

**THE INFLUENCE OF DIGITAL MARKETING STRATEGIES AND MEDIA  
STORYTELLING TECHNIQUES VIA DOUYIN PLATFORM ON THE CUSTOMER  
ENGAGEMENT AND PURCHASE DECISION: A CASE STUDY OF GWM IN CHINA**



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## ABSTRACT

This study mainly dissects how digital marketing strategies and media storytelling techniques on DOUYIN can affect customer engagement and decision which focus on a case study of GWM in China. Thus, in order to be more precise, the following is a list of the research objectives of this study: (1) To investigate how innovative digital marketing communication techniques can help GWM Cars increase sales and improve their business; (2) To explore ways to engage customers and make them more aware of the GWM Cars brand using media storytelling in digital marketing strategies on DOUYIN platform; (3) To examine how GWM Cars can integrate their online and offline marketing efforts effectively. It involved 8 managers working in GWM stores in China as informants to participate in an in-depth interview. Four of them are managers responsible for daily sales, and the other four are managers responsible for multimedia platform operations.

The study provides insight into the effectiveness of digital marketing strategies for GWM in China. The findings revealed that digital marketing strategies correlated with improved sales performance, customer engagement can be enhanced through targeted social media campaigns and influencer partnerships, significant growth can be found in brand recognition due to consistent online presence, and successful

strategies involved seamless integration of digital campaigns online with physical showroom experiences offline.

*Keywords: GWM, Media Storytelling, Digital Marketing, Sales and Communications boosted*



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## TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	vi
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
CHAPTER 1 INTRODUCTION.....	1
1.1 Rationale and Problem Statement.....	1
1.2 Research Questions.....	2
1.3 Objectives of Study.....	3
1.4 Significance of the Study.....	4
1.5 Scope of the Study.....	6
1.6 Definitions of Terms.....	7
1.6.1 Digital Marketing.....	7
1.6.2 Sales Boost.....	7
1.6.3 Communication Enhancement.....	7
1.6.4 GWM.....	7
1.6.5 Storytelling in Digital Marketing.....	8
CHAPTER 2 LITERATURE REVIEW.....	9
2.1 Related Literature and Previous Studies.....	9
2.1.1 Digital Marketing Strategies and Technologies for GWM.....	9
2.1.2 Sales Boost and Communication Enhancement for GWM.....	11
2.2 Related Theories.....	13

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2 LITERATURE REVIEW (Continued)	
2.2.1 Relationship Marketing Theory .....	13
2.2.2 Social Marketing Theory .....	13
2.2.3 Storytelling.....	14
2.2.4 Concept of Fretyate’s Pyramid .....	15
2.2.5 Advertising.....	16
2.2.6 Short-form advertising video .....	17
2.3 Conceptual Framework.....	18
CHAPTER 3 METHODOLOGY .....	21
3.1 Research design .....	22
3.2 Population and Sample Selection .....	23
3.2.1 Primary Data Collection .....	23
3.2.2 Secondary Data Collection .....	24
3.3 Research Instrument .....	27
3.4 Data Collection Procedures .....	29
3.4.1 In-Depth Interviews .....	29
3.4.2 Secondary Data Gathering .....	29
3.5 Data Analysis .....	30
3.6 Validity and Reliability .....	31
CHAPTER 4 FINDINGS.....	33
4.1 Descriptions of Informants’ Key Sharing .....	33



## **TABLE OF CONTENTS (Continued)**

	Page
CHAPTER 4 FINDINGS (Continued)	
4.2 Summary on Findings of In-Depth Interview .....	35
4.3 Summary of In-Depth Interviews with 8 Key Informants .....	36
CHAPTER 5 DISCUSSION .....	37
5.1 Summary of Key Findings .....	37
5.2 Evaluation of Research Questions and Objectives .....	37
5.3 Discussion .....	38
5.3.1 Innovative Digital Marketing Techniques to Increase GWM Sales and Business Performance (Addressing Objective 1) .....	38
5.3.2 Emphasizing Product Strengths through Digital Content .....	39
5.3.3 Key to Achieving Sales Goals and Enhancing the Prestigious, Forward- Thinking HAVAL Brand Image .....	39
5.3.4 Engaging Customers and Enhancing GWM Brand Awareness via Storytelling on Douyin/TikTok (Addressing Objective 2) .....	41
5.3.5 Integrating GWM's Online and Offline Marketing Efforts (Addressing Objective 3) .....	43
5.4 Recommendations for GWM .....	46
5.5 Recommendations for Future Research .....	47
5.6 Limitations of the Study .....	48
5.7 Concluding Remarks .....	49
BIBLIOGRAPHY .....	50

**TABLE OF CONTENTS (Continued)**

	Page
APPENDIX.....	544
BIODATA.....	70



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**LIST OF TABLES**

	Page
Table 1.1: Recommendation for GWM .....	47
Table 1.2: Recommendations for Future Research .....	48



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## LIST OF FIGURES

	Page
Figure 1.1: Percent of buyers that rated each information source highly (4 or 5) on a 5-point scale.....	4
Figure 2.1: Conceptual Framework .....	20



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## CHAPTER 1

### INTRODUCTION

#### 1.1 Rationale and Problem Statement

In today's hyperconnected world, the automotive industry is undergoing a paradigm shift in marketing strategies. With the rise of digital technology, traditional marketing techniques have become less effective at capturing and retaining customers' attention. Besides, the conventional process of purchasing a car is on the brink of obsolescence, with the widespread adoption of digital transformation and the rise of ecommerce, dealerships must prioritize personalized and streamlined customer experiences to remain competitive in the current landscape of the automotive industry (Szatvanyi, 2022).

As Beepi mentioned in their consumer automotive index report, “people are fed up with the old-school experience of buying and selling a car at a dealership. 87% of American adults dislike something about the process of purchasing a vehicle at a traditional car dealership” (Beepi, 2016). Traditional automakers do not tend to face consumers directly which means most consumer data cannot fully play their role because it is scattered and only owned by secondary dealer. For instance, the new energy car manufacturers such as Tesla adopt the direct sales model, all consumer information and data are in the hands of the manufacturers, which can better understand consumers' preferences and needs to promote vehicle development and driving sales forward. This indicates that traditional dealerships are destined to endure, but the growing prominence of online car dealerships is compelling them to adapt and undertake substantial transformations in their operations (Riley, 2021).

Like many other car companies, GWM Cars is struggling to adapt its marketing strategy to the rapidly evolving digital environment. Besides, to keep up with evolving consumer expectations, the automotive industry must align with the prevailing trends that prioritize digitally enhanced experiences throughout the entire car research, purchase, and ownership journey (Newman, 2017). Traditional advertising methods are becoming less influential, and companies need to identify and utilize innovative digital marketing techniques that allow companies to enhance customer engagement and increase brand awareness. In addition, Great Wall Motors should recognize its own innovation and enhance the competitive advantage of its marketing efforts by examining the current digital marketing landscape and identifying certain challenges and opportunities faced by Great Wall Motors.

This research paper aims to explore the potential of innovative digital marketing strategies in boosting the sales of GWM cars in the competitive Chinese automotive market. Focusing on three key techniques—social media campaigns, influencer marketing, and virtual reality experiences based on the GWM media strategy. By analyzing real-world case studies and conducting consumer surveys, this research paper provides valuable insights for GWM to develop and implement innovative digital marketing strategies that resonate with Chinese consumers and drive sales growth.

## **1.2 Research Questions**

By addressing these research questions, the study aims to provide valuable insights and answers that will guide GWM Cars in utilizing innovative digital

marketing techniques to drive sales forward. Based on the research objectives introduced before, the main research questions would be:

- 1) How do innovative digital marketing communication techniques help GWM Cars increase their sales and business performance?
- 2) What are the most effective ways to engage customers and create awareness of the GWM Cars brand using media storytelling in digital marketing strategies on DOUYIN platform?
- 3) What strategies can GWM Cars adopt to effectively integrate their online and offline marketing efforts?

### **1.3 Objectives of Study**

By examining these objects of study, the research paper can shed light on the power of innovative digital marketing techniques specifically tailored to GWM Cars, enabling the company in China to drive sales forward and stay ahead in the dynamic automotive market. Therefore, to be more specific, the research objectives of this study can be listed as follows:

- 1) To investigate how innovative digital marketing communication techniques can help GWM Cars increase sales and improve their business.
- 2) To explore ways to engage customers and make them more aware of the GWM Cars brand using media storytelling in digital marketing strategies on DOUYIN platform.
- 3) To examine how GWM Cars can integrate their online and offline marketing efforts effectively.

## 1.4 Significance of the Study

To put this briefly, this study indicates that car manufacturers should embrace digital marketing techniques to enhance their sales performance. Moreover, the allure of visiting a physical car showroom has diminished for numerous consumers, who now prioritize the convenience of digital interactions and are inclined to buy their next car online, showing a keen interest in contactless sales and services (Grüntges et al., 2021). This adaptation is necessary because of evolving consumer behavior, the importance of establishing a strong online presence, the ability to personalize marketing efforts and target specific customers, the enhancement of the overall customer experience, and the utilization of data for measurable results and optimization. For instance, the advent of digital technologies is causing a significant shift in the car-buying process, prompting manufacturers and dealers to consider strategic investments that will elevate the overall customer experience (Bolger et al., 2019). As demonstrated specifically down below in the following figure 1.1.

Figure 1.1: Percent of buyers that rated each information source highly (4 or 5) on a 5-point scale.

FIGURE 1

### Top information sources in order of impact: Buyers across generations are influenced the most by dealer websites

Percent of buyers that rated each information source highly (4 or 5) on a 5-point scale.



Source: Deloitte Global Automotive Consumer Study, 2018.



Source: Deloitte Bangladesh. (2018, September 21). *2018 Global Automotive Consumer Study*. Retrieved from <https://www2.deloitte.com/bd/en/pages/consumer-business/articles/cip-automotive-trends-millennials-consumer-study.html>

By fully embracing digital marketing, manufacturers can effectively compete, reach their target audience with precision, and ultimately achieve significant sales growth:

- 1) Consumer behavior is evolving, with a growing reliance on digital platforms for research and decision-making, even when it comes to buying cars. To effectively connect with their intended audience and seize every opportunity, car manufacturers must embrace digital marketing strategies. This way, they can ensure they reach and engage their target customers, leaving no potential buyer unattended.
- 2) Results that can be measured and optimized: Digital marketing gives automakers the capacity to gauge and monitor the efficiency of their advertising campaigns in real-time. Manufacturers can determine which tactics and campaigns are producing the best outcomes by examining data and performance indicators. This enables businesses to deploy resources more effectively and optimize their marketing efforts, which leads to greater sales results.
- 3) By leveraging digital marketing, car manufacturers can fortify their online visibility, facilitating effortless discovery and interaction for potential buyers. Through various avenues like social media, search engine optimization, and online advertising, manufacturers can broaden their reach, amplify brand visibility, and attract a larger pool of potential buyers.

