

# New Media Marketing Strategy of Cruise Tourism

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**Abstract:** With the continuous improvement and development of China's economic level, people's consumption level has also been significantly improved, and cruise tourism has developed rapidly in China in recent years. There are some differences between cruise tourism marketing strategies and conventional products, so new media should be considered to promote the products. New media is a kind of marketing means that modern people are more willing to accept, and the application of new media can achieve more diversified marketing methods. After defining the strategic objectives of marketing, the specific marketing strategy plan was proposed in this study, thus providing the corresponding reference suggestions for the new media marketing of cruise companies.

## 1. Introduction

Since 2006, the rapid development of China's economy has entered a new milestone. Accompanied by the rapid development of China's economy, the per capita living standard of people has also been greatly improved, and the quality of life has been significantly improved. More and more people with money and time want to go out to increase knowledge, which promotes the rapid development of tourism. In 2006, 115 cruises were received in China's ports; 466 cruises were received in 2014, with an increase of 5% and an average annual growth of 19.1%, the number of cruises in China's ports increased from 25 to 366, and the number of people leaving the country by cruise increased from 20,000 to 739,600, with a growth rate of 98%; from 2005 to 2009, foreign cruise ships took Shanghai, Tianjin and other places of China as port of call and entered China one after another. Starting from 2010, cruise tourism, as a high-end consumer tourism form, has officially shifted from overseas market to Chinese market. The development of cruise tourism in China is gradually entering a stage of rapid development. Since 2014, the cruise market has gradually begun to develop into a subdivided market, with high, medium and low cruise ships meeting the needs of all levels of consumer groups. The significance of this study is to help further improve the marketing strategy of cruise companies, make them adapt to the needs of the Chinese market, and promote its healthy and rapid development. At present, there are many problems in the operation of cruise agencies in China, and the development of tourism market organization is not perfect. This study will help to analyze the current tourism market comprehensively, promote the improvement of cruise companies' ability to meet the domestic market demand, and ultimately promote the development of China's cruise industry.

## 2. New Media Marketing

### 2.1. Marketing objective

First of all, cruise tourism in China is in a climbing stage, and the rise is relatively rapid. In addition, the competition among enterprises in cruise tourism market is fierce. Due to the different market segments, every consumer or family or even group has different needs, or even almost completely different [1]. Under such circumstances, it is almost impossible for an enterprise to satisfy the needs of all customers. If enterprises cannot formulate a good new marketing strategy and apply new media to improve market share, it will be difficult to occupy a place in the fierce competition in the market [2].

## **2.2. Choice of target market**

Cruise companies mainly carry out the most important market segmentation according to the different consumer demand in different markets, as well as the differences in consumer purchasing behavior caused by purchasing power, preferences or habits, and categorize customers in the cruise tourism market into a large number of customer groups according to some similar characteristics. After market segmentation, cruise companies carefully analyze their consumption points according to the characteristics of their customers and their differences from other markets, and then formulate and implement targeted strategies, as well as the various marketing links after deployment. Therefore, market segmentation is a prerequisite for the formulation and implementation of marketing strategy [3].

According to the survey of the domestic cruise tourism market in 2013 based on the commonly used tourist websites, it can be found that the characteristics of age, region, social stratum, values and income have become the most distinct and different characteristics of Chinese cruise tourists compared with tourists in other areas. After the analysis, a conclusion that the tourists in the cruise tourism market in China mainly come from the eastern coastal areas, especially the Yangtze River Delta can be drawn [4]. The main reasons are as follows: the most important reason is that the economy of the region is developed, and the second reason is that the residents of the region are curious about new things and have the psychological desire to go out because of the early opening up.

## **2.3. Market positioning**

The concept of market positioning is that companies seek market positioning of products, establish corporate image and improve brand awareness according to product and market competition. Therefore, what cruise companies need to do in the market is to find their own market positioning. Through the above analysis, the domestic positioning of cruise companies should be mainly in the coastal areas of East China, Shandong Peninsula, Northeast Provinces, Beijing and Tianjin, thus occupying the northern market, operating in second and third-tier cities, and avoiding the distribution area of European luxury cruises in the southern market, especially in the Yangtze River Delta [5]. Because residents of second and third tier cities have higher relative incomes and demand for cruise tourism consumption, cruise tourism in second and third tier cities is still a new thing in China at present, and the cruise tourism market in China is still in its infancy and in the process of development and rise. According to such a market positioning of low-income groups in cruise companies, the brand effect of cruise companies can satisfy the demands of the income groups and their requirements for service quality in travel, so as to establish brand image and raise market share.

Unlike other enterprises, the promotion methods of cruise tourism enterprises are limited, the traditional ways of promotion advertising, personal sales and other propaganda tools generally applicable to the mass market are not suitable for cruise tourism. In terms of the effectiveness of promotion activities and promotion cost factors, cruise tourism enterprises can adopt the following three promotion methods: the first is direct marketing, namely, tourism companies can tap the potential needs of consumers and obtain more customers through direct communication among various types of business organizations, associations and individuals [6]; the second is network marketing, network has become an indispensable source of information for millions of households at present, the use of network marketing is a low-cost, efficient means of promotion, tourism companies can not only transmit relevant information to potential cruise consumers through network publicity, but also expand the brand awareness of enterprises, especially the influence of social tools such as Weibo and Wechat can not be ignored; the third is database marketing, as the name implies, database marketing first collects consumer-related income, age, educational background, industry and other key information, and arranges screening to the database, so that enterprises can combine direct mail (DM), e-mail (EDM) and short message publicity to tap potential customers to achieve the sale of cruise tourism products according to relevant information [7].

