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Research on the Impact and Strategies of Short Video Marketing on Enterprise Traffic Conversion in the Context of Digital Intelligence

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Abstract:
This paper focuses on the research of the influence mechanism and strategies of traffic conversion for enterprises in the context of digital intelligence development in short-video marketing. Against the backdrop of digital intelligence, the core of enterprise digital marketing is short-video marketing. Especially in the market environment where the number of short-video users has exceeded 1 billion, multiple marketing models such as "short-video + live streaming" have been deeply integrated into short-video marketing. The deep integration of digital intelligence technology is reshaping the content production of short-video and the precise placement throughout the entire chain. Based on this, this study elaborates on the current development status of short-video marketing, analyzes the problems existing in traffic conversion for enterprises under the background of digital intelligence, and ultimately proposes strategies for short-video marketing to enhance traffic conversion for enterprises. This reveals the mechanism of the role of short-video marketing in traffic conversion for enterprises under the background of digital intelligence and provides references for achieving digital marketing for enterprises.

Keywords:
Digital marketing; Short-video marketing; Enterprise traffic conversion; Enterprise marketing strategy

1. Research Background

In the context of digitalization, digital and intelligent technologies have deeply integrated, and the marketing model of enterprises has undergone reform. Digital empowerment has significantly enhanced` the contribution of enterprises to value creation (Zeng & Zhao, 2025). Among them, short-video marketing has become a new path for enterprises to create value from their traffic (Wu, 2023). Short-video marketing refers to the marketing method where enterprises use short-video forms for publicity and promotion, product display, and interaction with users to attract customers to make purchases (Liu, 2024). Unlike traditional marketing methods, short-video marketing has many characteristics. Its content is innovative, and its forms are diverse, including sharing of good products, live-streaming clips, evaluations, tutorials, and other forms for marketing. As a path for enterprises to create traffic value, it overturns the previous marketing methods. However, the relationship between short-video marketing and enterprise traffic conversion still needs to be explained.

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In terms of practice, although the user base of short-video apps has been increasing year by year, there are still issues such as content homogeneity, commercial and technical ethical problems. According to the report provided by the China Internet Network Information Center (CNNIC), as of December 2024, the number of short-video users in China reached 1.040 billion, with a usage rate of 93.8% (as shown in Figure 1). It has remained the top in the sub-field of network audio-visual applications for six consecutive years, but it has slightly declined compared to 2023. However, with the changes in user demands, users are no longer satisfied with passive content reception and have shifted towards seeking more interactive and emotional value satisfaction. Therefore, the intrinsic connection between short-video marketing and enterprise traffic conversion still needs to be further explained.

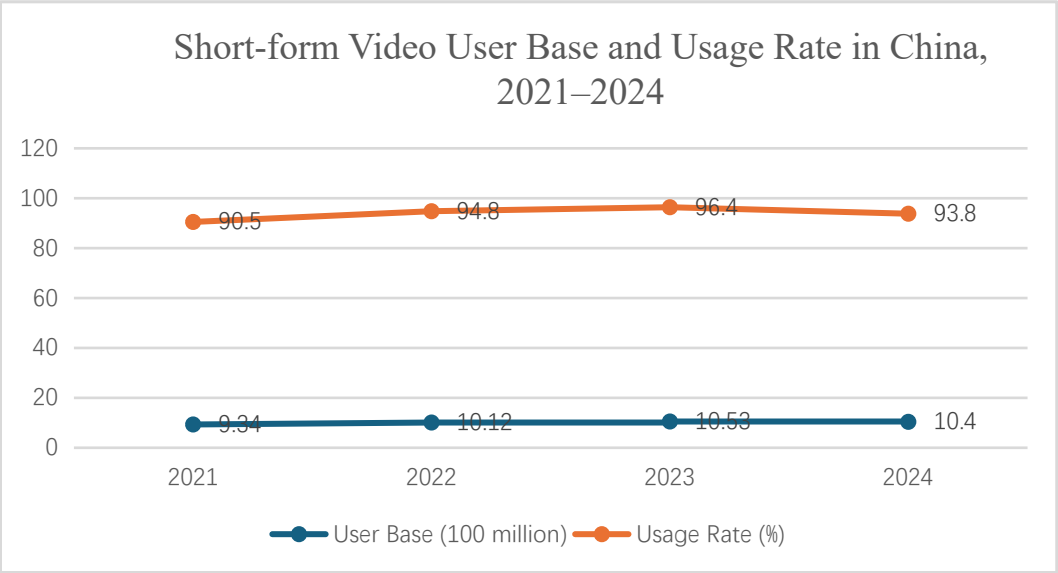


Figure 1: The scale and usage rate of short-video users in China from 2021 to 2024

