

## Postprint: Short-Form Video Marketing Strategies for “Blue V” Enterprise Accounts

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### Abstract

As a short-video commercial empowerment platform launched by Douyin, the “Blue V” enterprise account features distinct marketing characteristics inherent to short-video formats. To investigate contemporary enterprise short-video marketing strategies, this study systematically examines the operational features of selected exemplary enterprise accounts regarding positioning, content taxonomy, visual expression, and audience engagement, drawing upon specific cases and relevant data. It further analyzes and discusses practical marketing strategy issues concerning how “Blue V” enterprise accounts can fulfill diverse marketing functions, strengthen communication appeals, and sustain long-term operations. The analysis reveals that explicit account positioning is crucial for the operation of “Blue V” enterprise accounts, while differentiated content category design (trending-oriented, tag-based, and advertising types) and precise visual expression selections (on-screen personas, vertical-screen presentation, etc.) contribute to achieving varied marketing functions and communication appeals.

### Full Text

#### “Blue V” Enterprise Accounts’ Short-Video Marketing Strategies

**Abstract:** As a short-video commercial empowerment platform launched by Douyin, “Blue V” enterprise accounts possess distinct short-video marketing functionalities. To explore current enterprise short-video marketing strategies, this study examines specific cases and relevant data to identify operational characteristics of exemplary enterprise accounts in positioning, content categories, visual expression, and audience maintenance. The analysis addresses practical strategic questions regarding how Blue V accounts can achieve different marketing functions, strengthen communication appeals, and maintain long-term operations. The findings indicate that clear account positioning is crucial for Blue V operations, while differentiated content category design (hotspot-type, tag-type,

and advertising-type) and precise visual expression choices (appearance image, vertical-screen presentation, etc.) facilitate the realization of diverse marketing functions and communication appeals.

**Keywords:** Douyin; short video; enterprise account; marketing strategy

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## Introduction

Short videos have emerged as a major internet trend, with their commercial value becoming increasingly prominent. Short-video marketing plays a vital role in enhancing brand awareness, stimulating brand association, and improving brand loyalty. Consequently, leveraging short videos for marketing communication is becoming a new choice for enterprises. Platforms like Douyin have timely launched “Blue V” enterprise accounts to empower enterprises’ short-video marketing. According to Douyin’s data, in October 2018 alone, enterprise Blue V accounts produced 750,000 short videos, accumulating 36 billion views and gaining 917 million followers. This demonstrates that short videos are driving enterprise marketing upgrades through broad dissemination, deep interaction, and efficient conversion, achieving profound communication with consumers. This paper examines current enterprise short-video marketing strategies through case studies of selected Blue V accounts on Douyin.

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## 1. Clear Positioning: The Core of Blue V Accounts

Al Ries and Jack Trout’s positioning theory posits that enterprises should occupy a favorable position in their audience’s minds, establishing intrinsic connections between brand and audience so that when needs arise, the corresponding brand naturally comes to mind. Therefore, based on consumers’ emphasis on specific product features or attributes, enterprises must powerfully shape distinctive market positioning—this becomes the soul of enterprise marketing.

As a self-media platform for enterprise marketing, Douyin enterprise accounts must prioritize clear positioning as the foundation of marketing. By analyzing audience needs, enterprises identify the core position of their brand in audience cognition, then design their short-video account positioning from the outside in, ultimately guiding audience cognitive patterns. For instance, Xiaomi’s corporate vision is “to let everyone enjoy the fun of technology,” emphasizing product fashionability and cost-effectiveness. Accordingly, its enterprise account frequently releases highly entertaining interactive content, employing diverse editing techniques to reinforce a stylish aesthetic, while also producing numerous

tutorial videos based on Xiaomi phones to satisfy users' pursuit of value for money. This positioning not only caters to core users' inherent needs but also creates positive expectations among newly acquired followers.

To better communicate with users, many Blue V accounts choose to personify their brands to build approachable public images. This imbues enterprise accounts with emotional characteristics and communication styles similar to ordinary users, enabling more intimate interaction with fans. To address challenges like poor user retention and low new user acquisition rates, Midea Air Conditioning personified its brand by creating the "Midea Air Conditioning Guy" brand persona. This character significantly shortened the psychological distance between product and fans, generating identification and trust while attracting many external users through humorous content, effectively boosting the account's follower count. Thus, personified brand images can significantly enhance public recognition and strengthen enterprise accounts' relationships with users.

