STUDY ON THE MARKETING STRATEGY OF BYTEDANCE COMPANY IN THE INTERNET INDUSTRY-TAKING TIKTOK AS AN EXAMPLE

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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS ADMINISTRATION GRADUATE SCHOOL OF BUSINESS SIAM UNIVERSITY 2023

RESEARCH ON THE MARKETING STRATEGY OF BYTEDANCE COMPANY IN THE INTERNET INDUSTRY-TAKING TIKTOK AS AN EXAMPLE

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Title: Study on the Marketing Strategy of ByteDance Company in the Internet Industry-Taking TikTok as an Example

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ABSTRACT

In the 21st century, due to the rapid development of information science and technology, the consumption mode has undergone great changes, and the modern market situation has become more complicated, and the market competition is extremely fierce. For any enterprise to successfully enter, occupy, consolidate and expand the market, it is particularly important to adopt the right marketing strategy. The three main research objectives of this study were: 1) To analyze the current situation of ByteDance company in the Internet industry; 2) To explore the marketing strategy of ByteDance; 3) To provide suggestions for the better development of ByteDance in the Internet industry.

This paper adopted documentary research methodology, through the literature review which based on SWOT analysis to draw the conclusions. The study found that: 1) ByteDance company marketing strategy Lack of Emergency Mechanism; The internal supervision system is not comprehensive;There is a vicious competition with the competitors and weak competitiveness of corporate culture. 2) ByteDance has a massive user base, which over one billion active users across all its apps, this provides an effective advertising and user acquisition advantage; ByteDance's success relies heavily on its flagship applications, including TikTok and Douyin, The corporation may suffer a significant income loss if these apps' popularity diminishes; ByteDance could cooperate with other company to extend its product offerings and increase its presence in new markets through collaboration; And ByteDance faces significant competition from

major social media and entertainment businesses like Facebook and Tencent. This competition may restrict the company's growth potential and result in a loss of market share. 3) Based on a comprehensive analysis of ByteDance's marketing strategy and the Internet environment, ByteDance should strengthen the technology construction of enterprises;create a flat management mode; improve corporate social responsibility and enhance the corporate culture concept.

**Keywords:** Internet+, Internet enterprise, marketing strategy, ByteDance, Network platform

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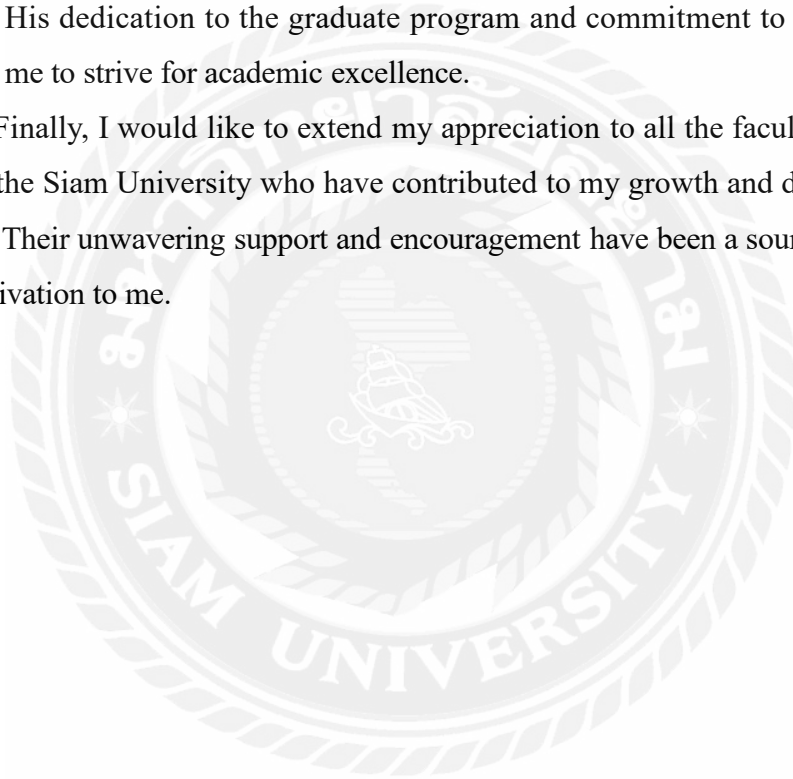
DECLARATION

I, Guan Xing, hereby certify that the work embodied in this independent study entitled "Research on the marketing strategy of ByteDance company in the Internet industry" is result of original research and has not been submitted for a higher degree to any other university or institution.

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(Guan Xing)

Sep. 1, 2023
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CONTENTS

TABLE CONTENTS

FIGURE CONTENTS

Chapter 1 Introduction

1.1 Background of study

With the explosive development of the Internet rapidly becoming an important part of the economy, society, culture and people's lives in just a few decades, the tentacles of the Internet enterprises have penetrated into all fields through the Internet products and services (Sestino et al., 2020). Internet company with a new face attracts everyone's attention, accompanied by Internet service arises at the historic moment and rapid development, the Internet economic development to bring new opportunities and broad stage at the same time, also make enterprises facing more fierce competition, Internet company due to the lack of real economy advantage, in the development of the future need to face more severe competition situation (Jadhav & Yallatti, 2018).

The development speed of the Internet in just a few decades is impossible to reach any field or enterprise, and the government's encouragement of innovation has created a good atmosphere for the construction of digital China. From the digital economy was written into the government work report, to the report of the 19th CPC National Congress proposed to accelerate the construction of an innovative country, to provide strong support for building a network power, transportation power, digital China and smart society, the digital economy in the top-level design level is increasing attention (Jiang & Zhang, 2020). The State Council has issued the "Development Plan for the New Generation of Artificial Intelligence" and "Guidance on Deepening the" Internet + Advanced Manufacturing "Development of Industrial Internet Development", the Ministry of Industry and Information Technology issued the "Big Data Industry Development Plan", is in the key areas of the digital economy layout. All this shows that the construction of innovative China has created a good atmosphere for the construction of digital China (Simon, 2021). ByteDance The company is now valued at the latest round of funding in October that valued it at $76 billion, overtaking Uber to become the world's most valuable unicorn. ByteDance is competing with company like Tencent Holdings to build social media platforms to attract the interest of Chinese millennials, with ByteDance company launching its innovative short video app TikTok APP ahead of its competitors (Kenney & Zysman, 2018).

ByteDance company's Internet products are now ritoutiao, watermelon video, volcano small video and TikTok short video favored by the public. For the public interests and hobbies to design more humanized and more convenient products and services. (Ma & Hu, 2021).Toutiao is providing services that link people and information, founded by Zhang Yiming and in 2012, now has more than 400 million users and about 200 million DAU (daily activity) (Bessant, 2016).TikTok is a music creative short video social software that can shoot short videos, it now has 800 million users and more than 400 million DAU (daily active) (Mhalla et al., 2020).

