

An investigation of the marketing strategies of short video

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Abstract

Short videos are a form of Internet content dissemination. Generally, it is a video that lasts less than 5 minutes on the Internet media. In recent years, the short video industry has become highly competitive, and its scale has increased. Its influence has gradually affected all walks of life. After the short video went viral, the platforms needed better methods to maintain popularity and expand user groups. So, the superior marketing strategy is particularly noteworthy. This paper studies the everyday problems of current short videos from the content, user experience, and operation levels. Then, the corresponding suggestions for these problems are discussed.

Keywords: short video, common problems, marketing strategies

1. Introduction

In recent years, short videos have developed rapidly and become indispensable to people's social lives. Moreover, it is one of the main ways of entertainment today. Short video refers to video content played on various new media stations. It is suitable for watching on mobile and short-term leisure. The range integrates skill sharing, humor, fashion trends, social hot spots, street interviews, public education, advertising creativity, business customization, and other topics. Because the content of a short video is short, it can be made into a single film or a series of columns. The short video provides better security for the online experience in the fragmented era, breaks short video consumption's time and space limitations, and promotes a broader user group.

From a conceptual perspective, Zhuang Biaoqing pointed out that all short videos aimed at electronic trading could be collectively called e-commerce short videos.^[1] Luo Jing (2019) believes that "short e-commerce" is an organic combination of content and e-commerce, which starts with high-quality content, attracts fans with the same tonal video content, and conducts targeted product promotion.

^[2]Long Xufei called this model short video marketing, a marketing activity through content implantation, account operation, and cross-platform integration^[3]. Tong Yanli believed the "short video+e-commerce" model closely linked products and short videos and was a social channel between enterprises and users^[4]. Li Meng (2019) called it the transformation of "e-commerce" of media, that is, "short video+e-commerce" is one of the primary forms of commercial exploration of UGC's social sharing platform^[5]

Short videos have made a significant breakthrough compared to traditional information communication methods (text and pictures). Short videos with

excellent production and quality content can be widely disseminated quickly on social media to achieve viral transmission. Unlike traditional marketing, users can unconsciously convey product information to users when they watch short videos. Short videos involve many fields, so they attract more users. The pattern is also vertically subdivided in terms of communication methods and audience stickiness. With the development of multiple domains, individual producers can often control the audience's favorite and produce short video works that fit the audience's reality. Therefore, the audience stickiness is relatively high. With higher video quality and more significant business value, team production has gradually become the new favorite of the communication and advertising industries. It has also made an indelible contribution to the cultural communication of short videos. In 2017, 18% of advertisers were willing to launch short video broadcast marketing. In 2018, advertisers' intention to launch short videos and live broadcasts increased significantly, reaching 65%.^[6]

The 4V marketing theory is a new marketing mix theory. 4V refers to variation, versatility, value, and Vibration. Variation is the core of the 4V approach, which refers to establishing a unique image to distinguish oneself from competitors. Versatility refers to providing products with different functions to meet individual needs. Value emphasizes that the added value is composed of corporate culture, brand addition, etc. Vibration emphasizes that the innovation ability of enterprises is linked with the value consumers cherish. Also, consumers can access maximum satisfaction by providing value innovation; then, customer loyalty is generated.^[2] This paper examines the benefits and drawbacks of short videos, the common problems of short videos, and the related suggestions from the marketing strategy aspect.

2. Literature Review

Short video was first born in the United States. In April 2011, Viddy, a short video platform, was officially released. In the subsequent development, Viddy was fully connected with social media platforms such as Facebook, Twitter, and YouTube. Short video, as a new form, enriches communication between users.^[7] With the development of the network, short video platforms have begun to increase. In 2013, Twitter developed a new short video application called Vine. The shooting time limit is six seconds, and several short videos can be spliced. Instagram launched the short video application Hyperlapse in the same year, which could reduce long videos to short videos of more than ten seconds. Today, the most popular short video platform, TikTok, is the international version of TikTok launched by China's ByteDance company in May 2017.

