Frontiers in Economics and Management Volume 7 Issue 11, 2026
ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

New Requirements for Personal Self-media Commercial Realisation for the Ability of Marketing and Promotion of Communication Talents

Yuhan Zhang[a]

University of the Pacific, Stockton, California, USA

[a]ZYH260124@126.com

Abstract

With the continuous development of digital media technology, personal self-media has gradually become an important carrier for content dissemination, brand promotion and commercial value realisation. Advertising cooperation, live streaming, knowledge payment and other realisation methods have put forward new requirements for the marketing and promotion ability of communication talents. Communication talents not only need to have the ability of content planning and creative expression, but also should master professional skills such as user insight, platform operation, brand cooperation and data analysis. In view of the current problems in the commercial operation of self-media, this article analyses the new requirements of the marketing and promotion ability of communication talents from the development characteristics of personal self-media commercial realisation, and puts forward an improvement path in terms of content production, user operation, platform practice, brand collaboration, etc., so as to disseminate talents in the digital communication environment. Provide reference for training and career development.

Keywords

Personal Self-Media; Commercial Realisation; Communication Talents; Marketing Promotion Ability; Digital Marketing.

1. Introduction

The popularity of mobile Internet and social media promotes the continuous development of personal self-media. Content creators can rely on short videos, graphic platforms and social networks to build personal influence and realise business value through diversified business methods. With the gradual improvement of the self-media business ecology, marketing promotion is no longer limited to content release and traffic acquisition, but extends to many links such as user demand analysis, brand cooperation, business transformation and effect evaluation[1-2]. Communication talents not only need to follow the rules of information dissemination, but also need to understand market demand and platform operation logic, and establish a reasonable connection between content quality, user experience and business income. To this end, analyse the new requirements put forward by personal self-media commercial realisation for the marketing and promotion ability of communication talents, and explore the corresponding ability improvement path in combination with the characteristics of industry operation to provide reference for communication talent training and marketing practice.

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

2. Development Characteristics of Personal Self-media Commercial Realisation

With the continuous development of mobile Internet technology and the continuous improvement of social media platforms, personal self-media has gradually changed from a personal information sharing channel to a digital communication carrier integrating content production, user interaction, brand communication and business operation. Its commercial realisation shows a diversified model, content commercialisation and communication platform. Characteristics such as chemicalisation. In terms of realisation mode, advertising implantation, live streaming, knowledge payment, brand cooperation and membership services are constantly expanding, providing creators with more flexible sources of income. Different types of accounts can choose suitable business methods according to their own positioning and audience needs. In terms of content dissemination, commercial promotion is gradually integrated into daily content production. Creators need to combine product information with knowledge sharing, life experience and scene display to realise business value transformation on the basis of meeting the information needs of users. In terms of platform operation, algorithm recommendation, user interaction and data feedback continuously affect the content distribution effect. Creators need to adjust the topic selection planning, content form and promotion strategy according to the characteristics of the platform. The main development characteristics of personal self-media commercial realisation are shown in Table 1. These changes show that personal self-media commercial realisation no longer simply relies on traffic accumulation, but pays more attention to the coordination between content value, user trust and marketing transformation, which puts forward new requirements for the comprehensive marketing ability of communication talents.

Table 1. Development characteristics of personal self-media commercial realisation

Characteristics of translation development	Specific manifestations	Impacts on marketing and promotion
Diversified business models	Advertisement placement, live-streaming sales, knowledge payment, brand cooperation, membership services	Require communication professionals to master a variety of commercial promotion methods
Commercialization of content communication	Integrating product information into knowledge sharing, life experience and scenario display	Require balancing content quality, user needs and commercial conversion
Differentiated platform operation	Platforms vary in content formats, recommendation algorithms and user habits	Require adjusting content planning and promotion strategies according to platform characteristics
User-demand orientation	Focus on audience interests, interactive feedback and actual consumption demands	Require improving user insight and precision marketing capabilities
Integrated marketing conversion	Content value, user trust and commercial benefits are interrelated	Require strengthening traffic conversion, brand collaboration and effect evaluation

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

3. New Requirements for Personal Self-media Commercial Realisation for the Ability of Communication Talent Marketing and Promotion

3.1. Strengthen the Ability of Content Planning and Value Creation

The supply of personal self-media content is increasingly abundant. It is difficult to form a stable audience attraction by simply relying on information handling, hot spot following or formal imitation. Communication talents need to combine content planning ability with business value creation. Content planning should be based on account positioning, target audience and market demand, and clearly disseminate the theme, expression and expected effect, so that the content has a clear value orientation. For knowledge sharing accounts, a series of content can be designed around users' practical problems in learning, work and life; for lifestyle accounts, the practicality of the content can be enhanced through experience records, scene displays and experience summary[3-4]. When commercial promotion is integrated into content production, we should also pay attention to the degree of matching product characteristics and account style, so as to avoid destroying the original communication characteristics due to rigid implantation. Communication talents also need to establish a topic selection reserve, content review and effect review mechanism, and continuously adjust the content direction according to user feedback. Therefore, content creation is no longer limited to the production of text, images and videos, but extends to value recognition, theme design, narrative organisation and commercial expression, which requires communication talents to form a planning ability that takes into account creative quality, audience experience and marketing goals.

