



Taula de Nova Recerca
Presentació de la tesi doctoral

“Social Media Marketing: How Chinese and Occidental Companies Use Social Media for Business Success in Different Market Context”

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- 2 Methodologies
- 3 Objectives
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1

Introduction – Research background

Why I chose this subject?

1. Continue to do some research which is related to my work at the stage of studying for master

“Research on the government crisis communication with the influence of we media”

2. Consider to do some research which has relationship between China and the West



1

Introduction – Current situation

I. **Social media has** already **become a part of daily life** for many internet users in the world.

II. more and more **companies are using social media applications to collect** positive and negative **information** about their brands and services **and to improve their brands awareness and market share.**

III. **China is one of the most attractive markets** in the world. The Web, especially the **social media, is a platform that can be used to penetrate this market.**



2

Methodologies

1. Content analysis
2. Case studies
3. Extended KPIs analysis system
4. Questionnaires



3

Objectives

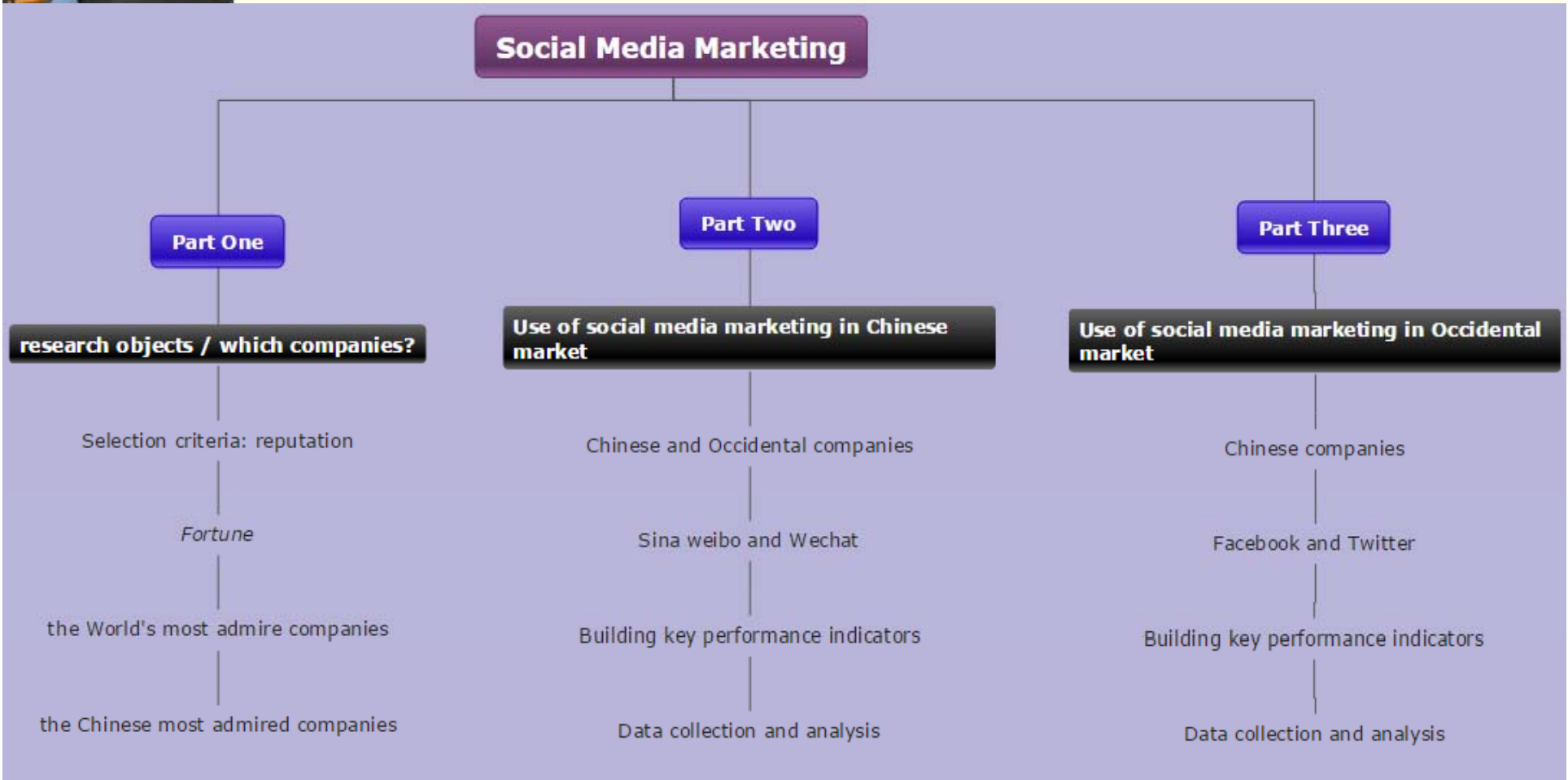
1. Understanding the **differences** of **social media platforms** between **China and the West**
2. Understanding Occidental and Chinese **companies' use of social media marketing** in **different market context**
3. Providing **practical guide** to companies which want **to run social media campaign** in these markets through some typical case studies



