

XIAOMI MARKETING STRATEGY

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▪ PRIMARY

- Facebook
 - Paid media
 - Discussion groups
 - Conversational engagement
 - Partnership marketing
- Instagram
 - Paid media
 - Influencer marketing
- Youtube
 - Paid media
 - Influencer marketing
 - Tag trends

▪ SECONDARY

- Twitter
 - Conversational engagement

INFLUENCER LIST SEGMENTATION

The influencer list should be segmented as follows.

- **LIST 1**

Low priority influencers you do not intend to pay for placement.

- These influencers should be provided with free content in exchange for mentions only.

- **List 2**

Partner influencers that sell various accessories or provide mobile services.

- **LIST 3**

Top priority influencers you are willing to pay.

INFLUENCER PARTNERSHIP STRATEGY

- **FIND NON-COMPETING COMPANIES TO CROSS PROMOTE WITH.**

- Mobile accessory providers will make the best partners at first.
- An extended list has been provided in the research phase and can be found here - https://drive.google.com/file/d/1UndvK-Na7q_Yof_AushEJQDWAGJi02_X/view?usp=sharing

- **MAKE YOURSELF STAND OUT AND ATTRACT QUALITY PARTNERS BY DRAWING ATTENTION TO THE MASS MARKETING EFFORTS OF XIAOMI LAUNCH.**

- Point out the demand for Xiaomi
- Establish where and how you are marketing. Use examples, such as a specific viral post you have.
- State how many people you were able to reach in just x time, and what a great benefit for them to feature Xiaomi, since they would be included in your future marketing and receive this kind of exposure for free.
- Using the above as an attention grabber make a brief proposal. The initial pitch should reference the benefit to the partner and request for a mutually beneficial partnership.

PAID INFLUENCER STRATEGY

- **REQUEST THE INFLUENCERS TO DO SIDE BY SIDE COMPARISONS OF PHOTOS TAKEN ON A SAMSUNG AND XIAOMI.**
- **TAKING PHOTOS HAS A SOCIAL ELEMENT.**
 - Ex: have a few of the influencers go out and do videos of them showing a few photos taken and asking the person to guess which one was taken on a Xiaomi, then seeming amazed at the difference in quality
 - This should be done in different scenarios (ex: concert, gym, fashion event, nature walk, city sights, zoo, restaurant, etc). Try to hit the major verticals where a camera is often used.
- **FOR THE TECHY COMMUNITY HAVE A COUPLE OF INFLUENCERS DO A DEEP DIVE INTO THE TECHNICAL ASPECTS OF THE CAMERA FUNCTION.**
 - Ex: Comparison charts showing the benefits over current as well as the upcoming competitors models will do well.
- **PICK THE MORE “HIP” INFLUENCERS AND HAVE THEM DO FOOTAGE ON WHY THIS IS THE DEVICE THAT WILL MAKE YOU STAND OUT FROM THE CROWD.**
 - Ex: black and white crowd with everyone on their Samsung and the 1 colored character everyone is looking at on a Xiaomi.

INFLUENCER ENGAGEMENT

▪ SOCIAL MEDIA ENDORSEMENT

- Must be on-going, a single post will rarely get desired results.
- 30-40% of the influencers should do a push simultaneously for official launch
- Remainder should be spread out over a 30 day period. This will help build rapid virality.

▪ BLOG MENTIONS

- Blog mentions will assist with SEO, which is expected to be your biggest traffic source by mid 3rd quarter

▪ **BANNER MENTIONS. THIS IS A NEGLECTED INFLUENCER MARKETING STRATEGY THAT CAN WORK VERY WELL AND COME AT A LOWER COST. REQUEST INFLUENCERS TO IMPLEMENT XIAOMI INTO THE HEADER GRAPHICS OF THEIR SOCIAL MEDIA BANNERS, BLOG AND WEBSITE HEADERS.**

▪ **EMAIL BLAST INCLUSION, EX: A SPONSORED BY BANNER CAN BE EMBEDDED IN THE HEADER OR FOOTER OF THEIR NEWSLETTERS.**

- **LOOK FOR ACTIVE CONVERSATIONS REVOLVING AROUND:**

- Problems or bad reviews of competing providers
- Tech trends, new product releases, news in the mobile space
- Photo sharing focused on events, travel, food, current trends, and other things typically captured with phone cameras
- Competitor product reseller posts
- Media trends that are gaining virality
- Philanthropic activities

