determines target groups, attracts consumers' attention more to arouse consumers' purchase desire, and emphasizes the two-way communication between brands and users.

**Keywords:** marketing, new media, social platforms, demand

## **1. Introduction**

Electronic media that is network-based is referred to as new media. More and more people are adopting cellphones because of 3G and WiFi's rising popularity, which has accelerated the growth of the mobile Internet. The way that customers shop, receive, and process information has fundamentally changed along with the development of the media environment. The new media era has begun for the entire network media [1]. With the rise in popularity of smartphones and the Internet, new media has gradually supplanted traditional marketing techniques for promoting brands. When compared to traditional media, new media exhibits the traits of two-way communication, which can deepen consumer and business interactions and help businesses better comprehend and satisfy the wide range of consumer wants. This paper will examine the relationship between new media and marketing and introduce four new media marketing characteristics using Starbucks as an example. First, new media marketing can significantly lower marketing expenses. New media advertising is more adaptable and customized than traditional media advertising, and it may be delivered in accordance with various promotion needs and budgets. Additionally, new media advertising may precisely target customers, prevent wasteful advertising, and lower marketing expenses. Second, new media marketing may precisely define target demographics more. Big data

and artificial intelligence technology enable new media to analyze and comprehend users more thoroughly. This allows for more precise target audience identification, the delivery of content and services that better meet user needs, and an increase in user stickiness. Third, new media marketing can grab more customers' attention and stimulate their desire to make a purchase. Short videos, interactive games, social media, and other innovative and engaging types of advertising enable businesses to more vividly showcase their goods and services, grab customers' attention, and subsequently pique their purchasing interest. Finally, new media marketing places a strong emphasis on user and brand interaction. Brands can have more in-depth involvement and connection with people through social media, Wechat public accounts, and other channels. This allows them to better understand customer needs and feedback, better satisfy those needs, and build their reputation and user loyalty. In summary, new media marketing has four key characteristics: lower marketing costs, more specific target group identification, consumer attention stimulation of buying desire, and emphasis on two-way contact between businesses and users. Because of these traits, new media marketing is a significant tool for promoting brands. It enables businesses to engage with consumers more effectively, increase user loyalty, and raise brand awareness. This paper aims to examine the potential growth of new media marketing by examining the Starbucks marketing instance.

## **2. Introduction to Starbucks**

Starbucks is a world-famous coffee chain founded in 1971, headquartered in Seattle, USA. Starbucks has a reputation for providing high-quality coffee, a comfortable coffee shop environment, and an exceptional customer experience. Starbucks is a coffee chain. The first store address is in Seattle Park Market, the United States in 1971 with the initial capital of ten thousand dollars. It was financing opened by Gerald Baldwin (Gerald), Gordon Sowker (Gordon Sowker) and Jeff Sieg (Zev Sieg). It's called Starbucks in English. Starbucks just started in the 1990s, not a century-old brand, however, it has elevated to a global brand in just ten years. Starbucks ranked 82nd on the 2006 list of the World's top 500 Brands. Starbucks' "Green Mermaid" icon has come to symbolize American culture, even coffee culture [2].

Here are a few things about Starbucks.

### **2.1. Coffee and Products**

Starbucks takes coffee as its core product and provides a variety of coffee drinks, including espresso, latte, cappuccino, mocha, etc. They also offer tea, hot chocolate, juice and a range of snacks and desserts. Starbucks is committed to providing consumers with high quality coffee and a diverse selection of products.

### **2.2. Retail Network**

Starbucks has an extensive retail network in the world, covering many countries and regions. Their coffee shops are known for their unique decor and comfortable environment, providing consumers with a place to relax and socialize.

### **2.3. Social Responsibility**

Starbucks is committed to social responsibility and sustainability. They are actively involved in community affairs, promoting environmental protection and sustainable agriculture. When sourcing coffee beans, Starbucks focuses on working with coffee farmers to promote sustainable coffee farming and fair trade [3].

## 2.4. Digital and Innovation

Starbucks has made important strides in digital and innovation. They have launched mobile payment apps and membership programs that allow customers to order and pay for food via their phones. In addition, they are engaging with consumers through social media, digital marketing and technological innovation.

## 2.5. Social and Cultural impact

Starbucks stores have become places of social and cultural exchange. People often meet friends, work or read in Starbucks, and the atmosphere and experience of the coffee shop becomes a unique way of life [3].

