Research on Profit Maximisation of Product Marketing Based on Online Social Networks in the Context of Globalisation

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Abstract. With the expansion of global markets and the rapid development of digital technology, companies are increasingly aware of the importance of online social networks as an effective marketing channel. This paper aims to explore how product marketing based on online social networks can maximise profits in a globalised context. By analysing the culture, consumption habits and needs of the target market, this study selects the appropriate social media platform and develops a personalised marketing strategy. Brand building and user interaction become key factors in enhancing product awareness and user loyalty. In addition, guided user-generated content and collaboration with influencers are effective ways to increase product exposure and word-of-mouth effects. Through data analysis and optimisation strategies, companies can continuously improve their marketing campaigns and increase ad conversion rates and sales. The case study analysis verifies the effectiveness of online social network-based product marketing for maximising profits. The findings suggest that marketing strategies that make full use of online social networks in a globalised context can help companies stand out in a highly competitive market and achieve greater business success. Future research should further explore new trends and innovative strategies in globalised product marketing in order to adapt to the changing market environment.

Keywords: Globalisation, Online Social Networks, Product Marketing, Profit Maximisation

1 Introduction

With the rapid growth of globalisation and the rapid spread of digital technology, companies are facing increasingly fierce competition in the global marketplace[1]. Online social networks have become an important marketing channel, providing companies with the opportunity to interact directly with global consumers and communicate their brand image and product messages[2] . In this global context, how to effectively utilise online social networks to maximise product marketing profits has become a key issue for companies to address. This study aims to explore how online social network-based product marketing can maximise profitability in a globalised environment. We will focus on the following key elements: target market analysis[3] , social media strategy, branding, guided user-generated content, social advertising and influencer marketing, and data analysis and optimisation strategies. By delving

into these elements, we will explore how to precisely target products in global markets, communicate effectively with consumers of different cultural backgrounds and consumption habits, and maximise the potential of online social networking platforms.

2 Product Marketing in a Globalized Perspective

2.1 Global Market Trends and Opportunities

As globalisation advances, the scope of markets is no longer confined to national borders, but extends globally. This has brought about many opportunities and trends that have had a profound impact on product marketing. Emerging markets are experiencing rapid economic growth, increased consumer purchasing power and growing demand for products. Companies can access these markets and open up new business opportunities through online social networks. Consumer demand for personalised and customised products is increasing. Online social networks offer the opportunity to interact directly with consumers, enabling businesses to better understand their needs and tailor their products to their preferences. The growing and pervasive digital infrastructure worldwide provides a broader platform for the use of online social networks[4] . Consumers are able to access and engage with social media more easily, thus increasing opportunities for product marketing.

2.2 The Importance of Social Networks in The Global Marketplace

Online social networks have become an important part of people's daily lives and play a vital role in marketing products in the global marketplace. Social networking platforms have a large user base that spans across different countries and regions. By leveraging the user base of social networks, companies can reach potential customers and promote their products on a global scale. Online social networks provide a direct channel of interaction with users, allowing companies to communicate and provide feedback to consumers in real time. This interaction can increase user engagement and loyalty to products, which in turn increases sales and profits[5] . User-generated content and word-of-mouth on social networks can have a significant impact on the promotion of a product. Consumers are often more likely to trust recommendations from peers or opinion leaders, and spreading positive word-of-mouth through social networks can increase brand awareness and product sales.

$$\mathrm{X}_0 = LB + \mathrm{rand}(UB - LB) \tag{1}$$

where LB and UB denote the upper and lower bounds of the individual, respectively, and rand is a random number between [0,1].

$$\begin{cases} \mathrm{X}_{inew} = X_k + rand(-1,1)*R \\ R = rand(0,1)*r \\ r = X_j - X_i \end{cases} \tag{2}$$

where X_j is a randomly chosen conversation partner and R is the imitation effect.

In social networks, users can interact virtually and talk about different issues.

$$\begin{cases} \mathrm{X}_{inew} = X_k + R \\ R = rand(0,1) * \mathrm{D} \\ \mathrm{D} = \mathrm{sign}(f_i - f_j) * (X_j - X_i) \end{cases} \quad (3)$$

Here, X_k is a randomly selected conversation partner, R is the chat effect, and different views can produce different feedback effects. sign is the sign function, and f_i, f_j correspond to the individual's fitness value, respectively.

Fig. 1. Social Media

2.3 Product Positioning and Pricing Strategies in A Global Perspective

In the global marketplace, different countries and regions have different cultural backgrounds and values. Companies need to take these cultural differences into account when developing product positioning strategies to ensure that products are tailored to the needs and preferences of local consumers. For example, aspects such as product appearance, packaging, colours and flavours may need to be adapted to suit consumers in different cultural contexts. Consumers' needs and consumption habits for products also vary across countries and regions. Companies need to use market research and data analysis to understand consumer behaviour and preferences in their target markets in order to position their products according to the needs of different markets. This may involve the adaptation of product features, the provision of customisation options and the design of marketing campaigns tailored to the needs of local consumers.

Pricing is one of the key considerations in product marketing. In a global market, companies need to develop an appropriate pricing strategy based on the economic conditions of the target market, the competition and the ability of consumers to pay. Sometimes, companies may need to adopt a differentiated pricing strategy, adjusting to the price sensitivity and competitive conditions in different markets. It is also important to take into account the impact of exchange rate fluctuations and logistics costs.

