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Strategies Smartphone Companies

The Xiaomi way : customer engagement strategies that built one of the largest smartphone companies in the world (book)

The Xiaomi way : customer engagement strategies that built ...

Xiaomi involves its consumers throughout their customer journey. Interactions with the brand are constant, there is closeness and loyalty. Xiaomi has also found that selling accessories for their phones is a great market niche. Again, the community has played a key role.

Xiaomi creates client loyalty through cocreation

You ll discover:How Xiaomi became the third largest smartphone maker in the world in just 4 years' timeHow the cofounders landed their first million users without spending a dime on advertisingHow Xiaomi used social media to build exceptional brand recognition and word-of-mouth momentumWhat every business can learn from Xiaomi's proven success in customer engagement, viral marketing, and cutting-edge product developmentAlready an instant bestseller in China, Wanqiang's eye-opening book ...

Full E-book The Xiaomi Way: Customer Engagement Strategies ...

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How Xiaomi set up a development team with 100,000 people in it

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Xiaomi further clarified that it isn't seeking a business

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opportunity in asking the government to allow smartphone sales but is looking at it as fulfilling the essential needs of consumers.

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