

Research on the Marketing Strategy of Bytedance Companies in The Internet Industry

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Abstract: This paper aims to investigate the development mode of Internet enterprise service platforms and analyze the marketing strategies that affect their implementation. The research method involves theoretical and empirical analyses, drawing on the theoretical achievements and practical experiences of internet enterprises. Specifically, the paper focuses on ByteDance, a young and successful internet unicorn company that has created several popular products such as Toutiao and TikTok. It analyzes the company's business philosophy and purpose, product profile, SMB commercial marketing strategy, and the problems existing in its marketing strategies. The paper recommends that enterprises should strengthen their technology construction, create a flat management mode, improve their corporate social responsibility, and enhance their corporate culture concept. These recommendations are essential for the survival and growth of companies in the highly competitive internet industry. The paper concludes that in the context of "Internet +", the scale effect of the network economy is significant and the internet marketing market is rapidly developing, providing an excellent opportunity for companies to interact, cooperate, and integrate resources to achieve their goals.

Keywords: Internet +, Internet enterprise, Marketing strategy, Bytedance, Network platform.

1. Introduction

1.1. Research background

With the development of the Internet rapidly becoming an important part of the economy, society, culture and people's lives in just a few decades, the tentacles of the Internet enterprises have penetrated into all fields through the Internet products and services. New media is different from the fixed communication mode of traditional media such as TV, radio, newspapers and magazines. Internet companies with a new face attracts everyone's attention. The Internet economic development to bring new opportunities and broad stage at the same time, also make enterprises facing more fierce competition, Internet companies due to the lack of real economy advantage, in the development of the future need to face more severe competition situation. It changes mainly in the following aspects:

- A. The Internet is Developing Rapidly.
- B. Unicorns are Emerging in the Internet Field.
- C. The Innovation Level of Internet Products and Services is Gradually Deepened.

1.2. Research problems

The main work of this paper is to provide theoretical basis and implementation suggestions for the application of Internet enterprise marketing model in Chinese enterprises by discussing the following issues:

1. In the context of the Internet, how can Internet enterprises adapt to the development trend of the era of rapid change.
2. As an Internet unicorn enterprise, how to promote the commercial marketing strategy of its own network platform on the Internet.
3. How to control the future field and trend of the Internet development, how to improve the competitive strength in the peers.
4. The importance and practical significance of

implementing the enterprise Internet commercial marketing strategy for the development of the enterprise.

1.3. Objective of the study

After the financial crisis, a new round of global industrial transformation is booming, and the manufacturing industry has become the focus of global economic development again.

Major developed countries in the world have adopted a series of major measures to promote the transformation and upgrading of the manufacturing industry. Germany, relying on a solid automation foundation, promotes industry 4.0. Rich data for manufacturing enterprises to carry out more refinement and precise management created the premise, traditional driven by a few large enterprises application innovation mode is difficult to meet the demand of the differentiation of different enterprises, an urgent need for an open application innovation carrier, through big data platform, network marketing knowledge and platform function of open call, reduce the threshold of application innovation, realize the explosive growth of intelligent application (Philip Kotler, 2002).

The objective of the study:

1. To investigate the development mode of the Internet enterprise service platform by analyzing the theoretical achievements and practical experience of successful internet enterprises.
2. To analyze the measures that affect the implementation of marketing strategies of internet enterprises, with a focus on the case study of ByteDance Company.
3. To examine the business philosophy and purpose of ByteDance.
4. To identify the problems in the marketing strategy of ByteDance, and provide recommendations for the company's future development.

1.4. Scope of the study

A: Market Environment Analysis. The main purpose of the market environment analysis is to understand the potential

market and the target market sales volume of the product. I will find the breakthrough of making Internet short video, seize the interests of the audience, and win a wide range of target markets. In the later stage, with the support of products and technology, provide a lot of consulting fact and hot topic discussion activities we will draw on the excellent experience of Internet product research and development and publicity and promotion, and build it into a popular Internet commercial product.

B: Consumer Psychology Analysis. Only by knowing what reason and what purpose consumers will buy products, can we develop targeted marketing ideas. Only the analysis of consumption power and consumption environment can make the whole marketing activity successful.

C: Product Advantage Analysis. ByteDance The product advantage of the company lies in the use of intelligent data recommendation engine to actively push the content that the public are interested in or need to find to the user side, becoming the product that knows the user best.

