

School-enterprise cooperation Changan art Valley marketing strategy simple view

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ABSTRACT

This article aims to discuss the advantages and disadvantages of school-enterprise cooperation project -- Changan Yigu in marketing, and put forward the corresponding improvement strategies. As an important achievement of school-enterprise cooperation, Chang 'an Art Valley has the advantages of complete venues, diverse choices, beautiful environment and perfect hardware facilities, but at the same time, it also faces challenges such as distance from the urban area, fierce competition from similar products around and lack of secondary consumption. In response to these problems, this paper puts forward marketing strategies such as settling in Tiktok and becoming a blue V, launching group purchase, and launching drainage products, explosive products and profit products in stages, in order to enhance the popularity and attractiveness of Chang 'an Yigu and build a good reputation.

KEYWORDS

School-enterprise cooperation; Changan Yigu; Marketing; Advantages and disadvantages; Improvement strategy

1 Introduction

With the continuous in-depth development of school-enterprise cooperation mode, more and more high-quality projects have emerged at the historic moment, injecting new vitality into social and economic development. As one of the important achievements of school-enterprise cooperation, Chang 'an Art Valley has attracted much attention since its birth. However, in terms of marketing, Changan Yigu still faces many challenges. This paper will make an in-depth analysis of the advantages and disadvantages of Chang 'an Yigu market promotion, and put forward the corresponding improvement strategies, in order to provide a useful reference for the future development of Chang 'an Yigu.

2 The advantages and disadvantages of Changan Yigu market promotion analysis

2.1 Advantages

Changan Yigu has many advantages in marketing.

(1) Complete venues provide sufficient site support for various activities. Whether it is artistic performances, sports events or exhibitions, Changan Yigu can meet different needs.

(2) With diverse choices, Changan Yigu not only provides a wealth of activity content, but also pays attention to the diversity and innovation of activities, attracting a large number of visitors to participate.

(3) Beautiful environment is also a highlight of Changan Yigu. The beautiful environment not only improves the viewing experience of the audience, but also establishes a good brand image for Chang 'an Yigu.

(4) The hardware facilities are complete, which provides a strong guarantee for the smooth progress of various activities.

(5) Rich cultural connotation. As a school-enterprise cooperation project, Chang 'an Yigu not only pays attention to the diversity and innovation of activities, but also deeply explores and inherits the local cultural connotation. This enables Chang 'an Art Valley to highlight its unique cultural characteristics in marketing and attract more audiences who are interested in traditional culture.

(6) Rich cooperation resources: the school-enterprise cooperation model provides Changan Yigu with rich cooperation resources. Through cooperation with universities, enterprises, social organizations and other aspects, Chang 'an Art Valley can obtain more resources, such as venues, funds, talents, etc., to provide a strong guarantee for market promotion.

2.2 Disadvantages

Although Chang 'an Yigu has made remarkable achievements in marketing, there are still some shortcomings.

(1) It is far from the urban area, which makes it difficult for some visitors to reach it due to inconvenient transportation. This not only affects the number of visitors of Chang 'an Yigu, but also limits the breadth of its market promotion.

(2) The fierce competition of similar products around Changan Yigu makes it face greater pressure in market promotion. How to stand out among many similar products has become an important issue that Changan Yigu needs to solve.

(3) Lack of secondary consumption is also a major shortcoming of Chang 'an Yigu's market promotion. After participating in the activity, the audience often lacks the motivation to continue to consume, which makes it difficult to maximize the economic benefits of Chang 'an Art Valley.

(4) Low brand awareness. Although Chang 'an Yigu has made certain efforts in marketing promotion, its brand awareness is still relatively low due to its short establishment time. This has led to a lack of understanding of Chang 'an Yigu among some potential audiences, which has affected its marketing effect.

