

# Research on Traffic and Sales Transformation of Vibrato Short Video

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**Abstract:** With the advent of the digital age, China's e-commerce platform has developed rapidly. Affected by the COVID-19 epidemic in 2020, the enthusiasm of short video live e-commerce continues to rise, and this brand business faces many threats and challenges. Brand marketing needs new growth points, and short video and live broadcast marketing give brand marketing a new exploration trend. Compared with commercial stars, the influential grassroots stars have gradually transformed into the product of modern science and technology-"online celebrity effect". While the "online celebrity effect" has brought huge fans and traffic economy, the realization of traffic has become an economic model in modern society. Taking "Tiktok" as an example, by studying its existing marketing strategy, this paper analyzes its problems in the "short video+live broadcast" e-commerce marketing strategy from the objective and various data indicators, and provides optimization suggestions for its problems. This paper takes the Tiktok short video APP software as an example to analyze the red IP traffic problem of modern social networks, as well as the analysis and solutions to its problems, using the methods of investigation and research.

**Keywords:** Tiktok short video, Flow, Sales conversion.

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## 1. Introduction

With the popularity of mobile intelligent electronic devices and the rapid development of mobile Internet 5G, the short video industry has once again been pushed to the forefront of the Internet field [1]. After the blowout period, it ushered in a more professional, diversified and standardized development track. With the large-scale launch of the market, the commercialization trend of video is becoming stronger and stronger. Tiktok is a music creative social software that can shoot short videos. It was officially put into use in September 2016 and is a music short video community targeting young people. People can use this software to select music, shoot 15-second short music videos, form their own works, and upload them to the platform [2]. "Record a good life" is the slogan of this software. All major platforms have identified their positions. Kwai focuses on grassroots original culture, and Sechi focuses on sports videos. In the development process of a hundred schools of thought contending, Tiktok is like a dark horse. In May this year, the domestic DAU reached about 300 million, the peak was 310 million, and the advertising revenue was about 2.6 billion. It is the most popular APP. With the development of new media, the traditional advertising marketing model has become a new media operation model. Short video, as the most convenient content form in the era of mobile internet, uses the fragmented communication model to make it a platform with traffic [3].

As a traffic platform, every product recommended by online celebrities has the ability to realize traffic, and because of the limited variety and style of products in physical stores, most people will choose to pay attention to people they know or like to buy, and these huge traffic has brought people a strong desire to buy [4]. Because fans are relatively sticky, most people are obsessed with the so-called "online celebrity" and pay attention to their favorite short videos in order to relieve their sense of emptiness. Users who have been obsessed with such videos, products or information for a long time will put themselves on idols in order to find a sense of social identity, and will want to spend like idols [5]. The

research in the field of traditional marketing theory is very mature. However, due to the rapid development of the Internet and the rapid iteration of new formats hatched by the interaction of various matrices, there is little research on online marketing combining "short video and live broadcast". With the rapid development of social e-commerce industry, the content marketing combining short video and live broadcast is worth studying and exploring [6]. With the rise of short video platform, it is becoming more and more common for businesses to hope for high traffic of top people to improve sales conversion [7].

This paper takes the Tiktok platform as an example, analyzes the platform users, content, and e-commerce background data of Li Jiaqi's short videos, and combines the AISAS model of consumer decision-making in the Internet era to find the answer. Through the analysis of the actual marketing plan of the case company, through the analysis of the target market, service and product, customer and profit model, further study the effect of the combination of short video and live broadcast marketing strategy.