Data source: China Internet Network Information Center (CNNIC)

From a theoretical perspective, there is a lack of an integrated theoretical framework for the research on the impact of short-video marketing on enterprise traffic conversion. The existing studies only explore the characteristics and quality of short-video marketing from a partial perspective, failing to analyze its mechanism in relation to the creation of enterprise value from an overall perspective. Although some studies have touched upon the business model innovation and value creation brought about by short-video marketing, the realization path from short-video marketing to enterprise traffic conversion is still unclear, and the existing practical problems need to be addressed urgently. Therefore, this is not conducive to providing theoretical support for enterprises to achieve traffic conversion and value creation.

By combining practical and theoretical issues, this article aims to help enterprises clarify the relationship between short-video marketing and enterprise traffic conversion, analyze the existing problems at present, and propose countermeasures for the paths to achieve enterprise traffic conversion. This is of great theoretical and practical significance for accelerating the integrated development of enterprises in the digital and intelligent context, improving business models, ultimately achieving traffic conversion and creating value.

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2. Literature Review and Outlook

2.1 Literature Research on Short Video Marketing

For short video marketing, scholars believe it is a marketing method based on the penetration of social media and the dissemination of short video advertisements, which can quickly influence users' attitudes and behaviors (Chen et al., 2023). Nowadays, digital technology has made short video marketing a bridge connecting enterprises and consumers, and the traditional marketing model has been changed. The content in short videos not only attracts consumers' attention but also influences their consumption intentions (Wang et al., 2024). Domestic research mainly focuses on the content of short video marketing. For example, scholars divide the content of short video marketing into dimensions of entertainment, usability, and scenarization (Zhao & Qin, 2023). Liu (2024) through empirical research, concluded that the field of short video marketing can significantly influence consumption intention and perceived value. The restoration of life scenes in short videos can achieve immersive experience, which can stimulate consumers' consumption intention (Wang & Li, 2022). Foreign research pays more attention to the credibility and quality of short videos. Some scholars believe that whether the short video publisher has professional knowledge and whether the source of the short video is credible will affect consumers' purchase intention (Zhai et al., 2022). Fang et al. (2023) from the perspective of tourism proposed that the quality of short video production will affect consumers' choice of tourist destinations. At the same time, the perceived usefulness and professionalism of short video marketing can enhance the sense of presence (Liu et al., 2023).

Short video marketing has become a marketing method used to attract consumers' attention nowadays, and scholars mainly focus on the content and quality of short video marketing for research, with fewer scholars studying the relationship between short video marketing and enterprise operation from the perspective of enterprises.

2.2 Literature Review on the Impact of Short Video Marketing on Enterprise Traffic Conversion

Initially, short videos attracted users with their unique entertainment and social attributes. Later, they transformed public and private domain traffic into value for enterprises (Wang, 2022). Wu (2023) believes that the business model of short video marketing creates value in both public and private domain traffic, ultimately achieving the creation of enterprise traffic value. The channels for short video marketing to achieve traffic conversion, according to scholars, are based on the connection of products and services with daily scenarios and then realizing traffic monetization through methods such as advertising placement, live-streaming sales, or knowledge payment (Zuo & Ma, 2020). If enterprises can make good use of short video marketing and integrate scenarios with business models, they can accurately capture changes in the industry environment, strengthen interaction with consumers, and ultimately promote enterprise traffic conversion (Wang et al., 2024). Meanwhile, Wang et al. (2025) believe that scenario creation is one of the important components of short video marketing. Creating good scenarios can promote the connection between merchants and users, accelerate traffic monetization, and facilitate the innovation of enterprise business models. Chen & Geng (2023), based on the agricultural industry, proposed that in the context of "Internet +", using short video marketing as a digital marketing tool can promote the sales of agricultural products and drive the development of the agri-

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cultural industry.

