

A Review of the Development of Short Video Marketing

Qing Xie

School of Economics and Management, Anshun University, Anshun, 561000, China

Abstract

As video marketing has become the main marketing method in the current trend of information fragmentation, the short video marketing industry is constantly forming a new market pattern. With the development of short video platform, the problems of short video marketing are becoming more and more significant. At present, China's short video marketing has the characteristics of mobile mobile client communication, simple content production, fragmented information dissemination, social sharing, accurate goals and strong interaction, With enterprise independent operation, viral marketing, implantable marketing, interactive creative short video way, However, there are problems such as serious content homogenization, weak network supervision, unclear value orientation and single form of marketing channels, For these problems, This paper proposes to attach importance to short video content design, Optimize the team to carry out continuous marketing activities, fit the enterprise target market and positioning, strengthen the network supervision, Establish the correct value orientation, integrate a variety of marketing channel forms of development countermeasures, Current research hope to provide reference opinions to the practice of practitioners in the short video industry.

Keywords

Short Video; Short Video Marketing; Network Short Video.

1. Introduction

With the rapid development of mobile Internet, the pace of the era of we-media has been accelerated. With the emergence of Internet celebrity economy, the short video industry has risen rapidly. Major news information platforms and social media platforms have entered the short video industry, in the industry. On its own good development conditions, short video, with the external advantages of mobile Internet, media terminal technology, big data platform and so on, competes to part of the market of video media, but also won large-scale users, and has been included in the new marketing position. Internet short video marketing trend is unstoppable.

This paper will take marketing as the subject background, based on the latest development status, combined with the current literature content, by knowing the network short video in the process of flourishing problems in recent years, explore the law in the development of network short video marketing and remaining problems, further explore the sustainable development of network short video marketing, to a certain extent rich research theory, provide guidance for the practice of short video industry practitioners. It also helps operators to understand the shortcomings in their own development through the article, and only when they avoid these problems can they better explore the future development model.

2. An Overview of Short Video Marketing

2.1. The Concept of Short Video Marketing

Short video, also known as network short video, is a new form of publicity, interaction and increasing exposure by relying on the Internet. Compared with traditional long video, short network video is a new video mode. It is timing in seconds, a few seconds long or several minutes. By using the convenience of mobile Internet, it is suitable for videos watched in mobile and short leisure state. Short video marketing is based on the Internet, enterprises or brands directly or indirectly convey relevant content to consumers through short video, which is conducive to stimulating the interest of users to understand the enterprises and products, and ultimately promote the occurrence of purchase behavior of social advertising and marketing activities.

2.2. Characteristics of Short Video Marketing

2.2.1. Mobile Phone Mobile Client Communication

In the context of the rapid development of the Internet and the widespread use of smart phones, mobile phone client APP has been the main channel of short video communication. Mobile client interface is simple to operate, only a simple operation can complete the page refresh, click the screen can be thumb up. According to the Statistical Report on the Development of The Internet Network released by the China Internet Network Information Center in 2019, the total number of mobile Internet users in China had reached 847 million by June 2019. The number of short-range Internet TV users reached 648 million, accounting for 75.8% of the total of Internet users. The penetration rate of short video in people under the age of 65 is 60% +, and users use it for more than 5 hours a day, which not only creates an objective condition for short video marketing to become a new marketing trend, but also provides a sufficient user base.

2.2.2. Simple Content Production

Through the use of short video application software face recognition, AR and other technical functions, constantly add the user's three-dimensional experience, combined with multi-sensory experience. When shooting short videos, users can achieve professional recording effect through these simple operations. Using the multi-lens recording function of such software, users can freely choose background music in the final step of the addition of special effects, allowing users to more easily participate in the process of short video marketing. Users take the opportunity to release short videos with high-quality content to attract the attention of many users and form the fan effect. In the process of maintaining the user relationship of the video platform and constantly improve their appeal. The simple operation of content production reduces the threshold of short video marketing.