China's traditional information industry is growing continuously with the development of the socialist market economy and the growth of the national economy's demand for new traditional information products and services (Hafeez et al., 2020). The update cycle of the Internet will become shorter and shorter, and the product alternation will shorten a certain time. Studying how to bring interesting and interactive products and platforms to the public in a relatively short period of time will enable Internet enterprises to constantly adapt to the new environment and find new market competition goals in the update alternation (Piao & Lin, 2020).Especially in the context of "Internet +", a series of national policies, laws and regulations to promote the development of the information industry and the theoretical research of the information and Internet industry, as well as the continuous improvement of the management level of the Internet industry, have promoted the faster development of China's Internet industry, the faster the better (Wang et al., 2016). At present, China's Internet industry is in the historical stage of vigorous development, not only the demand is strong, rapid development, and fierce competition, improved benefits, the multiplier role and important position in the national economic development and social progress is increasingly prominent, has become a strategic industry of the new economy in the 21st century. This will be a rare opportunity for emerging Internet enterprises in the development process, but also a huge challenge for enterprises in the existing Internet pattern (Yang et al., 2022). The Internet industry is a strategic industry in the 21st century. Its development is not only related to the commercial profits of enterprises, but also related to the influence and status of a country in the world economy, politics and even the military (Jia & Winseck, 2018). We should be clearly aware of the law of The Times, accelerate the cultivation of

their own Internet information industry, and promote the development of the information economy, so that China's economy can maintain a healthy and rapid growth, and remain in an invincible position in the international competition (Liu, 2022).

Through the analysis of a series of commercial marketing strategies adopted by the current development of the emerging Internet, interpret the feasibility of its marketing strategy, find out the problems in the process of enterprise marketing, and give some suggestions and measures in the process of enterprise development, which will be the top priority of the research work of this paper.

1.2 Problems of study

With the explosive development of the Internet rapidly becoming an important part of the economy, society, culture and people's lives in just a few decades, the tentacles of the Internet enterprises have penetrated into all fields through the Internet products and services (Sestino et al., 2020). Internet company with a new face attracts everyone's attention, accompanied by Internet service arises at the historic moment and rapid development, the Internet economic development to bring new opportunities and broad stage at the same time, also make enterprises facing more fierce competition, Internet company due to the lack of real economy advantage, in the development of the future need to face more severe competition situation (Jadhav & Yallatti, 2018).

Through the study and research of the marketing strategy of Bytedance Company, this paper finds the following problems:Unreasonable Platform Specification,:Lack of Emergency Mechanism;The Internal Supervision System is not Comprehensive.;here is a Vicious Competition with the Competitors;Weak Competitiveness of Corporate Culture.

1.3 Objectives of study

1) To analyze the current situation of ByteDance company in the Internet industry.

2) To explore the marketing strategy of ByteDance .

3) To provide suggestions for the better development of ByteDance in the Internet industry.

1.4 Scope of study

The overarching goal of this study is to explore the factors that influenced these problems of marketing strategy of ByteDance company in the Internet industry. Based on SWOT analysis ,30 related documents were reviewed to understand factors that influenced these problems of marketing strategy of ByteDance company in the Internet industry. So as to provide solutions of these problems and provide a more open road for enterprise development, and strives to achieve win-win cooperation.

1.5 Significant of study

1) Theoretical significance

This paper has certain academic theoretical value for the theoretical construction of marketing strategy in the Internet industry. At present, there are relatively few studies on the marketing strategy of the Internet industry in this field. This paper puts forward innovative research ideas and research directions in the marketing strategy of the Internet industry.

2) Practical significance

This practice in the field of Internet industry marketing has guiding value, put forward some forward-looking, targeted, feasibility, direction, operational opinions and suggestions for Internet marketing, has a strong improvement value for the marketing of the Internet industry, has a strong realistic value.

Chapter 2 Literatures Review

2.1 Introduction

This chapter mainly summarizes the scholars' research on the related concepts and the literature review and cases in this paper, and lays the theoretical research foundation for this paper. At the same time, this paper analyzes the overall background of "ByteDance company in the internet industry".

2.2 Marketing Strategy

Marketing strategy is the enterprise to take customer needs as the starting point, according to the experience to obtain customer demand and purchasing power information, the expectations of the business community, and organize various business activities in a planned way (Wu, 2007).

Marketing is the ability to force a target audience or audience to appreciate your product, the advantages, benefits, benefits, or protection that a service or company offers them (Day & Sheth, 1976). The things you offer to your customers are not only higher than, better than what they have, but also higher than, superior to, all the options and choices they get (Dann, 2010).

In the end, marketing is selling a profit. Namely, 4P principle: product strategy, price strategy, channel strategy and promotion strategy, to provide customers with satisfactory goods and services and achieve the process of enterprise goals (Baker, 2014). The development of marketing strategic plan is a process of interaction, a process of creation and repetition.

2.2.1 SWOT

1) SWOT analysis is an acronym for four words: Strengths, Weaknesses, Opportunities, and Threats. In Google, we can see that the standard definition of SWOT analysis is a study for an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats. SWOT analysis is a very

useful technology (or means, tools) that can help people effectively understand the strengths and weaknesses of the subjects themselves, and determine the external opportunities and threats to the subjects. At the beginning, this research method was widely used in the business field, until now, SWOT analysis has not been applied to a certain field or industry, it has already been applied to non-profit organizations, government agencies, public management, personal management and other aspects. In the various college courses we study, sometimes we are asked to include the SWOT analysis in an article or we are directly asked to conduct a SWOT analysis for a specific object. The SWOT analysis has become a basic research tool that we need to master. (Chen, Y., 2016).

2) In practice, when it will be used

Whether for enterprises, organizations, government agencies, or even for individuals, when we are ready to carry out strategic planning, we can use SWOT analysis. It can be carried out as a pilot research to guide the next step before we begin to explore new measures, make new decisions, and carry out new changes.

3) Elements of the SWOT analysis

The SWOT analysis focuses on the four elements of the dry SWOT:

Strengths , Weaknesses , Opportunities, Threats. Usually, we use the word "field" table when drafting the SWOT analysis to help us list all the items that affect the corresponding elements and compare them.

3.1 Internal Elements

The advantages and disadvantages represented by SW are internal elements, which correspond to the characteristics of your research subject (replaced by the first person). These traits may contain the following aspects:

3.1.1 Advantages: What advantages do I have? What do I do better than others? What resources do I have that other people do not have to use? Do I have a better team, a better execution? Do I have any better hardware conditions?

3.1.2 Disadvantages: What shortcomings can I be improved? What should I avoid in my development? What factors will make you lose your advantage?

3.2 External elements

The opportunities and threats represented by the initial OT are external elements, corresponding to the influence of external forces on the research subject (hereinafter replaced by the first person). These effects may include the following aspects:

3.2.1 Opportunities: What good opportunities can I find? What interesting trends do I know about them? Opportunities may come from changes in the following environment: changes in technological and market environments; changes in government policies in related areas; social lifestyles; changes in population and other environments; and local events. Opportunity is another advantage. Review your weaknesses and assess if you can eliminate any opportunity.

3.2.2 Threats: What external obstacles do I face? What are my competitors doing? Have my product, work, or service quality standards changed? Is the changing external environment (such as technological development, etc.) likely to change my position? Do I have bad debts or cash flow problems? Do I have any shortcomings that can seriously threaten myself? When you complete the above content, you can have a responsive understanding of your research object, and you can put forward some corresponding suggestions or development strategies based on the results.

2.3 Concepts related to the analysis of Marketing Strategy

2.3.1 Market Environment Analysis

The main purpose of the market environment analysis is to understand the potential market and the target market sales volume of the product, as well as the product information of the competitors (Ebrahimi & Banaeifard, 2018). Only to grasp the market demand, in order to achieve a target, reduce mistakes, so as to minimize the risk. Take TikTok APP as an example: in the early stage, I will find the breakthrough of

making Internet short video, seize the interests of the audience, and win a wide range of target markets. In the later stage, with the support of products and technology, we will draw on the excellent experience of Internet product research and development and publicity and promotion, and build it into a popular Internet commercial product.

