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USING TOOLS OF DIGITAL
MARKETING COMMUNICATIONS AT XIAOMI COMPANY

The article examines the digital marketing strategy of the Chinese company Xiaomi, analyzes the communication tools in digital marketing. Successful Xiaomi communication cases are presented to promote the brand in the digital market. The use of Chinese social networks (Weibo, WeChat, TikTok, Little Red Book, Bilibili) for digital content marketing is being analyzed. The effectiveness of Xiaomi's digital marketing communication tools in foreign markets is being assessed.

Keywords: digital marketing communications, digital marketing analysis, Xiaomi company, development prospects, social nets

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ИСПОЛЬЗОВАНИЕ ИНСТРУМЕНТОВ ЦИФРОВЫХ
МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ В КОМПАНИИ XIAOMI

В статье рассматривается стратегия цифрового маркетинга китайской компании Xiaomi, анализируются инструменты коммуникации в цифровом маркетинге. Приводятся успешные кейсы коммуникации компании Xiaomi для продвижения бренда на цифровом рынке. Анализируется использование китайских социальных сетей (Weibo, WeChat, TikTok, Little Red Book, Bilibili) для цифрового контент-маркетинга. Оценивается эффективность инструментов коммуникации цифрового маркетинга компании Xiaomi на зарубежных рынках.

Ключевые слова: цифровые маркетинговые коммуникации, цифровой маркетинговый анализ, компания Xiaomi, перспективы развития, социальные сети

With the popularization of the Internet and the facilitation of Internet access on a global scale, people's consumption behavior has changed dramatically. More and more consumers tend to search for information, shop and interact with brands online, making digital marketing an important channel for effective communication and interaction between businesses and their target audiences. Secondly, the popularity of smartphones and tablets allows people to access the internet anytime and anywhere, further driving the development of digital marketing. The ubiquity and portability of mobile devices offers businesses more opportunities to interact with consumers, creating more personalized and real-time marketing opportunities. Digital marketing provides a wealth of big data, artificial intelligence, digital scene marketing and analytics tools that enable companies to better understand consumer needs, behaviors and preferences. Through data analysis, companies can more accurately target audiences, optimize marketing strategies and adjust and optimize marketing activities in real time to improve the speed and effectiveness of market response. As a result, digital marketing has become an important means for companies to gain market share, enhance brand image, increase sales and build close relationships with consumers.

Xiaomi is a Chinese technology company founded in 2010 and headquartered in Beijing. Founded by Lei Jun and others, it initially focused on smartphones and consumer electronics products, and later gradually expanded into areas such as mobile apps, laptops, home appliances, bags, shoes, consumer electronics and more. The company has built the world's largest consumer IoT platform, connecting more than 100 million smart devices. By 2021, MIUI will have 242 million monthly active users. Xiaomi is a dynamic company that focuses on value for money, while also focusing on the design of multiple smart areas. With the world's top three mobile phone companies and a complete smart ecosystem of more than 10,000 engineers, Xiaomi's rapid rise is inextricably linked to its unique digital marketing strategy Reference [1, p. 2951]. According to a study at the International Conference on Mechatronics, Xiaomi uses social media in its marketing strategy. Through the widespread use of social media, Xiaomi has managed to attract a large number of fans. Business Horizon magazine published an article titled "Fan-centric Social Media: The Xiaomi Phenomenon in China", which discussed Xiaomi's success in the Chinese market. The article pointed out that Xiaomi has cultivated a strong user base by building a close relationship with its fans. In addition, hunger marketing, flash sale and cost optimization strategy of Xiaomi Inc. through e-tailing are setting a new trend. Flash sale and cost optimization strategy of Xiaomi Inc.: setting a new trend through e-tailing. The use of flash sales, cost optimization and other means to create a new sales model. In general, Xiaomi takes fan economy and digital marketing as the core, actively interacts and communicates with users, builds strong brand loyalty and gains good market share, and realizes the "corner overtaking" of the mobile phone industry [2, p. 88].

