A Study on Huawei Mobile Phone's Community-based Marketing Strategy in Beijing

Yunjie Lou

Baoding Institute of Technology

Abstract: In this thesis, through understanding Huawei's marketing profile in intelligent terminal cell phone products, designing and distributing questionnaires, collecting and statistically analyzing data and interviewing to draw out the problems in the process of community-based marketing practice: narrow user positioning, insufficient product targeting; content clutter, insufficient precision coverage; insufficient interaction and influence of community-based marketing; low rate of re-buying, and customer stickiness needs to be improved. And from the perspective of 4R marketing theory, corresponding optimization strategies are proposed.

Keywords: Huawei Mobile; Virtual Community; Community-based Marketing

Introduction

Community marketing provides a diversified platform for brand building and communication with high participation and low cost, where companies can develop unique products according to the needs of community members, transforming consumers into brand evangelists and makers, and then promote the communication of Huawei's cell phone brand in community-based marketing. Meanwhile, Beijing, as the first-tier city, has a leading comprehensive strength in China's mainland, and its exploration of community-based marketing strategy is representative. Therefore, this paper tries to analyze the current situation of Huawei cell phone's community-based marketing in Beijing from four perspectives: consumer identification and portrait, digital content coverage and reach, establishment of a continuous marketing relationship, and realization of transactions and returns, respectively, through the 4R theory, to find out the problems and optimize the existing strategies. strategies.

1. Problems with Huawei's community-based marketing in the Beijing market

1.1 Digital imaging and identification: narrow user positioning and insufficient product targeting

Through the questionnaire, it was found that although the majority of Huawei's cell phone virtual community users are younger than 25 years old, there are also middle-aged and elderly people active in the virtual community platform. Huawei has invested a lot of money to build the Beijing Pollen Club, which attracts many high-end young users, but there are few exclusive contents corresponding to government officials, retired elderly and other groups. From this we can see that virtual communities such as pollen clubs have certain limitations in terms of marketing and targeting narrow market users. Serious homogenization of cell phone products, community marketing targeted service is insufficient, lack of characteristics and innovation.

1.2 Digital coverage and reach: content clutter, poor precision coverage

Through the questionnaire survey, it was found that only 5.74% chose Pollen Club because of "accurate content delivery"; "How do you evaluate Pollen Club?" Only 27.11% chose "accurate content delivery"; for "In what aspects should Pollen Club continue to improve?", the answer was "accurate content delivery". For the question "In what aspects should Pollen Club continue to improve?", 14.51% of the respondents answered "the precision of content delivery". It can be seen that the coverage rate of Pollen Club's content precision is insufficient. Therefore, we conducted in-depth interviews with 8 users of the Pollen Club (see Appendix 2 for the interview table), and found that the Pollen Club has the following problems: (1) Insufficient segmentation, and it is not able to accurately grasp the needs of customers. (2) The information in the virtual community is cluttered, which is not conducive for users to find the information they need. (3) The degree of participation of users in the virtual community is low, and most of them are silent

users.

1.3 Building the basis for sustained relationships: community-based marketing is not interactive enough and its impact needs to be improved

The virtual community is not yet able to satisfy different customer interaction needs. Question 11 of the questionnaire (see Table 3-3 in Appendix 3), "In what way do you expect to participate in the interactive activities of the Pollen Club more?" The number of members who chose "E. No need" was 144, accounting for only 22.97%. It is also very likely that the majority of this part of the survey is not actively involved in the user, active users do not think it is necessary to optimize the form of participation will account for even less; offline stores and service centers community-based promotions are ineffective and weak, failing to form the on-line and off-line omni-channel marketing model; partners and smart warehousing community-based marketing in urgent need of digital upgrading.

1.4 Realization of transactions and returns: low repurchase rate and customer stickiness to be improved

With regard to customer stickiness of Huawei's community-based marketing in Beijing, the indicator "customer repurchase rate" was chosen, which is reflected by "whether or not the next phone will be continued to be purchased". The number of people who chose "A will continue to buy" was 241, and the after-use purchase rate only accounted for 38.44% (Table 3-4 in Appendix 3), which shows that the percentage of Huawei cell phone users who continue to buy Huawei's cell phones after use in Beijing's virtual community and the rate of re-purchase are not high, and customer stickiness needs to be improved.

