



Research on Marketing and Communication on Social Media Platforms

--The example of “Teens in Times”

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Abstract. With the advancement of information technology, social media has become an essential part of human daily life. People's leisure and entertainment activities have shifted from offline to online, and they prefer to seek brief moments of joy on social platforms. This paper primarily studies how to conduct marketing and communication on social media. Using the Teens in Times as a case study, it explores their marketing and communication strategies on social media platforms from their publicity development since their debut. The research reveals that different social media platforms have unique promotional characteristics, and designing corresponding marketing strategies can achieve better promotional outcomes.

Keywords: social media, marketing, platform communication

1 Introduction

With the advancement of information technology, social media has become an essential part of human daily life. People's leisure and entertainment methods have shifted from offline to online, as they prefer to find fleeting enjoyment on social platforms. The traffic and commercial value on social platforms are immense; as Andy Warhol said, "Nowadays, everyone can be famous for fifteen seconds!" Therefore, researching how to conduct marketing and communication on social media is meaningful and valuable. The Teens in Times debuted during the epidemic situation and were unable to engage in offline promotional activities, forcing them to adopt online promotion methods. The Teens in Times interacts with fans by posting videos and live streaming on social platforms to maintain exposure and increase their fan base. Hence, this article will focus on the Teens in Times as a research subject, examining their marketing and communication methods on social media platforms.

The second chapter of this article mainly introduces the reasons for selecting the Teens in Times as the research subject, as well as the formation process and development history of the group. The third chapter describes the characteristics of the Teens in Times and its endorsement features, and analyzes how the group

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promotes itself on various social media platforms. The fourth chapter discusses the characteristics and promotional features of each social media platform, as well as the effectiveness of the promotional content related to the Teens in Times on those platforms. The fifth chapter is the conclusion, which presents corresponding promotional suggestions based on the promotional effects of the Teens in Times on various social media.

2 Case Introduction

The Teens in Times is affiliated with Beijing Time Fengjun Entertainment. According to the company's planning, the seven members went to South Korea to participate in "Look What You Made Me Do," and ultimately on the group night, fans needed to vote for five members to form the group, while the remaining two would be excluded from debuting and would not participate in future activities. But members Ding Chengxin and Ma Jiaqi thought the rule was unreasonable, and after a heated discussion with the company, they decided to let fans vote on the group night live to decide on a group of five or seven people. In the end, the seven-member group won by a landslide with votes many times that of the five-member group, and the Teens in Times ultimately debuted as a seven-member group. On November 23, 2019, the Teens in Times held their debut press conference.

After debuting, they released their first album and several self-produced variety shows. As a training-based boy group, the young members entered the company in their teens and ate, lived, and trained together with their brothers, forming bonds that were closer than those of real siblings. Their unique friendship and vitality attracted a portion of their fan base. However, since they were not well-known after their debut, they faced a lot of unfair treatment, such as some members experiencing sudden microphone malfunctions during performances, and there was even an incident where the stage's lift started descending before the members had completed their performance, resulting in injuries.

In 2020, due to the impact of the pandemic, the group canceled all offline activities and could only share some humorous home videos through online platforms. The Teens in Times is positioned as a youthful and energetic idol group, and their videos attracted a large number of people who were bored at home during the epidemic. Additionally, the variety shows "Actors, stand by!" and "I Am an Actor," featuring members Ding Chengxin and Ma Jiaqi, allowed the audience to gain a deeper understanding of the Teens in Times.

In 2021, Song Yaxuan became a regular guest on "Trump Card," and the members participated several times as guests on the show. "Trump Card" enjoys high national popularity, and the members successfully gained attention through their comedic interactions with seniors. This was a significant turning point, as their popularity increased several times compared to before. However, due to the government's introduction of the "purify the online environment," which explicitly prohibits underage artists from participating in variety shows and cancels audition programs, the development of the Teens in Times faced setbacks once again. The domestic idol

industry is not mature, and idols do not have enough platforms to showcase themselves, resulting in a rapid loss of fans due to decreased exposure. Therefore, to solidify their fanbase, the company has been committed to producing self-made stages.

In 2022, as the epidemic began to improve, each member started to have their own offline activities. During the summer vacation, the company still prepared self-produced group variety shows for them to ensure a consistent level of exposure for the members.

In the winter vacation of 2023, the Teens in Times released their second album. As the epidemic gradually improved, the Teens in Times held their first concert for ten thousand people during the May Day holiday, and fans were filled with anticipation for this first meeting. With increasing exposure, the number of fans experienced explosive growth, and the Teens in Times began to gain significant popularity, becoming one of the largest and most popular male groups in the domestic entertainment industry.

