

North American Academic
Research | Volume 5 | Issue 3 |
March 2022 | Monthly Journal by
TWASP, USA | Impact Factor:
3.75 (2021)

North American Academic Research

Monthly peer reviewed Journal by **The
World Association of Scientists &
Professionals**

The Rise of Facebook Marketing in Chinese Companies

Papa Demba YORA^{1*}

¹Department of e-commerce Technology, School of Information Engineering, Huzhou Normal University, China



Accepted March 20,2022

Published March 25,2022

Copyright: © The Author(s); **Conflicts of Interest:** There are no conflicts to declare.

***Corresponding Author:** Papa Demba YORA

Funding: None

How to cite this article: Papa Demba YORA (2022). The Rise of Facebook Marketing in Chinese Companies. *North American Academic Research*, 5(3), 138-151. doi: <https://doi.org/10.5281/zenodo.6383169>

ABSTRACT

The use of Facebook as a social media handle for marketing is getting increasingly common. These platforms are used for not just communication, but also to promote business operations in society. China is one of the world's fastest-growing economies, and its corporate operations have embraced social media technology as a means of selling their products both domestically and worldwide. The purpose of this article is to discuss how Chinese businesses use Facebook social media to their brands awareness. By sampling a few social media sites aside the main focus, Facebook, the author examined how social media platforms can be used as marketing tools in China. The author discovered that social media has developed a significant relationship between firms in china and customers around the world, and that social media is an important role in the success of businesses because of its ability to offer information and wild audience.

Keywords

Facebook, brand, China, business, marketing

Introduction

For years, Western companies have been enthralled by the prospect of breaking into and functioning in the Chinese market. China has huge commercial potential, and its expanding significance is well known. It is the world's most populated nation, and its economy has grown at a pace of 10% on average over the previous two decades, making it the world's fastest expanding economy. China has the greatest population of any nation on the planet, with over 1.3 billion people living inside its boundaries. Without applications like Facebook, Twitter, and Instagram, there is no such a huge nation (the fourth largest in terms of geographical mass) and such a large population remain connected in the twenty-first century in china (Yanes 2017). The list of corporations who do not have access to China's burgeoning social-media landscape emphasizes how different it is from many Western marketplaces. Understanding that space is critical for anyone wanting to engage Chinese consumers: social media is a bigger deal in China than it is in other nations, including the US. It's also not incomprehensible. The essential criteria for engaging with Chinese consumers effectively are

reassuringly familiar, as they follow the same decision-making process as their counterparts in other nations. The world's largest social-media market is nothing like its Western counterpart. However, the components of a winning strategies are well-known.

The way firms advertise to customers has altered as a result of Facebook. Prior to the Internet and app connections, companies in China struggled to reach all of their customers. Traditional product placement and advertising tactics could reach individuals in cities, but those outside of cities or outside China were considerably more difficult to reach. Poorer neighborhoods and customers lacked access to TVs and other forms of media. Furthermore, enterprises, especially those in lower socioeconomic sectors, did not had access to big data information. Brands were able to better contact China's poorest neighborhoods and reach larger audiences as the Internet and mobile technologies grew more popular. Similarly, owing to a lack of infrastructure and retail outlets in rural portions of mainland China, underpopulated areas were now able to acquire things that they had previously been unable to do so. The Internet and mobile technologies have given Chinese residents of all ages, financial levels, and social strata a whole new way to interact. It has altered how firms communicate with and advertise to their consumers. Facebook and WeChat, in particular, have further revolutionized this communication channel, allowing organizations to not only contact all current and prospective customers, but also to target marketing and promotions to the correct portions of these individuals in an educated and effective manner. Nowadays, many Chinese companies use facebook to promote their products. Not only do they have the marketing ability but also made themselves known to the world.

Materials and methods

China dominates ecommerce volume

According to some estimates, China accounts for up to 40% of global retail ecommerce GMV. It's a fiercely competitive marketplace. In China, mobile payments are a critical component of ecommerce success. China has risen to the top due to its high mobile payment penetration rates and ease of access to and use of online commerce. The scarcity of traditional offline retail infrastructure, on the other hand, emphasizes the need and need for ecommerce.

China has the highest social media market potential in the world, with likely more social media users than Facebook has worldwide. With the fast rise of the Internet, individuals are increasingly spending more time on social media, generating, sharing, and saving material, and networking. This might become a more important component, and organizations operating in the sector of social media are being forced to concentrate their efforts on marketing and opinion development. Recognizing that Chinese people have a high degree of trust and reliance on social media channels as a source of information, most firms begin to invest in social media with the expectation of a good return on investment (Ivanova and Wang 2014).

