

# An Analysis of Douyin Short Video Advertising Marketing Models in the New Media Environment (Postprint)

**Authors:** Qin Zeyu

**Date:** 2023-10-08T00:00:00+00:00

## Abstract

In the new media environment, the emergence of TikTok short videos has not only engendered novel approaches to information dissemination and social interaction, but also enriched marketing paradigms and promotional channels, establishing the TikTok short video platform as a significant venue for advertising marketing. Effectively harnessing this platform for advertising marketing and augmenting advertising efficacy necessitates in-depth analysis and investigation from both enterprises and brands. Accordingly, this paper examines three dimensions: the existing deficiencies in TikTok short video advertising marketing within the new media environment, the advertising marketing models of TikTok short videos under such circumstances, and the developmental trajectories of TikTok short videos in the new media landscape, with the aim of providing valuable insights for relevant stakeholders.

## Full Text

### Preamble

#### Analysis of TikTok Short Video Advertising Marketing Models in the New Media Environment

*(Henan Kaifeng College of Science and Technology Media, Kaifeng, Henan 475000)*

**Abstract:** In the new media environment, the emergence of TikTok short videos has not only created entirely new modes of information dissemination and social interaction but also enriched marketing strategies and promotional channels, establishing the TikTok platform as one of the key venues for advertising and marketing. To effectively leverage TikTok for advertising and enhance campaign effectiveness, deep analysis and exploration by enterprises and brands are essential. Accordingly, this paper examines three dimensions:

existing deficiencies in TikTok short video advertising marketing under the new media environment, specific marketing models employed on the platform, and future development trends. It aims to provide valuable insights for relevant practitioners.

**Keywords:** TikTok short video; advertising marketing model; contextual marketing; relationship marketing; hunger marketing

**CLC Number:** G206

**Document Code:** A

**Article ID:** 1671-0134(2021)10-063-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.10.017

**Citation Format:** Qin Zeyu. Analysis of TikTok Short Video Advertising Marketing Models in the New Media Environment [J]. China Media Technology, 2021(10): 63-65.

With the continuous development of the social economy, Internet technology has gradually integrated into people's work and daily lives. TikTok emerged as a short video platform alongside the Internet, characterized by its diversity and entertainment value, which has made it deeply popular among users. Its interactive features and expressive forms have also attracted capital market attention. Numerous brands and enterprises now use TikTok for advertising and marketing to promote their products and brands, and over time, TikTok has become a primary venue for advertising campaigns. However, effectively harnessing TikTok for successful advertising marketing is not achieved overnight; it requires continuous experimentation and exploration by enterprises and brands to yield results.

## 1. Deficiencies in TikTok Advertising Marketing Under the New Media Environment

### 1.1 Lack of Sound Advertising Logic and Professionalism

The most critical element in advertising design is possessing coherent, reasonable, and rigorous advertising logic. This logic does not refer to the narrative structure of content but rather to whether the produced advertising content aligns with proper advertising principles. Some content creators habitually make product features the main focus of their ads, which is incorrect. The proper approach should prioritize customer purchase psychology as the primary criterion, considering from the customer's perspective what products and selling points would generate interest and desire to buy. For instance, when designed from the customer's viewpoint, ad content might emphasize "global sales leadership," whereas an advertiser-centric approach would unconsciously foreground product features and functions. To make products truly appealing to customers, advertising content must center on customer interests and purchase motivations. Many brands fail to recognize this principle, resulting in unattractive advertisements and consequently poor sales performance.

## 1.2 Unclear Product Positioning and Poor Customer Experience

The fundamental rule for TikTok advertising marketing entering the market is to first reach TikTok users and then penetrate the broader market. However, some advertisers enter this space aimlessly and blindly, habitually focusing all their attention on traffic metrics without clearly understanding their own brand positioning. For example, some advertisers import traditional advertising mind-sets into new media, operating new media platforms with conventional media advertising formats—an approach that is clearly unworkable. While such placement incurs low costs, it reflects a failure to deeply investigate and understand new media dynamics. Without understanding how contemporary consumers receive TikTok content and advertisements, how can one comprehend their purchasing psychology and improve economic returns? Neglecting this groundwork will ultimately harm the advertisers themselves.

## 1.3 Lack of Proper Guidance for TikTok Advertising Content

As a relatively novel platform that emerged only in recent years, many TikTok users are not well-versed in traffic distribution mechanisms or content recommendation algorithms. After content producers create their materials and publish them on the platform, there is often a prolonged period of resource consumption. Therefore, content producers must conduct in-depth research and analysis of platform rules and effectiveness; otherwise, such dissemination is essentially meaningless. Moreover, as the number of content producers continues to grow, competitive pressures and financial constraints can consume their enthusiasm and motivation. The primary cause of these problems is that TikTok has not provided proper guidance to content producers—such as what content can gain traffic, what topics can attract users, and how to establish one’s own e-commerce monetization platform—all of which require correct guidance from the platform.

