

Marketing Strategy Analysis of Short Video Platforms in the Era of Internet Economy - Taking Tiktok as the Case

Jingwen Cheng^{1, †}, Xinhe Zeng^{2, †}, Yutian Zhu^{3, *, †}

¹School of Business Administration, NeusoftInstitute, Guangdong, China

²Department of Marketing, China University of Petroleum, Beijing, China

³Department of Environmental, Education & Development, University of Manchester, Manchester, UK

*Corresponding author: yutian.zhu@student.manchester.ac.uk

†These authors contributed equally.

Abstract: The short video market in the internet economy era is moving towards the age of national realization. It is a unique market area that intersects with various industries simultaneously. It is a new information dissemination carrier and trend to solve the needs of the fragmented online entertainment environment in the new digital economy era. This article combines the development trend of short video platforms and the growth process of TikTok, an in-depth analysis of TikTok's business model and its marketing strategy based on SWOT. It finds that TikTok has the advantages of a robust, intelligent algorithm, interest e-commerce expansion of consumer coverage, mature advertising interactive marketing system, live broadcast rewards to accelerate traffic realization, etc. This paper provides ideas for solving problems and future development suggestions from the aspects of intelligent algorithm mechanisms, innovative forms of advertising, functional diversification, and review requirements control. In the face of the rapid development of the short video industry in the era of the internet economy, TikTok should maintain its competitive advantage. At the same time, take corresponding solutions to problems in marketing strategies to maintain a leading position in the industry competition pattern.

Keywords: TikTok; Short video; Marketing strategy; Business model.

1. Introduction

1.1 Research Background

According to the "Statistical Report on the Development of the Internet in China", by 2020, the size of China's mobile internet users will reach 940 million, of which 818 million will be short video users, accounting for 87% of the overall internet users. With 8.8% of the application-using time, the short video is the second-largest mobile application, after instant messaging applications. Most Chinese short video applications currently use UGC (Understand Generated Content) and PGC (Professional Generated Content) models, which encourage users to post their original content or content produced by professional organizations on short-form video platforms [1]. As the three most representative short-video platforms in the UGC and PGC modes, Kwai short video, TikTok, and Bilibili have become the three most popular short-video platforms in China.

TikTok was launched in 2016, five years after Kwai short video, but it has rapidly taken over the Chinese short video market since 2017. By far, TikTok is the most active short video app in terms of user activity, reaching over 600 million daily active users in 2020, compared to 300 million daily active users for Kwai short video [2]. In this context, it is therefore worth exploring how TikTok has gained a competitive edge in the highly competitive short-video market in a short period of time, rather than being a flash in the pan like other short-video products. Therefore, this paper further studies the commercial value of the TikTok short video platform and its marketing strategy.

1.2 Research significance

With the advent of the 5G era, the short video industry has entered a golden stage of development and has obtained a higher commercial value. As the Chinese short video market has been a popular industry since its development, there has been much research on the current state of the short video development industry and the marketing strategy of the TikTok App, but researchers tend to use marketing mix models such as the 4Ps or 7Ps to analyze its marketing strategy, while less analysis takes into account the influence of the external environment. Based on this background, this paper will use the SWOT model and analyze TikTok's marketing strategy through its business value to further explore how TikTok chooses its appropriate marketing strategies to cope with changes in the external environment. This helps to fill the research gap in this area and make the research content of its marketing strategy more comprehensive. This paper aims to provide a theoretical basis for TikTok's marketing strategy by reviewing journals, books, and Internet information, and combining the research results of previous scholars to explore the reasons for the popularity of the short video platform, and its marketing characteristics. It has a certain degree of theoretical significance.

The research on this topic also has implications for the business practices and future development of the short video industry. TikTok short video platform is a popular product owned by ByteDance Limited, which captures the vast majority of the Chinese short video market, reflecting the success of TikTok's marketing strategy. With the rapid development of Internet technology, more and more short video platforms are entering the short video market. The study of TikTok's marketing strategy is therefore not only of academic significance, but also guides other short video entrepreneurs and managers to understand TikTok's interactive marketing model, audience groups and sophisticated algorithms, so that they can improve themselves through learning from the case of TikTok. This will provide valuable reference for the marketing strategies of the rest of the short-form video platforms, as well as serve as a guide for the future direction of the industry. However, it is not to deny that there are many problems with the TikTok marketing strategy model. Therefore, this article uses the SWOT theory model to critically analyze TikTok's marketing strategy and suggest where its existing marketing strategies could be improved.

