



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 Organically How To Improve Tiktok Growth Strategy Case Study Examples

1. Understanding the eBook Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - The Rise of Digital Reading Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Advantages of eBooks Over Traditional Books
2. Identifying Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - 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 Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - User-Friendly Interface
4. Exploring eBook Recommendations from Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Personalized Recommendations

- Organically How To Improve Tiktok Growth Strategy Case Study Examples User Reviews and Ratings
- Organically How To Improve Tiktok Growth Strategy Case Study Examples and Bestseller Lists
- 5. Accessing Organically How To Improve Tiktok Growth Strategy Case Study Examples Free and Paid eBooks
 - Organically How To Improve Tiktok Growth Strategy Case Study Examples Public Domain eBooks
 - Organically How To Improve Tiktok Growth Strategy Case Study Examples eBook Subscription Services
 - Organically How To Improve Tiktok Growth Strategy Case Study Examples Budget-Friendly Options
- 6. Navigating Organically How To Improve Tiktok Growth Strategy Case Study Examples eBook Formats
 - ePub, PDF, MOBI, and More
 - Organically How To Improve Tiktok Growth Strategy Case Study Examples Compatibility with Devices
 - Organically How To Improve Tiktok Growth Strategy Case Study Examples Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Highlighting and Note-Taking Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Interactive Elements Organically How To Improve Tiktok Growth Strategy Case Study Examples
- 8. Staying Engaged with Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Organically How To Improve Tiktok Growth Strategy Case Study Examples
- 9. Balancing eBooks and Physical Books Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Organically How To Improve Tiktok Growth Strategy Case Study Examples
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Setting Reading Goals Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Organically How To Improve Tiktok Growth Strategy Case Study Examples
 - Fact-Checking eBook Content of Organically How To Improve Tiktok Growth Strategy Case Study Examples

- 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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