



Analysis of infinitus (China) entrepreneurial marketing strategy: A case of herbal health enterprise

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ABSTRACT

It has been a trend that global economic to go upwards to a unique entity. More and more enterprises have introduced a variety of means of marketing into their infrastructure and adopted data driven management methodology to stay on with the competitive market. To achieve their marketing goals, enterprises need to adopt effective sales tendency forecasting that enables them to be well prepared to the market challenges. This article focusing on the entrepreneurial marketing strategies of Infinitus (China) analyses the problems the company is facing.

Keywords: Sports Promotion, Marketing Strategy, Corporate Culture, Brand Image, Marketing Communication

INTRODUCTION

"Infinitus" is Infinitus (China) Co., Ltd. - the original "South Lee Kum Kee Co., Ltd." core brand, Lee Kum Kee Hong Group, a wholly owned subsidiary specializing in herbal health product development and sales. Since its establishment in 1992, with "Sili and" core values, adhering to the "always caring, always entrepreneurial" spirit of enterprise and pragmatic sound management style, excellent health to promote the Chinese culture, creating balance, abundance, harmonious and healthy life for the mission.

As a long-time national operating companies, Infinitus marketing model is somewhat old-fashioned, lack of fresh technology and methods. But since 2012, Infinitus started using this new marketing method --sports promotion, which brings amazing sales and good corporate image. This article will introduce sports promotion as following.

Sports promotion is to promote physical activity as a carrier of a product and brand marketing, a means of marketing. Sports marketing must also be carried out using the principle of marketing, market segmentation, as customers choose the right target market positioning strategy. The difference between sports promotion and other marketing is that the former represents a culture, young, healthy, active, progressive, meaning it is the proper sports culture, if companies can find the binding sites of cultural and sports brand, then with sports culture can build brand culture systems, and internal corporate culture systems to form a comprehensive cultural system.[1]

There is a well-known law of sports promotion is that namely sports promotion itself accounts for only 20% of all work, of course, is the core of the work, in addition to 80% of the work is outside the project. This is 80% of the work done to this sport are both fine through marketing programs and assist the work must be carried out, but also decided to make the business profitable projects can really core work. Thus the addition of a further extension of the principle that "thirteen" principle, that is, 20% of the core work of just one-quarter of all marketing costs, if you want to do the remaining 80% of the auxiliary work, at least we still need more three times the marketing budget costs. Such as Coca-Cola sponsored the 1996 Summer Olympics, sponsorship fee is \$ 40 million, but other

marketing expenses to pay is \$450 million. That Coca-Cola every \$1 spent on sponsorship fee must also invest \$11 in the market to consolidate and strengthen the publicity. [2]

OVERVIEW OF MARKETING STRATEGY OF INFINITUS

Infinitus company flagship series of health food and health care products; sales approach does not belong to the traditional sales industry, but the direct selling industry. Industry characteristics and trends of these two industries have a huge impact on the company's development. In order to improve the situation of the sales, Infinitus decides to transfer their traditional marketing strategy to a totally new marketing method---Sports Promotion---the activity named "World Walking Day" improving the brand image of Infinitus and achieving the marketing goals.

"World Walking Day" is a large-scale activity referendum by the International Sports Association (TAFISA) initiated in 1992, which has 20 years of history, covering more than 70 countries and regions around the world and there are millions of participation person every year. In 2010, Infinitus and the State Sports General Administration brought the first large-scale "World Walking Day" into China, and in this way the steady development of the promotional activities in the country, playing this activity to raise public awareness of health, advocacy for social welfare activities of a healthy lifestyle and make it one of the most influential activity in sports. This activity promoted public to go on daily walk and low-carbon way to participate in fitness actions, while walking brings feelings of health and happiness. [3]

After the event came to China, from the initial six cities in 2010 "Walk an Extra Mile Every Day," advocate a healthy walk, to 2011 in 12 cities "Walk 6000 Steps a Day" walking popularize scientific method, and then expand to 20 cities this year, with "passing health delivery love" call people walking around together, activity continues to heat up. This year, the number of participants increases to over two hundred thousand.