2.2.3. Fragmented Information Dissemination

Short videos have the same fragmentation characteristics as in the mobile Internet era, which breaks the geographical restrictions, allows users to watch in all daily scenes, and also enriches the time periods and scenes for users to watch videos. Compared with traditional videos, the time length of short videos is shorter, which has strong mobility and convenience, with rich and diverse content, appropriate to life and vivid image. Today's fast-paced lifestyle gradually distributes the public's daily life, forming a fragmented life, and the instant and expressive content is easier to attract the public. The characteristics of short videos coincide with the needs of the public. Users browse short videos in fragmented time, make full use of scattered leisure time to master some marketing information, constitute the form of decentralized marketing process, and achieve the effect of greater gain in marketing.

2.2.4. Sharing is Social Media

Form social trend is short video platform in video application competition is the inevitable result of the development of the situation, users can through QQ, WeChat, mobile phone number and other social media account login short video application, so can see the address book in the use of the application friends, can focus on friends understand friends on video. Users can upload short videos recorded through other software, or directly record videos to upload and share, so as to interact with other users and get their attention, likes and comments. On the short video page has a key to share node, can choose different channels to share, make the short video can get secondary transmission on other social platforms, this is not only improve the exposure, also expand the user scale, the activity of social networks at the same time, expand marketing channels, the effect of short video marketing is getting better and better.

2.2.5. Accurate Target and Strong Interactivity

Short video platforms can form personalized labels through users' historical video browsing, stay time and interaction, so as to speculate user preferences and recommend products or coherent content that users may be interested in. Through some algorithm of big data, potential users from massive users for intelligent recommendation, and accurate delivery of advertisements can help enterprises achieve the effect of precision marketing. Users can learn about the product through interactive form, and have the opportunity to discuss their feelings with other users.

3. Development of Short Video Marketing in China

3.1. Current Status of Short Video Marketing in China

Since 2005, You To be video has opened a homemade video sharing platform, setting off a wave of short video production and sharing in foreign countries. In August 2013, Sina will be able to shoot 10s short video "second shot" as a built-in function, short video gradually entered the public view, followed by domestic comprehensive video, vigorously develop the shooting mode, Youku launched "Beauty point", Tencent launched "micro vision" and so on. In the rapid development of the video industry in recent years, the number of online video users in China reached 759 million in 2019, an increase of 33.91 million compared with the end of 2018, accounting for 88.8% of the overall Internet users. From the user characteristics of short videos, it can be found that the average age of users of short videos is around 28 years old, and this group is the mainstay of the society. The current young people born in the 1980s and 1990s represent the main consumer groups in China. This group has high quality of life, is young, love to try, like shopping and travel. From the short video use time, it will be found that it has a certain regularity, generally around 12 noon and after 9 o'clock in the evening, and this time period is usually the rest time for office workers.

Due to the large coverage of online short video content, covering life, clothing, beauty makeup and other fields closely related to life, watching short videos has gradually become an indispensable activity in daily life. Short video marketing is a form of content marketing, mainly through the simple story into artistic, combined with commercial, content than hard advertising to join more strong feelings, mainly through the emotion to establish the connection between consumers and products, to expand the enterprise brand image, enhance the competitiveness of the enterprise product. For example, TikTok, the leader of short video platform, mainly has a business model: relying on content at the initial stage, attracting fans, accumulating traffic and constructing traffic pool. After the number of fans reaches the high value, they start to use the platform live broadcast or product content implantation form to bring goods directly through different ways. Using the transformation and opening the window function, users can transform in the product window, so that users can buy directly through the link placed in it. There are also enterprise users to open enterprise certification for content

marketing, users click on the product link can directly jump to the official website or Taobao to buy. In addition, users can also take advantage of the added value of TikTok. When a certain number of fans is reached, more video traffic can be realized. Users can also undertake advertising and integrate the product into daily life scenes to share publicity. At present, most enterprises in the market choose to focus on a single channel. After all, the network short video marketing model is an innovative model based on the current market development, and its development path needs to be explored.

