

E-commerce Short Video Marketing Based on 5W Model

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Abstract: Based on the five aspects of disseminator, dissemination content, dissemination channel, audience and dissemination effect under the 5W model, this paper analyses e-commerce short video marketing problem. Through the overall analysis of e-commerce short videos, summarize the existing problems in its current development, and propose countermeasures from the five perspectives of the 5W model.

Keywords: 5W model, e-commerce, e-commerce short video

1. Introduction

With the development of Internet technology, digital economy comprehensively drives the market economy, and the development of e-commerce is in full swing. Compared with the traditional text marketing, short video marketing can quickly catch the attention of users, transmit rich commodity information and fit the psychology of consumers. E-commerce and short video complement each other and promote each other, forming an e-commerce short video platform and forming a new way of e-commerce short video marketing.

By March 2020, online video users had reached 94.1% of the total Internet users, exceeding 850 million. The Tiktok platform and Kwai platform account for 85.5% of the total number of short video users, up to 773 million. The scale of online shopping users has gradually increased, the utilization rate of online shopping has reached 78.6% [1], and e-commerce short video marketing has also entered a new stage of development.

Kwai and the Tiktok are the main platforms for short video marketing of the electricity supplier. The research on short video marketing of the electricity supplier is based on one platform, focusing on one area: Tian Yue's analysis of the marketing strategy of snacks in the short video of the Tiktok [2]. Pang Jiamin [3] analyzes the marketing status and strategy of the short video of shaking up the beauty makeup. Based on the whole industry, focusing on a conceptual interval, such as Jiang Ningze's research on the immersion system of Tiktok short video [4], Wu Feng [5] studied how short video industry could achieve blowout growth. On the whole, these articles start from the point of view and lack of holistic analysis.

2. Analysis on the Current Situation

2.1 E-commerce Short Video Platform Framework

Tiktok, WeChat and Kwai platforms are currently the main short video platforms for electric providers. They build the e-commerce framework based on the short video platform, hand over the supply chain link to the e-commerce platform, and directly complete the purchase of e-commerce products through the link of the short video content playback page or the commodity window of the short video blogger's home page, as shown in Figure 1.

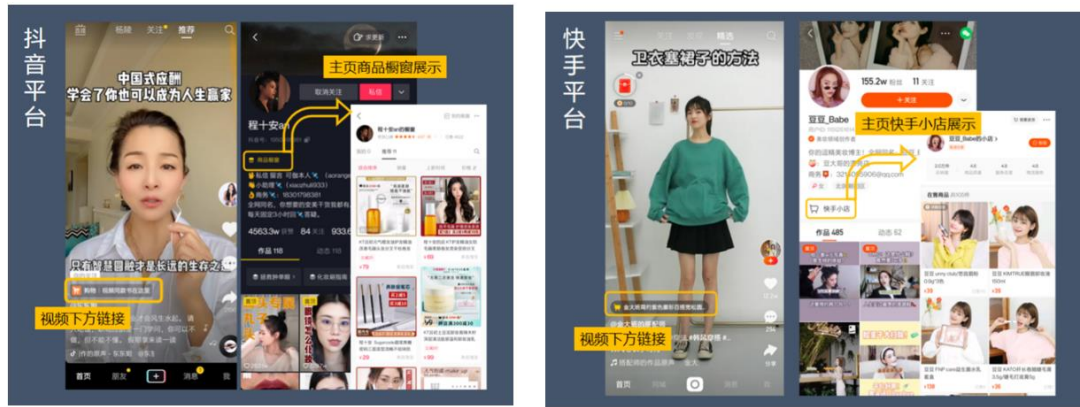


Figure 1: Kwai (left) platform and Tiktok platform (right)

In the aspect of e-commerce marketing, the Tiktok platform inserts the commodity link into the lower end of the video, and displays the bloggers' all goods goods link integration in the form of the small owner store, so it pays more attention to the integration development, emphasizes the unity construction, and achieves the unity of short video entertainment and short video shopping. Kwai focuses on branch construction, and strengthens the classification of target operations. It not only integrates commodity links into the fast shop of the main home page, but also creates a "quick shop" which integrates the whole platform merchandise. Meanwhile, the shopping area of the Kwai shop is very detailed and categorized clearly, as shown in Figure 2.