(5) Single marketing strategy. At present, Chang 'an Yigu's marketing strategy mainly focuses on traditional media and offline activities, and lacks full use of new media and digital marketing. This limits the scope and effect of Chang 'an Yigu's marketing promotion, which requires further optimization and innovation in marketing strategies.

3 Changan Yigu market promotion improvement strategy

According to the advantages and disadvantages of Chang 'an Yigu market promotion, this paper puts forward the following improvement strategies:

3.1 Settle in Tiktok and become Blue V

With the rise of short video platforms, Douyin has become an important channel for many brands to promote. Chang 'an Yigu can settle in Douyin and apply to become a Blue V user, attracting more audience's attention through the release of short videos, live broadcasts and other forms. Content innovation: After settling in Douyin, Changan Yigu needs to pay attention to content innovation and diversity. By producing short videos, live broadcasts and other forms, Chang 'an Yigu

can show the activity scene, cultural connotation and behind-the-scenes stories of Chang 'an Yigu, attracting more audience's attention and participation.

At the same time, the algorithm recommendation mechanism of Douyin can be used to accurately push the activity content of Changan Yigu to the target audience, so as to improve the efficiency and effect of market promotion. Interactive marketing: Use the interactive functions of the Douyin platform, such as comments, likes, retweets, etc., to interact with the audience. Online activities can be held regularly, such as sweepstakes, Q&A, etc., to increase audience engagement and stickiness.

3.2 List group buying events

As an effective means of promotion, group buying activities can attract more visitors to participate in the activities of Changan Yigu. Changan Yigu can cooperate with major group buying platforms to launch a group buying package with greater preferential treatment, so that the audience can feel the sincerity and strength of Changan Yigu while enjoying the preferential treatment.

In addition, it can also collect audience information through group buying activities to provide data support for subsequent marketing. Cooperation benefits: When cooperating with major group-buying platforms, you can strive for more preferential policies and resource support. Such as providing exclusive offers, limited time discounts, etc., to attract more consumers' attention and purchase. Data analysis: Make use of the data analysis function of the group-buying platform to conduct in-depth analysis of consumers' purchasing behaviors, preferences, etc. According to the analysis results, adjust the group-buying strategy to improve the conversion rate and effect of group-buying activities.

3.3 Launch the product strategy in stages

In order to attract more audiences and enhance the popularity of Changan Yigu, drainage products, explosive products and profit products can be introduced in stages. First, attract the audience's attention by introducing affordable and high-quality drainage products. Before launching a new product, it is necessary to conduct sufficient market research and analysis. Understand the needs and preferences of consumers, as well as the product features and market strategies of competitors, to provide a basis for product design and pricing.

Secondly, use the heat of explosive products to drive the overall sales of Changan Yigu, and constantly optimize product design and marketing strategies according to market feedback and consumer evaluation. Such as adjusting product prices, improving product quality, enriching product lines, etc., to meet the diversified needs of consumers.

Finally, through the launch of high-profit products to achieve the maximum economic benefits. This phased product launch strategy not only helps to enhance the popularity of Chang 'an Yigu, but also can achieve a win-win situation of economic and social benefits.

4 The specific implementation plan of Chang 'an Yigu market promotion

4.1 Short-term execution plan (0-3 months)

(1) Enter the Tiktok platform:

Set up an official Douyin account and complete the Blue V certification.

Set up a professional team responsible for content planning, shooting, editing and publishing.

Develop a content release plan to ensure that at least 2-3 high-quality short videos are released each week, covering event previews, live shots, behind-the-scenes tidbits, etc.

Carry out initial interactive activities, such as following the lucky draw, commenting on polite, etc., to increase the attention and activity of the account.

(2) Launch group buying activities:

Establish partnerships with mainstream group-buying platforms to complete product listing and page optimization.

Develop preferential strategies for group buying, such as limited time discounts, full reduction offers, etc., to attract consumers to buy.

Establish a group buying customer service team, responsible for order processing, after-sales consultation, etc., to improve consumers' shopping experience.

