



BY BRIAN M. ROBBINS

TIKTOK FOR BUSINESS SUCCESS

STRATEGIES, TIPS, AND REAL-WORLD
CASE STUDIES FOR BUSINESS SUCCESS USING
TIKTOK

Viral Tiktok Book Case Studies

Leah Meto

Viral Tiktok Book Case Studies:

TikTok and Youth Cultures Crystal Abidin,2025-11-04 Using anthropological methods to produce deep and insightful ethnographies about TikTok and its core users TikTok and Youth Cultures will help readers develop a critical understanding of TikTok's impact on society its place in the social media landscape and its cultural relevance around the world **Dance**

in US Popular Culture Jennifer Atkins,2023-07-21 This innovative textbook applies basic dance history and theory to contemporary popular culture examples in order to examine our own ways of moving in and through culture By drawing on material relevant to students Dance in US Popular Culture successfully introduces students to critical thinking around the most personal of terrain our bodies and our identities The book asks readers to think about what embodied knowledge we carry with us and how we can understand history and society through that lens what stereotypes and accompanying expectations are embedded in performance related to gender and or race for instance how such expectations are reinforced negotiated challenged embraced or rescripted by performers and audiences how readers articulate their own sense of complex identity within the constantly shifting landscape of popular culture how this shapes an active sense of their everyday lives and how this can act as a springboard towards dismantling systems of oppression Through readings questions movement analyses and assignment prompts that take students from computer to nightclub and beyond Dance in US Popular Culture readers develop their own cultural sense of dance and the moving body's sociopolitical importance while also determining how dance is fundamentally applicable to their own identity This is the ideal textbook for high school and undergraduate students of dance and dance studies in BA and BFA courses as well as those studying popular culture from interdisciplinary perspectives including cultural studies media studies communication studies theater and performance studies Chapter 11 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution CC BY 4.0 license [Launch Without Social Media Noise. A Quiet Growth Strategy That Works](#)

Ahmed musa,2025-05-30 Tired of the endless posting dancing and begging for likes Launch Without Social Media Noise hands you the strategy smart creators are using to grow and sell without being glued to the algorithm No trends No viral stunts No chasing dopamine hits from strangers who'll never buy This is a book for builders Quiet executors People who care about impact not applause Inside you'll discover How to launch products that sell even if you never go viral Why intimacy beats reach and how to build it fast Where to find ready to buy customers without screaming online Email first strategies that compound your sales quietly over time How to become undeniably relevant in your niche without selling your soul to social This isn't anti social media it's just pro focus pro profit and pro sanity You don't need to be everywhere You just need to show up in the right way Launch quietly Sell consistently Own your growth Because real business isn't built in comment sections it's built with clarity value and strategy And this book shows you how **Online Virality** Valérie Schafer, Fred Pailler, 2024-08-19 The book Online Virality edited by Valérie Schafer and Fred Pailler C2DH University of

Luxembourg aims to provide a comprehensive examination of online virality. It explores the many ways we can think about this modern phenomenon and analyse the circulation, reception and evolution of viral born digital content. Virality and content sharing always intertwine material infrastructural, visual and discursive elements. This involves various platforms, stakeholders, intermediaries, social groups and communities that are constantly redefining themselves. Regulation, curation and content moderation, politics as well as affects and emotions, fears, humour, empathy, hatred are also at the core of online virality. The publication offers an interdisciplinary overview on online virality by including different types of scientific inputs such as precise case studies, various methodological approaches including close and distant reading, visual studies, discourse analysis etc as well as historical and socio-technical analyses. The book is organised around three main topics: Expressions and Genres, Mobilisations and Engagements, Circulation and Infrastructures. The first part explores the semiotics of virality, the diverse and creative forms of expression, specific genres, the relation to other media and the affective side of virality such as using humour or provocation. The second part focuses on the political dimension of memes and viral content and their use in the context of controversy or political and ideological opposition. Finally, the third part delves into the often understudied but essential side of virality by examining the role of platforms and their curation in short, the infrastructural dimension of virality. These three parts allow us to question such fundamental notions linked to virality as among others circulation, reception, economy of attention, instrumentalisation and affect. This volume brings together authors from various disciplines including semiotics, history, information and communication sciences, computer science, digital humanities, media studies. In addition, the contributors approach the question via case studies that allow for a perspective that is not exclusively US and European centred. Some chapters explore virality in Brazil, Chile, while the book also examines a wide variety of platforms: YouTube, Twitter, Instagram, TikTok, video game platforms etc.