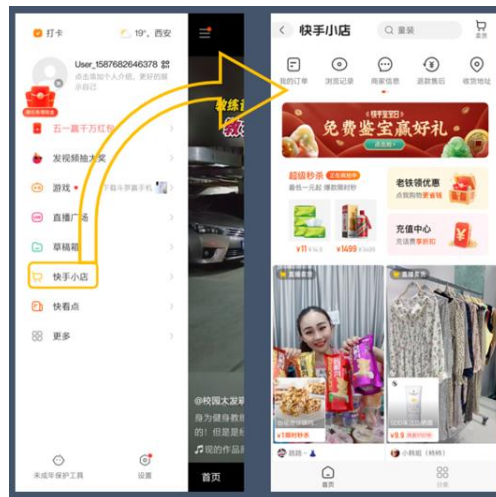


Figure 2: Fast integration platform Kwai shop

In terms of user layout, the platform based on original data traffic is mostly Tiktok and star, and uses the data of its own traffic to operate. The Kwai Tai platform was originally built on the basis of populace, and the head creators were mainly media numbers and vegetarian people. At present, more and more plain people have attracted more fans from a novel perspective, gradually transformed into KOL in their respective fields, highlighting the social attributes of the platform.

As for user increments, the main source of user increment of the shaking platform is the "silver haired group", and the age coverage of Tiktok platforms is also increasing. Instead, the Kwai Tai platform's main user increment sources are "young", "one line two" and "southern" crowd.

2.2 E-commerce Short Video Marketing Features

(1) Large data, fragmentation time

The initial platform of the short video platform saves a large amount of basic data. Using the existing data to develop e-commerce short video marketing saves human, material and time resources for early promotion, and can be quickly accepted by the public. By March 2020, online video users had reached 94.1% of the total Internet users, exceeding 850 million. The Tiktok platform and Kwai Tat platform account for 85.5% of the total number of short video users, up to 773 million.

E-commerce short videos are mainly 15 second short videos, which can fully attract the public's attention in fragment time by taking advantage of short-term advantages. According to the survey, the data flow peak of e-commerce short video is from 18:00 to 22:00 and from 12:00 to 14:00, just in the leisure time after work; The coverage of short video in the whole age group and the difference of online time distribution in different age groups also ensure the continuous traffic of the platform.

(2) Accurately match users and improve private domain traffic

At present, the platform generally adopts the mode of "public domain traffic portal + algorithm recommendation + targeted crowd exposure + medium platform data empowerment", that is, the platform pushes popular videos to users, and the data center automatically collects user viewing time and other relevant information. Relying on big data, the e-commerce short video platform can accurately analyze each user's preferences and automatically push relevant content according to user preferences, Conduct directional exposure.

E-commerce short video platform not only pays attention to public domain traffic, but also pays more attention to private domain traffic. Pay attention to each other and become friends. Platform users can receive short video push published by friends; Share product videos or links through friends; The short video background will recommend friends in the address book or people you may know, so as to quickly improve the video exposure; Using the positioning function, the platform can recommend people in the same city or nearby, increase the data flow in the same place, and gradually accumulate the platform traffic.

(3) Shorten conversion path

Shortening the transformation path (POI, card coupons and other transformation products) is the main purpose of e-commerce short video marketing. For example, an offline beverage store is drained through the e-commerce short video platform. By adding poi (point of interest) positioning points to the video, users can follow the POI entrance to get store address, products and other relevant information, and go offline for consumption, which greatly shortens the transformation path, as shown in Figure 2-4.



Figure 3: POI positioning point

3. E-commerce Short Video Marketing Based on 5W Model

3.1 5W model

The 5W model was proposed by the American scholar H. raswell in 1948, shown by Figure 4. It holds that the five basic elements of the communication process include the communicator, communication content, communication channel, audience and communication effect [6]. The five w's are the first letters of the five interrogative pronouns in English, namely: who, say what, in which channel, to whom, and with what effect. The 5W model illustrates the persuasion process of communication. The persuasion

process is a purposeful behavior process, which is essentially to make the target audience produce purchase behavior. E-commerce businesses inform consumers of product information through short videos, so that consumers have shopping psychology, so as to realize consumption behavior. This is the persuasion process of e-commerce businesses.

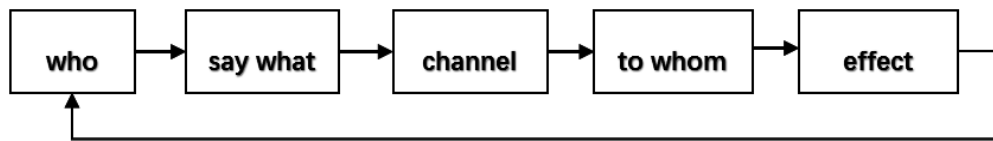


Figure 4: 5W Model Raswell

3.2 E-commerce Short Video Marketing with 5W model

(1) Disseminator

a. Product operation team

The product operation team is an important part of the e-commerce short video marketing chain, and product positioning is inseparable from promotion. Through team operation, we can create a wide range of brand coverage, create a good mass base and reduce brand strangeness; At the same time, it has higher economic benefits and saves the cost of saving human resources.

b. Short video creator

Short video creators mainly include ordinary plain people, online celebrities and stars. The number of ordinary ordinary people is large, the base is large, and there are many types of industries constituting the crowd, so each creator's content has its own domain. Net celebrities and stars are supported by a professional team, have a starting point advantage in terms of traffic and fans, have more mature experience in video planning and production and content production, and pay more attention to quality and packaging.

