

Strategic Analysis of Social Media Software -- the Communication Strategy and Marketing Strategy of Douyin

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Abstract. Nowadays, all kinds of advertising and media are fully integrated with our lives, and it can be said that the media interaction of the new era has brought people a different life experience. How to connect products with people, how to achieve the perfect integration of media and the market, and how to efficiently mobilize and use resources to bring great wealth to people have become the most concerned topics today. The launch of Douyin software has brought people a different idea of modern digital media. In this paper, the literature research method, induction method and case analysis method are used to study the marketing strategy and communication strategy of Douyin short video. Based on the three elements of STP marketing strategy and 4Ps marketing theory, the marketing strategy of Douyin short video is analyzed, including market segmentation, target market, market positioning, and specific analysis of product strategy, price strategy, place strategy, and

Keywords: Douyin; Marketing strategy; 4PS analysis; Spread strategy.

1. Introduction

Since 2011, China's short video industry has experienced a budding period, an exploration period, and then quickly entered a mature period, and the number of short video platforms has also shown a rapid increase trend. In 2022, China has hundreds of short video platforms of various types, and various Internet giants continue to compete actively and want to seize the market. At present, Douyin and Kuaishou have become the twin giants of the short video industry without suspense. In the face of the opportunities and challenges brought by the end of the live broadcast economy, how can the short video platform get a piece of the competition is also a problem worthy of attention.

With the development of the Internet and mobile Internet, people get information from TV to website, from print media to mobile information platform. The way users receive information will continue to change dramatically, and advertising and user preferences are becoming more secure due to the strong entry of algorithms. With the wide popularity of mobile terminals, short videos have gradually become an important tool for information dissemination in the new media era with its fragmented, entertaining, addictive and other characteristics. Among the core competitiveness of enterprises, marketing is undoubtedly one of the most competitive capabilities, and communication is the top priority.

How to integrate media strategies and marketing strategies to create effective brand relevance is the focus of modern digital media and corporate research. Advertising communications that require users to look up will increasingly be replaced by new media communication channels driven by information flows and algorithms. Therefore, for enterprise marketing, how to quickly build their own new media communication channels, create marketing channels, and customize the new era of marketing has become particularly important. However, the research content on short videos and vibrato is relatively rich, and in the segmentation of Douyin short video marketing strategy, the relevant research results are less and time-sensitive enough.

This paper takes the Douyin short video as the research object and conducts a comprehensive analysis of its short video marketing strategy. It will deeply analyze the internal and external environment of Douyin short video marketing and the marketing strategy of Douyin short video, further explore existing problems, put forward development optimization suggestions under the future new media strategy, enrich relevant research content, and provide valuable theoretical reference for future research.

2. Marketing Planning

2.1 STP Strategy Analysis

2.1.1 Segmentation

The market segmentation of Douyin mainly depends on the preferences of customers, so there are different categories of videos recommended by Douyin: daily sharing, games, fashion, film and television, cute pets, emotional markets, humanities and arts, food, dance, sports, family, automobiles, finance and so on. Each large category has a smaller category with a specific breakdown, and Douyin increases or decreases the amount of recommendations based on how much the customer likes the video.

Douyin's user base is broken down by gender. The ratio of female users of Douyin to male users is 3:2 [1]. Among them, male users are more interested in e-commerce, finance and sports, while female users are more concerned about beauty and skin care products, fashionable clothing and food.

2.1.2 Targeting

Douyin started out targeting young hipsters, with the initial slogan: "Let worship begin here." With the development of Douyin, the diversification of customers and the changes of the times, the target market of Douyin is also expanding, and the number of people of all ages and regions is also increasing [2]. The slogan of Douyin became: "Record the good life". As a result, Douyin's target market is now transforming from young people in big cities to users of all ages and regions [3].

2.1.3 Positioning

From the advantages of Douyin short video analysis, in terms of content sharing, Douyin uses thousands of servers to collect and mine a large amount of data, develops a very targeted recommendation engine, and cleverly uses intelligent algorithms to grasp the user's interest orientation [3]. With this huge algorithm, the recommendation of Douyin short videos can be targeted according to the customer's preferences.

In 2016, Douyin was just launched. Its market positioning is as a music sharing platform so that users can share, like, and attract other users, which also leads to Douyin with additional social attributes. In 2018, Douyin expanded its social attributes as a major feature of Douyin [4] More users have begun to share their ideas, lives, and more boldly show themselves rather than just music sharing because the slogan of Douyin has changed to "record the good life" [3]. Due to the diversity of users, Douyin attracts more users of different ages and interests, which makes it continue to expand the market, develop comprehensively, and continuously increase its competitiveness in the market.

