

# **Social Media Marketing Strategy for Zhen Meng Fitness Management Ltd in Shanghai**

**Mingwei Sun**

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Author(s) Mingwei Sun			
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Supervisor(s) Päivi Korpivaara, Tiina Salli			
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<p>Abstract</p> <p>The report is written based on practical training of marketing internship in Zhen Meng fitness management Ltd in Shanghai. With carrying out the research, setting objectives, setting and implementing a strategy, it is good to have a deeper understanding of social media marketing strategy. Secondly, with a SWOT analysis tool, it is defined the advantages and disadvantages of Zhen Meng fitness management Ltd in Shanghai. The report is going to try to make an example for other students or company owners to learn or get some advice about this business area.</p> <p>The report will mainly consist of the introduction of Zhen Meng fitness management Ltd in Shanghai, backgrounds of China's economy and middle-class development and social media marketing strategy based on the example company.</p>			
<p>Keywords</p> <p>Social media marketing strategy, example for small-sized companies, fitness company</p>			

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## 1 INTRODUCTION

The thesis will focus on processes of carrying out a social media marketing based on a company example which is called Zhen Meng fitness management Ltd in Shanghai. The thesis includes describing the background of the development and markets of middle-class and Internet users and social media marketing strategy based on Zhen Meng company.

### 1.1 Zhen Meng Fitness Management Ltd in Shanghai

Zhen Meng fitness management Ltd in Shanghai offers professional rehabilitation courses about different yoga programs. The company is a small-sized entrepreneurship, located in the new district of Pudong, Shanghai. It is one of the companies that emphasize on fitness management during the past several years. [1]



FIGURE 1. Jeniux [2]

### 1.2 Programs

There are various programs offered in Zhen Meng company. The lessons are offered for from beginners to seniors, from open classes to customized lessons. Below is the program list:

- Basic customized lesson
  - Customized class specifically for beginners

- Customized lessons for body sculpting
- Customized lessons for rehabilitation
  - For joint muscle deformity
- Orthopedic open class
- Personal Trainer for high-end customers
- Therapy 1+1(personal trainer) for beginner or overweight individual.

### 1.3 Objective

The report is going to define and implement the social media marketing strategy for a small-sized fitness management company using Zhen Meng Fitness Ltd as an example company, trying to make an example for other students or company owners to learn or get some advice about this business area.

## 2 BACKGROUND INFORMATION OF CHINA'S ECONOMY, INTERNET USERS IN CHINA AND SOCIAL MEDIA

### 2.1 Middle-Class

The middle-class is a class of people in the middle of social class, which means the income is higher than the average level. According to Weberian socioeconomics, the middle-class is a broad group of people in contemporary society. From the socio-economic point of view, the middle-class is between the working class and the upper class. Depends on the culture differences, the parameters of being in the middle-class vary among them. A big amount of population who belong to middle-class can be a characteristic of a healthy society in aspects of the economy, education level and good quality of life. [2]

In the year of 2011, for the first time, China's per capita income went ahead of 5,000 U.S. dollars and kept increasing during the next a few years till over 8,000 U.S. dollars in 2015, according to official data. [3]

According to Laodong Daily, 70% residents in Shanghai earn at least 50,000 yuan which is equal to 7,440 US dollars in 2015, it means middle-income earners occupy the majority of the whole population of Shanghai. [4]

### 2.2 Fitness Awareness

Public awareness of fitness begins when a nation's GDP per capita hits 5,000 U.S. dollars, says Liu Qing, deputy secretary-general at Chinese Association of Sports Industry. Should it surpass 8,000 U.S. dollars, the fitness industry will be a pillar of the national economy. Nowadays, people start to pay attention to how to improve the quality of their lives. One phenomenon is people all over China start to invest themselves in improving their personal health, fitness, and overall wellbeing. Thus, more and more demands need to be supported by fitness companies. [5]

Meanwhile, because of the health awareness and fortune accumulation in recent years. There is a rapid development of the Gym, Health and Fitness Clubs industry in China. According to the Figure 2, the business of whole industry was up to 6 billion US dollars in 2016, with annualized growth of 11.8% from the year 2011 to 2016.

