

Research on Marketing Strategy of Short Video based on the Rapid Development of Internet Era -- Taking TikTok as an Example

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ABSTRACT

Based on the rapid development of society, the pace of people's lives is getting faster and faster. Furthermore, it creates much fragmented time each day—for example, every day on the way to work or school. There may be 20 to 30 minutes of travel time, and if this time is not enough to accomplish something, it is called fragment time. So what is fragment time? Short video platforms are capturing this kind of fragmented time to get users to use short video software. Because the length of short videos is generally about 15 seconds, people can open the short video software when people are waiting for the elevator or getting up in the morning. Of course, this article mainly uses Tiktok, a short video software, to conduct an in-depth study on why many users are using it. The paper used the two easiest research methods to support completing this experiment. This study randomly selected 100 people to fill out the questionnaire to investigate how often TikTok is used by different age groups and what kind of videos are most attractive. TikTok is a creative music short video App focused on the new generation's dating community for young people. The rapid rise and development of short video firstly lie in its communication mode remarkably ADAPTS to the fragmented lifestyle of contemporary people. At the same time, the low threshold of short video production also allows more people to participate in the short video. Many of the viewers are also short video producers. In addition, the social nature of short videos has brought more heat. Sure, about 22% of TikTok users use the app for more than an hour a day[1]. As for what kind of video is attractive, the creator will find a precise positioning, and careful editing will have many viewers.

Keywords : *Short video, marketing strategy, short video development, social, TikTok*

1. INTRODUCTION

With the rapid development of science and technology and the quickening pace, mobile phones have become an indispensable entertainment in daily life, Which means that different types of mobile software are created simultaneously. By far, the most popular types of software include chat software and game software. Moreover, short video apps make the most of life's fragmented time, attracting users of all ages to short video apps. One of the more popular short-video apps is TikTok. Of course, the marketing team and strategy behind TikTok are also exciting. This article will discuss how TikTok's marketing has managed to make short videos reach mass audiences overnight. The conclusion is that TikTok has a simple operation method that includes users' age range. That is how it gained a large audience, and Tiktok took advantage of the fragmented time in today's society to make the app more and more

popular. This text objectively analyzes why Tiktok has so many users from four different aspects. At these four points, the paper also put forward some personal opinions to help TikTok analyze how to improve TikTok users' use and put forward some mistakes TikTok is making now. This article can help the public understand TikTok better and also show TikTok's marketing strategy.

2. THE DEVELOPMENT STATUS OF TIKTOK

TikTok started as a platform for video editing masters, befitting TikTok's slogan, "TikTok, record the Good life." Video creator, through video clips, operation, filter effects, scene switching. Complete a short 15-second video. Therefore, creators need to attract other users with 15-second videos to get likes. The most beautiful thing about Tiktok is that everyone can post videos on Tiktok, whether students, teachers, or other professions. As long

as the video has a compelling point, creators will get likes, comments, and retweets. Whether it is funny, dancing, or life sharing, everything can be shared on TikTok, which is why the public loved it in the first place. As of August 2020, the number of daily active users of TikTok exceeded 600 million. By December 2020, TikTok's average daily video searches exceeded 400 million. As we get closer to 2020, basically every industry is affected based on the impact of COVID-19. TikTok is one of

those few. Epidemic prevention and control is the most important thing for 2020. In 2020, videos on epidemic prevention and control were played 42.3 billion times on TikTok, with 16.01 million people learning about the epidemic online and 1 billion likes from doctors and nurses. It also proves that TikTok can bring entertainment to users and make more people know about all kinds of knowledge in the world. Moreover, the vast user group also drives the spread of knowledge.

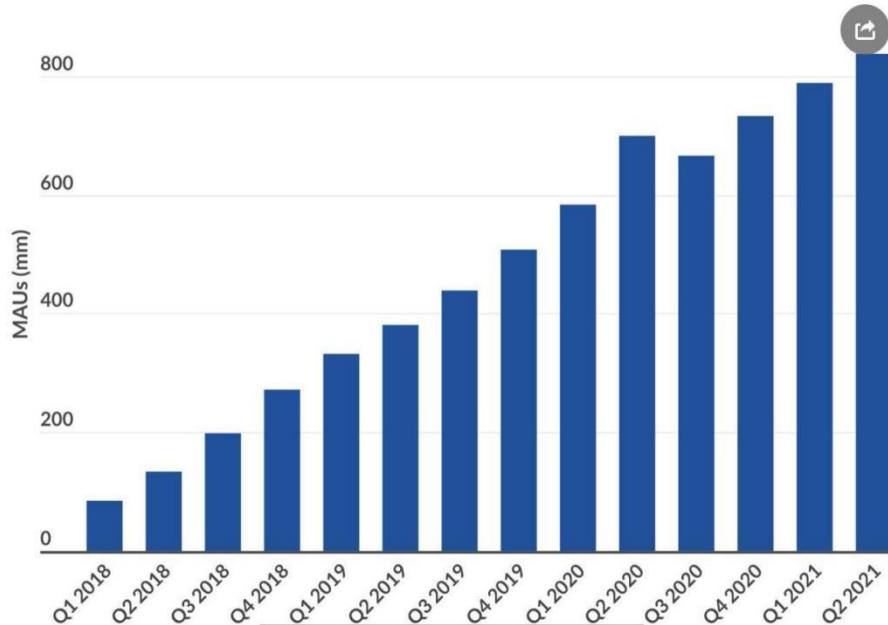


Figure 1 The Tiktok user usage data from 2018-2021[1]

3. SUCCESSFUL MARKETING OF TIKTOK

Since 2017, the world has seen an influx of short video platforms, including TikTok, Snapchat, Instagram, Houseparty, YouTube Go and Kwai, and more. Several things make TikTok stand out.

