



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

BMMB7012- Marketing Management

Evolution of Huawei in Social Media: Exploring its Role as a Marketing Platform

Module Name:Marketing Management(BMMB7012)

Name: Weida Feng

Student Number:2227101

Wold Cont:3155

References Count:32

Executive Summary

This essay offers a comprehensive analysis of Huawei's use of social media as a marketing tool. We have looked at Huawei's position in the market, competitiveness, and internal strengths using a variety of analytical approaches. Despite having great technological prowess, widespread brand recognition, and a sizable user base, Huawei has found success on social media platforms. However, the company still confronts obstacles including low brand awareness and intense competition. We offer tactics for Huawei's marketing enhancements, including distinctive advertising, creative marketing, long-term content planning, reputation risk control, and multi-channel marketing integration. We predict that Huawei will increase its impact and competitiveness in social media marketing by using tailored marketing trends and the expanding digital market. The study concludes by assessing Huawei's success and suggesting improvements to its social media marketing. We forecast Huawei's sustained leadership in the market and its considerable involvement in social media marketing.

Table of Contents

Executive Summary

1.Introduction:	1
2.SWOT Analysis	1
3.Huawei's Macro and Micro Marketing Environment	3
4.Target Market and Market Segmentation Strategy	5
5.The Role of Social Media in Huawei's Market Marketing	7
6.Disadvantages of Huawei's Social Media Marketing Strategy:	8
7.Conclusion	9
8.Proposing Suggestions to Improve Marketing Strategies	10
References list:	12

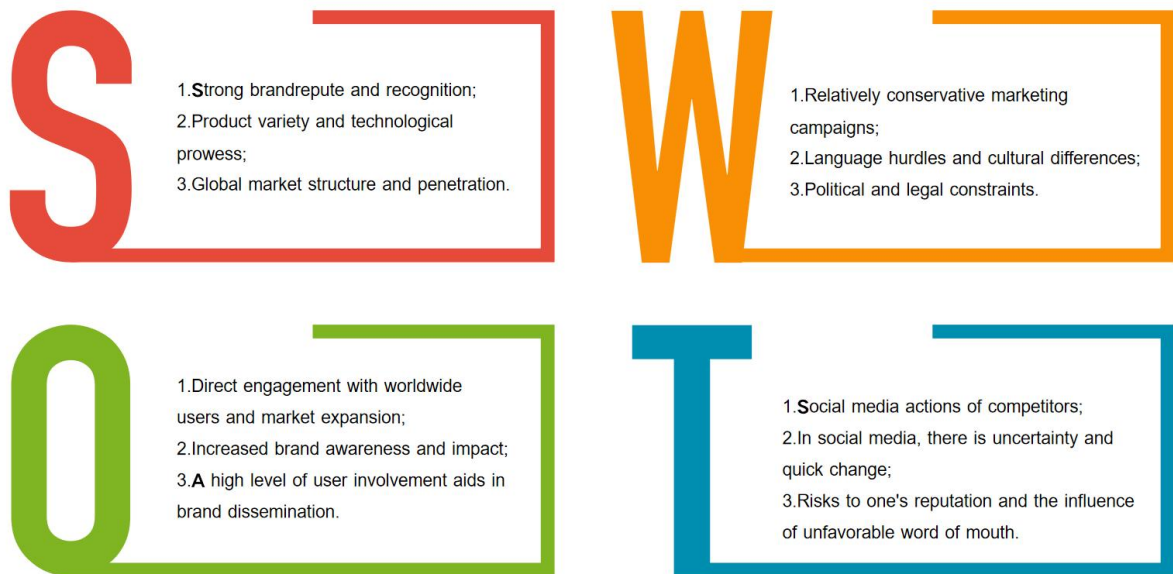
1.Introduction:

Huawei is a Shenzhen-based supplier of information and communication technology (ICT) solutions. As of 2023 (Huawei 2023 Annual Report), Huawei, which was founded in 1987, employed almost 200,000 people globally and had activities in more than 170 nations and territories. According to Huawei's financial report for 2022, the company's worldwide sales reached 642.3 billion RMB, up 0.9% from 2021, with a net profit of 35.6 billion RMB. RandD expenditures were 161.5 billion RMB, with a 25.1% spending rate. As a global firm, Huawei not only places a strong emphasis on product innovation and quality, but also on the importance of marketing, particularly the use of social media platforms. Social media networks provide Huawei new and varied marketing opportunities as well as challenges in terms of product promotion, brand building, and customer relationship management (Hajli, 2014). In order to maintain the consistent functioning and growth of social media platforms, Huawei has utilized a number of cutting-edge methodologies in its social media marketing plans, including but not limited to SEO, PPC, viral marketing, affiliate marketing, and other social media techniques. (Chaffey and Ellis-Chadwick, 2019).

Huawei's real social media usage and how such usage patterns affect the brand's performance and reputation are the main topics of this essay's study of the company's marketing strategies. We will thoroughly investigate the context, objectives, segmentation, placement, and mixture of Huawei's social media platforms, then evaluate their advantages and disadvantages before offering the necessary suggestions for development.

2.SWOT Analysis

In this study, the SWOT model, a frequently used methodology, is used to evaluate the advantages, disadvantages, opportunities, and threats of Huawei's social media platform. (Humphrey, 1960s):



Strengths: First of all, Huawei enjoys positive brand awareness and reputation as a major global technology business, which aids in drawing online users' attention. Second, Huawei has a broad range of products and excellent technological skills, allowing it to offer a range of services to satisfy various consumer demands. Additionally, Huawei's extensive marketing reach and worldwide market structure serve as a basis for building a robust user base on social media platforms. (Chaffey and Ellis-Chadwick, 2019).

Weaknesses: Huawei's social media presence, but also has flaws. First off, Huawei's social media initiatives are very traditional and lack creative and alluring material when compared to some of its overseas rivals. Second, because it is a Chinese corporation, Huawei encounters linguistic and cultural obstacles in other markets, which makes it difficult to provide information on social media. Additionally, various prohibitions in specific nations or areas may negatively impact its marketing activities. (Kaplan and Haenlein, 2010).

Opportunities: Without a doubt, Huawei has a lot of chances thanks to social media platforms. First off, Huawei has the opportunity to communicate with clients all over the world directly because to the widespread usage of social media platforms. Through social media channels, Huawei may advertise its goods and brands and draw in new clients. Second, social media's distinctive sharing capabilities may increase

user involvement and expand Huawei's visibility and stature. (Chu and Kim, 2011).

Threats: First, despite growing intensive competitor activity, Huawei must compete with other tech businesses for customers' attention and participation. Second, social media's ambiguities and swift changes can negatively impact its marketing tactics. Finally, Huawei may be threatened by reputational issues and unfavorable social media commentary. (Gupta et al., 2013).

Finally, Huawei has strengths in social media platforms such as brand awareness, various goods, and widespread coverage. However, Huawei faces challenges such as highly conservative social media activity, cultural divides, and political constraints. Huawei benefits from social media platforms in terms of user contact, more visibility, and user engagement, but it also faces dangers from competitive pressure, fast changing markets, and reputation problems. To begin, Huawei must fight for client attention and engagement with other IT businesses in an increasingly competitive environment. Second, the uncertainty and frequent changes in social media may have a negative impact on its marketing strategy. Finally, Huawei may face reputational concerns and unfavorable word-of-mouth on social media sites.

3. Huawei's Macro and Micro Marketing Environment

The Porter's Five Forces model will then be used to assist us comprehend the competitive intensity and potential profitability of an industry (Porter, 2008), as well as the competitive pressures and market changes Huawei is experiencing.

1. Suppliers: Huawei's different social media channels, including as Facebook, Twitter, and Instagram, are critical for contacting, understanding, and communicating with customers. Because they control access and data of platform users, these media platforms have particular advantages when speaking and negotiating with Huawei or other major corporations (Hill and Jones, 2018).

2. Buyers: Consumers have the right to select whatever brands they want to follow, connect with, and buy from. This power is magnified in social media since customers can quickly pick the products or services of the businesses they prefer and make the

most satisfying choice. (Kotler et al., 2018).