Digital marketing communication tools refer to the tools and channels for brand communication and marketing promotion through digital technology and Internet platforms. They communicate marketing messages in electronic form, and interact and communicate with their target audiences through online media and digital platforms [3, p.4840].

According to different functions and application methods, digital marketing communication tools can be divided into the following categories: social media marketing, engine marketing, content marketing, email marketing, online advertising influencer marketing, etc.

The use of digital marketing communication tools can enhance brand awareness, increase user engagement, promote sales, provide personalized experience and real-time feedback, and monitor the effect of marketing campaigns and user reactions.

In short, digital marketing communication tools play an important role in building brand awareness, increasing user engagement and driving sales. They create a closer connection between brands and their audiences and provide more interactive and personalized experiences that help brands stand out in a highly competitive marketplace.

Table 1 shows the digital marketing channels and content used by Xiaomi in China [4].

Table 1

Digital marketing channels and content of Xiaomi company in China

Branding/marketing channels	Weibo	Wechat	Tiktok	Little Red book	Bilibili
Xiaomi	Content publishing form multi-modal Active user	Release brand outlook, Latest field in-depth content output	Gathering star +KOL+ marketing interaction	Recommend mobile photography, smart home, mobile routine content	Active contributors, construction of official account technology digital assessment

N o t e : author's own development.

Let's take a look at the communication tools or methods used by Xiaomi in digital marketing:

Social media marketing: Xiaomi actively uses social media platforms such as Weibo, WeChat, TikTok, etc. to publish brand information, product launches and promotions. They've built a solid social media presence by engaging with users, answering questions, solving problems and more. Xiaomi has established a close relationship with users through social media platforms to realize the interaction and communication between the brand and users. Social media marketing is characterized by immediacy and universality. By publishing interesting and useful content and answering users' questions, Xiaomi increases user engagement and loyalty [5, p.207]. For example, they regularly publish information about new products and promotions on Weibo to attract user attention and participation, as shown in Figure 1 below. The number of mainstream social media followers of Xiaomi reference.

Search Engine Marketing: Xiaomi improves its visibility in search results through search engine optimization and search engine advertising. They optimize the structure and content of their websites to achieve better rankings for keyword searches related to their products or services. In addition, Xiaomi also buys keyword ads on search engine advertising platforms to attract potential consumers. The company improves visibility and exposure in search results through search engine optimization and search engine advertising. Search engine marketing is characterized by precision and measurability. Xiaomi increases brand awareness by optimizing the content and structure of its website to achieve better rankings on search engine results pages [6]. At the same time, they can use the search engine advertising platform to run keyword ads to show the ads to potential customers related to the product reference.

Content Marketing: Xiaomi is committed to creating and sharing valuable content in the form of blog posts, videos, comics, and more. By providing tutorials, tips, and advice on how to use the product, they attract user attention and engagement and increase brand awareness. Xiaomi attracts user attention and engagement by creating and sharing valuable content. Content marketing is characterized by education and entertainment to increase users' understanding and interest in the product while building brand image and trust. In addition, Xiaomi will publish product stories, use tips, user meetings and other content on social media to attract users' attention and trigger interaction and sharing. Through the marketing strategy of "distinctive visual style + exclusive theme of the main model + moderate introduction of UGC content" Xiaomi's global Instagram page has achieved the characteristics of distinctive brand visual style, clear product highlights, and strong user interaction, which have greatly enhanced users' attention, brand identity, and interactive experience, and made its homepage gain 4 072 million fans [7, p. 45]. For example, encourage users to upload their own UGC images to Instagram.

Email marketing: Xiaomi regularly sends product updates, promotions, and offers to users through email marketing. They use user subscription lists and personalized marketing strategies to deliver content relevant to users' interests and preferences to increase open and click-through rates. Email marketing is personalized and direct. Xiaomi uses user subscription lists and personalized marketing to increase the likelihood of users opening an email and clicking on a link. This type of direct communication can effectively increase user engagement and drive sales.

