

Research on Domestic TV Series Marketing Strategy Based on Short Video Platform

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Abstract

In recent years, the short video platform led by "Tiktok" and "Kwai" has developed rapidly, and the number of users has risen all the way, becoming an important form of entertainment consumption for people at present. It has become an important platform for marketing in various industries because of its characteristics of fast transmission, wide range of transmission and high cost performance. This article will analyze its marketing strategy in the short video platform from the perspective of TV series marketing, and actively explore its future development path.

Keywords

Short Video; Short Video Platform; Domestic Teleplays; Marketing Strategy.

1. Introduction

Short video, with the characteristics of large number of users, wide range of dissemination and low marketing cost, is in line with the marketing needs of various industries, and has become an important marketing tool at present. Especially today when the influence of newspapers, radio and television is becoming weaker and weaker, various industries have focused on the short video platform and actively invested in the video production of the short video platform. Because TV dramas and short videos have the same characteristics, marketing on the short video platform has a more prominent marketing effect.

TV plays are the most influential form of mass culture in today's society, the concentrated presentation of socialist culture with Chinese characteristics, and the important carrier of leading socialist culture with Chinese characteristics. They play an important role in national cultural construction. An excellent TV play can not only meet the needs of people's spiritual and cultural life, but also promote people to form a correct world outlook, outlook on life and values, so as to realize the all-round development of people. At present, the TV drama market is facing problems such as imbalance of themes, oversupply and so on. According to relevant data, from 2017 to 2019, the total number of domestic TV dramas licensed for distribution was 891, but the number not broadcast reached 263; Secondly, from 2018 to 2020, a total of 779 TV dramas were approved for release, of which entertainment dramas accounted for 89%. This not only led to the burial of some excellent TV dramas, but also made the development of the types of TV dramas extremely unbalanced, which is not conducive to the spread of Chinese culture.

On the other hand, the current domestic TV series mainly rely on TV advertising and traditional social media for marketing and publicity. Although it has certain effects, it can no longer meet the needs of the current TV series. At the same time, the short video platform has become a new favorite in many industries due to its large number of users, low price, fast transmission speed and wide range of transmission. In the field of film and television, many films will use the short video platform for marketing and publicity before release, thus driving the growth of box office. However, due to the large number of broadcast platforms and episodes, TV dramas cannot cooperate well with short video platforms. If we can improve this situation and use the short video platform as an intermediary to let more high-quality TV dramas meet the audience, we

believe that it will certainly promote the development of domestic TV dramas. Therefore, how to explore the short video marketing of TV series needs to be studied from the characteristics of short video marketing, short video marketing strategies and future development path.

2. Features of short video marketing of TV series

2.1. Attract traffic around the content of the episode

Traditional TV series marketing is often carried out through social media in the form of text and pictures. Although this form can improve the popularity of TV series, it is often difficult for the audience to have a comprehensive understanding of TV series only in the face of a few pictures and words, so it is difficult to attract the attention of the audience. The emergence of short video platform has greatly improved this situation. As a new form of information dissemination, short video has a huge user group, strong interactive properties and fragmented dissemination, and has become another shortcut for TV series marketing in the current era of information explosion and traffic supremacy.

The reason why short video is popular with people is that it has a short duration and can meet the fragmented reading needs of people at present. It can be fun in just ten seconds. Therefore, TV series marketing through short video is often a "spoiler-type" communication in the form of short video, which involves more interesting and strongly conflicting scenes and shooting details in the content of the series. For example, the 2019 domestic TV series "Everything is Good" released the scene of Su Daqiang drinking coffee by hand through a short video, which quickly aroused a strong response from the audience. Not only was there a heated discussion about the character's behavior, but also there were many imitators, which set off a wave of imitation, and also made the TV series ratings continue to rise. Also in 2019, the domestic TV series "Dear, Love" released more of the actors' shooting details, which recorded the actors' shooting status and shooting NG clips, and satisfied the audience's curiosity about the actors. Its official account has more than 1.85 million fans and more than 29 million likes, which is enough to show the great success of short video marketing.

