

Project Dissertation Report on DIGITAL MARKETING STRATEGIES AND BUSINESS DEVELOPMENT OF XIAOMI CORPORATION

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CERTIFICATE

This is to certify that **Rajat Bhatnagar**, a student of MBA from Delhi School of Management, Delhi Technological University has submitted a Research Project on the topic **‘A Study on Digital Marketing Strategies And Business Development Of Xiaomi Corporation’**.

During the project, I found him to be very hardworking, sincere and inquisitive to explore new things. He is able to get across his points effectively and convincingly. He has the ability to withstand stressful project conditions and meet the deadlines.

I wish him all the success in his career and life.

Project Guide
(Dr. Sonal Thukral)

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DECLARATION

I, Rajat Bhatnagar, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, hereby declare that Major Research Project on **“A Study on Digital Marketing Strategies And Business Development Of Xiaomi Corporation”** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

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EXECUTIVE SUMMARY

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing. , social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory.

Xiaomi Corporation is a Chinese electronics company headquartered in Beijing. Xiaomi makes and invests in smartphones, mobile apps, laptops, and related consumer electronics.

In this study, we will analyse the perception of the consumers about Xiaomi products and the company itself.

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TITLE OF THE PROJECT

A STUDY ON DIGITAL MARKETING STRATEGIES AND BUSINESS DEVELOPMENT OF XIAOMI CORPORATION



CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing. , social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory.

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. *Marketing strategies* cover everything from Pay per click, search engine marketing, public relations (PR), Engineering with Marketing & the much more.

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing. , social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

Strengths analysis of Xiaomi

One of the Largest Smartphone maker – Xiaomi is one of the largest smartphone makers in the world. It is said to be the 5th largest smartphone manufacturer as of 2017. Originating from China, the Smartphones are manufactured in huge quantities and have wide acceptance across the world.

Highest selling Smartphone – The REDMI Note 4 became the highest selling smartphone in India and China and practically in 50% of the Asian market. This

shows that Xiaomi is strongly rising in the smartphone market and has already beaten several giants.

Huge China and Asia market available – Another benefit to Xiaomi is that the whole Asian market is their playground. As China lies within Asia and as Chinese mobile brands are highly penetrated in the Asian markets, Xiaomi still has a lot of ground to explore.

Penetrative Pricing – Xiaomi has the strongest penetrative pricing advantage because it generally uses direct marketing techniques and avoids dealer and distributor margins.

Good Quality products – Even at such low prices, no one can doubt the quality of Xiaomi phones. The smartphones are regularly rated high on all E-commerce portals – a further proof that Xiaomi does not compromise on quality even if lowers the price regularly.

Manufacturing Advantage – China has a huge manufacturing advantage because the country in itself is known for manufacturing and exporting the products. China is also one of the largest consumers in the Asian market.

Rising Brand Awareness – Xiaomi's brand awareness is rising and more and more people are getting to know about the brand thereby resulting in higher sales across the globe.

Growing year on year – The company which started manufacturing in 2011 has grown by leaps and bounds and is regularly growing year on year.

E-commerce advantage – The Flash sale model is a very popular model which has worked wonders for Xiaomi. In this model, the product is made available only in limited quantities and sold at a very low price. This model made the consumers crazy and each Xiaomi looked like a price which was hard earned.

Specifications of the smartphones produced – Xiaomi smartphones are technologically advanced as well and they give higher tech specs at lower price.

Xiaomi phones are especially renowned for their camera which is said to be very high resolution and gives excellent photos.

Research and Development – Xiaomi invests heavily in R&D and it is a market follower but its major R&D expenses are towards cost advantage and not differentiation advantage.

1.2 OBJECTIVE OF THE STUDY

The main objective of the study is as follows:-

- To maintain Social media interactions with customers.
- To study how to visits Website and leads the customers
- To establish factors influencing Brand Loyalty of Xiaomi Corporation.
- To find out the factors influencing Buying Behavior of a Consumer towards Xiaomi Corporation.
- To find out the relationship between brand and market share towards Xiaomi Corporation.
- To find out the brand perception of the consumer towards Xiaomi Corporation.
- To know the attributes that customer keeps in the mind while dealing Xiaomi Corporation.
- To study new products or services which is launched.
- To study the different criteria of digital marketing services.
- To analyze the approach which help them to get more business.

1.3 COMPANY PROFILE

Xiaomi Corporation is a Chinese electronics company headquartered in Beijing. Xiaomi makes and invests in smartphones, mobile apps, laptops, and related consumer electronics.

Xiaomi released its first smartphone in August 2011 and rapidly gained market share in China to become the country's largest smartphone company in 2014. At the start of second quarter of 2018, Xiaomi was the world's fourth-largest smartphone manufacturer, leading in both the largest market, China, and the second-largest market, India. Xiaomi later developed a wider range of consumer electronics, including a smart home (IoT) device ecosystem.

Xiaomi has 15,000 employees in China, India, Malaysia, Singapore and is expanding to other countries including Indonesia, the Philippines, and South Africa. According to *Forbes* magazine, Lei Jun, the founder and CEO, has an estimated net worth of US\$12.5 billion. He is China's 11th richest person and 118th in the world. Xiaomi is the world's 4th most valuable technology start-up after receiving US\$1.1 billion funding from investors, making Xiaomi's valuation more than US\$46 billion.

History

Xiaomi was founded in 2010. Xiaomi and MI are two different companies. However, they produce MI and Redmi with collaboration with each other. Xiaomi's logo "MI" is short for Mobile Internet since Xiaomi was founded to be a mobile-first technology company. Xiaomi has a total of 15,222 full-time employees. Most are

based in Beijing, Mainland China, while the others are split between India, Taiwan, Indonesia, and Hong Kong.

Products

Xiaomi produces many products. Notably, it produces smartphones which run on their own version of Android MIUI firmware. Observers suggest that part of Xiaomi's rapid success rests on its ability to differentiate itself within the Android universe. The company has increased its range of products; its smartphones include: Mi Series, Mi Note Series, Mi Max Series, Mi Mix Series and the Redmi Series. Redmi Note and MI mobile phones are two different products of two different companies. As well as mobile phones, Xiaomi has started selling wearables, mobile accessories, and appliances such as television and speakers. In 2018 it was selling tablets, laptops, and smart-home devices.

Xiaomi operates on a vertically-integrated model that enables the company to sell hardware at cost or below in order to attract users and earn money by selling content. Hugo Barra, a former Google executive who served Xiaomi's vice president from 2014 to 2017, characterized the organization as "an Internet and a software company much more than a hardware".

Xiaomi also keeps its prices low or close to "bill-of-material" by keeping most of its products in the market longer, eighteen months rather than the six-month norm followed by many smartphone companies. This strategy allows Xiaomi to take advantage of price reductions in the prices of key components of its products. It enables the company to sell hardware with specifications comparable to high-end devices at a fraction of the cost.

The company's version of the Android operating system, the MIUI skin, with its design, app marketplace, and functionalities, has established a community of users who form a crucial part of Xiaomi's customer base and contribute to the company's drive for market awareness. This ecosystem is a massive source of revenue as indicated in 2015, when sales from the platform reached \$750 million.



Xiaomi's Redmi Note

The company focuses on India, the world's second-largest smartphone market. Xiaomi announced on May 2, 2018, the launch of Mi Music and Mi Video to offer "value-added internet services" in India. On March 22, 2017, Xiaomi announced that it planned to set up a second manufacturing unit in India in partnership with contract manufacturer Foxconn. On August 7, 2018, Xiaomi announced on its blog that Holitech Technology Co. Ltd., Xiaomi's top supplier, would invest up to \$200 million over the next three years to set up a major new plant in India.

Recently Xiaomi started to sell more simple goods such as sunglasses, caps, pillows, glass lunchboxes, cups, filters, bags, backpacks, luggages, screwdrivers, umbrellas and etc.

In 2019, researchers at Check Point found a security breach in Xiaomi phone apps. The security flaw was reported preinstalled.

Xiaomi Redmi	
Parent Company	Xiaomi
Category	Smartphones
Sector	Mobile Handsets
Tagline/ Slogan	“Accelerate your life”

USP	Low price tag
Xiaomi Redmi STP	
Segment	Smart touch phones
Target Group	Middle and lower middle class people
Positioning	Budget Smartphone
Xiaomi Redmi SWOT Analysis	
Strengths	<p>Below is the Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis of Xiaomi Redmi. Strengths are:</p> <ol style="list-style-type: none"> 1. Budget Smartphone launched via flash sale model 2. Dual SIM 4G support , powered with 1GB RAM and 8GB onboard storage 3. Special launch of limited edition 16 GB storage and 2GB RAM phones 4. Offers sharpest and best display among its competitor phones 5. Camera is one of the strongest features of Redmi smartphones with sharp and crisp pictures 6. Price has been a great strength for xiaomi models

Weaknesses	<p>Here are the weaknesses of Xiaomi Redmi :</p> <ol style="list-style-type: none"> 1. Perception of the brand is still not at par with samsung, lg etc
Opportunities	<p>Following are the Opportunities of Xiaomi Redmi :</p> <ol style="list-style-type: none"> 1. Improve upon by increasing display size, and making phone lighter as compared to competitors 2. Include latest OS with regular updates
Threats	<p>The threats of Xiaomi Redmi are as mentioned :</p> <ol style="list-style-type: none"> 1. Many competitors in same price tag segment 2. In terms of offering, similarity in storage space and connectivity options
Xiaomi Redmi Competition	
Competitors	<p>Below are the 4 main Xiaomi Redmi competitors :</p> <ol style="list-style-type: none"> 1. Motorola Moto 2. Oppo 3. Vivo 4. Realme

CHAPTER – 2

LITERATURE REVIEW

2.1 LITERATURE REVIEW

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users (**Emmanouilides and Hammond, 2000**).

As **Bellman et al. (1999)** mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (**Rao et al., 1998**).

