

Research on the marketing strategy of Tik Tok live broadcast with goods

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Abstract: Through literature analysis, this paper explores the issue of the marketing strategy of Tik Tok live broadcast with goods, and at the same time, analyzes the problems arising in its development process and puts forward some optimization suggestions. This paper analyzes the existing live broadcast with goods model of Tik Tok. Tik Tok mainly has two types of live broadcast with goods models: internet celebrity bloggers themselves live broadcast with goods and pop stars+live broadcast with goods, and this paper points out the problems of homogenization of live broadcast content, serious fraud of live broadcast data, and product quality and after-sale service cannot be guaranteed according to the analysis. Then, according to the above problems, this paper puts forward four optimization suggestions: emphasis on professional training of anchors, linking online and offline shopping festivals, checking the live data to ensure authenticity, and strict control of the selection process to ensure product quality.

Keywords: Tik Tok, Live-streaming with goods, Marketing Strategy

1. Introduction

In the era of Internet information fragmentation, through the dissemination of high-quality content, which in turn triggers interest and purchase, the means taken is usually live broadcast, short video, etc. This is content e-commerce. As Zhou Hongyi said in "Zhou Hongyi's Autobiography: My Internet Methodology", any enterprise can find the most powerful competitors to fight, but there is one opponent you can't beat, and that is the trend. In the current fast-paced lifestyle, the form of Tik Tok live broadcast with goods is very popular among users. The current Tik Tok and other short video platforms compared to the traditional marketing model can be described by the speed of light to spread, they will play the advantages of the Internet to the fullest. However, with the development of Tik Tok live broadcast with goods, there are some problems in its development process, and the analysis of these problems and suggestions to solve them are the main content of this paper.

2. Status quo of Tik Tok live broadcast with goods

Tik Tok has grown rapidly in 2021, and brands have increased their share of the market. Tik Tok has not only launched new features such as Tik Tok Payments and Tik Tok's Mall, but also launched the positioning of "interest-based e-commerce"; at the same time, Tik Tok has invested in medium videos, pan-knowledge, and graphics to achieve both depth and breadth.

Feigua Data published the *Annual Report on Short Video and Live Marketing* in 2021, which shows that in 2022, the changes will take place in the content area of Tik Tok are as follows:

(1) The e-commerce ecology is thriving and new categories are entering. In 2021, Tik Tok's e-commerce continues to grow at a rapid pace, with not only more anchors but also better sales. The "merchant's talent" are actively developing new marketing models, through the establishment of affiliated organizations, group purchase live, etc., to tap more potential customers and thus realize the profitability of their accounts. Especially in the era of "interest-based e-commerce", the platform is more effective and accurate in personalizing with consumers and merchants, promoting the standardization of live broadcast content, and pushing Tik Tok towards a more benign, healthy, and trustworthy e-commerce platform.

(2) Old and new brands compete on the same stage and play in more diverse ways. In the first year of live broadcast for brands, Tik Tok's short video app has become the main marketing channel for traditional social media. In order to help brands break the circle barrier, Tik Tok has also launched a

number of brand promotion activities in the past few years, taking advantage of user groups and interest circles to dig deeper into consumer needs, combining elements of the brand with the platform's special play, quickly gathering the traffic and resources of the platform, and in the short term, helping brand marketing activities to achieve a win-win situation in terms of scale benefits and sales benefits.

(3) Local merchants are stationed there, and group buying has become a new customer acquisition channel. Tik Tok has launched new features such as "eat, drink and play in the same city" and "discount group purchase", and encouraged consumers to shoot shopping videos through "cash rebates" to promote shopping in the same city. Among them, food, beauty, leisure, and entertainment have become the most popular categories for businesses to enter. After planting in the live broadcast, viewers can click to buy, which can not only enhance the visibility of the store but also the deeper excavation of potential customers. At the same time, major merchants will also open their own accounts, through the live broadcast, release store daily activities, etc., so that consumers have a deeper understanding of the brand culture, but also, is a way for companies to obtain new customer groups.

