

Analysis of TikTok's brand communication strategy

Mengting Hu, Wenge Qin*

Foshan Institute of Science and Technology

* Corresponding Author

Abstract

With the continuous development of social media, the way of brand communication is also constantly evolving. TIKTOK As the world's leading short video sharing platform, it has become one of the preferred platforms for many brands to communicate with the help of their huge user groups. First objective describes the present situation of the brand in the TikTok spread promotion, second from the audience, content, type, etc., found that overseas brands on the TikTok communication activities when the audience fuzzy, content homogeneity, new type of spread quantity, analyze the audience demand, lack of innovation, push area, and put forward the attention to interaction, content diversification, multi-channel integration strategy, hope to provide a reference for related enterprises.

Keywords

TikTok; brand; brand communication.

1. Introduction

TikTok As an international version derived from China's short video APP TikTok, it became the world's first APP to exceed 3 billion downloads shortly after its release, continuously dominating the global download list. TikTok Success is the result of the right time and people, in addition to technology and timing, there is the blessing of excellent marketing strategies to successfully "go to sea", its route can not be replicated. Many overseas enterprises on TikTok also focus their attention on promoting their brands, so it is very important to analyze the brand communication behind its success.

2. Literature research

Zhou Yutong, Li Weigang (2021) proposed in "Research on Value Creation of Short Video Platform" -- Take TikTok as an example " that TikTok realizes [4] with live streaming and e-commerce by establishing cooperation with users. Li Qian, Wang Huiyi (2021) analyzed the current problems of the platform in "Research on the Marketing Value of TikTok Short Video Content", and put forward some constructive suggestions to guide the benign development of the industry, [5]. Li Linan and Gao Sijia (2020), in TikTok Advertising and Marketing Strategy under the threshold of audience Psychology, proposed [6] that marketing people should adopt emotional marketing, virus marketing, hunger marketing and relationship marketing strategies focusing on audience psychology. Deng Tingting (2020) analyzed the factors of Xiaomi, TikTok and Pinduoduo influencing the business model innovation of Internet platform enterprises in the Multi-case Study of Business Model Innovation of Internet Platform Enterprises. Zhang Jianxin (2021) analyzed the development of TikTok and its business model and discussed its future development prospects [8] in the Analysis of the Development Status and Business Behavior of TikTok in the Internet Era.

In Media Circle: Freedom, Mixed and Solidation on TikTok, Fang Shi (2021), who analyzed 165 media organizations or reporters on TikTok, found that the overall atmosphere of its users is

left-liberal, and the media, journalists and young users jointly explore their embedded cultural background and solidify the interaction.

3. Strategy analysis

The brand communication audience is concentrated in the science and technology food game industry. TikTok The most popular brands are mainly in the technology and IT, food and beverage, gaming and media industries, with the best brands performing in technology and IT, with more than 2.3 million views per video.

Brand communication content is mostly presented in the form of copywriting. Another important factor to consider when planning a video is the visual design. TikTok Provide a variety of filters, graphics overlays, and special effects to beautify the video. Most videos contain copywriting, which is not only a great way to add annotations and comments to videos, but also a great mechanism to add details, such as promotional codes or deals, without explicit clarification.

The type of brand communication is mainly product placement advertising. The vast majority of videos that advertise on TikTok show one or more products. More than 90% of the videos have some form of brand placement.

The significance of social media marketing is to promote brands and products. About a quarter of the videos feature endorsement or cooperation, and inviting celebrities and influential people to endorse is also popular among TikTok brands, using the fan effect of celebrities to drive brand page views and purchases. The posts that get the most attention are those that feature branded event promotions. For example, a promotional post from a TikTok account generated 129 million views, combining music with celebrities, and if the viewer wants to participate, they can follow the video content, showing the product without appearing too deliberate.

Brand bloggers communication mode for the super first and information flow advertising. TikTok It itself is a user-generated content (UGC) platform, and the platform itself does not produce creative videos, so users are both viewers and creators of the video.

