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Innovative Marketing Strategies in China's Telecommunication Sector: Adapting to the Digital Age

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Abstract

This research study examined the innovative marketing strategies employed by telecommunication firms in China's rapidly evolving digital age. The study focused on the past practices and adaptations made by companies to navigate the dynamic landscape of the telecommunication sector in China. A literature-based approach was adopted, incorporating scholarly articles, industry reports, and case studies to establish a comprehensive understanding of the marketing strategies implemented by telecommunication firms in China. The analysis encompassed historical data and industry trends to identify key strategies that were employed in the past. The research shed light on the innovative marketing strategies adopted by telecommunication firms in response to the emerging digital age. It explored the use of digital platforms, social media, and mobile applications as effective tools for customer engagement and brand promotion. Furthermore, the study delved into the past experiences of telecommunication firms in China, assessing their ability to adapt to the changing consumer preferences and technological advancements. The analysis revealed the significance of customer-centric approaches, personalized marketing campaigns, and data-driven strategies in the success of telecommunication firms. The findings of this research contribute to a deeper understanding of the marketing strategies implemented by telecommunication firms in China's digital age. The insights gained from the analysis can inform the future marketing strategies and approaches of telecommunication companies, helping them adapt to the ever-changing market dynamics. The research underscores the importance of agility and innovation in the face of the digital age, emphasizing the need for continuous evolution and adaptation in marketing strategies. By learning from past experiences and embracing innovative approaches, telecommunication firms in China can establish a competitive edge and effectively cater to the evolving needs of their customers. In conclusion, the study emphasized the importance of adapting to changing market dynamics and employing customer-centric, data-driven approaches to achieve success in the telecommunication sector.

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Keywords: *Innovative marketing strategies, China's telecommunication sector, Adapting, Digital age, Digital platforms*

1.0 Introduction

The very rapid development of ICT in the digital era has an impact on various lines of life, including changes in consumer behavior in shopping (Andriianova & Kruchinina, 2021). Business people need to know the proper use of digital marketing in order to effectively target appropriate consumers. Digital marketing is defined as achieving marketing objectives through applying digital technologies" (Chaffey & Ellis-Chadwick, 2019). Digital marketing describes the use of technology in marketing efforts and business practices by marketing goods, services, information, and ideas via the internet, cell phones, display advertisements, and other electronic media (Pradhan et al., 2018). Data-driven marketing uncovers a variety of tactics to approach, attract, resuscitate, delight, and drive customers to online marketing. Digital marketing facilitates many-to-many communications because of the high level of connectivity and is usually used to promote products or services in a timely, relevant, more personal, and cost-effective manner (Baines et al., 2013).

Marketing activities are carried out intensively using digital media, from promotions or product offers to product sales. Digital marketing makes it easy for business people to monitor and provide all the needs and desires of potential consumers. Digital marketing also makes it easier for potential consumers to be able to find and obtain product information simply by browsing the virtual world. Buyers are now increasingly independent in making purchasing decisions based on the search results they do anytime and anywhere. According to Banga (2021), digital marketing can reach all people wherever they are without any geographical or time restrictions. Digital marketing is facilitated by various channels. Digital marketing channels generally consist of websites, search engine optimization (SEO), search engine marketing (SEM), email marketing, social media marketing (SMM), content creation, digital advertising, mobile marketing, viral marketing, affiliate marketing, online public relations (Online PR), digital media, and web analytics (Bala & Verma, 2018; Chaffey & Ellis-Chadwick, 2019).

In 2018, the manufacturing industry is plowing forward in the United States and abroad, driven by an increased demand for basic materials, supplies and equipment across industries such as automotive, housing and business development (Bartosik-Purgat, 2019). But while this boon heralds favorable winds for the manufacturing industry, other trends show there is still room for modernization and growth. According to the 2017 CMO Survey, manufacturers reported that 7.9% of their sales occurred online, below the average online earnings across other predominantly B2B industries. According to Forrester (2020), Internet sales account for 11.5% of B2B earnings in 2018, and will climb to 13.1% in four years. Similarly, the marketing budget allocated by most manufacturers' pales in comparison to the average: 3.2% last year against 11.3% across industries.

The disparity between manufacturing and other industries is good news for savvy business owners, as it signals room for impressive growth with simple changes (Giunta, 2020). By prioritizing digital marketing spend in the coming years, manufacturing companies can benefit in the following ways: While marketing overhead in manufacturing companies is low on average, it can be lowered further relative to results. Digital Marketing has reduced Return on Investment (ROI) for companies in many different fields. 89% of B2B clients rely on the Internet to research companies in any industry, and numbers are similar for B2C prospects. An active and curated web presence goes a long way in building a manufacturer's image and gaining trust from potential customers. In order to take advantage of these potential wins,

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manufacturers may have to tread waters they have never entered before. Thankfully, Digital Marketing is conceptually simple, and a lot of research has already established best practices for the industry (Chung, Chang & Kitamura, 2021).