- **ENGAGE IN SUCH POSTS IN CONVERSATIONAL MANNER BY PROVIDING POSITIVE REINFORCEMENT OR COMPLIMENT THEIR CONTENT.**
 - Such entry will keep your post from looking spammy and lead to engagement
- **USE EYE GRABBING VISUALS THAT MATCH THE ORIGINAL POSTER'S CONTENT.**
 - For example if the original post is a vacation photo, post a travel photo from a unique place taken by Xiaomi. If the post is of someone helping others or doing charity work, show a photo of a Xiaomi user doing the same.
 - In addition to building virality and helping generate user submitted content this will help build Xiaomi's brand image in a positive manner.
- **WHEN POSSIBLE LINK YOUR RESPONSE TO A BLOG ON XIAOMI'S WEBSITE TO IMPROVE SEO TRACTION.**
- **END POSTS WITH QUESTIONS OR REQUESTS FOR FEEDBACK.**
 - Posts that make it easy for people to respond will lead to much higher user engagement and as a result exposure for the brand.

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**WHEN ENGAGING IN
SOCIAL MEDIA
GROUPS FOLLOW UP
ON YOUR POSTS
DAILY.**

- Replying to your own conversations will assure that people see Xiaomi as a brand that interacts with it's fans and will keep the posts at the top of the feed, which results in higher levels of exposure.

CONVERSATIONAL TARGETING

- PRIORITIZE POSTS THAT WERE MADE WITHIN THE PAST 3 HOURS.
- AIM FOR 20-30 RESPONSES PER HOUR. DO NOT EXCEED 50 POSTS PER DAY ON ANY INDIVIDUAL CHANNEL.
- 70% OF TIME SHOULD BE SPENT FINDING THE LEADS, 30% REPLYING.
- ACCORDING TO COMPETITOR ANALYSIS OF SAMSUNG AND HUAWEI WE RECOMMEND 40% OF INITIAL SOCIAL MEDIA EFFORTS TO BE ATTRIBUTED TO YOUTUBE, 35% TO FACEBOOK, 20% TO INSTAGRAM, 5% TO FORUMS.
- FOCUS ON CONVERSATIONAL ENGAGEMENT WITH POSTS COMPLAINING ABOUT COMPETING TECHNOLOGY. EXAMPLE BELOW:



XIAOMI WILL PURSUE 3 HASHTAG STRATEGIES:

MARKET SPECIFIC HASHTAGS

- #smartphonecamera, #amazingshot, etc

BRANDED AND OWNED HASHTAGS

- #shotbyxiaomi, #xiaomitech, #xiaomicontest

TRENDING HASHTAGS

- Locate newly trending hashtags and be the first to capture their traffic.
- Use sproutsocial.com to locate the best ones daily
- Focus on camera, technology, mobile, and news

FACEBOOK AND INSTA PAID MEDIA

TARGETING CRITERIA CORRELATION

- Interest in tech
- Interest in cameras
- Ad specific verticals
- Inferior competitor tech

FOCUS GEOGRAPHIC TARGETING ON DENSELY POPULATED CITIES WITH A YOUNG POPULATION AND LARGE TECH COMMUNITY.

DEVICE TARGETING

- Competing device models
- Outdated devices with inferior cameras

The image shows a screenshot of the Facebook Ads targeting interface, illustrating how multiple criteria are stacked to refine an audience. The criteria are organized into three main sections, each with a search bar and a 'Suggestions Browse' link.

- Behaviors > Digital activities:** Contains the criterion 'Technology early adopters'.
- Interests > Additional Interests:** Contains the criteria 'Action camera' and 'Camera phone'.
- Behaviors > Travel:** Contains the criteria 'Frequent international travelers' and 'Frequent Travelers'.
- Interests > Additional Interests:** Contains the criterion 'Travel photography'.
- Behaviors > Mobile Device User > All Mobile Devices by Brand > Samsung:** Contains the criteria 'Owns: Galaxy Note 8', 'Owns: Galaxy S6', and 'Owns: Galaxy S7'.

Each section is separated by a horizontal line and includes a search icon, the text 'Add demographics, interests or behaviors', and a close button (X). The 'and must also match' indicator is visible between sections.