## 2. Relevant Concepts and Theoretical Basis of Tiktok Short Video

### 2.1. Analysis on sales conversion rate of Tiktok e-commerce

Tiktok, the number of users has increased rapidly since July 2017, and the DAU/MAU index has reached 0.45. According to the official data of Tiktok in 2020, as of January, the number of active users of Tiktok has exceeded 400 million. The huge user base has led brand merchants to regard Tiktok as an important traffic pool, and spend heavily on cooperation with traffic network celebrities [8]. High recognition is the primary factor for the formation of online celebrity IP. People's material needs are also increasing. With the increase of modern online celebrity, the traffic economy is also growing. Most of the communication has begun to become homogeneous. The content of communication is created only to improve the traffic explosion, but the essence of the content

essence is ignored. The content has gradually become vulgar. According to the data in the Research Report on Short Video and Knowledge Communication, there are nearly 18000 knowledge creation numbers on Tiktok, and the number of large fans of many knowledge communication exceeds one million. The number of fans per capita is twice the average, more than 150000 [9]. As a platform for mass entertainment, Tik Tok often adds trendy and creative elements in the process of knowledge building. In order to attract visitors, operators will choose the most acceptable way for users to make products to increase the number of fans. This makes the transfer of knowledge easier and more interesting, and has the advantage of entertaining, allowing spectators to complete the acquisition of knowledge in the process of relaxation and satisfy the users' benefit psychology. Short video live e-commerce belongs to one of the social e-commerce modes, which takes video as the content carrier, takes consumers as the center, stimulates consumers' desire for consumption through content advertisements, and binds commodity

shopping links in advertisements to quickly transform consumers' needs [10].

The video content composed of short video and live video can improve the consumption of e-commerce platform driven by video content through two traffic sources: self-operated traffic and imported traffic. With the increase of users' acceptance of video and live broadcast, the social e-commerce market led by "Tiktok" will also usher in a dividend period. The three-in-one platform breaks the operation mode of "people", "goods" and "market" of social e-commerce, and on this basis, superimposes "content", and effectively combines the four together to achieve content enabling communication and social promotion of sales. It is a new marketing mode of mutual transformation and integration of the media in the market and the integration of quality, efficiency and marketing. Three-in-one resource integration has become the central axis of the new path of growth. As shown in Figure 1.

