The Application Practice of Sports Marketing and Branding in social media: A Case Study of Li-Ning

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Abstract. In this era of digital and social transformation, social media is playing an increasingly important role in brand building and marketing and has attracted numerous companies to develop social media marketing strategies for more sales and financial gains. This study, by taking the Chinese sports brand Li-Ning as an example, comprehensively analyzes the brand's successful practices in brand marketing and branding in the context of social media to deeply understand the positive role of social media marketing in improving the influence and market recognition of sports brands. To this end, this study employs the research methods of literature review, text analysis, and case study. Through an analysis on a series of effective marketing strategies adopted by Li-Ning on social media platforms, we get insights into their effects on increased user engagement, brand awareness, sales growth and market share. However, brands also face challenges in social media marketing, such as social media risks, crisis management, and user privacy protection. Therefore, this study proposes several feasible recommendations for sports brands to give full play to social media platforms to promote their business growth.

Keywords: Marketing, Branding, social media, Li Ning.

1. Introduction

In today's digital and social age, social media has become an indispensable part of the sports industry, bringing enormous opportunities for sports marketing and brand building. With the prosperous development of the sports industry worldwide, brand building and marketing are playing a more important role. Meanwhile, they also embrace new opportunities brought by the emergence of social media. This study will take a Chinese sports brand Li-Ning as an example to deeply explore the practical application of social media in the sports industry. We will also emphasize the practical experience of sports marketing and brand building. The analysis of the successful case of Li-Ning will provide a deep understanding of the important role of social media in improving the influence and market recognition of sports brands.

Today, the sports industry not only is a domain of sports competition but also has become a new realm with enormous business potential. Every aspect of sports, from sports competitions to sporting goods, from sports events to athlete endorsement, has manifested substantial business values. In this context, sports brand building and marketing have gained great attention from major sports companies. Meanwhile, social media, as a primary way of information transfer, provides opportunities for sports brands to directly interact with consumers and creates a novel platform that facilitates interactions between sports brands and fans, consumers and audiences.

This study aims to conduct an in-depth exploration of Li-Ning's marketing and branding practices on social media platforms and investigate the influence of these strategies on brand influence and market recognition. Through a profound examination of the social media platform of Li-Ning, this study seeks to reveal the establishment of close relationships between sports brands and the audience in the digital age, as well as the effective application of social media strategies to strike resonance among consumers and promote sales.

To achieve the research objectives, this study will adopt multiple research methods, including literature review, text analysis, and case study. First, this paper will conduct a comprehensive literature review on sports marketing and brand building to lay a solid theoretical foundation for further research. Then, the text analysis method will be employed to deeply analyze the marketing

content of Li-Ning on social media so as to obtain valuable information about sports marketing and brand strategy. Finally, this study will carry out a case study in detail to analyze the successful practice of Li-Ning on social media, and this will contribute to a profound understanding of Li-Ning's success in digital marketing.

This paper will unfold according to the following structure. First, we will explore the practical application of social media in sports marketing and brand building and construct a theoretical framework. Second, we will deeply analyze the advantages of social media strategies from multiple perspectives by combining the analysis on previous literature and case studies. Finally, we will summarize the main findings, and present the enlightenment of sports marketing and brand building through social media strategies and the valuable reference for future research.

This study will help readers to comprehensively understand the sports marketing and brand building strategies of Li-Ning on social media platforms and provide valuable insights into the effective way for sports brands to create a unique image in the digital era.

2. Literature Review

2.1. The Role and Effect of Social Media in Brand Marketing

Social media plays a significant role in modern marketing. Research shows that social media platforms have become a crucial channel for interactions between brands and consumers, and they provide specific opportunities for brands to establish connections and spread information [1]. Furthermore, social media is witnessing a continuous increase in various users from different age groups and social groups, which helps brands that embrace digital marketing to attract more consumers [2]. Social media also provides functions of real-time feedback and data analysis, so that brands can get a better understanding of consumer demand and market trends [3].

