

Case Study Analysis of Integrated Marketing for DJI OSMO Pocket 3

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Abstract: With the rapid development of technology and fierce competition in the digital industry, integrated marketing plays a vital role in product promotion and sales. This article focuses on DJI OSMO Pocket 3, revealing the reasons for its fiery “out of the circle” and the problems and challenges it faces by analyzing its marketing environment and marketing strategies, to provide useful references for DJI and similar brands to expand their brand awareness and enhance their market competitiveness in the future.

Keywords: DJI OSMO Pocket 3; Integrated marketing; 4P marketing theory

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1. Introduction

DJI is a leading global drone manufacturer and technology company headquartered in Shenzhen, China. Since its founding in 2006, the company has gone from focusing on the development of flight control systems to entering the consumer market, launching the Phantom series of drones and the Osmo handheld gimbal camera to meet the needs of different users, and redefining China’s “smart” manufacturing with high-end products.

With the rise and development of social media software and short video platforms, the market demand for portable and high-quality impact devices has further increased. Released on October 25, 2023, the DJI OSMO Pocket 3 is a portable smart camera designed for content creators and photography enthusiasts. The product is centered on superior image stabilization and camera technology, and it carries a user-friendly interactive interface with an easy and portable design that has sparked a consumer following. More than a year after its release, and with “restore beauty” like live image and video effects bursting out of the circle, offline stores and the official website are “difficult to find a camera.”

2. SWOT analysis of marketing for DJI OSMO Pocket 3

SWOT analysis was first proposed by Albert Humphrey of Stanford University in the 1960s, aiming to analyze the causes of medium- and long-term failures of enterprises and to help them make long-term strategic planning and decision-making. Over time, the theoretical system of SWOT analysis has been gradually improved, mainly

including four key elements: Strengths, weaknesses, opportunities, and threats. Through the systematic analysis of these four aspects, enterprises can improve the scientific nature of decision-making, optimize resource allocation through the development of more targeted strategies, and ultimately achieve the purpose of enhancing market competitiveness.

SWOT analysis can help DJI OSMO Pocket 3 fully understand its strengths and weaknesses to develop a more targeted marketing strategy. SWOT analysis can help companies seize the growth potential of emerging markets, and through a comprehensive assessment of the internal and external environments, it can provide DJI with a systematic framework for thinking and help DJI maintain its flexibility and adaptability in the competitive market to achieve long-term sustainable development and adaptability, thus realizing long-term sustainable development.

2.1. Strength analysis: Technological innovation and strong brand reputation

Technical innovation is the core competitiveness of DJI OSMO Pocket 3 as a smart camera. This time, DJI OSMO Pocket 3 continues to innovate in technology. It is equipped with an advanced 3-axis mechanically stabilized gimbal, which is capable of shooting smooth and fluid videos under various motion conditions. Its internal 1-inch CMOS image sensor, support for 4K 120P video recording, and HDR function ensure that every frame is clear and detailed. This time, DJI OSMO Pocket 3 upgrades the sensor to one-inch, the increase in sensor size brings a larger light-sensitive area, improving the camera's ability to capture light and enhancing the camera's dark-light image quality and photo texture. In addition, the DJI OSMO Pocket 3's display has been upgraded by 4.7 times, and the 2-inch display screen improves the user's touch experience and viewing effect.

Good brand reputation is the link of trust between DJI OSMO Pocket 3 and users. Since its inception, the company has been known for its high-quality products, utilizing high-quality materials and advanced technology to ensure that the device is durable and lightweight. The product development of DJI has a deep insight into the needs of consumers, and the DJI OSMO Pocket 3, as a portable pocket camera, brings a different experience to users with its user-friendly interaction and portable body design. The company's technology-based, user-centered, and straight-to-the-point market pain-point image has brought DJI products and users closer together, forming a better brand reputation and word-of-mouth.

