

Research on Book Marketing Strategies Based on the SIPS Model in the All-Media Era (Retracted Version)

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

Abstract

Over the past few years, short-video and other social platforms have continuously developed, bringing about certain changes in people's interaction patterns and consumption behaviors. Against this backdrop, to address consumption behaviors in the digital age, relevant researchers have developed the SIPS model, which offers a new approach for book marketing. Under this model, conducting book marketing on short-video platforms can evoke emotional resonance among readers, thereby leveraging big data to more accurately understand users' actual needs, stimulating their interest, and prompting them to purchase relevant products during the interactive process, thus continuously improving marketing effectiveness.

Full Text

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Abstract

In recent years, the rapid development of short-video social platforms has fundamentally transformed both interaction patterns and consumption behaviors. To adapt to these changes in consumer behavior during the digital age, researchers have developed the SIPS model, offering a novel framework for book marketing. Marketing books through short-video platforms using this model can evoke emotional resonance among readers, enabling more accurate understanding of user needs through big data analytics, arousing their interest, and ultimately

prompting purchases during interactive processes, thereby continuously enhancing marketing effectiveness.

Keywords: short video, interaction methods, all-media, SIPS model, book marketing

Classification Number: G206

Document Code: A

Article ID: 1671-0134(2021)02-078-03

DOI: 10.19483/j.cnki.11-4653/n.2021.02.022

Citation Format: Ruan Linyao. Research on Book Marketing Strategies Based on the SIPS Model in the All-Media Era [J]. China Media Technology, 2021(02): 78-80.

1. The Concept of SIPS

In 2011, a Japanese advertising agency proposed the SIPS model as an analytical tool for consumer behavior in the social media era. This model delineates four stages of consumer behavior: (1) **Sympathize**, where product information must resonate with consumers to enable deeper communication and interaction; (2) **Identify**, where consumers seek external validation to determine product value, thereby building greater trust in minimal time; (3) **Participate**, where consumers engage in meaningful activities before purchase to facilitate buying decisions; and (4) **Share & Spread**, where satisfied consumers share their positive experiences, further promoting the product. Overall, the SIPS model represents a fusion and innovation of the AIDMA and AISAS models, better capturing consumer behavior characteristics in the new media era and creating an effective network system that closely connects marketing entities with users.

2. Challenges in Current Short-Video Book Marketing

2.1 Unidirectional User Interaction

In the internet era, users no longer passively receive information but actively seek participation in its production and dissemination. Effective interaction with users during short-video book marketing serves as the primary driver of purchase behavior. However, many short-video book marketing accounts demonstrate initial activity but subsequently reduce update frequency or even cease updating entirely, failing to provide users with consistent, high-quality video content or maintain long-term engagement. This discontinuity easily leads to user attrition.

2.2 Lack of High-Level Innovation Capability

While short-video platforms enable merchants to understand consumer targets at relatively low cost, the overwhelming volume of information prevents books' distinctive characteristics from being fully showcased. Current short-video book marketing fails to deliver substantial, effective information to readers, who mostly encounter simplistic content summaries or repetitive photo displays of book covers. This results in low-quality sales and obvious monetization problems. The fundamental cause lies in merchants' failure to leverage short-video features and develop unique marketing approaches. Without breaking traditional book marketing patterns, users struggle to perceive emotional resonance, leading to declining engagement.

2.3 Inadequate Word-of-Mouth Effects

In online book sales, positive word-of-mouth proves crucial. When consumers' actual needs are satisfied, they voluntarily promote the brand, attracting more potential buyers. However, many short-video book marketing accounts fail to provide effective user experiences, resulting in minimal voluntary sharing. Consequently, book promotion through short-video platforms must rely solely on service quality for brand building.

2.4 Weak Brand Recognition

Short-video book marketing offers users more personalized choices, making brand prioritization increasingly difficult. Although China's short-video industry is developing rapidly, inaccurate user positioning, weak marketing awareness, and insufficient experience among merchants have left many publishing houses without clear positioning or brand planning.

3. SIPS-Based Marketing Strategies

3.1 Guiding Users Through Effective Interaction

User participation effectively demonstrates product vitality, and sustained interaction between users and merchants continuously enhances marketing momentum, making users more willing to purchase. To improve user engagement, book marketing should establish effective online and offline interaction scenarios that strengthen user-merchant connections.

First, establish effective online interaction platforms to cultivate user trust. Interaction helps alleviate user concerns and builds trust. Short-video platforms enable scenario-based interaction that enhances user interest and facilitates engagement during video consumption. Specifically, three primary interaction methods exist: (1) **Comment section interaction** provides a direct communication channel between content creators and users. When interested in

featured books, users can review comments—similar to checking product reviews in e-commerce—to assess book quality. Highly-rated books attract more attention, making comment section management crucial for stimulating purchase desire through timely responses to user questions. (2) **Topic-based interaction** addresses users' dissatisfaction with one-way information dissemination by creating engaging, participatory topics that generate greater interest. (3) **Live streaming interaction** enables real-time engagement and simultaneous viewing and purchasing, strengthening user-merchant connections while improving marketing effectiveness.