**SOCIAL MEDIA GROUP
MARKETING EFFORTS
SHOULD BE EXPANDED TO
COMMUNITY FORUMS**

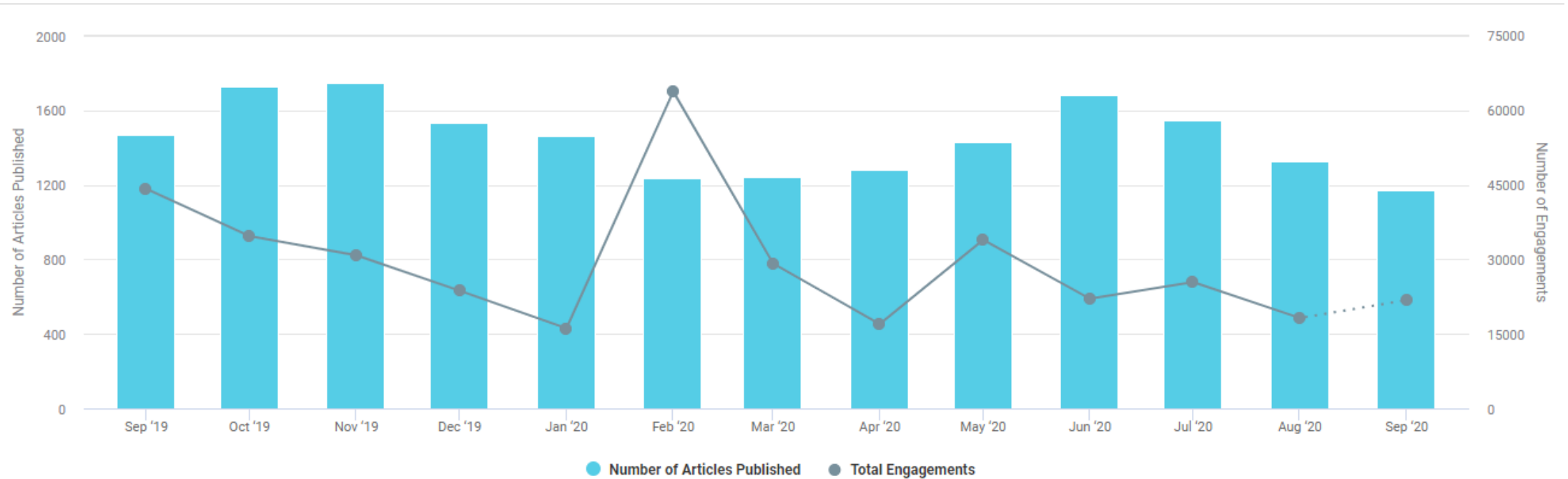
Example -
<https://onlytech.com/community/forums/mobiles-accessories.9/>

