Social Media Marketing transformation of Traditional Chinese Food - Home-Made Stewed Pork Trotter and Ginger In Sweet Vinegar

Programme: MBA University of Wales Trinity Saint David

Module: Marketing Management, SBMA7138, Assignment 2

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Brief overview – HFT (Hung Fook Tong)

- HFT specializes in Chinese herbal tea and health foods chain shop in Hong Kong (Hung Fook Tong Group Holdings Limited, 2018).

- According to Mak Yin King (registered Chinese medicine practitioner), Stewed Pork Trotter and Ginger In Sweet Vinegar Rice Vinegar (豬腳蛋薑醋) food contain full of collagen supplement that can reduce tiredness and anti-blood vessels obstruction (Radio Television Hong Kong, 2017).

Brief overview - market

Retail sale revenue of health product in Hong Kong

(Askci Corporation, 2017)

Brief overview - competitor

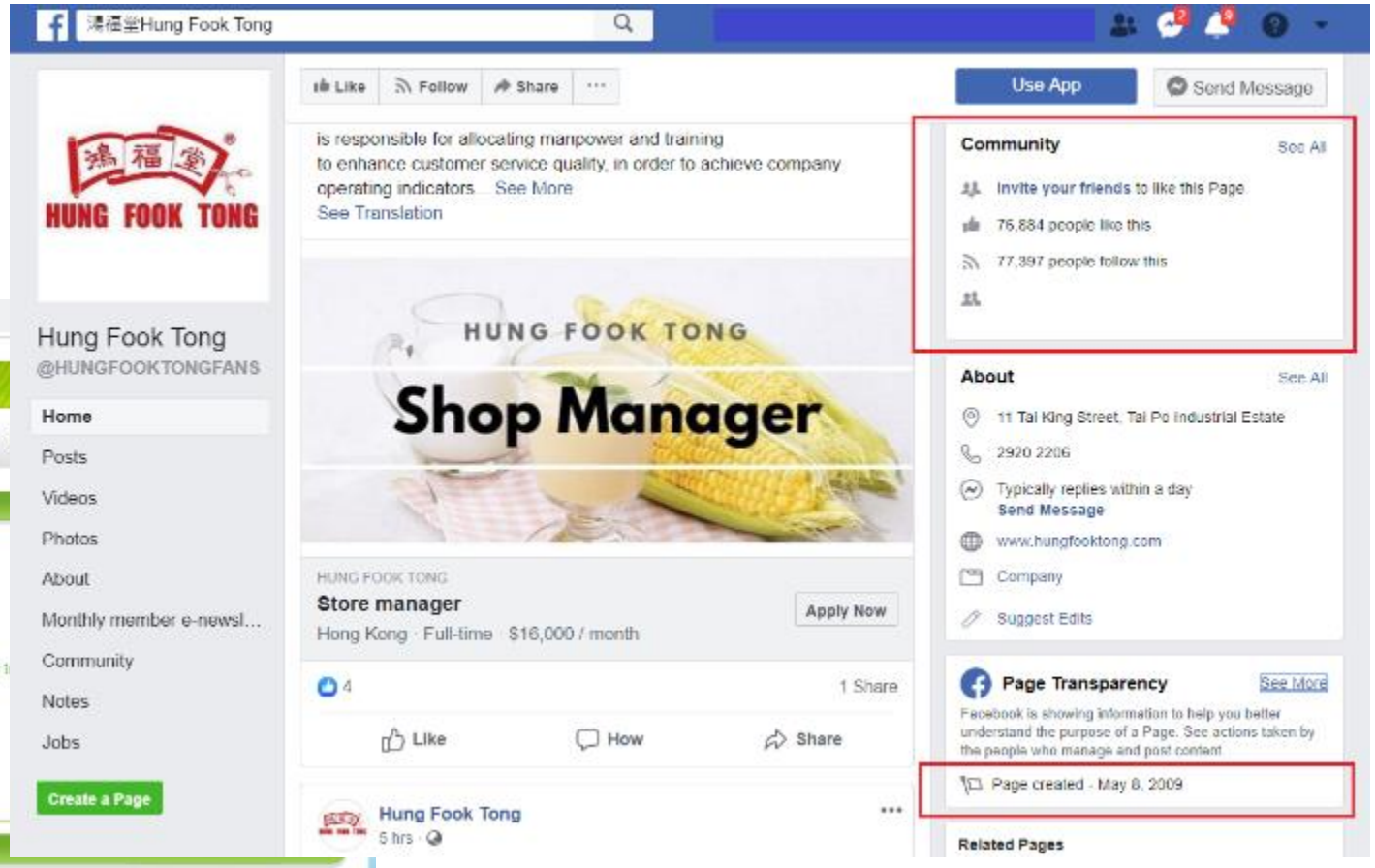
Competitor

- The main competitor is Pat Chun International Ltd was founded in 1932 (Patchun, 2019).

- It is one of the most well-known brand for Stewed Pork Trotter and Ginger In Sweet Vinegar Rice vinegar.

Brief overview – social media

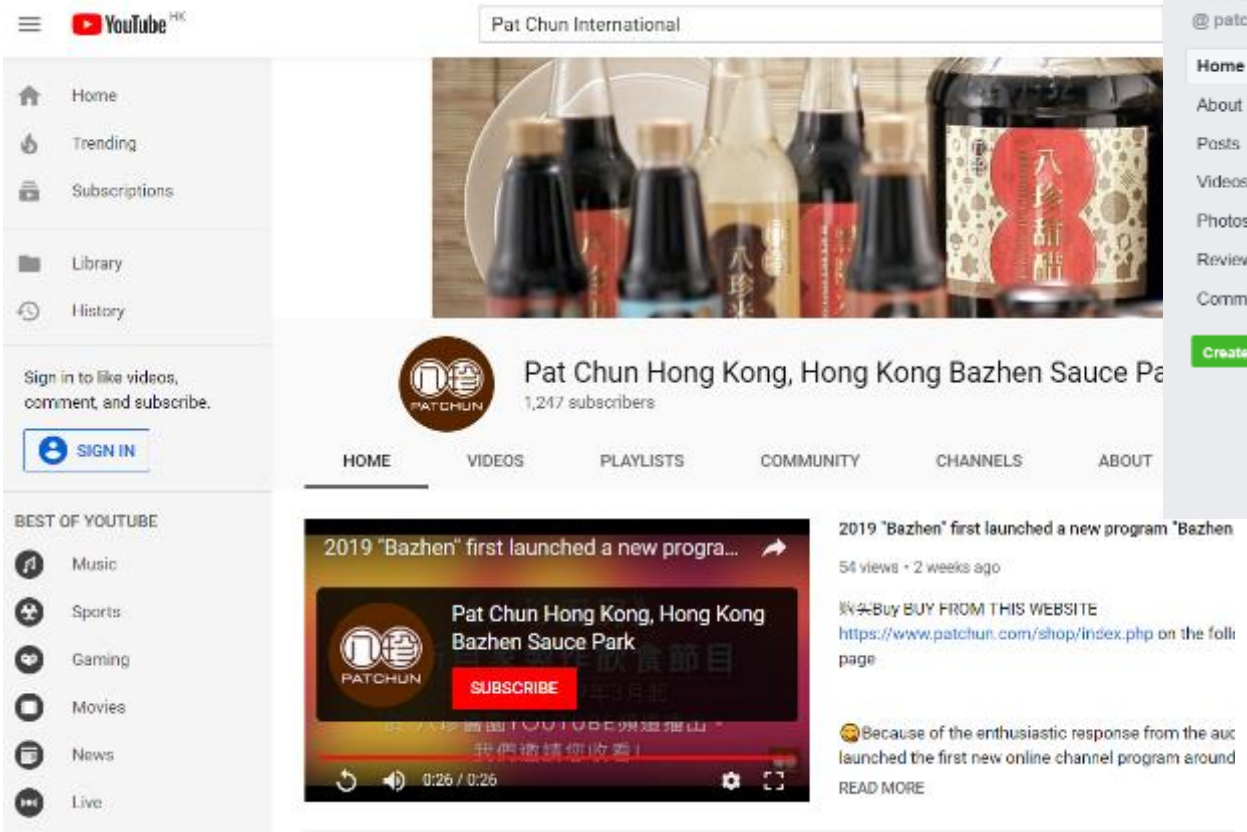
The HFT internet web site contains basic organization background and product description



The Facebook page created in May, 2009 with only approx. 77,397 followers.

