

Analysis of the Communication Mode of Short Video Platforms from the Perspective of E-commerce Live Streaming Fever

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Abstract: Against the backdrop of rapid development of short video platforms, the trend of e-commerce live streaming is gradually rising and rapidly sweeping the entire market. With the popularization of mobile Internet and the wide application of short video platforms, the development momentum of short video e-commerce is growing stronger. Short videos have strong social attributes, and contain enormous commercial value. Through vivid and intuitive content display, they can quickly attract consumers' attention, transmit a large amount of information in a short period, and enable consumers to easily obtain product information and make informed purchasing decisions when shopping. Based on this, this article mainly analyzes the dissemination mode of short video platforms and explores the innovative path of short video platform dissemination mode in the context of e-commerce live streaming fever, aiming to conform to the developmental trend of e-commerce live streaming fever and promote the stability and long-term development of short video platforms.

Keywords: Short Video Platform; E-Commerce Live Streaming; Propagation Mode; Innovation Path

With the continuous progress of Internet technology, short video platform has gradually become an important channel for people to obtain information and entertainment. Short videos have quickly attracted a large number of users due to their short and concise content, fast dissemination speed, and strong interactivity. At the same time, e-commerce live streaming, as an emerging marketing method, leverages the dissemination advantages of short video platforms to achieve rapid dissemination and sales conversion of product information.

However, at present, in the process of dissemination on short video platforms, there is a serious phenomenon of content homogenization, and users are easily trapped in information cocoons, making it difficult to access diversified information. In addition, the profit model of short video platforms mainly relies on advertising and e-commerce cooperation, which cannot achieve commercial monetization while ensuring users' experience, thus hindering the development of the platform. If we can continuously innovate and optimize the dissemination mode of short video platforms in the context of the popularity of e-commerce live streaming, we can better adapt to market demand, improve users' experience, and enhance commercial value.

1.The Propagation Mode of Short Video Platforms

Currently, there are two main modes of propagation for short video platforms, namely PGC+UGC mode and Vlog mode. The PGC+UGC model refers to the dissemination method that combines professional production content (PGC) with user generated content (UGC). PGC contains high-quality and highly professional content created by professional teams or individuals, while UGC is created by ordinary users that is closer to life and real emotions. The combination of these two types of content enables short video platforms to share the professional content with high-quality and diversified users' content, thereby attracting a large number of users.

By utilizing the PGC+UGC model for the production and dissemination of short videos, video content can be made more relevant to users' lives, enhancing their sense of participation and interaction, thereby improving the platform users' stickiness. Vlog mode is a dissemination method presented in the form of video logs, usually by individuals or teams recording daily life, travel, food and other topics, and sharing them with viewers

through short video platforms.

The Vlog mode has attracted a large number of fans with its authenticity and affinity, becoming an indispensable part of short video platforms. Vlog creators usually have high personal charm and unique lifestyles, which can establish deeper emotional connections with audiences and provide more persuasive promotion channels for brands and products.

2. Innovative Path of Short Video Platform Communication Mode from the Perspective of E-Commerce Live Streaming Fever

2.1 Precise Positioning and High-Quality Video Content

With the increasing popularity of e-commerce live streaming, short video platforms need to have a clear understanding of their unique advantages and core competitiveness in order to develop communication strategies that can meet market demand. High quality video content is the key to attracting users, so platforms should actively encourage creators to make creative, educational, and entertaining content. At the same time, platforms should also pay attention to the originality and uniqueness of content, striving to avoid the occurrence of content homogenization.

To achieve this goal, short video platforms can take deep collaboration with professional teams and introduce high-quality PGC content into consideration to enhance the overall content quality of the platform. The platform can also establish various incentive mechanisms to encourage UGC creators to continuously improve their creative level, thus forming a virtuous cycle. In addition, short video platforms should focus on vertical segmentation of content and create targeted content for different user groups to meet their needs.

For fashion enthusiasts, short video content that collaborates with fashion brands can be launched to showcase the latest trends and dressing techniques; For food enthusiasts, food making tutorials and store exploration experiences can be launched, allowing viewers to enjoy a visual feast while understanding the culture and stories behind the food. In this way, not only can it enhance the overall content attractiveness of short video platforms, but it can also strengthen their market competitiveness, making short video platforms

stand out in the fierce market competition.

2.2 Establish Brand Awareness and Cleverly Utilize Social Elements

To innovate the dissemination mode of short video platforms under the background of e-commerce live streaming, establishing brand awareness and cleverly utilizing social elements are playing dominated roles. Short video platforms should actively build and strengthen their brand image, using unique visual recognition systems, brand slogans, and promotional strategies to enable users to recognize and remember at a glance among numerous platforms. The establishment of brand awareness not only helps to enhance users' loyalty to the platform, but also attracts more advertisers and partners, thereby bringing more business opportunities to the platform.

In terms of the application of social elements, short video platforms can further deepen their social attributes by adding interactive functions between users, such as comments, likes, shares, private messages, etc., to enhance the connection and interaction between users. In addition, the platform can introduce more innovative social features, including challenge competitions, topic tags, fan groups, etc., to encourage users to participate and share content, thereby creating an active community atmosphere. By utilizing social elements, short video platforms can not only increase users' engagement and stickiness, but also expand the platform's influence and coverage through word-of-mouth and social sharing.

2.3 Expand Profit Models and Highlight Maximum Commercial Value

In the context of e-commerce live streaming, short video platforms need to constantly explore diversified profit models to maximize their commercial value. In addition to traditional advertising and e-commerce cooperation models, short video platforms can also try to introduce a paid membership system to provide users with more value-added services. Member users can enjoy exclusive activity invitations, exclusive content, and other privileges. The platform can also collaborate with brands to launch customized short video content, providing precise advertising services for brands. Meanwhile, short video platforms can also provide accurate market positioning and user profiles for brands

through data analysis, helping brands better understand the needs and preferences of their target user groups. By collaborating with brands, short video platforms can not only generate more advertising revenue, but also seamlessly integrate with e-commerce live streaming through content marketing, further promoting product sales conversion.

3. Conclusion

In summary, faced up with the popularity of e-commerce live streaming, short video platforms can not only enhance their competitiveness but also maximize their commercial value by innovating their dissemination models through the aforementioned methods. Only through continuous exploration and innovation can short video platforms occupy a favorable position in the fierce market competition, provide users with richer and more diversified

high-quality content, and provide more effective promotion channels for brands and merchants.

References

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