3. Industry Competition: The rivalry among social media platforms is severe, both between platforms and between various companies on social media. As an international corporation, Huawei competes not just with Chinese enterprises, but also with foreign companies such as Apple, Samsung, and Xiaomi, all of whom actively use social media to promote their brands. (Hollensen, 2015).

4. Threat of New Entrants: In comparison to established sectors, rising tech firms have fewer entry hurdles, and new electronic items can cycle fast with novel technology or distinctive models. Huawei may face competition from both new electronics makers and social media platforms. (Grant, 2016).

5. Threat of Substitutes: Although social media is a one-of-a-kind marketing medium, television, radio, and email are all viable alternatives. Huawei must continue to innovate and keep its social media relevant in order to preserve consumer loyalty and prevent customers from switching to rival companies (Baines and Fill, 2014)..

To summarize, let us examine Huawei's marketing environment from both micro and macro viewpoints using the Porter's Five Forces model:

Many external elements impact Huawei's social media environment at the macro level. To begin, at the digital level, the advancement and popularization of high technology has made social media an essential aspect of people's everyday lives and communication. Consumer behavior and expectations have shifted as a result of the digital transition (Hajli, 2014). Consumer demand for and dependence on digital media platforms has expanded dramatically, particularly during the pandemic, posing new difficulties and possibilities for Huawei's global sales strategy.

Second, as social media platforms evolve, the government is continuously updating related management rules and regulations. This effort may have an impact on Huawei's social media platforms. Government restrictions, inspections, and approval procedures, for example, may have an influence or limit Huawei's usage of particular social media platforms or features in some places (Barnes et al., 2018). As a result, Huawei must pay careful attention to the current legislation and make strategic

modifications as soon as possible.

Internal variables impact social media platforms at the micro level as well. For starters, Huawei's internal resources, assets, and technology have a direct influence on the growth and operation of social media as a worldwide corporation. Huawei, for example, has a strong competitive advantage in recruiting and maintaining users on social media because to its brand recognition, technological knowledge, and product innovation capabilities (Felix et al., 2017).

Second, Huawei's digital capabilities and strategic planning are critical in the company's usage of social media. Through its strong digital infrastructure and analytic capabilities, Huawei, for example, may better understand and address customer demands by offering a personalized social media experience (Kaplan and Haenlein, 2010).

Finally, several micro and macroenvironmental elements impact Huawei's social media platforms. To deal with the ever-changing social media landscape, Huawei must continuously monitor these environmental aspects and adapt its marketing efforts.

4.Target Market and Market Segmentation Strategy

We may analyze the many strategy approaches Huawei is adopting in its competitiveness on social media platforms using Porter's Generic Strategies model. Cost leadership, distinction, and emphasis are examples (Porter, 1985). Huawei's approach on social media platforms is a combination of the following:

Cost Leadership Strategy: Cost leadership is often defined as providing competitive pricing by lowering expenses, hence gaining a greater market share. However, the pricing structure of social media differs. Huawei may exploit its economic advantages and supply chain management capabilities to provide comparably lower-priced products and services, therefore attracting more consumers (Hill and Jones, 2018).

Differentiation Strategy: Differentiation refers to items that outperform competition through distinctive features, design, or services. With the vast coverage provided by social media platforms, Huawei can demonstrate its distinctive strengths in

technological innovation, quality improvement, and user experience, therefore developing a brand image distinct from its competitors (Kotler et al., 2018).

Focus Strategy: Businesses concentrate on delivering specialized target items in a specified market. Huawei offers customized products or services to satisfy their individual demands by carefully targeting a certain audience on certain social media channels (Chaffey and Smith, 2017).

We can see from the examination of Porter's model that Huawei's market segmentation approach on social media platforms is critical to its market marketing. For starters, Huawei's target audience is highly diversified, maybe younger generations or digital tech aficionados with high expectations for new goods, high performance, and style (Felix et al., 2017). It might also be a variety of sectors or businesses with significant demands for customized solutions and expert services (Kotler et al., 2018). As a result, Huawei must segment the market and develop distinct tactics for different scenarios. Given the diverse nature of social media, Huawei must take the following elements into account:

First, consider the geographical segmentation: social media platforms are available all over the world. Huawei must develop a particular social media management plan based on the diverse cultures, languages, and consumer behaviors of numerous nations and regions. In the Asian market, for example, Huawei might meet local customer wants by emphasizing items related to historic local customs (Kotler et al., 2018). Second, depending on the clients in different sectors, Huawei must provide professional, diverse solutions or services that are adaptable to the peculiarities and demands of those businesses. In this regard, Huawei may build communication and engagement with certain sectors and enterprises via social media platforms, analyzing diverse points of view and best practice experiences (Hollensen, 2015). Finally, while everyone's interests differ, Huawei can analyze social media users' interests and behaviors to offer personalized content and goods that appeal to targeted clients (Kaplan and Haenlein, 2010).

In conclusion, by using social media platforms, Huawei is able to better understand the demands of various groups and create appropriate social media marketing

operations based on those needs, therefore increasing its market competitiveness.

5.The Role of Social Media in Huawei's Market Marketing

The Ansoff Matrix is a classic strategic tool for evaluating an enterprise's market and product development options. It may be used to investigate Huawei's decisions and positions on social media platforms:

	Existing Market	New Market
Existing Product	Market Penetration Strategy: <u>Huawei</u> can increase the market penetration of current goods using social media platforms by enhancing brand visibility, improving user experience, and so on.	Market Development Strategy: <u>Huawei</u> can use social media to enter new markets, improve the marketing strategies of existing products, take advantage of the characteristics of social media communication, and interact with users from all over the world, attracting new user groups and creating new markets.
New Product	Product Development Strategy: <u>Huawei</u> can use social media to market new goods. It may constantly create or perfect new items based on customer opinions and needs on social media platforms using real-time feedback methods.	Diversification Strategy: Through social media channels, <u>Huawei</u> may provide new goods or services. It can open up new market regions by collaborating with other firms and leveraging the impact of social media and user groups.

One of the most important decisions in market marketing is the selection of promotional media, which directly affects whether the firm has chosen the suitable promotional channels and communication techniques to present its product and brand information. In Huawei's market marketing, social media is an important media choice (Chaffey and Ellis-Chadwick, 2019).

We may deduce from the Ansoff Matrix that social media provides a large platform for direct connection with the target audience, hence improving Huawei's direct touch with customers. For example, using social media, Huawei may engage in real-time dialogues with consumers, respond to and solve problems, and quickly gather customer comments and ideas. This contact increases brand loyalty and increases

consumer recognition and confidence in Huawei's products and services (Hajli, 2014).

Second, by using the vast user base and worldwide coverage of social media platforms, Huawei may considerably grow its present market and enter new areas. Huawei, for example, may attract more new and existing consumers' attention and increase its brand presence in the market by publishing messages, analyzing news, or providing product information on social media. Furthermore, social media sharing tools can aid in the propagation of Huawei's content and boost brand visibility (Chu and Kim, 2011). For example, by analyzing user data and behaviors on social media platforms, Huawei may gain a better understanding of user interests, preferences, and spending habits, allowing it to provide more relevant goods and services. This type of personalized marketing not only enhances Huawei's market segmentation and marketing results, but it also increases the company's relationship with consumers (Hollensen, 2015).

However, while social media plays an important part in Huawei's global promotion, it should be used with prudence. Users may immediately remark on or criticize Huawei's goods on social networking channels, where information travels swiftly. As a result, Huawei must actively manage social media reputation risks, respond to consumer information quickly, and address any crises and unfavorable comments (Felix et al., 2017).

In conclusion, the foregoing study shows that social media plays an important role in Huawei's market promotion. It not only improves consumer connection and contact, but it also increases Huawei's brand recognition and impact. However, Huawei must also be aware of the possible threats posed by social media platforms and implement appropriate management procedures in order to maintain its image.

6. Disadvantages of Huawei's Social Media Marketing Strategy:

We may infer from the above research that, despite Huawei's aggressive deployment of numerous social media marketing methods, there are still significant dangers and disadvantages. The following is an examination of its flaws:

For starters, there is a lack of distinction and personality. This is not to say that

Huawei does not provide differentiated services to clients; but, in comparison to rivals of the same kind, Huawei's social media marketing material lacks differentiation and fails to adequately emphasize the uniqueness of Huawei's goods and brands. According to Paniagua et al. (2017), distinctive marketing methods can assist grab new customers' attention and develop brand recognition. As a result, Huawei may use social media to emphasize the unique selling characteristics and brand value of its goods, enhancing the distinct effect of promotional efforts.

