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## Analysis of Publication Marketing Methods in the Live Streaming Era: A Case Study of Douyin Live Streaming Postprint

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### Abstract

With the rapid development of emerging technologies such as the Internet, the traditional publishing industry is embracing new growth and new consumption in the digital economy sector. As the live streaming wave rises, publishing institutions have intensified their efforts in publishing live streaming. This paper analyzes the feasibility of Douyin publishing live streaming marketing through literature review, case analysis, and data research methods, focusing on investigating live streaming marketing cases of publishing institutions, and elaborates on the types and characteristics of publishing institutions' utilization of Douyin live streaming marketing.

### Full Text

## Analysis of Marketing Methods for Publications in the Live Streaming Era: A Case Study of Douyin Live Streaming

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**Abstract:** With the rapid development of emerging internet technologies, the traditional publishing industry has embraced new growth and consumption patterns in the digital economy. As the live streaming wave has surged, publishing-related institutions have intensified their efforts in publication live streaming. This paper analyzes the feasibility of Douyin live streaming marketing for publications through literature review, case study, and data investigation methods, focusing on case studies of publishing institutions' live streaming marketing practices, and elaborates on the types and characteristics of marketing strategies employed by publishing institutions using Douyin live streaming.

**Keywords:** Internet; publishing institutions; digital economy; Douyin live streaming; publication marketing

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Within Douyin's massive user base of over 600 million daily active users, the topic "books" has garnered 2.78 billion views, while the hashtag "book recommendations" has reached 260 million views. This phenomenon—where people immerse themselves in fragmented content while secretly yearning for learning and self-improvement—presents a fascinating paradox of contemporary society. This enormous traffic and attention have captured the interest of publishers and streamers alike, who have eagerly entered this new battlefield for book marketing.

## 1. Feasibility of Douyin Live Streaming Marketing for Publishing Institutions

Douyin launched its live streaming feature at the end of 2018, initially setting a high entry barrier requiring a minimum of 50,000 followers, which resulted in relatively low competition. By the end of 2019, Douyin lowered the threshold, allowing ordinary users to live stream. Impacted by the pandemic, major publishing institutions have also joined this burgeoning market. This paper discusses the feasibility of Douyin live streaming marketing for publishing institutions from four key dimensions.

### 1.1 Supply Side (Merchants + Brands)

Live streaming strengthens brand identity. According to the 45th China Statistical Report on Internet Development, as of March 2020, China's internet users reached 904 million, with an internet penetration rate of 64.5%. The country's live streaming user base reached 560 million, accounting for 62% of all internet users, while e-commerce live streaming users reached 265 million, representing 37.2% of online shoppers and 47.3% of live streaming users [1]. Live marketing activities stimulate users' emotional consumption through content seeding and real-time interaction, thereby increasing purchase conversion rates [2]. As many people have now become accustomed to online activities, publishing units can interact face-to-face with consumers, transforming the publisher's image from a vague, mysterious concept into something approachable and three-dimensional. This narrows the distance between publishers and readers, increases readers'

goodwill toward publishing institutions, allows publishing institutions to reach more readers through live streaming, and enables more readers to understand the unique characteristics of publishing institutions through a good book or a short video, thereby offering certain advantages for brand strengthening. At the same time, this model assists in handling overstocked goods and inventory clearance. At the end of 2019, the sudden outbreak of the pandemic disrupted everyone's rhythm, plunging physical bookstores into difficulty, while Douyin live streaming marketing brought hope to bookstores. Through live streaming marketing, not only can overstocked goods and inventory clearance be handled, but new books can also be promoted, achieving two goals at once.

### 1.2 Traffic Side (Platform)

First, celebrity collaboration generates attention. During the pre-live streaming phase, promotional posters and other forms of advertising attract widespread attention, particularly when influencers with massive follower counts participate. Their live streams inevitably bring fan attention to the broadcast, and as viewership increases, so does the consumer base. Collaborating with popular influencer streamers means traffic importation, which holds practical significance for publishing institutions' marketing efforts.

Second, live streaming expands the video content pool. In an era of rapid short-video development, Douyin, as an audio-visual platform, primarily focuses on leisure and entertainment content. Against a backdrop of increasing life pressures, Douyin creators aim to capture users' fragmented time and satisfy their need for entertainment. As this concept has deepened, Douyin's content has become excessively entertainment-oriented. The participation of publishing institutions not only injects literary flavor into Douyin's content, bringing positive energy through high-quality resources to an overly entertainment-focused platform, but also expands the video content pool, adding new "flavors" to the diverse content ecosystem.

