

Research on the brand marketing effect of short videos in the new media era

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Abstract: The short video platform has gradually expanded from the initial platform of "recording a good life" such as life display and social sharing to a comprehensive platform of audio, video and information integrating information, socialization, interaction and shopping. It combines text, pictures, voice and video, and vividly delivers content to users. Generally, the video duration is between tens of seconds and several minutes. In the new media era, how to do a good job in marketing in short videos is the key. Therefore, we should strengthen the marketing of short videos from many aspects to attract public attention in a more novel form, so as to achieve the best marketing effect. In the new era, the short video industry should recognize the advantages of new media marketing in the marketing process, and based on this, innovate marketing models to maximize marketing effectiveness, let more people understand excellent short video products, and increase short video sales. Nowadays, in order to gain word-of-mouth ratings and viewership among numerous short videos, short video platforms need to be fully utilized to carry out rich and diverse marketing campaigns that run through the entire process.

1. Introduction

Due to the support of high-tech technologies such as big data, artificial intelligence, and CDN, the user base of short video platforms is growing day by day, people's consumption concepts have changed, and the economic situation and social environment at home and abroad are constantly changing [1]. The short video platform has gradually expanded from its initial life display, social sharing and other "recording good life" platforms to an integrated audio, video and information platform that integrates information, social networking, interaction, shopping and other functions. In the new media era, the tacit synchronization between users' fragmented reading habits and short videos has gained the favor of capital [2]. Leading platforms such as Kuaishou, Meipai, and Miaopai have continued to receive rounds of financing, among which content production and community platform marketing have become the direction of capital investment. The short video industry is rapidly rising with the support of digital technology and relying on the Internet platform [3]. Short video refers to video content spread on new Internet media. It combines text, pictures, voice and video, and vividly delivers content to users. Generally, the video duration is between tens of seconds and several minutes. In terms of creativity, the competition of content is becoming increasingly fierce, and users of various platforms have higher and higher requirements for content, and the resources they pay attention to are becoming more and more dispersed [4]. In the new media era, how to do a good job in marketing in short videos is the key. Therefore, we should strengthen the marketing of short videos from many aspects to attract public attention in a more novel form, so as to achieve the best marketing effect.

In the new media era, people's work and information acquisition methods have changed accordingly, and short videos have begun to appear in people's field of vision. It is more convenient to invest in advertisements in short videos, and better publicity effects can be obtained through low cost [5]. In the new era, the short video industry should recognize the advantages of new media marketing in the marketing process, and innovate the marketing model on this basis, so as to maximize the marketing effect, let more people know about excellent short video products and increase the sales of short videos. "Short video marketing" makes product information into short

videos, which are transmitted by fission on the Internet [6]. Through high-quality content, users' participation and interaction are triggered. Through online social behaviors such as likes, comments, and forwarding, users can combine the two behaviors of "watching" and "buying" well, thereby realizing a new type of traffic monetization. Marketing model [7]. With the popularity of mobile terminals and the continuous improvement of network speed, its short, fast and large-traffic content has gradually gained favor from major platforms, fans and capital [8]. Nowadays, if short video movies want to gain word-of-mouth ratings and viewership traffic among many short video movies, they need to make full use of the short video platform to carry out rich, diverse and consistent marketing promotions

2. The Current Status and Prospects of Short Video Development

2.1. Fragmented viewing, efficient user acceptance

With the trend of information fragmentation and time fragmentation, short videos are easy to produce, interactive and social, making them quickly become a new online marketing carrier [9]. Therefore, it often uses concise and clear language and images to highlight core points and avoid redundant and complex expressions, allowing the audience to quickly understand and absorb the information conveyed [10]. The comment function has become a must-have feature for almost all short video platforms, satisfying customers' desire to post their thoughts in a timely manner after watching the short video. Nowadays, the short video industry has taken short videos as an important warm-up and marketing carrier. Through a variety of marketing methods, we provide sensory stimulation, psychological induction and emotional mobilization to the public, build momentum for short video playback, gain public traffic, attract public attention and stimulate the desire to watch. The short video advertising and marketing model relies on the advantages of modern information technology to accurately locate audience groups in need, reduce the probability of advertising and marketing expenses, and allow financial resources to play their best role. Short video is a new type of video in minutes and seconds. It can be shot and edited quickly through smart phone terminals and uploaded to social software. When people's consumption and aesthetic level improve, their personalized and characteristic videos will get more praise, and their products are no longer just praise, but also include fans, members and other content, which will continue to be purchased and reflect the user's own value. Short video and short video marketing have just grasped this feature. Fragmented video content allows users to watch and understand the meaning of video in a short time. Short videos with concentrated and concise content are easier for users to watch and share, avoiding the characteristics of long time and strong consistency requirements of traditional videos, and increasingly occupying the mainstream in the era of fragmented content.