4

Thesis framework

Which companies?
Which social media platforms?
Which markets?

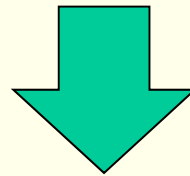




PART ONE

Which companies should be selected as the research objects?

Selection Criteria



Reputation

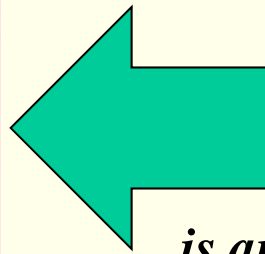
Revenue
or
Financial strength

≡ NO !!!



After reviewing some database, magazine, reports, such as:

ALEXA
FACTIVA
FORTUNE
NIELSEN



The final choice: ***FORTUNE***

is an American business magazine published globally by Time Inc. and founded by Henry Luce in 1929. **The magazine is best known for the Fortune 500**, a ranking of companies by revenue that it has published annually since 1955.



FORTUNE[®]

MARCH 17, 2014

CUSTOM REPRINT

The World's Most Admired Companies

Every year *FORTUNE* releases *the world's most admired companies* in line with the selection criterion: innovation, social responsibility, people management, product quality, and etc.

Reputation

The 50 All-Stars

		One-Year Total Return* vs. S&P 500	
1	Apple (2012 rank: 1)	18.4%	14.8
2	Amazon.com (3)		29.8
3	Google (2)		49.3
4	Berkshire Hathaway (8)		11.7
5	Starbucks (5)		27.1
6	Coca-Cola (4)		1.4
7	Walt Disney (9)		33.8
8	FedEx (10)		24.4
9	Southwest Airlines (7)		84.5
10	General Electric (11)		12.3
11	American Express (13)		39.8
12	Costco Wholesale (23)		8.1
13	Nike (18)		32.8
14	BMW (14)		15.1
15	Procter & Gamble (15)		4.1
16	IBM (6)		-12.4
17	Nordstrom (16)		5.8
18	Singapore Airlines (31)		-13.9
19	Johnson & Johnson (23)		20.5
20	Whole Foods Market (19)		13.0

21	Samsung Electronics (35)		-12.9
22	McDonald's (12)		1.8
23	3M (21)		28.3
24	Microsoft (17)		34.2
25	Toyota Motor (29)		31.3
26	Boeing (26)		63.2
27	Exxon Mobil (25)		2.5
28	Wal-Mart Stores (27)		5.5
29	Target (22)		-9.6
30	J.P. Morgan Chase (28)		16.3
31	Nestlé (32)		5.7
32	UPS (30)		19.3
33*	Caterpillar (20)		-4.0
33*	Goldman Sachs Group (34)		8.0
35	Wells Fargo (38)		30.6
36	Volkswagen (33)		6.1
37	Unilever (39)		-7.3
38	Facebook (48)		117.1
39	Marriott International (36)		21.7
40	Home Depot (45)		15.7
41	BlackRock (-)		24.2
42	PepsiCo (37)		11.7
43	DuPont (41)		34.3
44	eBay (47)		-5.1
45	Accenture (44)		8.3
46	Deere (40)		-7.1
47	Intel (42)		15.3
48	Delta Air Lines (-)		116.6
49	Cisco Systems (49)		7.4
50	AT&T (-)		-4.5

DROPPED OUT OF THIS YEAR'S TOP 50
St. Jude Medical (43); Yum Brands (46); Ralph Lauren (50)



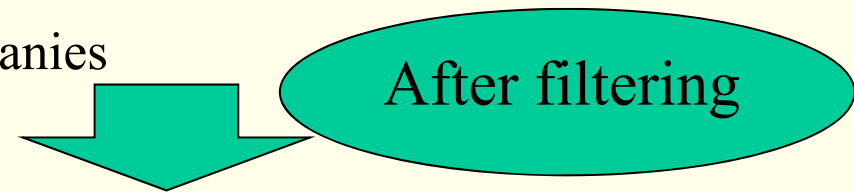
Which companies should be selected as the research objects

In the list 1- *the Word's Most Admired Companies 2014*

The further Selection Criteria

Companies which:

1. have business in China
2. use Chinese social media in China
3. not belong to the industry of Internet Services and Retailing
4. aren't Asian companies



a. The Occidental companies list – 30companies



FORTUNE CHINA is the Chinese version of *FORTUNE* and publishes *the Chinese Most Admired Companies* every year.



