

Research on Marketing Strategies of China Mobile in the New Media Era

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Abstract: Excellent marketing programs can help China Mobile Company quickly open the market and improve the market competitiveness of its products. Based on this, this paper discusses how to optimize the marketing means for China Mobile Company. This paper analyzes the product marketing environment of China Mobile, the effect of marketing at this stage, and the problems of marketing, and finds that the popularization of 5G is supported by policies, and the development of new media promotes the diversification of customers' demand for 5G products, and the market trend of China Mobile's product marketing is good, but the traditional marketing methods such as SMS and telephone are not easy to be accepted by customers, and the effect of product promotion is poor. In this regard, China Mobile can use big data and other technologies to upgrade personalized marketing services.

Keywords: New media era; China Mobile Corporation; 5G; marketing environment; marketing strategy.

1. Introduction

On March 5, 2024, the second session of the 14th National People's Congress opened, and the government work report pointed out that the penetration rate of 5G users exceeded 50%. At the same time, the content of the meeting repeatedly mentioned the information and communications industry, emphasizing that to promote the development of the information and communications industry in 2024, it is necessary to "vigorously promote the construction of a modern industrial system, promote the optimization and upgrading of the industrial chain supply chain, and deeply promote the innovative development of the digital economy". The development of information and communication industry can provide a broad space and possibilities for China Mobile's product marketing. For example, based on the combined application of new media platforms and big data technology, China Mobile Corporation can more accurately understand user needs and market trends, so as to develop more effective marketing strategies. There is a relationship of mutual promotion and mutual influence between China Mobile's marketing and the development of the information and communication industry. By utilizing the technological progress and market trends of the information and communication industry, China Mobile is able to formulate more effective marketing strategies to enhance its brand image and market competitiveness; at the same time, China Mobile's marketing activities also promote the overall development of the information and communication industry, and facilitate the innovation and growth of the related industrial chain. Based on this, this paper discusses the marketing strategy of China Mobile from the perspective of the new media era, with the intention of understanding how China Mobile should do a good job of product marketing to enhance market competitiveness at this stage.

2. Analysis of China Mobile's Product Marketing Environment in the New Media Era

2.1. Domestic 5G Product Market Quotes

According to economic news media reports, as of 13:00 p.m. on March 4, 2024, the size of 5G ETF (515050) reached 7.367 billion yuan. Some scholars have mathematically analyzed the disclosed data and found that the CSI 5G Communication Theme Index contains several AI arithmetic, optical module, 6G and AI application concept stocks, with a weighting of nearly 70%. Interpretation of China Mobile's 5G product marketing environment from the development trend of 5G technology, it is not difficult to see that the domestic 5G product market conditions show a strong growth trend. 5G technology continues to innovate and develop at the same time, companies are also exploring the development of 6G technology and pave the way for the market-oriented application of 6G technology. According to data released by the China ICT Institute, domestic cell phone shipments have achieved significant growth, with 5G cell phones taking up the vast majority of the market. This shows the strong growth trend of China's cell phone market and the rapid popularization of 5G phones. In addition, as the consumer electronics industry, represented by cell phones, picks up, the RF front-end market size is also expected to continue to expand, of which the filter as a core component, in the 5G era, its market size is expected to rapidly increase. The government and related organizations are also actively promoting the development of the 5G industry, increasing investment and support for the popularization and application of 5G products provides a strong guarantee. The domestic 5G product market sentiment shows a positive development trend, and the future prospects of the 5G product market will be even broader with the continuous improvement of the 5G network and the decline in the price of 5G products. However, at the same time, enterprises also need to pay attention to market dynamics and changes in consumer demand, and constantly adjust and optimize their product strategies to cope with the challenges and opportunities in the market.

2.2. Customer demand characteristics and trends

As one of the leading communication operators in China, China Mobile's 5G product customer demand characteristics and changing trends reflect the development trend of the communication industry and changes in consumer demand. With the popularization of mobile Internet and the development of new media platforms, high-definition videos, large-scale games and other applications, consumers have higher and higher requirements for network speed and latency[1]. The high-speed and low-latency characteristics of 5G technology satisfy consumers' demand for high-quality network experience. At the same time, with the popularization of mobile devices and the abundance of applications, consumers' demand for traffic is also increasing. Especially in terms of watching high-definition videos and conducting real-time communications on new media platforms, the demand for high traffic has become an important feature of 5G products. As technology continues to advance and application scenarios become richer, consumer demand for 5G products will continue to escalate. From the initial demand for high speed and low latency, to the later demand for large traffic and diversified services, and then to the future demand for intelligence and personalization, consumers are expecting more and more from 5G products. Against the backdrop of government support to accelerate the popularization of 5G technology, both individual users and industry users will become important customer groups for 5G products. Individual users will enjoy a smoother communication experience, while industry users can use 5G technology to realize digital transformation and intelligent upgrading.

