

## DIGITAL MARKETING COMMUNICATIONS ON THE EXAMPLE OF HUAWEI AND XIAOMI COMPANIES

*This article aims to provide a comprehensive analysis of the digital marketing strategies employed by two prominent technology companies, Huawei and Xiaomi. Utilizing a comparative framework, the study evaluates the similarities and differences in their digital marketing approaches, highlighting key aspects such as social media presence, content marketing, influencer collaborations, and customer engagement. By examining these strategies, the article underlines the importance of effective digital marketing tactics in the highly competitive technology industry.*

**Keywords:** communications, digital marketing, social media, Huawei, Xiaomi

In today's globalized marketplace, digital marketing plays a critical role in promoting brands, engaging with consumers, and gaining a competitive edge. Companies need to take a more proactive attitude and try to strengthen interaction with consumers with means such as big data, artificial intelligence, and digital scene marketing.

**Social Media Presence.** Both Huawei and Xiaomi take advantage of various social media platforms to enhance their brand visibility, interact with customers, and strengthen their online presence. Let's analyze how they utilize Facebook, Instagram, Twitter, and TikTok, examining their follower base, engagement metrics, and content shared to determine any similarities or discrepancies in their approaches.

One discrepancy is that Xiaomi has a larger follower base across most platforms, suggesting a potentially stronger online presence when compared to Huawei. Xiaomi also places a greater focus on creating a sense of community and fostering brand loyalty through interactive posts, contests, and user-generated content. Overall, while both Huawei and Xiaomi effectively utilize various social media platforms to enhance their brand visibility and interact with customers, Xiaomi seems to have a slight edge in terms of follower base and community-building efforts.

**Content Marketing.** Huawei and Xiaomi are two Chinese smartphone manufacturers that have gained significant traction in the global market. Both companies have implemented effective content marketing strategies to engage their target audience and build brand awareness. Let's explore the types of content, distribution channels, and storytelling techniques used by Huawei and Xiaomi. Both Huawei and Xiaomi create a wide range of content to cater to their audience's preferences.

### Current situation of content output of Huawei and Xiaomi marketing channels in China

Branding/ marketing channels	Weibo	Wechat	Tiktok	Little Red book	Bilibili
Huawei	Release company strategy, product technology innovation, competitive products related topics		Science and technology assessment, creative story	Recommend mobile phone photography, new unpacking	Science and technology digital evaluation
Xiaomi	Content publishing form, multi-modal, active user	Release brand outlook, latest field in-depth content output	Gathering star + key opinions leader + marketing interaction	Recommend mobile photography, smart home, mobile routine content	Active contributors, construction of official account technology digital assessment

Note: author's own development.

Huawei's content strategy focuses on showcasing the capabilities of their products through high-quality images, videos, and blogs. They regularly release product-focused content, demonstrating features, performance, and innovative technology. Additionally, Huawei creates informative and educational content, such as tutorials, tips, and tricks, to provide value to their customers. Xiaomi, on the other hand, emphasizes user-generated content and community engagement. They encourage their customers to share their experiences, reviews, and even contribute to product development through feedback channels. Xiaomi also collaborates with influencers to produce content that highlights their products' features and benefits. In terms of distribution channels, both companies leverage various platforms to reach their target audience effectively. Huawei extensively uses social media platforms like Facebook, Twitter, and Instagram, along with their official website and YouTube channel, to spread their content. Xiaomi also utilizes social media platforms and their website, but they have a particularly strong presence on platforms like Weibo and WeChat due to their large customer base in China.

Storytelling techniques play a crucial role in the effectiveness of content marketing strategies. Both Huawei and Xiaomi employ storytelling to connect on an emotional level with their audience. Huawei often portrays real-life stories of individuals using their products to emphasize the impact and value of their technology. Xiaomi, on the other hand, focuses on storytelling through user-generated content, showcasing the experiences and satisfaction of their customers. Overall, Huawei and Xiaomi's content marketing strategies are highly effective in engaging their target audience and building brand loyalty. By creating diverse and valuable content, utilizing various distribution channels, and implementing compelling storytelling techniques, both companies have successfully differentiated themselves in the competitive smartphone market.

*Influencer Collaborations.* Both Huawei and Xiaomi have effectively leveraged influencer collaborations to drive brand awareness, reach new audiences, and enhance consumer trust. They carefully select influencers based on various criteria such as their level of influence, relevance to their target audience, and alignment with the brand's values.

Both brands have established key partnerships with popular influencers or celebrities who have a large following and influence on social media platforms. These influencers create content and promote Huawei and Xiaomi products, generating brand exposure and capturing the attention of their respective audiences. The impact of influencer marketing campaigns on audience engagement has been significant for both brands. By leveraging the trust and credibility of influencers, Huawei and Xiaomi have successfully expanded their reach and connected with new audiences. The influencer collaborations have helped in building brand awareness, as well as in enhancing the perception of the brands among consumers.

Overall, influencer collaborations have played a vital role in Huawei and Xiaomi's marketing strategies, enabling them to tap into new markets, increase brand visibility, and cultivate consumer trust. It has proven to be an effective method for these brands to engage with their target audience and drive positive business outcomes.

*Customer Engagement.* Customer engagement is crucial for any company looking to build strong relationships with its customers. Huawei and Xiaomi, two leading players in the smartphone industry, have adopted various strategies to engage with their customers and enhance their satisfaction and retention levels: chatbots, feedback mechanisms, personalized experiences, customer service. The impact of these tactics on customer satisfaction and retention will depend on the execution and overall customer experience. While both Huawei and Xiaomi incorporate these customer engagement techniques, their success may vary based on factors such as the quality of AI-powered chatbots, the accuracy of personalized recommendations, and the overall brand perception.

*Implications and Recommendations.* The technology industry is highly competitive and constantly evolving, with companies like Huawei and Xiaomi leading the way. In this digital age, effective marketing communications play a crucial role in reaching and engaging target audiences. Recommendations for Huawei and Xiaomi to enhance their digital marketing strategies: 1. Influencer marketing: collaborating with relevant influencers and opinion leaders can expose Huawei and Xiaomi to new audiences and build credibility. Identifying trustworthy and influential individuals in the tech industry and leveraging their reach and expertise can help promote brand awareness and product adoption; 2. User-generated content: encouraging customers to share their experiences and opinions about Huawei and Xiaomi products. By implementing user-generated content campaigns, such as contests and testimonials, both companies can leverage the power of social proof to boost brand reputation and encourage potential buyers; 3. Enhanced customer support: investing in digital customer support channels, such as chatbots and online forums,

to provide convenient and timely assistance to customers. This will enhance customer satisfaction and loyalty, leading to positive word-of-mouth and repeat purchases.

Huawei and Xiaomi employ various digital marketing strategies to promote their products, engage with customers, and drive sales. While both brands have established a strong online presence and utilize influencer marketing and content creation, their approaches differ in terms of storytelling, influencer types, content styles, and e-commerce strategies.

### References

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