Today, a website is arguably the most crucial element of your entire marketing strategy. Even a simple site without a lead capturing process or sales page will be consulted as a digital business card before a deal is struck or a purchase is made. For this reason, overhauling outdated designs to keep up with industry standards is a no-brainer. Traditional advertising is not completely dead yet. Manufacturers still use formal events like trade shows to good effect, and often spend on TV spots, magazines, and other traditional media forms, but while they aren't dead, these advertising options are quickly becoming less effective than their digital counterparts (Ekmeil, Abumandil, Alkhawaja, Siam & Alaklounk, 2021). Programmatic advertising allows a business to target customers in highly specific demographics - such as field of work, occupation, and area of interest - without knowing them in advance.

On the subject of video advertisements, video is one of the most popular forms of content on the web. Simply producing this content and sharing it on popular sites can generate an interest in your brand and industry practices. One advantage of the manufacturing industry is the raw potential for video producers' factories, complex machinery, large workplaces, hazardous materials and cutting-edge science. Put simply, manufacturing is an interesting field of work, and people enjoy watching it, as demonstrated by the popularity of shows like Modern Marvels, and videos of steel mills (Ekmeil et al. 2021). Online video is a good opportunity to show-off what you do, and why you're the best at it. If building a presence on major streaming websites seems like too much trouble, consider partnering with already-popular channel to run your content.

Ernkvist and Ström (2018) assert that all businesses need a marketing strategy to reach new customers and advertise their products and services. The old method of print advertising and radio ads still work but they are becoming less effective as people look to online sources for their shopping. Manufacturing companies still use these old school methods like networking events and trade shows and they still produce results. In our new digital economy, however, the way people shop has forever changed and companies must make a quick pivot towards digital marketing strategies in order to capture business. Manufacturing companies in Japan are turning to content marketing and increasing their digital presence. Online research and shopping are the new normal (Gani & Faroque, 2021).

Never has it been more important to increase your online presence and effectively market to these savvy shoppers. As dramatic changes have occurred in the manufacturing business, so too has the consumer market changed. Buyers have already switched to a new way of shopping and your customers need to find you first when they are looking. Inbound Marketing is the way to attract new business in this digital economy. It meets the need of online shoppers and effectively attracts them to your website through multiple streams of content that you create on various platforms (Gielens & Steenkamp, 2019). You supply the information people are searching for and then direct them to your site. You are educating and demonstrating your expertise so they can be confident when choosing you as a supplier.

According to Huysveld (2020), understanding your target group is essential to producing sales. The content you put out has to attract the right audience and by using different strategies you can reach a larger base who want to get more information. When people can find the information they need from your online presence, you are the website they navigate to. They qualify themselves by actively looking for your services and products and it's up to you to reel them in with great information and a clever call to action (Huysveld, 2020). SEO Search

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Engine Optimization (SEO) is a way to be at the top of search results on search engines like Google and Bing. YouTube is the second-largest site for searches and your videos need to come up when people search. Keywords that rank high in your industry is what you should be putting in your online content. If you don't make it on the first page of a customer's search, chances are they will never visit your site. Pay-per-click (PPC) advertising can help you "come up" even when people are looking elsewhere (Gani & Faroque, 2021). These targeted ads also use keywords to bring your ad in front of interested customers looking for what you offer and drive leads and generate traffic to your website.

Most companies have a website but if you are not getting much traffic, you need to look at updating and redesigning it. This is what potential customers see first and you have to make an impact. Company website needs style and function with easy navigation and lots of extras like pictures, video, and links to articles and blog posts (Zhang, Lee, Hovsepian, Morgia, Lawrence, Lawrence & Hingle, 2018). Testimonials are also effective in allowing customers to see what other people think of your service. Social media: The way people are buying has changed. Businesses have integrated content on social media because this is where people congregate to learn and discuss what interests them. Publishing content on sites like Twitter, LinkedIn, Facebook, and Instagram, allows you to reach all your followers and in turn, they can share that information with their network of followers. The more often you post content, the more your customers will be engaged and ready to turn to who they know when they are in the market for your goods (Zhang, et al., 2018).

