

Research on Brand Marketing Strategy of Huawei Mobile Phone in the New Era

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Abstract: The enterprise brand embodies the existing competitive strength and enterprise image of an enterprise. Therefore, the construction, management and marketing of the enterprise brand is an inevitable condition for the enterprise to develop gradually in the future, and also one of the effective means for the enterprise to show its own advantages in the fierce market competition. Brand plays an important role in the prosperity of enterprises. The management of modern enterprises cannot do without brand marketing. The development and wide application of new media not only enriches people's life style, but also brings opportunities for enterprise brand marketing.

Keywords: New media; Huawei mobile phone; Brand marketing

1. Introduction

According to the Internet popularization data released by the National Bureau of statistics on February 28, 2018, the total number of Internet users in China reached 772 million in 2017, an increase of 40.74 million compared with the previous year, including 753 million mobile Internet users in China, an increase of 57.34 million compared with the previous year. China's Internet usage rate rose to 55.8%, of which 35.4% was in rural areas. With the rapid development of Internet technology and the increase of the number of Internet users, a variety of new media continue to enter people's lives. A variety of new media software, such as wechat, microblog and so on, show a rapid development trend. The emergence of new media makes people's work and life style change greatly. Brand marketing methods and strategies are also changing. In the new era, brand marketing should pay more attention to the communication and interaction with consumer groups, which makes the relationship between brand marketing and the Internet more inseparable. New media can bring a more effective and accurate way of brand marketing. In this context, the analysis and research of Huawei mobile brand marketing strategy in the context of new media is in line with the actual needs of Huawei mobile [1].

2. The Current Situation and Problems of Huawei Mobile Brand Marketing

2.1. Huawei mobile phone introduction

Huawei Technology Co., Ltd. was founded in Shenzhen, China in 1987. As a private enterprise in China, it is mainly engaged in the production and sales of communication equipment. It is the world's leading supplier of information and communication infrastructure and intel-

ligent terminal. According to the 2018 annual report of Huawei Investment Holding Co., Ltd., the sales volume of Huawei's consumer business reached 348.9 billion, an increase of 45%. Huawei's consumer business started at the end of 2003. Huawei's mobile phone belongs to Huawei's consumer business. As one of Huawei's three core businesses, Huawei's mobile phone has a certain market share in the market after several years of development, which is a quite good achievement for Huawei's mobile phone. According to the latest official data released by Huawei, Huawei's mobile phone shipments in 2018 exceeded 150 million. From the global market, Huawei's mobile phone market share still has a lot of room to improve [2].

2.2. The shortcomings of Huawei mobile brand marketing

2.2.1. Brand positioning is not accurate enough

According to the previous analysis of Huawei's mobile phones, we can find that there are problems in Huawei's mobile phone product positioning and consumer positioning: first, the rapid development of science and technology, the sharp increase in the number of mobile phone consumer groups, the increasingly fierce competition in the mobile phone market, the endless emergence of various new mobile phone products in China, and the strong foreign competitors such as Apple's mobile phone to enter the Chinese market are only increasing in intensity. As a result, mobile phones mainly focus on fashionable high-tech products, Samsung mobile phones focus on business smart phones, and other domestic mobile phone brands mainly focus on the 1000 yuan smart phone brand in the middle market, all of which have made remarkable achievements. At present, the main product positioning of Huawei's mobile phones is not much different from

that of domestic mobile phones, which are mainly middle-end smart phone products, unable to form an advantage in product positioning. Second, China has a large population, which naturally provides a larger consumer market for domestic mobile phone brands. In terms of the target group positioning of Huawei's mobile phone brand, the current target group is mainly young consumers. Although the younger generation's consumer group has a strong consumption ability, the number of the elderly in China is large, and teenagers are more and more familiar with mobile phones. Huawei's mobile phones are only positioning young consumers can no longer meet the needs of the existing market [3].

2.2.2. Insufficient brand promotion

With the rapid development of Internet technology, more and more enterprises are applying new media to brand marketing. In 2017, DT Finance released a set of data to clearly show the trend and ranking of mobile phone manufacturers' online advertising from 2010 to 2017. Among the online advertising in 2017, oppo and vivo ranked first and second, while Huawei mobile online ranked first and second. The number of Internet users is lower than that of oppo and vivo. Compared with domestic mobile phone brands oppo and vivo, their brand promotion has been widely used in new media in recent years, including TV advertising, variety show advertising sponsorship and placement, and the publicity density of offline outlets have surpassed Huawei mobile phones. When it comes to oppo mobile phones, people will think of "charging for five minutes, talking for two hours"; when it comes to vivo, it's "soft light dual photography, lighting up your beauty". These brand ads have left a deep impression on consumers. At present, Huawei mobile phone invests less in entertainment programs on TV advertisements, fails to grasp the opportunities brought by new media, is not conducive to the brand promotion and promotion of Huawei mobile phone, affects the establishment of Huawei mobile phone brand image in the hearts of consumers, and is difficult to form its own brand advantages. Micro blog and wechat marketing bring unlimited business opportunities to enterprises with their unique marketing methods [4].

