

Operation Management of Technology Companies Under Digital Marketing Strategy - Take XIAOMI As an Example

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Abstract. With the Internet 4.0 and the rapid development of science and technology, technology companies have based on the post-epidemic market environment, had difficulties in increasing their market share and effectively using streaming media to achieve the expected output effect, and operational reform is imminent. In this regard, the market and enterprises are actively trying different optimization methods, such as the expansion of enterprise business territory through technological innovation or industrial upgrading, or the use of live delivery, short video marketing and other strategies for brand publicity to expand market awareness. At the same time, through the empirical case study of XIAOMI, this paper finds that many technology companies with physical product sales have problems such as unclear user portraits, homogenization of product design, shifting marketing emphasis, and single marketing means. Therefore, after comprehensive research, it is found that the above problems of operation management and marketing strategy selection can be solved by optimizing user experience, adapting to user consumption habits and carrying out marketing model combination innovation.

Keywords: Streaming Media Marketing; User Positioning; O2O; Technology Company.

1. Introduction

1.1. Research background, purpose and significance

With the rapid development of science and technology, electronic products have gradually changed from luxury goods to necessities in People's Daily lives, such as mobile phones, sweeping robots, cloud storage devices and so on. At the same time, with the continuous rise of market demand, a large number of technology companies have emerged, for instance, internationally renowned Samsung, Apple, Chinese leading enterprises Huawei, Xiaomi and so on. These enterprises are also constantly improving and enhancing their business capabilities with the changes in market demand. Based on the literature study of the industry, it is found that most of the technology companies have the problem of low market share and lack of enterprise activity. Among them, Zhu Yaozong believes that digital marketing methods play a key role in improving the marketing strategies of these enterprises [1]. Yan Yan mentioned that digital marketing can help enterprises optimize internal management [2], so digital marketing plays a key role in the positioning of product selling points. From the perspective of product market research, although cloud storage technology and equipment are convenient for People's Daily lives, most companies in the current technology industry are faced with data security challenges from consumers [3]. Given the above problems, improvements can be made by planning cash flow and optimizing enterprise structure and model [1]. In addition, by encouraging the statistics and disclosure of market supply and demand data, and issuing the Data Security Law, the issue of users' privacy is alleviated [2,3]. However, the problem of low market share of the company cannot be effectively solved at present. Therefore, this paper aims to explore how to use digital marketing tools to help technology enterprises optimize operation management and enhance the sustainable development ability of industry enterprises.

1.2. Research contents and methods

According to the current research status of digital marketing, this paper decides to use Xiaomi Technology Co., LTD. (Xiaomi) as a reference for empirical research to explore sustainable development strategy. This paper will use the question-and-answer study, model analysis, empirical

research and other ways to carry out research. This paper will also use the SWOT analysis Model, 4P marketing model, STP theoretical model, Business Model Canvas (BMC) analysis and other methods to study and demonstrate the role of digital marketing in the operation management of Xiaomi.

2. Analysis of the current situation of Xiaomi Technology Co., LTD

2.1. Company Profile

Xiaomi Technology Co., LTD. (Xiaomi) , officially established in 2010, is a consumer electronics and intelligent manufacturing company with smartphones, smart hardware and an AIoT platform as the core. Its products are distributed in more than 100 countries and regions around the world, and the general male user base is much larger than that of women, and the post-90s are the main group. According to Canalys data, as of 2023, the number of AIoT devices connected to the AIoT platform (excluding smartphones, tablets and laptops) has reached 655 million, ranking third in mobile phone shipments worldwide ^[2,3,4].

