



## **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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