

Marketing Strategy Analysis of Migu Video App Based on 4I Theory

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Abstract: With the increasing maturity of 5G technology and the comprehensive development of video apps on the Internet, the landscape of video app downloads shows that Migu Video lags behind giants like iQiyi, Tencent Video, Youku, and Mango TV. However, during the Tokyo Olympics and the Beijing Winter Olympics, Migu Video's focus on sports coverage and commentary led to increased public use and app downloads. This study analyzes the marketing status and strategy of the Migu Video App. It conducts a detailed analysis using the 4I theory – interest, interaction, individuality, and initiative – and proposes a brand marketing strategy tailored for Migu Video. This aims to provide insights into the marketing strategies of other mobile Internet companies.

Keywords: Migu Video App; 4I theory; Marketing strategy

Online publication: July 11, 2024

1. Introduction

The strength behind the rise of video platforms has two aspects. On the one hand, there is the advancement of intelligent technology, including image recognition, intelligent algorithms, and emotional computing. On the other hand, there are platform rules with interface functionality and design ^[1]. The development of sports event media requires the integration of technology and practical methods. In terms of sports media platforms, event resources are shared, personalized, and interactive, providing a space for the survival and development of media platforms in the context of media convergence. This also meets the needs of the audience.

Bringing video-based content to platforms and audiences signifies both a transformation in the medium of daily life and the daily lives of people following these media changes ^[2]. Migu Video creates a digital operation system that enhances the flexibility of resource mobilization and the initiative of information production. It also improves professional operation capabilities while paying attention to user experience ^[3]. Utilizing technical means, Migu Video has developed mobile platforms and terminals, making mobile live broadcasting a popular form for live sports events. With the emergence and popularity of computers, mobile phones, and tablet computers, watching live sports events through mobile terminals has gradually become the main choice for users ^[4].

2. Characteristics of video app development

The rapid development of Internet technology has laid the foundation for the emergence of new media in terms of both technology and platforms^[5]. The prosperity of new media has driven the rise of web pages, mobile apps, and mobile TV, especially with the support and emergence of 5G technology. We have overcome limitations in data transmission volume and speed, improved app download speeds and video loading times, advanced AI technology, and enhanced the entertainment video user experience^[6]. In the context of mature technologies, the development characteristics of video apps are as follows:

2.1. Focus on content originality

One of the competitive advantages of video apps is their focus on content originality. By offering unique original content, they can meet the personalized needs of users and improve user loyalty. For example, besides partnering with New Aote, Migu Video produced a live program called “Battle for the European Championship,” which breaks space restrictions, captures hot topics, enables flexible interaction and communication, and provides users with a better viewing experience^[7].

2.2. Focus on the sense of user experience

The communication mode of China’s media is evolving from “user-centered” to “user-centered,” with all video apps placing greater emphasis on user experience^[8]. First, video apps provide features like barrage comments and link sharing to enhance users’ social and interactive experiences. Second, the significant technological investment in video apps allows users to enjoy high fluency and high definition in the 5G era^[9].

2.3. Focus on short video entertainment

To cater to users’ entertainment needs during fragmented time periods, most video apps have incorporated short video interfaces. These include short videos on information, entertainment, film and television, education, and other categories, allowing users to be entertained when they are tired of watching movies and TV series or do not have enough time for long videos^[10]. For instance, Migu Video’s “Square” interface for short videos and Youku Video’s content innovation and mode upgrade for portrait screen information short videos^[11].

3. Marketing strategy of Migu Video App based on 4I theory

3.1. Interesting marketing strategy

- (1) Humorous and entertaining game commentary: For instance, during the Winter Olympics, Meng Wang provided commentary in the Migu Video App’s broadcast room^[12]. His humorous, straightforward, and professional commentary attracted many Olympic enthusiasts to download and use the app. In the broadcast room, some viewers mentioned that they downloaded Migu Video specifically because of Wang Meng’s engaging commentary on the Winter Olympics.
- (2) Novel and interesting entertainment interface: The Migu Video App features a small video “square” interface that caters to users’ demand for short entertainment videos. It offers different video ringtones based on personal interests to enhance the visual experience with technology. The app also uses panoramic virtual technology to recreate major venues, concerts, and beautiful sceneries, providing users with a visually stunning and immersive experience^[13].

