

Research on the “Short video + E-Commerce” Marketing Model

— Example for the OLAY Official Flagship Store —

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1. Introduction

In recent years, short video has entered a "blowout" period, and short video platforms have swept the entire Internet. The number of short video users in China reached 501 million in 2018, a growth rate of 107.0%. According to a report from Quest Mobile, the number of short video users in 2019 has exceeded 820 million¹. At present, TikTok and Kwai have firmly occupied the first echelon of short video. Tencent and Baidu's short video products have gradually formed a strong pattern. Almost all applications such as Vigo, Buzzvideo, Bilibili, and Wesee have begun to launch short video functions, attempting to seize the opportunity in the 100 billion short video market. More and more users like to use short video as a mainstream form of interaction, not only because the video time is short, the transmission speed is fast, and the threshold setting is low, but also because it is the new consumer content in the era of fragmentation.

Although short videos can attract huge

1 Data source CBN Daily, January 15, 2020

traffic at present, it is not easy to make short videos profitable in a short period of time. After years of hard work and exploration, China's e-commerce industry has formed a relatively mature profit model. However, as its intensity has become higher and higher, the competition has become more intense, forcing existing e-commerce companies to find new development ways. As a result, a natural complementary relationship has formed between short videos with a huge traffic base that require more profit models and e-commerce companies with mature profit models that require huge traffic.

Immediately, the development model of "short video + e-commerce" hit like a heat wave, and major e-commerce platforms and short video platforms are full of expectations for this composite model. Through repeated verifications, merchants have changed from the only way of displaying pictures + text information introduction on the e-commerce platform to displaying products with vivid character explanations + user experience through short videos. E-commerce companies have discovered that the new operating model of "short video + e-commerce" has a significant effect of "1+1>2", and they can achieve more profit growth points through this model.

This article takes the OLAY official flagship store under the P&G company as an example, through the discussion of the marketing status of OLAY under the "short video + e-commerce" model, and clarifies the key issues involved in

operating the "short video + e-commerce" model. It is expected to provide a valuable reference for the future development of e-commerce companies.

2. Literature review

2.1 The origin, concept and spread of the "short video + e-commerce" model

In 2016, Papi, who prides herself on "beauty and talent in one", became popular on the Internet, which attracted a large number of fans. It was a series of funny, ironic and sharp short videos. In recent years, short videos have not only captured hundreds of millions of viewers, but have also become the target of all parties' capital and strong support from giants. The gathering of apps such as TikTok, Kwai, Meipai, and Vigo confirms the strong momentum of the industry. However, since 2018, with the fading of capital and the tightening of supervision, the stage where short video platforms rely on external "blood transfusion" is gradually becoming history. How to further improve the monetization efficiency and strengthen one's own "hematopoiesis" ability is a question that needs to be considered urgently, and it is related to the development and survival of the platform².

As is known to all, after more than ten years of rapid development, the traditional e-commerce development model has reached the ceiling. The bottoming of online traffic dividends, the increase in customer acquisition costs, and the slowdown in profitability have caused

2 China Investment Net 2019.04.07 <http://www.ocn.com.cn/shangye/201904/unzmq07152358.shtml>

various platforms to scratch their heads. How to tap new traffic has become the "old difficulty" for e-commerce companies. And this happens to be the advantage of short video. With rich and lively content, inherent social attributes and the use of fragmented time, short videos have gathered huge traffic like a magnet, laying the foundation for companies to carry out marketing activities (Yu Bin, 2019). Take TikTok as an example. At present, TikTok Video already has more than 700 million stable users, with more than 10 million daily active users, and daily video streaming has exceeded 1 billion users.

