

Original Paper

The Integration of Traditional Channels with Emerging Marketing Channels, Taking Samsung as an Example

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Abstract

This article analyzes the characteristics and pros and cons of traditional and emerging marketing communication channels, such as the wide reach of traditional channels and the strong interactivity of new digital channels. Methods to improve efficiency include precise targeting, multi-channel integration, data-driven optimization, and content innovation. Taking Samsung as an example, through precise targeting of the consumer group, integration of online and offline channels, using data to optimize promotion strategies, and combining innovative content, the company successfully shaped its brand image and expanded its market share. The purpose of this article is to provide a reference for companies to efficiently use marketing communication channels in the international market.

Keywords

Marketing channels, Digital marketing, International marketing, Channel integration

1. Introduction

In the global technology market competition, Samsung has secured a leading position through the clever use of traditional and emerging marketing channels. In terms of traditional marketing, Samsung engages in global advertising campaigns, showcasing its innovative products to a worldwide audience through internationally renowned media platforms such as CNN and BBC, establishing a high-end technological brand image. The company actively participates in international electronics exhibitions, where it displays the latest products and technologies, attracting global industry attention and building close partnerships with distributors from various countries. Leveraging its offline channels, Samsung distributes its products to retail outlets around the world. In terms of emerging marketing, Samsung fully utilizes social media platforms. It posts product information, creative advertisements, and user

stories on Facebook, X, and other platforms to engage and interact with fans globally. Through search engine marketing and optimizing keyword strategies, Samsung ensures its product information is prominently displayed when consumers search for related products. Samsung precisely targets its marketing strategies according to the characteristics of consumers in different countries and regions. In the European and American markets, it focuses on product innovation and performance promotion; in the Asian market, it integrates local cultural elements into marketing campaigns, providing an excellent example of international marketing for the company.

2. Literature Review

2.1 Emerging Marketing Drives Brand Revival

In the current era where the digital wave is sweeping across the globe, marketing strategies in the business sector are undergoing a profound and continuously evolving innovation and diversification. This transformative force, like the gentle spring rain, has opened new opportunities for the revival and market promotion of many traditional brands. Against this backdrop of the times, if traditional brands wish to rejuvenate, they must break through the inherent barriers of traditional marketing models and actively integrate with modern digital marketing strategies. Only by doing so can they etch a deeper brand impression in the hearts of consumers, recapture the attention of the general public, and effectively enhance brand recognition, thus gaining a solid foothold in the fierce market competition (Mao et al., 2024).

2.2 New Channel Marketing Opportunities and Challenges

As the pace of digital transformation accelerates, the mode of interaction between brands and consumers has undergone a fundamental change. Big data technology has spread rapidly and unprecedentedly, acting like a magical key that opens a new window for brands to understand the market, granting them unprecedented market insight. At the same time, big data technology has greatly expanded the boundaries and possibilities for innovation in marketing methods, giving brands a much broader space to maneuver in the marketing field. However, everything has two sides, and while brands enjoy the many conveniences brought by digital marketing, they also inevitably encounter a series of challenging issues. For example, as the volume of data grows exponentially, the difficulty of information processing increases dramatically, making it a challenge to extract valuable information from a vast sea of data; consumer needs are increasingly diverse, making it difficult to accurately target consumer demands and difficult for brands to precisely meet consumers' personalized requests; competition in the market is becoming more intense, with many brands vying for attention, making it harder to create brand differentiation and stand out in the market; furthermore, marketing channels in the digital age are emerging like bamboo shoots after a rain, which, although providing brands with more options, also bring increased complexity in integration and management, requiring brands to spend a great deal of effort to coordinate and optimize various channels (Liu et al., 2024).

2.3 Enterprises Achieve Development through Digitalization

In this era of sweeping changes, if a company wishes to survive and grow, it must adapt to this trend with agility, fully utilizing the numerous opportunities brought by the development of the digital economy, and vigorously promoting the digital transformation of marketing. Only by doing so can a company accurately meet the increasingly diverse and personalized needs of users in the digital age, fully tapping into the vast potential of digital marketing in promoting products and services. During this transformation process, companies need to pay close attention to the digital characteristics of user behavior, make full use of big data analytics and artificial intelligence technologies to achieve precise marketing and personalized services, and provide customers with tailor-made product and service experiences. At the same time, companies also need to strengthen interaction and communication with consumers, actively using digital channels such as social media and mobile applications to build a closer communication bridge with consumers, thereby establishing more solid customer relationships and effectively enhancing customer satisfaction and loyalty. By implementing these measures, companies can maintain a leading position in the fierce competition of the digital economy era and achieve the grand goal of sustainable development (Fu et al., 2024).