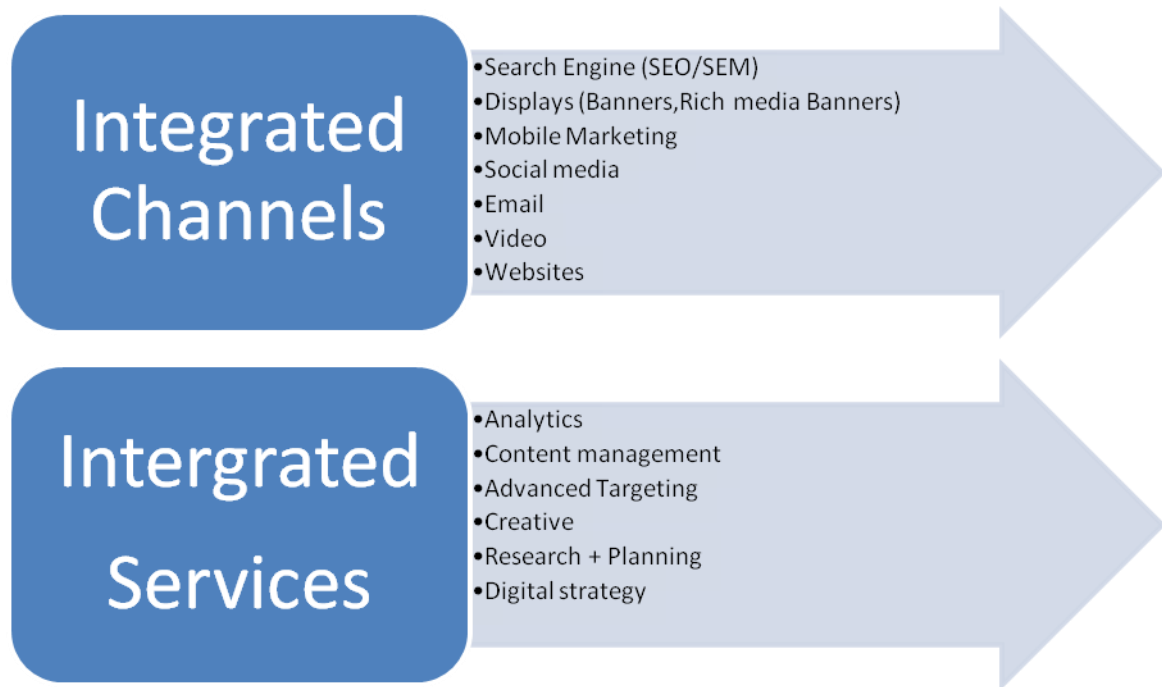
2.2 ABOUT THE TOPIC

Digital marketing is the promotion of your business, organization or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate your message. Internet marketing in particular plays a huge part in any digital marketing strategy and is becoming the core of many organizations overall marketing strategies, particularly with regard to social media and viral marketing.



Digital marketing ecosystem is not only concerned with internet marketing and social media marketing, in introduction we discussed that peoples have a belief that internet or social media marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem consists of internet marketing and social media marketing. They are just a channels for communication, digital ecosystem consist of integrating channels and integrating services.

Digital Ecosystem



Search Engine

Search engine optimization (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.

Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

Displays

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Normal banners, Rich media banner, Interstitials and pops are example of displays.

Mobile Marketing

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples for mobile marketing.

Social Media Marketing

Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now all days social media become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.

eMail Marketing

eMail Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. eMail Marketing is easy to use, low cost, and effective. Most of the B2B business in present era in following email marketing, but in B2C also email marketing is productive.

Video

Marketers are now use video to make customers aware of brands and to sharing the experience of other customers. YouTube ads are too popular in video ads. In social media platforms also brands are sharing video.

Analysis

Analytics is the practice of evaluating data, and the process by which a company arrives at a most advantageous decision. Here marketer analysis the integrate channel to understand the effectiveness of communication. Analysis may be based on numbers of visitor or like in social media pages..Etc.

Content Management

After analysis the integrate channels marketer can able to understand the problems with current contents. Later he can manage the content to increase the engagement rate, content may be text in banners, images or websites.

Advanced Targeting

Advanced targeting are techniques involving the sending of targeted messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioral targeting is also a part of advanced targeting, here marketer can target the customer based on their past behavior in online. Marketer can put ads in other webpage where customer is going.

Creative

Creative is the artistic component of an ad or website. It usually includes an image and copy present in ads or website. Marketer can make those contents attractive to customers. Marketer will sometimes change the entire design of websites, apps..Etc.

Research and Planning

Marketer will do some research to understand the behavior-, taste and preference to customers in digital platform. This research may be doing by using paid-tools like ComScore...Etc. Through this research marketer can understanding where T.G is present or what T.G would to do in online. After research marketer will plan new campaigns based on those research reports. These campaigns are more effective to reach the T.G properly.

Digital Strategy

Digital strategy is the process of specifying an organization's vision, goals, opportunities and initiatives in order to maximize the business benefits through digital media. Strategy will be different for each brand, it will base on the brand objective and target groups interest. It is actual a plan formulated by the marketer to explore the opportunities. Strategy may be short term or long term, but it need to be fit with market situations.

2.3 PERSONAL SELLING

Personal selling is when a company uses salespersons to build a relationship and engage customers to determine their needs and attain a sales order that may not otherwise have been placed. The personal selling process is a seven step approach: prospecting, pre-approach, approach, presentation, objections, closing the sale, and follow-up.

Personal Sales Meeting: Meeting the customer face-to-face to makes the sales process more personalized.

The sales cycle, more generally speaking, turns leads into prospects, suspects into prospects and prospects into customers.

Prospecting is the step salespeople determine leads or prospects. The pre-approach is used for preparing for the presentation through customer research and goal planning for the presentation. The approach is when the salesperson initially meets with the customer and determines a customer's wants and needs. Once the salesperson knows the needs, he or she is ready for the presentation that will entice the customer to commit. After the presentation, a salesperson must meet objections or address customer concerns. Gaining commitment comes next. Finally, the salesperson must remember to follow up after the sale is made.

The sales department would aim to improve the interaction between the customer and the sales facility or mechanism and or salesperson. Sales management would break down the selling process and then increase the effectiveness of the discrete processes as well as the interaction between processes. For example, in many out-bound sales environments, each step in the typical process outlined above has sales-related issues, skills, and training needs, as well as marketing solutions to improve each discrete step.

The Relationship of Sales & Marketing

Marketing and sales differ greatly, but have the same goal. Marketing improves the selling environment and plays a very important role in sales. If the marketing department generates a list of potential customers, sales will benefit. The goal of a marketing department is to increase the number of interactions between potential customers and the organization. Achieving this goal may involve the sales team using promotional techniques such as advertising, sales promotion, publicity, creating new sales channels, or creating new products.

The relatively new field of sales process engineering views "sales" as the output of a larger system, not just as the output of one department. The larger system includes

many functional areas within an organization. From this perspective, “sales” and “marketing,” among others, represent a number of processes whose inputs and outputs supply one another to varying degrees. In this context, improving an “output” (such as sales) involves studying and improving the broader sales process, as in any system, since the component functional areas interact and are interdependent.

Most large corporations structure their marketing departments in a similar fashion to sales departments and the managers of these teams must coordinate efforts in order to drive profits and business success. For example, an “inbound” focused campaign seeks to drive more customers “through the door”, giving the sales department a better chance of selling their product to the consumer.

Many companies find it challenging to get marketing and sales on the same page. The two departments, although different in nature, handle very similar concepts and have to work together for sales to be successful. Building a good relationship between the two that encourages communication can be the key to success – even in a down economy.

2.4 LEAD GENERATION

Lead generation is the process of capturing the interest—and ideally the contact information—of potential customers for your business. With the number of options and resources available today, it is less likely now than ever before for a consumer to make a purchase during their first encounter with a business.

Lead generation is the first step in building a relationship with a potential client or customer. When an interested prospect becomes a lead, they are not just expressing interest in your business, but also inviting you to nurture that interest. By giving you their contact information, they are giving you permission to further the conversation.

The goal of generating leads is to connect with people who could benefit from your business so that you can show what you have to offer, build trust, and provide the

information they need in order to make the purchase—thereby increasing the chances that they do.

Lead generation takes many forms, and different strategies will work for different businesses and audiences.

Inbound vs Outbound Lead Generation

As mentioned above, lead generation is obtaining permission from a prospective customer to communicate further with them with regard to your business. There are two ways of generating leads: inbound lead generation and outbound lead generation.

Outbound Lead Generation

Outbound lead generation is when a business makes the first reach out to a potential customer, such as through:

- Cold calling
- Going door to door
- Purchasing an email list
- Sending direct mail to all residents in your zip code

Outbound marketing is also referred to as “interruption marketing” because the business is dictating the encounter with the potential customer and directly asking them to engage. Outbound marketing is looked at by many as an old school approach but is still highly effective for businesses today.

Inbound Lead Generation

Inbound lead generation is your business making customers and viewers want to work with you. This may include:

- Subscribing to your blog
- Signing up for your email newsletter
- Downloading a piece of content

With outbound lead generation, the business makes the first move. With inbound lead generation, it's the consumer. They decide if and when they want to engage with your business. For this reason, it is also referred to as "permission marketing".

The Core of Lead Generation

With both forms of lead generation, your prospects are offering up something that is of value to them, such as their contact information, their time, or even their money. This means that for the exchange to be worth it or beneficial to them, you must provide something of value in return.

Whether you're taking an inbound or outbound approach, the key to all lead generation is the offer. Examples of quality offers include:

- Free eBook in exchange for email address.
- Free consultation in exchange for a phone number.
- Free demo on an item in exchange for an in-store purchase.

Remember, the focus of lead generation is to connect with potential customers, so your offer should be something that is relevant to your business and of interest and/or value to your ideal customers—not just anyone.

Online vs Offline Lead Generation

Both inbound and outbound lead generation can occur online and off. Online and offline lead generation have the same goal but are different in the platforms they use and ways they engage customers.

Online Lead Generation

Online lead generation is rising and getting easier with all the different ways you can build your digital presence. Online lead generation targets potential customers through digital platforms such as your website, email, webinars, and social media.

Offline Lead Generation

Offline lead generation uses traditional offline channels to build your audiences such as newspapers, television, radio, and physical events.

While they are exactly as they sound, online and offline lead generation aren't exactly as simple as they sound. These two methods of lead generation can intertwine. For example, you may host a webinar (online), send out an email invite with a link to signup (online), but also have a signup sheet in your store (offline).

Examples of Lead Generation

Now that you have a clear picture of the inbound and outbound approaches, as well as the online and offline channels for lead generation, let's put them together for some realistic examples.

Offline Outbound Lead Generation

- A new fitness center sends a postcard out to all residents of the surrounding area about an open house.
- An accountant produces a radio ad during tax season to call for a free consultation.

Online Outbound Lead Generation

- That same fitness center runs a display ad that shows up in front of people shopping online for workout clothes or equipment.
- A salon creates a Facebook Ad with a 20% promo code, that shows up in users' News Feeds.