### 1.3 Consumer Side

First, real-time interaction enhances experience. Live streaming transforms the relationship between authors, editors, and readers, enabling editors and authors to engage in equal dialogue with readers as ordinary individuals. During Douyin live streams, hosts can promptly answer consumer questions and interact in real time, greatly improving communication efficiency and bridging the gap between consumers and books. Readers can also express their thoughts immediately, allowing different perspectives and ideas to collide and maximize the effectiveness of knowledge dissemination.

Second, consumers can purchase favorite products at low prices. A common phenomenon has emerged where products purchased in live streaming rooms—whether beauty products, clothing, or books—are mostly cheaper than on Taobao, as shown in Table 1. Through live streaming marketing, consumers can

negotiate prices with hosts and often purchase desired products at low prices. Sometimes the discounts are substantial, and for consumers, being able to purchase the same quality books at lower prices is precisely why they watch live streams.

#### 1.4 Anchor Side

First, sales revenue is substantial. The number, scale, and user base of live streaming platforms are all experiencing dramatic growth. Publishing institutions attract numerous consumers through Douyin live streaming. For example, during People's Literature Publishing House's live stream on December 14, viewership exceeded 3,000, with over 200 books sold that evening. This was a live stream hosted by the publishing institution itself. When collaborating with influencers or celebrities, viewership and sales volume multiply. For instance, in April 2021, Wang Fang sold books via Douyin live streaming and ranked among the top 50 Douyin live streamers by transaction volume in May, with total sales reaching 120 million yuan. Starting with Wang Fang, this connects to a massive book industry network. Boji was one of the earliest publishing planning institutions to collaborate with Wang Fang, with live streaming sales gradually reaching 1 million yuan by June and July. This demonstrates that through Douyin live streaming, both publishing institutions and influencers earn considerable income from per-link fees and sales commissions.

Second, hosts can leverage well-known brands for personal promotion. People's Literature Publishing House has 483,000 followers, which is considered a large follower base among publishing institutions. With followers comes attention; when hosts stream through People's Literature Publishing House, the existing fan base attracts more participants. Hosts' vivid introductions and book recommendations naturally attract fan attention, allowing well-known merchants to promote themselves, attract and retain followers, and bring their own audience to the next live stream, creating a virtuous cycle that expands the viewer base.

## 2. Case Studies of Publishing Institutions' Douyin Live Streaming Marketing

After the Spring Festival in 2019, Douyin became the hottest short-video publishing platform. According to "Aurora" big data, more than 14 out of every 100 active terminals have Douyin installed, accounting for over 14%. Users spend an average of 20 minutes daily on Douyin, though each video lasts only 15 seconds (heavy users typically spend over five hours on Douyin). As of February 2020, Douyin hosted 9.73 million book-related short videos with cumulative views exceeding 225.5 billion. By April 2020, 23 publishing institutions, including Beijing Publishing Group, Peking University Press, and Yangtze River New Century, had provided book sales services to the public through Douyin live streaming. This chapter analyzes cases of publishing institutions' live streaming to identify the types and characteristics of Douyin live streaming marketing,

providing reference for future publishing house development.

Yan Chongnian' s new book *600 Years of the Forbidden City*, published during the pandemic prevention and control period, achieved sales of over one million yuan in just one day, setting a record as the first million-yuan transaction for a book live stream on the Douyin platform. The marketing campaign for Yan Chongnian' s *600 Years of the Forbidden City* focused primarily on online promotion, coordinating with multiple Douyin history influencers. Through continuous digital marketing on “Weibo and WeChat” platforms and a Douyin live stream launched on World Book Day, the campaign produced nearly 400 pre-heating videos reaching over 50 million people, with total video views exceeding 23 million. Some individual promotional videos received over 220,000 likes [3]. During the Douyin live stream, one million people watched “Yan Chongnian Talks History” online, with 200,000 concurrent viewers. Within just three hours that evening, enthusiastic fans bought out the entire stock of *600 Years of the Forbidden City*, causing the purchase link to be taken down directly. Book derivatives also sold well, with total live stream book transactions exceeding 1.1 million yuan that night, setting a record as Douyin' s champion for single-item book live streaming sales and creating an online carnival for fans who love history and the Forbidden City. This event enabled the publishing industry to find new methods during the pandemic test and opened a new path for integrated “online + offline” marketing services in traditional publishing [3].