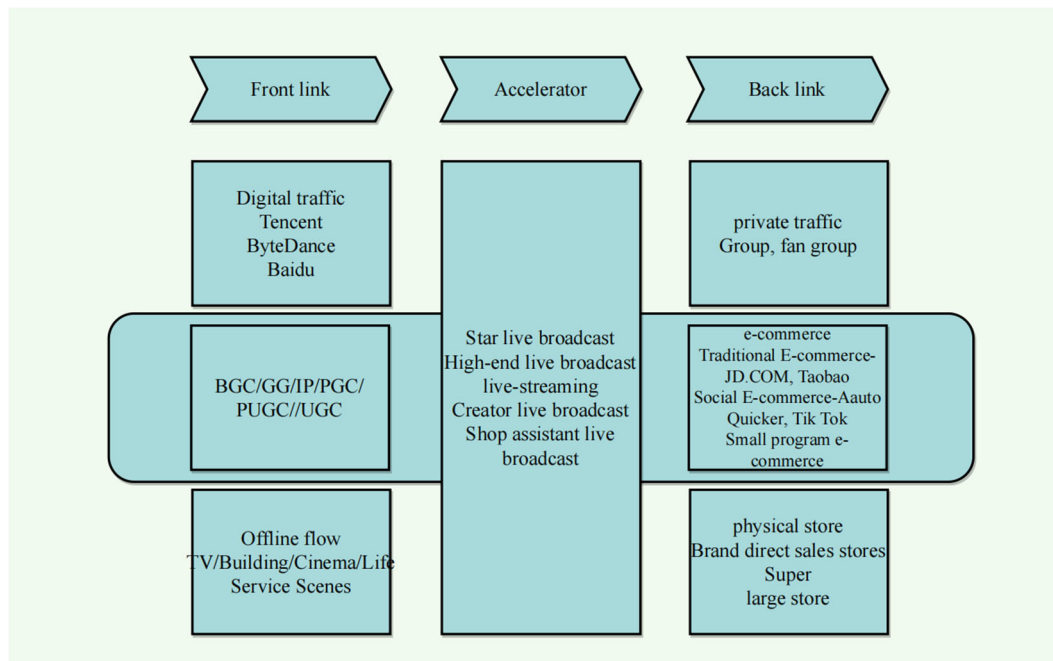


Figure 1. Link resource integration before and after marketing

Popular social short videos enrich the ways to acquire knowledge by socializing. Besides relaxing, Tik Tok also has the function of knowledge transfer. Many life knowledge and work skills on the platform are practical. As consumers, the audience can also be transformed into producers, which not only watch video resources, but also provide new nutrients for the platform. Transformation often starts with the idea of "having fun", starts with simple imitation, develops the duality of roles imperceptibly, and completes the transformation of communication attributes. In this process, the uploader can get the opportunity to show his talents and express himself. After receiving praise and attention from other spectators, if the positive feedback is higher than expected, it will produce a sense of self-satisfaction, which will stimulate enthusiasm and identity with the platform.

## 2.2. Analysis on Marketing Promotion Strategy of Vibrato Short Video

The reason why the vibrato short video can achieve great

development in a short time is closely related to Tik Tok's marketing promotion strategy. Based on its own actual situation, it makes a detailed analysis of its own audience and carries out the promotion work according to the psychology of the broad audience. In daily life, people usually take selfies with a beauty camera, or beautify the photos with some software with mito function after shooting. If the beauty function is organically combined with short videos, what effect will it have? The beauty function of vibrato short video realizes this, which can make users more beautiful and appear in the public's field of vision with a better posture, thus attracting many users to come and try it. For this platform, KOL stands for Star, online celebrity, etc. For consumers, KOL, as an influential figure in a specific field, can meet the different needs of consumers. Secondly, intelligent distribution technology directly contacts the target user group. The tags in KOL are very different, and user information is mostly connected to corresponding tags based on a large amount of data. For example, if an audience likes delicious food, the system will label the audience as "delicious food"

after finding it, and the information flow advertisement of delicious food can be distributed by artificial intelligence in the form of algorithm. The shopping mode of e-commerce improves the shopping efficiency of consumers and saves a lot of processes.

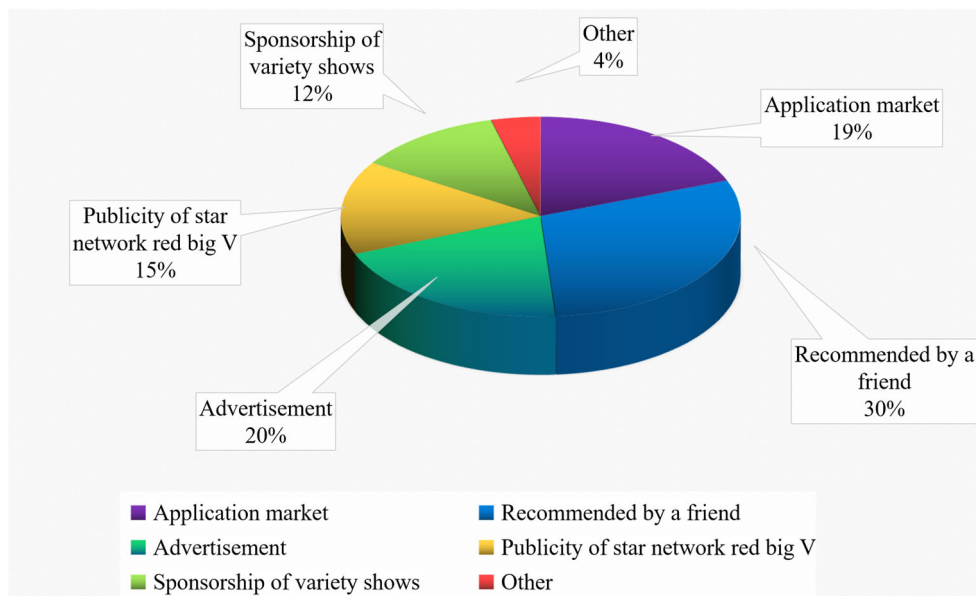
For vibrato short video marketing, whether it is original or other forwarded works, there are a lot of interesting content. Judging from comments, likes and visits, the audience has a high degree of favor and maintains a good impression on the brand. Even if consumers don't buy enterprise products, it has a strong publicity effect on the brand. In modern society, young people are the beneficiaries of science and technology, and short videos are more easily loved by young people because of their concise content and large amount of information. In addition, the vibrato short video takes music as the starting point. In the process of video creation, users can use their favorite music as the background music of the video. In addition, new songs are publicized on the software every week, and sometimes Tik Tok will invite some big-name stars to settle in, which is also a manifestation of marketing means. As far as interaction design is concerned, a simple and orderly visual experience will bring people a sense of information security. Tik Tok's UI design innovatively integrates the design idea of subtraction rule. Different from the traditional list style and waterfall style page layout, Tiktok condenses the main functions into one page, and the home page is the play page. Combined with the intelligent algorithm, the vertical screen global visual presentation mode reduces

