Research on Tiktok's Content Marketing Strategy of "ZUT_X"

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Abstract

This paper establishes a content marketing analysis model to study the Tiktok's content marketing strategy of "ZUT_X" from three dimensions: content display, content design, and fan interaction. Based on the results, corresponding improvement suggestions are put forward to help "ZUT_X" gain more fans and promote the creation and dissemination of original music on campus.

Keywords

Tiktok; College Music; Content Marketing.

1. Introduction

At present, musical creation is gradually becoming popular in universities, and more and more campus music organizations have been bred, but the promotion and dissemination of their original music are not satisfactory. The development of the internet industry has led to the rapid rise of the short video industry represented by Tiktok, and more and more musicians or musical companies have begun to focus on the construction of the Tiktok's platform. A successful music-based Tiktok's account can enable musicians or companies to obtain greater traffic and revenue. This paper takes the Tiktok's account "ZUT_X" of BMC as an example, which is a musical group in university , and analyzes its marketing strategy by using content marketing theory, so as to promote the creation and dissemination of campus music in universities.

2. Content Marketing Literature Review

In recent years, searches for "content marketing" have been growing rapidly in both Microsoft Academic and Springer Link, and according to Klaus Fog (2010), the essence of content marketing can be summarized as "storytelling", the creation of a story that attracts the attention of consumers and uses elements to convey the culture and values of the brand, thus increasing the brand's influence.[1]. Harad (2013) argues that content marketing is a way to create a common interest and mutual recognition between brands and consumers in an equal and voluntary exchange of communication. Way [2]. Taiminen (2019) argues that corporate content marketing can promote consumer engagement and interaction, and that companies should focus on the polishing and creation of marketing content rather than just on the use value of the output content [3]. Although foreign scholars have different interpretations of content marketing, they all have the following commonalities: first, diverse and valuable content; second, encouraging user participation; and third, user-initiated marketing.

Feng Yuan (2017), a domestic scholar, believes that content marketing delivers valuable product and brand-related information to consumers through various means such as text and pictures, so as to attract consumers' attention, participation, interaction and sharing, and ultimately achieve a marketing strategy to improve brand awareness and enhance corporate

image [4]. Wang Xiangning (2020) pointed out that short video content marketing has a significant positive impact on consumers' purchase intention, in which functional content, entertaining content, and social interactive content all positively affect purchase intention [5]. Liu Xia and Li Xiaoye (2018), on the other hand, analyzed Jitterbug's marketing promotion strategy in detail in terms of precise positioning and low thresholdization, pointing out that the short video platform currently has problems such as lax regulation and low-quality content [6]. Liu Jialing (2019) argues that the rise of mobile short videos provides an opportunity for weblebrities, but the public is not yet familiar with content-based weblebrities [7].

The research on content marketing theory in domestic and international literature mainly emphasizes consumer engagement and shortening the distance between consumers and companies to make the relationship long and stable. In view of the importance of music to the cultivation of humanistic and comprehensive qualities of college students, it is necessary to study the content marketing strategy of college musical Tiktok's accounts, so as to provide theoretical guidance to promote the dissemination of music on college campuses.

3. Content Marketing Analysis Framework of Musical Tiktok

Yijin Zhou and Jiahui Chen (2013) proposed three dimensions of content marketing forms: dialogue, storytelling, and customer interaction [8]. Based on the above literature research results and combined with the actual characteristics of short videos, the paper divides the analysis framework of music-based Tiktok's content marketing into three dimensions: namely, content presentation, content design, fan interaction and participation. Each dimension influences each other and is connected to each other to form a recyclable consumption process. In order to analyze the marketing effect and influencing factors of each dimension, several key indicators are set under each dimension and selected as research categories. The content display dimension includes two indicators, such as posting frequency and period of time, and homepage description; the content design dimension includes three indicators, such as title, cover and subtitle accuracy, editing method and content type; the fan interaction and participation dimension includes three indicators, such as views, likes and comments. The entire content analysis framework of musical Tiktok is shown in Figure 1.
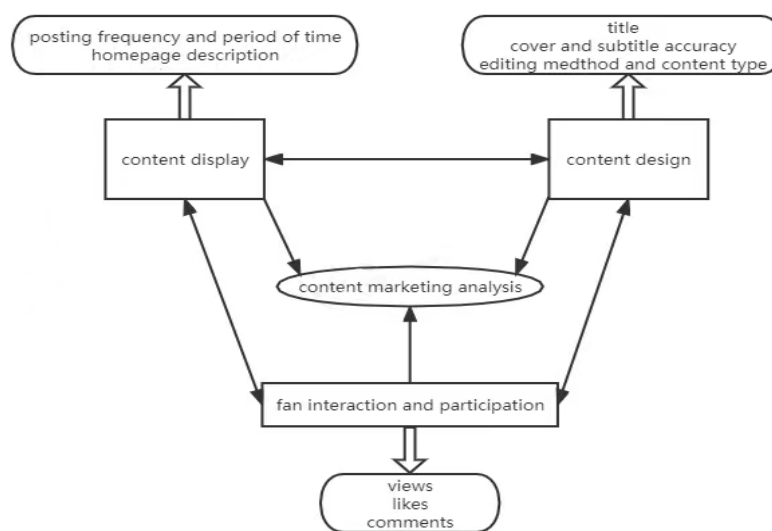