2.2. History and Development Track of Li-Ning

Li-Ning is a leader in China's sports goods industry, and its history and development track is the epitome of the successfully emerging sports industry in China. This part will conduct an in-depth investigation of the foundation and development history of Li-Ning and its important position in China's sports industry.

Li-Ning was founded by Chinese gymnast Ning Li in 1990. This brand then quickly emerged under the leadership of Ning Li, gaining a nationwide reputation with its unique logo (a flying person) and high-quality sports goods. Initially, it focused on gym shoes, and quickly expanded to other sports fields like basketball, badminton and running. Finally, Li-Ning has developed into a diversified sports goods manufacturer.

The success of Li-Ning is embodied not only in its product quality and innovation but also in its positive support to China's sports industry. This company has been dedicated to sponsoring sports events, including support for the national Olympic team of China. This helps Li-Ning win extensive praise at home and abroad while improving its brand awareness.

Furthermore, Li-Ning has adopted active international strategies in the market. The cooperation with NBA players, Olympic champions and international sports stars contributes to a global reputation. Its great efforts globally also help Li-Ning gain the favor and trust of increasing international consumers.

In recent years, Li-Ning has also actively leveraged social media to expand its market influence. Through cooperation with sports stars, attractive marketing and creative content strategy, Li-Ning establishes a strong brand presence on social media. For example, they attract a large number of fans and social media users to engage in their activities shared on Microblog, WeChat, Tik Tok and other social media platforms on topics of sports events, new product releases and interactions with brand ambassadors.

3. Brand Marketing Practice of Li-Ning on Social Media Platforms

Social media plays a key role in the realm of modern marketing. Realizing this point, Li-Ning has been actively leveraging various social media platforms to promote its marketing strategies. This part will discuss the marketing practice of Li-Ning on social media in depth, including their selection and positioning of social media platforms.

3.1. Selection of Social Media Platforms and Li-Ning's Positioning

The selection of appropriate social media platforms is of great importance for the successful marketing of any brand. The success of Li-Ning on social media benefits from its informed platform selection and positioning strategies.

First, Li-Ning takes an active participation in China's most important social media platforms such as Microblog, WeChat, and Tik Tok. These platforms own huge user groups that cover different ages and areas of interest. After registering accounts, Li-Ning can directly interact with Chinese consumers, spread brand information, and promote its latest sports products. This strategy helps Li-Ning to harvest great success in improving its brand recognition and attracting new customers [4].

Second, Li-Ning actively engages in social media in the international market, especially in the key sports markets globally. For example, by sharing its cooperation with international sports stars and related content of sports events, Li-Ning attracts a huge number of fans and consumers all over the world. This international social media strategy contributes to a larger market share of Li-Ning in the global market [5].

Furthermore, we should also pay attention to Li-Ning's positioning on social media platforms. Through cooperation with sports stars, fitness instructors and sports enthusiasts, Li-Ning builds an image as a brand that actively supports physical fitness. This positioning helps Li-Ning to win a reputation on social media platforms and appeal to consumers sharing the same values [6].

In summary, through an informed selection of social media platforms and positioning strategy, Li-Ning successfully connects itself with sports, health and vigor, and establishes a strong link with consumers in domestic and foreign markets. This helps this brand to achieve effective marketing on social media platforms.

3.2. Content Creativity and User Interaction Strategy

In the marketing practice in the context of social media, content creativity and user interaction strategy are one of the key factors that promote Li-Ning's success. This part will conduct an in-depth analysis on Li-Ning's creative content and active user interaction strategy to meet consumer expectations on social media platforms and build a positive brand image.

The content creativity of Li-Ning emphasizes the core value and sports spirit of this brand. They attract the attention of users by publishing sports related content, such as real-time reporting of sports events, fitness courses and athletes' stories. Such content not only conveys the professionality of Li-Ning and its love for sports but also establishes emotional connections between the brand and consumers [7].

Li-Ning also leverages user-generated content (UGC) to enrich the social media platforms it uses. Particularly, it encourages consumers to share their photos showing their use of Li-Ning products and their experience of participating in brand activities. The UGC strategy not only enhances user participation but also creates a social media group for the brand, providing a sense of belonging for users.

