

Research on Brand Marketing Strategy on Tik Tok Short Video Platform

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Abstract: In the current market economy environment, in order to expand their influence in the market, enterprises have transmitted brand information to consumers through the Internet and other channels. How to do a good job in the promotion and dissemination of brand products, so as to quickly occupy a larger market share, has become a problem that major brand owners must consider, and the emergence of mobile short videos provides new ideas for enterprises to carry out brand marketing. We will focus on the brand marketing of Tik Tok short video network platform, and specifically study the brand marketing characteristics and brand marketing strategies, and strive to effectively play the resource advantages of Tik Tok short video network platform, so as to increase the flow of enterprise brand promotion and lay a good foundation for the development of enterprise brand.

1. Introduction

The rapid development of Internet technology and the wide application of smart phones provide a strong technical equipment guarantee for the extensive and rapid spread of tiny TV information. Big data analysis shows that short TV has been one of the most fashionable social ways for young consumers, and has established a huge customer base. The main purpose of modern brand promotion is to increase the influence and recognition of communicative brands in the international market. A large number of consumer resources on short video platform can also provide good conditions for modern brand promotion, which leads modern brand promoters to pay attention to and make use of short video platform. At the same time, short video has become an important way for brand promotion of many well-known enterprises because of its robust interactivity and quick news release. This chapter will rely on the network platform resources of Tik Tok short video, analyze and discuss the characteristics of enterprise brand promotion and the corresponding countermeasures from the aspects of enterprise brand positioning, short video content production and information flow collection.

2. Overview of brand marketing characteristics of Tik Tok short video platform.

2.1. The brand communication value of Tik Tok short video.

In the era of societal network, Tik Tok short video has great brand communication value. The brand uses the shared internet to transmit and share the brand content. Short-sighted customers can also gain users in a subtle way, which can accelerate the realization of funds after the user traffic increases. Thus producing a good marketing effect. In addition, the short video platform provides traffic to account owners, and the platform mainly provides services for rapid video websites, both of which take their own needs, thus promoting the development of brand accounts of the platform. The main product uses its own account to put in a large number of short-sighted advertisements, or uses audience positioning to implant the products into the short-sighted content of network talent, which can convey the brand connotation to the target users more accurately, and avoid the offensive effect caused by traditional advertising forms. Cultivate the loyalty of target users in an interesting and novel way, establish a sound marketing relationship with customers, and establish a high-quality brand image at the same time. In the long run, the characteristics of tiny videos can make the brand get a clearer image. The unique brand tonality is defined by the uploaded videos and the selected network celebrities. In the videos counted by seconds, the information is vividly and concisely conveyed, thus shaping a clear and unique brand image. After finding the pain points of clients and pushing a short video with high interest and practicality, the brand has the ability to incite purchasing power, and consumers will actively promote the products. As a result, word-of-mouth marketing is generated, brand impact is enhanced, and product sales are increased. In fact, as long as the brand owners can discover and understand the characteristics of short videos, fully position the brand tonality,

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reasonably make brand account videos and online red people promotion videos on the basis of finding out consumers' tastes, etc., and push them with the help of the unique communication mode of short videos, the brand communication value can be transformed into marketing value^[1]. People with short Tik Tok videos can effectively interact with fans through live broadcast and sell products during the interaction, which not only achieves the marketing goal, but also enhances the stickiness with fans through effective interaction. Compared with traditional offline sales channels, the short Tik Tok video platform has diversified characteristics in communication channels.

2.2. Traffic value of data

Tik Tok is music creation short video community application hatched by ByteDance Company. The software was launched on September 20th, 2016, and it is a quick video community tool for all ages. Thanks to the community features of rich functions, large platform scale and high interest, it has become a gathering place for users of different ages to share videos. Good information flow is the key premise and basis for the realization of product sales objectives. According to the extensive data analysis report published by Tik Tok, the number of fans in Tik Tok has exceeded 800 million, with more than 700 million active fans every day, and the average daily usage time is more than 2 hours. From the age dimension of users, after 00, they like to shoot anime and watch manga. After 90, I like to shoot cute babies and watch news. After the 80s, they take advantage of beautiful pictures and see through them. After 70, I like to shoot food and see wedding dresses. After 60, they like to shoot dancing and watch cute babies. For product promoters, Tik Tok short video products with accurate communication ability can be widely circulated in the shortest time to promote the products, so that the products can continuously increase their appeal among different clients^[2].

