

The Effectiveness of Communication and Marketing Strategy of Chinese Short Video Platform Douyin - Taking "Wen Genie" as an Example

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ABSTRACT

With the rise of short video in China, many Internet celebrities on short video platforms have become popular online figures, gathering a large number of fans. Douyin is one of China's largest short video platforms, and Wen Genie is one of the most popular Internet celebrities on Douyin. This research explores the communication and marketing strategy of Wen Genie. The study finds that improving authenticity, teaching valuable beauty skills, and making good use of hot Internet events are the communication strategies of Wen Genie on Douyin platform. Innovative video content, bold and straightforward comments on products, and refusal to incite netizens to buy her products are the marketing strategies of Wen Genie on Douyin platform.

Keywords: Marketing Strategy, Internet Celebrity, Douyin, China

1. INTRODUCTION

To begin with, the research shows that the most popular short video platforms include Douyin, Kuaishou and Watermelon [1]. Douyin is the most popular, with 620 million users. Among many video apps, Douyin is the most popular app for young people. Douyin was born in 2016, Douyin annual revenue can reach roughly nine and a half billion 2019. On December 12, "2019 Hurun Brand List" was released, Douyin ranked 36th with a brand value of 50 billion yuan and was listed as the 2nd of the top 10 growth leading brands with a 285% increase ratio. It also ranked 16th in the "2019 Hurun Most Valuable Private Brands". In the following two years, Douyin gained a lot in terms of brand value and media reputation.

With the development of Douyin, more and more netizens appear on Douyin and some of them become Internet celebrities. 13 people have more than 30 million followers, 128 people have between 10 million and 30 million, and there are about 6,000 Internet celebrities with more than a million followers. These Internet celebrities with a large number of followers tend to have strong communication skills and strong marketing value and cash ability.

Wen Genie is a member of the Douyin. Until February 2022, the number of fans of Wen Genie is fifteen hundred and eighty-six million. The number of her video works is three hundred and thirteen, and the number of likes reaches more than one hundred million. The most liked video works of Wen Genie are between one and two million. Wen Genie's Shopping window mainly focuses on beauty and skin care. In August 2020, Wen Genie's hottest selling category of beauty care had been sold out, with sales reaching seven million and one million Yuan.

2. LITERATURE REVIEW

The image construction orientation of female Douyin Internet celebrities can be divided into three categories, which are: face value orientation, which refers to the use of outstanding appearance to attract users; talent orientation, which refers to the use of outstanding and diverse talents to attract the attention of many netizens; and value orientation, which refers to the dissemination of unique values to attract people's attention [1]. Many scholars have given their opinions on how to create a Douyin expression. According to Gan Luying, the key to becoming Internet celebrities is to create an IP that feels real, so that the audience can experience real life; use exaggerated and flipped narrative techniques to strengthen the dramatic conflict of the video; use the third

perspective to show the real situation and enhance the audience's sense of immersion; add life elements to trigger the audience's empathy psychology; emphasize personalized audio-visual language and add personalized symbols to enhance the IP's recognition; using the strengthening of female images to build a different female consciousness [2]. Su Huimin points out that Douyin Internet celebrities have three characteristics. The first characteristic is that netizens establish a standard performance style for themselves, and even if they break the inherent stereotypes, netizens think it is very real and reasonable. The second characteristic is that netizens create their own labels for themselves when they perform in the "front stage", and the uniformity of their image can increase their authenticity. The third characteristic is to present as much behind-the-scenes footage as possible, so that the audience can feel the authenticity of the Internet celebrities [3]. These two scholars have interpreted this issue from different perspectives, with Gan Luying interpreting it from the perspective of narrative and audiovisual language, and Su Huimin analyzing it from the perspective of drama. However, both agree that authenticity is the most important element for Douyin to gain the attention of viewers, and it determines the extent to which the content is close to the lives of netizens.