1.3 Paper organization

This paper takes TikTok as the object of study, and on the basis of an introduction to TikTok short videos, discusses its business value and marketing strategies in depth. The whole paper is divided into six parts. The first part mainly includes the research background, purpose, significance and framework related to the marketing strategy of TikTok. The second part discusses the reasons for the popularity of short videos and the marketing characteristics of short videos through theoretical support from the literature. The third part explores the business value of TikTok and further analyses the marketing methods and advantages of TikTok. The fourth section uses the SWOT model to analyze in more detail the strengths, weaknesses, opportunities, and threats of TikTok's marketing strategy. The fifth part of the article will suggest improvements and recommendations for TikTok's marketing strategy. In the last part, this paper will summarize the content of the whole article and forecast the development trend of short video marketing in the future.

2. Literature review

2.1 Analysis of the reasons for the popularity of short videos

Xue Bangyi pointed out that the popularity of the short video platform is due to the fact that it contains various content for selling, daily life, and entertainment, providing users with a huge amount of easy and enjoyable short video options [3]. Wang Yanlin suggested that the pressure of social life is increasing and time is being fragmented, more and more people cannot concentrate for too long or do not have much time to read for a long time. Short videos are generally 15 to 60 seconds in length,

with music, subtitles, filters and beauty features, and are therefore popular with the public for their efficient time utilization and enhanced experience [4].

In addition, Dong Shuohan suggested that the reason for the popularity of short video apps is that they are easy to learn to use, can be operated on mobile phones and are not subject to any geographical restrictions. Therefore, it is suitable for user engagement in various real-life scenarios, which can narrow the distance with the audience with more psychological identification [5].

2.2 Marketing Features of Short Video Platforms

Lu Yan and Xue Haona point out that short-form video marketing is characterized by precision marketing, with platforms using intelligent algorithmic technology to make recommendations for users. This helps short video platforms to recommend more targeted content for users and helps companies to filter out potential customer groups and place advertisements for precise marketing [6]. In addition, Yi Guoju suggested that the social attributes of short video apps make it advantageous in fostering interactive marketing, as users can like, retweet and leave comments on the short video platform to interact with the publisher of the video or other users. Meanwhile, sellers on the app can understand the needs of consumers through feedback, and then provide products to consumers according to their needs, forming a virtuous circle while promoting customer engagement [7].

3. Business model analysis

3.1 CV and Algorithm technology improve user experience

TikTok continues to invest a lot of money to help the team improve its technology. While constantly updating its product content, it still has good stability and performance. Its intelligent content recommendation algorithm can quickly help users find their favorite content. It can also carry out an immersive experience of full-screen high-definition video live broadcast, constantly replenishing core competitiveness resources. Finally, complete the content consumption and manufacturing process closed-loop, and gain a competitive market advantage. At the same time, all video traffic is distributed through a centralized algorithm so that every talent who has the strength to produce high-quality content has the opportunity to compete fairly with those with higher traffic. High-quality video content is more likely to become hot and widely distributed. It also improves users' enthusiasm to create short videos and maximizes the value of communication.

TikTok uses AR special effects, face tracking, image segmentation and other methods based on deep learning and image recognition technology. It applies to creative ideas such as panoramic stickers, embarrassing dance machines, AR stickers, and 3D hair dyeing. On October 19, 2021, the landmark sticker "You Feng Lai Yi" in the ancient county of Taiyuan was officially launched, which was created by the Shanxi Provincial Department of Culture and Tourism and TikTok [8]. As a black technology found by TikTok in the past two years, landmark stickers realize the same-screen interaction between landmark buildings and AR special effects. After the second creation of ancient buildings through the most trending AR special effects, they appear in the vision of young people in a unique and novel way. It is convenient for it to experience different content and content that inspires users to output high-quality video. It advocates an innovative combination of technology and content to bring a perfect visual and immersive shooting experience to TikTok users.

3.2 E-commerce aggregate traffic user coverage expands

TikTok lives broadcast e-commerce formulates a "FACT business matrix" strategy based on market traffic, rolling, realization and conversion. It helps merchants build a "short video plus live broadcast" content system and form a combined business model of "self-broadcast plus talent". At the same time, it properly connects merchants, content and user preferences to generate interest in e-commerce via the algorithm's accurate features. Interest e-commerce actively taps the potential needs of consumers to build a three-in-one ecological closed loop, which realizes efficient stimulation from content to interest. TikTok additionally connects the flow pool using the numerous information to

flow service platform engines and the commodity pool to achieve a three-in-one closed-loop ecological environment.