2.2. Market Status of Xiaomi

2.2.1 O2O in Streaming Media Mode (SMM)

Digital operation refers to reshaping all aspects of products and services through new technologies, digital tools and data capabilities, reducing friction with users, improving operational efficiency of user value, and being a collection of resources and strategies to achieve business goals ^[7]. Enterprises can gradually build digital operation capability based on data operation as the core, and synchronously improve the digital operation skills of operators, to build a comprehensive digital operation capability of enterprises and finally achieve sustainable growth ^[11]. Adopting digital marketing models, such as search marketing, online cooperation, online advertising, social new media and other means to carry out Internet operations is an important means in the current stage of digital transformation of enterprises ^[9].

Xiaomi currently adopts an Online to Offline (O2O model) operation and management model, which combines offline business opportunities with the Internet and makes the Internet the foreground of offline transactions ^[8]. To better improve the market role of the O2O model, Xiaomi chooses social media, namely streaming media, as its main marketing channel (see fig.1). It has certain advantages in the publicity of streaming media channels but also faces challenges such as market competition and supply chain risks ^[10]. To meet these challenges, Xiaomi should continue to increase investment in research and development, enhance product core competitiveness, optimize service experience, expand overseas markets, and strengthen cooperation with various industries to achieve sustainable development.

Strengths	Opportunities
1. Strong brand influence: Xiaomi with its innovative product design and excellent product quality, has a high visibility and good reputation around the world.	1. Global market: With the continuous expansion of the global market, Xiaomi has the opportunity to gain more market share in overseas markets.
2. Rich product lines: Xiaomi has diversified product lines, including smart phones, smart homes, smart wearables, etc., which can meet the needs of different consumers.	2. Technological innovation: In the field of 5G, AI, Internet of Things and other new technologies, Xiaomi can increase research and development investment and develop more innovative products.
3. Mature Internet marketing strategy: Xiaomi is good at using Internet marketing means and cooperating with major social media platforms to expand brand communication.	3. Cross-border cooperation: Cooperate with other industries and enterprises, such as Harman Kardon, Leica and other brands, to improve product quality and brand image.
4. Fan economy: Xiaomi has a large number of loyal fans. Through fan interaction, online and offline activities, it can improve brand exposure and sales.	

Weaknesses	Threats
1. Fierce market competition: Xiaomi faces fierce competition in domestic and foreign markets, such as Huawei, OPPO, vivo and other competitors have strong competitiveness in technological innovation, product quality and price. 2. Over-reliance on online channels: Xiaomi adopted the online sales model in the early days, but although it has expanded to the offline market, the online channels still dominate and are easily affected by changes in the market environment. 3. Insufficient service experience: Some consumers reflect that Xiaomi has deficiencies in after-sales service and customer care, which affects user satisfaction.	1. Changes in policies and regulations: Changes in global policies and regulations, such as trade wars and technological blockads, may affect Xiaomi's supply chain and market layout. 2. Supply chain risk: The supply chain of the smart phone industry is complex, and any problem in the supply chain may affect the production and sales of products. 3. Emerging competitors: With the rapid development of the technology industry, emerging companies and innovative products continue to emerge, posing a threat to Xiaomi's market position.

Fig. 1 Streaming Media Publicity Model SWOT Analysis

2.2.2 Importance of Marketing Strategy for SMM

In the operation of streaming media channels, the content operation is also crucial to the output of its actual market diversion effect ^[8]. Through the comparative analysis of market positioning and marketing models of Xiaomi Technology Company, VIVO Company and Huawei Company, it is found that the three enterprises have their advantages in product design, price management, channel control and promotion means, which jointly promote market competition (see fig.2).

Company's Name	4Ps Analysis	
Xiaomi	Product	Xiaomi is mainly characterized by cost-effective products, focusing on hardware configuration and user experience. Its product line is extensive, including smartphones, TVs, routers and more.
	Price	Xiaomi adopts the direct online sales model, which reduces the cost of the intermediate link and makes the product have a high cost performance.
	Place	Xiaomi focuses on online channels and focuses on the influence of social media and e-commerce platforms.
	Promotion	Xiaomi pays attention to content marketing, and through social media platforms such as Weibo, Wechat and Tiktok, it cooperates with opinion leaders and Internet celebrities to expand brand influence. At the same time, millet held various activities, such as new product conferences, flash sales, coupon issuance, etc., to attract consumers' attention.