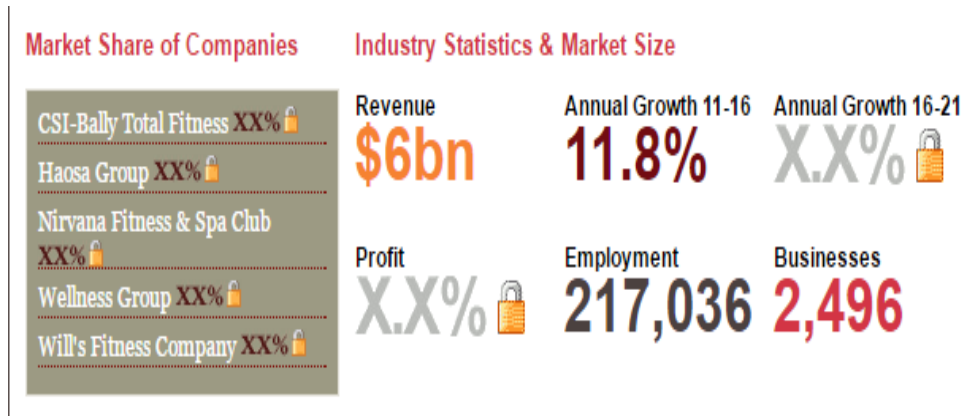


FIGURE 2. Industry Statistics & Market Size [6]

## 2.3 China's Internet and Social Media Marketing

### 2.3.1 The Internet Users in China

Since the 1990s, China was connected with the other parts of the world and became the country which has the largest population on the Internet. This is due to the rapid development in country's economy in the last 15 years as well as more and more educated people increasing their proportion in the whole China's population.