2.3. Implement accurate marketing is based on algorithm recommendation.

Tik Tok short video network platform is in effect. Through the algorithm promotion mode of big data analysis, it will be able to accurately predict consumers' reading preferences and consumption needs according to their reading habits in Tik Tok short video, so as to effectively push related content and achieve accurate promotion of brand information. At the same time, the trademark can make full use of Tik Tok's algorithm and recommendation technology to achieve accurate promotion. Under the precise guidance of big data analysis technology, the content recommended by Tik Tok short video platform to users is basically the information content that users are keen to browse, which can further improve users' stickiness to the brand on the premise of meeting the basic requirements of browsing Tik Tok short video content, thus contributing to the promotion and development of brand influence^[3].

3. Research on brand promotion strategy of Tik Tok short video website.

It is clearly a very novel and fun means to promote products through mobile short videos. As a high-quality marketing carrier, the content of short videos for brand promotion is naturally quite different from that taken by ordinary users. Only through product positioning, careful design of video creators, finding the right entry point, and making the video short, concise and original, can be a strong product promotion effect be obtained. According to the limitations of short videos on mobile phones, this program provides the following three marketing methods:

3.1. Positioning marketing strategy

In the whole process of Internet brand communication, the effectiveness of communication strategy depends on the accuracy of target clients position. Therefore, Internet brand communication strategy relying on the short video platform of Tik Tok will establish the orientation strategy of brand products and services according to the key algorithms of the network platform. Tik Tok also attaches great importance to the account weight on the network platform, but once the account weight is not soaring, even if there is high-quality information content, it is difficult to obtain large-scale communication on the network platform. Therefore, the first problem in the orientation strategy of Internet brand communication based on Tik Tok is "Verticalization". The account must have a clear classification position, focusing only on the information content of single or vertical related fields, while the short video information content published on the account and any target user accounts that it cares about must be highly related to the position of this account. On the basis of truthful account orientation strategy, we should also ensure that the information connotation has considerable depth and specialization, as well as innovation and sharing. Although "vertical" is the main prerequisite for the marketing positioning of an emerging Internet brand in Tik Tok, with the growth of users of Tik Tok websites, the video content in various vertical fields tends to be saturated, so users are required to find another way to show the advantages of each account. For example, several short video accounts of "Zhengshan Beef Brother" in Tik Tok are divided into accounts with the matching content location in Tik Tok. In particular, account of "Zhengshan Beef Brother" has won a great victory in the field of brand communication through the extremely low gross profit margin strategy. The video content of "Feast in a cup" is relaxed and lively, and it interprets the short story of wine history in a sitcom-like approach, and it has also won the love of more than 2 million fans. Brand marketing positioning based on Tik Tok requires operators to have a correct understanding of their unique characteristics and resources, so as to give full play to their own advantages and gain more fans' support.

