



# The New Social Media Marketing Plan for HK Maxims' Cakes in Mainland China – A Case Study

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**Abstract:** This paper presents a case study of proposing a new marketing plan for Maxims' Cakes, which is from Hong Kong as well as the food brand under the Maxims' Group. This company is a well-known brand in Hong Kong area, yet facing some problems now, such as weak public recognition and fierce competition in Mainland China. This paper is aimed to put forward a brand new blueprint that will contribute to its long-term development from the perspective of utilizing social media. In order to achieve the main purpose of this case study, sufficient market research and abundant materials with charts are introduced in the paper. Necessary methods like PEST and SWOT analysis are also applied for better results. Then for addressing these problems successfully in mainland, a new social media marketing plan is formulated based on both macro-economic and micro-economic analysis, as well as considering the objectives and target audience of the company. In addition, a detailed implementation plan and a contingency plan are included in the proposed marketing plan, to ensure the smooth application of the proposed strategies in practice. It is hoped that this study can provide guidance and inspiration for the development of Maxims' Cakes and other similar companies in need.

**Keywords:** New Social Media, Marketing Plan, Case Study, Mainland China

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## 1. Introduction

Maxims' Group was founded in 1956 by brothers JT Wu and ST Wu [1]. The first western-style restaurant was opened in the front of Lane Crawford Tower. It was operated by night club, holding large programs from time to time, and laying the foundation for their catering industry for the celebrities at that time.

With the development of over 60 years, HK Maxim's Group is a leading food & beverage company comprising of Chinese, Asian and European restaurants, quick service restaurants, bakery shops and institutional catering, while providing a range of festive products. The Group is also the licensee of renowned brands including Starbucks Coffee, Genki Sushi and Cheesecake Factory in various territories.

In this study, Maxims' Cakes is the research object, which is one of the most important brand under its Group. It is the largest bakery chain with around 180 stores along MTR stations and Airport Express in HK and offers fresh and innovative bakery products to provide the best quality products and service for customers. In 2005, the Group

established its bakery plant and flagship outlets in Guangzhou and Shenzhen, bringing the finest bakery products to South China. Up to now, it has more than 100 outlets in mainland. Besides, there are online stores in TMALL, JD and official website which mainly sell cookies and cakes.

The company is facing problems of relatively weak custom recognition and fierce completion in Mainland China. Through investigation with the company managers, the following detailed problems are identified:

- 1) Publicity differences in different areas, mainly in Guangdong Province;
- 2) The products are mainly concentrated in moon cakes;
- 3) Limited promotion time, mainly during holidays;
- 4) Social media channels are limited, mainly focusing on Weibo and WeChat.

Considering the current situation, this paper sets the following objectives including both short term and long term goals.

Short Term goals:

- 1) To increase online sales by new social media promotion [2];
- 2) To enhance the degree of customer satisfaction by certain public relation activities for grabbing the market share of target areas.

Long Term goals:

Considering about the current situation of Maxim in China, it needs to enlarge brand identity and reinforce brand image on the basis of the influence of competitors in target market [3].

In order to solve the above problems and achieving objectives, both macro-environment analysis and micro-environmental analysis are conducted in the next section, where PEST analysis and SWOT analysis are used in macro-environment analysis, and issues like consumer behavior, market share of online platform, related applications in E-commerce and Social Media, and competitor analysis are addressed in the micro-environment analysis. Then part 3 introduces the target market.

In section 4, proposed solutions are introduced and explained. The solutions include a general marketing plan with an implementation schedule and a contingency plan, to ensure the usability of the proposed strategies. Finally, section 5 concludes this study.

## 2. Environment Analysis

In this case study, PEST analysis and SWOT analysis have been used.

PEST analysis [4] includes political, economic, socio-cultural and technological aspects. It represents a framework of macro-environmental factors applied in conducting a market research or doing a strategic analysis, and gives an overview of different external factors to be taken into consideration. It is a core tool to understand market growth or decline, business targets and operations forecasts.

SWOT [5] is the abbreviation of Strength, Weakness, Opportunity and Threat. This analysis is also a strategic technique, which can help to identify the internal and external factors that are favorable or unfavorable to achieve ideal business goals for an organization. Particularly, Strengths and Weakness are internal-related, while Opportunities and Threats focus on external environmental placement.

These tools involve different aspects and can complement each other to reduce defects. Thus they are both applied.