However, some scholars have pointed out that the use of short video marketing by enterprises is not a one-time solution. For instance, Shi & Zhang (2021), from the perspective of publishing enterprises, found that while short video marketing increased the conversion rate of enterprise traffic, there were still problems such as a lack of systematic understanding of matrix construction and marketing effects; Bi (2021) believes that short video marketing can promote industrial upgrading, but due to content homogenization, it may lead to a low conversion rate of consumption.

It can be seen that in the existing research on the impact of short video marketing on enterprise traffic conversion, although the innovation of business models and the creation of enterprise value brought by short video marketing have been mentioned, the realization path from short video marketing to enterprise traffic conversion has not yet been clearly defined, and the existing practical problems have not been solved, which may lead to weak operability for enterprises.

2.3 Comprehensive Review

Based on the review of existing literature, short video marketing has become one of the marketing methods in the context of digital intelligence. The unique entertainment and usability of short videos have become factors that attract consumers, and enterprises can better connect with consumers through short video marketing, thereby achieving traffic conversion. However, the existing research on the business model of short video marketing mainly focuses on the definition of concepts, and there are few studies from the perspective of enterprises to explore the relationship between short video marketing and enterprise traffic conversion. At the same time, the realization path of value creation by short video marketing is a key point that scholars pay more attention to. Therefore, this paper starts from the perspective of enterprises to explore the relationship between short video marketing and enterprise traffic conversion, as well as the underlying mechanism.

3. The Current Situation and Analysis of Enterprise Traffic Conversion in the Context of Digitalization and Intelligence

3.1 The Development Status of Short Video Marketing

Short video marketing has become a core component of enterprises' digital marketing strategies. By 2025, the number of short video users in China is expected to exceed 1.068 billion, with platforms such as Tik Tok, Kuaishou, WeChat Video Moments, and Xiaohongshu dominating the market, each having over 240 million monthly active users. With the diversification and professionalization of short video content creation, short videos have become an important way for the public to obtain information and entertainment. The number of short-video users is huge and continues to grow. Nowadays, the marketing models of short videos are constantly innovating, with models such as "short video seeding + live-streaming conversion", "short video preheating + scenario-based live-streaming", "embedded short video advertising", and "immersive experience marketing" emerging one after another. However, the rapidly developing short video field also has many problems, such as severe content homogenization, rising production costs, insufficient content depth, and data security risks. In the context of digitalization and intelligence, short video marketing is of great significance

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for the high-quality development of enterprises.

3.2 The Current Situation of the Integration and Application of Digitalization and Intelligence Technologies in Short Video Marketing

AI-generated content (AIGC) can automate the creation of short video content, reshaping the production process in short video marketing and achieving a balance between scale and personalization. The continuous development of artificial intelligence and the maturity of digital human technology provide new solutions for cross-cultural marketing, ensuring the accuracy of localized content dissemination. Another key application of digitalization and intelligence technologies in short video marketing is data-driven precise placement and optimization. Through big data, user portraits and behavior characteristics can be accurately analyzed, and placement strategies can be automatically optimized to achieve precise ad delivery. At the same time, models can be continuously iterated based on real-time feedback data to continuously improve the conversion rate and user stickiness. In addition, the optimization of AI search, the migration of traditional search engines to AI question-and-answer platforms, and GEO optimization have become new tracks for enterprises to obtain precise traffic. They not only analyze users' explicit and implicit demands but also accurately grasp users' emotional tendencies. The deep integration of these technologies is systematically reshaping the entire marketing chain from content production, intelligent delivery to accurate reach, and promoting short video marketing to a new stage of precision and automation with data driven as the core and user panoramic insight as the benchmark.

