

Research on Content Marketing Strategy Based on Tiktok Platform

-- Taking ERKE Sports Goods Company as an Example

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Abstract: Content marketing is one of the indispensable marketing communication tools in the digital age and an important driving force for consumption. At present, various short video platforms, especially Tiktok short video platforms, have formed a relatively mature marketing model, and short video consumption has become a relatively obvious trend. This paper analyzes the current situation of Tiktok content marketing of ERKE, finds out the problems existing in its Tiktok content marketing strategy cover, and proposes optimization measures according to the existing problems, in order to help ERKE improve brand influence, and provide reference for other domestic sports brand enterprises in content marketing on the Tiktok platform.

Keywords: Tiktok platform, Content Marketing, Strategy.

1. Introduction

In the era of digital economy, various short video platforms, especially Tiktok, have formed a relatively mature marketing model, and the trend of short video consumption is increasingly prominent. As the most influential social media communication platform, Tiktok emphasizes interactivity, experience elements, efficiency and multi-level visualization of content scenes. Its differentiated advantage is that it is interest oriented and uses content distribution mechanisms to attract more users and provide them with high-quality experiences. This approach has gained the favor of young people and completely opened up the youth market. The essence of Tiktok is content marketing, and high-quality content is the key to generating traffic, attracting fans and promoting sales. The concise and impactful video content, combined with differentiated target positioning and creative marketing strategies, has completely changed the traditional advertising and marketing model, creating a good promotional and marketing environment for enterprises and brands. Tiktok has become the "standard configuration" platform for marketing of major enterprises. Many enterprises have settled in Tiktok to expand the scope of brand marketing and enhance brand influence. ERKE is no exception.

2. Overview of ERKE Company

ERKE Company was established in June 2000, headquartered in Xiamen, Fujian Province. It has now developed into a large-scale sportswear enterprise that integrates research and development, production, and sales, with a total of nearly 30000 employees. The company's product types include sports shoes, sportswear, sports accessories, etc. It has 8000 retail stores and over 1000 brand stores both domestically and internationally. The company is committed to delivering a sunny lifestyle to young people in every corner of the world through various forms, advocating for an optimistic and resilient spirit through "To Be NO.1" and "In the sun.". But since its establishment, the company's development has been fluctuating. According to Euromonitor data, ERKE's market share has decreased from 2.9% in 2010

to only 1.0% in 2020. Compared to its competitor Li Ning Company, ERKE's market share is only 20% of Li Ning Company, ranking lower in the industry. Until July 2021, the company's "wild donation" campaign of 50 million yuan for the severe flood in Zhengzhou, Henan Province, attracted attention from all sectors of society. The online live broadcast room was overcrowded, and offline stores were in high demand, helping it regain traffic and popularity both online and offline. The company's operating revenue greatly increased and its business situation improved. In the 2023 "Top 500 Most Valuable Brands in China" list, ERKE ranked in the middle with a brand value of 50 billion yuan.

3. Marketing of ERKE Tiktok

This paper has collected multiple data on the number of fans of Tiktok's official account to the top 10 as of January 1, 2024. By sorting out and calculating the data, it can be seen that among the 10 official accounts owned by Tiktok, ERKE has more than 1 million fans in 5 accounts, the cumulative number of fans has reached an astonishing 30666300, the total number of likes has reached 38982200, and the total number of published works has reached 16210. The average like to follow ratio is 3.09:1, indicating good engagement.

The official flagship store account homepage of ERKE adopts the brand logo as the avatar and uses images of the brand's main products as the account background. This strategy aims to increase brand and product exposure, thereby increasing brand awareness. The introduction, cover, and layout design of the account are coherent and consistent, with a focus on product close-up shots or showcasing the wearing effect of the product. This deliberate arrangement allows users to immerse themselves in the unique style of the brand, forming a comprehensive brand memory. In addition, users can also access valuable information at any time, such as the brand's latest products and on-site activities, thereby promoting effective brand promotion and product seeding.

