

The New Situation of Marketing in the Self-Media Era-Taking Tik Tok as an Example

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Abstract: with the Popularity of Smart Phones and the Rapid Development of Internet Technology, the Influence of New Media on the Internet is Increasingly Becoming Significant. the Emergence of New Media Advertising Marketing Covers Areas That Traditional Media Advertising Cannot Reach, and Its Personalization and Interaction Also Add New Vitality and Possibility to Advertising Marketing. in the New Media Market Competition, Tik Tok Plays an Active Leading Role in Short Video Advertising Market. Moreover, Due to Its Wide Adaptability, Large Capacity and Strong Communication, Tik Tok Short Video Platform is Increasingly Becoming a Business Marketing Resort. Based on the Author's Learning and Practical Experience, This Work First Analyzed the Characteristics and Development of the Self-Media Era, Then Analyzed the Form of Tik Tok Marketing, and Finally Put Forward the Development Strategy of Self-Media Advertising Marketing.

1. Introduction

In 2018, There Was a Short Video Application That Went Kuaishou and Beat Weibo (Second Beat), Which Was Tik Tok. Tik Tok is a Music Creative Short Video Social Software That Can Shoot Short Videos. the Software Was Launched in September 2016 and is a Community Platform Focusing on Young People's Music Short Videos. Users Can Choose Songs, Shoot Short Videos of Music and Form Their Own Works through This Software. on January 29, 2019, the Latest "2018 Big Data Report on Tik Tok" Released by Tik Tok Shows That the 2-Year-Old Tik Tok is Becoming a National Short Video Product. by December 2018, the Number of Domestic Active Users Has Exceeded 250 Million. the Number of Monthly Active Users Exceeded 500 Million, and the User Boundary Continued to Expand. User Portraits Are More Diversified, More Active and Frequently Used [1-2]. the Commercial Value That is Combined with Media and Short Video Cannot Be Underestimated. with the Continuous Changes in the Media Format and the Increasing Volume, the Value of Short Video Marketing from the Media Has Become More Prominent, Which Has Given Birth to the "Web Celebrity" Economy. the "Web Celebrity" Economy is a New Economic Product in the Internet Era. Self-Media Marketing is Mainly Based on the Internet. It is a Kind of Marketing Mode Which Uses Self-Media as the Operation Platform and Carries out Product Publicity and Promotion through Various Channels. in the Rapid Development Era of Internet Economy, the Personal Value of "Web Celebrity" Can Be Fully Used. Combining the Personal Value of Web Celebrity with the Self-Media Marketing, a Good New Marketing Economic Model Web Can Be Created to Get More Profits for Ourselves. Starting from the Characteristics of Self Media and Short Video, This Work Proposed a New Way of Self Media Marketing under the Changing Development of Internet.

2. Characteristics and Development of Self-Media Era

2.1 the Short Video Duration is Short and the Content is Comprehensive

As of December 2018, Short-Video Has More Than 500 Million Activity Users. the Growth Rate is over 300% and the Per Capita Short Video Viewing Time is More Than One Hour. the Length of Short Video Also Ranges from Tens of Seconds to a Few Minutes. for Example, Tik Tok Platform

Short Video Starts At 15 Seconds, Reaching a Certain Number of Fan Account Open Privileges Can Upload a Minute of Short Video [3]. Different Platforms, Such as Weishi, Kuaishou, Etc., Have Different Reward Mechanisms, Which Also Makes the Self-Media Do Their Best to Improve the Short Video Innovation, Clear Positioning and Other Means to Increase the Number of Fans. In Addition, Short Video Also Has a Wide Range of Content, Gathering People of Different Consumer Groups, Different Age Structures and Cultural Levels.

2.2 the Short Video Covers a Wide Range of Content

In the media era, short video covers different types of video content from life skills, clothing and makeup, IT Internet, outdoor entertainment, professional evaluation and homemade short plays. The content here is mainly selected and published according to the hobbies and occupations of video publishers. In this wave, many individuals have also established their own short video self-media team. For example, Papi sauce, Chen Xiang 6:30, office Ono, etc. The network platform under the self-media instantly produces a variety of short videos, from daily life, to professional science popularization, to humorous short plays, etc.

2.3 High Network Propagation

With the rapid development of the Internet, the traffic is no longer the limit of watching short video. People have broken through the bottleneck of only watching video under wireless network in the past. Now, we see that there are consumers holding mobile phones to watch short video in any scene. This is also an important reason for the rapid growth of short video. Whether people are present on subway buses, or queue up, shopping, the penetration of short video is fully reflected all the time. Short video covers a wide range of content, from personal life sharing to vertical distribution. The subject matter and content are relatively easy to get the favor of the public. On the one hand, under the social background of high pressure and fast pace, short video becomes a way of entertainment [4]. On the other hand, the intuitiveness and vividness of short video also make the original knowledge content in some fields be presented intuitively and vividly, such as life skills, beauty dress, etc. This also makes more consumers willing to receive information through short video from self media.