3.2. Benefit marketing strategy

Migu Video App allows users to exchange VIP memberships or other products by participating in relevant

activities. Through these activities, users can receive corresponding discounts, reducing their financial expenditure and enabling low-cost access to movies, events, or related souvenirs. This strategy helps attract users' attention and influences their willingness to use the app ^[14].

3.3. Interactive marketing strategy

The Migu Video App includes interactive features such as a comment area, a barrage discussion area, and a "popular circle" interface in the broadcast room. Users can communicate with other viewers in the comment area, post bullet screen questions, join circles of interest, and participate in related topic discussions. This breaks the limitations of time and space, enabling online communication and fulfilling users' need for social interaction ^[15].

3.4. Personalized marketing strategy

Migu Video App secures the rights to live broadcast the Olympic Games and comprehensive sports copyrights. This unique feature includes the sports copyrights for events like the NBA and CBA ^[16]. The sports event broadcast room section increases the attraction for new and old users, meeting their needs for watching games. This comprehensive coverage helps users fully understand the competition conditions and schedules, improving user satisfaction, stickiness, and loyalty, thus realizing personalized marketing.

4. Suggestions on improving the marketing strategy of the Migu Video App based on 4I theory

- (1) Suggestions for improving interesting marketing strategies: To address the homogenization of the small video "square," Migu Video App should leverage its unique strengths by collaborating with sports events or athletes to create engaging short videos. These exclusive, interesting videos can be published in the small video "square" to enhance user engagement. Additionally, eliminating the limitations of the video ringtone setting will allow all users to utilize this feature, further enhancing their experience and improving the app's interesting marketing strategy.
- (2) Suggestions for improving the profit marketing strategy: The limited impact of the lucky big wheel activity on user engagement is mainly due to the perceived low winning rate or lackluster prizes, leading to low participation rates ^[17]. To enhance this profit marketing strategy, the Migu Video App should increase the winning rate of the lucky wheel activity or improve the quality and quantity of prizes. This will attract more users, increase their curiosity and participation, and thereby enhance the effectiveness of the profit marketing strategy.
- (3) Suggestions for improving the interactive marketing strategy: Migu Video's Champions League event column should position itself as a social media link, with users playing a crucial role. By creating interactive and sharing opportunities, Migu Video can enhance users' fan identity and social status ^[18]. To improve user interaction, the app should establish its own interactive platform, allowing users to share their views and feelings after watching sports or dramas ^[19]. This platform will enable online interaction with other users or stars, breaking the constraints of the current studio interactive comment and barrage discussion areas, which require interaction during viewing. This will improve the user's interactive experience and influence their engagement with the app.
- (4) Suggestions for improving personalized marketing strategies: Migu Video App should invest more in film and television resources and leverage its strengths by creating original sports-related movies, variety shows, or films. This will enrich its content resources, increase the availability of exclusive quality dramas and variety shows, and enhance its personalized marketing strategy. By doing so,

Migu Video App can improve its competitiveness, user satisfaction, and approval of its personalized marketing strategy^[20].

5. Conclusion and prospect

In conclusion, Migu Video App's interest, benefits, interactive, and personalized marketing strategies have a certain degree of influence on user engagement. Although the impact of some of these marketing strategies is relatively low at present, it is believed that future improvements will enhance their effectiveness. Migu Video App should focus on its unique strengths, particularly in the field of sports events, and further refine its marketing strategies to achieve diversified development. By doing so, the Migu Video App can achieve substantial growth and development in the future.

Funding

Suihua University 2022 Project "Exploration and Practice of the Connotation Construction of Agricultural Product Circulation Discipline Professional Cluster" (Project No. 2022007)

Disclosure statement

The author declares no conflict of interest.

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