



Short Video Content and Live Selling Training in Digital Marketing on Social Media

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ABSTRACT

This community service activity aims to provide training in short video content and live selling in digital marketing on social media. The implementation and methods of this community service activity use a practical training method. Secondary data such as books, journal articles, and related sources are used to support the practical training method. The conclusion of the community service activities indicates that short video content and live selling training are strategic digital marketing programs on social media to increase business competitiveness in the digital economy era. These two strategies combine entertainment through short video content and shopping through live selling, now popularly known as shoppertainment. This training shifts the traditional marketing paradigm into a more interactive one. The key to success lies not in expensive equipment, but in content creativity, authentic interactions, and consistent execution on social media.

INTRODUCTION

The digital economy has evolved into a key pillar in the modern business landscape, radically changing the way people interact, transact, and consume information. Within this fast-paced ecosystem, social media has emerged as one of the most dynamic drivers, directly bridging the gap between producers and consumers. Through digital platforms, conventional geographic boundaries have dissolved, opening up limitless opportunities for businesses of all sizes to reach previously inaccessible global markets (Mariani et al., 2023). This transformation is driven by the massive adoption of internet technology, where data now serves as a key commodity that generates new economic value through user behavior analysis, service personalization, and supply chain efficiency. The interconnectedness of social networking platforms and commercial activities has given rise to a new phenomenon known as social commerce. Social media is no longer simply a virtual space for sharing personal moments, but has evolved into an interactive business showcase equipped with direct transaction features. Sophisticated algorithms enable businesses to deliver highly relevant and targeted marketing content based on users' interests, hobbies, and search patterns. This creates a highly personalized marketing ecosystem, where consumer purchasing decisions are often driven by direct recommendations, digital reviews, or viral trends within their social network circles.

Beyond transforming marketing methods, this dynamic has also given rise to a new economic structure based on the creator economy. Content creators, influencers, and digital communities now hold significant power in shaping market preferences and directing public opinion toward a brand. Strategic collaborations between businesses and these content creators create stronger emotional connections with consumers than traditional, one-way advertising (Pandiangan et al., 2025). As a result, digital trust has become a highly valuable new currency in this ecosystem, where a business's reputation can soar or fall in a matter of hours depending on how they manage interactions and feedback in cyberspace. However, the rapid growth of this social media-based digital economy also brings complex regulatory and operational challenges. Issues concerning user data privacy, transaction security, and fair competition between global giants and local businesses are becoming a focus of attention, necessitating ongoing policy adaptation. Businesses are also required to continuously improve their digital literacy and adaptability to avoid being crushed by periodic platform algorithm changes. Ultimately, success in leveraging the synergy between the digital economy and social media will depend heavily on the ability to maintain a balance between aggressive technological innovation and responsible business management centered on authentically meeting consumer needs.

Short video content and live selling training are now key pillars in digital marketing competency improvement programs because these two formats are able to address changing consumer behavior, which demands fast-paced yet authentic interactions on social media. Through this training program, business owners are not only taught technical aspects such as ideal lighting techniques, dynamic camera angles, and video editing using mobile apps, but also equipped with an in-depth understanding of the psychology of digital consumers, who

have very short attention spans (Dani, 2026). Participants are trained to formulate creative content that captivates audiences within the first three seconds through a strong visual or audio hook, followed by a concise presentation of product value, and concluding with a clear call to action.

Meanwhile, in the live broadcast simulation session, the training focus shifted to building trust in real-time through interactive two-way communication, managing the fear of speaking in front of a camera, and the art of conducting live product demonstrations to trigger impulse purchases (Sardia, 2024). Combining these two strategies within a single training ecosystem has proven highly effective in shortening the consumer purchasing decision cycle, as short videos serve as mass attention-grabbing magnets that expand brand reach, while live broadcast sessions act as primary conversion spaces where negotiations and transactions occur in real time. Ultimately, the success of this training is measured by participants' ability to interpret platform analytics data, identify optimal broadcast times, and optimize integrated shopping cart features, enabling them to independently design sustainable and competitive digital marketing campaigns amidst the intense competition of the modern marketplace.

This community service activity aims to provide training in short video content and live selling in digital marketing on social media.