3. Analysis of the marketing model of Tik Tok live broadcast with goods

3.1. Internet celebrity bloggers themselves live broadcast with goods

Internet celebrity bloggers' live broadcast with goods mode is the most dominant mode of selling goods inside Tik Tok. This type of live broadcast is built on this anchor because this anchor has accumulated a certain number of fans and the anchor's short video account has been posting vertical content, so they have a more solid image in the minds of their fans on Tik Tok.^[1] Internet celebrity bloggers use online marketing to increase the stickiness of their fans and enhance their fan base so that they can gain more benefits. They build trust with their fans in terms of feelings and values, and it is easier for them to gain the trust of their fans in the live broadcast and better profit in the promotion of new products.^[2] Therefore, it is easier to gain the trust of consumers if you can market products related to the content of the short video posted by that anchor during the live broadcast.

3.2. Pop Stars + live broadcast with goods

Pop stars have their own flow, on the live broadcast platform, they can save the step of accumulating fans, but pop stars also have their own disadvantages, because most of them, have little experience in selling goods, so they usually cooperate with some internet celebrity bloggers, with them to do a live broadcast, so that not only can improve sales, but also can improve their own visibility.^[3] There are also some pop stars that have learned the way to live broadcast with goods from internet celebrity bloggers so they can do their own live broadcast.^[4] Speaking of which, it is necessary to mention Shu Chang, because her role as "empress" impresses the public, so during the live broadcast, she and her staff are wearing Qing Dynasty costumes and headdresses during the live broadcast, and the audience will be attracted to her image as soon as they enter the studio. Many people have praised her live broadcast and praised her products. According to statistics, on May 15, 2022, one of her live broadcasts amounted to more than 135,000, ranking seventh on the live broadcast list of that day.

4. Problems existing in the marketing strategy of Tik Tok live broadcast with goods

4.1. Homogenization of live broadcast content

At present, the "lowest price" is still a major highlight of the live broadcast with goods, the anchor way to attract customers is to discount activities. The price war has led to fierce competition in the live broadcast industry, and live broadcast is becoming more and more homogeneous, and if you enter a live broadcast, the sales talk of the anchor is more or less the same, and if consumers lose interest in live broadcast, then the sales of the live broadcast platform will have a Waterloo. According to the South Daily survey, 73% of the public's evaluation of the live broadcast with goods is "homogenization", "more or less the same", and "consumers have a certain aesthetic fatigue". At the same time, the Matthew effect is also gradually reflected in the development of the live broadcast industry. Most of the viewers tend to join the live broadcast of popular anchors, such as Shu Chang, Lou Yixiao, Crazy Little Yang, etc. For small and medium-sized enterprise businesses, a small flow of live broadcast sales of anchors is not good, polarization is very obvious. From the live sales of Tik Tok anchors, the first echelon of anchors is more than ten times higher than the second echelon, in the case of highly

homogenized live content, the competition of Tik Tok live broadcast with goods has evolved into a competition of popularity and traffic, and the polarization of sales is very unfavorable for the long-term development of the live broadcast platform.

4.2. Serious fraud of live broadcast data

The way to make money is to share the sales in Tik Tok live broadcast with goods, and in the end, the income of the anchor is based on the live traffic to decide, the greater the live traffic, the higher the sales, the higher the anchor can get the share, and cooperate with the brand to discuss the price is easier, and the price concessions can attract more consumers.

The merits of the live broadcast data will affect the survival of the internet celebrity anchors, which is why they will fake the live broadcast to appear highly popular and have high traffic. Live broadcast data faking is creating false information on pop-ups and sales. For example, on the Tik Tok live platform, there is a "password" bag setting, click on the "participate in the lottery" button, there will be comments, interactive chat area will appear with "good price", and "very real" and so on, so that the new audience to enter the live broadcast believe that the live broadcast products and produce consumption.[5] In terms of sales, the shopping cart in Tik Tok live broadcast with goods will set a certain number of sales, so as to motivate consumers to quickly grab, and some consumers in the atmosphere of the live room will follow blindly grab, wait until the end of the live calm down may choose to return, and the live sales data is the total number of products sold before the end of the live broadcast and does not include the data of the part of the consumer returns.