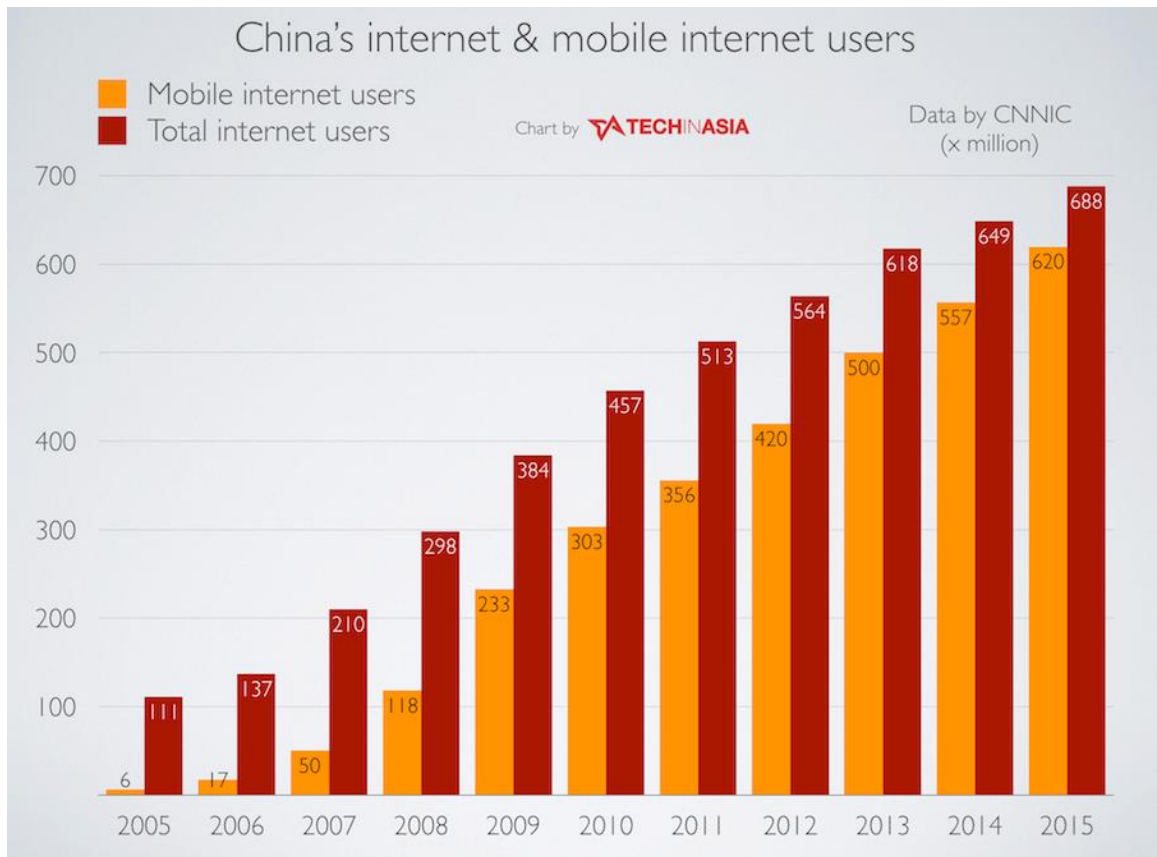


FIGURE 3. China's Internet & Mobile Users [7]

As seen in Figure 3, the population using the Internet reaches 0.668 billion. That is almost half of the whole China's population. Meanwhile, the population of mobile internet users is up to 0.62 billion, almost 90 percent of all internet users.

### 2.3.2 Social Media Marketing

Social media marketing is a method for promoting a product or service by use of media platforms and websites. Majority of companies and their social media platforms have their own built-in database and tools for analysis, which means that they have ability to make progress, contracts and success in the advertisement competition. Those companies, by social media marketing, can impact a range of stakeholders including current and potential customers and employees, journalists, bloggers, and the public. On a strategic level, social media marketing includes the process of the implementation of a marketing strategy, governance of the strategy, setting the scope



and the establishment of a firm's desired social media impact or target. To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content like online comments, rather than use marketer-prepared advertising copy. [8]

### 2.3.3 Social Media Attention

When it is referred to social media attention, usually for a company, it is about how to grab customers' attention by social media to brand itself and gain more market share.

But firstly, by social media, the company needs to indicate clearly what they can offer for customers and how customers can get benefits from. Those people who have demands can be its potential customers when they find what they want. And, on the other hand, encourage them to share the information. In addition, the company should position and define itself to create a public image which is related to expectations of its products or services. Social media users should be invited and encouraged to make comments for its services or products for the purpose of getting feedback as well as marketing in the future. [9]

### 3 MARKETING STRATEGY

A long-term strategy is needed to implement the social media marketing. Before the strategy is drawn up, achievable goals for the social media marketing should be defined which ensure what should be engaged in. Since the goals are set, then the next move is to work out a plan for the contents of the strategy. And lastly, one has to implement, evaluate and improve the social media marketing strategy.

Before the achievable goals are made, it is necessary to define the advantages and disadvantages of the company. During this phase, the company can have a clear knowledge of levels where it is, a situation that it is facing and location that it should position itself in the whole market. As a result, the SWOT analysis is the good tool to implement this.

#### 3.1 SWOT Analysis

SWOT analysis (alternatively SWOT Matrix) is an acronym for strengths, weaknesses, opportunities, and threats and is a structured planning method that evaluates those four elements of an organization, project or business venture. A SWOT analysis is a powerful tool which can be applied to a range of objects such as company, product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. [10]

- Strengths: characteristics of the business or project that give it an advantage over others
- Weaknesses: characteristics of the business that place the business or project at a disadvantage relation to others
- Opportunities: elements in the environment that the business or project could exploit to its advantage
- Threats: elements in the environment that could cause trouble for the business or project.

The company is situated in the city center where the transportation is convenient. It is next to a public park, and the company's inside environment is good. The company has experienced teacher responsible for lecturing various programs which can ensure the teaching quality. In the meanwhile, the company seeks business partners and protentional customers to increase market share. But as a young small-sized company, it is a long way to increase brand awareness while there is a competition with other competitors. Below Table 1 is the SWOT of Zhen Meng.