In the live streaming sales rankings, Wang Fang is arguably the only anchor who made the list with “book education” products. In a recent talk show, Wang Fang revealed that she conducts two live streams daily, selling 100,000-200,000 books, ranking first in Douyin book sales. To date, Wang Fang' s Douyin account has 7.789 million followers. In addition to her two daily live streams, she shares parenting insights or book recommendations through short videos and occasionally films dancing clips with team members, creating relatively rich content.

In April 2021, a major influencer recommended four books during a World Book Day live stream: *Hello! China*, *I Want to Go to the Forbidden City*, *Skin*, and *Question*. All four books represented direct collaborations between publishers and the influencer, with purchase links directing to each publishing institution' s Tmall flagship store. The influencer sold tens of thousands of copies within seconds, setting a new record with over 100,000 orders placed in just a few minutes of introduction. As of around 22:00, sales data showed that *Skin* was the bestseller among the four, with 35,000+ copies sold. After the live stream ended, readers continued to place orders. Although there were no post-live stream discounts, book purchasing and reading are ultimately long-term behaviors, so readers kept ordering after the broadcast. This demonstrates that books continue to exert influence even after the live stream ends.

World Book Day has become the book industry' s “World Live Streaming Day,” with publishing units deploying various strategies—some making their live streaming debut, others launching sustained campaigns for “4·23,” and still

others opening Douyin accounts accordingly. The author conducted a survey of some publishers' live streaming results, as shown in Table 3 .

**Table 3: Selected Publishers' Douyin Live Streaming Results on 4.23**  
 | Publisher | Viewership (10k) | Sales Revenue (10k yuan) | |-----|-----|  
 -----| | Dolphin Media Co., Ltd. | | | | Phoenix Publishing & Media  
 Group Jiangsu Phoenix Education Publishing House | | |

These results demonstrate that publishers entering Douyin and conducting live streams have achieved obvious effects. Through various formats—such as publishers' editors streaming themselves, collaborating with influencers, or partnering with well-known platforms—publishing marketing has shifted online and entered more deeply into the public eye.

### 3. Types of Douyin Live Streaming Marketing Models for Publishing Institutions

#### 3.1 Direct Sales by Editors and Authors

Due to the pandemic outbreak, brick-and-mortar bookstore retail sales declined by 54% from January to March 2020. Many publishing institutions shifted to online live streaming for book sales. In Douyin live streaming marketing, editors' deep understanding of book content enables them to better explain books during live streams and professionally answer consumer questions.

The DK English editorial team of China Translation & Publishing House conducted their live streaming debut on May 13, 2020. During the face-to-face live stream, editors could flip through books at any time to show readers the content and convey the production philosophy to each viewer. The 1.5-hour live stream achieved over 10,000 yuan in sales and over 10,000 likes [4]. Motie Books conducted two live streams on March 6 and 7. For the *Medical Common Sense* live stream, the author was initially unwilling to appear on camera. Jin Qinyu used the *Good Thinking* live streaming project as a case study to deeply analyze the effectiveness of live streaming for book marketing, ultimately persuading the author. This live stream sold 3,000 copies per hour, attracted 24,682 viewers, and received 393,015 likes.

#### 3.2 Celebrity Collaboration Model

In addition to using their own editors as hosts, publishing institutions also invite celebrities with built-in traffic, such as famous TV host Zhang Dandan, educator Wang Fang, and Douyin influencer Kong Chaoyang. These celebrities already have massive fan bases that can be converted into book consumers.

Many live streams have been conducted at People's Literature Publishing House, most notably the literary solo concert on March 28, 2020, featuring a group of writers and broadcasting artists. Zhang Dandan is a highly creative host, and through live streaming, fans eager to communicate with her have gained

opportunities. During the pre-sale live stream for *Mom Always Has a Way*, hundreds of thousands of viewers joined. After Zhang Dandan edited *Falling in Love with the Transition to Primary School* entered the market, it sold over 10,000 sets during the pre-sale period, generating over 2 million yuan in price value and over 1.3 million yuan in sales revenue.

