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TEKNOLOGI
MARA

Cawangan Terengganu

INFO

USAHAWAN

Edisi 31 (Jan - Jun 2024)

Usahawan Pemacu Ekonomi Mapan

ISSN 1823-6421



BULETIN ADALAH HAK MILIK KEKAL MASMED
UiTM CAWANGAN TERENGGANU

Why TikTok is a Game-Changer for Modern Business?

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Social media platforms are becoming vital tools for businesses in the digital era to engage with their customers, increase brand recognition, and drive business growth. Among these platforms, TikTok stands out as a rapidly growing space that offers unique opportunities for businesses. With its massive and diverse user base, engaging content formats, and powerful algorithm, TikTok provides businesses with numerous benefits that can significantly enhance their marketing and outreach efforts.

Businesses benefit from being on TikTok for several reasons, as the platform offers unique opportunities for brand exposure, engagement, and marketing. Here are some of the key benefits:

1. **Vast and Diverse Audience Reach**

TikTok has a massive global audience, spanning various age groups, demographics, and interests, with a significant portion being young adults. This demographic is often hard to reach through traditional marketing channels, making TikTok an effective way to connect with them. Apart from that, vast and diverse audience presents an unparalleled opportunity for businesses to reach potential customers from different backgrounds and locations.

2. **Direct Engagement**

TikTok allows for direct engagement with followers through comments, duets, and stitches. By doing this, companies may get feedback, develop a community around their brand, and establish a closer relationship with their customers.

3. **Engaging Content Formats**

TikTok's short-form video format encourages creativity and engagement. Companies can present their goods, services, and unique brand

identity in creative and entertaining ways. Through user-generated content challenges, tutorials, or behind-the-scenes peeks, TikTok enables brands to tell engaging stories that connect with their target market. The platform's interactive features, such as duets and stitching, further enhance engagement and allow for creative collaborations.

4. **Cost-Effective Marketing**

TikTok provides a more affordable marketing option when compared to conventional advertising techniques. On TikTok, content creation and distribution can be done for very little money, and it can potentially reach millions of users. This makes it accessible for small businesses and startups with limited marketing budgets. Additionally, TikTok's advertising options, such as in-feed ads, branded hashtags, and sponsored challenges, provide flexible and scalable marketing solutions that can fit various budget sizes.

5. **Influencer Collaborations**

Influencer collaborations on TikTok work because they leverage the trust and rapport that influencers have built with their followers. When an influencer endorses a product or service, it comes across as a personal recommendation rather than a corporate advertisement. This can significantly enhance the credibility and appeal of the brand.

6. **Data-Driven Insights**

TikTok provides analytics tools that allow businesses to track the performance of their content, understand their audience better, and refine their strategy based on data-driven insights. Metrics like views, likes, shares, and comments assist businesses in determining the kind of content that appeals to their target audience.

7. **Innovative Advertising Solutions**

TikTok offers various innovative advertising

solutions that cater to different marketing goals. These include top view ads, in-feed ads, brand-takeovers, branded hashtag ads, branded effects ads, TikTok collection ads and Spark ads. These can be effective in reaching targeted audiences and driving specific marketing objectives.

8. E-commerce integration

TikTok is increasingly integrating e-commerce features, such as shoppable links and live shopping, which can help businesses directly sell products to their audience.

TikTok offers businesses a unique and powerful platform to connect with a vast and diverse audience, enhance brand visibility, and drive growth through creative and engaging content. Its cost-effective marketing solutions, data-driven insights, and opportunities for influencer collaborations make it an invaluable tool for businesses of all sizes. Businesses can efficiently use TikTok as a marketing tool to boost sales, build a devoted customer base, and raise brand awareness by utilizing these advantages. However, it's important for businesses to understand the platform's

culture and audience to create content that is appropriate and resonates with users.

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