



**THE INFLUENCING FACTORS OF BYTE DANCE'S SHORT
VIDEO MARKETING STRATEGIES**

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The Influencing Factors of Byte Dance's Short Video Marketing Strategies

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ABSTRACT

In the fiercely competitive short video market, effective strategies are vital for platform development. Byte Dance's short video business faces challenges and opportunities, necessitating more competitive strategies.

This study drew on Integrated Marketing Communication (IMC) Theory, which stresses integrated marketing tools for a consistent brand message, and Technology Acceptance Model (TAM), focusing on user technology acceptance. It aimed to explore key factors influencing Byte Dance's marketing strategies and offer optimization bases.

This study aimed to deeply explore the key factors influencing Byte Dance's short video marketing strategies and provide a scientific basis for the platform to optimize its marketing strategies. A quantitative research method was adopted, focusing on four factors: content creativity, Key Opinion Leader (KOL) collaboration, user participation, and algorithm recommendation. A total of 400 questionnaires were distributed, and 352 valid responses were collected with a response rate of 88.0% to analyze their impacts on Byte Dance's short video marketing strategies.

The study found that all four factors, namely content creativity, KOL collaboration, user participation, and algorithm recommendation, had a significant influence on Byte Dance's short video marketing strategies. Based on the analysis results, the following suggestions are put forward for Byte Dance: (1) Enhancing Content Creativity to Boost Brand Appeal; (2) Deepening Collaboration Strategies with Key Opinion Leaders; (3) Increasing User Participation and Building Interactive Marketing Scenarios; (4) Optimizing the Utilization Efficiency of Algorithm Recommendation Mechanisms.

Keywords: short video marketing strategy, content creativity, algorithm recommendation

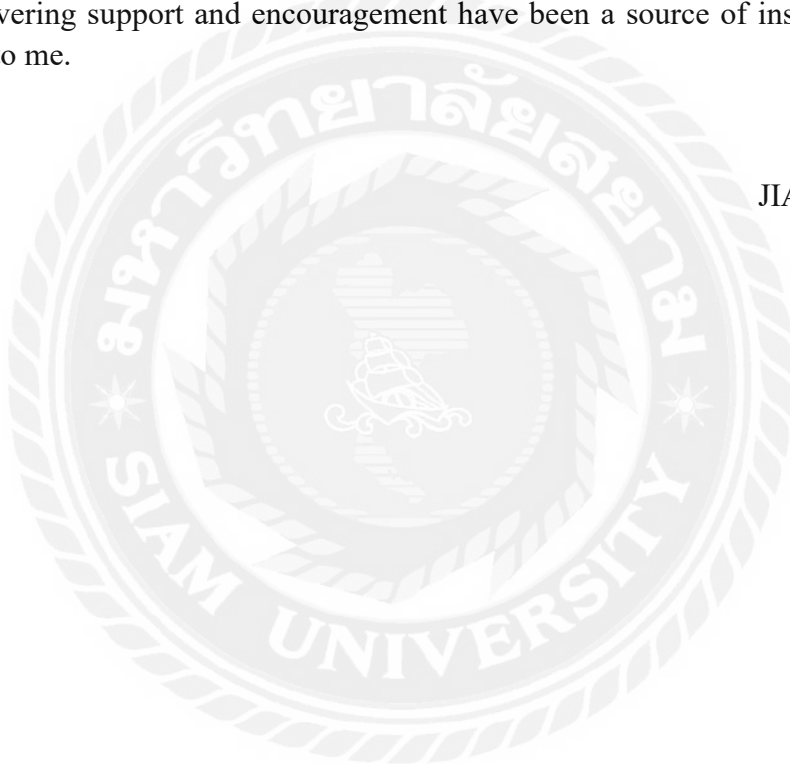
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JIANG WEIYI



DECLARATION

I, JIANG WEIYI, hereby certify that the work embodied in this independent study entitled "*The Influencing Factors of Byte Dance's Short Video Marketing Strategies*" is result of original research and has not been submitted for a higher degree to any other university or institution.

(JIANG WEIYI)
June 9, 2025



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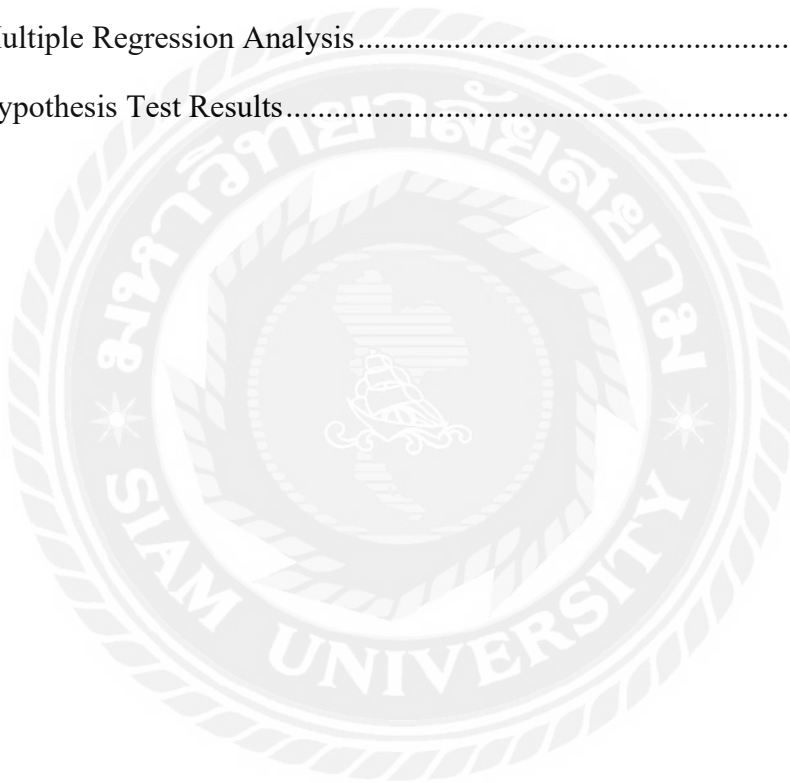
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Chapter 1 Introduction

1.1 Background of the Study

With the accelerated development of the global digital economy, short video platforms are profoundly reshaping enterprises' marketing models. The rapid rise of platforms such as Byte Dance signifies that short videos have become a crucial battleground for brand communication and user engagement. Multinational enterprises regard short video marketing as a vital component of their marketing strategies (Lin et al., 2022). By integrating content creativity with social dissemination, they aim to enhance user engagement and brand value. Driven by this global trend, China's short video industry has flourished, forming a highly competitive ecosystem represented by Byte Dance and Kuai shou (Cheng et al., 2023).

Byte Dance is one of the representative sectors of China's digital transformation. The short video industry has spawned a vast community of content creators and reshaped the models and pathways of advertising placement (Yuan et al., 2022). Short video marketing is characterized by interactivity, personalization, and high transmission efficiency. It has unique advantages in enhancing brand awareness, increasing user participation, and facilitating product conversion. Under the dual-wheel drive of "content + algorithm," platform-based enterprises can precisely reach target audiences and achieve efficient allocation of marketing resources.

Against this backdrop, Byte Dance, leveraging its robust technological capabilities and platform ecosystem, has successfully built a short video matrix centered around Byte Dance. Byte Dance has emerged as a leader in short video marketing in China and globally (Gao et al., 2023). The Byte Dance platform has amassed a large number of high-quality content creators and a massive user base. Byte Dance's marketing model centers on algorithm-based recommendations, content creativity, Key Opinion Leader (KOL) collaboration, and user participation, forming a unique "social + entertainment + marketing" integrated closed loop (Kaye et al., 2020). However, in an increasingly competitive market environment with constantly changing user preferences, Byte Dance's strategic adjustment to continuously optimize its short video marketing strategies and improve marketing effectiveness has become an important topic.

Therefore, from the perspective of global digital communication trends, the evolution of China's short video industry, to the practical path of a typical enterprise like Byte Dance, studying the influencing factors of short video marketing strategies holds both theoretical exploration value and practical application significance. Research on short video marketing strategies contributes to unveiling the internal mechanisms of the marketing efficacy of short video platforms and provides feasible optimization paths and strategic support for enterprises' digital marketing.

1.2 Questions of the Study

This study focuses on Byte Dance's short video marketing strategies, aiming to identify the key factors that influence the formulation of these strategies. Against the backdrop of intense competition in the short video industry and the continuous evolution of marketing approaches, accurately grasping the influencing factors of strategy is of paramount importance for Byte Dance to solidify its market position and enhance marketing efficiency.

Through in-depth multi-dimensional analysis, this study aims to reveal the intrinsic connections and action mechanisms between content creativity, KOL collaboration, user participation, and algorithm recommendation, and Byte Dance's short video marketing strategies. It is hoped that the research findings will provide theoretical underpinnings and practical guidance for Byte Dance to optimize its short video marketing strategies, helping it formulate more targeted and effective marketing plans in the market competition. Meanwhile, it will offer other enterprises in the short video industry with referable ideas for strategy formulation.

- (1) Does content creativity affect Byte Dance's short video marketing strategies?
- (2) Does Key Opinion Leader (KOL) collaboration affect Byte Dance's short video marketing strategies?
- (3) Does user participation affect Byte Dance's short video marketing strategies?
- (4) Does algorithm recommendation affect Byte Dance's short video marketing strategies?

1.3 Objectives of the Study

Although there has been a substantial amount of research on Integrated Marketing Communication (IMC) theory, Technology Acceptance Model (TAM), and short video marketing strategies by scholars, there is relatively little exploration into the analysis of the influencing factors of short video marketing strategies based on IMC theory and TAM. Taking Byte Dance as a case study, this study aims to comprehensively understand the core influencing factor framework of Byte Dance's short video marketing strategies from a systematic perspective of IMC theory and TAM. The specific objectives are as follows:

- (1) To explore the impact of content creativity on Byte Dance's short video marketing strategies.
- (2) To explore the impact of Key Opinion Leader (KOL) collaboration on Byte

Dance's short video marketing strategies.

(3) To explore the impact of user participation on Byte Dance's short video marketing strategies.

(4) To explore the impact of algorithm recommendation on Byte Dance's short video marketing strategies.

1.4 Scope of the Study

This study focused on Byte Dance's short video marketing activities, aiming to delve into the internal mechanisms and influencing elements of its short video marketing strategies.

In terms of research subjects, it was strictly limited to 400 employees within Byte Dance who are engaged in short video marketing work, are at least 18 years old, and have more than one year of work experience in this field. A census sampling approach was adopted to ensure that the sample could comprehensively and truly reflect the overall situation of the company's short video marketing practitioners.

The research content mainly revolves around the relationships between content creativity, Key Opinion Leader (KOL) collaboration, user participation, algorithm recommendation, and short video marketing strategies. Descriptive statistics were used to present sample characteristics and variable distributions. Factor analysis was employed to extract potential influencing factors. Multiple regression models were utilized to assess the specific impact of each factor on short video marketing strategies.

In terms of the time dimension, the data collection and analysis of this study were mainly based on Byte Dance's current short video marketing practices, without involving the retroactive tracing of long-term historical data in the past or the prediction of future development trends.

The spatial scope was centered on Byte Dance itself, without extending to other similar enterprises or a broader market environment. By defining such research scope, the study's more targeted and professional, providing precise and effective reference bases for Byte Dance to optimize its short video marketing strategies.

1.5 Significance of the Study

1.5.1 Theoretical Significance

Currently, the short video industry is in a stage of rapid development and constant transformation, with new marketing models and phenomena emerging one after another. This study focuses on the impact of content creativity, Key Opinion Leader (KOL) collaboration, user participation, and algorithm recommendation on Byte Dance's short video marketing strategies, delving into the action mechanisms and mutual relationships of each factor. This helps to fill the gaps in existing short video marketing theories regarding the influence of specific factors, providing empirical evidence for constructing a more systematic and comprehensive theoretical framework of short video marketing and promoting the continuous improvement of short video marketing theories along with the development of the industry.

Traditional marketing strategy research has mostly concentrated on classic elements such as product, price, place, and promotion. However, in the digitalized and socialized short video marketing environment, new influencing factors are constantly emerging. This study incorporates content creativity, KOL collaboration, user participation, and algorithm recommendation into its research scope, breaking through the limitations of traditional research and opening up a new direction for the study of influencing factors of marketing strategies. This enables scholars to have a more comprehensive understanding and grasp of the diverse factors influencing enterprise marketing strategy formulation in the context of the digital age, promoting the cross-integration of marketing theories with other disciplines (such as computer science and sociology).

Through in-depth research on Byte Dance, a representative short video platform, this study reveals how the four factors influence its short video marketing strategies and can summarize general laws and theoretical models. These theoretical achievements can provide theoretical references for other enterprises when formulating and optimizing their short video marketing strategies, helping them better understand the roles of each factor and thus make targeted adjustments to their marketing strategies to improve marketing effectiveness. Meanwhile, they also offer referable theoretical frameworks and research methods for subsequent related research.

1.5.2 Practical Significance

For Byte Dance, this study directly targets its short video marketing business, conducting an in-depth analysis of the impact of content creativity, KOL collaboration, user participation, and algorithm recommendation on its marketing strategies. Through the research results, Byte Dance can clearly understand the effectiveness and existing

problems of each factor in its current marketing strategies, thus making targeted optimizations and adjustments. For example, based on the research results regarding the attractiveness of content creativity to users, Byte Dance can improve the direction and form of content creation. According to the evaluation of KOL collaboration effects, it can optimize the selection of cooperation partners and cooperation models. Based on user participation situations, it can adjust the planning and execution of marketing activities. Combined with the accuracy analysis of the algorithm recommendation, it can optimize the recommendation algorithm to enhance the utilization efficiency of marketing resources.

