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## Research on Advertising Communication Strategies of Douyin APP in the Context of Media Convergence (Postprint)

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### Abstract

With the advent of an era characterized by fragmentation, informatization, and decentralization, barriers between media have been dismantled, the convergence between traditional and new media has become increasingly pronounced, and the coverage of the resulting marketing matrix has grown more extensive. As a product of this media convergence landscape, TikTok (Douyin), with its 15-second format and music-video-centric content, provides the public with a rich audio-visual feast that satisfies fragmented consumption demands. This phenomenon has attracted considerable attention and research from product marketers regarding TikTok, making the question of how to leverage the platform for product marketing and convert traffic into revenue a pressing practical research topic. This paper centers on this very proposition, examining the current state of TikTok APP advertising dissemination, analyzing common techniques in TikTok advertising marketing, and comprehensively interpreting the advertising dissemination strategies of TikTok APP within the context of media convergence.

### Full Text

## Research on TikTok APP Advertising Communication Strategies Under Media Convergence

**Abstract:** In an era characterized by fragmentation, informatization, and decentralization, media barriers have dissolved, with convergence between traditional and new media becoming increasingly evident, creating more extensive marketing matrices. As a product of media convergence, TikTok—limited to 15-second music videos—provides rich audiovisual content that satisfies fragmented user demands. This has attracted widespread attention from marketers seeking

to leverage TikTok for product promotion and convert traffic into revenue, representing a pressing research question. This paper centers on this proposition, examining the current state of TikTok APP advertising communication, analyzing common advertising marketing techniques, and thoroughly interpreting advertising communication strategies for TikTok APP under media convergence.

**Keywords:** media convergence; TikTok APP; advertising communication strategy

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TikTok, a music creative short-video social platform launched in September 2016, primarily serves young audiences through 15-second music video content. In November 2017, it acquired the North American music short-video social platform Musical.ly and adopted the slogan “Record a Beautiful Life.” Users can select music for their videos, create original works, share content, connect with friends, and discover interesting stories. TikTok’s market potential is limitless, enabling seamless transitions from online to offline and from virtual to reality. Its massive online traffic generates offline marketing revenue, popularizing numerous products and attractions such as “Answer Tea” and “Calligraphy Pastry.” In the context of media convergence, people no longer 满足于 text, audio, and image-based communication; short videos have become a popular medium that aligns with fragmented audience needs, allowing both lifestyle documentation and unique self-expression while integrating products with scenarios and drama. Consequently, TikTok has emerged as an originator of brand marketing content and a frontier for new media marketing. Due to these characteristics, various brand products have integrated into the platform, prompting marketers to consider how to conduct effective product advertising campaigns.

## 1. Current State of TikTok APP Advertising Communication

According to the “Research Report on Social Short Videos Under the Trend” (hereinafter referred to as the “Report”) released by Tencent News and Penguin Intelligence in April 2018, TikTok and Kuaishou are currently mainstream short-video platforms. With the continuous growth of mobile users, both platforms have seen increasing user bases year over year, with TikTok experiencing particularly rapid growth. By February 2018, TikTok’s monthly active users had already surpassed those of Huoshan Short Video. Both TikTok and Kuaishou achieve a DAU/MAU ratio of 0.45, meaning average monthly users engage with the platforms for 13.5 days per month. This metric, which measures user stickiness, typically ranges from 0.3 to 0.6 in the highly immersive gaming industry, indicating that TikTok’s user stickiness is quite strong.

TikTok’s user base is predominantly female (66.0%), with males accounting

for only 34.0%. In terms of age distribution, users under 24 represent 75.5%, while those aged 25-30 comprise 17.5%. From a cognitive perspective, users perceive Kuaishou as interesting and down-to-earth, while TikTok is viewed as interesting, cool, trendy, and youthful. Neither platform primarily features celebrities but instead provides exposure opportunities for “interesting ordinary people.” Both TikTok and Kuaishou empower ordinary individuals to attract traffic. In other words, content consumption on these platforms focuses not on celebrities but on “interesting ordinary people.”

As traffic increases, monetization becomes a critical issue for short-video profitability and development. The Report indicates that users have a high acceptance of creative and interesting advertising content, with over 75.8% of female users responding positively, followed by product placement in tutorial content at approximately 43.8%, and brand advertising at 19.8%. Male user preferences differ slightly: 72.5% prefer creative content, 22.5% favor tutorial product placement, and 24.7% respond to brand advertising, with brand acceptance actually higher than product usage demonstrations. This suggests gender differences in advertising receptivity that marketers must consider.

