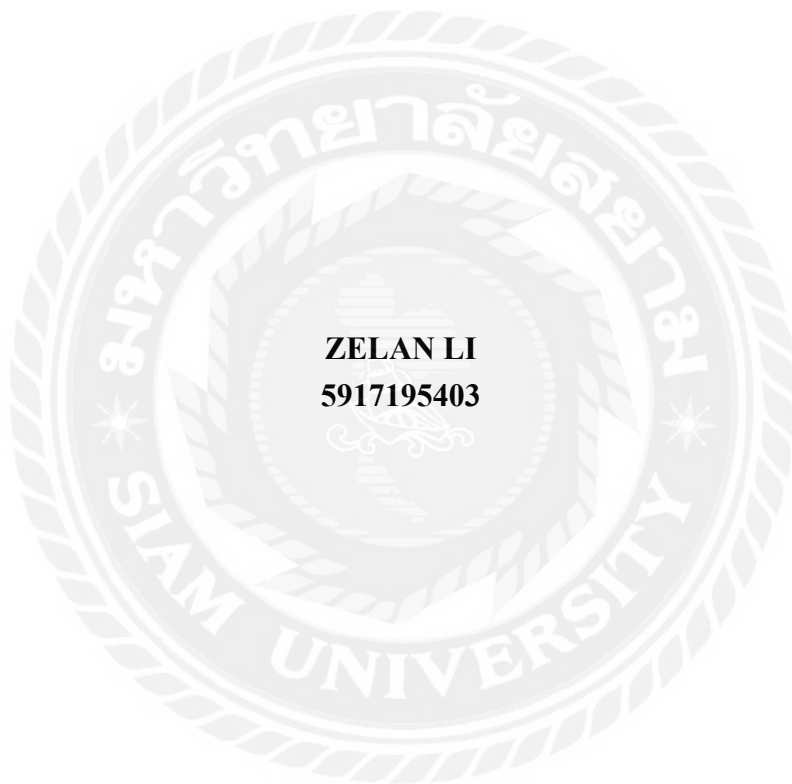




**THE DEVELOPMENT OF SOCIAL MEDIA CONTEXT THE MILLET
MOBILE MARKETING STRATEGIES**



**ZELAN LI
5917195403**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
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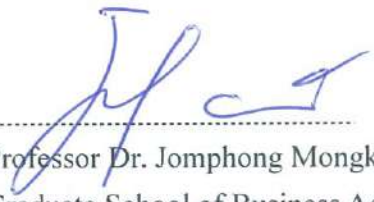
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MARKETING STRATEGIES**

Thematic Certificate

To
ZELAN LI

This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor:  Date: / /
(Doctor Chai Thanichanun)


(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of Business Administration

Date: 20 / 6 / 18

Siam University, Bangkok, Thailand

**THE DEVELOPMENT OF SOCIAL MEDIA CONTEXT THE MILLET MOBILE
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ABSTRACT

Title: The Development of Social Media Context the Millet Mobile Marketing
Strategies

By: ZELAN LI

Degree: Master of Business Administration

Major: Business Administration

Advisor:



(Doctor Chai Thanichanun)

The rapid development of information technology sites, micro blogging, social networking, blog and other social media plays an increasingly important role. The microblogging rise so more people began to pay attention to social media to promote the vigorous development of the social media to a certain extent. With the development of mobile Internet, constantly changing the behavior of each person as well as a wide range of industries and, in particular to promote the development of the smart phone. Millet phone it is through social media marketing to create a sales miracle.

In this paper, through the six parts of the marketing strategy of the millet phone study, the first part of the introduction of the research background, the purpose and significance of the research methodology and framework introduced. The second part of literature systems management from the social media marketing channels, networks and consumer behavior characteristics. The third part is the use of tools to analyze the mobile phone environment in the context of social media. The fourth part of the questionnaire analysis and SWOT analysis millet mobile marketing environment. The fifth part of the context of social marketing, of millet mobile marketing effect analysis. Part sixth Summary and Outlook of the full text. By Millet mobile marketing strategy in the context of social media development, pointing out the advantages of millet mobile marketing, social marketing offers powerful lessons for other companies.

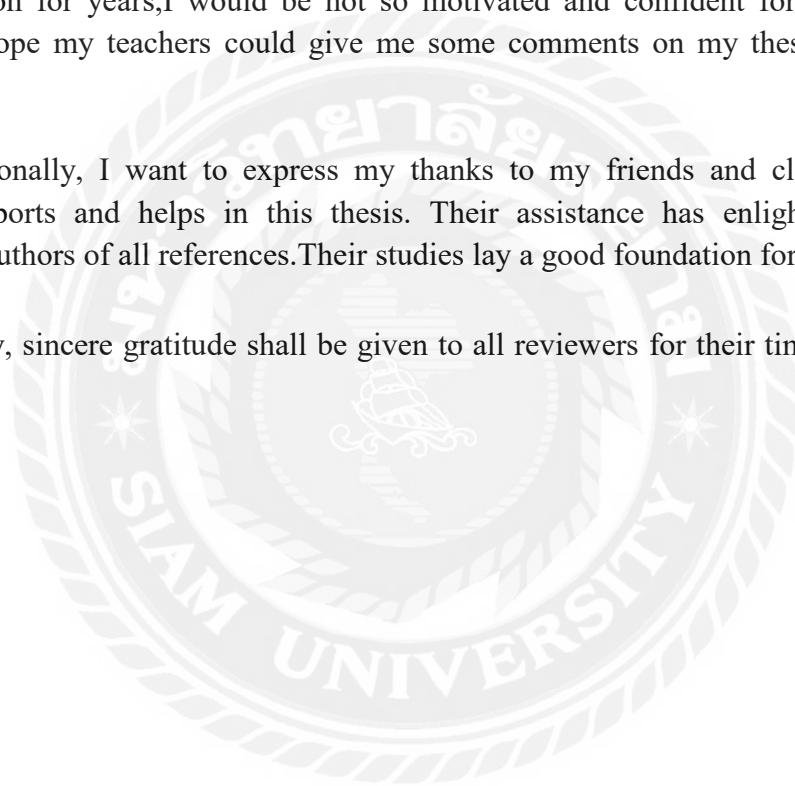
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CONTENTS

ABSTRACT	错误！未定义书签。
ABSTRACT-CHINESE	错误！未定义书签。
ACKNOWLEDGMENT	错误！未定义书签。
CHAPTER 错误！未定义书签。 INTRODUCTION	错误！未定义书签。
1.1 Research Background.....	错误！未定义书签。
1.2 Research Purpose and Significance.....	错误！未定义书签。
1.2.1 The purpose of the study.....	错误！未定义书签。
1.2.2 The significance of research.....	2
1.3 Research Content and Methods.....	3
1.3.1 Research Content.....	错误！未定义书签。
1.3.2 Research Methods.....	错误！未定义书签。
1.4 Summary of this chapter.....	错误！未定义书签。
CHAPTER 2 LITERATURE REVIEW	5
2.1 Social Media.....	5
2.1.1 Definition of Social Media.....	错误！未定义书签。
2.1.2 Characteristics and Classification of Social Media.....	6
2.2 Marketing Channels.....	错误！未定义书签。
2.2.1 Definition of Marketing Channels.....	错误！未定义书签。
2.2.2 Development of Marketing Channels.....	错误！未定义书签。
2.3 Influence of Social Media on Consumer Behavior.....	错误！未定义书签。
2.3.1 Impact of Social Media on Consumer Information Acquisition....	错误！未定义书签。
2.3.2 The influence of social media on consumer attitudes.....	9
2.3.3 The influence of social media on the marketing communication process	错误！未定义书签。
2.4 Online Consumer Behavior.....	错误！未定义书签。
2.4.1 Strong sense of participation.....	错误！未定义书签。
2.4.2 Personalized consumption increase.....	11
2.4.3 Happy to share.....	错误！未定义书签。
2.4.4 Initiative consumption enhancement.....	错误！未定义书签。
2.4.5 Rational consumption.....	错误！未定义书签。
2.4.6 Increased shopping experience.....	错误！未定义书签。
2.5 Mobile Marketing Strategy.....	错误！未定义书签。
2.6 Summary of this chapter.....	错误！未定义书签。
CHAPTER 3 ANALYSIS OF MOBILE MARKETING ENVIRONMENT	
UNDER THE DEVELOPMENT OF SOCIAL MEDIA	15
3.1 China Mobile Market Environment Analysis.....	错误！未定义书签。
3.1.1 Analysis of Political Environment.....	错误！未定义书签。
3.1.2 Economic Environment Analysis.....	错误！未定义书签。
3.1.3 The proportion of smart phones continues to increase.....	错误！未定义书签。

3.1.4 Brand diversification.....	17
3.2 analysis of social and cultural environment.....	17
3.3 Analysis of Technical Environment.....	18
CHAPTER 4 XIAOMI MOBILE PHONE MARKETING STRATEGY	
ANALYSIS.....	20
4.1 Xiaomi Company Profile.....	20
4.2 Xiaomi Mobile Marketing Environment Analysis.....	21
4.2.1 Analysis of Macro Environment of Xiaomi Mobile Marketing.....	21
4.2.2 Competitor Analysis.....	错误! 未定义书签。
4.3 Xiaomi phone SWOT analysis.....	错误! 未定义书签。
4.3.1 Advantages of Xiaomi Mobile Phone.....	错误! 未定义书签。
4.3.2 The disadvantage of Xiaomi mobile phone.....	30
4.3.3 Millet Mobile Opportunity.....	31
4.3.4 Millet Mobile Challenge.....	31
4.4 analysis of Xiaomi mobile phone marketing strategy.....	32
4.4.1 Xiaomi Mobile Marketing Channel Analysis.....	错误! 未定义书签。
4.4.2 Analysis of Traditional Mobile Marketing Models.....	错误! 未定义书签。
4.5 Xiaomi Mobile Marketing Plan.....	错误! 未定义书签。
4.5.1 millet mobile network marketing program analysis.....	错误! 未定义书签。
4.5.2 Marketing Highlight Analysis.....	36
4.5.3 Impact of Xiaomi Mobile Marketing Program.....	错误! 未定义书签。
4.6 Social Marketing Effect on Marketing Effect.....	错误! 未定义书签。
4.6.1 Impact of Social Marketing on Consumers' Purchase Willingness and Behavior.....	错误! 未定义书签。
4.6.2 Characteristics of Social Media Information Transmission.....	38
4.6.3 Marketing Intelligence Monitoring.....	错误! 未定义书签。
CHAPTER 5 RESEARCH OF XIAOMI MOBILE MARKETING EFFECT	
UNDER SOCIAL MEDIA.....	40
5.1 Xiaomi Mobile Social Marketing Effect Questionnaire Survey.....	40
5.1.1 Millet mobile marketing effectiveness questionnaire.....	40
5.1.2 Analysis of the questionnaire.....	42
5.2 Survey Questionnaire.....	45
5.3 Reference of Xiaomi Mobile Marketing to Other Enterprises.....	46
5.4 Summary of this chapter.....	47
CHAPTER 6 SUMMARY AND OUTLOOK.....	48
6.1 Understanding consumer preferences and effective interaction.....	48
6.2 Monitoring Consumer Response and Adjusting Marketing Strategy.....	48
6.3 Fusion of the Platform, Data Fusion, and Technology Integration.....	49
REFERENCES.....	50

FIGURE CONTENTS

Figure 5.2 Investigation Revenue Analysis Figure.....	41
Figure 5.3 The Ways of Know the Millet Phone.....	42
Figure 5.4 Accept Price of Smartphone.....	43
Figure 5.5 The Age of the Purchaser Analysis Chart.....	44



THE DEVELOPMENT OF SOCIAL MEDIA CONTEXT THE MILLET MOBILE MARKETING STRATEGIES

CHAPTER 1 INTRODUCTION

1.1 Research Background

With the rapid development of Internet technology and online media, it not only changes the way people obtain information, but also promotes the continuous growth of social media. The development of social media will become an important media revolution. Just as Rupert Murdoch, the famous news and media operator in the United States, once said: "For the company and the entire country, it is underestimated that this media revolution will bring about It will be difficult and dangerous for the impact, or the power of Xiao Biao's development to break the old technology." (Deng, 2011).

In modern society, people can not only acquire, create, and disseminate information through blogs, forums, communities, and microblogs, but also consume these information. Socialization has become a trend in social development. The popularization of socialization not only brings great convenience to people's production and life, but also brings great changes to the transformation of corporate marketing and consumer behavior. Social media has been integrated into the public life and will continue to influence public life. The platform value of social media is increasingly apparent, and more and more companies are also aware of the opportunities and challenges brought about by socialization.