As competition in the short video market becomes increasingly fierce, all platforms are seeking effective ways to enhance their competitiveness. The research findings can offer useful references for other short video platforms. These platforms can refer to Byte Dance's experience, analyze the impact of content creativity, KOL collaboration, user participation, and algorithm recommendation on their own marketing strategies in light of their actual situations, and thus formulate more targeted and competitive marketing strategies. For instance, they can learn from Byte Dance's innovative ideas in content creativity, strengthen cooperation with high-quality KOLs, increase user participation and stickiness, and optimize algorithm recommendation to improve user experience, thereby standing out in the market competition.

This study helps to regulate and guide the marketing behaviors in the short video industry, promoting the healthy development of the entire industry. By revealing the impact of each factor on marketing strategies, this study can guide enterprises and creators to pay more attention to content quality and avoid relying excessively on vulgar and false content to attract users. It can guide enterprises and creators to regulate the KOL cooperation market and enhance the transparency and integrity of cooperation. It can guide enterprises and creators to encourage user participation and interaction and create a favorable community atmosphere. It can guide enterprises and creators to optimize algorithm recommendation to reduce information overload and the spread of harmful information. This helps to enhance the overall image and social recognition of the short video industry, driving it towards a healthier and more orderly development.

In the context of the digital wave, an increasing number of enterprises are venturing into the field of short video marketing, regarding it as an important means of digital transformation. This study provides enterprises with practical experience and theoretical guidance in short video marketing, helping them better understand and utilize this emerging marketing approach. Enterprises can draw on Byte Dance's successful experience, combined with their own product characteristics and target audiences, to formulate short video marketing strategies suitable for themselves, improve brand awareness and product sales, and achieve the goal of digital transformation. Meanwhile, this study also helps enterprises realize that marketing strategies need to keep pace with the times and constantly adapt to new technologies and market environments during the process of digital transformation.

1.6 Definition of Key Terms

Short video marketing strategies refer to a series of methods and measures systematically planned and implemented by enterprises, brands, or creators from multiple dimensions, such as content creation, distribution channels, user interaction, and data analysis to achieve specific marketing objectives (such as enhancing brand awareness, promoting product sales, and increasing user stickiness) using the emerging medium of short videos.

Content creativity refers to the process of creating video content with attractiveness, appeal, and spreadability by employing unique thinking, novel perspectives, and imaginative expressions during short video creation.

Key opinion leader (KOL) collaboration refers to a strategy where enterprises or brands establish cooperative relationships with individuals or teams who possess professional knowledge and influence in specific fields and have a large number of followers. By leveraging their voice and influence on social media platforms, they promote the enterprise's products, services, or brand concepts to achieve marketing objectives such as expanding brand awareness, increasing product sales, and enhancing brand influence.

User participation refers to the behaviors of users actively interacting, communicating, and creating with brands, other users, or short video content during the short video marketing process.

Algorithm recommendation refers to a technical means and marketing strategy where short video platforms use computer algorithms to screen, sort, and recommend a vast amount of short video content on the platform based on multi-dimensional information such as users' personal information, behavioral data (such as browsing history, search records, likes, and comments), and interest preferences, and precisely deliver the videos that best meet users' needs and interests to them.

Chapter 2 Literature Review

2.1 Introduction

This chapter reviews the key literature related to Integrated Marketing Communication (IMC) Theory, Technology Acceptance Model (TAM), and short video marketing strategies, providing a theoretical foundation for the variable relationships and research hypotheses of this study. The literature review covers critical factors influencing short video marketing strategies, including content creativity, Key Opinion Leader (KOL) collaboration, user participation, and algorithm recommendation. Through a systematic review of existing literature, this chapter not only offers theoretical support for each variable in the research model but also helps establish the relationships among these variables and provides a basis for subsequent hypothesis testing.

2.2 Literature Review

2.2.1 Integrated Marketing Communication (IMC) Theory

(1) Core Framework and Applicability Analysis of IMC Theory

Integrated Marketing Communication Theory, proposed by Don Schultz, essentially aims to achieve a unified communication effect of "speaking with one voice" through strategic synergy (Manoli & Hodgkinson, 2019). In the context of Byte Dance's short video marketing, the core value of IMC theory is manifested in three dimensions: data-driven consumer insights, dynamic integration of cross-platform touchpoints, and bidirectional transmission of emotional and functional values. For instance, the Byte Dance platform captures user interaction data in real-time through algorithms, enabling a closed-loop optimization from "content production - distribution - feedback," which aligns closely with the IMC theory's emphasis on a "consumer-centric" communication logic. Existing research indicates that the practical application of IMC theory in digital marketing requires transcending traditional media boundaries. Byte Dance's short video ecosystem, precisely, constructs a three-dimensional communication matrix of "content - social - e-commerce," providing an innovative testing ground for IMC theory (Finne & Grönroos, 2019).

(2) Empirical Research Progress of IMC Theory in Short Video Marketing

Yu (2022) pointed out through case analysis that Byte Dance achieves "personalized" precision delivery through a user profiling tag system, which is essentially a digital extension of database marketing within the IMC theory framework. For example, by analyzing user comment keywords, beauty brands optimize their short

video content, resulting in a 40% improvement in information transmission efficiency. This dynamic adjustment strategy based on user behavior data validates the effectiveness of the bidirectional communication principle in IMC theory (Aesthetika & Febriana, 2018).

Empirical research by Li and Tay (2024) found that the traffic interoperability strategy between Byte Dance and Xigua Video under Byte Dance enables cross-platform collaboration from content seeding to live-streaming conversion. This strategy strengthens users' overall brand perception by employing a unified brand visual language (such as iconic BGM and visual symbols) and messaging system, aligning with the core proposition of IMC theory on integrating communication resources.

In the short video context, IMC theory emphasizes emotional connections achieved through scenario-based storytelling. Byte Dance's challenge feature stimulates user emotional resonance through UGC content, enabling brand information to permeate through social proliferation. This strategy breaks away from the traditional advertising model of one-way communication, achieving an innovation in the IMC concept where communication is inherently interactive.

Despite providing theoretical support for short video marketing, IMC theory still faces three major challenges in practice: the opacity of algorithms leading to uncontrollable communication effects, the fragmentation of user attention weakening brand memory points, and cross-platform data silos constraining synergistic effects. Existing research predominantly focuses on the strategic application of IMC theory in short video marketing but inadequately explores the power dynamics between algorithmic authority and user autonomy (Melewar et al., 2017). The application of IMC theory in Byte Dance's short video marketing strategies not only validates the digital transformation path of traditional marketing theories but also provides a dual logical framework of data-driven and emotional resonance for brand communication in the digital age. With the development of technologies such as 5G and AI, the practical application of IMC theory in short video marketing will continue to evolve, forming a more forward-looking theoretical system.

2.2.2 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM), proposed by Davis in 1989, explains user acceptance behavior towards information systems through two core variables: perceived usefulness and perceived ease of use. in the context of byte dance's short video marketing, TAM provides a quantitative analytical framework for interpreting user participation behavior, with its application dissected into the following dimensions:

(1) Core Logic of TAM and Its Adaptability to Short Video Marketing

TAM posits that users' willingness to accept technology is jointly driven by Perceived Usefulness and Perceived Ease of Use. Within Byte Dance's short video ecosystem, Perceived Usefulness manifests as a composite value encompassing informational needs (e.g., knowledge acquisition, entertainment), social value (e.g., interactive feedback, identity recognition), and commercial conversion (e.g., e-commerce traffic generation, brand exposure). Perceived Ease of Use is associated with platform operational convenience (e.g., upload thresholds, functional navigation), content creation costs (e.g., templated tools, AI assistance), and information retrieval efficiency (e.g., algorithm recommendation precision) (Mohammad et al., 2014). For instance, Byte Dance's "one-click video production" feature significantly enhances Perceived Ease of Use by lowering video creation barriers, thereby promoting UGC content output (Taherdoost, 2021).

(2) Empirical Research Progress of TAM in Short Video Marketing

Multiple empirical studies indicate that Perceived Usefulness is a key predictor of users' sustained engagement with short video platforms. Nemirovsky & Dibley (2021) discovered through structural equation modeling that users' Perceived Usefulness of Byte Dance (e.g., content practicality, commercial value) directly influences their usage frequency and sharing willingness, while Perceived Ease of Use indirectly strengthens this pathway by enhancing user experience. In Byte Dance's marketing practices, brands enhance user participation's Perceived Usefulness through interactive formats like challenges and hashtag campaigns (Taherdoost, 2021).

Byte Dance's algorithm recommendation system reduces users' information filtering costs through personalized content delivery, thereby elevating Perceived Ease of Use. Le (2019) empirical research reveals a positive correlation between algorithm recommendation precision and Perceived Ease of Use, which in turn fosters platform loyalty by enhancing user satisfaction.

The traditional TAM necessitates the incorporation of external variables such as social influence (e.g., KOL demonstrations, community interactions) and individual characteristics (e.g., innovativeness, digital literacy) in short video contexts. Cheong et al. (2015) found that KOLs' demonstration effects enhance participation willingness by boosting Perceived Usefulness (e.g., learning creative techniques) and Perceived Ease of Use (e.g., lowered imitation thresholds). Byte Dance amplifies TAM's explanatory power through its "Xingtu Platform," which connects brands with KOLs, leveraging opinion leaders' social influence.

In summary, the application of TAM in Byte Dance's short video marketing strategies not only validates the explanatory power of traditional technology acceptance theories in digital contexts but also drives innovative marketing theory development through dynamic variable expansion and interdisciplinary integration. With the in-depth application of AI and big data technologies, the refined application of TAM

models in short video marketing will continue to deepen, providing brands with more scientifically grounded decision-making support.

2.2.3 Short Video Marketing Strategies

(1) Concept of Short Video Marketing

Short videos represent a novel form of internet content dissemination that integrates text, video, and voice, enabling real-time creation and sharing on social media platforms. Characterized by low barriers to entry, fragmentation, entertainment, and high interactivity, they cater to contemporary preferences for rapid information consumption while being recognized by brands for their commercial potential, prompting widespread adoption across industries (Li & Tay, 2024).

Currently, there is no unified definition of short video marketing. Long (2019) defined it as a marketing strategy utilizing short videos as a medium, implemented through diversified approaches such as hard advertising, content integration, influencer collaborations, and refined account operations. Xie (2021) viewed short video marketing as an innovative market promotion method that constructs immersive scenarios using short videos, enabling users to deeply engage with product information while establishing emotional connections, thereby effectively converting users into potential consumers. Su (2022) further posited that short video marketing achieves product, brand, and service promotion by creating and disseminating short videos to convey value. Liu (2024) described short video marketing as an emerging model that shares daily life through short videos, connecting content producers and consumers to trigger interactions and purchasing behaviors. Synthesizing these perspectives, this study defines short video marketing as a mode wherein marketing entities integrate product information or brand value into short videos, attract audiences through content production, and influence audiences cognitively, attitudinally, and behaviorally to achieve product, brand, and service promotion.

(2) Characteristics of Short Video Marketing

Characteristic 1: Low creation barriers, reduced marketing costs. Continuous optimization of editing software and short video platform functionalities has progressively lowered the barriers to short video creation, making content production more accessible and convenient. Flexible marketing approaches significantly reduce costs compared to traditional methods.

Characteristic 2: Fragmented dissemination, rapid transmission. Short video marketing aligns with internet dissemination patterns, featuring fragmented and viral transmission. Its "short" format caters to modern fast-paced information consumption, filling users' fragmented time and gaining popularity. On short video platforms, high-

quality content can rapidly attract widespread attention and sharing, achieving extensive diffusion.

Characteristic 3: Socialized sharing, highly interactive. Empowered by mobile internet and smart terminal technologies, short video platforms offer comprehensive interactive features such as likes, shares, comments, and rewards, supporting seamless login via social media accounts like WeChat and QQ. This enhances interactivity and social advantages, improving user experience. Marketing entities can also leverage sharing functions for secondary dissemination, increasing exposure and effectively reaching private traffic pools.

Characteristic 4: Data visualization, precise marketing services. Short video marketing enables real-time data presentation and analysis of dissemination scope and effects, a stark contrast to traditional marketing. Analyzing metrics like views, shares, followers, and interactive comments, along with monitoring competitors' data, facilitates rapid industry trend insights and timely content optimization for superior marketing outcomes.

(3) Research on Short-Video Marketing, Both Domestically and Internationally, has Predominantly Focused on Its Marketing Value and Marketing Strategies.

In terms of marketing value, Chen and Fu (2023), through a project analysis of a company's social network, argued that monetization through mobile short-video marketing is indeed feasible. Kong and Dong (2020) pointed out that social media platforms like TikTok have had a tremendous impact on people's daily lives and behavioral habits, even influencing consumer decision-making, and have become the most popular communication channels at present. Zhang (2020) noted that platforms such as Kuaishou and Byte Dance possess significant advantages in terms of traffic, user stickiness, and content, and that combining short videos with live streaming enables enterprises to establish connections with consumers and target specific customer groups. Jing and Han (2020) believed that with the support of technology and capital, the influence of short videos in China has gradually expanded, and the production capacity of high-quality short videos continues to grow. He emphasized the importance of utilizing short-video scene marketing to leverage user experience value. Zhang et al. (2023) pointed out that leveraging short videos to innovate marketing models has become an inevitable choice for brands today. Through empirical analysis of the relationship between short-video marketing, flow experience, and customer consumption intentions, they guided brands to recognize the value of short-video marketing and adopt relevant strategies. Kong and Dong (2024) stated that short-video marketing has become an important channel and method for e-commerce marketing, finding that short-video marketing can positively influence online immersion, enhance psychological intention construction, and thereby positively impact impulsive purchasing intentions.