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## 2. Content Category Design: Achieving Diverse Marketing Functions for Blue V Accounts

Due to the fragmented and mobile nature of short-video dissemination, Douyin enterprise accounts exhibit unique characteristics in content categories. Although Blue V enterprises span different industries with sector-specific content, their content can generally be classified into several categories that convey different information, shape different corporate images, and achieve varied marketing functions.

### 2.1 Hotspot-Type Content for Marketing Amplification

Hotspot-type content follows current trending topics and can be divided into social hotspots (major holidays, events) and platform hotspots (popular topics, trending BGM). Generally, when planning hotspot-type content, enterprise accounts center on their own products or services, selecting hotspot content closely related to brand and product concepts to organically integrate product philosophy with internet trends for effective promotion.

By producing hotspot-type short videos, enterprises can achieve bandwagon publicity, enhancing brand or product awareness and reputation while actively mobilizing consumer participation and evoking emotional resonance, ultimately creating strong communication impact. Notably, facing the constant ebb and flow of internet hotspots, enterprise accounts should maintain a prudent attitude, avoiding excessive participation in topics loosely related to their business, lest complex information overshadow their brand and dilute their influence among consumers.

## 2.2 Tag-Type Content for Brand Value Enhancement

Tag-type content refers to continuous thematic content or activities tailored for enterprise accounts, emphasizing stylized and serialized output to create signature content. Generally, tag-type content features high quality and stable output, maintaining high consistency with brand attributes. By publishing tag-type content, enterprises can strengthen their stylistic imprint, form brand value, and shorten psychological distance with users. Brand IP, brand personas, and series topics are common elements of tag-type content. For example, “Jiangxiaobai” launched the #LateNightWineTalk# series, placing its product prominently in the foreground while using a deep voice to slowly read philosophical copy in the background, directly hitting the emotional pain points of urban young users and fostering psychological trust in the product, thereby reinforcing Jiangxiaobai’s consistent brand value.

## 2.3 Advertising-Type Content for Social Awareness Enhancement

As corporate self-media platforms, short videos inevitably bear important advertising responsibilities. Douyin enterprise accounts’ advertising-type content includes both pure in-feed video ads pushed by the platform and soft ads embedded in daily short videos. Advertising-type content emphasizes exquisite quality and exclusivity, often requiring substantial budgets but delivering high social recognition.

Taking the in-feed ad from “Audi” as an example, its high-quality visual effects achieved relatively good audience recognition, accumulating over 20,000 likes. This aligns with general successful advertising characteristics: distinctive and prominent themes, objective and truthful appeals, effective promises, and simple and pure forms. Additionally, due to the considerable production costs of advertising-type content, enterprise account operators should promptly evaluate ad content from audience cognition, attitude, and behavior perspectives through Douyin’s video analytics functions, helping enterprises adjust and improve advertising strategies to maximize advertising effectiveness.

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## 3. Visual Expression Choices

### 3.1 Appearance Image Selection for Hierarchical Marketing Effects

In the electronic era’s advocacy for visual images, “contemporary culture has shifted from print culture to visual culture” (Daniel Bell), and the body has become the object that various media compete to represent, transforming from obscurity to narrative subject. As a primary compositional element of short-video content expression, the importance of appearance figures or other information is self-evident.

### 3.1.1 Celebrity and KOL Appearances for Enhanced Marketing Heat

In advertising, ads with figures consistently outperform those without. Celebrities and KOLs possess high social recognition, and inviting them to shoot short videos can significantly increase video heat and exposure. According to Gestalt psychology's "closure" theory, celebrity images and product images appearing together are mentally integrated by audiences into a unified whole. Therefore, selecting celebrities and KOLs who align with brand philosophy to appear alongside products can create associative impressions in audiences' minds, enhancing overall brand favorability.

A special category among celebrity appearances is the self-created star image tailored by enterprises themselves, which can also generate significant attention in short-video marketing. For instance, when "Xiaomi Phones" features its CEO Lei Jun, video sharing increases by 896.6%, likes by 778.2%, and comments by 406.1% compared to regular content. Thus, IP subjects that align with corporate image can generate greater attention, and enterprise accounts should consciously develop IPs that enhance corporate image, saving advertising costs while creating unique brand effects.