投资100美元能得到什么回



詹姆斯•默多克有掌管21世纪福克斯的资本吗？

22小时前 | 传媒与文化

6



排名 去年排名 公司名称



the Chinese Most Admired Companies 2014

1	1	阿里巴巴	16	31	恒大地产	31	18	中粮集团	45#	34	云南白药
2	2	百度公司	17	21	长城汽车	32	38	海南航空	47	40	中国航天科技集团
3	4	华为	18	15	宝钢	33	N/R	碧桂园	48	48	国美电器
4	6	腾讯	19	22	美的	34	37	东风汽车	49	N/R	百丽国际
5	3	海尔	20	17	青岛啤酒	34#	26	上汽集团	49#	49	光明食品
6	11	小米科技	21	20	华润	36	50	招商局			
7	5	联想集团	22	23	网易	37	39	奇瑞汽车			
8	8	万达	23	25	TCL	38	N/R	王府井百货			
9	7	京东商城	24	19	贵州茅台	39	41	吉利控股			
10	10	格力	25	30	中国移动	40	45	方正集团			
11	11	比亚迪	26	24	福耀玻璃	41	36	新希望			
12	9	三一重工	27	28	海信	42	N/R	燕京啤酒			
13	13	招商银行	28	33	平安保险	43	N/R	苏宁云商			
14	14	万科	28#	35	中兴通讯	44	45	复星国际			
15	16	娃哈哈	30	29	国家电网	45	N/R	百联集团			



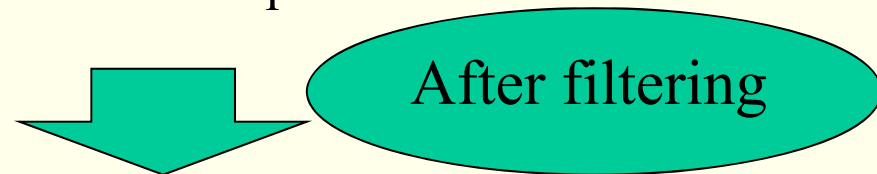


In the list 2- *the Chinese Most Admired Companies 2014*

The further Selection Criteria

Companies which:

1. use Chinese social media in China
2. not belong to the industry of Internet Services and Retailing
3. aren't large state-owned enterprises



b. The Chinese companies list – 31 companies



PART TWO

How Chinese and Occidental companies use Chinese social media for their business success in Chinese market?

Which Chinese social media platforms should be selected as the research objects in this part?



Which companies should be selected as the research objects in this part?



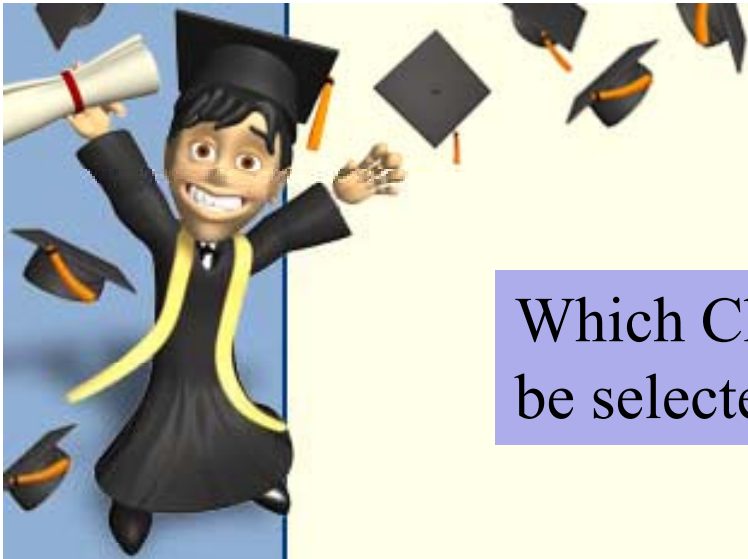
How to measure these companies' efforts on these platforms?