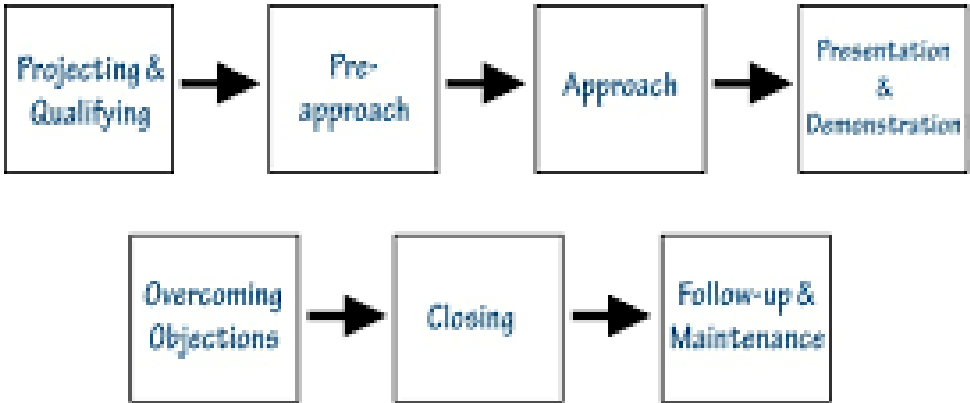
Offline Inbound Lead Generation

- An interior designer hosts a free workshop on DIY dining room decor.
- Photographer offers to do free headshots at a local professional networking event.

Online Inbound Lead Generation

- Personal trainer writes blog posts on health and wellness, accumulating traffic to their website that has a contact us form.
- Local pastry chef uses SEO to show up first on directory searches such as Google Maps.

Steps in Personal Selling or Selling Process



Lead generation is crucial to your small business. Now that you understand and have examples for the four key areas of lead generation: inbound, outbound, online, and offline, you can put them to use to grow— your small business.

Online lead generation

Online lead generation is an Internet marketing term that refers to the generation of prospective consumer interest or inquiry into a business' products or services through the Internet. Leads, also known as contacts, can be generated for a variety of purposes: list building, e-newsletter list acquisition, building out reward programs, loyalty programs or for other member acquisition programs.

Social media

With growth of social networking websites, social media is used by organizations and individuals to generate leads or gain business opportunities. Many companies actively participate on social networks including LinkedIn, Twitter and Facebook to find talent pools or market their new products and services.

Online advertising

There are three main pricing models in the online advertising market that marketers can use to buy advertising and generate leads:

- Cost per thousand (e.g. CPM Group, Advertising.com), also known as cost per mille (CPM), uses pricing models that charge advertisers for impressions — i.e. the number of times people view an advertisement. Display advertising is commonly sold on a CPM pricing model. The problem with CPM advertising is that advertisers are charged even if the target audience does not click on (or even view) the advertisement.
- Cost per click advertising (e.g. AdWords, Yahoo! Search Marketing) overcomes this problem by charging advertisers only when the consumer clicks on the advertisement. However, due to increased competition, search keywords have become very expensive. A 2007 Doubleclick Performics Search trends report shows that there were nearly six times as many keywords with a cost per click (CPC) of more than \$1 in January 2007 than the prior year. The cost per keyword increased by 33% and the cost per click rose by as much as 55%.
- Cost per acquisition advertising (e.g. TalkLocal, Thumbtack) addresses the risk of CPM and CPC advertising by charging only by the lead. Like CPC, the price per lead can be bid up by demand. Also, like CPC, there are ways in which providers can commit fraud by manufacturing leads or blending one source of lead with another (example: search-driven leads with co-registration leads) to generate higher profits. For such marketers looking to pay only for specific actions/acquisition, there are two options: CPL advertising (or online lead generation) and CPA advertising (also referred to as affiliate marketing). In CPL campaigns, advertisers pay for an interested lead — i.e. the contact information of a person interested in the advertiser's product or service. CPL campaigns are suitable for brand marketers and direct response marketers looking to engage consumers at multiple touchpoints — by building a newsletter list, community site, reward program or member acquisition program. In CPA campaigns, the advertiser typically pays for a completed sale involving a credit card transaction.

Recently, there has been a rapid increase in online lead generation: banner and direct response advertising that works off a CPL pricing model. In a pay-per-acquisition (PPA) pricing model, advertisers pay only for qualified leads resulting from those

actions, irrespective of the clicks or impressions that went into generating the lead. PPA advertising is playing an active role in online lead generation.

PPA pricing models are more advertiser-friendly as they are less susceptible to fraud and bots. With pay per click, providers can commit fraud by manufacturing leads or blending one source of lead with another (example: search-driven leads with co-registration leads) to generate higher profits for themselves.

A GP Bullhound research report stated that the online lead generation was growing at 71% YTY— more than twice as fast as the online advertising market. The rapid growth is primarily driven by the advertiser demand for ROI focused marketing, a trend that is expected to accelerate during a recession.

Common types of opt-in ad units include:

- Co-registration advertising: The advertiser receives some or all of the standard fields collected by a site during the site's registration process.
- Full page lead generation: The advertiser's offer appears as a full page ad in an HTML format with relevant text and graphics. The advertiser receives the standard fields and answers to as many as twenty custom questions that s/he defines.
- Online surveys: Consumers are asked to complete a survey, including their demographic information and product and lifestyle interests. This information is used as a sales lead for advertisers, who purchase the consumer's information if provided. The consumer may 'opt-in' to receive correspondence from the advertiser and is therefore considered a *qualified lead*.

A common advertising metric for lead generation is cost per lead. The formula is $\text{Cost} / \text{Leads}$, for example if you created 100 leads and it cost \$1000, the cost per lead would be \$10.

5 Ways to Generate B2B Leads Online

In this section, we'll cover the four strategies outlined above, as well as a strategy that hasn't been mentioned in any of the studies, yet it enabled one B2B company to generate a 5,100% ROI from a \$1 million investment.

First though, let's talk about one of the oldest strategies in online marketing: email marketing.

1. Email Marketing

Email marketing is one of the few online marketing channels that has stood the test of time. In fact, email is 23 years old this year, and it still trumps the top spot on many B2B marketer's lists of B2B lead generation strategies.

One of the biggest trends in email marketing at the moment, that has generated great results for many B2B businesses, is *marketing automation*.

Not sure what the fuss about marketing automation is? Read this. In short, marketing automation tools are effectively hybrid email marketing tools that connect with your CRM to enable you to automatically send highly targeted emails to leads that are personalised specifically to them.

When Thomson Reuters upgraded to a marketing automation solution, their revenue increased by 172%. Another company increased their revenue by 832% (going from \$80,000 in debt to \$2 million in revenue) in just three years.

While traditional newsletters and email marketing are still important, the ability to capture more data on users and use behavioural-triggers has enabled B2B marketers to get a lot smarter with how they target users in the inbox.

2. Content Marketing: From Blogging to Microsites

By creating a total of 48 infographics, videos, and Q&A blog posts targeting C-level prospects of large market cap financial institutions, the public accounting firm Crowe Horwath generated \$250,000 in revenue attributed to content marketing.

If 6-figure growth doesn't get you excited, perhaps 10-figures (a *billion*) will.

In 2012, Xerox created a microsite offering relevant tips to business owners. The result? 70% of the companies targeted interacted with the microsite, adding 20,000 new contacts to their pipeline, 1,000+ of which scheduled appointments. The value of those appointments exceeded **\$1.3 billion in pipeline revenue**.

Given the broad scope of content marketing, a good question to ask is what type of content should B2B companies be focusing on to generate leads?

Well, you could go by which tactics are most commonly used by other B2B companies (displayed below). The risk of this approach is that, by definition, you'll be doing what everyone else is doing.

While there is some wisdom in following trends, there's a good argument to do exactly the opposite of what other marketers are focusing on.

“Whenever you find yourself on the side of the majority, it is time to pause and reflect.” – Mark Twain

Whether you're a contrarian marketer or prefer to stick to what's working for others, a good content marketing strategy requires a degree of diversity and experimentation to understand where the biggest growth opportunities are for your business.

So, by all means, experiment with the common and uncommon tactics. Whether you use microsites, blogging, research reports, or infographics, the important thing is to test what does and doesn't work so that you can gradually refine your lead generation over time.

3. Search Marketing

Organic search marketing is arguably one of the most valuable long-term strategies for generating B2B leads.

About 5-6 years ago, I was working on the SEO campaign for a major business stationery brand. It was one of my first ‘big campaigns’ that I was allowed to manage in my previous job.

While I can’t take the credit (their in-house SEO team and previous agencies had laid a great foundation for us), I watched the site’s revenue from SEO increase by over £4 million, just from a handful of keywords reaching #1 on Google.

Getting to #1 in Google is a lot harder today than it was five or ten years ago, and it can barely be summarised in a few sentences.

If I were to attempt it, though, I’d probably say that good SEO in 2015 is largely a bi-product of doing things well in other areas e.g. design, conversion rate optimisation, content marketing, and social. While there are exceptions, this is increasingly looking like the rule.

4. Social Media

Calling social media an effective B2B lead generation strategy is a controversial discussion to be starting.

While social media scored very well on both of the aforementioned ‘studies’, we can just as easily find reports where social media channels are regarded as the least effective lead generation strategies.

The bottom line is, social media isn’t inherently a poor channel for B2B lead generation. The reason social media is sometimes rated poorly on these aggregate studies is because most B2B companies have an ill-fitting social media strategy, to put it politely.

While tens of thousands of companies blast out self-promotional drivel, a minority of businesses use it generate and nurture millions of dollars worth of leads. In this instance, it’s best to learn from the minority rather than the majority.

One of the most obvious ways to generate B2B leads from social media is using LinkedIn. An commodity risk management company managed to generate over \$2 million in pipeline value through their lead generation strategy.

Another consideration is that social media is an integral part of content marketing, and to some extent, search marketing. How successful will your blogging or infographics be if no one's following your company's updates on social media?

5. Integrating it all together

It's said that *success leaves clues*. Well, when a \$37 billion company generates a **5,100% return on investment** on a million-dollar marketing campaign, it might be a pretty good clue.

From a \$1 million investment in an integrated marketing campaign that included display ads, email marketing, campaign websites and content marketing, the healthcare technology company Optum generated \$52 million in new business.

So, what's the clue?

I believe it's this: exceptional lead generation results come from a relentless willingness to experiment with different tactics, and to combine tactics across multiple channels.

Only by experimenting, can you truly know what does and doesn't work, and when you know this, you can use your time and budget more effectively to generate higher returns on your investment, and better lead generation results overall.

I hope this post has given you some inspiration on what's possible with B2B lead generation, and which areas are best to focus on. As always if you have any questions, or are interested in getting touch, feel free to comment below or drop me an email [here](#).

Avoiding the leaky bucket effect

Many B2B marketers spend a lot of time, metaphorically, pouring water into leaky buckets. Rather than fixing the bucket (the marketing funnel), they pour more water (traffic) into the bucket to keep it full.

This is a recipe for inflated acquisition costs and below-average results.