In terms of the marketing value of short videos, Tom Cheredar analyzed the case that short video advertising can achieve more unexpected results than other forms of advertising, elaborated on the advantages of short video advertising, and laid a foundation for the value analysis of short video advertising. In 2007, Cheng Xu et al. analyzed the characteristics of short videos, including huge users and traffic, which was also one of the channel values of short video marketing. He believed that the huge YouTube traffic had become a marketing tool. A strong audience base, advanced statistical technology, and obvious social characteristics can help businesses realize this.^[8]

Regarding short video marketing strategy, Debra Schepp and Brad Schepp pointed out that the huge number of users and traffic on YouTube is the natural soil for marketing. Content producers and businesses of short video platforms can contact consumers, develop marketing activities, and realize business through the three major service providers: eBay, Yahoo, and Google.^[9] This is the first time a book system has proposed an integrated marketing strategy for short videos. In 2017, Kenneth Revett, in his article "How to balance the accurate delivery of content and personal freedom in the marketing environment of online video," put forward how to accurately and directly reach the target consumers with mass information in short video marketing, which utilizes heuristic search to seek consumers and meet their personalized needs.^[10]

Over the years, several short video platforms, such as TikTok, Kwai, Volcano Small Video, and WeChat Video, have developed rapidly in China. It has greatly promoted the development of the short video industry. The short video industry in China has gradually transitioned from the preparation period, the transition period, and the

outbreak period to the stable period.

In terms of short video marketing value, in 2015, Li Lei summarized the short video marketing value into three points in the Research on Short Video Marketing Strategy and Value in the Mobile Internet Era: (1) The interesting expression of short video not only meets the interests and needs of users and expresses themselves, but also enables enterprises to understand the scope and needs of users; (2) The social attribute of short video marketing can stimulate users' senses from multiple aspects; (3) The interactivity of short video can resonate with users in marketing, to consolidate and enhance users' loyalty to the brand, and finally transform into loyal buyers in consumer behavior.^[11]

Many scholars have expressed their opinions on short video marketing strategies from different perspectives. In 2018, Yao Mengran discussed the marketing strategies of short videos from the perspective of content marketing in his Discussion on Mobile Short Video Communication Strategies Based on Content Marketing, including brand narrative and scene innovation from the perspective of content creators. From the perspective of users, there are interactive sharing and content sources. From the platform's perspective, there is encouragement for support, and technological innovation.^[12]

Given the cultural value-oriented development of short videos, Zhou Min put forward six development suggestions in On the Innovative Path of the Mainstream Values of Short Video Frequency Communication. In the concept, achieving full-time, all-round, and full user satisfaction of information communication needs in the mobile Internet era is necessary. Content should return to content value. Visualization should focus on short videos. Technically, the innovation of network technology and shooting technology should be realized. Distributed publishing shall be realized in the channel. Flexible creativity should "infiltrate" people's minds.^[13]

The short video continues to develop with time, and the market is becoming saturated. With the development of the market, its disadvantages gradually emerge. In 2018, Kong Wenhua pointed out in the Research on Problems and Countermeasures of Short Videos on We Media Platform in the Mobile Internet Era that short videos had problems such as difficulty in distinguishing true and false information, "three vulgar" of content, and crisis of personal privacy information.^[14] In addition, Yin Bing pointed out that in the next few years, there will be a lot of business opportunities in the short video industry. The coming of 5G technology and the gradual popularization of artificial intelligence and other technical means will further drive the development of the short video industry.^[15]

3. Common problems of short video app

3.1 Content level

3.1.1 Too much content and serious plagiarism

Since everyone can create short videos, the threshold for short video creation is low, which has aroused the creative passion of many nonprofessional creators, leading to many pseudo-original and plagiarized works on the platform. This has affected the viewing effect of users and the reputation of short video apps. In 2018, there were many infringement cases in the short video industry. The “Jiannet” action in 2018 focused on infringement cases on the short video platform. In this rectification activity, about 570000 short videos were suspected of infringement, and the National Copyright Administration also interviewed Tiktok, Kwai, and other short video platforms, requiring the platform to remove marketing short videos from all enterprises and some short video apps are at risk of being removed from the app store.