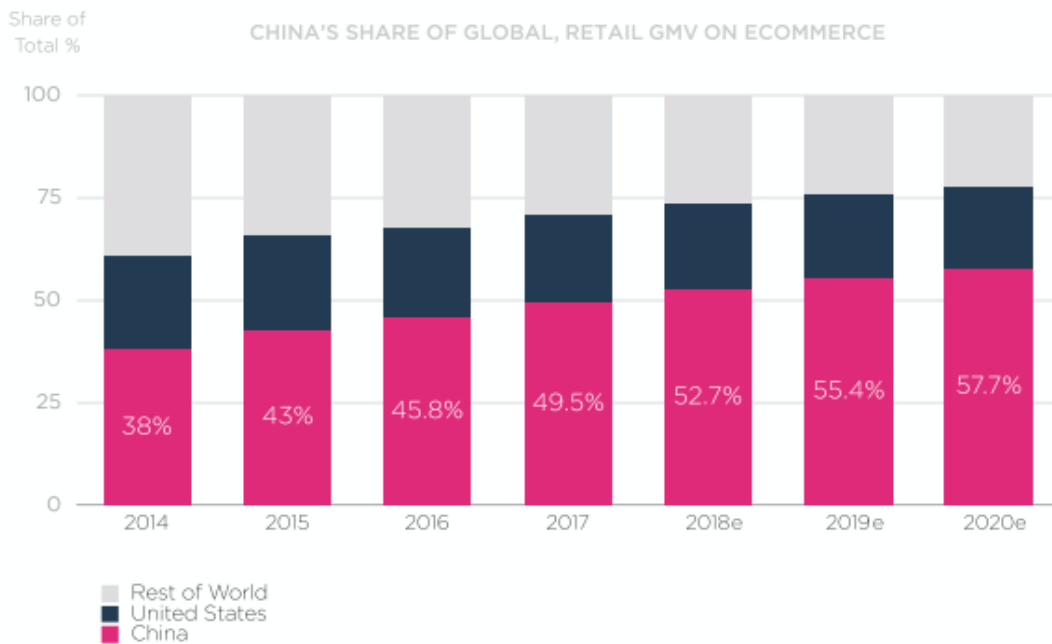


Figure 1: China leads the US and rest of the World in ecommerce

Consumer marketers will pay greater attention to so-called second- and third-tier cities as China's population becomes more urban. From Shanghai, with 15.78 million inhabitants, to Hohhot, Inner Mongolia, with 1.87 million, the chart below displays the relative populations of China's 50 major cities (based on UN statistics) (Seligson 2011). In a different light, several of these "little" Chinese cities are bigger than international metropolises like Zurich.

Social media is a collection of Internet-based programs that enable users to create and share user-generated content, and it has become a key role in influencing consumer behavior in a variety of ways. Internet forums, weblogs, social blogs, micro blogs, wikis, podcasts, photos, video, rating, and social bookmarking are just a few examples. All of these categories allow you to introduce yourself and your items to dynamic groups and people who may be interested. Social media's significance cannot be overstated. Companies who grasp the laws of social media, can immediately develop stronger relationships with consumers. Social media adoption is no longer a strategic business decision, but rather a need and a significant opportunity. Reduce the use of conventional media and expand the use of social and digital media since the internet has opened up a plethora of chances to reach niche clients with focused messages at a fraction of the cost of big-budget advertising. Because of the advent of Internet-based social media, one individual may connect with hundreds, thousands, or even millions of people all over the world.