3.3 The Current Situation of Enterprise Traffic Conversion in the Context of Digitalization and Intelligence

The traditional e-commerce model generally suffers from the pain point of low conversion efficiency of purchase decisions, and non-planned consumer demands are difficult to be stimulated. The core problem lies in the lack of a unified data platform, with multi-channel data fragmentation leading to a rough touchpoint model. The "broad net casting" marketing approach cannot achieve "precise irrigation". At the same time, it has not adapted to the algorithmic characteristics of platforms like Douyin, Kuaishou, and WeChat Video, resulting in severe content operation homogeneity and a lack of refined layout in the account matrix, making it difficult to achieve large-scale traffic aggregation. Moreover, the marketing indicators of short videos are overly focused on "vanity metrics" such as views and likes, neglecting the core value of business, which leads to an inability to accurately assess the actual effect on traffic conversion. Coupled with the potential impact of issues related to business and technological ethics, the effectiveness of short video marketing in enterprise traffic conversion is further constrained, and it is urgent to solve these bottlenecks through systematic optimization.

3.4 Analysis of Elements Affecting Enterprise Traffic Conversion by Short Video Marketing

3.4.1 "Content as Shelf" Becomes a New Paradigm

With the deep integration of digitalization and intelligence technology and short video content, the enter-

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prise traffic conversion path is gradually replacing the traditional "demand - search - purchase" consumption logic, achieving a fundamental transformation of "content as shelf". Under the "content as shelf" model, different types of short video content exhibit differentiated conversion efficiencies, and the conversion characteristics of different platforms are also distinctive. The conversion environment of short video platforms is constantly improving. The SEO/SEM model of "keyword bidding + page ranking" in the traditional search era has undergone an essential upgrade in the AI era. Users no longer flip through pages to search for information but directly ask AI for "standard answers". The application of AI search in enterprises has also led to a continuous increase in customer conversion rates.

3.4.2 From One-time Traffic Acquisition to Long-term Operation through Private Domain Accumulation

With the rapid development of AI intelligence, the traffic dividend is gradually fading, and long-term operation has become an important strategy for enterprise development, shifting from one-time traffic acquisition to private domain accumulation and long-term operation. AI intelligent technology provides new tools for the development of enterprise private domain operation. By using AI intelligent technology, enterprises can achieve 24/7 reception and consultation, quickly respond to customer needs, and continuously convert business opportunities to increase product repurchase rates. In the process of short video marketing, the conversion model of live-streaming e-commerce is also constantly upgrading. Under the empowerment of AI, the video marketing and traffic conversion model is transforming from a simple sales field to a synergy of brand and performance.

4. The Impact and Strategies of Short Video Marketing on Enterprise Traffic Conversion in the Context of Digitalization and Intelligence

In the context of digitalization and intelligence, short video marketing is influencing the traffic conversion model of enterprises. Its core lies in optimizing user reach and conversion paths through data-driven and intelligent algorithms. Short video platforms, with their efficient and engaging content dissemination, have become important marketing grounds for enterprises. Through precise user profiling and personalized recommendation algorithms, enterprises can achieve a shift from "people seeking goods" to "goods seeking people", thereby significantly enhancing the efficiency of traffic conversion. This model not only alters the consumer decision-making process but also provides enterprises with new marketing ideas and strategies. In this process, enterprises need to continuously optimize content creation, enhance user experience, and leverage multi-channel integration and data insights to achieve efficient traffic conversion and business growth.

4.1 Immediate Conversion of Consumer Decision-Making

In the context of digitalization and intelligence, short video marketing reconstructs the consumer decision-making process and enhances the efficiency of traffic conversion. Digitalized short videos, through AI algorithms for precise recommendations, have achieved a shift from "people seeking products" to "products seeking people". Enterprises can use AI algorithms to precisely push relevant content based on users' browsing history, interest preferences, and other data, stimulating users' latent demands and creating "unplanned

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consumption" needs. Short video marketing can significantly shorten the purchase decision-making path of users. The complex purchase process in traditional e-commerce models is compressed with the development of artificial intelligence, and the entire purchase process is greatly shortened. Intelligent search and AI Q&A based on video content within the platform can also immediately capture users' interests during the viewing process and convert them into search behaviors, achieving "search and purchase while watching".

