

Analysis of Tiktok Live Broadcast Marketing Strategy under the Background of New Media

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Abstract: With the arrival of the new media era, the Tiktok live broadcast platform has developed rapidly. More and more people begin to use the Tiktok platform to carry goods live, and have achieved certain results. This paper analyzes the Tiktok live broadcast platform, marketing strategies, marketing effects and other aspects of the Tiktok live broadcast platform. The research shows that Tiktok's live broadcast marketing effect is significant, but there are still some problems, such as the lack of attention to the operation of the live broadcast room, the low professional quality of the anchors, and the uneven product quality. By optimizing the Tiktok live broadcast marketing strategy, it can effectively promote the development of enterprises.

1. Introduction

With the continuous development of Internet technology in China, the number of Internet users in China is also increasing, and online consumption is also growing. People are more and more fond of shopping online, and the way of consumption has become more diversified. At the same time, the continuous development of Internet technology has also promoted the continuous development of the new media industry. As a medium for spreading information, promoting brands and influencing public opinion, new media can not only provide a platform for enterprises to display, but also help enterprises to better promote. However, because the time is too short, the current Tiktok live broadcast marketing still has problems. In order to improve the problem, it is necessary to carry out relevant research [1-2].

2. Advantages of Tiktok live broadcast marketing

Firstly, with a large user base and low traffic costs. In the process of Tiktok live broadcast marketing, you can use the platform's strong user base to obtain traffic and achieve efficient marketing. On the Tiktok platform, hundreds of millions of users watch videos, brush short videos, play games, etc. every day. Tiktok live marketing can effectively integrate these flows, and is not limited by time, location, and other factors. At the same time, it does not need to pay any additional fees. At the same time, Tiktok can also use the big data advantages of the platform to carry out precision marketing, which can enable enterprises to quickly find target users[3].

Secondly, strong user stickiness and good sales performance. Tiktok live broadcast marketing has a strong user stickiness, which is not only reflected in the design of live broadcast content, but also

reflected in the emotional connection between the anchor and fans. Through this emotional connection, fans can obtain both spiritual and psychological satisfaction. When fans purchase products, they not only receive emotional satisfaction, but also material satisfaction, which has the same value as virtual currency. Therefore, the use of Tiktok live marketing for product sales can promote product sales.

Thirdly, there are multiple user behavior trajectories. In Tiktok live broadcast marketing, user behavior trajectory can be presented in the form of video, pictures, audio, text, etc. This display method is more attractive and approachable than traditional advertising. After watching relevant videos, users will be attracted by the videos and leave relevant information and comments. Over time, users will search, browse, and bookmark based on the information they leave behind[4].

3. Main problems of Tiktok live broadcast marketing

3.1. Content does not meet user needs

Under the background of new media, Tiktok live broadcast marketing is characterized by rich content and diverse forms. However, in order to attract consumers' attention, some enterprises confuse live broadcast content with product introduction, and the content quality does not meet users' needs. Some companies excessively pursue attracting more people to watch in a short period of time during live streaming, showcasing all the highlights of their products. Although this can arouse consumer interest, it can also lead to consumer aversion and reduce brand awareness. Therefore, in order for enterprises to achieve sustainable development, they need to strengthen the management of live streaming content[5].

3.2. The professional competence of the anchor is relatively low

Live streaming sales is a new sales model, and as the link between enterprises and consumers, the professional competence of the anchor directly determines whether the product can be successfully promoted. When conducting Tiktok live broadcast marketing, the anchor needs to have a deeper understanding of the product, and then introduce the performance and characteristics of the product in detail, so as to attract consumers to buy. In practice, many anchors do not fully grasp the product features and performance during live broadcasts, resulting in incomplete product introductions and even incorrect guidance.

The main manifestation of insufficient professional competence of anchors is that some anchors do not use appropriate language to introduce products during live broadcasts, nor do they provide detailed information about their products, resulting in consumers being unable to effectively understand product information. Some anchors do not take the product introduction process seriously during live broadcasts, only mechanically reciting the product name, efficacy, etc., and do not provide a detailed introduction of the product's characteristics and advantages, which leads to consumers not being able to have a good impression of their products. In addition, some broadcasters excessively package and exaggerate the content of their live broadcasts in order to attract more fans to purchase products, resulting in consumers losing trust in these products. Therefore, enterprises must pay attention to the improvement of the professional quality of the anchors when conducting Tiktok live broadcast marketing, and effectively improve the quality of goods[6].

3.3. Serious homogenization of live streaming content

According to Table 1 and Table 2, the homogenization of Tiktok live broadcast marketing is very serious.