Building Key Performance Indicators



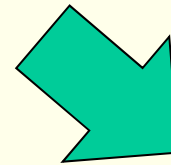
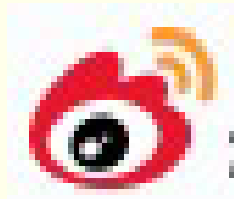
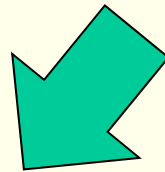
Data collection and analysis



Which Chinese social media platforms should be selected as the research objects in this part?

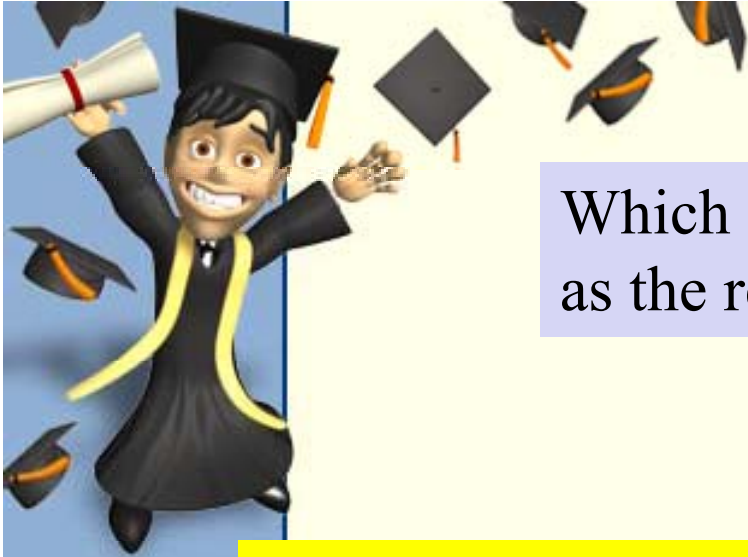
The most popular platforms

Sina weibo



WeChat



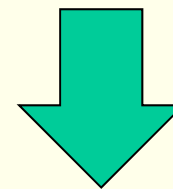


Which companies should be selected as the research objects in this part?

a. The Occidental companies list
– 30 companies

b. The Chinese companies list
– 31 companies

Companies that have
Sina weibo or
Wechat accounts



Sina weibo, 30 Occidental companies and 30 Chinese companies



Before building KPIs, we did the following work:

1. Chinese social media landscape
2. Chinese digital consumers
3. Use of Chinese social media marketing





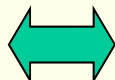
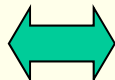
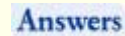
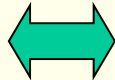
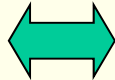
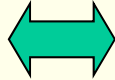
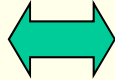
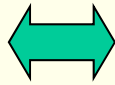
Chinese social media landscape

The historical roots of Chinese social media

- 1994 – The first BBS (Bullet in Board System)
- 1999 – **IM (Instant messaging) / QQ – “milestone”**
- 2002 – BlogChina (中国博客)
- 2008 – The attractive SNS Kaixinwang (开心网)
- 2009 – Micro-blogging Sina weibo (新浪微博)
- 2010 – Location-based service Jiebang (街旁)
- 2010 – Group buying Meituan (美团)
- 2011 – The fascinating mobile app Wechat platform / Weixin (微信)



The popular Chinese social media platforms



Features

Unique

Complex

Fragmented

Local



Chinese digital consumers

1

Celebrities and Web stars

2

Pundits / experts

3

Content curators and retweeters

4

Visitors

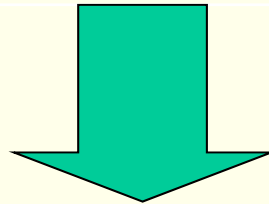
5

Bystanders



Use of Chinese social media marketing

It is important to be aware of the leading trends of the use of social media marketing in China. Only in this way, marketers can keep up with the times and run the appropriate online campaign.