Second, extend offline consumption services to strengthen user loyalty. As online costs rise and users demand higher-quality content, offline consumption industries have driven development across related sectors, influencing users' book purchasing decisions. Integrating related products into book sales expands influence, while offline sales provide more authentic participation experiences that enhance attractiveness compared to virtual online sales. Effectively linking communication and sales scenarios amplifies marketing impact.

3.2 Guiding Users with Precise Marketing Techniques

While emotional resonance represents an important goal, marketing objectives cannot be easily achieved through emotional appeal alone. When aroused needs cannot be immediately satisfied, users accumulate these demands and either deliberately search for or unconsciously pay greater attention to product information. To address this, book marketing should employ technology for precise user targeting, delivering book information to those most in need, strengthening accumulated demand psychology, and stimulating purchase desire.

First, accurately target groups to meet actual needs. As internet technology advances, user consumption becomes increasingly personalized and fragmented. Books' cultural characteristics and class nature facilitate market segmentation, shifting marketing concepts from mass-oriented to segmented approaches. Short-video platforms, with their large user bases, provide ideal channels for precise marketing. Leveraging big data for user segmentation creates tighter connections between users and marketers, improving video quality while helping users discover more suitable content. For instance, a reading app with a stable fan base can create a Douyin matrix tailored to each market segment, directly addressing customer needs through strategic content selection and targeted recommendations that reinforce user demand.

Second, accurately identify user opinions to expand group influence. In fragmented platforms, publishing guided content and reviews can influence purchase decisions, enhancing marketing value as a key factor affecting user behavior. Short-video book marketing should employ data analysis to fully mine user opinions, improving book-type matching. Leveraging fans and short-video dissemination effectively increases content conversion rates, expanding the consumer base and book promotion reach. As short-video usage becomes more

sophisticated, opinion measurement should be database-driven, with professionals using analytical tools to build effective models that enable comprehensive evaluation of marketing effectiveness and targeted improvements.

3.3 Evoking Resonance by Mobilizing User Emotions

Resonance-based marketing involves creating emotional connections between users and book content, fostering brand affinity. To achieve this, merchants should produce engaging videos that guide audiences toward common ground with books, thereby creating more valuable content. Additionally, inviting celebrities and scholars to shape brand identity helps establish trusted relationships that increase brand recognition.

First, create high-quality videos that generate content resonance. Accurately summarizing book selling points and designing video content accordingly is essential. Short videos excel at presenting content scenarios, using appropriate props and music to enhance user interest. For example, when promoting *Six Records of a Floating Life*, merchants can film key story plots in short videos that effectively convey emotion in specific contexts, transforming traditional promotional methods and 激发 ing users' emotional resonance through positive narratives. Furthermore, 挖掘 ing books' cultural values enhances user identification. As cultural products with both economic and cultural value, books provide spiritual fulfillment that often proves more attractive than material satisfaction. Therefore, marketers should guide users by addressing their spiritual needs and leveraging hot topics of interest rather than forcing product promotion, thereby generating better communication and interaction.

Second, shape compelling images that create brand resonance. Harmonious user-brand relationships reflect close connections that generate stronger identification and dependence, making users more easily moved. Short-video book marketing can enhance brand recognition through two primary methods: (1) utilizing authors or field experts for book promotion, then amplifying through short-video platforms to increase awareness; and (2) creating personalized IP images that establish unique brands and enhance user belonging.

3.4 Building Perfect Word-of-Mouth to Achieve User Sharing

The final crucial 环节 in consumer behavior is sharing. New users are more likely to purchase when receiving recommendations from others—commonly known as word-of-mouth marketing, which proves essential in short-video book marketing. However, user recommendations depend on satisfactory post-purchase experiences. Therefore, merchants should prioritize user feedback during the experience process to encourage sharing and dissemination, thereby improving marketing effectiveness.

First, integrate marketing across different platforms to achieve user diffusion. As internet development makes short-video marketing increasingly common, many book marketers have registered official accounts on Weibo,

WeChat, and other platforms. Since users overlap across these platforms—those watching Douyin and Kuaishou typically also use Weibo and WeChat—integrating all marketing channels and combining short-video platforms with other new media can guide more users toward book purchases. Many Chinese publishing groups maintain official accounts and regularly conduct online and offline activities to broaden sales channels. Additionally, marketers can use new media channels to attract users by launching campaigns on Weibo, penetrating WeChat Moments, and gradually shifting sales platforms to short videos, thereby significantly increasing video views. Placing Weibo account and WeChat QR codes at video ends with sharing-for-gifts promotions effectively guides users and enables cross-platform sales.

Second, establish effective evaluation mechanisms that value user feedback. Users' post-consumption experience sharing expands marketing influence, transforming them from passive information recipients into active disseminators. As short-video platforms attract growing audiences, book sellers should seize this opportunity to better integrate short videos into marketing strategies. Utilizing short-video data statistics to effectively analyze user preferences and habits enables the establishment of robust marketing evaluation mechanisms.

In conclusion, the short-video book marketing model constructed on the SIPS foundation takes user behavior as its marketing entry point. By effectively leveraging short videos' strong dissemination power and interactivity, this approach not only adapts to online marketing needs but also generates deeper product resonance, proving highly beneficial for book marketing.

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

Source: ChinaXiv – Machine translation. Verify with original.