Table 1: Experimental Group (Sample Size 100)

Types	Marketing language keywords
Daily necessities	123 Up Connection
Clothing	Brothers, charge
Tool class	Buy him

Table 2: Control group (sample size 100)

Types	Marketing language keywords
Daily necessities	Speed wise connection
Clothing	Charge me
Tool class	Buy him for me

Since the goods delivered live on the Tiktok platform are all produced based on the same content, such as price, product function, product evaluation, etc., it is difficult for consumers to be interested in live goods with the same content. Especially for some consumers with consumption needs, they prefer to see comparisons between different brands and products, and choose the most suitable product for themselves. However, at present, many products in the Tiktok live broadcast platform are homogeneous and have no differences, so they cannot attract consumers to buy. Therefore, enterprises and anchors should focus on differentiated marketing independently to avoid homogeneity[7].

4. Optimization strategy for live streaming marketing

4.1. Dig deep into user needs and adjust live streaming content

At present, the user group of Tiktok live broadcast platform is mainly the post-90s generation, who have a high acceptance of new things and new technologies. Therefore, during the live streaming process, enterprises can adjust the live content according to the characteristics of the user group. Firstly, enterprises need to deeply explore the needs of the user group, starting from the user's perspective, and clarify their needs and expectations for the product. For example, a company engaged in the catering industry plays videos and pictures related to food in a live broadcast room. The video content includes the process of dish preparation, dish characteristics, etc. This method can not only attract users to watch videos, but also learn about dishes through videos. This approach can attract users to watch video content and understand the clothing production process, increasing their liking and trust in the company's brand[8].

4.2. Strengthen professional training for anchors, distinguish marketing and sales concepts

In the process of live streaming sales, the anchor is a crucial link that directly affects the traffic and sales of the live streaming room. Therefore, enterprises need to strengthen the training of anchors and cultivate a group of high-quality, high-level, and highly capable anchor teams. Only in this way can we better attract the attention of fans and attract more consumers to purchase corporate products. In the process of Tiktok live broadcast with goods, enterprises need to distinguish between the concepts of marketing and sales, and take the traffic and sales volume of the live broadcast room as important indicators to effectively promote the economic development of enterprises. Therefore, enterprises need to pay attention to several aspects in Tiktok live broadcast marketing: (1) anchors must distinguish between the concepts of marketing and sales, and also be clear about the exercises of both; (2) Enterprises need to have a correct understanding of the quality of anchors in live streaming sales, and should require anchors to use professional knowledge, language, and interactive skills to communicate with the audience during the live streaming process. In addition, anchors also

need to continuously improve their overall quality, actively communicate and exchange ideas with users, and understand their needs. At the same time, it is necessary to actively interact with the audience during live streaming and improve the activity of the live broadcast room; (3) Enterprises need to cultivate a high-quality, highly capable, and high-level anchor team; Fourthly, enterprises need to strengthen their emphasis on live streaming sales marketing strategies; (4) Enterprises should attach importance to strengthening the management of content quality in live streaming rooms. A detailed live broadcast plan and plan need to be developed before the live broadcast, and the live broadcast room should be managed and maintained in a timely manner after the live broadcast ends[9].

4.3. Explore the characteristics of live streaming content and create differentiated live streaming marketing

Tiktok live broadcast marketing is not only dependent on the personal ability of the anchor, but also requires the joint efforts of enterprises and the anchor to give full play to the advantages of both sides, tap the characteristics of live broadcast content, and create differentiated live broadcast marketing. In the process of live streaming sales, anchors not only need to pay attention to product quality, but also need to pay attention to the sales situation of the products. In order to increase the sales volume of products, enterprises need to fully communicate and exchange with anchors, understand the sales situation of products and feedback from consumers. On this basis, enterprises should fully explore the unique content of their products and combine it with their own brand characteristics to create differentiated live streaming marketing. (1) Enterprises can conduct content marketing through a combination of short videos and live streaming. Introduce the product features, advantages, and usage methods to the audience through short videos. At the same time, it can also showcase the interaction between enterprises and users. During the live broadcast, the anchor can attract more fans to watch by explaining the product features, usage methods, etc. For example, Haier Group posted a short video on its official account, showcasing the unique features and advantages of Haier refrigerators in the video. This marketing approach not only increases the attractiveness of the product, but also allows consumers to have a more intuitive understanding of the product[10].

In addition, in order to maintain differentiation in live streaming marketing, it is recommended that enterprises collaborate with anchors to deeply analyze consumer feedback and demand characteristics to adjust the content and form of product packaging, services, prices, and other aspects, and work hard on live streaming content. For example, it is possible to carry out PK activities between different brands and collaborate with other brands for promotion. Only through these ways can we change the current situation of the serious homogenization of Tiktok live content and attract more consumers to buy.

5. Conclusion

To sum up, the emergence of Tiktok live broadcast platform has brought a new marketing method, which has attracted a large number of users' attention in a short time and created a large number of economic benefits. But as time goes by, many problems have also emerged in actual live streaming marketing, making it difficult to further improve marketing effectiveness. Therefore, enterprises should continuously optimize their live streaming sales strategies, focus on live streaming effectiveness, and improve marketing effectiveness.

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