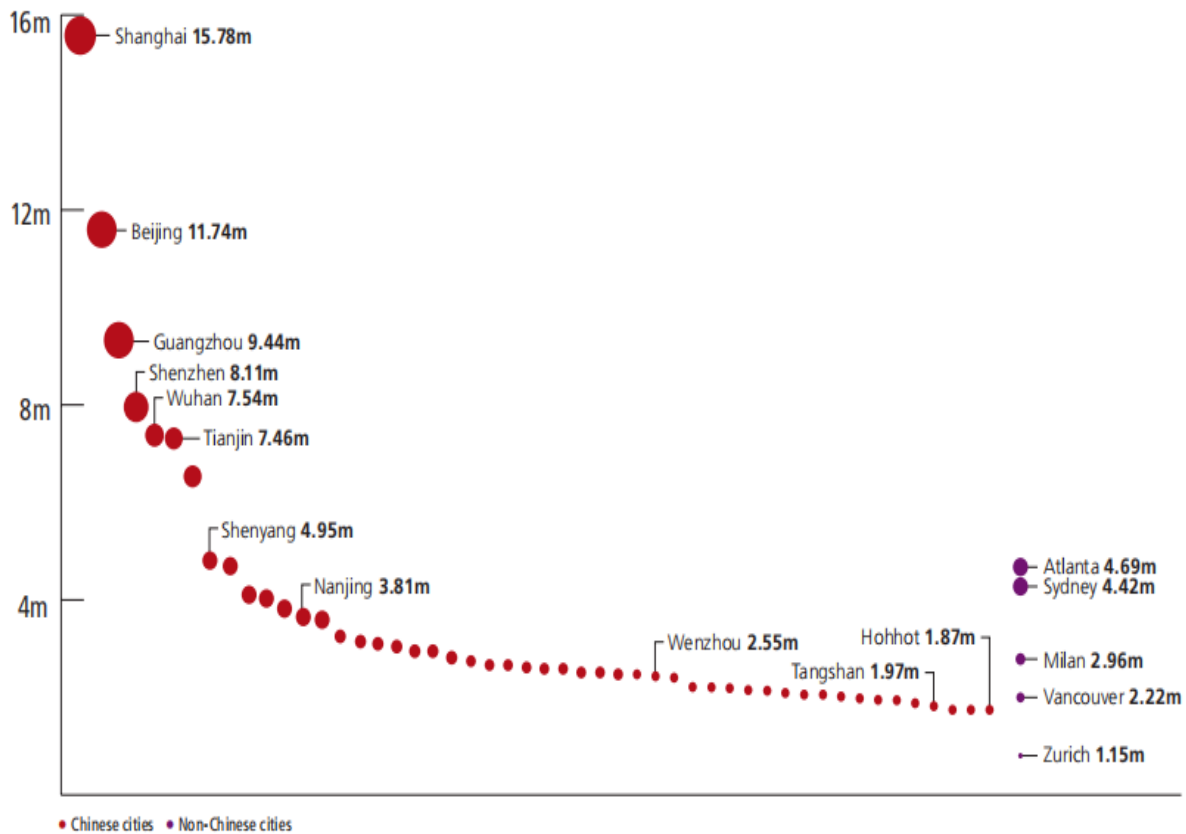


Figure 2: Consumer marketers according to urban Agglomerations in Chinese and Western countries.

Source: Urban Agglomerations, United Nations, and Population division of the department of economic and Social Affairs, World urbanization Prospects: the 2009 revision Population database.

Social media is a collection of Internet-based programs that enable users to create and share user-generated content, and it has become a key role in influencing consumer behavior in a variety of ways. Internet forums, weblogs, social blogs, micro blogs, wikis, podcasts, photos, video, rating, and social bookmarking are just a few examples. All of these categories allow you to introduce yourself and your items to dynamic groups and people who may be interested. Social media's significance cannot be overstated. Companies who grasp the laws of social media, can immediately develop stronger relationships with consumers. Social media adoption is no longer a strategic business decision, but rather a need and a significant opportunity. Reduce the use of conventional media and expand the use of social and digital media since the internet has opened up a plethora of chances to reach niche clients with focused messages at a fraction of the cost of big-budget advertising. Because of the advent of Internet-based social media, one individual may connect with hundreds, thousands, or even millions of people all over the world.

The Adoption of Facebook

Nowadays, social media such as Facebook or Instagram are gaining popularity as platforms for business promotion. According to a survey in 2013, more than half of small and medium sized enterprises (SMEs) use social media (55.3%) to promote their products or services with particularly through Facebook (Dzisi 2014). They also found that SMEs are also more likely to use Facebook than a corporate website due to convenience

and cost factors. Lastly, social media helps SMEs in obtaining a competitive edge and to grow their business by building strong relationships with customers (Sulaiman et al 2019)

Facebook is notorious for being prohibited in China, with little possibility of ever being made available to Chinese consumers. Despite being blocked in the world's most populated country, Facebook has amassed a massive global audience of 2.72 billion monthly active users (MAU). China, ironically, is Facebook's second-largest advertising market behind the United States. According to a survey published by Pivotal Research in 2018, Chinese corporations account for roughly 10% of Facebook's ad revenue (US\$5.0 billion). The main advertisers are ecommerce, mobile app developers, and technology businesses, all of whom are seeking global audiences in order to expand their brands beyond China.

The Chinese produce a lot. Recently, according to their strategy that we see, they mainly target developing countries, mainly Africa. These countries are deeply into the use of facebook as tools of commerce. This is why this platform is also necessary in China. China must imperatively have an international audience. In a statement, the company tells *The Verge*, “We are interested in setting up an innovation hub in Zhejiang to support Chinese developers, innovators and start-ups.” It noted that it had similar incubators in France, Brazil, India, and South Korea (Shannon Liao 2018).