(3) Brand promotion:

Use traditional media and social media to promote the brand and improve the visibility and influence of Changan Yigu.

Produce brand publicity posters, videos and other materials for online and offline promotion.

Brand linkage with well-known local enterprises and institutions to enhance brand image and influence.

4.2 Mid-term execution plan (3-6 months)

(1) Content innovation:

Continuously optimize Tiktok content based on market feedback and audience demand to increase interactivity, fun and innovation.

Try live streaming and hold online concerts, art lectures and other activities to increase audience participation and stickiness.

Carry out cross-border cooperation to co-create content with tourism, education, culture and other fields to expand the boundaries of content.

(2) Marketing strategy optimization:

Analyze group buying activity data, adjust promotional strategies and promotion channels, and improve conversion rates and sales.

Use big data analytics to accurately push personalized content to increase user engagement and activity.

Carry out online and offline linkage activities, such as online ticket sales for offline activities, offline experience for online activities, etc., to enhance user experience and interaction.

(3) Product expansion:

Launch new products or services based on market demand and consumer feedback, such as artwork customization, art courses, etc.

Establish a product evaluation system to collect user feedback and continuously optimize product and service quality.

Carry out product promotion activities, such as flash sale, exclusive membership, etc., to improve product sales and user satisfaction.

4.3 Long-term execution plan (more than 6 months)

(1) Brand building:

Strengthen the construction and communication of brand culture to enhance brand awareness and reputation.

Carry out brand public welfare activities, such as the popularization of art education, cultural

heritage protection, etc., to enhance brand image and social responsibility.

Establish cooperative relations with international art institutions, introduce international quality art resources, and enhance the international influence of Chang 'an Art Valley.

(2) Market expansion:

Expand market channels, such as establishing cooperative relations with travel agencies, educational institutions, etc., to expand customer base.

Carry out remote promotion activities, such as participating in domestic and foreign art festivals, exhibitions, etc., to enhance the visibility and influence of Chang 'an Art Valley.

Make use of cross-border e-commerce platforms to promote Changan Yigu's products and services to the international market.

(3) Technological innovation:

Pay attention to the development trends of emerging technologies, such as virtual reality (VR), augmented reality (AR), etc., and explore their application in the field of art.

Establish a technology innovation team, responsible for technology research and development and application innovation, to enhance the technical strength and innovation ability of Chang 'an Yigu.

Carry out technological innovation projects, such as building virtual art museums, developing art education apps, etc., to improve user experience and service quality.

5 Case study

Marketing is the key to the success of the project, and the formulation and implementation of its strategy is very important. This paper will be combined with several specific cases, "Chang 'an Art Valley" project marketing strategy to deduce.

Case 1: Feizhu official broadcast room promotion model.

Through its official broadcast room "Flying Pig Shopping Eating Group", Flying Pig successfully promoted its tourist routes and commodities through live broadcasting and cooperation with talent anchors. This model can be used for reference in the marketing of the "Chang 'an Art Valley" project. For example, well-known designers or artists can be invited to give a detailed introduction to the design concept, art exhibition and cultural leisure area of "Chang 'an Art Valley" through a live streaming platform to attract the interest of the audience. At the same time, combined with the interactive functions of the live broadcast room, such as lottery, coupon issuance, etc., to increase the audience's participation and stickiness, and thus enhance the visibility and attractiveness of the project.

Case 2: The successful application of blind box economy.

The rise of blind box economy in the tourism industry provides a new idea for the marketing of "Changan Art Valley" project. A series of blind box products related to "Chang 'an Art Valley" can be designed, such as art exhibition tickets, cultural and leisure area experience vouchers, limited edition artworks, etc., and sold through online platforms. The mystery and interest of the blind box can stimulate consumers' desire to buy, and at the same time, the popularity and influence of the project can be further expanded through sharing and spreading on social media.

Case 3: City walk's immersive experience.