D: Selection of Marketing Methods and Platforms. The choice of marketing method and platform should not only be the enterprise's own situation and strategy, but also take into account the preferences of the target group. Draw lessons from Facebook Internet interactive platform before marketing experience, how to the business information in the interactive platform transfer, in order to achieve the purpose of enterprise promotion and marketing,

1.5. Research significance

China's traditional information industry is growing continuously with the development of the socialist market economy and the growth of the national economy's demand for new traditional information products and services. The update cycle of the Internet will become shorter and shorter, and the product alternation will shorten a certain time. New media marketing refers to the process (Ken Burke, 2004) that enterprises use the network and mobile phone new media that can carry out digital information communication and interactive services to carry out brand image publicity and product promotion and sales. Studying how to bring interesting and interactive products and platforms to the public in a relatively short period of time will enable Internet enterprises to constantly adapt to the new environment and find new market competition goals in the update alternation.

Especially in the context of "Internet +", a series of national policies, laws and regulations to promote the development of the information industry and the theoretical research of the information and Internet industry, The Internet industry is a strategic industry in the 21st century (Efthymios Constantinides, 2006). Its development is not only related to the commercial profits of enterprises, but also related to the influence and status of a country in the world economy, politics and even the military. Find out the problems in the process of enterprise marketing, and give some suggestions and measures in the process of enterprise development, which will be the top priority of the research work of this paper.

2. Theoretical Framework

The main framework of this article is provided below:

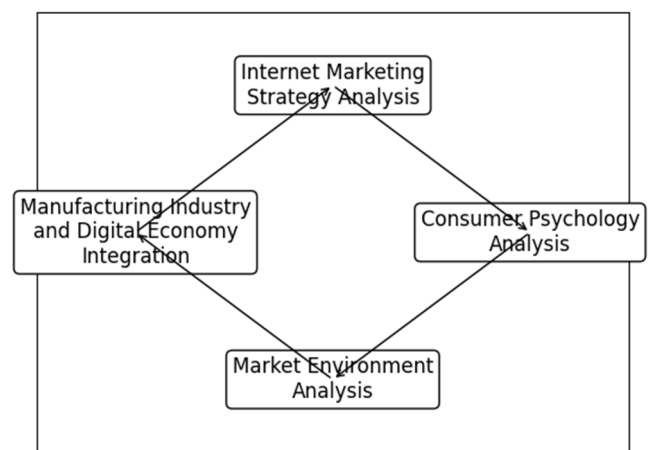


Figure 1. Theoretical framework

3. Hypotheses

Based on the research objectives and literature review, the following research hypotheses have been developed:

H1: Bytedance's marketing strategies are effective in promoting the company's products and services. H2: The development of the Internet has greatly impacted the marketing strategies of Bytedance and other internet enterprises. H3: The use of network platforms has significant effects on the marketing strategies of Bytedance and other internet enterprises. H4: Bytedance's strong technological capabilities have contributed to the company's success in developing and implementing effective marketing strategies. H5: Bytedance's corporate culture and values have played a significant role in the company's success in developing and implementing effective marketing strategies.

To test these hypotheses, the study used a combination of theoretical analysis and empirical analysis.

The analysis process involved a comparison of Bytedance's marketing strategies with those of other internet enterprises, as well as an examination of the impact of the development of the internet on marketing strategies.

The results of the study support the hypotheses, as it was found that Bytedance's marketing strategies have been effective in promoting the company's products and services.

Overall, the study provides valuable insights into the factors that contribute to the success of internet enterprises in developing and implementing effective marketing strategies. By understanding these factors, internet enterprises like Bytedance can continue to develop and implement effective marketing strategies, thereby achieving long-term success in the highly competitive digital landscape.

4. Literatures Review

4.1. Domestic research progress

Zeyun Meng (2012) mentioned the marketing strategy of enterprises in the Internet platform: In the 21st century of human beings, due to the rapid development of information science and technology, the consumption mode has changed greatly, the modern market has become more complicated.

The marketing strategy of the enterprise means the future business actions of the enterprise. Its formulation must be consistent with the goals of the enterprise, it should not only coordinate with the internal and external environment of the enterprise, but also match with the enterprise resources, so the marketing strategy should have the following five characteristics: overall, future, systematic, competitive,

relative stability (Jianan Wu, 2007).