2.2. High quality content is the core competitiveness

Short videos are not simply about compressing and selecting long videos, but presenting more exciting content to the audience in a shorter amount of time, capturing their attention and presenting the most valuable information. "Content is king" remains the principle. Its content can focus on humor, fashion trends, or emotional resonance based on the content scene. Comparing from a horizontal perspective, Kuaishou, a short video platform of similar size at the same time, has very different user characteristics from Douyin. The proportion of men among Kuaishou users is higher than that of women, but women are still the main consumer force and create high market value. Distribution of financing rounds of various companies in China's short video industry. As shown in Figure 1.

New media marketing has a novel form, and if the promotional content is also innovative and attractive, after being loved by users, they are likely to actively repost and further expand the scope of dissemination. This implanted marketing model does not do any sales promotion work, but provides professional information for free. Users only need to click on the link and make paid purchases based on their interests, hobbies, etc. Therefore, short video creators need to ensure the high quality of video content. They can hire relevant professional photographers, planners, etc. to

continuously improve the content of the video and create high-quality products. To improve user satisfaction with the video and its products. It is also very important to supervise the authenticity of advertisements. There are a huge number of domestic applications, and some short video advertisements are deceptive to a certain extent, causing users to be deceived and thus become resistant to short video advertisements.

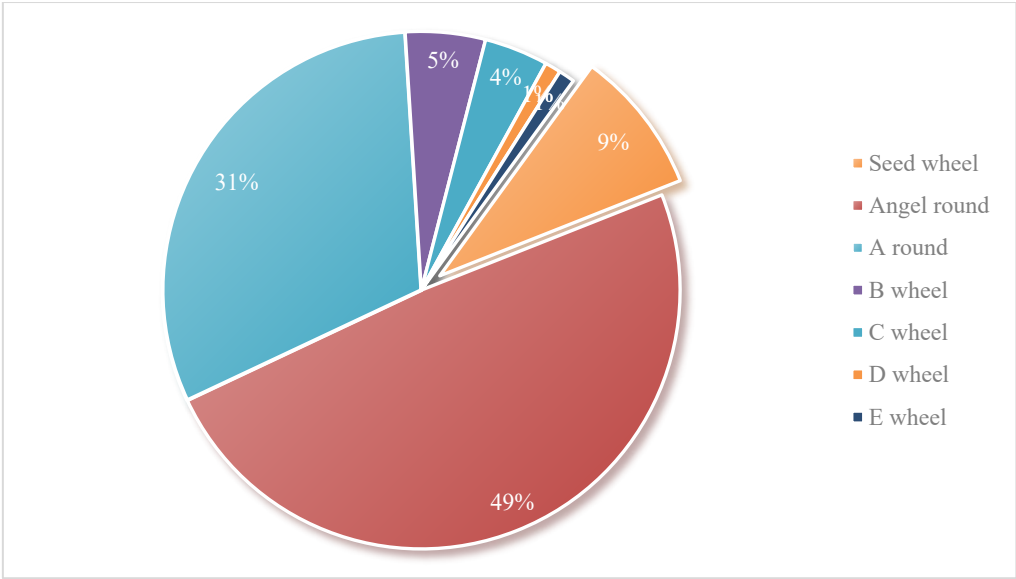


Figure 1 Distribution of financing rounds of enterprises in China short video industry

3. Suggestions and measures of short video marketing

3.1. Create accurate positioning and show brand characteristics

Scenes have their own settings, people have their own settings, and short video accounts should also have their own settings. The daily content posted should maintain a unified tone. The long tail effect expands consumers' choice space, allowing them to no longer be limited by popular products or services, but to choose specialized products or services based on personal preferences and needs, meeting personalized needs. On the other hand, it can provide more useful information and help to online fans, and can vertically and intuitively demonstrate the professionalism and authority of the brand. Market size and forecast of China's short video industry in recent years. As shown in Figure 2.

