

Research on Short Video Marketing Model in the New Media Era

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ABSTRACT

In the new media era, with the rapid development of mobile Internet technology and the high popularity of mobile terminal equipment, the marketing positions of various industries have also shifted. Short videos have quickly gained many mobile users by simplifying content production, fragmented dissemination, cross-platform dissemination, and intense interaction. Some brand merchants and users have seen the dividends brought by the development of short videos. They have entered the short video platform one after another, resulting in a new marketing model based on corporate marketing, online celebrity marketing, and user marketing. However, behind the short video marketing, there are also problems such as content homogeneity, irregular product source channels, and incomplete product features, which need to be solved urgently.

Keywords: *New media; TikTok; Short video marketing*

1. INTRODUCTION

With its simple content production, fast dissemination, vivid and exciting picture presentation, and the integrated application of popular music and venues, short videos lead the trend of the new media era and become a new field of marketing communication favoured by various industries. Therefore, a new marketing communication model — is a short video marketing model [1]. Among short video platforms such as Douyin, Kuaishou, Volcano, and Miaopai, Douyin is the most representative short video platform. Since its launch, TikTok has been occupying the top spot in short video traffic, and the number of users has continued to grow [2]. This article studies the marketing characteristics and marketing models of TikTok short videos and the thinking on this model to provide a reference for companies that want to enter TikTok for short video marketing.

2. THE CONNOTATION OF SHORT VIDEO AND SHORT VIDEO MARKETING

2.1. The connotation of short video

The short video refers to the video content played on various new media platforms, suitable for viewing in the mobile state and short-term leisure state and is frequently

pushed, ranging from a few seconds to a few minutes. The emergence of short videos meets the needs of netizens to read the information in the new era. Users can use the fragmented time to watch short videos released by other creators and can also make short videos they want to share in a short time [3]. Due to the market's needs, short videos shooting and editing software is constantly updated and upgraded, and the quality of short videos is also constantly improving. It is changing from a pure information carrier to a new means of communication and marketing.

2.2. The connotation of short video marketing

Short video marketing means that marketers integrate the marketing information of brands or products into short videos, and use the medium form of short videos for social marketing. In the era of new media, short video marketing has become the main way for enterprises to conduct online marketing. Through the integration and utilization of Internet resources, enterprises design and produce short video advertisements that meet the needs of consumers according to a series of feedback information obtained, combined with consumer demand preferences, and then spread on short video platforms. This is different from the marketing model in the traditional media era. Enterprises no longer pay attention to the arrival rate of information, but start to pay attention

to the consumption habits of contemporary consumers, understand consumers' advertising viewing habits and viewing preferences, and strive to shorten the transition of consumers from brand recognition to production. The time difference in purchasing behaviour [4]. Therefore, the promotion of short videos is very timely, popular and interesting, and its communication effect is far greater than that of traditional advertising and marketing.

3. DEVELOPMENT STATUS OF SHORT VIDEO PLATFORMS UNDER INTERNET THINKING

5G communication technology is becoming more and more perfect, mobile phone data costs continue to decrease, the speed of mobile networks available to people continues to increase, and smartphones are becoming more and more popular. In this case, with the help of new media marketing, enterprises will undoubtedly have more advantages. Short video platforms are one of the leading media for new media marketing. Short videos have broken the way of disseminating textual or picture information in the past. Short videos are usually 15-60 seconds long. Businesses can shoot promotional messages based on their marketing campaigns. After the video editing is completed, the video to be broadcast is uploaded to the short video platform, and the audience can use the segment time to watch the video information at any time and obtain the marketing information in the video [6]. China launched some short video tools as early as 2013, but the prominent positioning of short videos is video editing and video production, which is not interactive and social. At this time, the user stickiness of the short video tool is insufficient, and it is just a simple tool mobile phone application. In the same year, Tencent launched "Weishi". During the Spring Festival in 2014, Tencent relied on many star users to attract traffic. At this time, "Weishi" ushered in its first development climax, with daily user activity reaching 45 million, a large number of viewers watching or uploading New Year videos through "Weishi", and the total video playback volume exceeded hundreds of millions [7].

However, the mobile phone bills in China were relatively high. Taking into account the traffic conditions of the audience, Weishi set the short video time to 8 seconds. Although the video is relatively short, it can convey enough information to stand out on social media. Viewers can express their opinions in the comments section below the clip. At this time, the user stickiness of "Weishi" has been dramatically improved. After Tencent launched its short video platform, other internet companies followed suit. In 2014, Sina Weibo launched Miaopai, and Meitu Xiuxiu launched Meipai. Today, TikTok, Kuaishou and Volcano have all become more influential. Great short video platform.

