

# Research on Communication Strategy of Short Video Advertisement--Take the Short Video Commerce in Tik Tok as an Example

Baojin Liu

Liaoning Communication University, Shenyang, 110136 Liaoning, China

ggliubaojin@163.com

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**Abstract:** Compared with live video, short video is more spread, which is convenient for content distribution and consumption in the whole network. Video advertisements based on short video platform have the characteristics of high precision push, entertainment, strong socialization, simple production, flexible advertising ideas and convenient scenes. It is easier for users to accept, and the browsing mode of Tik Tok platform can make users immerse themselves in it and deliver advertising information to them more effectively in the form of short videos. This paper briefly expounds the characteristics of short video advertising, and then, taking Tik Tok short video commerce as an example, analyzes the communication strategy of short video advertising, and according to the learned theory, studies the problems existing in the communication process of Tik Tok short video advertising and makes targeted countermeasures. The purpose of this paper is to study the communication logic of Tik Tok short video advertisement commerce, hoping to explore a benign business model.

## 1. Introduction

In the era of mobile internet, the content and mode of communication have undergone unprecedented changes, and short video has become a leader in just a few years. Nowadays, Internet products are constantly catering to the development of fragmentation and vertical screen, among which the most representative are short video apps such as Tik Tok. Short video has become a gathering place for advertisements, and a large number of short video advertisements have sprung up in front of users at one time[1]. How to present short video advertisements to users in the best way and achieve the best advertising effect is a problem that businesses and platforms ponder deeply.

Under the blessing of this kind of traffic, various profit-making methods have also emerged. Third-party advertising placement, video embedding, live broadcast commerce and so on. Taking Tik Tok short video commerce as an example, this paper systematically sorts out Tik Tok short video advertisements and studies the communication strategies of different Tik Tok short video advertisements. The research of this paper also enriches the research of short video advertising to a certain extent, and expands the width and depth of the research field of vision.

## 2. Characteristics of Short Video Advertisements

Short video advertising is a form of advertising that carries the advertising content in a shorter time limit. It is an effective way to drive and pave the way for short video marketing. Short videos have the characteristics of strong social attributes, low creative threshold, convenient viewing time and scenes, which are more in line with the consumption habits of fragmented content in the era of mobile Internet. The elements of short video production are shown in Figure 1

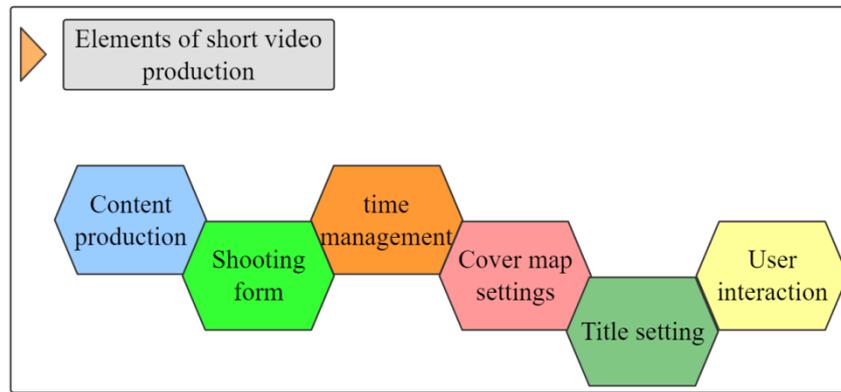


Fig.1 Elements of Short Video Production

Compared with live video, short video is more spread, which is convenient for content distribution and consumption in the whole network. Video advertisements based on short video platform have the characteristics of high precision push, entertainment, strong socialization, simple production, flexible advertising ideas and convenient scenes. With the volume and growth of Tik Tok users and the expansion of e-commerce business, e-commerce advertisers are increasingly demanding one-stop integrated delivery. On Tik Tok platform, e-commerce can conduct product marketing in two different ways: short video and live broadcast. Its traffic mainly comes from three parts: commercial traffic represented by information flow advertising space, private traffic focused on attention and public traffic focused on hot news and information flow[2-3]. Tik Tok officially provides two advertising spaces, one is an open-screen advertisement, and the other is an information flow advertisement, among which the information flow advertisement has various forms such as challenge, sticker and bidding.