Competitor efforts in social media

The key competitor is Pat Chun International Ltd., who has a Facebook and YouTube page with followers at 2472 and 1247 respectively.



However, the website has no link to social media page

Traditional advert

The tradition paper leaflet available in HFT store

Traditional advert

The advertisement methods of HFT and Pat Chun

	Hung Fook Tong	Pat Chun
Shop leaflet	Yes	Yes
Newspapers	Nil	Nil
Magazine	Nil	Yes
Television	Nil	Yes
Radio	Nil	Yes
Poster	Nil	Nil

Strategy development

Goals

Market development:

Revenue from the sales increased by 10% from

HKD 558 Million in 2018 to HKD 614 Million in 2019.

(Hung Fook Tong Group Holdings Limited, 2018)

Revenue from the sales increased by 20% in 2021.

Target audience

New market: Younger generation of women who are health-conscious aged between 20 to 39

Strategy development

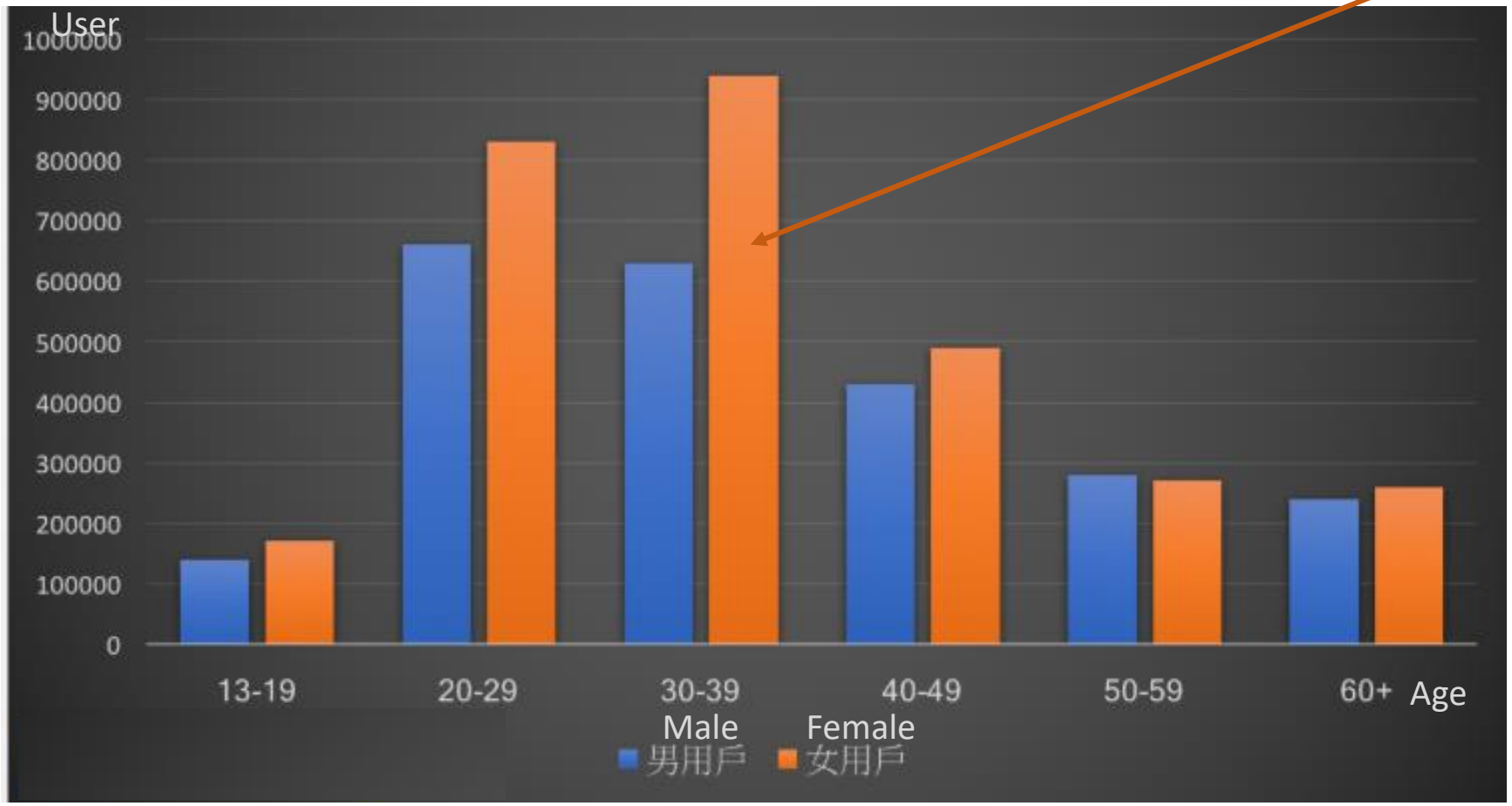
Strategies & tactics

One of the successful cases is HEYTEA which was founded in 2011 had suffered **six years in the shadow of disruption** before working with the KOL(Key Opinion Leaders) 2 years ago (Health Products Association China, 2017)

We use Facebook, Instagram & WeChat to do the marketing social media campaign.

Strategy development

The Age Survey of Facebook user in Hong Kong



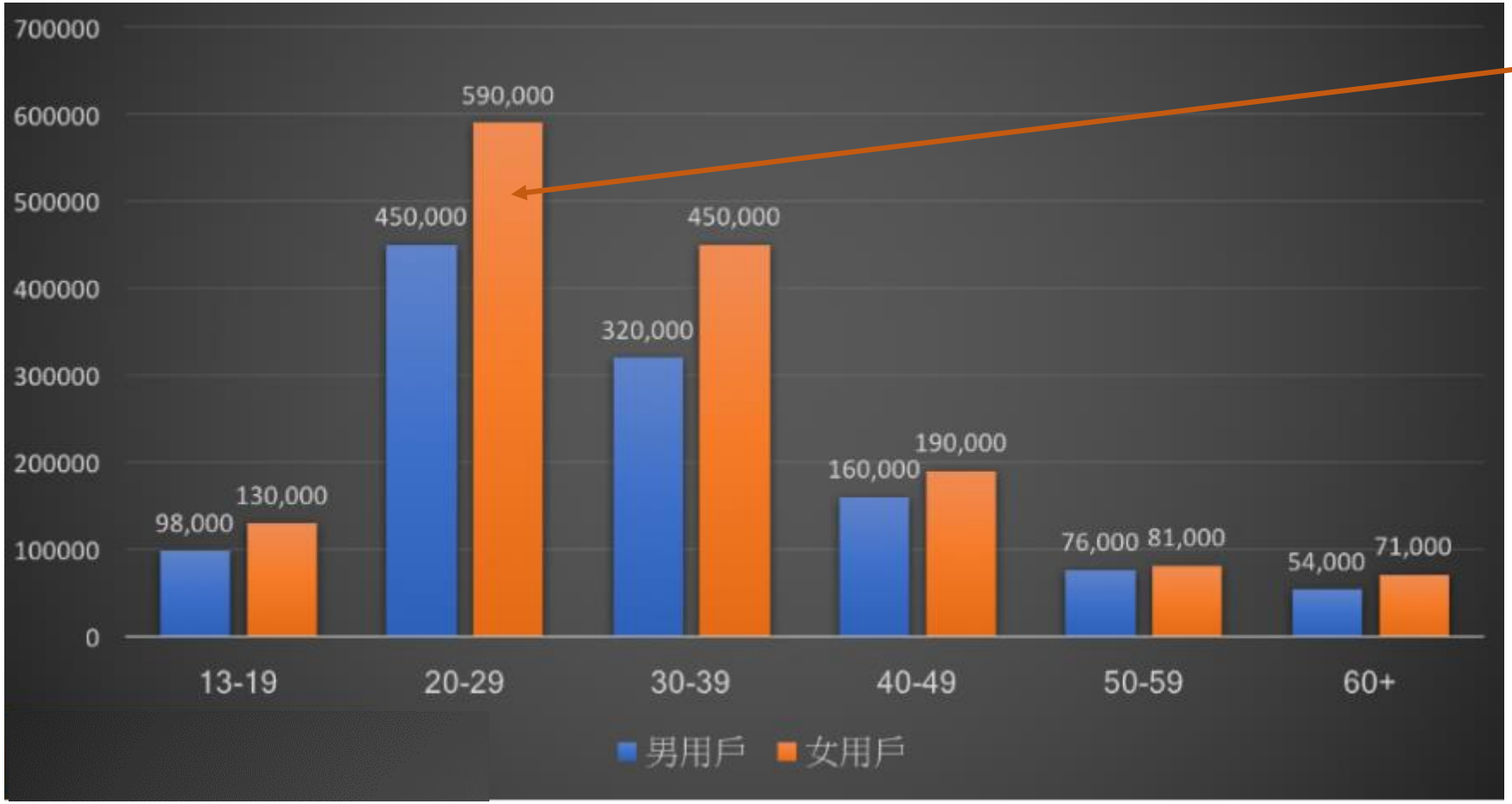
Female aged 20 to 39 are the most popular users in Facebook