Due to its unique community tone and personalized video content, TikTok has firmly captured a large number of users. TikTok video has a short duration, which is simple for video shooters to make, and for viewers, it can fully seize their fragmented time and achieve efficient entertainment; Video content is freely generated, matched with appropriate music, is interesting, life-oriented, grounded, rich in content, and diverse in forms, and is easier to be accepted by users; With the help of celebrities and the recommendation of influencer, affected by the herd mentality, it is easy for users to grow on a certain location or product, making it a hot-selling item. Compared with traditional blunt video advertisements, short video marketing is more smooth and silent. For example, when an influencer recommends flagship, he incorporates funny content and exaggerated expressions in the form of raps. At the end of the video, flagship is naturally introduced. The author believes

that this kind of video is not easy to arouse users disgust, but will deepen the impression. For personalized video push, TikTok can push videos in a targeted manner according to user preferences to meet the individual needs of users. Tik Tiok has many of the above advantages, making it an important way and means for companies to carry out online marketing, and it also meets the goals of corporate marketing. TikTok is no longer a purely social software. Companies can use their huge customer resources, personalized and innovative video content to attract potential customers, promote corporate products or services, and carry out marketing activities.

The "short video + e-commerce" model refers to the short video platform producing content to attract users for consumption through social functions (Li, 2017). In the advertising model, advertisers only place advertisements on the market and only complete the first phase of information dissemination. The sales of the protagonist product in the advertising content is another stage, at this time it will inevitably appear the phenomenon of low conversion rate of product sales. In the "short video + e-commerce" model, product information content dissemination and sales are integrated, and the process of information dissemination is also the process of sales. Consumers can watch and buy. If you are interested in the product you are watching, you can directly click on the screen to jump from the video content to the purchase page. As a result, the product marketing communication path has been greatly shortened, which greatly

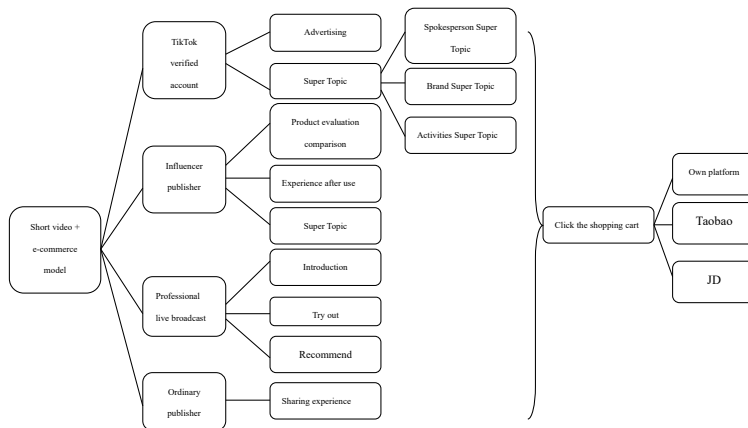
simplifies the consumer decision-making process, speeds up the direct conversion of traffic into purchase behavior, and significantly improves the conversion rate and marketing value. The conversion rate of the "short video + e-commerce" mode of some short video platforms can even reach more than 70%. The structure of the "short video + e-commerce" model is roughly divided into three pieces of content, namely short video publishers, video content, and shopping links. As shown in Figure 1.

Regarding the characteristics of short video transmission, first of all, the production and upload of short video information are more free. Traditional video production and upload require high technical costs, hardware costs, and production costs, which are not conducive to dissemination and sharing. Short videos

greatly reduce the barrier to use. As long as you download and install related applications on your smartphone, you can shoot and produce them, and quickly share them to social media after shooting. The time limit makes short video production with real-time features, realizing anytime, anywhere and truly record life and things around you. This kind of live broadcast, which is as close as possible to live broadcast, has a much lower cost than traditional online video live broadcast. Compared with Weibo's graphic live broadcast, its liveness and authenticity are stronger. The combination of the above-mentioned characteristics of short video dissemination and e-commerce provides opportunities for e-commerce companies to promote their products in a lively and low-cost manner.

Second, short video information

Figure 1 Conceptual diagram of the logical structure of the "short video + e-commerce" model³



Data source: Li (2017)

3 ChaoHua, an internet buzzword, is short for Super Topic. It is a feature launched by Sina Weibo and refers to a circle formed by people with common interests. Most of them are star idols, this function aims to strengthen the communication between stars and fans.

dissemination is more convenient and three-dimensional. Taking TikTok as an example, its short video content can not only be spread through Sina Weibo, but also shared to WeChat Moments and Qzone. The powerful information dissemination channel makes TikTok not only have the fission-type dissemination of Weibo, but also can carry out "acquaintance" circle-type dissemination. You can directly share your own videos in the software and watch and comment on others' videos. Multi-directional communication channels and methods make the information content of short videos spread virally, with strong information dissemination, wide range and strong interactivity. Kerrin Sheldon (2012) pointed out that short video is the future of marketing, and marketers can use video to promote business development. Since short videos have many ways to spread, online videos will soon occupy the time consumers spend on the Internet. Combining with it, e-commerce companies can draw on their communication advantages, and can share product-related short videos from one audience to more consumers.

