Practice and Strategy Analysis of Short Video Platforms in Enterprise Product Marketing

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Abstract

With the rapid development of Internet technology, short-video platforms, with their unique dissemination methods and strong user stickiness, have become a new front for enterprises to market their products. This article aims to explore the practical application and strategic analysis of short video platforms in enterprise product marketing. Through literature review, theoretical analysis and other methods, it deeply analyzes the advantages and challenges of short video marketing, and puts forward strategic suggestions for enterprises to conduct effective product marketing on short video platforms, with the expectation of providing references for marketing innovation of enterprises in the new media environment.

Keywords: Short video platform; Enterprise product marketing; Marketing strategy; New media marketing.

1. Introduction

In today's digital age, the innovation of Internet technology is constantly driving the evolution of media forms. As a new form of content dissemination, short videos, with their intuitive, vivid and fragmented characteristics, have rapidly permeated People's Daily lives and become an important channel for information acquisition and entertainment consumption [1]. Short-video platforms such as Douyin and Kuaishou not only have a huge user base but also achieve precise content distribution through algorithmic recommendation technology, providing enterprises with unprecedented marketing opportunities [2].

How enterprises can effectively carry out product marketing through short-video platforms has become a research hotspot in the current marketing field. In recent years, many scholars have conducted in-depth research on short-video marketing from various perspectives. Some studies focus on the effectiveness evaluation of short video marketing [3], some pay attention to users' acceptance of short video marketing content [4], and others explore creative strategies in short video marketing [5]. Based on previous research, this article will systematically analyze the advantages and challenges of short-video marketing and, in combination with theories, propose marketing strategies for enterprises on short-video platforms, with the aim of providing theoretical support and practical guidance for marketing innovation of enterprises in the new media environment.

2. Analysis of the Advantages of Short Video Marketing

2.1 The User Base is Huge and the Coverage is Extensive

Short-video platforms, with their convenient operation methods and rich content ecosystems, have attracted user groups of all ages and formed a huge user base. From the perspective of communication studies, the large user base of short-video platforms conforms to the "Long Tail theory" [6]. In the era of traditional media, due to limited communication channels, enterprises often could only focus on the top mass market. On short-video platforms, even niche demands can find corresponding user groups. Enterprises can precisely position themselves to meet the needs of different market segments and achieve broader market coverage.

For instance, some enterprises that focus on niche fields such as handicrafts and retro collections have successfully opened up the market by Posting related content on short-video platforms, attracting a large number of users with similar interests and hobbies. These users not only become consumers of the product, but also bring more potential customers to the enterprise through sharing and dissemination.

2.2 The Content Forms are Diverse and Easy to Disseminate

Short videos, with their concise and diverse features, can quickly capture users' attention and meet their information needs during fragmented time. Enterprises can present product features, usage scenarios, etc. to users in a vivid and interesting way through creative video production, thereby enhancing the efficiency and acceptance of information dissemination [8].

Compared with traditional text or image advertisements, short videos are more capable of evoking users' emotional resonance and enhancing memory points. Research shows that the information dissemination method combining vision and hearing is more effective than that relying solely on text or images [9]. Short videos can leave a deeper impression on users through dynamic pictures, vivid sound effects and interesting plots.

For instance, some beauty brands have attracted a large number of users' attention and imitation by creating short videos of makeup tutorials to showcase the application effects and tips of their products. While watching the video, users can not only learn about the features and usage methods of the product, but also experience the fun and variations brought by makeup, thus making it easier for them to generate a desire to purchase[10].

2.3 The Algorithmic Recommendation is Precise and Reaches the Target Users

Short-video platforms utilize advanced algorithmic technologies to make personalized recommendations based on users' interest preferences, behavioral habits and other data, enabling the content to precisely reach the target user group. This precise push mechanism has significantly enhanced the efficiency and effectiveness of marketing and reduced marketing costs.

Algorithmic recommendation is based on big data analysis and machine learning algorithms, which can deeply understand users' needs and preferences. Enterprises can enhance the priority of videos in algorithmic recommendations by optimizing video tags, keywords and other means, thereby increasing their exposure opportunities. For instance, a sports brand can make the videos more accessible to users who are interested in sports by adding relevant tags such as "sports", "fitness", and "running" to them.