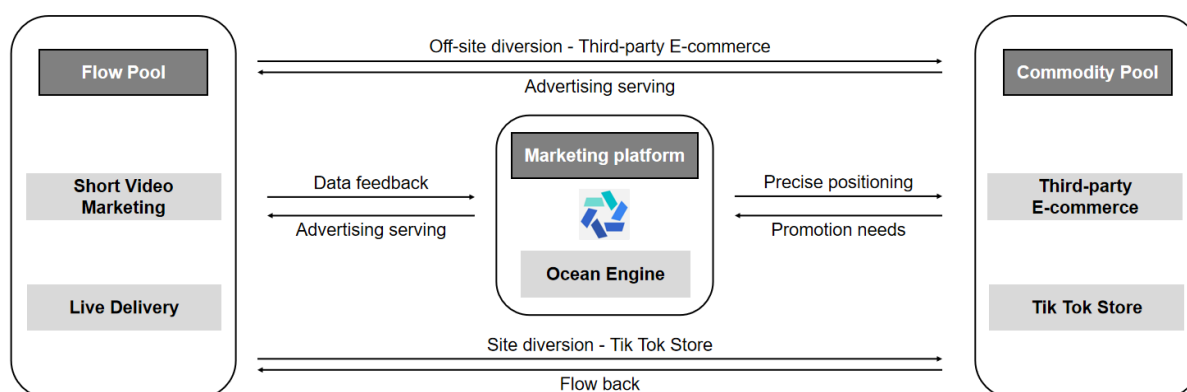


Figure 1. TikTok creates an ecological closed loop through the trinity
(Source from: 2022 Commercial Retail Industry Research Report)

In recent years, TikTok live streaming has become very popular. More than 1.17 million people have sold 1.9 billion preferential products and good things on the platform of ticktock online e-commerce. In half a year, the total sales volume of goods increased by 588% [9]. The outbreak of the TikTok live broadcast has allowed many merchants to obtain a sharp increase in the sales of goods. In addition, it has also made significant contributions to the sales of agricultural products and poverty alleviation projects in various places. In 2021, the "TikTok 818 new trendy good things festival" event will launch on 18 consecutive days. The total length of live broadcasts reached 23.54 million hours, and the full size of self-broadcasting by merchants was 11.85 million hours. The cumulative number of live broadcast viewers exceeded 30.4 billion, and there were 177 live broadcast rooms with a single-play payment amount exceeding 10 million [10]. Such activities will bring opportunities for more artisans and new farmers to flourish. To enable more Chinese trendy goods to acquire new market increments and strive to adapt to Chinese consumers' diversified and high-quality purchasing needs. It is beneficial for the brand to realize the explosion of brand and product sales. It can help the construction of the TikTok live broadcast e-commerce ecosystem to achieve long-term business efficiency and growth.

3.3 Mature advertising interactive marketing system

On the TikTok platform, advertisements appear in the form of native content. By placing ads in the video stream and hanging the shopping cart. Use the traffic effect of short videos to display products and then attract users to make purchases to gain revenue. The intense interaction between short videos and users and the arrival of celebrities have brought more promotion channels for products. For example, the Internet celebrity Papi sauce released a video copy of "when colleagues know your social account". In spreading jokes in short videos, the advertising information was expressed in a more vivid and exciting form, which deepened the user's impression and reduced the cost of the user's aversion to ad placement. This personalized marketing method is more eye-catching.

In addition, cooperative brands with the TikTok platform carry out content promotion by setting up challenge-themed activities and other methods. It launched themed challenges and creative video campaigns to encourage UGC clients to actively participate in audio production actively. While gaining high exposure, it also forms good interactions with consumers to enhance users' brand recognition and loyalty further. On August 22, 2020, Red Bull launched the "Click to Watch the Bulls and Bulls" challenge on the TikTok platform. On the first day of the challenge, a brand pop-up store was built in Shanghai, and the online live broadcast was started. The live broadcast's cumulative number of online viewers reached 445,000+, 2-hour blue V gained 36,000+ followers, and 1-hour sales increased by 19%. After the end of the challenge, the brand entered the Guangzhou nightclub

for another TikTok live broadcast. The live broadcast's cumulative number of online viewers reached 765,000, and the number of likes in the live broadcast room exceeded 650,000 [11]. This type of challenge activity adopts a standardized topic activity setting, laying a venue for users to communicate, reducing the cost of user thinking and activity threshold. To guide a broader range of users to join the topic activities. TikTok also has a professional extensive data analysis platform, providing real-time project progress, task progress and other multi-dimensional statistical analysis for the challenge. To assist marketers in successfully mobilizing resources to control projects and meet various effect needs.