Finally, the information acceptance of short videos is higher. The current fast-paced life and high-pressure work make most people accustomed to choosing free interception when acquiring daily information, and pursuing a short, flat and fast way of consumption. The short video skillfully and fully utilizes the most economical time scale in the process of human brain formation as a starting point, allowing users to capture information with ease. At the same time,

the short video content information is simple and clear, the viewpoint is clear, the content is concentrated, and the positioning is strong. It is easy for the audience to watch, understand and accept, and has a greater possibility of transmission and acceptance. At this time, e-commerce companies should firmly seize the new opportunity of short video, provide accurate product introductions to interested audiences, and prepare for the platform traffic monetizing (Mu, 2019).

With the increase in the value of short video marketing, advertisers' investment in short video marketing has also increased. In 2018, the investment in short video marketing reached 18 billion yuan. Under the premise of a certain budget, adding new media channels will inevitably affect the budgets of other channels. For some mid-to-long-tail products, they may also increase their communication budgets because of this more targeted and higher conversion rate marketing communication model.

2.2 The effect of short video platform social functions on e-commerce

Based on the strong social attributes of the short video platform, e-commerce consumption has once again caught the speed train. "This is so easy to use! I want to share it with my friends!" The essence can quickly attract the attention of companies, brands and the public. The social functions of the platform can be used to achieve the quick dissemination and fission of products and services in the social relationship chain. At the same time, e-commerce platforms can achieve large-scale sales in a short period of time

through social sharing.

Social e-commerce sales based on short video social functions are not a new retail outlet that appears overnight. It is a new and feasible model formed by daily accumulation and innovation in the process of converting user social traffic into platform traffic and then into brand product sales. Social content e-commerce and social sharing e-commerce, one focuses on influencers and opinion leaders in the circle, and one focuses on natural sharing between ordinary people and "Grassroots". However, the ultimate goal of both is to enable consumers to solve shopping problems such as high cost of choice and difficult decision-making. Affected by the Internet, consumers have strong personal demands in the process of consumption. Compared with traditional shopping decisions, they are now better at finding the products they want with the recommendation of influencers and social platforms. As long as the price, quality and practicality of the goods they buy can be guaranteed, they are not afraid to pay more time and social costs. In August 2019, a social e-commerce platform successfully created China's first Guinness World Record for poverty alleviation and farming by selling 596,659 jin of potatoes 24 hours a day. Such a considerable ability to carry goods has been cited as a classic case of Internet marketing for a while, and has also attracted many imitators⁴.

3. Case study-OLAY official flagship store

3.1 Enterprise overview

As a world-renowned cosmetics brand owned by Procter & Gamble, OLAY entered the Chinese market in the late 1980s and has been more than 30 years since. Like many foreign brands, OLAY's Chinese localization process inevitably experienced ups and downs, but in the end it found the right path and established a firm foothold, and became the sales champion in the huge Chinese cosmetics market. All this starts with the wise move of OLAY to change its product promotion model in 2015. OLAY's social platform operating partner is Social Touch (Beijing) Co., Ltd., and online channels have become a new promotion focus. In recent years, OLAY's investment in social platforms has increased by multiples and its marketing methods have become more flexible. Procter & Gamble's financial report for the second quarter of 2017-2018 shows that OLAY China has achieved a 30% sales growth in response to market trends, while OLAY China's e-commerce sales have soared by 80%, continuing to lead the industry's growth.

