

Innovative brand marketing strategies for traditional industries in the age of the Internet economy—Take the Energetic Forest marketing model as an example

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Abstract: In recent years, with the continuous improvement of people's quality of life and consumption ability, the requirements for the traditional food industry are also rising, and the traditional beverage and food industry has ushered in new opportunities and challenges for development. Coupled with the opening of the era of rapid development of the Internet economy, social media such as Tiktok, Little Red Book, and Weibo has provided new ideas for the innovative transformation of traditional industry marketing methods. Among them, Energetic Forest stands out with its unique product positioning, accurate consumer base, and innovative social platform marketing ideas, achieving a brand valuation of US\$2 billion within four years. This article analyses the content of Energetic Forest's marketing model based on the brand's financial data and marketing costs in recent years, focusing on the "internet celebrity economy" marketing chain created by Energetic Forest, and making suggestions for the future development of related companies in light of the drawbacks in current operations.

1. Introduction

1.1 Research Background

As people's demand for food and drink rises, the traditional industry is also undergoing a profound reform. Consumers' concerns have shifted from satisfying food consumption to calorie and fat content, and the rapid development of social media platforms has led to the emergence of a large number of " influencers ", which has given rise to a unique " influencer economy". Bloggers on different platforms have a strong ability to bring in goods at the same time. With the influencer bloggers, the low-calorie, low-fat " influencer food " food is not only brought to the public's attention, but also offers a new marketing model that is different from the traditional celebrity endorsement.

1.2 Research significance

The Internet economy has provided new opportunities for the development of the food industry, and Energetic Forest relies on its unique product positioning and innovative marketing model to stand out from the crowd of food companies. For other beverage companies, the success of Energetic Forest has a lot to do with the marketing strategy. The online approach used converts traffic from major Internet platforms into objective and effective revenue, while the offline approach focuses on a chain of Netflix convenience stores and then extends sales to large supermarkets. The marketing strategy of Energetic Forest has important implications for other brands and companies in the transformation of their development and marketing strategies.

1.3 Paper organization

This paper starts with the analysis of the economic environment of the Internet, analyzes the environment and opportunities provided by the Internet for the operation of entity enterprises, and analyzes the development status of the Energetic Forest Company by combing its development experience. Next, SWOT analysis is used to analyze the existing advantages and problems of the company from four aspects: Strengths, Weaknesses, Opportunities, Threats. And, combined with 4c theory, from the perspective of consumers, suggestions are put forward for the future operation of the Energetic Forest, and according to the development of the Energetic Forest, suggestions are put forward for the further development of entities in the Internet economy era.

2. The Internet Economy Gives Energetic Forest a Favorable Turn

With the development of the Internet, new consumers demand has been created, and many platforms have been expanded. The Internet has brought colossal flow, and all these developments have provided opportunities for the transformation of the traditional food industry.

2.1 Online Bloggers Create a New Kind of Consumer Demand

Based on the development of the new media industry, the influence of online bloggers on brands is gradually expanded. By taking advantage of their image and talent and increasing brands' popularity and consumers' loyalty, KOLs will have a positive impact on the brand and lay the foundation for the development of the health food industry. Their promotion of a brand or commodity will make it stand firm among consumers. That is why the rise of a brand can only be achieved with the help of online bloggers.

Nowadays, most people are interested in a healthy lifestyle, which has given rise to many lifestyle bloggers who share how to live a healthier life through a better diet and reasonable exercise. These bloggers present new ideas such as "low sugar and low fat" in their videos, which are then "ingrained" in the minds of interested fans.

Therefore, this paper argues that, in the background of new media development, live broadcasts impact product awareness and consumer loyalty.

2.2 Internet Platforms Provide Network Flow for Major Brands

In the Internet environment, a product being seen and remembered has a lot to do with network flow. The rise of short video softwares have brought interesting content, shorter duration, for users. For businesses, it brings potential customers and a lot of flow. And these offer a whole new way for businesses to monetize.

For Xiaohongshu, with over 100 million users and a UGC community presenting content in short videos and graphic information, it has encompassed all areas of life in terms of content coverage [1]. Tik Tok also has the same high volume of flow, which is hidden consumers for businesses. The product is promoted by bloggers as a way to attract more potential customers. For example, Xiaomi previously launched a fully automatic plastic bag tying bin, which initially led to no one asking for it because of its weak promotional capabilities; Later, it increased its promotional efforts, leading to a significant increase in traffic [2].