3.4 Live streaming format upgrade accelerates traffic monetization

In addition to the inherent advantages of user groups and Internet celebrity resources, the live broadcast of TikTok talents can also allow talents to monetize effective traffic directly. The most important thing about TikTok's Live function is to increase the activity of the live broadcast room and make the anchor's live broadcast room rank higher, which will make it easier to attract more fans. At the beginning of 2019, TikTok vigorously developed and introduced new functions, such as PK gameplay and hourly rankings on the video production side to connect short videos and live broadcast platform content. Users can directly interact with intelligence through the live broadcast platform. At the same time, they can also provide live video rewards for the people they are interested in. The forum will cut the gifts that TikTok masters receive live video every day.

Moreover, users can also send virtual gifts of varying value to motivate them to create more excellent short video content. Intelligent can also adjust the creative connotation of short videos according to the suggestions and needs provided by fans to optimize further the purpose of TikTok short videos [12]. As a traditional source of income, live broadcast reward sharing will have the opportunity to usher in a new development period with the vigorous development of live broadcast e-commerce. Compared with short videos, the positive live broadcast can enhance the real-time communication between users and talents. However, it is to deepen users' in-depth understanding of network anchors to improve the dynamic viscosity between users and skills. Most importantly, it also brings practical benefits to the intelligent.

4. SWOT analysis of TikTok marketing strategy

4.1 Strengths

4.1.1 UGC interactive marketing model improves user engagement

The UGC interactive marketing model of TikTok has greatly improved the stickiness and activity of users. TikTok interactive marketing 1.0 stage mobilizes users' enthusiasm and activity through the form of spontaneous planting and pulling of grass by users and motivating them to participate in the interaction. TikTok interactive marketing 2.0 stage uses various topics such as the TikTok challenge and national tasks to expand the scope of user communication and participation and introduces new creative incentives and content quality thresholds, thus increasing the relevance of the content and more relevant to brand needs. For example, Wuhan's Happy Valley used the "creative sticker" + "interactive" tool in the UGC interactive marketing of TikTok and attracted more users through the creation of the city's hotlist and the media trending through the national task + TikTok hotlist + face value marketing + star effect. The campaign also combined POI positioning anchors with the "Shake" campaign. The campaign also combined POI positioning anchor points to divert online users to offline, and eventually achieved a task effect of over 900 million TikTok topic plays over 25,000 total video participations, 20% YoY growth in on-site foot traffic, and several star venues, and 15% YoY growth in average daily venues [13]. TikTok interactive marketing 3.0 stage is even through the refinement of operation means, based on the existing product to make several innovations, and constantly develop sound, filters, special effects, and other multiple marketing tools way to enrich the video

connotation, enhance creativity, optimize the user experience, expand its coverage, and carry out deeper content optimization.

4.1.2 High-quality users

The user group is wide and large, and the audience is of high quality. TikTok is a short video community for creating original content, and it is a short video user platform with community attributes. Through the address book of cell phones, you can easily find your family and friends in reality, and TikTok also has a social chat function, so friends can communicate with each other conveniently. According to statistics, 90% of the mainstream group of TikTok is less than 35 years old, with a male to female ratio of 4: 6, more than 60% have a bachelor's degree, and first- and second-tier cities are dominant, and the vast and high-quality consumer groups form the user base for enterprise marketing and promotion [14]. These major customer groups are also the largest group of consumers who buy online during COVID-19. Therefore, to continuously satisfy the product's target customer groups, TikTok not only has rich product features but also provides users with a large amount of rich and diversified short video content. TikTok short videos include content about selling goods, daily life, and entertainment life, which can fully satisfy the needs of consumers of all.

