

The Analysis of Marketing Strategy of Short Video Platforms

— Taking “Douyin” as Example

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Abstract: With the advent of the new media era, short videos are becoming more and more influential to people and the short video industry is growing, of which Douyin is one of the representative platforms. In this paper, Douyin is taken as the representative of short video platform and analyse the marketing strategy of short video platform by describing the strategy, explaining the theory and listing the brand cases for the three marketing strategies of brand positioning, content production and traffic acquisition. Based on some novel marketing theories such as the 4V marketing theory, the meaning and purpose of marketing strategies on short video platforms will also be explored.

Keywords: marketing strategy, brand positioning, content production, traffic acquisition, Douyin

1. Introduction

With the development of the new media era, mobile Internet has gradually replaced PC Internet and become the preferred information channel for media. According to Bankmycell statistics, in 2020, there were 4.78 billion mobile phone users worldwide and 3.5 billion smartphone users worldwide, with a smartphone penetration rate of 73.22% [1]. Through the mobile Internet, people can easily obtain a large number of comprehensive information, from the field of technology to the field of leisure and entertainment.

However, it is necessarily difficult for people to receive rich and diverse information in the limited time and energy. Therefore, simplified and fragmented information sharing is more likely to attract people's attention and make people more willing to spread. The short video platform, just in line with this trend, began to rise, allowing information to spread quickly through short video. Among them, Douyin is the most popular short video platform at present, which has attracted a large number of users and has 620 million users so far. 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. Although the traditional brand communication and marketing methods break through the limitations of time and space, there are still many limitations [2]. Therefore, using new forms such as short video ads, social marketing has become an important means of brand competition [3].

This paper will analyze the marketing strategies and explain their certain significance, so as to promote brands to better use short video platforms for marketing in the future.

2. Literature Review

2.1. Features of Douyin Short Video Platform

Douyin is a social app for creative short music videos launched by Bytedance in September 2016. It focuses on providing a platform for young people to create and share short music videos. Users can control video rhythm and scene switching through the software, apply various filters and visual effects to increase the interest of the video, and select appropriate music according to the content of the video frequency, giving people a super cool sense and appeal. Users use Douyin to shoot short videos. It is easy to make and has a low threshold, and ordinary users without professional training in video shooting and editing can also get started quickly. Therefore, it is popular among young people and has become one of the most popular short video mobile apps to record the moments of happy life. The contents of Douyin short videos are mainly stars, life, pets, music and dance, life, beauty and handsome men, tourism, games, etc. Many of the million grade "Big V" short videos are derived from this [4]. The top four top video categories on Douyin are "good life" (40 percent), "fun" (32 percent), "curiosity" (23 percent) and "tricks" (5 percent). The classification ranking of video content is also very consistent with Douyin's product positioning of "recording the good life", among which the videos of "good life" with high appearance level of girls and little brothers account for the highest proportion. The "aesthetic" oriented content values of Douyin short video social platform have deeply influenced the mode and strategy of brand marketing. In October 2018, Douyin released the 2018 Douyin big data, which showed that 85% of users were "post-90s", and the male to female ratio of users was 4 : 6. The younger users and the majority of female users made beauty short videos have more user groups [5]. Trill short video platform at the beginning of the line will be main target user groups point to one, two cities, mainly young women The body of the trill users have strong consumption willingness and ability, like fashion products, willing to try new products, vulnerable to ping The influence of opinion leaders of brand marketing, thus produce purchase behavior.

2.2. The Main Form of Short Video Marketing

At present, short video marketing mainly includes three forms. One is the brand related short videos uploaded by users themselves, that is, user-generated short video announcements. There are two reasons for users to actively generate short video ads: one is that the brand owner initiates related activities and users actively participate in them; On the other hand, users imitate the short videos of relevant brands. The second form is the brand push short video. Many brands have registered official accounts on Douyin and other short video marketing platforms, and regularly release short videos to interact with consumers. The third form is to cooperate with short video experts for brand implantation. Douyin and other short video apps have created a group of short video talent, and brand owners will choose to cooperate with these talent. On the one hand, short video marketing allows the brand owner to use the influence of the platform to make the brand get the maximum exposure, on the other hand, it also allows the brand owner to define the target consumers more clearly and interact more closely with the target consumers.

After understanding the form of brand marketing, this paper would reveal the marketing strategy of the brand on the short video platform, so it can be divided into the following three points: brand positioning strategy, content production strategy, and traffic acquisition strategy.

