

# A Study to Explore Why Xiaomi Corporation Marketing Strategies Made the Company a Market Leader in China

**Mr WANG Pengbin, BA (Hons) in Public Relations and International Events Management,  
Faculty of Management and Hospitality  
Supervisor: Ms LAU Shuk Yee Vicky, Lecturer**

## ➤ Background

Xiaomi Corporation adopts a digital marketing strategy that can get more market share than the other competitors who utilize traditional marketing strategies.



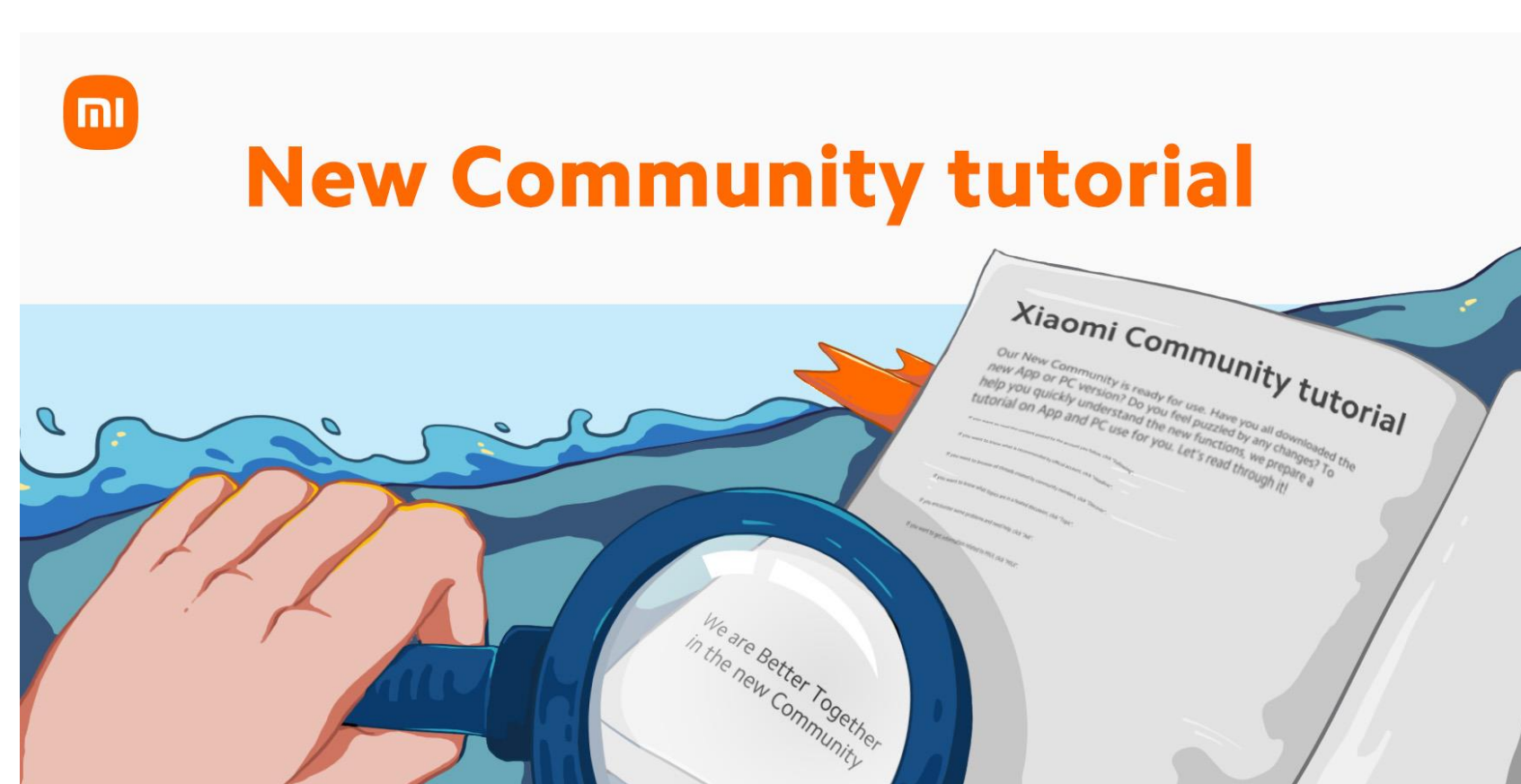
## ➤ Research Questions

Xiaomi Corporation adopts a digital marketing strategy that can get more market share than the other competitors who utilize traditional marketing strategies. The study explores the following research questions:

- What are the advantages of Xiaomi's digital marketing strategy vs the traditional marketing strategy of the other competitors?
- Is Xiaomi's digital marketing strategy more cost-effective and profitable than traditional marketing strategies?
- Which part of Xiaomi's digital marketing strategy needs to be enhanced in the new marketing trend?

## ➤ Objective

The objective of this study is to show the advantage of digital marketing strategies over traditional marketing strategies. Through comparison, the result will display which strategies can engage and retain more customers and which can more effectively communicate with the customers.



## Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



## ➤ Methodology

The objective of the research is to find the advantages of digital marketing vs traditional marketing in the mobile-phone industry. The study adopts a qualitative method by analyzing the readily available professional articles and materials to form a conclusion.

Qualitative research can extract the essence of the problem and find out the logic behind it. Reviewing the literature can provide evidence and methods to analyze the digital marketing strategy of Xiaomi.

## ➤ Findings

More than 13 resource materials were collected to identify Xiaomi's digital marketing strategy. Over 5 reports state that Xiaomi spent limited money to gain a massive customer base. E-commerce live-streaming platforms have been a new communication channel with customers, especially during Covid-19.

## ➤ Conclusion

In Xiaomi's case study, the company utilizes digital marketing to cultivate its customer pool and lead them to purchase its products. That means digital marketing is suited for the aggressive marketing strategy company.

The conclusion will offer the company a long-term vision to build its customer relationship management and help them quickly grow the customer quantity volume. In the new marketing trend, utilizing digital marketing, the company can increase its sales numbers, build and enhance customer shopping experience, and build brand reputation.