The current main marketing means of Internet celebrities on short videos include the following three categories. The first category, webcast bounty, refers to the monetary rewards given to weblebrities by viewers to express their support when weblebrities conduct live broadcasts. The second category, product promotion, refers to the monetary benefits that Douyin can obtain by selling products in their videos. The third category, advertising implantation, refers to the behavior of weblebrities broadcasting advertisers' advertisements so as to gain monetary benefits [4].

Regarding the difficulties faced by Internet celebrities, Li Qionqiong believes that they mainly consist of serious homogenization of content and lack of innovation; solidification of marketing means and no more optimal means to generate; and a preponderance of content such as vulgarity and improper orientation [3]. Chen Yilan also pointed out that some weblebrities spread vulgar or even illegal contents in order to obtain traffic, which led to the blocking of their accounts [1]. In the traffic platform, weblebrities can realize traffic cash by recommending products, and most users will follow their favorite Internet celebrities and then be guided by them to make purchases. When fans have a strong sense of obsession with their idols, they will engage in idol consumption behavior, which will impose a strong burden on their financial situation. The sudden arrival of the new crown epidemic has affected various industries in no small way. In recent years, the rise of Douyin marketing has made many physical retail enterprises quickly change their mindset for rapid transformation.

Internet celebrities use live-streaming with goods to sell, and the heat during the epidemic has increased rather than decreased, and even the mayor of Wuhan has participated in it to help Wuhan resume work and production [5].

At the beginning of Douyin marketing, brands were only willing to cooperate with the head of Netflix, but nowadays, red people with a large fan base will have invitations from companies of all sizes to increase sales, significantly expanding the breadth of online marketing. In live and small video shooting, the Internet celebrities and the audience are generally in the live and small video shooting, the Internet celebrities and the audience are usually one to one, the audience can intuitively feel that the anchor is talking to him alone. This enhances the immersive experience of the viewer and thus makes him or her more interested in this enhances the immersive experience of the viewer, which leads to a greater empathy for what the anchor is leading or saying. In addition, the netizens are more performative in nature, using their bodies and In addition, netizens are more interactive and interesting to their fans as they use their bodies and words as the medium to showcase their products on the new media platform. Individual weblebrities with outstanding ability will develop their own characteristics in this. the process, individual weblebrities with outstanding ability will form their own characteristics, retaining their fixed consumer base, in this process, individual celebrities will develop their own characteristics, retain their regular consumers and attract the attention of new consumers. From the perspective of social psychology, the celebrity effect is actually the halo effect, the incentive effect, and the suggestion effect. From a social psychological point of view, the celebrity effect is actually a function of the psychological functions of halo effect, incentive effect, suggestion effect and diffusion effect, and the enterprises and celebrities in charge of publicity will make full use of these effects to make positive or negative psychological suggestion to the audience. People's pursuit of Douyin generally stems from the following psycho-social effects, which give people watching the live broadcast a desire to buy and thus increase their own revenue[6].From the fans' point of view, the virtual network is a way to achieve both the process of social expression of personal identity and a form of satisfying the fans' own consumption psychology and hedonistic individual identity expression, and he uses the participation and continuous interaction as the basis for the interpersonal interaction and virtual individual socialization process through live webcasting. At the same time, in some stores can provide complete supply chain services and a platform to show their professionalism to improve the controllability of the supply chain and improve the logistics costs; on the other hand, it also helps them to maintain the interaction with their fans on social media to increase fan stickiness [7]. This study researched about how the Wen Genie is doing communication marketing.

In this research I learned that in the future Douyin conducts live sales continuously progress, and in the future Douyin live with goods can circumvent the pros and cons, and continuously progress and develop to promote Netflix marketing. Through the development of technology can make the online marketing industry go better and better, there are more and more ways to carry out innovative sales methods.

3. RESULTS AND DISCUSSION

The research is about the communication and marketing strategies of Wen Genie. The first communication strategy of Wen Genie is that she shows her personal real images by recording her personal real life with video, so that it can make her closer to people's sense of distance. In her video, she quickly makes jokes by recording a hundred ways to piss off her mom. But at the same time, this can have both positive and negative effects. A more lifelike video can be a better way to attract fans and increase people's goodwill towards her. At the same time, for people who are not familiar with her may feel that she is acting or pretentious, setting up a persona, using such a way to gain attention. Also, she has to be careful to avoid touching the legal bottom line.