This paper holds that because consumers are sticky, sophisticated and can be induced. Only merchants who are strong in bringing in goods and have high traffic will be able to gain more customers, and livestream sales bringing in goods provides a way for merchants to grow their flow.

2.3 Big Data Helps Brands to Deliver Accurate Advertising

Big data technology is the specialized processing and integration of data with special meaning. With the development of big data technology, businesses are aware of its importance, and the native advertising that can be seen everywhere in life is also the "product" of big data.

Big data can be used to analyse users' mobile phone data to understand the needs of different users, so that the integrated platform can recommend relevant products to potential customers. In addition,

by integrating and analyzing the data, advertisers can target consumer groups and at the same time tap into potential consumer groups. By analyzing consumers' recent consumption records, big data can determine consumption habits and levels, and then predict consumption needs, and then accurately place advertisements or recommend products to consumers. This leads us to believe that different users see different pushed items on the same platform and that there are differences in what the same user sees pushed at different times, and that merchants will also offer suggestions for combination purchases. These can meet demand, stimulate consumption and increase purchase rates from different angles.

3. The development of Energetic Forest

3.1 Product analysis

3.1.1 Product Positioning

Since its inception, Energetic Forest has focused on "health" and launched product labels such as "0 fat, 0 sugar, 0 calories". As consumers become more concerned about food safety and health issues, more and more consumers prefer beverage products that are both tasty and healthy. Meanwhile, the World Health Organization (WHO) issued guidelines on *Sugars and dental caries*. (2017, November 9), suggesting that the human body should moderate its intake of free sugar throughout the life course. Under the influence of a battery of studies, sugar substitute beverages have attracted the attention of health professionals and have begun to impact the status of traditional high-sugar beverages. Have begun to make its mark in the industry.

For Energetic Forest, its products are divided into soda bubble water, tea, milk tea and healthy light tea. In the beginning, Energetic Forest was promoted through the RED software. By shaping the image of light luxury, attractive packaging, healthy ingredients and good taste to gain public praise. Meanwhile, it has won the love of a number of urban female white-collar consumer groups, and determined the early product positioning direction: serving small groups. As the brand became better known, the products began to sell well. Increased publicity with advertising on major platforms. The use of its Japanese packaging, to meet the needs of young people for personalized packaging, attracting a large number of young consumers to buy. Gradually guiding customers' consumption habits, it has cultivated a group of loyal customers and successfully positioned its brand image as serving the younger generation.

3.1.2 Product Innovation

As a new beverage company, the innovation of company's products is an important factor that makes it stand out in the beverage industry. In the new trend environment of the market, how to capture the hearts of consumers and adapt to the fast-paced consumer transformation are points that the whole FMCG industry needs to pay special attention to. Compared to the traditional beverage industry, Energetic Forest has been innovating itself. Traditional beverage companies need to consider whether the new market will affect the market share of old products. While for Energetic Forest, the variety of beverages within the brand is not yet perfect, and the similar competition between old and new products is not yet fully reflected. So, there is still a lot of room for progress, and there are still many problems to be solved.

There is no doubt about the importance of innovation for a company. The goods are from the production process to the finished product stage, which is inseparable from a ripening industry chain. Initially, Energetic Forest product production was mainly based on OEMs (Original Equipment Manufacturer), but the process of OEMs could not be directly supervised. And for a longer period of time, the supply of the company could not be adequately guaranteed. After finding a suitable solution, the company began to invest a lot of money to build its own super factory. Announced the launch of the "3-0 Factory" strategy and the introduction of industry high standard production lines. Became the first food company in China not to add preservatives to carbonated beverages.

3.1.3 Product Safety

The emergence of artificial sweeteners has ensured that consumers enjoy the sweet taste of food while offsetting some of the concerns raised by excessive calorie intake. The main artificial sweeteners on the market are xylitol, erythritol, Rosmarinus acid sweetener, steviol glycosides, sucralose, etc. For the beverage industry, the earliest sugar-free beverages can be traced back to 1982 when Coca-Cola launched Diet Coke. Given that China had just opened up its market, the Chinese people were not sufficiently aware of the health effects of excessive sugar intake. So, it was not able to gain a foothold in the Chinese market and gradually faded out of the Chinese market.

