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Huawei's developments in social media and its use as a marketing platform

Module:MBA Marketing Management (BMMB7012)

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Submission Date:7 July 2023

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Executive Summary

Huawei Technology Co., Ltd. is a private technology company headquartered in Shenzhen, Guangdong, China, with employees holding shares in the production and sales of telecommunications equipment. It was established in Shenzhen, China in 1988.(Guo & He, 2021) We are a telecommunications network solution provider. This article analyzes Huawei's strategy and effectiveness in using social media as a marketing platform based on its development in social media. By reviewing Huawei's development history on social media and conducting detailed research on social media applications, operational models, and user engagement, this article aims to gain a deeper understanding of Huawei's performance in the field of social media and explore how Huawei can better utilize social media as a marketing platform.

1. Introduction

Huawei's main business scope is switching, transmission, wireless, and data communication telecommunications products, providing network equipment, services, and solutions to customers around the world in the telecommunications field. At present, (Huang , Sarstedt & Wang, 2021)Huawei's products and solutions have been applied in over 140 countries worldwide, serving 45 of the top 50 global operators and one-third of the global population.

Five-Year Financial Highlights

	2022		2021	2020	2019	2018
	(USD Million)	(CNY Million)	(CNY Million)			
Revenue	92,379	642,338	636,807	891,368	858,833	721,202
Operating profit	6,071	42,216	121,412	72,501	77,835	73,287
Operating margin	6.6%	6.6%	19.1%	8.1%	9.1%	10.2%
Net profit	5,114	35,562	113,718	64,649	62,656	59,345
Cash flow from operating activities	2,560	17,797	59,670	35,218	91,384	74,659
Cash and short-term investments	53,709	373,452	416,334	357,366	371,040	265,857
Working capital	49,608	344,938	376,923	299,062	257,638	170,864
Total assets	152,993	1,063,804	982,971	876,854	858,661	665,792
Total borrowings	28,353	197,144	175,100	141,811	112,162	69,941
Equity	62,859	437,076	414,652	330,408	295,537	233,065
Liability ratio	58.9%	58.9%	57.8%	62.3%	65.6%	65.0%

Note: Converted into United States dollars ("USD") using the closing rate at the end of 2022 of USD1.00 = CNY6.9533.

Huawei strives for development in marketing competition, dominates the market position, improves marketing competitiveness, and formulates appropriate marketing management development strategies. Huawei insists on investing no less than 10% of its sales revenue in research and development for continuous research in new technologies and fields.(Yu & Chen, 2020) This is also where Huawei's marketing development potential lies.

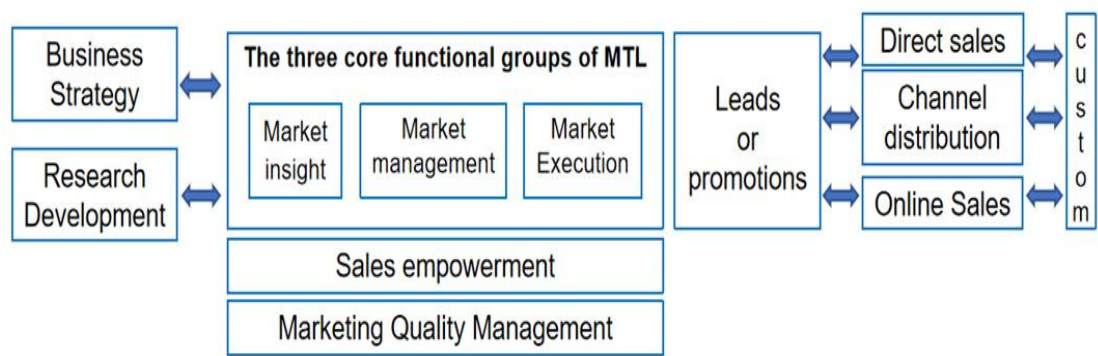
Social media has become one of the main channels for contemporary information dissemination, playing an increasingly important role in corporate marketing. As a world-famous manufacturer of telecom equipment and consumer electronics, Huawei has important research value on how to use social media as a marketing platform.

2. Huawei's management model in social media marketing

Huawei's management structure in social media marketing plays an important role in promoting brand image, increasing market share, and increasing sales performance. It covers multiple departments including leadership, social media team, monitoring and analysis team, content creation team, and customer service team, forming a collaborative work system. (Chen , Fan & Lu ,2020)The characteristics of this architecture include multi departmental collaboration, data-driven decision-making, innovative content creation, and timely response to users. These characteristics make Huawei's social media marketing significantly effective, increasing brand awareness, sales performance, user engagement, and unblocking feedback channels.