### 1.5 Scope of the Study

This qualitative research will invite general managers from GWM China area to have an in-depth interview of how they currently set up their digital marketing strategies and techniques to enhance the sales, communication, and campaign by TikTok videos or online advertising as well. The scope of this study encompasses a comprehensive analysis of innovative digital marketing techniques, and the provision of actionable recommendations and their impact on sales performance and competitive advantage, the significance of customer engagement and experience, and the implications for the future of the automotive industry:

- 1) The study will explore a range of innovative digital marketing strategies to boost sales for GWM Cars. It will analyze techniques like leveraging social media platforms, partnering with influencers, tailoring content to individual preferences, and implementing targeted advertising methods.
- 2) The study will assess how the implementation of innovative digital marketing techniques affects the sales performance of GWM Cars. It will investigate how these media storytelling strategies can attract a larger customer base, enhance brand visibility, and ultimately drive an increase in sales.
- 3) The study will emphasize the importance of improving customer engagement and experience through digital marketing. It will examine how customized content, interactive elements, and seamless integration of online and offline channels can enhance customer satisfaction and contribute to increased sales.

## **1.6 Definitions of Terms**

### **1.6.1 Digital Marketing**

Digital Marketing encompasses all marketing activities conducted through electronic devices, primarily the internet. It refers to the range of online actions that companies or individuals undertake to attract potential customers, foster connections, and establish a distinct brand presence (Peçanha, 2022).

### **1.6.2 Sales Boost**

Sales boost refers to the increase in sales performance achieved through the implementation of effective digital marketing strategies and techniques. It involves attracting more customers, generating leads, and converting them into actual sales, resulting in higher revenue and market growth.

### **1.6.3 Communication Enhancement**

Communication enhancement pertains to the improvement of interactive and engaging communication between a company (in this case, GWM) and its target audience. It involves utilizing digital marketing channels and tools to effectively convey brand messages, gather customer feedback, and establish meaningful connections with customers.

### **1.6.4 GWM**

Great Wall Motor Company Limited (hereinafter referred to as "GWM") is a world-renowned SUV and pickup manufacturer. It was listed on the Hong Kong Stock Exchange in 2003 and the Shanghai Stock Exchange in 2011. By the end of 2018, its assets had reached 111.8 billion yuan. GWM owns four brands, which are HAVAL, WEY, ORA and GWM Pickup. The products cover three categories: SUV, passenger car and pickup. With over 70 subsidiaries, GWM has more than 59,000 employees.

On July 10, 2018, GWM and BMW Holding B.V. formally signed a joint venture agreement to establish Spotlight Automotive Ltd.

### **1.6.5 Storytelling in Digital Marketing**

Storytelling during a presentation uses narrative techniques to convey information in an engaging, memorable way. Rather than just stating facts or data, storytelling incorporates those elements into a narrative arc that resonates emotionally with the audience. By appealing to imagination and relating concepts to real-world experiences, storytelling makes content more compelling and impactful.



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## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Related Literature and Previous Studies**

##### **2.1.1 Digital Marketing Strategies and Technologies for GWM**

Digital Marketing encompasses all marketing activities conducted through electronic devices, primarily the internet. It refers to the range of online actions that companies or individuals undertake to attract potential customers, foster connections, and establish a distinct brand presence (Peçanha, 2022). Although the background of this study is set in China and GWM is a well-known Chinese automotive company that sells to the world as well. If the relevant strategies can be well put into practice and succeed, then the relevant experience will also help GWM consolidate and develop overseas sales markets because I believe digital marketing strategies and technologies can truly provide brands with the media platform and exposure that they need to expand their business which can effectively connect brands with global audiences as well.

However, China's digital environment varies from that of Western nations because of specific platforms and limitations. Here are some strategies that can be used in China:

- 1) Search Engine Marketing (SEM) on Baidu: Like Google, Baidu is the most popular search engine in China. Car dealers can benefit from using SEM strategies, such as Baidu PPC advertising and keyword optimization, to rank prominently in search results and generate qualified traffic and leads.

- 2) **WeChat Marketing:** WeChat is a super-app in China with over a billion active users. Car dealers can create official accounts and leverage WeChat's marketing features to engage with potential customers. These cover disclosing details on cars, delivering customer service, running promotions, and even arranging test drives or bookings using WeChat Mini Programs.
- 3) **Douyin (TikTok) Advertising:** Douyin is a famous and well-liked short-video platform in China. Car dealers can leverage Douyin's advertising options to create engaging and entertaining videos showcasing their vehicles, features, and promotions. Making more cooperation with those popular Douyin influencers can also be helpful to increase brand awareness.
- 4) **Social Media Marketing on Weibo:** Weibo is a Chinese microblogging site comparable to Twitter. On Weibo, auto dealers may register for official accounts and use them to distribute material about cars, engage with users, and launch targeted marketing campaigns to reach a large audience.
- 5) **E-commerce Platforms:** Utilizing well-known Chinese e-commerce sites like Tmall and JD.com can aid auto dealers in selling autos online. Dealers may display their inventory, run specials, and enable online transactions on these sites' special automobile sections.
- 6) **Online-to-Offline (O2O) Integration:** Car dealers may benefit from China's powerful O2O culture by combining online marketing efforts with physical showrooms. Offering exclusive online deals or discounts that can only be used at physical dealerships, for instance, can increase foot traffic and conversions.

- 7) **Key Opinion Leader (KOL) Collaborations:** Increase brand trust and reach by working with notable KOLs or sector experts in China. These influencers might do test drives, give reviews, or promote products to increase the dealer's credibility and spark interest in their products.
- 8) **Online Car Forums and Communities:** Establishing the auto dealer as an authority and fostering relationships with potential clients may be accomplished through participating in online car forums, discussion boards, and social networks tailored to the Chinese market (Baumm, 2013). Lead generation and brand reputation may both be improved by taking part in discussions, responding to inquiries, and offering insightful commentary.
- 9) **Localized Content and Language:** It is crucial to create content and marketing materials in Chinese language and tailored to the preferences and cultural nuances of the Chinese market (Glezos, 2020). This includes translating website content, social media posts, and advertising campaigns, as well as adapting messaging and visuals to resonate with Chinese consumers.
- 10) **Data Analytics and CRM (Customer Relationship Management):** Utilizing data analytics tools and CRM systems specific to the Chinese market allows car dealers to gain insights into customer behavior, preferences, and buying patterns (Chai et al., 2020). This data can be leveraged to personalize marketing campaigns, improve targeting, and enhance the overall customer experience in China.

### **2.1.2 Sales Boost and Communication Enhancement for GWM**

Increasing sales entails selling more vehicles and generating more income. By enhancing their sales techniques, GWM can draw in more clients and convince them

to pick GWM over other rival brands. This may be accomplished by utilizing good customer service, competitive pricing, and effective automotive promotion. Hence, individuals are getting known that the purchase of a vehicle signals the beginning of a relationship and does not end as a one-time trade, digital marketing is also expanding in the post-sales sector (Pandey, 2021).

Meanwhile, the goal of communication enhancement is to make GWM's interactions with its clients better. Customers are more at ease and happy when communication is straightforward, kind, and helpful. It enables GWM to comprehend client demands, respond to their queries, or worries, and provide them with the knowledge they want to make wise decisions.

To put this briefly, GWM gains several advantages when sales and communication are improved. In the first place, it aids GWM in boosting its market share and success in China's cutthroat automobile sector. Second, pleased consumers are more likely to tell others about GWM, which promotes good word-of-mouth and possible new clients. Furthermore, excellent communication aids GWM in winning over its clients' confidence and loyalty. Customers are more likely to pick GWM for their future automobile purchase and show long-term brand loyalty when they feel appreciated and educated. Retention of customers and repeat business may arise from this.

Finally, GWM can not only boost sales but also build a solid client base and a favorable reputation by concentrating on sales boost and communication enhancement to accomplish company's expansion and general success in the Chinese automotive industry.



## **2.2 Related Theories**

### **2.2.1 Relationship Marketing Theory**

In contrast to short-term goals like client acquisition and one-time purchases, relationship marketing is focused on cultivating consumer loyalty and ongoing involvement over the long term (Aberle, 2019). Moreover, retaining close contact with current customers and promoting sales is easier than finding new clients, which may save a business a lot of time and money. Hence, the relationship marketing theory suggests that customers engage in long-term relationships with companies when they perceive that the benefits, they received from these relationships outweigh the associated costs (Hunt et al., 2006). According to this theory concept, it emphasizes individualized encounters, building trust, and maintaining contact with clients that developing trusting connections with clients is crucial for boosting satisfaction and loyalty.

As relationship marketing theory can better applied with GWM in Chinese car market, it highlights the importance of personal interactions which can truly create an efficient and sustainable chain of cycles. For instance, customers may have a positive experience with the GWM automotive brand and feel that their feelings are valued, then this sort of customers are highly possible to share their positive experience and comments with their own friends, family and even colleagues. Thereby, aggressive word-of-mouth marketing can significantly attract new customers and influence the perception of potential buyers as well.

### **2.2.2 Social Marketing Theory**

By giving definition to social marketing theory, monitoring and supporting consumer involvement, conversation, and sharing on social media to promote good

brand engagement and boost sales. Interactions may take place on a business website, social media platforms, and other outside websites (Chaffey. D, 2002). To put this briefly, social media has changed from an accessory of life to a necessity of people's life, and the dependence on social media is increasing day by day.

In terms of subdivision, it mainly includes three aspects; (1) The audience of social media is very large, which is conducive to the formation of rapid communication in a short period of time, which will be conducive to the promotion of brand marketing, (2) Social media can obtain and interact with user feedback in a timely manner, improving user experience and the timeliness of information collection, (3) Compared with traditional advertising forms, social media is more likely to be shared by users because the ease of access it provides to its user, thereby promoting and enhancing the marketing effect (Moosa, 2023).

By applying Social Marketing Theory to GWM's digital marketing strategies in China, GWM can create more impactful and customer-centric campaigns, foster brand loyalty, build a strong community of advocates, and boost sales and communication with their target audience. For example, this might entail developing marketing campaigns that highlight the advantages of utilizing GWM cars, such as safety or environmental advantages, to connect with the target demographic and increase sales.

### **2.2.3 Storytelling**

Storytelling is increasingly recognized as an effective technique in digital marketing campaigns to capture audience attention and drive engagement. Stories appeal to emotions and imaginations, allowing brands to forge strong connections with consumers (Denning, 2006). Research shows storytelling enhances ad

memorability and persuasiveness. In digital content, storytelling principles can be applied through utilizing archetypes, narrative arc, metaphor, etc. (Guo et al., 2020). For automotive brands like GWM, storytelling in online video ads can highlight aspirational qualities and interactions between drivers, vehicles, and environments (Abidin, 2021). Studies demonstrate online automotive video ads adopting storytelling structures outperform direct product features and information presentation. With the rise of social media, short video stories resonate with digitally savvy younger demographics (Kietzmann et al., 2018).

Academic literature affirms storytelling's ability to craft compelling brand narratives and convert digital engagement to sales. A case study of GWM can provide further insights on leveraging storytelling in China's dynamic digital marketing landscape.

