

Analysis of the Popularity Factors and Marketing Strategies of Short Video

-- Take the Short Video Account "Hua Yicun" as an Example

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ABSTRACT

In the context of the success of short video platforms, earthy videos have become an important form of independent expression for users and have attracted the attention of many viewers. The main object of this paper is to study the short video accounts of "Hua Yicun" on TikTok and Quick Hand, through the analysis of short video content, culture, aesthetics and market operation. We found that the earthy video accounts resonate with viewers and attract users' attention through quality video creation, and maintain long-term high-frequency updates to increase users' stickiness. At the same time, CMA (Creative Mid-Roll Advertising) is used in a small number of videos to achieve promotional marketing, showcase products in all aspects and expand business opportunities. Double-pronged approach to enhance user acceptance. Make full use of the advantages of the platform to achieve a win-win situation for all parties through cooperation.

Keywords: earthy video; short video marketing; short video platform; aesthetics

1. INTRODUCTION

The earthy videos are a product of the development of Internet technology and the popularity of mobile smartphones, and they mainly revolve around personalized daily life, with ideological straightforwardness, originality and living being the most prominent style and characteristics of earthy short videos. Unlike the subtle and in-depth narrative style of cultural works, earthy videos contain personalized expressions that fit the nostalgic feelings of the public behind the current fast-developing society, and are widely accepted and loved by the public. The spread of earthy videos in China is mainly based on the two major short video platforms, TikTok and Quick Hand, but also widely reprinted and spread on many social media such as Baidu, Weibo, and Watermelon Video. In April 2020, TikTok's global download volume exceeded 2 billion times. Conservative estimates suggest that nearly half of the world's Internet users have downloaded TikTok. [1] And earthy videos, as one of the important forms and subjects of short videos, are evident in its active audience.

Earthy videos show grassroots culture with the public's life as the core. For most earthy videos, "earthy"

does not mean the ugly, vulgar and backward scenes presented to the audience, but the real and life-like scenes and obvious values in the videos. In the face of too many processed and polished artworks, the clear expression of traditional values is what many viewers need today. Although some viewers scoff at the creation of earthy videos, believing that earthy is only a non-quality pop culture trend led by a small group of people, the earthy videos have gained a large number of fans and gradually become bigger and stronger. Behind its success lies an unusual sparkle. By analyzing these flashpoints, we can help people understand the current hot short video forms and their marketing models in a targeted way.

This paper aims to analyze the factors behind the "popularity" of the earthy short videos, explore the background and means of online media marketing, as well as the new advertising and promotion models that have emerged from the new online environment, and discuss marketing theories through a new perspective. In practice, effective analysis can also help people understand the operation mode of popular video accounts nowadays, which is conducive to the public to better weigh the pros and cons of the current online

status, so that the public can remain rational in the process of being guided and advocated for consumption.

2. LITERATURE REVIEW

For the aesthetic discussion of earthy videos, Zhang Wenjing [2] proposed in the article "A Study on the Aesthetic Generalization of Chinese Earthy Videos" that earthy short videos appeal to the senses with intuitive, original and vivid visual gestures, which are different from the elitist and elegant traditional aesthetics and show the unique sensual aesthetic value in the daily life of the public, presenting the quality of aesthetic generalization. As for the research on short video marketing, domestic scholars have focused their attention on the summary and outlook of practical experience. Wang Yameng [3] proposed in "A Study of User Participation Behavior in Mobile Short Video "Earthy" Advertising Research" that: the rise of short video platforms has given rise to different forms of media culture phenomena, shaped new content ecology and economic forms, and "earthy " is no longer limited to the content field, but is practically applied as a creative element in short-video marketing. Chen Lu [4] proposed in the article "Talking about the integrated marketing model of online broadcasting platform in the context of new media" that with the content-based, interest-based and personalized fan economy of self-media channels, the network function of video platforms is enhanced, information sharing is promoted at multiple levels, user groups are developed, and the sustainability of the profitability of self-media fan economy is maintained. Yuan Weilin, Mao Yue and Sun Qi [5] pointed out in their study of TikTok marketing strategy that TikTok short videos focus on content production, presenting in a short period of time through stories, fun, and impactful episodes focused on increasing user interest, satisfying users' entertainment needs, and effectively enhancing user stickiness. Foreign scholars focus their attention on the effect of advertising and marketing; Kiouisis [6] suggests that new media is interactive, while Spike Cramphorn [7] argues that the effect of advertising occurs simultaneously and interactively, that good ideas have high commercial value, and that images can deepen people's impressions more than words. [8] and others argue that traditional media are passive consumption, while the interactivity of new media provides a stronger sense of user engagement and more user choice.