3.2 Analysis of "Short Video + E-commerce" Model

3.2.1 Target customers

To make the video content truly resonate with users, it is necessary for video producers to understand the needs and hobbies of most users in a timely and

4 China News Network, social e-commerce + Guinness World Records, 2019.08.23
<http://www.chinanews.com/business/2019/08-23/8936081.shtml>

accurate manner to achieve the final conversion of marketing purposes. Take TikTok as an example, behind every video with a high number of likes, the producer has conducted in-depth marketing analysis. Start with the establishment of target groups, and then they establish the relationship between products, services, and brands and specific groups. After that, it builds resonance based on consumer behavior, and finally connects brand products and solutions with the context to complete the insight into the needs of target consumer groups.

In the fierce market competition, cosmetics brands should be able to retain the hearts of young consumer groups and always maintain the youth of the brand, which is equivalent to holding the trump card that affects the situation with both hands. Therefore, OLAY is committed to innovatively implementing the concept of rejuvenation throughout the product life cycle, striving to and firmly grasping the young group. At the same time, because the ever-changing market trends depend on the behavior of consumers from beginning to end, OLAY's comprehensive rejuvenation strategy makes it return to focus on "people" themselves.

Ali data shows that the most concerned product category for women's skin care is facial masks. Among the women who buy facial masks online, the post-90s and post-00s total accounted for more than 40%, and they have become the main consumer

force, and they also happen to be the young consumer group covered by OLAY⁵. The proportion of post-90s and post-95s among its consumer groups has reached 47%, which has clearly become the backbone of OLAY consumer groups. According to data released by TikTok, the main user group of TikTok has risen from 18 to 24 years old in the early days to 24 to 30 years old. The proportion of users in this age group has now exceeded 40%. In summary, most of OLAY's target customers under the "short video + e-commerce" model are post-90s and post-95 female groups, and a small number are post-00s. From a strategic point of view, because makeup products are long-term and continuous consumer products, OLAY penetrates the young people market through the "short video + e-commerce" model. While increasing the young people market, these young people eventually become OLAY's loyal customer base and the age distribution of OLAY consumer groups will continue to expand.

3.2.2 Transmission method

Short videos are accurately pushed and disseminated based on personalized content of "personal preferences". British scholar McGuire believes that "the behavior of the audience is largely explained by the needs and interests of individuals". The theory of "use and gratification" points out that audiences are individuals with specific "needs", and

5 Hubei Today, Supermarket Wonderful Day: OLAY and T-mall Supermarket to explore "new" marketing, 2019.05.05, <http://www.hubeitoday.com.cn/post/13/99829>

their behavior in contact with media is based on their inner specific motives, through "using" the media, so that their specific needs get a closed loop of "self-satisfaction". Therefore, as the audience of the media "market", users have a decisive influence on the communication effect of the media. The application of big data technology enables the media to better analyze and master the inner needs of platform users at different levels, and provide corresponding technical services according to the needs of users, and continuously improve the user experience. TikTok makes full use of the data mining technology of "Top Buzz", draws user media usage curves based on user's browsing traces, likes, gender, age, location, etc., analyzes user portraits, and pushes corresponding videos according to users' own needs and characteristics content. The current human society is showing a trend of information explosion. Excessive information floods people desperately. At this point, users often actively choose high-quality content that suits their preferences. Accurate analysis of audience types and accurate delivery of content will undoubtedly become the core competitiveness of short video apps. Relying on massive customer data, TikTok accurately analyzes users' personal preferences and daily habits through data capture technology and powerful sophisticated algorithms, and provides users with fresh, personalized and high-quality content.

Therefore, when the user stays in the short video interface related to beauty and skin care for a long time or has a large number of likes, the platform system will

push the same type of related video content to the user. Furthermore, most of what the user sees will be their favorite beauty and skin care videos. This undoubtedly created favorable conditions for the skincare brand OLAY to conduct marketing on TikTok, and it also introduced many potential users' traffic through the shopping cart function. At the same time, OLAY takes this opportunity to improve the quality of relevant video content, deliver brand cultural concepts in a timely manner, enhance users' video viewing experience, attract and seize potential new customers, and allow users to obtain clear and effective services in the early stage of consumer behavior through the pushed videos.