### 2.1. Macro-Environment Analysis

#### 2.1.1. PEST Analysis

##### a) Political aspect

In mainland China, "According to law, the network shall be established according to law, and shall be netted according to law." is the most important principle stipulated by state.

In recent years, China has attached great importance to the construction of Internet laws and regulations. Basic work such as Internet related legal construction and website filing, is progressing steadily. The government has enacted the "Committee of National People's Congress (NPC) on The

Decision of The Internet Security", "The Electronic Commerce Development of The Eleventh Five-year Plan", "Electronic Signature Law" and "Electronic Payment Instructions", etc. to provide a more powerful legal protection. Thus, it can be seen that government pays more attention to the development of e-commerce, and relevant supervision is gradually implemented. These new changes will help the government to guide the standardization of electronic commerce in the future, which is conducive to the long-term development of e-commerce market.

##### b) Economic aspect

In recent years, the e-commerce operation rate has been further improved, and the e-commerce platform continues to deepen its development. The rapid growth of online shopping market has become a powerful driving force for consumption and economy. With the increase of Chinese C2C/B2C market entrants and large amount of investment, the competition will be more intense. The competition would bring about the survival of the fittest and provide a good trading environment for both parties, which will help market to mature [6].

In addition, GDP has been rising and China has entered the ranks of middle-income countries. The improvement of people's income is conducive to development of e-commerce and increase of sales in the snack industry.

##### c) Social-cultural aspect

As the scale of Internet users grows, the size of the network shopping is also expanding, which will undoubtedly promote the development of China's C2C/B2C e-commerce market. In fact, online shopping is a change in consumption habits. Relevant social support services such as logistics and payment have been continuously improved, making the network shopping more and more popular. Besides, people's concept of online shopping is also gradually changing, and the trust and evaluation of online shopping have steadily improved. Nowadays, e-commerce activities have almost touched on all business areas and people's daily life [7].

Particularly, for Chinese, the love of pastries has a long history, so consumer population is very large. In addition, Maxim has a strong reputation in mainland China. And consumers usually will be psychologically interested in this Hong Kong brand.

##### d) Technological aspect

Since the 1990s, network technology has developed quickly. The popularization of search engine, the improvement of interactive community platform technology and the development of timely chat tools all play a certain push role in the evolution of network shopping technology. Especially the invention of the electronic payment and promotion, third-party payment platform technology (Alipay), the emergence of digital certificate and other new technology make the network shopping platform constantly updated, which also let interface more friendly and powerful. Besides, interactivity and security have been strengthened greatly, thus can guarantee the network market technically.

In addition, social software such as WeChat or Weibo and new media platforms also promote the dissemination of information and promotion of goods.

### 2.1.2. SWOT Analysis

#### a) Strength

Product quality is good; Maxim has a reputation, and its moon cakes are more famous, thus it can use moon cakes to launch other products; Investment funds are abundant, other resources like talents and equipment are better than small enterprises.

#### b) Weakness

Fewer varieties of Maxim snacks makes the selection of customers is not much; The size and marketing in mainland is inferior to some local brands and other Hong Kong brands.

#### c) Opportunity

Network shopping is still popular, the construction of network legal system is becoming more standardized, and the online environment is becoming better; The rapid development of technology provides guarantee for the product's network promotion, electronic payment and so on; As an indispensable consumer product, food itself has a large customer base; The improvement of people's living standard and income will also promote online consumption.

#### d) Threat

Local brands and other overseas brands are numerous, and potential entrants are eager to compete. Many offline brands have also launched online businesses, intensifying competition.

The products from food industry are small in differentiation, low in technology and slow in progress. It is difficult to find the leap of product nature through technology and innovation, thus it is hard to obtain the unique selling point of product itself.

## 2.2. Micro-environment Analysis

### 2.2.1. Consumer Behavior

Considering about the consumer behavior in China, the real disposable income of Chinese households increased by 7.3% in 2017, exceeding the economic expansion rate of 6.9% in the same period. Besides, from the ratio of household debt to GDP, the ratio of mainland China is 28%, thus the purchasing power of Chinese is rising.

### 2.2.2. Market Share of Online Platform

From the market research about the e-commerce in China, it can be realized that Taobao and JD should be the basic target for the implementation of channel strategies.