Online Ads: Xiaomi runs online ads on various online platforms, including banner ads, native ads, and video ads. By targeting and customizing ad content, they communicate brand image and product information to the target audience, increasing brand awareness and user engagement. Network advertising is characterized by variety and positioning. Xiaomi can choose different types of advertising, customized according to the target audience and marketing objectives. They can accurately target advertising audiences, communicate brand image and product information to potential customers, and increase brand awareness and sales opportunities.

Word-of-mouth marketing: Xiaomi enhances product reputation and credibility by inviting influential opinion leaders, experts, and media in the industry to review and recommend products. For example, Xiaomi will provide the latest products to well-known technology media for evaluation and coverage to increase product exposure and gain professional recognition.

Mobile App Promotion: Xiaomi promotes its products and services through its own app store and operating system. For example, Xiaomi pre-installs Xiaomi apps on the MIUI operating system and offers exclusive offers and features that motivate users to use the Xiaomi app ecosystem.

Data-driven personalized marketing: Xiaomi uses big data analytics and user behavior data to deliver a personalized marketing push. For example, Xiaomi's e-commerce platform provides users with personalized product recommendations and customized promotional activities based on users' browsing and purchase histories.

For the digital marketing method adopted by Xiaomi Company, the effectiveness of Xiaomi's digital marketing communication tools is analyzed:

Increasing brand awareness: Through communication tools such as social media marketing, search engine marketing, content marketing, and online advertising, Xiaomi has successfully increased brand awareness. They attract a lot of user attention and engagement by publishing brand messages, product launches, and valuable content. These tools help Xiaomi expand brand influence so that more people know and recognize the Xiaomi brand [7, p. 46].

Increased user engagement: Xiaomi's digital marketing communication tools encourage user engagement and interaction. Social media marketing and content marketing attract user attention and engagement by providing interesting and useful content. Email marketing drives users to promotions by sending personalized messages on a regular basis. These tools stimulate user interest, increase interaction between users and brands, and increase user engagement.

Revenue growth and market share gains: Xiaomi's digital marketing communication tools have played a positive role in driving sales. Through search engine marketing and online advertising, Xiaomi can communicate brand and product information related to its products to potential customers. They improve their sales opportunities by targeting and customizing advertising content to present ads to interested users. In addition, email marketing also promotes sales by sending promotional messages and coupons to users.

Through a series of digital marketing tools, Xiaomi successfully attracted a large number of potential customers, converted them into actual sales, and then expanded its market share.

Here are some successful cases of Xiaomi's digital marketing:

1. Social media marketing case: the ins and outs of "Xiao Mi Fan Festival": Research shows that Xiaomi is a fan-centric company. We found that Xiaomi mainly uses digital media to attract fans, using social networks to connect with fans and build a strong fan community. When Xiaomi first started, there was not much advertising budget, so Lei Jun suggested to Mr. Li, who was in charge of sales, that he come up with a special way to promote the new Xiaomi. When Xiaomi's first private beta was released, it was still a little-known player in the mobile market, with only 100 users in the first 100 [6]. There were few users and few resources to promote it. Therefore, Xiaomi's management decided to strengthen the loyalty of these 100 users to the brand through spiritual incentives. The forum IDs of these 100 users are written on the home page of the Xiaomi phone, and everyone who uses Xiaomi products can see them. Driven by these loyal fans and internet traffic, the word-of-mouth of Xiaomi phones has been spreading more and more. To thank Mi fans for their support, Xiaomi started a celebration called "Mi Fans Festival" in 2013, which continues to this day, using social media platforms such as Weibo, WeChat, etc. to interact with fans and promote products [6]. Discounts, sweepstakes and limited-time promotions are used to engage users and encourage them to purchase products. These activities not only increase brand awareness, but also strengthen user loyalty to the Xiaomi brand. All these actions by

Xiaomi not only helped improve the product, but also made Mi fans die-hard fans and attracted new fans to understand Xiaomi's culture.