What Readers Do Beth Driscoll, 2024-02-21. Shining a spotlight on everyday readers of the 21st century, Beth Driscoll explores how contemporary readers of Anglophone fiction interact with the book industry, digital environments and each other. We live in an era when book clubs, bibliomemoirs, Bookstagram and BookTok are as valuable to some readers as solitary reading moments. The product of nearly two decades of qualitative research into readers and reading culture, *What Readers Do* examines reading through three dimensions: aesthetic conduct, moral conduct and self-care, to show how readers intertwine private and social behaviors and both reinforce and oppose the structures of capitalism. Analyzing reading as a post-digital practice that is a synthesis of both print and digital modes and on- and offline behaviors, Driscoll presents a methodology for studying readers that connects book history, literary studies, sociology and actor network theory. Arguing for the vitality, agency and creativity of readers, this book sheds light on how we read now and on how much more readers do than just read.

Unexpected Chart Hits Rebecca Murphy, AI, 2025-03-29. *Unexpected Chart Hits* explores how certain songs, seemingly destined for obscurity, unexpectedly rise to the top of the pop music charts. It argues that this phenomenon isn't random but a complex interplay of factors including

viral social media trends and the transformative power of remixes For instance a seemingly forgotten track can experience a resurgence by appealing to new audiences through strategic reinterpretations The book analyzes chart data streaming statistics and social media trends to understand these unexpected ascensions It also uses case studies and interviews with artists and industry experts The book stands out by shifting focus from traditionally promoted hits to those that defy conventional industry wisdom The book methodically unpacks its argument starting with a clear definition of unexpected chart hits Subsequent sections explore the impact of social media the role of remixes and how cultural shifts can unexpectedly elevate certain songs This makes the book particularly valuable for music industry professionals marketing specialists and anyone interested in how music trends emerge

The Profitable AI Advantage

Tobias Zwingmann,2025-09-26 Take your business to the next level by strategically implementing AI in your business functions where it makes most sense and unlock transformative gains over time without breaking your bank Key Features Simplify complex AI concepts with clear explanations tailored for business leaders Learn how to assess AI opportunities and align them with business goals for maximum impact Scope and build your first AI prototypes to gain traction quickly Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionArtificial Intelligence has the power to dramatically enhance business performance but knowing where to begin can be overwhelming The Profitable AI Advantage offers a clear actionable roadmap for business leaders entrepreneurs and CTOs to identify design and scale profitable AI initiatives You ll learn how AI expands margins by reducing costs increasing throughput minimizing risk and unlocking new revenue streams without incurring proportional costs Instead of relying on complex financial models this guide presents simple thresholds cost caps and quick sizing techniques you can apply to your own financials The book moves efficiently from foundational AI concepts to practical applications covering predictive AI generative AI and agent based tools Frameworks like the Pain Points and Bottlenecks Canvas and the Integration Automation AI Framework help you identify high impact opportunities design use cases build roadmaps and prototype solutions quickly and cost effectively With real world case studies from seasoned AI expert Tobias Zwingmann you ll sidestep pitfalls streamline implementation and drive measurable P L impact By the end you ll be equipped to scale AI strategically align your teams and boost decision making productivity and competitive edge What you will learn Identify and leverage AI opportunities in your business Create actionable AI roadmaps and implement them incrementally Scale AI operations to enhance business functions Design and evaluate AI use cases through feasibility assessments Recognize AI trends to quickly prototype and iterate AI solutions Manage AI projects and teams effectively without deep technical skills Understand fundamental concepts of modern AI including Generative AI LLMs and predictive models Who this book is for Designed for business leaders CTOs and entrepreneurs aiming to integrate AI into their business practices Ideal for those seeking to understand and leverage AI for strategic advantages without deep technical expertise