The domestic sugar-free beverage industry has been brought back into the conversation in recent years with the rise of brands such as Energetic Forest, an established beverage company led by Coca-Cola Co. The products represented are Diet Coke and Coke Zero, which have the widely known aspartame added to them. Erythritol is used in all series products of Energetic Forest. The reason why the company chooses erythritol is that is lower in calories and closer in taste to cane sugar. It is not broken down by enzymes in the body and is quickly metabolized, which means that it has less impact on the body than other sugar substitutes. The bottles are made from PET and OPS, which are more environmentally friendly, safe and recyclable. This replaces the common but toxic PVC material and ensures food safety.

3.2 Market analysis

3.2.1 China's beverage industry market has great potential for growth

China is the most populous country in the world and the potential of its beverage market is huge. This is the reason why international beverage giants such as Coca-Cola and Pepsi compete fiercely for the Chinese market. With China's policy of "Bring in, go out", the Chinese market is gradually becoming more and more connected to the international market. The Chinese market is gradually converging with the international market, making the beverage market in China bigger and bigger.

From the data, we can analyse that in addition to the large share of packaged water in China's beverage market, tea drinks, dairy drinks, carbonated drinks and fruit juices occupy a larger share, and energy drinks are also on a growing trend. According to statistics, in the past two decades, China's beverage production is more than 23 million tons, However, the annual per capita consumption of beverage in China is only about 16 kg, which is less than 30% of the world average [3]. And the share of sugar-reduced beverages is much larger in developed countries than in China (See Figure 1), pictured below. And this reflects the huge potential of our beverage market.

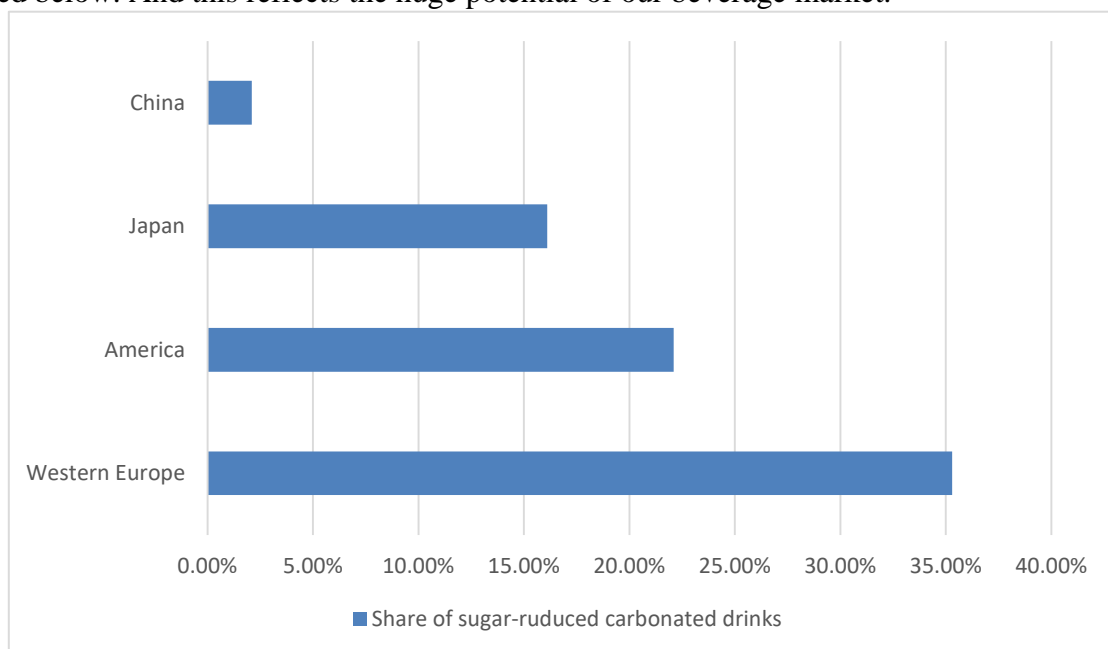


Figure 1. Shape of sugar-reduced carbonated drinks A: Euromonitor [3]

The beverage companies that occupied 80% of our market in the early 1980s have been gradually replaced by emerging beverage brands [3]. The eight major soda factories of the early years have been replaced by various beverage companies. The beverage market in China has seen a blossoming phenomenon.