3.2. Improve User Insight and Accurate Marketing Ability

The differentiation of user needs makes it difficult for personal self-media to satisfy all audiences through unified content. Communication talents need to identify effective marketing information from user behaviour, interest preferences and consumption needs. User insight is not simply counting the number of fans or the number of views, but combines the content of comments, interaction frequency, content collection and reasonably obtained consumption feedback to analyse the issues and potential needs of the audience. Take workplace knowledge accounts as an example, users who have just entered the workplace may pay more attention to job search skills and office skills, while users with certain work experience may pay attention to career development and management ability improvement. The content design should reflect the differences in the needs of different groups. Precision marketing also requires communication talents to adjust information expression according to the decision-making stage of users. For audiences who have not yet formed clear needs, problem analysis and knowledge popularisation can be provided; for audiences with strong purchase intentions, product functions, applicable conditions and service content should be clearly explained. In actual operation, user classification needs to be based on legal and moderate data use to avoid excessive collection of personal information or improper inference. By enhancing users' understanding, communication talents can improve the degree of content matching and improve the relevance and communication efficiency of marketing information.

3.3. Enhance the Platform Operation and Traffic Conversion Ability

The ability to operate the platform directly affects the content reach of personal self-media and the efficiency of commercial realisation. Different platforms have differences in content recommendation, user interaction and transaction functions.Currently, influencers develop a personal brand through their posts on social media. They not only distribute sponsored content, but also create it, which offers a lot of added value to marketers. As they often have a deeper understanding of their target audience, they are able to produce content that is highly appreciated by their followers . Communication talents need to adjust the content form according to the account positioning, and establish an operation link from content exposure,

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

user interaction to commodity transaction. Taking TikTok e-commerce as an example, small and medium-sized creators can expand their business development space through vertical content positioning, continuous updating and refined user operation[5]. The distribution of the scale of relevant talent fans is shown in Figure 1. Communication talents should optimise the topic selection and release rhythm around the target audience, enhance user trust through comment interaction, live explanation, product experience and data review, and promote the effective connection of content communication and commercial transformation. The scale of traffic does not necessarily represent actual income. It is easy to ignore user demand and conversion quality by simply pursuing the playback volume. Communication talents need to pay attention to different links such as user interaction, commodity consultation, purchase intention, etc., adjust the promotion strategy in a timely manner according to operational feedback, and gradually form a platform operation mechanism based on content value, supported by user relations, and guided by business transformation.