2. Optimization of Huawei Mobile's Beijing Community-based Marketing Strategy

Based on the current situation of its community-based marketing, it tries to propose an optimized marketing strategy from the perspectives of consumer profile identification, digital content coverage, marketing relationship building and payment achievement through the 4R theory.
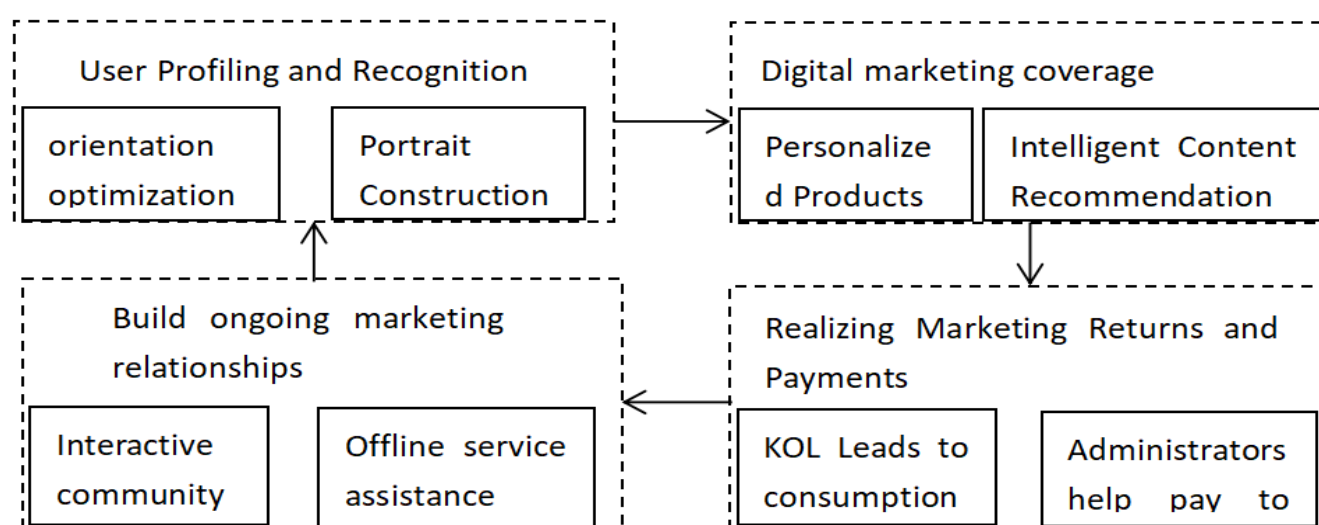

Figure 2-1   Basic aspects and processes of 4R digital marketing

2.1 Consumer group identification and accurate profiling

Optimization of target user positioning using STP theory. After market segmentation, the target market is selected. Considering the market variability and the differences in consumption ability, demand, and preference between customers of different age groups and income levels, Huawei Beijing selected in its community-based marketing: ① youth, prime-aged and middle-aged people aged 16-60; ② middle-aged people with incomes of more than 50,000 yuan, middle-aged or private owners of enterprises, and high-ranking corporate executives, senior intellectuals, and so on. Table 2-1 shows the target market selection of Huawei cell phones in Beijing.

Table 2-1 Target Market Selection of Huawei Mobile Phone in Beijing City

Specific division	target selection	target group
Age composition	Between 16 and 60 years of age	Youth, prime, middle-aged
income level	50,000 or more	Middle-aged people, middle and senior management of enterprises, self-employed business owners, senior intellectuals, etc.

Source: Organized by internal information of the enterprise.

Use small data to build accurate user profiles under big data. Small data includes each user's expression and behavioral perception, such as the user's behavior of browsing video images about Huawei's cell phones, attention to price, and feedback from comments on specific topics; big data includes the collective behavioral perception of specific social situations formed by individual users. Small data on user preferences and behavioral characteristics of virtual platforms such as the Pollen Club can then be applied to the identification and portrayal of consumer profiles.

2.2 Optimization of reach and coverage strategies for community-based marketing

The recommendation algorithm of Pollen Club has problems such as poor accuracy, high repetition of recommendations and low hit rate. It is suggested that the platform can try to use collaborative filtering recommendation. The logic is to analyze the browsing behavior, find other users with similar browsing preferences to the active user, and make action predictions. The basic principle is: when the system finds that user A and user C have the most similar data and behavioral characteristics through big data analysis and comparison, then the content D that user C likes will be recommended to user A.

2.3 Building continuous and lasting marketing relationships

Maintaining user relationships by optimizing the product community: (1) User segmentation to meet individual customer needs. (2) Remove outdated information in a timely manner. (3) Increase customer participation in creative activities and freely express their feelings about Huawei's cell phone products in order to increase brand loyalty.

In terms of providing continuous services on the mobile side: (1) Creative design combined with entertaining experiences. Huawei can combine creative design with entertaining activities to attract consumers' attention and realize publicity and promotion in the Beijing market. (2) The "platform + store" model emphasizes scenario design and construction to improve customer appeal.

2.4 Realize the transaction and return of marketing

Mobilize the role of opinion leaders to lead the payment to reach. Opinion leaders can easily drive the consumption behavior of users with the same preferences as themselves. Qualifications: Recognition of Huawei's products and community-based marketing strategy; experienced users of Huawei's cell phones with rich experience and keen observation of the products; and a broad social network to ensure the comprehensive, wide and accurate dissemination of information. Opinion leaders are selected from among professional fans in the virtual community or hired from cell phone professionals. For example, senior scholars, senior experts in cell phone manufacturing.

Mobilizing community administrators to help pay to reach: First, the virtual community platform can use the administrator to sign an employment contract to improve the administrator's sense of belonging; second, through professional training of the administrator's pre-sales marketing, sales operation and after-sales service skills; third, through the assessment mechanism to improve performance evaluation. Fourth, improve the cohesion of administrators.

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