

Analysis of Brand Promotion Strategy in Short Video Platform Marketing

- Taking DJI as an Example

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Abstract: Since TikTok exploded in the world, various new forms of business born by the platform have emerged, with e-commerce live marketing being just one example. With the application of e-commerce live broadcasting in all walks of life, different live content and types continue to emerge, full-time carrier broadcast and key opinion leaders with their huge exposure and fan groups, can make the brand's publicity achieve outstanding results. With the continuous improvement of users' attention to e-commerce live broadcasting, more scene-based short video content has been applied to marketing strategies, and instant consumption has become a popular trend. This paper aims to analyze the performance of DJI's digital products in live video broadcasting, goods distribution, and short video data performance over the past six months, visualizing the data for display and analysis, and then use the sales prediction model to predict the sales of goods after 10 days; moreover, it summarizes the marketing performance characteristics of the new frontier based on six months of data. This study provides reference and guidance for brands to carry out e-commerce live broadcasting.

Keywords: Short video, marketing strategy, promotion strategy, e-commerce live broadcast.

1. Introduction

DJI Innovation Technology Co., LTD. (DJI), headquartered in Shenzhen, China, is a leading manufacturer of drones with advanced imaging technology.. Since its inception in 2006, DJI has quickly become a leader in the consumer and professional drone markets with its innovative technology and superior products[1]. Its main products include the Phantom, Mavic, Inspire and Matrice series of drones, as well as the Osmo and Ronin series of imaging devices. These products are widely used in the fields of photography, film and television production, agriculture, security and energy. DJI is committed to promoting human progress through technological innovation and providing users with the most advanced flight platforms and imaging solutions. TikTok's e-commerce live marketing model combines the huge traffic of short video platforms with the live form of instant interaction, aiming to form an efficient sales channel. The brand first selects the products suitable for live broadcast promotion, and submits the live broadcast plan to the PR company or promotion department, including product introduction, preferential activities and interactive links. Preheat publicity through short videos, live previews and platform push to attract viewers to book live

broadcasts. In the process of live broadcasting, key opinion leaders enhance interaction by displaying products, explaining them in detail, demonstrating how to use them, and answering audience questions in real-time. Through limited-time offers, lotteries and other activities to stimulate the audience to buy, forming a strong shopping atmosphere. After the end of the live broadcast, the merchant conducts a re-offer, summarizes the effect, and optimizes the future live broadcast strategy[2]. This model effectively increases product sales and brand influence through instant interaction and precision marketing.

2. Method

The data in this paper is sourced from the archaeological and TikTok statistical platform. By selecting the brand "DJI" and searching for data dated between December 20, 2023, and June 16, 2024, a total of 246 pieces of commodity information data, 1321 pieces of video data, 1781 pieces of live broadcast data, and 15 pieces of cargo carrier data can be obtained within a span of 180 days. The data was imported into Tableau Pre for preliminary data cleaning and screening, missing values and null values were removed, valid data of commodity sales and video conversion were retained, and 187 pieces of commodity data, 17 pieces of video data, 1646 pieces of live data and 15 pieces of talent data were integrated and saved in excel format[3].

By utilizing the research methods of regression analysis and data visualization, this paper conducts a visual analysis of the impact of e-commerce live marketing on DJI brand's e-commerce promotion data from December 20, 2023 to June 16, 2024. The analysis focuses on four aspects: commodity sales volume, video conversion volume, livestream popularity, and master promotion effect[4].

