

Introduction to the work

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This study aims to explore how to use meme marketing and community power to achieve the marketing effect of 1+1 greater than two, first using literature to discuss and analyze the definition of memes, the promotion of online communities, meme marketing related research and meme marketing cases, And this group of cases chooses 貓咪大戰爭，統神端火鍋，COIN MASTER，亞馬遜姐 Finally, the online questionnaire was used to survey the consumption behavior and satisfaction of the respondents on meme marketing, and specific suggestions were put forward through the research conclusions.



Based on literature discussion and questionnaire survey, this group puts forward the following three suggestions:

- (1) Use meme marketing to capture customer groups
- (2) Meme ads increase product promotion
- (3) Increase meme ad diversity