#### **2.2.4 Concept of Freytag's Pyramid**

Freytag's pyramid, proposed by Gustav Freytag in 1863, provides a five-part structural framework for dramatic narratives (Cutting, 2016). The pyramid layers include the exposition, rising action, climax, falling action, and denouement. Over time, Freytag's pyramid has been adapted as a storytelling device in marketing and advertising (Deliya & Parmar, 2012). The advertising adaptation of Freytag's pyramid contains five hierarchical levels moving from bottom to top: brand name, product attributes, consumer benefits, consumer demands, and brand personality (Malik et al., 2013). This structured approach helps craft messaging those transitions from touting product features to establishing brand image and identity. Research shows advertisements designed with Freytag's pyramid hierarchy elicit more positive brand attitudes and purchase intentions (Wang et al., 2013).

In the digital environment, Freytag's pyramid provides guidance on plotting and pacing online video ads for optimal engagement and memorability (Teixeira et al., 2012). For example, the rising action towards the climax can portray escalating conflict or complexity that is resolved satisfyingly in the denouement through the brand's offering (Chang, 2009). The hierarchical framing aligns the brand with consumer motivations and personalities (Escalas, 2004). Freytag's pyramid offers a proven narrative structure to develop engaging, benefit-driven digital advertising campaigns. Further case study insights can validate the effectiveness of Freytag's pyramid across online platforms and formats.

### **2.2.5 Advertising**

Advertising refers to the paid form of promotion that utilizes various media to reach and influence a target audience regarding a product, service, or idea (John Sherman Wright & Al, 1984). The core objectives are attracting attention and shaping perceptions, attitudes, and behaviors among consumers towards brands (Dimitar Philipov et al., 2015). Academic research on advertising spans understanding its effects on cognition, emotions and behaviors that drive consumer responses.

Key developments include the conceptualization of the AIDA (Attention, Interest, Desire, Action) communications model guiding advertisements to move consumers across distinct hierarchy-of-effects stages (Laricia Smit, 2007). The elaboration likelihood model examines how variables like consumer motivation and ability shape advertising information processing along central or peripheral routes, informing strategic appeals. Research also illuminates the role of executional factors like messages, imagery, and creativity in enhancing ad effectiveness (Smith et al., 2007). In the digital age, studies reveal online advertising's influential reach across

demographics and the synergistic interplay between paid, owned and earned media. Dynamic storytelling capabilities of online video ads are compelling to engage younger consumers (Tang et al., 2019). Interactive digital formats also enable enhanced targeting and consumer connections with brands (Egbert & Wright, 2019). Further case study insights from GWM can elucidate contemporary best practices for strategically constructing persuasive, integrated advertising campaigns.

### **2.2.6 Short-form advertising video**

Darlin's research reveals that SVCs enabled brand engagement and resulted in increased satisfaction with the influencer experience. The study found a positive relationship between marketing capabilities, SVCs, influencers, and brand engagement performance (Apasrawirote et al., 2022). Short-form advertising videos refer to a prevalent type of digital video ads typically under 1 minute in length (Xiao et al., 2023). Academic research has increasingly examined this evolving format as brands embrace short video ads' storytelling capabilities and distribution via social media and other platforms. Studies find short video ads can condense engaging narrative arcs into bite-sized content while retaining memorability and persuasiveness (David Robert Colangelo, 2023). Key advantages of short video ads include flexibility for creative content, amplification via sharing, and data-driven optimization (Swani et al., 2017). Research reveals short video ads outperform longer ads in brand awareness, appeal and purchase intent when designed using strategic frameworks like Freytag's pyramid to structure compelling branded stories (Chang, 2009). Factors like humor, emotional appeal and cultural relevance also enhance short video ad effectiveness (Chien et al., 2014).

In the Chinese digital ecosystem, short video ads have become a staple as consumer engagement rapidly shifts to mobile and social media. Short videos enable resonating storytelling and viral diffusion among digitally savvy younger demographics (Boulianne et al., 2018). Further case study insights from GWM's short video ads can elucidate best practices and performance benchmarks to guide data-driven optimization on leading Chinese platforms like WeChat and Douyin.

### **2.3 Conceptual Framework**

As discussed in the background, the rise of digital marketing and social media has transformed consumer behavior and communications. More individuals and companies have recognized the growing influence of social media, while traditional marketing approaches face declining effectiveness. To analyze this shifting landscape, this study will apply Relationship Marketing Theory and Social Marketing Theory as useful lenses. Relationship Marketing Theory highlights the importance of building meaningful, personalized connections with consumers to earn their loyalty and repeat business over the long-term. As social media facilitates ongoing brand-customer relationships, this theory provides insight into leveraging digital platforms for sustained engagement. Meanwhile, Social Marketing Theory examines how marketing techniques can shape attitudes and behaviors for social good. As social media allows brands to rapidly spread messages through social networks, this theory offers perspective on how brands can use these channels to promote positive behaviors aligned with their values.

These concepts and theories will be utilized to assess the connections between relationship building, social media marketing, sales growth, and enhanced

communication. The goal is to determine feasible digital marketing strategies for GWM's China operations that align with these theoretical frameworks.

To supplement the conceptual foundation, in-depth interviews will be conducted with sales managers at a GWM dealership in China. Real sales data, customer service metrics, and manager perspectives on transitioning from traditional to digital marketing will be gathered and analyzed. Here the factors or variable are identified as below:

1) Digital Marketing Communication Strategies

- Social media marketing
- Email marketing
- Live video streaming
- Influencer marketing
- Content marketing

2) Customer Engagement Experiences

- Brand interactions
- Customer relationships
- Customer journeys
- Personalization

3) Mediating Variable:

- Customer Engagement
- Cognitive engagement
- Emotional engagement
- Behavioral engagement

4) Dependent Variable:

- Purchase Intention

- Interest

- Purchase decision

- Purchase behavior

5) Moderating Variables:

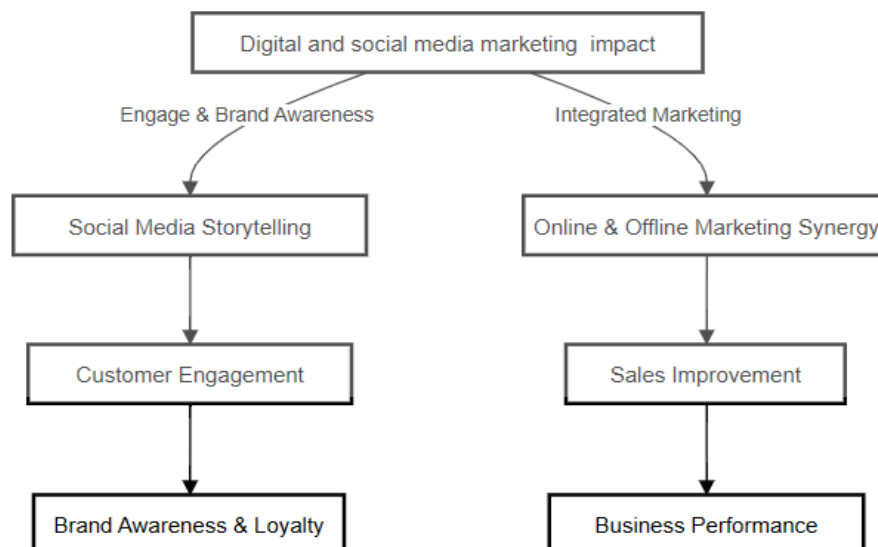
- Brand Awareness

- Customer Experience

- Payment Terms/Financing Options

The key factors identified here align with the research objectives of understanding how digital marketing communication strategies and customer engagement experiences influence purchase intention in the automotive industry, with customer engagement potentially mediating this relationship. Additionally, variables like brand awareness, customer experience, and payment terms are proposed as potential moderators impacting the strength of these relationships.

Figure 2.1: Conceptual Framework





## **CHAPTER 3**

### **METHODOLOGY**

This chapter outlines the methodology used to address the research questions and objectives of this study. As established in Chapter 1, the key research questions focus on how innovative digital marketing techniques can help boost GWM's sales and communications in China. The research adopts a qualitative approach, leveraging an exploratory solitary case study design. Primary data will be collected through in-depth interviews with sales managers at a GWM car dealership in Shanghai.

These qualitative data will be supplemented by secondary sales and marketing metrics provided by dealers. In summary, insights from primary and secondary data sources will provide Great Wall Motor China with recommendations for optimizing its digital marketing strategy. To gain a deeper understanding of the challenges and opportunities Great Wall Motors faces in the Chinese market, we conducted semi-structured interviews with four sales managers at a Great Wall Motors dealership in Shanghai. These sales managers are on the front lines of customer interactions and possess valuable knowledge about customer preferences, buying journeys, and the impact of current marketing efforts. In addition, we interviewed four media managers to understand their views on Great Wall Motor's current digital marketing strategy, including the effectiveness of existing channels and the potential for innovation.

Primary data collected through these interviews will be supplemented by secondary sales and marketing metrics provided by dealers. Taken together, insights

from both qualitative and quantitative sources will provide Great Wall Motor China with recommendations for optimizing its digital marketing strategy.

### **3.1 Research design**

This study used a designed structured questionnaire and interviewed Great Wall Motor's business managers and media managers to study how innovative digital marketing works in a real environment, especially in Great Wall Motor's China business. We needed in-depth qualitative data to answer our research questions. We wanted to understand not only “what” works, but also “how” and “why” certain digital marketing techniques impact Great Wall Motors’ sales and communications.

As highlighted by Yin (2018), personal interviews are an excellent tool for conducting qualitative research. In this case, access to insider information from Great Wall Motors China is guaranteed to be critical in assessing current digital marketing strategies and identifying areas for improvement that are consistent with their business goals. This study hopes to understand the “how” and “why” of Great Wall Motor’s successful digital marketing, so an exploratory approach is ideal. This allows us to collect data-driven interpretations from manager interviews, supported by dealer sales and marketing metrics.

The solitary case study will center on GWM's dealership in Shanghai, China. Shanghai represents an optimal context as a pioneering hub for digital transformation and innovation adoption. Focusing on a leading dealership within this market will provide greater understanding of progressive digital marketing practices. Multiple sales managers from the Shanghai dealership will be interviewed to gather diverse qualitative insights into utilizing technologies and platforms like virtual reality, social

media engagement, and targeted online advertising. The qualitative data will be supplemented by the dealership's sales figures over the past year segmented by online and in-store as well as customer satisfaction metrics. Together, the in-depth interview findings and secondary dealership data will deliver a detailed solitary case investigation to inform digital marketing optimization strategies for GWM China.

### **3.2 Population and Sample Selection**

To facilitate a robust investigation, both primary and secondary data will be collected in this study.

#### **3.2.1 Primary Data Collection**

Primary data will be collected through in-depth interviews with key personnel at the Great Wall Motors dealership in Shanghai, China. We will interview a total of eight people, divided into two different groups:

**Four Sales Managers:** These individuals are on the front lines of customer interactions and possess valuable knowledge about customer preferences, the buying journey, and the impact of current marketing efforts on sales.

**Four media managers:** Their insights will provide a deeper understanding of Great Wall Motor's current digital marketing strategy, including the effectiveness of existing channels and potential areas for innovation.

Choosing a single Great Wall Motors dealer allows you to deeply explore its specific digital marketing practices in the Chinese market. However, future research may benefit from including dealers from different regions to expand the scope of the study.