**Table 1.** Percentage Distribution of Respondents' Priority on Online Platforms.

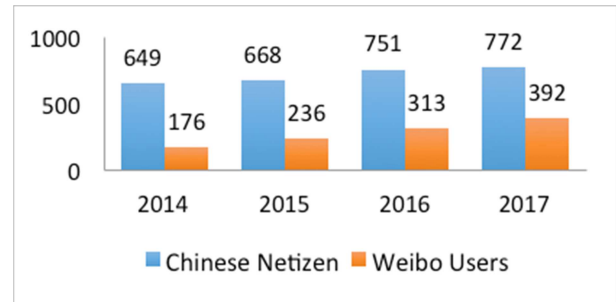
Online platform	Percent of respondents believed as the priority
JD (Jingdong)	15.4%
T-Mall	5.1%
Taobao	67.5%
Amazon	9.4%
E-Bay	2.6%
Total	100%

Source: Sina Data Bank (2017)

Under the circumstance that the platforms get close relation form strategic perspective with the two largest social media in China, the information could be of great use in formulating social media strategies for the new product.

### 2.2.3. Situation and Application in E-commerce and Social Media

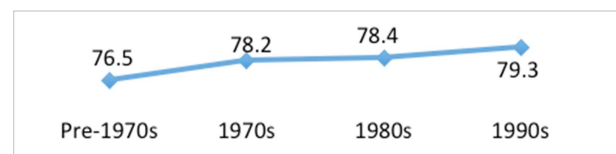
From Sina (2017), the number of Chinese netizen and the Weibo users were growing.



Source: Sina Data Bank (2017)

**Figure 1.** Number of Chinese Netizen and Weibo Users.

In accordance with our investigation, in 2014, the ratio between monthly active user of Weibo and Chinese netizen is about one third and in 2017, it is more than half. In this regard, Weibo should be more and more important for Chinese netizen.



Source: Sina Data Bank (2017)

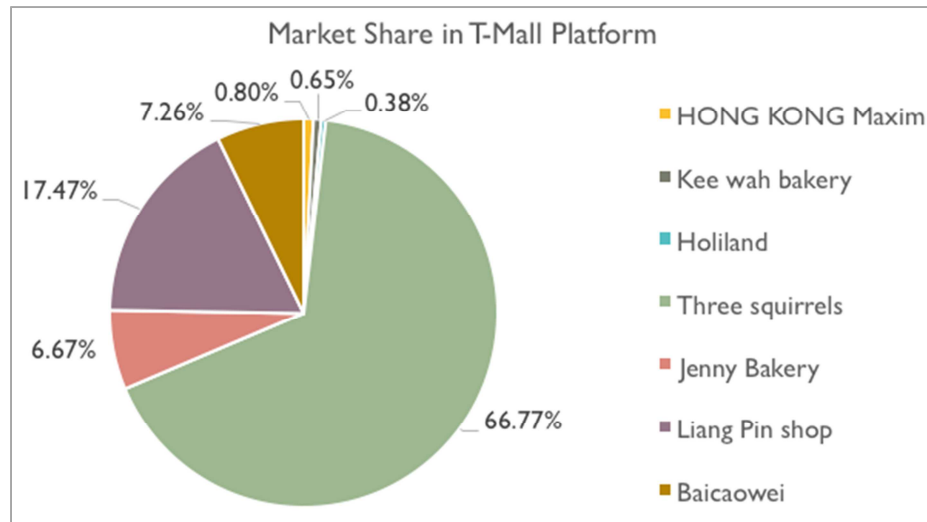
**Figure 2.** Weibo's Rating from Different Age Groups.

Based on an industry survey, Weibo was favored by netizen at the age of their 20s to 40s, which coincide with the target market of the product being introduced. Besides, based on Sina (2017), B2C platform targeting mainly on the products with no gender preferences, followed by the products preferred by female and finally by male.

Basically, in view of the high penetration rate of Internet in China, the B2C commerce will become the new trend in business model which will outpace the traditional brick-and-mortar.

### 2.2.4. Competitor Analysis

In T-Mall Platform, the most important competitor of Maxim should be the Three Squirrels, the data shows as follows.