2.1. Composition of Huawei's Social Media Marketing

Management Architecture



- (1) Leadership: The decision-making and planning of Huawei's social media marketing is the responsibility of senior management. They develop the company's social media strategy and goals, and provide resources and support to the social media team.
- (2) Social media team: Huawei has established a dedicated social media team consisting of a group of experienced employees. These employees possess excellent social media operations and marketing skills, and are able to develop and execute effective social media strategies.
- (3) Monitoring and Analysis Team: Huawei monitors discussions and evaluations of the company's brand on social media by establishing a monitoring and analysis team. They are able to regularly analyze posts and comments about Huawei, identify problems in a timely manner, and take corresponding solutions.
- (4) Content Creation Team: In order to ensure the continuity and attractiveness of social media marketing, Huawei has established a dedicated content creation team. They are responsible for developing innovative social media content, including articles, images, videos, etc. These contents not only meet the needs of users, but also convey Huawei's brand philosophy and values.
- (5) Customer service team: Huawei recognizes that social media is not only a promotional platform, but also a channel for interacting with customers. In order to provide better customer service, (Lu, Wu & Wang, 2020)Huawei has established a dedicated customer service team. They are able to respond to users' questions and complaints in a timely manner, and provide professional answers and suggestions.

2.2. Huawei's 4Ps strategy on social media

Simply put, Huawei's 4Ps refer to the marketing mix, which includes four factors in Huawei's social media marketing: product, price, place, and promotion. It is an important part of marketing strategy analysis, providing controllable variables for companies to match user needs(Zhang, Huang & Wen, 2020).

(1) Product: The company continuously explores customer needs, develops different product positioning based on different customer groups, carries out innovation and reform, and highlights the differentiated functions of the products.

(2) Price: Huawei has made corresponding pricing adjustments in response to market changes. On the one hand, we attach great importance to the timeliness of technological innovation and product research and development achievements transformation, and on the other hand, we adjust pricing targets by following up on the dynamics of market and customer demand in real-time.

(3) Channel: Huawei establishes a new marketing channel to expand its marketing platform, and constantly improves and establishes a marketing platform integrating sales, service and training. Huawei's Marketing channel has changed from flat to three-dimensional, and has been recognized and affirmed in the future.

(4) Promotion: Huawei adopts a relatively conservative approach, mainly through direct sales and exhibitions, with a minimal investment in advertising. However, Huawei has invested a large amount of manpower, material resources, and other resources in exhibitions, which is not only an important way for Huawei to promote new products and technologies externally, but also an important platform for enhancing the company's brand.



3. Huawei's development history on social media

3.1. Huawei and the Start of Social Media

Huawei established its own social media department as early as 2008. At first, Huawei mainly interacted with users by establishing its own official social media account. With the rise of social media, (Lu, Wu & Wang, 2020) Huawei realizes that they can provide companies with direct communication channels with users, thereby better understanding user needs and improving products and services.

3.2. Huawei's Development Strategy on Social Media

(1) Establishing a multi-channel social media platform

In order to better communicate with users worldwide, Huawei has established its own accounts on numerous social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and others. By publishing content on different platforms, Huawei can directly interact with users and respond to their questions and feedbacks in a timely manner.

(2) Optimize content creation and publishing strategies

Huawei places great emphasis on content creation and publishing strategies on social media. (Lee & Kim, 2019) Huawei regularly publishes updates and exclusive information on social media, covering product news, technical solutions, industry trends, and enterprise development. Huawei has also produced a series of interesting and creative videos, images, and comics to attract users' attention.

(3) Establishing user engagement and community interaction

Huawei actively participates in user engagement and community interaction on social media. Huawei regularly holds various online and offline interactive activities, such as Q&A, voting, lottery, and offline meetings. Huawei has also established a dedicated customer service team to respond to users' questions and needs through social media platforms and provide timely solutions.

4. Huawei's application on social media

4.1. Huawei's Account Construction on Social Media

Huawei's account construction on social media is the foundation for conducting social media activities. Huawei actively establishes enterprise accounts on mainstream social media platforms, including but not limited to Weibo, WeChat official account, Facebook, Twitter and Instagram. (Zaied, 2019) Through these accounts, Huawei can directly communicate and interact with users. Huawei also fully utilizes various functions of social media platforms, such as personalized settings and brand image display, to strengthen connections and communication with users.