**COMMUNITY FORUMS
MUST HAVE A MINIMUM
OF 500 POSTS IN THE
TARGET SECTION, AND
HAVE HAD A POST
WITHIN THE PAST 5 DAYS.**

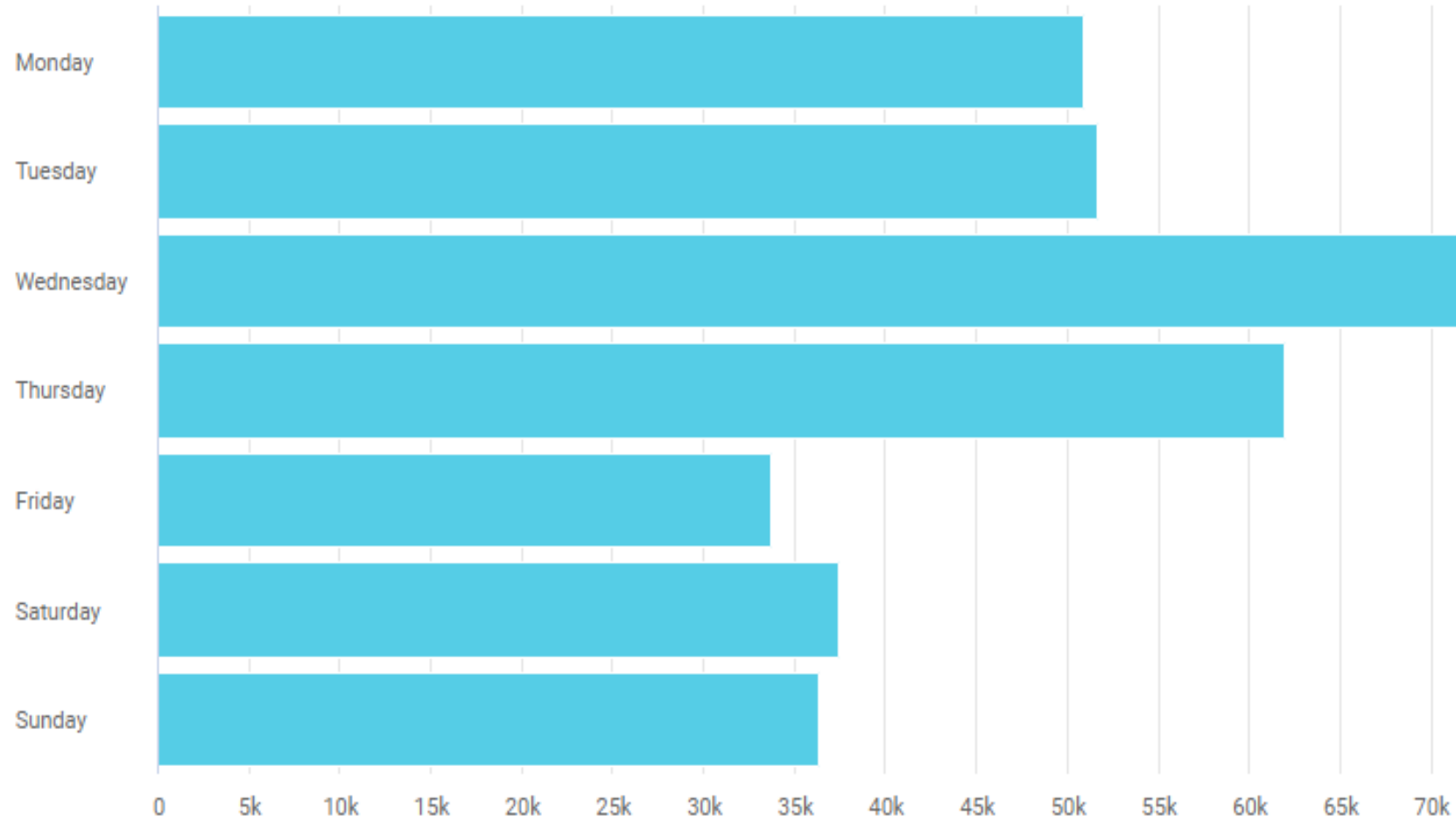
**NEW POSTS SHOULD BE
MADE EVERY WEDNESDAY
AND SATURDAY.
FOLLOW UP TO POSTS
SHOULD BE DONE DAILY TO
MAINTAIN TOP
POSITIONING.**