2.3.2 Consumer Psychology Analysis

Only by knowing what reason and what purpose consumers will buy products, can we develop targeted marketing ideas (Foxall, 1994). Marketing is mostly consumer-oriented, and products are formulated according to the needs of consumers, but this alone is not enough (Moschis, 2012). Only the analysis of consumption power and consumption environment can make the whole marketing activity successful.

Guangzhou Hadi shampoo can sell well for decades, from its intermittent advertising and advertising language can be seen: "everyone is really good is good, Guangzhou good" has gradually become an advertising rhyme in the hearts of consumers, people will naturally think of this product. It can be seen that the psychological analysis of enterprises to consumers is also particularly important in the marketing strategy.

2.3.3 Product Advantage Analysis

Product advantage analysis includes this product analysis and competing product analysis (Slotegraaf & Atuahene-Gima, 2011). Only by knowing yourself and your enemy, can we be invincible. In marketing activities, this product will inevitably be compared with other products. If we cannot understand the advantages and disadvantages of this product and the competing product, it will not impress consumers. The purpose of marketing is also the same (Wen-Cheng et al., 2011). Through marketing means, let consumers understand the advantages of this product, and then generate the desire to buy is an important link in marketing activities (Bartosik-Purgat & Ratajczak-Mrożek, 2018). The product advantage of the company lies in the use of intelligent data recommendation engine to actively push the content that the public are interested in or need to find to the user side, becoming the product that knows the user best (Chamdan et al., 2020).

2.3.4 Selection of Marketing Methods and Platforms

The choice of marketing method and platform should not only be the enterprise's own situation and strategy, but also take into account the preferences of the target group (Tavana et al., 2013). Draw lessons from Facebook Internet interactive platform before marketing experience, how to the business information in the interactive platform transfer, in order to achieve the purpose of enterprise promotion and marketing, is a kind of learning enterprise platform marketing, generally speaking, choose the audience flow large platform, often can open the enterprise product awareness, so that users closer to understand its products (Faisal, 2020).

2.4 Types of Marketing

2.4.1 Internet Marketing

Small and medium-sized enterprises to get a place in the increasingly fierce competition in the Internet, using network promotion to improve performance so as to enhance the competitiveness of enterprises, first consider choosing a network platform to promote and marketing their products, enterprises must put the website chain to all kinds of formal, related, high quality platform, from many aspects of website propaganda to attract more users to visit the website, increase traffic, but also to increase potential customers. You can also first establish your own website, with the website as the core to do network promotion is the first choice of many small and medium-sized enterprises, the website is not only the face of enterprises on the face of the Internet, more importantly, to blatantly promote their own enterprises and products, publicity content and scope can also be more detailed and extensive (Kotler, 2002).

2.4.2 Chain Marketing

Chain marketing strategy refers to the peer effect within a certain range of the market formation, resulting in a fixed chain industrial marketing model. The premise of its formation is the transparency, expansion and profit of the industry. The significance of its formation is to make the marketing strategy to be standardized, streamlined, high efficiency.

A: Principle of division of labor in operation: the headquarters is a legal person, with unified management, unified purchase, unified accounting, unified business name, unified inventory, unified pricing and unified service standards.

B: 3S principles in management: specialization, standardization and simplicity.

C: Centralized distribution in logistics. The distribution center is composed of commodity transfer center (TC) system, commodity Development Center (DC) system and processing and distribution (PC) system. Fourth, the network of information. Chain marketing includes direct chain type (also known as formal chain, company chain, joint store, etc.), voluntary chain type (also known as free chain, arbitrary chain), cooperative chain type and franchise chain type (commodity trademark franchise, business model franchise, branch franchise and conversion franchise). Chain system can save advertising costs and a large number of circulation costs, create economies of scale, and make its large-scale rapid development (Ding, 2016).

2.4.3 Advertising and Marketing

The process of marketing or making known a good or service through different media, such as print, electronic media, or online channels, is known as advertising. Advertising aims to gain potential clients' attention and spread knowledge about a good or service. Advertising can be general to reach a larger audience or directed at a specific audience. A compelling call to action, pertinent visuals or graphics, and a clear message are essential to effective advertising (Khang et al., 2012).

Marketing, on the other hand, encompasses a broader spectrum of activities that involve the planning, execution, and management of various strategies to promote and sell products or services. Marketing involves market research, brand development, product positioning, pricing strategies, public relations, and customer relationship management. The primary goal of marketing is to create a customer base, build brand awareness, and generate sales and revenue (Kotler & Armstrong, 2019).

Advertising and marketing go hand in hand. Advertising is a subset of marketing and is a crucial component of the marketing mix. Marketing integrates various promotional tools, such as advertising, sales promotion, personal selling, and public relations, to reach the target market and achieve the desired marketing objectives. A well-conceived marketing plan can help a business position itself effectively in the market and generate brand loyalty among its customers (O'Donohoe & Kelly, 2010).

2.4.4 E-commerce Marketing

The methods and techniques used to promote products or services online and generate sales through an e-commerce website are referred to as e-commerce marketing (Allen & Fjermestad, 2001). E-commerce marketing aims to boost website traffic, attract potential customers, and convert them to paying customers (Gregory et al., 2019).

Here are some essential elements of e-commerce marketing (Mazzarol, 2015):

Search engine optimization (SEO) is the process of optimizing your website's content and structure so that search engines can crawl and index it more efficiently, which are able to boost a website's ranking in search engine results pages (SERPs) and bring in more organic traffic.

Pay-per-click (PPC) advertising: Paying for ad slots on search engine results from pages or other websites is what PPC advertising is all about. Because the company only pay when someone clicks on the ad, it is a low-cost approach to deliver targeted traffic to the website.

Social media marketing: Platforms like Facebook, Instagram, and Twitter can help promote products or services and engage with potential clients. Social media marketing entails developing and distributing content, placing advertisements, and cultivating a following (Goi, 2009).

Email marketing entails delivering promotional emails to email subscribers on the list. Newsletters, product releases, special offers, and other communications may be included (Chaffey & Smith, 2001/2017).

Content marketing entails producing exciting and informative information, such as blog entries, infographics, and videos, to attract new customers and raise brand awareness (Chaffey & Ellis-Chadwick, 2019).

Conversion rate optimization (CRO) is improving the website's design, style, and user experience to increase conversion rates and drive more sales.

Affiliate marketing entails collaborating with other websites or influencers to promote products or services in exchange for a percentage of revenues.

Look for businesses that are looking for investment and sell your e-commerce site directly to them. Social media is right in front of you, and you can use social networking sites. There is no other way but social media to bring you closer to your customers. You can create a company's fan web pages on social networking sites and display links on your homepage, which can help drive up the traffic to your site (Xie, 2009). Successful e-commerce marketing necessitates a thorough grasp of the target demographic and the channels and methods most likely to appeal to them. Organizations can establish a successful e-commerce firm and achieve long-term growth by combining these approaches and constantly testing and refining approach (Mangobe & Bespiatykh, 2020).