The biggest culprit here are landing pages and, in particular, your forms. Forms separate your leads from non-leads, and have a huge impact on your conversion rates and overall lead generation results. If you haven't already, I'd recommend optimising your forms – or using a tool like Leadformly to ensure that you're not leaving leads behind from your marketing campaigns.

Let's say you send 1,000 visits to your landing page at a cost of \$3 per visit. If your form converts at 1% you'll get 10 leads at a cost per lead of \$300. If, on the other hand, your form converted at 3%, you'd receive 30 leads at a cost per lead of \$100.

That's 3X more leads for one third of the cost per leads without spending a penny extra – just by improving your lead generation form.

Once your funnel is well-optimised and you're confident that there's no more opportunity to improve your landing pages / funnels, it's time to acquire traffic – but which channels or lead generation strategies should you use?

2.5 Social Media Marketing for Businesses

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter and Instagram you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.



Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and and other content that drives audience engagement, as well as paid social media advertising.

We've created this guide to provide you with an introduction to social media marketing and some starter social media marketing tips and training to improve your business's social presence.

With these tips, you can begin developing your own social media marketing expert plan.

Social Media and Marketing: Start With a Plan

Before you begin creating social media marketing campaigns, consider your business's goals. Starting a social media marketing campaign without a social strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Your business type should inform and drive your social media marketing strategy.

For example, an e-commerce or travel business, being highly visual, can get a lot of value from a strong presence on Instagram or Pinterest. A business-to-business or marketing company might find more leverage in Twitter or LinkedIn.

How Social Media Marketing Can Help You Meet Your Marketing Goals

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!

How to Choose the Best Social Media Platforms for Marketing

Here's a brief overview about how to use social media for marketing according to each platform's unique user base and environment. Different social media marketing sites require different approaches, so develop a unique strategy tailored for each platform.

Using Facebook for Social Media Marketing



Facebook's casual, friendly environment requires an active social media marketing strategy. Start by creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience.

Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. And remember, organic reach on Facebook can be extremely limited, so consider a cost-effective Facebook ad strategy, which can have a big impact on your organic Facebook presence as well!

Using Twitter for Social Media Marketing



Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return.

Mix up your official tweets about specials, discounts, and news with fun, brand-building tweets . Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

Using LinkedIn for Social Media Marketing

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. It's also great for posting jobs and general employee networking.

Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations makes your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers helps you get established as a thought leader and earns trust.



Using YouTube for Social Media Marketing

YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video “go viral,” but in reality those chances are pretty slim. Instead, focus on creating useful, instructive “how-to” videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!

CHAPTER-3

DATA COLLECTION

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or so called “best practices” can be applied to specific case, for example, to calculate a specific result.

It has been defined also as follows:

1. "the analysis of the principles of methods, rules, and postulates employed by a discipline"
2. "the systematic study of methods that are, can be, or have been applied within a discipline"
3. "the study or description of methods"

RESEARCH DESIGN: – The research design used in this study was both ‘Descriptive’ and ‘exploratory’.

SAMPLING TECHNIQUE:–

The selection of respondents will be doing on the basis of convenience sampling (Non- Probability). Basically I will use random sampling method.

STASTICAL TOOLS:

MS-EXCEL will use to prepare pie- charts and graphs and MS-WORD will use to prepare or write the whole project report.

LIKERT SCALES:

Likert scales are the four, five, six, point scales much used in various fields of research. Often the scale is used as a semantic differential.

RESEARCH DESIGN

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Types of Research Design:

- **Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.
- **Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.
- **Hypothesis Testing Research** – They are those where the researchers tests the hypotheses of casual relationships between variables.

SAMPLE SIZE

Detail:

Size of Data : 100

Area : New Delhi

Sampling Technique

Sampling techniques can be broadly classified in to two types:

- Probability Sampling.
- Non Probability Sampling.

Methods of Data Collection--- Testing Of Questionnaire

Primary Data:

Primary data is basically the live data which I collected on field while doing cold calls with the customers and I shown them list of question for which I had required their responses.

Source: Main source for the primary data for the project was questionnaires which I got filled by the customers or sometimes filled myself on the basis of discussion with the customers.

Secondary Data:

Secondary data for the base of the project I collected from intranet and from internet, magazines, newspapers etc.

Statistical Analysis

In this segment I will show my findings in the form of graphs and charts. All the data which I got from the market will not be disclosed over here but extract of that in the form of information will definitely be here.

TOOLS AND TECHNIQUES OF ANALYSIS

Tools for analysis

- Bar chart (Bar charts will be used for comparing two or more values that will be taken over time or on different conditions, usually on small data set)
- Pie-chart (Circular chart divided in to sectors, illustrating relative magnitudes or frequencies)

Tools and Techniques

As no study could be successfully completed without proper tools and techniques, same with my project. For the better presentation and right explanation I used tools of statistics and computer very frequently. And I am very thankful to all those tools for helping me a lot. Basic tools which I used for project from statistics are-

- **Bar Charts**

- **Pie charts**

- **Tables**

Bar charts and pie charts are really useful tools for every research to show the result in a well clear, ease and simple way. Because I used bar charts and pie charts in project for showing data in a systematic way, so it need not necessary for any observer to read all the theoretical detail, simple on seeing the charts any body could know that what is being said.

Technological Tools

Ms- Excel

Ms-Access

Ms-Word

Above application software of Microsoft helped me a lot in making project more interactive and productive.

CHAPTER -4

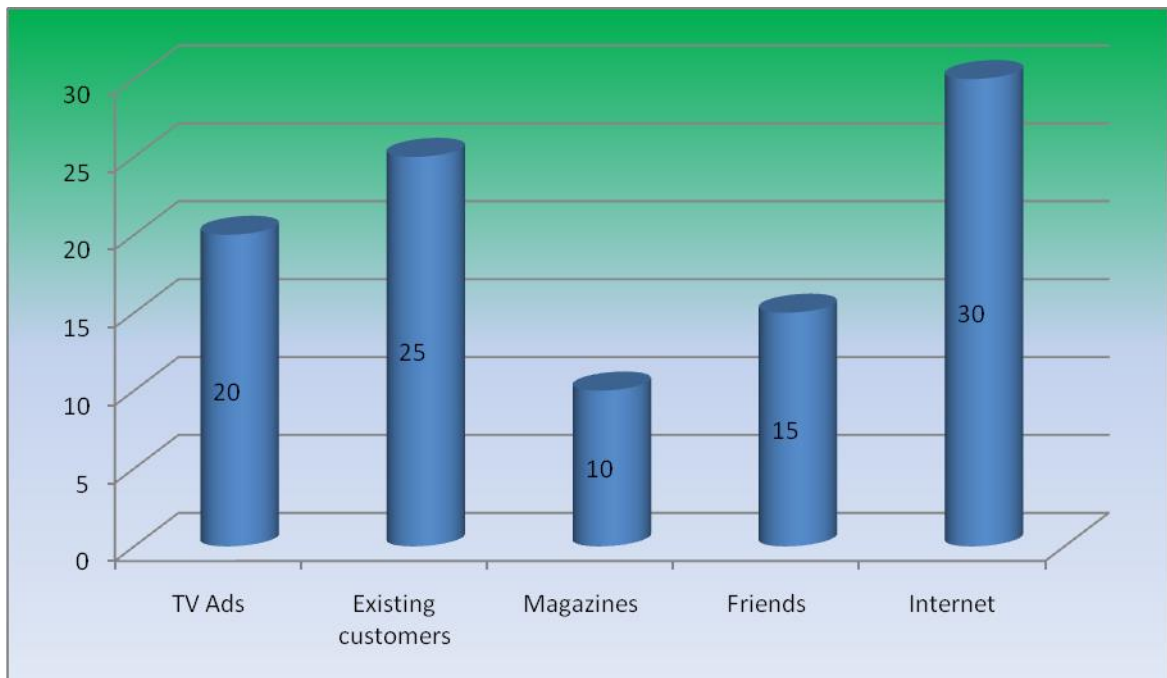
ANALYSIS & INTERPRETATION

Q.1. How you aware about Xiaomi Corporation?

Table No. 1:

Option	No. of Respondents	Percentage
TV Ads	20	20%
Existing customers	25	25%
Magazines	10	10%
Friends	15	15%
Internet	30	30%
Total	100	100%

GRAPH No.1:



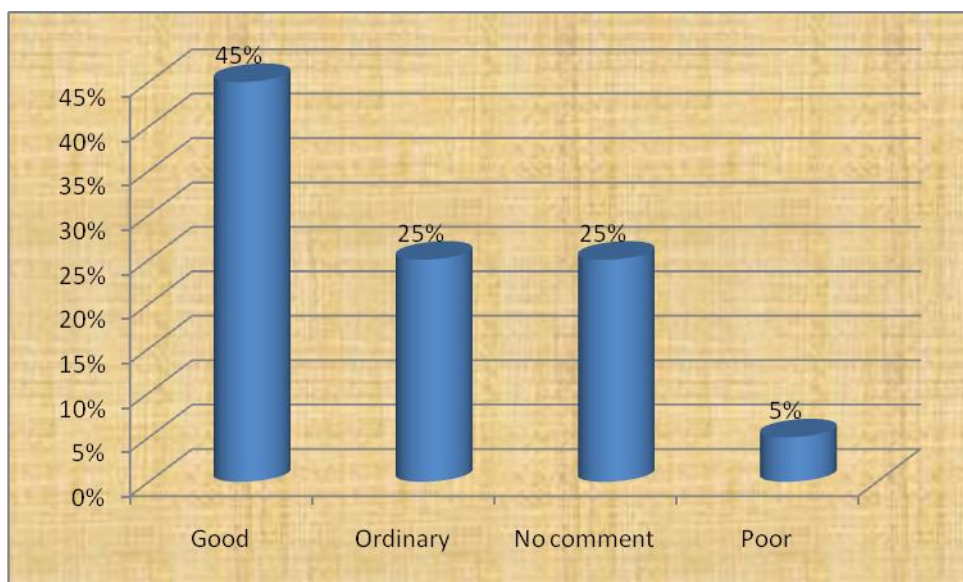
Interpretation: From the above graph shows that 20% of the respondents came to know of Xiaomi Corporation through TV ads, 10% of the respondents through magazines, 25% of the respondents through the existing customers and 15% of respondents from friends, 30% of respondents through internet. The above graph explained that majority of respondents are **Existing customers** ads and Internet.

Q.2. What is your perception about Xiaomi Corporation?