the thinking and choice, reduces the acquisition cost of users, brings more efficient visual feedback, and has the immersion experience from the first perspective.

### 3. Suggestions on Marketing Flow Optimization of Tiktok Short Videos

#### 3.1. Expand the user's age group and strengthen the user's cohesion

With the improvement of people's living standards, smart phones have become popular. For middle-aged and elderly people, short video messages brought by smart phones have become an indispensable part of their lives. Therefore, for this group of users, the platform should firmly grasp, accurately arrange all kinds of information according to the characteristics of different age groups, and create targeted content to attract users and enhance their stickiness. The traffic in Tik Tok includes Weibo's forwarding, comments, likes and other data. In the Internet, users = traffic = money. In order to study the above problems, we investigate from all aspects to analyze the current situation of the problem. Taking the short vibrato video as an example, from the survey of users in Tik Tok, we found that everyone knows the application software in different ways, among which 55.22% were recommended by friends, and 7.46% explained that it was because of its great influence. As shown in figure 2.



**Figure 2.** Statistical chart of analysis report on understanding vibrato short videos from various channels.

Information is spread in a fission way in the relationship network of artificial media, which is one of the reasons why the traffic will explode in the social network with great potential. The increase in the traffic of a software brings it a lot of market benefits. Only through the social media, the interaction of social networking, and the "emotion" generated by the communication between stars and users can people rely on this kind of software. Because of the increase of modern mobile Internet devices, the short video industry is also developing. When it becomes a modern industry, the real and virtual relationships begin to communicate and become increasingly integrated. Now the hot point of Tiktok short videos is also the outbreak of a new Internet model.

According to the analysis of Micro-hotspot Big Data Research Institute, in 2020, the top three live broadcast modes are "live broadcast+shopping", "live broadcast+concert" and "live broadcast+education". From the classification of goods, the most popular in the field of live e-commerce are food, clothing and beauty. Among them, food and milk drinks are the hottest in live e-commerce, followed by clothing and shoes, and the third place is beauty care. The popularity of food, clothing and beauty cosmetics is obviously higher than other categories of goods, which also shows that these three categories are more popular among consumers in the field of live e-commerce, and consumers' desire for these three categories is great. The emergence of social e-commerce

improves the balance between consumers and suppliers, reduces operating costs for enterprises, improves the fairness of market competition, and provides consumers with more shopping channels and choices. Social e-commerce has gradually achieved an accurate and efficient match between supply and demand, and supply is no longer exclusive to small and medium-sized enterprises, breaking through the provision of large-scale platforms and gradually liberating individual commercial forces. The popularity of Internet shopping makes the market competition more transparent and fierce.

Therefore, the short video platform can carry out offline activities, go into the community, popularize and publicize the middle-aged and elderly groups, and make relevant content information about health care, health and leisure life for dissemination, so as to expand the age range of users. Short videos should not only focus on young people, but should be more diversified to expand the number of users. While the number of users is increasing, it is necessary to produce content that meets the needs of different users, enrich relevant information, make users have a certain sense of dependence on the development of the platform, and enhance the cohesion of the platform.

