

DIGITAL MARKETING STUDY TAKING TikTok SHORT VIDEOS AS AN EXAMPLE

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In the digital age, businesses are increasingly using channels such as the internet to expand their influence in the market by conveying brand information to consumers. Meanwhile, consumers can easily access various product information and service details online. In the context of the digital age, online platforms constructed around short video new media have become one of the crucial places for brand information dissemination, effectively expanding brand market influence.

Keywords: TikTok; short videos; digitalization; marketing.

ИССЛЕДОВАНИЕ ЦИФРОВОГО МАРКЕТИНГА НА ПРИМЕРЕ КОРОТКИХ ВИДЕО В TikTok

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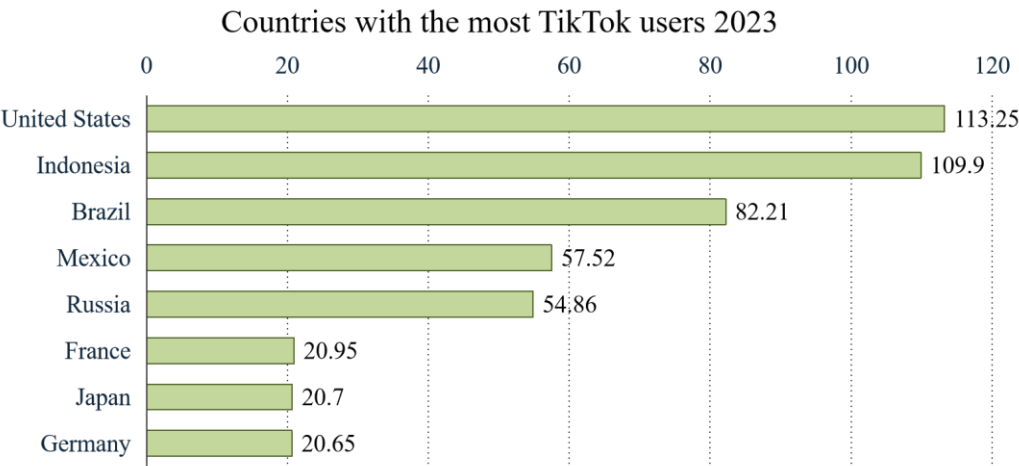
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В эпоху цифровых технологий бизнесы все чаще используют каналы, такие как интернет, для расширения своего влияния на рынке, передавая информацию о бренде потребителям. В то же время потребители могут легко получать доступ к различной информации о продуктах и деталях обслуживания онлайн. В контексте интернет-эпохи онлайн-платформы, созданные вокруг новых медиа с короткими видеороликами, стали одними из ключевых мест для распространения информации о бренде, что эффективно расширяет влияние бренда на рынок.

Ключевые слова: TikTok; короткие видеоролики; цифровизация; маркетинг.

The term "Digital marketing" first appeared in foreign literature, which is characterized by a certain conceptual imprecision and the existence along with Internet marketing its full synonyms: "web marketing", "electronic marketing", "cybermarketing" [1, p. 84]. And short video marketing has become a promising form of digital marketing.

TikTok defines itself as being, “the leading destination for short-form mobile video” [2]. TikTok, in the year 2022, is believed to have amassed an approximate sum of four billion United States dollars on a global scale, primarily through the avenue of online advertising. Moving forward to the dawn of January 2023, the United States stood at the forefront, parading the most substantial assembly of TikTok aficionados, boasting a staggering multitude of approximately 113 million engaged participants on this celebrated social video platform. The nation of Indonesia was a close second, presenting an admirable contingent of nearly 110 million devoted TikTok enthusiasts. As the bronze medalist in this digital arena, Brazil proudly secured the third position, flaunting a commendable tally of nearly 82 million TikTok devotees who actively indulged in the consumption of concise video content [3].



Countries with the largest TikTok audience as of January 2023 (in millions) [3]

Evident in the visual representation encapsulated within Figure 1, it becomes manifestly clear that TikTok exerts a far-reaching sphere of influence across the global landscape, positioning itself as a paramount player among the pantheon of pivotal social media applications. TikTok, in its meteoric ascent, has already attained monumental triumphs within the realm of commerce. The author, in a thorough and discerning fashion, has undertaken an incisive scrutiny of TikTok's marketing attributes.

1. Meeting the needs of diverse user tiers begins with catering to the distinct needs of short video enthusiasts. In the initial tier, aficionados of brief

video clips wield the authority to curate their viewing experiences by selecting content in alignment with their personal inclinations. Simultaneously, they possess the agency to generate and disseminate their unique video creations within the platform's realm. This dual capability, to a certain degree, augments the level of engagement among users and heightens the frequency of their platform utilization. Secondly, the TikTok short video platform covers a wide range of industries, permeating various aspects of people's daily lives. Regardless of where a user's interests lie, they can find content that interests them on the short video platform.

2. The user base is quite diverse. Compared to other popular apps, the TikTok short video platform has a broader audience, encompassing people of almost all age groups. During unforeseen public safety events, some schools even used TikTok for live-streamed teaching, further expanding its user base. TikTok's initial positioning was as a music-sharing app targeting young people, but as the market evolved and user demands changed, TikTok gradually clarified its corporate mission. Its goal became to capture and record the beauty of life through short videos and live streaming, helping users share the joys, beauty, and moments of inspiration in their lives. Through forms like short videos and live streaming, TikTok successfully attracted an increasingly wide user base, becoming a popular social entertainment platform.

3. The products are shipped directly from the original manufacturers, offering significant price advantages. With the booming trend of live-streamed e-commerce on TikTok, more and more offline physical stores have also set their sights on this field. They have discovered that using TikTok live-streaming to sell products can accelerate user awareness and acceptance of their products, ultimately boosting sales and brand recognition. For users, TikTok live-streamed e-commerce is a very convenient way to shop. It is precisely because of the successful use of multiple marketing strategies by TikTok that it has become a company with great commercial value. The entertainment and timeliness of short videos not only attract users' attention, but also provide extensive marketing opportunities for businesses.

References

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