4.3. Product quality and after-sale service cannot be guaranteed

In today's developed network economy, the concept of money first makes many people want to make money quickly, many internet celebrity anchors in the choice of products to sell, and not the selection of products and quality of strict control, and some conscience anchors, they will be in the sale of a product before they try themselves for a period of time, and then the products that pass the test will be sold in the live broadcast. The selection of products without certain testing of goods will let the quality of products sold live is not guaranteed, if the product after the sale of quality problems and harms consumers, consumers can not complain to the live broadcast or anchor, then can only communicate with merchants and strive more rights.

Although live broadcast with goods is very popular, there are often quality problems, and some netizens reflect that the things they bought in the live broadcast room are fakes. Others say that the products displayed in the live broadcast do not match the actual products they get, and the live broadcast and the anchor are not responsible for after-sales service. Internet celebrity anchors generally sell more products to get the commission, are only responsible for selling goods, do not care about quality issues, and put all the responsibility on the merchant, which makes the fans' emotions affected, but also their popularity will be lower and lower.

5. Suggestions for optimizing the marketing strategy of Tik Tok live broadcast with goods

5.1. Emphasis on professional training of anchors

On Tik Tok, many waist anchors rely on the backstage push, but because the waist anchors have too few fans and not enough publicity, most anchors in Tik Tok's live broadcast reside at the bottom. To get more people to watch to see live, it is necessary to have a large number of influential celebrities to enrich the whole live broadcast with the platform. Creating waist anchors with different attributes and characteristics is the main development direction of the current MCN platform.

After a period of training, the tail anchor can start with 0 fans and slowly gain the favor of users, imitating an anchor with a certain number of fans and similar to the content they produce. Specific training program: you can choose someone with personality, produce short videos similar to the counterpart account according to their own personality and characteristics, publish short videos in their personal live account on the Tik Tok platform to attract users' attention, open live broadcasts every day at fixed time slots to maintain fan stickiness and cultivate fans' viewing habits so that they can gradually develop into a small anchor with about 400,000 fans within six months. With the increase in the number of fans, they can try live broadcast with goods, their fans into their own consumers, so as to achieve profit.

5.2. *linking online and offline shopping festivals*

Tik Tok holds many large-scale live shopping festivals every year, but in terms of scale, there are still many people who are not attracted to them, so it is necessary to combine online and offline activities through live webcasting, so that more viewers are interested in the shopping activities held in the Tik Tok Live platform, and thus enter the live broadcast and enjoy the new experience brought by the live shopping festival. By promoting offline shopping through social platforms, taking advantage of the public's curiosity, increasing publicity, creating topics and guiding public participation, and lending to their enthusiasm, the offline users' resources are transferred to the Tik Tok live broadcast platform, allowing them to participate in the shopping festival so that the resources of both parties can be maximized.^[6] Especially at the beginning of the event, merchants should strengthen their promotions and use various promotions such as sales, seconds, and zero-dollar steals to inspire consumers' enthusiasm and attract more viewers through various forms of publicity before the live broadcast. Advertise through live broadcast, Weibo, and WeChat, and make more publicity in the subway, bus, outdoor, and other publicity locations to increase the exposure rate of the event.

The live shopping festival brings consumers and brands closer together, while also breaking through geographical limitations and truly combining online and offline activities, thus achieving a win-win effect for both the Tik Tok live broadcast platform and the brand. Combining online live broadcasts and offline activities can be considered a win-win situation, which can boost both the sales of the store and the popularity of the anchor.

5.3. *Check the live data to ensure authenticity*

At present, although it is not yet possible to view the live replay on Tik Tok, users can view the data of Feigua in real-time during the live broadcast. We are able to see the stability of this live broadcast data from the live broadcast forecast and the expected sales. We can observe and analyze the length of the live broadcast, the number of goods on the shelves, etc. If there is too much change, then further verification is needed.