2.5 Introduction of ByteDance Company

Beijing ByteDance technology co., LTD., founded in 2012, is the earliest artificial intelligence applied to the mobile Internet scene one of science and technology enterprises, is an information technology company in Beijing, China, its independent research and development of "today's headlines" client, through huge amounts of information collection, deep data mining and user behavior analysis, intelligent recommend personalized information for the user, thus creating a new mode of news

reading (Ma & Hu, 2021b). Development so far, its products mainly have today's headlines, TikTok, watermelon video, volcanic small video, etc., relying on four big platform of huge traffic information and software users, covering about 800 million users, daily active quantity about 350 million, gradually into commercial product promotion, for small and medium-sized enterprises online promotion platform, as the "Dou + plan" "luban electricity platform", "flying fish CRM" background, also conform to the rapid development of the Internet age how to better to serve the development trend of small and medium-sized enterprises (K. Liu, 2022).

2.5.1 Development History of ByteDance Company

ByteDance is a Chinese technology firm based in Beijing, China. Zhang Yiming launched the startup in March 2012 with the purpose of producing a tailored news feed for mobile devices. ByteDance has expanded swiftly and diversified its products and services since then. TikTok, a popular video-sharing software that has become a cultural phenomenon worldwide, is the company's most well-known product (Ma & Hu, 2021).

Below is a timeline of ByteDance's evolution (Brennan, 2020):

Zhang Yiming launched ByteDance in Beijing in 2012. Toutiao, a news aggregation app that uses artificial intelligence (AI) algorithms to give customised news feeds to consumers, was the company's initial product.

ByteDance introduced a short-video app called Douyin in 2016 for the Chinese market. App users could make and distribute 15-second videos with music and special effects. Within a year, there were over 100 million daily active users, demonstrating its rapid popularity.

2017 saw the acquisition of Musical.ly by ByteDance, a well-liked lip-syncing software with a sizable user base in both North America and Europe. In order to produce TikTok, which was released outside of China in September 2017, the app was combined with Douyin.

2018: TikTok became the most downloaded app in the world, overtaking Facebook, Instagram, and Snapchat. ByteDance also released some new apps, including the video app Xigua Video for Chinese users and the social media app Helo for Indian users.

2019 saw TikTok maintain its rise in popularity, with more than 1 billion downloads worldwide. Moreover, ByteDance unveiled many new products, including the music streaming app Resso and the office collaboration tool Feishu.

ByteDance encountered difficulties in 2020 due to worries regarding data security and privacy. The business was compelled to sell its US assets, and a deal was made with Oracle and Walmart to form TikTok Worldwide. Similar difficulties beset ByteDance in India when the government outlawed TikTok and other Chinese apps.

Notwithstanding these difficulties, ByteDance persisted in its global expansion and introduced a number of new products, such as a search engine and a gaming platform. ByteDance is currently one of the most valuable startups in the world, with a valuation of more than $100 billion. The business employs over 60,000 people and operates in over 150 international markets (K. Liu, 2022).

2.5.2 ByteDance Business Philosophy and Purpose

ByteDance As a young Internet unicorn company, its Internet products in the design and development stage and the current social development trend, the public life culture consumption demand, the combination of national socialist core values, pour into strong technical support and innovation ability, combined with intelligent algorithm based on data mining, personalized interested information for the public. In the stage of product improvement and implementation, with the help of their own Internet platform, the team cooperation and promotion, so that its products can quickly enter the public's vision, and get good evaluation and popularity aggregation.

(1) Corporate culture interpretation: Vision: a global creation and communication platform;

(2) Values: customer first, super hard work, the pursuit of excellence, integrity, honesty and open;

(3) Management philosophy: Do challenging things with good people, maintain simple and flexible mechanisms, improve transparency and information sharing efficiency, and be self-driven based on vision and goals (Brennan, 2020).

2.5.3 Product Profile of ByteDance Company

ByteDance offers a wide range of products and services. Here is a brief profile of some of ByteDance's major products (K. Liu, 2022; Ma & Hu, 2021):

Toutiao: In 2012, Toutiao was established, taking the lead in introducing algorithm technology and opening a new mobile Internet information distribution mode. Subverting the traditional "editorial distribution" method of news, taking the lead in introducing algorithm technology, leading the industry to transform to the "algorithm distribution" mode, and opening the "decentralized" communication mode in the era of mobile Internet.
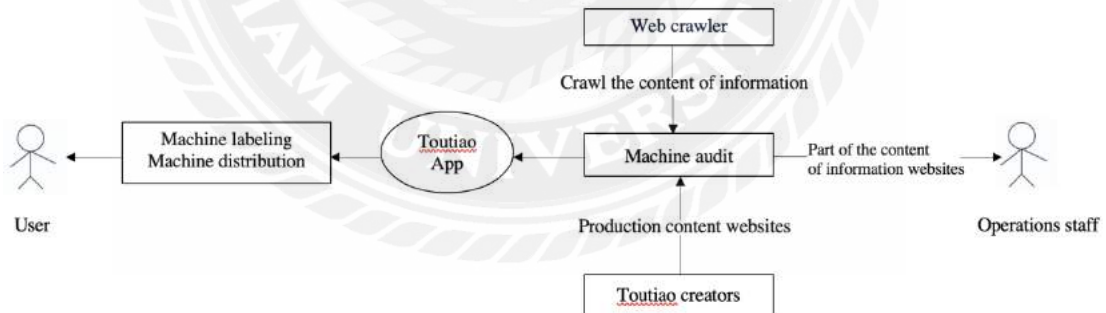

Figure 2.5: Distribution mode diagram of Toutiao News terminal

As an AI-powered news and information app, Toutiao has a complex distribution model that involves multiple channels and platforms. Here is a diagram of the distribution mode of Toutiao's news terminal (Yuan, 2020):

15

(1) Content Sources: Toutiao aggregates content from a wide range of sources, including news outlets, blogs, and social media platforms. The app uses AI algorithms to personalize content for users based on their interests and reading history; (2) Toutiao App: The Toutiao app is the primary distribution channel for the app's content. Users can access articles, videos, and other content through the app's personalized news feed; (3) Partner Apps: Toutiao has partnerships with other apps and platforms, such as WeChat and QQ, to distribute its content to a wider audience. Users can access Toutiao's content through these partner apps, which helps to increase the app's reach; (4)Toutiao Search: Toutiao has its own search engine, which allows users to search for specific topics or keywords. The search engine is integrated with the Toutiao app, making it easy for users to find relevant content; (5)Toutiao Ads: Toutiao offers advertising options for businesses that want to reach its user base. Ads are displayed within the Toutiao app and can be targeted based on user demographics and interests; (6)Toutiao Mini Programs: Toutiao has its own mini program ecosystem, which allows developers to create lightweight apps that can be accessed within the Toutiao app. These mini programs can be used to distribute content, promote products, and offer services to users. Overall, Toutiao's distribution model is designed to maximize the reach and relevance of its content by leveraging AI algorithms and multiple distribution channels.

Internet new favorite- - - -TikTok short video：TikTok Short video: the young fashion short video community, with the concept of "recording the better life", to bring users more suitable for their own life and work needs and vision. Up to now, the daily VV (playback volume) of TikTok short video exceeds 2 billion; 85% of the users are under 24 years old, mainly in the first and second tier cities, and the male and female ratio is 4:6. Currently, TikTok has more than 800 million users and 400 million DAU (daily activity). The emergence of short video App such as TikTok provides us with a path."What should we look at" -This question is broadly difficult, but if ically, focusing on short videos focused on entertainment, it seems easier to answer.