3.2.3 Video content

A high-quality marketing short video needs vital content to increase the value of the product. OLAY does not have a single content in short video marketing. It strives to innovate and deepen the impression of users. It is mainly divided into the following categories:

(1) Advertising

There are roughly two types of advertising. The first is the official advertisement, which is filmed by the brand spokesperson and is put on all major media, and TikTok is no exception. The simplest form is to play in OLAY's official TikTok certified account, and the advertising video content is not single; The second type is a creative video that the brand seeks for the cooperation of influencers and allows the influencers or their teams to shoot themselves. The video

at this time is equivalent to an advertisement, which is presented to TikTok users. The video publisher relies on the fan base to achieve the effect of product promotion.

(2) Evaluation and trial experience

The video publisher will introduce a certain OLAY product in detail, and film the process of using this product and share it with others online to demonstrate the authenticity of the official content. And they talk about the good experience when using the product and the good feedback after using the product.

(3) Comparison

Video content publishers are usually influencers. They will choose a product of the same type from other brands to compare prices, efficacy, experience and other content to show the advantages of OLAY and attract more potential users to buy the product.

(4) Recommendation

The video content publishers are roughly divided into two types, one is the company's cooperative influencer and the "Big V"⁶, the other is ordinary users. The content of this type of video can be detailed or simple to introduce the product, and it is recommended to audiences to buy, and the protagonist of the video with a high emotional rhythm will strongly recommend it.

(5) TikTok activities

In October 2018, when the OLAY Hydrating sheet mask was just launched, OLAY urgently needed to open up the product's market awareness, and teamed up with JD to create an exclusive TikTok Challenge for the product, and carried out the TikTok special effects design and music customization on the mask stickers, and cleverly cooperate with KOL (Key Opinion Leader) to lead users to conduct activities. This TikTok event successfully attracted the active participation of thousands of users and created a large amount of high-quality UGC (User Original Content). All users can directly use the link attached to the TikTok short video to purchase the product with one-click on the JD, enabling female TikTok users to successfully "grown on"⁷ the product.

3.2.4 Operation drainage

On the afternoon of June 12, 2019, TikTok announced its user data for the first time: TikTok's domestic daily active users exceeded 150 million, and monthly active users exceeded 300 million. Short videos are naturally entertaining and topical, and can quickly attract a large amount of traffic, mainly using the profit-seeking nature of capital and the fanaticism of fan effects. A few

6 China's domestic Weibo service providers, such as Sina and Tencent, have personal authentication services. After personal authentication, Weibo users will have an English capital letter "V" icon attached to their Weibo nickname. They have passed personal authentication and have many Weibo users with fans (generally over 500,000) are called "Big V" by netizens.

7 Internet buzzwords refer to the act of sharing and recommending the excellent quality of a certain product to stimulate the desire of others to buy.

e-commerce marketing element modules were implanted in the short video playback process. While bringing e-commerce platform products to the short video platform, it realized the short video platform traffic monetizing, and the ability to monetize was stunning.

In December 2018, TikTok officially launched the shopping cart function, which is a new feature that is conducive to the personal development of high-quality video creators. Creators can share the products of the e-commerce platform in the form of short videos, including the three functions of "product window", "video shopping cart" and "live shopping cart". In addition, a product card can be added into a single video, and the product name and product image will be displayed below the short video. Users can continue to watch the video while purchasing the product, so that they can watch and buy without missing exciting content or missing high-quality products. If video publishers want to achieve marketing purposes through short videos, they must publish the third video above to attract potential users.

The product window link is set in the personal interface of the OLAY official TikTok certified account, and its partner is JD Mall. Users can click on the product window to browse the products. If they want to know more product details, the user can click on a product, and the interface will jump to the OLAY JD self-operated flagship store in JD Mall, and then the user can place an order according to their needs.

The other accounts have links to products under the shopping function

presented through the personal interface or the video interface, in addition to JD Mall, and Taobao, etc. The operation is the same as the official account.

3.2.5 Psychological marketing

Some TikTok users shape their own image through short videos to achieve psychological satisfaction. While expressing themselves, these groups also look forward to gaining the attention of others, so as to enhance their sense of self-existence and even a sense of belonging to a certain extent. As a short video media product, TikTok also has social attributes, so it also has the psychological manifestation of users of social media products (Fu, 2019).