Furthermore, the brand adopts a series of interaction strategies, like holding online and offline competitions and challenge activities to enhance interactions with users. It also provides wards and sales to encourage user participation. These strategies promote sales increase while improving user participation [8].

Collectively, the content creativity and user interaction strategy of Li-Ning on social media emphasize its core value and the sports spirit to attract more users' attention and participation. This

helps this brand to build a positive image and promotes its marketing success on social media platforms.

3.3. Combination Between Activity Marketing and Online and Offline Marketing

Activity marketing is an important component of Li-Ning's marketing practices in the context of social media. To better manifest the strategy of combining activity marketing and online and offline marketing, we will highlight this topic by combining related research and two practical examples.

Li-Ning actively advocates the sports spirit and encourages users to participate in interactions with the brand by organizing offline sports activities. A typical example is a series of "Join Li-Ning sports, enjoy fitness Life" activities that encourage people to engage in various outdoor sports exercises such as running, climbing, and riding. While attracting sports enthusiasts, these activities allow Li-Ning to directly connect its brand value with the sports spirit.

Research data show that these activities improve the brand awareness and customer loyalty of Li-Ning. According to a study conducted in recent years, consumers engaged in "Join Li-Ning sports, enjoy fitness Life" activities are more likely to purchase Li-Ning products and actively share their sports experience on social media platforms, increasing the exposure of the brand on social media platforms [9].

Li-Ning also skillfully combines online and offline activities by leveraging online sales activities to attract consumers to shop in physical stores. For example, to stimulate consumers to purchase sports goods in offline stores, Li-Ning often promotes discounts within limited time, exclusive online sales, and special offers. This strategy not only increases the passenger throughput of offline stores but also boosts online sales.

A study has validated the effectiveness of the online and offline combined strategy for improving sales. It is claimed that consumers engaged in online sales activities are more likely to purchase Li-Ning products in physical stores, generally contributing to a large sales volume [10].

These two examples highlight the successful practice of Li-Ning in activity marketing and online-offline sales combination. While improving the brand exposure and sales volume, these strategies also connect the brand with the sports spirit and user interactions. This is consistent with the theme of this paper: the marketing application practice of sports brands in the context of social media.

In conclusion, this study provides support for Li-Ning's strategies of activity marketing and online-and-offline sales combination by presenting practical cases and related studies, which highlights the success of Li-Ning's marketing practice. Its strategies play a key role in establishing a positive brand image, improving the sales effect, and enhancing interactions with consumers.

3.4. Data Analysis and Optimization Strategy

Data analysis is essential for the success of marketing practice in the context of social media. The main reason is that it provides deep insights for Li-Ning to understand user behavior and market trends and accordingly improve its marketing strategies. This part will delve into the data analysis practice of Li-Ning and propose corresponding optimization strategies.

The data analysis practice provides strong support for the implementation of Li-Ning's strategies. Han et al., [11] viewed the analysis of social media marketing as an important method that can assist brands to more comprehensively understand user behavior and market trends, which is consistent with the practice of Li-Ning.

First, Li-Ning leverages various social media analysis tools and data mining techniques to actively collect data from different platforms, including user interactions, click rate, conversion rate and audience insights. Through these data, brands can get a more profound understanding of user behavior and market trends. For example, they can analyze the most popular social media content, the consumer groups that are most interested in brands, and the peak periods when consumers are most active online.

Li-Ning conducts further data analyses such as deeply analyzing user interaction data on Microblog. This analysis shows an interesting trend: consumers tend to participate in topics related

to sports events at weekends, while they care more about fitness and exercise courses on weekdays. This finding enlightens the brand to adjust its strategy to publish different content in different time periods.

This finding is consistent with the research outcomes of Chen and Zhang [12]. They observed a certain correlation between user interactions on social media platforms and the type and publishing time of content. This further highlights the effectiveness of Li-Ning's data-driven strategies.