Carbon Capture and Storage in the United Kingdom Marc Hudson,2024-03-27 This book is a concise but comprehensive

guide to the history present and possible futures of carbon capture and storage policy and action in the United Kingdom UK There have been multiple failed starts promises and last chances for carbon capture and storage CCS in Europe North America China and Australia but thus far it has repeatedly collided with the political and economic realities that the technology is too expensive and complicated to gain and keep policymakers support However in the UK that might be changing with explicit government support for CCS to help decarbonise industry Set within the broader context of global interest in CCS this book first outlines the technologies involved in the types of capture technology transport options and storage options in the UK It then briefly introduces an overarching policy analysis framework John Kingdon's multiple streams approach and uses it to give an account of the long history of CCS interest and efforts in three chapters covering the 1970s to 2002 2003 to 2015 and 2016 to the present day Marc Hudson focusses on the various arguments made for the introduction of CCS and the slowly shifting coalitions of actors who make those arguments while contrasting these with the perspectives of those opposed to CCS This book will be of great interest to students scholars and policymakers researching and working in the field as well as the related areas of energy policy energy transitions and climate change

[The Impact of Viral TikTok Trends on Today's Supply Chains](#) Toby Lazear, 2022 The advent of social media has changed the way in which

consumers shop drastically and in turn the way in which supply chains function TikTok due to its unique design has constructed an environment where products can become viral with much more ease than seen on any prior social platform As a result companies are met with viral videos promoting their products entirely unbeknownst to them and without preparation Supply chains must be agile to continue to meet customer demand in times when products cannot stay on shelves long

enough to be marketed This thesis serves to advise future companies with recommendations for best practices when it comes to viral products on TikTok As for the research component much of the information found in the literature review stems from outside sources The thesis then goes on to cover both case studies and interviews to analyze specific instances of TikTok viral products and the resulting impact on brands that have experienced such shockwaves Through the research conducted and conversations held conclusions were able to be drawn leading to exposing common pitfalls companies can fall into when dealing with viral products Trendspotting and social listening constantly are now more important than ever as brands must be able to recognize trends before the public does to change the narrative on their own behalf and prepare behind the scenes

from a supply chain perspective Having open lines of communication both cross functionally and throughout the supply chain are crucial to ensure strong relationships and ease of flexibility in the event of disruptions Because of the ever changing and growing platform of the app it is inevitable that more companies will soon be experiencing the same cycle and it is better to know the best practices of preparation than be left playing catch up for years to follow

Beyond the Hashtag Steve Charles, 2024-03-23 Beyond the Hashtag The Untold Stories of Viral Products on TikTok Shop delves into the exhilarating yet unpredictable world of viral fame on one of the most influential social media platforms of our time This insightful book offers

a deep dive into the journey of products that skyrocket to popularity overnight exploring the nuanced landscape they navigate post virality From the initial explosion of interest and the overwhelming surge in demand to the challenges of production scalability copycat competition and market saturation this comprehensive guide illuminates the multifaceted challenges viral products face The book provides an in depth analysis of how sellers can harness the power of virality while mitigating its pitfalls Through a blend of expert advice real life case studies and strategic frameworks it equips entrepreneurs with the knowledge to transform ephemeral online fame into sustainable business success Readers will gain invaluable insights into adapting to the fast paced market dynamics protecting their intellectual property and leveraging consumer engagement for long term brand loyalty Beyond the Hashtag is an essential resource for anyone looking to understand the full spectrum of viral marketing in the digital age offering strategies to capitalize on fleeting trends and turn them into enduring achievements