In the spread process of Tik Tok's short video information stream advertisement, advertisers will first identify the target audience, and use Tik Tok platform to classify Tik Tok users' portraits, and then Tik Tok platform will deliver advertisements according to the advertisers' delivery targets. It is easier for users to accept, and the browsing mode of Tik Tok platform can make users immerse themselves in it and deliver advertising information to them more effectively in the form of short videos. There is no difference in the way of pushing, which can greatly reduce the interference to the user experience and achieve good communication effect.

### 3. Communication Strategy of Short Video Advertisement

#### 3.1 Precise Push

As a platform commerce, Tik Tok can optimize and reduce the period expenses as much as possible, reduce the sales cost, save many expenses such as store rent and employee salary, and avoid the extra expenses in intermediate links. Now the algorithm technology is widely used in the short video platform, and the platform obtains the data of users' browsing and searching. The platform can record and count customers' hobbies and behavior habits in real time, and establish dynamic label management, so as to provide specific advertising content to specific users in a certain period of time to achieve certain marketing effects[4]. Tik Tok live can introduce the new product content in real time, interact with the audience, and bring the product closer to the masses. The goods will be handed over to more professional online celebrity and short video creators.

As the user scene changes, the user's behavior and needs will also change accordingly. Only by grasping the user's needs in real time, accurately collecting the changes of the user's scene, and making detailed judgment and analysis, can the accuracy of scene communication be enhanced. In essence, the native advertisement of short video is based on the scene production of users' needs, so in the production of advertising content, special attention should be paid to accurately grasping the space where users are located and the atmosphere of their environment, and making reasonable predictions on the changes of users' needs. Improve the existing big data algorithm mechanism,

establish a benign mechanism of friendly cooperation and sharing among multiple platforms, and achieve harmonious and common development among all platforms, so as to achieve better scene communication effect of short video native advertisements.

### 3.2 Participate in Interaction

After creating short videos and embedding advertisements, opening live broadcast rooms commerce has become the choice of more online celebrity and even stars. Different from other live broadcast platforms that rely on entertainment to brush gifts, live broadcast in Tik Tok is more about products first. It should be noted that different short video publishers have different life situations and different fan groups. Advertisers need to reasonably choose their delivery targets on the basis of evaluating whether their products can be reasonably integrated into the short video publishers' life situations[5-6].

Tik Tok integrates the channels of content production and distribution, blurring the boundary between content production and content consumption. Users can not only interact with the advertising videos released by brands and talents, but also share the scope of diffusion with other users. Interactive marketing in this strong social atmosphere is helpful to achieve a win-win situation for advertisers, platforms and users. Make the communication coverage of advertisements more accurate; Marketing activities can also gain more traffic and a wider range of communication, helping brands achieve communication goals; The platform can thus enrich the content ecology and enhance the commercial value.

### 3.3 Personalized Communication

In the era of mobile Internet, Tik Tok, as a platform for mobile Internet advertising, uses the characteristics of the platform to analyze users' data, and draws a conclusion that users' portraits are subdivided, and different information flow advertisements are pushed for different types of users, providing users with personalized information content and forming a new personalized communication strategy (Figure 2)

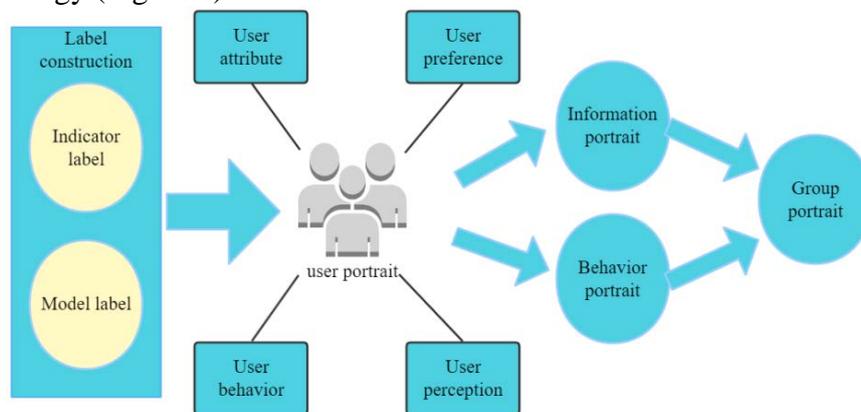


Fig.2 User Portrait Construction Process

Accurate marketing communication must first lock in the target audience, then make the communication information accurately put in front of the target consumers, and at the same time ensure the information arrival rate[7]. Because the products lack the cost of store operation, advertising and dealers, Tik Tok live broadcast can often achieve the lowest price in the whole network.