3. Results

3.1. Volume of merchandise sales

First, we conducted a comprehensive analysis of the DJI brand, including the name, sales volume, price, number of people promoted, and praise rate for each category over a 30-day period. Then, we correlated the price of goods with their sales performance and represented the praise rate using color depth. The resulting bar chart is presented below in descending order. It can be seen that within the statistical range as shown in figure 1, there are only a small number of commodities with high sales volume, and the majority of commodity sales volumes are concentrated below 750,000[5]. The sales are categorized into three grades: low, medium, and high, with sales ranging from 0 to 10,000 yuan, 10,000 to 750,000 yuan, and 750,000 to 100 million yuan. The sales are categorized into three grades: low, medium, and high, with sales ranging from 0 to 10,000 yuan, 10,000 to 750,000 yuan, and 750,000 to 100 million yuan. It is evident that the largest number of goods falls within the low range of 0 to 10,000 yuan, with product evaluations at a moderate level. In the mid-range of 10,000-750,000 yuan, it is notable that within the range of 10-25 thousand yuan there is a high praise rate and a large number of goods (26 pieces). In the high-end range of 750,000-100 million + yuan, both the number of goods and praise rate are significantly lower[6].

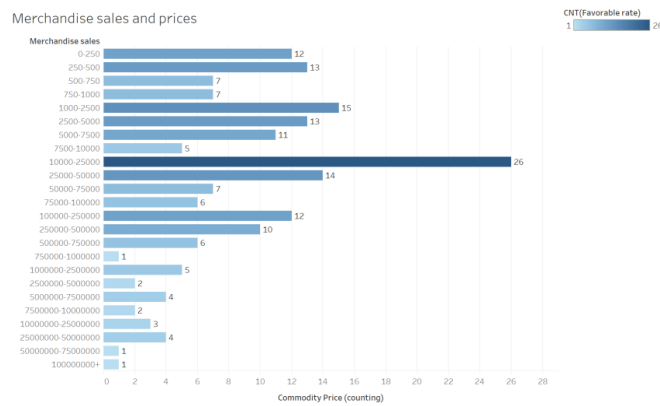


Figure 1: Merchandise sales and prices

Through the above observation, we further analyze the goods with low praise rate but high sales volume. We have identified goods within the sales range of 750,000-100,000,000+ and found that most of these items are priced below RMB yuan. Interestingly, only one drone product is priced above RMB yuan. Upon conducting a keyword search for DJI brand drones and analyzing their prices, we discovered that this high-sales commodity also has the highest price in the drone category. This suggests that when purchasing advanced technology products such as drones, consumers may not prioritize price as their primary consideration.

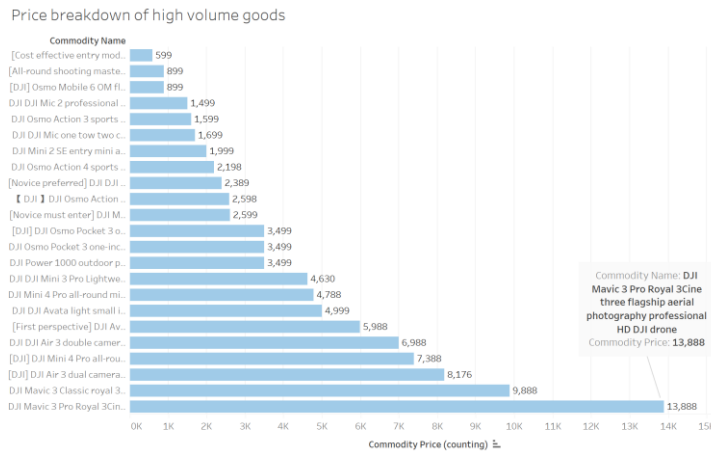


Figure 2: Price breakdown of high volume goods

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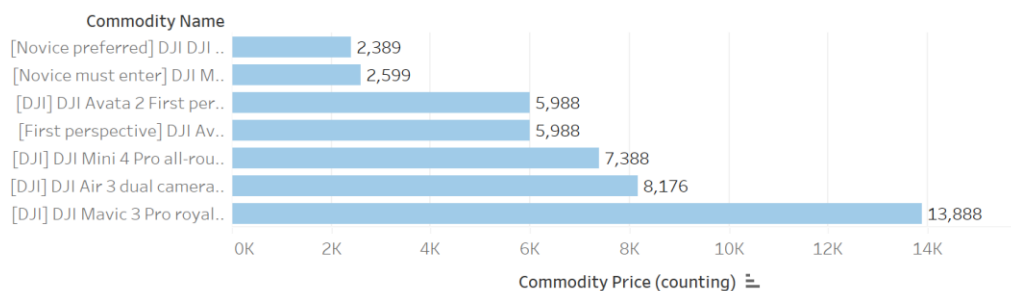


