Exploring the marketing strategy of books in short video platform based on SAVE theory

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Abstract: For half a century, the traditional 4P theory has been serving for marketing. But such a marketing theory has long been unsuitable for the decentralized Internet era, which has shifted from transmitter-centered to recipient-centered. The SAVE model in content marketing can become a theoretical model that can be adapted to book marketing in the digital social media environment. In this paper, the SAVE theory is used as a framework to explore the marketing strategy of short-form video for books, and through systematic analysis and research of the head book list number, the marketing strategy of books in short-form video platform applicable to the present time is summarized.

Keywords: SAVA theory; book marketing; short video platform; marketing strategy analysis

1 The current situation of book marketing in short video platform

The advent of the Internet era, the rapid development of 5G technology and new infrastructure have made short videos gradually seize people's lives. In the 48th "China Internet Development Statistics Report" [1], it is shown that the scale of short video users in China has reached 888 million in 2021. Short videos have gradually taken over people's lives and become the underlying application of the Internet.

And from the data published in the 2020 China Book Retailing Market Report [2], the epidemic has affected the already weak physical bookstores through the closure and semi-closure, and the overall sales yardage scale dropped 33.8% year-on-year; while the online channel only slowed down the growth rate, accounting for 79% in the overall retail market. Online stores are expanding their territories. The development mode of traditional book marketing is gradually declining.

1.1 Marketing opportunities and marketing classification of books in short video platform

Nowadays, short videos have become an important medium for people to obtain information and cultural identity, and short video platforms have become an important marketing channel for books. [3] At the same time, the improvement of people's living standard is also accompanied by the increase of peer pressure, occupational pressure and other pressures, and people are more and more in a state of knowledge anxiety, and the infinite tension between individual and collective will be generated under the dual mindset of the desire for knowledge and the fear of ignorance,

and this tension is gradually strengthened with the influence of short video platform, and gradually grows after the platform provides the entrance and exit of knowledge acquisition This tension grows with the influence of the short video platform, and is transformed into a huge marketing opportunity for books in the short video platform.

Book publishers can build their own new media matrix with the help of the platform and cultivate new short video industry in the context of media convergence, and realize the social value of knowledge production in the synergy and symbiosis of multiple subjects after they have explored the traffic value of short video.

2 The marketing of books in short video platform based on SAVE theory

For half a century, the traditional 4P theory has been serving for marketing. The marketing theory of product, channel, price and promotion has long been unsuitable for the decentralized Internet era, which has shifted from transmitter-centered to recipient-centered. In the context of new requirements for book short video marketing in the digital social media environment, the SAVE model in content marketing has become a matching theoretical model. Compared with the original 4P theory, the SAVE model has further developed and upgraded by combining the original 4 elements, i.e., changing the focus of marketing attention from product to solution, from channel to user contact, from price to value, and from promotion to education. [4]

The theoretical model SAVE was first proposed by Richard Ettenson, Eduardo Con-rad and Jonathan Knows. Since then Nenad Senic has also discussed how the SAVE structure is central to user-centered content marketing. [4]

2.1 "S" - focus on solution, not product

Ettenson et al. believe that content should be provided according to customer needs. senic also believes that content marketing strategy should be customer-centric, to provide solutions to consumers, to clearly inform them how the products marketed meet the user's own needs, and to continuously strengthen their role pendant, thus forming user loyalty.

In the short video platform, the main body of book marketing should be in the content marketing should pay attention to the needs of customers to provide useful knowledge content, rather than just to promote the price of books, sales, packaging, these elements that have nothing to do with the cultural value of the book itself.

2.1.1 Focus on instrumental rationality to develop marketing activities

Sociologist Max Weberton divided human activities into value rationality and instrumental rationality, with the former emphasizing the purity of motives and the latter considering the problem only from the perspective of maximizing benefits. When the profit-oriented "instrumental

rationality" overrides the value rationality of human nature, human nature will be held hostage by instrumental rationality and lose its dynamism.

In other words, marketing should be customer-centered and provide them with solutions, rather than making users buy books for no reason. While its main purpose is to increase book sales, the relevant content should be able to help consumers understand the problems that the book's content can really solve. This allows the audience to clearly understand how the recommended book will meet their needs and form loyalty to the brand.

2.1.2 Focus on market segmentation to solve user problems

Book marketing entities should study each platform associated with a customer or potential customer and then attack that area. Multi-platform and multi-pendants build content scenarios, precisely dock private domain traffic, and convey information in rich and diverse, in-depth means to capture the audience who passively receive information to the greatest extent. To use big data to accurately analyze user needs and select the right variety of books for the public. And recommend the corresponding content according to user profiling.