2.2.3. Pay less attention to the cultivation of brand loyalty of consumers

The building of brand image is not only to improve the popularity of the brand itself, but also to cultivate the loyalty of the brand in the hearts of consumers. Although Huawei mobile phone brand has established a "pollen club" dedicated to fans, from the perspective of the interaction between the pollen club and existing fans, many fans have reported that the problems and suggestions generated by Huawei mobile phone in the interaction with consumers are not fed back in time, the opinions

and suggestions fed back by customers are not dealt with in time, and the new demands of consumers are not satisfied in time. To some extent, it reduces the loyalty of consumers to Huawei's mobile phone brand. In addition, Huawei's mobile phone brand positioning and brand promotion problems are not conducive to Huawei's mobile phone brand building a good image in the hearts of consumers [5].

3. Huawei Mobile's Suggestions for Improving its Brand Marketing

3.1. Brand positioning differentiation

In order to achieve accurate and all-round brand positioning, Huawei mobile phone can start from the differentiation of brand marketing positioning, and two problems need to be solved: first, to create a differentiated brand positioning, to create a product with its own characteristics to meet the needs of consumers, so as to truly attract consumers; second, when positioning the target consumer group, different consumption should be considered. Only when consumers' differentiated needs are met, can consumers finally agree with them. For Huawei mobile phones to create brand differentiation positioning with its own characteristics, we can start from the following aspects:

3.1.1. Differentiated product positioning

Product differentiation positioning means that enterprises create products with their own characteristics and different from other similar products, so that consumers can attract attention to the characteristics of these products. Huawei mobile phone can realize product differentiation and create products with its own characteristics through continuous innovation, so as to show its unique advantages and characteristics and avoid product homogeneity in the market. After Huawei mobile phone has a stable position in the middle end mobile phone market, it can strengthen the development of high-end market. For example, Huawei mate30, a new product recently launched by Huawei mobile phone, adopts product customization to attract high-end target consumers. Huawei's Porsche Design mate 30rs 5g, which was launched in 2019, has a design price of 15466 yuan. The highest price of Porsche Design mate 30rs 5g is 17588 yuan. Huawei's high price and customized special product not only helps to improve Huawei's brand image in consumers' minds, but also strengthens Huawei's position in the mobile phone market.

3.1.2. Differentiation target group positioning

In the past, most of Huawei's mobile phone market approached consumers through operators. Now, Huawei pays more attention to face-to-face contact with consumers and makes a more in-depth understanding and analy-

sis of the consumer demand of the target consumers. With the development of the Internet, the coverage of new media continues to expand, more and more people learn to use various new media software, Huawei mobile phone only positioning consumers in the young consumer group cannot meet the market demand. On the one hand, in the current mobile phone market, the functions of the elderly mobile phone products are not complete. With the aging of China's population, the elderly market has great development potential in the mobile phone market. Huawei mobile phone can increase the investment in research and development of high-end elderly mobile phone products, and provide more service functions for the elderly mobile phone products. On the other hand, the "post-10" children are now The use of electronic products is more and more extensive, and the market of various children's call watches and children's mobile phone products is also developing rapidly. The existing children's mobile phone products of Huawei mobile phone have no great advantages over other brand products. Huawei can increase the functions of children's mobile phone products and develop functional products that are conducive to children's learning.

3.2. Increase brand promotion

Due to the development of Xiaomi, oppo, vivo and other domestic mobile phone brand enterprises, consumers are choosing more and more mobile phone brands. In addition, Xiaomi mobile phone's hunger marketing and viral marketing for fans, if Huawei mobile phone wants to occupy a leading position in the domestic mobile phone brand industry, it is necessary to increase investment in brand marketing and communication, and further promote its own brand to improve China For the position of mobile phone brand in the hearts of consumers.

3.2.1. Micro blog marketing promotion

By December 2019, Huawei mobile had 14.14 million followers on Sina's official microblog, with more than 8840 official microblogs published. Every follower of Huawei mobile microblog, that is, fans, is a potential marketing target of Huawei mobile. On the premise that Huawei Mobile has such a large number of fans, it should make full use of the microblog platform, improve the frequency of updating microblogs, release interactive microblogs of festival activities, hot topics, new product publicity, etc., transmit relevant information on Huawei mobile phone product functions, actively promote Huawei mobile phone brand related information, and increase the media's exposure to Huawei mobile phone related information. Communicate and interact with microblog users, shorten the distance between them and target customers, and truly understand the needs of consumers from the perspective of fans. At the same time, you can also carry out a forwarding lottery in microblog, free

gifts of Huawei mobile brand, and promote Huawei mobile brand in the interaction with microblog users, so as to achieve the purpose of Huawei mobile brand communication and promotion.