4. The question

The target audience positioning of brand communication is vague. As shown in Figure 3.1, among the interviewed samples, 94% thought that the overall level of the video owners was not uniform, and 91% felt that the video content lacks depth and breadth and is too low-end. Because of the differences of local cultural differences, the painting styles between countries and regions are also different. Some TikTok video publishers publish complex content, no matter what type of video to insert the promotional brand into the external release, regardless of the country and region, no targeted, no clear target audience, which often leads to the release of many video works, but the brand heat did not rise. Moreover, some brands do not pay attention to the investigation of partners. As long as there is a certain number of fans, they will cooperate with them, expecting to use the fan effect to drive the sales of brand products, regardless of whether the other party meets the product image.

Brand communication video content tends to be homogenized. TikTok Fast shot up red, holding out a large number of net red bloggers. Some users have gained corresponding attention after publishing content similar to that of Internet celebrities, and their popularity and page views have been greatly improved. This phenomenon has set off a wave of short video imitation. As long as you imitate the famous web celebrity shooting the same video, you can get more retweets, likes and comments, so as to make your account have a certain influence. This behavior of using others 'heat greatly satisfies people's demand for red to be concerned.

The communication volume of new brand types is less and low visibility. Using the method of questionnaire survey, we made a questionnaire survey for the Chinese and English users on TikTok, and collected 200 samples. The survey found that when users watch TikTok's brand marketing or brand promotion videos, they will be affected by the video or the product itself meeting the needs, brand awareness, thumb up, number of comments, retweets, etc.

Some brand bloggers have improper video communication methods. TikTok Amazingly inclusive, as long as the user has ideas and can shoot a video, you can become a video publisher, all kinds of unrestrained, unexpected videos are reflected in this. The production of high quality video is often accompanied by the emergence of low quality video, both high and low. The quality of the vulgar video is not limited to violence, deception, vulgar and other content, a variety of marginal video also emerge in endlessly.

5. Strategy advice

Focus on brand communication and audience interaction. Although TikTok is a global short video platform for music, it doesn't have much communication between its creators, users and users. Users mainly communicate in the comment area, while the comment area only occupies half of the screen. In addition to the highly praised content, the comment area is more "@" with communication significance. This may be designed by TikTok to allow users to have a smoother video viewing experience and viral communication, but the comment area functions of netease Cloud Music and B station in China are relatively perfect. The interaction rate between video creators and users and users is high and the distance can be narrowed. If you want to do successful brand marketing on TikTok, whether you can effectively interact with users in the comment area is also the focus. The formation of a good interaction mechanism will be more conducive to cultivating the core sticky customer communication group.

Enhance the diversification of brand advertising content. TikTok The personalized algorithm and manual recommendation logic will optimize the page through richer information. On this basis, TikTok can accurately match users, rather than relying on users 'viewing habits and preferences for recommended content, AI algorithm selects users' real preferences, and realizes accurate information flow. If the enterprise in the brand promotion, can make good use of this point, it will bring considerable economic benefits.

Create the multi-platform and multi-channel integration of brand communication types. In December 2020, TikTok's first live broadcast in the United States was 10 TikTok web celebrities live with goods. The duration of goods was 1 hour, the number of viewers remained at about 10,000, and the highest online number was nearly 20,000. At the same time, TikTok launched the shopping cart function in the United States, where the video has a shopping cart link, which can be transferred to the seller's Amazon store.

Realize the combination of brand blogger globalization and localization. In the overseas market, enterprises should adhere to the policy of creating local content according to local conditions. In addition to taking measures according to local conditions in video content, we also need to understand the laws and regulations of various countries. Only by adapting to the content supervision system between different countries and regions can overseas brands have long-term and stable development. With the combination of globalization and localization, the content recommended to users should be as close to the user's country, region and language as possible, and present high-quality content on this basis.

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