

Brand marketing strategy analysis of online video platform

Hui Yang, Hui Wang

Nanjing University of Media and Communication, Nanjing 210000, China

Abstract: With the application of 5G technology, network video platforms have entered a new stage of development, especially under the influence of the epidemic, video platforms have become one of the main channels for users to obtain information. Based on this, this paper conducts relevant research on brand marketing on online video platforms, analyzes the problems and shortcomings in brand marketing, and puts forward effective strategies for brand marketing on online video platforms.

Keywords: online video platform; brand marketing; Strategy analysis

Introduction:

In recent years, with the continuous improvement of China's scientific and technological level and the rapid development of mobile terminal technology such as smart phones, video information transmission on the Internet has become more and more convenient and fast. Therefore, brand marketing on online video platforms has become a hot topic nowadays. In this context, online video platforms need to increase their efforts in brand marketing, actively explore new marketing strategies, and enhance the brand influence of online video platforms.

First, the brand marketing advantages of online video platforms

In recent years, with the continuous development of the Internet industry, Internet information dissemination has gradually become the mainstream method. Emerging media represented by online video platforms are increasingly accepted and recognized by the public. In this context, in order to attract more users, improve user stickiness and loyalty, Internet companies actively carry out brand marketing activities, and continuously meet consumer needs by integrating their own advantageous resources to create high-quality content products. Internet enterprises have become an inevitable trend of market development by integrating their own advantageous resources to provide users with high-quality services.

Online video platforms have clear positioning and diversified monetization channels, and compared with traditional offline marketing channels, online video platforms have their own unique brand characteristics. For example, Douyin short video platform is famous for its trend, so Douyin is very professional in short video transmission, online video platforms are cooperating with multiple platforms, absorbing hundreds of companies, so the channels for monetizing online video platforms are also diversified, such as advertising, e-commerce promotion, knowledge payment, live broadcast and other channels. Therefore, brands need to conduct strong marketing for key consumer customer groups in order to ensure the long-term development of the brand.

Second, the theory and current situation of online video platform brand marketing

Brand marketing refers to the process in which enterprises select a unique brand image for positioning on the basis of investigation, analysis and research on the target market, and publicize it through various channels, so that the target market has a deep impression of the brand, so as to further enhance the identity, favorability and loyalty of the target market to the brand, and then achieve the brand marketing goal.

Online video platforms are developing rapidly, but there are also problems such as serious content homogenization, scarcity of high-quality resources, and low user viscosity. The reasons for this are mainly the following three aspects: First, at the current stage, the homogenization of content on China's online video platforms is serious, and major platforms are producing the same content in large quantities, resulting in aesthetic fatigue among consumers; Second, at the current stage, major platforms lack sufficient attention to the scarcity of high-quality resources, resulting in the scarcity of high-quality resources; Third, the lack of innovation ability of major platforms at the current stage has made consumers tired of brands. In addition, as a new type of media, online video platforms have the characteristics of strong interactivity, fast communication speed and wide coverage, but their brand marketing capabilities are weak due to their low threshold, large number of employees, and imperfect relevant laws and regulations.

Third, the brand marketing strategy of online video platforms

By integrating its own advantageous resources to create high-quality content products, accurately locate users and provide high-quality services, the online video platform can provide users with more intimate, more attractive and more personalized products and services. Based on this, the following suggestions are given: first, integrate high-quality resources to create high-quality content; The second is to actively guide public opinion and strengthen interactive experience; The third is to increase marketing activities and improve user participation.

(1) Brand positioning marketing strategy

At present, the competition between online video platforms has gradually transitioned from traffic competition to user competition, and user scale is an important indicator to measure the development degree of platforms. To attract more users, online video platforms should segment their audiences. At present, the main user groups of each online video platform are post-95s and post-00s, and the household income

level is generally high, so each online video platform should accurately target the target audience. At the same time, vertical segments should be created based on the characteristics and interests of each target audience. For example, there are many young people on short video platforms, and the leading trend is more interested in original content, so each online video platform should create vertical segments according to the characteristics of the target audience to lay the foundation for brand marketing.