3 Case Analysis

The Teens in Times has a youthful and vibrant group image, so the group has endorsed brands such as China Li-Ning, Liu Liu Mei, Iced Tea, KFC, and so on.

Regarding Li-Ning, its brand image embodies youthfulness and vitality, which aligns well with the fact that the members of the Teens in Times are around 20 years old. Endorsing Li Ning allows the members to showcase their own advantages and the characteristics of the group. Additionally, most of the fans of the Teens in Times are students aged around fifteen to thirty years old or workers who have just started their careers. This demographic is young and typically opts for casual clothing in their daily lives. When they choose sports brands, they often feel overwhelmed by the myriad of products and may not know how to select. However, if they see an advertisement featuring the Teens in Times on a screen at the entrance of a brand store, showcasing the members as confident, handsome, and sunny and cheerful, the consumers will tend to choose this brand.

However, they also get endorsements that don't suit them, such as Guerlain France. Guerlain is a noblewoman skincare brand and its products are mostly used for anti-aging and restoration. The brand's product positioning is not a good match for the Teens in Times fan base. Therefore, it does not serve as a good endorsement. In the Guerlain advert, the Teens in Times Boys are deliberately styled to make the members look more mature. However, as the members' experience is not up to standard, the maturity of the image alone does not show the brand's image very well. Guerlain should look for a female spokesperson who is age-appropriate and has some experience in the entertainment industry.

Generally speaking, when the brand image matches the group image of The Teens in Times Group, the endorsement effect is better than the situation where the brand image does not match the group image. However, matching the group image with the brand image is not the only factor that determines the effectiveness of the

endorsement. Sometimes the right publicity and marketing methods can produce unexpected results. Therefore, the next part of this paper discusses the appropriate marketing methods in different social media.

4 Social Media Platform Marketing

The Teens in Times will be promote on different social media platforms, such as Weibo, Bilibili, Kwai, and TikTok. Since different social media platforms have different characteristics and target groups, the content of the Teens in Times 's promotions on different social media is also different.

The audience of Weibo is mostly young female fans, and the platform presents videos and graphics. The Teens in Times usually announces events and endorses brands on Weibo. Generally speaking, after The Teens in Times official announces some endorsements, fans will forward them on Weibo, forming a secondary publicity. When fans top the news of their endorsement on the hot search, the brand will get a lot of exposure and attract a larger non-fan audience, creating an advertising effect.

Bilibili is a platform that started with two-dimensional content. And the platform presents mostly long videos with less graphic content. The videos released by Teens in Times on the platform are usually about half an hour long, and some even last two or three hours. The content of these videos is mostly about the daily getting along and living of the members, which mainly helps the members increase their exposure, maintain the existing fans and attract new fans. Generally, the company will design the cover of the video to be very eye-catching, when the homepage pushes these videos, non-fans will be curious about what kind of video it is, and click to check, if the video is interesting enough, then it will attract new fans.

The main short video platforms are TikTok and Kwai, and their video types are generally small videos of about half a minute. Short videos pay attention to the "golden three seconds", that is, when people brush a video, if they do not arouse their interest within three seconds, then they will swipe away the video. Therefore, the propaganda on the short video platform should attract the attention of the audience within three seconds, and let the audience know what the video wants to express in a limited time. Therefore, on the short video platform, the content released by Teens in Times is mostly funny, current hot spots, and new songs. These contents are the most suitable for the characteristics of short video platforms, and the short and concise video form is also conducive to highlighting the main content of publicity.

Using the characteristics of different social media, Teens in Times matched different forms and lengths of publicity content and attracting traffic content. It is this kind of targeted publicity and "business" that has made the Teens in Times debut to burst into flames in just 2 years. It is clear that the publicity and marketing methods that match a particular social media outlet play a crucial role in increasing traffic and exposure.

5 Conclusion

With the advancement of information technology, social media has become a necessity in human's daily life. The leisure and entertainment of human beings have been shifted from offline to online, and they prefer to get short-lived happiness on social platforms. This paper focuses on how to market and communicate on social media and takes Teens in Times as the research object and explores the marketing and communication methods on social media platforms from the promotion of the Teens in Times since their debut.

According to the research on the group characteristics of Teens in Times and the currently accepted endorsement brands, the future Teens in Times can receive more endorsements in line with its sunny and cheerful image, and send some popular videos on various short video platforms, so that more young people can recognize the Teens in Times and increase the number of fans and influence.

For the research content of this paper, the future can not only be limited to popular stars, to select more research objects, such as ordinary people, Internet celebrities, etc. At the same time, more social media can also be selected for research, such as exploring how foreign social media for publicity. In addition, how to design matching publicity methods for different social media is also one of the directions worth studying in the future.

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