

# Analysis on the "Joint" Marketing Strategy of New Media

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**Abstract.** This paper takes Tik Tok and various e-commerce enterprises' "joint" marketing as a case to state the strategies of e-commerce enterprises and mobile we-media apps to realize targeted marketing with big data functions. Based on the statistical analysis of big data, we could make four conclusions: the short video within one minute is the best advertisement for product ; in the "shopping holiday", the trading volume of clothing and daily supplies increase exponentially; The net adviser on the short video APP platform is the best guider of consumer buying behavior; User orientation analysis is the guide of adjustment strategy of e-commerce and we media.

**Keywords:** Tik Tok; "joint" Marketing; E-commerce Enterprises.

## 1. Introduction

Many scholars have different views on the development of e-commerce and short video in the era of new media. From the perspective of the creation of short video, short video shooting and content editing via mobile Internet terminals have attracted users on the social platform successfully [1]; In terms of e-commerce, "planting grass "that the original short video enters into the e-commerce platform forms an ecological cycle of "sharing-shopping-re-sharing"[2]; From the perspective of e-commerce and short video, short video leads users to realize one-stop scene transform switching from short video to shopping platforms, namely the exchange of content, information, services and marketing. Therefore, short video + e-commerce will not only be a bonus era for short video distributors, but also a new growth point after the white-hot period of e-commerce.

With the advent of the era of big data, users' interests and personality characteristics are oriented in an all-round way. Building in-station search engine and marketing channel strategy no longer to adapt the needs of the times for the traditional e-commerce, but the "1+1 joint" marketing strategy instead. The so-called "hand-in-hand mode" means  $1+1>2$ , or joint development which let the two types of industries that originally seemed to be unrelated were built on the basis of the principle of supply and demand via the mobile Internet as a bridge, which the principle of "joint" is to achieve success with consistent goals and ideas. the media apps we are familiar with, such as Netease news, funny little video and so on, have a huge number of page views due to the amount of information rolling in the site, commonly known as traffic, which need to realize their traffic monetization. Corresponding to them', like Juanpi, picking clothes, etc., or stores newly opened on Taobao platform, such enterprises need to import traffic, especially targeted user groups, to improve the order volume of their e-commerce enterprises. The mutual matching of demand and supply promotes the efficient cooperation between enterprises of both sides, and implements the above mentioned "joint" marketing strategy. However, how exactly does "joint" marketing strategy operate in e-commerce and media APP? We'll explore that further.

## 2. Data and Analysis

With the emergence of numerous media APP and the introduction of various e-commerce businesses, the "joint" marketing cooperation can be realized by connecting the age, interests, gender, region, etc. of media APP users with the user groups involved in e-commerce. This article will take Tik Tok APP as an example to analyze the "joint" marketing cooperation between media and e-commerce that are oriented to the same user group.

## 2.1 The Introduction of Tik Tok

With the development of the mobile Internet, the "live broadcast and short video" is popular among the masses. "Live broadcast by plain people" and "grassroots stars" have pushed the universal entertainment to its peak, and driven the short video platforms to a new round of economic life cycle.

The download volume of Tik Tok App has been ranking first in the mobile app stores. According to the data and comments, the number of downloads from Android mobile app stores has reached 5.42 billion. In Google play and Apple Store, the number of downloads ranks first with the score being above 4.9. In addition, it has cooperated with mobile phone manufacturers such as oppo and vivo so that it can be installed in the original factory settings. It can be shown that the application is a necessary installation program for mobile phones from the aspect of downloading due to natural behaviors of users or the aspect of downloading due to customized behaviors of manufacturers. As shown in fig. 1 and fig. 2, workers aged 20 to 29 are the main users, who are used to using the APP after dinner or before going to bed. According to official data, male and female users account for 33.6% and 66.4% respectively. Based on the above information, we can conclude that the majority of users are young women over the age of 20. They have paid more attention on skin care products, cosmetics, clothing and life perception, etc. In order to meet the needs of the public, the sharers mainly create the short videos related to the above contents. The matching of effective demand and effective supply has created opportunities for the cooperation between Tik Tok App and e-commerce enterprises, resulting in the development of "joint" marketing cooperation strategy.