For consumers, with the improvement of living standards. People's demand for a healthy life, the change in consumer philosophy, healthy, green drinks are the products that people pursue with. The tea drinks, zero sugar and low sugar drinks that are active in the beverage market are in line with people's needs. Tea drinks are not only in line with China's long-standing tea culture, but also with the contemporary way of health care. There is great potential for future development. Innovation in terms of product and technology improvement as well as the introduction of corresponding talents in our current beverage market will be the focus of the development of beverage brands in the future.

3.2.2 Current situation of brand management

In the nearly 7 years since its development, Energetic Forest has been focusing on the concept of "0 sugar, 0 fat, 0 calories" and has quickly launched a number of new products. At present, sparkling water and tea are the core products. The Energetic Forest brand has been using a simultaneous online and offline promotion format. By practising a healthy attitude, it has also contributed to Energetic Forest becoming a familiar brand to fitness enthusiasts and those who follow a healthy lifestyle. These achievements have facilitated capital financing and trading of Energetic Forest. And the Energetic Forest brand has also become the brand with a large equity investment deal in our restaurant and food sector in 2021 (see Table 1). The table is as follows

Table 1. 2021 Chinese First-Half Year large equity investment deals in food and beverage industry [4]

Company name	Financing time	Financing rounds	Amount
WeiLong	May.13th	Pre-IPO	5.49billion Dollar
MXBC	Jan.13th	Round A	20billion yuan
Manner Coffee	May.24th	Round B	Hunderds of millions of dollars
Pot pasta meeting	Mar.17th	Round D	3billion Dollar
Energetic Forest	Mar.30th	Round C	Hunderds of millions of dollars

With the increasing demand for quality of life, beverages such as Energetic Forest will take a larger share of the market.

The consumers of Energetic Forest are mainly young people and it is a youthful drink which is expensive due to its cost. The results of a questionnaire survey conducted randomly among university students are as follows

Table 2. Attitude Towards Energetic Forest [7]

	Favour	Interested	Senseless	Questioning	Dislikes
Willingness to buy%	17.4	47.3	31.7	1.3	2.2
In total%	13	35.3	23.7	1	1.7
Willingness to buy%	0	21.1	76.3	0	2.6
In total%	0	5.3	19.3	0	0.7

Nearly a large proportion of students were interested in the brand, with only 2.3% of respondents saying they did not like the brand. As a result, the Energetic Forest brand now holds a large market share and is favored by young people. For the Energetic Forest, just attract the young generation of consumers, not enough to become the leader in the drink world. If Energetic Forest wants to "survive" among the many brands, it needs to constantly improve its marketing model.

4. SWOT analysis

In this chapter, SWOT analysis theory is used to analyze the advantages and problems of the Energetic Forest in operation from four aspects: Strengths, Weaknesses, Opportunities and Threats.

Combined with the opportunities and threats brought by the external environment, the following suggestions are put forward for the operation of the Energetic Forest: Accurate advertising on the media platform, maintain the online and offline marketing mode pay attention to maintaining brand image, put an end to false propaganda, technological innovation and development of new markets, looking for diversified consumer groups, enter the traditional business super and low-level cities.