2.3. Competitive situation of similar products

The competitive situation between China Mobile's marketing products and those of Telecom and Unicom is quite intense, especially in the 5G era, when all major carriers are actively promoting their 5G products and services in order to compete for market share. This competition is not only reflected in price and service quality, but also in various aspects such as product innovation and brand building. In terms of products, although each company has launched its own 5G packages, traffic packages and other services, the homogenization of products is more obvious in terms of basic communication services, such as voice calls, SMS and data transmission. This is because the technical standards and functional requirements of these basic services are relatively fixed, and it is difficult for major operators to form significant differences in these aspects [2]. In order to break the homogenization competition, companies such as China Mobile are also trying to seek differentiation. For example, China Mobile focuses on optimizing 5G network coverage and speed to provide more stable and efficient communication services. Meanwhile, China Mobile also actively cooperates with the upstream and downstream of the industry chain to promote the application of 5G technology in various industries and expand new business growth points. In addition, China Mobile also endeavored to enhance its competitiveness in terms of brand building and service quality. By increasing brand publicity, it has enhanced its brand image and popularity; at the same time, it has strengthened the construction of its customer service system to improve customer satisfaction and loyalty.

3. Problems faced by China Mobile's product marketing in the new media era

3.1. "Nobody's watching" the public number marketing.

The new media platform has a wide user base and high interactivity, China Mobile relies on the new media platform for product marketing and promotion, and can deliver product information to a wide range of customer groups in a short period of time. Moreover, the operation of the new media platform is more convenient, and China Mobile can update the product information and marketing content at any time, and effectively interact with customers. However, the convenience of new media technology can not completely guarantee that China Mobile's product marketing always achieve good results. Although the new media public number marketing allows China Mobile to directly interact with customers, customers have the right to choose to receive information, and China Mobile is in a relatively passive position. On the new media platform, there are not only the public numbers of major operators, but also many other types of self-media and brands conducting marketing promotions, and customers receive a variety of public number marketing promotions every day, which makes it easy for customers to be attracted by other content and ignore the operator's public number when browsing. There are also many customers who think that too much marketing and promotion of public number has affected their life and will directly block the information of public number. In this way, the situation of "no one reads" public number marketing is gradually formed. Moreover, if the content published by the public number is not innovative, attractive, or does not match the user's needs, then the user will lose interest and no longer pay attention to or share the information.

3.2. SMS marketing "blocked"

China Mobile has not abandoned traditional SMS and telemarketing methods while using new media technology to innovate marketing. However, with the continuous updating of mobile devices and the wide application of big data, artificial intelligence and other technologies, customers can choose the information content they want to receive according to their own wishes, and can easily block the marketing and promotional information they do not want to receive. The reason for this is that modern users are selective about the information they receive and wary of spam. First of all, the proliferation of SMS marketing information makes the target customer groups of China Mobile Company resistant to this kind of information, and many users will regard this kind of information as harassment or spam, and thus choose to block or ignore [3]. Secondly, the development and innovative application of new media technology has changed the way of receiving information and the concept of customers, compared with the traditional SMS, users are more inclined to receive information through social media, APP push and other more interactive and personalized way. Although the SMS marketing method faces the risk of being blocked by customers, China Mobile can still effectively use the SMS marketing method to promote its products through strategies such as precise positioning, optimizing content, providing personalized services and combining other marketing methods.

3.3. Telemarketing "No favor"

China Mobile uses telemarketing to promote product information, mainly including direct sales calls, market research calls, customer return calls, appointment visits and other telemarketing methods: direct sales calls, salespeople make direct calls to introduce product features, price concessions and other information to customers and try to facilitate the transaction; market research calls, through the phone to ask the customer's satisfaction with the product, Market research calls, through the phone to ask customers about product satisfaction, use habits, etc., to collect market feedback for product improvement or new product development to provide a basis; customer return calls, for customers who have purchased the product, through the return visit to understand the use of the product, to solve the customer's problems, while recommending the relevant products; appointment to visit the phone, over the phone to make an appointment with the customer, arrange for the sales staff to visit the door for a more in-depth product demonstration and explanation. On this basis, it is divided into two kinds of artificial answering and dialing and artificial intelligence answering and dialing. However, if the way of telemarketing is not appropriate, for example, the duplication of work tasks between the employees of China Mobile, resulting in the same batch of customers repeatedly received several employees' telemarketing, which is easy to cause customer resentment, and is not conducive to the adhesion between China Mobile and customers to maintain. Therefore, China Mobile should avoid problems such as employees disturbing customers with frequent phone calls, inappropriate language or lack of targeted content.