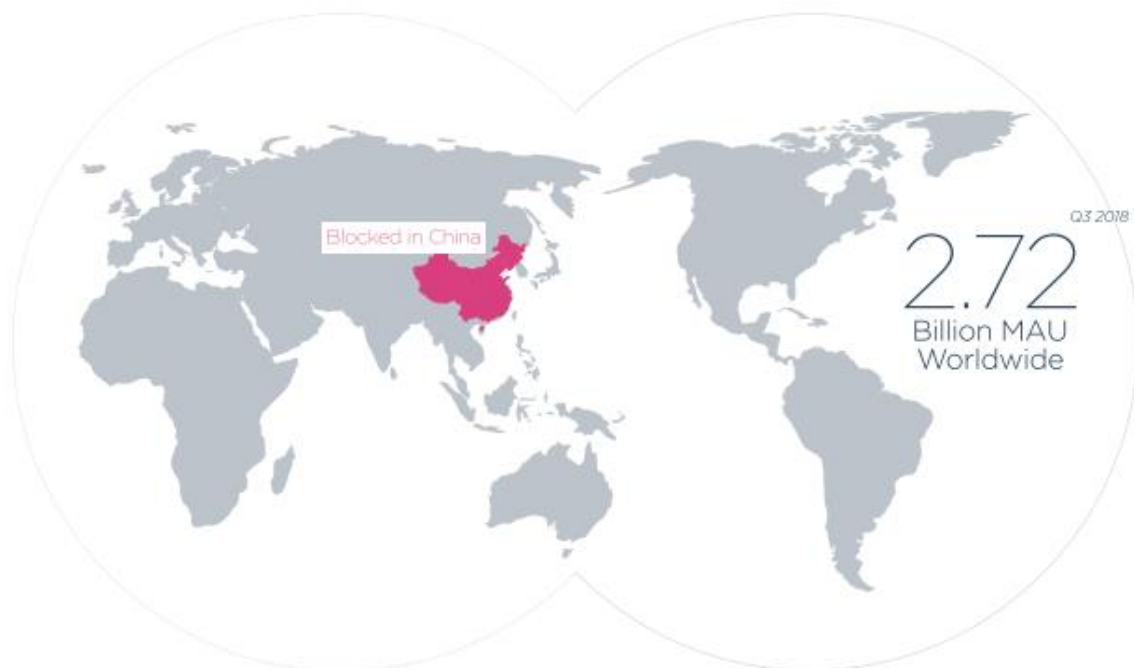


Figure 3: China is Facebook’s second largest market for advertising after the US

Impact of Facebook in Chinese Companies

In many respects, Facebook seems to have "taken over the globe" in less than a decade. Consumers are significantly impacted by social media at all phases of the consumer-to-business relationship, whether they

are obtaining important data or utilizing the media to express their dissatisfaction with bought products or services or Internet use behaviors. Since a result, it is reasonable to conclude that social media offers a wide range of benefits to businesses, as they are often a low-cost market solution. They also give a chance for direct, quick, and low-cost connection with end users. It refers to a spontaneous, genuine dialogue between two individuals regarding a topic of mutual interest. Consumers may also communicate not just directly with people who provide the information, but also cross-communicate with one another (Kaplan, M. & M. 2010).

With this in mind, the great majority of businesses raced into the social media revolution, remembering that social technologies are designed to assist individuals in interacting and sharing information. The organization has one-to-many communication now that social media has become the default feedback environment. In compared to other promotional tools, social media marketing weapons may be employed in a wider range of situations. As a result, businesses have a tremendous opportunity to participate in conversations with customers all over the globe, making it easier for them to reach their target audiences. Furthermore, as social media has grown in popularity, a new phrase, "social recruitment," has been established to describe the process of hiring individuals using these. Companies may use social networking to reach out to new consumers without spending a lot of money on advertising while also keeping in contact with existing clients. A company's virtual presence on prominent social networking sites unmistakably indicates that it is cutting edge or at the very least able to stay up with the trends.

Monitoring of competitors and marketing Strategies

To begin with, understanding about the actions of rivals may provide insight into what works and what does not. The benefit of social media is that there is a wealth of publicly available information on rivals. Furthermore, not only is their approach public, but so is the response to that strategy (Barry et al 2011). A corporation may also keep track of a number of additional actions carried out by the competitors, such as particular marketing. Understanding competition allows a corporation to see flaws in its own strategy, and having a clear image of rivals in a market makes it simpler to navigate the market. Social networking is a critical tool for gaining insight into what other organizations are up to, developing alongside them, learning from their errors, and figuring out how to outwit them. A query or a search request may be used to monitor continuing activity from an opposing brand (Evans, D. & Cothrel 2014). This might be used to give daily chances to communicate with prospective customers or to provide monthly updates on activities in the specified market. It enables businesses to be better prepared for future challenges. Market, competitors, and industry are all important, since they allow you to learn about the competitors' challenges, what is popular within the niche, and what the audience values most about them.