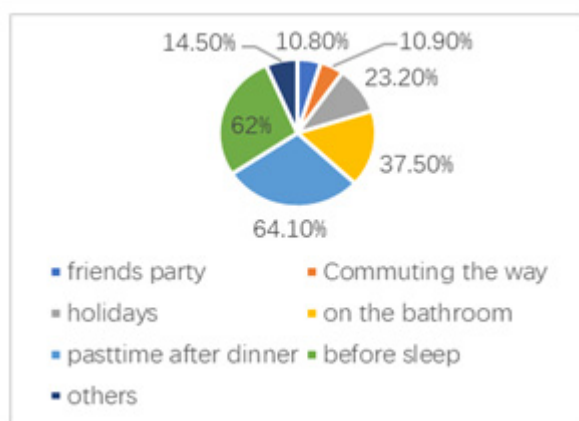


Fig.1. Look through Tik Tok scene

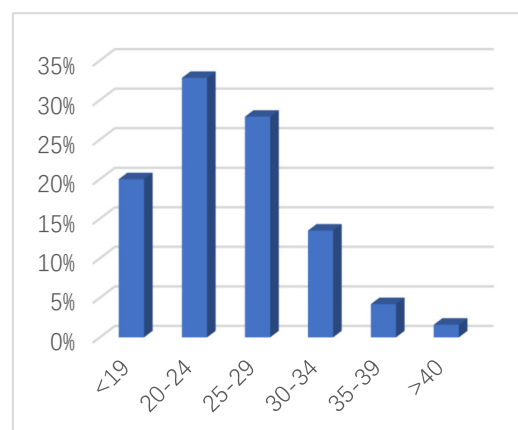


Fig.2. The proportion of Tik Tok users

## 2.2 The Analysis of the "Joint" Marketing Strategy of Tik Tok App and E-commerce

Tik Tok, as the source of traffic, brings a large number of user groups to e-commerce, and the product information of e-commerce, whether brand goods or general goods, realize their traffic monetization and improves the retention rate of users for Tik Tok APP [3]. This paper expounds the ways to carry out the "joint" marketing strategy of the two.

### 2.2.1 Brand Advertising Implantation

Brand advertisement has weakened users' perception of advertisement information as the starting video of APP, which is obviously more effective than the conventional advertisement inserted in TV or movie player [4]. According to the results of market research, more than 90% of the population instinctively reject advertisements, whether advertisements on the streets or interstitials advertisements. Therefore, enterprises have great obstacles in promoting commodities with the conventional modes. However, Tik Tok APP has a large number of users, being able to send certain types of short videos to the users according to the big data. In addition, it sends advertisements of the relevant products to users according to users' interests, thus brings huge traffic to brand enterprises cooperating with it, which improve its popularity and accelerate their traffic monetization due to the cooperation of brand enterprises. Take Lancome, the most popular skin care brand for women, as an example. Yang Mi, the brand ambassador of Lancome, has hundreds of millions of fans. The

advertisement is embedded in the APP based on the dynamic video. The combination of the two will not make APP users feel advertisements. The idol endorsements, the combination of product efficacy introduction in short videos and users' own needs have greatly enhanced the trust of users in the product. The official links of brand products provided below the short videos eliminate users' doubts about the authenticity of the products. The short videos of brand products are usually the first one that users see when they open the APP, and it will judge whether to push the short videos of brand advertisements according to the user's habit as well as the times of using. When a user purchases the product through Tik Tok, the brand will pay for the promotion. Tik Tok platform can make the internet traffic monetizing, while the brand increases sales. The "joint" marketing strategy of both parties based on their respective different goals achieves win-win results.

### **2.2.2 Introduction of "Plain People Sharing"**

When Tik Tok APP was first established, its original intention was not to publicize the brand, but to create an era for all people to share with the official slogan of "Tik Tok recording your life". People who are keen to record their living habits can share with people installed the APP all over the country by the platform. With the advent of the era of shared economy, people watching short videos can express their views in the praise and comment section. According to the quality and quantity of the content shared by the sharers, the number of followers increases and the sharers can be called Internet celebrities.

Some e-commerce enterprises that lack visibility have difficulties in promotion due to the high cost of celebrity endorsement, resulting in unsalable products in the homogeneous competitive market. As a result, many small and medium-sized e-commerce enterprises have cooperated with Internet celebrities who are willing to share through the Tik Tok platform, which ranks first in terms of traffic. They share their own use experience and the characteristics of the product on the platform. Fans can buy products by clicking on the product link. As These products are different from brand products, Tik Tok will also customize advertisements for them to play for the uses based on their habits and interests. The cooperation with Internet celebrities and the repeated playing can stimulate the purchasing desire of targeted users. For example, users who are interested in food, the APP will alternately and repeatedly display the production process of some snacks; the food that is very popular on the internet and even the short videos of Internet celebrities trying some products, etc. according to the time and frequency of the users, bringing the visual effect of the products to the users, thus guiding them to purchase.