Source: T-mall Official Website (2017)

**Figure 3.** Market Share in T-mall Platform.

It can be seen that the Three Squirrels get the largest market share in T-mall Platform which more than two-third of the market. It is because the price of snack food in Three Squirrels keeps in low. Besides, Three Squirrels usually produce the small package and the customer can taste different type of snack food. The Liangpin shop (Bestore), which covers about 17% of market is using the similar strategy like Three Squirrels. The HK Maxim and Jenny Bakery get the similar market share at this platform, both are about 7%. These four brands cover more than 98% of the market share in T-Mall Platform.

### 2.3. Summary of Market Research

Maxims' Cakes is a company with a long history and strong strength. In recent years, it has gradually expanded in mainland China through social media and others. Nowadays it has around 100 outlets in mainland China.

In addition, it has not performed very well in marketing by Weibo and WeChat. And it could have a better development though planning some new social media campaigns or other promotion ways. These problems mentioned before (limited promotion channel, regional restrictions and so on) must be faced. There is no doubt that Maxim needs to address these challenges and problems in the future.

Despite the fierce competition among this industry, opportunities still exist. On the one hand, it has some superior internal strengths such like high quality of products and excellent resources. On the other hand, customers' needs for snacks continue to grow, and the forecast about snack sales in future is positive and hopeful. Besides, the prosperity of e-market is a hard-won opportunity for Maxim.

In summary, it should take good use of its strength and chances to improve itself. In the future, it needs to seize opportunities and meet challenges. For more details about new promotion activities, it will be introduced in the implementation plan.

## 3. Target Market

### 3.1. Target Population

The target market of Maxim should focus on people who like to eat the snack food. As it mentioned before, Weibo was favored by netizen at the age of their 20s to 40s, which means that Maxim need to focus the age group users of the social media to promote the adverting and brand activities. Besides, based on survey, B2C platform targeting mainly on the products with no gender preferences, followed by the products preferred by female and finally by male.

Maxim also need to consider the GDP level in China, it is because they can cover more netizen in developed cities when Maxim promotes. Traditional first-tier cities (Beijing, Shanghai, Guangzhou, Shenzhen) and second-tier cities (Nanjing, Hangzhou, Chengdu, Xi'an, etc.) should be its main target market.



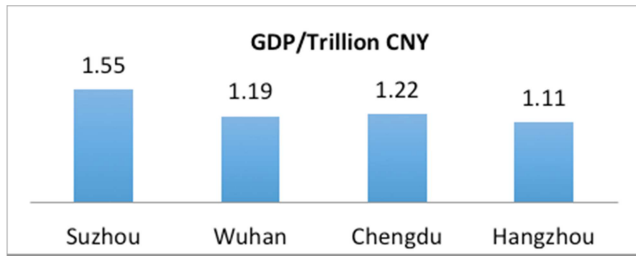
Source: Sina Data Bank (2017)

**Figure 4.** GDP of four first-tier cities in China.

As the above table shows the GDP index in 2017, both Beijing and Shanghai get the higher index than the southern cities. Maxim can increase the market share easier when they focus their attention on it but not only in Guangdong province.

Besides, Maxim can also focus on the new developed

cities (second-tier cities) in China to enhance their brand identity.



Source: Sina Data Bank (2017)

Figure 5. GDP of four second-tier cities in China.

### 3.2. Gather Target Audience

From the introduction, the age of target customers mainly are below 30 years old. The dominant social media platform adopted will be WeChat (except for Guangdong Province), Weibo and Mobile Live (Douyin). The target customers are the main contributors of such social media users. Firstly, the size of mobile live market should be mentioned. The profit of mobile live market will reach 29.5 trillion (Figure 6). Secondly, in addition to upload photos online (71.2%), the citizens mainly focus on the following functions, such as posting the status (67.9%), sharing information (66.6%), enjoying and sharing videos with friends (61.4%). Until now, the popularization of network neared 50%. With the burgeoning development of social media platforms, Maxim ought to co-operate with the following platforms: mobile live (Douyin), WeChat and Weibo.

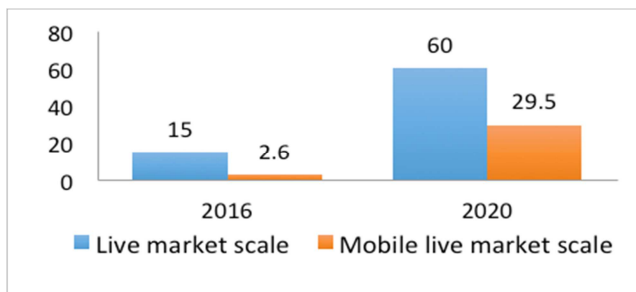


Figure 6. Live mobile market forecast in 2020/ Trillion.