3 Product Marketing Strategies Based on Online Social Networks

3.1 Guiding User-Generated Content and Word-of-Mouth Marketing

Online social networks create a wide space for users to communicate and interact, and companies can use this platform to guide user-generated content and drive word-of-mouth marketing. Encourage users to engage and generate product-related content by designing interesting and compelling activities or challenges. This can include users sharing photos, videos, ratings, reviews, etc. of their use of the product. Companies can offer rewards, promotional offers or special recognition on social media to motivate users to participate. Create product-related communities or forums where users are encouraged to share their experiences of using the product, exchange experiences and support each other. Such a platform can facilitate interaction and information sharing between users, while strengthening their engagement and loyalty to the product. Actively follow user reviews and recommendations of products on social networks, respond to user feedback and spread positive word-of-mouth. Companies can work with opinion leaders, bloggers or influencers on social media and invite them to share and recommend products, thus expanding the awareness and influence of their products.

3.2 Social Advertising and Influencer Marketing

Online social networks offer opportunities for advertising and working with influencers, which can help companies to effectively promote their products in the global marketplace. Take advantage of the ad targeting features offered by social networking platforms to precisely target ads to specific target markets and audience groups. Improve the effectiveness and click-through rate of your ads by segmenting user characteristics, interests, geographic location and other factors. Find influencers with influence and following on social networks and work with them to promote products. By building relationships with influencers, companies can leverage their influence and fan base to increase brand exposure and product promotion. On social networks, creative and story-based advertising is more likely to attract the attention and interest of users. By designing engaging advertising ideas and storylines, users will stop, interact and emotionally resonate with the ads as they browse social media.

Argument is a state in which users explain their view of an event to others and defend their viewpoint. In this case, the user will see a different point of view to others and may be influenced by the reasons expressed.

$$
\begin{cases}
X_{inew} = X_i + rand(0,1)*(M - AF*X_i) \\
M = \dfrac{\sum_r^{N_r} X_t}{N_r} \\
AF = 1 + round(fand)
\end{cases}
\tag{4}
$$

where M is the average of the positions of the users in the comment section or fan support group, and AF is the permission factor, which indicates the level of agreement of a user on an issue and has a value of 1 or 2.

3.3 Data Analysis and Optimisation Strategies

Data analysis and optimisation strategies play a crucial role in marketing products based on online social networks. Through in-depth analysis of data, companies can understand user behaviour, market trends and marketing effectiveness, and thus optimise their product marketing strategies. With the data analysis tools provided by social networking platforms, companies can understand users' behavioural habits, interests and engagement levels on social media. This data helps companies to understand how users react and engage with their products and thus optimise their product positioning, content creation and promotion strategies. By monitoring and analysing topics, hot events and user discussions on social networks, companies can identify market trends and changes in consumer demand. This helps companies to adapt their product positioning, content strategy and marketing campaigns to meet the changing market and user needs. By tracking key metrics such as click-through rates, conversion rates, engagement and sales data, companies can evaluate the effectiveness and returns of their product marketing campaigns. This helps to identify which marketing channels and strategies are most effective, and which need to be improved and optimised.
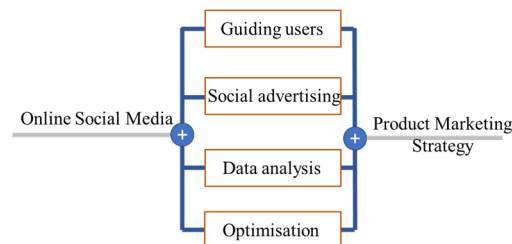

Fig. 2. Key strategies for product marketing

4 Case Study

XYZ Company, a multinational consumer electronics company, decided to use online social networks to market its products on a global scale in order to increase market share and maximise profits.

4.1 Cultural Adaptability

Fully aware of the cultural differences between different countries and regions, Company XYZ has focused on cultural adaptation in their product positioning. For example, in the Asian market, they focus on the colour and appearance of their products to cater for local consumers' preference for auspicious colours and good looks. In the European market, they focus more on the high-end and fashionable feel of their products. By targeting the cultural differences in different markets, XYZ is able to better meet the needs of consumers.

4.2 User-Generated Content and Word-of-Mouth Marketing

XYZ Company encouraged users to generate product-related content on social networks. They organised a series of fun challenges, encouraging users to share photos and videos of themselves using the products and inviting them to participate on social media using specific

hashtags. This not only increased user engagement but also helped to expand the word-of-mouth effect of the product.

4.3 Social Advertising and Influencer Marketing

XYZ Company uses the ad targeting features offered by social networking platforms to target ads according to the characteristics and preferences of consumers in different regions. At the same time, they work with local influencers, inviting them to promote the products on social media and share their own experiences of using them. This helps to increase the exposure and reach of the products.

5 Conclusion

This paper examines strategies and methods for promoting products in a globalised market using online social networks by studying profit maximisation in online social network-based product marketing in a globalised context. The rise of online social networks has opened up tremendous opportunities for companies to make product marketing more precise, interactive and global. In a globalised context, companies need to gain a deeper understanding of market trends, cultural differences and consumer needs in different countries and regions. Through guided user-generated content and word-of-mouth marketing, companies can leverage user engagement and sharing to expand product awareness and word-of-mouth effects. Meanwhile, social advertising and influencer marketing can increase product exposure and reach through targeted placement and co-op promotions. However, in a globalised market, companies also face challenges and competition. Therefore, continuous innovation, market monitoring and strategy adjustment are essential. Companies need to constantly improve their products, pay attention to user feedback and optimise their marketing strategies in order to maintain a competitive edge and achieve long-term profitable growth.

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