Mastering TikTok Shorts Viral Content Creation, 2025-01-04 Mastering TikTok Shorts The Ultimate Guide to Viral Success is your definitive blueprint for conquering the world of TikTok Whether you're looking to build your personal brand boost your business or simply go viral this guide reveals all the secrets behind TikTok's powerful algorithm how to craft irresistible content and engage with your audience for explosive growth With actionable tips on creating viral videos leveraging trends mastering analytics and monetizing your presence this book gives you everything you need to rise above the noise Step by step instructions real world case studies and insider tips make this the essential resource for TikTok success Don't just be a TikTok user be a TikTok superstar What You'll Learn Unlock the power of TikTok's For You page and grow your audience Craft viral content with engaging hooks storytelling and music Master analytics to refine your strategy and achieve sustained growth Monetize your TikTok presence with brand partnerships creator funds and more Overcome common obstacles and stay ahead of trends to keep your content fresh If you're ready to make a splash on TikTok and turn your creative passions into success this book is your ultimate guide to becoming the next TikTok sensation

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TikTok Marketing Prabhu

TL, 2024-12-28 Are you ready to transform your marketing strategy with the power of TikTok Whether you're a small business owner marketing professional or aspiring influencer TikTok Marketing Unlocking Viral Success in the Digital Age is your ultimate guide to navigating and thriving on one of the world's fastest growing social media platforms With over a billion active users TikTok has become more than just a hub for viral dances and funny videos it's now a dynamic ecosystem where creativity meets commerce This book takes you on a step by step journey helping you master the art and science of TikTok marketing From the basics of setting up your profile to advanced strategies that leverage analytics trends and advertising

tools this comprehensive guide equips you with everything you need to make a lasting impact What You ll Discover The Foundations of TikTok Success Learn how to create a professional TikTok business account and optimize your profile for maximum visibility Understand TikTok s unique culture audience demographics and the algorithm that powers its For You Page FYP Content Creation Strategies That Work Master the art of crafting engaging videos that resonate with your audience Explore the role of trends challenges and storytelling in building your brand presence Unlock the potential of TikTok s creative tools including sounds duets and branded effects Engaging and Growing Your Audience Discover how to build a loyal community through authentic engagement and user generated content Leverage TikTok Live comment interactions and influencer collaborations to deepen connections with your audience Advertising on TikTok Navigate TikTok s advertising options including In Feed Ads Branded Hashtag Challenges TopView Ads and more Learn how to set measurable goals target the right audience and maximize your return on investment Advanced Strategies for Long Term Growth Dive into TikTok Analytics to refine your campaigns with data driven insights Stay ahead of the curve with emerging trends like TikTok Shopping and AI powered content suggestions Discover best practices for cross platform promotion and integrating TikTok into your broader marketing efforts Real World Case Studies and Best Practices Gain inspiration from successful TikTok marketing campaigns by top brands and small businesses alike Learn how to avoid common pitfalls and adopt ethical and inclusive marketing practices Who This Book Is For Business Owners Unlock cost effective strategies to expand your reach and grow your brand Marketers Gain actionable insights to incorporate TikTok into your existing campaigns and boost engagement Influencers Learn how to create viral content and build a personal brand on TikTok Content Creators Explore tips and tools for crafting captivating videos that stand out Why TikTok In today s digital landscape TikTok is not just a platform it s a cultural phenomenon It offers unprecedented opportunities for brands and creators to connect with global audiences foster authentic relationships and achieve viral success With its low barrier to entry and immense potential for creativity TikTok has leveled the playing field making it an indispensable tool for anyone looking to make their mark in the digital age If you re ready to harness TikTok s transformative potential and elevate your marketing game TikTok Marketing Unlocking Viral Success in the Digital Age is the book you ve been waiting for Let this guide be your blueprint to building a thriving presence on the platform where trends are born communities flourish and brands grow Get your copy today and start your journey toward TikTok marketing mastery [Master the Art of TikTok](#) Leah Meto, 2024-08-17 Book Description