Regarding marketing strategies, Zhang (2022) explored the marketing strategies of "short videos + agricultural products" from three dimensions: content production, profit channels, and market supervision. Liu and Zeng (2020), based on the SIPS model, studied book short-video marketing and proposed strategies such as attracting user attention through emotional resonance, utilizing big data to target user needs, guiding user interaction and purchases, and encouraging word-of-mouth sharing to enhance marketing effectiveness. Deng (2021) pointed out that short videos, due to their strong fan base stickiness, active interaction, and high participation, have become an excellent marketing channel. Zhou (2023) noted that exploring the interactive characteristics and marketing features of short-video platforms is beneficial for enhancing the effectiveness of short-video marketing for domestic films. Zheng (2022) conducted a study on Byte Dance short-video marketing and the purchasing intentions of Generation Z in the Singaporean cosmetics industry, finding that the credibility and expertise of influential figures have a significant positive impact on purchasing intentions.

In addition, foreign research on short-video marketing has also delved into aspects such as development status and dissemination. Li and Tay (2024) defined the communication goals of short videos through experiments and provided steps for promotion and implementation. Zhou (2022) discovered through interviews that the demand for travel short videos among Chinese millennials is centered around recording and sharing. In recent years, domestic research on short-video marketing models, platforms, and industry applications has also been abundant. Jin and Yan (2020) studied the marketing model of "mobile short videos + e-commerce," analyzing how short videos can complement e-commerce. Research on the industry applications of short-video marketing has focused on fields such as agricultural products, tourism, books, and films, with most tourism short-video marketing targeting urban tourism. Qin and Ji (2022) also took the collaboration between "Xi'an Year: The Most Chinese" and Byte Dance as an example, summarizing relevant insights on how cities can leverage short videos for tourism marketing and highlight their cultural values.

In the realm of rural tourism short-video marketing, research has primarily focused on tourist behavior, new farmers, tourist attractions, or specific villages. For instance, Zheng (2022), from the perspective of rural tourism marketing, constructed a relationship model between short-video dissemination, tourist identification degree, brand community support, and tourist behavior, exploring the impact of short-video dissemination on tourist behavior. Yu (2022), based on an examination of new farmers on Byte Dance, studied short-video marketing by new farmers in the context of digital rural development. Zhang and Yin (2023) researched the short-video marketing strategies of Sanxianshan Tourist Attraction in the background of rural revitalization based on the 4-1 Internet Marketing Theory. Zhang and Wang (2024) conducted a questionnaire survey on viewers of travel short videos, finding that travel short-video marketing positively influences customer engagement from the aspects of content, scene, and subject of dissemination.

2.2.4 Content Creativity

Content creativity serves as the core driving force behind short-video marketing. Its theoretical framework is grounded in the AIDA model and emotional marketing theory, emphasizing the achievement of user behavior guidance through the conversion path of "attention - interest - desire - action". Byte Dance employs a data-driven creative generation mechanism, such as the challenge contests and hashtag features on Byte Dance, to deeply bind user interests with brand information (Zhang & Li, 2020).

However, content creativity faces challenges including creative scarcity, technological limitations, and homogenization. Research indicates that over half of the creators resort to observing popular videos and participating in prevailing trends for secondary creation when experiencing a lack of inspiration. AI-assisted tools, like the one-click video-making function, significantly enhance users' perceived ease of use by lowering the creative barriers, thereby forming a virtuous cycle.

Empirical studies have demonstrated that the quality of content creativity directly impacts user behavior. An (2020) found, through structural equation modeling, that perceived usefulness and emotional resonance are key predictors of users continued use of short-video platforms. Byte Dance constructs brand story arcs within 30 seconds through a micro-series content matrix, enhancing users' emotional attachment. For instance, the "traditional Chinese style transformation" topic enhances user identity through cultural value output, driving content dissemination. Nevertheless, the issue of content homogenization is prominent, with approximately 35% of short videos exhibiting repetitive creativity, leading to user aesthetic fatigue. In response, Byte Dance adopts an original content protection plan and creative incentive funds to encourage diversified creation, combining user-generated content (UGC) strategies. For example, Byte Dance's Creator Center provides templated tools to balance efficiency and creativity (Park et al., 2023).

The challenges of content creativity also manifest at the technical operational level. Inadequate shooting skills, complex post-production processes, and equipment limitations are major pain points for creators (Ellerton, 2021). Research shows that creators can significantly improve video quality by learning basic photography knowledge (such as composition and lighting), utilizing Byte Dance's built-in editing tools, and referring to the post-production techniques of outstanding works. Additionally, the uncertainty of algorithm recommendation affects creative effectiveness. Byte Dance's recommendation algorithm dynamically adjusts content ranking based on user behavior, but over-reliance on algorithms may lead to content monitorization. To optimize this issue, Byte Dance introduces "explainable AI" technology to enhance algorithm transparency and diversifies content ecology through multi-dimensional recommendation strategies (such as combining interests, geographic location, and social relationships).

User feedback pressure and copyright issues also cannot be overlooked. Negative comments and low view counts may dampen creators' innovative motivation, while copyright disputes involve legal risks. Byte Dance effectively mitigates such issues by establishing a legitimate music library, providing original music collaboration channels, and strengthening content review mechanisms. For example, TikTok's "Copyright Protection Plan" identifies infringing content through technological means to protect creators' rights. Moreover, the fiercely competitive market environment requires creators to continuously innovate. Research shows that differentiated content (such as in-depth exploration of vertical fields and cross-border collaborations) can enhance user retention. For instance, food exploration short videos achieve high conversion rates through scenario-based narratives (Meneses, 2021).

Future research directions should focus on the integration of creativity and technology, the balance of user sovereignty, and the application of neuroscience (Lee et al., 2022). Platforms can analyze users' neural activation patterns in response to highly perceived useful content by combining electroencephalogram (EEG) monitoring to optimize content design. From a critical communication studies perspective, exploring the balance between algorithmic power and user rights can promote the development of a dual logical framework driven by data and emotional resonance. In conclusion, content creativity presents both challenges and opportunities in Byte Dance's short-video marketing, necessitating sustainable growth through theoretical innovation, technological optimization, and user collaboration.

2.2.5 Key Opinion Leader (KOL) Collaboration

KOL collaboration serves as a core strategy for disseminating social influence in short-video marketing, with its theoretical foundation rooted in social influence theory and the mechanism of trust transfer. Byte Dance connects brands with KOLs through its Xingtutu platform, leveraging the demonstration effect of opinion leaders and the trust of their followers to amplify brand value. For instance, KOLs showcase product usage scenarios in videos, enhancing users' purchase intentions by combining personal influence. Research indicates that KOL collaboration can significantly boost brand awareness; for example, after collaborating with top-tier KOLs, a beauty brand witnessed an increase in user search volume. However, challenges remain in KOL screening criteria, collaboration costs, and effectiveness evaluation.

Empirical studies have shown a positive correlation between KOLs' social influence and user behavior. Wareham et al. (2022) found that the demonstration effect of KOLs enhances users' participation willingness by increasing their perceived usefulness and perceived ease of use. Byte Dance employs a KOL matrix strategy, integrating KOLs of different tiers to form a gradient dissemination network of "top-tier-mid-tier-long-tail." For example, top-tier KOLs are responsible for brand exposure, mid-tier KOLs deepen user interaction, and long-tail KOLs achieve precise reach.

Evaluating the effectiveness of KOL collaboration requires a combination of quantitative and qualitative methods. Quantitative metrics include views, like rates, and conversion rates, while qualitative analysis focuses on user emotional feedback and brand reputation. For instance, the platform uses sentiment analysis tools to identify positive emotions in user comments, assessing the contribution of KOL content to brand image. Additionally, long-term collaboration mechanisms can deepen user trust. Research shows that brands with long-term relationships with KOLs experience significantly higher user loyalty. Byte Dance encourages KOLs to continuously produce high-quality content through its creator incentive program, fostering a virtuous cycle of content-user-brand interaction (Kitto et al., 2013).

Challenges in KOL collaboration include the lack of industry norms and ethical risks. Some KOLs pursue traffic by publishing low-quality content, damaging brand reputation. To address this, Byte Dance has collaborated with industry associations to develop the "Short-Video KOL Collaboration Norms," clarifying content review standards and responsibility allocation. Meanwhile, technological means such as AI content review systems can automatically identify non-compliant content, enhancing collaboration efficiency. Future research should focus on balancing KOL collaboration with user sovereignty and exploring cross-cultural differences in dissemination effectiveness. For example, TikTok's localized KOL collaboration in overseas markets has achieved cultural adaptation and user resonance, providing references for global marketing.

2.2.6 User Participation

User participation is a core indicator of interactivity and stickiness in short-video marketing, with its theoretical framework based on uses and gratifications theory, participatory culture, and gamification design. Byte Dance stimulates user participation through interactive features (such as likes, comments, and shares), user-generated content (UGC), and community building. For example, Byte Dance's challenge feature sparks user emotional resonance through UGC, enabling brand information to permeate through social fission. Research shows that videos with high participation rates have a share rate three times that of ordinary videos, validating the direct promotional effect of participation on dissemination.

Drivers of user participation include emotional resonance, social rewards, and personalized experiences. Zhou (2023) found through structural equation modeling that emotional resonance and social rewards are key predictors of sustained user participation. Byte Dance enhances user participation through emotional content design (such as storytelling narratives) and social incentive mechanisms (such as fan badges). However, fluctuating participation rates and negative participation are major challenges. Research indicates that many users reduce interaction due to poor content quality, while malicious comments may harm the community atmosphere. To address this, Byte

Dance optimizes content quality through intelligent review systems and user feedback mechanisms, while maintaining a positive interaction environment through community moderators.

Optimization paths for user participation include gamification design, community building, and personalized recommendations. Gamification design enhances user stickiness through mechanisms such as points and leaderboards, such as Byte Dance's creator center task system, which encourages continuous user creation. Community building deepens user belonging through fan communities and offline events, such as Byte Dance's Creator Conference, which strengthens emotional connections between users and brands. Personalized recommendations improve content relevance through algorithm-based interest matching.

Challenges include user privacy protection and data security, which are critical issues. Research shows that many users reduce platform usage due to privacy concerns. Byte Dance safeguards user information security through privacy protection policies and data encryption technologies, while providing privacy settings options to enhance user control. Future research should focus on balancing user participation with commercial goals and exploring the application of neuroscience in user behavior prediction.

2.2.7 Algorithm Recommendation

Algorithm recommendation serves as a core technological pillar for Byte Dance's short-video marketing, with its theoretical framework based on collaborative filtering, deep learning, and multi-dimensional evaluation models. The algorithm constructs user personas through user behavior data (such as viewing history and interaction records) to enable personalized content recommendations. For example, Byte Dance's recommendation page algorithm dynamically adjusts content ranking by combining content features (such as video tags and covers) with user interests, enhancing users' perceived usefulness and perceived ease of use. Research shows that algorithm recommendation can significantly boost user retention rates. However, challenges such as algorithmic bias, information cocoons, and user privacy remain.

The advantages of algorithm recommendation lie in its precision and efficiency. Through machine learning models (such as collaborative filtering and interest-based recommendations), the algorithm can quickly match user needs with content supply, achieving a personalized dissemination effect. For example, Byte Dance's intelligent recommendation system optimizes recommendation results through real-time feedback mechanisms, significantly enhancing perceived ease of use. However, algorithmic bias may lead to content homogenization. Research indicates that some users reduce usage due to repetitive recommended content. To address this, Byte Dance introduces explainable AI technologies to enhance algorithm transparency, while diversifying

content ecosystems through multi-dimensional recommendation strategies (such as incorporating geographical location and social relationships).

Future research should focus on balancing algorithms with user sovereignty and exploring the application of neuroscience in algorithm optimization. Algorithm recommendation serves as both a technological foundation and an ethical challenge for Byte Dance's short-video marketing, requiring sustainable growth through technological innovation, user collaboration, and ethical norms.

2.3 Introduction to Byte Dance

Byte Dance was founded in March 2012, with its headquarters located in Haidian District, Beijing. As a global leading technology enterprise, Byte Dance is committed to "inspiring creativity and enriching lives," connecting mobile internet scenarios through artificial intelligence technology. Its business spans 150 countries and regions, employing over 160,000 people (as of 2025), making it one of the world's largest unicorn enterprises in terms of user scale.

The development journey of Byte Dance is marked by significant milestones. In 2012, it launched the personalized news platform "Toutiao," reshaping the information distribution model through algorithm recommendation. In 2016, it rolled out the short-video apps "Byte Dance" (in China) and "A.me" (later renamed TikTok for overseas markets), while simultaneously launching Huoshan Xiaoshopin. In 2017, TikTok went global, and Byte Dance acquired the music short-video platform Musical.ly, completing a crucial step in its globalization strategy. In 2019, it launched the commercial brand "Juliang Engine," entering the enterprise services market, while introducing Feishu to expand into office collaboration. In 2021, Toutiao was integrated into the Byte Dance ecosystem, Byte Dance Pay was launched, and local life services established direct sales centers. In 2022, the company was renamed Byte Dance Group to strengthen brand integration, and Byte Dance opened 30-minute long-video permissions. By 2025, its Q2 revenue surpassed Meta's, with TikTok advertising accounting for 28% of its revenue and global e-commerce GMV exceeding \$26 billion in the first half of the year (with Southeast Asia contributing 60%). It also open-sourced 23 AI achievements, and its European business achieved 45% local equity.

Byte Dance's core businesses form a diversified product matrix covering news, short videos, office collaboration, reading, marketing, healthcare, and more. In the content ecosystem, Toutiao focuses on news distribution, Byte Dance/TikTok leads the short-video trend, Xigua Video specializes in mid-to-long videos, and Fanqie Novel delves into the reading market. In enterprise services, Feishu provides collaborative office solutions, while Volcano Engine serves as an enterprise-level technical service cloud platform supporting digital transformation. In the commercial ecosystem, Juliang Engine acts as an advertising and marketing platform connecting brands and users. Byte

Dance E-commerce's GMV has surpassed 100 billion yuan, and the Xingtu platform focuses on talent collaborations. In innovative businesses, Xiaohe Health explores the healthcare sector, Doubao serves as an AI assistant providing intelligent interactions, and Kouzi Space supports AI application development.

