



## **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 TikTok Growth Strategy Case Study Examples For Small Business Owners**

1. Understanding the eBook TikTok Growth Strategy Case Study Examples For Small Business Owners
  - The Rise of Digital Reading TikTok Growth Strategy Case Study Examples For Small Business Owners
  - Advantages of eBooks Over Traditional Books
2. Identifying TikTok Growth Strategy Case Study Examples For Small Business Owners
  - 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 TikTok Growth Strategy Case Study Examples For Small Business Owners
  - User-Friendly Interface

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

12. Sourcing Reliable Information of TikTok Growth Strategy Case Study Examples For Small Business Owners
  - Fact-Checking eBook Content of TikTok Growth Strategy Case Study Examples For Small Business Owners
  - 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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