### 3.1.2 Ordinary People Appearances to Evoke Audience Emotional Resonance

When short-video appearance subjects are ordinary people, with shooting locations and main content closely related to daily life, such expression more easily aligns with audiences' everyday experiences, significantly lowering communication barriers, satisfying audiences' self-identity needs, and triggering strong emotional resonance. This is precisely why UGC-featured short-video platforms have recently stood out in the internet ecosystem. AcFun, a platform specializing in "otaku culture," uploaded a series of humorous short videos or dances featuring ordinary employees as subjects and corporate culture as the foundation. This novel and interesting format not only created a good community interaction atmosphere and satisfied core audience groups' identity needs but also attracted many external users.

### 3.1.3 Product Appearances to Fulfill Basic Marketing Appeals

Products constitute a special category of short-video appearance images, referring to videos that only feature the advertised product without other actual human figures. Since marketing products is the most important function of enterprise accounts, and many users' original motivation for following enterprise accounts is to learn about latest products and services, this video type is currently indispensable in Douyin enterprise accounts' content ecosystem.

A video released by "Honor Phones" on October 19, 2018, creatively transformed the phone into a musical instrument, producing rhythmic drum beats along with background music. Besides highlighting the product's high quality, it made audiences smile, ultimately receiving 337,000 likes—7.66 times the average. This demonstrates that product-appearance short videos still possess irreplaceable advantages and significance for marketing.

### 3.2 Vertical-Screen Presentation to Satisfy Mobile Viewing Habits

Mobile presentation formats can be broadly divided into horizontal and vertical screens. Horizontal content offers relatively broad vision and rich spatial hierarchy, 有利于表现 more complex storylines and character relationships. Vertical content eliminates the need for audiences to flip their phones, better catering to mobile viewing habits. Moreover, vertical screens emphasize presentation of specific objects, particularly backgrounds or objects with vertical attributes that can be more tightly framed, locking audience focus firmly on the video's target.

According to MOVR's "Mobile Industry Overview Report," smartphone users hold their phones vertically 94% of the time rather than horizontally. Analysis by Zhimeng Consulting based on Douyin backend data also shows that vertical-screen ad creativity outperforms horizontal-screen creativity, with click-through rates 20% higher and effective play rates 22% higher. Therefore, utilizing vertical-screen presentation for short-video visual expression will become a new trend in mobile marketing.

A #VerticalScreenAdCreativeContest# finalist ad produced by "Ctrip" divided the phone screen into three parts, placing the original horizontal creative in the middle and attaching Ctrip's travel product banners on the top and bottom black screen areas. When viewing the video content, users would involuntarily remember the banner content. Through this three-part presentation, the original horizontal content was successfully embedded in vertical screen, greatly enhancing the ad's visual effect.

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## 4. Audience Maintenance: The Long-Term Mechanism for Blue V Accounts

Short videos' dissemination characteristics require enterprise accounts to maintain high activity and interactivity, making attracting audience attention (acquisition), retaining existing users (retention), and stimulating user activity (activation) the main focus of Douyin enterprise account audience maintenance.

### 4.1 KOL Endorsement to Stimulate Fan Effects

Internet-era attention resources still follow the "80/20 rule": more attention resources concentrate on fewer individuals. For Douyin enterprise accounts with relatively weak fan bases, the optimal user acquisition strategy is cooperating with internet celebrity KOLs who possess large fan bases and dissemination influence, thereby effectively promoting themselves, significantly broadening brand dissemination scope, and reaching fans behind the KOLs to increase market attention. Data from the "Short-Video Marketing White Paper" confirms that 26.0% of users purchase products due to recommendations, with 70.3% influenced by celebrities and KOLs. Weiboyi once provided 5 KOLs from different

vertical fields for Suning' s short-video challenge online activity, achieving excellent dissemination effects. By the activity' s conclusion, Suning had gained 10.04 million Douyin views, 305,000 likes, 311,000 interactions, and 5,373 comments, fully confirming the exposure vertical-field KOLs can bring to enterprises.