2.2. Multi-platform linkage realizes integrated marketing

Most of the traditional TV series marketing only focuses on a certain platform, and the correlation between the marketing channels is poor, and the integrated marketing has not been realized. Short video marketing can maximize the mobilization of resources for marketing through multi-platform linkage, mainly including publicity and content production. In terms of publicity, many producers of TV dramas will first choose to use the resources of actors in the drama for marketing. For example, many actors have personal accounts on Weibo, Xiaohongshu and B stations, and have a certain fan base. Therefore, the producers of TV dramas can attract fans to participate by launching limited activities related to actors, thus driving passers-by to join the activity, thereby improving the popularity of TV dramas and attracting more audiences. Secondly, the producer of the TV series has also set up official accounts on other social platforms, such as Weibo, Xiaohongshu, Tencent Micro TV, Baijia, etc., to synchronize the content released on the short video platform to other platforms to achieve linkage promotion. For example, the TV series "Let's try the world" is marketed through simultaneous promotion on Weibo, Xiaohongshu and B station to achieve the best effect of TV series marketing.

At the level of content production, most TV series producers will choose to cooperate with short and medium video bloggers, so that the audience can have a further understanding of the TV series through editing and interpretation, secondary creation and other forms, so as to achieve the purpose of drainage. For example, the wonderful clips of Tiktok blogger "Pipi Cat Film"; Station B's film and television commentary UP's plot commentary of "meatball"; And the famous UP "Woodfish Water Center" with more than 9 million fans. This new content

cooperative marketing model has made TV dramas widely spread and further expanded the marketing scope with the help of KOL's influence.

2.3. Guide audience to participate in interactive communication

The most important factor why short videos can spread quickly is attributed to their social and interactive properties. Therefore, in order to further improve the communication speed and enhance the communication effect, the marketing process of TV dramas should fully mobilize the audience's enthusiasm for participation and guide the audience to interact. The first is the interaction between the protagonist and the audience. Since the audience always brings individuals into the process of watching TV dramas, it is inevitable that they will have a lot of emotions about the characters and stories in the drama and bring this emotion into real life. In the face of this emotional reaction of the audience, the interaction between actors and audiences can greatly alleviate this emotion of the audience, and can enhance the influence of TV dramas. For example, in the TV series "Everything is Good", after the broadcast of the episode "Su Mingcheng Beats Su Mingyu", the audience was greatly angered, and the audience on the network made a strong scolding for Su Mingcheng's behavior. In order to ease the mood of the audience, Guo Jingfei, the actor of Su Mingcheng, released the footage of his being forced to confess by words and deeds in other TV dramas on his personal account, which not only improved the audience's favor, but also made the popularity of TV dramas rise.

The secondary creation of TV plays is also an important channel for the audience to participate in the interaction. The imitation and parody of some famous scenes in TV plays provide an important impetus for the spread of TV plays. For example, the domestic palace drama "Legend of Zhen Huan", although it has been broadcast for more than ten years, still has many audiences and online celebrities imitating the famous scenes in the play, such as "blood test", "Zhang Zhang Hong", "Princess Qi applauds Zhen Huan" and so on, which has produced a lot of UGC content, so that the popularity of the TV series has continued and achieved the maximum marketing effect.

2.4. High-performance-price marketing model

Compared with traditional social platforms, short video platforms have lower marketing costs and stronger marketing effects. The first reason is that the entry threshold of short videos is low, registration is simple and fast, and official certification can be carried out to improve the authority. Secondly, because video production is also relatively simple, it is easy to output content from a video length of more than ten seconds to a few minutes, so as to improve the update frequency. Finally, the display effect of short video is strong, and the traffic distribution is relatively fair. As long as the video content can attract people, you can get ultra-high traffic. In addition, paying for promotion can accurately push people interested in videos and improve marketing efficiency.

The effect of short video marketing is also determined by the number of users. According to the 2022 China Network Audiovisual Development Research Report, as of December 2021, the number of short video users in China reached 934 million, and the user utilization rate was 90.5%, which almost covered most of the country's Internet users, making short video a huge traffic entry. The most important thing is that the users of the short video platform are highly consistent with the target users of the TV series. Therefore, marketing on the short video platform is the most important channel for TV series marketing, which can achieve better marketing results at a lower cost.

3. TV series short video marketing strategy

3.1. Marketing content: creation centered on actors

As one of the most important factors in the marketing process of TV dramas, the role of actors cannot be ignored. TV series is not only an industrial product, but also a consumer product for entertainment activities for the public. Therefore, the marketing of TV series should start from the perspective of brand. As an important selling point of the brand, actors carry out marketing around actors themselves, which can form a brand effect with the help of actors' traffic and quickly occupy the target market, with huge market potential. Under the long-term exposure of the works and media, the actor's role in the TV series has attracted the audience. In addition, the actor's personal characteristics make it easy for the audience to replace the "filter" of the role into the actor himself to attract the attention of the audience. Therefore, in short video marketing and publicity, TV dramas need to take actors as the starting point, and attract audiences to pay attention to TV dramas with the appeal of actors themselves.