3.2. The Way of Short Video Marketing

3.2.1. Independent Operation of Enterprises

Enterprises rely on their own brand image to actively participate in video production, conduct short video rotation broadcast on its official website, or promote publicity in other media and short video platforms. Some enterprises apply for accounts on the short video platform, conduct official certification, and follow the marketing and publicity arrangement of the enterprise, update their works according to a certain time period, so as to attract users' attention and achieve the purpose of interaction with users. With the help of users' attention to the short video platform itself and the influence of the platform, the product exposure rate can be maximized and the marketing effect can be achieved. When users see interesting videos of their favorite products, they will choose to share and send them to friends and forward them to other platforms such as moments and Weibo for dissemination again, and achieve the role of publicity in the process of sharing with others.

3.2.2. Viral Marketing

It mainly relies on third-party application sharing. After users see resonant short videos, they comment, forward or directly share to other social platforms, and then achieve redissemination. It is also recorded through an attractive fixed theme or the same background music. Although the content is different, the title and music can quickly get users' attention in the first time, thus triggering viral marketing of short video. When the video traffic is high, it will be pushed to the home page recommendation, so the possibility of to be watched by other users will become higher.

For example, in an ancient potential Cologne fragrance shower gel recommended by "Little Lemon" on the TikTok platform, the video was praised by 47.2w and forwarded by 1.1w times. There are also six recommendation videos of the same product on the same platform, which were forwarded thousands of times. On the e-commerce sales platform, the monthly sales of the product reached more than 150,000.

3.2.3. Implantable Marketing

Consumers have distrust of pure advertising attitude or even resistance, generally will directly ignore or even skip. After the emergence of story advertising content, the placement content of short video marketing has achieved good results, but the rigid placement does not care about the feelings of the audience, and its affinity and the audience's viewing experience will be relatively poor. Using the analysis of video playback times, the number of likes to explore the value of short video, the choice of high-traffic short video implantation products has become the first choice of businesses. Businesses put the advertising language and products into the short video content without a trace, which may be funny jokes or moved videos, so that it will not make the user dislike, but will make him unconsciously interested, and subtly receive marketing information.

3.2.4. Interactive Creative Short Video

Businesses in a short video platform and star form interaction with users, the theme of the project is basically related to launch the new products or enterprise itself, with configuration gifts to let users actively participate in activities, together with short video, thus gradually

fermentation as a hot topic, through the star effect and participation in curiosity, and make full use of the topic marketing activities, realize marketing activities.

4. Problems in Short Video Marketing

4.1. Serious Homogenization of Content

Today, people's high-traffic and creative videos are simply processed or directly imitated by others, which have become a tool to attract public attention and increase the attention of clicks. Videos with similar content are processed, beautified, or deleted, and repeated on various platforms, disgusting. The same content and similar routines are difficult to attract users for a long time, so the effect of short video advertising and marketing is constantly decreasing. When businesses release short videos, they will copy some other people's materials or cases for simplification or direct imitation processing. Video videos with similar content plots are processed and beautified, and then pushed through the algorithm set in the background, and users will receive many information and similar content. Such as short video platform enthusiasts Mr Guo, not only like to watch video in free time, also like short video, combined with their industry knowledge and operating stone shop recorded into a short video uploaded to the platform, he said through this form of video to promote stores, attract business, and he released video to a certain flow is also able to bring benefits. Short video platform according to the background set good recommendation algorithm according to the user's preference, choose the corresponding video content recommended video, users will think these push to satisfy their mind, but in the use of time, platform push content homogeneity concentration trend more and more obvious, the user is easy to appear tired, so short video advertising marketing effect is reduced. The same will lead to a narrower interest in video products. As repeated information continues to appear, the perception will also be affected.