Social media marketing is a marketing method that uses the open platform of social media to conduct marketing, sales, relations, and services for the general public. Social media changed the traditional marketing model and became an important strategic marketing model in modern society (Scott, 2011). For example, word-of-mouth marketing, viral marketing, and event marketing are all social media marketing. Social media has attracted more and more attention and applications from companies because of its low cost, accurate positioning, rapid dissemination, and large impact. The creation of Weibo has made the influence of social media marketing deeply rooted. For example, Xiaomi Mobile is a successful case of social media integration media marketing. The promotion of Xiaomi's mobile phone is completely concentrated on Xiaomi's official website, Xiaomi forum and Weibo platform. The

company's sole online marketing model has made Xiaomi mobile a domestic rookie of smart phones and has won an excellent reputation. This further embodies the value of social marketing - low cost, precision, speed of spread, and a wide range of influence. This article will study the marketing strategy of Xiaomi's mobile phone so as to provide a basis for other companies to participate in social marketing.

1.2 Research Purpose and Significance

1.2.1 The purpose of the study

Xiaomi mobile phone is a successful case of marketing under social media. This article will analyze in detail the marketing strategy of Xiaomi mobile phone, and learn from domestic and foreign research results to achieve the following research purposes.

The first is to reveal the characteristics of consumers' behaviors in the context of social media, thus laying the foundation for companies to carry out socialized marketing. Second, through the research on Xiaomi's mobile phones, it points out the marketing strategies for smart phones in China; the third is through the social marketing of Xiaomi mobile phones. The case analysis, pointed out that there are deficiencies in Xiaomi mobile social marketing, and put forward corresponding development strategies to promote the sustainable development of Xiaomi mobile phone; Fourth, through research not only pointed out that the success of Xiaomi mobile marketing, but also other companies to socialize Marketing provides reference suggestions.

1.2.2 The significance of research

With the continuous increase in the number of Internet users in China, the development of network socialization will not only affect everyone, but each company will further penetrate into every corner of the world. Social media not only changes people's habits of contacting the media, but also changes the media's mode of dissemination (Mark, 2001). This article researches Xiaomi's mobile marketing strategy under the development of social media, which not only enables Xiaomi's enterprises to realize their own advantages and disadvantages in marketing, but also makes better use of social media for marketing in the future development, and promotes enterprises' Sustainable development; and can promote other companies to use social marketing to increase brand influence, so that enterprises can promote the competitiveness of enterprises through social marketing in the context of the development of social media, and promote the sustainable and healthy development of

enterprises. Meaningful research topics.

1.3 Research Content and Methods

1.3.1 Research Content

With the rapid development of economy and science and technology, the competition among enterprises has been intensified, and the homogenization of products has become increasingly serious. How to increase brand influence in the fierce market competition and marketing become an inevitable choice for the development of enterprises. The rapid development of social media has changed the traditional business model and has also changed consumer buying behavior. Under the dissemination of social media, information on corporate products was widely disseminated by consumers and promoted brand promotion and promotion (Marketing, 2009).

In the context of social media development, social marketing redefines the relationship between merchants and customers, transforms them from the previous relationship of selling and buying to the current relationship of friendship. Consumers are both audiences and communicators. This article will analyze the competitive environment, through the SWOT analysis of social media, millet mobile development opportunities and challenges. At the same time, Xiaomi's mobile phone uses social marketing strategies to conduct research and draws the characteristics of information dissemination in the development of social media, and reveals the social marketing of Xiaomi's mobile phone through the influence of social media marketing on consumers' purchase intention and behavior. Problems and success factors. Finally, the experience of Xiaomi mobile marketing was used to put forward the application and development strategies of social marketing in enterprises.

1.3.2 Research Methods

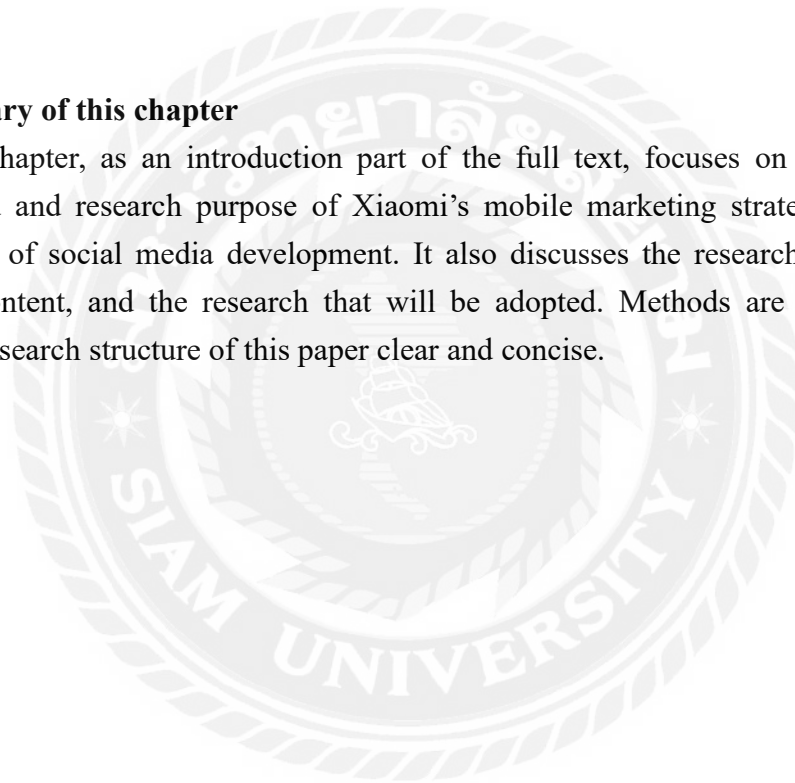
This paper adopts a combination of qualitative research and quantitative research methods. The main methods are: data collection methods, questionnaires, in-depth interviews, and case studies.

In the process of writing this article, the author used library resources such as books and academic websites to collect the latest research monographs, essays, and periodicals on social marketing in ancient and modern times, and selected a large number of materials to be used for essay writing. The information and refinement and argumentation of the data point of view. Combining in-depth interviews with the

author, the author analyzes the reasons that affect the consumers' willingness to purchase Xiaomi mobile phones, and initially explores the factors that influence the consumers' purchase of Xiaomi mobile phones. And set up a research questionnaire to conduct social marketing research on the promotion of marketing effects, to obtain the direction of the company for social marketing, and explore the impact of social media development on corporate marketing. The author also obtained research data from domestic and foreign research institutions on social marketing through various channels, combined with the results of his own research, and collated and analyzed the number of surveys. Finally, the method of combining theoretical research with practical application is used to continuously summarize the relevant methods of each topic and the conclusion of this paper is successfully obtained.

1.4 Summary of this chapter

This chapter, as an introduction part of the full text, focuses on the research background and research purpose of Xiaomi's mobile marketing strategy from the perspective of social media development. It also discusses the research framework, research content, and the research that will be adopted. Methods are discussed to make the research structure of this paper clear and concise.



CHAPTER 2

LITERATURE REVIEW

With the rapid development of social media and its ever-increasing influence on companies, many scholars at home and abroad have caused research on relevant theories. This chapter will sort out the relevant literature from the aspects of social media, marketing channels, social media's influence on consumer behavior, and online consumer behavior characteristics, and put forward their own opinions, which lays a theoretical foundation for the study of the full text.

2.1 Social Media

2.1.1 Definition of Social Media

The American scholar Antony Mayfield in his book "What is Social Media" believes that social media is a new type of online media that gives users a great deal of space to participate (Antony, 2008).

The American Public Relations Association believes that from the point of view of development, social media is the use of decentralized, people-based networks to obtain the information they need. It is voluntary; from the perspective of technology, social media is Refers to tools that support web services (Fang, 2010). Since social media is inexpensive, or has no fees, it can be customized by each user.

Chen Liang-tu in the "social marketing: marketing power for everyone involved," a book that pointed out that social media is the use of blogs, forums, community, microblogging, social networking and other marketing methods. Compared with traditional media marketing, social media is actually not the "media" itself but the process of everyone involved in marketing (Chen, 2011).

In this paper, combining the research of domestic and foreign scholars and the introduction of social media to the encyclopedia, it can be considered that social media is a space for users to participate in a great deal and can interact with users efficiently. The social media has changed the previous media to one-to-many. The mode of communication has become a many-to-many mode of communication. Social media is a people-based network that enables people to form different relationships based on personal, business, and politics in the network. The way in which social media has enabled people to acquire information is the development and transformation of sociology, communication science and technology.

2.1.2 Characteristics and Classification of Social Media

Since social media is a media for everyone to participate in, in the context of the development of social media, anyone can be an audience, it can also be a communicator, and is highly involved. Most of the social media can participate in the free, information in the two-way communication between the media and users, with two-way dialogue characteristics. In the development of social media, communityization has become a trend. Although it is a different social media, the media have strong connectivity and can be integrated with each other. Therefore, social media has the characteristics of participation, public, interaction, dialogue, community, and connectivity.

According to the research of domestic experts, social media can be divided into the following categories from the content of social media: social network, business relationship network, video sharing network, photo sharing network, cooperative entry network, news sharing network, content Selected media, social bookmarking, etc. Wang Sunshine classified social software and classified social media as six types of publishing, resource-sharing, hot-spot aggregation, collaborative editing, social service, and online gaming (Wang, 2008).

The user-driven open interactive platform for information sharing and dissemination can be called social media. At present, there are mainly SNS communities, microblogs, blogs, forums, wikis, podcasts, social networks, and communities. With the development of new media technologies, the characteristics and classification of social media will also change.

2.2 Marketing Channels

2.2.1 Definition of Marketing Channels

Marketing is a magic weapon for modern enterprises to enhance their competitiveness. Many scholars have studied marketing channels.

According to Philip Kotler, who is known as the father of modern marketing management, the marketing channel refers to the products or assistance obtained during the process of transferring a specific product or service from producer to consumer. Transferred individuals or institutions.(Philip, 2003) Stern and Ansary believe that the marketing channel is composed of a group of interconnected organizations that make the products or services used or sold.The American Marketing Association believes that the marketing channels are internal and external

to the company. They are made up of agents and distributors who enable the goods to be successfully sold (Wang, 2010).

In recent years, Chinese scholars have also studied the definition of marketing channels. Miao Yuexin's definition in "Introduction to Marketing Channels" "Marketing channels are related to companies that exist outside the company and are dynamic collaborative relationships that help companies achieve their distribution goals and tasks" (Miao, 2007). Wang Fanghua and Jun Junfang believe that the marketing channel is a channel to present appropriate products to target consumers at an appropriate time (Wang, 2005).

Combining its own research and corporate marketing practices, this paper believes that marketing channels are an important part of corporate marketing systems and are the collective name of internal marketing resources and external marketing resources. Marketing channels are the bridges and links between companies and markets, and they are all resources that help companies achieve the goal of product or service sales. In short, marketing channels are the specific channels or paths for the transfer of goods and services from producers to consumers.

2.2.2 Development of Marketing Channels

With the development of economy and science and technology, product homogeneity is getting higher and higher, prices are getting closer, sales methods are similar, marketing channel design and management have become the main way to enhance the competitiveness of enterprises, and it has become a key tool to meet customer needs.

As a bridge connecting producers and final consumers, marketing channels are the core elements of corporate marketing. Kotler believes that the key to success in the Chinese market is to sell products to the mass market as soon as possible and sell them to consumers. Schultz, the representative of the integrated marketing doctrine, once said that only "pathways" and "spreading" ice can produce competitive advantages. Due to the importance of marketing channels, many scholars have studied the development of marketing channels (Zhang, 2005).

In China, the development of marketing channels is divided into two stages: traditional channels and vertical marketing systems. The traditional channel means that the established organizational relationship is temporary and unstable within a certain range. Each member of the organization maintains relative independence and

autonomy. Members have independent interests or are free to enter and leave. Therefore, channel loyalty is low and the structure is unstable. The vertical marketing system is a system composed of manufacturers, wholesalers, and retailers. The actions within the system are highly unified and efficient. The vertical marketing system is divided into vertical integration of company type, vertical integration of contract, and vertical integration of management, based on different control power among channel members.

2.3 Influence of Social Media on Consumer Behavior

2.3.1 Impact of Social Media on Consumer Information Acquisition

With the rapid development of the Internet, social media such as forums, blogs, microblogs, and social networks are profoundly changing people's lives. According to data from the CNNIC Center, by the end of 2017, the number of Internet users in China has exceeded 700 million, and the number of microblog users has reached 549.88 million, which is nearly 300% higher than that in 2012. It can be seen from the data that as the number of Internet users continues to increase, Big and Weibo have become a new way for modern people to communicate on the Internet. Under the background of the development of social media, like Weibo and social networks are subtly changing the consumer's habit of acquiring information (CNNIC, 2012).