In general, Starbucks is a well-known global brand that focuses on coffee quality, customer experience and social responsibility. Offering high-quality coffee and a diverse selection of products worldwide, they provide consumers with a unique coffee culture experience through a comfortable coffee shop environment and an innovative digital experience.

## 3. Starbucks's New Media Marketing and Innovation

In a cutthroat industry, creating a strong brand takes time, money, and a well-thought-out plan to attract intangibles to the business. The techniques of reaching out to clients have drastically altered from conventional to modern marketing, with social media marketing (SMM) emerging as the most recent strategy, due to changes in the demographic paradigm and rising competition. Both business-to-business and business-to-consumer marketers place a high focus on building brand awareness. According to the UN organization in charge of global communications, more than three billion people worldwide utilize the Internet. The International Telecommunication Union has released a statistic showing that there were 3.2 billion internet users worldwide in 2015, up from 738 million in 2000. Over two thirds of Internet users who are active have social media accounts, which number close to 2.1 billion people. Therefore, it is simple to understand why both corporate and consumer marketers mostly concur that social media is crucial for creating brands [4].

New media marketing refers to marketing that uses the Internet, social media and other digital channels to promote products, services and brands by creating interesting and engaging content that interacts and communicates with target audiences. Starbucks is an important example of cross-cultural communication. As a global coffee brand, it has repeatedly become the focus of attention in the field of trade and culture, causing controversy in both traditional and new media platforms. In the current context of global trade, Starbucks constantly creates its huge fan base through experiential marketing and new media interaction, and then forms a spectacular cultural consumption phenomenon [5].

Starbucks must have a solid digital marketing plan since they are aware of how digitally sophisticated their audience is. It is obvious that Starbucks favors two-way communication platforms over one-way communication platforms like print and television for its marketing campaigns. Table 1 shows the number of Starbucks followers on each platform.

Table 1: The number of Starbucks followers on each platform.

Instagram	Facebook	Facebook
248K+ Followers	1.1 million + likes	161K+ followers

To draw customers and grow its fan base, Starbucks posts on its social media channels every day and offers challenges and games. Consistent across all platforms, posts and engagement aim to

create an experience rather than merely serve as a channel for advertising. An example of how engaging and intriguing a brand like Starbucks can be the most recent Twitter fight between Flipkart and Starbucks. This is precisely why Starbucks is so popular with its target audience, especially millennials. Their platform includes a lot of images of friends and family enjoying Starbucks coffee together outside of the campaign, interwoven with high-quality material marketing seasonal items. Starbucks has so integrated itself into the social lives of its customers [3].

#### **4. Starbucks Network Marketing Case**

##### **4.1. WhiteCup Contest**

In 2014, Starbucks launched a contest on Instagram called #WhiteCupContest. Customers are being encouraged to create creative drawings on Starbucks' white cups and share their creations on social media. The campaign quickly drew widespread attention on social media, with thousands of people participating and tagging their entries with the hashtag WhiteCup Contest. This campaign not only increased user engagement, but also increased brand exposure and word-of-mouth through user-generated content.

##### **4.2. Unicorn Frappuccino**

In 2017, Starbucks released a special drink called the Unicorn Frappuccino. The colorful drink quickly became a sensation on social media, where it became a trending topic. Consumers have been sharing photos and comments of themselves drinking the drink on social media, causing widespread discussion and attention. The campaign not only succeeded in attracting consumers' attention, but also increased Starbucks' brand awareness and social media presence.

##### **4.3. Twitter-a-coffee (Delivering Coffee via Twitter)**

Starbucks has partnered with Twitter to launch its Tweet-a-Coffee campaign. Consumers will be able to send a Starbucks coffee to a friend via Twitter using a specific hashtag and a friend's username. The campaign facilitated rapid coffee giveaways and user interaction through social media platforms, promoting consumer engagement and brand communication [5].

These cases demonstrate Starbucks' innovation and successful practice in new media marketing. By leveraging social media platforms, user-generated content and creative campaigns, they have built close interactive relationships with consumers and expanded brand reach and loyalty. These events not only generated buzz and discussion on social media, but also boosted sales growth and brand recognition.

#### **5. Characteristics of New Media Marketing**

Electronic media that is network-based is referred to as new media. The adoption of 3G and WiFi, as well as the rise in smartphone usage, have all contributed to the rapid growth of mobile Internet in China. The new media age has begun for the whole network media. The way customers purchase, consume, and digest information has changed along with the media environment. Both the beginning and the conclusion of marketing are the customer.

