

Research on IP Persona Construction and Marketing Strategy in Sports Short Video

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Abstract: With the rapid growth of short video platforms, sports content dissemination has gained significant momentum, especially in the development of sports IP personas and marketing strategies. Applying theories from communication, symbolic consumption, and brand marketing, this study examines the construction and promotion of sports short video IPs. Using literature review, case analysis, and data analysis, it identifies clear user targeting, differentiated content creation, and cross-platform collaboration as key factors in building effective sports IP identities. Furthermore, data-driven precision marketing has substantially improved commercial conversion rates. The optimized strategies provide theoretical and practical insights for sports content creators, platform operators, and the broader commercialization of sports short videos.

Keywords: sports short video; IP construction; character building; marketing strategy

1. Introduction

Platforms like TikTok and Kuaishou have transformed sports content dissemination with high interactivity, visual impact, and real-time feedback. Personal IP building is key, yet sports marketing often lacks precise targeting and data-driven methods. Using communication, symbolic consumption, and brand marketing theories, this study proposes precision marketing, multi-platform dissemination, and differentiated content strategies. Growing audiences, low costs, and algorithm-driven long-tail effects create new opportunities for niche sports research and practice.

2. Theory of sports short video IP personality and marketing construction

2.1 Communication characteristics of sports short videos

Sports short videos use fragmented content, interactivity, and algorithmic recommendations to meet modern viewing needs with concise, engaging formats[1]. Compared to long-form videos, they're more timely and attention-grabbing. User interactions foster communities and refine content. Platforms apply big data and algorithms to boost exposure. Globally, TikTok and others enhance reach and long-term engagement through personalized recommendations[2].

2.2 Theory of sports IP and character construction

Sports IPs use symbolic, brand-focused approaches with defined roles (e.g., professional, entertainment, interactive) to target audiences. Professionals engage core fans through analysis; entertainers attract broader viewers with humor. Consistent content builds recognition, aligning with symbolic consumption theory, which sees IPs as cultural symbols evoking emotional resonance[3]. "Yebiao Di" exemplifies this through steady basketball posts. Recommendation systems and social analysis improve audience targeting. Future research should explore how AI and AR enhance profiling, matching, and IP customization.

2.3 Overview of sports short video marketing model

Traditional sports short video marketing uses video ads, athlete endorsements, and cross-brand collaborations to boost exposure via multi-channel placements, athlete influence, and strategic alliances[4]. However, its one-way communication limits interaction and emotional connection, while broad-spectrum targeting misses niche audiences, reducing efficiency. Effectiveness evaluation often relies on experience over quantitative metrics, and high costs yield modest returns. With algorithms, interactivity, and content communities reshaping user behavior, sports marketing should shift to innovative, data-driven strategies for greater precision and efficiency.

3. Construction of sports short video IP personality

3.1 Define positioning and image building

The creation of sports IP personas relies on precise market positioning and image building[5]. Professional IPs attract

core audiences through event analysis and skill instruction, while entertainment IPs appeal more broadly with humor and light content. Emerging technologies such as virtual and augmented reality offer new creative possibilities for shaping IP images and enriching content creation.

3.2 Differentiated content creation

Continuously producing differentiated content is essential for building an IP persona. Technical sports bloggers attract core users with in-depth instructional videos, while entertainment bloggers expand reach through trending event analysis or challenges. Emerging technologies like VR and AR offer new possibilities for sports content creation[6]. VR enables virtual training and event simulations for immersive first-person experiences, while AR provides real-time action breakdowns and overlay guidance in instructional videos. These tools enhance immersion, improve learning, and create new expressive formats for sports short video creators.

3.3 User interaction and community operation

Continuously delivering differentiated content is key to building an IP persona. Technical sports bloggers attract core users with in-depth instructional videos, while entertainment bloggers expand reach through trending event analysis or engaging challenges. Emerging technologies like VR and AR further enrich sports content creation[7]. VR enables virtual training and event simulations, immersing users in the game from a first-person view, while AR offers real-time action breakdowns and overlay guidance in instructional videos. These tools enhance immersion, improve learning, and create new expressive possibilities for sports short video creators.

3.4 Multi-platform collaborative communication

Sports IPs can boost dissemination efficiency through multi-platform collaboration across short videos, live streaming, and social media[8]. Integrating platform data and content enables targeted strategies: short videos draw traffic with eye-catching clips or tutorials, while live streaming deepens fan relationships and drives sales through real-time interaction. For example, Liu Genghong promotes fitness courses via short videos to attract users, then uses live streaming to engage them and sell fitness products, creating a complete cross-platform loop that expands brand influence.

4. Optimization of marketing strategies for sports short videos

4.1 Data-driven and precise positioning

To boost click-through and exposure rates, creators can refine titles by analyzing user profiles and keyword preferences, and optimize cover designs using click-through rate data to select popular styles[9]. By using platform data to identify peak user activity times and historical data to adjust publishing strategies, they can increase exposure and engagement. Leveraging user profiles and consumption behavior data also helps brands better meet audience needs, improving traffic conversion efficiency.

4.2 AD placement and cross-platform transformation

Sports short video creators monetize through ads, e-commerce conversions, and paid content services[10]. Brand collaborations integrate products into videos to boost authenticity, exposure, and engagement. Logos, product displays, and traffic directed to e-commerce with discount codes or limited sales, as in Li Ning's partnership with "Yebiao Di," raise conversions. Premium courses or memberships, like Liu Genghong's fitness classes, further showcase the commercial potential of sports IPs and provide diverse monetization strategies.

5. Conclusion

Sustainable growth of sports short video IPs requires continuous content optimization and audience relationship management. Consistent cross-platform branding builds trust, while live streaming, comment interaction, and user-generated content enhance engagement. Collaborations with creators, brands, and events broaden reach and credibility. Leveraging AI, AR/VR, and data analytics boosts production efficiency and innovation. The integration of quality content, precise marketing, and technology establishes a sustainable model for IP development and commercialization.

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Author Bio

Jiacen Geng (2001-), male (Han nationality), from Qixian County, Henan Province, is currently a graduate student. He is mainly engaged in the research of sports short video persona construction and marketing.