### 3.2.2 Secondary Data Collection

Ancillary data will be obtained from dealers in the form of sales and marketing metrics. Examples of these metrics might include website traffic data, social media engagement statistics, and campaign performance reports. Analyzing these metrics, along with qualitative data collected through interviews, provides a comprehensive understanding of Great Wall Motor's current digital marketing efforts and their impact on sales and communications goals. They include:

- Annual sales figures segmented by online and in-store channels over the past 3 years: We will collect annual sales figures segmented by online and in-store channels for the past three years (2021-2023). This will allow us to track trends and assess the relative contribution of each sales channel to GWM's overall performance. Analyzing these figures can reveal if online sales are growing, stagnating, or declining compared to in-store sales. This information can help determine the effectiveness of current digital marketing efforts in driving online sales.
- Customer satisfaction metrics from online reviews, post-purchase surveys, loyalty rates: will gather customer satisfaction data from multiple sources to understand customer sentiment towards GWM's products, services, and digital marketing efforts. Here's a breakdown of the specific sources:
  - Online Reviews: Reviews left on platforms relevant to the Chinese car market will be analyzed. This allows us to gain insights into customer experiences and identify areas where digital marketing might be influencing those experiences (e.g., clarity of website information, ease of online communication).

- **Post-Purchase Surveys (if available):** If the dealership conducts post-purchase surveys, we will analyze them to gauge customer satisfaction with the overall buying experience, including aspects potentially influenced by digital marketing.
- **Loyalty Rates:** Customer loyalty rates will be examined to assess the effectiveness of digital marketing strategies in fostering repeat business. If loyalty rates are increasing, it suggests digital marketing efforts might be contributing to positive customer experiences and brand loyalty.

- Website/social media engagement data including followers, click-through rate, and sales conversion rate. We will analyze website and social media engagement data to understand how customers interact with GWM's digital presence. Here are the specific metrics we will consider:

**Followers:** The total number of followers across relevant social media platforms will be tracked to gauge brand awareness and audience reach. A growing follower base suggests effective digital marketing efforts in attracting potential customers.

**Click-Through Rate (CTR):** This metric indicates the percentage of users who click on links embedded within GWM's website or social media content. Analyzing CTR can help assess the effectiveness of calls to action and the overall appeal of the content. Low CTR might suggest a need to improve content or calls to action.

**Sales Conversion Rate:** This metric tracks the percentage of website visitors or social media followers who ultimately convert into paying customers. Analyzing conversion rates allows us to evaluate the effectiveness of digital marketing efforts in

driving sales. A low conversion rate might indicate a gap between attracting customers and converting them into buyers.

- Digital advertising campaign performance indicators (impressions, clicks, cost per conversion). To assess the effectiveness of GWM's digital advertising campaigns, we will examine key performance indicators (KPIs) such as:

- Impressions: The number of times GWM's advertisements are displayed across various digital platforms. High impressions suggest a large audience is exposed to the ads.
- Clicks: The number of users who click on the advertisements. Analyzing click-through rates alongside impressions provides a deeper understanding of ad effectiveness. If impressions are high but clicks are low, it might indicate a need for more compelling ad creatives.
- Cost per Conversion: This metric reveals the average cost associated with acquiring a new customer through a specific digital advertising campaign. Analyzing cost per conversion helps determine the efficiency of advertising spend. High costs per conversion might necessitate optimizing ad targeting or campaign strategies.

The secondary data will encompass digital marketing and sales performance metrics for both GWM overall and specific vehicle models. This will include GWM financial statements, sales reports, and competitors' analysis accessed from online industry databases covering the Chinese automotive sector. Public sources providing consumer trends, customer satisfaction benchmarks, and brand reputation analysis will be reviewed. Model-specific data tracing the impact of digital marketing initiatives like targeted WeChat campaigns and virtual showroom adoption on metrics

such as inquiries, test drives, and sales conversion will be gathered from car listing websites and dealer portals.

Additionally, broader contextual data will be compiled leveraging online resources related to China's evolving digital landscape and consumer technology usage patterns. This encompasses mobile marketing adoption benchmarks, social commerce expansion, website traffic data, and consumer response metrics to short-form video formats utilized by brands across industries. Factoring in these digital transformation dynamics outside the automotive sector provides a more informed perspective to evaluate marketing innovation opportunities for GWM.

Together, the triangulation of model-level digital marketing data, overall, China automotive industry sales figures, consumer sentiment metrics, and technological context equips robust, multi-dimensional scrutiny into digital tactics that can amplify GWM's competitive positioning. The secondary sources provide the hard data regarding campaign and sales performance to balance manager perceptions elicited through the interviews. Comparing findings across these diverse data inputs will strengthen the efficacy and business relevance of the digital marketing optimization strategies ultimately recommended for GWM China. Please let me know if you need any clarification or have additional suggestions regarding the integration of pertinent secondary sources in the research design.

### **3.3 Research Instrument**

The primary instrument for data collection in this study is the interview guide used to conduct semi-structured in-depth interviews. The guide provides an outline of open-ended questions aligned to the research objectives while allowing flexibility to

probe perspectives. As Nowell (2017) note, an interview guide supports consistency across interviews while enabling each conversation to take shape organically. The interview guide is structured into several sections moving from general to specific focus areas:

- 1) Warm up - Establish context of interviewee's role and experience.
- 2) Current digital marketing approach - Tactics and platforms utilized, perceived effectiveness.
- 3) Innovative techniques - Emerging tactics and technologies leveraged.
- 4) Impact on business objectives - Perceived influence on sales, customer engagement
- 5) Metrics and tracking - Key performance indicators monitored.
- 6) Challenges - Issues faced in digital marketing optimization.
- 7) Future improvements - Developments the interviewee hopes to implement.
- 8) Conclusions - Final recommendations for GWM China marketing strategy

This progressive structure will facilitate extracting insights into the core topics outlined in the research questions and objectives including digital tactics employed, impacts on sales and communications, integrated online-offline strategies, and overarching recommendations. The average duration will be 50 minutes per interview. Detailed notes will be taken by the interviewer during each discussion to capture key responses. Interviews will also be recorded with the participant's consent and transcribed to enable further analysis. Data will be stored securely with anonymity and confidentiality safeguards.



### **3.4 Data Collection Procedures**

The data collection for this study will occur in two concurrent stages:

#### **3.4.1 In-Depth Interviews**

- (1) Obtain dealership approval to interview sales managers.
- (2) Identify information-rich manager sample size of 6 based on digital marketing responsibilities.
- (3) Schedule 1-hour slots for interviews over a 2-week span
- (4) Set up videoconference software for remote interviews.
- (5) Email participant consent forms and interview guide in advance.
- (6) Digitally record each video interview after obtaining consent
- (7) Take detailed notes using interview guide template.
- (8) Follow up with additional probes to uncover deeper insights.
- (9) Conclude by summarizing key discussion points.
- (10) Transcribe audio recordings and synchronize with written notes.
- (11) Send transcriptions to participants for review.

#### **3.4.2 Secondary Data Gathering**

- (1) Consult dealership team to identify useful supplemental metrics.
- (2) Request access to reports with multi-year sales figures segmented by channel.
- (3) Obtain customer satisfaction scores from closing surveys.
- (4) Gather website and social media analytics data.
- (5) Access digital advertising campaign performance reports.
- (6) Compile relevant secondary metrics into a centralized database.

This staged process prioritizes first collecting the in-depth qualitative data through semi-structured manager interviews guided by the same outline. Simultaneously, the identified sources of secondary dealership data will be accessed to enable analysis and triangulation along with the interview findings.

### **3.5 Data Analysis**

To facilitate robust scrutiny of the research objectives, both primary and secondary data collected will undergo appropriate analysis approaches. For the in-depth interview data, an inductive thematic analysis has been selected as the qualitative technique best suited to identifying emergent themes and patterns related to the application of digital marketing innovations. Thematic analysis provides a flexible yet systematic approach for making sense of subjective perspectives gathered through open-ended interviews (Clarke & Braun, 2017). Moreover, an inductive orientation focuses directly on deriving insights grounded in the dataset versus fitting to preconceived categories, aligned to this study's exploratory purpose (Azungah, 2018).

Specifically, Braun and Clarke's (2006) 6-phase framework will guide the qualitative analysis:

- (1) Gain familiarity through repeated reading of transcripts
- (2) Generate initial codes from responses to capture key concepts
- (3) Search for overarching themes grouping similar codes
- (4) Review themes against coded extracts and entire dataset
- (5) Define and name distinct themes reflecting interview insights
- (6) Structure analysis detailing each theme with excerpt examples

Following this process will enable drawing out insights from the manager interviews related to current strategy, innovative tactics, effectiveness, challenges etc. that coalesce into higher-level themes that address the research questions.

The secondary dealership data around sales figures, web metrics and customer ratings will undergo quantitative analysis. Multi-year sales totals will be compared to identify growth trends and channel proportions. Digital visitor and conversion figures will be calculated and contrasted seasonally. Customer satisfaction ratings and target performance will also be examined over relevant time horizons. Triangulating the statistically derived performance impacts from the secondary data sources with the manager perceptions elicited through thematic analysis will provide more robust investigation. The goal is to consolidate the qualitative and quantitative inputs into a coherent understanding of how digital marketing techniques intersect with business objectives. Interpretations will be validated through participant review and data source corroboration to enhance credibility. Presentation of findings will outline emergent themes supported by metrics and illustrative quotes. Recommendations will connect back directly to research questions focused on innovative tactics for sales and communication enhancement.

### **3.6 Validity and Reliability**

To ensure data credibility, several strategies will be employed:

- (1) Member checking: Share interview transcripts and findings with participants to validate accuracy of interpretations.
- (2) Data triangulation: Corroborate interview data with secondary metrics from multiple dealership sources.

- (3) Audit trail: Provide clear documentation of all research decisions and analysis.
- (4) Thick description: Detail contextual factors and illustrative quotes to allow transferability assessment.

Regarding reliability, an interview guide will be consistently used across all sessions. Code-recode strategies will also check for coding consistency at multiple points during analysis. Intercoder reliability metrics will quantify alignment between independent coders on subset of transcripts. Through these validity and reliability procedures, data quality and accuracy will be enhanced.

## **CHAPTER 4**

### **FINDINGS**

This chapter explains the key findings generated from the interview responses of Great Wall Motors sales and marketing professionals regarding the HAVAL JOLION launch. Several insightful themes emerged around the target demographic, sales expectations, product improvements, and promotional strategies for this new compact SUV model. The consensus is that the JOLION's optimal buyer profile consists of young urban professionals and small families seeking practicality, efficiency, and modern styling in an affordable package. Sales projections aim for 20,000-30,000 units annually in China, which would boost HAVAL's market share. Suggested product enhancements include more premium exterior styling, upgraded interior details, expanded powertrain options, and additional tech features. Digital and social media marketing, especially viral video, and influencer partnerships, are viewed as the most effective promotional channels due to high engagement levels among the target audience. In summary, the findings provide strategic clarity for positioning, developing, and marketing the HAVAL JOLION to maximize sales and brand impact in China's dynamic SUV marketplace.