Table 3. SWOT Analysis on the Operation Model of the Energetic Forest

<p>Strengths/Weaknesses</p>	<p>Internal Strengths:</p> <ol style="list-style-type: none"> 1.Sugar Free Beverage Market Differentiation Positioning Out of The Circle 2."Three 0 Factories" Strategy to Strengthen Brand Image 3.Development and Expansion of Innovative Operation Mode 	<p>Internal Weaknesses:</p> <ol style="list-style-type: none"> 1.False Publicity Led to A Big Decline in Reputation 2.Consumer Groups Have Certain Limitations 3.Product Differentiation Is Not Enough, And Similar Competition Increases
<p>Opportunities/Threats</p> <p>External Opportunities:</p> <ol style="list-style-type: none"> 1.Popularization of Health Concept 2.Younger Consumer Groups 3.Innovative Advertising in The New Media Era 4.Chain Convenience Stores Are Developing Rapidly 	<ol style="list-style-type: none"> 1.Seize the Leading Position of Healthy Drinks 2.Accurate Advertising on The Media Platform 3.Maintain the Online and Offline Marketing Mode 	<ol style="list-style-type: none"> 1.Put an End to False Propaganda and Proceed from The Facts 2.Technological Innovation and Development of New Markets
<p>External Threats:</p> <ol style="list-style-type: none"> 1.Platform Traffic Is Easy to Backfire on Products 2.Low Line Cities Are Difficult to Enter 	<ol style="list-style-type: none"> 1.Pay Attention to Maintaining Brand Image and Make Rational Use of Traffic 2.Regional Factories Enter Low-Level Cities 3.Rational Utilization and Publicity of Green Factories 	<ol style="list-style-type: none"> 1.Seize The "Three 0" Publicity to Restore Public Praise 2.Looking for Diversified Consumer Groups 3.Enter the Traditional Business Super and Low-Level Cities

4.1 Strengths

4.1.1 Selection of Differentiated Development Direction

With the development of internet media platform, the concept of low-sugar has gradually entered the public view, and the consumption group of sugar-free beverages has also expanded. Demand creates the market, and it is with this in mind that Energetic Forest has chosen this direction of development, replacing sweeteners with erythritol and carbonated beverage with bubble water, launched the soda bubble water with the main idea of low-sugar. Compared with large companies, few companies would choose to give up taste and affordability for erythritol as it is more expensive and less tasty than sweeteners, thus giving Energetic Forest a chance to develop [5].

According to the report of the China Economic Research Institute, Energetic Forest, which was the first to seize the sugar-free bubble water market, still maintains a relatively strong brand advantage. Among the sugar-free bubble water brands, 61% of consumers prefer to choose Energetic Forest's products, 1.5 times more than all other brands combined. Meanwhile, with the enhancement of public health awareness, the market size of sugar-free beverages will further maintain growth and is expected to double in the next five years (See Figure 2).

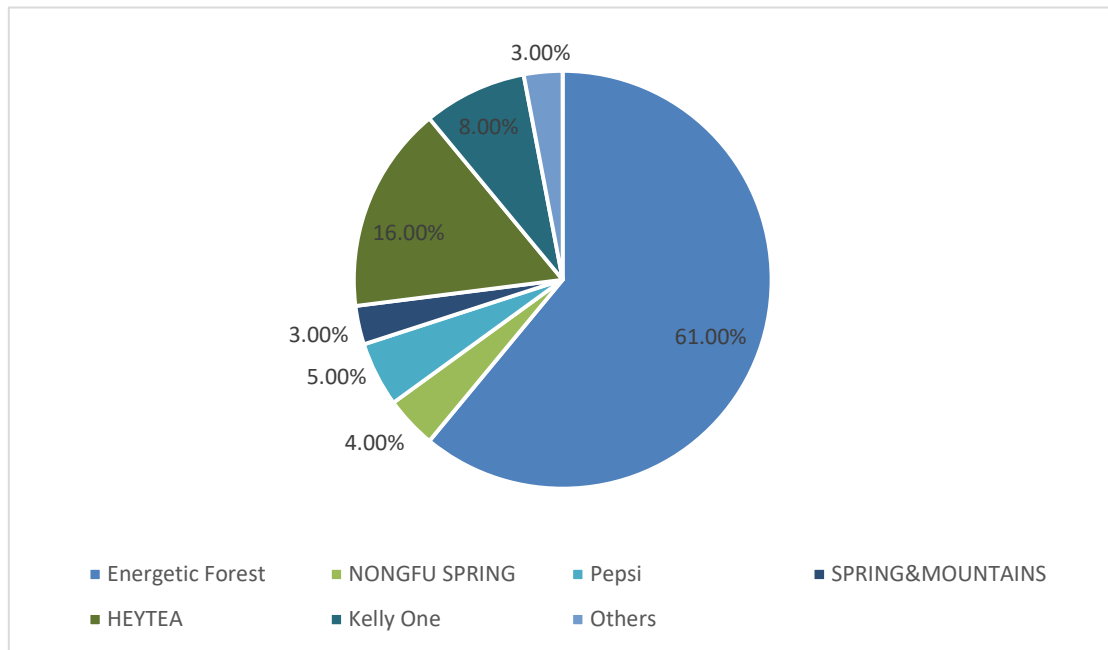


Figure 2. Consumer's preference for sugar-free sparkling water [6]