2.2. Weaknesses analysis: Insufficient production capacity and limited user base

Lack of production capacity is the biggest disadvantage faced by the DJI OSMO Pocket 3 at present. Both the online website and offline stores are out of stock, and the official store has not received a clear notice of replenishment. On third-party platforms, the DJI OSMO Pocket 3 is sold at a premium. The product supply of the DJI OSMO Pocket 3 is unable to meet the market demand, which may lead to a loss of customers and affect brand loyalty. In addition, products that cannot be purchased at the original price are sold at a premium in third-party websites may also damage the brand image and affect the consumer experience. At the same time, the problem of insufficient production capacity also reflects the company's supply chain and production level from the side, which will affect the company's development plan in new product development and market expansion.

DJI OSMO Pocket 3 relies on a specific consumer user group and has high user education costs, which limits the market for the product. The target user group of the product is mainly oriented to specific users such as photography enthusiasts and content creators, who have the foundation of film and video cameras and have more requirements on image effect and shooting quality, and thus will choose the product. However, for ordinary consumers, getting started in photography and learning camera functions require a certain amount of time and economic costs, and high education costs will affect potential consumers' purchasing decisions. Meanwhile,

consumers who lack the habit of shooting and recording may tend to favor lower-cost alternatives due to concerns about the effectiveness of the equipment's use and have little adhesion to the product.

2.3. Opportunities analysis: The rise of content creation trends and the promotion of the beauty economy

The rise of the content creation trend provides ample conditions for the promotion of DJI OSMO Pocket 3. With the popularization of cell phones and imaging devices, shooting daily life, editing videos and publishing and sharing have become more and more popular. In recent years, the scale of the pan-web audiovisual industry has grown 7.18 times, the scale of the short video industry has grown 153 times, and its share has grown 17.8 times, which has become the main engine of the development of the big audiovisual industry^[1]. With the rise of social media such as Jittery, B station, and other short video platforms, the speed of information dissemination has increased, and the number has risen exponentially. Through the algorithmic recommendation mechanism as well as the promotion of the platforms, more viewers are attracted, forming a larger potential consumer group.

The beauty economy provides an excellent selling point for the promotion of DJI OSMO Pocket 3. Equipped with unique algorithms, DJI OSMO Pocket 3 has in-flight technologies such as intelligent beauty and natural skin-brightening, which produce images with natural beauty effects that are favored by users. This function follows the trend of the beauty economy, attracting more female users and young groups for DJI OSMO Pocket 3 and expanding the target consumers.

2.4. Threats analysis: Intense market competition and international policy restrictions

The highly competitive market for electronic devices is the biggest threat facing the DJI OSMO Pocket 3. Several existing well-known camera brands in the market have shelved similar portable devices to dominate the market and compete directly with the DJI OSMO Pocket 3 in all aspects. At the same time, the consumer market for electronic devices is becoming saturated with the increase in the number of brands and products, leaving limited room for growth. Therefore, DJI must utilize its ability of technological innovation to develop new products that are responsive to the development of the times.

DJI's market is spread all over the world, yet it has been repeatedly suppressed by unilateralism in its development. Western countries, led by the United States, have repeatedly suppressed DJI and put it on the sanctions list. Increasing tariffs and restricting trade will increase the cost of DJI's products, limiting its sales in overseas markets and reducing its market share. Meanwhile, some of the policy restrictions on data privacy will lead to a decrease in overseas consumers' trust in the DJI brand.

To summarize, driven by the trend of vlog video production and short video live streaming, new imaging needs have emerged, and DJI OSMO Pocket 3 is facing great market opportunities as a portable pocket camera. At the same time, the update of competitors of the same type of products and the restriction of relevant national policies require DJI enterprises to continuously realize the differentiated production of products through technological innovation to maintain a more favorable competitive advantage.

3. Analysis of marketing strategies for DJI OSMO Pocket 3

3.1. Analysis of integrated marketing strategies for DJI OSMO Pocket 3 in the Chinese market

One of the influential theories in marketing is the 4P marketing theory put forward by American scholar Jerome McCarthy in 1960 in his book Basic Marketing. The content of the 4P marketing theory is to carry out marketing research through the four dimensions of product, price, channel, and promotion. The 4P marketing theory

provides a systematized framework for enterprises to help them formulate marketing strategies by considering the interrelationship of each key element to improve the competitiveness of enterprises.