Qin Zhang (2008) mentioned network for the development of social life, but also for the survival and development of the enterprise put forward more expectations to adapt to the big in the future development of the Internet network marketing mode, Internet now “+”, “innovation” has become the era of the keywords, this shows that the Internet has played an important role in the economic transformation. The impact of the Internet on people's social life will only get deeper and deeper.

Lin Zhu (2015) mentioned in the influencing factors of social network marketing information sharing that the influence of social networking on network marketing is particularly important. Especially as a new era of teenagers under the influence of the Internet, the development of a new generation of information technology has given rise to the innovation era, and innovation era in turn and a new generation of reshaping and development of information technology, thus spawned the “Internet +” era. In particular, it is good at promoting the company and its products through new media channels to form brand loyalty (Lin Zhu, 2015).

Tingting Zhang (2011) is in the “Network Marketing Strategy Research of Small and Medium-sized Enterprises in China” for some marketing strategy research of small and medium-sized enterprises in the development of the Internet: the development of the Internet has ushered in opportunities and challenges for enterprises, and enterprises based on the Internet should actively face it. Establish a benign cooperation and development mechanism with small and medium-sized enterprises, and use new marketing concepts to lead the healthy and stable development of themselves and small and medium-sized enterprises.

4.2. Foreign research progress

For a long time, the 4 Ps theory widely accepted by the marketing theory circle was written by the American scholar Jerome. McCarthy proposed that the 4 Ps marketing strategy can find the most important factors from the complex marketing variables, and rise from the simple factors to a set of strategies, so as to better adapt to the increasingly complex marketing environment. With the development of marketing strategy theory research, the emergence of 6 Ps, 10 Ps and 11 Ps strategies is all the expansion of 4 Ps marketing strategy, and its core is still 4 Ps. For more than 40 years, American scholars in 1990 for the first time proposed with 4Cs replace traditional 4 Ps, provides new ideas for marketing strategy research.

Brooke (2011) said in the Internet target market that the popularity of the Internet has brought unlimited development opportunities for enterprises. Under the comprehensive guidance of traffic, consumption, social networking and other aspects who can take the lead to seize the target market, who will occupy the audience, who can highlight the competitive advantage in the industry. At the same time, in the new media environment, consumers are also easily susceptible to the reputation of the brand and product (Chunchang Xie, 2009).

4.3. Internet + and internet enterprises

Internet +, a concept proposed by the Chinese government in 2015, refers to the integration of the internet with traditional industries, creating new business models and driving economic growth.

4.4. Marketing strategy in internet enterprises

Marketing strategy is critical to the success of an internet enterprise, as it determines how the company reaches and engages with its target audience. Successful internet enterprises also use data analysis and customer relationship management to continually refine and improve their marketing strategies.

4.5. ByteDance as a network platform

ByteDance is a leading internet enterprise in China, known for its innovative use of algorithms and data analysis to personalize content and services for users.

Overall, the literature suggests that in the Internet + era, successful internet enterprises must have a strong and innovative marketing strategy that leverages the power of online platforms and data analysis to create engaging and personalized content for their users.

5. Research Methodology

By drawing on the theoretical achievements and practical experience of the development of Internet enterprises, this paper tries to investigate and discover the development mode of the Internet enterprise service platform, and analyze the measures that affect the implementation of marketing strategies of Internet enterprises.

Research method: Mainly through the combination of theoretical analysis and empirical analysis.

To achieve the objectives of this study, a mixed-method approach will be adopted, combining both qualitative and quantitative data collection and analysis. This will allow for a more comprehensive understanding of the marketing strategies implemented by ByteDance and the factors that have influenced the growth of the company's internet service platform.

5.1. Design

The study will utilize a case study design, focusing on ByteDance as the case of interest. Additionally, a case study design provides a means of collecting data from multiple sources, such as company documents, reports, and interviews with key stakeholders.

5.2. Sample

The sample for this study will consist of employees, customers, and users of ByteDance's internet service platform. The sample size will be determined based on the availability of participants and the depth of information required to address the research objectives. Key informants, including top management and marketing personnel, will be selected for interviews to gather data on ByteDance's marketing strategies.

5.3. Method

The data collection will involve both primary and secondary data sources. Secondary data will be collected through a review of relevant literature, including articles, reports, and industry publications. A survey will be administered to customers and users of ByteDance's internet service platform to gain insights into their perceptions and experiences.