3. Analysis of Samsung's International Marketing Strategy

Against the backdrop of rapid global market development, Samsung, as one of the tech giants, demonstrates strong market performance and competitive advantages through its outstanding international marketing strategies. The "PEST Analysis" method can effectively analyze Huawei's current situation in the international market. This method focuses on three dimensions: Political, Economic, and Social, providing a framework for a comprehensive understanding of Samsung's market environment.

3.1 Political Environment

In the process of entering international markets, Samsung faces the policies and regulations of different countries. Its business expansion overseas is regulated by various cyber security laws. Despite this, Samsung has established deep cooperative relationships with governments and telecommunications operators in various countries, fully utilizing intergovernmental cooperation agreements and technological exchanges to ensure the compliance of its products and services as well as its market share. Therefore, Samsung exhibits strong adaptability and flexibility in the global supply chain, effectively reducing the potential risks of policy changes and enhancing its market competitiveness.

3.2 Economic Aspects

Samsung's global development has benefited from the vigorous growth of the global telecommunications industry in recent years. According to the report of the "International Telecommunication Union (ITU)," the global mobile communications market continues to expand, providing a solid foundation for the demand for Samsung's products. Samsung's market share has

increased year by year, becoming an important force in driving market development, and this economic strength has laid the foundation for the shaping of its international brand image.

3.3 Social and Cultural Factors

Samsung's brand communication strategy places great emphasis on localization, adjusting market strategies according to the cultural characteristics of each country. Samsung's advertising and promotional activities in different countries usually incorporate local culture and consumer habits, enhancing the brand's affinity. For example, in the Middle East market, Samsung collaborates with local enterprises to host green communication conferences, showcasing its efforts and achievements in the field of sustainable development, and strengthening consumers' identification with the brand. In the context of the constantly evolving global market landscape, Samsung has proposed and implemented a series of customized strategies to adapt to the market needs of different countries and regions, enhancing the competitiveness of its international marketing. The core of this strategy lies in fully understanding and segmenting target markets, analyzing cultural differences, consumer behavior, and purchasing decision-making processes in various markets, thereby formulating promotion plans that align with the characteristics of the local market.

4. Opportunities and Challenges of Samsung

Samsung is a globally recognized technology brand known for its high-quality and diverse range of electronic products, including smartphones, tablets, and televisions. Through aggressive marketing strategies, the company has established a brand image that leads in technology and excels in quality. Samsung's business is extensive, particularly in the electronics sector, with a complete industrial chain from semiconductor chips to consumer products. This diversification reduces business risks and promotes synergies between different business areas. The company has a large professional R&D team and global research centers, maintaining a leading position in key technological fields. In addition, Samsung has large-scale, highly efficient production and manufacturing facilities and technologies that reduce production costs, increase efficiency, and ensure the stability and consistency of product quality. Advanced manufacturing technologies also support the rapid mass production of new products, helping Samsung quickly capture market share.

As a global brand with impressive achievements, Samsung also faces some issues. The company invests heavily in R&D and production, such as in high-end chip manufacturing and screen development. This leads to high product costs, with prices for high-end products like the Galaxy series often higher than those of competitors. In the mid-to-low-end market, the cost disadvantage is even more pronounced, facing price shocks from brands like Xiaomi and Realme, impacting market share expansion. In core business areas like smartphones, despite Samsung's continuous innovation, the market is highly competitive, and product features and designs are easily imitated. For example, full-screen displays and high megapixel cameras have narrowed the differences between brands, and when choosing, Samsung's unique advantages are no longer prominent, weakening the brand's

differentiation competitiveness. In some emerging markets, due to cultural, consumption habits, and economic level differences, Samsung's product promotion encounters obstacles. For instance, in India, local consumers are price-sensitive and prefer high feature phones and entry-level smartphones. Samsung's high-end product strategy has not fully considered this demand, and its market share lags behind local and Chinese brands. Samsung has many patents in the electronics field but is also frequently involved in patent litigation. Disputes with companies like Apple consume a lot of manpower, material, and financial resources, diverting corporate resources and affecting business progress and brand image, especially in international markets, potentially limiting product sales and market positioning.

In the current market environment, there are many opportunities for development. The economic development of developing countries is driving a surge in demand for electronic products. Samsung can leverage its brand and product advantages to penetrate markets in India, Southeast Asia, and others by launching cost-effective products and building localized networks. At the same time, it can explore niche markets such as rural areas and the elderly, developing targeted products. With the popularization of 5G, Samsung, as a communication and smartphone manufacturer, can launch high-performance 5G devices to enhance user experience. In the Internet of Things (IoT) field, leveraging its technological advantages, Samsung can deploy smart home, wearable, and industrial IoT devices to capture market share. As consumer awareness of environmental protection increases, Samsung can increase the research and application of environmentally friendly materials, developing green, energy-efficient, and recyclable electronic products to meet environmental needs and enhance its brand image. It can also provide smart energy management solutions to help businesses and families efficiently manage energy, achieving business growth.