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3. Marketing Strategy

3.1. Brand Positioning Strategy

Due to the development of big data in the new media era, brands need to apply different techniques to carry out their marketing strategies depending on the platform, so many brands develop basic and at the same time very important marketing positioning strategies based on Douyin's algorithms. Brand positioning is always the first step in marketing in any era, and on Douyin, a short-form video platform, for content to be widely promoted, the weight of the brand account must be high, i.e. the brand must have a certain weight in the field it is classified in. Therefore, the key point of a brand's marketing positioning strategy on Douyin is "vertical". This means that a brand's account needs to be accurately categorized and positioned in a single vertical and that the content posted must match the level of the account's positioning and meet the interests of other followers. For example, Lexus China often posts preview videos and videos of Lexus car commercials on Douyin and produces different promotional videos depending on the Chinese culture. This ensures that the content of their videos has a certain depth and professionalism based on accurate positioning standards, while also showing the basic layout of the brand's marketing positioning strategy.

After a basic understanding of the brand positioning strategy on Douyin, some analysis can be made from the theory, which is divided into three points. 1. People only watch what interests them. The fast pace of the mobile era leads to the compression of time and energy, so people are more willing to pay attention to what they need and what they want, so accurate positioning allows brands to occupy an advantageous competitive position. 2. People reject products that do not fit their consumption habits. Most short-form video users live at a steady pace, which means that their consumption habits are generally fixed, so brand positioning fosters consumers' consumption habits and increases their loyalty to a brand. 3. If a brand can position itself most accurately in its field, it will be the first to attract the attention of consumers in that field.

The 4V theory is a new marketing mix theory proposed by Wu Jinming. It mainly includes differentiation, functionalization, added value, and resonance. Variation is the core of the 4V theory, which refers to establishing a unique image to differentiate oneself from competitors [6]. Taking Chinese footwear brand Warrior as an example, its marketing positioning strategy is to differentiate itself from other brands by segmenting the population, through gender and age, and dividing people with different characteristics into different categories. In the whole strategy, the company has created hundreds of accounts, each of which is "vertical" in a more detailed category. For example, in the male-dominated account type, the demographic structure is subdivided into three categories: "the proportion of men and women is not different", "the highest proportion of new white collar workers" and "the highest proportion of 30 to 40-year-olds". The three categories are "not different between men and women", "the highest proportion of new white collar workers" and "the highest proportion of 30 to 40-year-olds". The female consumer-oriented accounts are also segmented along the same lines, and the naming of the shops and accounts in the boutiques has also been done with differentiated positioning. Because of this differentiated marketing positioning strategy of Hui Li, they have been able to achieve penetration and matching of their merchandise to different demographics, and they have also been able to continue to lay out new marketing strategies, fully utilizing their resources and

strengths to compensate for the brand's competitive disadvantages. Therefore, although some aspects of marketing content as well as reaching saturation on this type of short video platform, Jitterbug, if brands can use their brand resources and advantages to develop a marketing positioning strategy with differentiation, they will be able to compensate for the impact brought by the industry sector and also occupy a place in the vertical.

3.2. Content Production Strategy

The short-video platform, mainly Douyin, is a short-video social software that meets the personalized and fragmented reading needs of its audience through accurate algorithms with the help of Internet information technology [7]. Through the short video platform, users can shoot and post creative short videos to share their personal lives with other users. In addition, in common with other short video platforms, original content tends to be more popular and supported, and eye-catching original videos are more likely to be followed, liked, commented on, and even shared by users. Therefore, by creating their brand-specific accounts and creating quality short videos of their brand, or related to their products, brands can leverage the platform's potential users to attract a lot of attention and stimulate their demand. In this way, it not only helps brands accumulate fans and deepen the spread of their brand but also increases the bond between users and the brand while increasing their trust in the product [8].

In terms of content production, it can be divided into two main parts: the content of the brand's account on the short video platform, and the content of the video ads. On the account homepage, brands can make more commercial expressions, such as brand messages, conversion portals, content aggregation, brand videos, and so on [9]. The account avatar of the platform is the first thing to be noticed, and as a logo, it should let users know about the brand in the first place. Next is the account name, which can be either a traditional brand name or something more innovative. Crucially, the conversion portal creates a bridge for the user to the brand's shopping site. On the other hand, there is the content of short video ads. In the case of Douyin, for example, there are certain requirements for the length of the video, so it takes skill to express the content efficiently under conditions of limited time. The first key point in terms of content is the choice of theme, that is, the thematic style of the video. While there are a variety of subject categories to choose from for short videos, brands should have a vertical and clear setting to maintain the balance and continuity of the video. Immediately afterward, the brand should capture the audience's attention in the most direct way possible, so that users can quickly understand the brand's characteristics when watching the short video, and thus develop a sense of psychological identification with the product. This requires the brand to insert subtitles both on the cover of the video and during the video so that users can visualize the content of the video.

