
快手短视频营销推广策略分析

摘 要

短视频即短片视频，时长都是以秒来计算，十秒到百秒不等，一般都依托手机移动端，可以进行快速的拍摄、播放、编辑、分享等。新媒体 2.0 时代，以快手、抖音为主的短视频平台快速发展，形成了新的市场传播媒介。短视频市场份额中，快手一直位居第二，并且和抖音的差距一直难以缩小。本文选择快手为研究对象，旨在从现有的市场竞争格局出发，分析快手短视频 APP 营销的特点及推广模式的基础上，对快手短视频 APP 营销存在的问题进行了深入的分析，并提出了快手短视频 APP 营销的改进建议，以期对实践工作有一定的帮助。

关键词：快手；短视频；营销；推广

ABSTRACT

Short video is short video, the duration is based on the technology of seconds, ranging from 10 seconds to 100 seconds, generally relying on the mobile terminal of mobile phone, you can quickly shoot, play, edit, share and so on. In the era of new media 2.0, short video platforms based on kuaishou and douyin have developed rapidly, forming a new market communication medium. In the short video market share, kuaishou has always been in the second place, and the gap with douyin has been difficult to narrow. This paper choose quickly as the research object, aimed at starting from the existing pattern of market competition, analyzing the characteristics of fast worker short video APP marketing and promotion mode, on the basis of the short video APP quickly marketing existence question has carried on the thorough analysis, and put forward the fast worker short video APP marketing Suggestions for improvement, in order to practice has certain help.

Keywords:kuaishou; Short video; Marketing; To promote

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