The upgrading of consumer spending power is increasing the demand for high-end electronic products. Samsung can deepen its presence in the high-end market by enhancing product performance and quality through technological innovation. At the same time, by utilizing its manufacturing capabilities, it can offer personalized customization services to meet consumers' unique needs, enhancing loyalty.

Although Samsung is developing rapidly, it still faces threats from various aspects. In the smartphone sector, Apple competes in the high-end market with its ecosystem and brand, while Chinese brands like Huawei, Xiaomi, and Vivo are rising. Huawei leads in 5G and imaging technology, while Xiaomi and Vivo rely on cost-effectiveness and marketing to capture mid-to-low-end and overseas market shares. In the home appliance market, LG is a strong competitor in South Korea, and Chinese brands like Haier and Midea are squeezing Samsung's market space globally with their cost, supply chain, and marketing advantages. Semiconductor technology is rapidly evolving, with TSMC leading and Intel catching up. If Samsung lags in research and development, it will affect its chip manufacturing advantages and the supply of core components for its products. Emerging technologies such as foldable screens, quantum computing, and artificial intelligence are developing rapidly. If Samsung cannot integrate these technologies in a timely manner, it risks falling behind in the competition. Trade frictions continue,

such as the US-China trade dispute, which increases the cost of Samsung's products due to tariff hikes, weakening competitiveness and affecting market expansion and investment in some countries. At the same time, stricter environmental policies require Samsung to invest more to meet standards, or else face the risk of product bans, damaging profits and image. Consumer demand for electronic products is changing rapidly, and if Samsung cannot promptly grasp the needs for appearance, functionality, and experience, it risks product unsold. Moreover, in an era of rapid information dissemination, negative events like the Note 7 explosion can easily attract public attention, damaging the brand image and affecting consumer purchasing intentions.

5. Analysis of Samsung's Successful Marketing Cases

5.1 Case of Samsung Indonesia's Precise Marketing Collaboration with Blibli

The Indonesian market demonstrates huge development potential. However, Samsung Electronics' marketing performance on Blibli, an online retail platform in Indonesia, was not satisfactory. To improve this situation, Samsung Electronics planned to launch its latest flagship smartphone during Blibli's anniversary celebration and set an ambitious goal of achieving an advertising return on investment three times that of regular marketing campaigns.

Samsung Electronics first partnered with the local agency Mindshare Indonesia. Using demand - side platform technology, it placed display ads in the open internet advertising ecosystem and the Indonesian GDP network to attract potential customers to visit the Blibli store. In addition, by integrating diverse data resources, it precisely defined and constructed customized target audience groups. Meanwhile, a closed - loop monitoring plan was adopted to connect ad placements with actual sales results on the Blibli platform, analyze the correlation between advertising effectiveness and sales performance in real - time, and dynamically adjust marketing strategies accordingly.

Results and Impact: Samsung Electronics achieved a remarkable advertising return on investment for all product models in the Blibli store, reaching 11.2 times, which is 56% higher than the overall average ROAS of the event. At the same time, sales increased significantly by 154%. This case not only set a new benchmark for Samsung Electronics to implement more precise marketing strategies in the Indonesian market but also provided valuable experience for marketing innovation in other regions.

5.2 Case of the Collaboration between Samsung Galaxy S24 Series and Nanjing Hongshan Forest Zoo in China

During the launch of the Galaxy S24 series, in order to conform to the social trend of emotional marketing, shorten the distance from consumers, showcase the AI functions of the new products, and convey the brand's positive fulfillment of social responsibility and sustainable development values, the following strategies were adopted:

Content Creation: Samsung combined the functional features of the new mobile phones with the star animals in Hongshan Zoo and released a series of videos. These videos vividly demonstrated the AI

functions of the new products and skillfully integrated the demonstration of AI technology with heart - warming zoo stories.

Spring Festival Marketing in China: During the Chinese Spring Festival, Samsung released New Year's couplets and red envelope covers and other Spring Festival - related items of Hongshan Zoo, launched co - branded dynamic red envelope covers and Moments ads, integrated into the festival atmosphere, and conveyed warm and positive brand messages. It also invited celebrities and KOLs to participate in the "Encountering AI at Hongshan Zoo" pop - up store event, designed interactive sessions such as Dudu's AI Zumba Dance and Fubao's AI Emotional Stability Class, allowing visitors to experience the AI functions of the S24 mobile phone during the interaction. Creative giants of Hongshan Zoo were exhibited in the 798 Art District, attracting netizens to check in. On May 20th, a limited - edition gift box of Nanjing Hongshan Forest Zoo was launched, increasing the emotional added value of the product.