(1) Fan economy

TikTok users with many fan groups can use the fan effect as their main way to achieve economic benefits. From a civilian to an influencer, and even a popular idol star, they can drive the fan economy to varying degrees. This is the cultural value of fan culture as well as a concrete manifestation of its commercial value. The online platform has brought a profound impact to netizens everywhere. The voice of mainstream media in the entire media industry has gradually weakened, while the voice of individuals from the media has increased. The era of information fragmentation has caused people's demand for personalized information. Such users as influencers, idol stars, grassroots stars, technical players and others, although their levels are different, they can always generate great attraction and fan loyalty in their related fields (Zhao Xudong, 2017). Especially the celebrity and

influencer effects, likes and reposts can accelerate the spread of products. To give a familiar example: Li Jiaqi, a beauty blogger known as the "Lipstick Brother No.1", has set a record of 3.53 million products sold in 5 and a half hours on the TikTok platform and 15,000 lipsticks sold in 5 minutes. It also makes people truly appreciate the huge energy of using short videos for e-commerce marketing.

In 2018, the endorsement team composed of He Sui, Gao Yuanyuan, Lin Chiling and Song Qian endorsed the OLAY brand. During the period, a group of "No Fear of Age" advertisements put forward a point of view that "a number belongs to a woman, not age, but a story", which resonated with many women. This also brought good sales to OLAY. In 2019, OLAY spotted the contemporary traffic star Xiao Zhan. This artist, who has just debuted, has gradually entered the audience's field of vision with the online TV series "The Untamed" and has gained more than 23 million Weibo fans so far. If OLAY chooses Xiao Zhan as his endorsement, a large number of Xiao Zhan fans will pay for it. So far, there are more than 20 short advertisements related to Xiao Zhan endorsement under the official certification account of OLAY TikTok, ranging from tens of thousands of likes to 100,000. Many fans of Xiao Zhan posted short videos about OLAY meet-and-greets, products, etc., and each of the relatively popular videos also received tens of thousands of likes. Through the fan economy, OLAY can gather more customer traffic and complete traffic monetization.

(2) Herd mentality

Herd mentality refers to an individual being affected by the behavior of the outside crowd, and showing his own perception, judgment, and cognition that conforms to public opinion or the behavior of the majority. In terms of consumer behavior, people usually like to choose products that most people choose, especially when they have a good reputation, it can highlight consumers' herd mentality.

The OLAY White Radiance and Body Lotion that were popular this year have been favored by consumers because of their whitening function niacinamide and the affordable price. OLAY took advantage of the opportunity to invest in a large scale on the TikTok platform and cooperated with many influencers, such as Good things recommended KOL representative Li Jiaqi, to promote the products featured by T-mall flagship store owners, including some activity guidance. The product has attracted a large amount of traffic by exposing and promoting various forms of short video content. This enables users who have swiped this type of video to be affected by the "herd mentality" and follow the recommendations of the expert, add the product to the shopping cart in advance, and wait for the final payment on the evening of Double Eleven. This time, OLAY seized the psychological demands of consumers of "herd mentality" and pursued the so-called "explosive models" in the market, ultimately achieving the goal of increasing sales.

(3) Interest psychology

Short videos are calculated based on big

data algorithms to build a network of relationships with "interests" as the link. Around the creation and imitation of videos, a natural interpersonal chain based on the video platform can be formed. This kind of interpersonal three-dimensional communication and communication chain continuously enhances the stickiness of platform users through the common preferences of platform users. Through the like, follow, comment and other functions on the platform, users can express their love, transmitting big data back to the database, and then the platform use algorithms to push again to users who like similar content. Such repeated operations make users become addicted to their favorite content. This kind of product marketing and communication method of user-created content is the biggest advantage of short video platform traffic monetization. Ordinary users will dig out interesting and fresh content in life to promote new breakthroughs in marketing hotspots, and can act repeatedly to gather traffic.

