



Research on Brand Emotional Marketing Based on Douyin Short Video

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Abstract. With the rapid development of new media, Brand Emotional Marketing has gradually become an important Marketing method. In this paper, the concept and characteristics of Brand Emotional Marketing are discussed, the key points in line with consumers' cognition and the emphasis of Brand Emotional Marketing are found, and Douyin short videos are used to promote Marketing development and enhance Brand value. There are many factors affecting Brand Marketing, among which Emotional Marketing strategy is obviously a booster for Brand development. Different from traditional Marketing methods, the birth and development of new media make Marketing methods show diversity. The influence of Emotional Marketing on Brands is also expanding and bringing new development.

Keywords: new media · Brand Emotional Marketing · Douyin short video

1 Introduction

With the advent of the new media era, Douyin short video has become one of the most popular social software, and various Brands have entered Douyin to seek development opportunities. Video is user-led, and users transform from receivers to creators. Based on this, Brand Marketing strategy should also follow the trend of the times, and take the direction of emotion to effectively use new media resources. Brands should make reasonable positioning based on their own characteristics and use Douyin short videos for online communication. And can accurately understand the real needs of consumers, develop real and efficient Brand communication strategy. Short videos not only change people's habits, but also change the communication habits of Brands. It is necessary for enterprises to analyze the characteristics of short videos and Brands.

2 Systematic Brand Emotional Marketing Under the Background of Douyin Short Video

2.1 The Urgency and Importance of Brand Emotional Marketing Under the Background of Douyin Short Video

Since the middle of the 20th century, new media has been developing continuously. New media has changed people's lives and promoted the development of society. The

birth of media will lead to social changes, and the rise of mobile communication in the new media era makes public consumption present new characteristics [1]. With the transformation from traditional media to network media, the information in front of consumers is complex, and in this case to improve the efficiency and role of Brand Marketing, it is necessary to grasp people's emotions.

The progress of society, especially the development of science and technology, has created good conditions for new media and made the way of information transmission different from the past. Short and micro videos play an extremely important role in invigorating the market economy, boosting industrial upgrading and enriching people's lives [2]. Douyin short video is an important way for enterprises to effectively expand their market influence in the development process, and it is also a transmission of information and energy. The combination of Douyin short video and Brand Emotional Marketing makes Brand Emotional Marketing more cross-border and more systematic, which plays a role in promoting Brand development and improving market competitiveness and influence.

2.2 Transboundary and System of Brand Emotional Marketing Under the Background of Douyin Short Video

Based on the environment of Douyin short video, Brands should organically combine with Brand Emotional Marketing, which shows obvious crossover and keeps developing. Today's human society has entered the digital era, "Internet plus" has become the context of The Times, the Internet is everywhere [3]. In the context of the development of Douyin short video, everyone has become "we media" with enhanced freedom. Not only does everyone receive more information, but also they are relatively free in the content of published information, and it is more convenient to spread information and obtain information. The line between communicator and receiver is blurring. The emergence of Douyin short video Marketing reduces intermediate links, cross-boundary combination, establishes direct connection between producers and consumers, and strengthens the Emotional connection between the two.

2.3 The Wisdom and Value of Small Data

In the era of big data that everyone will talk about, Rouse Supermarket has successfully counterattacked and achieved certain development by relying on small data. At this time, many enterprises realize that it is necessary to promote the Brand Emotional connection related activities, but also realize that it is small data that really plays a role, many enterprises make attempts to this end. Of course, big data has its place and value, but it's not a panacea for Brands. Enterprises also need to master small data, establish more Emotional Brand Marketing strategies, create real Brand experience for consumers, and promote enterprise development. Compared with big data, small data can help Brands build Emotional connections with consumers. Small data is human-centered, it is more accurate and humanized for individuals, and has great development value for enterprises. Small data has strong insight and analysis value, so enterprises need to make good use of it to improve the Emotional Marketing effect of Brands.

3 Core Value Composition of Brand Emotional Marketing in the Scene of Douyin Short Video

3.1 Unique Charming Brand Positioning

In this environment, what we call Brand is always positive value, which is the symbol of product or enterprise organization that is highly recognized by consumers, operators and even the whole world [4]. Brand positioning is the foundation of Brand construction, Brand vitality largely depends on its Brand positioning to the consumer's mind how much influence. Brand positioning includes from selling point positioning based on Brand attributes to consumer orientation. For example, nongfu Spring continued to develop in the fierce competition in the market, thanks to its Brand positioning of "Nongfu Spring is a little sweet" at that time, which delivered the selling point of alienation to consumers, making people easily associate with the sweet and clear spring and helping Nongfu Spring to stand out from the tight situation.

