

POTENTIAL RISKS AND CHALLENGES OF IMPLEMENTING A TIKTOK MARKETING STRATEGY

ABSTRACT

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II. List of abbreviations

Secs	:	seconds
Et cetera	:	etc.
For example	:	e.g.

POTENTIAL RISKS AND CHALLENGES OF IMPLEMENTING A TIKTOK MARKETING STRATEGY

1. INTRODUCTION

1.1. Thesis Background

One of the most popular social networks with the quickest growth, TikTok has enormous marketing possibilities for companies. However, adopting a marketing approach based on TikTok comes with a number of dangers and difficulties in addition to the benefits. According to Guarda, Augusto, Victor, Mazón, Lopes, and Oliveira (2021):

“With this, the number of companies adhering to digital marketing strategies grows significantly, resulting in greater attention from brands for this medium, as it is through it that the company and its positioning can be presented, or even develop a relationship with consumer.”

It is crucial for marketers to comprehend and successfully handle these possible pitfalls as TikTok develops. This study seeks to investigate and evaluate any possible risks or difficulties that advertisers can encounter when using TikTok as a promotional tool. The investigation's methodology, which combines qualitative and quantitative techniques, enables a thorough comprehension of the topic. Valuable insights from advertisers, consumers, and industry professionals will be acquired through surveys, interviews, and case studies.

1.2. Thesis Purpose

This essay's goal is to assess the potential hazards and challenges associated with putting a TikTok marketing plan into practice. We want to offer helpful perspectives into the potential downsides and challenges faced by advertisers when using the platform in question by reviewing the available literature and doing a thorough analysis. Marketing professionals must be aware of these risks and difficulties in order to establish sound

judgements and successful plans that can maximize the advantages of TikTok marketing. Concerns over brand safety are one of the main risks. Marketers need to be careful not to link their businesses to any offensive or controversial information that might be common on the site. As Liodice (2021) emphasizes;

“Brands need to be cautious about where their ads appear and take measures to ensure they align with their values.”

Negative content posted by users is yet another danger that can adversely affect how people perceive a brand. Negative feedback or criticism from consumers must be handled carefully by marketers because they can swiftly harm the credibility of a company (Abrahamsen, 2020). To guarantee the validity and dependability of the investigation's findings, ethical concerns and study constraints will also be covered.

1.3. Thesis Structure

An introduction of TikTok as a means of social networking and its function in marketing will be given in this essay's opening paragraphs (2.1 and 2.2). After that, it will analyze the available research on potential risks and difficulties of TikTok marketing, looking for any potential gaps (2.3 and 2.4). The research approach, methods, target sample, data collection techniques, ethical issues, and study constraints are described in the research protocol section (3.1, 3.2, 3.3, and 3.4). The analysis part will next go into detail on the potential drawbacks, difficulties, algorithm modifications, platform policies, legal issues, and customer perspectives related to TikTok marketing (4.1–4.7). The piece of writing will wrap up by summarizing key findings, assessing the study question and aims, offering marketing advice, and outlining potential research directions (5.1 to 5.4).

1.4. Research Objective

The major goal of this study is to determine and assess any risks or difficulties that marketers can encounter when putting a TikTok advertisement strategy into practice. Recognizing these risks will enable marketers to create efficient mitigation plans and make wise choices to take use of TikTok's marketing potential.

A mixed-methods studies technique will be used to accomplish this goal. Qualitative as well as quantitative approaches both will be used. These will make it easier to collect information on the typical dangers and difficulties faced by service marketers.

2. THEORY

2.1. Overview of Tiktok as A Social Media Platform

TikTok's enormous success, especially among those of a younger age, has been largely attributed to its algorithm-driven search for material and extremely engaging and amusing character. A customized user experience which makes users interested and delighted is produced by the platform's algorithm, which studies user preferences, behaviors, and interactions to generate personalized content streams. TikTok's popularity has been greatly attributed to this algorithmic method to content discovery, which is always presenting users with fresh and pertinent content that fits their interests. According to Wang, Luo, Hao, Guo, and Li (2021):

“As one of the most important social media platforms, TikTok has always been the first consideration for branding as well as marketing.”