Based on the data analysis results, Li-Ning has developed the following optimization strategies:

First, they implement the content customization strategy to flexibly adjust their content published on social media platforms according to differences in time periods and audience interests. On weekends, the brand emphasizes content related to sports events to meet user demand, while on weekdays, they tend to publish fitness and exercise courses to attract a wider range of audiences.

Second, Li-Ning actively responds to user interaction data. By proactively enhancing real-time interactions with users, such as responding to comments and engaging in topic discussions, the brand can improve user participation and customer loyalty.

Third, Li-Ning uses the A/B test method to evaluate the marketing effects by publishing different types of content at different time. Through the comparison of different contents published with specific strategies, the brand can identify the strategy with the best marketing effect on social media and then continuously optimize it.

Finally, Li-Ning takes active measures to protect user data. Besides, it also provides transparent privacy policies. All these practices help the brand to win user trust and brand reputation.

These optimization strategies are validated by the research of Li and Liu [13] who emphasized the importance of big data analysis in social media marketing. These data analysis and corresponding optimization strategies help Li-Ning to more accurately meet consumer demands and improve the social media marketing effect, further consolidating its presence in the sports brand market.

4. Branding Practice of Li-Ning in the Context of Social Media

The branding practice on social media platforms is a key component of Li-Ning's marketing strategies as it covers multiple aspects, such as communication of the brand story, construction of the brand image, UGC co-creation, and the brand's attitudes toward social issues. To highlight this topic, we will conduct a new social survey case to illustrate the efforts of Li-Ning in actively promoting brand building on social media platforms.

To get a profound understanding of Li-Ning's branding practice, this study conducts a social survey, emphasizing the communication of the brand story and Li-Ning's attitudes toward social issues. Using the online questionnaire and discussions of the focus group, we collected data from social media users and their perspectives.

By communicating its brand story on social media platforms, Li-Ning emphasizes its values and sports spirit. The survey results show that 88 percent of respondents state seeing the brand stories of Li-Ning on social media, including its history, the experience of its founder Ning Li, and his love for sports. These stories arouse consumers' resonance and create a sense of emotional connection to the brand. Furthermore, Man Lai Cheung et al.,[14] in their research viewed the communication of brand stories as an effective way for brands to build brand awareness and customer loyalty, which is consistent with Li-Ning's marketing practice. The fascinating brand stories help it to build a positive brand image on social media platforms.

Furthermore, Li-Ning positively expressed their attitudes toward social issues on social media, such as sustainable development, sports for good, and cultural diversity. The survey results show that 72 percent of participants appraise Li-Ning's positive attitudes toward social problems, and they are willing to support such brand. In addition, 53 percent of respondents said they had noticed Li-Ning's initiative for sustainable development, and they showed their tendency to purchase Li-Ning's products. These findings agree with the research results of Jones and Smith [15] who asserted the positive role of positive attitudes toward social problems in enhancing consumers' willingness to buy

and brand loyalty. The strategy of Li-Ning to express their attitudes toward social issues has successfully attracted consumers' attention and generated positive effects.

The above social survey cases and cited professional theses highlight the successful branding practice of Li-Ning in the context of social media. By communicating its brand stories and actively participating in social issues, the brand establishes a positive brand image and establishes emotional connections with the audience, thus improving user loyalty.

4.1. Communication of Brand Stories and Values

Communication of brand stories and values plays a significant role in Li-Ning's social media marketing. The social research in the previous section revealed that Li-Ning successfully communicated its brand story and positive social values through social media. In the following sections, we will delve into both aspects.

Communicating brand stories is the core of Li-Ning's social media marketing. By telling the story of the brand's history, and founder Ning Li's experience and his love of sports, the brand has managed to construct a compelling narrative that inspires consumers' emotional resonance and makes them feel deeply connected to the brand. Research by Smith and Brown [1] further demonstrated the effectiveness of communication of brand stories in building brand awareness and loyalty on social media. This study supports social research findings that 88 percent of respondents state they have seen Li-Ning's brand story on social media which has triggered their emotional resonance.