CONTENT ENGAGEMENT BY MONTH

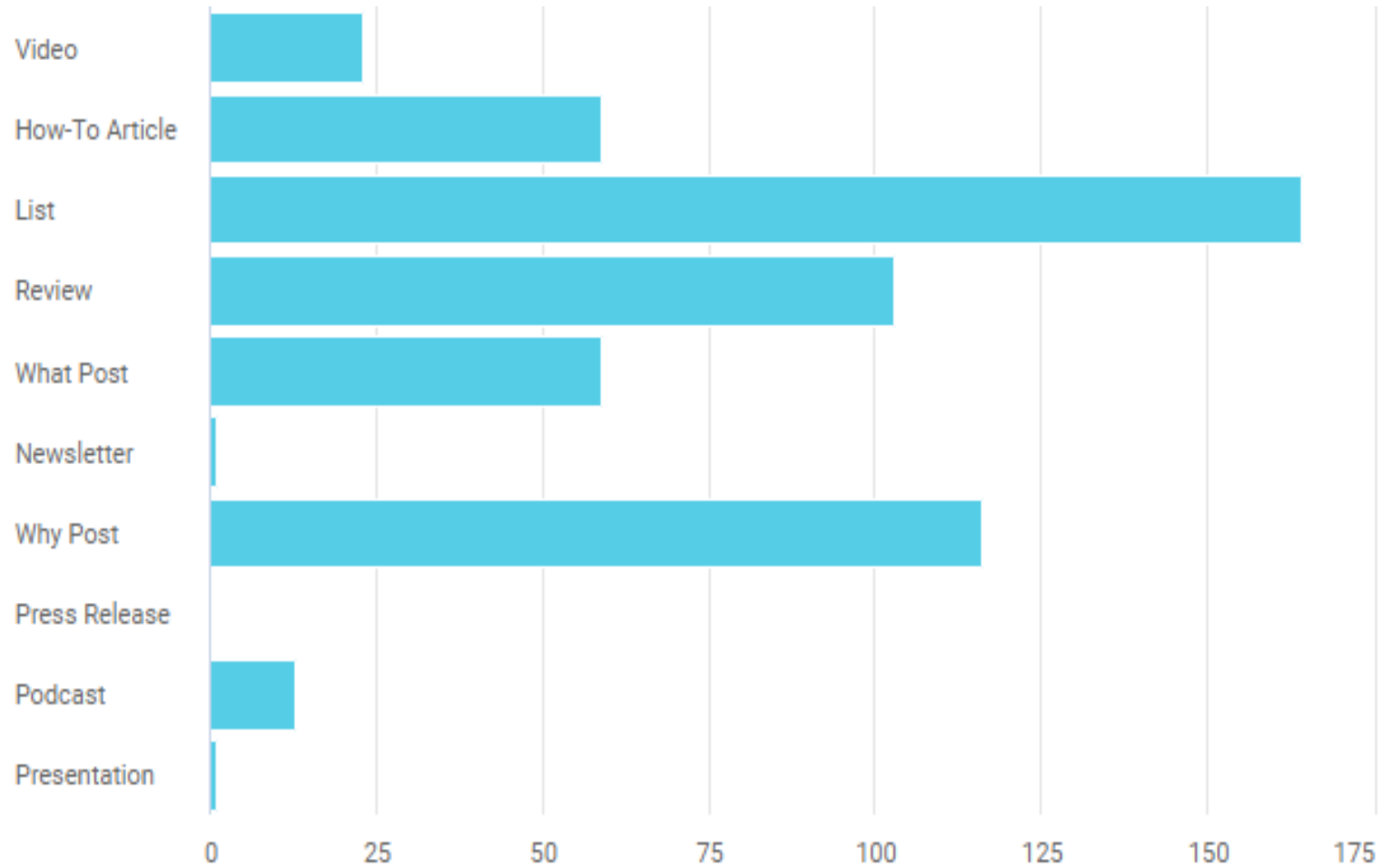
Engagement & content over time ⓘ



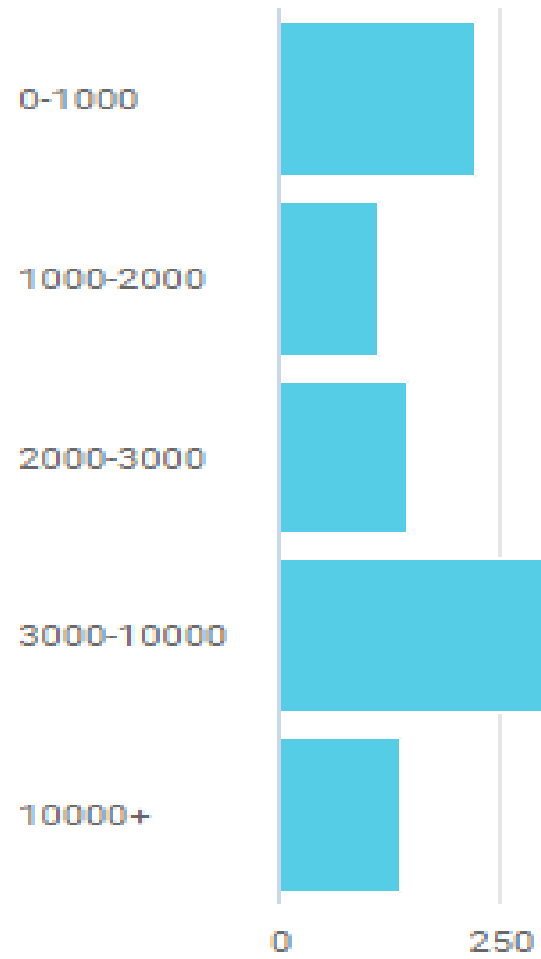