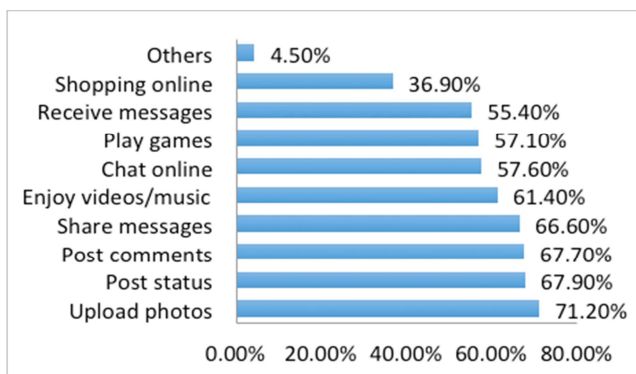


Figure 7. Multiple-function of social platform.

## 4. Proposed Solutions

### 4.1. Multichannel Strategies - Marketing Mix (4Ps) Strategies [8]

#### 4.1.1. Product Strategy

For maintaining the relationship with the loyal customers and attracting potential purchasers, Maxim advocates that products are made of the original premium materials. A research indicates that long-term consumption the no artificial flavoring can have side effects. The following part will be demonstrated in the form of bullet points.

- 1) Quality: The quality guarantee period of snacks is within seven months. And the snacks avoid adding the margarine, preservatives, antioxidant and essence as well as pigment in the manufacturing process.
- 2) Customer Services Offered: Mailing Services, Online Services, Express Services.
- 3) Mix: The product mix includes the core product, extended product and mass customization. The core product is petite eggrolls. The extended product is confectionery, such as pastry, cookie and almond nuts. Also, the mass customized product is issued for the whole year festivals and special occasions. Still, the bundling will be adopted. For instance, in order to achieve the win-win business mode, the product set with relatively low price can attract the consumers to purchase the gift package of rice cake (red date or brown sugar flavour) with the health idea during the traditional lunar new year. By coincidence, the preference degree towards jujube cake in Beijing, Shanghai, and Jiangsu Province is high.
- 4) Use Occasion: The product is designed for meeting the needs of customers in certain occasions. Hence, the consumers are capable to purchase the snacks to kill their leisure time or buy the assorted product as gifts to send to others.
- 5) Variants: The product retains the best-selling product is petite eggrolls. Also, innovating the baking technique to manufacture the special products, such as the cookies with the customized design shape instead of the traditional ring-shape or dimetric-like shape.
- 6) Features: Based on the brand positioning, the products are issued with the health concept – the ingredients are from the natural material, so non-additive (no margarine, antioxidant, essence and pigment) products are provided for consumers. In fact, producing the premium quality products aim to maintain the positive word-of-mouth and retain the good relationship with loyal customers.
- 7) Warranties: The company highly emphasizes on the premium quality and state-of-the-art administration system, so Maxim's promises the 100 percent products that are made in Hong Kong and packaged in classic style with safety quality guarantee.

#### 4.1.2. Price Strategy (Dynamic Pricing Approach)

The market segmentations mainly are the developed cities



and comparatively developed metropolitans in mainland China, and the target customers are online consumers who are the middle and high-end youngsters. The online pricing should be unique, so the price will be adjusted in accordance with the seasonal variations. For example, before the traditional Chinese new year, the snacks (eggrolls, biscuits, etc.) are the necessities for families, whatever the price is high or not, the target consumers are capable to afford the products.

- 1) Payment Method: Off-line Payment, On-line Payment (WeChat Pay, Ali Pay, Internet Banking Payment).
- 2) Value-Added Elements: It is vitally important to develop the customer relationship management system to serve the loyal customers. Because the company aims to maintain the relationship with the loyal customers. Members can obtain the VIP price when scanning the QR Code of membership by online. Also, the members can earn the high-value coupons after ordering certain products on the member day. Besides members are able to get complementary products with the relatively low price, such as the Twinings Tea that is one of the famous tea brand in the world.
- 3) Discount: The new members can earn the assorted snack gift package or the other product with the low price (e.g. the original price ¥299, but the price for new members is ¥200). The old members are able to save the credits in the membership card for obtaining the special products in low price at the members' day or their birthday. Also, concerning the gift package reservation for wedding ceremony, the member can earn the 88% off.