Brand awareness

Consumer perceptions of a brand are reflected in brand awareness. It establishes if and to what extent the brand is known by customers. It also reveals the customers' understanding of the brand's values (brand

knowledge) and their feelings about the brand (brand opinion). One of the most significant benefits in this area, is the ability to initiate a discussion with the client and, as a result, build high brand recognition. This is precisely the benefit that businesses see in adopting Facebook: the ability to communicate with consumers and influence what is said about the firm and its goods on social media networks. The prevalence of social networking and social media has provided an excellent environment for companies to increase their online brand recognition Facebook may be utilized as a company marketing strategy since it gives firms access to a large consumer network and allows for direct and efficient communications, as well as increasing the value of their material (Ivanova and Wang 2014). As a result, certain followers may demonstrate mind awareness (the greatest degree of brand awareness), which occurs when buyers think of your brand first while making a purchase within your product category.

This is an excellent tool for reaching out to a diverse range of people and providing them with a comprehensive view of the brand. If a firm allows its audience to contact across different Facebook, it will be able to build strong relationships based on interaction. According to Shi, businesses that spend more time interacting with customers on social media will increase brand recognition among this generation. According to a Red Bridge marketing analysis, expanding the online presence of items and brands will enhance awareness. When a firm forms a group or has a promotion on a social networking site, users are reminded of the brand and product with each encounter (Shi 2012).

Kelly (Kelly 2013) established five categories in the social media sales funnel based on brand awareness, which is a measurement of how recognized a brand is to the target demographic. These indicate where prospects are in the purchasing cycle and give a set of indicators to track activity at each step. The brand awareness objectives are represented by the first three categories of the new sales funnel. The term "exposure" refers to the amount of time a brand has been exposed to the public. The concept is that the more times a brand is shown, the more likely it is to be remembered. Similarly, influence refers to the number of individuals who have been exposed to a business because of an industry influencer. Having a large social media following produces a snowball effect that may bring in new consumers, media interviews, joint venture collaborations, and other possibilities. Many Chinese social network are not so considered as marketing tools outside china.

Customer loyalty engagement and feedback

Customers are critical to the adjustments that organizations are making as they redefine themselves in this new technology-driven environment. Realizing that value is the first step toward analyzing data and making choices based on it. Customers don't simply phone the firm to provide feedback; they often discuss it on forums, social media sites, and other online platforms. Typically, a dialogue is linked to a complaint, a suggestion, or is part of a report about an industry-related topic. The organization should acquire access to the specifics of what is being said about them as soon as possible so that it may be sent to the appropriate

department. A high degree of dedication may lead to customer loyalty. Furthermore, online brand community commitment is favorably related to brand loyalty.

Less broadcasting (e.g. conventional commercials) and greater involvement are the rules of new media. Social media may assist the corporation in putting a human face on the company. Customers perceive a genuine person in the organization, not just a name, who listens to their issues and provides constructive comments. Zarella (Zarrella 2010) also emphasizes the need of listening before participating in a dialogue, since it is hard to answer appropriately if the business is unaware of what is being said or who is behind it. There's also the matter of the quality of business social media postings to consider. Customers will feel respected if the firm shares intriguing information or industry insights, for example, and will be more inclined to stay loyal to the brand. Using a social networking site enables a business to connect with or "friend" individuals who already use the service. It also allows firms to reach out to potential new clients. Reaching out to current clients is another approach to utilize social media to discover new consumers. Such tactics may be beneficial if a firm can capitalize on its client base's loyalty and reap the benefits of having devoted followers. People who are impacted by social media have greater average order amounts, customer happiness, and loyalty than those who are not influenced by social media, according to data from a dozen commercial and public sector companies. Finally, businesses have the ability to communicate with millions of consumers, send out messages, test new offers at a minimal cost, and, most importantly, get immediate response. Never before have millions of customers been able to communicate with one another, criticizing or endorsing items.

Optimization of costs and marketing expenses

Another benefit of social media is its cost-effectiveness when it comes to marketing costs. Businesses may customize their adverts for customers on popular online platforms like Twitter or Facebook based on numerous characteristics including social status, age, gender, location of residence, and personal interests, resulting in more efficient leads. Companies may utilize social media accounts to directly reply to customers, market goods, and form brand communities, all of which can provide significant (Shi 2012). It promotes visibility, traffic to the site, and interest in what the firm offers, as well as providing the option to provide specials.

