

# Htc and social media case study examples

[Business](#), [Marketing](#)



## **Introduction**

HTC is an acronym for HI Tech Computer Corporation. It is a technological company based in Taiwan and focuses in the manufacture of Smartphone devices. Traditionally, HTC used to center in production of commodities and then brand them codenames such as “ hermenes” and the likes. They would eventually sell the finished products to established telecommunication companies. Some of the companies that HTC traded with include I-mate, T-mobile, and Orange amongst others. However, since 2006, HTC started offering products under their own brand name. HTC is famous in Asia, Europe, and North America. This paper aims to explore HTC marketing strategy of using social media as an advertising tool as well as the strengths and weaknesses that come with this method (HTC, 2012).

## **Current Market Situation**

In the United States, HTC has come in as a strong player in the Smartphone industry. In the recently released Smartphone market share report, HTC edged over Samsung and Apple. HTC garnered control of 24 percent of the market share in 2011. The cutthroat competition in Smartphone business do not allow HTC to sit pretty. Apple has announced that they are manufacturing a new i-phone called 4s. Samsung has also announced that they will introduce new smart phones. These developments indicate that HTC will witness flat sale through 2012 or even possible reduction in sales. HTC aims to garner 50 percent of brand awareness by the end of 2012. Some of the methods that the company intended to apply included media

advertisement, online adverts, increasing the number of kiosks as well as embarking on comprehensive social media strategy (Tobias, 2010).

## **Marketing Strategy**

HTC aims to reach its online customer base by employing online media.

Because the majority of the target market is online, HTC believe that online marketing would be an effective method of reaching its customer base.

Because of the influence of the social media in the net, HTC aims to use social media as an effective way to gain exposure and brand recognition to a highly target market segment. HTC uses common social networks such as Facebook, Twitter, and YouTube amongst others. Some of the reasons why HTC uses social media are because social media groups such as Facebook enables HTC to target specific users by age, interests, location and education level. By using Facebook pages, HTC would be able to pin point target market s through Facebook adds as relatively cheaper and more efficient ways than using television adds (Kleinmann, Tobias, et al, 2010).

Social media also have the advantage of creating trust between customers and business. By sharing information and interacting online, a HTC will be able to build a network of trust with its social media network. The trust will be enhanced with HTC's capacity by viewing applications such as likes (Facebook), comments, and posts on HTC's social page. In addition to building social network, social media are a informative in spreading the word of mouth about new technologies across the globe. Users of the social media sites can take the picture of new smart phones, comment about new technologies, or write criticism about new phones. The social media's ability

to connect people would be the strongest and cheapest method that HTC can use to expand its international connection and market (HTC, 2012).

In addition to increasing market base and serving as a promotional tool, the social media are a valuable tool for improving workers relations. Social media allow for workers to communicate internally about business issues as well as outside business thereby creating teamwork. In addition, workers can stay in touch with old customers that can make it possible to acquire new customers. Moreover, workers can be useful in acquiring new markets for the firm across the world using their online friends (HTC, 2012).

## **Weaknesses**

Opponents of Social media as promotional tools have cited the inability to control or measure return on investment as some of the obstacles to its effectiveness. Because social media are a free highway, individuals can freely post comments on the company's page, which can be detrimental or injurious to the company.

## **Implementation and Measurement**

Social Media has made it possible for open communication between HTC and its customers. Because of social media, HTC customers can complain online and channel their complaints as a group or as individuals. HTC makes use of applications such as twitter' s (Customer Relationship Management). CRM allows HTC to communicate directly with its customers and resolve any standing disputes.

In case a customer is dissatisfied, HTC' online representative can be handy to respond to the customer's need. This whole process could take less than

five minutes, and the customer would be satisfied. In addition, the conversation is saved, and other company officials can be able to trace the history just in case something goes wrong.

## **Conclusion**

The most crucial aspect of marketing is ensuring that there is the availability of the product to all the clients who want it. This means that the consumer can easily find HTC products whenever they want it. Using social media will make it possible for the company to acquire low levels and mid level income earners like college students and young adults. The social media will present a detailed analysis on where the products can be available such as local kiosks, shopping malls and other HTC dealers. Place marketing mix should market the product by always being available to the relevant consumers. The main tool HTC is the creation of awareness of a new product or one that has been in existence but has in the lost marketability in the past. In business, promotion of products regardless of age in the market is particularly beneficial. With this, there are various reasons that come with it including the creation of awareness in new products, increase in demand, positioning, competition outperformance, and establishment of brand equity. Social media will be an instrumental tool in realizing these goals.

## **Works Cited**

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