In traditional media, consumers obtain information is passive. Under social media, consumers can actively obtain various types of information through daily web tools such as blogs and Weibo. At the same time, due to the refinement and spread of network information, consumers can also choose information that they are interested in, thus forming different online consumer groups with the same hobby. Just as Rokeach and Defleur's media dependence system theory was proposed in 1976, it is believed that one party needs to rely on the other's resources to satisfy the demand. When everyone's reliance on the media increases, they will focus on the media information they are interested in and generate emotions on the media that convey this information. Therefore, with the social media's impact on consumers' access to information, it will inevitably affect the consumer's dependence on media information.

2.3.2 The influence of social media on consumer attitudes

The influence of social media on consumers' attitudes was first established by the AIDMA rule proposed by Mountain American advertising expert E.St.JELmaLewis. They believe that consumers have no ability to resist the information transmitted by

the media and can only passively accept it completely. However, with the development of the Internet and the different ways in which consumers obtain information, the marketing methods of the company's products have changed along with the attitude of consumers. F1 AISA (Zhang, 2007) proposed by the Dentsu Advertising Group amended the attitudes and decisions of consumers under the Internet conditions. They believe that in the Internet age, under the influence of social media, consumers are choosing products and deciding to purchase Internet word-of-mouth dependence has increased.

With the rapid development of social media, in the network interpersonal communication platform it provides, people establish a trust relationship through interaction. This kind of trust relationship expresses the psychological identity among netizens.(Lu, 2003) When the consumer trusts the website, or because of the supplier's ability, goodwill, etc., because of this trust relationship, it is beneficial to consumers and suppliers. Marketing information expands in a geometric-scale fashion in social media, spreading rapidly, and under the influence of many user word-of-mouth campaigns, customer loyalty and viscosity are much more efficient than traditional media. Research shows that 64 % Customers receiving feedback from merchants on Twitter are more likely to purchase products from merchants, and 32% of users will spontaneously recommend businesses or products(Lin, 2012).

2.3.3 The influence of social media on the marketing communication process

With the development of new media technologies, many social media have emerged. Sun Nannan believes that in the social media environment, people's desire to create and disseminate content is realized (Sun, 2009). Anyone can use blogs, social networking sites, BBS, etc. to publish their own information needs or provide information needs. With the advent of social media, everyone can become communicators and publishers of information. The emergence of this interactive and personalized new media has caused the dominant power of traditional discourse to change quietly. Therefore, companies need to actively participate in society. Media guidance and construction. Under traditional media, marketing is led by manufacturers. Under social media, marketing is designed by manufacturers, and members participate in and assist in promotion to achieve the marketing goals of manufacturers (Paul, 2009).

With the rapid development of social media, when users publish a word of mouth in the online community, he also contributes trust to the network. Word of mouth is urgently needed and professional for other members. It is precisely because more and

more of these active members have further consolidated and enhanced the credibility of the online community in the hearts of members. Gilly's research shows that people are more willing to socialize with people who have common backgrounds, personal hobbies and tastes with them and trust them more (Gilly, 1998). The social nature of social media also helps people find people with the same background, the same hobbies, and the same qualities in the network. Therefore, when companies conduct marketing communications, they must consider the two factors of strong involvement of social media products and strong sociality.

2.4 Online Consumer Behavior

With the rapid development of the Internet, under the influence of the development of social media, the behavior of online consumers is mainly characterized by participation, personalization, sharing, initiative, rationality, and experience.

2.4.1 Strong sense of participation

In the era of rapid development of social media, the diversification of information dissemination has led to an increase in the awareness of subject participation of current online consumers. They not only hope that they can directly participate in production and circulation, they are eager to communicate with producers and make products more in line with the needs of consumers. They also hope that through their active participation, they can increase consumers' right to speak (Zhao, 2011).

Companies can gain a deeper understanding of how consumers participate, so that they can better meet their participation needs. At the same time, enterprises can grasp all kinds of information through their understanding of consumers, which helps improve product performance and increase product sales.

2.4.2 Personalized consumption increase

With the development of economy and science and technology, not only the consumer goods market F1 is enriched, but also the homogenization of products is serious. Personalized consumption has become a way for modern online consumers to display their individuality. Marxism once said: "Everyone is a unique individual and has its own personality characteristics." Modern people are increasingly pursuing personalization. From media forms to media content, almost everyone can customize according to their own preferences. His own unique media", everyone is free to choose. Shili Sandberg, COO of Facebook, believes that all media in the future will be

personalized (Trout, 2008). In the era of rapid development of social media, the choice of audience is increasing, and “personalization” has become an inevitable trend. In the context of social media development, consumers began to formulate their own consumption guidelines, and personalized consumption has become the mainstream of consumption.

2.4.3 Happy to share

With the development of social media, consumers are more willing to share and are willing to share their purchased products with others and provide them with opinions on the purchase of products. Consumers can achieve a certain level of satisfaction through sharing. Satisfaction is increasing with sharing. Most sharing is video sharing. According to DCCI's 2009 survey data, online video users have a powerful exponential propagation effect on videos. Even as high as 89.4% of the audience said they would recommend their favorite online videos to their friends or colleagues. According to statistics, each online video user will recommend more than 4 people on the Internet video. The video sharing has a wave-like spread and has a strong viral marketing value (DCCI,2009). Sharing can not only have a sense of self-satisfaction, but also bring happiness or certain value to others. With the development of social media, the increase of high-quality information makes the audience more and more keen to share. The development of social network media has improved the sharing conditions of consumers, which has also contributed to the development of social marketing to some extent.

2.4.4 Initiative consumption enhancement

In the Internet age, consumers have more access to information. They can more conveniently collect information that is beneficial to themselves and analyze information. They can also communicate through communication to achieve a full understanding of the products they need. Due to the increased ability to collect information, online consumers are more active when shopping.

2.4.5 Rational consumption

In the age of the Internet, consumers have more space to choose goods, or choose almost anything they like worldwide. In the online environment, consumers are not face to face with merchants and are not affected by various external environments. They can consume more rationally.

2.4.6 Increased shopping experience

In the Internet era, with the constant acceleration of the rhythm of modern people's life, there are two kinds of demands for consumers to buy things. The first is to satisfy the convenience demands of consumers for shopping, without wasting their time shopping in malls, directly through the Internet. Get the items or services you need. The second is to pursue the shopping experience in shopping and find the joy of life. Through shopping, you can make them feel more connected with society and become a new social way for them. . Increased consumer shopping experience will, to a large extent, promote socializing social media and marketing rapid development.

2.5 Mobile Marketing Strategy

With the rapid development of world economic integration, more and more foreign mobile phone brands have entered China and accelerated their research on mobile marketing strategies. The current marketing strategies mainly include "encircling the cities in rural areas," "advertising," and "innovation channels." With the entry of foreign brands and the growth of the rural market, the competition in the rural market is not yet very fierce, so many domestic mobile phones will focus on the development of rural markets. Utilize price and design quality to quickly seize the rural market. With the stability of the rural market, these brands can compete with foreign brands. Domestically-branded mobile phones generally experience the growth of Mr.

As the mobile phone gradually becomes a popular electronic product, the influence of product design, fashion concept, product positioning, and consumer psychology research becomes more and more prominent. In view of the characteristics of domestic consumers, domestic mobile phones not only promote the differences in the selling points of their products. For instance, the Real Series of Lenovo's mobile phones and the Le Phone Series of Lenovo's mobile phones are competing to invite domestic and foreign stars to join endorsements. According to a survey report, the cost of advertising for domestic mobile phones is nearly 100 million. Advertising opens up the demand, channels allow profit to promote sales. Under strong propaganda, these products occupied the counter space and became the industry's brand name products. For example, mobile phones are used to advertise on television, sponsor entertainment programs, strengthen the management and construction of channel terminals, and promote the growth of mobile phone sales.

Early in the Chinese region, Motorola supported a number of distributors due to

its strong brand, and established a hierarchical agency system ranging from national agencies to regional and provincial agencies. For example, Motorola's Tianyin and Beestar are all agents, and long-term accumulation has formed a large and stable sales channel. Under the strong propaganda of foreign brands, some domestic enterprises have created a model of self-built sales channels and adopted a one-stop competition strategy from production to terminal. Analysis of industry experts can help jump out of the terminal trap. The disadvantage is that the cost is high, but on the other hand, it increases the autonomy of the company. Some domestic brands have also adopted alliances with large-scale chain stores, allowing end-users such as Suning and Gome to act as agents and retailers, bundle their interests, and even adopt models to buy out and jointly develop models. They received unexpected results. Under the influence of strong foreign mobile phones, domestic mobile phone brands are still at the initial stage of development. Domestic mobile phones still have the disadvantage of low self-development, simple pursuit of market share, and lack of core competitiveness. The marketing strategy of domestic mobile phones still needs innovation.

2.6 Summary of this chapter

This chapter first elaborates social media from the definition, characteristics, and classification of social media, and then discusses the related research of marketing channels from the definition and development of marketing channels. Then the author analyzes the influence of social media on consumer behavior from three aspects: social media access to consumers, consumer attitudes, marketing communication processes, and corporate marketing. In the end, it analyzes the behavior characteristics of online consumers from several aspects such as participation, personalization, rationalization, and initiative, which lays a theoretical foundation for further in-depth study of this article.

CHAPTER 3

ANALYSIS OF MOBILE MARKETING ENVIRONMENT UNDER THE DEVELOPMENT OF SOCIAL MEDIA

This chapter will analyze the current status of China's mobile phone market and traditional marketing channels and predict the future development of marketing channels. It is believed that with the rapid development of the mobile internet, under the background of the development of social media, corporate marketing channels will show a new trend of network, socialization, and relationship development.

3.1 China Mobile Market Environment Analysis

PEST analysis refers to the analysis of the macro environment, in which P is politics, E is economy, S is society, and T is technology. When analyzing the background of a business group, it is usually through these four factors to analyze the situation facing the group. This chapter needs to study the market environment of the mobile phone, so the PEST tool will be used for analysis.

3.1.1 Analysis of Political Environment

Since the party's 16th National Congress, the strategy of informatization driving the development of industrialization has brought opportunities to the electronics industry. At the 17th National Congress, we still insist on the development of the information industry. China's Ministry of Information Industry has also been emphasizing the development of China's own mobile phone industry, and has even allocated a large amount of funding for some domestic manufacturers. The mobile communications industry is an extremely large industry. Apart from telecom operators, it also includes mobile phones, telecommunications equipment, test instruments, tool software, semiconductors, and even mobile phone retail and related industries. The State Development Planning Commission also granted 19 companies the qualification to manufacture CDMA mobile phones. With the country's support for the information industry, this is a very good political environment for domestic telecommunication equipment suppliers and domestic mobile phone manufacturers.

With the rapid development of economic globalization, the former competition pattern has been broken and the competition has changed from the competition among domestic enterprises to the competition among international enterprises. After China's accession to the WTO, the cost of tariffs was lowered, the manufacturing cost of mobile phones was reduced, and the environment for production was further optimized. With the reduction of mobile phone tariffs, more and more mobile phones

in China will go abroad and go global. As early as 2005, China imposed zero tariffs on mobile phone exports. With the steady development of China's political environment, with the government's support for domestic mobile phones, creating a good environment for the development of domestic mobile phones.

3.1.2 Economic Environment Analysis

Since China's accession to the WTO, the economy has grown vigorously. At present, China has surpassed the United States as the world's largest mobile communications market, and its per capita GDP growth rate continues to record high. With the rapid development of China's economy, consumer purchasing power has also kept rising. For people in China, mobile phones have shifted from luxury goods to life staples. People's demand for mobile phones is not only a function, but also an intelligent development. The huge space for growth has also made competition unprecedentedly fierce. Each brand is constantly innovating its marketing methods. At present, there are more than 30 brands competing for the market in China, such as Apple, Samsung, Nokia, Motorola, Sony, Lenovo and other brands. The mobile phone market shows the following features:

3.1.3 The proportion of smart phones continues to increase

With the rapid development of information technology, people's love for smart phones continues to increase, and smart phones have become leaders in the Chinese mobile phone market. Smart phone products are becoming more and more abundant, applications are more and more comprehensive, and the popularization of prices has enabled smart phones to maintain strong growth momentum. According to the "Global Mobile Phone Market Quarterly Tracking Report" released by IDC (International Data Corporation), China's smart phone shipments in 2017 will exceed the United States and become the world's number one smartphone shipment (Chen, 2010). IDC believes that Chinese smartphones will account for 26.5% of total global shipments. IDC also forecast that the top 5 smartphone market share countries in 2018 were China (23%), United States (14.5%), India (8.5%), Brazil (4.4%), and United Kingdom (3.6%).