This actor - centered publicity model is mainly divided into two types. One is the actor's sidelights during the shooting process of the TV series. During the watching process of the TV series, the audience always sees the characters in the play. The sidelights let the audience have some understanding of the actors themselves, how the actors rehearsed during the shooting process, and what difficulties they encountered during the shooting process. These are all released through short video, which greatly satisfies the curiosity of the audience. For example, the TV series "Dear Lovers" released a large number of sidelights on Tiktok, and the highest one has more than 2.6 million likes, which has greatly helped the publicity of the TV series. The other way is to be independent of the content outside the plot, such as shooting the humor clips of actors in the play, actor interview clips, etc. This form is not only related to the TV play but also not the plot interpretation, which can play a good chemical reaction. For example, Tiktok released the cross dressing video of the two actors of the husband and wife in the TV series "Son in law", which won more than 1.76 million praise in a few seconds, and the marketing effect was very significant.

3.2. Marketing perspective: topic setting and music marketing

In addition to focusing on content, the marketing of TV dramas is also very important to create some topics. The topic marketing of short videos is generally to cut the clips in TV dramas that can cause widespread discussion in the society and try to arouse people's general resonance. For example, during the broadcast of the TV series "Thirty", the relevant views of the characters in the TV series were edited and released on the major short video platforms, which triggered the social discussion on topics such as "Is it wrong for the full-time wife to return to work" and "Should not let her boyfriend spend money to rent a house for herself". These topics are closely related to people's daily life, and quickly become hot topics on the short video platform. This mode is mainly to amplify people's current problems through TV dramas, which can arouse people's wide resonance, and use this as the starting point to launch marketing, shorten the distance with the audience, and fully shape the characters in the play. The increasing popularity of the topic has also made the popularity of the TV series rise, which has achieved a win-win situation in terms of public praise and audience rating.

In addition to topic marketing, the theme song of TV series is also an important means of marketing. At present, the popularity of TV series is driven by the theme song of TV series. An excellent main song can meet the emotional needs of the audience and enrich the content expression of the TV series. Therefore, the producer of the TV series needs to consider the adaptability of the singer when initially creating the theme of the TV series. It needs both the singer's good strength and the singer's enthusiasm, which can bring a lot of attention to the TV series. For example, the main song of the online drama "Two World Favourite Concubines",

"Nine Zhang Ji", was released before the online drama was released. The online drama was warmed up in advance to give the public a preliminary impression of the play. The main reason for this is that the singer of the song, Ye Xuanqing, was participating in a popular TV variety show at that time. At this time, the release of the song can form a fan effect with the help of the singer's enthusiasm, thus achieving a good marketing effect.

3.3. Marketing channel: audience participatory communication

The marketing channel mainly focuses on the audience. Through short videos, the audience can participate in the publicity of the TV series, and then use the characteristics of short videos as social media to achieve interactive sharing among the audience. The low creation threshold of short videos makes it easier for the audience to participate. Through the production of content related to TV dramas and sharing with friends, it can achieve the role of two-way communication, providing a huge impetus for the promotion of TV dramas. The huge amount of creation, click-through and reading has made TV dramas break through in the short video transmission successfully, accepted by more users, and expanded new marketing channels. For example, the TV series "Home" is launched around the theme of "home" in the marketing process, and a video challenge is launched on the topic of "Amway Home". The cumulative broadcast volume in Tencent's micro-video short video related segment exceeds 10 million, which is a huge traffic promotion for the TV series, making the TV series more and more popular. At the same time, the audience's participation is also reflected in the interaction with the actors of the TV series. The short video platform can not only publish short video content, but also carry out live broadcast function. Therefore, actors can interact with the audience more quickly and intuitively, as well as real-time online direct broadcast interaction with the audience, in addition to responding to the audience's comments and answering the audience's questions. For example, during the broadcast of the TV series "Go to the Wind", several leading actors were connected in the live broadcast room. According to the questions raised by the audience, the host asked questions to several leading actors, which greatly satisfied the curiosity of the audience, and then triggered attention to the plot of the TV series, and promoted the broadcast volume of the TV series to rise all the way.