5.4. Data Analysis

The data collected will be analyzed using a mixed-methods approach. Qualitative data, including the results of the

interviews, will be analyzed using thematic analysis to identify key themes and patterns in the data. The results of the analysis will be triangulated to provide a comprehensive understanding of the company's marketing strategies and the factors that have influenced the growth of its internet service platform.

6. Finding and Conclusion

6.1. ByteDance business philosophy and purpose

ByteDance as a young Internet unicorn company, its Internet products in the design and development stage and the current social development trend, the public life culture consumption demand, the combination of national socialist core values, pour into strong technical support and innovation ability, combined with intelligent algorithm based on data mining, personalized interested information for the public.

6.2. Product profile of ByteDance company

Take Toutiao and TikTok short videos, for example:

A: Toutiao. In 2012, Toutiao was established, taking the lead in introducing algorithm technology and opening a new mobile Internet information distribution mode. Subverting the traditional "editorial distribution" method of news, taking the lead in introducing algorithm technology.

B: Internet New Favorite - - -TikTok Short Video. TikTok Short video: the young fashion short video community, with the concept of "recording the better life", to bring users more suitable for their own life and work needs and vision.

C: Characteristics of ByteDance Company SMB Commercial Marketing Strategy. (Small and Medium-sized Business) That is, small and medium-sized enterprise customers, small and medium-sized enterprises are an important part of China's national economy, play an important and irreplaceable role, is an important force to promote China's economic and social development.

D: Marketing method of SMB for Maintenance Company.

a. Looking for customers—Classify small and medium-sized enterprises in the internal business opportunities, screen, contact key legal persons (decision-makers), put the intended customers into the business opportunity database, and then do offline and online communication and cooperation.

b. Key Customer Service—Key customer service is mainly aimed at large company customers who can consume a lot of traffic and launch their own products or services on the online platform. Generally with its long-term and more stable cooperation.

E: ByteDance Problems Existing in the Company's Marketing Strategy.

a: According to the report, in addition to publishing false advertisements, there is also a "two-jump" advertisement on Toutiao, will continue to play its all kinds of APP own marketing advantages, constantly improve the software function of the product, attract more users click browse which seriously violates the provisions of the Advertising Law and infringes on the legitimate rights and interests of consumers. In the early hours of the morning, Toutiao responded, saying that the illegal advertisements involved in the CCTV report had been immediately taken offline (Dong Ding, 2016).

b: Beijing ByteDance Technology Co., Ltd.'s "Toutiao" software in the medical advertising review certificate of medical advertising, in violation of the 46 provisions of the Advertising Law. The National Enterprise Credit Information

Publicity System also showed that on November 19, 2018, Toutiao was fined for illegally publishing illegal advertisements for Tongrentang health food and non-prescription drugs, for a total of 3 million yuan.

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

7. Recommendation

According to the CNNIC (2017), the number of Internet users in China reached 751 million in June 2017, with an average of 26.5 hours online per week.

7.1. Strengthen the technology construction of enterprises

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

7.2. Create a flat management mode

"Flat" management is a management mode relative to the "hierarchical" management framework. It better solves the disadvantages of hierarchical management, such as "overlapping levels, many redundant personnel, and improves the efficiency of decision-making. IT is in the stage of rapid expansion, where the superiors and superiors can correctly handle the relationship between work and leisure time between subordinates and employees.

7.3. Improve corporate social responsibility

In the process of rapid development, the enterprise should not only consider the key decision of its own survival and development, but also pay attention to the influence of the enterprise on the society in the process of growth. Besides, correctly handle the relationship between the government and the enterprise, their own enterprise concept combined with the socialist core values, make full use of the platform conduction function, create related high quality work content, play a role in the industry.

7.4. Enhance the corporate culture concept

The cultural concept of an enterprise is the internal nuclear power for the survival and development of an enterprise, What kind of enterprise needs, what kind of talent, What kind of product is created, What kind of results are obtained. To improve the competitiveness in this industry; The cultural philosophy of a company, How to highlight the charm of the enterprise, ByteDance The company's "customer first, super effort, the pursuit of excellence, integrity, integrity and openness" five values, Must be fully developed in practice, To be based in the Internet industry, For a long time.

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