

Winning Consumer Trust: An Analysis of Xiaomi's Unique Digital Marketing Path

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Abstract:

In the context of the global digital economy's rapid development, the deep integration of the internet and social media has not only reshaped consumer behavior patterns, but also made digital marketing a core driver for enterprises to seize market share and achieve sustainable growth. This paper takes Xiaomi, a representative enterprise in the global consumer electronics and smart manufacturing industries, as a case study. The study reveals that in the pre-launch phase, Xiaomi effectively captures target audience traffic and builds initial brand trust through three core approaches: multi-platform social media synergy, founder-led brand storytelling, and meme-driven user-generated content (UGC) campaigns. After entering the market, Xiaomi further strengthens its competitive edge by implementing a competitive pricing strategy and deepening social interaction. The core logic of these strategies lies in continuous trust penetration (solidifying user trust through consistent brand behavior) and user co-creation (letting users participate in the brand's value chain to enhance user loyalty). Finally, the paper provides targeted recommendations: for Xiaomi's global expansion, it suggests adapting digital marketing strategies to local cultural contexts and platform characteristics; for marketing technology upgrades, it proposes increasing investment in big data and artificial intelligence to improve user portrait accuracy; it also offers insights for marketing innovations in other industries, such as the application of the trust + co-creation model in the fast-moving consumer goods and service sectors.

Keywords: Xiaomi digital marketing, social media on-line operations, users' trust, market competitiveness.

1. Introduction

In an era of highly developed Internet, the increasing

maturity of big data technology and the vigorous development of social media have profoundly transformed the ecological landscape of business market-

ing. Digital marketing, with its precision, efficiency and quantifiability, has gradually replaced traditional marketing methods and become the core means for enterprises to acquire users and build brand image [1]. Online marketing, with the help of Internet interaction technology, fully demonstrates the remarkable feature of transcends time and space, effectively reducing the time cost and economic cost of information dissemination [2]. Xiaomi, as the leading representative of Chinese technology enterprises, has highly successful and typical practices in the field of digital marketing, providing a vivid sample for the industry to explore digital marketing models. In-depth research on Xiaomi's digital marketing can help enrich the research dimensions in the field of digital marketing at the theoretical level and analyze the internal logic and implementation effectiveness of marketing strategies at different stages. At the practical level, it can provide ideas and references for enterprises in various industries to formulate digital marketing strategies, helping enterprises optimize marketing paths and improve market performance in the digital wave. This study focuses on the following core issues: Xiaomi achieves traffic aggregation and user trust building through preheating strategies on non-offline platforms. The marketing strategies adopted by Xiaomi after product launches to enhance market competitiveness. The implementation mechanisms and effects of these strategies. The research aims to systematically analyze Xiaomi's full-process digital marketing strategy from preheating on non-offline platforms to enhancing competitiveness after product launch, summarize the key elements and underlying logic of its successful digital marketing, and based on this, propose targeted digital marketing optimization suggestions for Xiaomi and other industry enterprises. The study is structured as follows: The first part elaborates on the importance of digital marketing in the context of highly developed Internet and clarifies the typical value of the Xiaomi case; The second part dissects Xiaomi's preheating marketing strategies on non-offline platforms, including multi-platform differentiated content operation on social media, "bet on life honor" narrative, meme marketing, UGC dissemination, etc. The third part explores Xiaomi's marketing strategies to enhance competitiveness after its products enter the market, including low-price market expansion, high-intensity interaction on social media, emotional resonance through life narratives, and user engagement through meme marketing; The fourth part offers suggestions for optimizing digital marketing for Xiaomi and other industries.

2. Case Overview

The Xiaomi Corporation is a globally leading consumer electronics and smart manufacturing company. Founded by Lei Jun in April 2010 and headquartered in Beijing,

China, its core businesses span smartphones (Xiaomi and Redmi series), artificial intelligence products like Xiao Ai Assistant, and smart home hardware.