Of course, it is also important not to overlook the role that music can bring to video content. An infectious choice of music is also a key move on a short video platform, which is more likely to resonate with a user, making it more enjoyable and thus a good experience for them.

3.3. Traffic Acquisition Strategy

Another key to the success of Douyin brand marketing lies in the constant flow of traffic from the Douyin platform, which for practitioners is the market, consumers and money flow. Users can easily find short videos that interest them, or those with more than 10,000 likes and comments, because Douyin uses a recommendation model that combines big data algorithms and manual marketing, which recommends videos based on users' preferences and increases user satisfaction and retweets. With the continuous development of mobile internet more and more smartphone users are using Douyin. Nowadays, more than 600 million Douyin daily users constitute a huge pool of traffic on the

Douyin platform, and there is a significant connection between the Douyin traffic pool and the dissemination effect of the content posted by brands in Douyin. Douyin accounts will enter the content traffic pool after releasing videos, and the platform will provide a basic traffic value of 200-500, and decide whether to overlay the push based on the data (completion rate, like rate, comment rate, retweet rate) from the users [10].

These four aspects of the data are also Douyin's fulfillment of users' psychological needs. This can be explained by the social currency theory [11]. It simply means that Douyin analyzes users' inner needs through their video preferences and makes them feel like they are entering the world they desire. By satisfying users' needs to build the image they desire, these short videos will naturally turn into social currency and be talked about in a big way to achieve word-of-mouth marketing. Brands need to take into account the four types of data mentioned above when posting videos on Douyin. By designing rich content plots, launching co-branded IPs, and using the celebrity effect to increase interaction and topic discussion with Douyin users to gain more support from Douyin platform traffic.

ECOVACS is a Chinese smart home company specializing in the development, design, production and marketing of home service robots. The company has responded to the current trend of short video and live-streaming with goods, accelerating content placement on emerging short video e-commerce platforms such as DouYin. According to Douyin e-commerce assistant data shows that the ECOVACS brand has been among the top sales in the home appliance industry since March 2022, with its single product T10 TURBO ranking first in the Douyin home appliance explosion. The main reason for the brand's sales explosion is that according to the "FACT" model, a merchant management matrix model released by Douyin in September 2021, the brand first brought an explosion of traffic and a rise in discussion of related topics through the challenge mode (#summoning robot), which is the most interactive mode for consumers to participate in Douyin. To achieve the sedimentation of the traffic pool. Secondly, the brand cooperated with netizens to release short videos such as street interviews and creative dramas, using Douyin's own traffic and social topic discussions on the theme of "how lazy is lazy" to continue to promote brand sales and gain more top traffic resources from Douyin. Finally, the brand joined the Douyin brand award activity during the event and the well-known IP Transformers cross-border cooperation, to help upgrade the brand image, so that consumers have the 'ECOVACS is the strongest robot' psychology. Now the brand still has stable traffic and more fans on the Douyin platform, through the brand's continuous marketing operations product upgrades are expected to bring more traffic to Douyin, Douyin will also contribute more sales for the brand.

4. Conclusion

The socialization of users in Douyin short videos is fast-food, minimalist socialization that emphasizes interest-oriented breaks through the utilitarianism and class gap, and seeks to entertain the community. This article describes how in recent years short videos have rapidly captured a large number of users with their ease of production, dynamic content, instant sharing, and strong social features, and many brand owners have seen the business value of short videos and joined the ranks of short video marketing. Based on the most popular short video social platform Douyin, this paper focuses on three progressive levels of analysis from account positioning, content production, and traffic acquisition to discuss the relevant strategies for brand marketing of enterprise products or services. In addition, the development of brands on the Douyin platform cannot be separated from their marketing strategies, and now that short video marketing is approaching saturation and the number of users and participating brands is increasing and decreasing, effective analysis and improvement of brand marketing strategies are needed to retain existing customers. One of the objectives is to create empathy between the customer and the short video platform and the brand, to increase user loyalty and to achieve tripartite coexistence, and another is to describe the intrinsic

psychological motivation of people's online consumption, thus demonstrating that brand marketing in the mobile internet era is both a collection of complex social relationships and as a representation of contemporary popular culture.

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