

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, 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.