There are 1,884 videos with OLAY as the topic on the TikTok short video platform, with more than 92.3 million views. Another is the topic of branded products, such as OLAY White Radiance. Its short video stocks are 734, and the number of views is as high as 82.27 million, which shows its popularity. There is also an OLAY White Radiance Mask that is very popular among customers. There are 157 short videos on this topic, which have nearly 40 million views. So many views are not only due to the quality of the brand product itself, but also due to the platform's high frequency

recommendation of user preferences. The platform allows interested users to watch more similar videos and learn more about the product, laying a very solid foundation for the OLAY e-commerce traffic monetizing.

4. Enlightenment

The "short video + e-commerce" model has great potential and has played a very important role in the marketing of OLAY products. The future development of e-commerce in the cosmetics industry can learn from this model, that is, embedding e-commerce marketing elements in short videos, live-streaming goods to the e-commerce platform, and realizing the traffic monetizing of short video platforms. Throughout the full text, the following inspirations can be drawn:

First, identify target customers and make the audience more specific. Young women are the largest constituent group in the entire cosmetics industry, which coincides with a large-scale overlap with the user structure of short video platforms. Users in this stage will show a strong willingness to continue to have a relationship with the platform and product content. As a consequence, the cosmetics industry can try to promote products on the short video platform.

Second, understand the characteristics of user needs and increase the possibility of dissemination. The short video platform will draw user media usage curves based on the user's viewing traces, likes and comments, gender, age, etc., deeply analyze user portraits, and push relevant video content according to users' own needs and preferences. Therefore, aiming to capture potential target customers, the

platform must improve the quality of related video content, enhance the user's video viewing experience, and extend the user's video viewing time. In a sense, this move increases the possibility of dissemination, but it not only increases the possibility of the platform pushing user-related content, but also promotes the dissemination of content between people.

Third, create valuable short video content to drive users. Due to the rapid development of the Internet, the society and media in which we live have become more and more complex, and information flooded. Therefore, people's attention has become a scarce resource, and this scarce resource must rely on valuable content for delivery. This requires short video platforms to create more content around the users themselves. At this time, cosmetics e-commerce companies must grasp the needs of users, and they can use methods such as guiding users to think, teaching users new knowledge, and triggering resonance, so as to cleverly display the information and advantages of makeup products. And they can implant shopping elements, reduce the user experience damage caused by marketing orientation, and ultimately drive users while increasing the success rate of marketing.

Fourth, cleverly embed e-commerce elements to promote traffic monetizing. Traditional e-commerce requires a large amount of traffic to promote order transactions, while the natural strong entertainment and topicality of short videos can quickly attract traffic. Companies can share the products of their

e-commerce platform through short video platforms such as "product window", "video shopping cart", "commodity card" and other functions to catch users' potential consumption wishes in time and quickly increase product sales.

Fifth, make good use of consumer psychology and seize marketing opportunities. Fan economy, herd mentality, and interest psychology can all be the entry point for marketing. From a certain level, the three have similarities, but they provide their own thinking for marketing in their respective fields. The cosmetics e-commerce industry uses these consumer psychology for product marketing, not only can increase the possibility of more levels of communication, but also transform potential consumer behaviors into reality more directly and improve the probability of successful marketing.

5. Conclusion

"Short video + e-commerce" is undoubtedly the mainstream development model of today's business, and the leap-forward development of large-scale e-commerce proves this point. After going through different stages of development, the integration of short video and e-commerce has achieved great results of "1 + 1 > 2", and is currently in the early stage of rapid development (Li, 2019). "Short video + e-commerce" is a manifestation of changes in marketing communication in the mobile Internet environment. The further development of mobile Internet will change people's information contact behavior and marketing communication methods. For

e-commerce, it is no longer enough to do a good job in advertising and information dissemination. In the future marketing communication process, how to conduct in-depth communication of values with consumers so that they can quickly and easily complete the entire purchase behavior under the premise of approval will become a major thinking that cannot be ignored in the company's daily life.

Nowadays, "short video + e-commerce" is facing the transformation problem of refinement, cost reduction and efficiency increase. In order to continue to move forward in a continuously and fiercely competitive market, "short video + e-commerce" needs to solve the pain points and release its potential. With the innovation of Internet technology and the continuous popularization of smart mobile terminals, the "short video + e-commerce" model will become the main means of marketing in all walks of life.

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