A Study on the Strategies of Short-Video Platforms for Corporate Brand Building in the Context of the Digital Economy

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Abstract: This study aims to explore the mechanisms through which short-video platforms influence corporate brand building and the corresponding marketing strategies in the context of the digital economy. By combining literature review and theoretical analysis, this paper synthesizes research findings on corporate brand building, digital marketing, and short-video marketing, and constructs a path model illustrating how short videos affect brand awareness, brand recognition, brand trust, and brand loyalty. The results indicate that short-video platforms, with their visual appeal, brevity, and high interactivity, effectively enhance brand awareness; they strengthen brand recognition through narrative and contextualized content; and they reinforce brand trust and loyalty via user engagement and community participation. Based on these findings, enterprises should develop systematic strategies for short-video marketing, including creative content design, data-driven optimization, cross-platform integration, and continuous performance evaluation, to achieve long-term brand value enhancement. The conclusions of this study demonstrate that short videos have become a crucial tool for corporate brand building in the digital economy, significantly improving market competitiveness, and providing theoretical reference for future research on brand strategies integrated with big data and artificial intelligence technologies.

Keywords: Digital Economy; Short-Video Marketing; Corporate Brand Building; Brand Recognition; Brand Loyalty

1. Introduction

With the rapid development of the digital economy, continuous advancements in information technology are profoundly reshaping corporate business models and market competition. Traditional approaches to corporate brand building face challenges such as limited communication channels, low user engagement, and insufficient interactivity, while the rise of digital tools provides new opportunities for enterprises. In particular, the rapid growth of short-video platforms has not only changed the pathways of information dissemination but also redefined the interaction between brands and consumers. Short videos, characterized by their brevity, strong visual impact, rapid dissemination, and high interactivity, have become an important channel for corporate brand promotion and marketing [1]. Through short videos, companies can convey brand information to a broad audience in a short period of time, while leveraging platform recommendation algorithms to increase brand exposure and achieve efficient brand communication [2].

The importance of corporate brand building in the context of the digital economy is increasingly prominent. A brand not only embodies a company's market competitiveness but also significantly influences consumer purchasing decisions [3]. With changes in consumer behavior and the widespread adoption of social media, corporate brand building has shifted from one-way information transmission to two-way interactive communication. Short-video platforms provide a favorable environment for user interaction, enabling enterprises to better understand consumer needs, optimize products and services, and enhance user engagement, thereby improving brand recognition, brand trust, and customer loyalty. This new form of communication injects vitality into corporate brand building while also posing new challenges. Companies need to innovate in content creativity, communication strategies, and user management to fully leverage the value of short -video platforms in brand building.

This study aims to investigate the mechanisms through which short-video platforms affect corporate brand building in the context of the digital economy and to analyze strategies that enterprises can adopt in short-video marketing. The study focuses on the following questions: First, how do short-video platforms enhance corporate brand awareness and recognition? Second, how does short-video marketing strengthen consumer brand trust and loyalty? Third, how should companies formulate effective short-video marketing strategies to achieve long-term brand value enhancement? By addressing these questions, this research attempts to construct a systematic theoretical framework, providing feasible strategic guidance for corporate brand building in the digital economy era.

2. Literature Review

2.1 Corporate Brand Building Theory

Corporate brand building is a crucial component of business management and marketing, reflecting both a company's market image and its core competitiveness. Traditional brand building primarily relies on advertising, promotion, public relations activities, and offline sales events, shaping consumers' perceptions and evaluations of the brand through information dissemination [4]. Key indicators of brand building include brand awareness, brand recognition, brand loyalty, and brand trust [5]. Brand awareness refers to the extent to which consumers can identify a brand; it forms the foundation of brand building and serves as a prerequisite for attracting potential customers. Brand recognition reflects consumers' understanding of brand attributes, values, image, and differentiation from competitors. Brand loyalty is demonstrated by repeat purchases and long-term preference, while brand trust represents consumers' confidence in brand quality, corporate reputation, and product or service reliability.

In traditional models, brand building exhibits a one-way communication pattern, with companies dominating content production, limited consumer participation, and inadequate interactivity and feedback mechanisms [6]. This model faces challenges such as high communication costs, limited audience reach, and difficulty in measuring effectiveness. With the development of information technology, companies have increasingly leveraged digital channels for brand building, such as official websites, social media, and e-commerce platforms, extending brand communication into the online space. This digital brand-building model not only enables rapid information dissemination but also enhances consumer engagement, making brand building more dynamic and personalized.

In the digital context, brand building presents several new characteristics: first, diversified communication channels allow companies to reach consumers through short videos, live streaming, social interactions, and user-generated content (UGC) [7]; second, enhanced interactivity enables consumers to directly participate in content creation and discussion, fostering community-based brand identification [8]; third, data-driven strategies allow companies to understand consumer preferences and optimize brand communication [9]. These characteristics transform brand building from traditional advertising and PR into a continuous process based on interaction and data.