Figure 1. Framework for analyzing the content marketing strategy of Tiktok

4. Analysis of the Problems of "ZUT_X" Content Marketing

4.1. Introduction of "ZUT_X"

Being registered on November 9, 2020, "ZUT_X" is the Tiktok's account of BMC, an original rap group from Zhongyuan University of Technology. BMC was founded by a group of college students who loved street culture in 2010 when hiphop was still extremely niche. Since the "ZUT_X" registered account, a total of 20 effective short videos have been released, and a total of 145 fans have been harvested, with fans positioned as college students and rap enthusiasts, mostly from the Zhongyuan University of Technology and its neighboring schools, rap fans are mostly local rappers in Henan. One of the most single short video views up to 173,000 times, the least single short video views of only 166 times.

4.2. Problems with the Content Marketing of "ZUT_X"

4.2.1. Problems at the Level of "Content Presentation"

(1) Short video release time period is not fixed. The number's short video posting time period is relatively concentrated in the 20:00-22:00 time period, but not fixed. According to the recommendation mechanism, the stable release time period of Tiktok will increase the weight of the account (Tiktok's weight is the score of the account's comprehensive performance). The higher the weight, the higher the number of plays it will get, and vice versa, the lower it will be. The irregular posting time period of this Tiktok's account has an obvious negative impact on its account weight.

(2) The description of the number's homepage is not distinctive. In the profile, the first sentence does not indicate that the number is an original musician, nor does it indicate that the account belongs to the campus original rap organization "BMC". After that, the display of the NetEase cloud account and the micro-signal seems too abrupt. Most short video users have no time to look at the text, and the NetEase cloud account and micro signal are also a combination of English and numbers. The musical page of the number only uploaded one original song "Shining", and it is more difficult for users to understand the musical characteristics of the music organization. And the song was only uploaded as a whole song, without uploading the edited "golden 15-second version" (the length of the short video background music is basically 15 seconds).

4.2.2. Problems at the Level of "Content Design"

(1) The accuracy of work subtitles is poor. Good subtitle production can increase the originality of short videos, help users better understand the content of short videos, and improve the completion rate of short videos. The paper analyzes the accuracy of the subtitles of "ZUT_X" from the perspective of whether the subtitles contain misspelled words, sensitive words (which will restrict the video flow if found by the audit) and whether the subtitles are homophonic. The accuracy of the subtitles is shown in Table 1 after counting the 20 valid short videos released by the ZUT_X.

Table 1. Accuracy of short video subtitles

Short video serial number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
No typos				√	√	√			√	√		√				√	√	√		√
No sensitive words	√	√	√			√	√		√	√			√	√			√		√	
Simultaneous subtitles		√	√	√	√	√	√						√			√				√

As can be seen from the above table, only three of the 20 valid short video subtitles have 100% accuracy (no typos, no sensitive words, and with simultaneous subtitles), while the rest have more or less problems with typos, sensitive words, or slightly delayed sound and subtitles, and

the proportion of subtitles with more than two kinds of problems at the same time is as high as 60%, so the accuracy of their subtitles is not optimistic.

(2) The editing style is too repetitive. Any good video content material needs a suitable editing method to bring it out. There are three main editing methods for musical numbers: static figure + song, video + music, and a combination of the first two methods (static cover + video + music). In order to enrich the video playing effect, some special effects can be added in the editing process, such as filter, recognition, split screen, transition, time, to make the short video more layered. The thesis counts 20 effective short video clips released by this number, and the specific status of the editing methods used is shown in Table 2.

Table 2. Clips used by this number

Short video serial number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Stills + Songs					√												√	√		
Video + Music	√	√	√				√	√	√	√		√	√	√	√	√			√	√
Static cover + video + music				√		√					√									
transitions	√	√	√	√		√			√	√	√	√			√					√
Identification		√																		
Split Screen				√																
Filters						√														√

From the above table, we can see that most of the short videos released by "ZUT_X" are edited by using video + music + special effects, which is too repetitive, with a single special effect and lack of variation.