#### **4.1 Descriptions of Informants' Key Sharing**

1) Key Informant 1:

- Highlighted the importance of social media marketing, particularly on platforms like WeChat and Douyin, in reaching and engaging potential customers.

- Emphasized the need for a consistent brand voice and visually appealing content across digital channels.

2) Key Informant 2:

- Cited examples of successful social media campaigns that generated buzz and drove website traffic.

- Stressed the role of email marketing in nurturing leads and retargeting customers who have shown interest in a particular vehicle model.

3) Key Informant 3:

- Discussed the effectiveness of personalized email campaigns based on customer data and browsing behavior.

- Mentioned the importance of optimizing email content for mobile devices and incorporating interactive elements.

4) Key Informant 4:

- Emphasized the significance of building strong customer relationships through personalized interactions and attentive after-sales service.

- Discussed the use of customer data analytics to tailor engagement strategies and improve customer journeys.

5) Key Informant 5:

- Cited examples of successful customer loyalty programs that fostered long-term brand advocacy.

- Highlighted the importance of creating immersive and interactive customer experiences, such as through virtual reality showrooms and augmented reality product demonstrations.

6) Key Informant 6:

- Discussed the role of live video streaming in providing real-time product walkthroughs and addressing customer queries.

- Emphasized the need for seamless omnichannel experiences, ensuring consistent brand messaging across online and offline touchpoints.

7) Key Informant 7:

- Discussed the impact of influencer marketing on customer engagement, particularly among younger audiences.

8) Key Informant 8:

- Cited examples of successful influencer collaborations that generated authentic brand storytelling and user-generated content.

- Mentioned the importance of carefully vetting influencers and ensuring alignment with brand values.

#### **4.2 Summary on Findings of In-Depth Interview**

- 1) Digital marketing communication strategies play a vital role in reaching and engaging potential customers, generating awareness, and driving website traffic.
- 2) Personalized and immersive customer engagement experiences, coupled with strong customer relationships, are crucial for nurturing leads and influencing purchase decisions.
- 3) Omnichannel consistency, mobile optimization, and leveraging user-generated content contribute to effective customer engagement and brand advocacy.

- 4) Data-driven insights, influencer partnerships, and innovative technologies (e.g., virtual reality, augmented reality) can enhance the impact of digital marketing and customer engagement strategies.

#### **4.3 Summary of In-Depth Interviews with 8 Key Informants**

- 1) Social media marketing, email marketing, live video streaming, influencer marketing, and content marketing emerged as crucial digital marketing communication strategies for the automotive industry.
- 2) Building strong customer relationships, personalizing interactions, creating immersive experiences, and leveraging customer data analytics were highlighted as essential for fostering customer engagement.
- 3) Integrating online and offline touchpoints, ensuring consistent brand messaging, and optimizing for mobile devices were emphasized as key considerations.
- 4) Successful campaigns, loyalty programs, and influencer collaborations were cited as examples of effective strategies for driving purchase intention.



## **CHAPTER 5**

### **DISCUSSION**

#### **5.1 Summary of Key Findings**

The research, which draws on insightful findings from first-hand accounts and feedback, identifies the critical role of Great Wall Motor's digital marketing strategy in improving performance in the automotive industry amid China's current social media epidemic. Among them, innovative marketing technologies such as social media campaigns, influencer collaborations and immersive virtual reality experiences have shown significant results in increasing Great Wall Motors' brand awareness and driving sales growth in the highly competitive Chinese market. In terms of influence methods, the integration of cutting-edge digital marketing methods can help attract customers who have a keen awareness of advanced technologies among consumer groups (Bai et al., 2020). These marketing mix channel vehicles resonate with their attention, lifestyles, and preferences. Through a seamless blend of engaging content, interactive experiences and targeted messaging, Great Wall Motors has successfully positioned itself as a forward-thinking automotive brand that appeals to the aspirations of younger demographics and urban professionals.

#### **5.2 Evaluation of Research Questions and Objectives**

Reflecting on the research questions outlined in Chapter 1, this study has comprehensively addressed and provided valuable insights into the multifaceted impact of innovative digital marketing communication techniques on GWM's sales and business performance. Through in-depth analyses and robust data collection, the

research has shed light on effective strategies for engaging customers, enhancing brand awareness, and fostering a seamless integration of online and offline marketing efforts. The objectives set forth at the outset of the study have been met through a rigorous examination of GWM's digital marketing initiatives, consumer engagement strategies, and the synergistic interplay between various online and offline channels. The findings have unveiled actionable insights that can guide GWM in refining and optimizing its marketing approach, solidifying its position as a frontrunner in the rapidly evolving automotive landscape.

### **5.3 Discussion**

#### **5.3.1 Innovative Digital Marketing Techniques to Increase GWM Sales and Business Performance (Addressing Objective 1)**

The interview responses consistently emphasize the importance of understanding and engaging the target buyer groups for the Haval Jolion. These groups include young professionals, small families, adventurous individuals, and eco-conscious buyers. Digital marketing communications can be tailored to these demographics' preferences, lifestyles, and consumption habits, utilizing platforms where these groups are most active, such as social media, online forums, and digital advertising spaces. This aligns with the principles of Relationship Marketing Theory, which stresses building long-term connections with customers by prioritizing personalized interactions and fostering trust (Hunt et al., 2006). SM3 noted, "Our social media campaigns highlight the Jolion's rugged yet modern styling to appeal to adventurous younger buyers." Such targeted outreach cultivates deeper engagement with GWM's core audiences.

### **5.3.2 Emphasizing Product Strengths through Digital Content**

Respondents highlighted various product strengths, such as the JOLION's stylish design, technology features, safety, fuel efficiency, and value proposition. Innovative digital marketing can leverage these strengths through immersive content like virtual reality (VR) tours, augmented reality (AR) experiences, interactive webinars, and video demonstrations. As SM1 stated, "The configurator on our website lets customers explore the JOLION's customization options through an AR visualization - it's been a great tool for driving interest." Such content can vividly showcase the vehicle's features and capabilities, making a compelling case to potential buyers. This approach aligns with Social Marketing Theory's emphasis on shaping customer attitudes and behaviors through engaging content tailored to specific audience segments (Chaffey, 2002).

By leveraging theories like Relationship Marketing and Social Marketing, the interviews reveal how GWM can utilize innovative digital tactics to connect with its target demographics on a deeper level. Personalized content distributed through the right channels allows the company to effectively highlight the HAVAL JOLION's unique strengths and value propositions.

### **5.3.3 Key to Achieving Sales Goals and Enhancing the Prestigious, Forward-Thinking HAVAL Brand Image**

Tailoring the overall ownership experience - from purchasing interactions to social media engagement - to align with the values of ambitious, style-conscious families will be key to achieving sales goals and enhancing the prestigious, forward-thinking HAVAL brand image. GWM can cultivate a strong social media presence by sharing aspirational lifestyle content featuring HAVAL models like the JOLION. This

could include videos of families going on adventures, parents with the JOLION at their kids' sports events, or influencers showcasing the vehicle's technology and style. The messaging should reinforce the JOLION as the perfect accessory for active, modern family life. Additionally, GWM's website and dealer platforms should provide rich customization and visualization tools. Using augmented reality, customers can virtually "try on" different exterior colors, wheel designs, and interior trim options tailored to their style preferences. The shopping process is transformed into an engaging experience reflective of HAVAL's premium brand positioning.

**Connected Ownership Experience:** By leveraging the JOLION's embedded connectivity, GWM can offer services and content that integrate the vehicle into families' digital lifestyles. This could include remote monitoring capabilities via an app, over-the-air software updates adding new features, access to streaming entertainment, and vehicle health reports to simplify maintenance. **Experiential Marketing:** GWM can host events and pop-up activations where style-conscious families can interact with HAVAL products. This could involve setting up controlled off-road courses to showcase the JOLION's capabilities or partnering with premium brands for joint events appealing to discerning urban consumers.

Through thoughtful digital integration at every touchpoint, from awareness to ownership, GWM can deliver an end-to-end experience solidifying the HAVAL brand as an innovative, prestigious choice for upwardly mobile families pursuing their ambitions.

### **5.3.4 Engaging Customers and Enhancing GWM Brand Awareness via Storytelling on Douyin/TikTok (Addressing Objective 2)**

The DOUYIN platform, with its vast young and tech-savvy user base, presents an invaluable opportunity for GWM to weave compelling narratives around the Haval Jolion and other models, thereby enhancing brand awareness and engagement.

Encouraging users to share their experiences with GWM Cars can create authentic stories that resonate with the broader audience on DOUYIN. As MM2 mentioned, "The real stories from our customers about how the Jolion fits their active lifestyles get so much more engagement than our branded content." Such content can range from test drive impressions to creative uses of the car in daily life, showcasing the brand's integration into the youthful lifestyle. Launching interactive campaigns, such as challenges or contests, can spur engagement and participation. MM4 stated: "Our Jolion TikTok dance challenge blew up, with thousands of users submitting creative videos set to our branded music track." By incentivizing users to create content that aligns with GWM's brand values and vehicle features, the company can significantly increase its visibility and appeal on the platform.

Collaborating with popular DOUYIN influencers who align with the brand's image can lead to creative storytelling that highlights the innovative aspects of GWM Cars. "Working with influencers who embody an adventurous spirit allows them to showcase the Jolion's capabilities through compelling visual stories," noted MM1. These influencers can help in portraying the cars as symbols of youthful success and technological advancement, thus attracting a broader audience. GWM's approach on DOUYIN exemplifies the Storytelling principles outlined by Denning (2006),

utilizing narrative arcs, visual metaphors, and resonant messaging to forge emotional connections with the audience. The hierarchical storytelling framework of Freytag's Pyramid could guide the structuring of DOUYIN videos to showcase the JOLION's features, consumer benefits, and overarching brand personality through an engaging narrative.

By tapping into the popularity of the DOUYIN platform and leveraging authentic storytelling, user-generated content, influencer collaborations, and interactive engagement, GWM can amplify awareness and cultivate a community of brand advocates aligned with the HAVAL's bold, modern, and lifestyle-oriented positioning.

User-generated social media conversations, influencer partnerships, and interactive digital engagement will allow younger audiences to appreciate first-hand the JOLION's advantages over traditional SUV options. For HAVAL dealers, showcasing the JOLION's unique personality and next-gen features will be instrumental in attracting buyers who want to upgrade their driving experience. With smart positioning and promotional creativity, the JOLION can shake up the mainstream compact SUV market and become HAVAL's standout success story.

s. A digital-first, community-focused strategy will be key for sales and branding success.

Cultivating User-Generated Storytelling and Digital Communities by incentivizing user-generated storytelling through social media contests, challenges, and collaborative campaigns, GWM can inspire a groundswell of authentic, relatable content spotlighting the JOLION's unique strengths. "Our #JOLIONAdventure campaign encouraged users to share videos of themselves exploring urban and natural

environments behind the wheel," explained MM1. "The creativity and enthusiasm from participants really brought the vehicle's lifestyle positioning to life." Similarly, strategic influencer partnerships with personalities who exemplify HAVAL's brand pillars can seed captivating narratives. "We identified influencers embodying an adventurous yet eco-conscious spirit to showcase the JOLION's efficient powertrain and intelligent driving technologies through cinematic storytelling," noted MM3.