4.1.3 Technical support for precise algorithms

TikTok's precise algorithms provide technical support for the accurate recommendation of big data. The TikTok App recommends video content based on user likes and time spent on the video playback page and carries out big data analysis of user preferences to improve content quality. Users can also automatically operate whether they like the recommended content, increasing the accuracy of TikTok's recommended content. The platform itself has also given birth to more marketing tools due to its technical excellence, such as fresh play on content, filters, stickers, etc. All provide more ways for users to create, which enables both companies and businesses to greatly reduce their marketing costs. The mechanism of TikTok's algorithm is to make the explosive content gain more exposure through focused recommendations. This precise screening method allows the traffic in its traffic pool to be effectively used to make more detailed recommendations to its interested users. The marketing tools include TikTok's challenges, multiple ad formats, sticker development, and cooperation with KOLs and other experts, and multiple ad formats are one of its main sources of revenue.

4.1.4 TikTok's e-commerce and live-streaming capabilities bring in huge profits

TikTok's traffic can be realized by advertising, selling goods, and live streaming. Many individual users use TikTok's live-streaming feature, where users can choose to sell their goods or cooperate with other businesses. TikTok currently merchants sell goods for cash through e-commerce and micro-business. Some Taobao shopkeepers open personal accounts with individual users on TikTok and then release videos of their products by shooting. Consumers can buy goods through the window on the page, so companies can achieve the purpose of cash in this way. And the window feature only requires users to post ten videos to use it at no extra cost, which attracts many users to use TikTok to sell goods [15]. Business users use TikTok for commercial activities make need to pay, they do it by live streaming on TikTok or posting short videos. TikTok encourages businesses to interact with consumers using live streaming or posting short videos and also encourages consumers to share their product consumption experience. This direct-to-consumer promotion increases the credibility of the product and also stimulates potential consumers to make purchases through word-of-mouth marketing. At the same time, by charging commissions for these commercial activities, TikTok is also profitable. For example, in 2020, 73% of TikTok's revenue composition is advertising revenue from it, 21% is drawn from live bounties, 3% is e-commerce revenue, and 3% is gaming and education revenue [16].

4.2 Weaknesses

First, TikTok's intelligent recommendation function is too powerful, and it is extremely easy for users and potential consumers of goods to form visual consumption fatigue. For example, if a user

has searched for a product in TikTok, then TikTok's algorithm will push ads for such products to users countless times, repeatedly spreading them in a short period resulting in excessive marketing and unchecked frequency of ad pushing. With the increase in the number of users and the improvement of platform functions, the frequency of pushing TikTok ads has also increased. In the actual test, there are two to three ads in ten short videos, which makes users feel poorly, and it is easy to form visual fatigue and produce negative effects on advertising products. Secondly, it is difficult to guarantee the quality of TikTok's video content. Although the short video form of TikTok can achieve more extensive marketing promotion, instant memory and repetitive marketing ads are difficult to leave consumers with high-quality content and deep impressions, and a lot of "brainless" and "low-intelligence" content can have huge views and the marketing environment of the short video is more complex, and promotion degree, and pursue hot events to gain attention. The ads that gain revenue need huge effort and innovative thinking and need to have substantial content. Only true innovation and "de-templating" can create better video content. Again, TikTok's original copyright protection mechanism is weak, and it is difficult to determine plagiarism. The marketing environment of TikTok short video is more complex, and the low threshold of video production leads to frequent improper marketing competition, poor protection mechanism of video original copyright, often KOL is directly impersonated or stolen video for improper profit, video content plagiarism storm is extremely common, and the public relations ability and resilience of enterprises also put a major test. Nowadays, copyright issues have been taken seriously by the platform, and in March this year, TikTok launched the function of "erasing homogenized fans" to systematically combat the phenomenon of black production of related content. TikTok said that the new fans obtained by the offending accounts relying on the production and dissemination of homogenized content will be accurately erased by the platform. However, in practice, there is still no standard for determining whether video content is homogenized or plagiarized. Finally, the marketing environment of TikTok Live is not optimistic. The live-streaming boom provides a lot of opportunities for counterfeit and shoddy products, and TikTok Live is unable to reasonably control the quality of goods and its marketing channels, so consumers' rights and interests are infringed, the trust in the platform decreases, and the marketing reputation plummets.