According to the report of China Science and Technology Knowledge Center, it is stated that the market share of natural sweeteners is increasing year on year. Erythritol has become the first choice of natural sugar substitutes due to its safety and non-participation in body metabolism. At the same time, sweeteners such as aspartame are gradually replaced by natural sweeteners due to their safety (See Figure 3).

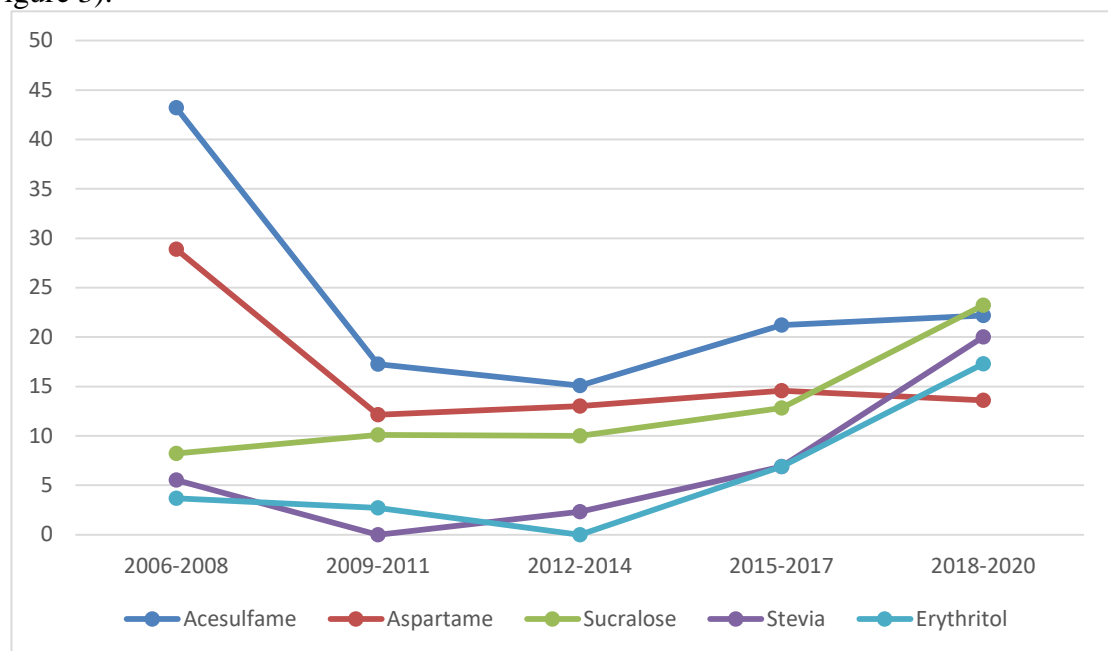


Figure 3. 2016-2020 Trends in the use of sugar substitutes in China [7]

4.1.2 "Three 0" Strategy to Seize Competitive Points

In order to establish a green and healthy corporate image, Energetic Forest has timely launched a "three 0 factories" production chain in line with the brand concept, achieving 0 preservatives, 0 pollution and 0 carbon.

Some consumers choose sugar-free drinks because they are healthier. The demand for health has made consumers not only pay attention to the types and amounts of sweeteners in the ingredients list, but also the preservative, which has naturally become the next competition point for each major

beverage brand. In order to consolidate its corporate image of health, Energetic Forest has actively explored and innovated in terms of industrial chain and technological innovation in a timely manner, using aseptic carbonation filling technology in the production line. With this technology, the probability of being affected by microorganisms in every one million bottles of beverage is no higher than one bottle, thus achieving 0 preservative [8].