Douyin focuses on social sharing, the author makes and shares his personal life into Douyin through video production. These videos are artistically processed to have more communication value and imitation value. The core value of Douyin short video is short. Although the overall process of our Douyin APP is likely to exceed the playback time of watching long videos, the short videos give people a feeling that they do not need too much time to occupy is real [4]. Most Douyin videos are only a dozen seconds long, and through just a few videos, Douyin can bring users a great sense of satisfaction and the feeling of wanting to indulge in it. Therefore, the market positioning of Douyin users is those who want to get visual enjoyment and satisfaction in fragmented time.

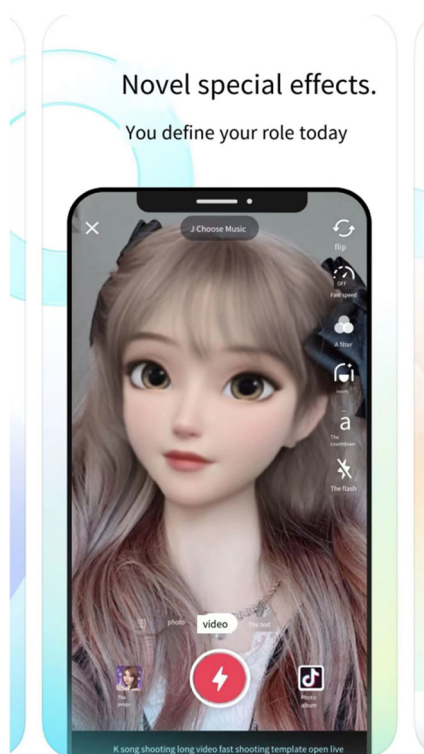


Fig. 2 Screenshot of the Douyin effect interface

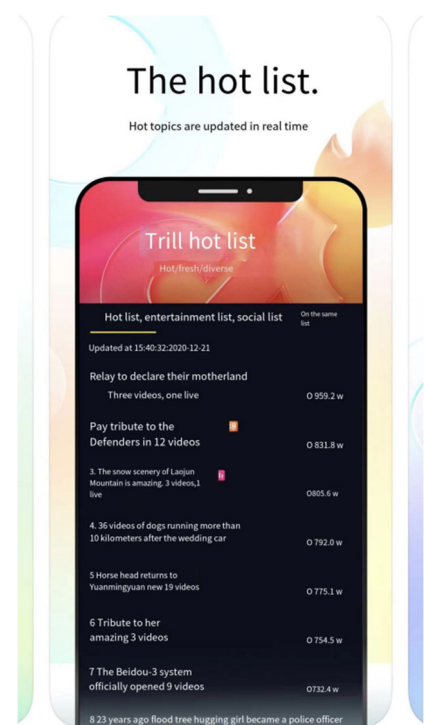


Fig. 3 Screenshot of the hot search real-time list of Douyin

In figure 3, this can help to understand the major news of the country and the world for the first time, and at the same time, Douyin will also recommend some hot search videos according to the user's favorite preferences. These hot search terms are clicked on and various users add to the hot search and so on, and all the content related to the hot search terms. This can further satisfy the user's curiosity and make the user more dependent on the software Douyin.



Fig. 4 Douyin's recently launched feature - Close Friend Moment (the screenshot)

In figure 4, Close Friend Moment lets the user take a photo at any time and makes it visible to the user's designated friends. This has recently improved the overall Douyin customer stickiness because this feature not only allows users and their friends to be closer, but also allows users to use Douyin more frequently every day, which further promotes Douyin to get more profits from it. This further coincides with Douyin's slogan "Record a Better Life", where users can open the camera directly in Douyin to record their lives and let their friends see it. This allows users not to switch in multiple software, not to waste time, but to improve user stickiness more effectively.

2.2.2 Promotion strategy

(1) The opening screen advertisement of Douyin [2].

This is the first content that users see after opening the Douyin APP, the mobile phone is displayed in full screen, a type of advertisement that users cannot avoid, unique content plus background music, which can always impress users.

(2) In-feed advertising

This kind of advertisement will appear when the user browses the short video in the site, the vertical screen has a new visual experience, the account is strongly linked, and it is related to the user's hobbies, which can be shared with other friends. At the same time, users can also like, tag and comment on different in-feed ads according to their personal preferences [5].

(3) TopView advertisement

Issued July 2019. Display marketing information in the hottest position, full-screen interaction for the first 3 seconds, and present the native style of information flow after 3 seconds, carrying richer marketing information.

(4) Banner advertisement

Users can browse the popular list while seeing the banner ad carousel to understand the latest and hottest event information [2].

(5) Search advertisement

When users search for something in the search bar, Douyin will recommend some relevant ads to make users more aware and interested in the product. Directly point out the shopping method and some will be accompanied by real people to introduce, so that customers can trust the product more.

Because of the algorithm mechanism of Douyin, advertising can reach the target user group more accurately and efficiently, coupled with high-quality advertising video content and understanding opportunities, bringing users a new feeling completely different from traditional video advertising [5,6].