3.1.1. Product strategy

Accurate positioning, multiple use scenarios to meet different needs. DJI OSMO Pocket 3 is positioned as a portable gimbal camera with a lightweight and compact body design that is easy to carry and shoot as you go. In the current trend of Vlog shooting and short video creation, whether it's for daily life or outdoor sports, the DJI OSMO Pocket 3 can be flexibly used in a variety of scenarios with its compact shape to meet the different needs of users.

Optimized design, convenient interactive operation, and user-friendly functions. DJI OSMO Pocket 3 display has changed from the previous small and dull, and instead adopts the interaction design of the rotating screen, binding the rotating screen and the device startup to each other, with smooth operation and upgraded user experience. In addition, DJI OSMO Pocket 3 has a simple, functional interface that can be operated with one hand, making it easy for users to get started and expanding the consumer base.

3.1.2. Pricing strategy

Affordable price point with tiered pricing. According to the official website data, the DJI OSMO Pocket 3 standard version of 3499 yuan, the all-around set of 4499 yuan, and another configuration of different Vlog set prices range from 3798 yuan to 5998 yuan. Compared with professional DSLR cameras and microsingle cameras that can easily cost thousands or even tens of thousands of dollars, DJI OSMO Pocket 3 is cheap and does not require the purchase of a stabilizer, which is good for shooting and low cost; compared with the same type of competitors, DJI has a high degree of brand awareness, and the DJI OSMO Pocket 3 is highly adaptable, has a wide range of applications and high quality of presentation, which makes it a more cost-effective product overall.

3.1.3. Channel strategy

Channel integration, online and offline omni-channel sales. A clever channel strategy will give the company's goods better access to the market and improve its brand influence. Consumers can learn detailed product information and purchase goods through the official website, and they can also go to the offline official experience stores to try and experience the products in person. Meanwhile, DJI has also opened official flagship stores on major e-commerce platforms, with sales channels set up on Tmall, Taobao, Jingdong, and other platforms. In addition, DJI also has a well-established distribution channel, and through its network of agents and dealers, it can expand the market coverage of its products and increase the penetration rate of the brand.

3.1.4. Promotion strategy

KOL marketing differentiation, multi-form and multi-channel dissemination. KOL refers to people who express opinions in specific fields and have a certain influence. In social media marketing, KOL marketing has become one of the most favored marketing methods for brands at present. Research shows that 49% of consumers will make consumption decisions based on KOL's recommendations^[2]. Taking Xiaohongshu as an example, firstly, if you search for "DJI OSMO Pocket 3 Celebrity Model" on the platform, screenshots of many celebrities holding DJI OSMO Pocket 3 in variety shows or roadshows will appear, and the influence of the celebrities will provide hotness for the discussion of DJI OSMO Pocket 3^[3]. Secondly, many bloggers in the photography area conducted comprehensive reviews and experiences of DJI OSMO Pocket 3 on the Xiaohongshu platform, explaining it to viewers from a professional perspective and boosting their trust in the product and the brand. In addition, video content creators in different areas shared their daily lives through videos shot by DJI OSMO Pocket 3, indirectly

demonstrating its high image quality and triggering more discussions and attention to the product.

Meet the demand for social interaction and provide positive emotional value. To objectively and fully understand the product situation, consumers will often search for themselves and refer to the feedback of past consumers, so user-generated content plays an important role in consumer purchasing behavior. The mechanism of emotional marketing is based on the insight and awakening of the emotions of the user group and transforming consumer emotions into consumption behavior ^[4]. In the official release of DJI OSMO Pocket 3, Zhang Xiaonan, Senior Corporate Strategy Director and Spokesperson of DJI, said, “DJI expects more users to use Osmo Pocket 3 to capture the fleeting beauty of life.” The mode of emotional interaction in the new media era extends emotional communication to interpersonal communication and group communication, realizing the dissemination of information between individual consumers and individuals, and even the dissemination of emotions between individual consumers and other consumer groups with a common sense of belonging. As a gimbal camera with documentary function, DJI OSMO Pocket 3 focuses on the publicity orientation of ready access and recording of good life in its publicity, and various bloggers use the product to shoot travel and tourism, trendy stores, daily life and other contents for publication, which triggers the audience to feel the emotion of “longing for life” for the contents they shoot. This triggers the audience to feel the emotion of “yearning for life” for the content of their photos, which in turn triggers the urge to consume.