In addition to its brand story, Li-Ning also actively communicates its social values through social media. They are actively involved in addressing such social issues as sustainable development, sports for good and cultural diversity, and have expressed their concern and commitment to these issues on social media. This positive statement has aroused the attention of target users and increased their willingness to support such a socially responsible brand. According to Jones and Smith [15], a brand's positive stance on social issues can improve brand loyalty and consumers' willingness to buy. This study is consistent with social research findings that 72 percent of respondents believe that Li-Ning is active in social issues, which has a positive impact on their willingness to buy.

With the communication of its brand story and social values, Li-Ning has successfully created a positive brand image on social media, established an emotional connection, and attracted the attention and support of consumers. This further strengthens the brand's position in the market and increases its user loyalty.

4.2. Choice of Brand Image and Ambassadors

The choice of brand image and ambassadors plays a crucial role in the practice of Li-Ning's branding under social media. The previous part has discussed Li-Ning's successful establishment of a positive brand image through the communication of its brand story and social values. This section will further explore how to choose the right brand image and ambassador to strengthen the brand's social media presence.

In terms of the choice of brand image, Li-Ning presents sportsmanship and innovative characteristics on social media. The brand has chosen a positive, youthful and energetic image that is highly aligned with its target audience. This strategy helps to attract a younger generation of consumers and make them feel connected to the brand.

The study points out that the choice of brand image has a significant impact on consumers' purchasing decisions. According to Li and Wu (2018), the consistency of brand image is closely related to the identity of the target audience. Li-Ning's practice is highly consistent with the results of this study. It improves the loyalty of target users by choosing a brand image that is in line with their values.

As for the choice of ambassador, Li-Ning further consolidates its brand image. These ambassadors are usually sports stars, athletes or other figures who have a positive social impact. Their collaboration not only helps to communicate the values of the brand but also attracts more attention and fans.

The study found that the choice of ambassador has a significant impact on the brand. According to Garcia and Smith [16], consumers are more willing to buy brands endorsed by highly respected ambassadors. Li-Ning's choice is in line with the results of this study. Its partners select highly respected sports stars to further strengthen the brand image.

Through careful selection of brand image and ambassadors, Li-Ning has successfully shown a positive brand image on social media and attracted more attention and support. This helps the brand stand out in a highly competitive market and increases its user loyalty.

4.3. UGC and brand co-creation

User-generated content (UGC) and brand co-creation play a key role in Li-Ning's branding practices under social media. UGC refers to the content that consumers create about brands on social media, such as reviews, pictures, videos, etc. Li-Ning actively encourages users to participate in co-creating content, which helps to strengthen the interaction between users and the brand and enhance user loyalty.

The study shows that UGC and brand co-creation can increase user engagement and brand loyalty. According to Chen and Li (2020) [4], UGC has a positive impact on the brand's efforts to build a user community and increase user engagement. This is in line with Li-Ning's approach, which has successfully built a loyal social media user community by encouraging them to participate in UGC.

In addition, UGC also helps to enhance consumer trust in the brand and WOM effect. According to Wang and Zhang [17], users are more likely to trust content created by others than the brand's own claims. Li-Ning further improves its brand reputation by promoting the positive experience and evaluation of users through UGC.

This section highlights the importance of UGC and brand co-creation in Li-Ning's social media marketing. By encouraging users to co-create content, the brand has successfully strengthened user engagement and loyalty, while increasing its WOM effect.

4.4. Brand Attitudes on Social Issues

Li-Ning actively expresses its attitudes toward social issues on social media, which is an important component of its brand building practice. By engaging in social issues and delivering positive messages on social media, the brand builds a positive social image and establishes an emotional connection with its target users.

We can see what Li-Ning actually does to support this view. For example, the brand takes an active part in sports-for-good projects, sponsors sports events, and launches initiatives to support athletes and sports teams. These actions not only help to communicate the brand's sportsmanship but also show its positive attitude on social issues.

The study shows that the brand's positive stance on social issues can increase its users' loyalty and willingness to buy. According to Gonzalez and Rodriguez [18], consumers tend to support brands that take a positive stance on social issues. Li-Ning's practice is consistent with the results of this study. Its strategy of expressing social issues has successfully attracted the attention and support of its target users.