#### 4.1.3. Promotion Strategy

- 1) Marketing communication: Interactivity is a key characteristic of the Internet. And traditional media have limited interaction with the customer. Basic on that Maxim's snacks need to strengthen their communication with customers in the social media field and establish a membership system to pay more attention to their personal behavior.
- 2) Sales promotion: Maxim's snacks have flagship stores on the mainstream B2C website, so for sales promotion it can actively participate in the portal's promotional activities, such as Tmall's Double 11, Black Friday and other activities.
- 3) PR: PR means is a common method for brand promotion [9]. At present, the public relations program adopted by Maxim's snacks belongs to traditional celebrity endorsements and event pushes.

#### 4.1.4. Place Strategy

- 1) Trade channels: Maxim's snack existing online trade channels are basically the same as its competitors, and are mainly concentrated on mainstream B2C websites such as Tmall, JD, and No. 1 Stores.
- 2) Channels: Exceeding the channel number of Maxim's snack in social media. Currently, publicity channels for Maxim's snacks are only have three parts (Weibo, WeChat official account and the official website). The next step is to expand the official account to video

sharing platforms and live broadcast platforms.

#### 4.2. Rapid Response Strategies

The rapid response strategy [10] is an important part of keeping customer relationships and building a corporate reputation. In general, rapid response strategy for traditional media (newspapers, television, magazines, etc.) is to provide corresponding answers to consumer questions, suggestions, and complaints. Moreover, company should be given solutions to customers within a limited time, generally not exceeding 24 hours. However, such response speed and response processes are obviously not suitable for the social media field. The social media industry needs a fast, effective and predictable response system. Therefore, for Maxim which is still relatively unfamiliar in the mainland China market, it should formulate plans in the following three steps:

##### 1) Step 1: Estimate the Possible Crisis

Before Maxim enters the mainland market, the company should first estimate the possible crisis. For Maxim, although it is not a new brand, it is still relatively unfamiliar to mainland consumers. And it also faces the problems, such as: popularity is inferior to some mainland brands, there is no way to directly understand the preferences of mainland consumers, and there is insufficient investment in social media. These are issues faced by Maxim.

##### 2) Step 2: Training Responds to Employees

Before entering the market formally, staff preparations are also required. The company needs to recruit some mainland employees who recognize the corporate culture of the company. The best way is to recruit graduates so that employee loyalty and passion can be guaranteed. New employees mainly include online customer maintenance staff (customer service, data analysis, planning and promotion). The company will use these employees to understand customers, answer customers, and client statistics.

##### 3) Step 3: Establish Rapid Response Process

The entire customer response process can be divided into pre-sale services, sales services, after-sales service (as same as customer service). Pre-sale services mainly include market surveys, publish article and so on. On-sale services mainly include providing service consulting and handling complaints or suggestions. This process requires careful understanding of customer issues and suggestions, except for the corresponding time and without any substantive commitment. The after-sales process includes solving problems and statistics. Customer questions will be answered and the problems will be classified according to background data to ensure the next promotion.

#### 4.3. Integrated CRM Strategies

Customer relationship management (CRM) [11] is also very important in the development of the enterprise. The purpose is to manage the relationship with the old customers and develop the individual needs of the customers. CRM can increase customer loyalty and efficiently attract new customers. Nowadays, it is era of big data, companies can count customer data and preferences through various channels. This is very

important for Maxim's development in mainland China:

1) Record customer data

No matter which industry or company, the collection of data is very important. For Maxim, the first step it needs to make is to conduct tweets and publicity through our open official accounts, and then collect the reviews or preferences, and sort out what customers like or what kind of promotion would be better after screening.

2) Showing the right products & enhancing customer satisfaction

After the data have been collected and organized, it has already understood the preferences of our customers. It then can release different promotional content for different customers. For example, for female users, it can publish some new desserts information and promotional content. For male users, it will release some gift boxes information and interesting tweets. Company will enhancing customer satisfaction through publish different promotional content for different customers.

3) Build brand loyalty and WOM behavior in the future

It should have confidence in the products of Maxim's Group, which is missing user base and brand loyalty of mainland China. These two points are inseparable from company publicity. In the future, in addition to maintaining high-quality products as always, the company will need to work hard on the richness of publicity tools and content, so as to ensure that this traditional brand will be fashion and popular in mainland China.