## 2. TikTok Advertising Marketing Models in the New Media Environment

### 2.1 “User Profile + Scenario Experience” Contextual Marketing Model

Based on TikTok advertising requirements, precise targeting can highlight the advantages of experiential scenario-based marketing and establish a “user profile + scenario experience” contextual marketing model. First, construct user profiles. Leverage TikTok’s existing intelligent algorithms, artificial intelligence technology, and big data analytics to create profiles for consumer groups and individuals. In this process, deep profiling of individual users requires displaying personalized information tags within specific user contexts, combining information used in the customer’s current situation to recommend suitable advertising products and related services. For group user profiling, it is necessary to abstract and summarize demand information from target consumer groups, encompassing the collective needs required by users at that moment to ensure enterprises can adjust their product structures, service methods, and TikTok

advertising marketing models accordingly. For example, *Ten O' Clock Reading* can use individual user profiles to recommend personalized book short videos to potential consumers, while employing group user profiles to create book recommendations related to language education, health and wellness, and software technology, producing them as serialized TikTok advertisements to cover all target consumer groups' reading needs.

Second, use scenarios for guidance. Based on user profiles, strengthen user interaction and create hierarchically structured scenario-experience TikTok advertising content, dividing it into segmented communities. TikTok advertising content can be roughly categorized into host recommendations, marketing public topics, and online-offline scenario displays. If TikTok' s attention can be redirected and combined with a marketing process of “creating taglines—influencer recommendations—consumers showcasing purchase details,” TikTok audiences can become producers, publishers, and marketing participants of short video content. Additionally, segmented communities need to attract various types of users to analyze and discuss advertising content through diverse methods such as commenting, liking, and sharing, thereby generating interaction. For instance, *Du Liang Reading* organizes competitive-style book activities on the TikTok platform. Such activities not only motivate fans to watch short videos and complete corresponding reading tasks but also establish a relatively complete interactive advertising marketing model through “short video topic publishing, user-initiated reading, and online rewards,” thereby improving marketing quality and effectiveness to a certain extent.

## 2.2 “Relationship Building + Social Interaction” Relationship Marketing Model

TikTok advertising possesses strong social interactivity, which can be leveraged to establish a “relationship building + social interaction” relationship marketing model. First, build connections with consumers. In today' s fiercely competitive market, gaining consumer affirmation requires establishing deep relationships to form long-term cooperative relationships of mutual assistance and mutual benefit. Based on driving factors, relationship marketing can be roughly divided into three categories: The first category promotes enterprise products and brands from a perspective of trust and commitment, thereby creating a humanized brand and establishing deep relationships with consumers. This makes consumers lower their defenses, gradually developing trust in the brand due to satisfaction. For example, the influencer farmer Huang Zhen used the TikTok platform to promote rural cuisine and its preparation process, forming a relatively stable relationship with fans. He subsequently marketed his hometown' s agricultural products through a “watch and buy” activity, gaining numerous fans and helping sell many local products.

The second category involves understanding the audience and using their needs as the foundation to create short video content that integrates entertainment and knowledge, thereby stimulating the audience' s curiosity and making them

develop dependence on the product, brand, and service. The third category is based on consumer surplus theory, using TikTok advertising marketing to provide audiences with additional benefits, allowing them to receive unexpected surprises and mobilizing their participation. Links offering “free giveaways” or “coupons” can improve product conversion rates by putting them in a good mood.

Second, establish interactive relationships with customers. Today’s market changes rapidly, and building long-term relationships with consumers is not only key to capturing market share but also an important means to further enhance consumer stickiness. TikTok has certain social interactive features—when influencers like, comment on, or share content, they attract others’ attention and conformity, creating a so-called herd effect. For example, Huang Zhen interacts with fans and understands their needs, such as for corn and taro, promptly providing corresponding links, which enabled him to achieve remarkable sales figures and later adjust taro production based on fan demand.

### **2.3 “Curiosity Psychology + Scarcity Effect”Hunger Marketing Model**

Consciously reducing and limiting product output to create a phenomenon of “supply not meeting demand” is known as hunger marketing. This model primarily targets consumers’ psychology that values rarity. On TikTok, hunger marketing is mostly employed by influencers or through customized content advertising, which helps increase product sales and enhance product value. First, attract consumer attention. Only products with good reputation and quality can attract consumer attention, enabling them to purchase proactively without worrying about after-sales issues. Therefore, before TikTok advertising marketing, enterprises must ensure product quality and standards. Only after confirming these aspects can they leverage topic discussions and functional features to attract consumers’ curiosity, thereby intensifying pre-launch 预热 effects. During the advertising phase, it is essential to interact and communicate with fans to strengthen topic heat and interest, thereby increasing product exposure and attracting more consumers. For example, Starbucks’ “Cat Paw Cup” became widely known through TikTok advertising promotion, driving many people to purchase it in stores.

Second, utilize the “rarity increases value” psychology to stimulate consumption. Enterprises use TikTok advertising to showcase their products’ features and advantages, creating desire in consumers’ minds. After building up this desire, they control product quantity and purchase methods, causing consumers to unconsciously develop a “rarity increases value” mentality that triggers a scarcity effect. For instance, some enterprises use TikTok advertising to launch “flash sales, time-limited, and limited-quantity purchase activities” to mobilize consumer purchase desire. Similarly, Starbucks’ “Cat Paw Cup” informed consumers through TikTok advertising that each person could only purchase one and set specific purchase times, leading many consumers to complete purchases under the influence of this scarcity psychology. Moreover, many successful pur-

chasers created their own video content on TikTok to share with others, which invisibly helped Starbucks with further promotion.