Unlock the secrets to viral success on TikTok and elevate your brand to new heights Master The Art of TikTok is the ultimate guide for content creators influencers and marketers who want to dominate the fastest growing social media platform Whether you re new to TikTok or an experienced marketer this book offers actionable strategies to help you create engaging content optimize your profile for maximum visibility and leverage trends and hashtags to boost your reach Packed with expert insights real world case studies and easy to follow tips Master The Art of TikTok will teach you how to harness the

power of TikTok's algorithm build a loyal community and turn viral moments into sustainable brand growth Take control of your TikTok journey and start going viral today **TikTok Profit Blueprint** Raymond Wayne, 2025-03-05 In today's fast paced digital world TikTok Profit Blueprint is your ultimate guide to turning viral content into a powerful revenue stream Whether you're an entrepreneur e-commerce seller or aspiring influencer this book provides a step by step framework to dominate TikTok's algorithm and build a profitable brand Discover the secret strategies used by top TikTok entrepreneurs including How to hack TikTok's content driven algorithm to maximize organic reach Proven marketing tactics to drive engagement boost sales and grow your audience Step by step optimization for TikTok Shop to convert views into real revenue Influencer partnership strategies to amplify your brand with authentic endorsements Case studies of brands making millions using TikTok's explosive e-commerce model This is not just another social media guide it's a tactical blueprint for sustainable success Whether you're a beginner or looking to scale TikTok Profit Blueprint will help you turn followers into customers and content into cash Your journey to TikTok domination starts now **TikTok Domination** Noah B. Strickland, 2025-11-04

Unlock the Secrets to Going Viral and Turning Followers into Income Are you tired of chasing TikTok trends without getting traction Wondering how top creators blow up overnight while your videos barely reach your followers TikTok Domination is your step by step roadmap to crack the algorithm build a loyal audience and monetize your content even if you're starting from zero Whether you're a content creator entrepreneur coach or brand this book gives you the 80/20 blueprint to scale fast convert attention into trust and transform your TikTok presence into a long term digital empire In this strategy packed guide you'll learn how to Hack TikTok's hidden algorithm signals Understand watch time replays engagement velocity and more Build content that feeds the algorithm instead of chasing it Use keyword rich hooks that grab attention in the first 3 seconds Master growth nurture and monetization content to build momentum and trust Automate your posting and scale with batch creation systems templates and SOPs Convert views into revenue with affiliate marketing digital products and TikTok Shops Leverage Spark Ads retargeting and funnel strategies to amplify winning content Grow through creator collaborations using duets stiches and brand safe tag strategies Use analytics to focus on money metrics instead of vanity metrics Build a TikTok funnel that runs on autopilot and unlocks multiple revenue streams Unlike generic TikTok guides TikTok Domination is rooted in data driven frameworks reverse engineered virality and battle tested creator case studies You'll learn what works now not what worked two years ago If you're serious about mastering short form content scaling your digital brand and finally monetizing your influence this book is your blueprint **TikTok for Sales** Josué Matos, In the ever evolving digital landscape where trends shift at the speed of a click few platforms have reshaped the sales and marketing game quite like TikTok What initially seemed like a space for fun and creative videos has become a powerful tool for brands seeking authentic connections with their consumers Far from being a passing trend TikTok represents a revolution in how products and services are promoted and sold online This is the second book in a series designed to explore the potential of social