3.1.2 Serious homogenization

Many users now say that Tiktok’s videos are very attractive to them at the beginning of use. But as time goes by, they will become bored for various reasons, such as being tired of swiping, basically video types, and other problems. In 2020, only about a quarter of the monthly active users of Kwai applications were content creators, reflecting that only a small number of short video app users are producers. This phenomenon is reflected in other apps. The platform encourages them to imitate popular content through topic challenges, shooting the same style, and other functions. The short video platform will provide simple music and video templates for the audience, and many users choose to use these ready-made routines. Users think the video follows the popular content, but they are unaware that this creation mode makes the short video content more single. Users are satisfied with their personalized expression, but they are not aware of the content homogenization kernel. For example, the “seaweed dance” that exploded on the TikTok platform in 2017 attracted numerous netizens to imitate it, reaching the trend of “screen brushing” in various short video platforms. This similar video content eventually caused the audience’s aesthetic fatigue, and the “seaweed dance” was gradually forgotten. The “seaweed dance” phenomenon shows that imitation and following the trend have become the main source of user-produced (UGC) content creation. When the content received by the audience on the short video platform tends to be more and more the same, the audience will eventually be eliminated

due to aesthetic fatigue.

3.1.3 Immature technology

On the one hand, video content producers have very high requirements for the accuracy of user-demand portraits. The platform uses the background data management system to integrate and analyze the cookies, browsing records, geographic positioning, and other data, which can analyze users’ interests, habits, etc., to a certain extent. Big data technology has developed rapidly in recent years, providing important technical support for short video platforms to understand user needs. However, due to the diversity of individual needs, achieving accurate mining of personalized needs will take some time. In addition, some users attach great importance to their privacy protection and provide false information inconsistent with or even opposite to the real situation in the virtual space. The existence of these situations increases the difficulty of finding target users. On the other hand, a series of problems remain to be solved, such as how much the customized content of user portraits matches the actual needs of users and whether the price of the same product in the video does not match the affordability of consumers.

3.1.4 Exaggerated title

An exaggerated title can attract many users to get traffic. However, too much title fraud will make users bored or disgusted. To attract attention, some people will exaggerate the facts without limit. Short video platforms attract many merchants to settle down with huge traffic. To obtain traffic, various merchants exaggerated the effect of their products. Some “title parties” even made false propaganda to attract people’s attention, resulting in excessive marketing. For example, some dating websites use short videos for marketing, and their covers have some pornographic pictures. This exaggerated and even false publicity will not bring good results and will attract many negative complaints, which will cause user aversion.

3.2 User experience level

3.2.1 It is easy to become addicted and affect life

New videos can be seen when most of the short videos decline. The endless stream of videos and unpredictable content always make people forget the time, so some users often think that an afternoon will pass quickly. The Statistical Report on the Development of China’s Internet Network released by China Internet Network Information Center in August 2021 shows that the number of short video users in China has reached 888 million, accounting for 87.8% of all Internet users. The daily use time is up to 125 minutes, and more than half of the people use short videos daily. Short videos are recommended to users by

various platforms based on their algorithm mechanism so that users can continue to brush them. This way, a short video attracts attention and then takes away attention. This is the impact of the short video on people's attention. Now, there are more and more short video addicts. For those with poor self-control, a short video is undoubtedly a "new type of Internet drug ."With the upgrading of knowledge, more and more users realize that they should spend time on "long half-life" things. That is things with higher future benefits, such as systematic learning of knowledge training of a craft, instead of spending time on "short half-life" things, such as playing Tiktok. Compared with long video, short video is more attractive. But there is no way to gain value from videos or to think more deeply. They can only become a temporary entertainment tool. If they cannot be solved, a new app will replace short videos in a few years.

3.2.2 Low viscosity of platform

For short video platforms, the current main function is to fill the user's fragmentation time. Because of this, it is difficult for users to form loyalty to the short video platform. In addition, for short video platforms, much of the video content is not exclusive. To maximize their interests, many content producers adopt the method of "multiple releases of one draft" to expose on various platforms, and users can choose any platform to watch. The retention quantity is lower, especially for some platform users with high content repetition rates, many advertisements, and poor image quality.