#### 4.4. Leveraging Social Media

Traditional media mainly promote products through television, newspapers and magazines. It can't get direct feedback from users. Social media can collect user data more efficiently and conveniently than traditional media.

At present, the most popular social media in mainland China is Weibo and WeChat. Therefore, for Maxim, company must first strengthen the publicity on these two platforms. Weibo can make corresponding adjustments based on the marketing content of Maxim's moon cakes, so that at least user attention can be guaranteed. In terms of WeChat, it should be first break regional restrictions and expand from the Guangzhou-Foshan region to the entire mainland China. Then, pay attention to the news and events that occurred recently and make relevant promotional articles, content marketing, and so on. Besides, attracting consumers' attention is the company's core task.

In addition to mainstream social media [12], it can also advertise on popular short video APPs and live broadcast platforms like Douyin. Because these platforms can attract young people. First, Maxim can directly intervene through advertising. Then the company can establish an official account to attract consumers through fun video. In addition, the Douyin platform can also collect big data to understand what kind of video a young person prefers, and what kind of video they watch longer than other videos. Then place product advertisements in the video. Besides, the live broadcast platform is a direct way of publicity. Maxim has an official

flagship store on Taobao. And it can be used as a live broadcast promotion program on festivals.

#### 4.5. Create Social Media Zones

Community zone: posters' behavior-sharing & conversing will appear in the social community, hence, Maxim should establish a community to interact with loyal customers.

Publishing zone: Not only the content be published should be related to promotion activities but the influence of celebrities should be concerned as well. Maxim can publish the promotion activities to attract customers by the official account (Weibo and WeChat) of new target market and media-sharing sites (video-sharing sites) like Douyin [13]. There are one billion users of Douyin per year, and most people form their opinions based on opinion leaders.

Commerce zone: For the sustainable development of online selling, Maxim ought to emphasize on the human resources, such as the staffs to connect with customers. This is because customer relationship management is vitally important in retailing and selling [14]. Simultaneously, not only the interactivity can be built-up but the comments as feedback toward products can be evaluated by the R&D department of Maxim as well.

#### 4.6. Implementation Schedule

1) Step 1: Set a goal of Maxim's snack through social media in mainland China.

At present, there is less business development of Maxim's snacks in mainland China, especially in snack food industry. Most mainland consumers will only purchase moon cakes at special times (such as the Mid-Autumn Festival). At the same time, most consumers did not brought Maxim's products through online outlets. The way to purchase products is still focused on purchasing dealers and personal purchasing in Hong Kong. In addition, due to the consumer's bandwagon behavior, people do not necessarily feel that the moon cakes such as Maxim, Haolilai, KeeWah, Peninsula and other brands are delicious, but they think this is a great product for gift giving, so that is a reason why moon cakes and other products are in short supply in the corresponding festival, and even require a few months in advance to order.

Thus it is known that Maxim's snacks can also be loved by mainland consumers and become another trump card product. And goals could be promoting the concern of snacks in the Maxim to the status similar to moon cakes through the operation of social media. The specific goals are the following three points: 1) Bring more than 400,000 effective fans to official Weibo and WeChat. 2) Make use of popular social media to create a KOL brand. 3) Increase the actual sales of official flagship stores online.

2) Step 2: Analyze existing social media marketing methods for Maxim's snacks.

The contemporary social media of Maxim's Group is mainly in the official Weibo and WeChat. In Weibo, the official account for Maxim's cake has only 20,000 fans, and the official account for Maxim's moon cake exceeds 400,000.

In addition, the services provided by Maxim's WeChat official account can only be limited to three cities: Guangzhou, Shenzhen, and Foshan, and the scope of propaganda is very limited.

Because Maxim's snacks lack of publicity on social media platforms in the Mainland has caused Maxim's snacks to trade less online than its competitors. The sales channels of Maxim's snacks online mainly focus on the mainstream B2C trading platform. For example, in TMALL, the most popular product is egg rolls that sale number is only 70,777. The total sales volume of Three Squirrels' best products exceeded 2 million. The irrational distribution of the Maxim Group's promotional resources has led to the fact that Maxim's snacks have not been enough favored by consumers in mainland.