3.1.4 Brand diversification

The Chinese market has always been favored by foreign companies. The Chinese mobile phone market has been monopolized by foreign brands in recent years. Motorola, Nokia, and Samsung accounted for the major market share. With the

protection of entry barriers such as mobile phone production licenses and network access licenses, domestic mobile phone companies have rapidly expanded their market share. With the continuous growth of domestic brands such as ZTE, Huawei, and Lenovo, the traditional monopoly pattern in the Chinese mobile phone market has changed and the brand of mobile phones has been diversified. According to the “2016 Smartphone Market Review,” the market share of some mobile phones without brand or brand awareness in the third quarter of 2016 has doubled to 33%. At the same time, the world’s top five mobile phone manufacturers’ sales From 83% in 2015 to 66.9% in 2016 , this trend may continue in the future, especially in China.

The current pattern of China’s mobile phone market is stable. Samsung’s strong sales of its Galaxy smartphones, which are fashionable and technological, have occupied a place in the domestic mobile phone market. Apple’s iPhone4 series handsets have won a lot of “fruit powder” thanks to their excellent industrial design and leading technology. HTC has a high degree of attention due to several Android phones and ONEX series phones with a 4.7 inch large screen. Motorola, the first foreign brand to enter the Chinese market, also introduced a number of smart phones. The user group is further subdivided, focusing on the personalization of consumer demand and the typical characteristics of people pursuing the atmosphere of the times. These mobile phones are the most concerned mobile phones in the Chinese market.

3.2 analysis of social and cultural environment

The social and cultural environment mainly refers to the population environment and cultural background. With the development of national family planning, and with the development of a harmonious society in our country, the total population in China continues to rise, but the population is aging. As the country continues to attach importance to education, the education level of our country’s population has been continuously improved, and the quality of the population has also been continuously improved. The population’s culture and knowledge levels have also been correspondingly improved. Their pursuit of more mobile phones is fashion, quality, and experience. Therefore, companies must give more added value to their products. Each manufacturer has launched psychological tactics and relied on the psychological benefits of giving products to impress consumers.

China's culture has entered an unprecedented period of development, culture has developed rapidly, especially the network culture has been rapid development. With the development of online culture, people’s awareness of the Internet has been continuously improved. People are increasingly accepting online shopping, accepting

online marketing, and accepting online questionnaires, which all lay a good cultural environment for social marketing.

3.3 Analysis of Technical Environment

With the development of global information technology and the adjustment of industrial structure, China's strong market advantage and production advantage have become the first choice for the new round of mobile phone industry transfer. In order to enhance its market competitiveness, the telecom operation industry will raise funds through listing, expand its business capacity, and continuously increase investment in infrastructure, which will bring new opportunities for the development of the communications industry. With the development of the mobile Internet and 4G technology, the development of mobile phones to handheld computers. As more and more manufacturers pay attention to the cooperation of technology, with the continuous innovation of mobile phone technology, this has created an unprecedented opportunity for the development of China's mobile phone.

In traditional marketing channels, companies can use television, radio, newspapers, various types of outdoor advertising, and electronic screens for marketing, and there are many communication terminals. On the Internet, companies can only spread through terminals such as computers and mobile phones, and their distribution terminals are limited. Most people are reluctant to click online advertisements. On the contrary, when people watch TV, they must passively absorb advertisements in order to watch the programs, making traditional marketing channels unique.

In the traditional marketing channels, people's vision, taste and other five senses can be exerted to make a physical sense of the goods; if you buy something to eat at least you will see the real thing, you will smell its smell; at least try to buy clothes Wear, feel fit is not fit; buy a car, at least you can try, feel the function of the various parts of the car is normal. However, people on the Internet can only perceive images or animations, and the reality is worse. In the traditional marketing channels, people can see everything in order to get the most realistic experience when they buy anything.

Compared with Internet marketing, the traditional marketing channel has poor real-time performance, and he cannot realize that the consumers will be able to see after the release of the current product. Traditional marketing channels are usually spread through newspapers, television, radio, and outdoor advertising. Only when

people see advertisements at specific advertising time can they achieve appropriate publicity. Due to the limitations of time and geographical location, the traditional marketing channels have poor real-time communication.

Modern marketing can target more targeted marketing for specific target customers, and can even achieve one-on-one marketing. The traditional marketing channels are marketing to all consumers through television, radio, car body advertisements, etc. It is a one-to-many marketing model and cannot achieve a one-on-one marketing model. The rapid development of the Internet has promoted the continuous updating of social media. Compared with modern marketing channels, the cost of traditional marketing channels is much higher. For example, marketing on Weibo, forums, social networking sites, etc. only requires a small fee, even free, but in traditional TV, radio, and newspaper marketing, a certain amount of money needs to be invested and the cost is high.

This chapter first analyzes the status quo of traditional marketing channels, points out the advantages and disadvantages of traditional marketing channels, describes the impact of mobile internet on marketing, and then analyzes social media development from the perspectives of the advantages and disadvantages of social media and the transformation of corporate marketing models. The impact of marketing; then observe the future development trend of corporate marketing channels. It is believed that with the rapid development of the mobile Internet, under the background of the development of social media, corporate marketing channels will be networked, socialized, and affiliated.

CHAPTER 4

XIAOMI MOBILE PHONE MARKETING STRATEGY ANALYSIS

This chapter first introduced the Xiaomi mobile phone company, and then analyzed the Xiaomi mobile phone marketing environment from the pattern of China's mobile phone market, competitors and consumer behavior, and then analyzed Xiaomi mobile phone marketing, and then from Xiaomi mobile phone marketing strategies, programs, Analysis of the effects and other aspects, in-depth understanding of the marketing characteristics of Xiaomi mobile phone, and put forward the strategy of social marketing.

4.1 Xiaomi Company Profile

Beijing Xiaomi Technology Company. It is a mobile internet company specializing in the research and development of high-end smartphones. Millet mobile phone, MIUI, rice chat are Xiaomi's three core businesses. "Born for fever" is Xiaomi's product idea. Xiaomi Mobile is a high-quality smartphone designed by Xiaomi for enthusiasts. Xiaomi Company initiated the development of a mobile operating system using the Internet model, and 600,000 enthusiasts participated in the development and improvement model.

As a veteran mobile phone enthusiast, Xiaomi Chairman and CEO Lei Jun knew that only the combination of hardware and software can produce good results and can only improve the user experience of the mobile Internet. Lei Jun took Apple as the goal of Xiaomi's mobile phone development. When he talked about why Xiaomi Mobile was, he said that in the future China will be the world of mobile Internet, and smartphones and applications will carry most of the needs of users. The millet mobile phone ID design is entirely completed by the Xiaomi team. The team includes many senior professional designers. The production of mobile phones was made by Inventec and the mobile operating system was MIUI's operating system independently developed by Xiaomi. Xiaomi Mobile is China's first dual-core 1.5GHz high-performance enthusiast-class smart phone, independently developed by Xiaomi. Millet mobile phone was officially launched in October 2011, priced at 1999 yuan, Xiaomi Wang is the only official sales channel (Yan, 2011).

Due to the high level of research and development of Xiaomi Company, its use of social marketing model, since Xiaomi Mobile officially listed in November 2011, sales performance continues to record high. Since Xiaomi Mobile began booking on

September 5, 2011, it had paid a high volume of 215,000 units, on December 18, 2011, it opened its first round of purchases and sold 100,000 units in only three hours.

Millet Mobile not only created a sales miracle in 2011, but also created amazing sales results in the industry in 2012. On January 4, 2012, it was again opened for purchase, and sold 100,000 mobile phones again in three and a half hours. On January 11, 2012, Xiaomi opened up for personal users for the third time and sold 300,000 units within nine hours. On February 28, 2012, the millet mobile phone telecommunication version was officially scheduled to sell 150,000 units in 30 minutes. On March 17, 2012, 100,000 units of regular millet phones were sold out in 35 minutes. In the 6 minutes of April 6, 2012, 100,000 units of Xiaomi's mobile phones were snapped up (Qing, 2012).

According to Xiaomi Mobile's 1999 price calculation, in less than a year, Xiaomi's mobile phone sales have been far ahead of other domestic mobile phone brands. From the sales point of view, millet mobile phone is the legend of China's mobile phone marketing. Now that Xiaomi's mobile phone has been released for 6 generations and started to sell, Xiaomi's mobile phone sales will continue to create new highs. From the above millet mobile phone sales point of view, we can see that millet mobile phone since the initial sale began, not only attracted the attention of enthusiasts, but also caused concern in the industry, showing millet mobile phone marketing level is high.

4.2 Xiaomi Mobile Marketing Environment Analysis

4.2.1 Analysis of Macro Environment of Xiaomi Mobile Marketing

The loose political environment provided an opportunity for the development of Xiaomi's mobile phone. With the development of the world economy and communications technology, the world's political arena has generally assumed a peaceful trend. For our country, the country is now stable and united, and the political situation is excellent.

In terms of policy, the state has relaxed the control over the production access system for mobile phones, and the corresponding mobile phone entry and exit mechanisms are constantly improving. With the country's support for smart phones, since 2006, the country will invest in the development and research of smart phones every year. This will make Xiaomi's mobile phone development a good political environment.

The foundation of the population and economic environment laid the foundation for Xiaomi's mobile phone market. China is the most populous country in the world. In recent years, the population is still growing. Mobile phones have become a necessity for society. With the affluence of people's economic life, people began to shift their functions from common needs to intelligent ones, laying a good foundation for the development of Xiaomi's mobile phones. Millet smartphones are reasonably priced and can be afforded to the general public. With the rapid development of China's economy and rising disposable income, the purchasing power of consumers for smart phones will continue to increase.

A good science and technology environment provides an environment for the development of Xiaomi's mobile phones. The development of information technology has promoted the development of new mobile phone systems and promoted the development of smart phones. Smartphones have a greater impact on the market. The leading positions of veteran Nokia, Dopod and other markets are gradually being replaced. They are represented by the new Apple IOS, HTC, Xiaomi, OPPO, Samsung, Huawei and other Android mobile phone systems. They continue to occupy China's market share and accelerate our country's The process of upgrading the mobile phone market to smart phones. With its leading technology advantages, Xiaomi Mobile has seized a certain market share in the development of smart phones. Millet mobile phone high-profile, advanced technology in the competition with other mobile phone brands have certain advantages.

The development of the cultural environment has created a good brand image for Xiaomi Mobile. With the strong support of the information industry sector, the demand for users continues to increase, the mobile phone business continues to expand, and social influence continues to increase. With the promotion of civilization and internet access, various types of mobile media have become important tools for promoting social harmony. Millet mobile phone is a domestic smart phone designed based on Chinese people's habits. With the support of domestic brands, Xiaomi mobile phone will have a good cultural development environment.

The fierce competition in China's mobile phone market has created opportunities for Xiaomi's mobile phone marketing. With the innovation of science and technology and the rapid development of smart phones, the competition between Xiaomi mobile phone and all brands in China's mobile phone market, both high-end and domestic mobile phones, has become increasingly fierce.

As shown in Table 4.1, as the level of domestic consumption continues to increase, the increasing purchasing power of consumers and the love of high-end

brands have prompted consumers to pay more and more attention to the high-end models of Apple, Samsung, and Huawei. Focus. Among them, Apple, Samsung, and Huawei took 58.3% of the attention in the first half of 2016, while Xiaomi only accounted for 1.7%. This shows that the competition pressure Xiaomi faces is unprecedentedly increased, and Xiaomi's mobile phone is gradually increasing. The year's high degree of attention has shifted towards a low degree of concern, which reflects the continuing decline in the appeal of Xiaomi's mobile phone to consumers and the shift in consumer spending patterns from focusing on cost-effectiveness to focusing on mobile brand influence.

Table 4.1 Attention of Brands in Chinese Mobile Phone Market in the First Half of 2016

Rank	Brand	Concern Position	Rank	Brand	Concern
1	Apple	22.2%	9	Lenovo	2%
2	Samsung	21%	10	ZTE	1.9%
3	HUAWEI	15.1%	11	HTC	1.8%
4	vivo	5.6%	12	millet	1.7%
5	OPPO	4.5%	13	millet Coolpad	1.6%
6	honor	3.7%	14	Sony Mobile	1.5%
7	MEIZU	2.8%	15	Jinli	1.4%
8	LeTV	2.5%	16	Others	10.7%

As shown in Table 4-2, Xiaomi ranked sixth in the top 20 sales of Chinese mobile phone brands in February 2018, and the results were excellent in sales rankings. Although the competition faced by China's mobile phone companies continues to increase, Xiaomi's sales ranking rose from eighth to sixth in one year from March 2017 to February 2018, thanks to Xiaomi's full analysis of the market. After the environment, a series of strategic decisions were made, including the launch of millet MIX series, Xiaomi Note series and other products to continuously enrich the product line, improve the high, medium and low levels of products, to provide consumers with a variety of choices. The full-screen smart phone, represented by Xiaomi MIX, won the US Outstanding Design Award for Industry, and this series of products has been included in the collection by the National Design Museum of Finland and the George-Pompidou National Art and Culture Center in France. This shows that Xiaomi's performance-to-price ratio The change of direction towards the main design and function has brought about a certain degree of attention to this

growth, which has driven its sales volume to maintain growth under the pressure of many competitors.

