

Brand Operation and Economic Analysis in the New Media Era of Short Video and Live Broadcast

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Abstract: Nowadays, short videos have become more popular, and there are a lot of apps that show videos to others. Short videos will become a major trend in the future, and they currently occupy a large market share. The author aims to analyze the strategies and ways that the companies use to make the videos so popular and increase the market size. The author will use meta-synthesis to do research on the internet and get information from those materials. When people run a short video company, they should create different teams to be responsible for diverse jobs, like the operation team, the shooting team, and the investment team, to make the videos higher quality and more popular. The operations team is mainly responsible for the trend of content traffic. The shooting team is responsible for presenting the content of the script and finalizing the video. Besides, the investment promotion team is mainly responsible for the realization of traffic, so that the team has a strong realization.

Keywords: short videos, brand operation, economic analysis, live broadcast, economy

1. Introduction

Short videos are the main tool for people's daily entertainment, social interaction and information interaction, and they are deeply loved by users. In recent years, the number of short -video users has continued to grow. It is estimated that by December 2022, the number of short video users will reach 985 million, and the utilization rate will reach 92.4% [1]. In terms of specific usage time, 56.5% of users watch short videos for more than 60 minutes on average per day, and the average daily usage time per person increases to 87 minutes. The proportion of users who expect to watch short videos for an increase in time increased to 57.9%. At the same time, short videos have become the glue for users' fragmented time. The proportion of users who watch "before going to bed at night" will rise the fastest, rising to 61.3% in 2021; 20.7% of short video users choose to watch short videos "while watching TV" [2]. In recent years, short videos have emerged suddenly, and the market size has continued to expand. In 2020, the market size of the pan-network audio-visual industry is 600.91 billion yuan, an increase of 32.3% over 2019. Among them, the market size of the short video field reached 205.13 billion, accounting for 34.1% of the overall market. It is expected that the short video market will reach 3,768.2 yuan in 2022. As an emerging profession, short video operations belong to new media operations [3]. That is to use short video platforms in China, such as TikTok, Kuaishou, Weishi, Volcano, and Haokan to carry out a series of activities for product promotion, promotion, and corporate marketing. By planning and producing high-quality and highly disseminated video content related to brands, products, services, and marketing, they widely and accurately push various types of

information about the company to customers, improve the company's popularity, and make full use of the fan economy to achieve the corresponding marketing goals. At present, the mainstream short video platforms include TikTok, Kuaishou, Haokan, Xigua, WeChat Video Account, Weishi, etc.. Traditional video platforms include Tencent Video, iQiyi, Youku Video, etc. Compared with traditional video platforms, short video platforms are becoming more and more popular among users. This can be seen from the data: for example, TikTok has 640 million users, and Kuaishou has more than 430 million users [4]. In this case, this essay will show the strategies and ways that the companies use to make the videos so popular and make the market size larger and larger. Also, it uses meta-analysis to do research and give the points in the essay. This research can give people points on how to manage and operate their short videos or companies. It will make managers and beginners work more efficiently and have a deeper understanding.

2. Business Management

The core of Short videos is the content. To a certain extent, it is actually the same thing as graphics and audio. What is the nature of the content? The nature is the flow. Every short video operator is doing traffic, just using different ways to obtain more valuable traffic. Since the propagation model has undergone tremendous changes in contemporary times, it has become a model of distributed traffic + multi-node propagation. We can imagine that everyone is a propagation node, a propagation individual, just like stars distributed in a vast and distant space. The centers of these massive stars automatically form gravitation and form propagation nodes. Therefore, if you want to do brand promotion and gain popularity quickly, you must deploy on TikTok, Kuaishou and many short video platforms, because through a multi-platform layout and matrix operation, you can maximize the acquisition of traffic and amplify the company's brand voice to improve the company's online influence, especially on related video platforms. Because of the huge traffic and a large number of users, the short video platform not only brings a lot of opportunities for self-media practitioners, but also provides a new venue and new space for enterprises to carry out the brand operations and product promotion. For enterprises, operating on mainstream short video platforms can achieve rapid brand dissemination through low-cost and simple promotion, and various types of dissemination data can be counted in a timely and accurate manner. For example, through the following groups: the number of visits, the number of retweets, the number of comments, the number of interactions, etc., you can intuitively see the popularity of short videos, which helps companies grasp the real-time data of publicity and promotion and evaluate the effectiveness of brand promotion. Moreover, through the continuous operation of the short video platform, enterprises can expand their brand influence, realize order conversion, and obtain more customer resources and market information. A higher interaction rate can encourage companies to make accurate evaluations of their products and services. Specifically, through the successful operation of the short video platform, the rapid spread of the brand can be achieved, the brand can be created, the account can be converted, and customers or intended customer groups can be accumulated. Short videos can help companies build brands quickly and create brand reputation. Through TikTok, Kuaishou and other marketing planning and dissemination, it can quickly increase network popularity and exposure. Through high-quality and continuous video content creation, efficient account operation skills and accurate positioning can quickly improve the conversion rate [5].