Company's Name	4Ps Analysis	
Vivo	Product	vivo's main selling points are fashion, youth and photography, and its product line includes smartphones, headphones and so on.
	Price	vivo is relatively standard in terms of price, offering products at different prices for different markets and consumer needs.
	Place	vivo uses a combination of online and offline channel strategy to strengthen the layout of physical stores and e-commerce platforms.
	Promotion	vivo also attaches great importance to content marketing, cooperating with entertainment, sports and other fields to improve brand awareness. In addition, vivo attracts young consumers through sponsored activities, celebrity endorsements, and limited time discounts.

Company's Name	4Ps Analysis	
Huawei	Product	Huawei focuses on high-end, business, and security, and its product lines include smartphones, tablets, and watches.
	Price	Huawei is positioned in the high-end market with relatively high prices. But Huawei uses a variety of storage capacities and versions on its flagship model to meet the needs of different consumers.
	Place	Huawei develops online and offline simultaneously, using e-commerce platforms, physical stores, official shopping malls and other channels to cover the market.
	Promotion	Huawei pays attention to brand image building and improves brand awareness through cooperation with stars and opinion leaders. At the same time, Huawei held new product conferences, online and offline activities, etc., to strengthen interaction with consumers.

Fig. 2 Marketing Strategy comparison in 4Ps Analysis

2.2.3 The impact of Precise Product and Market Positioning on SMM Data

Through the telephone survey with the COO of Xiaomi Technology Company, as well as the on-site interview with employees of relevant departments of the enterprise, Xiaomi focuses on the positioning of products in the streaming media marketing means. Among them, Xiaomi Technology will adopt the model of market research, and the market positioning of new products to be released will be highly combined with the market concerns in the existing marketing environment, to achieve both gimmicks and actual shopping effects in online publicity (see fig.3).

Segmentation	In the process of market segmentation, Xiaomi needs to make segmentation according to the age, gender, region, consumption power and other dimensions of Xiaomi fans, who are the loyal users of Xiaomi mobile phones. They collect and analyze user data to determine the digital user portrait, consumer preferences and consumer purchasing habits in order to launch more mobile phone models. In addition, it can also be refined according to consumers' needs for mobile phone performance, price, appearance and other aspects.
Targeting	In terms of target market selection, Xiaomi focuses on markets with high potential and growth rate, such as India, Europe and other regions. In addition, customized streaming media content and services can also be launched according to the characteristics of rice fans to meet the needs of consumers in different markets.
Positioning	In terms of market positioning, Xiaomi has met the needs of rice fans by launching high-quality, high-performance smartphones, as well as customized streaming content and services. At the same time, enterprises also enhance brand awareness and influence through online and offline marketing activities, as well as strategic cooperation with partners.

Fig. 3 STP Analysis

3. Existing problems and development suggestions

Through the above analysis, it is found that Xiaomi can occupy a favourable market position at present because of its accurate market positioning and efficient marketing means of selection. However, Xiaomi also has some problems. For example, the user portrait is not clear, the flow data of streaming media does not meet expectations, the cooperation with Big V to promote their products is not good, the understanding of brand marketing is insufficient, the concept is lagging, the model is backward, and the application is not flexible.

In response to these problems, the following will put forward suggestions on Xiaomi's existing problems through a detailed analysis of Xiaomi's use of streaming media marketing methods.

3.1. Analysis of Advantages and Disadvantages of SMM Means

According to the Xiaomi data collected in the form of interviews, there are certain advantages and disadvantages in the marketing strategy of Xiaomi streaming media (see table.1).