Table No. 2:

Particulars	No. of Respondents	Percentage
Good	45	45%
Ordinary	25	25%
No comment	25	25%
Poor	5	5%
Total	100	100%

Graph No.2:



Interpretation:

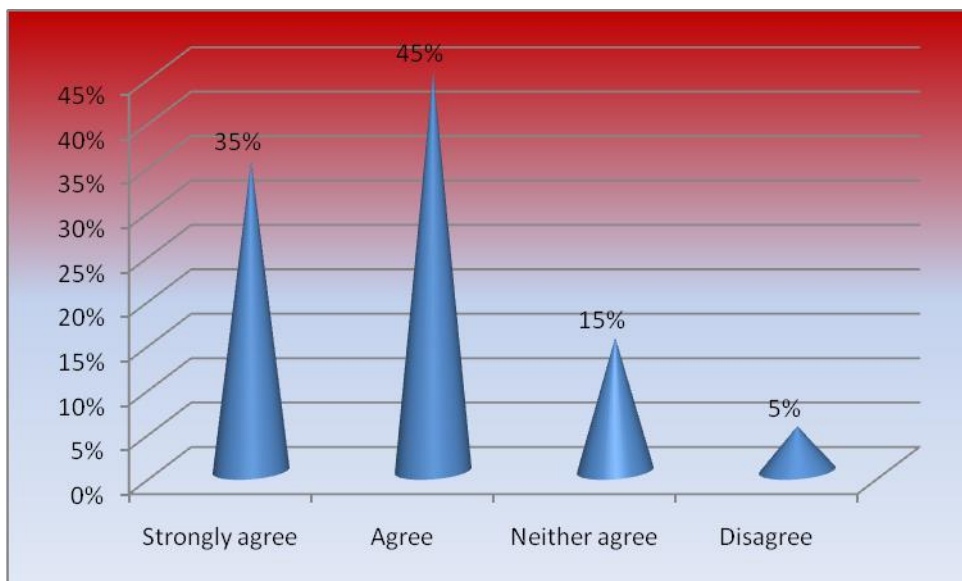
The above graph reveals that good perception comes from 45%, 25% have ordinary perception about the Xiaomi Corporation and rest by 25% have No Comment, 5% have poor perception.

3.: Xiaomi Corporation have Good Quality?

Table No. 3

Particulars	Number of Respondent	Percentage
Strongly agree	35	35%
Agree	45	45%
Neither agree	15	15%
Disagree	5	5%
TOTAL	100	100%

Graph No. 3



Interpretation:

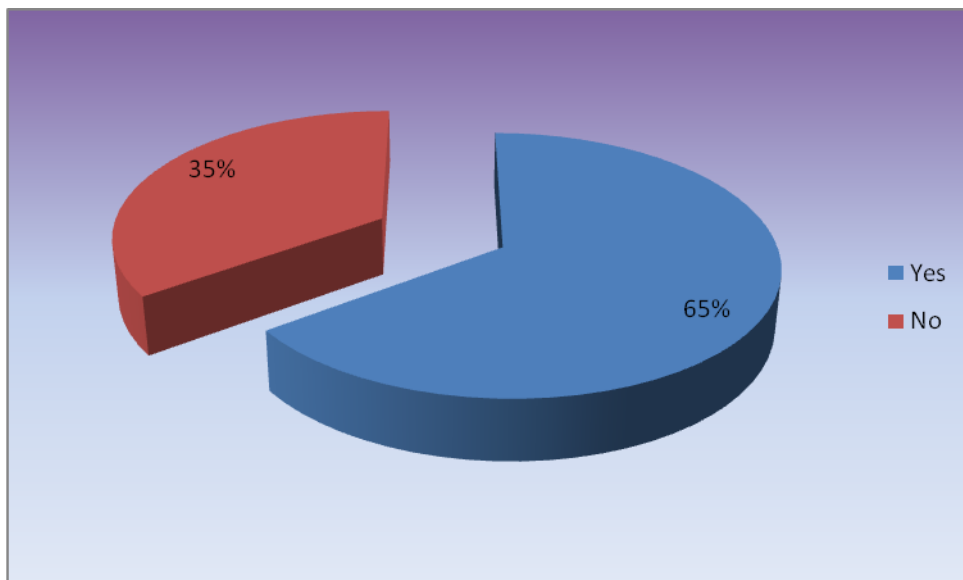
The above graph shows that 35% of respondents strongly agree Xiaomi Corporation have Good Quality, 45% agree, 15% Neither agree and 5% of respondents disagree.

4. Do you think Xiaomi Corporation Services are more Quality & beneficial than others?

Table No.4:

Product	No. of Respondent	Percentage
Yes	65	65%
No	35	35%
Total	100	100%

Graph No.4:



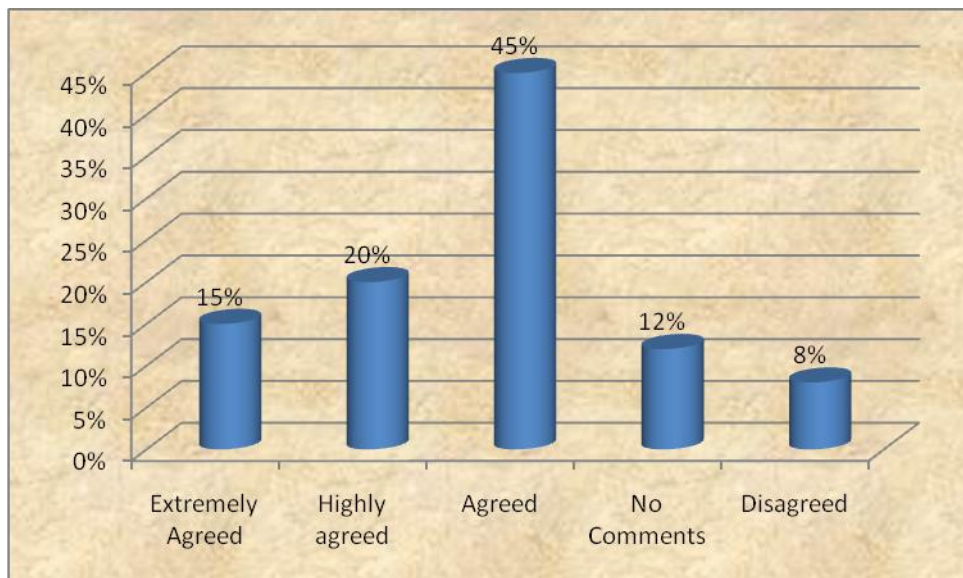
Interpretation: The above graph showing is 65% of respondents says Xiaomi Corporation are more quality and beneficial than others. Only 35% of respondents Says No.

5.: On the basis of price and feature comparison, is Xiaomi Corporation economical?

Table. No.5:

Option	No. of respondents	Percentage
Extremely Agreed	15	15%
Highly agreed	20	20%
Agreed	45	45%
No Comments	12	12%
Disagreed	8	8%
Total	100	100%

GRAPH No. 5:



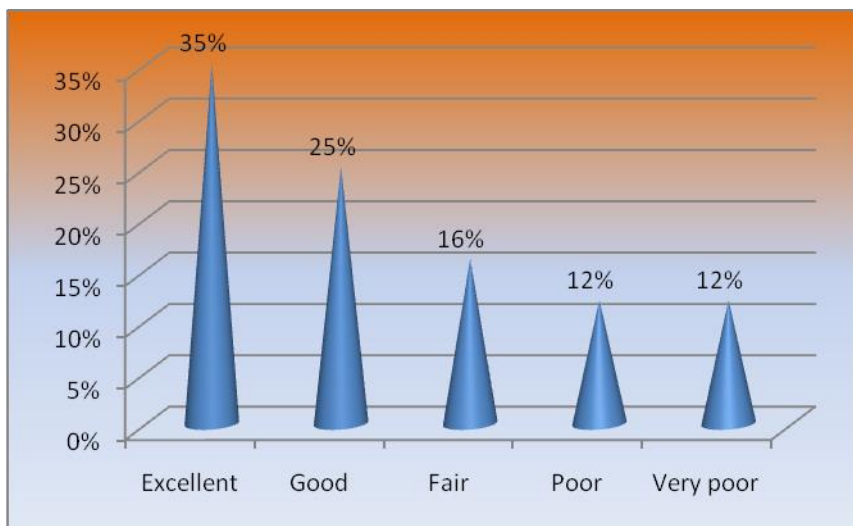
Interpretation: The above graph showing is Xiaomi Corporation are economical. 15% of public is extremely agreed with this statement, 20% is highly agreed, 45% is agreed and rest of peoples answer is negative.

6. What is the Selling scale System of Xiaomi Corporation?

Table No.6

Option	No. of Respondents	Percentage
Excellent	35	35%
Good	25	25%
Fair	16	16%
Poor	12	12%
Very poor	12	12%
Total	100	100%

Graph No. 6



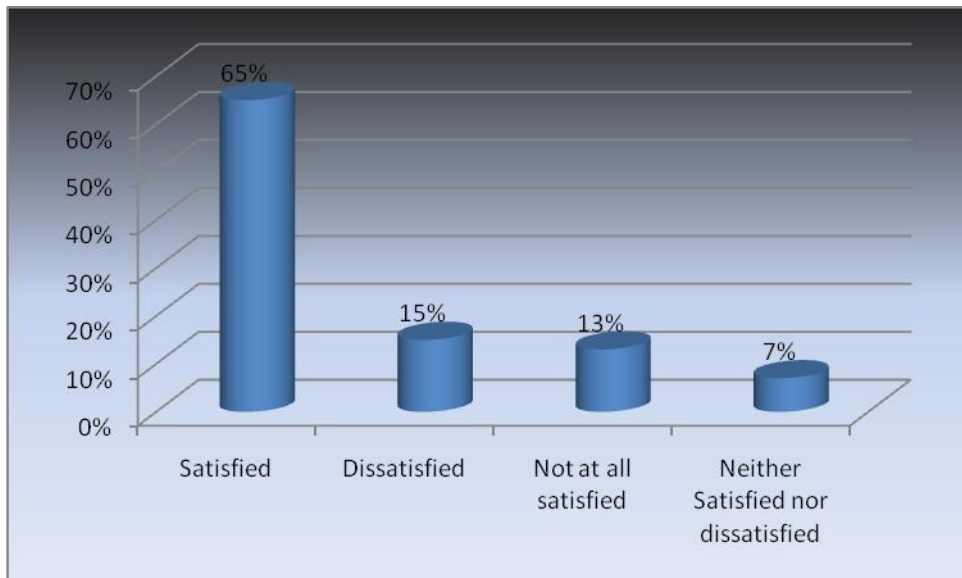
Interpretation: In the above graph shows that 35% of people says excellent about selling scale system of Xiaomi Corporation, 25% Good, 16% Fair, 12% Poor and rest 12% says very poor.