TikTok's solution matches the expectations of users in the platform space, allowing the algorithm horse to ride on the premise of ensuring content production. But you can learn from it: as a content platform, before thinking about choosing human and

machine algorithms, you may have to solve a key question of what users expect. The answer to this question needs to be further asked, namely, what is the field of the platform. TikTok The development process of short video is closely following the trend of The Times, not in the current market environment, in the level of development, to take a long-term vision, is the top priority.

Xigua Video: This software for short videos combines professionally produced content with user-generated content. The software is well-liked in China and provides a number of functions, such as virtual gifts and live broadcasting.

A social media app geared towards the Indian market is called Helo. The app includes various features, including short-form films, news, and games, and provides information in regional languages.

Vigo Video: Users may make and share 15-second videos using this short video software. The software is well-liked in developing markets and provides a variety of capabilities, such as filters and effects.

CapCut: CapCut is a mobile video editing app that enables users to make and edit videos. There are many tools available in the app, such as filters, effects, and music.

Feishu: Feishu is a tool for teamwork at the office that includes communication tools like messaging, video conferencing, and document sharing. Several businesses in China use the app, which is well-liked there.

Lark: Like Feishu, Lark is a workplace collaboration tool targeting global markets. A number of capabilities are available on the app, such as document sharing, video conferencing, and chat.

2.6 Characteristics of ByteDance Company SMB Commercial Marketing Strategy

2.6.1 ByteDance Company SMB commercial marketing strategy

ByteDance is a technology company that operates several popular social media platforms, including TikTok and Douyin. Small and medium-sized businesses (SMBs) can use a variety of ByteDance's marketing techniques to promote their goods and services on the company's platforms. Here are some of ByteDance's SMB commercial marketing strategies (Chen et al., 2022).

SMB development journey: (mining customer leads —— develop customer orders —— maintain customer service); IS: (Inside Sales) (telemarketing data search, telephone contact with customers for the first time, build trust with customers, stimulate customer interest, solve customer doubts, interview, second follow-up.); OS: (Onside Sales) face sales (Is OS and customer communication); Value-added services: (Value-added service): (background value-added services operation and management). The three are interrelated and become one of themselves.

TikTok Ads: ByteDance provides a self-serve advertising platform called TikTok Ads that enables small and medium-sized businesses (SMBs) to design and oversee their TikTok advertising campaigns. SMBs can use information about location, interests, and demographics to target their advertisements to particular audiences.

Short video ads known as "In-Feed Ads" are displayed in users' TikTok feeds. SMBs can use TikTok Ads to create their In-Feed Ads and target particular audiences. In-Feed Ads may link to the SMB's website or a landing page and last up to 60 seconds.

Branded Hashtag Challenges: SMBs can create a hashtag challenge centered around their brand or product using this popular advertising format on TikTok. Users of TikTok can take part in the challenge by making their videos with the designated

hashtag. For SMBs, this is an excellent way to create user-generated content and raise brand awareness.

Douyin Ads: ByteDance provides comparable advertising possibilities on Douyin, which is TikTok's Chinese equivalent. SMEs can design and control their advertising campaigns on the platform, including In-Feed Advertising, TopView Ads, and Brand Takeover Ads, with the help of Douyin Ads.

Influencer marketing is a well-liked tactic on TikTok and Douyin, where SMBs collaborate with well-known creators to market their goods or services. Influencers are able to produce sponsored articles or videos that display the SMB's goods or services and urge their followers to use them.

Brand Takeover Ads are full-screen advertisements that show up when a user first opens TikTok or Douyin. These advertisements may feature pictures or videos and connect to the SMB's website or a landing page.

Overall, ByteDance provides SMBs with a variety of advertising choices to market their goods and services on Douyin and TikTok. These interactive and engaging ad types will aid SMBs in boosting their brands' visibility and boosting sales.

2.6.2 SMB Enterprise Characteristics

(Small and Medium-sized Business) That is, small and medium-sized enterprise customers, small and medium-sized enterprises are an important part of China's national economy, for the rapid growth of the national economy and the absorption of labor employment, the construction of a harmonious social development, play an important and irreplaceable role, is an important force to promote China's economic and social development.77% of the enterprises have <30 people, 18% have between 31-100 people, and 5% have> 100 people. Mainly involved industries are: education and training, investment and franchise, home building materials, food and beverage, local services. The operators with a bachelor's degree or above account for 22.7%, and the mainstream aged 26-35 is entrepreneurship (Feifei YU, 2012).

2.7 A comprehensive analysis of ByteDance

2.7.1 Platform Analysis

Bytedance has several video-based platforms that offer unique advantages to users (K. Liu, 2022), for example.

Short videos: The short video format of TikTok/Douyin is hugely popular among the younger generation, who have a shorter attention span and prefer quick and easily digestible content. The app's algorithms also ensure that users constantly discover new content that interests them. Short videos are well suited to the attention span of younger audiences. The format has proved hugely popular, especially among Generation Z, who use TikTok as their primary source of entertainment (Kaye et al., 2020).

Personalized content: Bytedance uses artificial intelligence to personalize the content on its platform, which is a critical factor in its success. Platforms like Headline and Watermelon Video analyze user behavior and preferences to deliver a customized experience, which keeps users engaged and coming back for more (Ma & Hu, 2021). Using artificial intelligence algorithms to analyze user behavior and tailor content to their interests helps keep users engaged and interested in the content.

High-quality content: Bytedance's platform is known for its high-quality content, especially Xigua Video, which focuses on long-form content like TV shows and movies. The app's user-friendly interface and high production values make it a popular choice for users looking for a premium viewing experience. Furthermore, Bytedance's video platform relies heavily on user-generated content, meaning that users create the content that others consume. This model allows for creation a wide variety of content and gives users a sense of ownership and investment in the platform. Bytedance's video platform offers content creators a range of revenue streams, including advertising, brand partnerships and live streaming. This has created a new economy around content creation and enabled many creators to turn their passion into viable careers (K. Liu, 2022).

Social features: Bytedance's platform also offers social features, enabling users to interact with each other and create and join groups based on common interests. Helo, in particular, is a social networking application for Indian users that allows for chatting, content sharing and group creation. In addition, Bytedance's video platform has a global reach, which means that content creators and viewers can come from all over the world. This helps to create a diverse and inclusive user community and also gives content creators the ability to reach a much larger audience than they otherwise would have been able to (Kaye et al., 2020a).

Collaboration tool: Skylark is a collaboration and communication application for businesses and organizations, offering features such as video conferencing, file sharing and task management. The application gained popularity during the COVID-19 pandemic as more company adopted remote working policies. Its user-friendly interface and powerful tools made it popular for businesses seeking to improve collaboration and communication (Jiang, 2022).

Overall, Bytedance's video-based platform offers users a range of benefits, from personalized content to high-quality production values and powerful collaboration tools.

2.7.2 Analysis of Commercial Products

TikTok/Douyin - TikTok/Douyin is the most downloaded product from ByteDance, with over 2 billion downloads worldwide. Its short-form video format and personalized content have made it immensely popular with younger generations, especially Generation Z. Viral trends and user-friendly editing tools have also contributed to its success. With over 1 billion active users, TikTok/Douyin has become one of the world's most popular social media sites. The app's success is primarily due to its capacity to maintain user engagement with tailored, bite-sized content. However, TikTok/Douyin has also been criticized for privacy concerns and Chinese ownership.