(2) Brand multi-channel marketing strategy

The online video platform can maximize the brand communication effect by covering the brand through multiple channels. At this stage, online video platforms have shifted from “extensive” development to “refinement”, focusing on user experience, so it is necessary to pay more attention to the all-round coverage of online and offline channels. Among them, the traditional offline promotion model is still the main means of brand promotion, through face-to-face communication with consumers or the use of advertisers to communicate, thereby increasing brand awareness, therefore, enterprises should pay attention to multi-channel cross-integration when carrying out brand marketing, especially for online video platforms that already have a certain market influence and popularity, in brand promotion should pay attention to the combination of online and offline, online promotion to deliver product information to consumers; Offline promotion will deliver product information to consumers, and at the same time, it is necessary to focus on the use of big data technology to analyze the demand information of different channel user groups, so as to optimize the promotion channel.

(3) Brand content production marketing strategy

The online video industry is keen on original high-quality short videos, observing videos with a large number of fans and a large number of likes and forwards generally have commonalities, such as clear positioning, high-quality originality, distinctive characteristics, etc., these videos can often become acceptable to the public, favorite videos, so that it is easier to be pushed on the hot, at the same time, online videos are mainly micro-videos, the time is about three minutes, except for some popular science videos, these short videos have small themes, small scenes, compact narrative structure, and complete content structure. Therefore, if brands want to carry out better promotion, they need to have certain video production skills, so as to ensure that the video content catches people’s attention and attracts a large number of consumers to like, spread and consume.

(4) Brand traffic acquisition marketing strategy

In the online video industry, the competition of video platforms is mainly the competition of traffic. Traffic is one of the important goals of brand marketing activities, for example, in the e-commerce market, some shopping websites will target specific groups of people to spend on the platform, so as to get more traffic, and for video platforms, it also has certain advantages in traffic acquisition. For example, the Douyin network video platform can target push according to different groups of people and needs, effectively match and distribute different content, so as to get more traffic. There are also certain problems in traffic acquisition in the online video industry, such as: low traffic conversion rate, poor quality of traffic pool, etc., which is mainly due to the formation of a relatively fixed user group in the development process of the online video industry, which leads to a certain awareness of users’ brand marketing strategies and products and purchase behavior .

(5) Brand integrated marketing communication strategy

The integrated marketing communication strategy of the brand marketing of online video platform can be divided into the following aspects: First, it is necessary to clarify user positioning. There are two types of user positioning of online video platforms, one is the users themselves, and the other is third-party organizations. Secondly, integrated marketing communication should be based on the brand’s value concept and the needs of the target audience. According to relevant surveys, most consumers believe that they need a platform to support them to watch online video programs, so for online video platforms, brand marketing strategies need to be reasonably selected and used according to their product characteristics. With the advent of the new media era and the development and popularization of the mobile Internet, online video platforms should be timely, accurate, comprehensive and effective in marketing, and use the communication characteristics of new media to further strengthen brand marketing strategies and implement them. Integrate for optimal results. In addition, by using new media for brand marketing, it can effectively improve user satisfaction and loyalty to online video platforms.

Conclusion

Network video platform is one of the most rapidly developing industries in China’s Internet industry in recent years, and it is also a more active part of China’s social development, which has its unique advantages compared with other types of media. With the continuous development of the Internet industry, online video platforms have become an indispensable choice for people’s leisure and entertainment, so brand marketing on online video platforms can not only increase the brand’s publicity and profitability, enhance their comprehensive competitiveness, but also promote social and economic progress.

References:

- [1] ZHAO Zhibin. Research on brand marketing strategy of Douyin short video platform[J].Trade Exhibition Economy,2022(19):45-47.DOI:10.)
- [2] DONG Linqiang. Brand marketing path under Douyin platform carrier promotion[J].Marketing Circle,2020(17):195-196.)