Table 1. The SWOT of Zhen Meng

Strengths	Location, environment, competitive teaching staff, various programs
Weaknesses	Small-sized start-up company, low brand awareness
Opportunities	Business relationships with dietary supplement brands, customer relationships with mid-class and high-end customers
Threats	Other fitness companies

### 3.1.1 Objective

According to the Table 1, the weaknesses are the ones which Zhen Meng company wants to change with an ambitious plan for higher brand awareness and more market share in the fitness industry. The company emphasizes on fitness programs, customer relationship management and brand expanding.

Since Zhen Meng is a small-sized company with limited financial resources, considering social media marketing, it is decided to focus on two ways for brand promotion and marketing:

1. The official website
2. Management of comments from customers in social media.

The decision means that the more attention and marketing activities should be carried out in the channels mentioned above.

### 3.2 Contents of the Strategy

The strategy will focus on both designing the official website and management of the comments from other customers in social media.

#### 3.2.1 Strategy for the Official Website

The official website is the place where the company can indicate what it is and what it provides. In addition, the official website can make the company. [11]

##### 1. Accessible

The official website provides customers access to obtain information about one company. The company's official website should be accessible 24/7/365. It ensures that customers/potential customers can visit it for support or information whenever they want.

##### 2. Convenient for Customers

The official website can provide customers most professional and detailed information about its products and services. This way potential customers can browse online for the products and services they want to purchase.

##### 3. Marketing easily

The official website allows the company to market its business online. By applying marketing strategies, the company can advertise and market its business.

Here is described the example website of Zhen Meng company. The website consists of:

1. About JENIUX
2. Teaching staff

3. Programs list
4. Timetable of courses
5. Venue
6. Appointment
7. Membership login



FIGURE 4. Official Website of Zhen Meng [12]

The first and second windows provide access to the general information of the company. They introduce what Zhen Meng is, what it specializes in and they provide contact information including email address, location in the map, phone number and public channel in social media.

The third one introduces the teaching staff in the company. With a gallery in this pattern, visitors can easily know what certificate teachers have, what kind of teaching experiences they have, as well as some of their personal information like gender, hobbies and so on. The fourth, fifth and sixth window provide the detailed information about programs and the timetable of them separately. The last one is a window where customers can log in themselves.

### 3.2.2 Strategy Comments from Customers

When a company provides good service or product, positive rumours about your business are likely to spread, which in turn, delivers more repeat to customers and

new business to companies. People tend to trust a business after they have done business with it.

According to my working experiences in Zhen Meng company, there are two situations when customers are willing to share their pleasant experiences and make compliments to Zhen Meng company in social media. They usually consider either recognition of characteristics of Zhen Meng company or obtaining benefits from chosen programs. In detail, they are:

1. Positive results of training
2. Varieties of program
3. Professional and patient teachers
4. Special discounts
5. Extra cares

Positive results of training like weight loss, the better shape of the body, and being more energetic after a certain period can be a motivation for customers to make positive feedback for sure. This because it makes them feel all the money and time spent on this program is worthy. Varieties of the program can provide a wider range of training courses for customers to make them find for themselves as suitable program as possible.

A professional teacher can give customers more confidence to complete the program they have chosen. A patient teacher can offer support to help customers reaching their goals. In addition, special discounts for some certain programs can appeal more attention of potential customers when they have the opportunities to try with less money. All of these can give customers need and confidence to share their pleasant experiences with people in the social media. In other words, there can be very positive comments in social media platform.

However, not everyone is willing to make comments in social media though some customers are the beneficiaries of programs. As a result, they are kindly encouraged by Zhen Meng company to do that.

### 3.3 Implementing the Strategy

The main contents of the strategy includes both designing the official website and management of the comments from other customers in social media, which will be applied for those most used social media networks.

In the meanwhile, three networking websites or applications are applied for doing business in Zhen Meng. They are Dianping, Wechat and the company's official website which are used for brand expanding, customer relationship management and program introduction separately.