In terms of 0 pollution and 0 carbon, Energetic Forest Plant has promoted the utilization rate of water resources to realize the recycling of water resources through such links as RO concentrated water recovery, water conservation management at key water use points, reclaimed water utilization in sewage treatment and upgrading of oxygen-consuming sewage treatment process [8]. For carbon emissions, Energetic Forest does not use PVC labels, it chose environmentally friendly materials from bottles to packaging. At the same time, all of the self-built factories are equipped with rooftop solar photovoltaic systems, and renewable clean energy sources such as photovoltaic are adopted in the energy supply [8].

The formulation of the "three 0 factories" strategy not only further strengthens the healthy and green corporate image, but also enables the technology of Energetic Forest's factory industry chain.

4.1.3 The Development and Expansion of Innovative Operation Model

Since 2019, Energetic Forest has carried out the national strategy of "five super city clusters+self-built factories" and established "green factories" in Chuzhou in Anhui, Xiqing in Tianjin, Zhaoqing in Guangdong, Xianning in Hubei and Dujiangyan in Sichuan respectively. Focus on the Beijing-Tianjin-Hebei, Yangtze River Delta, Pearl River Delta and other regional markets [9]. The establishment of the factory in the urban agglomeration makes the product development and supply chain of Energetic Forest more geographically targeted, has the ability to quickly adapt to market changes, and is more convenient for regional adjustment and sales. The completion of the green factory will also improve the development level of the local green industry.

In addition, "fast" is also the key point of Energetic Forest's operation. Unlike the sales channels of traditional beverage offline supermarkets, Energetic Forest has chosen the emerging marketing model of combining e-commerce with convenience stores at the early stage of development, targeting at first-and second-tier cities precisely, and further expanding its scale under the conditions of traditional channels after increasing its popularity [10]. Such a marketing model also enables it to rapidly promote its products. The newly launched products can obtain evaluation data through the sales of e-commerce platforms, and the improvement direction can be proposed from a large amount of data. After improvement, the products are put into various convenience stores and large-scale supermarkets, which is convenient for consumers to choose and purchase, and the brand can quickly capture the attraction of the products.

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5. Suggestions on the 4C theory of Energetic Forest

The production process of Energetic Forest is not complicated, and thus there are no technical barriers being formed. Meanwhile, Energetic Forest has vacancies in the sinking market, thereby leaving enormous markets not activated, and what made things worse were the '0' sugar issue and

other problems. The following are several optimization suggestions, aiming to provide feasible recommendations for the development of the brand.

5.1 Strengthen the update and iteration of products

Develop zero-sugar custard-based? drinks. The Energetic Forest brand is relatively vacant in the zero-sugar custard products which are favored by the youth group, who are approximately the target customers of the Energetic Forest. Energetic Forest can develop sub-brands, expand into the protein and milk fields, and seize the zero-sugar custard market, using the '0' sugar product positioning and high-end brand image to form the situation – the high-dimensional side against the low-dimensional side and enter into the market. Finally, a strong product chain is formed.

In order to cater to the consuming habits of Chinese with varied and individualized products, gifts packs for friends and relatives could be introduced. For products that promote healthy life, compact packaging and convenience, Energetic Forest can launch instant solution for zero-sugar drinks and portable tea bags, so that the core products can be carried and brewed at any time, which can realize product diversity and the convenience of consumers simultaneously.

Develop low-sugar foods. In addition to drinks, Energetic Forest can cooperate with large food suppliers to launch low-sugar and low-calorie products, such as low-calorie protein bars and meal replacement powders, and thus deepen the brand image. In this way, the first thing that comes into consumers' mind when they think of "0" sugar may be Energetic Forest. Moreover, it could help intensify the brand's user stickiness, form a brand barrier, make it difficult for other brands to enter the "0" sugar field, and foster their own competitiveness.

5.2 Use big data to analyze consumers' consumption preferences

Customers' suggestions are indispensable for strengthening the ability of product innovation, and enterprises should fully think about product development from consumers' point of view. Energetic Forest can cooperate with Ali cloud and other big data companies to complete vast data analysis through big data technology. What else, they could analyze the consumption tendency of different buyers to strengthen the innovation competence of the brand. This corporation can also fully utilize its own offline channel advantages to realize timely monitoring of product sales information and identify purchasers' preferable products. As a result of which, they could swiftly create customized goods and set reasonable market prices to help the FMCG industry maintain long-term brand innovation momentum.