4.3 Opportunities

4.3.1 The development trend of digital marketing is good

With the continuous development of science and technology and the advent of the Internet era, digital marketing has become a hot topic and the trend of the wind. Digital marketing relies on the competition for online public and private domain traffic to win. In recent years online new media marketing has long been in the public eye, short video marketing, live marketing, content hotspot marketing, and even intelligent AI marketing have entered a rapid and booming development stage [17]. TikTok is one of the main digital marketing platforms today, and it rides on the wind of digital marketing, combining the development trend of the digital marketing era and launching meta-universe intelligent AI marketing methods such as virtual characters. For example, as of April 6, 2022, the virtual beauty expert "Liu Ye xi" has 8,815,000 followers on her TikTok platform account, and the total number of likes on her eleven videos has reached 27,913,000, making the virtual character popular among young trendsetters.

4.3.2 Close cross-platform marketing cooperation and linkage

Since 2018, TikTok has been cooperating with the government, media, and public welfare organizations for marketing, which has brought huge traffic to TikTok short videos, while using the platform to spread positive energy and better promote the digitization of government affairs. TikTok has a cross-platform synergy of traffic with short video type APPs such as Capcut, Headline, and Watermelon Video, providing users and brands with more traffic and diverse marketing and promotion options. TikTok also often conducts joint marketing with popular variety shows, TV series, and brand businesses, for example, by sponsoring popular variety shows such as "China Hip Hop",

"Happy Camp", "Every Day Up", and "Ace to Ace" to increase exposure, giving full play to its high traffic resource advantage, and by vigorously promoting activities to expand awareness and content marketing for brand businesses to play a good marketing effect. By continuously enriching its products and upgrading its operation strategy to form a unique competitive advantage, and then sharing high-quality resources with its partners, the platform and its partners will eventually achieve a win-win situation of creating value together. In addition, TikTok cooperates with social media software, users can share their works in TikTok with their friends in QQ and WeChat, and they can copy the links to share to more platforms. In this way, users can promote their work to more platforms and play a role in publicity.

4.3.3 Users have a wide demand for short video marketing

Users have a growing need for shooting short videos, and as of June 2021, the number of short video users in China has reached 887.75 million, with a user usage rate of 87.8% [18]. As a platform for short video content production for users, TikTok does not need excessive marketing video content, and simple and real advertising without marketing and promotion traces is even more popular among consumers. It has become a trend and habit for users to apply shooting short videos and vlogs and other forms to record their personal lives, so it is also very common to insert soft advertisements and other forms of marketing videos into their lives.

4.4 Threats

4.4.1 Fierce marketing competition in the industry

The marketing competition in the industry is more fierce in the domestic market, and the functionality and content homogenization of short video APPs are serious [19]. Kwai, as the strongest competitor of TikTok and the earliest developed short video platform in the industry, has a functional model similar to TikTok, and the marketing and promotion methods of Kwai's platform, such as dares and KOLs with goods, cannot be copied because of its special rooted environment and close user group, and its marketing and promotion ability is not bad. TikTok has to think long-term and develop new features, marketing tools, and more convenient forms of advertising to ensure its user stickiness and the irreplaceability of its marketing products, and to ensure the retention of users and consumers.

4.4.2 Some promotional video content is not standard

Most of the short videos and patch ads on major platforms today are edited and uploaded by users themselves, making it difficult to review the content of the videos, which provides opportunities for malicious marketing. For example, when a company or brand is malicious marketing or disinformation of public events causing bad social impact, the original video audit cannot be accurately distinguished, the algorithm mechanism is very easy to such videos for harmful dissemination and misleading, the loss is extremely difficult to recover. Although TikTok has developed and operated a grading system for teenagers and is running a teenage mode, accounts using the teenage mode are inevitably exposed to soft pornographic "sexy beauty" videos and live broadcasts, and the live channel is not completely closed.

4.4.3 Single marketing method in the live broadcast industry

The development of the live broadcast industry is slowing down, the marketing and promotion methods are difficult to change, and the platform lacks a regulatory mechanism with frequent problems. The live broadcast industry reached its peak in 2019-2020 in terms of sales volume, KOLs carrying goods, and consumers' strong curiosity and willingness to buy this new marketing method. However, with the reduction of head anchors and the creation of a large number of fake products today, consumers' trust in goods has decreased, and the heat and sales of live-streaming with goods have slowed down.

