

Analysis of Short Video Marketing Strategy and Industry Trend and Suggestions to Uploaders

Ruihao Zhou

Chongqing No.1 International Studies School
3102564526@qq.com

ABSTRACT

With the development of mobile Internet, mobile short video has become one of the main channels for people to obtain information. Short video marketing as a new marketing means, we can see its development potential in the 5 G era, but it is undeniable that there are still many loopholes in this industry. Therefore, the author makes a SWOT analysis of short video marketing to summarize the development trend of short video marketing. Then, the author makes a brief strategic analysis from the four dimensions of product, price, place, promotion. Through the analysis, the author concludes that the business realization model will be standardized. Although the short video marketing realization is still in its infancy, with the gradual maturity of the industry, the business realization model will be more standardized, and MCN will also begin to mature.

Keywords: short video, marketing strategy, development, marketing realization.

1. INTRODUCTION

With the rapid development of the Internet, China has entered the mobile Internet era from the era of traditional media, and short video has gradually penetrated into people's life. Through the combination of sound and animation, short video greatly improves the information carrying capacity and visual attraction, and attracts a large number of users. In the era of mobile Internet, users can make full use of "fragmented" time to learn current events and to shop by browsing short video. In recent years, the short video platform has been heating up and expanding rapidly, which has attracted a large number of online celebrities to start short video marketing. Mobile short video marketing realizes customized operation and cross platform integration by means of content implantation, which imperceptibly stimulates the purchase behavior of potential consumers. However, in life, we are exposed to a mixed network environment, and problems such as "false charity" in short video marketing emerge one after another. Not only that, in short video marketing, businesses will also take advantage of people's conformity to induce blind consumption. How can we make the short video marketing industry develop better? This paper will take the short video marketing development as the starting point, the author will use SWOT analysis to analyze the

development prospect of short video marketing industry and analyze the marketing strategy of short video marketing from product, price, place, promotion, and finally put forward several suggestions for uploaders about how to develop for a long time.

2. SWOT ANALYSIS OF SHORT VIDEO MARKETING

2.1. Strengths

Short video marketing has a wide range of consumers

Short video combines sound and animation, which has a large content load and is easy to attract users' attention. The duration of less than 5 minutes also fits the user's reading habit of fragmented time. The research report shows that users prefer to watch short video content in fragmented time such as breakfast commuting, lunch break and after work in the evening[1]. Coupled with the rapid development of live broadcasting platforms such as Tik Tok in recent years, various activities of carrying goods have attracted a large number of potential paying users.

Short videos are easy to make and spread

In the era of mobile Internet, many users spontaneously acquire and collect information, and can

provide massive video materials for the short video publisher at the same time. Producers can also learn what users are interested in. Meanwhile, Publishers encourage users to share the author's video by drawing prizes from users who have shared the author's video. The cooperation between various platforms has also broadened the way of video sharing. And the increasing progress of short video production software also simplifies the difficulty of short video production.

2.2. Weaknesses

Online red video induces consumers' irrational consumption

According to the 2019 National Research Report on minors' Internet use, 46.2% of minors often watch short videos on the Internet [2]. Minors' mental maturity and self-control are not strong enough. It is likely that they consume irrationally under the temptation of online popular goods due to their psychology of comparison and conformity. Not only minors, but also adults. The wrong consumption concept has a great negative impact on all of users.

The plagiarism of short video content is serious, burying some excellent talents

According to some uploaders who are not particularly famous, famous uploaders sometimes copy new people's works, but the problem can't be solved because of their influence. This has greatly suppressed the enthusiasm of the new uploaders and hindered the progress of the industry to a certain extent. In today's era of traffic is all, the author believes that this problem cannot be fundamentally solved, so the author regards it as a weakness of the industry.

2.3. Opportunities

With the advent of 5g era, people browse video more efficiently

The transmission speed of 5g network is hundreds of times faster than 4G's. That means that people can watch more short videos at the same time. Clear image quality and smooth experience can also improve users' favor of videos and goods. They increase the possibility of user consumption.

The development of e-commerce has been relatively mature, providing opportunities for the monetization of short video marketing

In the first half of 2020, the conversion rate of short video e-commerce has reached 56%[3]. And now we can almost find out the part that clearly defines the meaning of advertising in the videos of the major uploaders of the major short video websites, and the bullet screen comments this time are all "next time", which shows that users are unhappy with such

advertising and express refusal humorously. It can be seen that advertising in this case does not play much role. The short video creation on the e-commerce platform avoids this problem, because the users of the e-commerce platform come for consumption, and the short video content marketing and sales attributes complement each other, making the e-commerce short video have the inherent advantage of carrying goods. Therefore, the e-commerce platform is also boosting the marketing ecology of short video content, making the goods leap from the graphic era to the short video era[4].

2.4. Threats

Short video updates quickly, which is difficult to cultivate customer loyalty

One reason is that there is great competitive pressure in the short video industry. From the "ice bucket challenge" to the recent "human high-quality men" short video, the update speed of online popular short video is fast. Another reason is that the brands in the short video industry are messy. No brand or individual is an ever victorious general. Customers will forget the brand or individual after buying a product for a period of time, and how to use advertising to cultivate customer loyalty will become a challenge of short video marketing

Although short video has a brand-new mode of carrying goods in terms of profit, short video carrying goods has more become a vassal of live + carrying goods, without further development.