#### 4.2 Long-Term Interaction for User Retention

For internet content products, retention means users maintain long-term usage stickiness. If retention rates are low, other acquisition and activation efforts will yield minimal results. Cultivating usage stickiness involves two aspects: fostering relatively stable viewing habits and enhancing emotional intimacy between audiences and account subjects. From the former perspective, enterprise accounts should form regular posting habits, releasing tag-type content on a regular schedule and with consistent volume. From the latter perspective, enterprise accounts should upgrade interaction methods with audiences, creating humanized user experiences to ultimately improve retention rates.

Behavioral psychology' s “21-day theory” suggests that habit formation requires at least 21 days, while forming relatively stable habits requires at least 90 days. This shows that cultivating user stickiness and achieving user retention is not accomplished overnight; only through continuous interaction with users with long-term patience can enterprises create harmonious intimate relationships with users, ultimately improving audience retention. “Xiaomi Phones” frequently interacts with commenting users in the comment section, using warm and caring language to shorten the distance with users. “Happy Chimelong” sets humorous auto-reply messages in the private message interface and reduces user usage barriers by replying with corresponding options. These are all effective ways to enhance user retention.

#### 4.3 “Wet Marketing” for Community Activation

Over time, users who have long followed a particular enterprise account inevitably develop aesthetic fatigue toward its daily content. At this point, “wet marketing” activation methods can fully mobilize fans' enthusiasm. “Wet marketing” further interprets marketing essence, emphasizing communication with consumers under sincere care, emphasizing word-of-mouth dissemination power, and emphasizing the importance of users voluntarily and actively sharing information. Relative to traditional marketing' s B2C model, wet marketing is a C2C model where appeal information virally spreads among consumers, with audiences simultaneously serving as disseminators and receivers. Therefore, enterprise accounts need to lower their stance, actively befriend consumers, and guide consumer participation in marketing activities in humanized ways, democratically guiding consumer words and actions. Only then can enterprises create a sense of connection with consumers in their minds, prompting them to actively promote enterprises through word-of-mouth marketing, achieving community activation.

#### 4.4 Breaking Dimensional Barriers for Online-Offline User Presence

Since internet-era marketing activities are multi-level, multi-dimensional integrated behaviors, both online promotion and offline activities are important ways for enterprises to improve dissemination effects. As a new marketing communication format, short-video marketing can leverage its flexibility, efficiency, and strong dissemination power to achieve integration of online and offline activities, smoothly realizing three-dimensional integrated marketing that breaks dimensional barriers.

From Douyin enterprise accounts' perspective, online ads can help offline ads conduct preliminary publicity, accumulate popularity, and attract more potential customer groups. Offline activities can deepen audiences' perceptual cognition and familiarity with products, feeding traffic back to online ads. The organic linkage between the two continuously breaks barriers between different dimensional audiences, effectively expanding enterprise accounts' fan pools and creating integrated online-offline marketing communication synergy.

#### 4.5 Big Data and Algorithmic Advantages for Precise Information Delivery

In the big data era, data value lies not only in data reserves and timely feedback but also in data diversity and aggregation. Associating different nature datasets can explain specific objects' attributes and states and enhance internal and external connections. Backed by Toutiao' s data analysis and algorithm technology, Douyin has developed advanced short-video content recommendation mechanisms, analyzing users' individual needs and recommending content they may like from perspectives including collaborative filtering based on user basic information, precise recommendation based on user social relationships, and 叠加推荐 based on content traffic pools.

During the 2018 World Cup' s climax, "VIVO" first invited KOLs to design a "World Cup swag" cheer dance that easily triggered audience participation, then used the "Dou+" function for intelligent distribution. After the World Cup 热潮 ended, the swag dance series had received over 40.34 million views, more than 300,000 likes, and over 460,000 homepage visits.

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As an emerging internet phenomenon, short video' s "short, flat, and fast" product characteristics are increasingly reshaping contemporary internet discourse patterns. The combination of short video and commerce has given birth to Douyin' s unique "Blue V" enterprise accounts. Since short-video-based marketing activities operate on different logic than traditional commercial practices, only by fully internalizing short-video thinking and aligning positioning, content category design, visual expression, and audience maintenance with Douyin' s platform characteristics can enterprise accounts truly win in the short-video era.

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

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