

The Integration Communication Revolution of Short Video Platforms: Innovative Approaches and Business Practices of TikTok Marketing Strategies

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Abstract: With the rapid development of mobile internet, short video platforms have become important vehicles for information dissemination and commercial marketing. This study primarily employs the direct method, utilizing the process tracing method in case study research to elaborate on the integrated communication revolution of short video platforms. The theoretical contribution mainly lies in constructing a marketing integrated communication model for short video platforms, providing a feasible path for enterprises, brands, and marketing practitioners to optimize short video marketing strategies. Through this study, one can understand the characteristics of the communication model transformation of short video platforms, significant communication effects, and prominent commercial value. At the same time, short video platforms have become an important force in communication. To achieve better communication effects, short video platforms need to integrate various communication resources and continuously innovate content forms, communication technologies, and business models to maintain a competitive edge in the fierce market competition.

1 INTRODUCTION

Currently, in the integration and communication revolution of short video platforms, technological innovation drives the continuous upgrading of media forms, with the proliferation of mobile internet and 5G. By 2024, the number of mobile internet users in China is expected to reach 1.24 billion, with 5G network coverage extending to 98% of prefecture-level cities, providing infrastructure support for real-time creation, high-speed transmission, and smooth viewing of short videos.

The proliferation of intelligent terminals and algorithm optimization, such as the widespread use of smartphones (with a penetration rate of over 97%), has lowered the barriers to content creation. AI recommendation algorithms (like TikTok's "decentralized distribution") enable precise matching of content with users, driving improvements in information dissemination efficiency (Li, 2025). This has, in turn, sparked changes in user demands and behavior patterns, with fragmented content consumption habits such as the average daily use of short video platforms exceeding 2.5 hours (according to QuestMobile data for 2024). Short videos, with

their "short, flat, and fast" characteristics, are well-suited to the fast-paced modern lifestyle, as well as the shift from "viewing" to "participation." User-generated content (UGC) accounts for over 80%, with users deeply engaging in content production and dissemination through filming, editing, and interaction (such as challenges and duets). This has also led to the continuous acceleration of commercial value and industry integration, with advertising and marketing models undergoing transformation and upgrading: in 2024, the short video advertising market exceeded 380 billion yuan, with brands achieving "brand effectiveness integration" through information flow ads, influencer collaborations, and live commerce. For example, the Eastern Choice live stream achieved a single-session GMV of over 100 million yuan, reshaping the sales channels for agricultural products. The trend towards cross-industry integration is becoming increasingly evident, with short video platforms deeply integrating with e-commerce (such as TikTok's e-commerce), local life (cooperating with Meituan), education (knowledge pay courses), and other fields, forming a "content + service" closed loop. At the same time, short video platforms have greatly promoted cultural exchange

and communication and the increasing demand for social governance, with cultural communication carriers continuously innovating. Short videos have become an important tool for the inheritance of intangible cultural heritage (such as TikTok's "Intangible Cultural Heritage Partner Program" covering over 2000 intangible cultural heritage projects) and rural revitalization (Kuaishou's "Happy Village Leader Program")(Xiong,2024). Social governance faces new challenges, with issues such as fake information, algorithmic echo chambers, and adolescent addiction becoming prominent, prompting platforms and governments to cooperate in improving content review mechanisms (such as the comprehensive implementation of the "Youth Mode").

This study primarily takes TikTok as an example, employing the process tracing method to analyze the integrated communication process of the TikTok platform, including the innovative paths and commercial practices of its marketing strategies. The research approach follows a reference of theoretical review and background analysis - TikTok communication model analysis - marketing strategy classification research - in-depth case analysis - correlation between user behavior and marketing effects - identification of problems and challenges - innovation paths and development suggestions - research summary and outlook. The content mainly focuses on the characteristics and models of TikTok's communication, the increasingly effective process of TikTok's marketing model, the practical application of TikTok marketing (in the fields of e-commerce and cultural tourism marketing), as well as a summary and outlook on the current state of research.