Toutiao - Toutiao utilizes artificial intelligence to provide users with customized news feeds, making it a popular option among Chinese users interested in

news and information. Its machine-learning algorithms and user-friendly UI have made it the app of choice for keeping up with current events. With over 120 million active daily users, Toutiao has become China's major news and information source. The app's individualized news feeds have contributed to developing a dedicated user base, but the app has also been criticized for censorship and disseminating false information.

With over 200 million monthly active users, Xigua Video has become a popular platform in China for high-quality video content. The app's emphasis on longer-form material distinguishes it from other video-sharing platforms and has contributed to developing a dedicated user base.

Helo has over 50 million daily active members in India and has become a popular social networking and content-sharing platform. The app's localization and emphasis on Indian languages have fostered community among its users. However, it has also been criticized for facilitating the dissemination of fake news and hate speech.

As more organizations embraced remote work rules during the COVID-19 pandemic, Lark has gained popularity. The collaboration and communication tools of the app have made remote work more productive and efficient, but the software confronts fierce competition from market leaders.

ByteDance's products have gained worldwide popularity, especially among younger generations. Using artificial intelligence to tailor content and emphasizing high-quality user experiences have been crucial to the company's success. However, the corporation has also been criticized for privacy issues, censorship, and disseminating false information.

Table 2.7: Detailed introduction of ByteDance company's products

Product	Description	Target Audience	Key Features	Number of Users
TikTok/Douyin	Short-form video-sharing app that allows users to create and share 15-second videos set to music.	Younger generations, primarily Gen Z.	Personalized content, easy-to-use editing tools, viral trends, popular hashtags.	2 billion+
Toutiao	News and information aggregation app that uses artificial intelligence to provide users with personalized news feeds.	Chinese users interested in news and information.	Personalized content, easy-to-use interface, machine learning algorithms.	120 million+ in China
Xigua Video	Video sharing app that focuses on longer-form content, such as TV shows and movies.	Chinese users interested in longer-form video content.	High-quality content, user-friendly interface, personalization.	200 million+ in China
Helo	Social networking app aimed at Indian users, available in several Indian languages.	Indian users interested in social networking.	Content sharing, chat with friends, group creation, interests-based content.	50 million+ daily active users in India
Lark	Collaboration and communication app aimed at businesses and organizations.	Businesses and organizations, particularly those with remote teams.	Video conferencing, document sharing, task management, real-time translation.	50 million+ registered users

2.8 Analysis of Competitive Advantage and Deficiency

2.8.1 Competitive Advantage

ByteDance provides a number of competitive advantages to small and medium-sized businesses (SMBs) seeking to market their products and services. TikTok, Douyin, and Toutiao, among other ByteDance apps, have over 1 billion, monthly active users. This allows SMBs to expand their customer base and reach a large audience.

ByteDance's algorithms are designed to provide users personalized content, including targeted advertisements. This enables SMBs to target a specific audience based on factors such as age, location, and interests, enhancing the effectiveness of their advertising campaigns.

Advertising on ByteDance's apps can be cost-effective, especially for small and medium-sized businesses with limited marketing budgets. The platform offers various ad formats, such as sponsored content and in-feed ads, that can be adjusted to accommodate various budgets. Brand exposure: ByteDance's apps provide a platform for SMBs to showcase their products and services, enhancing brand exposure. This can be especially advantageous for startups and emerging company seeking to establish themselves in the market.ByteDance's mobile applications are renowned for their creative and engaging content. This enables SMBs to create engaging, shareable content that resonates with their target audience, increasing brand recognition and customer engagement.

ByteDance's algorithm-based technology can provide marketing strategies based on users' reading interests through character features, article features, environmental features, etc. ByteDance can guarantee the cost of conversion (CPA), it is the first advertising platform in China that truly deducts fees according to the conversion effect; plus the platform does not convert, does not charge, transferring the conversion risk from the advertiser to the platform and controlling the platform risk. Efficient generation of landing pages, template recommendations, and support for conversion-based billing model. The opening price of 6200 (including 1200 technical service fee), low threshold, suitable for small and medium-sized enterprises online consumption model. After consumption, it is returned to users through the backend. ByteDance provides SMBs a competitive edge in their marketing efforts by providing them with a large audience, targeted advertising, cost-effectiveness, brand exposure, creativity, and engagement.

2.8.2 Competitive Disadvantage

ByteDance offers a number of competitive advantages for the marketing of SMBs, but the company also has many competitive drawbacks that may hinder the marketing efforts of SMBs. ByteDance's apps offer limited ad formats, which may only be suitable for some businesses. For instance, the site concentrates primarily on video content, which may not suit businesses relying on text or photographs. ByteDance's apps are incredibly competitive, with numerous firms competing for users' attention. This makes it difficult for SMBs to stand out and compete with larger enterprises with more excellent finances and resources.

ByteDance has had regulatory difficulties in some markets, including the United States and India, which have hindered its capacity to operate in those regions. These regulatory obstacles may need clarification for SMBs seeking to market via the platform. While ByteDance's algorithms are meant to give individualized content to consumers, the platform's targeting possibilities pale compared to those of Facebook and Google. This may hinder the ability of SMBs to target a particular audience. ByteDance's analytics and reporting features are minimal compared to other advertising platforms. This may make it difficult for SMBs to manage and measure their marketing activities' efficacy accurately. The financial risks of the Internet industry and the absence of supervision of the online virtual market bring pressure to enterprises. The trend of Internet monopoly has now, unicorn enterprises in the development of the industry resistance increases. "Rush for quick success and instant benefits" increases the risk of enterprise operation. "Budget sex" reduces the effectiveness of the Internet to stimulate consumption.The enterprise development is in the growth period, and it is still at a disadvantage in the competitive market. In conclusion, ByteDance's limited ad formats, highly competitive marketplace, regulatory issues, limited targeting possibilities, and limited analytics may hinder the marketing efforts of SMBs using the platform.

Chapter 3 Research Methodology

3.1 Introduction

This paper adopted documentary research methodology, through the review which based on SWOT analysis to draw the conclusions; solution and recommendation.

3.2 Research design

This paper based on a literature review research method to collect, organize, and analyze research documents and reports on similar topics to understand the current research status and research results of Internet marketing strategies. At the same time, consult relevant philosophical works as a basis for theoretical support, look at the essence through phenomena, and conduct in-depth research on its causes. Chapter 2 literature review mainly starts from the generation logic of marketing strategy and explains the existence and development mechanism of its marketing strategy. This article discusses the current development status of online marketing strategies, including the industrialization chain, operating models, and current problems, and puts forward development suggestions. Through SWOT analysis, the development status, strengths and weaknesses, opportunities and challenges of ByteDance's marketing strategy are revealed. This article analyzes the marketing strategy of ByteDance Company, discusses the marketing strategy of ByteDance Company, and provides some suggestions for the future development of ByteDance Company.