#### 3.3.1 Dianping

Dianping was founded in April 2003, and it is one of the largest guide websites for urban life consumption in China. It is a platform for the third party to make comments on food and restaurant service, entertainment and also share information. Dianping is headquartered in Changning District, Shanghai Anhua Road 492, Yi park. By the end of June 2013, Dianping has covered more than 300 cities in China, including more than 4 million local business services including catering, leisure, and entertainment, with more than 26 million business reviews and more than 70 million active users. In 2015, it merged with Meituan, a Chinese group buying site to become "Meituan-Dianping. [13]

Firstly, the company registered itself on Dianping platform and obtained access to making comments. After this registering phase, the main knowledge of Zheng Meng company is going to be introduced including the name of the company, teaching staff, various programs and basic information like the address and official website which people can easily access to. Secondly, as seen in FIGURE 5, the company allows their customers to login in to rate satisfaction between one and five stars, which mean very bad, bad, ok, good and very good. In addition, there are other three accesses where customers can rate satisfaction from aspects of results, environment and services separately with the grade scale from 1 to 4 points. The customers are encouraged to make some comments for both collections of the feedback and purpose for marketing. And customers can also upload their pictures as part of their comments. Meanwhile, the platform is inspected by Zhen Meng company to count the quantity of the

comments as well as the contents of the comments.

The screenshot shows the review interface on the Dianping website. At the top, there are navigation links for '点评账号登录', 'QQ快速登录', and '注册'. The main header features the Dianping logo and the text '我要点评'. The review is for 'JENIUX(运动矫形研究中心)'. The form includes a star rating section with five stars and the prompt '点击星星为商户打分'. Below this are three categories for rating: '效果' (Effect), '环境' (Environment), and '服务' (Service), each with a 0-4 star scale. A text input field for '评价' (Review) contains the prompt '亲, 效果如何? 环境怎么样, 服务满意吗?'. Below the text field is a character count '15~2000个字'. The '上传图片' (Upload Image) section includes buttons for '选择文件' (Select File) and '手机传图' (Upload from Mobile), with a note: '单张图片不超过10MB, 尺寸不小于300\*300px, 支持jpg、png和bmp.'. At the bottom, there is a field for '人均' (Per person) price in '元' (Yuan).

FIGURE 5. Review Format in Dianping platform [14]

### 3.3.2 Wechat

WeChat (微信) is a social media (instant messaging, commerce and payment services) application developed by Tencent. It was first released in 2011 and by 2016 it was one of the largest standalone messaging apps by monthly active users, with over 889 million active users spending 66 minutes a day on the app on average. [15]

Customer relationships management is very important for maintaining the business among customers. As a fitness company, Zhen Meng is not only a place offering different fitness programs but also a good place to take a rest from massive working pressure. Good relationships management can make customers satisfied from preventing misunderstanding so that more positive comments and high rates can be shown in Dianping, which means good for absorbing attention from potential customers.

The instant messaging function of Wechat is used mostly in Zhen Meng company to keep in touch at any time. Specific uses are:



1. A tool for socializing  
It makes a difference for maintaining good relationships with customers.
2. A tool for making appointments of programs.  
Considering so many customers doing their jobs in some companies, most of them don't have fixed spare time. Thus, the company gives customers the possibility to have their own timetable for programs.
3. A tool for counseling  
The customers can get more needed information from the consultant, like suitable programs and relevant prices.
4. A tool for customer service  
The tool is to offer basic information about company, programs and services of making appointments

### 3.4 Results and Improvement

Both social media strategies applied in Dianping and Wechat make progress in increasing brand awareness and market share last year. But as a small company, there are still a lot to do. In order to increase brand awareness, it's a good way to establish business relationships with other companies which have a good reputation and higher brand awareness.

#### 4 SUMMARY

The thesis offered an access to detailed information about some basic knowledge of Internet users and middle-class population in China. Further, it discusses the marketing demands in fitness business.

In addition, the thesis writing gave author a good chance to have a deeper understanding of social media marketing by defining the contents of marketing strategy as well as the implementation of that. For this case, the defined social media marketing strategy is implemented by focusing on designing official website and focusing on management the positive comments of customers.

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