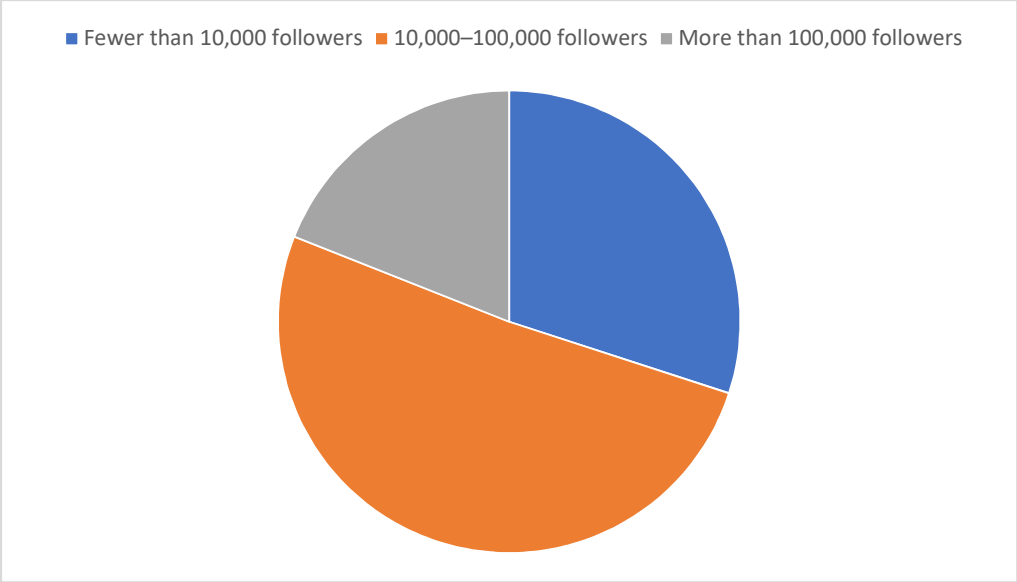


Figure 1. The proportion of TikTok experts with goods with different fan sizes

3.4. Improve the Ability of Branding and Business Cooperation

Personal self-media business cooperation gradually extends from a single advertising release to long-term brand collaboration. Communication talents need to have the ability of brand understanding, cooperative communication and marketing plan design. When the brand chooses a cooperative account, it usually comprehensively examines the audience matching, content style, account credibility and promotion effect. Therefore, creators cannot only take the size of fans as the basis for measuring the value of cooperation. Communication talents should be able to analyse the brand's product positioning, target market and communication demands, and design appropriate promotion themes, content forms and communication rhythms in combination with the characteristics of the account itself. In the process of cooperation and implementation, it is necessary to clarify the content requirements, release time, scope of material use, cost arrangement and effect evaluation standards of both parties, so as to reduce the implementation deviation caused by insufficient communication. Brand shaping also involves the long-term image management of personal accounts, stable content quality, real product experience and consistent value expression, which is conducive to the formation of a clear personal brand awareness. For the promotion of content involving product efficacy, consumer rights and interests, communication talents should strengthen fact verification and avoid exaggerating publicity or making unfounded promises. Having the ability of brand cooperation not only means being able to undertake commercial projects, but also means being

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

able to establish a reasonable connection between brand appeals, audience interests and personal account positioning, so as to improve the continuity and professionalism of cooperation[6].

4. The Path of Improving the Ability of Communication Talent Marketing and Promotion under the Background of Personal Self-media Commercial Realisation

4.1. Optimise the Creative Production Mechanism based on Content Positioning

The business competition of personal self-media has gradually changed from traffic competition to comprehensive competition of content value and user recognition. Communication talents need to clarify account positioning, audience needs and business development direction in the content planning stage to avoid disconnection between creative themes and promotion goals. In specific practice, a topic selection library can be established around the interests and preferences, actual needs and industry changes of the target group, and content forms such as knowledge sharing, life experience, case analysis and product application can be included in the planning scope to enhance the practicality and recognition of the work. For commercial promotion content, an appropriate narrative method should be designed in combination with product characteristics, so as to reduce the impact of rigid implantation on user experience, and make a natural connection between brand information and content theme. Content production also needs to take into account creative expression and fact verification, so as to avoid simply chasing hot spots and neglecting the quality of information. Creators can regularly sort out the topic selection characteristics and user feedback of highly interactive content, adjust the direction of subsequent creation, and optimise the content structure according to the communication characteristics of different platforms. Content planning should not be limited to the exposure effect of a single work, but should serve the accumulation of long-term value of the account, and form a content production mechanism with stable style, continuous supply capacity and commercial adaptability.

4.2. Improve the User Operation System Around the Needs of the Audience

The dynamic changes in user needs determine that personal self-media cannot rely on one-way information push for a long time. Communication talents should integrate user understanding and relationship maintenance into the whole process of marketing and promotion. In daily operations, you can combine comment content, interaction frequency, content collection and user-active feedback to identify the main issues that the audience is concerned about, and adjust the content arrangement according to the direction of interest and demand type. For users who pay attention to basic knowledge, practical skills and introductory guidance can be added; for groups with in-depth learning needs, special analysis, advanced content or related service introduction can be provided. User operations also need to pay attention to the quality of interaction. Creators can understand the feelings of the audience through comments and answers, topic collection and voluntary questionnaires, so that the content adjustment has a clearer basis[7]. In the face of business promotion tasks, marketing information should match the actual needs of users to avoid repeated push and excessive marketing causing audience disgust. User classification should not be simply solidified into labels. It should be adjusted in a timely manner according to the changes in feedback, and strictly abide by the requirements of personal information protection. Good user operation is not only about increasing the number of attention, but also about establishing a stable communication relationship, so that the audience can form trust in the process of continuously obtaining content value, and create favourable conditions for subsequent business cooperation.

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

4.3. Enhance the Traffic Operation Capability in Combination with the Characteristics of the Platform

The differences in platform types and content distribution mechanisms make communication talents need to have more flexible channel operation capabilities. The short video platform focusses on visual presentation, content rhythm and real-time interaction. The graphic and text platform is more suitable for knowledge collation and in-depth expression. The live broadcast scene requires creators to have the ability to organise, explain products and respond to problems on the spot. In the face of different communication environments, communication talents should adjust the content form according to the platform functions and audience habits, and avoid directly applying the same set of promotion plans to all channels. In the specific operation process, a work plan can be established around content release, interactive maintenance, account update and commercial function use, and continue to pay attention to changes in platform rules. When the content is not exposed enough, the reasons should be analysed from the perspective of topic attractiveness, information expression and audience matching, rather than simply relying on hot spot imitation or frequently adjusting the release strategy. For the content that has achieved good communication effect, the theme can also be extended under the premise of complying with the platform specifications to form a series of works and extend the communication cycle of the content. The goal of traffic operation is not to pursue short-term data growth, but to improve effective reach and user retention, so that platform traffic can gradually be transformed into stable audience relationships and sustainable business opportunities.