ByteDance marketing strategy analysis
-Introduction of ByteDance company
-Characterristics
-Marketing Method
-Existing Probkems

SWOT
-Strengths
-Weaknesses
-Opportunities
-Threats

Finging
-ByteDance compamy marketing strategy lack of emergency mechanism
-The internal supervision system is not comprehensive
-There is a vicious competition with the xompetitors
-Weak competitiveness of corporate culture

Recommendation
-Strengthen the technology constuction of enterprises
-Create a flat management mode
-Improve corporate social responsibility
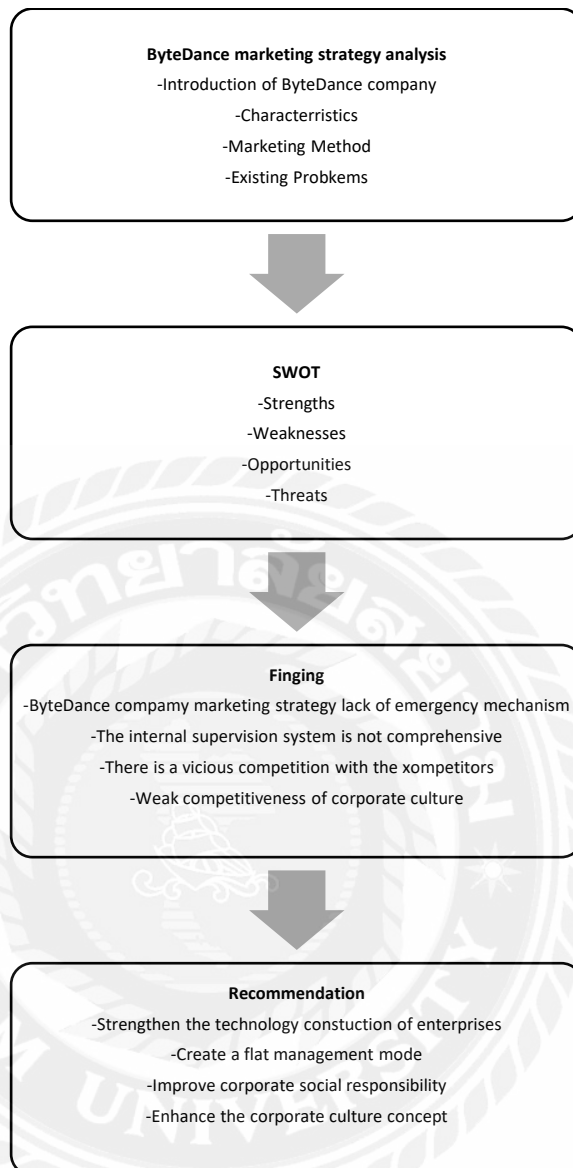-Enhance the corporate culture concept

Figure 3.2: Research design

3.3 Data analysis

Based on the literature review method, design and summarize everything about Bytedance Company to analyze its marketing strategy.

Chapter 4 Finding and Conclusion

4.1 Introduction

On the basis of the above data collection and detailed introduction, this chapter mainly analyzes and summarizes the corresponding data, identifies specific problems, studies the problems existing in the process of ByteDance and Training Institution and the influencing factors of the growth of ByteDance, and finally prove the research results.

4.2 Current situation of ByteDance Company's Marketing Strategy

4.2.1 Unreasonable Platform Specification, Lack of Emergency Mechanism

CCTV exposure platform "two jump" advertising link. Yesterday evening, CCTV's "Economic Half an Hour" report revealed Toutiao's behavior of ignoring supervision and publishing false advertisements. According to the report, in addition to publishing false advertisements, there is also a "two-jump" advertisement on Toutiao, which publishes a legal product advertisement on the home page of the APP, but after consumers click on enter, the illegal advertisement begin to start and start in a hierarchical way, which seriously violates the provisions of the Advertising Law and infringes on the legitimate rights and interests of consumers. In the early hours of the morning, Toutiao responded, saying that the illegal advertisements involved in the CCTV report had been immediately taken offline (Sun, 2020).

4.2.2 The Internal Supervision System is not Comprehensive

Involin the field of advertising ban. November 29, 2018, according to the national enterprise credit information publicity system, Beijing ByteDance Technology Co., Ltd.'s "Toutiao" software in the medical advertising review certificate of medical advertising, in violation of the 46 provisions of the Advertising Law. The National Enterprise Credit Information Publicity System also showed that on November 19,2018, Toutiao was fined for illegally publishing illegal advertisements for Tongrentang health food and non-prescription drugs, for a total of 3 million yuan (Ma & Hu, 2021).

4.2.3 There is a Vicious Competition with the Competitors

Internet field has now formed the BAT (baidu, alibaba, tencent) "three pillars" situation, to the new, a new start bring great pressure to the development of the Internet enterprise, but also let some exclusive beast enterprise rise rapidly in the fierce competition on the Internet, bring new vigor and vitality, prompting the Internet industry pattern towards diversified direction. ByteDance The company is one of them. After the TikTok short video event of friends, the competition between the Internet industry makes it difficult for many unicorns to win the lead in the Internet field (Jia & Stan, 2021).

4.2.4 Weak Competitiveness of Corporate Culture

ByteDance Company as a new unicorn company, although has a strong vitality and powerful capital product support, but also appears to be in the enterprise culture construction is particularly weak, a strong competitive Internet company, must be in the enterprise culture construction is very outstanding, such as BAT (Baidu Alibaba Tencent) can form the tripartite confrontation in the Internet industry, cannot leave the enterprise culture construction (K. Liu, 2022b). Of course, in the Internet industry this big cake, there will also be more Internet unicorns to show each future. At the same time, learning from the experience of the industry predecessors is also a required course for the growth of enterprises. Strengthening exchanges and cooperation with company in the Internet industry is also the only way to open the door of the Internet. Just as an enterprise walked into the road of monopoly, it also embarked on the road of decline. "A hundred schools put together" is the best pattern of the Internet industry (Balmer & Yen, 2016).

4.3 Marketing strategy based on SWOT Analysis

SWOT analysis is a strategic planning tool used to examine the organization's or project's strengths, weaknesses, opportunities, and threats. Swot analysis is a scientific analysis method used to determine the competitive advantages, competitive disadvantages, opportunities and threats, so as to organically combine the strategy of the enterprise with its internal resources and external environment. SWOT analysis is the process of assessing an organization's or project's internal strengths and weaknesses, as

well as its external opportunities and dangers. Opportunities and dangers are evaluated by studying the external environment, including the market, competition, and regulatory environment.

Strengths: (1)ByteDance's app portfolio comprises some of the world's most popular apps, including TikTok, Douyin, and Toutiao. These applications have millions of active users and are wildly popular among teens. ByteDance has a diverse range of products and services, which includes popular applications like TikTok, Douyin, and Toutiao. This diversity reduces risk and generates different revenue streams;(2) ByteDance has a massive user base, with over one billion monthly active users across all its apps. This provides an effective advertising and user acquisition advantage; (3) ByteDance is renowned for its cutting-edge AI technology, which powers its apps and increases user engagement. This technology enables the company to tailor content to each user, which can increase user engagement and retention. ByteDance has invested significantly in artificial intelligence (AI) and machine learning technology. This has helped to enhance user experiences and generate new growth opportunities;(4) ByteDance is a worldwide enterprise with a presence in more than 150 markets. This global presence gives the organization a competitive edge, allowing it to enter new areas and grow its customer base; (5)With a valuation of over $100 billion, ByteDance is a financially solid firm with a strong financial position. This company's financial stability enables it to invest in new goods and technology and to develop its global footprint

Weaknesses: (1) ByteDance's success relies heavily on its flagship applications, including TikTok and Douyin. The corporation may suffer a significant income loss if these apps' popularity diminishes; (2) ByteDance has encountered regulatory obstacles in various countries, including the United States and India. These obstacles may limit the company's growth potential in these markets and increase the regulatory risks involved; (3) ByteDance is overly concentrated on the social media and entertainment industries and lacks diversity. This lack of diversification may restrict the company's growth potential and expose it to market swings.