For small and medium-sized e-commerce enterprises, the products have been promoted and the sales volume has increased. For Internet celebrities, their popularity has been raised, which has laid the foundation for the following potential cooperation.

### **2.2.3 Introduction of "Soft Video"**

The above two "joint" marketing strategies both promote products in a form of strong purpose, but the "soft" marketing strategies is more common adopted between e-commerce and media.

The main form of "soft marketing" is embedded commodity promotion, comparing with the direct and clear hard and short video. Embedded product promotion refers to that on the platform, the sharers seem to use or taste the product unconsciously, instead of recommending it by words. Sometimes the product only appears in short videos, but some APP users are able to observe and purchase it. Enterprises adopting embedded commodity promotion generally have no specific target group, and their products can be used by the general public.

Tik Tok will recommend short videos according to user characteristics. Most young people between the ages of 20 and 29 generally use the software 20 minutes before going to bed. The platform integrates the above-mentioned data and presents relevant content on the recommendation page in a targeted and quantitative manner. And the content is described below. For example ,Some Internet celebrities, who cooperate with this kind of enterprises, can imperceptibly spread the message of the coffee of a certain brand by holding a cup when shooting short videos;]When online product evaluators share their life tips on the platform in the form of short videos, they promote the products to a certain extent by subconsciously exposing them and resonating with users; The comedians taste

some brand of food when telling funny jokes on the platform. At the same time, the users can remember the image of the product deeply when they immerse themselves in the short videos, thus searching for the product on various e-commerce platforms to purchase.

This way is to promote commodities in a subtle way. For those who share the products according to the requirements of the merchants, they can display themselves through the platform to absorb more fans so that more e-commerce companies will cooperate with them to monetize their flow. The e-commerce companies that promote products in this way are generally manufacturers. No matter which e-commerce platform customers choose to buy goods, they can increase their sales by eliminating middlemen.

The above are three "joint" marketing strategies of Tik Tok and e-commerce in different advertising forms. In the era of new media, the "joint marketing" oriented by mutual demand has created a shared economy for all. And consumers are not only promoters but also sharers, while e-commerce is both an enterprise and a social service provider, thus creating a win-win situation.

### 3. Conclusion

The sense of product usage shown in the short video within 1 minute effectively avoids the users' boredom with advertisements and is easy to guide the users to have a deep

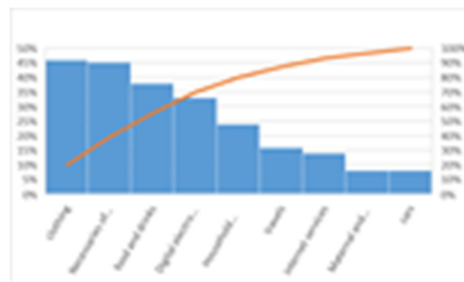


Fig.3.Product short video broadcast completion

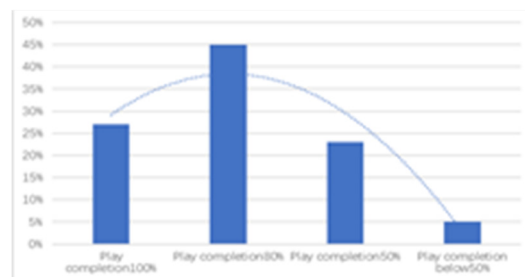


Fig.4. The proportion of short video e-commerce products in China in the first half of 2019

understanding of the product. Most short videos of commodities will be broadcast from the beginning to the end, thus greatly achieving the purpose of e-commerce enterprises to promote commodities (as shown in fig. 3). The proportion of clothing and basic necessities in short videos is relatively large and Users have a greater stickiness for necessities, so the sales volume of e-commerce enterprises will increase exponentially especially at the "shopping festival" (as shown in fig. 4).

The sharers on the platform, especially Internet celebrities, share their own experience with the public. Because of the resonance effect between people, the vivid image of short video makes the majority of users believe in this product far more than the pure advertising promotion, which is easy to generate trial psychology and purchase behavior. In addition, users' feedback on the platform enables e-commerce enterprises and sharers to better grasp users' psychology so as to timely adjust the strategic development direction.

In the era of Internet and big data, targeted analysis of users has become a guide for e-commerce and media to adjust their strategies. The mutual cooperation between the two is helpful to adjust the strategic policy to realize the positive succession of development cycle.

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