In recent years, China has witnessed a surge in domestic electric vehicle production. Keeping pace with this trend, Xiaomi launched its first independently developed electric car, the Xiaomi SU7, establishing an integrated "Human-Vehicle-Home" ecosystem strategy. Since the debut of the SU7 in March 2024, Xiaomi's automotive division has demonstrated strong market performance. As of July 2025, cumulative deliveries exceeded 300,000 units in just 15 months, setting a new record for the fastest delivery growth among emerging automakers.

In the first half of 2025, sales of the SU7 reached 156,000 units, capturing a 24.8% share in China's B+ all-electric sedan market—10.2 percentage points ahead of the second-ranked Tesla Model 3. From August 18 to August 24, 2025, Xiaomi Auto ranked third among emerging automakers with 8,245 weekly deliveries, trailing only Leapmotor and Harmony Intelligence Drive.

The company's second model, the YU7 (an SUV), launched in June 2025, achieved even more impressive results: pre-orders reached 240,000 units within just 18 hours, far surpassing the SU7's initial performance. Some analysts project that Xiaomi Auto's total deliveries for 2025 could reach around 420,000 units, significantly exceeding Lei Jun's initial annual target of 350,000.

In the competitive landscape of new automakers, Xiaomi has adopted a product strategy of "high performance + reasonable pricing," aiming to make cutting-edge technology accessible to the mass market.

3. Marketing Strategy

3.1 Entering the Market: Using Low Price to Quickly Seize the Market Share

The core logic of Xiaomi's "low-price entry into the market" strategy is to break the market monopoly with cost-effectiveness, quickly cover price-sensitive users, and thus achieve a rapid breakthrough in market share. This strategy is not a simple "low-price competition", but a systematic cost optimization based on supply chain integration, large-scale production and Internet direct sales model.

Judging from historical practice, when Xiaomi entered the market with the smartphone business in the early days, it gave full play to this strategy. In 2011, Xiaomi's first mobile phone, Xiaomi 1, was released at a price of 1,999 yuan. At that time, the price of international brand mobile phones with similar configurations (such as Samsung Galaxy SII) was generally above 3,500 yuan, and the price of Xiaomi 1 was only about 55% of similar products in

the industry. According to the 2012 Global Smartphone Market Report of IDC (International Data Corporation), with the low price strategy, Xiaomi shipped 7.19 million smartphones in 2012, an increase of 227% over 2011, and entered for the first time. Ranked in the top 10 in global smartphone shipments, its share in the Chinese market jumped from 1.1% in 2011 to 5.7% in 2012, becoming the fastest growing mobile phone brand in that year [3].

In the subsequent business expansion, this strategy continues to be replicated in the field of intelligent hardware. Take the Xiaomi bracelet as an example, the price of Xiaomi bracelet 1 was 79 yuan when it was released in 2014, while the price of mainstream smart bracelets (such as Fitbit Flex) in the market at that time was about 300-500 yuan, and the price of Xiaomi bracelets was only 20%-25% of the industry average. According to the 2015 China Wearable Device Market Report released by Canalys, Xiaomi's bracelet occupied 24.6% of China's wearable device market with shipments of 12.4 million units in 2015, ranking first, among which the cost-effectiveness brought by the low-price strategy is the core driving force [4].

From a theoretical point of view, Xiaomi's low-price strategy is in line with the core logic of Michael Porter's "cost-leading strategy". It reduces the cost of parts through large-scale procurement (such as signing long-term cooperation agreements with core suppliers such as Qualcomm and Samsung), and adopts the online direct sales model to reduce channel costs (elive the layers of offline dealers) Price increase), finally realize the product positioning of "low price but not low quality". This strategy not only helps Xiaomi quickly accumulate a user base in the short term, but also forms a positive cycle of "scale effect - further cost reduction - price advantage consolidation", which lays a solid user foundation and market recognition for subsequent brand upgrades (such as the launch of Xiaomi MIX series, Xiaomi SU7 and other high-end products).