5.3 Develop sub-brands to enter the sink market

In the future, as the predominant market will be gradually capped, the third-tier cities and below, where nearly 70% of the country's population live, will definitely become the "second battlefield" for the brand. The firm has to develop subordinate brands to access the sink markets and increase price performance to accommodate the sink market, accumulating reputation among the market while complementing the product line. Since customers in the sink market have a higher defense factor and a lower initial acceptance of the brand, Energetic Forest can take advantage of the characteristics of shopping centers, stabilize the construction of the sales chain system, and attract consumers through appropriate subsidies to dealers and free tasting and other promotional activities to eliminate consumers' doubts and psychological barriers on their first purchase. At the same time, in the face of the continuous upgrading of consumer goods structure in the sinking market, consumers should enjoy low prices while feeling the quality of the brand. Finally, it can march into the sink market through the rapid fission of social network, using the business model of short video to accomplish the mass promotion of sub-brands, improve exposure, and form a powerful network effect, so that consumers in the sink market can understand Energetic Forest and acknowledge the brand.

5.4 Adopt word-of-mouth marketing and promotion methods

Energetic Forest launched a new product with the concept of "healthy, 0 sugar, 0 card" and spared no effort to spend a lot of money on promotion and publicity, which has taken the country by storm

in just 4 years. Presently what this company is confronted with is not low brand recognition but collapsed reputation. Every year, there should be some periods of promotion, or reward activities, and secondly, some customers could be trained as "part-time marketers" of the enterprise. Therefore, word-of-mouth of old customers is an important channel of communication of enterprise marketing information, word-of-mouth is a kind of "present statement", which is more capable of gaining the trust of other customers. Finally, we should pay attention to the handling of public relations, and face the problems of the society about the energetic forest, only then can the enterprise run fast and run longer.

6. Conclusions

6.1 Key Findings

This paper analyzes the operation mode of the Energetic Forest by analyzing the development process of the Energetic Forest enterprises and combining the data of low-sugar beverage market development status.

The Energetic Forest found a brand-new product positioning of low-sugar healthy drinks on the Internet platform and made full use of the Internet to open up a new online and offline marketing model: online access to consumers' trust through the Internet media platform, offline access to chain convenience stores mainly for young consumers, and rapid development of new markets. Although the Energetic Forest has achieved success in this way, there are still some problems in its management. Products are easy to imitate and lack competitiveness, and the false publicity storm caused by the confusion of concepts in the publicity leads to the decline of consumers' trust, and it is difficult for products to enter the larger sales market. At the same time, we should also pay attention to the pressure of public opinion brought by the media platform to enterprises.

This paper holds that the future development of Energetic Forest Enterprises should start from consumers' perspective, make good use of the Internet to obtain the needs of different consumers, and develop more special drinks for different needs to improve their competitiveness. Get the sales situation in time through big data, and adjust the taste, ingredients, and price of the products. Marketing should pay attention to maintaining brand image, gaining consumers' long-term trust, developing products for different consumer groups, and entering different markets to enhance market share.

6.2 Future Studies

From the development of the Energetic Forest, it can be seen that with the deepening of the diversification of the Internet economy, brands should first make full use of the Internet economy to find new consumer demand, explore new markets and seize business opportunities promptly. At the same time, for the sales and operation of products, they can make full use of the combination of online and offline platforms that are newly developed in the era of the internet economy. Making full use of the self-media platform online can obtain the latest consumer demand in time and achieve good publicity effect quickly through cooperation with self-media bloggers. Offline, they can choose a new market that is more in line with the consumer group of the enterprise and has digital management simultaneously to expand the consumer group better and obtain timely feedback on product sales.

In addition, this paper draws the following suggestions from the development of the Energetic Forest on how to make good use of the Internet for brand development and operation in traditional entity enterprises. Firstly, entity enterprises should pay attention to establishing and maintaining brand image and eliminate false propaganda. Secondly, strengthen the technological development of product production lines and research new products to improve enterprises' competitiveness by producing different products. Finally, entity enterprises need to create diversified products to serve consumers of different ages and consumption, broaden the sales market and further develop the brand.

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