CONTENT ENGAGEMENT BY DAY OF WEEK



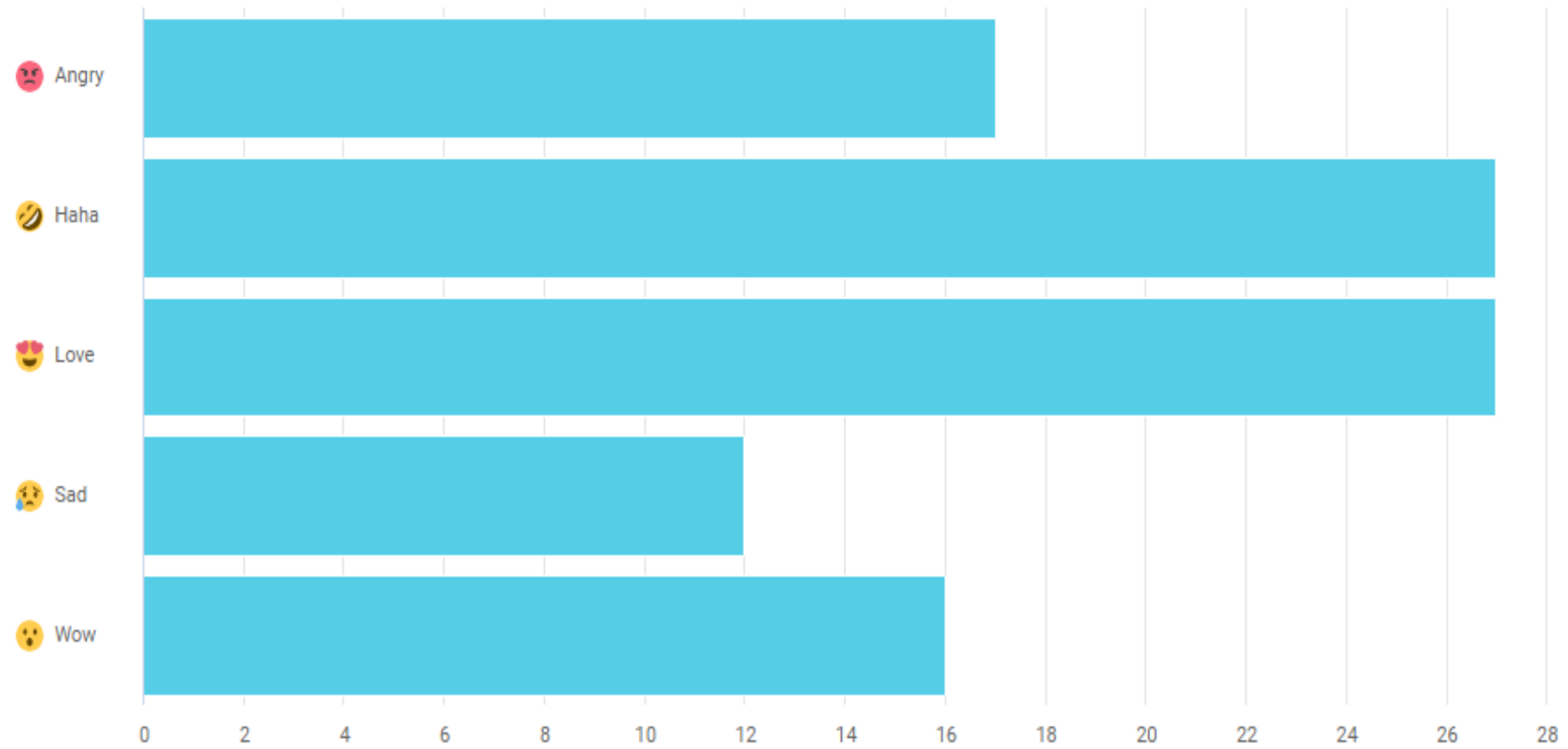
BEST CONTENT TYPE



OPTIMAL CONTENT SIZE (BY CHARACTER #)