In the process of enterprise Marketing, not only in the form of advertising into the public's vision, but also to work, their own Brand positioning into the public's vision. Enterprises formulate communication strategies according to their own Brand positioning to improve the efficiency of communication and reduce the possibility of consumer loss.

3.2 Emotional Marketing with a Sense of Belonging

At present, with the rapid development of new media, the means and media of communication emerge in an endless stream, and Brands pay more and more attention to the Emotional communication of enterprises and products. At a time when technology can no longer be the defining stone of advertising and Branding, the memory of the product itself is undoubtedly the best place for content to settle [5].

In the contemporary market, it is difficult for enterprises to gain competitive advantage by simply relying on price or improving product quality. Exposure is not the goal of Emotional Marketing, and neither is being seen. Let the public know and remember the Brand, establish common experience and memory with consumers, portray a clear Brand, which is the direction of enterprise builders should strive to.

3.3 Effective Brand Emotional Marketing Management

Consumers' emotion towards Brands is an important part of the relationship between consumers and Brands, which plays a very important role in Brand management [6]. Brand is the carrier of psychological consensus between enterprises and consumers.

If an enterprise wants to maintain high quality competitiveness in the contemporary society, it needs the foundation of Brand image, and the building of strong Brand is inseparable from effective Brand management. For example, Brand management of Watsons is interlinked, from formulating strategic direction to diversification. Therefore, Watsons has a good development. In the era of Douyin short video, the management of consumer expectations should enable consumers to influence their expectations of the enterprise and their purchase decisions no matter what kind of Brand scenarios they

are in. Companies not only need to sell products, but also implant Brand concepts into consumers' subconscious and establish their Emotional connection with them.

4 Narrative Construction of Brand Emotional Marketing Based on Douyin Short Video

4.1 Emotional Narrative of Brand Concept

The world's top Brands all have their own cultural tone, such as LV of France as a luxury Brand, create exquisite peerless masterpieces, for the luxury dream creation of global fashion people. If you pay attention to Brands in life, you will find that most Brands that impress you start from people's emotions. Perhaps they just capture a small detail in life. Starting from narrative construction, they can move the hearts of countless consumers with the most simple Emotional colors and a little decoration.

Under the influence of Douyin short video, traditional abstract expression has lost its effect. Only by integrating the Brand concept into Emotional narrative can we gain people's favor and achieve the ideal communication effect. Narrative communication needs to explore the story behind the Brand and deeply influence consumers. Brand narrative communication should pay attention to emotion and tell Brand stories in a way favored by consumers.

4.2 Spatial Narrative of Communication

Brand communication refers to continuous communication with target consumers by means of communication, so as to gain the identity of target consumers and maximize the spatial quality of Brand communication. A Brand needs to be spread, whether it is its design, production and Marketing process, or its form and content.

In the era of new media, enterprises should implement the application of Douyin short video in Marketing, in which sales is indispensable, which should focus on improving consumers' Emotional degree of Brand. Enterprises should put customer service before product sales, grasp the characteristics of Douyin short videos, and make the advantages of Douyin short videos more prominent. Therefore, in the case of solid Brand, product, strategy is no problem, we must keep in mind the importance of communication space, no matter how good the content and products, not spread out, reach target consumers, are useless, the Brand must have communication ability.

5 Conclusions

This Brand Emotional Marketing is applied in the research of Brand design method based on the trill short video exploration and Brand solutions, the results can help enterprises to better understand the connotation of emotion Marketing, guiding the development of the Brand emotion Marketing, the clear direction for the enterprise in the development and test whether the correct emotion Marketing mix. Douyin short videos open up a whole new option for corporate Marketing. With the development of new media era, the application of Brand Emotional Marketing will be more and more extensive. In the

era of new media, how to implement the most suitable Emotional Marketing strategy for each enterprise is to find the Emotional point of consumers is an important basis for its communication and Marketing. In the context of the new media era, the diversified development of Emotional Marketing is bound to bring new thinking to the whole Brand industry.

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