However, no matter ordinary people or online celebrities and stars, they find highly targeted professional positioning in their familiar fields. It is not only limited to food, cosmetics and clothing accessories, but also breaks through the inherent form, breaks the old pattern of marketing physical goods, and enriches the categories of e-commerce short video marketing content. For example, there are used car buyers who help users buy in the used car market; Bloggers who help farmers trim their donkey's hooves, and bloggers who help users lose weight.

c. Short video platform users

Users of the short video platform are not only audiences but also communicators. They spend time using the platform to accept the goods consumption mode of e-commerce short video marketing. At the same time, it also constitutes the disseminator of e-commerce short video marketing through its own social circle sharing.

(2) Communication content

E-commerce short video marketing covers a wider range of commodities than ordinary e-commerce marketing, not only from physical commodities to virtual commodities, but also break through mental and technical activities and establish a new direction of marketing commodities.

According to different disseminators, the content composition of e-commerce short video marketing can be divided into "UGC" and "PUGC". UGC refers to the production content of users, the production subject is ordinary users [7], and PUGC refers to the production content of professional users, and the production subjects are KOL, internet celebrity, superstar, etc [8]. There are great differences in content quality between the two. PUGC's production subjects are mostly supported by professional work teams, and have more mature experience in video planning, production and content production. The output content has more professional quality and higher video quality than UGC.

(3) Communication channels

The display forms of e-commerce short videos mainly include grass planting, evaluation and integrated promotion.

Planting grass is a process in which bloggers divide a product into red list and black list according to

their own use situation, that is, whether it is easy to use, and then introduce the product through e-commerce short video. Planting grass is a subjective and dynamic process.

Evaluation is the blogger's real sense of use evaluation and feedback on the products that fans do not know the effect and dare not buy according to the intention of fans.

Integrated promotion is mainly to integrate the promotion into other situations and better promote and introduce products in combination with deductive methods. For example, a blogger uses a brand of yogurt in the process of making a certain food and promotes the yogurt through content introduction.

(4) Audience group

The silver haired group is the most difficult group to develop. But during the epidemic period, the Tiktok became the main source of the epidemic information. The short video showed prominent effects in the epidemic prevention and control information disclosure and dissemination. The middle and old aged people began to get the epidemic information from the short video. Young people at home and the elder teachers played short videos. In the past year, a large number of middle-aged and elderly people have become new users of e-commerce short video marketing. The emergence of "silver haired group" has made the audience cover all ages.

(5) Marketing effect

The marketing mode of e-commerce has experienced text introduction, picture and text combination, and then short video and live broadcast marketing. It has been upgraded from the rational consumption mode focusing on price and function to the perceptual consumption mode focusing on content. By watching short videos to understand the goods, the sense of substitution is strong, which can increase the user's sense of shopping experience. E-commerce short video marketing continues to improve the public's lifestyle and consumption mode, and the number of consumers of e-commerce short video marketing is also increasing day by day. According to relevant data, 51.6% of the users who jump to the e-commerce platform for shopping on the e-commerce short video platform, and 48.0% of the users who buy goods in the built-in e-commerce platform.

E-commerce short video marketing not only creates huge economic benefits, but also constructs a new industry development direction. Tiktok Tiktok reached 5 million at the end of 2020, of which 1 million 200 thousand enterprises were on the pitch, and 400% higher than the end of 2019. With the continuous expansion of e-commerce short video marketing market, the industry gap of e-commerce short video marketing has also been greatly opened. The talent demand and talent standards of the industry have reached a new level. Excellent content creation and delivery talents have become scarce resources. Emerging occupations such as short video sound selectors and community operation specialists have emerged, which has promoted the innovation and transformation of the labor market.

4. Problems and Strategy Analysis

4.1 Problems in E-commerce Short Video Marketing

E-commerce short video marketing has driven the development of new industries and has a very competitive advantage in the e-commerce industry. However, with its fast development speed and wide coverage, it cannot achieve the goal of long-term development. Although all aspects of development at this stage are trying to standardize the industry norms to make it have a more robust background guarantee, there are still aspects that need to be improved.