5. Suggestions

5.1 Increase video review and improve monitoring and reporting mechanisms

In order to expand its influence, TikTok should improve and innovate its supervision and reporting system, allowing users to identify and file complaints to reduce illegal or unsuitable content. In consequence, contents or behaviors that violate regularity or laws can be eliminated in a timely manner with the efforts of netizens also counted in the monitoring work. Meanwhile, as the number of users on the TikTok short video platform continues to grow, TikTok should strengthen its audit of user-uploaded content. Not only does TikTok need the support of artificial intelligence (AI) technology, but it also needs to pay attention to human auditing. As artificial intelligence itself can be fooled by fake content created by users to escape such censorship, TikTok is recommended to strengthen its human censoring work to increase the effectiveness of censorship. Through effective censorship before publishing, it can significantly eliminate vulgarised short video content at the source and create a good online environment. It is also important that the platform should stop and warn some users who plagiarise, steal or infringe on original content in a timely manner, strengthen the copyright system and raise the awareness of copyright protection among original users. In addition, TikTok should promote short video content that is inspiring, positive and in line with core social values, to create a pleasant and healthy platform environment.

5.2 Improve the quality of content to meet the needs of users at different levels

In the highly competitive short-video industry, high-quality short-video content will become a core competency to meet the needs of users at different levels. Therefore, TikTok needs to optimize its video content in depth and provide users with high-quality video content. Specifically, in order to create a quality product, TikTok needs to strengthen the interaction and connection between users and actively improve or upgrade TikTok based on user feedback, to optimize the functionality of the platform that allows for high-quality video production. Meanwhile, it can also promote the diffusion of high high-quality video content by analyzing users' age, gender and viewing time through cloud computing, strengthen cooperation with MCN agencies, increase the penetration rate of TikTok among different user groups and accelerate the process of content commercialization. Moreover, TikTok divides its video content into several divisions such as makeup, learning, and lifestyle categories. To prevent businesses from using vile videos to gain the attention of users, TikTok should step up its fight against low-quality videos and live streams. In 2021, TikTok issued regulations on the handling of low-quality short video content, which can be removed from the shelf at once if found. Therefore, in order to create a high-quality platform environment, TikTok should continue to strengthen its crackdown on low-quality videos as a way to improve overall content quality.

5.3 Simplify advertising and optimize the experience of core functions

Users who use TikTok short videos mainly aim to relax and entertain by watching short videos, while excessive advertisement insertion will affect users' sense of experience and mood. The core function of TikTok short videos is to satisfy users' viewing needs, whilst other functions such as topic challenges and shopping windows are additional functions. Therefore, TikTok short videos should pay attention to the frequency and duration of advertisements and explore the types of advertisements that are easily accepted by users to design and publicize. In addition, TikTok needs to enrich the format of its advertisements. New and interesting ad ideas can not only better achieve marketing purposes, but also make users feel meaningful while watching the advertisements. This optimizes the user's experience of the core features of TikTok and helps the more successful promotion of the product without hurting the user experience.

5.4 Comprehensive optimization and innovative algorithm mechanism

In the face of users' large-scale production of high-quality content, the negative impact of the homogenized "information cocoon room" effect should mitigate while satisfying precise content

marketing [20]. In different application scenarios, video tags can project in a targeted manner, and other titles can select to maximize the information matching efficiency. It is also possible to add measurement indicators based on existing intelligent algorithms to push video content to users, such as content likability, content usefulness, interest keywords, etc. Simultaneously, it periodically adjusts the push ratio between the user's favorite short video type and other short videos. Intelligent recognition technology gives high-quality original videos a greater recommendation weight. Users' access to high-quality video material grows, enhancing user experience and satisfying users' requirements for diverse video content.

6. Conclusions

In general, the future development trend of marketing on short video platforms in the Internet economy era has the following main components. First of all, the digitization of short video marketing powered by AI, VR, AR, and other intelligent technologies makes it more intriguing. The second trend is that accurate recommendation generated from mobile internet, the Internet of Things, Big Data, and cloud computing further enhances the user experience. Finally, the new marketing methods of "e-commerce + short video" and "e-commerce + live streaming" brought by short video e-commerce make advertising more lifelike, scenario-based, and interesting. As the largest and most popular short video platform with the largest number of daily active users in China, TikTok relies on its sophisticated Big Data recommendation, decentralized algorithm, and marketing tools that are constantly innovated to meet users' needs to obtain users support and love, so as to increase the number of users and maintain the stickiness and activity of users. In the future, no matter whether it is the virtual reality technology and virtual human of TikTok digital marketing, or the e-commerce and precise recommendation algorithm of TikTok, they are both front-end and cutting-edge technologies in the future development of the short video. But even though TikTok is leading the short video industry at the forefront, it still suffers from many problems such as serious homogeneity of content, incomplete delivery of short video messages, and failure to guarantee the quality and source of goods sold on the platform, as well as the dilemma in maintaining current operations and innovating future technologies to meet the advent of 5G era. TikTok's success today has been achieved through overcoming many difficulties and obstacles, resolving technical problems, retaining users, with its case now providing a path and guide for more companies to prosper. However, in the future, competing on such a rapidly developing track, TikTok should face up to its own problems and take corresponding countermeasures, in order for it to realize sustained competitive advantage in the long run.