IMPLEMENTATION AND METHODS

The implementation and methods of this community service activity use a practical training method. The overall implementation and methodology of this community service activity relies on a systematically designed, hands-on training approach to ensure optimal knowledge and skills transfer (Tambunan et al., 2025). The activity begins with thorough preparation through intensive coordination with target partners to map specific needs and logistics required during the training. Entering the main session, the implementation team does not simply present theory to the class but immediately invites participants to actively participate in field simulations using the provided equipment and modules. Each stage of instruction is followed by a live demonstration by the instructor, which is then replicated by participants independently or in groups under close supervision. This performance-based approach is deliberately chosen so that participants can immediately identify technical errors in real time and immediately correct them with the guidance of the facilitator. By using a much larger portion of practical training compared to verbal presentations, the barriers to understanding caused by complex theoretical terms can be significantly minimized. At the end of the activity, this method concludes with a comprehensive evaluation session or skills demonstration to measure the level of mastery of the new competencies acquired by participants. With this direct interaction model focused on hands-on experience, the target community is not merely passive listeners but transformed into skilled practitioners ready to apply this new knowledge for independence and improved well-being in their own communities (Pandiangan et al., 2024).

Secondary data such as books, journal articles, and related sources are used to support the practical training method. This practical training method,

which utilizes secondary data as its primary instrument, focuses on developing critical analysis and information synthesis skills without having to collect primary data directly in the field. In this approach, training participants are encouraged to explore, evaluate, and integrate various established literature such as academic textbooks, scientific journal articles, previous research reports, and related official documents to solve a case study or formulate a new strategy (Kurdhi et al., 2023). This process requires a sharp mind to filter relevant information, detect bias, and find common ground among the sometimes contradictory findings of experts. By relying on in-depth literature reviews, this training not only hones technical skills in navigating academic databases but also broadens participants' conceptual insights, enabling them to produce comprehensive, objective, and evidence-based analyses that are ready to be applied in strategic decision-making (Yoppy et al., 2024; Pandiangan, 2022).

RESULTS AND DISCUSSION

Short video content and live selling training are strategic digital marketing programs on social media to increase business competitiveness in the digital economy era. These two strategies combine entertainment through short video content and shopping through live selling, now popularly known as shoppertainment. This training shifts the traditional marketing paradigm into a more interactive one. The key to success lies not in expensive equipment, but in content creativity, authentic interactions, and consistent execution on social media.

The benefits of short video content and live selling training in digital marketing on social media are as follows:

- 1.Reduced reliance on paid advertising because short and live videos have very high organic reach if the concept is interesting.
- 2.Consumers can see the product in real life through video and live broadcasts and can directly ask questions about product details, which minimizes purchasing hesitation.
- 3.The interactive nature of live selling has been proven to be able to create large sales volumes in a relatively short time.

Short Video Content Training

Short video content training is a structured learning program specifically designed to equip participants with comprehensive skills in producing short-form visual media (Dani, 2026). In today's digital era, social media platforms are dominated by fast-paced, vertical video formats that are highly engaging and captivating to viewers. Therefore, the ability to design, shoot, and edit short videos has become one of the most sought-after skills by companies, digital marketers, and individuals looking to build their personal brands (Pandiangan, 2023). Through this type of training, participants are encouraged to understand the psychology of online audiences, enabling them to create works that are not only visually aesthetic but also possess strong emotional appeal to maintain audience retention, particularly in the crucial first three seconds of viewing. The learning process in this training generally covers all stages of production in depth, from pre-production to post-production, without skipping any technical

details. In the initial stage, participants are trained to explore creative ideas relevant to current trends, develop concise yet communicative scripts, and plan scene flow to deliver visual messages more focused and efficient (Maharani, 2025). Next, participants enter the production phase, where they learn to maximize the use of their devices, such as smartphones, to capture images using appropriate cinematic composition techniques. Lighting and sound recording quality are also a primary focus, as these two elements significantly determine the professionalism of a visual work. Once all the raw materials are gathered, the training continues with an intensive editing session using various modern software. In this post-production stage, participants are taught how to trim unnecessary footage, create smooth transitions, add dynamic explanatory text, and align sound effects and background music to suit the video's mood.

In addition to honing technical skills and creativity, comprehensive short video content training always includes material on content marketing strategies and an understanding of how digital platform algorithms work. Participants are provided with insight into how to interpret analytical data to determine the optimal time to upload their work to the public. They also learned the art of crafting words in video descriptions, how to research effective hashtags, and techniques for eliciting organic audience engagement through persuasive calls to action. This strategic understanding is absolutely essential to prevent the hard-earned content from drowning in a sea of information and instead reaching a much wider audience or even generating financial gain. By absorbing and applying the full range of knowledge gained from this training, each participant is projected to transform into a resilient content creator who is highly adaptable to the dynamics of internet trends and capable of consistently producing high-impact short videos.



