

The Application Research of SoLoMo Marketing Model in Luggage Industry Take the Lady Bag of Charles & Keith as an Example

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Abstract

In the era of the rapid development of mobile Internet, SoLoMo marketing model is not only the highlight of the luggage industry, but also the general trend of all industries, SoLoMo marketing mode makes the mobile Internet platform and offline store closely linked in marketing. For the luggage industry, such marketing mode has a strong influence. In recent years, the TikTok APP mobile Internet platform has been playing a big role in social interaction. CHARLES & KEITH has been a huge hit on the TikTok APP mobile Internet platform, and has pushed its own luggage products to a climax.

Keywords

SoLoMo Marketing, Mobile Internet Platform Charles & Keith.

1. Introduction

With the continuous development of the Internet, Charles & Keith has resorted to the burning mobile Internet. With the help of super extreme popularity, stores are opened in major cities, so that potential customers can come to the stores to have a try back experience after accepting the recommendation of a social platform. Meanwhile, the online and offline implementation, such as the official website APP of Charles & Keith, Tmall flagship store, Charles and Keith have done a great job of combining SoLoMo marketing.

Charles & Keith is a Singapore-based brand that focuses on Asian women with a modern fashion design concept. The products include shoes, bags and other fashion accessories. Charles & Keith has set up flagship stores in a number of first-tier cities, such as Seoul, South Korea, Shanghai, China, etc. The brand has always been adhered to the design spirit of continuous innovation and has become the van of fashion brands.

2. The Application of SoLoMo Marketing Model of Charles & Keith Enterprises

2.1. Charles & Keith's Use of Social Media

"So" means "Social", social media applications refer to both social and localized application elements, which can promote the interaction between online friends and realize offline communication[1].

In terms of video distribution, Charles & Keith first emerged in the public eye because TikTok pushed every one of the video's likes and comments to a certain extent, which increased exposure and visibility. A video of Charles & Keith Users Picking Up Bags in stores has been viewed 310 million times in less than a month, and the spontaneous sharing has led to a free advertising campaign for the brand.

In addition to large-scale social media platforms, TikTok and socially number one WeChat are also inextricably linked. I saw videos shared by others downloaded from TikTok and indirectly recommended them to WeChat friends to examine and share together. This is also a powerful consumer group.

2.2. Charles & Keith's Application of Localized Marketing Strategy

"Lo" means "Local" is a localized marketing strategy that uses the smart phone with GPS location to quickly help users search for stores near them[2].

In terms of localized marketing strategies, it is inextricably linked to the real-time positioning of social media. For example, on Weibo platforms, Weibo users can mark a place and tell their friends where they are and what they are doing. Armed with this information, the map will also reflect the information near the location and provide store discount information.

CHARLES & KEITH realized the combination of LBS (location-based service) and physical store location through Tencent WeChat client[3]. Pay attention to CHARLES & KEITH WeChat official account and use your mobile phone to locate the information and location of the nearest CHARLES & KEITH physical store. The WeChat official account provides detailed information such as the specific address, telephone number, and business hours of the nearest physical store to the mobile phone user.

2.3. CHARLES & Keith's Mobile Media Strategy

"Mo" means "Mobile", and mobile application media refers to the development of mobile phone clients for social media, such as Apple IOS and Google Android as representatives[4]. With the popularity of smart phones, the use of mobile media applications for publicity has been one of the principal methods of CHARLES & KEITH. For example, one of the characteristics of the high-traffic mobile media application TikTok APP is that it is convenient and fast. As long as there is a 15-second video with background music, it can be made public. This allows people to utilize the TikTok APP in fragmented time and make it online mobile. The corporate marketing model of media applications has gradually grown.

3. Problems in the Marketing Strategy of Charles & Keith Enterprises

3.1. Too One-way Relationship with the Audience

Although CHARLES & KEITH's hot topics have been used 310 million times by users, it is not a direct contact between officials and users, and it has not formed an "interaction" with the audience, and cannot fully understand the audience information, which is not conducive to the timely feedback of the audience's preferences. This one-way focus will not have a negative impact in the short term, but it is not conducive to CHARLES & KEITH's long-term stable interactive communication with users of mobile media applications.