Second, it is not sufficiently original or captivating. To capture customer attention in the extremely competitive social media arena, Huawei must produce promotional material more imaginatively and innovatively. Innovative social media marketing methods, according to Ashworth et al. (2016) research, may significantly boost consumer involvement and brand promotion results. As a result, Huawei must market itself in a broader range of novel forms and events, boosting the innovativeness and appeal of its social media platforms.

Furthermore, a typical difficulty for corporations on social media is a lack of long-term strategy and continuous user involvement, which Huawei shares. On social media, there is erratic, short-term material that lacks long-term planning and strategy. To ensure long-term interest and engagement from consumers, Huawei must develop a longer-term strategy that includes frequently delivering relevant information, instructional content, and engaging user activities (Muntinga and Moorman, 2011).

In conclusion, we can observe that social media plays an important role in Huawei's market marketing, not only building customer connections but also growing Huawei's brand recognition and impact. There are, nevertheless, major hazards. Because social media platforms are open to the public, anyone may immediately review and criticize Huawei. Furthermore, information spreads quickly, and any minor hiccup can result in a rush of unfavorable comments and information crises.

7. Conclusion

This article examines the social media development of China's Huawei Company as well as its management tactics employed as a marketing platform. We discovered

that Huawei has achieved some success on social media and has used social media platforms to carry out marketing operations through an investigation of the environment of Huawei's social media platform. The Ansoff Matrix research helped us comprehend Huawei's product development strategy. Furthermore, we examined the benefits and drawbacks of Huawei's social media platform promotion approach and offered improvements. Finally, while Huawei has technological strength, a worldwide brand name, and a huge user base in social media, it also has drawbacks such as limited brand awareness and strong competition.

We believe that Huawei will continue to develop in the sphere of social media and play a significant role in marketing in the future. Simultaneously, with the continued growth of social media, we anticipate Huawei to increase distinctive publicity, improve innovation, tailor long-term plans, and aggressively manage reputation concerns. Huawei will use the rapidly expanding digital market and the trend towards personalized marketing to connect and communicate more intimately with people via social media platforms, as well as providing more personalized products and services.

Furthermore, we believe that Huawei could further combine multiple marketing channels, such as conventional media, offline activities, and emails, among others, to improve the company's visibility and market size. Huawei may work with partners to jointly promote and improve market competitiveness. To ensure the legality and compliance of social media, Huawei must have a positive response attitude when confronted with legal and policy limits.

In summary, Huawei Company has made some strides in the development and usage of social media, and there is still room for growth and improvement. Huawei can retain a competitive edge in marketing and achieve long-term growth by continuously improving and perfecting its marketing tactics, seizing opportunities, and overcoming hurdles.

8. Proposing Suggestions to Improve Marketing Strategies

Based on the study presented above, we will now propose solutions to the existing weaknesses in Huawei's market marketing:

To begin, distinctive promotion should be intensified to increase attraction. Huawei should emphasize its goods' unique selling advantages, stressing their distinctions from competitors. For example, by presenting unique product characteristics on social media channels and engaging in different promotional activities, it may attract new customers or generate distinct brand awareness while also building deeper connections with consumers (Li and Bernoff, 2008).

Second, it is critical to sustain high levels of innovation. Huawei should prioritize eye-catching advertising content and unique designs on social media. For example, attempting to grab user attention through the use of multimedia components, interactivity, and creative activities, hence enhancing user engagement and dissemination effects and building pleasant connections with clients (Tuten and Solomon, 2017).

Next, Huawei must have a solid long-term strategy. Huawei must develop a long-term plan to guarantee that relevant information is consistently available on social media platforms. According to Mangold et al. (2009), the key to the effectiveness of social media promotion is constant user interaction. To retain user interest and involvement, Huawei, for example, can employ long-term initiatives, such as releasing timely material every month or year, such as product updates, industry trends, user case studies, and so on.