7. State the level of satisfaction for the Xiaomi Corporation Services?

Table No.7

Option	No. of Respondents	Percentage
Satisfied	65	65%
Dissatisfied	15	15%
Not at all satisfied	13	13%
Neither Satisfied nor dissatisfied	7	7%
Total	100	100%

Graph No. 7



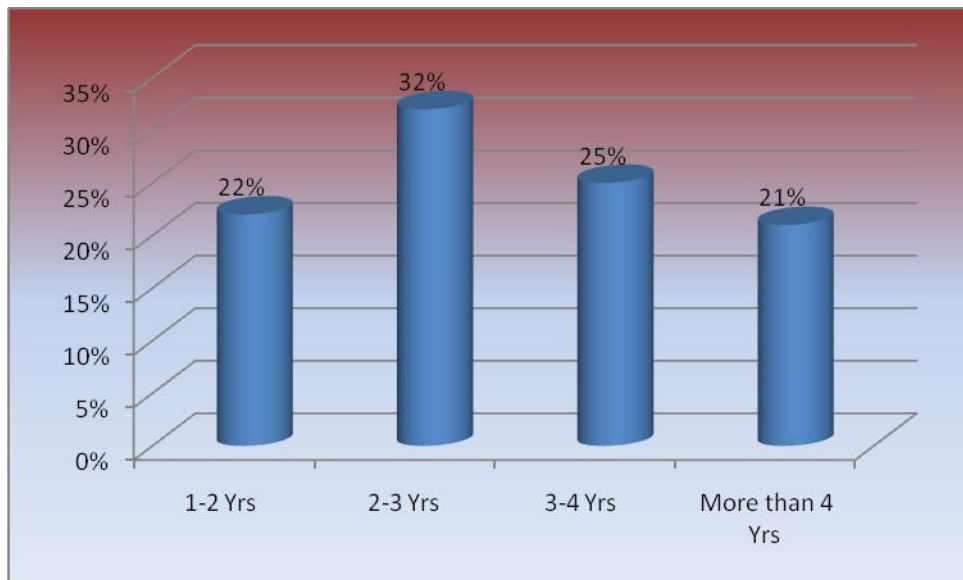
Interpretation: The above graph shows that 65% of respondents satisfied with Xiaomi Corporation Services. Only 15% of respondents dissatisfied with its Services.

8. How many years have you been using Xiaomi Corporation?

Table No.8:

Years	No. of Respondent	Percentage
1-2 Yrs	22	22%
2-3 Yrs	32	32%
3-4 Yrs	25	25%
More than 4 Yrs	21	21%
Total	100	100%

Graph No.8:



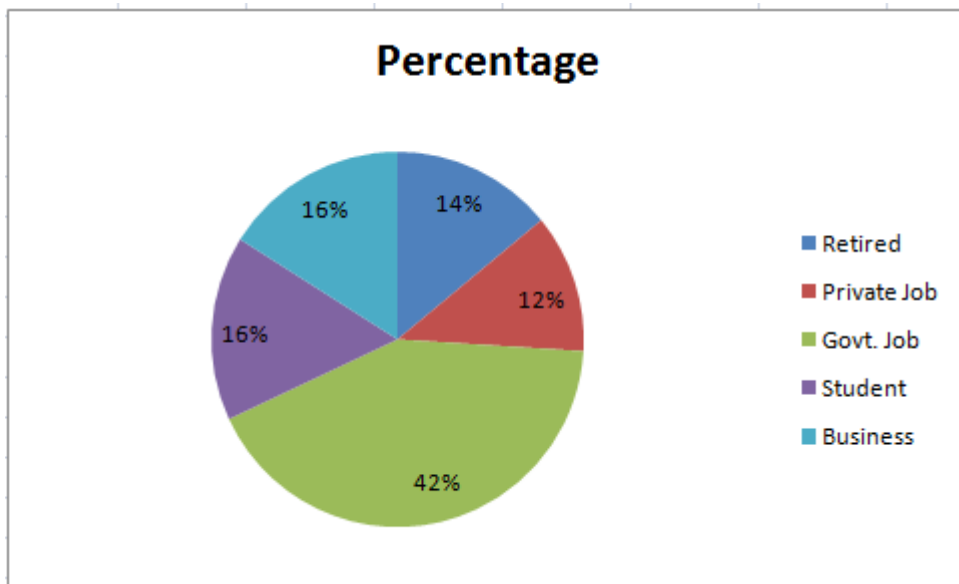
Interpretation: In the above graph shows that 22% of people using Xiaomi Corporation 1-2 years, 32% respondents using 2-3 years, 25% respondents using for 3-4 years and rest 21% respondents using More than 4 years.

9. Distribution of Respondents According to Occupation

Table No. 9

OCCUPATION	RESPONDENTS	PERCENTAGE
RETIRED	14	14%
PRIVATE JOB	12	12%
GOVT JOB	42	42%
STUDENT	16	16%
BUSINESS	16	16%
TOTAL	100	100

Graph No. 9



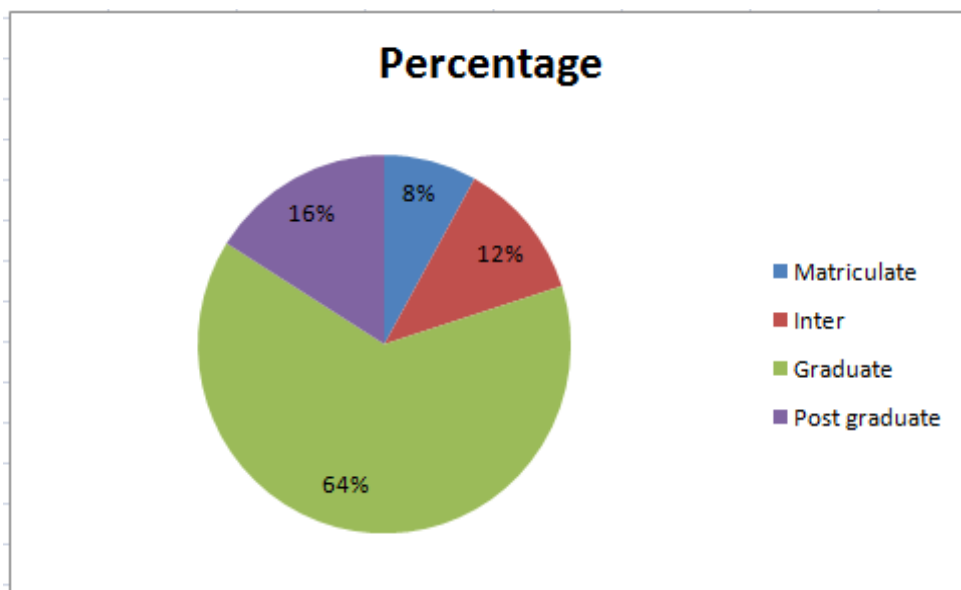
Interpretation : Out of 100 respondents 14% were retired, 12% were private job holders, 42% were government job officials, 16% were students and 16% were businessman.

10. Distribution of Respondents According To Qualification

Table No. 10

QUALIFICATION	RESPONDENTS	PERCENTAGE
MATRICULATE	8	8%
INTER	12	12%
GRADUATE	64	64%
POST GRADUATE	16	16%
TOTAL	100	100%

Graph No. 10



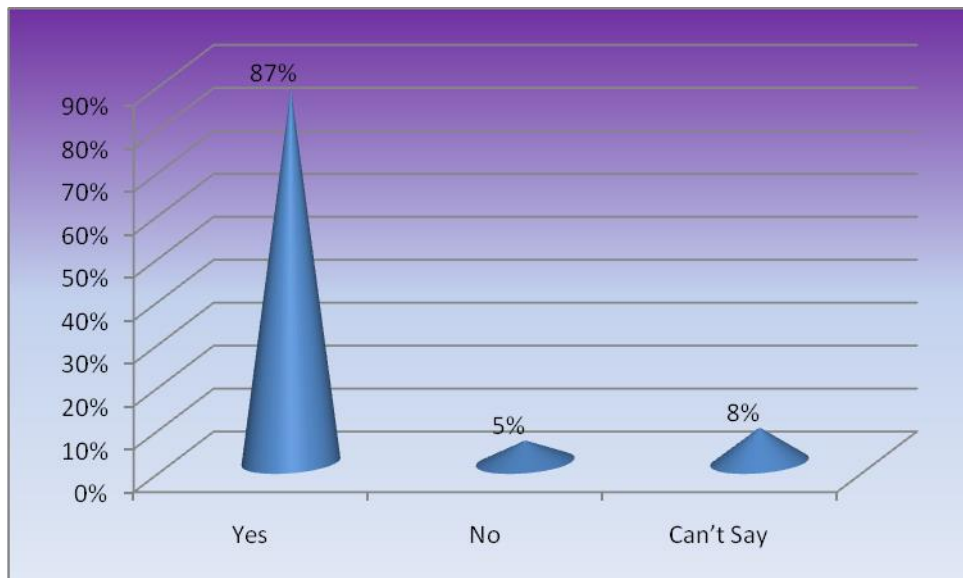
Interpretation : Out of 100 respondents, 8% were matriculate, 12% were intermediate, 64% were graduate and 16% were post graduate.

11. Does Advertisement Influence your decision in choosing Xiaomi Corporation Services?

Table No. 11

Particulars	No. of Respondents	Percentage
Yes	87	87%
No	5	5%
Can't Say	8	8%
Total	100	100%

Graph No. 11



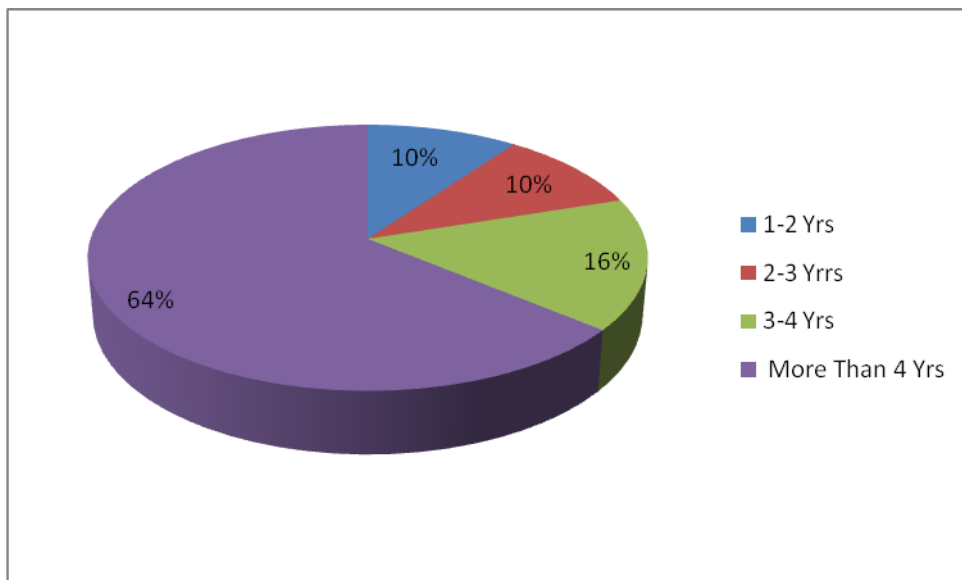
Interpretation: In the above graph shows that 87% of customer says yes advertisement influence decision in choosing a Xiaomi Corporation.