Meanwhile, algorithmic recommendation can also achieve continuous optimization of content. The platform will constantly adjust its recommendation strategies based on users' feedback and behavioral data to provide enterprises with more precise marketing suggestions. Enterprises can improve video content and marketing strategies based on these suggestions to enhance marketing effectiveness.

2.4 Strong Interactivity, Enhancing User Stickiness

Short-video platforms support various interactive methods such as liking, commenting, and sharing, enhancing the interactivity between users and content. Enterprises can stimulate users' enthusiasm for participation, enhance their recognition and favorability towards the brand, and thereby increase user stickiness by launching topic challenges, interactive Q&A and other activities.

Interactivity is one of the important advantages of short video marketing. Through interaction with users, enterprises can promptly understand their demands and feedback, and adjust their products and services accordingly. At the same time, users' participation and sharing can also expand the brand's influence and form word-of-mouth promotion. Research shows that user-generated content (UGC) has a significant positive impact on brand promotion.

For instance, a catering enterprise can launch a "Food Challenge" activity, encouraging users to shoot videos of the food they have made and share them on the platform. During the process of participating in the activity, users can not only showcase their cooking skills but also communicate and interact with other users. The brand of the enterprise was also spread and promoted in this process, attracting more users to come for meals.

3.   Analysis of Challenges in Short Video Marketing

3.1 The Content is Highly Homogeneous and It is Difficult to Innovate

With the rapid development of short-video platforms, a large amount of content has emerged, leading to an increasingly serious phenomenon of content homogenization. For enterprises to stand out among numerous videos, they need to constantly innovate their content forms and enhance their creative levels, which places higher demands on their content creation capabilities. Content lacking innovation is hard to attract users' attention and may even be submerged in the ocean of information.

3.2 The Marketing Effect Evaluation System is not Perfect

At present, the effectiveness evaluation of short video marketing mainly relies on surface indicators such as play count, like count and comment count, which makes it difficult to comprehensively reflect the actual effect of marketing activities. Enterprises need to establish a more scientific and complete evaluation system to accurately measure the relationship between marketing input and output. The lack of an effective evaluation system may lead to enterprises being unable to adjust their marketing strategies in a timely manner and waste marketing resources.

3.3 Regulatory Policies are Becoming Stricter, and Compliance Risks are Increasing

With the rapid development of the short-video industry, regulatory policies have become increasingly strict. When enterprises carry out short-video marketing, they need to strictly abide by relevant laws, regulations and platform rules to avoid risks such as account bans and content removals caused by violations. The increase in compliance risks requires enterprises to be more cautious in the marketing process and ensure that all marketing activities are carried out within the legal framework.

3.4 Users' Attention is Scattered, Making Marketing More Difficult

The content on short-video platforms is rich and diverse, making it easy for users' attention to be distracted. It is rather difficult for enterprises to attract users' attention and convey effective marketing messages in a short period of time. This requires enterprises to be more precise and efficient in content creation and marketing strategies in order to stand out in the fierce market competition.

4. Theoretical Basis and Strategy Construction of Short Video Marketing

4.1 Theoretical Basis

4.1.1 Communication Theory

Short video marketing, as an emerging form of communication, conforms to the "use and satisfaction" theory in communication studies. This theory holds that audiences use media to fulfill certain needs of their own. Short-video platforms meet users' various needs such as entertainment, information acquisition and social interaction by providing rich and diverse content. In short video marketing, enterprises should focus on user needs and create content that aligns with users' interests to enhance marketing effectiveness.

4.1.2 Marketing Theory

The 4P theory (product, Price, Channel, Promotion) in marketing theory is also applicable in short video marketing. Enterprises need to showcase the features, advantages and usage scenarios of their products in short videos, formulate reasonable pricing strategies, choose appropriate channels for promotion, and attract users to purchase through creative promotional activities. At the same time, enterprises should also pay attention to user feedback and continuously optimize their products and services to meet market demands.

4.2 Strategy Construction

Before launching short-video marketing, enterprises should clarify their marketing goals, such as enhancing brand awareness, promoting product sales, and increasing user stickiness. Formulate differentiated marketing strategies based on different marketing goals. For instance, if the goal is to enhance brand awareness, one can focus on the creativity and spreadability of the video. If the goal is to promote product sales, the features and preferential information of the product can be highlighted.

Content is at the core of short video marketing. Enterprises should focus on content innovation, and in combination with the features of their products and the demands of their target user groups, create creative and attractive video content. You can try to adopt various forms such as animation, skits and documentaries to increase the interest and entertainment value of the video. At the same time, pay attention to the detailed processing of video quality, sound effects, etc., to enhance the user's viewing experience.