Almost all social networking sites are free to use, and they bring a business in direct touch with prospective clients without costing anything. In order to get things started, a firm may merely need to send an email to its present customers asking them to join, follow, like, or friend the company. If a company only has a limited advertising budget, it may want to acquire a social networking site advertisement. The ad will display on the pages of people whose profiles match the company's style or objectives. In most cases, the cost of an internet advertising is cheaper than that of a print or television advertisement (Gibbert et al 2008)

Lead generation social

Because social media presents a convoluted road to lead generation, it's vital to understand how to produce leads via social media initiatives. A recent pleased conversion from one of the corporate social media platforms is the finest source of a website lead. This will boost web traffic and attract more relevant visitors to the company's website. Social networking, in this sense, serves as a business recommendation service. There are two types of leads: qualified and experienced leads, and leads who are less interested in the product. The company's objective is to persuade customers to interact with the brand and, as a consequence, increase revenue (Kelly 2013). It's a win-win situation for both the consumer and the seller: the customer can get information from a variety of firms who provide the product or service they're searching for, and the seller may pitch their product or service to someone who has given them permission to do so. Because the prospect is pre-qualified before the firm ever gets the lead, conversion rates on leads received have a greater conversion success rate than cold contacts. Due to the extended sales cycles of many B2B enterprises in China, they must rely on leads to gauge the effectiveness of their marketing activities. Furthermore, by establishing strong connections, visibility, and awareness across social media platforms, it is feasible to create more quality leads *Figure 4*, which may eventually translate to recurring revenues in the core company. They can use WOM to attract new customers and gain viral spread by encouraging their fans and followers to share the company's content on social media. Furthermore, identifying the age group, profession, location, and interests of a company's followers, as well as the integration of social data at this level, provides a unique opportunity for companies to gain a deeper understanding of the demographic profile of their customers and prospects, allowing them to develop a more targeted approach to marketing and business development.



Figure 4: Facebook monitoring engagements can impact the business performance

Facebook may be big traffic generators, sending a steady stream of visitors to the company's website. As a result, the notion of incorporating social media into company websites as a means of turning leads into North American Academic Research, 5(3) | March 2022 | <https://doi.org/10.5281/zenodo.6383169> Monthly Journal by TWASP, USA | 146

prospects has gained traction. Businesses may take advantage of this advantage by optimizing keywords in the title and description to match research inquiries. As a result, integrating SEO and social media initiatives will assist to enhance corporate marketing efforts (Arca 2012). It has the potential to be a major traffic generator. Companies provide their audience a cause to click through and visit their websites when they publish blog articles, videos, and other material from their websites. Companies may encourage visitors to take action by urging them to join up for their mailing list, make a purchase, or contact to book a free consultation once they arrive.

Marketing strategies for different types of social media users social

Users on Facebook platforms are divided into two categories: active and inactive. Dormant users are those who do not frequently post information or comments. Their primary goal in using social media is to read what others have to say. Stakeholders should be aware that this passive social media user's learning and information acquisition in social media may boost their business performance. Active users, on the other hand, are very active, and their comments might influence consumers in the market to purchase a brand because they are obligated to remark every time they read a post. In other words, active users are those who have the ability to criticize a product. A dormant social media user's purchasing behavior could also be influenced by the comment. Dormant users and active users are two types of customers who have marketing value.

Evaluation of Local and Foreign Social Media Marketing Platforms

Analysis of the marketing advantages and limitations of the Facebook platform

People use Facebook for a variety of purposes, including communicating, socializing, and advertising their enterprises to the general public. Facebook is one of the platforms that has attracted a large number of people. Businesses have taken use of the fact that this platform can be accessible from anywhere in the world, allowing them to utilize it as a tool for promoting their goods and services, as they may target users of the program as their target clients. As a result, the platform can be utilized to create and also deliver any relevant information about the product and services to clients in the market through the internet. Business owners or marketers can utilize the program for marketing purposes by giving the program with the following information about their company: the nature of the goods and services provided by the company, the location of the company, and any auxiliary services. Examples include merchants posting gorgeous photographs and short films of products as well as customer testimonials on the online ordering and delivery process in order to entice potential clients to purchase the products and services offered by the business.

It was claimed by Dhaoui that luxury brands in China have embraced the use of Facebook for marketing purposes. This has provided them with a means of reaching an enormous number of potential clients by creating marketing pages and collaborating with Facebook influencers who have large numbers of followers

(Dhaoui 2014). This attribute has resulted in an increase in the number of clients served by these online trade companies, as seen by the fact that the followers can be employed as target customers for these businesses.