4. Future prospects of short video marketing of TV series

4.1. Encourage audience to re-create

At present, short videos have become one of the most effective means of TV series marketing to promote, create hot topics and increase the popularity of TV series before they are released, and the proliferation of a large number of TV series marketing has also made short videos fall into the problem of homogenization. Therefore, short video marketing needs to have higher requirements in terms of content. How to make TV series marketing continue to play a key role in the era of short video and enrich the marketing content of short video is a problem that TV series producers need to consider for a long time in the future.

According to relevant surveys, the user groups of short videos are mostly between the ages of 18 and 39. Users in this age group are not only the main target group of TV dramas, but also willing to accept new things. These groups are also the main creators of the short video platform. If this group can be guided to participate in the creation of TV dramas, it can play a great role in promoting the marketing of TV dramas. For example, there are many classic clips in the TV series "The temptation to go home" that have been imitated by the audience. The highest one has exceeded 37000 likes and millions of broadcasts, making the broadcast volume of this TV series that has been broadcast for many years still increasing. It can be found that short video secondary creative marketing can play a good role in promoting the broadcast volume of TV dramas. At the same time, the audience's secondary creation belongs to the imitation of

ordinary audiences, and the marketing of TV dramas is usually casual, which will not cause the audience's disgust.

At the same time, it should also be noted that not all secondary creations can be successful, and secondary creations need to be carried out in combination with social hot spots to attract the attention of the audience. Therefore, the producer of TV dramas should seize the social hot spots and actively guide the audience to participate in them, so that every secondary creation audience can become an important force in TV drama marketing and expand the scope of communication, Radiate as many potential users as possible in the shortest time to obtain the best marketing effect.

4.2. Beware of excessive marketing

With the increasing use of short videos, the proportion of TV dramas in short video marketing is becoming higher and higher, and the marketing methods are becoming more exaggerated over the months, which makes people feel that "marketing is greater than content", especially when marketing brings huge expectations to the audience, but when watching TV dramas, they feel ordinary, which will cause a huge psychological gap for the audience, and on the contrary, cause the reverse psychology of the audience. Therefore, if a TV series wants to succeed, it must first be content-based and improve the quality of the TV series. In the short video marketing of TV series, we should maintain our original intention. We should not only focus on the economic benefits of TV series drainage, but also ensure that the marketing is true and credible. Don't make false propaganda, otherwise it will be more than worth the loss if it causes the dissatisfaction of the audience and leads to the decline of public praise. For example, during the short video publicity period, the TV series "Solitary Fragrance Does Not Appreciate Yourself" focused on the content of the play and the performance of the actors, which greatly stimulated the audience's desire to watch the film. However, when the audience watched the film with high expectations, they were discouraged by its "stingy" and "double", which greatly affected the reputation of the work.

4.3. Combination of technology and art

The playback terminal of short video is mobile phone. The current playback form of vertical screen video has obvious advantages when presenting vertical attribute background or simple and intuitive content. Short video is a complex of modern technology and art. With the development of technology, it is particularly important to combine technology and art perfectly and promote short video to have better viewing experience and higher artistic value. Especially with the more and more extensive application of 5G network, VR, AR and other high-tech technologies have developed rapidly, which also makes it possible for the immersive dissemination and further interactive experience of short video. Undoubtedly, 5G technology and high technology have provided new marketing methods for TV dramas and are more likely to change the development direction of TV drama marketing in the future. Therefore, at the beginning of AR and VR technology, TV series producers should seize the opportunity to actively integrate AR and VR technology into the marketing of short video of TV series, and create a real-time participatory immersive scene experience for the audience. The audience can not only interact with the characters in the play through short videos, but also choose the plot direction, and even participate in the plot in person. This is also an experience that has never been experienced before. If this technology is properly applied, it will certainly provide new impetus for the marketing of TV dramas.

5. Conclusion

At present, social media has increasingly become one of the most important ways of entertainment for people, and short video is undoubtedly the leader. It has become an

important platform for TV series marketing and opened up a new marketing space for TV series marketing by meeting people's fragmented reading needs and providing rich entertainment content. Short video is the product of the development of the times. It has the conditions to produce high-quality content, strong communication ability and fast update ability, and has become a good carrier for TV series marketing. In the future, TV series producers need to put their perspective on the production of short videos on the basis of short video marketing, form a professional short video production model and build a comprehensive marketing system. At the same time, we should fully grasp the current new technology to meet the diverse needs of users, and only in this way can we remain invincible in the increasingly fierce cultural and entertainment competition in the future.

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