Table 4.2 Chinese mobile phone brand sales in February 2018 TOP20
The February TOP20 of China mobile phone brands sales in 2018

Rank	Brand	Rank	Brand
1	HUAWEI	11	Red Rice
2	vivo	12	Changhong
3	OPPO	13	Meitu
4	Apple	14	Cooler Than
5	Samsung	15	Nubia
6	Millet	16	ZTE
7	Glory	17	LeFeng
8	Gold	18	Charm Blue
9	Meizu	19	Konka
10	Sweets	20	ivvo

First analyze the needs of mobile phone consumers. Through investigation, it has been found that consumers are more concerned about music phones and smartphones. Young consumers generally choose to purchase mobile phones with better functions and most of them like smart phones. The attractiveness of smart phones to young people is that in addition to the phone's call capabilities and text messaging capabilities, it also has most of the functions of PDAs, especially personal information storage management and browsers, e-mail, and applications based on wireless data communication. Programs and other functions.

Smartphones provide users with enough display screen size and access network bandwidth, which is not only convenient to carry around, but also provides a broad platform for the operation and interaction of various functional and practical application software. With smart phones, many value-added services can be used on the go, such as viewing or purchasing stocks, browsing domestic and foreign news, viewing weather in various cities, viewing maps or transportation routes, downloading various applications, and so on. Combining the support of 4G communication networks, smart phones will become a powerful, integrated personal handheld terminal device that integrates voice calls, video messaging, wireless network access, entertainment, and information management.

The smart phone has all the functions of an ordinary mobile phone and can perform normal voice calls or video calls, send text messages or multimedia messages and other mobile applications. GPS phones have also become a favorite of consumers. With integrated GPS capabilities and mapping applications, mobile phones can provide users with location-based services. For example, users can check their location at any time, or related points of interest near a certain location, such as movie theaters, parking lots, restaurants, shopping malls, and other information. Users can also send their location information to their friends via smartphones.

4G mobile phones are also popular with consumers. Users can record, photograph and draw on 4G mobile phones and transfer pictures or voices to another mobile phone over a high-speed 4G network. The time required is only a few seconds. Of course, this information can also be transmitted wirelessly to a computer or server via high-speed 4G, or some information can be downloaded from a computer or server at a high speed; users can use 4G mobile phones to directly access the high-speed Internet, view their own e-mail or Randomly browse web pages for a faster and better experience than traditional mobile phones.

Second, analyze consumer purchasing patterns. With the rapid development of information technology, the Internet has begun to spread. The rapid development of the Internet has also changed the habits of consumers, making more and more people start using computers, using mobile phones to access the Internet, and began to purchase online. Selling mobile phones on the Internet is a new trend in the development of the mobile phone industry. This is an opportunity and a challenge.

As shown in Table 4.3, the amount of online transactions in China is still growing at a multiple of the annual rate (Analysys, 2012). It can be seen that the generalization of consumer online shopping will become a trend.

Table 4.3 Trends of China's Online Shopping Market

Time	Unit: trillion yuan	Growth rate
2012	1.2	58.7%
2013	1.9	67.7%
2014	2.8	54.1%
2015	3.8	42.3%

2016	4.7	28.6%
2017	5.6	21.9%

With the rapid development of information technology and networks, the number of Internet users in China has exceeded 600 million. More and more people can freely express their opinions on the Internet, and the Internet has become an open information exchange platform. As shown in Table 4.4, according to data from the China Internet Information Center, the Internet penetration rate reached 38.3% in 2011, and mobile phone users reached 356 million, an increase of 175%. Chinese Internet users average more than 2.67 hours per day online (CNNIC,2012).

As more and more people begin to use the Internet, as more and more people start online shopping, they will further lay a technical foundation for the marketing of Xiaomi's mobile phones and promote the further development of Xiaomi's mobile phones.

Table 4.4 Changes in the number of Internet users in China
(Source: CNNIC. Statistical Report on Internet Development in China)

Time	Number of people (10,000)	increase%
2015	48400	28.9%
2016	55730	34.3%
2017	61310	38.3%

4.2.2 Competitor Analysis

The Five Forces model is the early achievement of Porter's three classic theories, emphasizing the influence of five trends on the competitive situation in the industry, including the bargaining power of suppliers, the bargaining power of buyers, the entry of new entrants, and alternatives. The ability to replace and compete with existing competitors within the industry. According to the judgment of these five forces, the core suggestion of the Five Forces model is to find an industry with high entry barriers and irreplaceable products, and where the industry is not fiercely competitive, extend the industry chain as far as possible. This section will use Potter's five-force model to analyze the competitors of Xiaomi's mobile phone.

As the manufacturer of the final product, millet mobile phone is the core of the entire supply chain. The raw material supply and consumers in the upstream constitute the two ends of the supply chain. With the rise of raw materials, the supply price of raw materials is also rising. At the same time, because consumers are looking for similar products with high quality and low price, Xiaomi's mobile phones are also facing challenges. Compared with other companies, Xiaomi's mobile phone mainly affects the profitability of enterprises and the competitiveness of products by increasing the price of input elements and reducing the amount of unit value. Therefore, the bargaining power of Xiaomi's mobile phones is still relatively strong.

Xiaomi's mobile phones are now mainly sold through the Internet. The low cost of sales and low prices are the great competitive advantages of Xiaomi's mobile phones from other companies. Millet's mobile phone market has more substitutes and more choices for customers. Especially for customers with price and after-sales sensitivity, if competitors implement preferential strategies, they will most likely choose to compete with their competitors' products.

As the demand potential of the Chinese mobile phone market increases, as consumers love and support smart phones, and more and more foreign-funded enterprises enter China, the competition in the Chinese mobile phone market will intensify. The major information technology companies deployed smart phone market, Apple's mobile phones continue to introduce new, Nokia's new products are also continuing research and development, is a threat to the development of millet mobile phones. The continuous progress of the Anzhuo system and the continuous growth of the WP8 system objectively require Xiaomi's mobile phone to enhance its research and development capabilities.

Millet mobile phones are currently purchased via the Internet, and users are required to reach a certain user value at the forum. Even if they do so, users will not be able to purchase Xiaomi mobile phones. The hungry marketing of Xiaomi's mobile phone has created a great opportunity for the development of alternatives. For example, Honor's glory for Huawei's handset is relatively cost-effective and enjoys high popularity and influence among many users who have not purchased the handset.

In recent years, the rapid development of technology has exacerbated the competition in the mobile phone market. According to statistics released in January 2012, the eight brands in China's smart phone market show different performances. Samsung and HTC each have three products on the list. Samsung has The top three products of the two products, HTC's products are mostly ranked after the tenth; Apple,

Motorola, Nokia have two products on the list, they are ranked relatively high on the list of products; Sony Ericsson, Meizu and Xiaomi each got a seat , The number of products on the list is slightly less. Meizu and Xiaomi, as representatives of domestic mobile phones, are on the list and are the progress of Chinese domestic mobile phones.

In January 2012, the share of most brands in the Chinese smartphone market was proportional to the share of attention. In particular, Xiaomi's mobile phone has a 0.4% share. Although there is not much market share, this reflects a trend: the domestic mobile phone brands are continuously strong, and the Chinese mobile phone market will no longer be the market for high-end brands. The Chinese themselves can also do high Quality high-end smartphones. According to data from February 2012, the competition among domestic mobile phones has become increasingly fierce, especially since the launch of the Xiaomi mobile phone, which has created a market miracle in each sale, which has intensified the competition in the mobile phone industry. In February 2012, Huawei became the number one brand watcher in China's domestic mobile phone market, with only 1.6% over Lenovo, and the competition for the brand list was fierce. The relatively backward brand strength is also relatively strong, and it is more likely that the future list will continue to change. It can be seen that in the future, the competition between domestic mobile phones will also be further exacerbated (Xin, 2011).

4.3 Xiaomi phone SWOT analysis

4.3.1 Advantages of Xiaomi Mobile Phone

Xiaomi Mobile owns a top-ranking team. Xiaomi's success is inextricably linked to its senior R&D team. The handset ID design is all done by the Xiaomi team. The team includes Lin Bin, Vice President of the China Academy of Engineering, Zhou Guangping, Senior Director of the Beijing Center, Liu De, Director of the Department of Industrial Design of the former Beijing University of Science and Technology, Li Wanqiang, the former General Manager of Jinshan PowerWord, and Huang Jiangji, former Director of Microsoft China Engineering Academy. Google China Senior Product Manager Hong Feng.

Millet mobile phones have the ability to continue to innovate. Any mobile phone is not perfect, but we must continue to update the shortcomings. For example, the Xiaomi mobile phone will release a routine update every Friday, which not only fixes the previous problem, but also adds some useful features. Millet mobile phone innovation of the smart phone's battery function, the use of a large 1930 mAh battery, while designing a graphite layer in the mobile phone in order to reduce the mobile

phone in the heat, while the mobile phone battery with different colors of packaging, in order to facilitate the purchase Users of multiple batteries differentiate. Millet mobile phones have all kinds of mobile phone accessories, such as colorful mobile phone back shells, all kinds of mobile phone lanyards and other related accessories, and are deeply loved by young users.

Xiaomi's mobile phone marketing is mainly based on the official website, which fully utilizes the fashion and convenience of the Internet. Millet's mobile phone and accessories sales all use online ordering, which greatly saves costs. Wind, home delivery, EMS and other major logistics support the distribution of millet mobile phones, to ensure the millet mobile phone distribution speed and distribution. Millet handsets are completed through online shopping, so after-sales service is the focus. Millet Mobile promises a 7-day return, a replacement within 15 days, and home return, exchange and maintenance services. Millet mobile phone also held a high-profile press conference, causing enthusiasts to pay attention; also use social media, such as word of mouth marketing to promote, all promote consumer love and support of products.

Millet mobile phone has a large number of followers and fans. MIUI is a mobile phone operating system customized by Xiaomi based on Android native depth optimization. Compared with the Android system, MIUI has over 100 optimizations and improvements. MIUI is also the first mobile operating system developed in China based on the Internet development model, and will continue to improve and keep up to date with enthusiasts' opinions. Therefore, MIUI is a mobile operating system that is customized by the idea of a mobile phone user. Compared with other mobile operating systems, MIUI is more humane. Since the first closed beta released on August 16, 2010, MIUI has been sought after by enthusiasts of 600,000 mobile phones in 23 countries around the world, and has gained a reputation in many countries at home and abroad.

4.3.2 The disadvantage of Xiaomi mobile phone

Millet phone's after-sales service capacity is weak. Xiaomi's current after-sales services mainly include telephone customer service, micro-blogging service and online customer service. However, according to users, it is reported that the phone service of Xiaomi's mobile phone is too busy and it is almost impossible to get in. The effect of reflecting the problem on the microblog service and on-line customer

service is also not ideal. Xiaomi's customer service staff stated that it takes 3-5 business days for returns, but it needs to go through steps such as "request for returns, cross-regional mobile courier, mobile phone engineer testing, and re-delivery".

It takes at least 6-8 business days. This is a smooth situation and it will not take more time. Since there are only seven cities in China that have Xiaomi's after-sales service organization, this is far from meeting the after-sale maintenance problem of Xiaomi's mobile phones. Due to the after-sales problem of Xiaomi's mobile phones, consumers are insecure.

Millet phone's reputation is relatively lacking. Millet mobile phone was just established in April 2010, and now there are more than two years, when Samsung, iPhone and other mobile phones have occupied most of the market share, millet mobile phones appear, in the word of mouth and market share among consumers. Obviously insufficient. With the disappearance of paint, light leakage, and after-sales issues of Xiaomi's mobile phones, it will affect the establishment and maintenance of Xiaomi's mobile phone credit.

Millet phone hardware has some problems. In the forum of Xiaomi's mobile phone, Xiaomi's mobile phone was found to have as many as 6,000 problems, including a dozen problems such as losing paint, being unable to take pictures, short standby time, and serious call breaks. Among the most common hardware problems are: problems with screen lifts, dropped paint on the phone, tight gaps in the back cover, rattling of the body, and lack of headphones in the original assembly. The first version of the millet phone does not have a front camera, which was an important issue for the Xiaomi phone that was difficult to repair and improve (the Xiaomi phone 1S version was added in 2012 with a front camera). Frequent hardware problems have seriously affected consumer satisfaction with Xiaomi's mobile phones.