4.2. Huawei's Event Organization on Mainstream Social Media Platforms

In order to improve interaction and participation with users, Huawei has organized a variety of activities on mainstream social media platforms. For example, Huawei holds online and offline product launches, online Q&A activities, online lectures, and conducts live streaming and sharing through social media platforms. At the same time, Huawei has also collaborated with influential figures, celebrities, fashion bloggers, etc. To conduct cross-border cooperation and promotion, expanding the brand's influence and attractiveness.

4.3. Huawei's Content Planning and Publishing on Social Media

Huawei's content planning and publishing on social media is an important means of attracting user attention and participation. (Pae & Min, 2018) Huawei fully utilizes the multimedia capabilities of social media platforms to publish various interesting and valuable content, such as product introductions, interpretation of technology trends, and sharing of industry trends. Huawei also creates and publishes differentiated content based on the characteristics of different platforms and users, in order to better meet their needs and interests.

4.4. Huawei's User Interaction and Participation on Social Media

Huawei attaches great importance to interaction and participation with users, and through various forms of interaction, such as Q&A, voting, topic discussions, etc., it has improved user engagement and loyalty. (Guo & He, 2021) Huawei has also actively responded to user questions and feedback, enhancing its brand image and user experience. In addition, Huawei also encourages users to participate in interactive activities on social media platforms, such as forwarding, liking, and commenting, which improves the brand's exposure and word-of-mouth effect.

5. Huawei Social Media Marketing Strategy Analysis

5.1. Brand image shaping

Brand image is crucial for the development of a company. Huawei shapes its brand image on social media through various means, including publishing high-quality content, interacting with users, and actively participating in social welfare activities.

Firstly, the content posted by Huawei on social media has high quality and professionalism to enhance the brand image. Huawei not only shares its product information on its official account, but also publishes relevant content on technology development, industry trends, etc., Enabling users to have more knowledge and understanding of Huawei. (Rios-Marsh, Sutherland & Riley, 2020)

Secondly, Huawei actively interacts with users to enhance their sense of brand identity. Huawei often replies to user messages and comments, answers their questions, and interacts with users. This close interaction makes users feel valued and increases their trust and loyalty to Huawei.

In addition, Huawei actively participates in social welfare activities to enhance its brand image. (Lv, Wang, Zhao & Zhu, 2019) Huawei has released much public welfare activities related to environmental protection, education, and other fields on social media, fully demonstrating the company's commitment to social responsibility. This

active participation can give users a better impression of Huawei and deepen their understanding of its brand.

5.2. Improvement of user engagement

Improving user engagement is one of the important goals of Huawei's social media marketing. (Lu, Wu & Wang,2020)Huawei attracts users to participate in various ways, including through interactive activities, user generated content, and user research.

Firstly, Huawei regularly organizes various interactive activities to attract users to participate. For example, Huawei will hold online lottery events on social media, where users can participate through sharing and commenting, thereby promoting user interaction and brand exposure.

Secondly, Huawei encourages users to generate content and increase user engagement. Huawei will regularly launch topics, calling on users to share their stories, usage experiences, creative works, etc. This approach not only increases user engagement, but also increases user identification with the brand and enhances user loyalty.

In addition, Huawei also conducts regular user research to understand user needs and feedback.(Bharadwaj, 2020) Huawei publishes questionnaires on social media platforms to collect user opinions and suggestions, in order to improve its products or services. This not only increases the interaction between users and the brand, but also enhances users' sense of engagement in the brand.

5.3. Application of live streaming marketing

Live streaming marketing is an important strategy in current social media marketing, and Huawei is also actively using live streaming to attract users and promote products.

Huawei showcases its product features and functions on social media platforms through live streaming. (Guo & Richter,2019)For example, Huawei regularly hosts live broadcasts of mobile product launches, allowing users to quickly learn about the latest product information and performance. This approach not only attracts users'

attention, but also enhances user engagement through the interactive process of watching live broadcasts.

Huawei also collaborates with celebrities to organize live streaming activities to attract user participation and dissemination. (Pae & Min, 2018) Huawei collaborates with some celebrities to showcase their use of Huawei products and their experiences in live broadcasts, thereby increasing users' awareness and interest in Huawei products. At the same time, users can also participate in live streaming activities through comments and sharing, increasing user interaction and brand exposure.

5.4. Combination of Social Media and E-commerce

The combination of social media and e-commerce is the current trend, and Huawei is also combining social media with e-commerce to improve sales and user experience. Huawei promotes and sells its products on social media. (Xu, Wang, Zhu & Xiao, 2021) Huawei uses social media platforms to publish product information, including product features, prices, and purchase links, to attract users to make purchases on social media. Huawei also frequently releases exclusive discounts and limited time discounts to encourage users to purchase products on social media.