3. MARKETING STRATEGY OF "HUA YICUN"

Olly Wehring [9] says that current Chinese social media applications such as TikTok and Quick Hand seem to have found the magic formula for a networks economic business model that combines online retailing and social media advertising. TikTok and Quick Hand

have become more than just short video software. They are entertainment-based e-commerce platforms that combine multiple functions. As well as entertaining the public, they cultivate a fan economy, drive consumption growth and promote platform turnover to achieve the goal of "win-win" for both platforms and users. According to data, in the first 11 months of 2020, the total e-commerce turnover of Quick Hand was 330 billion yuan, while the total annual e-commerce turnover of TikTok exceeded 500 billion yuan. [1] One of the biggest advantages of e-commerce platforms lies in effectively reducing the middlemen. Meanwhile, the platform turns into the biggest middleman between sellers and customers, only needing to give a slight concession on single-priced products to attract a large number of fans/customers/merchants to join. And the huge volume of transactions also creates considerable revenue for the platform.

Under the influence of the advantages of short video communication, the economic value and market influence of "earthy" marketing has become a focus of attention. It is necessary to combine marketing tools with the actual behavior of the public. The "Hua Yicun" account selected for this study has more than 30 million fans and 370 million likes on the two platforms of TikTok and Quick Hand, which is a relatively influential short video account. The study focused on nearly 250 videos released by the account on two short video platforms from August 2020 to October 2021, and the analysis of them revealed that the account used different marketing techniques. The "Hua Yicun" is using the fan economy to help brands and platforms promote and profit from the videos. In addition, the "Hua Yicun" account has also launched paid content on both TikTok and Quick Hand platforms for viewers to choose from, using advertising to sell paid content to viewers. The paid content is the original short film of the "Hua Yicun" team, and if fans are willing to pay for it. The majority of the revenue will go to the "Hua Yicun" team. Therefore, all the efforts made by "Hua Yicun" to expand the size of its fans and increase the stickiness of its users can also be reflected in the revenue from paid content.

3.1. Video content integrated into realistic scenarios

Through analysis, we can find that, except for the advertisement videos, these videos are all quality "earthy" videos with elaborate plot design and scene design. In the process of creating the videos, "Hua Yicun" frequently chose restaurants, roads, living rooms and other daily places as filming locations, which are convenient and easy to resonate with the audience. Through the creation of these high-quality videos, the account has completed the accumulation of fans in the early stage, which can effectively increase the stickiness

of users in the later stage and continuously improve the visibility. Reflected in the data is the high number of likes. Take the most popular "Monthly Compilation", "Yearly Compilation", "Quick Hand Compilation" and "TikTok Compilation" as examples. The "Flower One Village" uses clever plot design to link up the popular internet storylines and interpret them in real-life scenarios. It not only enables the audience to better appreciate the meaning of the Internet stems, but also fully mobilizes the audience's memory and interactivity with the real-life scenes. Therefore, these videos have received a high number of views and likes, and become an important source of traffic for the "Hua Yicun" account.

3.2. Advertising videos are distinguished from earthy videos

As the most direct and powerful means of marketing, innovative advertising formats are also the immediate need for new marketing models. In their study, Liu Liu and Huan Chen [10] showed that Creative Mid-Roll Advertising (CMA) are short video advertisements embedded in online TV series, and their content format is very similar to that of TV series. The only difference is that the short-form video ad incorporates the promoted product or brand into its own storyline. It can be embedded more naturally and less intrusively into the media stream than traditional interests. Some of the ads on the "Hua Yicun" account take this form. The plot is designed to link the characters to the context, clearly communicating the promotional intent to the viewer and encouraging consumers to make a natural connection between the ad and the previous ad. Consumers who watch the video are more likely to actively consider the sponsored content. Thus, while the CMA only "pushes" a clear sales message to consumers in the form of a video ad, it succeeds in making it possible for consumers to interact with the ad. The success of "Hua Yicun" is partly a testament to the greater interactivity and acceptance of CMA.