3.2.2. Wechat marketing promotion

Ma Huateng, chairman of Tencent's board of directors, announced on March 5, 2018 that wechat has more than 1 billion active users worldwide. The huge use of wechat means that the target audience of brand marketing can receive the brand information that the enterprise wants to transmit anytime and anywhere. If Huawei mobile phone can grasp the opportunity of brand marketing promotion on wechat platform in time, the brand promotion effect will be very significant.

When communicating with WeChat users, it can bind HUAWEI mobile user information through WeChat public address, respond one to one, meet users' needs and provide personalized push contents to target users, such as users buying P series products, and can introduce functions and skills to users through public numbers when upgrading the functions of the series products. Through wechat marketing, it not only plays a very effective role in brand promotion of Huawei mobile phones, but also provides customers with convenient services, such as pre-sales consultation and after-sales service.

Wechat app is another way for Huawei mobile to promote its brand on wechat. By using wechat applet, users can enter Huawei mobile phone mall easily. Without downloading Huawei mall app, users can purchase Huawei mobile phone related products, which not only simplifies the user's purchase method, but also promotes Huawei mobile phone brand related product information.

3.2.3. Promotion of other forms of entertainment

Huawei mobile phone has insufficient advertising investment in brand marketing. In terms of advertising, we can learn from oppo and vivo mobile phones in the way of embedding sponsorship in domestic variety shows, and actively use new media for brand marketing promotion, not only in the placement of advertising in TV variety shows, but also in various app software for advertising selection and promotion of Huawei mobile phone brand For example, in recent years, the popular twitter app, Huawei mobile phone can use small video ads to bring different visual and spiritual experience to consumers, and make small video ads for brand promotion, including new product recommendation, function introduction, promotion and other content publicity, so as to promote Huawei mobile phone brand and make Huawei mobile phone brand more popular; for Huawei For the female target groups of mobile phones, they can use high-frequency software such as xiaohongshu and Meiyou to promote the mobile phone brand, such as small ads inserted in the content page to spread Huawei's

mobile phone brand. Huawei, famous for its black technology, innovates its brand communication content to render the black technology of Huawei mobile phones, so as to leave a unique impression on consumers, enhance the market share of Huawei mobile phones, and further promote Huawei mobile phone brand.

3.3. Further enhance the brand image

3.3.1. Strengthen interaction with consumers

If Huawei mobile wants to carry out successful brand marketing in the new media era, it must pay attention to the interaction with consumers. In brand marketing, fan marketing is one of the most effective ways to enhance the feelings between consumers and enterprises. The fan marketing of Huawei mobile brand needs to maintain close interaction with users, and discover the real needs of users through the interaction with users. Then make targeted product design or service to meet the needs of customers and establish a brand image. Huawei mobile phone brand should maintain interactive relationship with users in the original pollen club, constantly improve the function of pollen club, and increase the interaction frequency with fans. Since it is a member of Huawei pollen club, it means that it is a loyal customer of Huawei. Through the interaction between pollen club and pollen, it can consolidate the place of Huawei mobile phone in the hearts of consumers To cultivate consumers' loyalty to Huawei mobile phone brand and establish a good brand image in consumers' mind.

3.3.2. Handle consumer feedback in a timely manner

To maintain a good relationship between the enterprise and its customers can strengthen the customers' sense of trust and identity to the enterprise and guarantee a good mass base for the brand. Therefore, Huawei mobile must establish a perfect customer relationship management system. Through the interaction process of new media such as "pollen club", microblog marketing and wechat

marketing with consumers, we can collect the feedback opinions, suggestions and other information of consumers on Huawei mobile and deeply mine and analyze the information, so as to not only stabilize the existing target customers, but also accurately grasp the target customers For the real demand of the consumer group, Huawei mobile phone brand can also screen and evaluate the collected consumer feedback information, and timely adjust the existing brand marketing strategy to cope with the future market development.

4. Conclusion

The emergence and development of new media not only brings challenges to Huawei's mobile phone brand, but also brings opportunities for Huawei's mobile phone brand marketing development. In the context of new media, Huawei mobile brand marketing should summarize its own advantages from its own development, find out its own shortcomings and find out the reasons, so as to make corresponding innovative brand marketing strategies to adapt to the brand marketing environment in the new era. In this paper, Huawei mobile brand marketing put forward these suggestions still have many shortcomings, need to further improve, for this reason, the author will continue to explore and learn from theory and practice in the future work.

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