Technological strength is one of Byte Dance's core competitive advantages. Its AI Lab, established in 2016, focuses on cutting-edge technologies such as machine learning, natural language processing, and computer vision, supporting core functions like content recommendation and AIGC content creation. In terms of technological globalization, Byte Dance adapts to different market policies and cultural differences through localized operations of products like TikTok, with its European business achieving 45% local equity. Additionally, Byte Dance actively promotes technological open-source initiatives, open-sourcing 23 AI achievements in 2025 to foster technological accessibility and industry innovation.

Byte Dance's corporate culture and values advocate for the "Byte Dance Style," encompassing ideals such as striving for excellence, being pragmatic and daring, openness and humility, honesty and clarity, maintaining an entrepreneurial spirit, and embracing diversity and inclusivity. Management adopts the OKR (Objectives and Key Results) goal management method, with a flat organizational structure breaking down hierarchical barriers. Its "big central platform + light front-end" model supports rapid trial and error, as exemplified by the agile development of products like Byte Dance. Meanwhile, Byte Dance actively fulfills its social responsibilities, strengthening platform governance and launching a Safety and Trust Center. Byte Dance E-commerce has waived commissions exceeding 7 billion yuan for small and medium-sized merchants through its product card commission exemption policy, supporting 5 million SMEs.

In terms of market position and influence, Byte Dance has become a globally leading social media company in terms of revenue, surpassing Meta's Q2 revenue in 2025. Its economic value creation is significant, with TikTok generating \$24 billion in GDP in the U.S. over the past year and 830 industrial belts in China achieving over 100 million yuan in sales on Byte Dance. In the competitive landscape, Byte Dance competes fiercely with companies like Baidu, Tencent, and Facebook on a global scale, particularly dominating in short videos and AI technology.

2.4 Conceptual Framework

Drawing upon Integrated Marketing Communication (IMC) Theory (Manoli & Hodgkinson, 2019) and Technology Acceptance Model (TAM) (Mohammad et al., 2014), this study constructs a conceptual framework for the factors influencing Byte Dance's short video marketing strategies. IMC Theory emphasizes the integration and synergy of marketing communication, focusing on the alignment between content

creativity and brand dissemination. Centers on users' acceptance and willingness to employ new technology platforms, highlighting the driving influence of perceived usefulness and ease of use on behavioral outcomes. By integrating these two theories, this study identifies four core independent variables: content creativity quality, user interaction engagement, algorithm recommendation efficiency, and the depth of Key Opinion Leader (KOL) collaboration. These variables are pivotal in shaping the effectiveness of short-video marketing strategies. These variables influence the effectiveness of short video marketing strategies, which manifest as enhanced brand recognition, increased user conversion, and sales promotion.

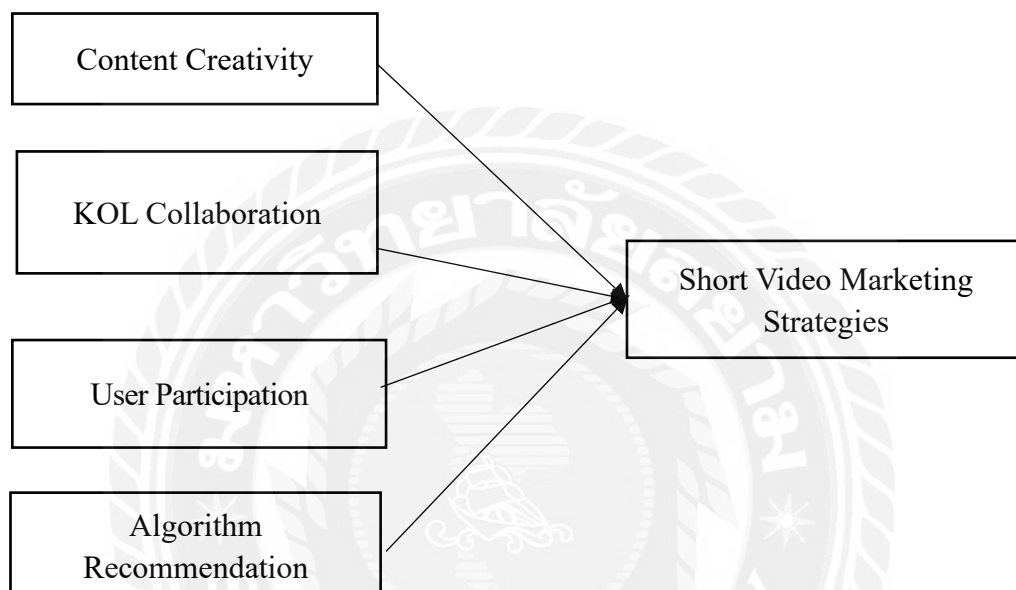


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research methodology to conduct an in-depth exploration of the influencing factors of Byte Dance's short-video marketing strategies. Based on the questionnaire survey method, the research focused on examining the association mechanisms between content creativity, Key Opinion Leader (KOL) collaboration, user participation, algorithm recommendation, and Byte Dance's short-video marketing strategies. Data collection was carried out using a structured questionnaire with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The scale design referenced previous studies to ensure coverage of the core dimensions of each variable.

Descriptive statistical analysis presented the demographic characteristics of the sample and the data distribution patterns of the core variables by calculating mean and standard deviation. Correlation analysis employed Pearson's correlation coefficient to test the strength of the associations between variables. Multiple regression analysis constructed regression models to quantitatively assess the specific impacts of content creativity, KOL collaboration, user participation, and algorithm recommendation on Byte Dance's short video marketing strategies. To ensure the scientific rigor of the research methods, SPSS software was used to conduct reliability and validity tests on the questionnaire before data analysis, ensuring the reliability and effectiveness of the measurement tools. The research design emphasized the objective revelation of the driving factors for enhancing Byte Dance's short-video marketing strategies through systematic verification.

3.2 Population and Sample

This study focused on the short-video marketing strategies and adopted a quantitative research approach. The employees of Byte Dance engaged in short-video marketing activities were set as the research subjects, aiming to systematically and objectively reveal the internal mechanisms of short-video marketing strategies and provide valuable references for research and practice in this field.

The target respondents of this study were practitioners engaged in short video marketing activities at Byte Company. The number of employees at Byte Company involved in the planning, execution, and placement of short video marketing campaigns was 3,359. The practitioners at Byte Company who carry out short video marketing activities spanned multiple functional departments, including advertising strategy, content operation, KOL cooperation, and technical support. These practitioners were required to meet the following criteria: they must be over 18 years old, have been responsible for short video marketing work in the company for more than one year, and

be familiar with short video placement strategies, KOL cooperation processes, and user interaction mechanisms. This study employed a convenience sampling method. Questionnaires were distributed to the target respondents through online platforms (such as Wenjuanxing). Additionally, contact was established with the HR director of the Byte Company was invited to recommend eligible participants. The sample size was calculated using Cochran's (1977) formula, as detailed below:

$$n = \frac{z^2 p(1-p)}{e^2}$$

where:

n: required sample size

Z: the critical value of normal distribution, the value of 1.96 at 95% confidence level

p: the proportion of the target group, if unknown generally take 0.5, to ensure maximum variance

e: allowable error, take 0.05

The minimum sample size was determined to be 385 individuals. Considering the validity of questionnaire recovery and the representativeness of the sample, 400 questionnaires were distributed to ensure the reliability of the research and the stability of the data.

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2} = 385$$

During the sampling process, the research team placed great emphasis on the representativeness of the sample's demographic characteristics, striving to achieve broad representativeness in terms of gender, age, educational background and income level. The primary objective of this approach was to enhance the applicability and universality of the research results, enabling them to more accurately reflect real-world situations.

3.3 Hypothesis

This study aims to verify, through factor analysis, the specific impacts of content creativity, KOL collaboration, user participation, and algorithm recommendation on Byte Dance's short-video marketing strategies, providing theoretical support and

practical guidance for enhancing these strategies. Therefore, the following hypotheses are proposed in this study:

H1: Content creativity significantly impacts Byte Dance's short video marketing strategies.

H2: Key Opinion Leader (KOL) collaboration significantly impacts Byte Dance's short video marketing strategies.

H3: User participation significantly impacts Byte Dance's short video marketing strategies.

H4: Algorithm recommendation significantly impacts Byte Dance's short video marketing strategies.

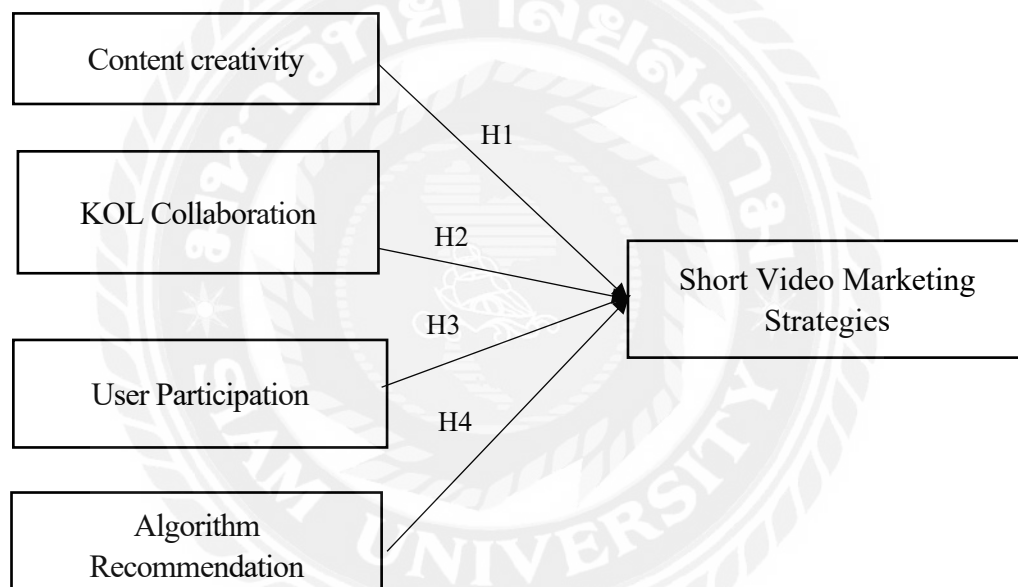


Figure 3.1 Hypotheses

3.4 Research Instrument

In the study of the influencing factors of Byte Dance's short-video marketing strategies, the independent variables are "content creativity," "KOL collaboration," "user participation," and "algorithm recommendation," while the dependent variable is "short-video marketing strategies." The measurement items for each independent variable were a 5-point Likert scale (1 represents strongly disagree, 2 represents disagree, 3 represents neutral, 4 represents agree, and 5 represents strongly agree).

Measurement items for the impact of content creativity on short-video marketing strategies: Content creativity is a key element in attracting user attention and shaping brand image. Unique and novel content can stimulate user interest and influence the planning of content production and dissemination in marketing strategies.

Measurement items for the impact of KOL collaboration on short-video marketing strategies: KOLs of different types and influence levels have diverse collaboration modes with brands. Their recommendations and demonstrations can influence resource allocation and promotion rhythms in marketing strategies.

Measurement items for the impact of user participation on short-video marketing strategies: Information feedback from user participation, such as comments, shares, and creations, can help brands accurately capture user needs and influence the responsiveness of marketing strategies to user needs.

Measurement items for the impact of algorithm recommendation on short-video marketing strategies: Algorithms precisely push content based on user preferences, influencing traffic allocation and target audience positioning in marketing strategies, making marketing more precise and effective.

Measurement items for short-video marketing strategies: This section aims to measure the intensity and comprehensiveness of the overall marketing strategies adopted on short-video platforms. Marketing strategies here are a multidimensional construct, encompassing a series of planned and systematic marketing activities, from content creation, interaction management, and advertising placement to data-driven optimization.

The questionnaire consists of a total of 34 items and is divided into two main parts:

The first part contains four questions, primarily focusing on the personal basic information of the respondents, including gender, age, educational background and income level.

The second part contains 30 questions, focusing on the influencing factors of Byte Dance's short-video marketing strategies. Corresponding items are set up from content creativity, KOL collaboration, user participation, algorithm recommendation, and short-video marketing strategies. The measurement items are shown in Table 3.1.