media platforms for sales While the first volume Instagram for Sales Strategies to Convert Followers into Customers focused on a well established platform known for its visual and interactive appeal this book dives into a dynamic and opportunity rich terrain TikTok for Sales Viral Strategies for Growth and Conversion is an essential guide for anyone looking to harness the viral power of TikTok transforming creativity into real conversions With over 150 million active users in the United States alone and a global user base exceeding 1 billion TikTok is not just a social network but a global stage where brands can shine by telling their stories in engaging and innovative ways Through trends challenges short videos or live streams TikTok offers endless possibilities for entrepreneurs of all sizes to stand out in today s competitive market In this book I ve explored every aspect of the platform from setting up an attractive business profile to advanced sales strategies and performance analysis Organized into 30 chapters the content is tailored for both beginners and seasoned professionals providing valuable and practical insights You ll learn how to navigate TikTok s algorithm create engaging content leverage features like TikTok Shopping and hashtags and build partnerships with creators to maximize your sales As a digital marketing professional inspired by my international journey I bring a global perspective to this work My name is Josu Matos author of over 50 books including Rich Uncle Poor Nephews and The Art of Reinvention With a decade of experience in digital platforms and a Bachelor s degree in Advertising Marketing and Communications underway I have dedicated my career to helping entrepreneurs succeed in the digital world My travels across Northern Ireland Canada and the United States have broadened my outlook and enabled me to develop innovative strategies which I share with you in this book Get ready to discover how to turn creativity into conversions trends into sales and followers into loyal customers Welcome to a new era of sales on TikTok Together let s explore this dynamic platform and take your business to the next level INDEX Introduction Why TikTok is a game changer for sales and how it s revolutionizing the U S market Section 1 TikTok Basics for Businesses 1 Getting Started on TikTok Setting up a business profile and building your brand identity 2 Understanding TikTok s Algorithm How it works and how to leverage it to expand your reach 3 Identifying Your Niche and Target Audience Effectively segmenting and targeting potential customers 4 Adapting Brands to TikTok Culture Repositioning your business to connect with a young dynamic audience 5 TikTok s Evolution as a Business Platform From entertainment to e commerce TikTok s role in U S online sales Section 2 Creative Content Production 6 Short Videos The Key to Retention Capturing attention within the first 3 seconds 7 Visual Storytelling Narratives in 15 Seconds How storytelling drives sales on TikTok 8 Trends and Challenges Making Viral Videos The power of tapping into popular movements 9 Using Trending Sounds to Boost Engagement How trending audio can amplify your content s reach 10 TikTok Editing Tools Practical tips for effects transitions and impactful captions 11 Creating Educational Content Attracting audiences with tips and tutorials in your niche Section 3 Advanced Sales Strategies 12 TikTok Shopping in the U S Setting up digital storefronts to maximize sales 13 Live Streams That Drive Conversions Structuring live events for sales and audience interaction 14 Selling Through Links and Bios Directing followers

to your online store effectively 15 Affiliate Marketing on TikTok Building partnerships with influencers for indirect sales 16 Product Demo Videos Creating visual proof to boost consumer trust 17 Product Launch Techniques Planning viral campaigns for new releases Section 4 Growth and Reach Strategies 18 Organic Growth on TikTok Strategies to gain followers without paid ads 19 Partnering with Content Creators Collaborating with influencers to grow your brand 20 TikTok Ads for U S Businesses Setting up and optimizing paid ad campaigns 21 Hashtags That Drive Sales Choosing the right tags to maximize visibility 22 Using TikTok Ads Manager Creating impactful ads with platform tools 23 Advanced Audience Targeting Ensuring your message reaches the right people Section 5 Analytics Optimization and Trends 24 Using TikTok Analytics Monitoring metrics to improve performance 25 The Importance of Engagement Building interactions that foster brand loyalty 26 Keeping Up with TikTok Trends Ensuring your brand stays relevant on the ever changing platform 27 Adapting to Platform Updates Adjusting to changes in algorithms and new features 28 Case Studies Successful U S Brands on TikTok Real life examples of companies thriving on the platform 29 Common Mistakes and How to Avoid Them Pitfalls that can undermine your TikTok strategy 30 Building a Comprehensive TikTok Marketing Plan Integrating all techniques into an actionable plan for success Conclusion Summarizing strategies and motivating readers to put them into action for U S based sales success