3.2 High-intensity Interaction on Social Media to Strengthen User Loyalty

After the product entered the market, Xiaomi upgraded social media from "marketing channels" to "user relationship maintenance positions" through the multi-platform high-frequency interaction matrix, and strengthened user stickiness with continuous content output and interactive design, and finally achieved the double improvement of loyalty and reputation. The core of its interactive strategy lies in "accurately matching platform features + meeting users' emotional needs", not a single information push.

In terms of interaction frequency and coverage, Xiaomi has built an interactive system with the founder's IP as the core and the brand's official account as the support. Ac-

cording to the data of the 2023 China Social Media Marketing Report, Lei Jun's personal account (Weibo, TikTok) publishes more than 1,200 content on average every year, of which product-related content accounts for about 45%, and the average user interaction volume (comments + forwarding + likes) exceeds 50 million times a year; Xiaomi brand official account (including each Product line account) has an average daily content update volume of 15-20 on the three major platforms of Weibo, TikTok and Xiaohongshu, covering multiple dimensions such as product function interpretation, user story sharing, online activity preview, etc., with an average daily interaction volume of more than 3 million, far exceeding the industry average.

Judging from the comparison of industry data, the "China Internet User Behavior Report 2024" released by Quest-Mobile shows that Xiaomi users' "brand interaction time" on social media averages 8.2 hours per year, 82% higher than the industry average (4.5 hours) [5]. Xiaomi users' "replay The "purchase willingness rate" reached 76.3%, 17.8 percentage points higher than the industry average (58.5%). This data fully confirms the role of high-intensity social media interaction in improving user loyalty.

3.3 Lei Jun's IP

Lei Jun talks about "putting his whole career reputation on the line"—and this way of framing things is a key move for Xiaomi when it comes to building its brand and getting users to trust it. There is an article called From "Pangu Tanking" to "Questions about Making Cars": How Lei Jun's Speeches Go Viral with "Stories That Have Tension"—and it says Lei Jun does not hold back from talking about Xiaomi's real problems in his speeches. Like, he will bring up the bad reviews Xiaomi 11 got, or the plagiarism talk that popped up when Xiaomi first started messing with making cars [6]. By being open about the company's weak spots—even his own—he turns all the doubts and headaches from outside into stuff users can talk about. And that casual talk ends up showing just how dead-set Xiaomi is on nailing those tech breakthroughs [6]. Lei Jun also shares little bits about his work in these speeches. For example, he once left a sticky note for an employee to borrow a car, he jots down his work stuff carefully, and he even practiced driving on a simulator in his free time [6]. These small things make him seem like a hardworking, easy-to-talk-to, no-fluff boss [6]. The main thing with this way of talking is simple: instead of letting people doubt Xiaomi for "trying to do too many different things," he gets them invested—makes them care about how Xiaomi works through the tough parts and pulls off wins [6]. That way, users can really feel the guts and stick-to-itiveness Lei Jun and Xiaomi have when things get hard, and in the end, they trust and root for the brand even more [6].

3.4 User-Generated Content Marketing

Xiaomi's meme-driven UGC (user-generated content) marketing has actually worked a treat. When netizens joked about the delayed delivery of the custom-colored Xiaomi SU7, Lei Jun hit back with, "I will go chase this up right now"—and that one line sent the topic "Lei Jun I will go chase this up" trending on Weibo. The topic pulled in over 110 million views and more than 160,000 interactions [7]. Later, Lei Jun kept the fun going with quips like, "Netizens are nagging me to go twist screws at the factory, but I'm already there pretty often"—and this set off a wave of UGC, with jokes like "God Lei got 'punished' for sleeping" and "There is not a single screw left to twist" popping up everywhere. It ended up being a solid promo for the mass production of Xiaomi's new SU7 [7]. What is more, Xiaomi even makes "mockable spots" on purpose—like the fuss over the SU7's looks or jokes about executives "posing for photos while 'sleeping' at the factory"—turning user gripes into UGC [8]. In 2024, Xiaomi's Net Promoter Score (NPS) hit 62%, way higher than the industry average of 38% [8]. Take the SU7 launch event, for example: Xiaomi ran a "guess the price" game to get users coming back to its official site again and again. The average time each user spent on the site went up to 18 minutes, and accessory sales even shot up 300% month-on-month [8]. At the same time, Xiaomi built a model around "founder IP + user-led economy + ecosystem-level organizational skills." As a total super IP, Lei Jun's related UGC has racked up over 7 billion views on platforms like Douyin. This turns users into more than just buyers—they become R&D contributors and promoters too—making Xiaomi's traffic cycle self-sustaining [8].