However, despite the abundance of digital tools, companies still face challenges in brand building. For instance, maintaining consistent brand tone across numerous short-video contents, managing potential negative content generated by users, and measuring brand-building effectiveness all require systematic theoretical guidance. Additionally, variations in brand-building strategies across industries and company sizes warrant further analysis, providing theoretical support for studying the mechanisms through which short videos influence brand building.

2.2 Digital Marketing and Short-Video Marketing Research

The rapid development of digital marketing has provided new avenues and perspectives for corporate brand building. Digital marketing emphasizes leveraging internet technologies, social platforms, mobile applications, and data analytics to achieve precise communication and interactive marketing [10]. As a crucial component of digital marketing, short-video marketing has become an important tool for shaping brand image and enhancing user engagement due to its brevity, ease of sharing, strong visual impact, and high interactivity [11]. Recommendation algorithms and social features on short-video platforms allow brand information to gain wide exposure in a short period [12]. Users can like, comment on, and share video content, generating secondary dissemination effects and enabling rapid spread of brand information [13]. This two-way interaction not only improves brand awareness but also increases consumer understanding of brand attributes and values, while community interaction and word-of-mouth promotion further strengthen brand trust and loyalty.

Practical cases show that companies across different industries have accumulated valuable experience in short-video marketing. For example, beauty industry companies use creative short videos to showcase makeup techniques and skincare routines, attracting large audiences and driving purchase decisions; fast-moving consumer goods companies leverage short videos to convey brand stories, product highlights, and promotional information, enhancing emotional brand attachment; retail companies combine short videos with live-streaming sales to achieve online and offline integrated marketing, increasing user engagement and brand loyalty. These examples demonstrate that short-video marketing has become an indispensable tool for corporate brand building.

Despite its practical success, current research still has certain limitations. On one hand, studies often focus on short-term outcomes, such as brand exposure and engagement metrics, with insufficient attention to the long-term effects of short videos on brand trust and loyalty. On the other hand, strategies related to short-video content, data-driven optimization, and cross-platform integration lack systematic theoretical analysis, leaving companies reliant on experience rather than theory. Additionally, the challenges and opportunities in short-video brand building vary across industries and company sizes, necessitating further research and analysis.

Building on previous research, this study integrates corporate brand building theory with digital marketing and short-video practice to propose an analytical framework for understanding how short videos influence brand building. By examining the pathways through which short videos impact brand awareness, brand recognition, brand trust, and brand loyalty, the study explores strategies that enterprises can adopt in short-video marketing, providing theoretical support and practical guidance for corporate brand building in the context of the digital economy.

3. Theoretical Analysis

In the context of the digital economy, short-video platforms, as emerging digital communication tools, are profoundly influencing corporate brand building. Their mechanisms can be analyzed across multiple dimensions, including enhancing brand awareness, strengthening brand recognition, and improving brand trust and loyalty, while also providing guidance for corporate marketing strategies.

3.1 Enhancement of Brand Awareness through Short Videos

Brand awareness is a fundamental indicator of corporate brand building, reflecting consumers' initial ability to identify a brand. On short-video platforms, the enhancement of brand awareness mainly relies on the widespread dissemination of content and the platform's recommendation algorithms. Short videos typically present brand information through a combination of visual and auditory elements, characterized by high information density, low viewing cost, and rapid dissemination. By producing creative short videos, companies can quickly convey product features, brand concepts, and usage scenarios to a large number of potential users, rapidly increasing brand exposure.

Platform recommendation algorithms play a critical role in brand communication on short-video platforms. By analyzing user interest tags, viewing history, and interaction behaviors, platforms push personalized content to each user. This algorithmic mechanism enables brand information to reach target audiences accurately, forming an "information diffusion network" and effectively boosting brand awareness. Additionally, the sharing function of short-video platforms further amplifies brand communication effects, as secondary dissemination through users' social networks allows brands to quickly generate visibility and expand recognition.

Companies can also enhance content dissemination by leveraging trending topics and challenge activities. By participating in popular platform events or creating viral content, enterprises can attract user attention and increase the likelihood of content being viewed and shared. This strategy not only increases brand exposure but also strengthens brand recall in consumers' minds, laying a foundation for subsequent brand recognition and trust formation.

3.2 Enhancement of Brand Recognition through Short Videos

Brand recognition refers to consumers' understanding and evaluation of a brand's attributes, value, and image. In the short-video environment, brand recognition is primarily enhanced through content creativity, interactive experiences, and information delivery. Creative short videos can not only demonstrate product functions but also deepen consumers' understanding of the brand through narrative storytelling, contextualized scenarios, and emotional expression. For instance, companies can use short videos to showcase product usage scenarios, production processes, or brand philosophies, allowing consumers to intuitively grasp brand value.

Interactivity is one of the core advantages of short-video platforms. Users can like, comment on, share videos, and even participate in brand challenges or create UGC. These interactive behaviors not only increase user engagement but also enable word-of-mouth propagation of brand information among users, further reinforcing consumers' brand recognition. By analyzing user interaction data, companies can promptly adjust content strategies to meet the preferences of different audiences, delivering more precise brand recognition.