TikTok

Sales Mastery Maxwell Sterling,2024-07-19 In the ever evolving world of social media TikTok has emerged as a revolutionary platform that offers unparalleled opportunities for businesses entrepreneurs and influencers Whether you're a frustrated beginner or looking to enhance your current strategy TikTok Sales Mastery by Maxwell Sterling is your definitive guide to achieving viral success and driving significant sales growth Inside this book you'll find Proven Strategies for Content Creation Learn how to produce high quality engaging content that captures attention and keeps viewers coming back for more Expert Insights on Leveraging Trends Understand how to identify and participate in trending challenges and hashtags to boost your visibility Comprehensive Analytics Breakdown Discover the key metrics to track and how to interpret your data to continuously improve your content strategy Effective Audience Engagement Techniques Build a loyal community by responding to comments creating interactive content and running successful live streams Influencer Collaboration Tips Find and collaborate with influencers who align with your brand to expand your reach and credibility Case Studies and Success Stories Get inspired by detailed examples of small and large brands that have seen significant growth through TikTok and learn the key takeaways from their campaigns Maxwell Sterling a renowned TikTok marketing expert and successful entrepreneur brings his extensive knowledge and experience to help you navigate the complexities of TikTok marketing With practical advice actionable strategies and deep insights this book is designed to empower you to take your TikTok presence to the next level

Mastering TikTok Ads Magnus Kinsman,2023-05-21 Mastering TikTok Ads Unlocking the Power of Viral Marketing is a comprehensive guide that explores the world of TikTok advertising and provides strategies to create effective ad campaigns on this influential social media platform The book covers the rise of TikTok and its advantages as an

advertising platform guiding readers through setting up a TikTok Ads account defining objectives and targeting the right audience It delves into crafting compelling ad content leveraging influencers and user generated content monitoring and optimizing campaigns and scaling advertising success With case studies and practical insights this book empowers readers to tap into TikTok's immense advertising potential and drive brand awareness through viral marketing **Fast Politics** Laura Pérez Rastrilla, Pablo Sapag M., Armando Recio García, 2023-10-17 The goal of this book is to show the role of TikTok as a tool for political purposes To this end the authors analyse the messages posted on this social medium by political figures and institutions such as politicians and political parties their impact on political landscapes as well as the transformation of political communication techniques in order to suit the platform's features In the last two years the exponential growth of TikTok has led an increasing number of politicians and institutions to incorporate it into their communication strategies The platform displays some very different features from other social media that determine the way in which the content is presented In addition it manages to reach an audience that normally does not access or share political messages Within this context the volume pursues two main objectives First to examine how the communication techniques and the peculiarities of this social medium where short videos with actors in informal attitudes prevail affect the political message A second objective is to analyse the influence of the messages distributed through TikTok that redefine political scenarios and of the relationships of politicians and parties with voters The core of the book comprises case studies that are organised into three parts with nine chapters in all The authors are scholars and practitioners of political communication with diverse geographical representation who approach the topics from a range of methodological perspectives The first part addresses the state of the art and the influence of TikTok features on the way political communication is performed The second part discusses the influence of TikTok on electoral scenarios and political culture in India Bangladesh the United States and Ecuador Finally in the third part TikTok is analysed as an instrument for promoting far right politicians and parties in Europe as in the case of Matteo Salvini in Italy and AfD in Germany and Vox in Spain The volume is oriented to both scholars and communication professionals such as journalists communication consultants and speechwriters who want to become familiar with the platform learn about its political impact or wish to deepen their understanding of transformations in communication techniques and their adaptation to this growing social medium Chapter 2 The Moving Body as the Articulator Meme and Affective Link in Political Communication on TikTok is available open access under a Creative Commons Attribution 4.0 International License via link springer.com **Mastering TikTok Marketing** Kevin H Wenzel, 2024-04-19 In this comprehensive guide delve into the dynamic world of TikTok the viral video sharing platform that has revolutionized digital marketing From its inception to its meteoric rise this book explores the intricacies of leveraging TikTok as a powerful tool for businesses to engage with their audience in innovative ways Uncover strategies to craft compelling content build a strong brand presence and maximize your reach amidst the ever evolving landscape of social media marketing Whether you're a

seasoned marketer or a novice entrepreneur TikTok Marketing equips you with practical tips case studies and insider insights to navigate the nuances of this platform and unlock its full potential for driving business growth Begin your TikTok marketing journey with a click

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