4. Advice

4.1 For Xiaomi

On the one hand, in terms of internationalization strategies, targeted adjustments should be made based on characteristics such as culture and consumption habits in different regions. There are differences among countries and regions in terms of demand for technological products, aesthetic preferences, and acceptance of brand marketing. By precisely adapting to local market characteristics, it can better expand its international market share and enhance the brand's global influence, for example, has collaborated with a range of local platforms in major European countries, conducting business both online and offline, such as the French platform *fance* and the German e-commerce platform *media market* [9]. On the other hand, in the field of Internet marketing, make full use of the traffic advantage and strong interactivity of live-streaming and short-video platforms [10]. Live streaming and short vid-

eo formats are intuitive and easy to resonate with users, and can more efficiently convey product information and brand concepts to consumers, enhance user stickiness, and further consolidate market position.

4.2 For Other Interrelated Industries

4.2.1 Transition from „functional intelligence“ to „scenario intelligence“ to create frictionless and humanized experiences

Core Perspective: Most current AI products and smart home devices still remain in the "feature-stacking" phase, requiring users to actively issue commands or switch between different apps. The future competitive focus should shift from the performance of individual functions to a deep understanding of and seamless service within complete life scenarios.

Deep Integration and Proactive Intelligence: Devices should be capable of providing collaborative services proactively based on the environment, user habits, and real-time status. For example, in the morning, the smart home system should not simply turn on the lights but also start the coffee machine based on people's calendar schedule, while adjusting the lighting and providing audio updates on traffic conditions and important reminders. This requires unified standards among devices and deeper data interoperability (while ensuring privacy protection).

4.2.2 Promote a business model of „responsible innovation“ and „sustainability“

Core Perspective: The long-term development of technology must be aligned with social ethics, environmental protection, and user trust. The misuse of technology for short-term gains or strategies like "planned obsolescence" can damage the credibility and future of the entire industry.

Embed Ethics by Design from the Outset: Incorporate fairness, transparency, privacy protection, and explainability as core metrics during the initial stages of AI algorithm and product design [11]. For example, establish an independent ethics review committee to conduct bias testing on core algorithms; clearly explain to users how their data is being used and provide them with sufficient control.

Explore the Hardware-as-a-Service (HaaS) Model: Shift from the one-time transaction mindset of "selling devices" to a long-term partnership of "selling services." Users pay a monthly subscription fee to enjoy a one-stop service that includes the latest hardware, software upgrades, maintenance, and recycling/replacement [12]. This can reduce electronic waste, encourage manufacturers to produce more durable and upgradable products, and establish sustained value connections with users.

5. Conclusion

Nowadays, with the digital wave sweeping through every industry, digital marketing has become the core way for businesses to grow bigger. Compared to traditional marketing models, digital marketing has perks like reaching target audiences accurately and tracking marketing results quantitatively—so it can get more effective communication and conversions at a lower cost. It is basically a must-have tool for businesses to stand out in fierce market competition. This study focuses on the digital marketing field, sorting out main strategies like content marketing, social media marketing, and search engine marketing in a systematic way. Through comparison and analysis, the present study this paper figured out the pros and cons of different strategies: for example, content marketing can reach users deeply, but it takes longer to see results; social media marketing spreads fast, but it has super high demands for content creativity. These analyses give other businesses a full set of strategy references for making marketing plans, helping them avoid risks and choose the right options based on their own needs. It is worth noting that this study is mostly theoretical analysis right now, lacking practical verification. Later on, future research will do on-site experiments, combine real application scenarios of businesses in different industries, and further test the actual effects of various strategies—so researchers can work out more reliable, complete, and actionable digital marketing plans.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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