Additionally, TikTok's emphasis on short-form videos, innovative editing tools, and simplicity in adding well-known music and multimedia effects have elevated it to the status of a favorite platform for relaxation and artistic expression. Users are able to effortlessly create and share compelling content because to the easy-to-use and intuitive multimedia editing tools, promoting a lively and engaged community.

2.2. Explanation Of Tiktok's Role In Marketing And Its Potential Benefits

TikTok gives advertisers the chance to connect with a vast and diversified audience. Its focus on originality, reliability, and virality offers businesses a special platform to interact with customers in fresh ways. With the help of TikTok's social media marketing, network, brands may work with well-known content producers to promote their goods and services. Additionally, marketers can target particular demographics with TikTok's marketing features in order to increase traffic to their webpages or e-commerce shops.

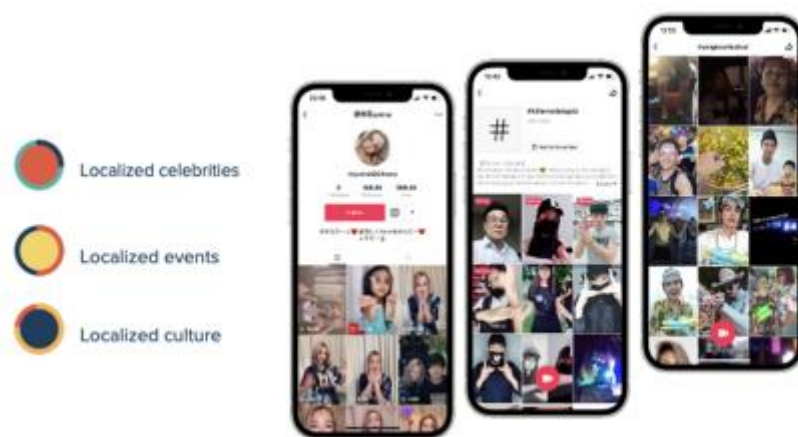


FIGURE 1. Common methods used by TikTok to carry out online advertisements for people and brands

2.3. Review of Existing Literature on The Risks And Challenges of Tiktok Marketing

The literature that already exists on advertising on TikTok has examined a number of topics, including strategies, brand engagement, and influencer marketing (De Veirman et al., 2021; Kumar et al., 2021). However, there isn't a lot of study that is explicitly concerned with the risks as well as challenges that come with advertising on TikTok. By providing a thorough examination of these threats and obstacles and taking into consideration their possible effects on a company's image and customer behavior, this essay seeks to close the gap.

According to research, marketers must carefully consider brand safety issues on TikTok. Liodice (2021) said that:

“Brands must be cautious about where their ads appear and ensure alignment with their values to avoid associating their brands with inappropriate or controversial content.”

Negative feedback from customers also poses a serious threat to the perception of a brand. The reputation of a brand can be severely harmed by user reactions or unfavourable remarks, thus marketers must be ready to handle them (Abrahamsen, 2020).

Marketers must modify their material to match TikTok's short video layout, which presents a hurdle. Innovative strategies are needed to interest viewers and communicate the brand message within the time constraints. Williams (2022) suggests:

“Distilling the brand story into visually captivating videos can capture users' attention effectively.,,

Additionally, one of the biggest challenges for advertising firms is to comprehend and use TikTok's strategy. The preferences and modifications of the algorithm affect the accessibility and reach of information. To maximize their marketing efficacy, advertisers must stay informed of algorithm updates and optimize their content accordingly (Du et al., 2020).

behavior.

2.4. Identification of Gaps In The Current Knowledge

Although TikTok has unquestionably become an extremely prominent social media site, there hasn't been anything written on the potential risks and challenges of using TikTok for business purposes. According to De Veirman et al. (2021) and Kumar et al. (2021), the majority of studies in this area tends to concentrate on the advantages and opportunities TikTok provides to marketers, including customer

interaction and influencer promotion. However, for advertisers looking to make the most of the platform, being aware of and resolving the possible dangers and problems is just as important.