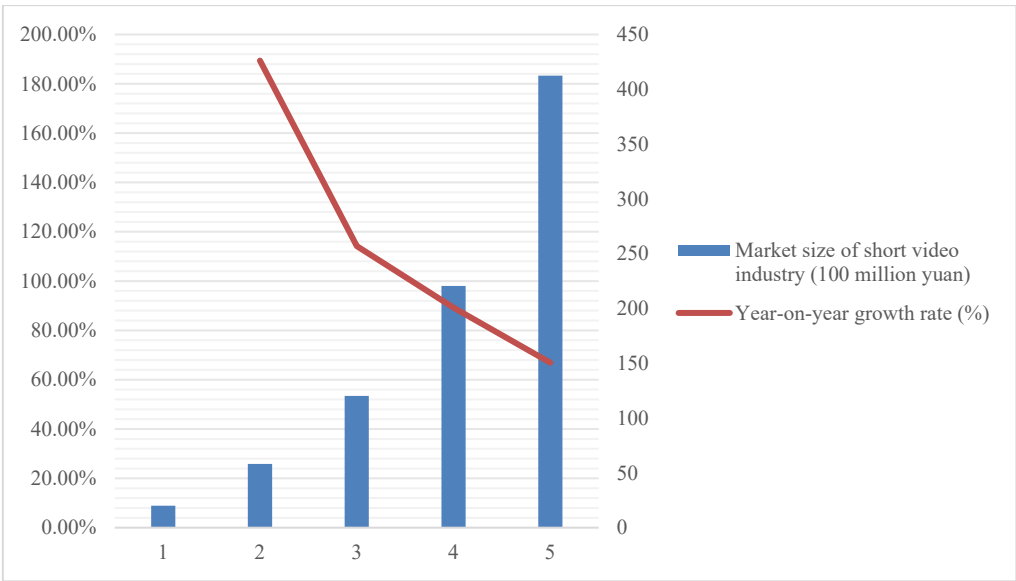


Figure 2 Market size and forecast of China’s short video industry in recent years

We will release related short videos through the short video platform and make full use of the

platform's interactive communication functions. Additionally, we will guide and encourage users to actively participate in discussions of related topics and leave comments under the marketing short videos. At present, market competition is becoming increasingly fierce. In order to gain the trust of consumers, it is necessary to establish deep emotions and form cooperative relationships of mutual assistance and mutual benefit. In the process of short video marketing, "price" refers to the cost that a company's advertisers have to pay to promote their brand through short videos. As shown in Table 1.

Table 1 Production Cost of Single Short Video

	Main cost	Cost content
Personal	0 yuan	Software cost (creativity + time Hardware costs (mobile phones)
Small team	Around 1,000-3,000 yuan	Software cost (script planning) Hardware costs (professional photography equipment)
Professional team	Around 30,000-50,000 yuan	Hardware costs (site, equipment, personnel) Software cost (pre-production, post-production editing shooting time)

The establishment of marketing matrix is to comprehensively integrate and optimize the existing WeChat marketing, Weibo marketing and other online and offline marketing channels. We aim to maximize the information dissemination of short video marketing and achieve the highest possible benefits from marketing efforts. In the era of attention, people are not only consuming your products, but also the stories, tones, and culture conveyed behind the products and services.

3.2. Establish a sense of dialogue on demands and fully mobilize user enthusiasm

The content production model of short videos has added user-generated content, which is different from the previous one-way communication. For example, punitive measures should be clearly defined for businesses that conduct false propaganda and defraud consumers, taking into account the amount of illegal gains, the means and nature of the fraud, and the severity of the conduct. When making short videos, you should pay attention to combine the brand image to create original content, strengthen the product selling points, and use unique expressions to complete the multi-dimensional interpretation of the product selling points. In addition, the new media platform releases innovative video advertisements, integrating the content into the current information flow video to achieve comprehensive development in form. Currently, an important way to improve user interaction capabilities is scene construction. We will create a scene in the video that allows users to participate in the shopping process, thereby stimulating their desire to buy. At the same time, we will use the same video for secondary dissemination. Combined with the consumer surplus theory, short video advertising marketing provides other additional benefits for the audience, so that fans can enjoy unexpected surprises and fully mobilize their enthusiasm for participation. Embedding interesting comments can also guide users to talk about their views and interact with other users in real time. You can guide users to produce content, give feedback and strengthen their enthusiasm through activities such as commenting on lottery and co-production.

4. Conclusions

With the continuous development of the new media era, short videos and short video marketing are increasingly favored by advertisers. In the era of new media, short video marketing is also facing the mission of high-quality development and improving the creativity and production quality of short video marketing. The quality of short videos themselves is the fundamental basis for leveraging the advantages of short video marketing. Therefore, we aim to inspire short video practitioners to produce high-quality content and promote the high-quality development of the short video industry. Short video marketing utilizes its strong traffic value, low marketing costs, and numerous audience groups to provide actionable marketing goals for businesses and brands. However, there are still some problems in the marketing and development of short videos. All

departments and enterprises need to pay more attention to the problems and strive to create a safe, healthy and good marketing market. For enterprises, effective use of new media for marketing costs less, and can enhance their brand image and influence and achieve better marketing results. Therefore, it is necessary to broaden the channels of video marketing, carry out necessary innovation and optimization in terms of content and form, and then expand the channels for receiving resources to achieve precision marketing and comprehensive indoctrination.

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