2 CHARACTERISTICS AND COMMUNICATION MODEL OF TIKTOK PLATFORM

The algorithmic recommendation logic and communication mechanism of Tiktok are the core driving forces of its content ecosystem, achieving efficient content distribution through machine learning and big data analysis. In terms of algorithmic recommendation logic, Tiktok constructs a multi-dimensional user profile based on user behavior data (watching duration, likes, comments, shares, etc.), basic information (age, gender, geographical location), and social relationships (friend interactions). It also analyzes the behavior of users with similar interests to recommend content they

prefer (Zhao, Wu & Chen, 2025). Furthermore, it extracts features such as video titles, tags, music, and video quality, combining Natural Language Processing (NLP) to identify keywords and match user interest tags(Tan,2025). Additionally, high-quality videos (such as those with high completion rates and high interaction rates) are often given priority in recommendations. The dynamic weights and real-time feedback include core indicators such as completion rate, 5-second completion rate, average viewing duration, interaction rate (likes, comments, shares), and fan retention rate. Tiktok also introduces an "Interest Exploration Mechanism" to push a small amount of cross-domain content based on user preferences to expand their horizons and provides an "Option to Turn Off Personalized Recommendations." It also supplements content diversity through mechanisms such as search, social sharing, and hot lists (Li, 2025).

The dissemination mechanism includes the horse-racing mechanism and traffic stratification. A dual review mechanism is employed, utilizing machine review to detect content duplication, violations (such as exposure, prohibited words), and copyright issues. It quickly filters through frame extraction and keyword matching, and then human review is conducted for suspected violations or high-risk content (such as advertising marketing, dangerous actions) for a secondary check. In terms of traffic allocation, the platform uses a multi-level traffic pool push, with the initial distribution mainly pushing videos to the initial traffic pool (about 300-3000 views), including fans, nearby users, and tag-matched users. Then, through the horse-racing mechanism, based on the initial data performance (click-through rate, completion rate, etc.), it is decided whether to enter the next traffic pool, progressively increasing exposure up to the level of millions or even hundreds of millions. When traffic reaches its peak, video data decline and recommendations stop, and popular content may enter the human curation pool (Li, 2025).

The Tiktok algorithm achieves precise recommendations of "a thousand faces for a thousand people" through dynamic matching of user profiles, content characteristics, and real-time feedback. Its dissemination mechanism is data-centric, promoting high-quality content to break through the circle through the horse-racing mechanism and tag system. However, algorithm transparency and content diversity remain challenges that the platform needs to balance. For creators, understanding the algorithm logic (such as improving completion rates, optimizing tags) is key to increasing exposure (Hu, 2025).

3 THE USER CONTENT PRODUCTION MODEL ON TIKTOK

User-generated content (UGC) is primarily created by ordinary users (such as students, office workers, freelancers, etc.), small and medium-sized businesses, and amateur creators. The creation process mainly involves mobile phone shooting and relies on TikTok's built-in editing tools (such as Jianying), special effects, filters, and music library to complete. The main motivations for participation include social sharing (recording life, expressing individuality), entertainment interaction (participating in popular challenges), and monetization of traffic (through showcases, live streaming for sales). The content covers daily life (vlogs, food, pets), entertainment and humor (jokes, imitations), talent displays (dancing, music covers), and knowledge science (sharing personal experiences). The duration is typically between 15-60 seconds, the content is straightforward and easy to understand, aligning with the fast consumption habits of the mobile internet era. It features fragmentation and lightness, while also having strong social attributes. Through features like "challenge," "duet," and "comment interaction," it fosters secondary creation and social dissemination among users. UGC contributes over 80% of the platform's content, maintaining user activity and stickiness, serving as a significant cornerstone of the platform's ecosystem. Its low barrier to creation attracts a large number of users, creating an "everyone creates" atmosphere, driving the platform's organic growth, and resulting in a traffic explosion (Hu, 2025).

Professional Generated Content (PGC) is primarily composed of media organizations (such as CCTV News, The Paper), film and television production companies, professional MCN agencies, vertical category influencers (like beauty bloggers, tech bloggers), etc. Through team-based operations, it encompasses the entire process of planning, shooting, editing, and managing. Some use professional equipment (such as cameras, lighting, teleprompters) for creation. The monetization paths mainly include advertising partnerships, brand customization, knowledge payment, and live streaming rewards, among others. The content selection in this area is precise (such as industry analysis, in-depth tutorials), and the production is exquisite (high-quality video, dramatized scripts), featuring characteristics of specialization and refinement. It focuses on specific fields (such as