The second communication strategy for Wen Genie is to use video explanations to teach skills about beauty, so that more people can learn about beauty. She is also happy to share valuable skills to others. This can be seen as Wen Genie's core competitiveness. Compared to the other Internet celebrities, they tend to show skill of singing, dancing, chatting, and there is no valuable technical output.

The third communication strategy of Wen Genie is to be good at using hot events on the Internet, and She always wins more attention for themselves by taking advantage of the high attention of hot events. Many Internet celebrities just clumsily and obstinately react to hot events, which often causes resentment among netizens. But the Wen Genie are different. Wen Genie will use Internet hot events to create her own stories, using stories to express her opinions. This is a very clever way to guide netizens to divert some of their attention from hot events to her, but also can not cause resentment.

In terms of marketing strategy, the innovation in video content makes Wen Genie stand out from the crowd of beauty bloggers. She can often create some interesting stories based on the characteristics of beauty brands and perform them in exaggerated ways to make fans laugh and feel the charm of the brand. It lets more brands pay attention to Wen Genie and open wider doors for her. But at the same time, it's easy for her to be negatively affected when people can't apply the same makeup or recommend products that aren't as good as she says they are. For this, she can conduct multiple reviews to ensure the quality of the products.

The second marketing strategy is to use live streaming to sell products. She tests beauty products on the live streaming. Her language is humorous, and her dialect accent is often funny. For good products, she will actively praise; She can also lash out at bad products. Therefore, when viewers watch her live broadcast, they can not only see the effect of beauty products intuitively and laugh with her, but also hear her straightforward and bold comments on the products.

Wen Genie's third strategy is to refuse to heavily promote its products. When most Internet celebrities sell products to their fans, they try their best to praise the products and incite fans to buy them, giving people a strong sense of pressure. But Wen Genie are quite different. She never tried hard to sell her product, but after explaining how she felt about it, she left the choice entirely up to her fans. Therefore, the fans will not feel the sense of pressure, and therefore full of favorable impression to this kind of equal buying and selling relationship, which is conducive to the sales of the product.

4. CONCLUSION

With the advent of short video in China, several Internet celebrities that use short video platforms have become well-known online personalities with a significant following. Douyin has attracted and developed many Internet celebrities as one of China's major short video sites, and Wen Genie is one of the most prominent. This study investigates Wen Genie's communication and marketing techniques and evaluates their performance. The results suggest that Wen Genie's communication techniques on the Douyin platform include boosting authenticity, teaching valuable beauty skills, and making appropriate use of hot Internet events. Wen Genie's marketing methods on the Douyin platform include innovative video material, outspoken and direct product remarks, and a reluctance to push netizens to buy her products. Those techniques allow her to build goodwill from followers by interacting with them in person, raise exposure, and expand her market. Nowadays, Douyin conducts live sales that are always improving, and in the future, Douyin live with goods will be able to overcome the disadvantages and continue to improve and develop in order to enhance Netflix marketing. The online marketing sector can improve as technology advances, and there are more and more opportunities to implement creative sales strategies.

The lack of primary data, such as surveys and interviews, is the paper's principal flaw. The survey can be issued to garment Douyin users in order to learn more about their experiences with Wen Genie. This will provide solid evidence for arguing if the strategies are meeting the needs of the audience and what should be improved in the future. Interviews with marketing professionals can be undertaken to verify the efficacy of

current Wen Genie platform marketing initiatives. As a result, future studies should use more primary sources to back up their claims. Secondary data's veracity is also questioned. Some of the articles are written by Chinese university students who may have a skewed perspective on media platforms. These articles' data could be inaccurate or imprecise, containing errors and outliers.

Future research could look into the efficiency of Internet celebrities' marketing methods, as audience tastes and technological advancements are continuously changing, which could lead to a bright future for Internet celebrities.

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