ENGAGEMENT BY EMOTION



- **ASSURE THE WEBSITE IS OPTIMIZED PER ALL GOOGLE AND BING BEST PRACTICES.**
 - Use SEMRush to scan the website for any pending issues once every quarter.
 - Assure 90% or higher rating.
- **PUBLISH 1 BLOG EVERY 5 DAYS.**
 - 500-600 words
 - 1 keyword per 100 words
 - Topic based keywords - https://drive.google.com/drive/folders/1VRFQOkRi4tUh__ZQjox_FKMvVsz4H7Z8?usp=sharing
 - This list should be treated as primary for the first 6 months.
 - Huawei keywords - https://drive.google.com/file/d/12We5LDLHuDp1r9p_SSzIECwBGdruvOlk/view?usp=sharing
 - Samsung keywords - <https://drive.google.com/file/d/13KcUYDGmUpHM0VQAppniaGOuewuWSkPM/view?usp=sharing>
- **PUBLISH CONTENT ON SECONDARY WEBSITES ON A WEEKLY BASIS.**
 - Prioritize websites in the mobile and tech space
 - Aim for 20+ weekly backlinks

SEARCH MARKETING PAID (SEM/PPC GOOGLE ADS AND YOUTUBE)

- **EMPHASIZE CELL PHONE CAMERA RELATED KEYWORDS.**
 - Ex: “phone with best camera”
 - At launch use exact match keywords only
- **USE NEGATIVE KEYWORDS TO ELIMINATE SEARCHES FOR INCOMPATIBLE DEVICES, USED DEVICES, REPLACEMENT PARTS, AND NON-PURCHASE RELATED SEARCHES.**
- **FOCUS PPC CAMPAIGN ON AFTER WORK HOURS AND WEEKENDS WHEN PEOPLE ARE MOST LIKELY TO BE FOCUSED ON TAKING OR LOOKING AT THEIR PHOTOS. THE STATE OF MIND WILL LEAD TO HIGHER ENGAGEMENT.**
- **ASSURE LANDING PAGE CONTENT IS IN SYNC WITH AD CONTENT.**
- **COMPETITOR PPC KEYWORDS:**
 - Huawei PPC keywords - https://drive.google.com/file/d/1ad654r7AXQkqgnSrvj_2ahJ1F_0s0GiX/view?usp=sharing
 - Samsung PPC keywords - <https://drive.google.com/file/d/1u6M3pEiOE6QPhYz-q3Xs8g1eRpKfYMUb/view?usp=sharing>

REFERRAL PROGRAM - STANDARD

- **CREATE AFFILIATE PROGRAM ON THE WEBSITE TO INCENTIVIZE VISITORS TO RECOMMEND XIAOMI TO THEIR FRIENDS AND COLLEAGUES.**
 - Step 1- signup for affiliate account
 - Step 2 – receive unique referral url (ex: xiaomi.com/affiliate5)
 - Step 3 – receive affiliate marketing material
 - Banners
 - Email template
 - Sample social media content
 - Brand guidelines to follow
 - Training guide on best marketing practices to follow
 - Step 4 – provide active affiliates with monthly reports
 - Top performing affiliates can be provided with individual training to optimize their efforts

REFERRAL PROGRAM – POST PURCHASE

This Offer Will Incentivize New Customers To Instantly Share Xiaomi With Their Friends. The opportunity should be presented on the thank you screen following the order

After Someone Purchases The Phone The Website Should Automatically Offer Them An Opportunity To Share The Purchase With Their Social Media Networks And Email Contacts.

The Affiliate Program Should Track The Share, And If As A Result X# Of Purchases Are Made, The Initial Party Should Receive Their Purchase For Free Or Get A Profit Share.

EMAIL FUNNEL

CONSISTENT COMMUNICATIONS WITH NEW XIAOMI PURCHASERS AND LEADS WHO OPT IN FROM ANY OF THE MARKETING EFFORTS WILL INCREASE CUSTOMER LOYALTY, BRAND RECOGNITION, BRAND ENGAGEMENT, REFERRAL, AND REPURCHASE VALUE.

THE EMAIL FUNNEL SHOULD BE MANAGED THROUGH ACTIVE CAMPAIGN OR SIMILAR SOFTWARE, WITH THE SUBSCRIBERS BEING SEGMENTED BY:

- Past customers
- Repeat buyers once available
- Warm leads that opt in for more information or a special offer
- Further segmentation should be established by vertical (ex: people who opted in for camera specific promotion, tech community, etc)

NEW EMAILS WILL BE ACQUIRED FROM:

- Community forums through partnership marketing and paid email rentals
- Affiliate marketing program
- Website special offers to customers coming from social media marketing efforts

EMAIL SEQUENCE

▪ EMAIL 1

- Immediate after lead capture
- Xiaomi overview

▪ EMAIL 2

- 72 hours after lead capture
- Highlight it's camera and a couple of other features

▪ EMAIL 3

- 7 days after lead capture
- Any special offer or request to speak to support to answer any questions they may have.

