

抖音健康类 KOL 的盈利模式探究

摘要

互联网发展使得短视频类 APP 相继涌现。短视频中的健康类 KOL 如何在市场竞争中既保证粉丝认可，又实现自身盈利，是一个值得思考的问题。本文以内容分析法为主，选取了抖音中排名前三位的健康类 KOL 账号，从其带货方式与受众认可度之间的关系入手。研究中本文发现国内对于上述研究相对较少，且并未对盈利途径与受众接受度之间的关系做出调查。本文对“带货”进行了定义，通过分析比较健康类 KOL 在抖音 APP 中使用不同带货方式的频率与受众接受度之间的关系，发现其在当前的盈利中面临困境，日后应当多种带货方式有效侧重，抓住用户健康需求、借助行业“蓝海”，增加内容深度与趣味性、多媒体融合，让“短视频+”发挥更多可能入手，探讨盈利的更多可能性。

关键词:短视频；抖音；盈利模式

ABSTRACT

The continuous development of mobile Internet has brought about a huge update in the mode of communication. In this process, short videos have gradually become one of the main forms of content release on various social media platforms in recent years with their expressive form and fragmented information transmission. As a rising star in the domestic short video industry, Douyin has many attempts in commercial monetization. In this paper, we media accounts of five short health videos with the largest number of followers on Douyin platform are selected to explore how these we media accounts can realize monetization in the current market competition of "traffic is king". What is the channel suitable for its profit and realization. As the creator of health we-media accounts, this paper discusses how to deliver healthy and effective health information to the audience and at the same time ensure their own profit. Therefore, the research on the realization mode of short health videos is both hot and key, in order to provide certain reference value for health KOL.

Key words: Short video; Tik Tok; profit model

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