4. Product Marketing Strategies of China Mobile in the New Media Era

4.1. Use big data technology to do customer sentiment analysis

China Mobile can rely on new media platforms to release research questionnaires to customers, and then use big data technology to do a good job of customer sentiment analysis, combined with the results of the analysis to develop product marketing strategy. Take "Mobile Campus Card" and "Tencent King Card" two packages as an example: the first step is to rely on new media platforms to release the research questionnaire. China Mobile can release questionnaires to target customer groups through new media platforms such as its official WeChat public number, Weibo, and APP. The content of the questionnaire can include users' basic information, communication needs, package preferences, consumption habits and other aspects, so as to collect comprehensive and accurate data. In the second step, after collecting the questionnaire data, China Mobile can analyze it by using big data technology. By mining and organizing the data, it can understand the basic information of users such as age distribution, education level, geographical characteristics, and other key information such as users' communication needs, package usage habits, and consumption ability [4]. The results of these analyses will provide strong support for the development of product marketing strategies. In the third step, China Mobile develops appropriate product marketing programs based on the principle of tailoring to local conditions, and develops product marketing strategies for "Mobile Campus Card" and "Tencent King Card" according

to the product preferences of accountants. For example, the target market of the "Mobile Campus Card" is students and staff of colleges and universities, and China Mobile adjusts the configuration of the traffic volume and voice call hours in the package according to the users' usage habits and consumption capacity to meet the needs of the target market. "Tencent King Card" highlights the partnership with Tencent, emphasizing the Tencent applications included in the package, such as free flow privileges, and China Mobile can accurately push information about Tencent King Card based on the customer's browsing records, search habits and other data, improving marketing effectiveness. This will improve the marketing effect.

4.2. Personalized Marketing Services Enhance Customer Adhesion

In connection with the above, China Mobile optimized its personalized marketing services by combining customer sentiment analysis to enhance customers' goodwill towards its products and strengthen its adhesion with customers. For example, for the "Mobile Campus Card", China Mobile can formulate exclusive promotions for students and teachers, launching time-limited offers and free gifts in combination with campus culture and special festivals to attract more students to apply for and use the card. At the same time, the company can also conduct online and offline publicity by posting posters on campus and cooperating with campus media to promote the card, and open lucky draws on China Mobile's WeChat and Weibo accounts and other new media platforms, so as to further increase the product's popularity and influence. For the Tencent King Card, China Mobile can analyze user data to identify potential customer groups, such as young people and game enthusiasts, and conduct targeted promotions. China Mobile can also carry out joint marketing activities to enhance the attractiveness of the package to potential target customer groups by organizing online and offline activities with Tencent, such as game competitions, package lucky draws and game prizes.

4.3. New media platforms to place creative marketing ads

China Mobile can place creative marketing advertisements on new media platforms to enhance customers' favorable impression of the promoted products and thus stimulate their consumption. Creative marketing advertisements can attract users' attention and enhance brand awareness and product recognition. China Mobile can attract the attention of potential customers by designing unique, interesting and attractive advertisement contents, and at the same time, by displaying the features and advantages of its products on the new media platform [5]. For example, by presenting the actual use scene of the product, user reviews or storytelling narratives, it can allow customers to understand the product more deeply and increase their trust and goodwill towards the product. This kind of emotional marketing helps to establish an emotional connection between the customer and the brand and increase the customer's willingness to buy. In addition, China Mobile can also strengthen the interaction and communication with customers on the new media platform. Through the comment area and private messages below the advertisement, customers can express their views and opinions on the product, and China Mobile can respond to user feedback in a timely manner to further improve its products and services, and enhance customer satisfaction and

loyalty.

To sum up, if China Mobile wants to effectively enhance customers' goodwill towards the promoted products, stimulate customers' consumption and realize the marketing objectives, it needs to innovate the form and content of the advertisements with the times, accurately locate the target customers, and improve the attractiveness and influence of the products.

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