Data analysis is an indispensable part of short video marketing. Enterprises should establish a complete data analysis system to conduct real-time monitoring and evaluation of the effectiveness of marketing activities. By analyzing indicators such as play counts, likes, and comments, understand users' feedback and preferences for video content, and promptly adjust and optimize marketing strategies. For instance, if it is found that a certain type of video content is highly popular,

more efforts can be made to create such content. If it is found that the user activity level is relatively high during a certain period of time, the video release time can be adjusted to increase the exposure opportunity.

Short video marketing should not be carried out in isolation but should be combined with other marketing channels to form a marketing synergy. Enterprises can combine short video marketing with social media marketing, offline event marketing, etc., and expand brand influence through multi-channel and multi-form marketing activities. For instance, short video links can be shared on social media to guide users to watch and interact. Short videos can be played at offline events to enhance users' intuitive perception of the brand.

User experience is the key to the success of short video marketing. Enterprises should pay attention to the authenticity and credibility of video content and avoid exaggeration or false promotion. At the same time, actively respond to user comments and feedback, and establish a good interactive relationship with users. By providing high-quality products and services, meeting user needs, building brand loyalty, and forming long-term and stable customer relationships.

5.   The Specific Marketing Strategies Implemented by Enterprises on Short-video Platforms

5.1   Content Creation Strategy

By telling stories related to the product and integrating it into the plot, users can generate emotional resonance while watching the video, thereby deepening their impression and favorability towards the product. Story-telling can enhance the appeal and influence of videos, and increase the complete viewing rate and sharing rate of users.

Produce practical tutorial videos related to the product, such as product usage tutorials, maintenance methods, etc. This type of content can provide practical assistance to users and increase their trust and reliance on the product. Meanwhile, practical tutorial content is also more likely to be shared and spread by users, expanding brand influence.

Encourage users to create video content related to the product and motivate their participation through reward mechanisms (such as raffles, coupons, etc.). UGC content can enhance the authenticity and credibility of a brand, while stimulating users' creativity and enthusiasm for participation. Enterprises can showcase and promote excellent UGC content to further enhance brand exposure.

5.2   Channel Selection Strategy

Different short-video platforms have different user groups and characteristics. Enterprises should select appropriate short-video platforms for promotion based on the characteristics of their target user groups and marketing goals. For instance, if the target user group is young people, youth-oriented platforms such as Douyin can be chosen. If the target user group is middle-aged and elderly people, broader platforms such as Kuaishou can be chosen.

In addition to Posting videos on short-video platforms, enterprises can also distribute their video content to other social media platforms, official websites and other channels to expand the reach of their videos. Multi-channel distribution can increase the exposure opportunities of videos and attract more potential users to pay attention to the brand and products.

5.3   Interactive Marketing Strategies

Based on the product features and marketing goals, launch creative and attractive topic challenge activities. Encourage users to participate in challenges and share their video works to generate topic heat. Topic challenges can stimulate users' enthusiasm for participation and creativity, while enhancing the interactivity between the brand and users.

Set up interactive Q&A sessions or lottery activities in the video to guide users to participate in the interaction and leave their contact information. Interactive Q&A can enhance users' understanding and interest in the product. Lottery activities can stimulate users' enthusiasm for participation and desire to share. By collecting users' contact information, enterprises can further carry out precise marketing and customer relationship management.

5.4   Conclusion

As an emerging marketing front in the new media environment, short-video platforms offer a vast space and unlimited possibilities for the marketing of enterprise products. Enterprises should fully recognize the advantages and challenges of short-video marketing and formulate scientific and reasonable marketing strategies in light of their own actual situations. By clarifying marketing goals, innovating content forms, strengthening data analysis, integrating marketing resources, and emphasizing user experience, the effectiveness and efficiency of short video marketing are continuously enhanced. In the future, with the continuous advancement of technology and the constant changes in user demands, short-video marketing

will present a more diversified and personalized development trend. Enterprises should maintain a sharp market insight, keep pace with The Times, and constantly innovate marketing methods and approaches to remain invincible in the fierce market competition. At the same time, enterprises should also pay attention to the dynamic changes in regulatory policies, ensure the compliance of marketing activities, and maintain brand image and user trust.

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