Figure 3: Price breakdown of high volume goods

After that, we carried out further analysis for a large number of commodities with sales volume of 10,000-25,000, and arranged the prices of commodities in descending order. It can be seen that compared with the prices of commodities with high sales volume, the prices of commodities with sales volume of 10,000-25,000 are mostly below 1,000 yuan as shown in figure 2 - 4. Most of these products are photographic equipment accessory goods, and this trend occurs due to the low technical added value and lower unit price.

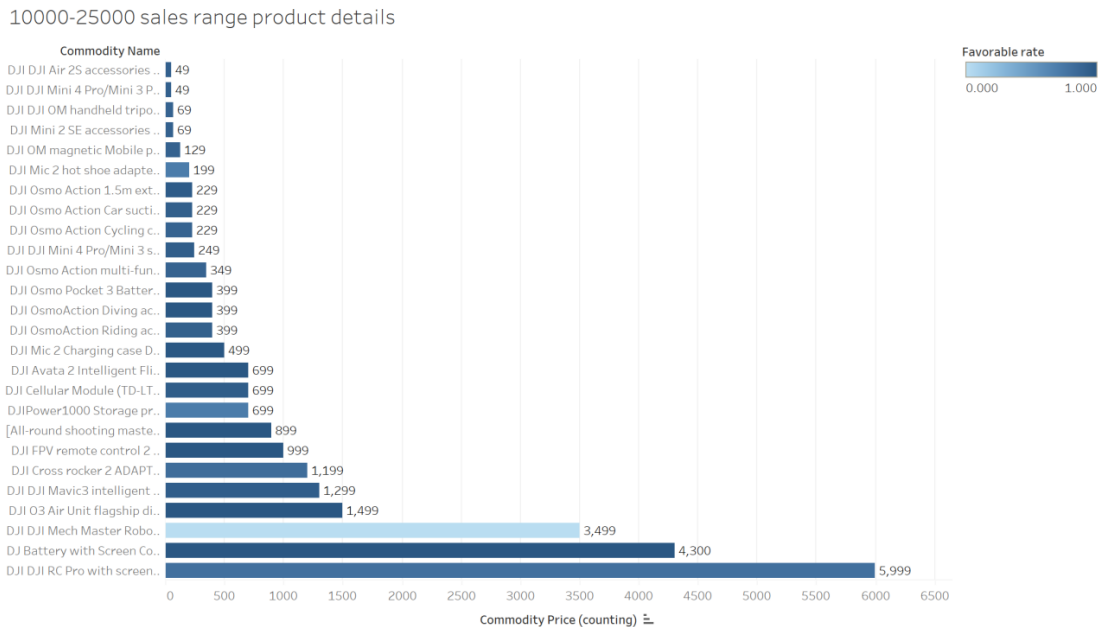


Figure 4: 10000-25000 sales range product details

3.2. Live Streaming Data

We have conducted a calculation of the fan base for various major e-commerce live broadcasting accounts affiliated with the DJI brand in figure 5, and found that in addition to the DJI wireless microphone account, all other accounts have a fan base of 10,000 or less, and the official brand account has a relatively small number of fans.