2.2.3 Pricing strategy

DOU+ is the most common and easiest way to recharge. Users can spend money to get a certain playback rate according to their own needs, which indirectly provides users with exposure and fans.

DOU+ is the most direct way for Douyin users to rapidly increase the playback volume of short videos, and it is also one of the platform's profit methods. After entering DOU+, users can choose the boost version or the targeted version by themselves. The speed board starts from 68 yuan, and the number of people pushed to different prices is different; users of the directional version can have more choices, hoping to increase the number of likes and comments or the number of fans or the number of homepage views. Users can also choose the delivery time and whether to customize the recommendation of potential users. Both versions can make the short videos planned to be promoted reach the Douyin recommendation interface of potential interested users more accurately [2].

2.2.4 Place strategy

Douyin integrates the resources of many platforms and shares the heat with each platform to achieve a win-win situation.

News on September 21, Douyin e-commerce "Mountain Goods on the Headlines" agricultural assistance project and China Post Express Logistics recently signed the "Cooperation Framework Agreement" in Beijing. The two sides announced that they will integrate and utilize a number of resources to cooperate in promoting the logistics guarantee of agricultural goods merchants, the construction of postal e-commerce live broadcast rooms, and the joint agricultural assistance special projects, so as to jointly help the docking of quality agricultural products production and marketing, and efficiently go out of the village and enter the city. According to the data, there are nearly 9,000 self-operated business outlets of China Post Express Logistics nationwide. In this cooperation, the postal service will carry out offline visits to agricultural goods merchants of key projects such as "mountain goods on the headlines", and formulate targeted guarantee plans for them to further optimize the logistics infrastructure of the landing area of mountain goods projects. In addition, the two sides will also jointly promote the construction of postal e-commerce live broadcast rooms. Douyin e-commerce will support China Post to build live broadcast rooms for agricultural specialties in the mountainous goods gathering areas of various provinces and cities, covering food, fresh food, tea, flowers and green plants.

2.3 Spread Strategy

The Douyin platform takes music as the entry point and focus, and the diverse styles of music and wonderful pictures make users quickly attracted by video content. Compared with pictures and text, video can make people concentrate, through the combination of visual and auditory effects to make users addicted to video, and cannot feel the passage of time, indirectly addicted [7,8,9]. At the same time, with the help of big data, artificial intelligence and other technologies, Douyin accurately locates the interests and concerns of different users through the user's browsing time, browsing records, likes, comments, forwarding, and accurately pushes video content that meets the preferences of users [7]. Unconsciously, users are attracted to a variety of videos that match their preferences, but most users do not realize that they are still addicted to them. Not only that, but the system's automatic shuffle propagation mechanism keeps the user in a state of unknown and want to explore forever. In the process of brushing the video, people's fingers keep clicking on the "next one", and the curiosity is infinitely amplified, which leads to users indulging in vibrato [8].

Douyin insists on content creativity first, everything is possible, and users are curious and eager for different videos. Douyin does a good job of content planning direction and forms a folder with brand characteristics. Relying on the "Douyin Challenge" and other forms, Douyin can realize brand

promotion appeals, display, marketing methods, new ways of playing, new resources to attract users to actively participate, and complete brand exposure [10].

Douyin insists on interacting with the audience and understanding the changing trends. While it can't create hot spots, brands can hitch a ride on hot spots, resonate with consumer audiences, and it's best to interact with them to understand the changing trends of consumer preferences [11]. And effectively implement monitoring, timely modify the direction of self-media content, and avoid the occurrence of adverse content events that are controversial with policies and conflict with the public's good life.

3. Marketing Strategy Suggestions

Nowadays, Douyin's works are reviewed by manual review and machine review. Due to certain flaws in the algorithm, the content database shows a trend of too much low-quality content and marginalization of high-quality content [2,9]. Therefore, Douyin should guide and intervene in the values of platform content: improve the risk action prompt function, for the dangerous behaviors and dangerous actions in the video, and the actions that can only be completed by specific age groups, Douyin should make timely reminders to inform users that the video behavior is dangerous. Human review requires faster and more timely reflection of all types of videos [12].

The creative holding of offline activities can allow virtual video to enter real life and create conditions for small group communication under large groups. As a result, the likelihood that the average user will become an important user is increased [13].

4. Conclusion

After the overall analysis and summary, although Douyin is the leader of digital media and is extremely close to the preferences of users, there are still shortcomings that need to be improved. And with the overall trend of online media declining, Douyin's marketing methods also need to keep up with the trend. In the future, integrated marketing communication will continue to develop, and the development of marketing strategy from product-oriented to user-oriented to value-oriented will also be an inevitable trend of marketing development, and users expect that more enterprises will use new media integrated marketing tools to achieve double increase in brand influence and company value in the future business competition.

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