When opening accounts on different platforms, book marketing subjects should clarify their own positioning and design a suitable content release plan. After the fans reach a certain number, the book marketing subject should subdivide the existing user types through tagging and data mining to identify their consumption information, judge their potential needs, integrate the database of user preferences that book marketing is mainly oriented to, and form a powerful content marketing system. [5]

2.1.3 Follow hotspots to propose solutions

For example, during the outbreak of the epidemic, major book list numbers have launched "ten books that must be read during the quarantine" and "books recommended for healing under the epidemic" and other related topics; whenever the seasons change and the festive season comes, they will also be launched. Whenever the seasons change and festivals come, they will also seize the hotspots to recommend books corresponding to the seasons; and when a certain topic is frequently in the hot search, such as the MBTI - Type 16 Personality Test, which was a hot topic some time ago, various short video bloggers of book pendants have also brought "the most suitable books for infp (i.e. a kind of personality test)" and "books for infp". For example, the MBTI - Type 16 personality test was popular some time ago, and various book pendant short video bloggers also brought "the most suitable books for infp (i.e. a kind of personality test) reading" and "the most suitable books for enfp (i.e. a kind of personality test) reading" and other related tags to seize the hot spots and harvest the traffic.

2.2 "A" - focus on user contact (Access), rather than dissemination channels (place)

Ettenson et al. believe that companies should develop an integrated crossover information distribution channel, so that users receive information throughout the purchase process. And as a

book short video operation subject should also actively use good Internet technology in the short video platform to get contact and dissemination for themselves.

2.2.1 Create a matrix communication structure

The main body of book marketing should actively build a matrix of new media communication channels, and try to analyze the attributes of audiences on different platforms and make improvements in content. First of all, we should refine the interpretation perspectives of different audiences, combine with the deep excavation of book content, deconstruct and display in an easy-to-understand way, and promote in a matrix with high-quality content; at the same time, reproducible content can greatly reduce marketing costs and enhance the symbolic nature of the brand, so that the "screen" and batch short video At the same time, the reproducible content can greatly reduce marketing costs and enhance the symbolic nature of the brand, so that the "screen" and batch short video dissemination can also invariably improve the user's memory.

2.2.2 Using algorithmic big data and platform technology to guide users

Under the premise of examining and predicting the audience's deep-seated needs, the book marketing subject should take advantage of the big data algorithm technology of major short video platforms, learn the popular placement techniques, combine with appropriate content presentation forms, push these suitable and attractive book information to the potential audience, and make good use of the short video platform "Book Finder". Intelligent book sales techniques, while providing the function of one-click window to buy the same book as the video, so that the audience is placed in the information cocoon carefully built by the marketer, planting grass in the invisible. Efforts to maximize the communication effect and marketing value.

2.2.3 Build up a sense of community marketing

Community is a social structure reconstructed in the Internet environment, which connects people together due to the convergence of emotions, interests and consumption intentions. When the book marketing subject has a certain amount of traffic in the short video platform, it should actively cultivate its own sticky users, build up its own fan community, and try to turn it into its own "private domain traffic" - that is, a closed pool of traffic built on trust In this way, you can transform your short video fans into a fan base for better marketing activities.

2.3 "V" - Value, not price

Ettenson et al. argue that companies should speak to the merits of their products rather than emphasizing product costs, profit margins, or competitor pricing. If you want to be the most acceptable marketing model in the minds of consumers, you cannot just rely on mass messaging, but you have to tap into enlightening value messages that influence the perceptions of your audience and make them actively spread and flock to you. The same in book marketing to be less

of a dry introduction to the content of the book, but to highlight what value the book can bring to the reader to gain.

2.3.1 Content is still the king, explore the value to impress people

According to Maslow's pyramid of needs, people's demand for content will become higher and higher. In the context of social media, content marketing will be more through the emotional or cultural path to branding, so I think that in addition to the overall use of the "SAVE" theory, I think the most important thing about the future of content marketing is the theory of V-- Value (value) of the exploration.

As the number of books promoted by content marketing bodies increases, the volume of users is also rising, and the audience's immunity to seeded products is rising, requiring more core selling points and differentiating features in content. At the same time, as the platform optimizes the display of content, to a certain extent, it also gradually guides users to tend to shop more rationally, so the seeding is deep enough to be transformed into consumer buying power. This differentiating feature needs to be refined not only from the book content, but also with the book marketing body itself to create this difference and novelty. Therefore content marketing subject should strive to explore the intrinsic value of the book, combined with their own tone and characteristics, the output of differentiated content plus the value of the book content itself advantage of successful output, so that is the book marketing trend.

2.3.2 Amplify the cultural value attributes of books to obtain the audience's sense of identity

Books as a consumer product with cultural attributes, when facing the audience must focus on conveying the spirit and values of the books, over-exaggerated selling or instead of dissipating its own cultural attributes, not produce a deep attraction to the audience, but if you can meet the spiritual needs of the audience through the dissemination of content, so that the books carry the cultural value of the audience's recognition, then it is a truly successful book marketing strategy The book marketing strategy is really successful if it can produce a deeper attraction to the audience than simple material products, and the cultural value carried by the book will be recognized by the audience, which is also the meaning and value of the existence of the book itself.