3. Types of Operations

The work content of short video operations mainly includes content planning, user operation, channel promotion, and data analysis.

Content planning and operation

It is the planning of short video content, preparation of topics, shooting and production, and other related work that takes the most time and energy. The core of short video operations is content operation. Don't ignore this link. Only high-quality content can better attract audiences.

2. User operation

It is the focus of all operational work. By understanding user portraits and user preferences, we can carry out fan marketing more accurately, and it is easier to attract accurate product users, so as to form our own community and achieve long-term marketing transformation. A simpler way of saying user operation is to establish a good communication relationship with users, improve user activity, increase user stickiness, and let users continue to pay attention to your work. User operations in short videos are mainly to reply to comments, conduct live broadcasts, and conduct lottery activities. Through these operations, users can feel that you are a real person, not just a "robot" that only publishes the works.

3. Channel promotion and operation

Short video operators need channelized multi-platform operations, and some channels also need personalized operations. As far as the needs of enterprises are concerned, the main channels currently operating are TikTok + Kuaishou + bilibili + Xiaohongshu, and other platforms can follow them naturally. Different channels need to use different operating methods, and the user tonality of different channels may be different. If your channel is content in a vertical field, then you need to analyze the personal preferences and needs of users in this channel in detail. After analysis, draw a basic portrait of the user, and then further optimize the content of the video based on this portrait to meet the needs of these users [6].

4. Data analysis operation

All platforms require data-based operations. For example, the playback volume of a video on all channels, the playback volume of a single channel, and the number of comments and collections need to be analyzed. To find out what factors affect these points, optimize for short videos produced by the company. The basic content of short video operations will also include data analysis operations in the same way as other platforms, including but not limited to recording data every day, generally recording the number of videos played, the number of comments and likes. At the same time, it may also analyze the user's evaluation of the video in the comments and then optimize the content of the video based on the obtained data. If people master these four steps, they will have a basic understanding of the operation of short videos, and they will not be so cramped in the subsequent operation process. These four steps can be summed up in one sentence: plan out the content that users are interested in, improve user stickiness, obtain good data.

4. Ways to Run Companies

Step 1: Overall Planning and Positioning of the Account

The problems to be solved in account planning include what kind of marketing goals. Generally speaking, there are three types of marketing goals: publicity and exposure, word-of-mouth formation, and conversion. Account positioning must understand and insist on two key points: content output and realization path.

Step 2: Solving the Content Ecology of the Enterprise Account

The contents to use to achieve marketing goals are human-like, virtual and emotional. We want to assess which of these three categories is suitable for achieving the marketing goals of the business. To output content, you need to find a point that the company is good at, such as outstanding problems in the industry, and continue to produce content in combination with the company's products. As a typical industrial product, combined with the usage scenarios, it exerts its professional value, reflects the company's professional and authoritative identity at the relevant level, and can be more accepted by potential target customers.

Step 3: Determining the Marketing Plan

After determining the marketing goals and content form, how should the content be better spread on platforms such as TikTok? Before planning enterprise accounts such as TikTok, we need to clarify a concept — personalization. Personalization is the most critical step in the operation of an enterprise account, because the personalized content can effectively determine the marketing goals of the company in the future, and is a very important core part of effectively realizing the content form and effective communication [7]. Good content operations can help short video content products greatly improve user reach rate, open rate, dwell time, reputation, user active feedback and interaction when the basic content planning and production is not lower than the average level of the industry.