Artist Andy Warhol once stated that everyone will be famous for 15 minutes, indicating that everyone has a desire for self-expression and fame. Previously, discourse power belonged to a select few who served as information disseminators. However, under media convergence, this power has shifted from the few to the many, moving from traditional news portals to popular platforms like QQ, WeChat, and live streaming. Influenced by age, preferences, and channels, internet products are increasingly mobile-oriented, demonstrating intuitive, convenient, and decentralized characteristics that effectively satisfy public social needs and desires for attention. This user penetration is gradually spreading from younger demographics to other age groups, further expanding TikTok’s influence.

## 2. Common Techniques for TikTok Advertising Marketing

Effective advertising marketing on TikTok requires understanding the platform and mastering its techniques. The most common methods include:

**Camera Movement:** This technique, commonly used in film and short-video production, creates dynamic effects through lens movement, providing diverse visual experiences. In TikTok videos, camera movement is frequently employed in product promotion, dance videos, and photo transitions, offering high entertainment value and technical sophistication that attracts audience attention and accumulates traffic for subsequent marketing.

**Montage:** Originating in architecture before being adapted for film and television, montage creates temporal and spatial variations through shot transitions between sound, image, and light. This technique leverages the continuity of human vision to produce the sensation of the same object against different backgrounds. Implementation involves: presetting transitions between two shots

(storyboarding if possible); clicking “Start” to begin filming, pushing the lens into darkness or another color/object; and starting the next shot from a consistent color or object. Montage-created TikTok videos possess a hazy aesthetic quality that enhances visual appeal.

**Fast/Slow Motion:** With TikTok’s maximum recording time of 15 seconds, fast motion helps compress narratives into short videos—for instance, transformation videos using “extremely fast” settings. However, slow motion often proves more valuable, as slowness conveys dreamlike qualities.

**Audio Editing:** In music short videos, seamless integration between video and music is crucial. When creating TikTok content, creators must first consider the compatibility between sound, rhythm, and visuals. In practice, creators should select or edit music segments that match their video’s pace and imagery, making the content more dynamic and engaging.

**Lens Effects:** TikTok offers various lens effects, such as “soul exiting the body,” which creates strong visual impact when combined with sudden zooms. Illusion effects also produce unique results during shot transitions or pans. These effects can be added to video segments before uploading, allowing creators to minimize flaws from non-professional shooting and editing while enhancing visual appeal and viewer engagement.

**Thematic Endings:** TikTok short videos emphasize thematic relevance in their conclusions. A short video paired with brief commentary can stimulate discussion and create trending topics. This topic-creation approach is worth exploring for brand advertising—creating a product video and reserving 1-2 seconds at the end for a close-up of the product or brand logo. Producing a creative product video on TikTok, whether using magic or time-travel themes, requires minimal time and cost while allowing integration of official Weibo or WeChat channels for promotion. As TikTok executives have noted, the platform is ideal for brand awareness and favorability promotion. Mastering these techniques lays the foundation for effective product advertising.

### 3. Advertising Strategies Under Media Convergence

**3.1 Psychological Needs Strategy** TikTok advertising implementation and promotion should be based on thorough investigation of consumer psychological needs. Understanding consumer psychology is essential for effective advertising and product marketing that generates greater profits. Different age groups exhibit distinct consumer psychologies: children have strong visual thinking, unintentional attention, strong imitation abilities, and intense curiosity; youth are energetic, passionate, impulsive, and developing sexual awareness; middle-aged consumers are more rational with increased pursuit of status; elderly consumers favor established brands, are less susceptible to advertising, and focus more on health and wellness.

Gender differences also reflect social division of labor and psychological charac-

teristics. Female psychology emphasizes aesthetics and emotional richness, with behaviors and attitudes easily influenced by context. Properly leveraging female psychology in advertising can stimulate purchasing desire and generate significant economic benefits. Male psychology requires products to demonstrate masculinity, face-saving qualities, and intrinsic quality, with men being more independent and analytical. In other words, consumer psychological analysis enables better advertising strategies.

