

The Xiaomi Way Customer Engagement Strategies That Built One Of The Largest Smartphone Companies In The World

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

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

Xiaomi creates client loyalty through cocreation

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