3.2.3 Operating habits

Operating experience is one of the important indicators for evaluating a product's user experience, and user habits directly affect the user's operating experience. Short video marketing is to build a marketing scenario for users to buy while watching. Combining two things with different behavior paths will destroy users' long-established online habits. According to previous user habits, watching videos and online shopping belong to two independent platforms with complementary interference, and their mood is also different. Generally, users pay more attention to relaxing when watching videos without too much utilitarianism. In addition, online shopping is a kind of shopping activity conducted by users to meet the needs of daily life. In the browsing process, users need to think more carefully and comprehensively. This will involve multiple links such as selection, goods comparison, and online currency trading. The root of the problem lies in this. This shopping mode will interrupt users' thinking when watching videos, which may affect the continuity of users' audio-visual experience and trigger users' rebellious psychology.

3.3 Operation level

3.3.1 Too many advertisements

With the increase of registered Tiktok users and the rapid growth of the average daily use time of users, the commercial value of the Tiktok platform is getting higher and higher. Advertising has gradually become one of the important revenue sources, and the number of advertisements on the platform is also increasing. Short video app advertisements mainly include opening screen ads and information flow advertisements. The opening screen advertisement is displayed when the user starts the app, and the information flow advertisement appears when the user swipes the video. At first, the ratio of normal content to advertisement is about 10:1. But now the advertisements will appear in the fourth video. Too much advertising content easily kills users' patience and affects their viewing experience.

3.3.2 Inadequate regulatory control, easy to indulge and spread inappropriate content

With the enhancement of competitiveness, many platforms have relaxed the supervision of video content to obtain more profits. As a result, some videos that violate ethics and even the law have been hot-searched on the platform and are sought. Some time ago, a blogger sold his WeChat at a high price. Short video became a tool for him to earn improper interests, forming a gray industrial chain. The spread of these videos makes teenagers who have not formed their values correctly and people who do not know the law blindly follow suit, affecting the social order and violating the law. With the proliferation of users, Tiktok's social influence is growing, and the legal compliance risk of content is gradually expanding. In the rapid development of Kwai and Watermelon, they rely too much on UGC, and UGC content producers naturally struggle to produce high-quality content. At the same time, they also need to compete for user eyeballs, which leads to the production of some vulgar content. Undeniably, this vulgar content can quickly attract users, which is conducive to the brutal growth of short video platforms. Two of the biggest problems today are that the Internet makes it difficult to capture and identify the content of short video images. Second, the massive input of short videos makes it difficult to check manually. Under the circumstances that the production and dissemination of short video content is extremely easy and the audit mechanism is lacking, the speed of the spread of poor short video content is amazing, and the difficulties of entry and check in the short video industry make it more difficult to supervise.

3.3.3 Insufficient cross-border cooperation

On the one hand, cross-border cooperation is shown in cooperation with enterprises in various industries. On the other hand, it is shown in cooperation with government departments, major media, and small and medium-sized enterprises. In 2018, Tiktok cooperated with Taobao to add a link to Taobao's products in Tiktok's short video. After clicking the link, users can directly jump to Taobao to place an order. In the same year, Tiktok cooperated with Ctrip to carry out the theme activity of "520 Travel Confession Routines". The strong joint activity not only achieved a large amount of powder absorption for the official account of Ctrip but also improved Tiktok DAU. However, combined with the current situation, Tiktok's cross-border cooperation has room for improvement in depth and breadth. In addition, in recent years, more and more media accounts, government affairs accounts, and enterprise accounts have settled in short video apps, but they have not yet achieved full coverage. Compared with the WeChat and official accounts, it can make more progress. This is also a problem that short video apps need to pay attention to and solve.

4. Optimization suggestions

4.1 Content level

4.1.1 Timely deletion of plagiarized videos and strengthening management

In addition to post-processing, the platform should constantly improve the content audit mechanism, strengthen the review, guide users in producing and operating by the law, and improve the short video content infringement complaint mechanism and the user infringement expulsion mechanism. It also should strictly investigate manage, and cooperate with film and television, music, sports, and other copyright collective management organizations to jointly build a knowledge-sharing platform to guide users to pay under the circumstances of authorization, legally using relevant works to process and produce videos.