Over 900 thousand users between age 30 to 39.

(Lu, 2019)

Strategy development

The Age Survey of Instagram User in Hong Kong



The most female users are between 20 to 29 years old.

(Lu, 2019)

Strategy development

WeChat

The mainland consumer has occupied 40% of Hong Kong's retail activities.

Aim to capture the sales of mainland China visitors especially from Greater Bay Area such as Shenzhen, Guangzhou and Zhongshan (Yahoo Finance, 2019)

Strategy development

Creating Content

To create a beauty transformation makeup video by using KOL (Key Opinion Leader)

Through the video, she is eating the pork trotters while wearing the make-up and become beauty inside out

Strategy development

Regularly articles posted on Facebook, Instagram and WeChat about the benefits of pork trotters which can increase the exposure.

Strategy development

To use simplified Chinese in WeChat

令气息变好的救星

WeChat

“外在涂上胭脂绝对是令气息变好的救星，内里调养可靠一碗猪脚姜，其营养丰富，吃后神清气爽，面色红润，实时提亮苹果肌，可能还能添点桃花运！”

Strategy development

New distribution method

Advantages:

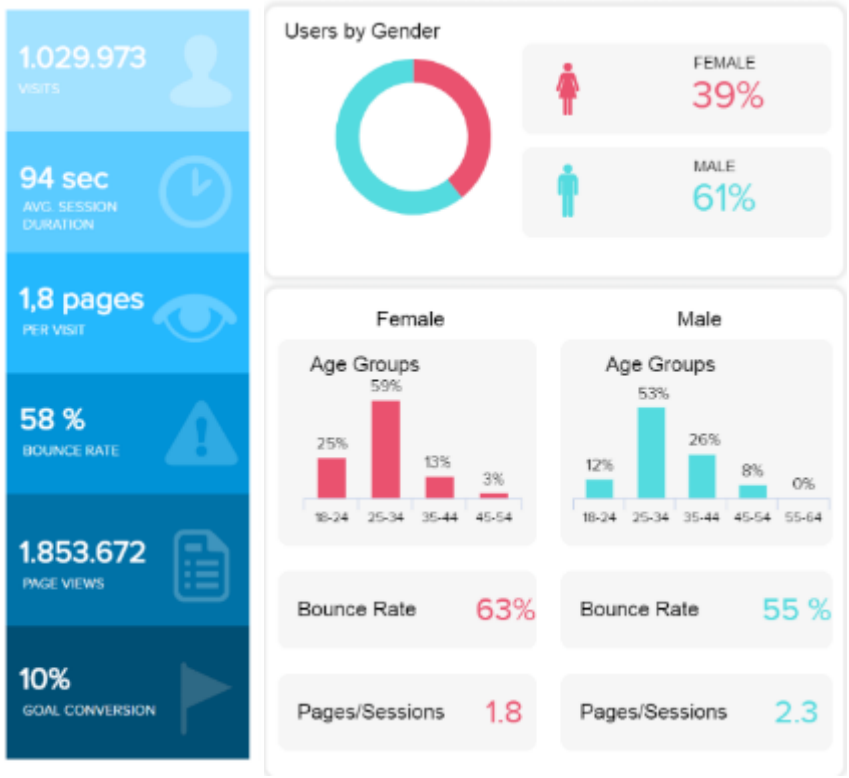
- Promote the product via new social media marking
- Purchase goods at HFT phone App.
- Send e-gift cards to your friend via HFT phone App.