The company can set up a Facebook page that can be accessed by a large number of people who are active on the social media network. More information about the company can be found on its Facebook page, which includes information about the company's business projects. The description of the website may also provide the customer with information about the company's location and the products that they manufacture. Facebook also allows the company to create advertisements in the form of videos, which they can then put on their page for their consumers to see and help market the brand. The advertisements demonstrate how superior the products are, and this is one method of persuading clients to purchase the product. The followers are also provided with a space where they may express their opinions on the content that has been posted by the firm in question. One of the most significant benefits of advertising on the Facebook platform is that it allows businesses to reach a wider audience. Aside from that, the platform also provides customers with the ability to engage in a direct dialogue with the company, an attribute that allows both the consumer and the company to discuss and determine various product and service attributes that the company should improve in order to attract more demand from customers. Nonetheless, one of the program's marketing limitations is that it only reaches out to consumers who use the Facebook digital platform, making it ineffective for those people who do not use the platform, such as the elderly or those who do not have access to a smart phone and an internet connection (Assaad, W. and Gómez 2011), among other things.

Analysis of the marketing advantages and limitations of the Instagram platform

Because of its ability to promote graphic images and video clips that are appealing for marketing purposes, Instagram is the most desired social media network in terms of marketing. It allows users and businesses to deliver advertisements to a large number of targeted consumers at once. Instagram has aided businesses in reaching their target audiences by allowing them to shape their brand's appearances, making them more desirable to people who are drawn to the business. Instagram provides a wonderful communication tool for its users. Because blogs can engage directly with followers on the site, high-quality video ads can effectively attract customers (Shan 2021). If someone has a smartphone, they can simply get the app because it is also hosted via the Apple and Google play store systems, and the app requires Internet access to work properly. As a result, many businesses and marketers see Instagram as a perfect marketing medium for growing their brand, particularly those whose target market is young people. It's also worth noting that the platform allows for one-on-one conversations between companies and customers in the market, which can help customers become more aware of the company or brand. Not only has the company's reputation improved as a result of this marketing strategy, but product sales have also increased. In recent years, an increasing number of businesses have adopted Instagram as a marketing tool. Instagram has over 4 million users in China, providing a target market for Chinese enterprises looking to promote their products on the network. Because Instagram has the details of its users both in the country and outside the region (De Veirman et al 2017), paid promotions allow

the brand reach a large target audience. Instagram may be used for marketing in China since it allows users to generate visually appealing photos and videos, which they can then share online. The user may build their marketing advertisement on Instagram using slides by integrating attractive photographs and videos, an attribute that can help them reach out to a large number of customers who will follow the business page and be kept up to speed on the company's products and services.

Analysis of the marketing advantages and limitations of the Youku Tudou platform

YouTube may synchronize adverts depending on the user's location and the most relevant information, the firm can promote items and make contact with a huge number of client groups in the company's geographic area. Although YouTube is widely used around the world, China has restricted its use within the country, despite the popularity of the service. YouTube's dominance in the Chinese market has been displaced by the introduction of Youku Tudou. Youku Tudou and YouTube are two websites that provide comparable services. In addition, Youku Tudou may host films and promote commercial commercials, and the company has offices in several countries across the world. By 2020, the Youku Tudou service will have more than 500 million subscribers worldwide. This group of subscribers consists of video promotion professionals, content producers, business professionals, and public watchers (Zhou, L. and Wang 2014). As a result of the increase in the number of Chinese users on the platform, merchants will have more options to engage with marketers on the platform as the platform grows in popularity. Advertisers who use the site can upload promotional movies that will help them promote the marketing of other connected brands.

Analysis of Baidu Tieba's marketing methods and characteristics

Baidu Tieba is one of the social media website platforms that celebrities, mainly artists, in China use to promote their products and services. Users can join fan groups that are tailored to their own interests through this site. As an example, the public relations team's fans are grouped together on these platforms based on their common interest. Pre-order sales are generated through the sale of albums by idol groups on this platform. Aside from that, they allow fans to take advantage of additional perks when they purchase stylish things that are promoted by idol group albums. A portal called Baidu Tieba is utilized by celebrities to promote a variety of products to their respective fan bases in the market (Fuchs 2016). For the purpose of increasing sales on the platform, merchants present customers with products such as free samples and deep discounts in order to influence their decision to make additional purchases from the platform. Customers who purchase albums in bulk are eligible for complimentary things such as pajamas, make-up brushes, and eye color palettes, which musicians can use to promote their albums. When musicians want to market their record, they use this platform to reach out to their audience. The large number of people who use the platform to follow their celebrity lifestyle and order directly from these music celebrities means that Baidu Tieba provides an opportunity for celebrities to directly promote their works and reach out to many customers in the market by influencing them

to order in bulk so that they can receive gifts and other opportunities, such as huge discounts, from these music celebrities.

