

## 5. DISCUSSION AND CONCLUSION

This article has analyzed the marketing strategy of OPPO mobile phones from four aspects: product, price, place and promotion, and offered some advice based on the problems OPPO mobile phones have and the challenges they are faced with.

The main target consumer group of OPPO mobile phones includes young people from 18 to 30 years old. OPPO has positioned itself as a stylish and individualized mid-range and high-end mobile phone brand in the market.

The selling point of products of OPPO mobile phone product strategy based on VOOC quick charge technology and the function of taking pictures and pixel. OPPO has been updating its own technology and products to meet users' camera demands. OPPO has also been trying to make mobile phones look more stylish. As soon as other mobile phone brands launch new features, OPPO will also improve its mobile phone capabilities as soon as possible.

In terms of price strategy, the price of OPPO mobile phones stands in the mid-range and high-end prices. Among the same products of the mobile industry, the price of OPPO mobile phones is comparatively higher. Different series are priced differently.

In the aspect of place strategy, OPPO uses a variety of mobile marketing channels. It cooperates with the operators, lets agents sell its phones, sets up OPPO stores, enters professional mobile chains and large-scale appliance chain enterprises, as well as establishes online marketing channels, satisfying the needs of different consumers.

The promotion strategy of OPPO mobile phone is divided into eight aspects: advertising slogans, celebrity endorsements, Weibo marketing, WeChat marketing, advertising production, sponsorship and embedded marketing, creating a stylish and upmarket brand image, and offline promotion.

The problems faced by OPPO have four aspects, include problems in product strategy, price strategy, place strategy and promotion strategy.

OPPO has managed to increase its brand awareness and market share through its

marketing strategies. However, the competition in the mobile industry is fierce. Consumers no longer show much interest in replacing their old phones with new models. In addition, there are some problems in OPPO's marketing strategies. In this context, if OPPO wants to develop better, it needs to improve and optimize its corporate marketing strategy.

Product is ultimately what determines whether an enterprise can develop for a long time without being eliminated or not. OPPO needs to strengthen its R&D and innovations, enhance its core competitiveness, perfect its products, grant them with their unique features and advantages, accelerate the research and development of 5G mobile phones and take the lead in the mobile industry. OPPO needs to increase the quality of its mobile phones to the extent that it is in line with their price, thus changing consumers' impression of them being pricey with low configuration. In addition, OPPO must develop its market in first-tier cities. OPPO must establish the brand consciousness, create an upmarket and stylish brand image as well. OPPO should sponsor a reasonable number of programs that are in line with the brand image, and embed adverts in TV series and films in a creative way. Only through combining product innovations, channel development and maintenance, brand building, and ad placements in a coordinated way will OPPO be able to achieve better development among the fierce competition.

The author hopes that the research in this article will help OPPO, or provide insights for other mobile brands to draw on. Due to the author's limited professional level and writing level, the marketing strategy of OPPO needs to be further studied. In the future, it is needed a deeper research on OPPO's development and marketing.