According to AC Nielsen authoritative survey, the brand awareness of Infinitus in major cities has reached to 83%; In the surveyed population in Beijing, Hangzhou and Guangzhou, Infinitus (China)'s reputation reached 78%; "Infinitus World Walking Day" has been held for four years and promotes the public of the healthy lifestyles, and it was being carried out in Qingdao, Xi'an, Shenyang and other 12 cities, which lasted seven months. The number of people expecting to participate has reached to 12 million. These data show that Infinitus's dissemination activities have achieved obvious results on the level of consumer awareness, psychology and attitude level and operational level. [4]

STRATEGIES OF INFINITUS SPORTS PROMOTION

a) Clear marketing objectives

Sports promotion firstly should define their goals, determine how to make companies, products and brands for consumer interest, and then supply the appropriate information dissemination channels and additional marketing mix enables consumers to easily access information and experience products carried interests and feelings of consumers actively seek to promote the objectives of information and communication again, to reach sports marketing and event as an opportunity to provide more contact and communication for the purpose of business and consumer. [5]

In 2010, Infinitus hold the first World Walking Day and set the active interaction module in corporate websites, all participants can log Infinitus websites, mobile transfer pictures or text online, share Infinitus 2012 World Walking Day stations activities feelings and blessings.

In this context, Infinitus creatively put forward the "Chinese football" concept, set up the relationship between marketing and sports through the "World Walking Day link and pass this bridge, so that" health care "and" health Movement" echoed each other, mutual promotion and common development, the province will be able to achieve the enterprise market at a higher level, to promote the enterprise's development.

b) Identify the theme of sports marketing

After clearing the marketing objectives and researching target customers, the following problem is the content described to the public. Sports promotion is not a direct means of marketing, not for the purpose of direct drive sales, but tends to nonprofit marketing. Companies need to combine the features of its own brands with sporting events, allowing consumers to form a subtle psychological positioning the brand gradually. [6]

Since the 2008 Olympic Games held in Beijing, many businesses saw this approach sports marketing through sponsorship of the Olympic movement and to support the cause of health to achieve the purpose of marketing their products. Infinitus came up with the idea of hosting the "World Walking Day" to advocate a healthy walk, from the initial six cities in 2010 "Walk an Extra Mile Every Day" to 2011 in 12 cities "Walk 6000 Steps a Day" walking popularize scientific method, and then expand to 20 cities this year, with "passing health delivery love" call people

walking around together, activity continues to heat up. The theme of the activity is always changing, but the only same thing is to make more people know Infinitus and its productions.

c) Combine corporate culture and sports culture

Enterprises should also integrate and systematize sports promotion, using a variety of channels to take advantage of multi-faceted sports events to enhance the brand core culture. In this process, there must be integration of all available resources. In addition to sponsoring a walking event, we must also hold a series of marketing activities in public and so on.

In order to increase your business exposure further, besides holding "World Walking Day", Infinitus invited a variety of media to report this event. When this activity is going on, the activity places were covered with the introduction of company and its product. It also provided souvenirs for participants to enhance people's understanding of the product.

CONCLUSION

Based on the above analysis of Infinitus marketing strategy, sports promotion brings Infinitus huge benefits. Consumers are vitally interested in this new marketing method. Enterprise provides lots of capital investment for the sports events, but the final effect shows that it is worth that much.

Sports promotion has become an important marketing strategy. Many people know that the investment of sports promotion is huge. Compared with other marketing methods such as terminal sales, regional advertising, and so on, the effect that sports promotion brings is very clear. The history of Chinese enterprises involved in sports promotion is so short, and domestic enterprises are lack of experience, therefore, there still are many problems, for example, enterprise market positioning is not so correct, enterprise mechanism is not fully developed, the market forecast is not enough and so on.

Therefore, in order to solve the drawbacks of sports promotion, it is required to see the essence of sports promotion, which is through culture and sports integration of the brand corporate culture of the three, causing consumers and businesses to resonate and become companies a competitive advantage in marketing. Second, to resolve the problems in sports promotion, Sports promotion objectives must be identified correctly, clearing the sporting events theme, choosing the right sports event marketing carrier, within a certain time and space to integrate multiple channels of brand communication to form a feasible set of sports promotion strategy.

Sports promotion is a complex and varied system. As the sports promotion is long-term, systemic and cultural, sports activities as the carrier is combined enterprise products, the formation of corporate culture and cultural integration of the two systems engineering, decided persistent sports promotion business strategy. So, Infinitus should focus on brand image associated with physical activity and adhere to the balanced integration of a wide range of marketing communication.

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