Opportunities: (1) ByteDance has the opportunity to expand into other markets, such as Southeast Asia and Africa, where the demand for social networking and entertainment apps is on the rise; (2) Diversification into new industries: To minimize its reliance on the social media and entertainment sectors, ByteDance should diversify into new areas, including e-commerce or online education;(3) ByteDance could cooperate with other company to extend its product offerings and increase its presence in new markets through collaboration.

Threats: (1)ByteDance faces significant competition from major social media and entertainment businesses like Facebook and Tencent. This competition may restrict the company's growth potential and result in a loss of market share; (2)User behavior constantly evolves, and what is popular today may no longer be popular tomorrow. ByteDance must continuously adapt to shifting user preferences and industry trends to maintain its relevance; (3)As a global enterprise with millions of users, ByteDance is susceptible to cybersecurity risks such as data breaches and hacking attempts. These threats can potentially harm the company's reputation and cause substantial financial losses.
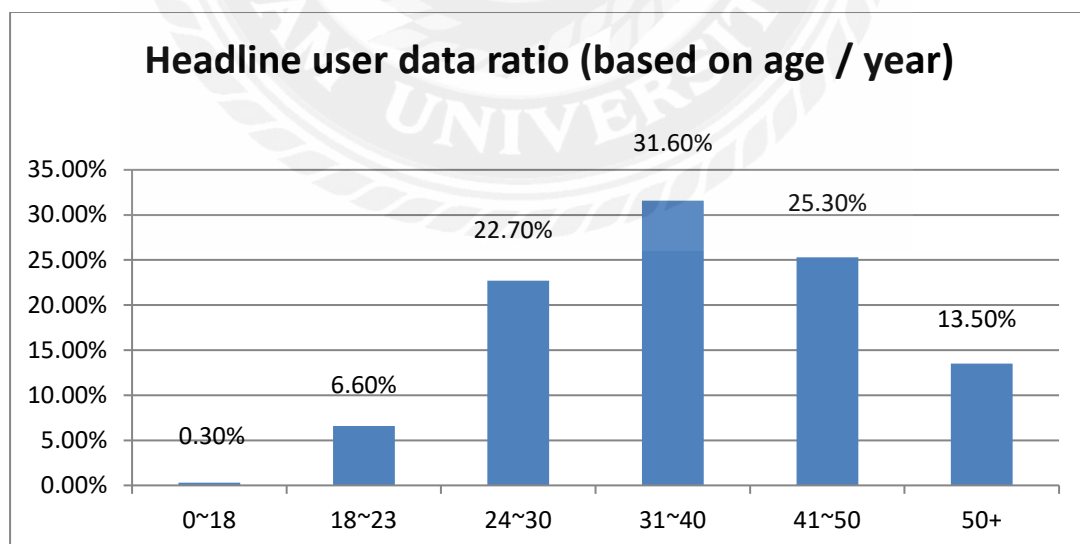

Figure 4.3: Proportion of users of Toutiao

4.4 To provide suggestions for the better development of ByteDance in the Internet industry

4.4.1 Strengthen the Technology Construction of Enterprises

The development of big data and artificial intelligence cannot be separated from the support of large-scale data, and the huge user scale provides the basis for this.

The production, storage, transmission and analysis of data provide development opportunities for big data and cloud computing, and also contribute to the development of related industries rise. Create conditions for the enterprise involved in other fields.

ByteDance As a young Internet company, the company has shown a strong competitive strength, added new vitality to the Internet, and has great potential in the future development. In the process of innovative product design and promotion, and improving the marketing strategy of related Internet market, improve the service level of users, can stabilize the heel in the Internet pattern, and constantly develop faster and better.

4.4.2 Create a Flat Management Mode

"Flat" management is a management mode relative to the "hierarchical" management framework. It better solves the disadvantages of hierarchical management, such as "overlapping levels, many redundant personnel, and low efficiency of organizational structure operation", accelerates the rate of information flow, and improves the efficiency of decision-making. For the new Internet enterprises, it is in the stage of rapid expansion, where the superiors and superiors can correctly handle the relationship between work and leisure time between subordinates and employees.

Advantages: (1) It solves the disadvantages of hierarchical management, such as "overlapping levels, many redundant personnel, and low operation efficiency of organizational structure"; (2) Accelerate the rate of information flow and improve the

decision-making efficiency; (3) The flat management mode is characterized by refining the management level.

4.4.3 Improve Corporate Social Responsibility

In the process of rapid development, the enterprise should not only consider the key decision of its own survival and development, but also pay attention to the influence of the enterprise on the society in the process of growth. Of course, this kind of influence on the society must be positive and positive energy; this can not only improve the reputation of the enterprise in the public, but also bring a good corporate image to the public and get the recognition of the public. At the same time, correctly handle the relationship between the government and the enterprise, is also an essential important link in the process of enterprise development, get the government policy support, make enterprise more industry competitiveness, enterprises also need in the social trend, their own enterprise concept combined with the socialist core values, actively guide the social mainstream consciousness, make full use of the platform conduction function, create related high quality work content, play a role in the industry.

4.4.4 Enhance the Corporate Culture Concept

The cultural concept of an enterprise is the internal nuclear power for the survival and development of an enterprise, What kind of enterprise needs, what kind of talent, What kind of product is created, What kind of results are obtained, Are closely related to the cultural concept of the whole enterprise; Enhance the cultural concept of the whole enterprise, Help to highlight the value pursuit of enterprise employees at work, Improve the internal cohesion of the enterprise employees, Provide a more reliable guarantee for products and services, To improve the competitiveness in this industry; The cultural philosophy of a company, How to highlight the charm of the enterprise, ByteDance The company's "customer first, super effort, the pursuit of excellence, integrity, integrity and openness" five values, Must be fully developed in practice, To be based in the Internet industry, For a long time.

Chapter 5 Recommendation

This study explores the marketing strategy of Bytedance company in the internet industry, through the case study of ByteDanced analysis, this study draws the following recommendations:

(1) With the gradual development of the Internet marketing era, the Internet marketing thinking has been familiar to the vast majority of enterprises,

From the current overall development trend of the Internet, the Internet marketing market has gradually occupied the market areas of various industries, is into a period of rapid development.

(2) In the context of "Internet +", the domestic market demand needs to increase to create an open, green, innovative, shared. Harmonious development of the Internet environment. As an Internet unicorn enterprise, to strive to transform the environment in the new era level.

(3) To enhance the informatization level of Internet enterprises and improve the operation and management mode, while network marketing as one of the means of marketing, it is also particularly important to build a perfect team system and strong technical support.

(4) The most important point of Internet enterprises is "team communication", to build a good working atmosphere, minus departments and superiors and subordinates the barriers between 3 levels make employees feel comfortable and safe flat management mode.

(5) For the growth and development of an enterprise, we need to pay attention to interaction, cooperation and resource integration, and enterprise managers need to strengthen marketing communication knowledge, let more enterprises together to

exchange information, effectively output in the same platform self-resources, to achieve the capital of Internet enterprises source sharing.

In the future, with the rapid development of the mobile Internet, ByteDances will undoubtedly face more challenges. Therefore, it is recommended that the company continue to strengthen technological innovation and product research and development, strengthen interaction with users, and improve user stickiness, so as to maintain its leading position in market competition.

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