Among the hundreds of short videos on the account, only a dozen videos on each platform contain obvious advertisements. Among the videos with advertisements, the "Hua Yicun" account uses two different forms of advertising and marketing. The first is a creative ad without a preview, and the second is a soft advertisement with a preview. These two methods seem to be common, but in fact they effectively guarantee and contribute to the "success" of the account. A soft spot with a teaser is one in which the product is shown on the cover of the video and keywords about the brand and product are included in the introduction below the video. This approach is more straightforward, but it meets the brand's requirements to a greater extent and further enhances product exposure. At the same time, with the current trend of soft ads on various media platforms,

viewers find it hard to distinguish the real from the fake, and they feel impatient and resistant to some vague ads. Therefore, soft ads with previews give viewers a choice, and they can choose whether to continue to click on such videos to watch. This definitely increases viewers' trust in the account and minimizes people's resentment. Along with the increase of trust, the user stickiness of the account increases and the size of the fan base expands, and the "Hua Yicun" account can get considerable economic benefits from the platform based on the size of the account alone. In addition, under the influence of the fan economy, such predictive advertising can also achieve targeted publicity. For some of the "Hua Yicun" loyal fans, they are very willing to pay for the products recommended by their favorite short video bloggers to help the bloggers "surge sales". A clear indication of the content of the ad helps fans find it and respond to it as soon as possible. In this case, bloggers not only don't need to worry about the possible antipathy triggered, but also get feedback on the effectiveness of the ads faster.

3.3. Release different promotional videos for different platforms

The advertising and promotion contents released by "Hua Yicun" on the two short video platforms of TikTok and Quick Hand are almost completely different (see the statistical table for details). This is because the market positioning and some of the operation methods of TikTok and Quick Hand are different. "Hua Yicun" adjusted itself according to the characteristics and development strategies of different platforms, catering to the development strategies of the platforms, making full use of the different advantages of each platform and gaining more space for itself. The user groups of TikTok and Quick Hand are very different. In terms of content, TikTok is more like an entertainment "show", filled with more trendy and fashionable elements. The presence of many entertainment stars makes TikTok a "fashionable" new media platform that integrates entertainment, star-stalking, shopping and socializing. Compared with TikTok, Quick Hand is more "earthy", and more ordinary people are popular in Quick Hand by sharing their different daily lives. At the same time, Quick Hand's celebrity presence rate is far less than that of TikTok, and it has not developed more trendy software features. In response to this situation, Hua Yicun has been a guest at a number of celebrities' hot pot restaurants on TikTok to promote their brands for the opening of their new stores, and has been a guest at some of the celebrities' live streams to help them bring in goods and increase their live stream traffic. The video has the stars themselves participating in the interpretation. The "Hua Yicun" not only earned promotion fees, but also used the celebrity effect to enhance their own traffic and attention, catering to the development needs of the platform. Unlike TikTok,

"Hua Yicun mainly promotes its brand and branded products on the Quick hand, incorporating the brand advantages and related benefits into the slogan, and then displaying the slogan in the video. The slogan itself is relatively simple and repeated many times, and combined with the designed video plot, it is easy to be remembered by the audience and achieve a deep-rooted advertising effect.

4. CONCLUSION

To sum up, "Hua Yicun" has achieved a good combination of self-promotion and brand advertising through the short video platform. The team seized the hot spots and opportunities to gain viewers' attention with high quality and popular short video content, thus gaining traffic and fans and achieving success in short video content creation. The team then gained the trust and commission of brands due to their popularity, and viewers were happy to pay for the well-produced and creative CMA. Earthly video has become an emerging online entertainment consumer product, earthly video creation is an important form of cultural creation. It can also be understood as a spiritual carrier that carries the individual expression demands and nostalgic feelings of the creators and viewers. In addition, it cannot be denied that with the rapid development of China's economy and the continuous improvement of the education system, more people have the opportunity to receive higher education and thus be nurtured by elite culture. However, everyone has multiple social identities, and grassroots culture, which represents the development of the diversity of popular and commoner cultures, is still highly attractive to people. The clear expression of traditional values makes "earthly" a value point for viewers, which is an important reason for the popularity of earthly videos.

At the same time, the rise of earthly short videos and the rise of the short video economy is a product of social development, with critical thinking acceptance to better ensure the full exploitation and development of its advantages, to avoid and correct its shortcomings, net celebrity and flow is not only synonymous with interest, but also can bring more awareness, thinking, learning and reflection. Although the current network chaos makes many people feel worried, they cannot ignore the social value of short videos. In terms of social development, short videos play an effective role in promoting. From the perspective of cultural education, the effective and accurate transmission of values is conducive to the cultivation of oriented values; from the perspective of economic development, efficient marketing tools effectively expand domestic demand, stimulate economic growth, promote the improvement of economic quality and improve the needs of economic and social development.

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