4.1.2 Improving content creativity and quality and developing more new functions

Short video has now become an indispensable part of social communication. In the future, simple video shooting skills will be mastered by more and more people. Given its low quality and homogeneity, it should be resolved from the differentiation perspective. This requires the short video platform to officially release basic editing science popularization and teaching content and to teach them bit by bit so that the public can understand

and learn so that users can have creative skills rather than just imitate. The stories that each user wants to express are different. So, they should learn how to show them through video language, which can effectively solve the problem of homogenization of content and make the platform full of ideas. At the same time, reducing the platform's incentives for the remake of the same model and increasing the incentives for innovative videos is necessary. Researchers should also improve the algorithm mechanism and reduce similar visual recommendations. In the future, with the continuous development of big data and cloud technology, short videos can use AI to develop more special effects, such as facial effects and background effects, making short video content more diversified.

4.1.3 Optimization algorithm

The algorithm needs to be more intelligent. It can not only monitor the information that users love to see but also the information that users need to capture the full picture of their needs. In addition, when marketing short videos are promoted, more recommendation standards must be added to the original algorithm recommendation mechanism to recommend them to more users. For example, in addition to passively monitoring the content users are interested in on the platform, users can also actively search for content. The information search function can reflect the content that users are interested in in a certain period of time and can even directly monitor the products that users need immediately.

4.1.4 Reducing Excessive Marketing

When conducting short video marketing, it is necessary to adhere to moderation and rely on creativity and content to win rather than blindly using exotic titles to attract attention. Only moderate marketing can achieve the corresponding effect. High-quality and creative content can arouse the emotional resonance of the audience and get the audience's love and attention. In marketing short videos, this resonance and attention will be connected to the product and brand through short video content, increasing the brand's user stickiness. Therefore, the most important thing for marketing short videos to gain more attention and stand out from the mass of short videos is to improve the quality and creativity of video content rather than copy. At the same time, the platform should also filter some false information.

4.2 User Experience Level

4.2.1 Reducing the time for users to swipe video

About the feature that short videos are easy to become addicted to, the platform should strictly supervise minors. It is mandatory that they can only play for two hours a

day. After two hours, the screen will be automatically locked to prevent teenagers from affecting their lives due to their immaturity. Reminders can be set for short videos, such as popping up after playing for an hour to let users have a rest. At the same time, the time lock can also be introduced, allowing users to adjust their time and automatically lock the screen after playing the set time. The short video platform can encourage users to create content and focus on the interaction between the online world and the physical society. TikTok should design more offline activities to mobilize users' action. One of the characteristics of TikTok is that users can imitate and shoot the same video at will. Interesting videos and frequent interactive comments can stimulate users' enthusiasm for creation. At the same time, activities have a great impetus for video creation. In addition, the platform should increase the manual review and adjustment of the proportion of different topics in the recommendation and increase the proportion of the government TikTok number in the recommended video stream, which can reduce the amount of entertainment and the risk of addiction for users.

4.2.2 Enhancing interactivity

The approach to enhance interactivity is to discover interesting topics, attract users to actively participate in and initiate interesting discussions on social media platforms, trigger users' active participation, and initiate creative crowdfunding. Users spontaneously shoot and share videos based on the theme content to expand the brand influence and inspire the marketing personnel creatively. The short video platform can design the content with originality, build reasonable interaction, and create an "immersive experience" for users who are highly focused and not disturbed by the external environment. In this experience, users will willingly show their desire to have a relationship with video content, making users dependent on the platform.

4.2.3 Optimizing product operation experience and cultivating user habits

Joseph Pine and James Gill default that "experience" should become a new economic provision for enterprises in addition to goods and services. In the current short video marketing, the user's product experience and operation experience are also crucial. For consumers, a good product experience will improve the repurchase rate of the product, which also reflects that consumers and brands have established a long-term cooperative relationship. A good product experience for users includes smooth and clear picture quality, refined content, appropriate layout, and necessary functions, which will

encourage users to establish a loyal relationship with the platform. However, the great advantage of short video marketing is to build the products to be marketed in a scene to trigger users to buy. The consumption here is not limited to the consumption of physical objects. It is more of a consumer emotion and concept because many goods purchased here are products of emotional impulse.