3.2. Content Production Marketing Strategy

Tik Tok's short videos are keen to spread original excellent videos. Looking at Tik Tok mini-videos with high praise rate, frequent reprints and a large number of comments, it is not difficult to see their common features, that is, clear positioning, outstanding features, rich originality, etc., which can usually be widely discussed by people, so they are easily pushed to the hot spots in Tik Tok and become the key topics for discussion. With accurate product definitions and comprehensive and detailed consumer portraits as the basis, information providers must formulate strategies about the aspects of writing, editing and distribution. In order to form a sticky interactive relationship between a large number of video advertisements and consumers, we must establish our own audio-visual culture in video shooting and consider shooting from the perspective of customers. Due to the limitation of the picture, technology and viewing conditions, short video can't bring visual impact to consumers like a big screen. Reasonable use of composition to attract viewers, because vertical screen has become a main viewing mode acceptable to users at present, in the case that the horizontal space is obviously squeezed, it becomes more important to deal with the space before and after the screen ^[4]. Short video creation should be small and beautiful, and micro is wonderful. Generally, major themes should not be touched, narrative structure should not be too ambitious, and scenes should not be too broad ^[5]. Tik Tok platform has strict restrictions on the length of videos. Except for some popular science content, which has the right to video for 5 minutes. Most users in Tik Tok can only send short videos within 1 minute. It still needs some production skills to effectively express the content within a limited time. High-quality video content often needs a good background to set it off, which requires the content producer to choose the background music reasonably to enhance the appeal of the content and make the audience get a good emotional experience when watching short videos. Finally, in order to facilitate the audience to better understand the key information of the video, we can extract the key points of the video and insert some subtitles on the cover. On the one hand, it can improve the viewing value of the short video, on the other hand, it can make the audience more intuitively understand the information conveyed by the video content, so as to shorten the distance with fans and further improve the brand marketing effect ^[6]. Through the effective application of Internet giant data analysis, it has the advantages of objectivity, high efficiency and predictability in terms of insight into user needs. As a content producer, we must first make a precise position of ourselves. According to the theme categories of entertainment short video work, we can divide it into: Film explanation category, interview category, tucao sub-category, technical display category, short drama category and so on ^[7]. For instance, "Chen Xiang's 6: 30" is characterized by humorous stories about family life. Redundant and Sister Mao are mostly funny, and accurately grasp the key points that can catch the audience's eyes, keep up with the hot topics of societal

development, generate comments, and cause fans to forward them.

3.3. Traffic acquisition marketing strategy

For mobile network enterprises, "user traffic" is an essential core resource; For Internet professional operators, "user flow" refers to users and customers. Therefore, the key to the success of enterprise promotion in short video websites such as Tik Tok lies in obtaining huge Internet visits and winning the attention of more fan users, thus enabling enterprises to quickly increase their popularity among target website users, thus achieving the purpose of increasing brand value awareness. When the Tik Tok short video platform was developed, the algorithm recommendation mode was adopted. Specifically, according to the daily viewing situation of users in Tik Tok, the account number of the platform, the brief video viewing time and so on, the actual needs of users were accurately determined. Then, on the premise of timely updating the platform content, it was best to users for viewing. On the one hand, it could meet the actual needs of users in Tik Tok, so as to make users more willing to serve as a booster for the wide forwarding of short video content on the basis of improving user experience, and on the other hand, it could make short video content available. In addition, in order to allow more fans and consumers to join in and spread through short TV, we can consider adding some interactive information to the short TV information content, such as topics set in combination with short TV content, so as to attract users to participate in the communication. In this process, creators of Tik Tok short TV can also join in. This method can improve the comment rate of abrupt TV information content, and we can also consider using short TV information content to convey some exciting information, such as setting a tortuous story. Moreover, the selection of short video content will be adjusted according to the current consumers' concerns, so as to meet the diverse requirements of different consumers for short video content, thus increasing the time for consumers to browse the video, making it easier to reach the corresponding forwarding number and likes, thus easily obtaining the traffic resources of short video websites such as Tik Tok, and thus improving the product promotion efficiency.

4. Conclusion

Tik Tok short video is one of the important types of social software in modern society, and it is also a network media with social attributes. It has attracted more and more attention and favor, and has developed into one of the main ways of entertainment ^[8]. Therefore, more and more enterprises spread brand information through the Internet channel of Tik Tok short video platform to expand brand influence among consumers. However, network information presents the characteristics of homogenization and quantification, which makes it difficult for users to dig out truly

valuable information from the mass information and affect the brand marketing effect to some extent. Therefore, the company should correctly understand the product sales characteristics and advantages of the Tik Tok short video market, and on the basis of fully and profoundly grasping the customer's consumption mentality and motivation, make brand marketing strategies through marketing positioning, content production and traffic acquisition, so as to improve the brand marketing effect, lay a solid foundation for the competitiveness of the enterprise brand, and then ensure the comprehensive and healthy development of the enterprise.

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