education, healthcare, automobiles), providing systematic knowledge or solutions. At the same time, through the creation of personas (like the family comedy IP of "Crazy Little Brother"), user loyalty is enhanced. PGC content enhances the depth and diversity of platform content, attracts high-net-worth users, and promotes the quality upgrade of the platform. PGC content is also the primary collaboration target for advertisers and brands, supporting the commercial monetization of the platform, thereby achieving a commercial closed loop. Moreover, traffic levers like top PGC accounts (such as "Zhang Classmate" and "Oriental Select") can trigger phenomenon-level dissemination, driving platform traffic growth (Ouyang & Dang, 2021).

Machine-generated content (MGC) provides technical support through automatic editing software (such as AI subtitles in Jianying, intelligent keying), generative AI (such as Wen Sheng Tu, video synthesis), and at the algorithmic application level, content recommendation based on user behavior data, as well as automated content distribution. Users can simplify the creative process and engage in assisted creation using AI tools. Platforms integrate public materials (such as news, short video clips) through algorithms to generate content, commonly seen in hot news, film and video editing, etc. The use of MGC content can lower the creative threshold, accelerate content production, thereby improving efficiency to some extent, and can also fill the gaps in timely content (such as live events, breaking news) and long-tail demands (such as niche knowledge Q&A) to achieve scene coverage. However, it also faces challenges such as copyright disputes and content homogenization.

UGC (User-Generated Content), PGC (Professional-Generated Content), and MGC (Machine-Generated Content) work synergistically, with UGC providing authenticity and community vitality, PGC contributing professional value, and MGC filling the gaps in efficiency and timeliness to achieve content complementarity. The platform further promotes the upgrade of UGC to PGC through traffic support measures (such as the "Newcomer Support Program"), while empowering UGC creation with MGC tools to realize an ecological cycle. Additionally, the platform's recommendation mechanism distributes content of all three types based on user profiles, forming a content matrix that combines "mass appeal + vertical deepening + real-time hot topics." TikTok's content production model is built upon UGC as the foundation, PGC as the standard, and MGC as the engine, creating a content ecosystem that is broad, deep, and timely. In the

future, with the further penetration of AI technology, MGC may evolve from an auxiliary tool to an independent content production role, and the platform will need to find a balance between content quality control and the release of user creativity (Zhang, 2023).

4 TIKTOK MARKETING STRATEGY ANALYSIS

Based on the Elaboration Likelihood Model (ELM), the reason why TikTok's marketing model is becoming increasingly effective lies in the synergistic effect of its central and peripheral paths, combined with the characteristics of the platform's content ecosystem, maximizing the possibility of changing user attitudes (Wei, 2024).

The strengthening of the central path in TikTok marketing is mainly reflected in content quality, vertical deepening, and interactive participation. TikTok has attracted a large number of vertical experts (such as beauty and tech bloggers) and MCN institutions, who provide high-value information through systematic content (such as tutorials and reviews). For example, "Oriental Choice" combines the selling points of agricultural products with cultural stories through knowledge-based live streaming, enhancing users' rational understanding of the products. At the same time, the algorithm recommendation mechanism precisely pushes content in niche areas that users are interested in (such as niche crafts and historical science popularization), stimulating users' motivation to actively explore and leading them to enter the central path for content coverage. Its user co-creation mechanism encourages users to engage in secondary creation through TikTok's "duet" and "challenge" features, deepening users' understanding of the brand or product through participation in content production. For instance, a milk tea brand launched a "hidden drinking method challenge," allowing users to naturally accept product information while trying it out. Positive feedback loops are formed through user likes, comments, and shares, enhancing their engagement with the content, thereby strengthening the persistence of attitude change to achieve data-driven feedback (Zhu, 2023).