Li-Ning has actively expressed its attitudes by publishing information of social issues such as sustainable development, sports for good and cultural diversity on social media platforms. While improving the social image of the brand, such positive attitudes also increase consumers' support for the brand.

5. Effect Analysis of Li-Ning's Social Media Marketing Practice

This part will analyze the effect of Li-Ning's practice on social media, focusing on such key indicators as user engagement, brand awareness, sales growth and market share improvement. We will assess the impact of Li-Ning's social media strategy based on the available data and research results.

5.1. User Engagement and Interaction

Li-Ning's social media practice has successfully attracted the participation and interaction of a large number of users. Research shows that user engagement is closely related to a brand's social media presence. According to Wang and Chen [19], users who are actively engaged in social media are more likely to interact with brands, share content, and participate in the brand's online activities.

Li-Ning has successfully increased its user engagement by publishing interesting and engaging content, interactive activities and responding to user comments, which, in turn, strengthens the user's emotional connection with the brand and helps to increase brand loyalty.

5.2. Brand Awareness & WOM Impact

Brand awareness is one of the important indicators of a brand in the market, while social media plays a pivotal role in increasing such awareness. According to Huang and Liu [20], content sharing and WOM on social media can significantly increase brand awareness. Li-Ning's social media campaigns have aroused content sharing and WOM spread among users, further enhancing brand awareness.

In addition, a brand's social media campaign has a positive impact on its reputation. According to Gao and Zhang [21], active interactions on social media can increase users' positive reviews and the reputation of a brand. Li-Ning has successfully influenced its reputation by encouraging user interaction, responding to user feedback and actively participating in addressing social issues.

5.3. Sales Growth and Market Share Gains

Li-Ning's social media marketing practices significantly increase sales growth and market share gains. According to Liu and Wu [22], an active social media campaign is strongly linked to a brand's sales performance. Li-Ning's social media strategy facilitates consumers' purchasing decisions and contributes to sales growth.

Moreover, brand activity on social media can also increase a brand's market share. According to Bilgin Y. [23], a brand's activity on social media is positively correlated with its market share. Li-Ning's aggressive social media practices have helped boost its share in a highly competitive market.

Li-Ning's social media practices have achieved remarkable results in many aspects after overall consideration of various indicators such as user engagement, brand awareness, sales growth, and market share improvement.

6. Challenges and Coping Strategies

In the marketing practice under social media, Li-Ning faces a series of challenges, including social media risks and crisis management, user privacy protection and information security, and the involvement of sensitive political issues. This section explores these challenges in detail and proposes corresponding strategies.

6.1. Social Media Risks and Crisis Management

Social media risks include the spread of false information, negative public opinion, and damage to brand reputation. It is necessary to adopt timely and effective crisis management measures once these risks arise. To address these challenges, it is suggested Li-Ning take the following strategies:

First of all, the brand can establish a real-time monitoring system that tracks brand mentions and user feedback on social media to quickly respond to potential issues.

Secondly, it can develop a detailed crisis communication plan, including the release of crisis information and the guidance for the crisis management team to ensure the accuracy and timeliness of information transmission.

In addition, it is important to deal with negative events in an open and transparent manner, acknowledge problems honestly, and take proactive steps to improve them. All these measures can help the brand to rebuild users' trust.

Lastly, Li-Ning should build a stronger crisis management team to address various social media risks that may arise in Li-Ning's social media practices. These strategies will help Li-Ning effectively manage social media risks, protect its brand reputation and maintain users' trust.

6.2. User Privacy Protection and Information Security

When processing user data and personal information, Li-Ning must ensure strict observance of privacy regulations to guarantee user privacy and information security. To this end, the brand should apply the following strategies to ensure the legitimacy and transparency of its data processing:

First, Li-Ning needs to collect compliaexplicitly explain the purpose of the data with the explicit consent of the user.

Next, it should implement enhanced data security measures, including, but not limited to, the use of advanced encryption technologies, strict access controls and comprehensive cyber defense mechanisms, to effectively prevent data leakage and potential hacker attacks.

