

**Case Name**

Wuyi Mountain Rock Tea High Net Worth Friends Circle Marketing – Yi Liang

**Theory**

Market segmentation theory

**Keywords**

Famous tea; High-end positioning; Effective promotion; Emotional preparation

**Background Information**

Chinese tea is divided into six categories: green tea, white tea, yellow tea, oolong tea, black tea, and dark tea. Wuyi Mountain Rock Tea is a traditional Chinese tea belonging to the oolong tea category, especially the Dahongpao category, the best of the four famous Wuyi Mountain Rock Teas.

There are many types of tea together with tea farmers and tea factories on Wuyi Mountain. To stand out in the complex market, tea companies need to first accurately position themselves in the market according to the quality of their tea, then find potential consumer groups with corresponding consumption capacity through various effective channels, and use the most effective methods and costs to increase the revenue of tea companies.

This case concerns a friend's tea company, Xiangyan Rock Tea. It is located in the Wuyi Mountain Scenic Area, and the scenic area's high-net-worth customer resources have been used to promote its tea.

**Marketing Strategy**

Xiangyan Rock Tea is a core ecological tea garden because the original tea leaves are produced in the mountainous area with excellent water, soil, and climate in the Wuyi Mountain Scenic Area. Its average temperature is 12-13 Celcius, annual rainfall is 2000mm, average altitude is over 700 meters, and relative humidity is >85%. Therefore, its tea quality is superior, so the product is positioned as medium to high-end, and the price is pretty high.

The management team of Xiangyan Rock Tea knows that its products are of supreme quality, so they need to find targeted customers with purchasing power and tea-drinking demand. They use their relationship with the senior management of the local commercial real estate and cultural tourism circles to connect with them. The real estate and cultural tourism businesses are heavy asset industries, so the middle and high personnel's consumption power is good. These two industries are particularly rich in brainstorming, and their demand for tea is high. Therefore, tea companies have put much effort into channeling and penetrating the relationship between these two industries for a profitable transformation. Not only do they obtain potential customers' contact information through WeChat, but they also send high-quality complimentary tea for their tasting after contact. Through constant and polite delivery of greetings during holidays, the tea company has gained customers' trust with purchasing power and a demand for tea, thus converting potential customers into actual buyers.

**Outcomes**

After entering the middle and high-level circles of tea consumers, Xiangyan Rock Tea Company has dramatically increased its revenue by demonstrating its quality through small samples and

timely follow-up with customers. Moreover, the real estate and tour businesses correspond often, and the revenue increased exponentially through word-of-mouth after the settlement on product quality and customer relations.

### **Implications & Challenges**

Since the marketing channel has been established on people-to-people relations, predicting potential sales and planning for long-term production would require extensive work.

In the next two to three years, a stable group of repeat customers can be achieved. In this case, sales plan can be made prior to the production to consume excessive inventory.

## 案例名称

武夷山岩茶高净值朋友圈营销 – 易亮

## 理论依据

市场细分理论

## 关键词

名茶；高端定位；有效推广；情感铺垫

## 背景资料

中国茶叶分为六大类别，分别是绿茶、白茶、黄茶、乌龙茶、红茶和黑茶。武夷山岩茶是中国传统名茶，属于乌龙茶，尤其是大红袍这个品类更是武夷山岩茶四大名枞之首。

原本茶叶品类就繁多，加上武夷山地区茶农及茶厂众多，想要在纷杂的市场里脱颖而出，茶企需要根据自己茶叶原料的品质，准确做好市场定位，通过各种有效渠道找到相应消费能力的潜在消费群体，用最有效的方法和成本来提高茶企的营收。

这次案例是好友的好友的茶企“响岩岩茶”，地处武夷山风景区，利用其景区接待的高净值客户资源推广自己的茶叶。

## 营销策略

响岩岩茶因为茶叶原叶产地位于武夷山景区内水土气候环境优异的山区，属于核心产区生态茶园，其年平均气温 12-13 度，年降雨量 2000mm，平均海拔 700 米以上，相对湿度>85%，故其茶叶品质属于上等，所以在产品定位上是做中高端，定价相对较高。

响岩岩茶的管理团队知道自己是优等的，就要想办法找到有消费能力且有饮茶需求的客户群。他们借助与当地商业地产圈及文旅圈高层的关系，辐射到了这些人群及这些人群相关的客户圈层。因为做商业和文旅，本身属于重资产投资行业，这两个行业的中高层从业人员的消费能力是存在的，加上这又是两个脑力碰撞特别丰富的行业，喝茶的需求也是存在的。所以茶企在这两个行业的渠道渗透和转化花了大力气。不仅通过微信获取潜在客户的联系方式，再建立联系后，他们还会免费寄送高品质的小样，再加上节假日持续的简洁有礼貌的问候，在这群有消费能力且有饮茶需求的客户心中获得了信任，进而将潜在客户转化成其真实消费者。

## 成果

响岩岩茶茶企在切入商业地产和文旅行业的中高层圈层后，通过小样展示产品品质，以及持续且适时的跟进客户问候，大大提高了其营收。而且，这个商业地产和文旅行业是两个行业内相互交流较为丰富的行业，在坚持做好产品品质和客户跟进的工作后，其营收的增长通过口碑效应呈级数增长。

## 挑战与反思

因为这个渠道是建立在人脉的开拓上，这方面在营收预算数据计划性上会有难度，进而会影响企业生产的计划性。

如果该茶企的产品在两三年内，已经形成稳定的高复购客群，可以考虑将高复购客群做提前预定的营销计划，将库存的大部分消化在产品生产之前。