### **3. Development Trends of TikTok in the New Media Environment**

#### **3.1 Improving the Recommendation Mechanism**

Collaborative filtering based on user basic information is a relatively common and fundamental recommendation method in algorithmic recommendation systems. Its advantage lies in considering the similarity between various users—when similar users' preferred short videos are identified, the same type of content can be recommended to other similar users. However, algorithmic recommendation mechanisms still have many shortcomings that require improvement. Based on existing algorithmic recommendation mechanisms, relevant evaluation criteria with timeliness and content effectiveness can be added, and then the desired content can be pushed to users to evaluate video content quality and efficiency. Additionally, a recommendation mechanism combining algorithms and manual curation can be employed, which is more suitable for content created by ordinary users. The platform can push content based on algorithmic logic, ensuring that every user's video content can be distributed while providing abundant video resources for the TikTok platform, thereby guaranteeing video quality.

#### **3.2 Strengthening Content Review**

Due to TikTok's public nature, undesirable content frequently appears before users. The platform must strengthen content review efforts, promptly cleaning up inappropriate content to ensure it does not reach users. Furthermore, TikTok can leverage user power for supervision by setting up a "report" function on the page and properly guiding users to report undesirable content directly when encountered, thereby reducing its appearance. For users who infringe on copyrights or plagiarize original content, the platform must also stop and warn them while strengthening the construction of copyright systems to enhance original authors' copyright awareness. For users who spread vulgar concepts or create rumors, the platform cannot ignore them but should promptly curb such occurrences. For video content involving illegal or immoral behavior, the platform must stop and remove it immediately while imposing corresponding penalties to warn others.

#### **3.3 Optimizing Anti-Addiction Mechanisms**

In early April 2018, TikTok launched a time-lock function and time-reminder anti-addiction system, becoming China's first short video platform to implement anti-addiction mechanisms. The time-lock function means that when cumulative viewing time within 24 hours reaches the set limit, the platform automatically locks, and teenagers must re-enter a password to continue watching. Second, in

July 2018, TikTok formulated the “Sunflower Plan” to protect minors’ physical and mental health and rights, primarily by improving viewing restriction features, establishing a dedicated review team for minors, and increasing penalties for content harming minors’ physical and mental health and rights.

### 3.4 Refining Product Details

TikTok needs to further optimize and refine product details. First, optimize the video page function—short videos under 15 seconds can optionally include a progress bar to avoid users repeatedly watching the same content. Second, create more interesting expressions and filters, as most TikTok users are female and thus require attractive, beautiful filters to encourage video creation. Third, strengthen video screening functions by adding diverse theme styles and music videos, allowing users to choose whether to receive certain types of video pushes based on their characteristics to avoid visual fatigue. Finally, optimize the quantity of trending short video content—for users producing lower-quality content, the platform can encourage them to create higher-quality products by 倾斜 ing traffic from the recommendation page.

## Conclusion

In summary, under new media trends, brands must proactively change their advertising and marketing methods, keeping pace with the times to enhance advertising efficiency. With TikTok’ s emergence, many enterprises and brands have sought to incorporate it into their marketing arsenal, conducting numerous marketing experiments, though results have often been unsatisfactory. TikTok marketing leverages its powerful traffic value, low marketing costs, and massive audience to provide feasible marketing directions for brands and enterprises. Therefore, during implementation, enterprises and brands must apply these tools correctly and skillfully to achieve precise dissemination, thereby enhancing sales effectiveness and improving their corporate and brand image.

## References

- [1] Liu Yingjie. Research on TikTok APP Advertising Communication Strategies Under Media Convergence [J]. *China Media Technology*, 2019(10): 35-37.
- [2] Zheng Fenghua. Exploring the Application of Short Videos in Urban Image Communication—A Case Study of “TikTok” [J]. *China Media Technology*, 2020(2): 102-104.
- [3] Zhang Jing, Wang Jingdan. Short Video Marketing Communication in the New Media Era—A Case Study of TikTok [J]. *Journal of Hangzhou Normal University (Social Sciences Edition)*, 2020(4).
- [4] Pulisha. A Brief Discussion on Short Video Advertising Marketing in the Self-Media Era—Data Traffic Determines Discourse Power [J]. *Comparative Study of Cultural Innovation*, 2020(11): 56-57.
- [5] An Shu, Zhu Zhifeng. Statistical Analysis Based on TikTok Short Video

Advertising Marketing Models [J]. Journal of Hubei Engineering University, 2019(6): 89-96.

**Author Bio:** Qin Zeyu (1991-), male, from Kaifeng, Henan, holds a master' s degree. Research direction: Advertising.

**Editor:** Hu Yang

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

*Source: ChinaXiv –Machine translation. Verify with original.*