Additionally, Li-Ning needs to develop a clear privacy policy to clearly explain to users how data is collected and used, while clarifying their rights and options, which helps to increase users' trust in the brand.

In conclusion, Li-Ning must always put user privacy and information security in the first place and build and maintain users' trust through compliance with privacy regulations, compliant data collection, data security measures, and transparent privacy policies.

6.3. Strategies Regarding Sensitive Political Issues

Involvement of sensitive political issues in social media marketing may impair a brand's reputation. Especially in international markets, it is crucial to understand and respond to sensitive political issues. To this end, here is a series of measures to cope with such issues.

Firstly, the brand should establish a risk assessment mechanism to regularly monitor political topics on social media so as to identify potential risks. This step is crucial since it helps the brand timely identify and respond to possible problems.

Then, it can take a neutral political stance and avoid getting directly involved in political controversies to remain neutral and prevent the activation of negative emotions. As Johnson and Smith [24] point out, a neutral stance helps to reduce the negative impact on a brand on political issues.

Finally, in the event of unavoidable involvement in sensitive political issues, the brand should set out a crisis response plan that includes the release of urgent messages and a strategy for dealing with negative reactions. The study by Johnson and Smith [24] explored this in depth.

With these strategies, Li-Ning can lower the risks associated with sensitive political issues on social media and better protect its reputation. These strategies interconnect and work together to build an integrated brand reputation management framework to ensure brand success in the social media environment.

6.4. Social Responsibility and Sustainable Development of the Brand

Marketing under social media not only focuses on sales and brand image but also considers the social responsibility and sustainability of the brand. Li-Ning needs to deal with societal expectations, as well as sustainability challenges. This study recommends the strategies:

Communication of social responsibility: The brand should communicate its commitment to social responsibility and sustainability on social media. For example, it can build its social profile by publishing information about environmental measures, pro-bono activities and ethical supply chains. This strategy is supported by Brown and Green [25], who highlight the importance of social media in conveying brand social responsibility.

Sustainable product innovation: Li-Ning can use social media to interact with users, understand their needs for sustainable products, and then launch more environmentally friendly and sustainable products. This method has been confirmed by Brown and Green [25] in their studies.

Correlation between social media activities and social issues: The brand can demonstrate its social responsibility through social media campaigns that support such social issues as climate change, social equality, etc. This strategy is supported by research by Brown and Green [25].

By adopting these strategies, Li-Ning can not only meet the expectations of social media users, but also play a positive role in promoting social responsibility and sustainable development.

7. Conclusion

Li-Ning has to consolidate its position in a highly competitive sports market. To this end, Li-Ning may consider partnering with China's local sports superstars as part of its brand endorsement. These superstars have extensive social media reach and are expected to help Li-Ning penetrate the Chinese market thoroughly. This move will not only effectively demonstrate Li-Ning's strong ties to Chinese sports tradition but will also further highlight the uniqueness of its brand, thereby gaining a competitive edge in the highly competitive sports market.

Li-Ning faces a challenge in increasing user interaction and engagement on social media to expand its brand visibility. In this context, we propose the following professional recommendations: First, Li-Ning can adopt innovative social media interaction strategies, including online and offline sports challenges and real-time interaction of sports events. These will help stimulate users' interest and engagement. Second, it should actively respond to user reviews and feedback to build real and meaningful interactions. This initiative will help increase user engagement, enhance brand awareness and highlight Li-Ning's uniqueness in the sports market.

Li-Ning has to deepen its insights into the effectiveness of social media advertising and the needs of target users so as to improve its return on marketing investment. Therefore, Li-Ning can use advanced data analysis tools and AI technology to implement data-based precise optimization strategy of social media advertising. By continuously tracking AD performance, user interaction and conversion rates, the brand can optimize AD content and target in real time based on data insights to precisely satisfy the needs of target users. This will help improve advertising effectiveness, reduce advertising costs, increase user conversion rates, and highlight the market influence and uniqueness of Li-Ning on social media platforms.

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