

Case Name

Haochedu Mr. Ji - the Ultimate Embodiment of Innovative Marketing – Fang Jing

Theory

Digital marketing theory

Keywords

Innovative marketing; Co-branding; New media traffic conversion

Background Information

With the rapid development of China's economy and people's living standards, the luxury car market has shown a rapid growth trend in the past few years. First, China's economic development has provided a solid foundation for the luxury car market. China is one of the most populous countries in the world, with a large middle-class and wealthy population. With the development of the economy, people have more disposable income and a greater demand for high-quality, high-performance luxury cars. The policy support by the Chinese government has also promoted the development of the luxury car market. The government encourages consumption and domestic demand growth. It reduces the purchase cost of luxury cars through tax cuts and tariff reductions so that more consumers can buy their favorite luxury cars. The entry and expansion of luxury car brands have also contributed to China's luxury car market development. Many international luxury car brands have entered the Chinese market and competed fiercely with domestic brands. These brands have attracted consumers' attention and purchases by continuously launching new models and providing better after-sales services. The concept of consumption in China is gradually changing. More people are starting to pay attention to personalization and quality, and the demand for luxury cars is also increasing. Luxury cars are a means of transportation, a symbol of status, and a reflection of lifestyle. Many consumers buy luxury cars to show their social status and economic strength.

However, China's luxury car market also faces some challenges. First, the high price of luxury cars limits the purchasing power of some consumers. Second, the luxury car market is highly competitive. The differentiation between brands could be more precise. Consumers have a wide range of choices, and brand loyalty is low. In addition, the luxury car market also faces problems such as environmental pressure and traffic restrictions.

In general, China's luxury car market has shown a rapid growth trend driven by multiple factors such as economic development, policy support, brand competition, and changes in consumer concepts. With the continued development of China's economy and the improvement of people's living standards, the luxury car market is expected to maintain a sound development momentum.

Marketing Strategy

Ji Wenhua's success is not only due to his ability to provide high-quality vehicles. More importantly, he offers personalized services that exceed expectations. Every detail reflects his pursuit of service, from ensuring the fuel tank is full to preparing emergency refueling money in the car and even playing music according to the customer's preferences. "

In 2019, Haochedu added the "deep home cleaning" service, which includes regular cleaning work and details such as checking the plugs of the power strip, cleaning ladies' mirrors, and even using the reflector to check the cleanliness of the sewer carefully. After completion, they will also

prepare artistic flower arrangements in the living room, calligraphy works in the room, and cook nutritious soup for the customer. This service that exceeds customer expectations makes them feel surprised and satisfied. From checking the power strip to preparing artistic flower arrangements and cooking nutritious soup, every step is to make customers feel the warmth of home.

"By actively promoting on social media platforms such as Douyin, Ji Wenhua has attracted many followers. His success tells us that high-quality services and products, effective social media marketing, and word-of-mouth communication can create a vast brand influence.

Outcomes

The project is in the laying and implementation stage; relevant data has yet to be obtained. As the founder of Haochedu, he led the team to create nearly 1.5 billion luxury car sales on the WeChat platform without a 4S store, a showroom, or a salesperson. Such performance is legendary in the auto sales industry, earning him a "genius" status in the private domain circle. Moreover, Ji Wenhua has performed outstandingly in entrepreneurship and actively shares his experience and insights. He once appeared on Tianjin Satellite TV's "Entrepreneurial Chinese" program to share his entrepreneurial stories and experiences. In addition, he was invited to attend the 2020 Linkshop conference and gave a speech on the ultimate service of selling luxury cars. These activities increased his popularity and made him a role model for entrepreneurs and marketers to learn from.

Furthermore, Ji Wenhua also used the Douyin platform to expand his influence rapidly. He has many fans on Douyin and has attracted many by sharing knowledge about luxury cars, entrepreneurial experience, and life insights. He also created the Entrepreneur Alliance "Peer Advisory Group" and opened various online and offline marketing courses to help people realize their entrepreneurial dreams.

Ji Wenhua has made remarkable achievements in entrepreneurship, marketing, and social media. His success comes not only from his talent and hard work but also from his pursuit of ultimate service and sincere interaction with fans.

Implications & Challenges

Douyin Haochedu Ji Wenhua has achieved remarkable results in innovative marketing but faces various challenges. The luxury car market is highly professional and limited. How to accurately target users and ensure that marketing content can reach potential buyers is a problem that Ji Wenhua needs to think about continuously.

On short video platforms such as Douyin, the freshness and creativity of content are crucial. As competition intensifies, how to continuously produce high-quality and attractive content has become a significant challenge facing Ji Wenhua.

As a well-known figure in luxury car sales, Ji Wenhua's every move may affect its brand image. Therefore, while innovating marketing, how to ensure the positive dissemination of the brand image is also a problem he needs to pay attention to.

In addition, Ji Wenhua must always consider user experience when pursuing innovative marketing. Excessive marketing or overly complicated operating procedures may reduce users' willingness to buy. Therefore, he must find a balance between marketing methods and user experience.

In the digital age, data is an essential basis for marketing decisions. Ji Wenhua needs to dig deeper and analyze user data to understand user needs and behavioral habits and formulate more accurate marketing strategies.

As the market environment changes and technology continues to develop, Ji Wenhua needs to maintain a keen insight and learning ability. Only he can stay ahead in the fiercely competitive market by constantly learning new knowledge and mastering new skills.