Table. 1 Advantages and Disadvantages of SMM in Xiaomi

Advantages	1. Xiaomi has certain advantages in streaming media marketing, such as technological innovation, fan economy, diversified marketing channels and data driven. 2. In the content selection of short video marketing, Xiaomi will focus on the construction of an enterprise team, the vigorous development of emerging technologies and the update of technologies and other new ideas and new content in line with The Times, to ensure that it can attract the attention and favorability of young groups to the maximum extent and have a very stable group. 3. The advantage of digital marketing is that it can reverse the expansion of enterprises through the use of data and the collection of information in the essential role of marketing^[12]. Through the reverse application of data obtained in the operation of new media, Xiaomi further defines the content and topic selection of advertising, accurately locates consumer preferences, pays attention to maintaining the focus of its existing fan base at any time, ensures the stickability of corporate users, and constantly expands its market influence to attract more user groups and market attention. 4. At the same time, Xiaomi operates the information of network marketing data to help it accurately target the audience of its products in the market area other than the main products and ensure the sales of products.
Disadvantages	1. Faced with fierce market competition, lack of content innovation, low user engagement cross-platform marketing difficulties and other disadvantages. To achieve sustained growth, Xiaomi needs to continuously optimize its marketing strategy, give play to its advantages and overcome its disadvantages to improve the effect of streaming media marketing. 2. More importantly, the formation of the fan effect, resulting in the internal information closed loop and marketing cocoon, the feeling of non-powder consumers will not meet expectations, and then negative social effects^[13]. 3. Because the positioning of the product is too clear, it will be relatively difficult to improve the overall market acceptance. Proprietary areas of wireless expansion and development, but if you want to change or expand the industry field, then the product positioning and content operation, other marketing means to change relatively large, as well as the production capacity of the product itself are challenges, all of which lead to tough market expansion.

3.2. Suggestions for Millet O2O Operation Management under the SMM Model

As a well-known smartphone and smart hardware manufacturer, the development of Xiaomi's O2O operation and management model is of great significance to the development of industry enterprises. Based on the above analysis, Xiaomi can optimize O2O operation management under the streaming media marketing model in the following ways.

3.2.1 Optimizing User Experience

In the O2O operation model, user experience is crucial. Xiaomi technology needs to continuously optimize products and services to provide users with a convenient and efficient shopping experience. Increase user engagement with premium streaming content, interactive topics and events.

3.2.2 Marketing Activity Innovation

In the O2O operation model, innovative marketing activities can attract users' attention. Xiaomi technology can try to cooperate with other industries or brands across borders, hold unique and interesting offline activities, and spread through streaming media marketing methods to expand the influence of activities.

3.2.3 Scene marketing

Xiaomi technology can develop corresponding streaming media marketing strategies for different scenarios. For example, different groups such as office workers and students, launch streaming media content that meets their needs and interests, guide users to participate in O2O activities and improve sales performance.

Therefore, to better function in the O2O operation model, streaming media marketing needs to pay more attention to user experience, marketing activity innovation and scenario-based marketing under the premise of the integration of online and offline marketing, the precise positioning of users, the high-quality communication of social media, and data analysis and optimisation. Through continuous optimization of marketing strategies, improve user engagement and satisfaction, to achieve the common development of online and offline business.

4. Conclusion

In conclusion, this paper discusses the small market share of technology companies. It is found that the innovation of marketing means and the digital reform under the mode of streaming media are important elements of enterprise operation management. The mode of operation management plays a role in building a digital operation team, mastering digital operation skills and realizing sustainable development. Through further empirical research, it is found that the inaccurate positioning of user portraits and the incomplete use of streaming media tools are critical problems, that can be solved by more comprehensive consideration of user experience and innovation and the development of personalized marketing means. However, digital tools also occupy an important proportion of human resource management in operations management, such as the OA system supported by AI intelligence. Therefore, the subsequent research will focus on digital tools and other elements, aiming to help industry enterprises further enhance their sustainable development capabilities, help the deepening development of the science and technology industry, and add new vitality to the science and technology market.

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