4. Current Situation of ERKE's Tiktok Content Marketing Strategy

4.1. Content selection strategy

This paper draws on the user preferences, algorithm recommendations, unique attributes of various content types and their respective applicable contexts of the Tiktok platform, and analyzes the content selection strategy of ERKE on the Tiktok platform from three aspects: short video content, live broadcast content, and graphic content.

4.1.1. Short video content strategy

Short video is one of the most popular content forms on the Tiktok platform. ERKE makes full use of this feature to show product functions and motion scenes by producing high-quality short videos. These short video contents are usually creative, interesting, and practical, which can attract users' attention and guide them to gain a deeper understanding of the product. In addition, ERKE also interacts with users through short video content, such as initiating challenges, inviting users to participate in topic discussions, etc., thereby enhancing the stickiness between users and the brand.

4.1.2. Live broadcast content strategy

Live broadcast is a highly interactive content form on the Tiktok platform. ERKE conducts real-time interaction with users through live broadcast to show product details, answer users' questions, and launch promotional activities. In live streaming, the anchors of Hongxing Erke not only have professional product knowledge, but also have good communication skills and affinity, which can establish good interactive relationships with users. In addition, ERKE also conducts new product releases, limited sales and other activities through live streaming to attract more user attention and participation.

4.1.3. Image and text content strategy

The ERKE brand account has not yet entered the field of image and text content. However, images and texts have become a new focus on the Tiktok platform. From 2022, Tiktok will provide strong support for users to actively create images and texts and obtain traffic help. Although short videos may have a greater impact, carefully crafted graphics and text can provide higher density content, thereby attracting a more discerning and high-quality fan base. In addition, graphics and text are important media for direct and intuitive expression of content, which has been fully reflected on platforms such as Xiaohongshu. In addition, short videos on Tiktok have been popular for a long time, leading to a certain degree of fatigue in the sense stimulation of users. In contrast, the production cost and time investment of graphics and text are lower, making them a more effective form of showcasing wearable content.

Therefore, using graphics as supplementary elements for short videos is a promising approach for ERKE to explore. The ultimate goal of this method is to establish a comprehensive development chain that includes live streaming, short videos, and text and images. However, the basic principles of Tiktok, such as the temptation of conflict and the importance of using initial images to attract attention, remain unchanged and should be carefully considered in this effort.

4.2. Content form strategy

ERKE's live streaming marketing strategy is mainly reflected in direct interaction with users. ERKE always

emphasizes self live streaming, engaging in conversations with users about their preferences and needs during the live streaming process, in order to establish direct emotional connections with users. In addition, the brand's consistent self broadcasting approach enables it to quickly attract attention and capture hot topics, thereby achieving a real-time surge in the total GMV of brand products. ERKE often conducts on-site product testing during live broadcasts, engaging in sincere conversations with users to cultivate their trust in the brand. This marketing strategy has effectively accumulated and cultivated a group of loyal fans for ERKE, promoted long-term brand awareness, and increased the possibility of repeat purchases. In addition, it can continuously and stably convert fan recognition of the brand into sales, enhance brand reputation, and achieve exponential growth.

4.3. Content creativity strategy

The interaction around users and the influence of opinion leaders are two key elements of Tiktok content creation strategy.

ERKE has regular topics such as "ERKE Fashion Challenge", "ERKE Fashion", and "Xingerke Domestic Fashion YYDS", allowing sports, fashion, and lifestyle professionals to participate at any time. It is worth noting that the topic of "ERKE's Chinese YYDS" has attracted well-known figures such as the humorous plot account Ba Zong (with over 500000 fans), the beauty account Cai Luoli (with over 190000 fans), the beauty account Duan Yina (with over 330000 fans), the good thing sharing account Xue Yi Sherry (with over 300000 fans), the beauty account Xi Xi 3 (with over 400000 fans), the plot account Li Worm (with over 1800000 fans), and the music creation account Steven Gong Muze (with over 300000 fans), resulting in a total of 98.71 million views.