案例名称

豪车毒老纪-创新营销的极致体现 - 房静

理论依据

数字营销理论

关键词

创新营销；联合品牌；新媒体流量转化

背景资料

随着中国经济的快速发展和人民生活水平的提高，豪车市场在过去几年里呈现出快速增长的趋势。首先，中国的经济发展为豪车市场提供了坚实的基础。中国是世界上人口最多的国家之一，拥有庞大的中产阶级和富裕阶层人口。随着经济的发展，越来越多的人有了更多的可支配收入，他们对高品质、高性能的豪车有了更大的需求。中国政府的政策支持也推动了豪车市场的发展。政府鼓励消费和内需增长，通过减税、降低关税等措施，降低了豪车的购买成本，使更多的消费者能够购买到自己心仪的豪车。豪车品牌的进入和扩张也为中国豪车市场的发展做出了贡献。众多国际豪车品牌纷纷进入中国市场，与国内品牌展开激烈竞争。这些品牌通过不断推出新款车型、提供更好的售后服务等方式，吸引了大量消费者的关注和购买。中国消费者的消费观念也在逐渐改变，越来越多的人开始注重个性化和品质，对豪车的需求也在增加。豪车不仅仅是一种交通工具，更是一种身份的象征和生活方式的体现。许多消费者购买豪车是为了展示自己的社会地位和经济实力。

然而，中国豪车市场也面临一些挑战。首先，豪车的价格较高，限制了一部分消费者的购买能力。其次，豪车市场竞争激烈，品牌之间的差异化不明显，消费者选择面较大，品牌忠诚度较低。此外，豪车市场也面临环保压力和交通限制等问题。

总的来说，中国的豪车市场在经济发展、政策支持、品牌竞争和消费观念改变等多方面因素的推动下，呈现出快速增长的态势。随着中国经济的持续发展和人民生活水平的提高，豪车市场有望继续保持良好的发展势头。

营销策略

纪文华的成功，不仅仅在于他能够提供优质的车辆。更重要的是，他提供了超出期待的个性化服务。从确保油箱加满，到车内准备应急加油钱，甚至是根据客户的喜好播放音乐，每一个细节都体现了他对服务的极致追求。”

2019 年，豪车毒增加了‘深度家庭保洁’服务，这项服务不仅包括了常规的清洁工作，还细致到了检查接线板插头、清理女士的粉底化妆镜，甚至用反光镜仔细检查下水道的清洁情况。完成后，他们还会在客厅准备艺术插花，房间里摆放书法作品，并为客户煮一锅营养汤。这种超出客户期望的服务使他们感到惊喜和满意。从检查接线板，到准备艺术插花和煮营养汤，每一步都是为了让客户感受到家的温暖。”

“通过积极利用抖音等社交媒体平台，纪文华成功地吸引了大量关注者。他的成功告诉我们，高质量的服务和产品，结合有效的社交媒体营销和口碑传播，能够创造出巨大的品牌影

成果

作为豪车毒的创始人，他带领团队在没有一家 4S 店、没有一家展厅、没有一名销售的情况下，仅凭微信平台，便创造出了近 15 个亿的豪车销售额。这样的业绩在汽车销售行业中堪称传奇，也让他在私域圈中赢得了“神”一样的地位。其次，纪文华不仅在创业方面有着出色的表现，他还积极分享自己的经验和见解。他曾在天津卫视的《创业中国人》节目中亮相，分享自己的创业故事和心得。此外，他还应邀出席了 2020 联商网大会，并发表了关于卖豪车的极致服务的主题演讲。这些活动不仅提升了他的知名度，也让他成为了创业者和营销人士们学习的榜样。

再者，纪文华还借助抖音平台，迅速扩大了自己的影响力。他在抖音上拥有大量粉丝，通过分享豪车知识、创业经验和生活感悟等内容，吸引了大量粉丝的关注。他还创建了企业家联盟“私董会”，并开设线上线下各种营销大课，帮助更多的人实现创业梦想。

总的来说，豪车毒老纪纪文华在创业、营销和社交媒体等方面都取得了显著的成就。他的成功不仅来自于他的才华和努力，也来自于他对极致服务的追求和对粉丝的真诚互动。

挑战与反思

抖音豪车毒老纪（纪文华）在创新营销方面取得了显著成果，但同时也面临着一系列的挑战。豪车市场本身就具有高度的专业性和局限性。如何精准定位目标用户，确保营销内容能够触及潜在买家，是纪文华需要持续思考的问题。

在抖音这样的短视频平台上，内容的新鲜度和创意性至关重要。随着竞争加剧，如何持续产出高质量、有吸引力的内容，成为纪文华面临的一大挑战。

作为豪车销售领域的知名人物，纪文华的每一个动作都可能影响到品牌形象。因此，在创新营销的同时，如何确保品牌形象的正向传播，也是他需要关注的问题。

此外在追求创新营销的过程中，纪文华需要时刻关注用户体验。过度营销或过于复杂的操作流程都可能降低用户的购买意愿。因此，他需要在营销手段与用户体验之间找到平衡点。

在数字化时代，数据是营销决策的重要依据。纪文华需要更加深入地挖掘和分析用户数据，以了解用户需求和行为习惯，从而制定更为精准的营销策略。

随着市场环境的变化和技术的不断发展，纪文华需要保持敏锐的洞察力和学习能力。通过不断学习新知识、掌握新技能，他才能在竞争激烈的市场中保持领先地位。