According to Maslow's Hierarchy of Needs, needs progress from physiological → safety → social → esteem → self-actualization, with the first two being physical needs and the latter three psychological needs. This indicates that psychological needs supersede physiological ones. Advertising must therefore trigger consumers' psychological purchasing motives—the key to marketing success. With over 600 types of purchase motivations, primarily psychological and physiological, psychological motivations are particularly susceptible to environmental influence. Advertising focuses on affecting these motivations, including truth-seeking, aesthetic, and novelty-seeking motives, each triggering different purchasing behaviors. To adapt to the current online environment, TikTok advertising requires psychological needs research to develop appropriate marketing strategies and achieve objectives.

**3.2 Music Combination Strategy** As a music-centric platform, TikTok's popularity stems from music's auxiliary role in enhancing fun and entertainment. TikTok music synchronizes with physiological rhythms, stimulates emotional changes, and inspires imagination. Understanding music's function is essential for effective advertising. In other words, advertising on TikTok must “do as the locals do” by integrating with music to attract attention, improve traffic conversion rates, and ensure quality monetization.

Different products require different music selections that should possess dramatic and entertaining qualities to encourage imitation and enhance marketing effectiveness. However, advertising must not overshadow the main content but maintain consistency with music and background to ensure quality and effectiveness.

**3.3 Content Innovation Strategy** TikTok's success is not accidental but closely related to its alignment with fast-paced lifestyles and content innovation. Advertising content innovation must avoid homogenization. The Report indicates that 25.7% of users consider TikTok's content overly homogeneous and lacking freshness, leading to user attrition. Reasons include “getting tired of it” (48.0%), “just downloading to browse” (44.3%), “uninterested in content” (18.45%), and “wasting time” (19.0%). This demonstrates high user sensitivity to content freshness—homogenization increases churn rates.

Therefore, advertising marketing must prioritize content innovation to drive brand marketing, updating dramatic stories, product usage methods, challenge

formats, and other content forms to stimulate user interest and improve advertising quality and conversion rates. Ultimately, advertising content is key to marketing conversion, as it triggers various purchase motivations that lead users to purchase interfaces, boosting sales volume, expanding marketing reach, increasing revenue, and creating greater economic value.

**3.4 3B Principle Marketing Strategy** In the 1960s, American advertising master David Ogilvy proposed the 3B principle—Beauty, Baby, and Beast—suggesting that advertisements using these elements attract consumer attention and affection by appealing to innate human interest in life. Following this principle, TikTok advertising has developed marketing approaches featuring attractive men and women, children, and pets. Dance videos by attractive individuals and cute pet content stimulate curiosity, which can translate into purchasing desire.

Product marketing can adopt this approach by featuring attractive people and pets to arouse curiosity and attention. As visibility increases, the likelihood of converting strangers into prospects rises, improving conversion rates. This explains why video creators frequently ask viewers to follow their accounts—the goal is converting strangers into prospects, then into customers. In other words, marketers must extract prospects from a large pool of strangers and then convert a portion of those prospects into customers. Therefore, applying the 3B principle and emphasizing content updates can expand marketing influence, increase sales volume, and generate greater economic returns.

**3.5 Advertising Appeal Strategy** How TikTok advertising captures attention, interest, and purchasing desire depends on persuasive effectiveness. Advertising appeals primarily include rational, emotional, and mixed approaches. Rational appeal “convinces through reason,” focusing on objective introduction and quantitative explanation, such as Fenbid’s “sustained pain relief,” Contac’s “12-hour efficacy,” and Rejoice’s “softness comparison.” Emotional appeal “moves through emotion,” conveying feelings to gain audience identification, such as Head & Shoulders’ “dandruff, unacceptable” and Rejoice’s “this is confidence.”

Product advertising often employs two or more appeal methods to enhance awareness and strengthen product cognition, encouraging active purchasing. In practice, mixed rational-emotional appeals blend both approaches to improve product recognition and preference, expanding influence and revenue.

## Conclusion

Under media convergence, leveraging TikTok for product advertising marketing requires first analyzing the platform’s advantages and understanding its techniques and user demographics. Second, marketers should produce product marketing short videos by combining product features with TikTok techniques, using music combinations, advertising appeals, and other methods to create

unique, innovative content that stimulates public interest. Only with continuously increasing attention can marketers identify customers from prospects, achieve traffic conversion, and improve marketing quality. Finally, for this new marketing approach, post-sales maintenance is essential, including customer care and product quality assurance to break down barriers between businesses and customers and provide quality products and services.

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