Table 3.1 Measurement Items

Influencing Factor	Measurement Item	NO.
Content Creativity	The creative content in Byte Dance's short videos can significantly enhance my attention to the brand.	1
	Unique and creative content makes me more willing to actively share Byte Dance's short videos.	2

	The quality of creative content directly affects my willingness to participate in Byte Dance's short-video marketing campaigns.	3
	The creative short-video content launched by Byte Dance enables me to remember its brand information more profoundly.	4
	The freshness of creative content motivates me to continuously follow Byte Dance's short-video marketing updates.	5
KOL Collaboration	Marketing campaigns featuring Byte Dance's short videos in collaboration with well-known KOLs can enhance my trust in the brand.	6
	The personal style and influence of KOLs can influence my acceptance of Byte Dance's short-video marketing content.	7
	Byte Dance's approach to selecting specific KOLs for collaboration affects my judgment on the effectiveness of its brand marketing strategies.	8
	The frequency of KOLs promoting Byte Dance's short videos influences my perception of the brand's marketing rhythm.	9
	The varying effects brought by collaborations with different types of KOLs can impact Byte Dance's decision-making in marketing resource allocation.	10
User Participation	Comments from users under Byte Dance's short videos help me better understand the user pain points that the brand focuses on in its marketing.	11
	Users' sharing of Byte Dance's short videos prompts me to follow the brand's subsequent marketing campaigns.	12
	User-generated content related to Byte Dance reflects the extent to which the brand's marketing strategies stimulate users' creativity.	13
	The speed at which Byte Dance adjusts its marketing strategies based on user participation feedback affects my satisfaction with the brand.	14
	The level of user participation helps Byte Dance more precisely formulate marketing strategies that meet my needs.	15
Algorithm Recommendation	The short-video content recommended by Byte Dance's algorithm can accurately match my interests and needs.	16
	Algorithm recommendations make it easier for me to access Byte Dance's marketing short videos that align with my preferences.	17
	The accuracy of algorithm recommendations affects my	18

	perception of the rationality of Byte Dance's short-video marketing traffic allocation.	
	Through algorithm recommendations, Byte Dance can more accurately target audiences like me.	19
	The degree of personalization brought by algorithm recommendations influences my recognition of Byte Dance's marketing strategies.	20
Short Video Marketing Strategies	We have a clear short-video content plan to ensure that the content style is highly consistent with the brand positioning.	21
	Most of the short videos we release have clear marketing objectives (such as enhancing brand awareness, promoting sales, guiding downloads, etc.).	22
	We frequently use the paid advertising tools provided by the Byte Dance platform (such as DOU+, in-feed ads) to promote our short videos.	23
	We have dedicated personnel or teams to actively and strategically respond to and manage comments and private messages on our short videos.	24
	We often collaborate with KOLs or content creators on the platform to expand our marketing influence.	25
	We can quickly respond to popular topics, challenges, or BGMs on the platform and cleverly integrate them with our brand.	26
	We regularly analyze the backend data of our short videos (such as play counts, completion rates, and conversion rates) and use it to optimize our subsequent strategies.	27
	We have established an account matrix on the platform (such as the interlinked accounts for systematic operation.	28
	We are adept at using conversion components (such as mini-programs, official website links, and product showcases) in our short videos or descriptions.	29
	We tend to try out new features launched by the platform (such as live streaming, special effects, co-creation, etc.) to attract users with innovative forms.	30

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Questionnaire Reliability Analysis

Reliability measures the degree of consistency in test results. It reflects the stability of a measuring instrument across different time points or different samples, that is, whether consistent results can be obtained for the same measured object under similar conditions. To this end, the study employed Cronbach's Alpha coefficient, a widely used method in questionnaire analysis, to evaluate the internal consistency of the entire questionnaire as well as its individual subscales. Cronbach's Alpha is a reliable method for assessing the degree of intercorrelation among a set of items. Generally, it is considered that when the Cronbach's Alpha coefficient is above 0.7, the reliability of the measuring instrument is satisfactory; if the coefficient approaches or exceeds 0.8, it indicates that the questionnaire has perfect internal consistency.

Table 3.2 Variable Reliability Test

Variables	Cronbach's Alpha	N of Items
Content Creativity	0.833	5
KOL Collaboration	0.821	5
User Participation,	0.820	5
Algorithm Recommendation	0.831	5
Short Video Marketing Strategies	0.828	10
Total	0.846	30

The reliability test results for the variables used Cronbach's alpha. Content Creativity ($\alpha = 0.833$), Key Opinion Leader Collaboration ($\alpha = 0.821$), User Participation ($\alpha = 0.820$), Algorithm Recommendation ($\alpha = 0.831$), and Short Video Marketing Strategies ($\alpha = 0.828$) show good internal consistency, with alpha values exceeding the commonly accepted threshold of 0.80. The overall reliability of the 25 items is 0.846, indicating that the measurement scale was reliable and suitable for further analyses.

3.5.2 Questionnaire Validity Analysis

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.934
Bartlett's Test of Sphericity	Approx. Chi-Square	3561
	df	362
	Sig.	0.000

The KMO value of the short video marketing strategies scale is 0.934, and the results of Bartlett's test of sphericity show $p < 0.001$, completely rejecting the null

hypothesis of Bartlett's test of sphericity and meeting the conditions for conducting factor analysis.

3.6 Data Collection

This study employed a quantitative research methodology, targeting 400 employees of Byte Company engaged in short video marketing activities. The participants must meet the following criteria: being over 18 years old and having more than one year of experience in short video marketing within the enterprise. The sample was obtained through a census sampling approach to ensure that the research findings comprehensively reflected the situation of the practitioners involved in short video marketing at Byte Company while avoiding sampling bias. Data were collected using a structured questionnaire based on a 5-point Likert scale.

During the sampling process, efforts were made to ensure the representativeness of demographic characteristics of gender, age, educational background and income level. This was done to enhance the applicability and generalizability of the results. A total of 400 questionnaires were distributed, with 352 valid responses, yielding a response rate of 88.0%.

3.7 Data Analysis

In this study, to conduct an in-depth analysis of data and reveal the relationships between variables as well as their impacts on short-video marketing strategies, a variety of scientific where effective data analysis methods are employed.

3.7.1 Descriptive Statistics

Descriptive statistics, as a fundamental step in data analysis, were mainly used to comprehensively and intuitively present the basic characteristics of the sample and the distribution of variables. Through descriptive statistical analysis of the data related to Byte Dance employees engaged in short-video marketing activities, this study could clearly understand the distribution of the sample in terms of gender, age, educational background and income level, for example, we can determine the proportion of employees in different age groups in the sample and the ratio of male and female employees. Meanwhile, for the key variables involved in the research: the level of content creativity, the degree of KOL collaboration, the level of user participation, the effectiveness of algorithm recommendation, and the effectiveness of short-video marketing strategies, descriptive statistics were calculated including mean, median, and standard deviation. These statistical measures helped grasp the central tendency and dispersion degree of the variables, providing important basic information for subsequent more in-depth analysis and a preliminary overall understanding of the

research data.

3.7.2 Factor Analysis

Factor analysis is a statistical method used to extract latent factors and plays a significant role in this study. Since the research involved multiple variables related to short-video marketing, such as multiple dimensions of content creativity (creativity novelty, content practicality, etc.) and various manifestations of user participation (likes, comments, shares, etc.), there may be a certain degree of correlation among these variables. Through factor analysis, these correlated variables were grouped into a few comprehensive factors, thereby simplifying the data structure and revealing the latent structure hidden behind the data. This approach not only reduced the number of analysis variables and the complexity of the analysis but also more clearly identified the key latent factors influencing short-video marketing strategies, providing strong support for further understanding the relationships between variables and their comprehensive impacts on marketing strategies.

3.7.3 Multiple Regression Analysis

Multiple regression analysis is one of the core analysis methods in this study, aiming to assess the degree of influence of various factors on short-video marketing strategies. In this study, content creativity, KOL collaboration, user participation, and algorithm recommendation were taken as independent variables and the effectiveness of short-video marketing strategies as the dependent variable, to construct a multiple regression model. Through this model, the individual impact of each independent variable on the dependent variable as well as their joint impact were analyzed. For example, we could determine how much the effectiveness of short-video marketing strategies will increase correspondingly when the level of content creativity increases by one unit. At the same time, we could also examine the contribution of KOL collaboration to the effectiveness of marketing strategies while controlling for other factors. Multiple regression analysis helps quantify the relationships between various factors and short-video marketing strategies, identify the most significant factors influencing marketing strategies, and provide a scientific basis and decision-making support for Byte Dance to formulate more effective short-video marketing strategies.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Participants

This dataset presents the distribution of gender, age, educational background, and income level of 352 Byte Dance short-video marketing employees who participated in the study.

Table 4.1 Descriptive Statistical Analysis of Participants

Variable	Option	Number	Percentage%
Gender	Male	225	63.9
	Female	127	36.1
Age	18-30 Years Old	114	32.4
	31-40 Years Old	101	28.7
	41-50 Years Old	87	24.7
	Over 50 Years Old	50	14.2
Educational Background	Junior College and Below	43	12.2
	Undergraduate	123	34.9
	Master's Degree	162	46.0
	Doctor	24	6.8
Income Level	Below 6000 Yuan	62	17.6
	6001-8000 Yuan	193	54.8
	8001-10000 Yuan	73	20.7
	Above 10000 Yuan	24	6.8
Total		352	100.0

(1) Gender Distribution

Among the employees involved in the study, there are 225 males, accounting for 63.9%, and 127 females, representing 36.1%. The number of male employees significantly exceeds that of female employees, being nearly twice as many. This may indicate that there are relatively more male practitioners in short-video marketing positions at this company.

(2) Age Distribution

Aged 18 - 30: There are 114 employees, making up 32.4% of the total. This group is typically active internet users with a high acceptance of new things, potentially being more adaptable to the emerging work model of short-video marketing.

Aged 31 - 40: There are 101 employees, accounting for 28.7%. They are in the mid-career stage and may have accumulated rich experience and resources, playing a stable role in short-video marketing.

Aged 41 - 50: There are 87 employees, representing 24.7%. These employees may possess deeper networks and industry experience, bringing different perspectives and strategies to short-video marketing.

Aged 50 and above: There are 50 employees, making up 14.2%. Although they account for a relatively small proportion, their experience and composure may offer unique value in certain specific marketing scenarios. Overall, the age distribution is relatively even, with each age group having a certain proportion of employees.

(3) Educational Background Distribution

Junior college and below: There are 43 employees, accounting for 12.2%. These employees may excel in practical experience but may have relatively weaker theoretical knowledge reserves.

Bachelor's degree: There are 123 employees, representing 34.9%. A bachelor's degree provides employees with relatively systematic professional knowledge and skills, making them an important part of the short-video marketing team.

Master's degree: There are 162 employees, accounting for 46.0%. The highest proportion of employees holds a master's degree, indicating that the company places importance on higher educational backgrounds during recruitment, expecting them to bring more in-depth theoretical analysis and innovation capabilities.

Doctor's degree: There are 24 employees, making up 6.8%. Although the number of employees with a doctor's degree is relatively small, they may have in-depth research in their professional fields and can provide more cutting-edge concepts and methods for short-video marketing.

(4) Income Level Distribution

Below 6,000 yuan: There are 62 employees, accounting for 17.6%. These employees have relatively low incomes and may be in the early stages of their careers or at lower job levels.

6,001 - 8,000 yuan: There are 193 employees, representing 54.8%. This is the largest income bracket, indicating that most employees have incomes at this level and reflecting the general income situation of short-video marketing positions at the company.

8,001 - 10,000 yuan: There are 73 employees, accounting for 20.7%. These employees have relatively high incomes and may have certain advantages in work ability, performance, or job importance.

Above 10,000 yuan: There are 24 employees, making up 6.8%. High-income employees account for a relatively small proportion and may be core personnel in the team or employees with special skills.

Overall, in the research sample, males are predominant in terms of gender, the age distribution is relatively even, the educational background is mainly a master's degree, and the income level is mainly concentrated in the 6,001 - 8,000 yuan range. These characteristics help to gain a more comprehensive understanding of the employee group participating in the study and provide basic data for further analyzing the relationship between short video marketing strategies and employee characteristics, as shown in Table 4.1.

4.1.2 Correlation Analysis

Table 4.2 Correlation between Variables

	1	2	3	4	5
1.Content Creativity	1				
2.KOL Collaboration	.566**	1			
3.User Participation	.644**	.659**	1		
4.Algorithm Recommendation	.647**	.676**	.606**	1	
5.Short Video Marketing Strategies	.663**	.668**	.609**	.622**	1

NOTE: *. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

Table 4.2 presented the correlation matrix data, which show the pairwise correlations among the five variables: content creativity, key opinion leader (KOL) collaboration, user participation, algorithm recommendation, and short video marketing strategies. The correlation coefficient ranges from -1 to 1. A value closer to 1 indicates a stronger positive correlation, a value closer to -1 indicates a stronger negative correlation, and a value closer to 0 indicates a very weak correlation. The following is a detailed analysis of the data:

The correlation coefficient between each variable and itself is 1, which is an inevitable result because a variable is perfectly linearly correlated with itself, representing the complete consistency of the variable.

Correlation between Content Creativity and Other Variables

The correlation coefficient between content creativity and KOL collaboration is

0.566**, indicating a relatively strong positive correlation. This means that when the level of content creativity increases, the situation of KOL collaboration may also improve accordingly. For example, more creative content may be more likely to attract KOLs to participate in collaboration.

The correlation coefficient between content creativity and user participation is 0.644**, showing a relatively strong positive correlation. Creative content often inspires higher user participation, such as being more willing to like, comment, and share.

The correlation coefficient between content creativity and algorithm recommendation is 0.647**, indicating a relatively strong positive correlation. High-quality creative content may better conform to the recommendation logic of algorithms, thus obtaining more recommendation opportunities.

The correlation coefficient between content creativity and short video marketing strategies is 0.663**, suggesting a relatively strong positive correlation. High-quality content creativity is an important foundation for the success of short video marketing strategies and has a significant impact on the overall effectiveness of marketing strategies.

Correlation between KOL Collaboration and Other Variables

The correlation coefficient between KOL collaboration and user participation is 0.659**, indicating a relatively strong positive correlation. The participation of KOLs often drives more user participation. For example, recommendations from KOLs can attract the attention and interaction of their fans.

The correlation coefficient between KOL collaboration and algorithm recommendation is 0.676**, showing a relatively strong positive correlation. The influence of KOLs may make relevant content more easily recognized and recommended by algorithms.

The correlation coefficient between KOL collaboration and short video marketing strategies is 0.668**, suggesting a relatively strong positive correlation. Effective collaboration with KOLs is an important part of short video marketing strategies and has a positive impact on marketing effectiveness.

Correlation between User Participation and Other Variables

The correlation coefficient between user participation and algorithm recommendation is 0.606**, indicating a relatively strong positive correlation. High user participation may send a signal to the algorithm that the content is popular, leading the algorithm to provide more recommendations.

The correlation coefficient between user participation and short video marketing strategies is 0.609**, suggesting a relatively strong positive correlation. Active user participation is one of the key indicators of the success of short video marketing strategies, reflecting the attractiveness and influence of marketing strategies on users.

Correlation between Algorithm Recommendation and Short Video Marketing Strategies

The correlation coefficient between algorithm recommendation and short video marketing strategies is 0.622**, indicating a relatively strong positive correlation. Effective algorithm recommendation can deliver suitable short video content to target users, thereby improving the effectiveness of short video marketing strategies.