By analyzing the various dangers and difficulties marketers may encounter when putting TikTok marketing tactics into practise, this study seeks to close this gap in knowledge. This study will clarify the numerous challenges and downsides that advertisers may have by doing a thorough investigation. The knowledge collected from this investigation can help marketers make wise choices, create winning strategies, and reduce the threats related to TikTok marketing. This study will add to the body of information on TikTok marketing and help marketers better manage the platform's intricacies by presenting an in-depth comprehension of these risks and difficulties.

3. METHODOLOGY

3.1. Explanation of The Research Approach

A mixed-methods investigation methodology will be used to develop a thorough grasp of the dangers and difficulties related to TikTok marketing. This method combines qualitative and quantitative techniques to enable a comprehensive investigation of the subject. Quantitative approaches will be used to survey a wide sample, enabling statistical evaluation and the identification of common difficulties, while qualitative methods will be used to gain insight deeper into the challenges faced by advertisers and consumer views.

3.2. Selection of Research Methods

This project will use surveys and case studies to obtain information. To learn more about marketers' and the public's views on TikTok marketing, surveys will be

given to both groups. These questionnaires will be made to collect both qualitative and quantitative information, giving a thorough insight into the subject. Case studies of both effective and ineffective TikTok marketing strategies will also be examined. These case studies will provide actual instances that demonstrate the dangers, difficulties, and potential results connected with marketing on TikTok.

3.3. Description of The Target Sample and Data Collection Procedures

The research's intended sample will include marketers, customers, and industry experts, enabling a thorough grasp of the risks and challenges posed by TikTok marketing. In accordance with their prior work establishing TikTok advertising techniques, marketers from different industries will be chosen. A diverse proportion of industries and different kinds of campaigns will be ensured via the use of specialized networks as well as sites specifically designed for marketing experts in the recruitment of these advertisers.

The research project will additionally involve subject matter specialists with in-depth knowledge and expertise in online marketing, particularly TikTok. These professionals will be recognized for their services to the industry, including their written or spoken works, appearances in conferences, or awards. These experts will be subjected to informal conversations to learn more about their knowledge and perspectives on the dangers and difficulties of TikTok marketing.

Surveys conducted online will be used to gather data from marketers and customers, enabling a quantitative evaluation of their viewpoints and encounters. The surveys will ask queries on the dangers, difficulties, and efficiency of TikTok's marketing tactics. An in-depth understanding of the risks and challenges highlighted will also be provided by informal discussions with industry professionals. As a way to support the findings and give concrete instances of the dangers and

difficulties experienced by marketers on TikTok, specific case studies will be investigated as well.

Overall, an in-depth comprehension of the risks and difficulties involved with adopting a TikTok marketing plan from the viewpoints of marketers, customers, and industry experts will be provided by a blend of surveys, interviews, and case studies.

3.4. Ethical Considerations and Limitations Of The Study

Research projects must give careful consideration to ethical issues. Several ethical issues will be covered in this study. Maintaining anonymity and making use of safe data retention and transfer techniques will help to ensure the privacy of participants. All participants will be asked for their informed consent after receiving complete details of the study's goals, their rights as individuals, the free-will nature of their participation, etc. Additional data security procedures will be put in place to protect member personal data. Information provided by respondents may have biases since participants' responses may be shaped by their own viewpoints and experiences, which is one of the study's limitations. Furthermore, the limited universality of the results to a larger population may result from the careful sample selection.

Furthermore, it's critical to recognize that TikTok is an application that continues to develop rapidly and that updates to its features, algorithms, or policies may occur throughout the research time. The precision and practicality of the results could be affected by these changes. For example, the platform might add new advertising choices or change its algorithm, which might change the dangers and difficulties involved in TikTok's marketing.

4. ANALYSIS OF POTENTIAL RISKS AND CHALLENGES

4.1. Identification And Categorization of Potential Risks Associated with Tiktok Marketing

TikTok marketing carries a number of hazards, which marketers need to be informed of and prepare for. Brand safety issues are one of the main threats. TikTok contains a wide variety of user-generated video, thus it's possible for businesses to be associated with offensive or divisive content. The credibility and public perception of a brand may suffer greatly as a result. As highlighted by Abrahamsen (2020):

"Marketers need to be diligent about aligning their brand with content that is safe, appropriate, and in line with their brand values."