Marketing Strategy of Short Video Platforms Under the Internet Thinking The user base of short video platforms can meet the needs of businesses to use short video platforms to carry out new media marketing activities. Due to the large amount of content produced and the speed of video information dissemination, short video platforms have become a popular choice for various businesses. The main position to carry out marketing activities [8]. For example, TikTok's current daily user activity is far more than 400 million. Although TikTok's videos are often 15 seconds long, merchants can easily combine the music or animation materials in TikTok through careful shooting and editing. , to generate marketing videos that are more well-known and accepted by the audience. For merchants, this new media marketing method takes less time, the short video generation method is simple, and the marketing cost can be controlled. For the audience, the length of the video is only 15 seconds, and the time to receive the video information is short, which will not cause a time burden, and can also have an entertainment effect. It can be seen that, compared with traditional marketing, the new media marketing method of short video platform fully highlights the value of Internet thinking [9].

4. MARKETING STRATEGIES COMMONLY USED BY SHORT VIDEO PLATFORMS

4.1. Celebrity Advertising Marketing

Celebrity is a common marketing tool. The celebrity effect does not only stay in offline advertising. The emergence of short video platforms has made more and more people pay attention to celebrity information through the Internet and decide their preferences based on their activities or consumption behaviours. After TikTok launched short videos, it actively invited various celebrities and online celebrities to go abroad through short videos or live broadcasts. At this time, celebrities and Internet celebrities shoot product marketing advertisements or directly promote a particular product. Due to the wide range of short video users, short video users can quickly generate purchase ideas and even spontaneously spread the promotional video for the second time [10].

4.2. Prevention of sounding like a textbook

The anchor recommendation product marketing has become a primary means of current new media marketing. With the continuous increase of short video traffic, ordinary people can also shoot and record their own lives and even have the opportunity to become famous overnight. The short video "became popular overnight" and became an internet celebrity. After gaining high traffic, Internet celebrities choose to convert the attracted fans into consumers through live broadcasts.

For example, short videos such as TikTok, Kuaishou, and Volcano can cooperate with merchants to publicize their marketing information by signing up online celebrities to broadcast live on the platform, which can not only increase the popularity of marketing information but also help merchants build higher brand awareness. At this time, merchants only need to pay a certain amount of publicity fees for short videos and Internet celebrities to gain the advantage of attracting Internet celebrities.

4.3. Brand entry marketing

Entering a brand means that the short video platform cooperates with the brand to open an official account on the short video platform. For brand owners, the previous marketing methods have gradually stabilized, and the audience data that can be obtained has also gradually stabilized. Brand owners need to use short videos to expand traffic and attract more audience attention to brand products. Although the short video platform is still in the stage of exploration and development, the information promotion method presented by the short video platform is different from the traditional marketing method. From the perspective of Internet thinking, the latest video production technology can be used to carry out short video marketing work to improve the marketing effect of the brand effectively.

4.4. Create hot topics

Short videos have the characteristics of being good at excavating things themselves. Therefore, creating hot topics on the Internet and triggering large-scale comments and reprints from users is a marketing method with more significant influence. Especially for the target user, the novel and exciting content will immerse the user unconsciously. For example, Beijing, Chengdu, Chongqing, Shanghai and other cities have carried out large-scale cooperation with short video platforms to jointly produce various news events and hot topics widely discussed by society. Take Chongqing as an example, the movie "Spirited Away". Hongya Cave and the light rail interspersed in the houses have become news comments and reprints by many netizens.

4.5. E-commerce docking

While short video content has gained significant attention and generated an excellent playback rate, how to monetize video content has become an urgent problem to be considered. Although connecting video content with an e-commerce platform to realize sales is the primary means to transform the content quality and traffic realization, in general, the connection of e-commerce products must also have a specific relationship with video content. For example, a short video about clothing matching skills needs to interact with clothing

products and integrate with e-commerce. It is a straightforward way to sell short videos.

5. CONCLUSION

This paper aims to study the importance and influence of short video marketing information carriers in the new media era and further point out the Internet marketing models and strategies derived from it. While short video marketing drives the development of the Internet economy, it also generates some social problems that need to be solved urgently.

To sum up, the Internet celebrity economy has now formed a complete industrial chain. China's Internet celebrity economy is a market worth more than 100 billion yuan. Internet platforms such as social networking, e-commerce, live broadcasting, and games have penetrated various fields. The Internet celebrity economy industry is also expanding. It has deeper integration with education, sports, and even financial, political and other fields that have always been serious, injecting new vitality into the market economy. For the long-term development of the network celebrity economy, it is necessary to recognise the current deficiencies and problems. This requires businesses and new media platforms to strengthen industrial upgrading, improve product quality, and prioritise safeguarding the interests of consumers. Only in this way can we achieve a win-win situation between e-commerce and Internet celebrities, promote the renewal and development of new media technology and new media platforms, and ultimately jointly promote the win-win development of society in terms of economy, culture, and innovation.

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