Finally, proactive reputation risk management is required. As previously stated, there are several possible threats on social networking networks. Huawei must form a dedicated staff to monitor and manage social media user comments. Huawei should reply to user enquiries and bad comments as soon as possible, with a proactive approach and professional handling abilities. According to Felix et al. (2017), proactive reputation risk management is critical for sustaining brand image and user trust.

In conclusion, Huawei may enhance its marketing tactics by increasing differentiated promotion, increasing innovation, developing long-term content planning, and proactively managing reputation risk in order to achieve better marketing outcomes on social media.

References list:

2020 Annual report (2023) huawei. Available at:
<https://www.huawei.com/en/annual-report/2020> (Accessed: 10 June 2023).

2021 Annual report (2023) huawei. Available at:
<https://www.huawei.com/en/annual-report/2021> (Accessed: 10 June 2023).

2022 Annual report (2023) huawei. Available at:
<https://www.huawei.com/en/annual-report/2022> (Accessed: 10 June 2023).

Ashley, C., and Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*.

Humphrey, A. S. (1960s). SWOT Analysis for Strategic Planning. *SRI Alumni Association Newsletter*, 5(2), 9-12.

Ashworth, L., and Kavaratzis, M. (2016). Place branding: Where have we been and where are we going? *Journal of Place Management and Development*, 9(2), 105-108.

Baines, P., and Fill, C. (2014). *Marketing*. Oxford University Press.

Barnes, S.J., Maratea, R.J., and Zheng, H. (2018). Social media use by governments: A policy primer to assist governance innovators. *Government Information Quarterly*, 35(4), 570-576.

Chaffey, D. and Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson Education Limited.

Chaffey, D., and Smith, P.R. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. Routledge.

Chaffey, D., and Smith, P.R. (2017). *Digital Marketing*. Pearson Education Limited.

Chu, S.C. and Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.

Fahy, J., and Jobber, D. (2015). *Foundations of Marketing* (5th ed.). London: McGraw-Hill.

Felix, R., Rauschnabel, P.A., and Hinsch, C. (2017). *Elements of strategic social*

media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.

Grant, R.M. (2016). *Contemporary Strategy Analysis: Text and Cases Edition*. John Wiley and Sons.

Hajli, N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404.

Hill, C., and Jones, G. (2018). *Strategic management theory: an integrated approach*. Cengage Learning.

Hollensen, S. (2015). *Marketing Management: A relationship approach*. Pearson Education.

Jobber, D., and Ellis-Chadwick, F. (2016). *Principles and Practice of Marketing* (7th revised ed.). Berkshire: McGraw-Hill.

Kaplan, A.M. and Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.

Kotler, P. and Armstrong, G., 2010. *Principles of marketing*. 13th ed. Pearson education.

Kotler, P., and Chernev, A. (2014). *Strategic Marketing Management* (8th ed.). Cerebellum Press.

Kotler, P., Keller, K.L., Manceau, D., and Hémonnet-Goujot, I. (2018). *Marketing Management*. Pearson Education Limited.

Li, C., and Bernoff, J. (2008). *Groundswell: Winning in a world transformed by social technologies*. Harvard Business Press.

Lynch, R. (2015). *Strategic Marketing* (7th ed.). Harlow: Pearson.

Mangold, W.G., and Faulds, D.J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.

Muntinga, D.G., Moorman, M., and Smit, E.G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.

Paniagua, F.J., and Sapena, J. (2017). Social media and brand engagement: A systematic review. *International Journal of Market Research*, 59(2), 231-252.

Porter, M.E. (1985). *Competitive Advantage: Creating and Sustaining Superior*

Performance. Free Press.

Pride, W. M., and Ferrell, O. C. (2016). *Marketing: Concepts and Strategies* (7th ed.). Houghton Mifflin.

Smith, H.J., Milberg, S.J., and Burke, S.J. (1996). Information privacy: Measuring individuals' concerns about organizational practices. *MIS Quarterly*, 20(2), 167-196.

Tiago, M.T.P.M.B. and Veríssimo, J.M.C., (2014) . Digital marketing and social media: Why bother? *Business Horizons*.

Tuten, T.L., and Solomon, M.R. (2017). *Social Media Marketing*. Sage Publications.