A consistent email marketing plan can keep you connected with interested buyers and satisfied customers. You can have an easy sign up on your website and then add visitors to your monthly newsletter, it's cost-effective and automated, making it an important part of your digital marketing strategy (Zhang, Kumar & Cosguner, 2017). Even if people on your mailing list don't buy right away, they get ongoing information about your manufacturing business and when they are ready to make a purchase, you will easily come to mind. Make sure to include company updates, new services, and any specials you have. Content is king in digital marketing and you need lots of it. It's what brings visitors to your site and informs them when they navigate around. It is also how you convert visitors to leads and leads to buyers. You can't just hit them with a sales pitch on your landing page. People are looking to get information and determine if you have the products and services they need (Zhang, et al., 2018).

1.1 Literature

Having a presence on Youtube is a great way to visually show your products and services. People love to see how your business can help them and by demonstrating it in a how-to video, your content can be viewed and shared multiple times. You can have live Q&A's and even answer subscribers' comments and questions in videos. It shows that you are listening to your customers and creating a virtual dialog. Systematic mapping study (SMS) is a broad overview of major studies in a particular topic area which aims to identify what evidence is available on that topic (Keele, 2017). SMS provides a categorical structure for classifying published research reports and results. SMS is also referred to as secondary research because it conducts mapping of primary studies from certain themes (Kitchenham, 2020). This shows that SMS can be said as a method to obtain an overview of a research area (Kitchenham, 2014). The purpose of SMS is to identify quantities and themes, research results, and to see the frequency and trends of publication (Petersen et al, 2008). The scope of the study presented here covers digital marketing and SMEs. The procedure for this mapping study follows the guidelines (Keele, 2017; Petersen et al., 2018) and the mapping practices carried out by (Li, Avgeriou & Liang, 2015; Taharuddin et al., 2020; Valena, et al., 2013).

Navigating the world of SEO, social media, pay-per-click advertisements, and content marketing in Southeast Asian countries when you have little understanding or knowledge with the local digital marketing agency in Asia, the best digital marketing agency in Asia scene can be a very difficult challenge (Bala & Verma, 2018).

This is particularly true because your time and attention are still stretched thin due to the demands of working in a company or running one. It's critical that you and your team sit down and define your digital marketing agency in Asia needs before recruiting an agency. Not all agencies are created equal, and even among full-service agencies, some are better at some tasks than others. Remember that there is no such thing as a one-size-fits-all solution when it comes to doing your digital marketing tasks, with or without the assistance of an Asian agency (Chaffey & Ellis-Chadwick, 2019).

According to Kadekova and Holienčinova (2018), at one point online marketing was just a new and different way to market. It opened up a new form of media on which to peddle goods and services. But within just the past few years, the importance of digital marketing has become something else. It's become an integral part of what a business is to its customers. It's no longer enough to have a website or run some un-focused Ads campaign. Don't have integrated digital marketing strategies working for your business? Time is working against you because of it. In 2019, the average Internet user has at least 7 social media accounts. That's up from 3 just 5 years ago. 97% of US adults under 65 are on social media at least once a month. The vast majority are on it every day. Social media is strongly preferred as a means of customer care. Although as many as 89% of customer messages are ignored by businesses. 22% of the world population is on Facebook. 62% of people in the US are there. 76% of Facebook users and 51% of Instagram users are on it every day. 30% of people on social media mention a specific brand when referring to milestones in their lives. Gen X is slightly more likely to interact with a brand on social media than millennials. The trend right now is the average person spends over 2 hours a day on social media, teenagers average 9 hours.

Varghese and Sudhahar (2018) believe that nowadays many people across the world are spending their time online. They are browsing the internet and looking for your products. In order to benefit from this massive audience base, maximizing your online presence is key. This is where digital marketing comes into the picture. Digital marketing is all about reaching the right people at the right time (Widiastuti & Surendra, 2020). Hence, to begin with, one must have an engaging online store with easy navigation to improve audience reach. Analyzing the competitor is a key activity in digital marketing. The activity is essential to keep up with the competition especially amongst fast-growing brands such as Myntra, Amazon, Big basket, Walmart. Businesses also try to push the envelope with multichannel marketing which comprises of PPC, SEO, social media, and many more mediums. The approach helps both small and large businesses to achieve their respective goals, leveling the field. If you want to know the value of digital media, look at the measurement metrics of profit and loss it drives for business. The ROI in digital marketing defines the worth of your marketing campaigns. For example, when compared with other mediums like e-mail marketing, content marketing, PPC, social media campaigns; SEO has been known to generate higher ROI. From basic metrics such as sessions and bounce rate, the organic traffic generated by the SEO shows 40% more revenue growth than any other marketing strategies (Widiastuti & Surendra, 2020).

