

enhance cultural exchanges and facilitate increased commodity sales through the e-commerce platform.

3. Cross-cultural communication can be carried out through the participation of the overseas students of the two countries in short video or live broadcast interaction. As a group of people who are relatively familiar with friendly countries, the overseas students of the two countries can contribute to content creation, which can better stand in the perspective of culture and education, enhance mutual understanding, respect and promote cooperation between the two populations.

With the rapid development of China's economic system, e-commerce, particularly delivery of goods, has established a favorable and efficient operational model. The establishment of the Belarusian National Commodity Pavilion enhances the efficiency of exporting cultural content, promotes cross-cultural understanding, direct presentation of high-quality products to the Chinese consumers, and adds value to enterprises. In the future, we should improve the selection mechanism by optimizing content and leverage digital logistics upgrades to expedite and streamline trade flows between both countries. This will further facilitate economic development and promote harmonious growth along a new Silk Road while improving the happiness index for both nations.

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## **DIGITAL MARKETING COMMUNICATIONS ON THE EXAMPLE OF HUAWEI AND XIAOMI COMPANIES**

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**Summary.** *This article aims to provide a comprehensive analysis of the digital marketing strategies employed by two prominent technology companies, Huawei and Xiaomi. Utilizing a comparative framework, the study evaluates the similarities and differences in their digital marketing approaches, highlighting key aspects such as social media presence, content marketing, influencer collaborations, and customer engagement.*

In today's globalized marketplace, digital marketing plays a critical role in promoting brands, engaging with consumers and gaining a competitive edge [1 p. 359]. Social Media Presence. One discrepancy is that Xiaomi has a larger follower base across most platforms, suggesting a potentially stronger online presence when compared to Huawei. Xiaomi also places a greater focus on creating a sense of community and fostering brand loyalty through interactive posts, contests, and user-generated content.

Content Marketing. Huawei and Xiaomi are two Chinese smartphone manufacturers that have gained significant traction in the global market. Both companies have implemented effective content marketing strategies to engage their target audience and build brand awareness. Both Huawei and Xiaomi create a wide

range of content to cater to their audience's preferences. Influencer Collaborations. Both Huawei and Xiaomi have effectively leveraged influencer collaborations to drive brand awareness, reach new audiences, and enhance consumer trust. They carefully select influencers based on various criteria such as their level of influence, relevance to their target audience, and alignment with the brand's values. The impact of influencer marketing campaigns on audience engagement has been significant for both brands. By leveraging the trust and credibility of influencers, Huawei and Xiaomi have successfully expanded their reach and connected with new audiences. Customer Engagement. Huawei and Xiaomi, two leading players in the smartphone industry, have adopted various strategies to engage with their customers and enhance their satisfaction and retention levels: chatbots, feedback mechanisms, personalized experiences, customer service. The impact of these tactics on customer satisfaction and retention will depend on the execution and overall customer experience [2, p. 365].

Recommendations for Huawei and Xiaomi companies to enhance their digital marketing strategies:

1. Influencer marketing: collaborating with relevant influencers and opinion leaders can expose Huawei and Xiaomi to new audiences and build credibility. Identifying trustworthy and influential individuals in the tech industry and leveraging their reach and expertise can help promote brand awareness and product adoption.

2. User-generated content: encouraging customers to share their experiences and opinions about Huawei and Xiaomi products. By implementing user-generated content campaigns, such as contests and testimonials, both companies can leverage the power of social proof to boost brand reputation and encourage potential buyers.

3. Enhanced customer support: investing in digital customer support channels, such as chatbots and online forums, to provide convenient and timely assistance to customers. This will enhance customer satisfaction and loyalty, leading to positive word-of-mouth and repeat purchases.

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