12. How many years have you been using Xiaomi Corporation Product?

Table No. 12

Years	Percentage
1-2 Yrs	10%
2-3 Yrs	10%
3-4 Yrs	16%
More Than 4 Yrs	64%

Graph No. 12



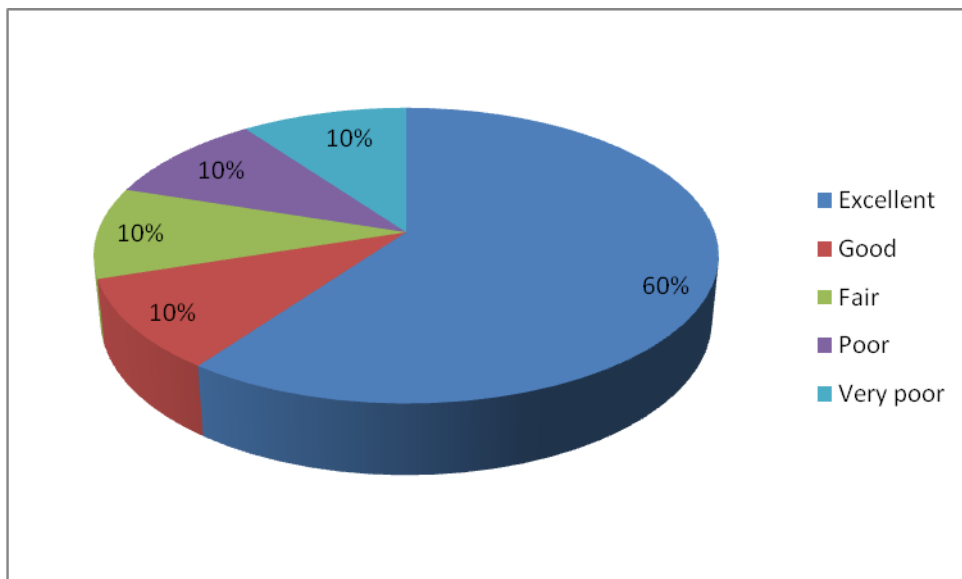
Interpretation: The above graph showing that 64 % customer are using this product more than 4 years.16 % are using 3-4 years . and rest are using below 3 years.

13. What is the selling scale System of Xiaomi Corporation Product?

Table No. 13

Particulars	Percentage
Excellent	60%
Good	10%
Fair	10%
Poor	10%
Very poor	10%

Graph No. 13



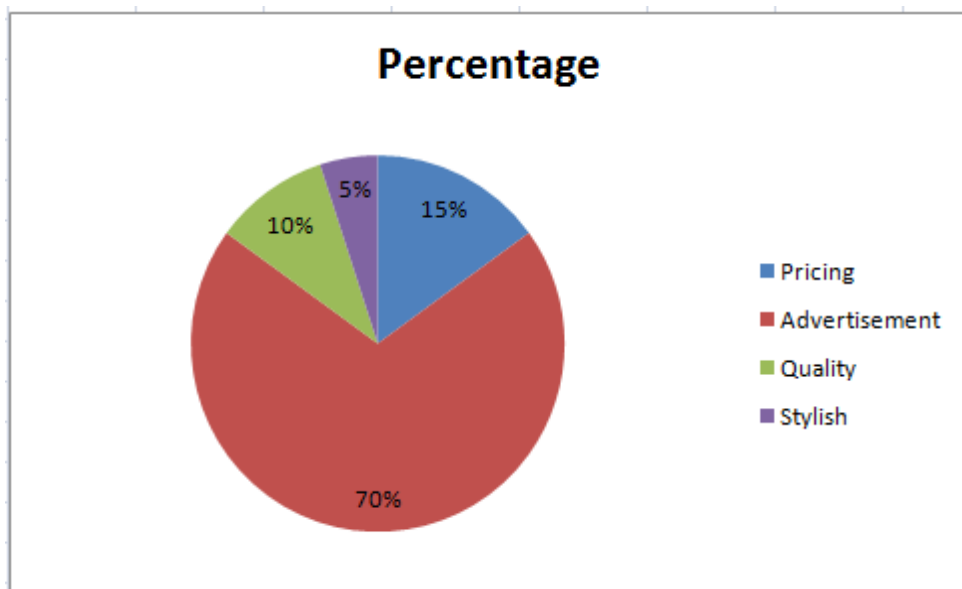
Interpretation: The above graph showing that selling scale of Xiaomi Corporation product is very enough. Rest customer says equally about this product.

14. Which factor is most liked by you?

Table No. 14

Option	Percentage
Pricing	15%
Advertisement	70%
Quality	10%
Stylish	5%

Graph No. 14



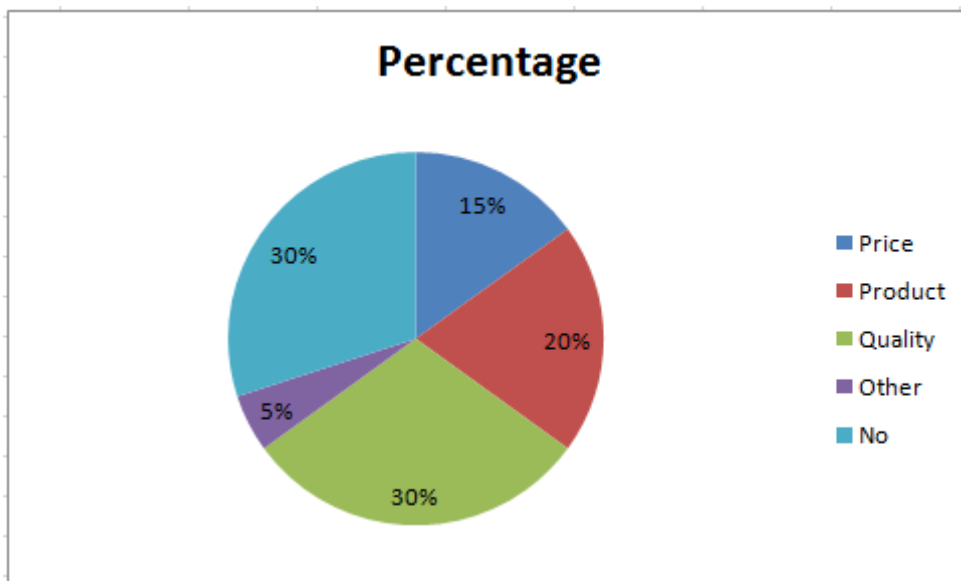
Interpretation: The above graph showing that 70 % customer is attract towards Xiaomi Corporation product due to Advertisement. 15 % customer says that pricing is good of Xiaomi Corporation.

15. Is there any complain from customer? If yes then why?

Table No. 15

Option	Percentage
Price	15%
Product	20%
Quality	30%
Other	5%
No	30%

Graph No. 15



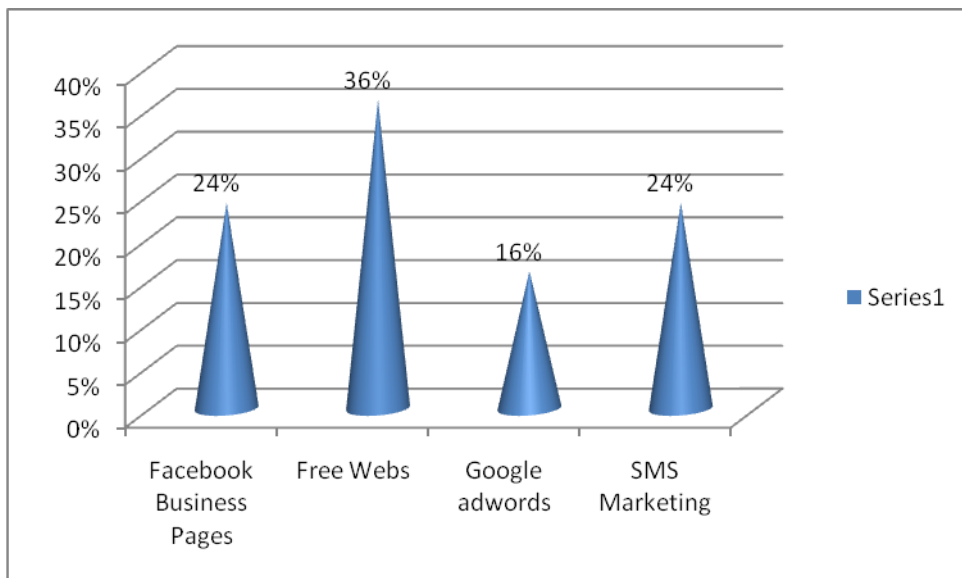
Interpretation: The above graph showing that 30 % customer want to complain Xiaomi Corporation due to its quality. 15% for price and 20 % for product and 5 % for other reasons.

16) Which of these marketing applications have you used in the present?

Table No. 16

Particulars	No. of Respondents	Percentage
Facebook Business Pages	12	24%
Free Webs	18	36%
Google adwords	8	16%
SMS Marketing	12	24%
Total	50	100%

Graph No.16



Interpretation :

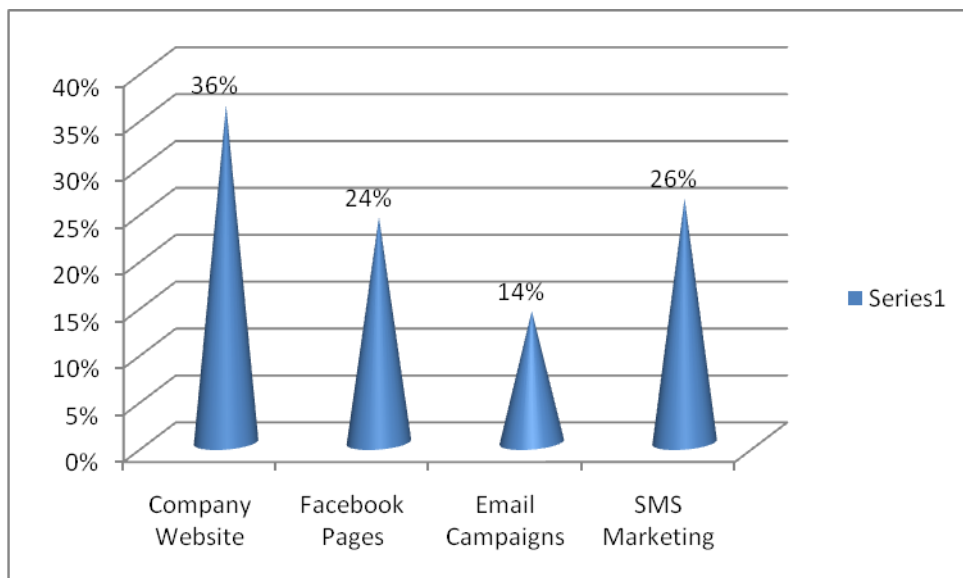
It reveals that Facebook Business Pages (24%), Free Webs (36%), Google adwords (16%) & SMS Marketing use 24% marketing applications in present.