In addition, Huawei also guides users to make purchases on e-commerce platforms through social media. (Wang, Yu & Wei, 2020) Huawei will publish purchase guides and links on social media to guide users to complete purchases on e-commerce platforms, while also providing more detailed product information and service support. This combination can enhance users' shopping convenience and purchasing experience.

6. Challenges and Issues Huawei Faces in Social Media Marketing



6.1. Huawei's Content Creation and Communication on Social Media

Huawei's content creation mainly focuses on product promotion and brand promotion, lacking in-depth research on user interests and needs.(Zhang, Huang & Wen, 2020)

This has led to Huawei's lack of interest and interactivity in the content posted on social media, making it difficult to attract users' attention and participation. In addition, Huawei's content dissemination method is relatively single, mainly relying on the release of official accounts, lacking incentive mechanisms for users to forward and share, which affects the effectiveness of content dissemination.

6.2. Huawei's positioning and adjustment of social media marketing strategy

In the fiercely competitive field of social media, Huawei's positioning is vague, lacking a distinct brand personality and differentiated competitive advantage. At the same time, Huawei's operational strategies and content presentation on different social media platforms differ, lacking strategic consistency. (Oghazi & Nwizege, 2018) This has led to the fragmentation of Huawei's activities on social media, making it difficult to form an overall brand image and promotion effect.

6.3. Huawei's user engagement in social media marketing strategies

Although Huawei has a large user base, it lacks in-depth understanding and attention to user needs. Most of the time, Huawei only publishes its own information in one direction, with few opportunities for interaction and communication with users. In addition, (Hu, Liu, Zhang & Ye, 2020) Huawei has fewer user engagement activities on social media and lacks strategies to attract users to actively participate. This limits Huawei's ability to establish good user relationships and increase user stickiness on social media.

6.4. Huawei's data analysis and effectiveness evaluation of social media marketing strategies

Although Huawei can obtain a large amount of social media data, it lacks in-depth analysis and mining of these data. Huawei has a lack of professional talents and tools in data analysis, making it difficult to extract valuable information and insights from the data to optimize and adjust social media marketing strategies. (Lee & Chung, 2019) In addition, Huawei's evaluation of social media marketing effectiveness is relatively limited, lacking effective indicators and evaluation systems.

7. Huawei Social Media Marketing Optimization Suggestions

7.1. Improvement of social media account construction

(1) Determine target audience: Huawei needs to clarify the target audience group for social media accounts based on the characteristics of its products and services, in order to more accurately promote its brand.

(2) Font and color scheme design: In order to enhance Huawei's brand awareness, it is recommended to maintain consistent fonts and color schemes on all social media platforms to form a unique brand identity.

(3) Creating high-quality content: Huawei should regularly publish high-quality content on social media, including product introductions, technology trends, and user stories, accompanied by attractive images or videos to increase user engagement.

7.2. Improving the creativity and attractiveness of social media activities

(1) Develop a content planning plan: Huawei can develop a detailed content planning plan based on product release plans and marketing activities to ensure targeted and highly attractive content can be released at critical moments.

(2) Using UGC (User Generated Content): Huawei can invite users to participate in the creation of brand related UGC content, and give corresponding incentives to increase user participation and Brand loyalty.

(3) Using innovative interactive methods: Huawei can attract users to participate and increase brand exposure by conducting social media interactive activities, such as lucky draws or online Q&A.

7.3. Integrating Social Media and E-commerce Platforms

(1) Establishing a high-quality social e-commerce platform: Huawei can establish its own social e-commerce platform to integrate product information, user reviews, and purchase links, providing users with a one-stop shopping experience.

(2) Utilizing social media for e-commerce promotion: Huawei can use the promotion function of its social media account to publish products and promotional information to

a large number of users, guiding them to visit e-commerce platforms and purchase products.

(3) Pay attention to data analysis and user feedback: Huawei should attach importance to data analysis and user feedback on social media and e-commerce platforms, and further optimize the operational strategies of social media and e-commerce platforms by analyzing user behavior and needs.

8. Conclusion

This article studies Huawei's development and marketing strategies on social media and finds that Huawei has successfully utilized social media as a marketing platform, enhancing its brand image, stimulating user engagement, and achieving good marketing results. Meanwhile, this article also points out that Huawei still has some shortcomings in social media marketing and proposes corresponding optimization suggestions.

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