As an emerging way of urban roaming, City walk focuses on in-depth interpretation and experience of the city. We can learn from this model and design a series of City walk routes with the theme of "Chang 'an Art Valley", connecting art exhibitions, cultural and leisure areas, and surrounding scenic spots to form a unique tourist route. Organize regular City walk activities, invite tourists and citizens to participate, let them personally experience the charm of "Chang 'an Art

Valley", and share and spread through social media to form a word-of-mouth effect.

undefined Case 4: Joint promotion and cross-border cooperation.

undefined It is possible to cooperate with other relevant industries or enterprises to carry out cross-border cooperation and jointly promote the "Changan Art Valley" project. For example, cooperative relations can be established with local tourism, cultural and educational institutions to jointly hold art exhibitions, cultural activities and educational lectures to enhance the cultural connotation and educational value of the project. At the same time, it can carry out joint promotion with well-known brands, such as cooperating with clothing brands to launch "Changan Art Valley" theme clothing, cooperating with catering brands to launch special dishes, etc., through cross-border cooperation, expand the promotion channels and audience groups of the project.

To sum up, the marketing strategy of "Changan Art Valley" project should pay attention to diversification and innovation. By learning from successful cases, combining the characteristics of the project and the needs of the audience, a targeted promotion plan should be formulated. At the same time, we should pay attention to the interaction and communication with the audience, enhance the visibility and reputation of the project, and lay a solid foundation for the long-term development of the project.

6 Implementation effect expectation and risk assessment

After the implementation of the above marketing strategy, it is expected that the popularity and attractiveness of Changan Yigu will be significantly improved. Through measures such as settling into Douyin to become a Blue V, launching group-buying activities and rolling out product strategies in phases, Changan Yigu will be able to attract more viewers to come and participate in the activities, improve audience satisfaction and loyalty, and increase the number of viewers.

At the same time, these measures will also help to enhance the brand image and word-of-mouth effect of Changan Yigu, laying a solid foundation for future marketing. By optimizing marketing strategies and launching new products and other measures, Chang 'an Yigu can improve its economic benefits, increase its income sources and profit level.

However, there are also certain risks in the implementation process. For example, competition on the Tiktok platform is fierce, and Chang 'an Yigu needs to constantly improve its own strength and innovation ability to cope with challenges from competitors as market competition intensifies. Chang 'an Yigu needs to constantly innovate and optimize its content to stand out; Group-buying activities may face problems such as price competition and profit compression; Consumer demand and market trends are constantly changing. Changan Yigu needs to pay close attention to market dynamics and consumer feedback, and adjust strategies in a timely manner to deal with risks. The phased launch of product strategies requires an accurate grasp of market demand and consumer psychology, otherwise it may lead to unsalable products or a decline in profits.

Therefore, it is necessary to pay close attention to market dynamics and consumer feedback during the implementation process, and adjust the strategy in a timely manner to deal with risks.

7 Conclusion

As an art promotion project of school-enterprise cooperation, Chang 'an Art Valley has unique advantages and potential. In this paper, the advantages and disadvantages of Chang 'an Art Valley market promotion are deeply analyzed, and the corresponding improvement strategies are put forward. By settling into Douyin to become a blue V, launching group-buying activities and launching product strategies in phases, Changan Yigu will be able to enhance its popularity and

attractiveness and create a good word-of-mouth effect. However, it also needs to pay close attention to market dynamics and consumer feedback during the implementation process, and adjust strategies in a timely manner to deal with risks.

In the future, Changan Yigu will continue to deepen the school-enterprise cooperation model, constantly innovate and optimize the marketing strategy, and provide more high-quality and diverse event content and service experience for the audience.

About the Author

Lijia Wang, Han nationality, born in Yan 'an City, Shaanxi Province, master graduate, assistant researcher. Her research interests mainly include college students' innovation and entrepreneurship, integration of industry and education, school-enterprise cooperation, achievement transformation, brand promotion and so on.

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