4. Issues with the marketing strategies of DJI OSMO Pocket 3 and countermeasures

4.1. Existing issues

In traditional marketing without feedback, product experience is missing. Traditional marketing means focus on product distribution and distribution, while the new media era of information dissemination is beyond the limitations of traditional marketing, so that the dissemination of information is no longer the leading factor in determining consumer spending. Through the behavior of experience, potential consumers can directly obtain the knowledge of the product itself from both rational and emotional aspects. From the rational level, consumers directly feel the details of the product, imaging, functionality and other practical feedback and evaluation of the product, which directly affects their final decision to buy or not; from the emotional level, consumers interact with the product and thus generate emotional feedback also largely determines the consumer’s choice.

The private domain operation bundle is weak, and the brand stickiness of users is low. Private traffic is a relative perspective of public traffic, referring to the traffic pool on a closed platform based on a trust relationship, and merchants need a carrier to receive this user traffic and to maintain and operate it. The limitations of new media communication and promotion are reflected in the growth of online traffic with the saturation of the public traffic pool as a whole tends to be slow, and the cost of quality audience precision delivery has risen, audience stickiness is low, stability is weak. Neglecting the maintenance and operation of private traffic will likely produce a high user turnover rate, while the potential value of the user cannot be fully tapped, in the long run will not be conducive to the sustainable development of the enterprise.

Lack of differentiated publicity, weak adaptability to the international market. Marketing emphasizes effective communication with the audience. Due to the differentiation of consumers in different countries and regions in terms of habits and cultural perceptions, brands need to fully market research and adopt different marketing strategies in the international market. At the same time, the adaptability of the international market is also reflected in the degree of difference in brand awareness. Due to the influence of policies and media publicity, international consumers may not have enough trust in brands and products, and brands need to publicize more to enhance awareness and reputation.

4.2. Countermeasures

Enhancing brand word-of-mouth marketing and emphasizing consumer satisfaction. Niu Xiaojing (2020) pointed out in her study on the influence mechanism of content marketing on consumers' brand communication willingness in the context of social media that informational content, emotional content and entertainment, and interactive content significantly affect brand communication willingness^[5-10]. Consumers' willingness to buy is determined by online content marketing and user feedback, which is, in essence, the pursuit of product quality and brand quality service. DJI should insist on technological innovation and product quality as the core of development, and continue to provide high-quality products for the market and inject new vitality. At the same time, pre-sales and after-sales services are also conducive to improving brand reputation. DJI can provide more diversified channel support, establish user feedback mechanisms, and improve the quality of after-sales service.

Enhance the value of user participation and establish strong brand intimacy. The essence of private traffic is SCRM, and the core of maintaining private traffic is to improve the utilization rate of stock users^[11-16]. The shift from a "customer mindset" to a "customer retention mindset" requires companies to realize a strong connection between the end customer and the company through retention, activation, and conversion. DJI can enhance the association between the brand and consumers by strengthening the construction of community networks and improving the membership growth system, increasing the brand stickiness and establishing intimacy with consumers by maintaining long-term relationships with them during the stock period.

Based on the base of science and technology innovation, improve the marketing system. Innovation is a technology company and digital products in the market to maintain the competitiveness of the foothold, DJI Innovation Technology Co., Ltd. wants to maintain a long-term competitive advantage in the domestic and international markets must continue to innovate and keep pace with the times to develop new products to meet the needs of consumers and the development of the times. At the same time, before publicity, the enterprise should also clarify the market characteristics and consumer demand through market research. Through market research to understand in detail the local market consumption habits and consumer purchasing power, for the differentiation of communication to lay a practical foundation.

Disclosure statement

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