4.3.3 Millet Mobile Opportunity

Millet's competitor's marketing level is at a disadvantage. With Steve Jobs's death, Apple's competitiveness will be weakened to some extent. There is a certain gap between the existing enterprise marketing methods in the market and Xiaomi mobile phones. It is difficult for other companies' mobile phone products on the market to reach the high-end configuration of millet phones and the price of civilians. It is even more difficult to achieve such a marketing level as Xiaomi. Due to the inferior marketing of other competitors, the high price advantage of Xiaomi's mobile

phone continues to play its role.

Millet mobile phone positioning accuracy, closely follow the development trend of 4G smart phones. With the development of mobile Internet technology, 4G smart phones will become the mainstream of mobile phone development in the future. Millet mobile phone is positioned in the fashion quality of smart phones, it is accurate positioning, in line with the development of the trend of the times, millet phone will have a better space for development.

Millet mobile phone complies with the trend of mobile computerization. With the rapid development of mobile phones, mobile computerization will become a trend, and smart phones will play an increasingly important role. In China, nearly 80 companies are now doing RMCPU, which will cause the price to plummet, which will promote the optimization of the cost of the entire smart phone, enhance the computing power of smart phones, and promote the sustainable development of the entire industry.

4.3.4 Millet Mobile Challenge

The future smart phone market competition will be more intense. Smart phones have become the development trend of the future market, and more and more companies will join the ranks of smart phones, which will exacerbate competition in the industry. In the field of smart phones, Apple, Samsung and other foreign brands, as well as domestic brands such as Huawei, ZTE, Lenovo, Xiaomi. The escalating competition between brands will promote the diversification of the smart phone market. Millet mobile phone in the growth of a year, although sales are good, but the market share of millet mobile phone is still very low. In addition, because of difficulties in sales and poor reputation, it will affect the sales of Xiaomi's mobile phones to some extent.

According to the latest data from February 2016, with the constant high sales of Xiaomi's mobile phones, the competition among domestic mobile phones has been exacerbated. In February, Lenovo's share of attention was 14.3%. Huawei replaced Lenovo with a share of 15.9% of its attention, occupying the top spot in China's domestic mobile phone brand watch list, and making the brand more competitive. The top three brands on the list have more than 10% of the attention, but the lead with the fourth place is not great. When Xiaomi was listed shortly after, it ranked fourth, with two months of attention exceeding 9%(Qing, 2012). Brands ranked after four are also very strong, and the fierce competition of domestic mobile phones has changed the

ranking of the future list.

Millet mobile phone self-property is not high. Xiaomi Mobile is the mobile Internet layout of “terminal + content + service” created by Lei Jun. In addition to Qualcomm, millet mobile phone co-branded vendors are top-tier accessories suppliers such as Sharp and Samsung. With the support of top suppliers, the self-owned property rights of Xiaomi's mobile phones are a serious threat to its continued development, and it is a problem that Xiaomi mobile phones need to pay attention to in their future development.

Millet mobile phones have been pressured by public opinion. With the miracle of Xiaomi's mobile phones, Xiaomi's mobile phone has attracted widespread attention in the society. There are positive and negative opinions on Xiaomi's publicity. There are even peers who try to fabricate various negative news to create a negative image of Xiaomi. In addition, Xiaomi's after-sales service for mobile phones lags behind and hardware issues continue to cause media and public discussion on Xiaomi's mobile phones. As the influence of public opinion continues to increase, it poses serious threats and challenges to the development of Xiaomi's mobile phone.

4.4 analysis of Xiaomi mobile phone marketing strategy

4.4.1 Xiaomi Mobile Marketing Channel Analysis

Xiaomi's official website has become the main battleground for Xiaomi's mobile marketing. Xiaomi's official website includes Xiaomi's mobile phone, accessories, cool play, business hall, service support, MIUI, rice chat, and community. Any new product release will be seen on Xiaomi's official website; there are product upgrades or patches that will also be seen on the official website, as well as various activities.

Official website will be announced the first time. In Xiaomi's official website, there are not only product introductions, but also product halls, millet enthusiasts' exchange areas, and interactive activities of manufacturers and enthusiasts. Millet mobile phone through the official website so that manufacturers and consumers are closely linked together and form a good interaction with consumers to create conditions for the manufacturers to further sales.

With the rapid development of the Internet, the number of microblogging users in China continues to innovate. As of the end of 2017, the number of Internet users in China has exceeded 600 million, and the number of microblog users has reached more than 50,000, a surge of nearly 300% from 2014. Microblogging marketing has become a powerful tool for corporate marketing with its low cost, long tail effect, and

high spread. Xiaomi Mobile is actively using Weibo for marketing, which greatly enhances Xiaomi's influence on consumers.

With the price dispute between Jingdong, Suning and Gome, Xiaomi's chairman Lei Jun also used Weibo to carry out homeopathic marketing, which reduced the price of Xiaomi's mobile phone from 1999 to 1299 yuan, and purchased it in Xiaomi's official website for the past two weeks. The user compensates a \$700 cash voucher. Such as Lei Jun's microblogging "in order to welcome the new generation of millet mobile phone release, tomorrow morning 9:00, millet generation mobile phone directly reduced to 1299 yuan". Lei Jun's microblogging, a day after the transfer rate of up to 15,343. At the same time, Xiaomi's official Weibo has also issued corresponding activities and sent 2 sets of Xiaomi mobile phones every hour.

Xiaomi's mobile marketing capabilities using Weibo and other methods are very strong. Initially due to capacity constraints, Xiaomi Mobile intentionally or unintentionally created the effect of hunger marketing. By the time the consumer enthusiasm cuts off, with the continuous expansion of company's production capacity, with the ability of online marketing, Xiaomi Company is not restricted to open supply at the price of 1999. Wait until Zhou Hongyi and Xiaomi Shuikou and launched a 360 special machine, Xiaomi began to use a website lottery can be disguised price reduction, its purpose can be used to compete for price sensitive and may be in the 360mobile phone, or millet Hesitant potential consumers.

Starting from MIUI, Xiaomi firmly rooted in the public, firmly locks in the public, allows the public to participate in development, and form effective interaction with the public. Since then, each mobile phone Xiaomi phone is so marketing. Millet mobile phones encourage users and the media to disassemble mobile phones, which shows their confidence in quality. In the Internet mode, word of mouth is currently a better marketing tool. Xiaomi's success lies in relying on MIUI and rice chat users, as well as word of mouth of batches of users. In word-of-mouth marketing, Xiaomi's mobile phones not only rely on its price advantage, but also rely on its service advantage to win. As President Lei Jun said: "As an Internet company, we are more concerned with user word-of-mouth. As long as there are users, profitability will naturally follow."

4.4.2 Analysis of Traditional Mobile Marketing Models

Traditional mobile phone marketing channels are usually conducted through television, newspapers, and ground marketing channels. In the traditional marketing

channels of mobile phones, enterprises have made numerous marketing campaigns through television advertisements and newspaper advertisements. They have increased their sales through various levels of agency marketing channels, which has increased the cost of products to some extent. For example, the cost of a mobile phone is about 500 yuan for mid- to low-end smart phones. Because of the increase in advertising costs, storefront costs, and labor costs, agents and retailers will increase the price between 300-500 yuan, and the final mobile phone sales price. Up to 1,500 yuan. Under the traditional marketing channels, the sales price of mobile phones will reach 3 times the cost of mobile phones, of which 2 times the cost will be spent on marketing channels.

Although the traditional marketing channels cost more, in fact, these marketing channels only take on the display and promotion of goods, logistics distribution and after-sales issues. With the rapid development of the Internet, these channels will gradually be replaced by increasingly mature low-cost e-commerce channels in first and second-tier cities. Therefore, the successful online marketing and the rising influence of Xiaomi's mobile phone all show that compared with traditional marketing channels, online marketing channels have many unparalleled advantages.

With the rapid development of the mobile Internet, the influence of social media on the public is increasing, and social marketing has become an inevitable trend. Xiaomi Mobile is seizing the development trend of the Internet, using social media for marketing, making various online media become the main channel for its marketing. Millet mobile phone is a pure network sales brand, can only be ordered online, when ordered does not necessarily have cash, which is very different from other brands of mobile phone marketing, other brands of mobile phones online under various mobile phone stores or electrical points can be bought To. Millet mobile phone marketing has completely changed the traditional marketing model, Xiaomi mobile phone does not do the advertising of traditional media, relying solely on the Internet and reputation for marketing. Because Xiaomi Mobile chose a low-cost network marketing channel, it saved a lot of advertising and channel costs, making Xiaomi mobile phone's cost-effective advantages stand out. When the Xiaomi mobile phone was launched, it received the trust and support of many consumers.

With the increasing sales volume of millet mobile phones, increasing service has become a major issue in its development. In the long-term development of millet mobile phones, it is still necessary to use traditional channels to enhance services. With the awakening of traditional mobile phone companies and the transformation of channels, in the future development, integrated marketing promotion capabilities of

operators, e-commerce channels, and traditional channels will be the focus of competition.

4.5 Xiaomi Mobile Marketing Plan

4.5.1 millet mobile network marketing program analysis

Millet mobile phone marketing program is mainly based on network marketing program, whether it is official website, forum, or marketing on Weibo, Xiaomi mobile phone marketing is based on the Internet, so this section will be Xiaomi mobile phone network marketing The program is analyzed.

Millet mobile phone before the marketing due to low visibility, almost no one knows millet phone, so Xiaomi mobile phone marketing in the social marketing goal is to advertise themselves, so that more and more people know Xiaomi phone. Xiaomi Mobile replaced traditional marketing through online marketing such as official website, forum, and Weibo. Under the circumstances of reducing marketing cost, Xiaomi's mobile phone greatly enhanced its marketing results, promoted its products, and market-oriented its products. In the hybrid network marketing, Xiaomi's special features and advantages as well as the company's high-quality services are highlighted, which further enhances the company's image.

Through a clear fancier's product positioning, through low-cost social marketing, through Xiaomi official website, forums, microblogging widely publicized, to promote the millet mobile phone is a low price, high quality smart phones. The sales target of Xiaomi's mobile phones is mainly young and middle-aged. They are relatively sensitive to prices, have low prices, and can guarantee quality. They are high-profile smartphones and become their favorite. In social marketing, Xiaomi's mobile phones are promoted through their word-of-mouth marketing to increase their market influence.

Millet Mobile is a B2C e-commerce sales model based on the Internet. Not only does the marketing approach adapt to the current young and middle-aged consumer habits, but it also has the characteristics of inquiry, sales, service, and consulting. It is more convenient for businesses and consumers. Millet mobile phones also carry out various promotions, such as through online discount promotions, point promotions, from the microblogging, official website, forums will publish promotional information, causing widespread fanciers reprint and comments.

Xiaomi Mobile is good at using Weibo and websites for social marketing, and uses different marketing methods in different marketing stages. Xiaomi's mobile

phone first used hunger marketing in the case of insufficient capacity. When consumers' enthusiasm subsided, they released sales. In order to enhance competitiveness, Xiaomi's mobile phone took advantage of price reduction marketing, and through anti-cash coupons, another step was pulled. There is a consumer demand for Xiaomi mobile phones. In the promotion of price reduction activities, sending Xiaomi mobile phones via microblogs further promotes rice flour's support for Xiaomi mobile phones and its attention to Weibo.

4.5.2 Marketing Highlight Analysis

Millet mobile phone is located in the enthusiast phone, its first users should have at least two mobile phones, a cheaper, millet as the cheap mobile phone. In terms of terminals, the development process of Xiaomi's mobile phone adopts a mode of interaction with enthusiasts, which can greatly mobilize the user's sense of participation and demand for products. Second, the millet phone is reasonably priced. In 1999, regardless of the cost or the angle of worship of Apple, the price is very reasonable and there is no possibility of further decline. Again, as can be seen from the promotion, manufacturers have enough confidence and market analysis of their products. Xiaomi used Apple's habits to promote. In two weeks, Xiaomi's mobile phone quickly spread across the Internet. News, evaluation, disassemble, and other reports on Xiaomi's mobile phones have emerged one after another. Finally, the high-profile release of the Xiaomi mobile phone, Lei Jun with its own reputation for charisma and an Apple-like millet phone conference was held on August 16 in Beijing, China. The first domestic conference of this scale has attracted the attention of all media and cell phone enthusiasts.

Millet mobile phones are sold in the form of spikes first. For three days from August 29 to August 31, 200 units are limited to 600 units per day. Then everyone needs to have more than 100 points in the millet forum to qualify for the spike activity before August 16th. . The accuracy of such marketing clients is very high (Yan, 2011). Millet mobile phone rules have aroused many people's concern and curiosity about Xiaomi's mobile phone. In September 5, 500 rice flour will be eligible to be booked. In each purchase qualification, it will be linked to the forum to narrow the distance between the consumers and the Xiaomi mobile phone's official website.