3) Step 3: Develop new promotional channels and increase the power of old channels.

Basic on existing social media platforms, Maxim needs to break regional restrictions and increase more publicity content. In previous steps, it mentioned that the services provided by official WeChat accounts are limited to Guangzhou, Foshan, and Shenzhen.

So the first thing is to expand the scope of services to major cities in China. Next, the promotional contents cannot be same as the old ones. The previous contents merely describe recent activities and products. New contents should be more integrated with current hot news, and more genres of soft papers should be introduced. In this way, people can be visually attracted. At the same time, reference can also be made to the promotion of Maxim's moon cakes in festivals and packaging to further enhance Maxim's snacks propaganda on

mainstream new media platforms.

On the other hand, consumers always like something full of freshness. Under current global era of self-media, people have more channels to share and shoot videos. Thus as a product, it can't limit itself to static images and articles. After all, consumers are faster than video and articles. And Maxim can build its own promotional accounts on some mainstream short-lived video and live broadcast platforms, such as Douyin or Pepper, and use these to attract more young consumers while maintaining old customers.

4) Step 4: Learn the success stories of other brands in social media promotion.

In fact Maxim has more successful cases to learn, such as successful online brands - Three Squirrels; traditional and stylish brands - Daoxiang Village; Local competitors - KeeWah, and the KOL brand - Baoshifu. Learning from competitors can help to quickly know the mainland market.

5) Step 5: Select the most suitable and most popular Maxim's snacks social media solutions through testing.

In traditional social media and emerging social media, it can launch a lot of videos, pictures, articles, put them into the market, and it needs to go through 6 months of testing, grasp the basic flow of these videos, pictures, articles, such as the amount of reading, Number of forwarding, number of reviews, use these data to infer and predict the direction of interest of our target consumers.

In the coming time, Maxim's snacks will be able to push more of this type of video, pictures, and articles to target consumers, while also avoiding the boredom of consumers when they pushing messages.

*Table 2. A Half-Year Implementation Plan.*

Month	Event
First month	Setting the objectives of online sales of Maxim's snacks in target cities (mainland) through social media promotion
Second-Third month	Rethinking the existing social media marketing strategies of Maxim's snacks
Fourth-Fifth month	Developing new promotional channels and increasing the propaganda power of old channels
Sixth month	Learning the experience and inspiration concerning the success cases of competitors in social media promotion
Half-year	Operating the marketing mix strategies with new social media channels and testing the channels whether they can increase sales and enlarge brand identity or not

#### 4.7. Contingency Plan

Based on above strategies, it should focus on social media marketing plan and strategies mainly base on social media. So its target customers are users of those social media platforms who are young [15]. Young customers may not be interested in traditional foods but something new, so the result might not as good as expected because of the Maxim Cake's products.

If this situation happens, the contingency plan is that altering the marketing promotion channel to change target customers. It is believed the products that Maxim's Cakes has made will be popular in middle-aged customers. If it wants to attract customers' attention, it needs to change its promotion channel from online social media platform to traditional advertisements such as television advertising and printed advertising. Because unlike younger customers, others spend much less time on online social media but watching TV or going outside.

## 5. Conclusion

This paper takes Maxims' Cakes as the research object, and makes a detailed case study of its current development in the mainland. As a brand originating in Hong Kong, Maxims' Cakes has been successfully operated in HK. However, it is facing a series of problems in mainland China, such as low public awareness and numerous competitors. The purpose of this paper is to propose a marketing blueprint to promote its long-term development from the perspective of new social media. In order to achieve the purpose of research, this paper conducts a large number of market research and lists a wealth of chart information. At the same time, the necessary methods, such as PEST and SWOT analysis, are applied to obtain better analysis results. Through market research, it is seen that although there are many problems in the development in mainland now, there still are many opportunities. It is



meaningful to upgrade the marketing plan of Maxims' Cakes.

Therefore, on the basis of macro-economic and micro-economic analysis, combined with the company's objectives and target audiences, this paper formulates a new social media marketing plan. This new marketing plan elaborates on how it should be localized to meet consumer needs from the perspective of the classic "4Ps" strategies. In addition, detailed implementation plan and contingency plan are included in the proposed schedule to ensure the smooth application of the proposed strategy. It is hoped that this case study can provide guidance and reference for the operation of Maxims' Cakes and other similar enterprises.

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