(1) Uneven product quality

Some businesses are greedy for one-time income and do not pay attention to product quality. They find a lot of anchors to bring goods to Amway, create traffic data on the platform, and sell all products at one time, which does not guarantee product quality and earn a quick sum of money. Then close the sales stores, not only the product quality received by consumers is not up to standard, but also there is no after-sales channel.

(2) Buyer's evaluation is difficult to show

In e-commerce platform online shopping, consumers pay great attention to user evaluation after purchase, but in e-commerce short video marketing platform, buyer evaluation has not become a key link to boost consumption. In the Tiktok platform, there are more data in the small shops. Most of the shops are Taobao Tiktok operators who are in the chattering platform and officially certified. Most other stores

do not evaluate information or even have an evaluation window. In Kwai platform, there is few data evaluation and automatic evaluation of the system.

(3) After-sales service is difficult

Without reliable and guaranteed after-sales, a complete closed-loop consumption chain cannot be formed. At present, the after-sales service on the e-commerce short video platform is divided into merchant customer service and platform customer service. However, it is difficult to contact the merchant customer service, and the platform customer service needs to be involved in the end.

4.2 Analysis of E-commerce Short Video Marketing Strategy

With the development of information technology, new technologies such as AR and VR are integrated into the market, improving the circulation mode of information, the combination of technology and culture, and creating a lot of attraction. In the 5g era of main content consumption, e-commerce short video marketing should maintain industry competitiveness and give corresponding countermeasures from the 5W model.

(1) Communicators should strengthen their professional skills

Communicators of e-commerce short video marketing should not only pay attention to content quality, but also strengthen their own industry literacy. Improve skills through the relevant learning contents of e-commerce platform construction, expand knowledge by using internet learning materials, strengthen the construction of professional knowledge and quality in their own field, improve video creation, and improve their delivery ability and communication status.

(2) Create high-quality communication content and pay attention to value embodiment.

Content quality is the premise and guarantee for the long-term development of e-commerce short video marketing. We should create high-quality content of "authenticity and reliability" and "excellent copywriting", and pay attention to the transmission of values at the same time. The main elements of high-quality communication content of e-commerce short video marketing include plot design, music selection and copywriting. High quality short video copywriting can directly hit users' hearts and attract consumers' attention, and the choice of theme can not only reflect consumers' internal needs, but also show content value, and is more likely to become a network buzzword.

(3) Improve the after-sales system and standardize the after-sales service of merchants

The short video platform of Tiktok can imitate the "voice and electricity business university", open up the business owners' advanced courses and business refresher courses, strengthen management, supervise contents, and make reasonable use of supervisory personnel. At the same time, we should encourage post purchase evaluation of goods. We can open the system to prompt evaluation messages, add timely evaluation rewards or high-quality evaluation rewards, improve consumer evaluation, and do a good job in the after-sales construction of e-commerce short video marketing.

(4) Enhance consumers' awareness of rights protection

The audience group is the promoter of the closed-loop consumption. Without the consumption behavior of the consumer group, the overall e-commerce short video marketing form cannot be formed. In the face of the complex market situation, we should improve our judgment ability, not blindly follow the crowd, covet small and cheap, and make rational use of the advantages of merchants and platforms

(5) Integrate New Technologies

Short video e-commerce platform provides new development impetus for traditional marketing. In the future, it can not only integrate new technologies, but also cooperate and develop with other industries.

We can combine AR and VR technologies to create an e-commerce short video marketing offline experience store, strengthen consumers' sense of use experience and accurately match users' needs []. Deeply tap consumption habits, appropriately adjust measures to local conditions and create regional characteristics.

Integration of short video and live video. Carry out the accumulation of fans and traffic through short video, and then drain to the live broadcast. At the same time, achieve the two-way drainage of live delivery and e-commerce short video marketing, achieve the double arrow mode of short video and live broadcast, not only accumulate traffic from short video to live broadcast, but also broaden channels from live broadcast to promote the development of e-commerce short video marketing.

5. Conclusion

Under the background of scientific and technological innovation and development and scientific and technological progress, e-commerce short videos break the age division, gradually expand the scale of users, combine entertainment and social consumption, enrich the content and simple operation, form a new e-commerce form with low production threshold and low consumption threshold, achieve rapid development and bring huge economic benefits.

Starting from the 5W model of e-commerce short video platform, this paper analyzes the current situation and problems of e-commerce short video platform, and gives the corresponding strategies. In the future, e-commerce short video marketing platform should continue to build high-quality content, pay attention to value embodiment, and enhance and maintain industry competitiveness.

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