Conclusion

Online marketing with Facebook as the main platform is quickly becoming one of the most effective marketing strategies. Communication and social engagement aren't the only things that social networks can do. Many people and businesses utilize social media to market their businesses. In China, a growing number of small and medium-sized businesses are able to use social Facebook for marketing. These businesses have acquired a large number of clients and large audience using this online marketing strategy. Although these social media channels are useful for marketing company products and services, they do have certain drawbacks. Only groups that use social media sites, for example, can receive relevant information. As a result, in order to broaden the company's marketing reach, the corporation must employ social media especially Facebook as well as other traditional marketing programs, such as billboards, television, and radio advertising, at the same time.

References

- [1] Arca C. Social media marketing benefits for business: Why and how should every business create and develop its social media sites. s.l.:s.n. Bailey., 2012;
- [2] Assaad, W. and Gómez JM. Social network in marketing (social media marketing) opportunities and risks. *Int. J. Manag. Public Sect. Inf. Commun. Technol.* 2011;2(1):13.
- [3] Barry, C., Rob, M. R., Eric, A. E. & Brahm C. Putting social media to work. Bain Company, Inc.. 2011;
- [4] Dhaoui C. An empirical study of luxury brand marketing effectiveness and its impact on consumer engagement on Facebook. *J. Glob. Fash. Mark.* 2014;5(3):209–22.
- [5] Dzisi DO. Marketing Strategies and the Performance of SMEs in Ghana Smile. *Eur. J. Bus. Manag.* 2014;6(5).
- [6] Evans, D. & Cothrel O. Social Customer Experience: Engage and Retain Customers through Social Media. Indianapolis, Indiana John Wiley Sons, Inc. 2014;
- [7] Fuchs C. Baidu, Weibo and Renren: The global political economy of social media in China. *Asian J. Commun.* 2016;26(1):14–41.
- [8] Gibbert, M., Ruigrok, W. & Wicki B. Research notes and commentaries: What passes as a rigorous case study? *Strateg. Manag. J.* 2008;1465–74.
- [9] Ivanova A, Wang Y. Social Media Strategy in the Chinese Market - Weibo Platform Case Study. 2014;
- [10] Kaplan, M. & M. H. The challenges and opportunities of Social Media. , India: Indiana Univ. Bus. Horizons. 2010;
- [11] Kelly N. How to measure social media: A step-by-step guide to developing and assessing social media ROI. Pearson Educ. 2013;34–42.
- [12] Seligson H. Marketing to the New Chinese Consumer. *Forbes* [Internet]. 2011;1–20. Available from: http://images.forbes.com/forbesinsights/StudyPDFs/Marketing_to_the_Chinese_Consumer.pdf
- [13] Shan Y. Social Media and Brand Integration Marketing in China. *Proc. 1st Int. Symp. Innov. Manag. Econ. (ISIME 2021)*. 2021;185(Isime):591–5.

[14] Shannon Liao. Facebook opens a subsidiary in China, a breakthrough for the banned social media platform [Internet]. The Verge, voxmedia. 2018 [cited 2022 Mar 17]. Available from: <https://www.theverge.com/2018/7/24/17607992/facebook-allowed-china-censorship-ban-hangzhou-zuckerberg>

[15] Shi M. Brand management via China's Sina Weibo: Case studies on Durex and VANCL., USA: A Capstone Project. Fac. Am. Univ. Sch. Commun. Partial Fulfillment Requir. Siuda., 2012.

[16] Sulaiman Sajilan, Shehnaz Tehseen , Eiad Yafi XT. Impact of Facebook Usage on Firm's Performances among Malaysian Chinese Retailers. Glob. Bus. Financ. Rev. 2019;24(4):45–62.

[17] De Veirman, M., Cauberghe, V. and Hudders L. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. Int. J. Advert. 2017;35(5):798–828.

[18] Yanes PAPDB. HOW WECHAT HAS CHANGED THE FACE OF MARKETING IN CHINA. Br. J. Mark. Stud. 2017;5(3):14–23.

[19] Zarrella D. The social media marketing book. Canada O'Reilly edia Inc.. 2010;

[20] Zhou, L. and Wang T. Social media: A new vehicle for city marketing in China. 2014;37:27–32.

Author's name: Papa Demba YORA

Author's Email: papadembayora18@gmail.com



© 2022 by the authors. Author/authors are fully responsible for the text, figure, data in above pages. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>)

Author(s) have identified their affiliated institutions or organizations, along with the corresponding country or geographic region. NAAR, TWASP remains neutral with regard to any jurisdictional claims.