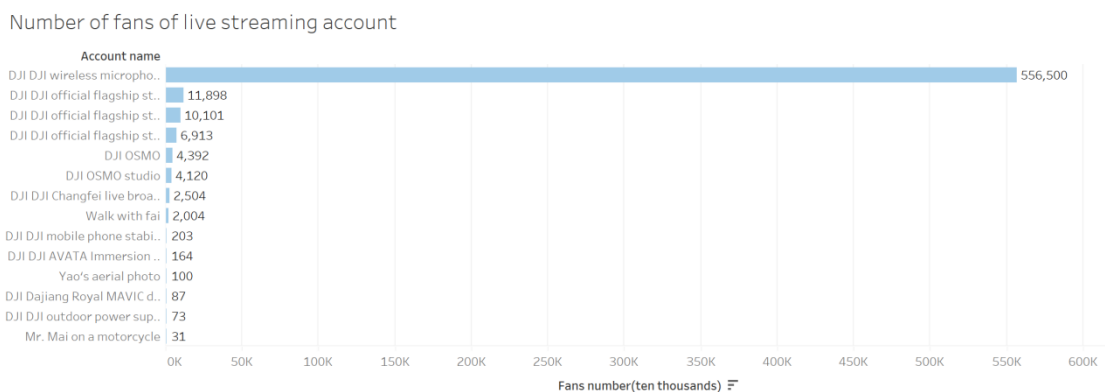


Figure 5: Number of fans of live streaming account

Therefore, we used the number of live broadcasts and the volume of goods carried by each account within 180 days of import to generate the following pie chart, and found that that two accounts,

namely DJI DJI OSMD broadcast room and DJI DJI official flagship store digital broadcast room, with fewer followers, had the highest amount of goods sold as shown in figure 5.

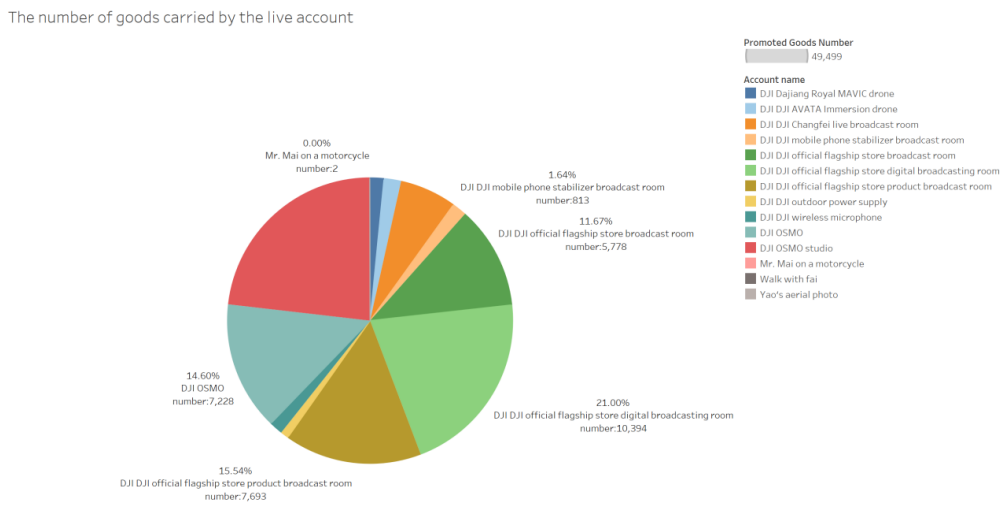


Figure 6: The number of goods carried by the live account

3.3. Effectiveness of live broadcast promotion

Finally, by analyzing the number and sales volume of the broadcast room associated with the brand during live promotions in figure 6 and 7, as well as considering the performance of brand account scheduling and communication, we can identify the highest sales volume in DJI’s official flagship store product broadcast room, DJI’s official flagship store broadcast room, DJI OSMO, DJI OSMO broadcast room. And the most connected live broadcasts.