References

- [1] Deng Ziwei. Research on MCN mode of short video in the Era of Mobile Internet [D]. Southwest Jiaotong University, 2018.
- [2] Zhang Yushui, Zhu Lin, Jin Feiyu. Research on marketing strategy of short video App from the perspective of 4V theory -- A comparative analysis of TikTok and Kwai [J]. Trade Fair Economy, 2022(02): 44-46.
- [3] Xue Bangyi. Analysis of marketing strategy of TikTok short video App using 4P and 4C marketing Theory [J]. New Media Research, 2020, 6(08): 68-69.
- [4] Wang Yanlin. Research on marketing Strategy of Short video platform based on TikTok [J]. Modern Economic Information. 2019(20): 293.
- [5] Dong Shuohan. Brief analysis on the business model of TikTok APP video live broadcast [J]. Fortune Today, 2020(07): 30-31.
- [6] Lu Yan, Xue Haona. Analysis of short video marketing strategy based on TikTok Platform [J]. Modern Commerce and Industry, 2019, 40(32): 63-64.

- [7] Yi Guoju. Analysis of the Development trend of short video Marketing Model [J]. Modern Business, 2020(07): 30-31.
- [8] Live broadcaster. With the help of destination + TikTok AR landmark special effects, the ancient county of Taiyuan flew out of the "Golden Phoenix" [EB/OL]. <https://zhuanlan.zhihu.com/p/423356101>. Accessed April 12, 2022.
- [9] Li XiaoLei, Li Lin. (2021). An Analysis of the Types of TikTok's Business Model Changes. Cooperative Economy and Technology (21), 68-69.
- [10] Gao Ming. "TikTok 818 Trendy Goods Festival" data released, the number of domestic brands on the hot list exceeds 70% [EB/OL]. <http://www.diankeji.com/news/59569.html>. Accessed April 14, 2022.
- [11] Dafeng Hao. One article explains the "Tik Tok Challenge" [EB/OL]. <https://tech.ifeng.com/c/830UyIuCc1x>. Accessed April 15, 2022.
- [12] He ShuHui. (2020). TikTok's business operation model and development trend analysis. Economic Outlook of the Bohai Rim (04), 64-65.
- [13] Yalan. UGC interactive marketing enters the 3.0 stage, how should brands play? [EB/OL]. <https://baijiahao.baidu.com/s?id=1718733004119531230&wfr=spider&for=pc>. Accessed April 3, 2022.
- [14] Liu Lu. Analysis of short video marketing strategy based on SWOT theory - taking TikTok as an example [J]. Invention and innovation (vocational education), 2020 (04): 97.
- [15] Dong Shuohan. Analysis of TikTok APP live video business model [J]. Today's wealth, 2021(16): 91-92.
- [16] Byte Dance 2020 Annual Report [EB/OL]. https://lf3-static.bytednsdoc.com/obj/eden-cn/uj_shpjpmmv_ljuhklafi/ljhwZthlaukjlkulzlp/data_reports/2020_douyin_data_report.pdf. Accessed 20 April 2022
- [17] Tian Fengchang, Huang Xiaozhang. A study on TikTok short video based on SWOT analysis [J]. China Business Journal, 2020(22): 15-17. DOI: 10.19699/j.cnki.issn2096-0298.2020.22.015.
- [18] Gu Huizi. The future is here. Digital marketing has become the main battlefield of marketing [J]. China Rural Finance, 2021(10): 10-11.
- [19] CNNIC: The 48th China Internet Development Statistics Report [EB/OL]. <http://www.199it.com/archives/1302651.html>. Accessed 21 April 2022
- [20] Ding Herong. Research on intelligent algorithm mechanism and problems of TikTok short video [J]. New Media Research, 2021, 7(10): 10-12.