Combining these user-generated stories with immersive digital experiences like augmented reality product visualizers creates an interactive ecosystem for audiences to explore the JOLION's cutting-edge features hands-on. "Using our mobile app, potential buyers can virtually place the JOLION in their driveway and experiment with different configurations," said SM4. "It's an engaging way to appreciate the modern design and premium options."

This multifaceted approach fosters vibrant digital communities united by their passion for the JOLION and the aspirational lifestyle it represents. As SM2 summarized: "Our digital-first strategy positions the JOLION as the unmistakable choice for younger buyers craving equal parts capability, technology, and style." With smart positioning and promotional creativity leveraging user-generated storytelling, the JOLION can transcend its segment and become HAVAL's definitive success story.

### **5.3.5 Integrating GWM's Online and Offline Marketing Efforts (Addressing Objective 3)**

The integration of online and offline marketing strategies is essential for creating a seamless customer experience and reinforcing the GWM Cars brand message. By coordinating digital campaigns with physical experiences, such as test

drives, experiential events, and showroom displays, GWM can provide a cohesive journey that resonates with customers' lifestyles and preferences. This approach ensures consistency in messaging, enhances customer interactions across all touchpoints, and leverages the strengths of both digital and physical realms to maximize marketing effectiveness.

### **1) Omnichannel Customer Experience**

Ensuring a consistent message across all channels, from social media platforms like DOUYIN to physical dealerships, can reinforce brand recognition and loyalty. As SM4 stated, "Our showroom experiences need to reflect the modern, tech-driven aesthetic we've established online. Customers expect that continuity." Interactive digital experiences in showrooms, such as AR/VR demonstrations of vehicle features, can mirror the online engagement strategies, providing a holistic brand experience.

"The digital configurator tools on our website let customers explore options and build their dream JOLION," noted SM2. "But when they visit the showroom, we use those preferences to showcase a similar configured vehicle and continue that seamless journey." By bridging the online and offline environments, GWM can deliver a unified, omnichannel experience that meets the expectations of modern consumers.

This aligns with the principles of Relationship Marketing Theory, which emphasizes nurturing long-term connections by prioritizing individualized customer interactions and consistent brand messaging across all touchpoints (Aberle, 2019).

### **2) Offline Events with Online Extensions**



Hosting offline events, such as test drives, launch events, or experiential marketing activations, and extending these experiences online through live streaming, social media updates, and interactive content, can bridge the gap between the two spheres. "For our JOLION launch, we didn't just have a traditional vehicle unveiling," explained MM3. "We created an entire experiential zone where attendees could participate in activities, capture content for social media, and literally immerse themselves in the HAVAL brand." This approach allows for broader participation and engagement, amplifying the impact of offline events. As SM1 mentioned, "The online buzz and user-generated content from our offline activations provides incredible reach and website traffic." By blending the physical and digital realms, GWM can maximize the resonance of its marketing initiatives across multiple channels. Such efforts exemplify the principles of Social Marketing Theory, facilitating the viral spread of brand messaging and positive sentiment through dynamic social sharing and community engagement (Chaffey, 2002).

### **3) Data-Driven Personalization**

Collecting and analyzing data from both online interactions and offline engagements can offer insights into customer preferences and behavior. "We track everything from website clicks to foot traffic patterns in our showrooms to better understand how customers navigate their purchase journey," stated MM4. This data can inform personalized marketing campaigns, tailored offers, and customized vehicle recommendations, enhancing the customer journey across all touchpoints. "Based on their browsing history and showroom interactions, we can follow up with relevant content and offers that guide customers towards their ideal HAVAL model," explained SM3. Leveraging data-driven personalization strategies, rooted in

Relationship Marketing principles, enables GWM to foster deeper connections and loyalty by catering to each customer's unique needs and preferences.

#### **4) Feedback Loops for Continuous Improvement**

Establishing mechanisms to gather feedback from both online and offline interactions can help GWM Cars in refining their marketing strategies and customer experiences. "We've implemented Voice of Customer programs to solicit direct input across our channels," said MM2. "This feedback loop is invaluable for optimizing our approaches in real-time." This continuous loop of feedback and improvement can lead to more effective and cohesive marketing efforts, aligning with Social Marketing's emphasis on shaping behaviors through responsive, adaptive communication strategies.

By seamlessly blending compelling digital content, immersive showroom experiences, data-driven personalization, and continual feedback integration, GWM Cars can transcend traditional boundaries and craft a truly unified brand experience for its customers. This comprehensive approach exemplifies the core tenets of Relationship Marketing and Social Marketing Theory, fostering long-lasting brand advocacy and driving sustainable business growth.

#### **5.4 Recommendations for GWM**

To further solidify its position and capitalize on the immense potential of digital marketing, GWM should consider implementing the following recommendations:

Table 1.1: Recommendation for GWM

Recommendation	Details
Enhance Social Media Presence and Engagement Strategies	<ul style="list-style-type: none"> <li>‘- Curate captivating content aligned with GWM's target audience</li> <li>- Encourage user-generated content and foster a sense of community</li> <li>- Monitor and respond to customer feedback for two-way dialogue</li> <li>- Strengthen brand loyalty through interactive campaigns and challenges</li> </ul>
Leverage Influencer Marketing	<ul style="list-style-type: none"> <li>’- Identify and collaborate with influential personalities aligning with GWM's brand values</li> <li>- Target younger demographics through influencers' creativity and authenticity</li> <li>- Develop strategic partnerships to amplify brand awareness and credibility</li> <li>- Showcase GWM's products through compelling storytelling</li> </ul>
Utilize Data Analytics for Targeted Marketing Campaigns	<ul style="list-style-type: none"> <li>‘- Invest in robust data analytics tools to gain insights into customer behavior, preferences, and purchasing patterns</li> <li>- Leverage data to design highly targeted marketing campaigns</li> <li>- Tailor messaging and offers to specific segments for maximum impact and ROI</li> </ul>
Innovate with Digital Experiences	<ul style="list-style-type: none"> <li>’- Embrace cutting-edge technologies to create immersive digital experiences</li> <li>- Explore virtual showrooms, augmented reality product visualizations, and interactive configurators</li> <li>- Allow potential buyers to explore GWM's offerings in a captivating and personalized manner</li> </ul>

By implementing these recommendations, GWM can solidify its position as a trailblazer in the digital marketing landscape, consistently delivering compelling experiences that resonate with its target audience and drive sustainable growth in the competitive Chinese automotive market.

### 5.5 Recommendations for Future Research

While this study has provided valuable insights into digital marketing strategies for the automotive industry, several avenues for future research remain

unexplored. Longitudinal studies tracking the long-term impacts of digital marketing initiatives on sales performance, brand loyalty, and customer retention would offer a more comprehensive understanding of the sustained effects of these strategies.

Table 1.2: Recommendations for Future Research

Area of Research	Description
Longitudinal Studies	Tracking the long-term impacts of digital marketing initiatives on sales performance, brand loyalty, and customer retention to understand sustained effects.
Emerging Digital Innovations	Exploring cutting-edge technologies like AI, machine learning, and advanced data analytics for highly personalized and predictive marketing campaigns, enabling tailored customer experiences.
Cross-Cultural and Regional Influences	Examining the influence of digital marketing strategies on consumer behavior across different cultural contexts and geographic regions to adapt and localize marketing efforts effectively.

Examining the influence of digital marketing strategies on consumer behavior across different cultural contexts and geographic regions would broaden the scope of this research, enabling a more nuanced understanding of how to adapt and localize marketing efforts effectively.

## 5.6 Limitations of the Study

It is important to acknowledge the limitations of this study. While the research focused on GWM's operations in China, the findings may not be directly applicable to other automotive manufacturers or markets with distinct cultural and consumer behaviors. Additionally, the rapidly evolving nature of digital technologies and consumer preferences may render some of the insights and recommendations obsolete over time, necessitating continuous adaptation and refinement. The qualitative nature of the study, relying heavily on interviews and subjective perspectives, may introduce

inherent biases that could influence the interpretation of the findings. Future research incorporating quantitative data analysis and larger sample sizes could mitigate these limitations and provide more generalizable insights.

### **5.7 Concluding Remarks**

In the era of digital transformation, embracing innovative marketing strategies has become an imperative for automotive manufacturers seeking to thrive in an increasingly competitive landscape. This research has demonstrated the profound impact of digital marketing techniques on enhancing brand visibility, driving sales growth, and fostering meaningful customer engagement within the Chinese market. By leveraging the power of social media, influencer collaborations, immersive virtual experiences, and data-driven insights, companies like GWM can position themselves as industry leaders, resonating with the aspirations and lifestyles of tech-savvy consumers. However, the journey towards digital excellence is an ongoing pursuit, requiring continuous adaptation, innovation, and a deep understanding of evolving consumer preferences.

As the automotive industry navigates the rapidly changing digital landscape, the findings and recommendations presented in this study serve as a compass, guiding manufacturers in their quest to craft compelling brand narratives, forge lasting customer connections, and ultimately drive sustainable growth and success in the dynamic Chinese market and beyond.

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## APPENDIX

### Transcription: Media Operation Managers

**Media Operations Manager 1: Mr. Wang Zhichao**

**Interviewer: Ge Feiyang**

**Time to interview: December 22, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Wang: Young, tech-savvy buyers looking for an affordable, stylish crossover SUV. Key characteristics are appreciation for latest tech features, active lifestyles, and value consciousness.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Wang: We hope to sell 50,000-100,000 units in the first year. Achieving strong sales would validate our product development efforts and boost HAVAL's brand image.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Wang: Highlighting stylish design, tech/connectivity features, versatility for urban life and outdoor activities, and conveying value advantage in the compact crossover segment.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Wang: Offer more powertrain options, add higher-end trims with luxury features, expand smart driver assists and safety tech, refine suspension for better handling and ride comfort.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION?

Wang: Digital-first strategy focused on social media, online video, targeted ads, website optimization, influencers, and leveraging user-generated content. Traditional advertising on TV, radio, billboards used as well. Email, direct mail, events, and dealer partnerships also employed.

Ge: In the media campaign to promote HAVAL JOLION, what do you think is the most effective method?

Wang: Social media and online video campaigns have great potential to engage younger demographics and highlight different features and lifestyle elements.

Ge: What were the main challenges encountered in organizing these campaigns? How did you solve them?

Wang: Limited brand awareness as a newer model, fierce competition in the compact crossover segment, and conveying the value proposition. Clear, consistent messaging and thorough performance analysis helps address these.

Ge: Which selling points and features of HAVAL JOLION do you think are most suitable for promotion through media publicity?

Wang: Modern exterior design, in-cabin tech like large touchscreen and digital cluster, standard advanced driver assists, strengths like cargo flexibility and fuel efficiency.

Ge: How to further expand and strengthen HAVAL JOLION's media influence?

Wang: Expanding social media reach, cultivating more influencers, search/listing optimization, continuous video content creation, targeted paid ads, and PR outreach could broaden media impact.

Ge: How do you measure the success of Harvard Kowloon's media events? What level do most of you currently have (score 1-5)?