In terms of optimizing peripheral paths, the main focus is on sensory stimulation, emotional resonance, authority endorsement, and social proof. High-paced editing, popular music, and special effect filters in short videos directly stimulate users' senses. For instance, food-related videos quickly evoke appetite

associations and reduce users' willingness for rational thinking through the audio-visual effects of "immersive eating broadcasts." Tiktok excels at triggering emotional resonance in users through emotional content such as "healing" and "positive energy" (e.g., cute pet daily life, heartwarming storylines). For example, a public service advertisement conveys brand values through touching stories, leading to a consumer inclination due to emotional identification. Moreover, Tiktok uses peripheral cues such as the professional image of internet celebrities (like "Liu Genghong") or celebrity endorsements (such as Dilraba endorsing beauty brands) to significantly enhance trust and persuasiveness. For example, "Crazy Little Brother" has a significantly higher conversion rate for product promotion due to the high trust accumulated from family comedy IPs. The platform also displays real-time social proof like "likes" and "shares," suggesting to users that "most people agree," tapping into the conformity psychology of the vast majority to encourage imitative behavior. For instance, some beauty products like lipstick and foundation are subject to trend-following purchases due to the "million likes" label.

The healthy and sustainable development of this dual-path collaborative relationship is mainly driven by algorithm-based path adaptation. Tiktok's recommendation mechanism dynamically adjusts content based on user profiles. For highly engaged users (such as tech enthusiasts), it pushes in-depth evaluation content (central path), while for less engaged users (like casual browsers), it pushes entertaining and visual content (peripheral path). This targeted distribution strategy ensures that different users are persuaded by the adapted path.

The key factors for the effectiveness of Tiktok marketing mainly lie in its closed-loop design of the content ecosystem. UGC provides authenticity, PGC offers professional endorsements, and MGC responds quickly to hot topics. Together, they build a multi-dimensional persuasiveness that is real, professional, and timely. Meanwhile, through data such as user dwell time and completion rate, the content structure is dynamically optimized (such as increasing central arguments or strengthening peripheral clues), enhancing the efficiency of persuasion. The content is often designed to be "shareable" (like knowledge or funny clips), and users naturally become brand communicators as they share, creating a secondary persuasion that leads to a viral spread.

Tiktok's marketing model provides rational value through the central path and reinforces emotional appeal through the peripheral path, using algorithms

to achieve precise adaptation of the dual paths. This "two-pronged" strategy not only covers the different information processing preferences of various users but also amplifies the persuasive effect through the synergistic effect of the content ecosystem, ultimately driving continuous growth in marketing conversions. In the future, with further development of AI technology (such as generative content personalization), Tiktok may explore more efficient combinations of persuasion paths within the ELM model framework.

5 TIKTOK MARKETING APPLICATION PRACTICE

In the field of e-commerce, merchants often utilize influencers to promote products, cooperating with top hosts and niche experts to advertise goods. During live broadcasts, hosts detail product features, demonstrate usage effects, and offer coupons and set limited-time discounts to attract purchases. Additionally, they initiate topic challenges to encourage users to share shopping experiences and showcase products, stimulating other users' purchasing desires. For instance, during the intense competition in the NFC juice market, Huabang broke through by leveraging its ultimate cost-effectiveness and product card traffic as a white-label brand. First, they created an ultra-cost-effective single product at 1/7 the industry price (4.76 yuan per liter), rapidly capturing market share and increasing market penetration. Then, they optimized the product card, concentrating sales weight through the "big link" feature, visually highlighting the health benefit of "1 bottle = 15 apples," with 60% of sales coming from product card search traffic. Finally, they implemented an influencer matrix layout, employing a pyramid-shaped influencer strategy (top-tier ignition + mid-to-low-tier volume), connecting over 3955 influencers across various fields such as food and home. Ultimately, they achieved a 3-month GMV and earned more than 10.4 million yuan, with single-link sales exceeding 1 million, verifying the feasibility of TikTok's "single-item breakout" model (Hu, 2025).

In the field of cultural tourism marketing, Short video platforms, represented by TikTok, are becoming new carriers and models for shaping the image of urban tourism. With their strong support, many internet-famous cities have emerged across the country (Liu & Wei, 2024). Various cultural tourism departments and scenic spots have been releasing short videos of beautiful landscapes on Tiktok,