4.2. Weak of Supervision

Due to the lack of inspection and weak supervision, some malicious people use short videos to publish illegal advertisements and upload links to three no products, and use this platform to distribute products, infringing on the rights and interests of consumers. A handmade lipstick is a red unknown liquid device into a lipstick mold, through a plastic tube, and then on a packaging shell. There are also "customized" big brands that are actually their own belts, plus the fake trademarkSome famous short video platforms display homemade fake cosmetics and produce shanzhai brands in an endless stream. Some sellers on the platform even sell fake products by comparing with the genuine products, and some videos are even pushed to the home page of the platform.

4.3. Value Orientation is not Clear

More than 85% of the users are young users, led by teenagers, who are easy to be attracted by new things and immersed by new media. However, in the leading position of web celebrity, upload short videos on the platform to create the effect and gain attention, its video not only appear production did not reach the professional level, but also serious materialization and even vulgar trend. for example, A beauty blogger on short video platforms, With over 30 million followers, Many brands advertise advertising and sales campaigns through his short videos, With a very large sales volume, But many users said the short videos posted by the account overemphasized transactions, Not for promotional products; A certain user on the TikTok platform is a reverse niche web celebrity, As of August 2019, its account has received more than 290 million likes, But his videos also contain a lot of product placement, Many users say the laughs of a series of short videos on their accounts provide short-term pleasure, But its content is actually too vulgar. Although these short videos containing negative value can attract attention in the short term and have certain advertising function, in the long term, they may

damage both the cultivation of teenagers and the long-term advertising effect of corporate brands.

4.4. Single Form of Marketing Channel

Because some enterprise marketing personnel to the new era of short video marketing understanding is not familiar with, and short video marketing this channel is not authoritative certification, and traditional media marketing means with market development direction, in the current development field, in this environment, pure use of short video platform or traditional media platform is difficult to ensure marketing audience coverage, it will also affect the comprehensive benefit of the enterprise.

5. Promote the Short Video Marketing

Short video marketing is receiving more and more attention. The commercial marketing business of most short video platforms in China has been continuously developed and established as systems, and the marketing process of short video will continue to be professional and standardized. In addition, the short video marketing industry chain is becoming more and more perfect, there are special teams and institutions to provide enterprises with creative planning, content manufacturing, talent packaging, fan management, data analysis and many other services are constantly presented, product promotion activities in the field of short video marketing will get a good opportunity.

5.1. Focus on Content Design and Carry out Continuous Marketing

The development of short video is an increasingly important marketing channel, and creativity is the essence of short video marketing. The content of short video, namely the form of marketing development, affirms that only with high-quality content can it present a better communication effect. No matter what kind of short video marketing method is used, the content it designs is crucial. When deciding to use short videos to deliver product information, the content should be creative rather than simple imitation or blunt insertion. While "content is king", we should pay attention to the title, background, music cover and other elements of short videos will have an impact on the user experience. Only with the cooperation of these elements can the advantages of short video marketing be better highlighted and the ideal promotion effect be better achieved. In addition, the vertical segmentation of short videos should be strengthened to develop good ideas in many fields and produce high-quality content. Relying on the popular video, attractive topic challenge can get high traffic, achieve good marketing effect at low cost, but with the growing large number of users and video content, if the enterprise does not constantly produce good content video, high traffic hot video has become a difficult task. In view of the production of short video touch creative, performance, shooting, and the user requirements are improving, the short video shooting professional degree need to improve, so need to cultivate professionals, build a special production team, control the content production work, manage the video release work. In terms of the short video marketing industry development also needs to constantly improve, part of the advertising company and enterprise marketing team professional level of good and bad are intermingled, in order to marketing good results, enterprises can optimize the team, between members, to realize the design of the short video output, thus produce creative marketing video, attract the attention of users and let them become their fans.