Step 4: Mastering the Algorithm Logic and Improving the Account Weight

If you want to operate a short video well, you must know the algorithm rules of different short video platforms. Because the algorithm rules of different platforms are different, the push mechanism presented is also different. Take Tik Tok(overseas version of Douyin) as an example: if you send a short video, Tik Tok will give you a basic presentation amount(such as 100), and then the system will pass the big data algorithm model to the data of these indicators(mainly referring to forwards, comments, likes, playback completion rate(also called completion rate), stay time, stay track, account activity, and a number of fans) are evaluated. If the bot determines that the short video is popular, the system will recommend the content to a larger traffic pool for display. And some may be recommended many times, so those short videos with tens of millions of views come out like this. Several key indicators are recommended by each short video platform, mainly including forwarding, comments, likes, play rate, dwell time, dwell track, account activity, number of fans, etc. [8].

5. Operation Mode and Stages

5.1. Operation Mode

1. Short video + brand

In today's complex information environment, users are becoming more and more critical, and high-quality content can attract users' attention, which means that the era of content operation has come. Brand owners are more expected to establish emotional bonds with users, which requires rich emotional content to touch users. Video content is more three-dimensional and more immersive than graphic content. Short videos, which are also audio-visual content, have become a new frontier of traffic by virtue of their strong traffic aggregation performance and the competitive advantage of satisfying users' reading habits. In this era, content is advertising, content is publicity; and vice versa. Therefore, the short video content output by the company is also called native advertising. For example, some companies will give the anchors some products, like a new kind of shampoo. When they shoot videos to introduce or praise these products, people will consider this new shampoo is better than others. Some anchors will show this shampoo in their live rooms; some may post their "real feelings" with photos on different platforms to show that it can make our hair cleaner and has less dandruff. In this condition, more and more people will be willing to buy this shampoo after recommendations.

2. Short video + knowledge provision

To meet the knowledge needs of the audience, various subscription columns, paid courses, content plus paid Q&A, knowledge communities, etc., such as Himalaya, Zhihu, Get, Subanswer, Weibo, WeChat, Douban, etc., have begun to sell content [9]. With the development of knowledge payment, there are many industry-leading, high-quality products. Through knowledge explanation(it is best to have characters go abroad) + dubbing mode, users who are concerned about similar issues can quickly gather. For enterprises, the use of short video + knowledge provision is to use the account as a place for in-depth analysis of the industry, as a space for users to answer questions, and then

highlight the depth of the company's brand management, a thorough understanding of the industry, and users. comprehensive care [10].

5.2. Stages of Operation

The first stage, the brand awareness period, outputs a large number of content dialogue audiences that are consistent with the brand's tonality through personal design. The first step in the operation of short videos is to let everyone know their brand. In the second stage, the audience perception period through popular content videos, topics, and activities, the audience can more intuitively understand the brand/service concept of the company and be willing to further understand the product, inspect the product, and experience the product. In the third stage, the sales expansion period has been about 3-6 months. We have used effective content to communicate with a group of target audiences. At this time, we can focus on gathering people through the KOL effect, adding product links through product windows, videos, live broadcasts, and other ways to drive product sales. The fourth stage, the brand upgrade period, through in-depth content and multiple forms, shows the audience a deeper brand concept, builds die-hard fans, and forms a more significant brand influence for the company [11].

6. Conclusion

This essay explains the strategies and ways that the companies use to make the videos so popular and increase the market size. First of all, to operate a short video company, people need the following three teams: the operation team, the shooting team, and the investment team. The operation team is mainly responsible for the trend of content traffic, and at the same time, it needs to master the algorithm of the platform, continuously optimize the content quality. Also, the photography team. It is mainly responsible for perfectly presenting the content of the script and finalizing the video. The investment promotion team is mainly responsible for the realization of traffic, so that the team has a strong realization. At a time when we are a small video company, we should not only consider the problems of the team. At the same time, we must also take into account the issue of realization. Some companies' over-advertising of low-quality products makes people buy the products carefully, even if they don't believe some anchors and platforms. In this case, the companies should verify whether these products are worth promoting to build a good reputation for the platforms. They should also make more strict rules for the anchors to prevent them from advertising bad products. In contrast, there is something that the essay doesn't mentioned. The essay doesn't point out that how the company to keep running better in the future. In this case, the author will do more research and read more news to learn the knowledge about it.

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