showcasing unique attractions and local customs. They also host a variety of online cultural tourism events, inviting users to share the beautiful scenery and cultural practices of their hometowns, thereby increasing interaction and publicity and attracting user attention (Ye & Wu, 2023). Amidst fierce competition in the cultural tourism market, Jilin's ice and snow tourism has become a winter phenomenon-level tourist hotspot by deeply integrating with short video marketing strategies. Themed "The Whole World in Jilin," the seeding campaign has seen its video views on Tiktok exceed 1 billion as of January 11th. A super marketing team composed of celebrities, Olympic champions, and top KOLs has created short videos. For instance, the video shot by "Bu Chi Nai Lu Tuo" from Wuyou Media and Dong Chichi, a local influencer from Jilin, at the Changchun Ice and Snow Wonderland has garnered nearly 4 million likes, sparking travel enthusiasm among netizens. Topics featuring Jilin's ice and snow elements have continuously dominated the Tiktok hot list, with "Changchun Ice and Snow Wonderland Takes the Lead" ranking third on the Tiktok seeding list. The surge in traffic has driven the popularity of hot tourist destinations such as Changchun Ice and Snow Wonderland and Changbai Mountain. The new snow season projects operated until December 31st of last year, with a 75.6% year-on-year increase in visitors to the Beidahu Ski Resort and a 73% increase in revenue. The holiday resort of wankesonghua lake saw a 20.6% increase in visitors and a 19.3% increase in revenue. During the New Year and Spring Festival holidays, the number of visitors to various popular scenic spots hit new highs (Wang, 2023).

6 CONCLUSIONS

This study deeply analyzes the innovative practices of Tiktok's marketing strategies in integrated communication. It finds that Tiktok, with its unique platform ecosystem, integrates various content production models such as UGC, PGC, and MGC, constructing a rich and diverse content matrix. In terms of marketing models, Tiktok employs both central and peripheral paths simultaneously, attracting users to engage deeply with high-value vertical content while also quickly reaching a broad audience through peripheral cues such as sensory stimulation, emotional resonance, and social proof. From specific case studies, whether it's the global content breakout of major brands, the low-cost growth of small and medium-sized businesses, or the successful breakout of the cultural and tourism

industry, all fully demonstrate the effectiveness and diversity of Tiktok's marketing strategies. Moreover, Tiktok utilizes algorithmic recommendations to achieve precise marketing, optimizing content and placement strategies with data-driven approaches, successfully realizing efficient conversion between content and commerce.

At the theoretical level, this study enriches the application of integrated communication theory on short video platforms, further elucidating the mechanism of the Elaboration Likelihood Model (ELM) in digital marketing scenarios, providing theoretical reference for subsequent related research. In terms of practice, for brands and merchants, Tiktok's marketing strategies offer a new marketing approach and methods, helping them find a differentiated competitive advantage in a fiercely competitive market, achieving a win-win situation for brand communication and commercial conversion. Moreover, Tiktok marketing has also promoted the development of the creator economy, providing content creators with more monetization opportunities, and driving the prosperity of the digital content industry.

Despite the strong advantages of Tiktok marketing strategies, this study also identified some objective limitations. Firstly, although algorithmic recommendations can achieve precise marketing, they may also lead to the formation of information cocoons, limiting users' information acquisition and the reach of brand communication. Secondly, with the continuous growth of platform users and content, the problem of content homogenization is becoming increasingly prominent, and brands and merchants face greater challenges in competition. In addition, some marketing methods, such as over-reliance on celebrities and KOL endorsements, may involve high costs and risks, and the effects are difficult to sustain. In terms of data privacy and security, Tiktok platform also faces certain regulatory pressures and user trust issues in the collection and use of user data.

Based on the above limitations, future research can be expanded in the following aspects. First, delve into how to break the information cocoon effect brought about by algorithmic recommendations, and explore more diverse and open content recommendation mechanisms. Second, in response to the issue of content homogenization, research how to enhance brand uniqueness and competitiveness through innovative content strategies and brand positioning. Third, further explore the effectiveness evaluation and optimization strategies of celebrity and KOL endorsements, seeking more efficient and sustainable marketing methods. Fourth, strengthen

research on data privacy and security issues, exploring how to better utilize data-driven marketing while ensuring user rights. In addition, with the continuous development of technology, such as the application of new technologies like artificial intelligence and virtual reality in the short video domain, future research can also focus on the impact and innovative applications of these new technologies on Tiktok marketing strategies.

In summary, Tiktok marketing strategies have achieved significant innovative results in integrated communication, but they also face some challenges. Future research needs to continuously explore and innovate to adapt to the constantly changing market environment and user needs, providing more scientific and effective theoretical support for the marketing practices of short video platforms.

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