The predominant use of Chinese social media marketing :

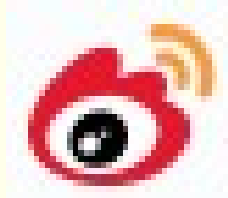
cross-platforms communication

group buying

mobile social media marketing



Building Key Performance Indicators: part A



Sina weibo

Key Performance Indicator ↕	1 st week ↕	2 nd week ↕	3 rd week ↕	4 th week ↕
change of follower number ↕	↕	↕	↕	↕
change of following number ↕	↕	↕	↕	↕
number of posts ↕	↕	↕	↕	↕
sum of <u>retweets</u> ↕	↕	↕	↕	↕
sum of comments ↕	↕	↕	↕	↕
sum of likes ↕	↕	↕	↕	↕



5

Current Results

1. The unique **Chinese social media landscape** is very **different from its Western counterparts**.
2. **Chinese digital consumers** possess also **different internet behavior and habits** which result in the distinct user profiles due to the particular internet custom and culture.
3. **Occidental and Chinese companies** almost have the same experience of time in social media marketing in China.
4. **Cross-platform cooperation** and integrated social media, **group buying**, and the **mobile social media** are highlights of the current digital marketing in China.
5. The most popular **content** which needs to **be multimedia** and **care about user's benefit**.



6

Future research

a. The Occidental companies list

b. The Chinese companies list

WeChat





PART THREE

How Chinese companies use Western social media for their business success in Occidental market?

Which Western social media platforms should be selected as the research objects in this part?



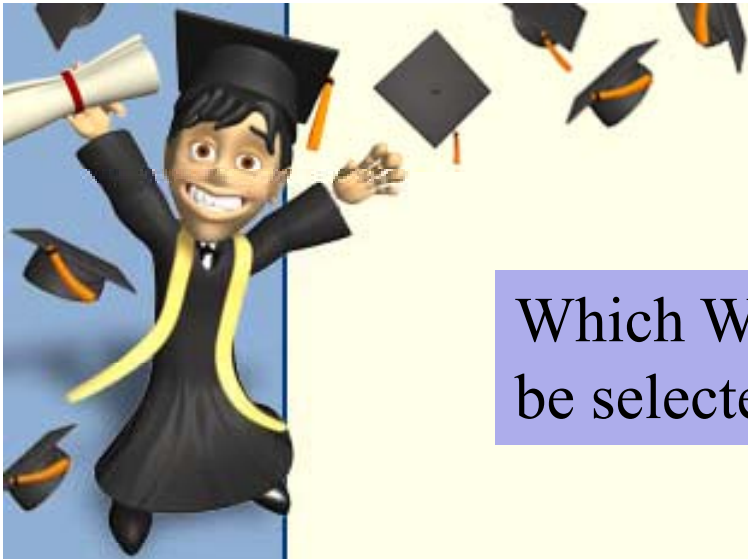
Which companies should be selected as the research objects in this part?



Building Key Performance Indicators



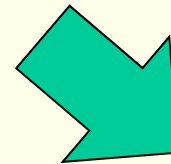
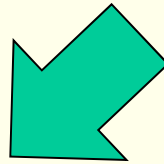
Data collection and analysis



Which Western social media platforms should be selected as the research objects in this part?

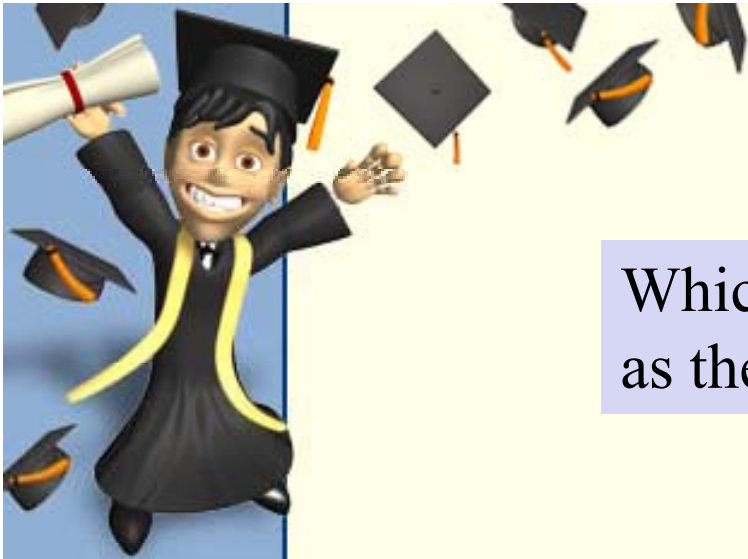
The most popular platforms

Facebook



Twitter





Which companies should be selected as the research objects in this part?

B. The Chinese companies list

Companies that have facebook or Twitter accounts



THANKS!