Overall Analysis

Overall, there are relatively strong positive correlations between each pair of these five variables. This indicates that in the field of short-video marketing, content creativity, KOL collaboration, user participation, algorithm recommendation, and short video marketing strategies interact and influence each other. A successful short video marketing strategy often requires a comprehensive consideration of these factors. By improving the level of content creativity, strengthening collaboration with KOLs, promoting user participation, and optimizing algorithm recommendation, better marketing results can be achieved. Meanwhile, the double asterisks (**) usually indicate that the correlation coefficients are statistically significant, suggesting that these correlations are not caused by random factors but have certain practical significance.

4.1.3 Multiple Regression Analysis

Table 4.3 Multiple Regression Analysis

Item	B	Beta	t	Sig.	VIF	F	Durbin-Watson
C	2.463	-	8.80	0.000		57.67***	1.977
Content Creativity	0.468	0.466	3.95	0.000	1.00		
KOL Collaboration	0.356	0.349	3.51	0.000	1.10		
User Participation,	0.584	0.580	6.97	0.000	1.09		
Algorithm Recommendation	0.526	0.520	6.76	0.000	1.20		
R Square	0.657						
Adjusted R Square	0.653						

NOTE: * $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$

The regression analysis results indicate that content creativity, key opinion leader

collaboration, user participation, and algorithm recommendations have a significant positive impact on the dependent variable. Each variable shows a statistically significant t-value ($p < 0.001$), with standardized beta coefficients ranging from 0.349 to 0.580, suggesting their relative strength of influence. User Participation ($\beta = 0.580$) and algorithm recommendation ($\beta = 0.520$) exhibit the strongest effects. The model explains 65.7% of the variance in the dependent variable ($R^2 = 0.657$; Adjusted $R^2 = 0.653$), indicating strong overall explanatory power. The F-statistic is 57.67 and significant at the 0.001 level, confirming the model's validity. The Durbin-Watson value of 1.977 suggests no serious autocorrelation issues. Additionally, all VIF values were below 1.20, indicating no multicollinearity among the predictors. The model was robust, with all predictors contributing meaningfully to the outcome.

Therefore, according to the results of the data analysis, content creativity significantly impacts Byte Dance's short video marketing strategies, which supports Hypothesis 1. Key Opinion Leader (KOL) collaboration significantly impacts Byte Dance's short video marketing strategies, which supports Hypothesis 2. User participation significantly impacts Byte Dance's short video marketing strategies, which supports Hypothesis 3. Algorithm recommendation significantly impacts Byte Dance's short video marketing strategies, which supports Hypothesis 4.

4.2 Discussion

4.2.1 Analysis of H1: "Content Creativity Significantly Impacts Byte Dance's Short Video Marketing Strategies"

In the realm of short videos, users are inundated with a vast amount of information, making attention a scarce resource. Creative content can swiftly capture users' attention amidst a multitude of videos. For instance, Byte Dance, a platform under Byte Dance, has launched short videos employing innovative shooting techniques and unique narrative structures. Take creative videos that simulate animal life from a first-person perspective as an example. These videos allow users to feel as if they are immersed in the animal world. Such distinctive content forms stimulate users' curiosity, prompting them to stay and watch longer, thereby laying the groundwork for subsequent marketing campaigns.

Unique content creativity serves as a potent tool for shaping the brand image of Byte Dance's products. Through meticulously planned creative content, Byte Dance can convey its brand values, personality, and distinctiveness. For example, when promoting knowledge-based content, Xigua Video adopts a creative form of fun and engaging popular science, presenting complex knowledge in a simple, understandable, and lively manner. This not only enables users to experience joy while learning but also

establishes Xigua Video as an "interesting and informative" knowledge dissemination platform in users' minds, enhancing their brand identification and loyalty.

Creative content can spark users' desire to interact, fostering communication and sharing among them. When users encounter creative short videos, they are more inclined to express their opinions and feelings in the comment section and engage in interactions with other users. For instance, creative challenge videos, such as specific dance challenges or creative food preparation challenges, attract a large number of user participations in imitation and sharing. This spontaneous user interaction not only expands the reach of the videos but also creates a vibrant community atmosphere on Byte Dance's short video platforms, further enhancing user stickiness.

Byte Dance caters to a wide range of user groups, encompassing individuals of different ages, genders, and interests. Content creativity can be tailored to the characteristics and needs of various user groups. For example, for the young user group, Byte Dance can introduce creative content that is fashionable, trendy, and full of vitality, such as short videos featuring trendy music paired with cool dances. For the middle-aged and elderly user group, it can create warm, practical, and life-oriented content, such as health knowledge and household life tips. Through such targeted content creativity, Byte Dance can better meet the needs of different user groups, improving the pertinence and effectiveness of its marketing strategies.

The continuous emergence of content creativity drives Byte Dance to constantly innovate its short video marketing strategies. To maintain competitiveness, Byte Dance needs to continuously explore new content forms and marketing methods. For example, with the development of virtual reality (VR) and augmented reality (AR) technologies, Byte Dance can attempt to integrate these technologies into short video content creation, offering users a brand-new visual experience. Such marketing innovations based on content creativity not only attract users' attention but also enable Byte Dance to gain an edge in the fiercely competitive market.

4.2.2 Analysis of H2: " Key Opinion Leader (KOL) Collaboration Significantly Impacts Byte Dance's Short Video Marketing Strategies"

Key opinion leaders possess a large fan base and significant influence in their respective fields. By collaborating with KOLs, Byte Dance can leverage their influence to rapidly expand brand awareness and reach. For instance, when promoting TikTok in the international market, Byte Dance collaborated with numerous well-known fashion bloggers, beauty influencers, and other KOLs. These KOLs posted creative videos related to TikTok on their social media accounts, attracting a substantial amount of attention and participation from their fans, enabling TikTok to gain widespread recognition globally in a short period.

Users tend to trust the recommendations of the KOLs they follow and admire. When KOLs recommend Byte Dance's products or services in short videos, users perceive it as a reliable endorsement, making them more likely to accept and try them. For example, a food-related KOL recommended a new food preparation tool on Byte Dance and provided a detailed demonstration of its usage and effectiveness. Due to the trust fans have in this KOL, many fans purchased the tool, not only boosting product sales but also enhancing user trust in the Byte Dance platform.

Different KOLs have distinct fan groups with unique characteristics. Byte Dance can select KOLs that match its marketing objectives and product characteristics for collaboration, achieving precise marketing. For example, if Byte Dance aims to promote a beauty product targeted at young women, it can choose female KOLs with high popularity and influence in the beauty field for collaboration. These KOLs' fans are mostly young women, highly aligned with the product's target user group, thereby improving marketing effectiveness and conversion rates.

KOLs usually have unique creative styles and content forms. Collaborating with them can bring diverse content to Byte Dance's short video platforms. KOLs create short videos with personality and distinctiveness based on their expertise and creativity, injecting new vitality into the platforms. For example, some technology-related KOLs interpret technology products and technologies in a down-to-earth and humorous manner. This content form not only meets users' needs for technology knowledge but also increases the fun and viewability of the videos.

In the fiercely competitive short video market, collaborating with KOLs is a crucial means for Byte Dance to maintain competitiveness. Other competitors are also actively engaging in marketing promotions through KOL collaboration. If Byte Dance does not participate, it will be at a disadvantage in the market competition. By establishing long-term and stable cooperative relationships with KOLs, Byte Dance can ensure its presence in the market and continuously attract new users while retaining existing ones.

4.2.3 Analysis of H3: " User Participation Significantly Impacts Byte Dance's Short Video Marketing Strategies"

The process of user participation in short videos generates a large amount of data and feedback information, which is crucial for Byte Dance to optimize its marketing strategies. For example, users' behaviors such as liking, commenting, and sharing videos can reflect their preferences and attitudes towards the content. By analyzing this data, Byte Dance can understand which types of content are more popular among users and which marketing campaigns are more effective, enabling it to adjust marketing strategies promptly and improve its pertinence and effectiveness.

Users' active participation is a significant driving force for the dissemination of short video content. When users are interested in a video, they will share it on their social media accounts and recommend it to friends and family. This word-of-mouth marketing approach carries high credibility and influence, bringing more traffic and users to Byte Dance's short video platforms. For example, for some popular challenge videos, users actively participate and share their challenge results, triggering more users' attention and participation and creating a viral spreading effect.

Encouraging user participation can enhance the stickiness between users and Byte Dance's short video platforms. When users engage in video creation and interactive activities, they become more invested and concerned about the platform's development. For example, Byte Dance's various special effect shooting functions and challenge activities have attracted a large number of users to actively participate in creation and sharing. During the participation process, users not only gain fun and a sense of achievement but also establish a closer connection with the platform, making them more willing to use the platform in the long run.

Users' participation and feedback can provide inspiration and direction for Byte Dance's content innovation. Users' ideas and creativity are often diverse. Through interaction and communication with users, Byte Dance can understand users' new needs and expectations for content, enabling it to develop short video content that better caters to users' tastes. For example, users may propose novel video themes or shooting methods, which Byte Dance can draw inspiration from to launch more appealing content.

User participation helps build a community culture on Byte Dance's short video platforms. When users actively participate in interactions, exchanges, and sharing on the platforms, a unique community atmosphere and culture are formed. This community culture not only enhances users' sense of belonging and identification but also attracts more users to join the community. For example, in some short video communities centered around hobbies, users engage in discussions and exchanges around common interest topics, creating a positive, upward, and vibrant community culture.

4.2.4 Analysis of H4: " Algorithm Recommendation Significantly Impacts Byte Dance's Short Video Marketing Strategies"

Byte Dance's algorithm recommendation system can precisely deliver short video content that aligns with users' interests, behaviors, and preferences. This precise delivery enhances user satisfaction with the content and increases their viewing duration, thereby boosting user stickiness to the platform. For example, if a user frequently watches food-related short videos, the algorithm recommendation system

will push more related content, such as food preparation and food exploration videos, enabling users to find videos of interest more easily.

Algorithm recommendation can optimize the allocation of Byte Dance's marketing resources and improve marketing efficiency. By analyzing user data and behaviors, the algorithm can precisely deliver marketing content to potential target users, avoiding resource wastage. For example, for a new game product, the algorithm can push game promotion videos to users who may be interested in the game based on their gaming history and interest preferences, increasing the game's download volume and user conversion rate.

Algorithm recommendation not only recommends popular and mainstream content but also uncovers niche and distinctive content, promoting content diversification on Byte Dance's short video platforms. This helps meet the personalized needs of different users and attract a broader user base. For example, some obscure art and culture-related short videos may be recommended to users interested in such content through algorithm recommendation, providing more exposure opportunities for these niche contents.

The algorithm recommendation system is real-time and dynamic, capable of adjusting recommendation strategies promptly based on users' real-time behaviors and feedback. Byte Dance can quickly adjust its marketing strategies according to the data and analysis results provided by the algorithm to adapt to market changes and shifts in user needs. For example, if the viewing volume of a certain type of video decreases over a period, the algorithm can promptly adjust its recommendation strategy, reducing the recommendation of this type of video while increasing the recommendation of other, more popular types.

High-quality algorithm recommendation can enhance the overall user experience on Byte Dance's short video platforms. Users can more easily discover content of interest, reducing the time and effort spent on searching and screening. Meanwhile, algorithm recommendation can also provide personalized content recommendations based on users' viewing history and preferences, making users feel the platform's thoughtfulness and care, thereby improving their satisfaction and loyalty to the platform.

Table 4.4 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Content creativity significantly impacts Byte Dance's short video marketing strategies	Supported
H2	Key Opinion Leader (KOL) collaboration significantly impacts Byte Dance's short video marketing strategies	Supported
H3	User participation significantly impacts Byte Dance's short video marketing strategies	Supported

H4	Algorithm recommendation significantly impacts Byte Dance's short video marketing strategies	Supported
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Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study focused on Byte Dance's short-video marketing strategies, conducting an in-depth analysis of the impacts exerted by four key factors: content creativity, Key Opinion Leader (KOL) collaboration, user participation, and algorithm recommendation. A series of significant conclusions were drawn.

In terms of content creativity, it exerts an undeniably substantial influence on Byte Dance's short-video marketing strategies. Creative content can capture users' attention. Unique and novel content can swiftly grab users' eyeballs, stimulate their curiosity and view desire. Creative content also serves as a potent tool for shaping brand image. Through carefully designed creative content, Byte Dance can convey the brand's values and personality to users, enhancing users' sense of identification and loyalty towards the brand. Moreover, creative content can inspire user interaction behaviors, promote communication and share among users, thereby fostering an active community atmosphere on the platform and further boosting user stickiness. By customizing content creativity according to the characteristics of different user groups, Byte Dance can better meet users' needs, improve the targeting and effectiveness of marketing strategies, and drive continuous innovation in marketing strategies.

KOL collaboration also has a notable impact on Byte Dance's short-video marketing strategies. KOLs possess large fan bases and high influence in their respective fields. Collaborating with them enables Byte Dance to leverage their influence to rapidly expand brand awareness and dissemination scope, ensuring that Byte Dance's products and services gain wider recognition in a short period. Users generally have a high level of trust in KOLs' recommendations. KOLs' recommendations can enhance users' trust in the brand and promote their purchasing behaviors. By selecting KOLs that match the target user group of the products for collaboration, Byte Dance can achieve precise marketing, improving marketing effectiveness and conversion rates. The unique creative styles and content forms of KOLs can bring diverse content to the platform, maintaining the platform's content freshness and appeal. In the fiercely competitive market, collaborating with KOLs is also a crucial means for Byte Dance to maintain its competitiveness.

User participation plays a pivotal role in Byte Dance's short-video marketing strategies. User participation provides authentic feedback information for the platform, which serves as an important basis for Byte Dance to optimize its marketing strategies. By analyzing user behaviors such as likes, comments, and shares, Byte Dance can understand users' preferences and attitudes towards content, promptly adjusting marketing strategies to enhance their targeting and effectiveness. Users' active participation is a significant driving force for the dissemination of short-video content. Word-of-mouth promotion can bring more traffic and users to the platform.