The possibility of unfavorable user-generated material is yet another danger that advertisers on TikTok confront. Users on the site are allowed to produce and distribute material, which may contain unfavorable remarks, criticism, or even inaccurate information about a company or its goods. Marketers must be equipped to deal with such circumstances and have plans in place for how to react and deal with any possible backlash. According to Liodice (2021);

"Brands should be prepared to address negative comments or feedback promptly and transparently to protect their reputation."

Additionally, there is a big chance of copyright infringement on TikTok. Because the network places a strong focus on content production and sharing, there is a chance that marketers would unintentionally exploit copyrighted information without getting the required authorization. Legal repercussions such as accusations of violating copyright and legal battles may result from this. Marketers need to use care and make sure that every piece of content they utilize in their TikTok advertising efforts is legal and that they have the relevant permits. According to Wang, Luo, Hao, Guo, and Li (2021):

"TikTok provides a business or brand the ability to connect with your audiences in new, fun, and exciting ways."

4.2. Exploration of Challenges Faced By Marketers In Implementing Tiktok

Marketing Strategies

The implementation of TikTok marketing tactics poses particular difficulties for marketers, and overcoming these difficulties is crucial for success on the platform. Getting used to the short video layout of TikTok presents one of the biggest obstacles. According to Du et al. (2020),

"The platform's emphasis on short-form videos poses a challenge for marketers to craft concise and compelling content that captures the attention of users in just a few seconds."

In order to successfully engage viewers and make a big impact in the short time available, marketers must be innovative and efficient in how they communicate their brand message.

Another major obstacle for marketers is figuring out how to use TikTok's algorithm. The platform's algorithm is vital to the spread and discovery of information. Williams (2022) writes that:

"The algorithm dictates which videos appear on users' For You Page, making it essential for marketers to optimise their content for better visibility and engagement."

To maximise the likelihood of attracting a wider audience, marketing activities must be coordinated according to the platform's algorithms, which requires keeping up to speed on algorithm modifications and emerging patterns.

Another significant problem is coming up with relevant, genuine material that appeals to TikTok's varied user base. Marketers must devise strategies to distinguish their brand from competitors' and establish deeper relationships with consumers in light of the plethora of user-generated information. The relevance of validity in

influencer advertising on TikTok is emphasized by De Veirman et al. (2021), who claims:

"Authenticity appeals are crucial in building trust and credibility among users."

To build a feeling of authenticity and connection with the audience they are targeting, marketers must concentrate on creating content that is in line with the platform's ethos and tastes.

4.3. Analysis Of The Impact Of Algorithm Changes And Platform Policies On Marketing Effectiveness

The efficiency of TikTok marketing efforts can be dramatically impacted by platform restrictions and algorithm modifications. The algorithm behind TikTok changes over time to give particular material and user activity more weight. In order to increase their audience and exposure, marketers must modify their content and interaction strategies to reflect these developments. Also, alterations to platform policies, including those governing advertising standards and data privacy laws, may affect marketers' capacity to target and connect with their target market. For the efficacy of marketing to be maintained, adherence to these guidelines and knowledge of modifications are essential.

4.4. Examination Of Legal And Regulatory Considerations For Tiktok Marketing

Legal and regulatory considerations are vital when implementing TikTok marketing strategies. Marketers must comply with relevant advertising laws, such as ensuring transparency and truthfulness in their marketing messages. Intellectual property rights also need to be respected, and marketers should seek proper permissions and licenses when using copyrighted material. Data privacy regulations, such as obtaining user consent and handling personal information appropriately, should be carefully followed to protect consumer privacy. Non-compliance with legal

and regulatory considerations can lead to legal consequences, reputational damage, and loss of consumer trust.

To preserve user privacy, data privacy laws must be strictly adhered to, including getting user consent and treating personal information responsibly. Legal repercussions, damage to one's reputation, and a decline in customer confidence might result from disregarding legal and regulatory requirements (De Veirman et al. ,2021).

4.5. Consumer Perspectives And Responses

Marketing methods for TikTok are successful to a large extent because of customer opinions and behaviors. Consumer viewpoints and reactions are examined in order to get knowledge about how consumers connect with and respond to TikTok marketing material. TikTok marketing can provoke a range of reactions from consumers, from enthusiastic engagement and company devotion to skepticism and irritation. According to Wang, Luo, Hao, Guo, and Li (2021):

It can be seen that the “Tik Tok” has invested a lot of manpower and financial resources in advertising to promote the consumer, and in a short period of time quickly increased the consumer awareness of the “Tik Tok” brand.