3. The Form of Tik Tok Marketing

3.1 Cooperating with Tik Tok Officials

The following are the hard advertising positions of Tik Tok. Open screen advertisement refers to the advertisement that appears when opening the tremolo. Information flow advertising refers to a video advertisement that naturally occurs in a time when a user's short video is viewed. Implanted advertisements, such as Tik Tok challenge, Carnival, etc., can be implanted. At present, the charge of Tik Tok advertising is relatively high, and enterprises need to choose according to their own strength.

3.2 Cooperating with Tik Tok's Web Celebrity

Tik Tok web celebrity refers to users who often post short videos on Tik Tok and have a certain number of fans. They are called Tik Tok web celebrity. The first way of cooperation with Tik Tok's web celebrity is customization. According to the content of the advertisement, web celebrity makes a special video for the advertisement. The video takes the advertisement as the theme, and then it is released on Tik Tok with the account of web celebrity. They have many fans and strong influence. The second way of cooperation is direct delivery [5]. The advertising business should first make a good video, and then directly release it to the web celebrity. When adopting this marketing method, it should pay attention to the selection of web celebrities related to the product target consumer group.

3.3 Self-Publishing of Advertising Content

It should operate a Tik Tok account by yourself, hire a professional team, directly release the

products or services to Tik Tok in the form of short video. However, there are three premises to this approach. First, it need be familiar with dithering operation. Second, it need to have a higher weight Tik Tok account, which is older and has more fans. Third, the products or services are relatively novel, interesting and attractive, such as clothes with small air conditioning, suitcases that can slide on them, etc.

4. The Development Strategy of Self-Media Advertising Marketing

4.1 Establishing Professional Team and Improving Content Quality

The communication form of self-media, represented by Tik Tok, is mainly short video, graphics and text, which attracts users with titles. In addition, the creation form of UGC+PUGC produce a large number of high-quality, multi-form and multi theme content, which attracts users with content. At present, self-media advertising marketing has become a hot spot, and many individuals or brands are trying to conduct marketing through self-media advertising. If only relying on UGC, the creative production is from interest and chance, and the creative resources are limited, so it is difficult to ensure the quality of content [6-7]. Therefore, it is necessary to learn from Tik Tok, introduce professional push hands to incubate talents based on UGC, and then carry out creative cooperation with talents. Combined PUGC mode with social communication, team operation, integrated resources, integrated marketing communication, and it is necessary to strive to achieve both efficiency and effect.

4.2 Clear Positioning and Promoting Accurate Marketing

The target users of Tik Tok from the beginning are young people who like music and short video. The group has superior life, independent thoughts and pursues personalized social expression demands. Through the accumulation of fans in the early stage, Tik Tok will turn the brand effect and traffic into resources of other brand marketing communication. It cooperates with brands with the same or similar audiences in advertising marketing, drives each other, and connects with the previous content. Due to a clear plan and positioning, the advertising marketing can be accurately implemented, with good results [8]. A clear positioning will help self-media choose their own style, find their own market and delineate their own audience. In addition, self-media advertising marketing should go out of its own way, avoid homogenization and mediocrity, and form its own unique gene. At the same time, it should make a two-way choice with advertisers, and seek for brands or products with the same audience positioning to cooperate and drive each other.

4.3 Integrating Channels and Aggregating Audience

Tik Tok advertising marketing is based on the Tik Tok App itself, with the help of Tik Tok talent for advertising marketing. Relying on the social network of Tik Tok talent, it has gradually expanded to Sina Weibo, Red, etc. Now, there are countless self-media platforms, and brands are scrambling for this new advertising media. However, in order to achieve the ideal advertising effect, it should not only focus on the audience, aggregate the audience, carry out precision marketing, but also implement integrated marketing, especially integrate all channels, and broaden the scope of advertising content communication. Through the sharing of content on each platform, the maximum coverage of the target audience can be achieved. Advertising marketing has always been a topic of great attention [9-10]. Advertising marketing activities play a more and more important role in enterprise marketing strategy, and it is an important part of enterprise marketing mix. Nowadays, advertising tends to be content-based and personalized. Especially since the development of media, advertising marketing strategies are also different. This work analyzed the marketing strategy of Tik Tok advertising, summarized its development experience, and striven to offer reference for other self-media advertising marketing. With the development of Internet, the development and popularization of social platforms have made a lot of self-media [11]. Due to the extensive participation and interaction of the public on social platforms, it has developed rapidly. In the development process of self-media, short video has sprung up, which is easy to watch and spread in

fragmented time, and the scale of users has increased dramatically.

5. Conclusion

Short video in the self-media era has its own development characteristics. It is the product of the times and has a broad space in the future. Therefore, the short video will face a more standardized marketing market. Trying to improve the connotation of short video and combining interesting entertainment with aesthetic together will be the development direction of short video in the future. At the same time, when using self-media for publicity and promotion, businesses should pay attention to online and offline integrated marketing, so as to meet the needs of consumers more comprehensively. They also should pay attention to the personal charm of online web celebrity, so as to improve the popularity of products, and then promote the further development of self-media economy.

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