



After a period of hardship, 2400 acres of barren hills turned into orange orchards. From the beginning of the Guaguo to Kunming in Yunnan No one shows any interest in Chu orange described after high streets and back lanes, wind and rain, in 2012, it is business like a raging fire, tenth years is Chu orange planting, and Chu Shijian have been living network cooperation, starting from the electricity supplier of the Road, hit. By 2015, the 88 year old Chu Shijian battles electricity supplier entrepreneurship, set up "Chu orange flagship store in Tmall, joined the Alibaba group star plan.

### 3.2 Analysis of Chu orange network marketing strategy

#### (1) Accurate target customers

The market generally of navel orange in the general price of \$4-7 per kilogram, while the price of Chu orange in the catty 15-16 yuan, with the United States and Australia imported imported navel orange navel orange is the same price. Usually the price is fixed and the market becomes smaller. Chu orange is in the face of high-end consumer groups, have a higher than average standard for quality of life, consumption is not susceptible to the impact of price fluctuations. This kind of high-end consumer groups, mostly well-educated, accept the information channels more diversified, more powerful ability to accept new things, in addition to their consumption of the product itself, but also is affected by Chu orange founder Chu Shijian personal legend.

It is Chu orange brand personality and marketing success story, with the help of network promotion, can still achieve good sales in high price.

#### (2) Standardization of product production

Chu orange on standardized production of agricultural products, the development of the fine line, to product differentiation. The Chu orange base has more than and 300 employees, unified allocation of production materials, screening equipment with advanced fruit, fruit of washing, drying, classification, finally loading, ensure the quality of each fruit.

#### (3) Combination of word of mouth and story marketing

In recent years, the success of Chu orange have been used as a model of marketing and network marketing success story has been widely circulated. On the other hand, word-of-mouth marketing micro-blog big V, also makes Chu orange inspirational effect continuous fermentation. Originally from a micro-blog Han Han, causing users wantonly sought after. Then Wang Shi quoted Barton's words micro-blog tribute to Chu Shijian: "the measure of a man's success, not his climb to the top of the height, but he fell to the bottom rebound", for a time, users crazy forwarding.

#### (4) Pay attention to brand building

Chu orange is different from other ordinary fruit packing, Chu orange characteristics unique packaging, the packaging has a two-dimensional code, not only security, can also facilitate the consumers two orders. Not only that, the packaging will be printed on the "micro orange to greet the main" cute fashion advertisement, have a deep impression and appeal for the 90 young consumer groups.

### 4. The successful innovation of agricultural products marketing strategy

#### 4.1 determine the target consumer groups

Willing to use the Internet to buy agricultural products, consumers are bound to have a necessary level of understanding of the network, that is, well-educated, consumer style, trendy groups, this group of people tend to

have a strong purchasing power.

### 4.2 The effective use of network marketing means

Face of the target consumer groups, information should be accurate to find ways and means of information dissemination of promotional products, such as WeChat can use the public number, subscription number, search engines and other means, the possibility of more consumers understand the product information, increase the degree of attention, and marketing activities and consumers effectively carry out good interaction between consumers, enhance and the product brand activity and stickiness.

### 4.3 Enhance brand awareness

Because of the large quantity of producers and the scattered distribution of agricultural products, producers often ignore the brand value of agricultural products. Without brands, they sometimes push down product prices, or even lack product awareness, and make it difficult to sell agricultural products. Therefore, operators are concerned about product quality accidents, should also strengthen the brand concept, through product packaging, advertising display products, fashion personality characteristics, innovative way in sales in order to achieve better sales.

### 5. Conclusions

To sum up, only by locking the target consumer groups, carrying out effective marketing strategies and building a reasonable brand culture, can we effectively promote the sustainable development of agricultural products in network marketing activities.

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