Marketing professionals may adapt their techniques to successfully interact with the demographic they are targeting by recognising the preferences, demands, and problems of their intended audience.

4.6. Investigation Of Consumer Attitudes And Perceptions Towards Tiktok

Marketing

The way that consumers feel about TikTok marketing affects how successful it is. If TikTok marketing interferes with their user experience or comes off as overly commercial, consumers may view it as invasive. Consumers may also view

businesses as unauthentic if marketers fail to integrate their content alongside the platform's culture and individually generated material. Effective brand-consumer interactions need trust-building and value delivery to customers through interesting and genuine content.

4.7. Examination Of The Impact Of Risks And Challenges On Consumer Behavior And Brand Perception

The dangers and difficulties of TikTok marketing might affect the impression of a brand and customer behaviour. Consumer backlash brought on by bad experiences or incidents can harm the reputation and loyalty of a brand. On the other hand, navigating risks and obstacles successfully may increase customer involvement, trust, and favorable brand opinion.

5. **Conclusion**

By utilizing TikTok's algorithm-driven search for material and entertaining style, marketers have a compelling chance to connect with and interact with a younger population, notably Generation Z. The dangers and difficulties that marketers must overcome to secure effective outcomes on the medium have been highlighted in this article.

We have discovered and categorized possible hazards related to TikTok marketing using a mixed-methods investigation technique. These risks include copyright violation, user-generated material that is unfavorable to brands, and brand safety issues. These dangers can affect consumer opinions and image of the brand, underlining the value of thorough content filtering and proactive measures to avoid negative reactions and legal repercussions.

It is critical to comprehend how platform regulations and algorithm updates affect marketing efficacy. Marketers must remain up to speed on upgrades and adjust their content to conform to TikTok's algorithms as these algorithms determine content exposure and reach.

Additionally, compliance with laws and regulations are crucial to TikTok marketing. When working with influential individuals, marketers need to stay aware of copyright rules, privacy obligations, and disclosure standards to ensure compliance and protect their brand's reputation.

TikTok marketing techniques are mostly shaped by consumer perceptions. Marketers may create content that resonates with TikTok users by researching customer attitudes and views regarding the platform's advertising, promoting transparency, and establishing trust.

Marketers must modify their content development and communication techniques to correspond with the distinctive qualities of the platform and satisfy user preferences if they want to use TikTok as a successful marketing tool. Marketers should work to provide content that distinguishes out from user-generated material and draws viewers in since TikTok is recognised for its amusing and engaging content. Considering the platform's culture, current events, and artistic components that appeal to TikTok's audience is necessary for this. Marketers may raise the chance of user participation and brand awareness by creating content that is real, relevant, and aesthetically attractive.

But it's important to understand that TikTok is an evolving network that undergoes periodic shifts in the algorithm, user behavior, and content emerging patterns. Therefore, additional studies should concentrate on examining the changing TikTok marketing environment. This study can offer insightful information on current trends, customer preferences, and practical tactics for maximizing TikTok's advertising capacity. Marketing professionals may modify their strategies and take advantage of fresh possibilities to communicate with their intended consumers by keeping up with the most recent changes.

Furthermore, research is needed to examine the effects of TikTok marketing on customer behavior and reputation as the app continues to gain popularity. The efficiency of different advertising techniques will be examined, as well as customer reactions to TikTok ads and their long-term impact on customer loyalty and planned purchases. Marketing professionals will be more equipped to come up with data-driven choices and hone their tactics to achieve desired results if they have a thorough understanding of customer behavior on TikTok.

As a tool for advertising, TikTok has enormous potential, but in order to fully leverage it, marketers must adjust their material and interaction campaigns to take into account the site's particular features. Furthermore, ongoing research is required to identify

new patterns, feedback from customers, and successful marketing approaches that may maximize the advantages of TikTok marketing whilst successfully containing its hazards.

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7. Declaration of Originality

In a Separate file.