5.2. In Line with the Market Positioning, Strengthen Supervision

Stars and Internet celebrities who advertise on the platform all have their own image positioning, and the short videos they release have their own features. When cooperating in short video marketing with platform experts, enterprises should consider whether their brand

image and the crowd characteristics of the target market are consistent with the fan characteristics of the cooperative experts. In addition, the advertising recommendation tends to be humanized, from the perspective of emotion and communication, empathy to grasp the existing needs of users and constantly discover the potential needs of users. By adding the emotional factors of short video advertising and marketing to the content recommendation algorithm mechanism, the effect of precision marketing can be improved by further meeting the needs of users.

Strengthen content review at the same time, short video advertising marketing should abide by the "advertising law" the interim measures for Internet advertising management and other laws and regulations, network responsible departments to in accordance with the rules for the supervision and management of short video content, and the platform itself requires collaborative management in other processes, such as the user registration to audit to share video to punish illegal account in these aspects of a set of process management, further intensify audit.

5.3. Establish the Correct Value Orientation

With the rapid development of contemporary technology, the threshold of the production of short videos will be further lowered. With the advantage of a large number of fans, "ordinary people" users are expected to open the era of national goods, and the little bit of life, their own life insights and so on will be shared. Through short videos, the video content needs to pay attention to providing the correct value guidance. Although short videos taken out of context or even title parties can attract a lot of attention in the short term and have certain advertising effect, such videos with vulgar content and containing negative value do not go far. In the long run, this will be damage to corporate brands and advertising. The social responsibility that the traditional media and the new media communication operation must assume is to establish the correct value orientation and carry forward the positive energy.

5.4. Integrate Various Forms of Marketing Channels

For short video marketing, to ensure that a good marketing effect is important flow, so still need to do a good job of drainage. Multi-channel marketing is a good choice to complete the job, that is to integrate a variety of ways, form a relatively unified system, through the advantages of integrated channels, make full use of the advantages of short video marketing, connecting the characteristics of the traditional media industry authority, construct a stereo advertising platform model, improve the existing sales organization, through a variety of marketing forms constantly improve their marketing services, so as to continuously promote enterprises improve marketing ability and enhance their competitive strength. In addition, the correlation between different channels is used to bring traffic into products. Although there is overlap between users of different short video platforms, the styles of different platforms are different, with different target groups from other platforms and different commercial marketing means. In order to achieve better marketing results, enterprises can cooperate with different marketing methods to carry out activities, and can release these marketing information on other platforms such as WeChat Moments and Weibo at the same time. At the same time of online promotion and publicity, we can cooperate with offline store activities and carry out marketing activities in all directions.

References

- [1] Hu Ming. Discussion on Douyin Short Video Advertising Marketing Practice [J].China Economist,, 2019 (11):53-55.
- [2] Wang Zhengyou,SunYan. Analysis of the current situation and countermeasures of short video development in my country [J].Media,2018(11):87-89.

- [3] Xiong Xiaoling, Research on the Short Video Marketing Value from the Perspective of Industrial Chain [D]. Northwest University, 2017.
- [4] Zhou Yin. Research on Business Model Innovation of Short Video Platform in China [D]. Communicatin Univeristy of Zhejiang, 2019.
- [5] Cui Shiyin. Tools and Values: Research on Mobile Short Video Problems and Countermeasures [D]. ShanDong University, 2018.
- [6] Jin Weijiao. Research on short video marketing model from the perspective of self-media [J]. Media Forum, 2019, 2(16):44-45.
- [7] Hu Fangwei. Research on Video Marketing Strategy Based on Weibo Platform [D]. He Nan Univeristy, 2019.
- [8] Zhao Mingli. Research on short video marketing strategy [J]. Current Marketing, 2018(12):228-229.
- [9] Yu Fuxi. The influence of online video advertising on consumers' purchase intention [J]. Modern Communication, 2016(22):45-47.
- [10] Xu Jie. Analysis on the form and development trend of online video marketing [J]. Modern Business, 2018 (36):13-14.
- [11] Jiang Yunfeng. The effect and market prospect of new media short video applied to cross-border e-commerce marketing [J]. Market Modernization, 2019(17):38-39.