According to Wang (2020), developing a strong brand reputation in the online world has become very important as the brand's reputation cements its ability to sustain in the market. Thereby, further reiterating the importance of digital marketing in this aspect too. Imagine, reaching out to the right audience for your business's niche is such a great opportunity. That is exactly what digital marketing helps to achieve. You can analyze your audience's behavior

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online and take measures to deliver optimal fulfillment. When you reach the right audience group, you drive more traffic, and that results in better campaigns. The digital market is incredibly competitive when it comes to online business, in particular. Hence, you would want potential customers to find you with your best reviews and other measures initiated by various digital marketing services. These measures can you and your customer to work towards the right business goals in the end.

Ratnasingam, Jegathesan, Ab Latib, Ioras, Mariapan and Liat (2021) revealed that for any successful business, one needs to make a track of their competitor's activities. How do they communicate with customers? What makes them unique? Competitor analysis can help you understand all the aforementioned queries and develop strategies that work best in your favour. The importance of digital marketing comes into play in a big way when it comes to taking the reach of businesses overseas (Ratnasingam, et al., 2021). With the help of digital marketing services, you can connect with international customers and work with them to expand your business worldwide. Change is Constant! The scope of digital marketing continues to develop with incredible flexibility and competitive technologies. But how does your website measure up on the digital marketing front? Get answers to your pertinent queries by the best SEO Company.

Khoa and Hoa (2021) argue that, a traditionally collectivist society that holds deep values of honor and respect, Japan is becoming more individualized and globalized, with Millennials changing the way that Japanese society views work-life balance, family, and innovation. People are having fewer children, travelling more, and engaging online in record numbers through Japanese-language games, apps, technologies, and social media. Japanese people are also enjoying a relatively new freedom of individual expression. Tapping into these trends calls not just for localization, but also personalization of customer journeys and marketing efforts. Customizing content strategies, understanding the Japanese written scripts, and leveraging Japan's general trend towards politeness and individualism is fundamental to connecting with Japanese users. From keyword research to content creation, we understand these nuances and help brands target the right keywords and audiences to minimize spend and maximize ROI in the lucrative Japanese market. Digital marketing continues to grow in importance within the Japanese market, and as we increasingly become a more digital society, its function will become even more crucial to business success.

2.0 Results and Discussion

Digital marketing facilitates many-to-many communications because of the high level of connectivity and is usually used to promote products or services in a timely, relevant, more personal, and cost-effective manner (Baines et al., 2013). Marketing activities are carried out intensively using digital media, from promotions or product offers to product sales. Digital marketing makes it easy for business people to monitor and provide all the needs and desires of potential consumers. Digital marketing also makes it easier for potential consumers to be able to find and obtain product information simply by browsing the virtual world. Buyers are now increasingly independent in making purchasing decisions based on the search results they do anytime and anywhere. Digital marketing can reach all people wherever they are without any geographical or time restrictions. Digital marketing is facilitated by various channels. Digital marketing channels generally consist of websites, search engine optimization (SEO), search engine marketing (SEM), email marketing, social media marketing (SMM), content creation, digital advertising, mobile marketing, viral marketing, affiliate marketing, online public relations (Online PR), digital media, and web analytics

All businesses need a marketing strategy to reach new customers and advertise their products and services. The old method of print advertising and radio ads still work but they are becoming less effective as people look to online sources for their shopping. Manufacturing companies still use these old school methods like networking events and trade shows and they still produce results. In our new digital economy, however, the way people shop has forever changed and companies must make a quick pivot towards digital marketing strategies in order to capture business. Manufacturing companies in Japan are turning to content marketing and increasing their digital presence. Online research and shopping are the new normal. Never has it been more important to increase your online presence and effectively market to these savvy shoppers. As dramatic changes have occurred in the manufacturing business, so too has the consumer market changed. Buyers have already switched to a new way of shopping and your customers need to find you first when they are looking. Inbound Marketing is the way to attract new business in this digital economy. It meets the need of online shoppers and effectively attracts them to your website through multiple streams of content that you create on various platforms. You supply the information people are searching for and then direct them to your site. You are educating and demonstrating your expertise so they can be confident when choosing you as a supplier.

This conception and approach largely determine the practice of participatory development of the press on the ground. That is, the economic perspective of development of the press closes, if not narrows down, the room for employing holistic development of the press. This in turn impedes the human dimension of development of the press which is the major concern of participatory development of the press. As a result, the conception of development of the press by itself shapes the development of the press practice on ground and limits the opportunities for practicing participatory development of the press.