Due to the length of Tik Tok's short video information stream advertisement, it conforms to users' fragmented reading habits. The length of time users spend watching advertisements is rich in information. Users can quickly understand the content of short video information stream advertisements in their spare time and fragmentary time, which is consistent with the fragmented reading habits of users and the usage habits of mobile terminals[8]. For example, after searching for a tooth punch on Tik Tok, Tik Tok will automatically push short video information stream advertisements about different brands of tooth punches. For another example, if women often watch

short videos of beauty, then Tik Tok will immediately push short video information stream advertisements about cosmetics and skin care products. In this way, the audience will have a higher acceptance of short video information stream advertisements, and will be more willing to participate in marketing activities through advertisements, and the communication effect of advertisements will be better.

## **4. Problems and Countermeasures of Tik Tok Short Video Advertisement**

### **4.1 Unreasonable Competitive Environment**

The frequent appearance of inferior advertisements and marginal advertisements has squeezed the living space of other advertisements, making some businesses make more inferior advertisements and sell more fake and inferior products in order to improve the advertising effect. As a content platform, Tik Tok's content is the foundation of creating economic value[9]. Therefore, it is necessary to improve the quality of content and attach importance to the development of content review mechanism, so as to effectively shut out inferior content and maintain the long-term clarity of the platform community environment. In this regard, Tik Tok should introduce a perfect audit mechanism to create a fair and just competitive environment for Tik Tok merchants.

### **4.2 The Advertising Marketing Effect is Poor**

The advertising effect is the result of the common hope of advertisers and Tik Tok platform. In today's era, the information is complicated and the trend is updated instantly. It is common for individuals to become popular overnight with a short video. The quality of marketing effect depends to a great extent on whether the consumer psychology of the audience can be accurately grasped. The consumer psychology of the advertising audience can be divided into curiosity psychology, knowledge psychology and conformity psychology. We should carefully adjust the business plan according to the market of short video advertisements and identify the pain points of the industry. Establish a perfect internal promotion mechanism, provide sufficient financial support, create a superior development environment for talents, and enhance the friendly atmosphere and enthusiasm of work.

### **4.3 Low Media Literacy of Users**

Due to the diversified characteristics of Tik Tok audience, its users exist in all classes and groups. This also makes users have obvious differences in media literacy. Some users with low media literacy will send some vulgar and spoof short video advertising content to grandstanding. In this regard, the platform should regularly carry out necessary publicity to guide users to resist vulgar content and improve the quality of advertisements[10]. Brands or individuals who publish native advertisements on short video platforms should adhere to the principle of authenticity, participate in market competition in a fair and orderly manner, consciously accept the supervision of the government and society, actively assume responsibility for the quality of products and services, convey comprehensive and true product information, and protect consumers' right to know. The false original advertising content and products verified by the report will be removed from the shelves, and consumers will always be reminded to beware of being deceived.

## **5. Conclusions**

Short video has become a gathering place for advertisements, and a large number of short video advertisements have sprung up in front of users at one time. How to present short video advertisements to users in the best way and achieve the best advertising effect is a problem that businesses and platforms ponder deeply. Tik Tok's various ways commerce and the success of many individual short video bloggers also confirm this point. Advertisers will first define the target audience, and use the Tik Tok platform to classify the portraits of Tik Tok users, and then the Tik Tok platform will deliver advertisements according to the advertisers' delivery targets. At this stage, Tik Tok short video advertisements are favored by most user groups. However, in view of the

current situation of short video advertising, we should carefully adjust the business plan according to the market of short video advertising and identify the pain points of the industry. Establish a perfect internal promotion mechanism, provide sufficient financial support, create a superior development environment for talents, and enhance the friendly atmosphere and enthusiasm of work.

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