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MARKETING STRATEGIES OF CHINESE ENTERPRISES IN THE MEDIA ENVIRONMENT

***Abstract:** the article explores the key marketing strategies used by Chinese enterprises for successful expansion in the global market. The main focus of the article is on the development of effective marketing strategies that correspond to the media environment of the target markets. Strategies such as the use of digital platforms as means of communication and promotion, the integration of traditional and digital media channels, the creation of content marketing campaigns, the use of influencer marketing and the adaptation of marketing campaigns to local characteristics are considered.*

***Keywords:** Chinese enterprises, marketing strategies, digital platforms, social media, traditional media, content marketing, influencer marketing, localization, global expansion.*

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МАРКЕТИНГОВЫЕ СТРАТЕГИИ КИТАЙСКИХ ПРЕДПРИЯТИЙ В МЕДИАСРЕДЕ

***Аннотация:** в статье исследуются ключевые маркетинговые стратегии, используемые предприятиями Китая для успешной экспансии на мировой рынок. Основное внимание в статье уделяется развитию эффективных маркетинговых стратегий, соответствующих медиасреде целевых рынков. Рассматриваются такие стратегии, как использование электронных*

платформ в качестве средств коммуникации и рекламы, интеграция традиционных и цифровых медиаканалов, создание контент-маркетинговых кампаний, использование маркетинга влияния и адаптация маркетинговых кампаний к местным особенностям.

Ключевые слова: *предприятия Китая, маркетинговые стратегии, электронные платформы, социальные сети, традиционные медиасредства, контент-маркетинг, маркетинг влияния, локализация, глобальная экспансия.*

Chinese enterprises have been rapidly expanding their presence in the global market over the past few decades. As they enter new territories, it is important for these companies to develop effective marketing strategies that align with the media environment of their target markets. In this article, we will explore some of the key marketing strategies employed by Chinese enterprises to succeed in the media-rich world of today.

One notable marketing strategy utilized by Chinese enterprises is the adoption of digital platforms as a means of communication and promotion. With the advent of social media and online platforms, companies are now able to connect directly with their consumers in a more targeted and cost-effective manner. Chinese enterprises have been quick to recognize the importance of this medium and have successfully utilized platforms such as WeChat, Weibo, and Douyin to engage with their consumer base.

Another significant strategy employed by Chinese enterprises is the integration of traditional and digital media channels. While digital platforms have become increasingly popular, traditional media channels such as television, radio, and print media still hold sway in certain regions. By strategically utilizing both traditional and digital media, Chinese enterprises are able to maximize their reach and engagement with consumers across diverse demographics.

Furthermore, Chinese enterprises have also leveraged content marketing as a key strategy to create brand awareness and foster customer loyalty. By producing engaging and relevant content, these companies are able to position themselves as industry leaders and thought influencers in their respective fields. This approach helps Chinese

enterprises develop a loyal customer base that is more likely to trust and actively engage with their products or services.

In addition to content marketing, Chinese enterprises have also excelled at influencer marketing. With the extensive adoption of social media platforms, influencers have gained significant traction as opinion leaders and trendsetters. Recognizing the power of influencer endorsements, Chinese enterprises have partnered with popular influencers to promote their brands and products. This strategy has proven to be highly effective in building brand credibility and increasing consumer trust.

Lastly, Chinese enterprises have recognized the importance of localization in their marketing strategies. Each market has its own unique culture, language, and consumer behavior. To effectively penetrate local markets, Chinese enterprises have invested in understanding these nuances and tailoring their marketing campaigns accordingly. By localizing their messaging, Chinese enterprises are able to resonate with local consumers, gaining their trust and increasing the likelihood of successful market entry.

Chinese enterprises have embraced various marketing strategies to navigate the media environment and successfully expand globally. By capitalizing on digital platforms, integrating traditional and digital media, employing content and influencer marketing, and adopting localization strategies, Chinese enterprises are able to effectively reach and engage their target audience. As Chinese companies continue to invest in building their brand reputation and expanding their global presence, it is crucial for them to carefully analyze and adapt to the media landscape in different regions.

One key marketing strategy that Chinese enterprises have embraced is the use of digital platforms. With the advancement of technology and the increasing popularity of social media, Chinese companies have recognized the importance of using these platforms to reach a wider audience. They utilize platforms such as WeChat, Weibo, and Douyin to promote their products and services, as well as engage with their customers. By leveraging the power of digital platforms, they can interact with their audience in real-time, gather feedback, and adjust their marketing strategies accordingly.

Moreover, Chinese enterprises understand the significance of integrating traditional and digital media. While digital platforms offer vast opportunities, traditional media still holds influence, especially in certain regions. Chinese companies leverage traditional media channels such as television, newspapers, and magazines to complement their digital marketing efforts. By adopting an integrated approach, they can reach a wider range of audience and maximize their brand exposure.

Content and influencer marketing also play a crucial role in Chinese enterprises' marketing strategies. Content marketing involves creating valuable and engaging content to attract and retain customers. Chinese companies invest in developing high-quality content that resonates with their target audience, whether it's through informative articles, entertaining videos, or captivating visuals. Additionally, influencer marketing has gained significant traction in recent years. Chinese enterprises collaborate with influencers or key opinion leaders (KOLs) to promote their products and services. These influencers have a large following and can effectively sway consumer behavior, thus helping Chinese companies expand their reach and influence.

Lastly, Chinese companies understand the importance of localization strategies. As they expand globally, they recognize the need to adapt their marketing efforts to suit local preferences and cultural nuances. This includes translating their content into local languages, tailoring their messaging to resonate with the local audience, and understanding local market trends and consumer behavior. By adopting localization strategies, Chinese enterprises can establish a stronger presence in foreign markets and connect with consumers on a deeper level.

In conclusion, Chinese enterprises have embraced various marketing strategies such as capitalizing on digital platforms, integrating traditional and digital media, employing content and influencer marketing, and adopting localization strategies. These strategies have proven effective in helping them navigate the media environment and successfully expand globally. As Chinese companies continue to invest in building their brand reputation and expanding their global presence, it is essential for them to analyze and adapt to the media landscape in different regions to ensure continued success.

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