The short duration of most of the development of the press projects affects the practice of participatory development of the press where considerable length of time, more than the standard duration of three to five years of development of the press projects, will be needed. Even the international donors want tangible and timely report for their fund, not the process of participation which takes long time to use it effectively. In the international development of the press context the usual duration of development of the press projects is between three to five years. Such short time duration obliged the development of the press organizations to rush to deadlines and reports, rather than to work on participation and empowerment of the local community. The research participants state that people's participation consumes time and costs resources and they usually prefer using the top-down approach. In short, donors set their fixed time and this affects the implementation of participatory development of the press in FCC. The organization, of course, should rush for performing the development of the press works based on the donors' schedule. This in turn directs the attention of the organization to prepare reports and to keep deadlines rather than consider local demands and build consensus. The short duration of projects' life span is also mentioned as an impediment of participatory development of the press by scholars.

The other major factor that affects the practice of development of the press communication, in general and participatory journalism and communication in particular, is lack of professionalism in the communication department of the organization. When we see the profile of the communication staff, there is only one expert who has graduated in the field of communication. Others are not from the field of communication. In all the project offices of the research sites there is no one assigned based on his /her profession, communication. Because of this gap, participatory journalism and communication could not be practiced professionally, and its role for development of the press may not be understood well. In other

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words, the lack of skills to handle participatory journalism and communication is the result of such professional gaps. The data shows that the poor handling of community conversation (CC) affects the communication with the local community not to be dialogical in ways that empower the local community. Generally, lack of knowledge and skills on how to communicate in the development of the press context are among the gaps that hinder the communication works of the organization. Critical reflection on the marginalization of participatory communication. He contends that when other disciplines determine the status of communication, professionalism will suffer a lot. Other privileged professions in development of the press may need communication to disseminate information in order to achieve their pre-determined objectives.

3.0 Conclusion and Recommendations

Understanding your target group is essential to producing sales. The content you put out has to attract the right audience and by using different strategies you can reach a larger base who want to get more information. When people can find the information they need from your online presence, you are the website they navigate to. They qualify themselves by actively looking for your services and products and it's up to you to reel them in with great information and a clever call to action. SEO Search Engine Optimization (SEO) is a way to be at the top of search results on search engines like Google and Bing. YouTube is the second-largest site for searches and your videos need to come up when people search. Keywords that rank high in your industry is what you should be putting in your online content. If you don't make it on the first page of a customer's search, chances are they will never visit your site. These factors include the view, perceptions and beliefs of development of the press workers about development of the press as economic growth, participatory development of the press communication as information sharing and persuasion, and participation as labor and material contributions. Besides, the perception towards the local community as beneficiaries, not as stakeholders, and the existing low level of professionalism in communication could be part of the individual factors hindering the practice of development of the press communication of the organization.

The internet has brought a whole new market. Digital marketing became the norm for a successful business, and if you are not involved in this, your business will not grow in the future. Digital marketing can bring a lot of opportunities and growth to businesses. It can lead to exposure and more sales. After all, your goal as a business owner is to increase your profit. If you want to see improvements in your business or increase your sales, you have to get your hands into digital marketing. The institutional factors refer to features that affect participatory development of the press communication and have organizational dimension. These are factors beyond the scope of individual experts or development of the press workers. These factors include the top down development of the press approach, organization's structural problem, lack of adequate man power as well as absence of communication policy and strategy. The environmental factors, on the other hand, refer to factors associated with the wider development of the press context beyond the immediate control of the organization. These include the wider political history and socio-cultural contexts of the region or the country, dependency syndrome, short time span of the development of the press projects and the impact of donors and government interventions. Some of the factors thematically categorized above, however, are interlinked and sometimes they overlap each other and they are difficult to be categorized at specific levels. For instance, professionalism might have both individual and institutional dimensions. The durations of development of the press projects might have both institutional and environmental dimensions.

Most companies have a website but if you are not getting much traffic, you need to look at updating and redesigning it. This is what potential customers see first and you have to make an impact. Your website needs style and function with easy navigation and lots of extras like

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pictures, video, and links to articles and blog posts. Testimonials are also effective in allowing customers to see what other people think of your service. Social media: The way people are buying has changed. Businesses have integrated content on social media because this is where people congregate to learn and discuss what interests them. Publishing content on sites like Twitter, LinkedIn, Facebook, and Instagram, allows you to reach all your followers and in turn, they can share that information with their network of followers. The more often you post content, the more your customers will be engaged and ready to turn to who they know when they are in the market for your goods.

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