Disadvantages:

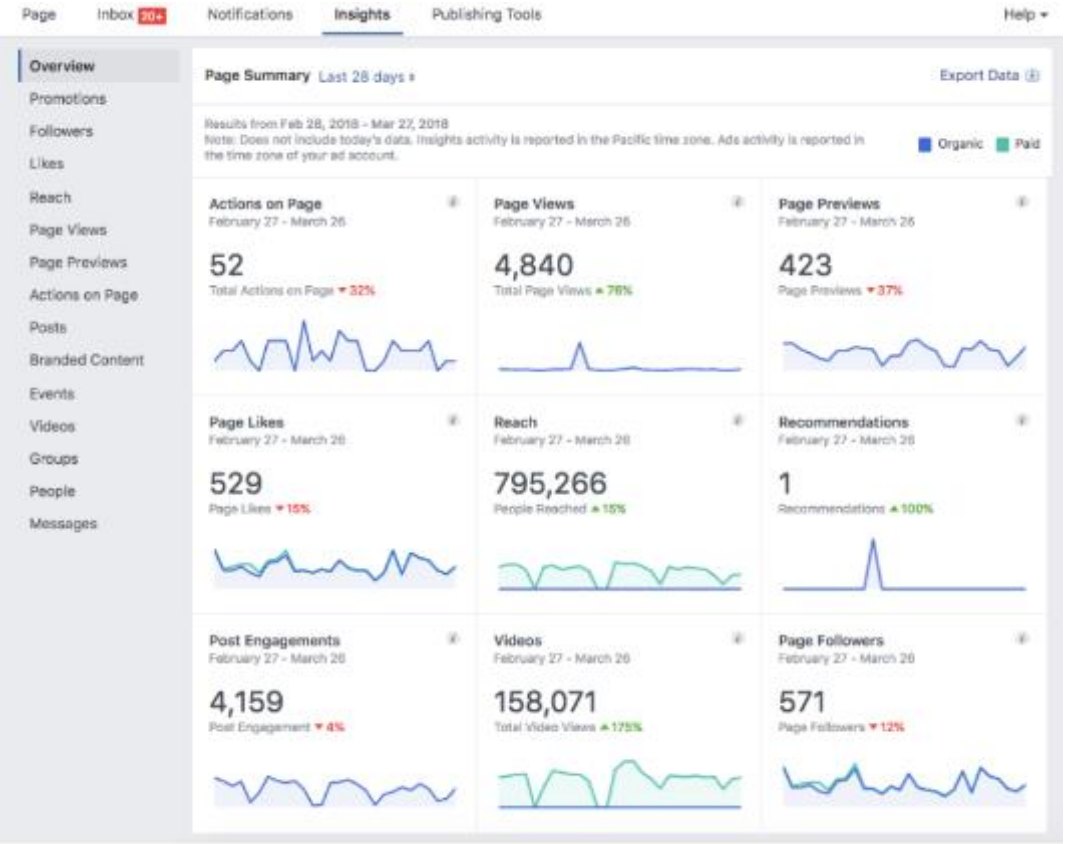
- Paper copy which is not environmental friendly
- Hard copy coupon must be delivered by hand and time-consuming

Strategy development – monitoring & measuring

Google Analytics (Google Inc., 2019)



Facebook Analytics (Facebook, Inc., 2019)



Collect data:

Traffic source - search engine, HFT web site and other social media

User profile, pages likes, post reach and engagement

Strategy development – monitoring & measuring

HFT Phone APP - To collect and evaluate customer buying decisions and feedback (pricing, product info., quality, trend etc.)

Conclusion and Recommendation

- Promote brand awareness, new life style and health traditional Chinese foods trend through social media
- Social media platforms is excellent platforms to interactive with customer directly through promotion, live video and popular electronics payment method
- By collecting customer data, it aims to analyze and evaluate the marketing campaign among all departments.

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THANK YOU

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