The influence of opinion leaders refers to their ability to attract a large amount of attention and initiate user discussions by expressing confidence and disseminating information, ultimately shaping mainstream consciousness. The current president of ERKE, Wu Rongzhao, calls himself "Xiao Wu" in his account and affectionately refers to his fans as "Hong Fan". He effectively promoted the brand image of ERKE by showcasing the daily life of the CEO and the work life of employees through dramatic stories. In addition, Wu Rongzhao actively interacts with fans in the comment section to promote positive interaction. The opinion leaders of ERKE are adept at creating engaging topics from the perspective of consumers and utilizing their individual strengths. They cleverly established an ideal discussion platform for users and attracted a large number of users to spontaneously participate in marketing activities through clever and timely suggestions, resulting in an exponential increase in brand exposure.

5. Problems and Optimization Suggestions of ERKE's Tiktok Content Marketing Strategy

5.1. Existing problems

5.1.1. There are fewer images and texts in the content selection

In terms of content selection strategy, ERKE deliberately avoids entering the field of graphics and text. Instead, they focus on using short videos and live broadcasts on the Tiktok platform. This method establishes a mutually beneficial relationship between short videos and live streaming, as both

media exhibit similar engagement rates. It is worth noting that the dissemination data of "shoulder" influencers has the highest weight, and they play a leading role in promoting the ERKE brand. These influencers are particularly favored in high-end live streaming rooms with the theme of "Oriental Selection Beautiful Life". It is interesting that ERKE's approach in short videos and live streaming goes against popular trends, placing the promotion content of influencer produced content first. In addition, ERKE also emphasizes cooperation with "pan category" experts. Although short videos and live broadcasts can visually display products, graphic and textual content also has its unique value, such as in-depth interpretation and product detail display. Lack of graphic and textual content may lead to obstacles for users in gaining a deeper understanding of the product and brand.

5.1.2. In terms of content format, emphasis is placed on PUGC format

In terms of content form strategy, ERKE has demonstrated its strength in the "all domain interest e-commerce" strategy. The brand attaches great importance to the accumulation of emotional connections and direct contact with the audience. ERKE adopts a "brand" marketing strategy. The brand prefers a down-to-earth and approachable image, choosing a gentle and approachable way of communication. This is due to its preference for using the "soft text" form. As a form of content, "people-oriented" marketing can be seen. ERKE places too much emphasis on PUGC format in content form, and the choice of this strategy to some extent reflects the brand's emphasis on content quality and pursuit of professionalism. Firstly, a single form of content can easily lead to aesthetic fatigue for users. Long term viewing of similar professional content may make users feel monotonous and boring, thereby reducing their attention and interest in the brand. Secondly, the production cost of PUGC content is relatively high. In order to maintain the professionalism and high quality of content, brands need to invest a significant amount of manpower, material resources, and financial resources in production. This undoubtedly increases the operating costs of the brand, which may bring certain pressure on long-term operation and cost control.

5.1.3. Insufficient topic interaction and brand image shaping in terms of content creativity

From the perspective of creative content strategy, ERKE's approach focuses on "realism". The brand effectively utilizes marketing opportunities and is adept at tapping into the emotions of its target audience. However, in terms of topic interaction and emotional connection, ERKE has shortcomings. The online media environment has reshaped and deepened the connection between people. In the era of online media, audiences are no longer passive recipients of information, but actively gather into communities on the same platform based on common emotional experiences, interests, values, and interests. This community-based phenomenon breaks the boundaries of time and space, allowing people to connect more closely, share information and emotions. But Hong Xingerke's content interactivity on the Tiktok platform.

5.2. Optimization suggestions

5.2.1. Combining graphics and text with live streaming, emphasizing the maintenance of active fans

ERKE can effectively enhance brand influence, achieve extensive brand benefits, and ensure viral and large-scale topic dissemination through the combination of graphics and text with live streaming. In addition, brands should encourage