Results and Impact: The Weibo topic #Samsung Adopts the Capybara# accumulated a reading volume of over 140 million and an interaction volume of over 570,000. This collaboration has sparked extensive discussions and positive responses on social media, effectively reaching and stimulating the participation enthusiasm of the young consumer group, and strengthening the fashionable and technological image of the Samsung brand.

6. Ways Samsung Improves Sales and Development Suggestions

6.1 Online Channels

Optimize the official website and e-commerce platforms to ensure a clean interface and easy operation, providing detailed product information and user reviews. Strengthen cooperation with mainstream e-commerce platforms such as JD.com, Taobao, Suning, etc., to secure more resource positions and promotional support. Optimize store pages and product displays to improve the conversion rate of online sales. Use social media platforms like WeChat, Weibo, Douyin, etc., for product promotion and brand publicity. Attract user attention by posting interesting and creative content, and increase user stickiness through interactive activities. In addition, collaborate with well-known tech bloggers and influencers for product reviews and recommendations to enhance product exposure. Use big data analysis to understand user purchasing behavior, preferences, and needs, achieving precise push notifications and personalized recommendations. Develop targeted marketing strategies and promotional activities based on the characteristics of different user groups to improve marketing effectiveness and user satisfaction.

6.2 Offline Channels

Optimize the layout of physical stores, reasonably arranging the location and scale of stores based on market demand and consumer spending power in different regions. Open flagship and experience stores in the core business districts and shopping malls of first and second-tier cities to showcase the latest products and technologies; in third and fourth-tier cities and rural areas, cooperate with local

distributors to expand the sales network and increase product coverage. Improve the quality of service in offline stores, strengthen staff training to enhance their professional quality and service awareness, and provide professional product consultation and advice to consumers. At the same time, optimize the shopping environment of the stores, offer a comfortable experience and convenient after-sales service, increasing consumer purchase intentions and loyalty. Carry out offline promotional activities, combining holidays, new product launches, etc., to hold promotional activities in physical stores, such as discounts, buy-more-reduce-more, gifts, etc. In addition, organize offline experience and theme activities to attract consumers to participate, increasing store traffic and sales.

6.3 Operator and Partner Channels

Establish long-term and stable cooperative relationships with major telecom operators, jointly launching customized products and packages to meet the business needs of operators and the personalized needs of users. Expand the sales scope and market share of products through the operator's channel advantages. Expand partner channels, establish extensive cooperative relationships with home appliance chains, digital product distributors, enterprise customers, etc., to expand sales channels. Collaborate with partners on market promotion activities, sharing resources and strengths to achieve mutual benefit and win-win results.

6.4 Emerging Channels

Layout smart home and Internet of Things markets, leveraging advantages in electronic and communication technologies to actively enter the smart home and Internet of Things markets, launching related products and solutions. Collaborate with real estate developers, home renovation companies, etc., to incorporate Samsung's smart home products into overall home solutions, expanding sales channels. Explore live streaming sales and community marketing, try cooperating with famous hosts for live streaming sales, showcasing product features and characteristics through live streaming, answering consumer questions, and promoting product sales. At the same time, use community marketing to build brand fan groups and user communities, interact and communicate with users, and increase user engagement and loyalty.

7. Conclusion

This article conducts a multifaceted analysis of Samsung's marketing strategies. Samsung actively responds to the political, economic, and socio-cultural environments. Politically, it adapts to regulations in various countries and collaborates with governments and operators to ensure market share; economically, it benefits from the growth of the global telecommunications industry; culturally, it focuses on localization and tailors strategies according to the cultural characteristics of each country. Despite advantages in branding, the supply chain, and technology, Samsung faces numerous challenges. High costs make it vulnerable to price shocks in the mid-to-low-end market, product differentiation competitiveness is affected by fierce competition and imitation, the promotion in emerging markets is hindered by cultural differences, and it is deeply involved in patent litigation. However, there are

opportunities for growth, such as the increasing demand in developing countries, the development of 5G and the Internet of Things, environmental trends, and the trend towards consumption upgrades. To increase sales, Samsung can utilize various channels. Online, it can optimize its official website and e-commerce platforms, use social media and big data; offline, it can improve store layout and services, carry out promotional activities; expand operator and partner channels; and explore new channels such as smart home and Internet of Things, live streaming, and community marketing. Thank you to mentor Podobed Natalia Alexandrovna, PhD in Economics, Associate Professor of the Department of Marketing of the Business Institute of the BSU, Belarus for the valuable advice given during the writing of this thesis.

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