Wang: We measure success by the extent to which our events elevate brand awareness, increase engagement, grow the prospect pool, and ultimately translate into sales. We employ sophisticated data analytics to track these metrics and adjust our strategies dynamically. Based on the feedback gathered, the majority rate our media events above 4 out of 5, indicating we're on the right track, and we're constantly looking for ways to push that score even higher.

**Media Operations Manager 2: Mr. Zhao Ze**

**Interviewer: Ge Feiyang**

**Time to interview: December 24, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Zhao: I believe the HAVAL JOLION is most attractive to young professionals and families who are looking for a stylish, functional, and reliable SUV. This target

audience is likely tech-savvy, active, and values innovation. They may also prioritize safety and a comfortable driving experience.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Zhao: While I cannot share specific sales figures, I am confident that the HAVAL JOLION has the potential to be a significant sales driver for Great Wall. Achieving our sales goals would demonstrate the market's positive reception of the JOLION and solidify Great Wall's position as a leading SUV manufacturer. This success would also generate positive brand recognition and potentially lead to increased sales of other Great Wall vehicles.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Zhao: When promoting the HAVAL JOLION and Great Wall brand image, I believe it is crucial to emphasize the following factors:

- \* **Stylish and modern design:** The JOLION's design should resonate with our target audience's desire for a vehicle that reflects their personal style.
- \* **Functionality and versatility:** The JOLION should be portrayed as a vehicle that can adapt to various needs and lifestyles, whether it's commuting to work, running errands, or taking weekend adventures.
- \* **Safety and reliability:** Highlighting the JOLION's safety features and commitment to quality will build trust and confidence in potential buyers.
- \* **Technological advancements:** The JOLION's technological features should be showcased to position it as a modern and innovative SUV.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Zhao: While the HAVAL JOLION is a strong product, there is always room for improvement. We are constantly looking for ways to enhance the JOLION's appeal and competitiveness. Some potential areas for improvement include:

- \* **Expanding the range of available features:** Offering a wider variety of features, such as different trim levels or optional packages, could cater to a broader range of customer preferences and budgets.
- \* **Strengthening the after-sales service network:** Providing exceptional customer service and ensuring easy access to maintenance and repairs will contribute to customer satisfaction and potentially encourage repeat business.
- \* **Continuing to refine the marketing and advertising strategy:** Regularly evaluating and adapting the marketing strategy based on market feedback and performance metrics will ensure we are reaching the target audience with the most effective messaging.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION?

Zhao: We are utilizing a comprehensive media strategy to reach our target audience and generate interest in the HAVAL JOLION. This includes:

\* **Traditional media:** Television and print advertising can reach a broad audience and establish brand awareness.

\* **Digital media:** We are using targeted online advertising, social media marketing, and influencer marketing to engage with our target audience on the platforms they frequent.

\* **Public relations:** Building relationships with media outlets and journalists can generate positive press coverage and reviews.

\* **Events and sponsorships:** Participating in relevant events and sponsorships can help us connect with potential customers and showcase the HAVAL JOLION in a real-world setting.

Ge: In the media campaign to promote HAVAL JOLION, what do you think is the most effective method?

Zhao: It is difficult to pinpoint a single most effective method, as the success of the campaign will depend on a well-coordinated effort across various channels. However, I believe that creating engaging and informative content that resonates with our target audience is crucial. This content could come in various forms, such as video testimonials, social media posts, or interactive online experiences. Additionally, leveraging influencer marketing can be a powerful tool, as partnering with trusted individuals can help us build brand credibility and reach a wider audience.

Ge: What were the main challenges encountered in organizing these campaigns? How did you solve them?

Zhao: Some common challenges encountered in organizing media campaigns include:

\* **Reaching the target audience effectively:** With a vast amount of information competing for consumers' attention, it can be challenging to ensure our message cuts through the noise and reaches the intended audience. We address this by carefully selecting media channels and crafting targeted messaging that resonates with our audience's needs and interests.

\* **Creating engaging and informative content:** Producing content that is both informative and engaging can be difficult. We overcome this challenge by conducting thorough.

Ge: Which selling points and features of HAVAL JOLION do you think are most suitable for promotion through media publicity?

Zhao: "Stylish design: The JOLION's modern and stylish design is sure to turn heads and attract attention.

**Advanced technology:** The JOLION is packed with advanced technology features, such as a 10.25-inch touchscreen infotainment system, a 7-inch digital instrument cluster, and a 360-degree camera.

**Powerful performance:** The JOLION is powered by a 1.5-liter turbocharged engine that delivers 150 horsepower and 210 lb-ft of torque.

**Spacious interior:** The JOLION offers a spacious interior with plenty of room for passengers and cargo.

**Competitive pricing:** The JOLION is priced competitively against other SUVs in its class.

We plan to highlight these features in our media campaign to generate interest and excitement for the JOLION.

Ge: How to further expand and strengthen HAVAL JOLION's media influence?

Zhao: "We plan to expand and strengthen HAVAL JOLION's media influence in the following ways:

Continue to build relationships with media outlets and journalists.

Generate positive press coverage and reviews.

Participate in relevant events and sponsorships.

Create engaging and informative content that resonates with our target audience.

Leverage influencer marketing.

We believe that these efforts will help us to reach a wider audience and build brand credibility for the HAVAL JOLION.

Ge: How do you measure the success of Harvard Kowloon's media events? What level do most of you currently have (score 1-5)?

Zhao: We measure the success of Harvard Kowloon's media events by tracking the following metrics:

**Media coverage:** We track the number and quality of media mentions of our events.

**Social media engagement:** We track the number of likes, shares, and comments on our social media posts about our events.

**Website traffic:** We track the number of visitors to our website who have come from our media events.

**Leads generated:** We track the number of leads generated from our media events.

**Sales:** We track the number of sales generated from our media events.

We currently have a score of 4 out of 5 for the success of our media events. We are confident that we can continue to improve our results by implementing the strategies outlined above.

**Media Operations Manager 3: Mr. Liu Tian**

**Interviewer: Ge Feiyang**

**Time to interview: November 12, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Liu: The HAVAL JOLION is most attractive to mid-segment buyers such as value-conscious individuals, young professionals, and small families who seek style, comfort, and technology at an affordable price.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Liu: Current sales expectations are robust, with growth anticipated as the market expands and the product is refined. Achieving these goals implies increased market share, brand recognition, and financial stability for the company.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Liu: Crucial factors include clear branding, consistent messaging, quality assurance, customer satisfaction, and leveraging positive customer testimonials.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Liu: Enhancements could be made in areas such as fuel efficiency, advanced tech features, customization options, and expanding the dealer network.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION?

Liu: Utilization of a mix of traditional and digital media channels, targeted advertising, social media engagement, influencer partnerships, and interactive campaigns.

Ge: In the media campaign to promote HAVAL JOLION, what do you think is the most effective method?

Liu: The most effective method is likely a combination of targeted social media campaigns, influencer endorsements, and interactive experiences that allow potential customers to engage with the brand.

Ge: What were the main challenges encountered in organizing these campaigns? How did you solve them?

Liu: Challenges included market saturation and differentiating our message. Solutions involved focusing on unique selling propositions of the JOLION and engaging in direct consumer feedback loops.

Ge: Which selling points and features of HAVAL JOLION do you think are most suitable for promotion through media publicity?



Liu: Selling points suitable for promotion include its affordable luxury, safety features, modern design, and smart connectivity options.

Ge: How to further expand and strengthen HAVAL JOLION's media influence?

Liu: To expand media influence, invest in data-driven marketing, collaborate with more influencers, increase presence on emerging social platforms, and create shareable content.

Ge: How do you measure the success of Harvard Kowloon's media events? What level do most of you currently have (score 1-5)?

Liu: Success is measured by engagement rates, media coverage, lead generation, and conversion rates. The current level of success is not provided; however, it would be measured on a scale of 1-5, with 5 being the highest.

#### **Media Operations Manager 4: Miss. Zhu Fei**

**Interviewer: Ge Feiyang**

**Time to interview: January 28, 2024**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Zhu: Ah, the HAVAL JOLION is an absolute gem for young professionals and small families! They're the style-savvy, tech-forward bunch who seek value for money without skimping on quality.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Zhu: We're bullish on the JOLION, anticipating sales figures to soar! Looking ahead, we see it becoming a hot choice in the market. For the company, it's not just a brand elevation but also a solid financial booster.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Zhu: It's all about our brand narrative and customer experience. Every JOLION owner is a walking billboard for our image, and their satisfaction and word-of-mouth are paramount for us.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?



Zhu: There's always room for improvement! We're on a mission to enhance fuel efficiency, pack in more cutting-edge tech, and those touches in customer experience—we're set to make it the market's shining star!

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION?

Zhu: We go all out—social media, offline events, you name it. We especially focus on content marketing, crafting stories that build emotional connections, making JOLION more than just a car, but a lifestyle emblem.

Ge: In the media campaign to promote HAVAL JOLION, what do you think is the most effective method?

Zhu: Nothing beats authentic user stories. We leverage social media story features to amplify our users' voices—this is our most impactful method.

Ge: What were the main challenges encountered in organizing these campaigns? How did you solve them?

Zhu: The fierce market competition makes standing out a tough cookie. But by delving into our target audience and crafting personalized marketing strategies, we turn challenges into opportunities.

Ge: Which selling points and features of HAVAL JOLION do you think are most suitable for promotion through media publicity?

Zhu: JOLION's connectivity, safety features, and that dashing exterior are media darlings. These not only catch the eye but genuinely enhance the quality of life for our users.

Ge: How to further expand and strengthen HAVAL JOLION's media influence?

Zhu: We're planning a bigger push into video marketing and live events, bringing JOLION into everyone's daily grind. Plus, we're eyeing collaborations with influencers across different domains to magnify our reach.

Ge: How do you measure the success of Harvard Kowloon's media events? What level do most of you currently have (score 1-5)?

Zhu: We're data nerds—everything is in the metrics. Engagement levels, social interactions, media coverage, and sales conversions are our key success indicators. As for ratings, I'd personally award our efforts a solid 5—we're brimming with confidence for JOLION's future!

**APPENDIX (Continued)****Transcription: Sales Managers****Sales Manager 1: Mr. Wang Gang****Interviewer: Ge Feiyang****Time to interview: December 20, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Wang: I believe the HAVAL JOLION is most attractive to young professionals and small families looking for an affordable, tech-savvy compact SUV. This demographic values practicality, efficiency, and modern styling.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Wang: Our sales volume expectations for the HAVAL JOLION are approximately 20,000-30,000 units annually domestically. Achieving these sales figures would solidify HAVAL's position in the competitive Chinese SUV market.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Wang: Crucial factors in promoting the HAVAL brand and JOLION include emphasizing its technology, safety features, interior space, and value proposition. Our marketing should highlight the lifestyle versatility of the vehicle.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Wang: Areas for improvement include tweaking the exterior design to appear more upscale and refined. Upgrading certain interior materials and adding more connected tech could also enhance the model. Expanding the engine/transmission options would broaden appeal.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION? For example, what is your approach when it comes to social media marketing, online video campaigns, print advertising, TV commercials, radio spots, out-of-home ads, influencer partnerships, and optimizing the vehicle sales page or listings?

