



## **Business Model and Strategy : A Case Study Analysis of TikTok**

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### **ABSTRACT**

*Objective:* This paper proposes TikTok's business model and strategy as a case study analysis.

*Method:* This article was reviewed using systematic literature. The scholarly publications from EBSCO, Google Scholar, Scopus, Web of Science, and ScienceDirect provided more material and data. English peer-reviewed studies were included. The researcher assessed search results, gathered data, and set study quality to summarise and present findings.

*Result:* Creating engaging TikTok marketing material for a small business is crucial. Understanding the platform's younger users and their content preferences is vital. TikTok Marketing Tips are 1) define the purpose and branded content, 2) create loyal TikTok influencer partnerships, 3) understand TikTok trends, 4) understand short-form video engagement, 5) video analytics speak volumes and 6) make entertaining videos.

*Conclusion:* Brands may reach millions of users with challenges since hashtags are discoverable. The Creator Marketplace on TikTok lets marketers establish marketing campaigns, view influencer stats, and interact with top influencers. Authentic content, challenges, influencer marketing, and TikTok commercials can boost sales and brand recognition.

*Recommendation & Implication:* Interviews or online surveys may be used in future studies to provide more explanations and definitive results. Digital marketing can help managers understand and develop TikTok in the digital age.

**Keywords:** *TikTok, Digital Marketing, Strategy, Business Model, Case Study*

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## **Table of Contents Without Experience Tiktok Growth Strategy Case Study Examples Without**

1. Understanding the eBook Without Experience Tiktok Growth Strategy Case Study Examples Without
  - The Rise of Digital Reading Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Advantages of eBooks Over Traditional Books
2. Identifying Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Without Experience Tiktok Growth Strategy Case Study Examples Without
  - User-Friendly Interface
4. Exploring eBook Recommendations from Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Personalized Recommendations
  - Without Experience Tiktok Growth Strategy Case Study Examples Without User Reviews and Ratings
  - Without Experience Tiktok Growth Strategy Case Study Examples Without and Bestseller Lists

5. Accessing Without Experience Tiktok Growth Strategy Case Study Examples Without Free and Paid eBooks
  - Without Experience Tiktok Growth Strategy Case Study Examples Without Public Domain eBooks
  - Without Experience Tiktok Growth Strategy Case Study Examples Without eBook Subscription Services
  - Without Experience Tiktok Growth Strategy Case Study Examples Without Budget-Friendly Options
6. Navigating Without Experience Tiktok Growth Strategy Case Study Examples Without eBook Formats
  - ePub, PDF, MOBI, and More
  - Without Experience Tiktok Growth Strategy Case Study Examples Without Compatibility with Devices
  - Without Experience Tiktok Growth Strategy Case Study Examples Without Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Highlighting and Note-Taking Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Interactive Elements Without Experience Tiktok Growth Strategy Case Study Examples Without
8. Staying Engaged with Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Without Experience Tiktok Growth Strategy Case Study Examples Without
9. Balancing eBooks and Physical Books Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Without Experience Tiktok Growth Strategy Case Study Examples Without
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Setting Reading Goals Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Fact-Checking eBook Content of Without Experience Tiktok Growth Strategy Case Study Examples Without
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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