In terms of content creation, digitalized short video marketing emphasizes capturing users' attention within the first 3 seconds, and having a strong call to action in the middle and later segments. Enterprises need to seamlessly integrate their products or services into real and interesting life scenarios or micro-dramas, allowing users to complete purchases with one click while receiving information, reducing the loss of traffic due to jumps. At the same time, research and layout of colloquial and contextual keywords in video content should be conducted to capture the traffic entry points of intelligent search within the platform. Through these strategies, enterprises can better utilize digitalized short video marketing to achieve efficient traffic conversion and enhance the efficiency of users' purchase decision-making.

4.2 Large-scale Precise Reach Driven by Digitalization and Intelligence

Focusing on digitalization and intelligence has become a key factor in changing the creation methods and reach efficiency of short video content. In the context of digitalization and intelligence, a single channel is difficult to meet the operational needs of enterprises. Enterprises need to break down the barriers between online and offline, integrate short video platforms, social media, search engines, and offline stores, and build a comprehensive traffic network. Achieve the full chain conversion from "short video seeding - user interest stimulation - offline/online consumption", allowing scattered traffic to form a synergy effect and enhance conversion efficiency. Enterprises should establish a unified data platform, achieve data intercommunication across multiple channels, and share and integrate online short video interaction data, offline sales data, and user profiling data. This enables short video marketing to shift from "wide net casting" to "precise drip irrigation". Relying on the short video matrix system constructed by digitalization and intelligence technology, enterprises should focus on vertical accounts in niche fields, complete content diffusion through focus accounts, and at the same time, short video marketing of enterprises should adapt to the algorithm characteristics of different platforms, carry out differentiated content operations on platforms such as Tik Tok, Kuaishou, and WeChat Video, and expand brand exposure through cross-platform collaboration, achieving large-scale traffic aggregation and efficient conversion.

4.3 Data Insights and Strategy Optimization

In the context of digitalization and intelligence, the impact and strategy optimization of short video marketing on enterprise traffic conversion lies in establishing a data-driven measurement and optimization mechanism to ensure the continuous evolution of the entire marketing system. The social attribute of short-video platforms is the key to traffic conversion. Short-video content needs to have the characteristics of "fragmented dissemination", "easy content production", and "high-quality content as the core competitiveness". At the same time, enterprises should no longer merely focus on vanity metrics such as play counts and likes. Instead, they should pay more attention to in-depth indicators of business results, such as conversion rates, average transaction values, and customer acquisition costs. These indicators can help enterprises more accurately

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assess marketing results, achieve quality and efficiency conversion of traffic, and optimize product combinations and pricing strategies. In the face of the current situation where the market environment and user preferences are constantly changing, the application of digital intelligence technology can monitor data in real time, facilitating agile market operations and responding to market changes.

5. Conclusion

First, digital intelligence technology has effectively promoted the acquisition rate of traffic. Under the drive of digital intelligence, enterprises have significantly improved the accuracy of short video marketing through means such as AI algorithm recommendation, big data user profiling, and virtual digital humans. Moreover, in content creation, digital technology has elevated the presentation of content to a new level. Enterprises have deeply connected products and consumers through contextualization, better stimulating consumers' willingness to consume. Additionally, with the support of algorithm recommendation and social sharing, enterprises have increased their private domain traffic, verifying the "amplifier" role of short videos in traffic acquisition for enterprises in the context of digital intelligence.

Second, the quality of short video content and digital intelligence experience will affect the retention of traffic. As user demands continue to rise, the quality of short video content will become a core competitiveness for enterprises. With the popularity of short videos, content homogenization has become one of the issues that affect consumer experience. If consumers' attention is not captured in time, it will lead to traffic loss. Moreover, to retain traffic, services such as AR try-on and intelligent customer service pop-ups should be appropriately increased to improve user return and retention rates, achieving a close integration of content value and digital intelligence interaction.

Third, utilize digital intelligence chains to shorten the traffic monetization cycle for enterprises. Establish a data-driven measurement and optimization mechanism to ensure the continuous evolution of the entire marketing system. Additionally, in the face of a constantly changing market environment, digital intelligence technology should be used to monitor data in real time. Furthermore, by combining short video marketing with digital intelligence technology, enterprises can shorten the traffic monetization cycle. For instance, clothing enterprises can combine AI outfit recommendation with short video live-streaming sales to increase the conversion rate of consumer orders.

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