▪ EMAIL 4

- 14 days after lead capture
- Differentiator email highlighting why this is the phone to own over competitors
- Focus this on customer pain points / concerns, such as durability, is it ethically manufactured, warranty, etc.

▪ EMAIL 5

- 24 days after initial contact and at 10 day intervals after
- Focus on great photos taken with the camera
- Highlight user submitted content, etc

▪ EMAIL 6

- 6 months after initial contact
- At this point the lead can be deemed cold, since visitors are typically only there for so long, so we want to salvage the value of the contact, so here you can introduce the referral incentive program in hopes they will recommend the website to make some money.

THE FOLLOWING ITEMS WILL BE NECESSARY FOR YOUR PROMOTION AND SHOULD BE DEVELOPED PRIOR TO THE COMMENCEMENT OF THE CAMPAIGN.

- Social media content – covering all 3 social channels for month 1
- Social media imagery – cover the major verticals I discussed
- SEO content – at least 8 articles for the first month of distribution
- Email funnel – as covered above.

MEDIA KIT – 6-10 PAGE DOCUMENT COVERING THE BENEFITS OF A PARTNERSHIP WITH XIAOMI. THIS IS WHAT YOU WILL USE TO PITCH BUSINESSES TO ADVERTISE WITH YOU, POTENTIAL PARTNERS, INFLUENCERS, ETC. IT WILL SERVE AS THE CORE PIECE OF COLLATERAL FOR YOUR DIRECT MARKETING EFFORTS

- Page 1 – intro page focused on affluent individuals using your phone at social events
- Page 2 – overview of market
- Page 3 – high level description of the phone
- Page 4 – feature breakdown
- Page 5 – future plans and marketing projections
- Page 6-8 – partnership opportunities and benefits
- Page 9 – closing / contact info

THE FIRST MONTH SHOULD BE DEDICATED TO TESTING AND OPTIMIZATION. THE FOLLOWING ELEMENTS SHOULD BE ANALYZED WEEKLY:

- Traffic reach cost
- Traffic delivery cost
- Traffic conversion to lead capture to purchase
- Content engagement
- Referral traffic

**TRACKING SOFTWARE
THE IMPLEMENT**

- Google analytics – engagement and conversion tracking
- Hotjar – customer surveying and heatmap
- Idevaffiliate – affiliate program
- Active campaign – email funnel

STAFF RECOMMENDATIONS

CONTENT WRITER	Draft content for all promotional materials, meta data and articles on a weekly basis. Responsible for all written content	10+ years of writing experience and knowledge of the mobile industry and tech. Ideally focus on influencer marketing.
CONTENT OUTREACH	Distribute content through specified channels. This person is responsible for posting the content and collateral to forums, blogs, etc.	Digital marketing outreach outside of social media (ex: forums, blogs, influencers, etc).
SOCIAL MEDIA MANAGER	Manages all social media channel organic marketing. This person posts on the pages, influencers, social groups, etc on a daily basis.	4+ years of organic social marketing experience on all 3 channels I recommended in the marketing plan.
PR MANAGEMENT	Responsible for editorial placement and negotiating paid and partnership placement opportunities	At least 10 years of PR experience and knowledge of influencer engagement, particularly placement rates
ANALYTICS SPECIALIST	Responsible for providing performance analysis on all marketing channels and making recommendations to shift focus based on the data.	Strong knowledge of google analytics, tag manager, consumer behavior analysis, split testing, and multi-variate analysis.
PAID ADS (SEM & SOCIAL) SPECIALIST	Will handle conversion optimization for facebook and youtube	Media buying experience. Background in marketing analytics and conversion optimization is crucial.
SEO SPECIALIST (LINK BUILDING)	Will manage the organic search efforts	6+ years of SEO experience, knowledge of whitehat methods, upto date with all algorithm updates, bonus if google partner but that's not the most important thing.
MARKETING MANAGER	Will oversee all activities throughout the campaign, provide wireframes for collateral, approve content prior to publication, etc.	Marketing project management and knowledge of all digital marketing channels and analytics. 15+ years experience.