4.5.3 Impact of Xiaomi Mobile Marketing Program

With Xiaomi mobile social marketing increasingly visible, as more and more people understand Xiaomi mobile phones, Xiaomi mobile phone marketing has a

huge impact.

First of all, for each mobile phone brand, the focus of marketing has been on traditional marketing channels. After analyzing Xiaomi's mobile marketing strategy, it will focus on social marketing in the Internet era. It can be said that the social marketing pioneered by Xiaomi Mobile will drive the socialized marketing level of the mobile phone industry and promote the socialized marketing process of the industry. For example, Xiaomi's mobile phone uses Weibo, forums, and official website to carry out mobile phone marketing, sells mobile phones through the official website, and enhances the dissemination of information through word of mouth and viral marketing, which greatly enhances the social visibility and influence of Xiaomi's mobile phones. These are other companies. Need to learn.

4. 6 Social Marketing Effect on Marketing Effect

From the social marketing of Xiaomi's mobile phone, we can see that the marketing effect of Xiaomi's mobile phone is very significant. From an unknown mobile phone, in less than two weeks Xiaomi's mobile phone is on the Internet. In each subsequent sale of Xiaomi's mobile phone, hundreds of thousands of mobile phones were sold out in just a few hours. This is a marketing effect that cannot be achieved by any traditional marketing. Millet mobile phones pay attention to the interaction with consumers. When they purchase millet mobile phones, they need to have certain points on the forum. This will make Xiaomi consumers closer to Xiaomi's marketing network. With the social marketing of Xiaomi's mobile phones, both in the forums and in Weibo, Xiaomi's mobile phone has a huge impact on consumers, which makes people further recognize the benefits of Xiaomi's mobile phones and increase their desire to purchase mobile phones.

4.6.1 Impact of Social Marketing on Consumers' Purchase Willingness and Behavior

Seen from the above adjustments, in the survey on the motives for purchasing the millet mobile phone, 15% were for fashion and beauty, 25% considered the millet mobile phone to be a symbol of identity, and 32% believed that the millet mobile phone had powerful information collection. With the processing function, 28% of people purchase millet mobile phones due to advertising or other promotional measures. As can be seen from the above data, due to Xiaomi's microblogging marketing, the influence of related news has made 25% of consumers think that owning a small mobile phone is a symbol of status, which will greatly affect consumers' willingness to buy. Since millet mobile phones carry out online sales every time and implement limited-time sales, this kind of hunger marketing similar to Apple has, to a large extent, enhanced consumers' curiosity and concern for mobile

phones, and has increased consumers' attention.

4.6.2 Characteristics of Social Media Information Transmission

Social media refers to such media as microblogs, blogs, forums, social networks, etc. These media are interlinked. The most prominent feature of social media is its definition of ambiguity, rapid innovation and the integration of various technologies. With the rapid development of new media technologies, the forms and characteristics of social media will also change, but the society The biggest feature of the media is still to empower everyone to create and disseminate content. In the dissemination of social media information, information is constantly being processed, the amount of information is increasing, and the dissemination of information is a geometric growth. The speed of spread and the wide range of communications are incomparable with traditional marketing.

In the dissemination of social media, information is characterized by personalization, fragmentation, and socialization. Although the social media information dissemination has the characteristics of personalization and fragmentation, this does not mean that the information transmitted by the social media of the network is fragmented. Instead, this information is tightly linked by aggregation (Weinberg, 2010).

Network social media not only produces aggregating effect, but also makes it possible to form a virtual community on the network so that people can communicate in the community for a long time and in depth. This will make people in the community more personal and emotional. Just as the American scholar Don Tapster said, the phenomenon of social grouping derived from social media for the Internet refers to people of a certain scale and engage in public discussion and interaction of a certain degree with abundant emotions in cyberspace. The formation of a personal network (David, 2011).

4.6.3 Marketing Intelligence Monitoring

Social media is relatively decentralized and marketing intelligence monitoring is particularly important. In social marketing, the parameters for evaluation include network traffic, survival of online posts, number of users, user participation, proportion of user interaction, and impact on online and offline sales. Only by effectively monitoring these parameters and highly analyzing and integrating relevant data can we better understand the effect of social marketing and provide a reference for the next step of marketing (Dan, 2011).

This chapter is an analysis of Xiaomi's mobile marketing strategy. First, it analyzes Xiaomi's mobile phone company, domestic mobile phone market, and Xiaomi's mobile phone SWOT; then it selects from traditional marketing channels, Xiaomi's mobile marketing channels, and Xiaomi's mobile marketing strategy. In-depth analysis, in order to understand Xiaomi mobile marketing strategy; Finally Xiaomi mobile social marketing program and the impact of Xiaomi mobile phone marketing analysis Xiaomi mobile marketing. Through the discussion in this chapter, we have a deeper understanding of the social marketing of Xiaomi's mobile phones.



CHAPTER 5

RESEARCH OF XIAOMI MOBILE MARKETING EFFECT UNDER SOCIAL MEDIA

This chapter will analyze the survey questionnaire, from Xiaomi mobile phone pricing, consumer purchase motivation, mobile marketing channel analysis, consumer purchasing behavior and other aspects of deep analysis, Xiaomi mobile social marketing strategy data analysis, to get millet mobile phone Analysis of the effects of social marketing.

5.1 Xiaomi Mobile Social Marketing Effect Questionnaire Survey

In order to understand the social marketing effect of Xiaomi's mobile phones and understand the status of Xiaomi's mobile phones in consumers' minds, Xiaomi designed a survey on Xiaomi's mobile social marketing effectiveness. In the design of the questionnaire, the design was conducted from both the consumer's own situation and the Xiaomi mobile phone. In order to make the survey data true, objective, and persuasive, the distribution of survey respondents' choices is very broad and will involve different industries. The age distribution will also consider young people to be middle-aged. This survey question uses questionnaires to distribute questionnaires to target groups in different places in the city.

5.1.1 Millet mobile marketing effectiveness questionnaire

In order to make the survey data more authentic, the survey questionnaire on the social marketing effectiveness of Xiaomi's mobile phones was distributed. In surveys, teachers, doctors, civil servants, migrant workers, and students were all involved. The design of the survey questionnaire was also carefully designed after consulting a lot of data.

In the survey, 170 questionnaires were distributed and 163 were recovered, of which 150 were valid questionnaires. In this survey, there were 78 males and 72 females; in the occupation distribution, 40 were students and 38 were civil servants. There are 12 workers, 27 doctors, 23 teachers, and 10 other occupations. As shown in Table 5.1, the occupational distribution of investigators is as follows:

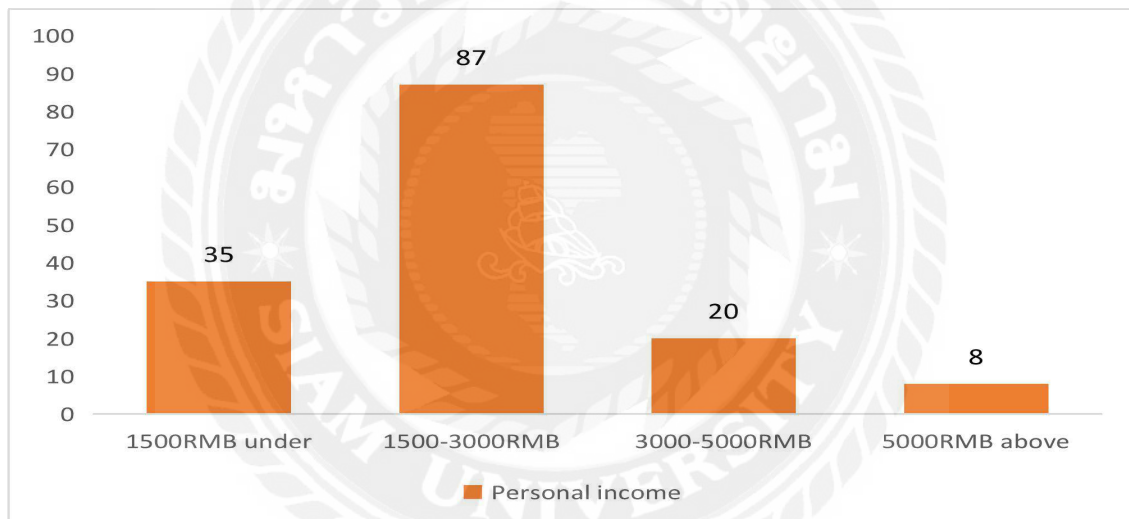
Table 5.1 The Occupational Distribution of The Investigating Officers

career	Number of people	percent
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student	40person	2 7 %
Civil servant	38person	2 5 %
worker	12person	8 %
doctor	27person	1 8 %
teacher	23person	1 5 %
Other occupations	10person	6 %

There were 35 people under investigation who had income below 1,500 yuan, 87 people between 1,500 and 3,000 yuan, 20 people between 3,000 and 5,000 yuan, and 8 people above 5,000 yuan. From the above data, it can be seen that the investigators have a well-proportioned career and income is dominated by middle-income earners. The income analysis chart of the investigated persons is shown in Figure 5.2:

Fig 5.2 Investigation Revenue Analysis Figure

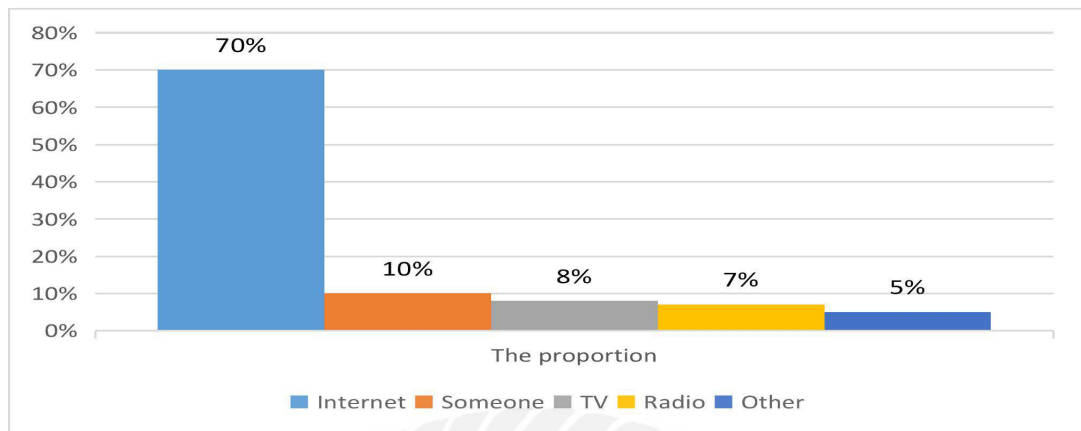


The overall analysis of Xiaomi's mobile phone marketing effectiveness survey results showed that Xiaomi's mobile social marketing had good results. Of the 150 people surveyed, 85 had a good understanding of the brand. 20 people had heard of Xiaomi's mobile phone brand. 45 people had never heard of it. It shows that 70% of people know Xiaomi's mobile phone, which shows that Xiaomi's mobile phone marketing effect is gratifying.

5.1.2 Analysis of the questionnaire

Xiaomi's mobile phone is based on internet marketing, so when investigating which channel to learn from Xiaomi's mobile phone: The survey results are shown in Figure 5.3:

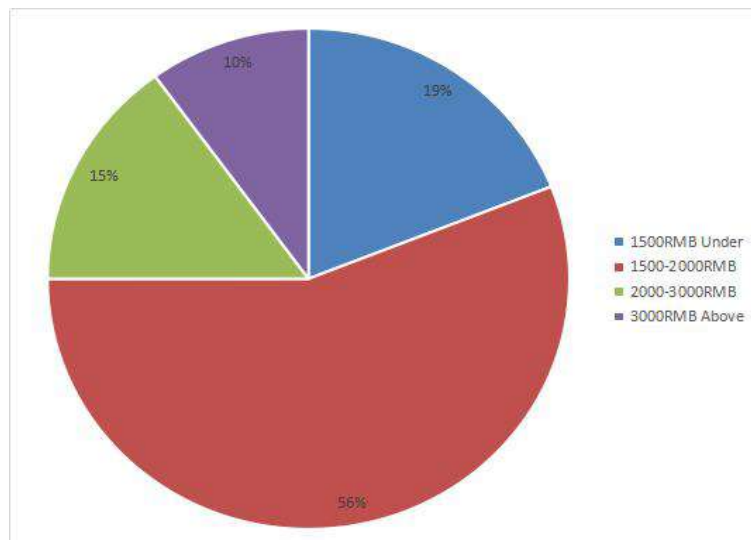
Fig 5.3 The Ways of Know the Millet Phone



In Figure 5.3, it can be seen that 70% of people know Xiaomi mobile phones from the Internet, and 10% of them know about them from the people around them; from television, radio and other channels, they know 8%, 7% and 5% in turn. The network is the main channel for Xiaomi's mobile marketing. Word of mouth marketing is the main method of Xiaomi's mobile marketing. 70% of people rely on the Internet and 10% of people to understand Xiaomi's mobile phone through friends. This explains the effectiveness of Xiaomi's mobile social marketing to a large extent. It is significant.