2. Search engine marketing case: "Mi mobile phone" keyword ranking: The company successfully improved the ranking of the keyword "Mi phone" in search results through search engine optimization and search engine advertising. They optimized the content and structure of the website so that Xiaomi's official website appears in the first few results when keywords related to "Mi phone" are searched. This helps increase brand awareness and attract more potential customers.

3. Content marketing case: "Mi Home" blog, etc.: The company has set up a blog called "Mi Home" on its official website. By sharing useful information, the company builds close relationships with users and increases their interest in the product. Now, Xiaomi has opened mainstream media channels at home and abroad, such as Xiao Hongshu, Zhihu, and TikTok, and the value content has covered all mainstream platforms, attracting more potential users.

These cases have had positive effects in the following areas:

Now, Xiaomi has opened mainstream media channels at home and abroad, such as Xiao Hongshu, Zhihu and TikTok, and the value content has covered all mainstream platforms, attracting more potential users. These cases have had positive effects in the following areas: Enhancing Xiaomi's brand image:

Through social media marketing, search engine marketing and content marketing, Xiaomi has successfully increased brand visibility and awareness. These activities demonstrate Xiaomi's image as a leading brand in technological innovation and strengthen users' trust and recognition of Xiaomi. Expand market share:

Through digital marketing, Xiaomi has attracted more users to participate and purchase products, thereby expanding its market share. For example, through social media promotions and search engine optimization, Xiaomi has been able to attract a large number of potential customers, which has translated into actual sales. Attracting target users:

Xiaomi has captured the attention of target users through targeted digital marketing strategies such as social media interactions, search engine advertising, and personalized email marketing. Xiaomi has the following advantages in digital marketing communication:

Multi-channel communication: Xiaomi uses a variety of digital channels for communication, including social media, search engines, official websites, etc. This multi-channel communication strategy can cover a wider user base and increase brand exposure and awareness.

Personalized interaction: Xiaomi interacts with users through digital marketing tools to provide personalized content and services. This personalized interaction can increase user engagement and strengthen the connection between the user and the brand.

Technological innovation: As a technology company, Xiaomi focuses on applying technological innovation to digital marketing. They are constantly exploring new digital marketing tools and technologies to deliver better user experiences and marketing results. As a technology company, Xiaomi focuses on applying technological innovation to digital marketing. They are constantly exploring new digital marketing tools and technologies to deliver better user experiences and marketing results.

However, there is still room for improvement in Xiaomi's digital marketing communication, such as data analysis and optimization, cross-channel integration, innovative content and interactive forms, etc. In future research, the following directions and suggestions can be considered:

Evaluate the effect of social media marketing. Conduct an in-depth study of Xiaomi's social media marketing strategies and effects, analyses the differences between different social media platforms in terms of brand influence and user engagement, and explore the best social media marketing practices.

Data-driven personalized marketing: explore how to make better use of user data for personalized marketing. Understand user behavior and interests to target audiences accurately and deliver a better user experience through personalized content and recommendations.

Cross-channel integration and integrated marketing: explore how to achieve integration and synergy between different digital channels to deliver a consistent brand image and user experience. Explore best practices for integrated cross-channel marketing strategies and analyze their effectiveness.

Mobile Marketing and Innovative Technology Applications: with the popularity of mobile devices, mobile marketing has become an important direction of digital marketing. Investigate Xiaomi's strategy and impact in mobile marketing and explore the application of innovative technology in mobile marketing.

Consumer behavior and psychology research: an in-depth study of consumer behavior and psychology in the digital marketing environment to understand their reactions and attitudes towards various digital marketing strategies. This helps to optimize the design and implementation of digital marketing communication tools.

Global comparison of digital marketing strategies: conduct comparative research with other companies competing with Xiaomi in digital marketing, and understand the digital marketing strategies and effects of different companies around the world. Learn from the experience and provide reference and improvement suggestions for Xiaomi's digital marketing communication tools.

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