On the live broadcast details page, you can also see the real-time popularity. Generally, the growth of the live broadcast audience will fluctuate up and down and will not show a trend of rising all the time. If there is a day when the number of viewers has been rising and continues to rise, it is time to check the authenticity of the data. Moreover, if the live viewers are interested in a certain product, then they will click on the shopping cart below to see the detailed description of the product, and we can also speculate the number of live viewers based on the number of clicks on the product link. According to the data shown by FeiGua's live monitoring, the "purchase volume trend" of the live room shows that after each product is on the shelves, more and more people will watch the details, so the number of people buying online will also fluctuate.

Since visitors and bots who are not logged in cannot click on the shopping cart, the change in the number of shopping cart clicks will also tell whether the live stream audience is real or not. Moreover, the "number of purchases" refers to the actual number of purchasers who actually spent money, which will determine the heat of the broadcast and the peak of purchases. You can clearly see the first hundred or so viewers of this live broadcast in the upper right corner of the room. Check their accounts, if an account is 0 followers, 0 fans, 0 works, 0 sound waves, 0 shake coins, or not logged in, then the account is most likely fake.

5.4. *Strict control of the selection process to ensure product quality*

The quality of the live broadcast goods is largely dependent on the selection of the anchor, the live products are actually good or bad, the anchor or production team selected, if the selection is not strict enough, then the quality of the goods can not be guaranteed. And to ensure the quality of the product, you need the anchor and production team to strictly select the product, try it themselves first to ensure its quality, and not choose to consume the fan audience in advance for the sake of immediate benefits. Anchors should have a certain understanding of their live content, understand the products they are promoting in advance, and show as much of the product's performance as possible through the trial and description of the live site. Whether it is food or supplies, as much as possible should be tried to ensure product quality and increase the sensory experience of the user, thus increasing the user's trust in the anchor and increasing the transaction facilitation rate. As for the short video bloggers, in the live broadcast with goods, if they can select products that match the content of their published videos or

products that match their own characteristics, they will be more attractive to consumers. In addition, since there are differences in the needs of different classes of consumers, choosing goods with differences and a wide range of prices can better meet the needs of most consumer groups.

The anchor in cooperation with the brand can not only do the sale of products export but also assume the responsibility of consumer protection, in the consumer and business after-sales disputes with the brand responsibility and urge the cooperation brand to deal with properly. This is the responsibility of the consumer is more responsible for their own reputation, and industry norms.

Live broadcast with the goods anchor should establish a standard after-sales protection team, build their own after-sales mechanism, before the brand selection for the intention to cooperate with a comprehensive background investigation, and in the product sold within a certain period of time to track services, in the consumer needs to answer questions and solve and defend the rights of the fruitless timely intervention in coordination with the platform and business together. Attempting to use the concept of live broadcast with goods to break the traditional e-commerce low interactive social pain points, but forming another form of traffic monopoly, head traffic monopoly, consumer rights nowhere to complain will inevitably increase the risk of the lack of consumer experience. The industry is ever-changing, seizing the customer demand and consumer experience, and improving the sales service is the real long-term way.

6. Conclusions

Nowadays, live broadcast with goods is developing rapidly, but I think that the live broadcast with goods model still needs a benign and harmonious development environment. Especially the advent of the 5G era has brought new development opportunities to the short video industry, while also bringing new challenges to it. Regarding Tik Tok live broadcast with goods, we should maintain an objective and rational attitude, and not be overly flattering or stereotypical. First of all, we should see that Tik Tok live with goods for consumers to provide online real-time shopping conditions, and secondly, we should also see that Tik Tok live broadcasts with goods in the development process of the problems, and their adverse impact on social development.

This paper summarizes the current drawbacks and problems of Tik Tok live broadcast with goods by analyzing the overview of Tik Tok live broadcast with goods. It can be seen that Tik Tok live broadcast with goods has low marketing costs and large discount offers on goods; at the same time, Tik Tok live broadcast with goods sells each item, and companies get low profits, as well as low brand loyalty. In the future development of Tik Tok live broadcast with goods, in addition to making full use of the advantages of the Tik Tok platform, it is also necessary to conduct in-depth analysis and research on the current problems, so that Tik Tok live broadcast with goods can be a long-term, healthy development.

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