Figure 1. Short Video Content

Short videos such as TikTok, Instagram Reels, and YouTube Shorts focus on fast, creative visuals that capture attention within the first three seconds. Training materials typically include:

1. *Light Production Techniques*

Use of a smartphone, basic lighting, an external microphone, and a beginner-friendly editing application such as CapCut.

2. Hooking Strategy

How to create a captivating first three seconds so your audience won't immediately scroll away.

3. Storytelling and Copywriting Techniques

Create a script based on problems and solutions, education, entertainment, comedy, or behind-the-scenes.

4. Algorithm Optimization

Use trending audio, relevant hashtags, and captions that encourage interaction.

Live Selling Training

Live selling training is a comprehensive educational program designed to equip entrepreneurs, content creators, and marketers with practical skills and effective strategies for selling products directly through various digital platforms (Sardia, 2024). Amidst the rapid development of the e-commerce ecosystem, the ability to interact in real time with an audience is key to transforming passive viewers into active buyers. In this training, participants are not only taught how to operate technical equipment such as camera settings, lighting, and adequate sound quality, but also in-depth education in the art of persuasive communication and compelling product presentation techniques. Participants are trained to build confidence in front of the camera, create naturally flowing broadcast scripts, and master consumer psychology tricks to create a sense of urgency to purchase through limited-time promotional offers or exclusive discounts valid only during the broadcast.

In addition to focusing on individual performance aspects in front of the screen, this training also examines behind-the-scenes operational management, which is crucial for the success of a live sales session (Yudiati et al., 2026). Participants are introduced to audience data analysis strategies, understanding social media platform algorithms, and how to manage incoming comments and questions quickly and responsively. The slick collaboration between the on-camera host and the behind-the-scenes admin team is a key highlight, where written coordination is essential to ensure the product ordering process runs smoothly. Through practical simulations and interactive evaluation sessions, typically a core part of the program, participants can directly put the theory they've learned into practice, identify weaknesses in their delivery, and make immediate improvements. Ultimately, this educational program aims to produce talented individuals capable of creating interactive, engaging, and high-converting online shopping experiences for the advancement of modern businesses.



Figure 2. Live Selling

Live selling requires real-time interaction to build rapport and encourage impulsive yet targeted purchasing decisions. The focus of the material includes:

1. Host Skills

How to speak confidently, manage intonation, greet the audience, and maintain high energy levels throughout the broadcast.

2. *Live Flow Management*

Developing the broadcast structure, from the opening, product introduction, exclusive promotions, to the Q&A session.

3. *Creating Urgency or Fear of Missing Out*

Strategically offering limited-time discounts, special live vouchers, or limited product stock to encourage instant purchases.

4. *Operational and Backyard Aspects*

Training the behind-the-scenes team to embed product links, respond quickly to comments, and update stock levels in real time.

CONCLUSION

The conclusion of the community service activities indicates that short video content and live selling training are strategic digital marketing programs on social media to increase business competitiveness in the digital economy era. These two strategies combine entertainment through short video content and shopping through live selling, now popularly known as shoppertainment. This training shifts the traditional marketing paradigm into a more interactive one. The key to success lies not in expensive equipment, but in content creativity, authentic interactions, and consistent execution on social media.

RECOMMENDATION

Facing an era where online training and digital certification are growing rapidly, organizations and individuals are required to redefine their human resource quality improvement strategies so that they are not merely mere collectors of formal documents without real expertise. The main recommendation that must be implemented is to build a contextual learning ecosystem that can bridge theory from online modules with real-world practice in the workplace. Online training often offers significant flexibility, but it has significant drawbacks when it comes to social interaction and psychomotor skill development. Therefore, management must design hybrid programs that combine self-paced materials on mobile devices with intensive workshop sessions or real-world simulations. This way, employee certifications are no longer just digital displays or extra lines on resumes, but rather a reflection of truly proven competencies that directly impact productivity and innovation in the daily work environment. Furthermore, the effectiveness of training amidst the onslaught of digital platforms depends heavily on a rigorous, personalized curriculum based on the organization's future needs. Rather than allowing employees to take any certified online course simply to meet study hour targets, human resource development departments need to act as curators, aligning talent interests with the company's strategic roadmap. Training quality should be measured by behavioral transformation and improved critical problem-solving, not simply by the percentage of multiple-choice exams passed at the end of video tutorials. Through structured guidance and the provision of internal mentors to accompany the post-training process, new knowledge gained online can be immediately internalized into a new work culture that is adaptive, resilient, and always relevant to the demands of the rapidly changing global industry.

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