Millet mobile phone pricing is 1999 yuan, in the smart phone, millet phone pricing unique advantage, such pricing is very attractive for ordinary people. As shown in Figure 5.4, in the survey of the highest price level of smart machines that can be accepted, users who choose 1500-2000 yuan accounted for the mainstream.

Fig 5.4 Accept Price of Smartphone

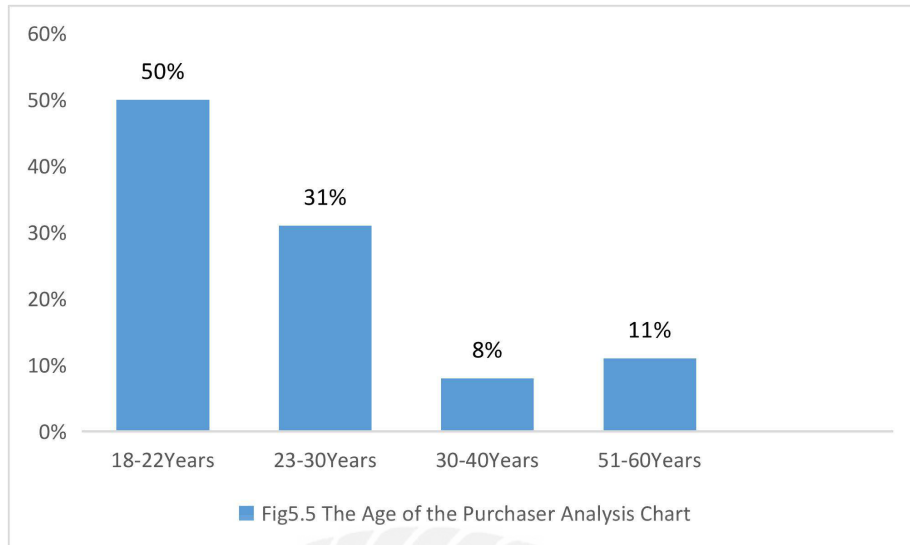


In Table 5.4, the acceptance rate of smart phone prices, 19% of the people can accept less than 1,500 yuan, 56% can accept 1500-2000 yuan, 15% of people can accept 2000-3000 yuan, 10% People can accept more than 3,000 yuan, you can see the 1999 yuan of millet phone pricing, in line with the purchase needs of 56% of consumers. Because of the reasonable pricing, Xiaomi's mobile phones continue to create sales miracles in each sale.

The rapid economic development has made people's living standards continue to increase, which has created conditions for the popularization of smart phones. The economic development has intensified people's demand for information. From the initial communication tools, mobile phones have now developed toward the trend of handheld computers. The early development of mobile phones as a simple communication tool, the mobile phone has now become a trend of the development of a handheld computer, the amount of information in mobile phones far exceeds newspapers and magazines. Today's smart phones are not only information tools but also entertainment tools.

As shown in Figure 5.5, from the analysis of the age structure of the surveyed people, most of the customers themselves gradually emerged from the wait-and-see mood and began to enter the market rationally. Among the important purchase groups of Xiaomi mobile phone, the proportion of each age group is not much difference: 50% in 18-22 years old, 31% in 23-30 years old, 8% in 30-40 years old, 11% in 51-60 years old .

Fig5.5 The Age of the Purchaser Analysis Chart



In the period of high market wait-and-see, young purchasers will greatly exceed this proportion. Visible, millet phone is developed for this demand, which greatly meets the needs of consumers.

With the increasing number of mobile phone products, consumers have become more and more mobile phone users. Consumer demand for products is also increasing. In the survey of motives for buying millet mobile phones, 15% were for fashion and beauty, 25% believed that millet mobile phones were a symbol of identity, and 32% believed that millet mobile phones had powerful information collection and processing functions, and 28% of them were People buy millet phones due to advertising or other promotional measures. It can be seen from the survey that the motives for consumers to purchase mobile phones are increasingly diversified, and their motivation to purchase is influenced by many factors such as social, economic, cultural, and personality psychologies. From the above data, we can see that consumers want to buy millet mobile phones can be roughly divided into realistic motives, name purchase motivation, the United States to buy motivation, to buy a few types of motivation for the sake of justice.

The results of the survey on consumers' understanding of the channels of mobile phone listing have reached 34% in television, 8% in newspaper sales posters, 40% in internet, 6% in friends, and 12% in other. According to surveys of users who have already purchased Xiaomi mobile phones in the survey, 65% of them learned Xiaomi mobile phones from the Internet, and 15% of them learned from people around them. From TV, radio, and other channels, they learned about 8% and 5 in order. % and 7%.

Table 5.6 The Consumers with Millet User for Mobile Information Channels

Channel	TV	Newspaper	Internet	Friend	Other
Usually Channel	34%	8%	40%	6%	12%
Xiaomi Channel	8%	5%	65%	15%	7%

It can be seen from Table 5.6 that the two sets of survey data show that Xiaomi's mobile phone is currently using the two channels of the Internet and friends for promotion, but sales in television and newspaper sales posters need to be enhanced.

With the further sales of Xiaomi's mobile phones, Xiaomi's mobile phone has only developed various marketing channels in order to better adapt to the development of the market and continue to expand its market share.

5.2 Survey Questionnaire

From the analysis of the Xiaomi mobile phone's questionnaire, it can be concluded that the market price of Xiaomi's mobile phone is relatively reasonable, which is in line with the demand of most consumer groups for the positioning of smart phones. From the point of view of consumer purchase demand, although the age of consumers who buy millet mobile phones is relatively small, it can be seen that young people have an exclusive advantage in purchasing millet mobile phones. Therefore, Xiaomi mobile phones should focus their target customers on young people. Consumers' purchase motivation is increasingly diversified, but millet mobile phones largely satisfy the different purchase motivations of different consumers. From the perspective of marketing channels, Xiaomi's existing marketing channels are mainly network-based, and TV and newspaper broadcasting are also one of the main channels for people to obtain mobile phones for listing. Therefore, Xiaomi's mobile phone should be appropriately adjusted in its development, and it must focus on traditional marketing channels.

From the consumer behavior analysis after purchase, it can be seen that Xiaomi's mobile phone hardware configuration is high and the price is cheap. These are the reasons why Xiaomi's mobile phones are loved by consumers. However, Xiaomi's after-sales service problems, battery heating problems and product work problems are

the most worrying issues for consumers. From the survey results, it can be seen that the influence of Xiaomi's mobile phones in the market is continuously increasing, and consumers' recognition of Xiaomi's mobile phones is relatively high. However, the after-sales and other issues of Xiaomi's mobile phone business model are serious problems with Xiaomi's mobile phones. How to effectively solve this problem? One problem is that Xiaomi's mobile phone needs serious consideration in its future development.

From the survey data on Xiaomi's mobile phone, it can be concluded that Xiaomi's mobile social network marketing has made remarkable achievements, which has caused Xiaomi's mobile phone to have a strong response in the society, and more and more people know Xiaomi's mobile phone. Millet mobile phone microblogging, websites, forums and other marketing are suitable for most of the current mobile phone companies, therefore, it is recommended that other companies learn Xiaomi mobile phone use of social networking media for marketing, enhance the company's influence.

Under the background of social media development, with the rapid development of microblogs, blogs, and websites, more and more companies have begun to use the online media for marketing. Through the survey, we can see that Xiaomi's mobile social marketing has achieved remarkable results and gained widespread recognition from the society. It can be seen that the social marketing model is worth learning from other companies. However, since the mobile phone is a consumable product, it has high requirements for maintenance and after-sales services. In this regard, the millet phone has many shortcomings. Therefore, after investigation, this article believes that Xiaomi Mobile should properly combine traditional marketing with social marketing, continue to expand its marketing effectiveness, improve services, and enhance the market influence of mobile phones.

5.3 Reference of Xiaomi Mobile Marketing to Other Enterprises

The success of Xiaomi's mobile social marketing has surprised traditional terminal manufacturers and telecom operators. Perhaps before Lei Jun, no one dared to believe that a mobile phone launched by an internet company without any patent, no factory, and lack of service and sales channels. Can get the market so eagerly sought after. Millet mobile phone marketing has many places worthy of other companies to learn from, such as to be good at using social media such as websites, forums, and microblogs to conduct marketing; to hype on topics based on the basis of social relationships will strengthen the recognition and ownership of their own users,

even if There is a lot of negative news. The supply shortage is more likely to arouse people's desire to buy. The success of Xiaomi's mobile phone also tells other manufacturers that like hunger phones, hunger marketing will greatly increase consumers' attention and purchase of brands.

For Xiaomi Company, a new type of company lacking mobile phone manufacturing experience, when the first product is released, the prospect is not clear. How to grasp this industry chain is definitely a very challenging issue. Traditional marketing channels not only have high risks, but also require large amounts of funds to pave the way. Through network sales, you can understand user needs in advance and have an advance planning and preparation for the entire supply chain, thereby reducing the risk of inventory and supply chain, Xiaomi's early production phase was still very cautious, gradually releasing goods, and this, combined with hunger marketing, fully circumvented the risks and also exerted its unique advantages. Therefore, Xiaomi has already initially involved mobile phones. For the production of new companies, Xiaomi's success is indeed not easy.

For start-ups, due to lack of strong resources and channel support, and corresponding innovation technologies lack clear market prospects and foundations, marketing and promotion through traditional channels are not realistic, and social marketing is due to its strong dissemination and Interaction, while having low promotion and communication costs, is a marketing tool worth thinking about SMEs, especially innovative companies.

5.4 Summary of this chapter

This chapter first analyzes Xiaomi's mobile marketing effectiveness questionnaire and draws corresponding conclusions; then the difference between traditional marketing and social marketing, the impact of social marketing on marketing effectiveness, and the social marketing behavior and purchase behavior of consumers The impact of Xiaomi's mobile social marketing results was analyzed; then social marketing communication strategies were analyzed from the perspectives of social media information dissemination and marketing intelligence monitoring. Finally, Xiaomi's mobile phone marketing was used as a reference for other companies to develop for other companies. Social marketing provides a reference.

CHAPTER 6

SUMMARY AND OUTLOOK

This article analyzes the trend of the use of social media marketing by enterprises and the marketing case of Xiaomi's mobile phone, analyzes the reality of the use of social media for enterprises in formulating marketing strategies and marketing activities, and studies the application of social media to enterprises based on the business environment. The status of marketing. As far as the current trend and fields of social media marketing are concerned, enterprises are still at an exploratory stage in their practice, and there are still spaces to be created in many places.

Finally, the author proposes the following perspectives on the social media marketing of companies under the current trend, hoping to provide suggestions for the company's goals and appeals:

6.1 Understanding consumer preferences and effective interaction

The attention of consumers is the core of the brand. The behavior fragmentation of the audience, people's personal and professional identities gradually merged, and the factors influencing the purchase decision have also undergone great changes. To respond to these changes, brands need to understand their audience, conduct user data analysis, and mine valuable audience insights. The brand uses user data to determine whether the user is good or bad and decides on communication. On the social media platform, the starting point of marketing is no longer the traditional "selling of products", but helping the target audience to "buy the desired product". While guiding users to generate marketing motives for purchasing motivation and behavior, companies are winning content marketing in social media to provide more and more valuable information that will really help the audience and attract more people to pay attention to products and brands.

6.2 Monitoring Consumer Response and Adjusting Marketing Strategy

In social media, millions of users generate millions of states per second. How to use this huge information base to analyze truly useful insights and use it to understand user relationships is a problem that every company faces. Companies need to have their own social analytics team in order to effectively monitor data on social media and adjust marketing strategies in a timely manner to win accuracy and speed.

6.3 Fusion of the Platform, Data Fusion, and Technology Integration

Social media is not a platform that is independent of other forms of business. The data shows that although many companies have specialized social media operations teams, their role needs to be strengthened, coordinated and integrated. The author believes that companies should combine social data with data on other platforms to arrive at more comprehensive and feasible insights. Around a variety of social media that companies use for integration, distinguish which channels are effective for information delivery; at the same time, the integration of technologies also helps to efficiently process user data of social media.



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