2.3.3 Extend the boundaries of book content, expand the scope of interaction with consumers

We said earlier that the content marketing subject in content marketing should strive to explore the value of the brand, then its potential value is high how to reflect? --Extend the boundaries of product content, content marketing subject can be around the book can reach outreach categories, in the emotional, life, travel, entertainment, family and other outreach areas in line with the tone of the book to carry out a more in-depth dialogue with the segmented consumers. When consumers can extract the value and meaning of new areas in the content marketing subject's video, and understand new life insights, they can more smoothly accept the products recommended by the

content marketing subject. It also makes the video content meet the user more and more rich all kinds of needs, such as entertainment needs, social needs and shopping needs.

2.4 "E" - focus on education (Education), rather than promotion (Promotion)

Ettenson et al. argue that consumers should be provided with enough useful information to meet their specific needs in the buying cycle, rather than simply relying on advertising or PR. Only content that meets the actual needs of users and provides by value will make them more willing to consume. And once educational content is shared among consumers' social networks, it is more likely to generate follow-on subscriptions.

2.4.1 Educational books come with natural traffic attributes

According to the "2020 China Book Retail Market Report", the size of China's book retail market will have negative growth for the first time in 2020. However, among the many sub-categories, the category of learning, theme publishing and children's category did not show a decline in the entire retail market, while other categories all showed a significant decline, which shows that educational books have enduring traffic attributes in the book retail market.

According to the statistics of "New List", among the top 20 anchor accounts in book sales, the percentage of parenting and education bloggers is nearly 75%. Education books, whether it is children's education, youth education, college education, graduate education or even adult education books, parenting, home training, workplace, psychology, examinations, training, education related to self-improvement are all popular in the short video platform book sales.

2.4.2 Short videos with obvious educational tendencies in marketing are more popular

According to Maslow's pyramid of needs, people's standard of living is rising and their purchasing power is increasing, so they will pay more attention to the spiritual needs. In China's fast developing economy, people's information anxiety is also increasing, and people are more and more willing to pay for quality content and educational content that can improve themselves. The short video platform provides a good way to evangelize, and major head bloggers are actively spreading their insights in reading books through the form of short videos in an attempt to educate audiences, providing constructive guidance and advice to audiences by exporting their knowledge experience accumulated in their own pendant categories, and gaining audiences' favor through such beneficial knowledge information.

2.4.3 Stimulate deep interaction and promote product marketing

In the battle of content marketing, there are also many ways for consumers to interact and produce content with content marketing subjects. Not only retweets and likes, but let the audience really participate and actively spread, the author called "deep interaction". And to stimulate this deep interaction of the book marketing body has some fixed techniques, for example, many

book bloggers will try to use the form of "homework" to stimulate interaction with the audience, such as reading punch cards, reading method punch cards, etc., so that co-create content with consumers, the audience will get a higher degree of involvement. Since the content of short videos is lighter and easier to forward, the content with interactive attributes can be spread multiple times within the platform or even across platforms to expand the coverage of the brand. At the same time, relying on the platform's own "turn, comment, like" function, it can effectively collect user feedback, so as to form indicators for better book marketing activities.

2.4.4 Create knowledge-based KOL attributes to trigger viewers' identity aspirations

Among the various ways of book marketing on short video platforms, creating knowledge-based weblebrities has become the hottest way nowadays, and successful knowledge-based weblebrities are equivalent to the function of opinion leaders. This will give audiences a tangible image of senior intellectuals and satisfy their imagination of becoming "cultural people", thus gaining their continuous attention. As French scholar Baudrillard said, the consumer society has become the consumption of symbols, and the symbolic service contains the consumption of "meaning", that is, what is consumed is not the commodity itself, but the symbolic value presented by the "celebrities" and "net stars". What is consumed is not the commodity itself, but the symbolic value presented by the "celebrity" and "netizen" themselves.

By continuously strengthening their own persona labels and creating attractive image features, the anchors with books can effectively attract traffic and achieve the purpose of precipitating traffic. At the same time the attracted audience will project their ideal self aspirations and shaping onto these KOLs from the perspective of identity, rising and combining them with their own human ecology and life philosophy, thus triggering strong resonance. Book marketing also achieves the maximum value.

According to Hovland's source credibility hypothesis: the higher the credibility of the source, the stronger the persuasive power to the audience. These knowledge KOLs establish a closed private domain traffic pool by this trust relationship, and the content marketing subject can control and repeatedly and effectively reach their own audience in these private domain traffic pools, so as to realize cash. The identity of the blogger positioned in the "book short video" itself carries the aura of knowledge-based KOL, so in the marketing link should make good use of the positioning to explore their own advantages to deepen their knowledge attributes and gain more trust value from users.

3 Conclusion

In conclusion, SAVE theory is based on user-centered marketing theory, and the book marketing model built by it in the short video platform, using the characteristics of short video strong interactivity, strong communication, strong performance, etc., in line with the new media era on the digitalization of book marketing, network marketing requirements, not only can improve the influence of the book and audience perception of the publisher's brand; realize the

book marketing from content It can also meet users' consumption experience of book products from empathy to sharing, as well as the value demand for useful content in the era of knowledge anxiety. In the wave of short videos, the book marketing approach has been innovated to better escort the digital development of book marketing in the future.

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