3.1. Content regulation

First and most important, TikTok has more rigorous testing than any other platform, making it 100 percent healthy and positive. For example, minors under 18 are not allowed to broadcast live because they are not mature enough to control their speech fully. So each user has to have authentication to get more qualifications. Short videos, such as inappropriate clothing or vulgar content, will be removed by the authorities. So this point makes all users feel at ease to use this entertainment platform to relax.

3.2. Originator protection

TikTok has a suitable originator protection mechanism, such as a video creator making a beautiful video. We all know that it takes hundreds, thousands, even thousands of ideas to make a great video. So each

person's idea is unique[3]. In order to protect everyone's work achievements, TikTok will take down the videos of plagiarists in time once they find them. Moreover, make some punitive measures for the account. Such a practice has gained much original praise, protecting the original works and giving more original protection. Furthermore, this awareness should spread to many things because plagiarists are like pirates, and TikTok protects the original and prevents this from happening. Of course, the originator protection mechanism can also attract more creators to the platform to use TikTok because the originator protection mechanism also provides a kind of security for video creators, and it virtually protects the ideas of video creators. In this way, more users will use the software.

3.3. Video diversification

The content contained in the TikTok short videos is extensive. That is why the platform attracts users. TikTok has slowly morphed from personal videos into diverse ones. Among them are social, information, e-commerce, and so on. It has turned TikTok into a platform where almost any question can be a query. There is even some national news. When young people are not good at watching TV or newspaper news, they will learn about it through the TikTok video platform. Moreover, real-time

news is also delivered in a way that young people like. Publishers will match appropriate music and highlight essential news parts with special video effects, which has received many users' attention. It is the existence of such diversified videos that attract more users. Because every user likes different things, Tiktok has precisely what most people like. So that more and more users.

3.4. Accurately grasp audience psychology through data analysis

Tiktok has a strong analytics background, which makes it more attractive to users. TikTok's analytics will suggest a series of bake-themed videos in the most common example when a user likes baking. Moreover, most of the videos are baking-related, which captures the user's preferences and makes them more attractive. Nowadays, people tend to read shorter and shorter texts, which display in fragmented forms. The "short" features are more consistent with the reading habits of the modern public at any time and anywhere. After watching a video, the audience will automatically enter the following video. If they are not satisfied with the content of the video, they can switch at will to eliminate the anxiety of waiting. In addition, the daily life content of the TikTok video enhances the audience's sense of psychological proximity. It can imitate and create a second time according to the short video content, which the audience recognizes and welcomes. TikTok is a platform almost customized for each user because TikTok recommends different types of videos based on each user's preferences. It is also a way for TikTok to adapt to users. The video content received by each user is their favorite to improve the usage rate of users and improve the degree of love to accept more user groups.[4]

3.5. Users brought by star effect

Like other general promotions, the star effect here is to attract more users through the star's popularity[5]. Moreover, most of the videos posted by celebrities on TikTok are live videos, attracting more fans of celebrities to download TikTok. For example, the famous star Jackson Wang. If Jackson Wang uses the app and posts a video on it when the fans are not using TikTok, fans will download the video and follow Jackson. Moreover, when stars recommend Tiktok, many fans will buy it, which indirectly helps TikTok gain profits. It also increases the usage of users

3.6. Tiktok in popular style

Tiktok is also popular because the platform is very populist. There are many famous "Internet celebrities" on Tiktok[2]. From ordinary people to "Internet celebrities", Tik Tok is straightforward to achieve. As long as people have enough attractive themes, innovation, or talent, people can attract many fans, which has

attracted many talented people to join TikTok. Not many apps can make ordinary people become Internet celebrities, so it has also attracted more users. Tiktok has spawned many "Internet celebrities." There is a good example. There is an "Internet celebrity" named Zhang Xinyao. He used to be an ordinary boy who loved dancing, but thanks to TikTok, he could show dancing to the public and gain many fans. It also helped him achieve many dreams that he had never dared to accomplish before playing Tiktok. So TikTok has helped many people realize dreams that ordinary people would never dream. Moreover, make dreams come true.

4. PROBLEM OF TIKTOK

4.1. Increase advertising

Tiktok has had its share of problems since becoming a global phenomenon. Many users reported an increase in advertising[5]. For example, there will not be advertisements when users brush videos for a long time. Now, almost every video is followed by an AD. There are even a lot of advertisements in the videos of "Internet celebrities." This situation affects the user's mood. So TikTok users are spending less time online, according to TikTok's official metrics. Therefore, the increase in advertising is also a drawback affecting Tiktok's development.

4.2. Content is less innovative than before

Trill short video content on achieved precise marketing push, push through extensive data, as long as the user for video thumb up and attention to extract user interests. A similar video will push, but in the long run, will make a short video innovation ability decline, a large number of similar video users produce aesthetic fatigue, dramatically reducing the point of interest; this leads to a massive loss of users.

5. CONCLUSION

Short video platforms have become a necessity for almost everyone and are now a good choice for investment. Despite TikTok's strong marketing team and ideas, TikTok needs to be aware of plenty of shortcomings. We should try to control the number of advertisements and innovate video content to have better development in the future and gain more profits. The essential marketing strategy, of course, is that TikTok is so inclusive that almost anyone of all ages can use it. TikTok's strategy is to get as many people using the app as possible, but as more people use the app, TikTok also needs to watch the number of ads to avoid losing customers.

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