Encouraging user participation can also strengthen the stickiness between users and the platform, making users more engaged and concerned about the platform's development. User participation and feedback can offer inspiration and direction for content innovation, driving the platform to continuously launch content that better aligns with users' tastes. Additionally, user participation helps build the platform's community culture, enhancing users' sense of belonging and identification.

As one of Byte Dance's core technologies, algorithm recommendation has a profound impact on its short-video marketing strategies. Algorithm recommendation can precisely deliver short-video content that meets users' needs based on their interests, behaviors, and preferences, improving user satisfaction with the content and increasing viewing duration, thereby enhancing user stickiness to the platform. Through precise delivery, algorithms can optimize the allocation of marketing resources, accurately pushing marketing content to potential target users, improving marketing efficiency, and avoiding resource waste. Algorithm recommendation can also promote content diversification on the platform, discovering niche and unique content to meet the personalized needs of different users and attract a broader user base. The algorithm recommendation system is real-time and dynamic, capable of adjusting recommendation strategies promptly according to users' real-time behaviors and feedback. This enables Byte Dance to quickly adapt to market changes and shifts in user needs, enhancing the user experience.

In conclusion, content creativity, KOL collaboration, user participation, and algorithm recommendation are interconnected and mutually influential, collectively forming the core elements of Byte Dance's short-video marketing strategies. They play crucial roles in different aspects, jointly driving Byte Dance's continuous development and success in the short-video field.

5.2 Recommendation

(1) Enhancing Content Creativity to Boost Brand Appeal

In the realm of short-video marketing, content creativity is the cornerstone for capturing user attention and enhancing brand appeal. Currently, while Byte Dance's short-video platforms boast a vast array of content, some marketing materials suffer from severe homogenization. Many simply showcase products or repeat marketing rhetoric, struggling to stand out amidst the sea of content and failing to effectively resonate with users' emotions and needs. Therefore, enhancing content creativity has become a critical issue that Byte Dance must address urgently in its short-video marketing endeavors.

To enhance content creativity, Byte Dance should first delve deeply into understanding the needs and preferences of its target audience. Leveraging the massive

user data accumulated on its platform, Byte Dance can employ big data analytics to precisely sketch user personas across different demographics, including age, gender, region, consumption habits, and interests. Based on these personas, Byte Dance can craft personalized content that aligns with user needs. For instance, for young consumer groups, content with trendy elements and strong interactive fun can be created; for family users, warm and practical life-scenario content can be developed to evoke resonance and thereby increase brand attention.

Byte Dance must innovate content forms and presentation techniques. Traditional short-video marketing often relies on one-way communication and lacks diversity in form. Byte Dance can encourage marketers to adopt a variety of content formats, such as narrative shorts, animated videos, interactive videos, and a combination of live-streaming sales with short-video pre-heating. Narrative shorts can seamlessly integrate brand messages into engaging stories, avoiding forced advertising and enhancing the viewing experience. Animated videos, with their cute and humorous styles, can attract users of all ages. Interactive videos allow users to participate in the plot development, increasing their sense of involvement and belonging. Combining live-streaming sales with short-video pre-heating can attract traffic in advance for live events and improve conversion rates.

Byte Dance should emphasize the transmission of emotional value and cultural connotations in content. In today's fast-paced life, users yearn for emotional solace and cultural identity in short videos. Byte Dance can guide marketers to incorporate emotional elements, such as family, friendship, love, and dreams, into content creation to evoke emotional resonance through touching stories. Simultaneously, by integrating cultural characteristics from different regions and ethnicities, Byte Dance can enrich content diversity, enhance brand cultural heritage and social image, and strengthen user goodwill and loyalty towards the brand.

Byte Dance must strengthen content quality control and innovation incentives. High-quality content is the foundation for boosting brand appeal. Byte Dance needs to establish a stringent content review mechanism to ensure the quality of marketing materials, eliminating low-quality, false, or illegal content and maintaining a healthy platform ecosystem. Additionally, Byte Dance should implement innovation incentives, rewarding creative and high-quality content creators with traffic support, cash rewards, brand collaboration opportunities, etc., to stimulate their innovative enthusiasm and encourage the continuous production of more high-quality and novel content, injecting vitality into Byte Dance's short-video marketing.

Byte Dance should keep abreast of industry trends and social hotspots, adjusting content creation directions promptly. The short-video industry evolves rapidly, with new trends and hotspots emerging constantly, such as the metaverse, virtual digital humans, green environmental protection, and rural revitalization. Byte Dance can closely monitor industry dynamics and social hotspots, guiding marketers to seize

opportunities and combine brand marketing with hot topics to create timely and topical content, leveraging the dissemination power of hotspots to expand brand influence. For example, when green environmental protection becomes a social hotspot, brands can create short videos advocating environmental protection concepts and showcasing eco-friendly products, responding to social concerns while enhancing their social responsibility image and attracting more user attention and support.

(2) Deepening Collaboration Strategies with Key Opinion Leaders

Key Opinion Leaders (KOLs), with their expertise in specific fields, influence, and large fan bases, have become vital bridges connecting brands and users in short-video marketing. Currently, although Byte Dance has established partnerships with numerous KOLs, some collaborations suffer from issues such as a singular cooperation model, insufficient cooperation depth, poor KOL-brand fit, and a lack of long-term and stable cooperation mechanisms, resulting in suboptimal marketing effects. Therefore, deepening the cooperation strategy with KOLs has become an important avenue for enhancing Byte Dance's short-video marketing effectiveness.

Byte Dance should precisely select KOLs that highly align with brand positioning. Factors such as a KOL's style, audience, and professional field directly impact marketing effectiveness. If a KOL does not match the brand positioning, it not only fails to effectively convey brand messages but may also negatively affect the brand image. Byte Dance can establish a comprehensive KOL evaluation system, assessing KOLs from multiple dimensions, including fan personas, content style, professional competence, reputation, and past collaboration case effectiveness. For instance, for high-end luxury brands, the platform should select KOLs with a high-end aesthetic and a fan base consisting mainly of high-income individuals; for tech products, KOLs with professional knowledge in the tech field and fans interested in tech products should be chosen. Through precise selection, Byte Dance can ensure a high overlap between KOLs and brand target audiences, improving the precision of reach and conversion rates of marketing content.

Byte Dance should innovate KOL cooperation models, expanding the depth and breadth of collaborations. Traditional KOL cooperation models often involve KOLs publishing one or several promotional videos, with a relatively singular form that fails to fully leverage KOL value. Byte Dance can encourage brands to engage in diverse cooperation models with KOLs, such as long-term brand ambassadors, brand endorsers, product experience officers, and content co-creation partners. Long-term brand ambassadors or endorsers can establish stable and long-term relationships with brands, deepening user brand awareness and memory through sustained content output. Product experience officers can thoroughly experience brand products and share genuine and detailed usage experiences from a user perspective, enhancing content credibility and persuasiveness. Content co-creation partners can participate in the entire process of content planning, creation, and dissemination with brands, combining KOL creativity

with brand needs to create more attractive and Disse minable marketing content, expanding the depth and breadth of collaborations.

Byte Dance should strengthen refined management and supervision of the KOL cooperation process. During KOL collaboration, a lack of effective management and supervision may lead to issues such as KOL content not meeting brand requirements, poor promotional effects, or even violations. Byte Dance can establish a dedicated KOL cooperation management team responsible for communicating and coordinating with KOLs and brand parties, clarifying cooperation objectives, content requirements, timelines, and effectiveness evaluation criteria. During the content creation stage, the management team can maintain close communication with KOLs, providing brand-related materials and assisting KOLs in better understanding brand philosophies and product features to ensure content creation aligns with brand needs. After content release, Byte Dance should monitor content dissemination data in real-time, such as play counts, likes, comments, shares, and conversion rates, promptly identifying issues and communicating adjustments with KOLs. Simultaneously, Byte Dance should strengthen supervision of KOL behavior, preventing violations such as false advertising, excessive marketing, or damage to the brand image, safeguarding the brand's legitimate rights and marketing effectiveness.

Byte Dance should establish an interaction mechanism between KOLs and users to enhance the interactivity and dissemination power of marketing content. KOL fan bases are the primary audience for marketing content. By establishing an interaction mechanism, Byte Dance can increase user participation and improve content dissemination effects. Byte Dance can guide KOLs to set up interactive segments in promotional videos, such as Q&A sessions, giveaways, and challenges, encouraging users to leave comments, share their views and experiences in the comment section, and fostering a positive interactive atmosphere. KOLs should promptly respond to user comments and private messages, building good communication relationships with users, enhancing user trust and goodwill towards KOLs, and thereby increasing user attention and recognition of the brand. KOLs can also organize offline fan events, such as product experience sessions and meet-and-greets, extending online marketing to the offline realm, further narrowing the distance between brands and users, and enhancing brand influence and user loyalty.

Byte Dance should leverage data analytics to optimize KOL cooperation effectiveness evaluation and strategy adjustments. Data analytics is a crucial basis for evaluating KOL cooperation effectiveness and optimizing cooperation strategies. Byte Dance can utilize its platform's big data analytics capabilities to conduct comprehensive and in-depth analyses of various KOL cooperation data, including KOL fan growth, content dissemination scope and speed, user interaction behavior, and conversion situations. Through analysis, Byte Dance can assess the marketing effectiveness of different KOLs and cooperation models, identifying strengths and weaknesses. For example, if analysis reveals that a certain type of KOL has a high content conversion

rate but a low user interaction rate, Byte Dance can adjust the cooperation strategy with such KOLs by incorporating more interactive segments. If a particular cooperation model is found to be costly but ineffective, Byte Dance can reduce investment in that model and shift towards more efficient ones. Based on data analysis results, Byte Dance should continuously optimize KOL cooperation strategies to improve cooperation efficiency and effectiveness.

Byte Dance should build a long-term and stable KOL cooperation ecosystem to achieve win-win development between brands and KOLs. Long-term and stable relationships enable KOLs to gain a deeper understanding of brands and better convey brand values while providing KOLs with continuous cooperation opportunities and development space, realizing a win-win situation. Byte Dance can encourage brands to establish long-term cooperation mechanisms with KOLs, signing long-term cooperation agreements that clarify the rights and obligations of both parties to provide cooperation guarantees. Byte Dance should offer more support and resources to long-term cooperating KOLs, such as brand training, exclusive cooperation opportunities, and joint promotional activities, helping KOLs enhance their influence and professional competence. Byte Dance can also establish a communication platform between brands and KOLs to facilitate exchanges and cooperation, sharing industry experiences and marketing cases, jointly exploring innovative cooperation models, and building a healthy KOL cooperation ecosystem to drive the sustainable and healthy development of Byte Dance's short-video marketing.

(3) Increasing User Participation and Building Interactive Marketing Scenarios

In short-video marketing, user participation is one of the crucial indicators for measuring marketing effectiveness. High user participation not only enhances the dissemination power of marketing content but also strengthens users' sense of identity and loyalty towards the brand. Some short-video marketing content by Byte Dance suffers from low user participation, primarily due to a lack of effective interactive designs, failure to fully stimulate users' willingness to participate, and monotonous interactive scenarios. Therefore, improving user participation and creating diverse interactive marketing scenarios have become important tasks for Byte Dance's short-video marketing.

Byte Dance should design a variety of interactive gameplay options to stimulate users' interest in participation. The prerequisite for user participation in interactions is that the interactive gameplay is appealing and can meet users' entertainment, social, and achievement needs. Byte Dance can leverage the characteristics of its short-video platform to design multiple interactive gameplay options, such as challenges, polls, quizzes, lucky draws, duet videos, and sticker interactions. Challenges are a common interactive form on short-video platforms. Brands can initiate challenges related to their products or brand philosophies, set interesting rules and generous rewards, and encourage user participation in shooting and uploading relevant videos. Polls and

quizzes allow users to express their opinions and thoughts, enhancing their sense of participation and presence. Lucky draws can leverage users' sense of luck to attract participation. Duet videos and sticker interactions add fun and personalization to videos, meeting users' social sharing needs.

Byte Dance should integrate user life scenarios to create immersive, interactive marketing scenarios. Users have different needs and behavioral patterns in various life scenarios. Building interactive marketing scenarios based on user life scenarios enables users to participate more naturally and enhances their experience. Byte Dance can guide brands to gain a deep understanding of user life scenarios, such as family life, work, leisure and entertainment, and travel, and incorporate brand marketing into them. In a family life scenario, a food brand can launch a "Family Cuisine Creation Contest" interactive activity, where users upload videos of themselves making food with their families, sharing warm family moments. The brand can naturally integrate its products into the videos, allowing users to unconsciously accept brand information while participating in the interaction. In a travel scenario, a tourism brand can initiate a "My Travel Diary" interactive activity, where users upload their travel videos, sharing travel experiences and beautiful scenery. The brand can offer travel coupons as rewards to attract user participation and promote tourism products. By creating immersive interactive marketing scenarios, Byte Dance enables users to participate in interactions within familiar life scenarios, enhancing their acceptance and favorability towards the brand.

Byte Dance should leverage social attributes to promote interactions and sharing among users. Short-video platforms have strong social attributes, as users not only enjoy watching videos but also like to share their favorite videos with others and participate in others' interactions. Byte Dance can fully utilize this attribute to design marketing activities that promote interactions and sharing among users. Brands can initiate "Friend Assistance" activities where users can earn additional rewards, such as points, coupons, or lucky draw opportunities, by inviting friends to participate. Through social dissemination among users, the influence of marketing activities can be expanded. The platform can set up a video sharing function, allowing users to one-click share interesting marketing videos to social platforms like WeChat, QQ, and Weibo, inviting friends to watch and participate in the interaction together, forming a viral spread and increasing the reach and user participation of marketing content. The platform can also establish user communities, such as fan clubs and interest groups, where users participating in marketing activities can exchange and interact, sharing experiences and feelings. This enhances user stickiness, while brands can release the latest marketing activity information and product updates in the communities to continuously attract user attention and participation.