4.3 Operation level

4.3.1 Improving advertisement quality

Reducing the amount of advertisements is certainly a way to attract users. Advertisements need to be optimized to maintain high profits and keep users from getting bored. However, not all advertisements can be deleted. Advertisement images are responsible for integrating the information into advertisement works and attracting consumers' eyes. Therefore, advertisement images determine the merits of advertisement to a large extent. Advertisement videos should be shot at a higher cost to make the screen more colorful and the content more rich. As for the advertisement itself, only content innovation can make it stand out from many other advertisements. In addition, advertisement creation in non-traditional forms will also become the main development direction and challenge of short video We Media. The short video platform can also focus on improving advertisements' communication effect. Starting from the characteristics of strong interaction, it can use algorithms to push to the corresponding audience groups. For example, advertisements selling healthcare products should be pushed to the elderly. According to the different needs of the audience groups, targeted advertising will have a good publicity effect.

4.3.2 Establishing a complete content security mechanism

For Kwai to attract users through vulgarity, it is necessary to eliminate the dependence on UGC in the future and lean towards professional production content (PGC). After all, PGC will have more quality assurance in content production and will be more conducive to supervising short video platforms on video content. Short video platforms can use some content security platforms to intercept bad content, such as Netease Yunyidun, which can intercept harmful information and handle hundreds of millions of items daily, including abusive, pornographic, illegal, and political issues. Short videos should involve multiple teams, such as technology, policy, operation, and audit. For long-term development, it is necessary to establish the corresponding content security management mechanism and emergency response mechanism to establish a complete normative system. At the same

time, given the hierarchical management of users, it is necessary to strengthen the person authentication, improve the threshold of harmful information publishers, make the whole process of content publishing manageable and traceable, link the anti-cheating means of user account registration protection and login protection, and find and intercept harmful information publishers from the source.

4.3.3 Expanding new areas and increasing cross-border efforts

Short video needs to further expand new areas of cooperation, strengthen cooperation with leading brands in various industries, and simultaneously improve user participation through various types of advertisements on the site, scenario-based advertising videos, customized topic challenges, customized stickers or filters, online and offline combination marketing, inviting stars and talent, event marketing, and creating a live broadcast debut. On the one hand, Tiktok needs to strengthen the interaction with the official accounts that are already settled for the three major fields of government account, media account, and enterprise account. On the other hand, it needs to invite more relevant institutions to settle in TikTok in official accounts, attract fans through various customized activities, enhance the interaction between accounts and fans, and promote the production of high-quality content.

5 Summary

This paper analyzes the shortcomings of today's short video from three different perspectives and provides corresponding solutions. The problems of frequent plagiarism, serious homogeneity, exaggerated copy, unsatisfied user needs, and immature algorithms are presented at the content level. At the user experience level, the problems of low viscosity of the platform, awkward operation habits, and addiction are presented. At the operational level, there are many problems, such as too many advertisements, insufficient supervision, and insufficient cross-border cooperation. Correspondingly, this paper proposes some solutions and new marketing strategies: deleting plagiarized videos in time and strengthening management, improving content creativity and quality, optimizing algorithms and reducing excessive marketing, reducing users' time to scan videos, enhancing interaction and optimizing product operation experience, improve advertisement quality, establishing a complete content security mechanism, and expanding new areas to increase cross-border efforts. At the same time, although short video has been developed in the industry for many years, few academic and industry articles specifically discuss the communication effect of short video marketing, and there are not many literature materials related to short

video, especially in the communication effect of short video marketing model. Our country's We Media industry is booming daily, and short video advertisement forms are playing an increasingly important role in advertisement. How to optimize algorithms, expand user groups, and improve user stickiness is the only way for all short video platforms in the future. Short video has gone through a rising period of rapid development, and the main thing is to retain the current stock of users. Therefore, whether it is differentiation, functionality, or value, the ultimate goal is to make users resonate with the platform, thus generating high user loyalty.

6 Evaluation

This is my first time to write an English paper. I chose a topic I was interested in and insisted on writing it. During this period, I learned how to find information. I know many experts' different views and suggestions on short videos. This makes me know more about short videos. The great paper gives me new ideas. Also, I learned that critical thinking is significant, and I need to find problems from different angles. While researching the topic, I also improved my summarizing and management ability. I wrote the scheme and completed each step. My thesis instructor helped me find and solve many problems during this process. In addition, my English has been improved.

There is no doubt that I had some problems in some aspects. Because of the heavy learning tasks at school, I did not have time to do the survey. In further study, I will try to do this.

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