Wang: My media strategy relies heavily on social media engagement with younger demographics. We create video reviews and testimonials to showcase key features.

Search and display ads target our buyer profile. Print ads in lifestyle magazines hit our target. TV commercials will portray the vehicle's use cases. Radio ads will highlight competitive pricing and deals. We also engage influencers to organically integrate the vehicle into engaging content.

Ge: What major difficulties or obstacles have you encountered in storytelling to sell products on media platforms like TikTok and YouTube? How did you solve them?

Wang: The main difficulties with social media storytelling are keeping content concise yet compelling. We brainstorm creative concepts and film professional-quality videos.

Ge: During the sales process, which features of HAVAL JOLION attract customers the most?

Wang: The tech and safety features attract customers the most - things like the advanced driver assists, large touchscreen, and connected services.

Ge: What are the unique advantages of HAVAL JOLION compared to its competitors? Does a media strategy reflecting these advantages help increase sales? How?

Wang: Our key advantages over competitors are the combination of size, features, and price. Promoting via targeted social media ads and influencer partnerships can effectively communicate these advantages.

Ge: What aspects of sales skills do you think need to be strengthened to better promote HAVAL JOLION? And how?

Wang: I think continual sales training on product knowledge and connecting with customers on an emotional level is important. We roleplay common scenarios to improve rapport.

Ge: Which functions and configurations of HAVAL JOLION are most popular among consumers?

Wang: The most popular configurations are the mid-level trims with the panoramic sunroof and driver assist packages.

**Sales Manager 2: Mr. Sun Yue**

**Interviewer: Ge Feiyang**

**Time to interview: December 16, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Sun: HAVAL JOLION appeals primarily to adventurous individuals and young families who appreciate a combination of ruggedness and modern design. These buyers prioritize off-road capability and advanced tech features.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Sun: Our current annual sales target for HAVAL JOLION is set at 15,000 units, with plans to gradually increase to 25,000 units over the next three years. Achieving this goal would strengthen our position in the market and enhance brand reputation, potentially attracting more investment.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Sun: Key factors for promoting HAVAL JOLION and our brand include highlighting the vehicle's off-road capabilities, showcasing its rugged design, emphasizing advanced safety features, and offering competitive pricing. Additionally, eco-friendliness is crucial, given current market trends.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Sun: To enhance HAVAL JOLION, we should focus on refining the suspension for a smoother ride, incorporating more sustainable materials in the interior, and expanding our hybrid or electric options to cater to eco-conscious buyers.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION? For example, what is your approach when it comes to social media marketing, online video campaigns, print advertising, TV commercials, radio spots, out-of-home ads, influencer partnerships, and optimizing the vehicle sales page or listings?

Sun: Our strategy emphasizes immersive online experiences. We engage in interactive social media campaigns, create virtual test drive videos, and leverage augmented reality to let customers explore the vehicle's interior. We're also partnering with eco-influencers to align with our sustainability message. Digital-first strategy focused on social media, online video, targeted ads, website optimization, influencers, and leveraging user-generated content. Traditional advertising on TV, radio, billboards used as well. Email, direct mail, events, and dealer partnerships also employed.

Ge: What major difficulties or obstacles have you encountered in storytelling to sell products on media platforms like TikTok and YouTube? How did you solve them?

Sun: One challenge is balancing authenticity with promotional content. To address this, we've encouraged user-generated content and launched creative challenges on TikTok, allowing customers to tell their own HAVAL JOLION stories. This approach has increased engagement significantly.

Ge: During the sales process, which features of HAVAL JOLION attract customers the most?

Sun: Customers are particularly drawn to the HAVAL JOLION's rugged exterior design, the advanced off-road driving modes, and the intuitive infotainment system with a focus on outdoor adventure apps and navigation.

Ge: What are the unique advantages of HAVAL JOLION compared to its competitors? Does a media strategy reflecting these advantages help increase sales? How?

Sun: Our unique advantage lies in the HAVAL JOLION's exceptional off-road capabilities and its eco-friendly hybrid version. Our media strategy underscores these strengths, showcasing real-world off-road adventures and highlighting the environmental benefits of choosing our hybrid model. This approach resonates with our target audience and has led to increased sales.

Ge: What aspects of sales skills do you think need to be strengthened to better promote HAVAL JOLION? And how?

Sun: Sales teams should focus on deepening their product knowledge, especially regarding off-road features and hybrid technology. Effective storytelling and building emotional connections with customers during test drives will be key to selling the HAVAL JOLION successfully.

Ge: Which functions and configurations of HAVAL JOLION are most popular among consumers?

Sun: The most sought-after configurations are those with the panoramic sunroof for an immersive outdoor experience and the advanced safety package that includes adaptive cruise control and lane-keeping assist.

**Sales Manager 3: Miss. Wu Tingting**

**Interviewer: Ge Feiyang**

**Time to interview: December 19, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Wu: The most attractive buyer group for the HAVAL JOLION is young, urban professionals who are looking for a stylish and practical SUV. They are tech-savvy and value features like connectivity and safety. They are also active on social media and follow trends.

Ge: What is HAVAL JOLION's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Wu: We are expecting to sell 10,000 HAVAL JOLIONS in the first year, and we are confident that we can increase that number to 20,000 in the second year. Achieving these goals would give HAVAL a strong foothold in the growing SUV market and would help to boost our brand image. It would also create jobs and generate revenue for our dealerships.

Ge: In the process of promoting HAVAL JOLION vehicle and brand image, what factors do you think are crucial?

Wu: The most important factors in promoting the HAVAL JOLION are highlighting its stylish design, fuel efficiency, and advanced technology features. We also need to emphasize the value proposition of the HAVAL JOLION, which is a lot of SUV for the money. Building brand awareness through social media marketing and influencer partnerships is also important.

Ge: What room for improvement does HAVAL JOLION have to make the model more perfect and increase sales?

Wu: There are always ways to improve any car, and the HAVAL JOLION is no exception. We are always looking for ways to make the JOLION more fuel-efficient, more powerful, and more technologically advanced. We are also working on expanding our dealership network and improving our customer service.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the HAVAL JOLION? For example, what is your approach when it comes to social media marketing, online video campaigns, print advertising, TV commercials, radio spots, out-of-home ads, influencer partnerships, and optimizing the vehicle sales page or listings?

Wu: We are using a multi-channel approach to promote the HAVAL JOLION. We are active on social media, and we have launched a series of online video campaigns. We are also running print ads and TV commercials. We are working with influencers to promote the JOLION, and we are optimizing our vehicle sales page and listings to make it easier for customers to find the information they need.

Ge: What major difficulties or obstacles have you encountered in storytelling to sell products on media platforms like TikTok and YouTube? How did you solve them?

Wu: One of the biggest challenges in telling stories on platforms like TikTok and YouTube is keeping the audience's attention. We have found that short, engaging videos that focus on the emotional benefits of our products are the most successful. We have also found that it is important to use humor and to feature real people in our videos.

Ge: During the sales process, which features of HAVAL JOLION attract customers the most?

Wu: The features that attract customers the most to the HAVAL JOLION are its stylish design, fuel efficiency, and advanced technology features. Customers also appreciate the JOLION's spacious interior and comfortable ride.

Ge: What are the unique advantages of HAVAL JOLION compared to its competitors? Does a media strategy reflecting these advantages help increase sales? How?

Wu: The HAVAL JOLION has a number of unique advantages over its competitors, including its stylish design, fuel efficiency, and advanced technology features. We believe that a media strategy that reflects these advantages will help to increase sales by making potential customers aware of what makes the JOLION special.

Ge: What aspects of sales skills do you think need to be strengthened to better promote HAVAL JOLION? And how?

Wu: Our sales team is always looking for ways to improve their skills. We are currently focusing on training our salespeople on the features and benefits of the HAVAL JOLION, as well as on how to build relationships with customers. We are also using data analytics to track our sales performance and identify areas where we can improve.

Ge: Which functions and configurations of HAVAL JOLION are most popular among consumers?

Wu: The most popular functions and configurations of the HAVAL JOLION are the sunroof, the heated seats, and the touch-screen infotainment system. Customers also appreciate the JOLION's available all-wheel drive.

**Sales Manager 4: Mr. Zhang Chao**

**Interviewer: Ge Feiyang**

**Time to interview: December 1, 2023**

Ge: Which type of buyer group do you think HAVAL JOLION is most attractive to? What are the characteristics of this type of buyer?

Zhang: The Haval Jolion appeals to young professionals and small families seeking affordability without compromising on modern tech. They prioritize value for money, connectivity features, and fuel efficiency.

Ge: What is Haval Jolion's current and future sales volume expectations? What are the positive implications of achieving this goal for the company?

Zhang: Our current trajectory is promising, and we're expecting a steady increase in sales volume. Achieving this means solidifying our market share, enhancing brand reputation, and ensuring sustainable growth for the company.

Ge: In the process of promoting Haval Jolion vehicle and brand image, what factors do you think are crucial?

Zhang: Brand consistency, clear USP communication, and tapping into the emotive aspect of the buying experience are crucial. We need to resonate with our customers' aspirations and lifestyle.

Ge: What room for improvement does Haval Jolion have to make the model more perfect and increase sales?

Zhang: Fine-tuning our after-sales service, increasing customization options, and integrating the latest AI-driven safety features can make the Jolion irresistible and boost sales.

Ge: How are you utilizing various media channels and strategies to promote awareness and interest in the Haval Jolion? For example, what is your approach when it comes to social media marketing, online video campaigns, print advertising, TV commercials, radio spots, out-of-home ads, influencer partnerships, and optimizing the vehicle sales page or listings?

Zhang: We employ a multi-channel approach with an emphasis on digital platforms. Our social media campaigns are laser-focused on ROI, while we use video campaigns to showcase the Jolion's lifestyle fit. Influencer partnerships are selected based on alignment with our brand values to maximize reach and conversion.

Ge: What major difficulties or obstacles have you encountered in storytelling to sell products on media platforms like TikTok and YouTube? How did you solve them?

Zhang: Crafting a narrative that cuts through the noise was challenging. We focused on creating genuine, relatable stories that resonate with our demographic, encouraging user-generated content to increase authenticity.

Ge: During the sales process, which features of Haval Jolion attract customers the most?



Zhang: Customers are drawn to its advanced infotainment system, stylish design, and the balance of performance with fuel efficiency. These features are often deal-sealers.

Ge: What are the unique advantages of HAVAL JOLION compared to its competitors? Does a media strategy reflecting these advantages help increase sales? How?

Zhang: JOLION stands out with its competitive pricing while offering high-end features. Our media strategy emphasizes this value proposition, showcasing real-world benefits to potential buyers, directly translating to increased sales.

Ge: What aspects of sales skills do you think need to be strengthened to better promote HAVAL JOLION? And how?

Zhang: Our team needs to be adept at consultative selling to better match individual customer needs with JOLION's features. Regular training and role-playing scenarios can help hone these skills.

Ge: Which functions and configurations of HAVAL JOLION are most popular among consumers?

Zhang: The panoramic sunroof, the all-around view monitor, and the adaptive cruise control are highly popular. They add to the JOLION's allure by offering a premium experience at a competitive price point.

**BIODATA**

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