The online celebrities who are popular through short videos are more marketed through live broadcasting, and short videos have become "accessories", so short video marketing has not been better developed. Therefore, how to solve such problems in order to seek better development has become another challenge for the short video marketing industry.

Summary of development trend of short video marketing industry

Attracted by the good prospects of the short video marketing industry, there will be more short video uploaders in the future. Some platforms can not manage many artists themselves, so they will hand over to regional MCN institutions to sign artists to promote the maturity of MCN. Short video users will also continue to increase, but the growth rate will slow down. With the progress of science and technology, the short video marketing industry will get better development by improving the image quality of short video or consolidating after-sales service to improve the user experience and tap potential consumer users.

Brief analysis of short video marketing strategy

4P marketing theory is summed up as a combination of four basic strategies, namely product, price, promotion and place. Because the English prefix of these four words is p, plus strategy, they are referred to as "4P's". In view of this paper only makes a brief analysis of short video marketing, it does not extend to 6p marketing theory (product, price, place, promotion, public relationship, political power) or even 10p marketing theory.

Price strategy

In terms of pricing, full consideration should be given to the cost of making short videos. Further, it can be considered that the short videos are marketed in the form of content or in the form of advertising, which can play different promotion roles: according to the survey data, most users still obtain more information about short video products by independently consulting information after reading advertisements[5]. Therefore, for short videos in the form of content, the characteristics of products should be added to impress consumers; For short videos in the form of advertising, we should strengthen interaction and innovation and increase consumers' interest in products. Also consider the competition and demand of the product.

Product strategy

In terms of product selection, short video marketing should choose some popular items for marketing, which can be divided into direct and indirect: "direct selection" as the literal meaning, and direct sale of some items such as water cups, "Indirect selection" takes the item as the theme. Taking panda as an example, it can be a panda style water cup, etc. In addition, psychological knowledge should also be used in product packaging, color, trademark and other aspects to leave a strong impression on consumers.

Place strategy

In the selection of delivery channels, we should choose channels with large number of users and easy to spread, and combined with the characteristics of the product itself, so as to improve the marketing effect. For example, in 1967, Six Degrees of Separation was proposed by Stanley Milgram (1933 ~ 1984), a professor of psychology at Harvard University, from which we can deduce the fast propagation speed of social channels and use social channels such as WeChat circle of friends for marketing.

Promotion strategy

Sellers should promote sales by means of discount, cash back, lucky draw and free trial. For example, large Ae-commerce platforms such as JD Taobao often hold "11.11" and "6.18" and other large-scale promotion activities. According to statistics, the sales of "11.11" in 2020 broke the record again, of which Tmall's sales exceeded 490 billion yuan and JD's sales exceeded 270

billion yuan. It can be seen that the influence of promotional activities is different.

Suggestions to uploaders

Improve commodity quality: To increase the number of repeat customers, uploaders need to leave a great impression of products in hearts of customers and create a good reputation, which is also conducive to the dissemination of goods. When purchasing a commodity or service, consumers will first collect relevant information, form one or more alternatives for evaluation, and finally determine an optimal scheme to implement the purchase behavior. As a marketing method, mobile short video marketing will affect consumers' satisfaction with enterprise products or services and brand awareness, and then affect consumers' purchase intention[6].

Improve after-sales guarantee: According to the Peak-End Rule, if the experience is pleasant at the peak and end of an experience, the feeling of the whole experience is pleasant. Therefore, for short video marketing, after-sales guarantee is very important. Even if the product has some small problems, you can win back the trust of customers through after-sales service.

Focus on character set: In the era of mobile Internet, it is much easier to become a net red than before, but the only way to maintain high popularity is to create exclusive character set to impress users. Take Lu Benwei, PDD as examples. Their humorous live broadcasting style has left a deep impression on the audience. Even today, people can still find many videos and memes based on what they said. This is all attribute to their successful and special character set.

3. CONCLUSION

This paper mainly studies the development trend of short video marketing through SWOT analysis and roughly analyze the short video marketing strategy through 4Ps. Firstly, by searching the literature and other ways, the author establishes the SWOT analysis model from strengths, weaknesses, opportunities, threats, four aspects, and then analyzes various factors through the idea of systematic analysis, and finally comes to the conclusion that there will be more short video uploaders in the future, the maturity of MCN will speed up, and short video users will also continue to increase, but the growth rate will slow down. Secondly, the author makes a rough analysis of the short video marketing strategy. Combined with the development trend of the short video marketing industry, the author puts forward some suggestions for uploaders that to set up a special, impressive character, increase product quality and ensure after-sales service. High quality commodity and good after-sales guarantee would increase the praise rate of products and enhance the reputation of sellers. Vivid character set can increase

customer source. These benefits will eventually be reflected in sales.

REFERENCES

- [1] iResearch Reports: 2020 China's Information Short Video Market Insight Report
- [2] China Internet Network Information Center: 2019 National Research Report on Minors' Internet Usage
- [3] CSM Media Research: 2020 Research Report on Short Video User Value
- [4] Bo Tao: Opportunities for short video content delivery: consumer decisions are being driven by fragmented and three-dimensional marketing content
- [5] iResearch Reports: 2020 China's Information Short Video Market Insight Report
- [6] Guo Xiuyun, Zheng Mengfan, Bai Yuetong: Research on the impact of mobile short video marketing on consumers' psychology and behavior. *ECONOMIC RESEARCH GUIDE*. No.21,2019 Serial No.407