4.4. Rely on Brand Collaboration to Broaden Business Transformation Channels

Table 2. Comparison of the effect of brand cooperation marketing before and after

Comparison indicators	2023	2024
Proportion of brand communication objectives	21%	18%
Proportion of product seeding objectives	65%	75%
Proportion of live sales conversion objectives	35%	61%
Engagement rate of consumer product content (no co-creation)	7%	7%
Engagement rate of consumer product content (with co-creation)	7%	9%

Personal self-media commercial realisation has gradually shown a multi-channel development trend. Communication talents need to improve the ability of brand recognition, cooperative communication and marketing plan design, and enhance the matching between content communication and market demand. Before undertaking brand cooperation, creators should fully understand the brand positioning, product characteristics and target consumers, judge the degree of fit between the promotion project and the account style and audience interests, and design content forms such as experience sharing, scene display, knowledge interpretation or special planning according to product attributes to avoid hard implantation affecting users. Experience. As shown in Table 2, the effect of brand collaboration not only depends on the communication ability of the content, but also is closely related to the reasonable connection of product positioning, audience needs and business transformation paths. During the implementation of cooperation, the creator should clarify the content review, release time, cost arrangement, material authorisation and responsibilities of both parties, and establish a standardised project management mechanism[8]. Creators with professional knowledge or

ISSN: 2692-7608 DOI: 10.6981/FEM.202611_7(11).0021

specific service capabilities can also explore business models such as knowledge payment, membership services, consulting services and brand co-creation to expand their sources of income. The expansion of commercial channels should be based on content quality and actual service ability, avoid damaging users' trust due to excessive pursuit of short-term benefits, and establish a stable brand cooperative relationship through continuous output of high-quality content.

5. Conclusion

Individual self-media commercial realisation promotes communication activities from content communication to user operation, brand collaboration and business value transformation, which puts forward higher requirements for the comprehensive marketing and promotion ability of communication talents. Content planning, user insight, platform operation, brand cooperation and data analysis together constitute an important ability basis for self-media business operations, and compliance awareness also directly affects the long-term development of the account. In view of the current shortcomings of communication talents in content commercial adaptation, accurate marketing and traffic conversion, we should continue to improve the content production mechanism, optimise the user operation mode, enhance the practical ability of the platform, and integrate data evaluation and compliance management into the whole process of marketing promotion. Communication talents also need to accumulate practical experience in combination with the development and changes of the industry, and establish a reasonable balance between commercial income, content quality and user trust, so as to improve the professionalism and sustainability of marketing and promotion work, and better adapt to the actual needs of personal self-media commercial development.

References

[1] Gil-González, D., & Álvarez-Dardet, C. (2018). Scientific evidence on functional food and its commercial communication: A review of legislation in Europe and the USA. Journal of Food Science, 83(11), 2710–2717. https://doi.org/10.1111/1750-3841.14359

[2] Goanta, C., & Ranchordás, S. (Eds.). (2020). The regulation of social media influencers. Edward Elgar Publishing. https://doi.org/10.4337/9781788978286

[3] Harris, L. (2019). Too little, too late: FTC guidelines on deceptive and misleading endorsements by social media influencers. Howard Law Journal, 62(3), 947–988.

[4] Hendriks, H., Wilmsen, D., van Dalen, W., & Gebhardt, W. A. (2019). Picture me drinking: Alcohol-related posts by Instagram influencers popular among adolescents and young adults. Frontiers in Psychology, 10, 2991. https://doi.org/10.3389/fpsyg.2019.02991

[5] Hudders, L., & De Jans, S. (2021). Gender effects in influencer marketing: An experimental study on the efficacy of endorsements by same- vs. other-gender social media influencers on Instagram. International Journal of Advertising, 41(1), 128–149. https://doi.org/10.1080/02650487.2021.1997455

[6] De Jans, S., Cauberghe, V., & Hudders, L. (2018). How an advertising disclosure alerts young adolescents to sponsored vlogs: The moderating role of a peer-based advertising literacy intervention through an informational vlog. Journal of Advertising, 47(4), 309–325. https://doi.org/10.1080/00913367.2018.1539363

[7] Janssen, L., Schouten, A. P., & Croes, E. A. J. (2021). Influencer advertising on Instagram: Product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification. International Journal of Advertising, 41(1), 101–127. https://doi.org/10.1080/02650487.2021.1994205

[8] Kádeková, Z., & Holienčinová, M. (2018). Influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities. Communication Today, 9(2), 90–105.