3.2. The Target Users of the Marketing Strategy are not Clear

The purpose of CHARLES & KEITH's mobile media marketing is to promote and publicize the brand, but it cannot ensure that every video can be popularized. It cannot directly use mobile media sales and profit, and indirect profit directly obtained from the TikTok mobile media platform unable to quantify. The consequence of this behavior lies in the fact that they will invest as little marketing resources as possible when dealing with old customers who can bring profits. For those new customers and elderly clients who are at risk of loss, they will do their best to market. Unclear target customers will cause the loss of resources that can bring profits in exchange for some unstable customers.

3.3. The Problem of Product Copyright can not be Improved

After CHARLES & KEITH's products became popular, it was attended by different manufacturers producing similar bags, with relatively low prices and the same styles, which confuse consumers to buy blindly. The copycat phenomenon of the package is a breach of imitation, and imitation itself is a manifestation of the lack of innovation ability[5]. From a legal point of view, the so-called copycat is a tort. Faced with a large consumer group, this has led to

customers not being able to purchase from genuine channels in a unified manner, thus losing many clients..

4. Suggestions on Improvement of CHARLES & Keith Enterprise's Marketing Strategy

Through a series of research on Charles & Keith's SoLoMo Marketing Strategy, this paper puts forward some suggestions for the improvement of Charles & Keith's problems, as follows:

4.1. Establish an Official Company Accounts to Increase the Connectivity between the Company and Users

Companies should use mobile media platforms to establish official corporate accounts, which can highlight official authority and guide fans' attention. In order to increase the attention of fans, it is recommended to establish an authoritative account. No matter which mobile media platform, you need in order to push this function in the background. The advantage of this is because you can let fans know the first time when you release new products or new activities. Then use the communication among fans to maximize the use of mobile media platforms.

Second, it can also build official account numbers on WeChat platform. Authoritative account numbers need to be done even if consumers can quickly browse the categories of goods, find the favorite styles and achieve the connectivity of online shopping malls. Then, we will use the subscription in WeChat authorized account to recommend new product release and product copy, so as to achieve user's dependence on enterprises.

4.2. Focus on Targeted User Traffic and Increase its Interactivity

As a mobile media platform, the most important thing is the practice of controlling traffic. For example, the operation mode of the mobile media platform of TikTok APP is exercised by the fragmented time of users. If official CHARLES & KEITH company needs to post a new product video, then the company should pay attention to the time when the original product video is released. The fragmented time in the TikTok APP platform is around 12:00 noon, and the peak period of browsing video and comment interaction between 18:00-23:00. This approach can not only include the needs of consumers at each stage in the mobile media platform with the largest traffic, but also improve the interaction with users.

Choose the appropriate social media marketing strategy based on the company's own situation, such as implementing it through the WeChat platform with the largest social connection and interaction. You can promote WeChat official accounts on the high-traffic TikTok APP platform to achieve WeChat drainage and increase user stickiness.

4.3. To Alleviate the Problem of Authenticity by Adding Anti-Counterfeiting Marks and Laws to the Products

Compared with genuine products, imitation products are definitely cheaper than genuine products, but imitation products are basically small private factories operating at low cost, and the quality cannot be guaranteed. Because only formal brand factories will pay extra attention to product quality in order to maintain their own image and ensure the consumer market.

Companies can edit copy writing through official accounts, focusing on the quality of corporate luggage, and calling on consumers to effectively identify genuine products. In terms of product technology, companies can directly add official QR codes to the labels inside luggage products, so that consumers can download the official APP to scan the code to check the authenticity after purchase; in law, operators are not allowed to use famous brands without authorization. Name, packaging and decoration[6].Or utilize similar product name, packing and adornment. Making client mistake is the product of this well-known trademark. If the counterfeits come into contact with the interests of the genuine goods, through the voluntary reporting of the users, the

enterprises can use the law to safeguard their rights, cooperate with government departments, and under the law can order the confiscation of the proceeds and stop the illegal acts, the serious person may punish the amount is illegal income three times, uses the legal way to guarantee the enterprise genuine article.

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