17) For which of your digital communications do you use analytics to track audience response and behavior?

Table No. 17

Particulars	No. of Respondents	Percentage
Company Website	18	36%
Facebook Pages	12	24%
Email Campaigns	7	14%
SMS Marketing	13	26%
Total	50	100%

Graph No.17



Interpretation :

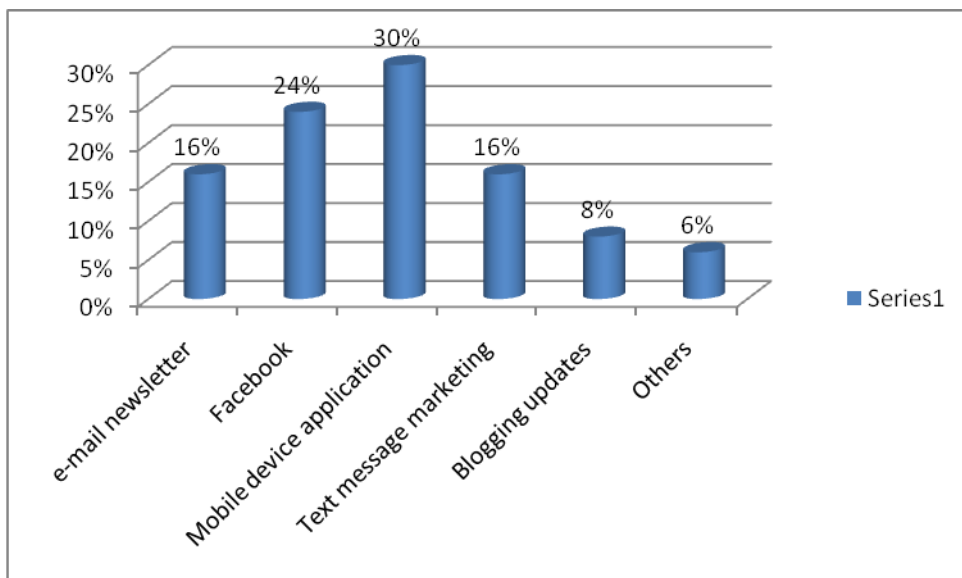
It is observed that approx 36% of respondents use company website & 26% use SMS Marketing to track audience response and behaviour.

18) In what ways do you currently communicate with your Staff members?

Table No. 18

Particulars	No. of Respondents	Percentage
e-mail newsletter	8	16%
Facebook	12	24%
Mobile device application	15	30%
Text message marketing	8	16%
Blogging updates	4	8%
Others	3	6%
Total	50	100%

Graph No. 18



4.2 FINDINGS

1. It reveals that 33% of the respondents came to know of Xiaomi Corporation through TV ads, 24% of the respondents through magazines, 21% of the respondents through the existing customers and 12% of respondents from friends, 10% of respondents through internet. The above graph explained that majority of respondents are TV ads and Magazines.
2. It reveals that good perception comes from 45%, 25% have ordinary perception about the Xiaomi Corporation and rest by 25% have No Comment, 5% have poor perception.
3. It is observed that 35% of respondents strongly agree Xiaomi Corporation have Good Quality, 45% agree, 15% Neither agree and 5% of respondents disagree.
4. It reveals that 35% of people says excellent about selling scale system of Xiaomi Corporation, 25% Good, 16% Fair, 12% Poor and rest 12% says very poor.
5. It is observed that Xiaomi Corporation are economical. 15% of public is extremely agreed with this statement, 20% is highly agreed, 45% is agreed and rest of peoples answer is negative.
6. It reveals that 65% of respondents says Xiaomi Corporation. are more quality and beneficial than others. Only 35% of respondents Says No.
7. It is observed that 65% of respondents satisfied with Xiaomi Corporation Services. Only 15% of respondents dissatisfied with its Services.
8. It reveals that 87% of customer says yes advertisement influence decision in choosing a Xiaomi Corporation
9. Majority (37.5 %) of the retailers are aware of the Xiaomi Corporation. The next majority (35 %) of the retailer awareness is about the XIAOMI CORPORATION Services.
10. majority (55%) of the retailers have opinioned that they are satisfied with the sales Xiaomi Corporation. A considerable proportion of the retailers have opinioned only neutral about their satisfaction level.
8. It reveals that Most of the respondents purchase Electronic items & Gifts from Online.

9. It reveals that 30% of respondent says TV, Newspapers (24%) & only 20% of respondent says Online.

10. It is observed that 84% of respondents read the news through online and rest 16% of respondents don't read the news through online.

11. It reveals that Facebook Business Pages (24%), Free Webs (36%), Google adwords (16%) & SMS Marketing use 24% marketing applications in present.

CHAPTER – 5

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Xiaomi is a new company compare to Apple or Samsung such popular companies. However, its development shocks the world. And according to its development and company's history, we can notice that it is possible that Xiaomi will overpass these companies. Even some people think that Xiaomi copies the techniques from other companies, such as Apple. But, we should not that they did have their advantages, their products are coming into people's life. And since the media, electronic product, even some technologies are relevant to our life, thus Xiaomi will have very large region to improve and keep continue their development.

- Digital Marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.
- The ability to interact with the customers of the company should be viewed as a very positive aspect by any business. It offers very real insight into how the company's are viewed.
- The feedback shared on the review social networking sites such as Facebook, LinkedIn, Twitter, Google+, holidayiq.com & TripAdvisor is an opportunity to improve the service offering.
- Measuring the affects that reviews, Wall-posting, Blog, Photo Video, Pop-up, tweets and posts can directly have on bookings could be quite difficult.
- Digital Media creates a real Connection between companies and customers; that connection creates a trend for purchase intensity.
- Digital Networking provide ample of opportunities for interacting with any industries partners.

- Digital Marketing provides a platform to innovative advertising to be effectively used for business growth of any industries.
- Industry with use of Social Networking Sites can gain competitive advantage by reducing advertising cost , create awareness, capture large market, able to transact globally , can improve customer service quality and acquire new customers.

5.2 SUGGESTIONS

- Budget Smartphone launched via flash sale model
- Dual SIM 4G support , powered with 1GB RAM and 8GB onboard storage
- Special launch of limited edition 16 GB storage and 2GB RAM phones
- Offers sharpest and best display among its competitor phones
- Camera is one of the strongest features of Redmi smartphones with sharp and crisp pictures
- Price has been a great strength for xiaomi models
- The digital networking strategy should sufficiently flexible to allow it to adapt to new developments and to determine what works and what does not work.
- A dedicated social media co-ordinator is recommended to monitor the impact of any changes implemented. A dedicated co-ordinator would also allow for consistency in communication. At the very least a profession agency experienced in digital media marketing should be consulted at from the earliest planning stages.
- The reviews and complaints raised by the customers on the SNS should be effectively managed and proper actions should be taken by the management and the action taken should also be communicated to the customer.
- The promotional offers during season on should be displayed on the Social Network Site on regular basis, so that large number of customers is captured.

CHAPTER 6

LIMITATIONS OF THE STUDY

As said a basic research was conducted at the company to enable the company to assess how far the customers are satisfied with product and services of XIAOMI CORPORATION. During the course of the study the following limitations were observed:

- The method will be unsuitable if the number of persons to be surveyed is very less as it will be difficult to draw logical conclusions regarding the satisfaction level of customers.
- Interpretation of data may vary from individual depending on the individual understanding the product features and services of the company.
- The method lacks flexibility. In case of inadequate or incomplete information the result may deviate.
- It is very difficult to check the accuracy of the information provided.
- Since all the Services and services are not widely used by all the customers it is difficult to draw realistic conclusions based on the survey.

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ANNEXURE

1. How you aware about Xiaomi Corporation Services?

- a) TV Ads
- b) Existing customers
- c) Magazines
- d) Friends
- e) Internet

2. What is your Perception about Xiaomi Corporation Services?

- a) Good
- b) Ordinary
- c) No Comments
- d) Poor

3. Xiaomi Corporation Services has Good Quality?

- a) Strongly agree
- b) Agree
- c) Neither agree
- d) Disagree

4. Do you think Xiaomi Corporation Services are more Quality & beneficial than others?

- a) Yes
- b) No

5. On the basis of price and feature comparison, is Xiaomi Corporation Services economical?

- a) Extremely Agreed
- b) Highly agreed
- c) Agreed
- d) No Comment
- e) Disagreed

6. What is the selling scale System of Xiaomi Corporation Services?

- a) Excellent
- b) Good
- c) Fair
- d) Poor
- e) Very poor

7. State the level of satisfaction for the Xiaomi Corporation Services?

- a) Satisfied
- b) Dissatisfied
- c) Not at all satisfied
- d) neither satisfied nor dissatisfied

8. Does Advertisement Influence your decision in choosing a Xiaomi Corporation Services?

- a) Yes
- b) No
- c) Can't Say

9. Why do you use Xiaomi Corporation India services?

- a) Good price
- b) Better Quality

- c) Easily available
- d) Diversified categories of product

10. How many years have you been using Xiaomi Corporation India?

- a) 1-2 yrs
- b) 2-3 yrs
- c) 3-4 yrs
- d) More than 4 years

11. What is the selling scale System of Xiaomi Corporation India?

- a) Excellent
- b) Good
- c) Fair
- d) Poor
- e) Very Poor

12. Which factor is most liked by you?

- a) Pricing
- b) Advertisement
- c) Quality
- d) Stylish

13. Which of these marketing applications have you used in the present?

- a) Facebook Business Pages
- b) Free Webs
- c) Google Adwords
- d) Others

14. For which of your digital communications do you use analytics to track audience response and behavior?

- a) Company Website
- b) Facebook Pages
- c) Email campaigns
- d) SMS Marketing

15. In what ways do you currently communicate with your chamber members?

- a) E-Mail Newsletter
- b) Facebook
- c) Mobile Device Application
- d) Text message marketing
- e) Blogging Updates
- f) Others

16. Any Suggestions?

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