(3) Lack of serialization of video content. Only six videos of this number are serialized, and the proportion of the six videos vertically unified is low. Although the selection of topics and scenes are vertically unified, there are still differences in the covers and shooting methods, only the original music is used as background music in the content, and the lip-synching is done by the musicians in the camera according to the music rhythm. The video content such as being watched separately, the user is difficult to determine that it comes from the same number. Although its content positioning is clear but useful video style differences are too large, easy to bring confusion to the user.

4.2.3. Problems at the Level of "Fan Interaction and Participation"

(1) The number of views continued to be low after a precipitous decline. The views of the 20 effective short videos released by this number varied greatly, with the second short video receiving the highest number of views at 173,000, while the fourteenth short video received only 166 views. On the whole, the view of the videos released at the beginning of the number rose steeply, and fell precipitously after the second video, reaching the lowest point in the fourteenth video. At present, the number of views has slightly rebounded.

(2) The interaction channel is too single. The two-way interaction between "ZUT_X" and its target users is more often reflected in the comment section of short videos, but it is often a one-time comment and reply, which cannot truly understand the needs and views of the target users. This kind of interaction with comments only stays online, and there is too little offline interaction with the target fan base, which is not good for interaction.

5. Suggestions to Improve the Content Marketing of "ZUT_X"

5.1. Optimization Suggestions at the Level of "Content Display"

Firstly, Keep the update frequency stable, and fix the time period for posting videos with the active time of the audience. A relatively stable update frequency for short videos is good for account weight, so that fans can see the updated content regularly and develop the habit of

watching the content on time. According to the recommendation mechanism, the time period of posting is also important, and it is easier to get better results when posting during the active time of users. The main target audience of "ZUT_X" is college students, so the videos for college students should be released during the students' free time, such as 12-13pm or 21pm, and the college students are usually resting at night and brushing their phones at 22pm, so it is better to release short videos at these two times. The video will have better effect.

Secondly, the paper chose to imitate the best musical numbers to enrich the content of their homepages and upload original hit singles. The paper chooses Redok, a Tiktok's account run by Redok, an original musician from the university, as a reference, which has 937,000 followers. Redok's profile identifies him as a musician in the first sentence, and shows the reason before introducing his own NetEase cloud account, with an explanation prefix before his Weibo and assistant WeChat accounts. The music page uploads 13 original music tracks and basically uploads a 15-second sub-song of an edited version of each song. The "ZUT_X" can be written to imitate the content of Redok's page, with the first sentence indicating the identity of the musician and highlighting that it belongs to the campus original rap organization "BMC", followed by a display reason in front of the NetEase account and the WeChat signal. Upload more original music audio on the music page with a 15-second clip version to increase the likelihood of the group's original music becoming a popular soundtrack.

5.2. Optimization Suggestions at the Level of "Content Design"

Firstly, improve the accuracy of subtitles. Nowadays, many video editing software have introduced the function of automatic recognition of audio into text, but often the automatic recognition will appear the sound and subtitle are not synchronized or the wrong word (harmonic word). The number needs to identify the audio is basically an original song with high sound quality, so the short video producer only needs to check the status of automatic identification a few more times, for the appearance of misspelled words or sound words not synchronized with the place in time to manually modify, for the appearance of sensitive words can be replaced by harmonic words.

Secondly, original music is used as the core to make the content serialized. Content serialization is essential for the account to form a unique style and create a personal IP. Combined with the characteristics of "ZUT_X", we can choose some keywords to expand and refine the series, such as a series of works in the same remix style and a series of works in the same music style. After that, in the serialization of the plot, we can make a series of musical dramas based on the content of the original music lyrics while lip-synching to the background music.

5.3. Optimization Suggestions at the Level of "Fan Interaction and Participation"

First, increase offline interaction channels. The number currently has only one online interaction channel, the comment section of the work, but the number belongs to the organization of Zhongyuan University of Technology, its creators and operators are students of the school, members can organize themselves on campus or cooperate with other school organizations to hold music activities and promote the number, the number also promotes the school activities through the end of the short video. This method will increase the number of on-campus college students' fans to a certain extent, and also interact with fans offline. This offline interaction model can also be applied off-campus afterwards, linking up with other college organizations.

Second, reply to comments in a way that has the characteristics of "ZUT_X". The way you reply to comments and add your own account characteristics has a great effect on the formation of the personal IP. "ZUT_X" is the original rap musical number, and the rapper's daily image is

mostly cool and rebellious, so the tone used to reply to comments should be cooler and more rebellious.

6. Conclusion

Nowadays, the domestic original music environment is getting better and better, and many original musicians have successfully promoted their music works through the platform. University music organizations should also try to promote the dissemination and creation of campus music through the platform. The paper combines content marketing theories, establishes a model for analyzing the content marketing strategy of musical Tiktok, analyzes the content marketing strategy of "ZUT_X" from three dimensions: content display, content design, fan interaction and participation, and proposes corresponding improvement suggestions to help promote the dissemination and promotion of original music in universities.

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