

# 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.