Beijing Motie Book Co., Ltd. ( “Motie Books” ) conducted three Douyin live streams at the end of February and beginning of March 2020, selling 8,500 copies within four hours. The live stream for *Good Thinking* sold 4,000 copies in just two hours, hosted by Yi Ren Yongcheng, founder of the Happiness Evolution Club. Yi Ren Yongcheng operates a large community focused on self-management improvement. His strong communication skills, humor, and ability to guide users toward purchases give him exceptional product promotion capabilities.

## 4. Characteristics of Douyin Live Streaming Marketing for Publishing Institutions

### 4.1 Cultural Nature

Publications possess both commercial and cultural attributes. Since publication content itself focuses on cultural output, publication live streaming marketing differs from general commodity marketing and exhibits cultural characteristics. When publishing enterprises conduct Douyin live streaming marketing activities, their own cultural industry value can also help the Douyin live streaming platform move away from excessive entertainment trends.

### 4.2 Interactivity

During Douyin live streaming marketing, publishing units, authors, and consumers communicate on equal footing within the same time and space. Consumers are no longer passive recipients but can take the initiative in receiving information. People with different experiences and backgrounds interact over topics of interest, with different ideas colliding to create sparks. Particularly, consumers can express their thoughts in real time through bullet comments and show support and appreciation through likes and virtual gifts. Publishing enterprises can also obtain first-hand market and reader feedback information promptly, allowing them to adjust market positioning, marketing methods, and targets in a timely manner.

### 4.3 Economic Efficiency

Traditional publishing marketing activities involve substantial costs due to rent, equipment, personnel, and other financial expenditures. Especially impacted by the pandemic, bookstore revenues have declined while cost burdens remain heavy. Taking Yanji You as an example, 62 stores nationwide have been shut down to varying degrees, with rent and labor costs pushing brick-and-mortar

bookstores into difficulty. In contrast, shifting to online live streaming allows writers and publishing enterprises to conduct book sales from home. Combined with the massive traffic brought by celebrities, revenue is considerable and commissions are substantial, making online live streaming marketing more economical than traditional marketing methods.

#### 4.4 Scenarization

The arrival of the scenario media era has made context increasingly important. Mobile communication is built upon scenario-based services that combine scenario perception with service delivery, making scenario a core media element alongside content, form, and social interaction [5]. With the advent of 5G technology, technical issues related to scenarios have been resolved, and the era of scenario experience has arrived. Douyin live streaming aligns with the characteristics of “mobile,” “interactive,” “scenario-based,” “experiential,” and “real-time,” making it a high-quality platform for marketing activities [5]. Publishers need to plan and design live streaming scenarios when broadcasting, creating different settings for different books. These scenarios should be ceremonial, combining dynamic and static elements to create atmosphere, allowing viewers to be immersed in the host’s setting and achieve product and brand marketing effects through emotional influence, thereby stimulating purchase desire. The live marketing of *Three Hundred Years of Yuanmingyuan*—“Spring Breeze for Ten Miles, Walking into Yuanmingyuan”—planned by Oriental Press exemplifies scenario characteristics. The author personally hosted the live stream, imparting historical culture to readers and sharing writing experiences. During the broadcast, book editors interacted with consumers to enhance their experience. The entire event lasted over two hours, with nearly 165,000 participants.

### Conclusion

In the Douyin live streaming era, Douyin live streaming for publishing institutions represents a new publishing marketing model whose future value space cannot be ignored. Douyin live streaming for publishing essentially reflects innovations in relationships between people, authors and readers, editors and readers, readers and readers, and editors and readers. Editors move from “behind the scenes” to “center stage,” from imagined presences in readers’ minds to co-present communicators. The authority of knowledge and emotional resonance enhance readers’ satisfaction in receiving and disseminating knowledge value. This paper, using publishing institutions’ Douyin live streaming marketing as a case study, summarizes the characteristics and models of Douyin live streaming marketing, hoping to contribute research insights for publishing institutions’ marketing in the live streaming era. However, transforming live streaming marketing from an industry carnival into a consumer carnival, and into an internal driving force for promoting innovation and upgrading of the publishing industry’s service model, still requires rational thinking and active experimentation.

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*Note: Figure translations are in progress. See original paper for figures.*

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