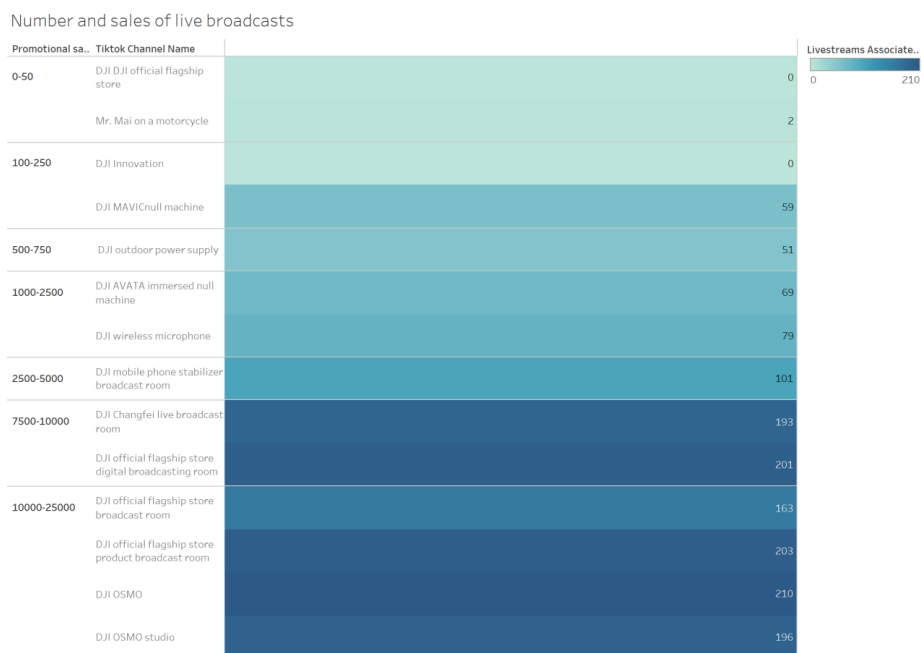


Figure 7: Number and sales of live broadcasts

After that, we also carried out a visual display of sales and found that despite having the highest inventory and sales volume, the four aforementioned broadcast rooms did not have the highest sales volume or best evaluation. The broadcast rooms dedicated to product operations received the highest ratings. This may be attributed to their specialization and a more targeted audience, leading to a more stringent selection process for quality.

4. Conclusion

In summary, DJI's promotion strategy in e-commerce live broadcast is mainly focused on medium and low-priced products, and through the promotion and live interaction of key opinion leaders (KOLs), it successfully stimulated users' purchasing desire. With its relatively low purchase threshold and wide user base, medium and low-price products have become the main sales categories in live broadcasting. However, in the marketing of high-priced products, DJI faces the challenge of increasing user satisfaction and product recognition. High-priced products usually require more detailed explanations and higher user trust due to their technical content and complex functions, which which places greater demands on the professionalism and interactivity of live content.

In the future, DJI should continue to optimize live content, enhance interaction with users, and especially make more efforts in the display of product use experience and technical advantages. Answering user questions in real-time, demonstrating unique features of the product and providing detailed usage tutorials, further enhance user trust and recognition of the product. At the same time, it is important to pay attention to user feedback, and timely response to user needs and doubts, in order to improve the product praise rate. Positive feedback from users not only contributes to the development of brand loyalty, but also serves as a catalyst for attracting potential customers through positive word-of-mouth referrals.

In the future brand promotion, DJI can also explore more innovative marketing methods, such as the application of virtual reality (VR) and augmented reality (AR) technology, to provide users with a more immersive product experience. At the same time, DJI should actively seek opportunities to expand collaboration with other social media platforms to increase brand exposure and influence.

The rapid development of short video platforms has provided brands with a broad market space and diversified marketing channels. Therefore, it is essential for brands to actively adapt to this trend and utilize live broadcasts and short video content in order to establish a closer relationship with users, achieving higher brand exposure and increased sales transformation. Whether offering low-priced or high-priced products, it is crucial for brands to prioritize user experience and interaction in order to meet user needs and gain a competitive advantage in the market.

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