### **3.2. Optimization suggestions for interactive marketing strategy**

In order to maximize the growth of transactions, users will be turned into marketing promoters, and they will be shared to users' social circles through social platforms online, scanned and recommended offline, and the combination of online and offline will help fission socialization and help merchants complete commodity sharing. Fission marketing has become a growing trend, and Tik Tok Platform has formulated an incentive plan to turn all-staff sales into the new normal and drive growth fission. Now, although the platform has the function of sharing goods and live broadcast rooms, in order to drive users to share actively, in addition to the anchor's personal charm, it also needs welfare incentives and interesting fission way interaction, so that all employees can become social fission marketing promotion. The platform uses traffic to encourage businesses to set up new users to share coupons. New users of the store share the store to social groups through the store sharing link, and invite their friends to enter the sharing link to view the store to obtain the store exclusive coupons. The face value of the coupon is higher than the general coupon of the store, so that users can actively share the discount. At the same time, the new users who click the progress sharing link will also get the equal coupon. The new users of the sharing store are the active shopping party, and the new users are the passive recipients. Issuing the new users with the equal coupon can stimulate their consumption desire. In the whole activity, when the teams compete with each other to win the championship, there will be a link of attracting people, because the result of popularity competition determines the ownership of the red packet on the spot, and the growth of popularity needs the help of others, so we need to constantly attract more users to join.

Under this kind of praise and help activity, it is possible that friends who have not contacted for many years will appear as the main force, just for that "dog food". Take the poor quality live broadcast room as the key assistance object, and realize the improvement of live broadcast environment, anchor's own quality, anchor selection, team operation, data analysis and other capabilities, supplemented by traffic incentives, and

quickly improve the quality of live broadcast content. Second, incubating high-quality anchor teams, integrating the live broadcast industry chain with the live broadcast base as the support, and cultivating and exporting professional live broadcast industry talents through a standardized live broadcast training system. Third, effectively control the content of the platform anchor, and set up a special group to severely punish issues such as false trading on the platform, inferior goods and high knockoffs, difficulties for consumers to defend their rights after sale, and violence involved in anchor speech. Although Tik Tok has a traffic advantage, it can't be ignored that Tik Tok has precipitated a huge amount of traffic with fragmented short video content, which meets people's fragmented information acquisition needs and social needs. Short video is a product that netizens consume time now, and the time that netizens can spend in short video is fragmented, random and short. According to the huge amount of calculation "Tiktok User Profile Report in 2020", Tiktok's user groups are mainly 19 to 35 years old, mainly distributed in the new first tier, third tier and fourth tier cities, of which the third tier cities have the highest user concentration, and the user active time is from 10:00 to 22:00, of which two small peaks are from 12:00 p.m. to 20:00 p.m. According to the collected data, analyze the flow entry, the time from adding the shopping cart to the completion of payment, the interaction before consumption, the payment method, after-sales consultation, and active evaluation, classify and divide the consumer groups, analyze the time points when the shopping desire of different consumer groups is stimulated, and the satisfaction of the goods after payment. Based on the results of the analysis, differentiated marketing is carried out for different consumer groups. Improve users' re-consumption behavior.

## **4. Conclusions**

With the arrival of the 5G era and the rise of live broadcast e-commerce, short video+live broadcast+e-commerce has become a new core line of the growth path of advertisers. Live broadcast has become an audience conversion accelerator between the front and rear chain products, greatly shortening the user decision-making path and directly promoting consumption. Tiktok provides users with more creative space in the interaction. Different users can choose the corresponding content according to their own preferences, and the plain human feature shortens the distance between people. In Tiktok, ordinary people can also get others' attention and praise. This kind of interactive behavior even surpasses the user's self-satisfaction in the real world, which makes the user's participation higher and higher. Tik Tok's social attribute provides people with a sense of belonging. Shaking short video has the characteristics of light operation, comprehensive content and fast communication, which can effectively stimulate the spectator's participation psychology of curiosity, knowledge and expression. Of course, behind many advantages, there are also places that need to be improved and innovated. The communication platform should shoulder the heavy responsibility entrusted by the times and stride forward. For new things, enterprises can carry out marketing activities on the platform. This paper puts forward some optimization suggestions according to the current marketing situation in Tik Tok.

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