### **3. New Media Marketing Strategy for Cruise**

#### **3.1. Precision network marketing strategy**

Based on the basic attributes of users and users' network browsing behavior, precision marketing can build a point-to-point service system by means of modern information technology, data calculation, accurate judgment and precise positioning, so as to accurately transmit enterprise advertisements to target consumers to achieve their goals. Precision marketing has three elements: who (to whom are advertisements directed?), where (where are advertisements directed?) and how (how to advertise?). First of all, the problem of who to advertise should be solved, that is, accurate crowd positioning and target crowd should be found; after having the target population, the second step is to solve the problem of advertising, tourist companies can use database system and its huge cookies to track a large number of names and information stored and recorded, and use big data technology to analyze the online "trajectory" of network users, accurately find the browsing preferences of target consumers or their consumption habits and predict consumer behavior, and advertising is not for all people, but for the target customers of the forecast precision marketing [8]; the third step is to solve the problem of what kind of advertisement to put in, that is to say, advertisement marketers can deeply understand the interests and needs of consumers through network technology, so that enterprises can put in good-feeling advertising forms to users according to their preferences, and accurately deliver to the target consumers with the help of big data information technology, so as to achieve the effect of "what you need is what you get".

#### **3.2. Network marketing strategy for competing products**

Every cruise enterprise needs to know each other, to have a deep understanding of its competitors, and to carry out effective online marketing with the help of competitive products. Competition analysis is very important for cruise enterprises. According to the differences in market target orientation and user group, as well as the similarities in product performance and user needs, enterprises promote their products through network to promote competition, so as to enhance their influence with unexpected product attention, seize market share and achieve product goals, these products are called competitive products. Some competitors often seize the price war of the target market, the market of new products is often the highest profit category of enterprises, enterprises pay a great price to take active defense to reduce the profitability, while the market share may decrease without following the price reduction. At this time, enterprises can adopt expedient measures for new products to compete, that is, enterprises can launch cruise products with price competitiveness for the most profitable competitive products to compete with competitors and cut off the biggest source of profits of competitors. In order to avoid vicious competition, competitors will be forced to abandon promotion or adopt more conservative promotion methods.

#### **3.3. Regional network marketing strategy**

The so-called regional marketing refers to the implementation of network marketing in key markets by cruise enterprises according to the competitive situation of each city and brand sales strategy. First of all, cruise enterprises should have a thorough understanding of the regional market of competing products, and focus on the regional differentiation of marketing layout; then, cruise enterprises should divide the national market into several regions, divide the region into several more manageable districts, and compare the advantages and disadvantages of competitors horizontally in each district, so as to formulate targeted strategies.

#### **3.4. Network promotion strategy**

Promotion strategy refers to the activities in which cruise enterprises use various Internet technologies and means to transmit the promotional and preferential information of enterprises and their products or services to the target customer market, and make consumers interested in the brand or service of enterprises through the benefit mechanism, make purchase decisions quickly and generate purchase behavior. For the target customers' purchase behavior, the need is its "internal cause", and promotion is only "external cause", which is a major premise. Generally speaking, the

role of promotion is only to promote, accelerate and stimulate, which is mainly in the following aspects: the first is to transmit activity information and attract customers to consume; the second is to highlight the characteristics of products and stimulate consumer demand; the third is to emphasize psychological promotion and encourage purchasing behavior; the fourth is to establish the corporate image and win the trust of customers.

### **3.5. Word-of-mouth network marketing strategy**

Word-of-mouth marketing, as a low-input and high-return marketing method, has a high comprehensive price ratio and is applied in the cruise industry. While providing the products and services needed by consumers, cruise enterprises should formulate corresponding word-of-mouth promotion strategies, so that consumers can actively and spontaneously disseminate the information they know and recognize, publicize the products and services of the company free of charge, arouse more consumers' attention and enthusiasm for participation, enhance the reputation of enterprises, and ultimately achieve the marketing objectives of enterprises. Cruise tourism product is a low-cost luxury high-end product, consumers will be very cautious before buying, and consult relatives and friends when comparing goods, while the word of mouth plays a key role in this decision-making process.

## **4. Conclusion**

With the continuous improvement of China's economic level, more and more consumers have entered the cruise tourism. The formulation of cruise tourism marketing strategy based on new media should first set reasonable marketing objectives, find the positioning of marketing, and select the corresponding target market. The marketing strategies of cruise tourism based on new media include precise network marketing strategy, network marketing strategy for competing products, regional network marketing strategy, network promotion strategy and word-of-mouth network marketing strategy. Integrated with the network marketing strategy of new media, better marketing market and more consumers' recognition can be obtained, so that Chinese cruise companies can develop better.

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