users to engage in multi angle and multi-level communication, and cultivate their sense of participation. This can be achieved through various strategies, such as inviting key opinion leaders KOLs to initiate challenges, or creating interactive videos as part of the "I Marketing" approach. ERKE should also recognize the importance of "other marketing" in its overall marketing work. By providing guidance, promoting interaction, and facilitating communication, the brand aims to encourage more users to actively participate in marketing activities. Once a topic arises, ERKE should utilize the incoming brand traffic to guide it to valuable private traffic areas. It is crucial for brands to classify and manage these traffic appropriately. For example, ERKE should prioritize maintaining true active fans as they can become valuable brand assets. In addition, after launching brand activities, brands should carefully classify users based on their interests, lifestyle, and work areas. In addition, ERKE should ensure that the comment section remains vibrant and attractive, focusing on high-quality comments to enhance the popularity of the topic and spark new discussions. This virtuous cycle will ultimately encourage users to actively promote the brand and push it to the top of the popular rankings.

5.2.2. Combining PUGC and BGC formats to enrich content and form

In addition to the PUGC format, ERKE should try more diverse content forms, such as user generated UGC (User Generated Content) content, brand story short films, interactive challenges, etc. This can not only increase user engagement and stickiness, but also enhance the brand's image and favorability in the minds of users. In addition, through the combination of PUGC and BGC, ERKE can adopt a matrix content output mode to form its own potential and deepen its presence in consumer scenarios. This approach includes both fragmented scenes and central domain content, allowing brands to control the frequency and depth of content output in fragmented scenes. In addition, ERKE should aggregate the pain points of different consumer groups and create a production line that conforms to the logic of interests in the e-commerce industry. To ensure the effectiveness of these strategies, companies must continuously test market feedback and evaluate the market. It is necessary to promptly identify and correct operational issues or major errors that occur during the quarter. Regular review and estimation of the transaction power generated by the produced content is also crucial for evaluating the overall efficiency and results of content marketing. This evaluation helps to determine whether costs and benefits are proportional, and can continuously track the concentration of data and audience. Through this continuous analysis, the data and conclusions drawn from it can be optimized to improve the quality and influence of the content of the ERKE brand. This in turn strengthens user trust and identification with the brand, establishing a positive brand image. Ultimately, our goal is to establish a trustworthy traffic circulation pool and complete our own value cycle.

5.2.3. Integrating brand values into topic interactions to enhance brand influence

The topic interaction in the online media environment provides broad space and infinite possibilities for brand emotional marketing communication. The brand side should attach importance to and make full use of this opportunity to establish deep emotional ties with members of the Tiktok community, so as to realize the long-term development and continuous appreciation of the brand. In order to fully

leverage the role of community interaction in brand emotional marketing, the ERKE brand needs to do the following: first, deeply understand the emotional needs and interests of the target audience, and find emotional issues that match the ERKE brand; Secondly, formulate targeted interaction strategies, such as holding online activities, launching Tiktok topic discussions, etc., to stimulate community members' enthusiasm for participation; Finally, we will continue to pay attention to the feedback and demand changes of Tiktok community members, constantly optimize the interactive experience, and enhance the emotional connection between the brand and community members.

In addition, the ERKE brand should strengthen its control over public opinion and effectively integrate brand value in topic interactions. Therefore, brands should prioritize the development and production of products rooted in Chinese culture. Strict control measures should be taken to truly resonate with young people in China, while avoiding any behavior that may cause public discomfort or harm public emotions. In addition, it is crucial to strengthen brand promotion management and prevent employees' personal values from having a negative impact on the brand. In the context of cultural confidence, the promotion and development work of ERKE should be based on a sense of social responsibility and the correct values and identity of the brand itself. Corresponding activities and marketing measures should comply with these principles to achieve consumer trust and continuously enhance brand value. In this way, brands can expand their influence and achieve sustainable development.

In short, content marketing is guided by consumers from multiple perspectives, levels, and channels, completely changing brand marketing strategies. This way enriches the brand's "Internet+" model and enhances user stickiness. Marketing personnel can continuously explore the brand's own value, identify similarities with consumers, and integrate information through various methods and channels such as BGC, PGC, UGC, etc., to explore a huge source of traffic. By providing unified brand content, marketers can enhance user memory of the brand and concentrate dispersed potential users on the brand itself. This in turn encourages consumers to actively participate in brand activities, ultimately achieving high conversion rates and high returns.

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