Moreover, short videos can enhance brand memory through multimodal information, combining visual, auditory, and textual elements. By incorporating visual symbols, signature music, and brand slogans, companies can create a strong impression of the brand within a short time. Compared to traditional advertisements, short videos, through repeated viewing and interactive participation, make brand recognition more vivid, concrete, and memorable, effectively improving consumers' understanding of brand characteristics and values.

3.3 Effects of Short Videos on Brand Trust and Loyalty

Brand trust and loyalty are important indicators for achieving long-term competitiveness and maximizing customer value. Short-video platforms enhance brand trust and loyalty primarily through user engagement, community interaction, and word-of-mouth building.

UGC plays a significant role on short-video platforms. When users actively create content related to a brand or share their personal experiences, such authentic feedback can increase other consumers' trust in the brand. Enterprises can further enhance brand trust by actively responding to user comments and interactions, demonstrating their service attitude and sense of responsibility.

Long-term brand loyalty depends on continuous user experience and engagement. Companies can establish fan communities on short-video platforms, regularly delivering brand content, product updates, and promotional information to maintain ongoing interaction with consumers. This strategy not only strengthens user stickiness but also fosters emotional attachment to the brand, thereby increasing repeat purchases and loyalty.

Additionally, short videos can facilitate brand word-of-mouth development. By showcasing real user experiences and brand stories, short videos create social proof effects, enhancing potential consumers' trust in the brand and further reinforcing brand loyalty. Companies can organize themed campaigns, solicit UGC, and incentivize sharing behaviors to form a virtuous cycle of brand communication and ecosystem development.

3.4 Analysis of Corporate Short-Video Marketing Strategies

Based on the mechanisms through which short videos influence brand building, companies should develop systematic strategies in content creativity, data analysis, and communication integration. Content creation should align with the brand's tone, conveying brand value and product features through narrative, contextualized, and emotional short videos to enhance consumer recognition and memory.

Short-video interactivity provides a direct channel for communication with users. Companies can leverage comments, likes, and UGC to stimulate user participation, further reinforcing brand trust and loyalty. Data analysis plays a key role in strategy implementation; by examining user profiles, viewing behaviors, and interaction data, companies can optimize content placement and dissemination paths, improving marketing efficiency and precision.

Moreover, short-video marketing should be integrated with other digital platforms. By combining social media, e-commerce platforms, and other channels, enterprises can achieve multi-touchpoint coverage and long-term brand communication, ensuring consistency and continuity of brand image. Companies also need to continuously evaluate and optimize marketing performance by monitoring changes in brand awareness, recognition, trust, and loyalty, thereby guiding content creation and strategy adjustments scientifically.

Through the comprehensive application of creative content, user interaction, data-driven optimization, and cross-platform integration, enterprises can establish a systematic and sustainable brand-building path in the digital economy, achieving steady enhancement of brand value.

4. Conclusion

This study systematically analyzes the mechanisms through which short-video platforms influence corporate brand building in the context of the digital economy and proposes strategies that enterprises can adopt in short-video marketing. The findings indicate that short-video platforms play a significant role in enhancing brand awareness, strengthening brand recognition, establishing brand trust, and promoting brand loyalty.

First, short videos, with their brevity, visual appeal, and high interactivity, enable rapid dissemination of brand information, allowing companies to reach a broad audience in a short period and increase brand exposure and awareness. Second, through creative, narrative, and emotional content presentation, short videos help consumers form a clear understanding of brand value and product features, while user interaction and word-of-mouth dissemination further reinforce brand identification.

Furthermore, the user engagement and community interaction provided by short-video platforms are crucial for the formation of brand trust and loyalty. Companies can actively respond to user comments, encourage UGC, and organize interactive activities to enhance consumer trust and emotional attachment, promoting repeat purchases and long-term loyalty. Theoretical analysis demonstrates that the role of short videos in brand building is not limited to short-term exposure but represents a strategic tool for long-term value enhancement through continuous interaction and data-driven optimization.

From a practical perspective, enterprises should adopt a systematic short-video marketing strategy. First, content creation should align with brand tone and convey core values through narrative and contextualized approaches, emphasizing visual and emotional expression to increase user engagement. Second, data analysis is essential, allowing companies to optimize content placement and dissemination paths based on user behavior and interaction data, forming data-driven marketing decisions. Third, short-video marketing should be integrated with other digital channels to achieve multi-touchpoint communication and long-term influence, ensuring brand image consistency. Finally, companies must continuously evaluate marketing effectiveness, monitoring changes in brand awareness, recognition, trust, and loyalty, and adjusting content and strategies accordingly to ensure sustained and effective brand building.

Overall, short-video platforms provide unprecedented opportunities for corporate brand building in the digital economy while presenting new challenges. Only through systematic strategies—creative content, data analysis, cross-platform integration, and continuous optimization—can enterprises fully leverage the value of short videos, achieving comprehensive enhancement of brand awareness, recognition, trust, and loyalty. Future research may further combine big data analytics and artificial intelligence to explore quantitative evaluation methods for short-video marketing effectiveness and investigate strategy differences across industries and company sizes, offering more precise and scientific theoretical guidance and practical reference for enterprises.

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