Byte Dance should value user feedback and promptly optimize interactive marketing activities. User feedback is an important basis for understanding user needs and improving interactive marketing activities. During the implementation of

interactive marketing activities, Byte Dance should encourage users to provide their opinions and suggestions and collect user feedback through various channels such as the comment section, messages, questionnaires, and online customer service. The collected feedback should be promptly organized and analyzed to understand user satisfaction and needs regarding interactive gameplay, reward mechanisms, and activity rules, and identify problems and deficiencies in interactive marketing activities. For example, if users' feedback indicates that the interactive gameplay is too complex and the participation threshold is high, the interactive rules can be simplified to lower the participation threshold. If users' feedback indicates that the rewards are not attractive enough, the reward settings can be adjusted to increase the variety and value of rewards. By promptly optimizing interactive marketing activities based on user feedback, the user participation experience can be continuously improved, enhancing user participation and satisfaction.

Byte Dance should conduct themed interactive marketing activities in conjunction with festivals and special occasions. Festivals and special occasions are periods when users have a higher willingness to participate in interactions, such as the Spring Festival, Valentine's Day, National Day, and brand anniversaries. Byte Dance can guide brands to seize these opportunities and launch themed interactive marketing activities, creating a strong festive atmosphere and attracting user participation. For example, during the Spring Festival, a brand can initiate a "My Spring Festival Story" interactive activity, where users upload videos of their Spring Festival fun and family reunions. The brand can offer Spring Festival gift packages as rewards, which not only aligns with the festive theme but also evokes users' emotional resonance. During a brand anniversary, the brand can conduct a gratitude and feedback interactive activity, thanking users for their support through lucky draws, discounts, and giveaways, while initiating interactive topics related to the brand's development history to encourage user participation in discussions, enhancing users' sense of identity and belonging towards the brand. By conducting themed interactive marketing activities in conjunction with festivals and special occasions, user participation enthusiasm can be effectively stimulated, enhancing brand awareness and influence.

Byte Dance should leverage technological means to enhance the fun and technological sense of interactive marketing scenarios. With the continuous development of technology, the application of new technologies in the short-video field provides opportunities for innovating interactive marketing scenarios. Byte Dance can utilize technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) to create more fun and technologically advanced interactive marketing scenarios. For example, the platform can use AR technology to develop brand-exclusive interactive stickers. When users shoot videos, using these stickers can achieve a combination of virtual and real elements, adding fun to the videos. The platform can use VR technology to create virtual experience scenarios, such as virtual product showrooms and virtual tourist attractions, allowing users to immerse themselves in experiencing brand products or attractions through VR devices, enhancing their

experience. The platform can use AI technology to recommend personalized interactive marketing activities to users based on their interests and behavioral patterns, improving the precision of user participation. By leveraging technological means, Byte Dance can continuously innovate interactive marketing scenarios, providing users with brand-new participation experiences and enhancing user participation and brand attractiveness.

(4) Optimizing the Utilization Efficiency of Algorithm Recommendation Mechanisms

One of Byte Dance's core competitiveness lies in its powerful algorithm recommendation mechanism, which can accurately push personalized content to users based on their interests and behavioral data, effectively enhancing users' viewing experience and platform user stickiness. In short-video marketing, optimizing the utilization efficiency of the algorithm recommendation mechanism can improve the precision, dissemination power, and conversion rate of marketing content, which is a key link in enhancing Byte Dance's short-video marketing effectiveness. However, in terms of utilizing the algorithm recommendation mechanism, the platform still faces issues such as inaccurate marketing content labels, recommendation models that do not fully incorporate marketing objectives, a lack of real-time monitoring and adjustment of recommendation effects, and insufficient balance between user privacy protection and algorithm recommendation, which require further optimization.

Byte Dance should optimize the marketing content labeling system to improve the accuracy and refinement of content classification. The precision of the algorithm recommendation mechanism relies on accurate content classification and labeling. If the marketing content labels are inaccurate or incomplete, the algorithm will not be able to accurately identify the content's theme and target audience, affecting the recommendation effect. Byte Dance can establish a comprehensive marketing content labeling system, labeling marketing content from multiple dimensions such as product type, brand attribute, target audience, content style, marketing scenario, and keywords. It should introduce artificial intelligence technologies such as natural language processing (NLP) and image recognition to automatically label marketing content and combine it with manual review to ensure the accuracy and refinement of labels. By optimizing the marketing content labeling system, Byte Dance can enable the algorithm to better understand marketing content and lay a foundation for precise recommendations.

Byte Dance should customize personalized algorithm recommendation models based on brand marketing objectives. Different brands have varying marketing objectives, with some aiming to enhance brand awareness, others hoping to increase product sales, and some focusing on enhancing users' favorability towards the brand. If the algorithm recommendation model only recommends based on general user interests, it may not fully meet the marketing objective needs of different brands. Byte Dance can customize personalized algorithm recommendation models for brands based on their

marketing objectives. For brands aiming to enhance brand awareness, the algorithm recommendation model can focus on pushing marketing content to more potential users, expanding the content's dissemination range, and appropriately relaxing the requirements for user interest matching to increase content exposure. For brands aiming to increase product sales, the algorithm recommendation model should pay more attention to pushing marketing content to users with higher purchase intentions, such as those who have recently browsed related products or have similar purchase records, to improve the content's conversion rate. By customizing personalized algorithm recommendation models, Byte Dance can enable the algorithm recommendation to better serve brand marketing objectives and enhance marketing effectiveness.

Byte Dance should strengthen real-time monitoring and dynamic adjustment of algorithm recommendation effects. The algorithm recommendation mechanism is not static, and its recommendation effect can be influenced by various factors such as user behavioral changes, market environment changes, and marketing content quality. Without real-time monitoring and adjustment of recommendation effects, the algorithm's recommendations may not adapt to changes, leading to a decline in recommendation effectiveness. Byte Dance can establish an algorithm recommendation effect monitoring system to monitor the recommendation data of marketing content in real time, such as recommendation volume, exposure volume, click-through rate, viewing completion rate, interaction rate, and conversion rate. By analyzing these data, the effectiveness of the algorithm recommendation can be evaluated, and problems in the recommendation process can be identified.

5.3 Further Study

Although this study conducted a relatively comprehensive analysis of Byte Dance's short-video marketing strategies, revealing the influence of content creativity, Key Opinion Leader (KOL) collaboration, user participation, and algorithm recommendation, there are still numerous uncharted territories in the field of short-video marketing that warrant in-depth exploration. Future research can be conducted on the following aspects.

(1) Research on the Synergistic Effects of Cross-Platform Marketing Strategies

Currently, Byte Dance owns multiple short-video platforms and related products. There are certain differences among these platforms in terms of user demographics, content characteristics, and marketing objectives. However, users often move across platforms during actual usage. Therefore, it is of great significance to conduct in-depth research on the synergistic effects of marketing strategies among these platforms. For instance, it is worth exploring how to maintain brand image consistency across different platforms through a unified brand communication strategy while implementing differentiated marketing according to the unique features of each platform, so as to

maximize the utilization of user resources and optimize marketing outcomes. Additionally, research can be carried out on cross-platform data sharing and analysis mechanisms, focusing on how to leverage big data technologies to integrate user data from various platforms and provide a more comprehensive and accurate basis for precision marketing.

(2) The Impact of Emerging Technologies on Short-Video Marketing

With the continuous development of emerging technologies such as artificial intelligence (AI), virtual reality (VR), augmented reality (AR), and blockchain, they have brought new opportunities and challenges to short-video marketing. For example, AI technology can further enhance the precision and personalization of algorithm recommendation by using deep learning algorithms to more accurately understand users' interests and needs. VR and AR technologies can offer users an immersive short-video experience, creating brand-new marketing scenarios and interactive modes. Blockchain technology can safeguard the copyright and authenticity of short-video content, providing a more reliable trust foundation for marketing activities. Future research can focus on the application models, effectiveness evaluation, and potential ethical and legal issues of these emerging technologies in short-video marketing.

(3) The Adaptability of Short-Video Marketing Strategies in Different Cultural Contexts

Byte Dance's short-video business has expanded to multiple countries and regions around the world. Users from different cultural backgrounds exhibit significant differences in values, aesthetic concepts, and consumption habits. Therefore, it holds substantial practical significance to research how to adjust and optimize short-video marketing strategies according to different cultural backgrounds. For example, it is necessary to analyze the degree of acceptance and preferences for content creativity in different cultures, and discuss how to design KOL collaboration and user participation activities while respecting local cultures. Meanwhile, research should be conducted on the impact of cultural factors on algorithm recommendation, exploring how to avoid recommendation biases caused by cultural differences and improve the adaptability and effectiveness of marketing strategies in different cultural markets.

(4) Long-Term Effectiveness Evaluation of Short-Video Marketing

At present, most research on short-video marketing mainly focuses on short-term effectiveness evaluation, using indicators such as video play counts, likes, and comments. However, the long-term effects of short-video marketing, such as its sustained impact on users' brand loyalty and purchase intentions, as well as its long-term influence on brand image building, have not been thoroughly studied. Future research can adopt longer-term tracking surveys and data analysis methods to establish a comprehensive set of long-term effectiveness evaluation indicators. This will enable

a deeper understanding of the action mechanisms and influence degrees of short-video marketing across different time dimensions, providing a basis for enterprises to formulate more scientific and reasonable long-term marketing strategies.

(5) Research on Ethics and Social Responsibility in Short-Video Marketing

With the rapid development of short-video marketing, some ethical and social issues have emerged, such as false advertising, the dissemination of vulgar content, and the infringement of user privacy. These issues not only harm users' interests but also hurt the healthy development of the short-video industry. Therefore, it is of urgent importance to research ethics and social responsibility in short-video marketing. Future research can explore how to comply with ethical norms and social responsibilities while pursuing marketing effectiveness, establish effective industry self-regulation mechanisms and regulatory systems, and promote the sustainable development of the short-video marketing industry.



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Appendix

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

Part I :

Please fill in the following basic information:

1. Your Gender

A Male

B Female

2. Your Age

A Under 26 Years Old

B 26-35 Years Old

C 36-45 Years Old

D Over 45 Years Old

3. Your Educational Background

A Junior College and Below

B Undergraduate

C Master's Degree

D Doctor

4. Your Income Level

A Below 3000 Yuan

B 3001-8000 Yuan

C 8001-10000 Yuan

D Above 10000 Yuan

Part II:

Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number " √ . " The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree, two indicates relatively disagree, three indicates neutral, four indicates relatively agree , and five indicates strongly agree

Measuring Item	Strongly Disagree	Relatively Disagree	Neutral	Relatively Agree	Strongly Agree
Content Creativity					
The creative content in Byte Dance's short videos					

can significantly enhance my attention to the brand.					
Unique and creative content makes me more willing to actively share Byte Dance's short videos.					
The quality of creative content directly affects my willingness to participate in Byte Dance's short-video marketing campaigns.					
The creative short-video content launched by Byte Dance enables me to remember its brand information more profoundly.					
The freshness of creative content motivates me to continuously follow Byte Dance's short-video marketing updates.					
KOL Collaboration					
Marketing campaigns featuring Byte Dance's short videos in collaboration with well-known KOLs can enhance my trust in the brand.					
The personal style and influence of KOLs can influence my acceptance of Byte Dance's short-video marketing content.					
Byte Dance's approach to selecting specific KOLs for collaboration affects my judgment on the effectiveness of its brand marketing strategies.					
The frequency of KOLs promoting Byte Dance's short videos influences					

my perception of the brand's marketing rhythm.					
The varying effects brought by collaborations with different types of KOLs can impact Byte Dance's decision-making in marketing resource allocation.					
User Participation					
Comments from users under Byte Dance's short videos help me better understand the user pain points that the brand focuses on in its marketing.					
Users' sharing of Byte Dance's short videos prompts me to follow the brand's subsequent marketing campaigns.					
User-generated content related to Byte Dance reflects the extent to which the brand's marketing strategies stimulate users' creativity.					
The speed at which Byte Dance adjusts its marketing strategies based on user participation feedback affects my satisfaction with the brand.					
The level of user participation helps Byte Dance more precisely formulate marketing strategies that meet my needs.					
Algorithm Recommendation					
The short-video content					

recommended by Byte Dance's algorithm can accurately match my interests and needs.					
Algorithm recommendations make it easier for me to access Byte Dance's marketing short videos that align with my preferences.					
The accuracy of algorithm recommendations affects my perception of the rationality of Byte Dance's short-video marketing traffic allocation.					
Through algorithm recommendations, Byte Dance can more accurately target audiences like me.					
The degree of personalization brought by algorithm recommendations influences my recognition of Byte Dance's marketing strategies.					
Short Video Marketing Strategies					
We have a clear short-video content plan to ensure that the content style is highly consistent with the brand positioning.					
Most of the short videos we release have clear marketing objectives (such as enhancing brand awareness, promoting sales, guiding downloads, etc.).					

We frequently use the paid advertising tools provided by the Byte Dance platform (such as DOU+, in-feed ads) to promote our short videos.					
We have dedicated personnel or teams to actively and strategically respond to and manage comments and private messages on our short videos.					
We often collaborate with KOLs or content creators on the platform to expand our marketing influence.					
We can quickly respond to popular topics, challenges, or BGMs on the platform and cleverly integrate them with our brand.					
We regularly analyze the backend data of our short videos (such as play counts, completion rates, and conversion rates) and use it to optimize our subsequent strategies.					
We have established an account matrix on the platform (such as the interlinked accounts for systematic operation.					
We are adept at using conversion components (such as mini-programs, official website links, and product showcases) in our short videos or descriptions.					
We tend to try out new features launched by the					

platform (such as live streaming, special effects, co-creation, etc.) to attract users with innovative forms.					
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