Theory and practice in marketing must adapt to the changing needs of customers. In the age of new media, marketing needs to be adjusted. Combining new and traditional media is the primary goal of comprehensive new media marketing. An emphasis on multi-channel integration, creativity, and usefulness characterizes new media comprehensive marketing. It is no longer just restricted to Internet, computer, website, and mobile media, but also includes conventional media like TV, radio, magazines, and marketing tools [1].

Researchers can better grasp and explore new media marketing by having a deeper understanding of its properties. The results of the available study on the traits of new media marketing, however, are relatively few. The quantity of articles published in prestigious journals is low, and the quality of the research is also subpar. Additionally, there have been numerous studies done on the characteristics of new media marketing, but no consensus has been reached. The characteristics of new media marketing can be broken down into the following four categories when combined with the available research.

### **5.1. Effectively Reduce Marketing Costs**

Social networking websites can be seen as both business and neighborhood interactive buddy networks [6]. There is no denying that online social networks have fundamentally altered how information is shared by facilitating relatively simple online information sharing and exploitation [7]. There are more marketing avenues available to businesses in the modern media age. With the introduction of new media, businesses can utilize some free platforms for marketing, increase their market channels, and lower their network marketing communication costs. With the growth of the Internet, services for enterprise network marketing are now available with easy access. They will do anything if the content is original, imaginative, and appealing to consumers. The emergence of new media has sped up the dissemination of information, and businesses may now take advantage of low-cost investments and effective communication [8].

### **5.2. Accurately Analyze the Push and Identify the Target Audience**

New media marketing focuses on data collection and analysis and makes marketing decisions in a data-driven way. Through various analysis tools and indicators, enterprises can understand users' behaviors and preferences, evaluate the effect of marketing activities, and optimize marketing strategies. Data analysis can also help companies better understand market trends, competitors and consumer demands, providing a basis for product innovation and market positioning. New media marketing can accurately locate the target audience more and provide personalized marketing content. By analyzing users' interests, behaviors and preferences, enterprises can develop customized marketing strategies for different user groups. For instance, businesses can precisely distribute adverts to consumers in line with the characteristics of the target group by using the targeted advertising feature of the advertising distribution platform. This will increase the conversion rate and impact of advertisements [9].

### **5.3. Be More Creative to Attract Consumers**

The development of varied marketing forms, such as database marketing, community marketing interactive experiences, focus penetration, word-of-mouth, back communication, precision marketing, event marketing, and so forth, has been facilitated by advancements in Internet technology. Consumers now pay greater attention to the content of commercials in the age of new media, and interesting and fancy advertisements are more probable to appeal to consumers, which motivates them to actively disseminate. Advertising that uses creativity effectively draws in a growing number of consumers [10].

### **5.4. Achieve Two-way Interaction with Consumers**

Businesses can benefit from new media's diversity of customer feedback and product information marketing channels, which helps to foster business-to-business, business-to-consumer, and consumer-consumer engagement by allowing them to interact online. It is possible to have a two-

way conversation between customers and enterprises. As a result, businesses are better able to comprehend client wants and address customer complaints, increasing customer satisfaction. Additionally, businesses can leverage big data and cloud computing technology to collect consumer data, segment audience groups, and get customer feedback while also displaying product information on new media platforms correctly and quickly. This makes it easier to collect data and gives precise information for marketing choices [11].

## 6. Conclusion

All in all, the success of Starbucks is inseparable from its team's flexible use of new media for large-scale marketing. Through various channels, Starbucks interacts with consumers, conveys brand stories and concepts, interprets brand values, and enhances brand awareness and consumer loyalty. The future development trend of new media is as follows. Firstly, more bidirectional, new media will use more technologies and ways to enrich user experience; people will participate in social, entertainment and consumption activities more frequently through new media, and businesses can better understand and meet user needs through the platform of new media, so as to achieve both supply and demand satisfaction. Secondly, more personalized, new media uses big data analysis to accurately locate target users, provide personalized services, and establish a unique brand image to achieve a virtuous circle. Thirdly, new media is not only a simple communication platform, but when it is integrated with other fields, such as art, sports and business, more forms of content will be produced to meet users' consumption, entertainment and social needs. New media will continue to promote information dissemination and reform and bring people a more convenient and rich experience. Today, new media marketing has become a necessary part of the market, but it cannot blindly copy the successful cases. It should be combined with the characteristics of the brand to design marketing strategies, create a unique brand image, further promote the communication between the brand and consumers, real-time grasp of consumer needs, to attract more consumers and to achieve marketing purposes.

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