

Tik Tok paper

Introduction

Nike is a multibillion dollar company. They have a team that puts together these messages and can spend whatever necessary for well constructed messages. Therefore, they have the means to make sure their marketing is visually advanced and can go through different channels to get their message out. One way that is very influential is tik tok. Social media is becoming a part of people's daily lives. Spending hours scrolling through videos, photos, memes, tweets, ect; it makes sense that companies are going to learn to market through this medium. For the purpose of this research I will be focusing on tik tok. This platform is one of the fastest growing and most used forms of social media. Nike is known for their commercials and promotions in general. However, they also have a large following on tik tok. This has grown through deals with other influencers as well as posting on their own account. This brings into light the subcategories that come along with social media advertising.

Engagement in the App

Nike has 5.9 million followers on tik tok and 29.1 million likes. One of the reasons that tik tok is such an appealing platform is the opportunities to go viral in a shorter amount of time. There are many one hit wonders but also people who are able to build a platform off of one success. The reason it is easy to go viral is because the videos creators make are targeted towards a like-minded audience. There is the “For You Page”; this is generated by an algorithm tik tok has that monitors the content, length, and genre of the video you watch so you have a more personalized experience (Agrawal, 2023). They put in the work for their content to be personal to your wants. Content producers can feel more comfortable when advertising because this means

their product will be directed to a likely consumer. This user generated content is meant to be shared and have more engagement. When videos do well, tik tok does well. Hence their emphasis on having a more personalized app. Capitalism in America benefits both parties in this media situation.

Going off the engagement aspect of tik tok, word of mouth can promote a product very much. Many people duet Nike's videos or review the products on their own for trend sake. With so many users on tik tok, many people simply wearing a Nike product in a video will create discussion. Consumer to consumer interactions are almost as important as the creator to user interaction (Curtis et al., 2005). If you do not trust the source giving you information then the advertisement is pointless. Nike has very positive reviews and the history of their company speaks for itself. A lot of gym influencers wear their products and promote it without a paid partnership. This speaks to the success of their company. Also, within these people supporting Nike there comes a gym community. These people are bonding over a brand that they feel that improves their performance. When a brand creates a community, that is multiple people automatically backing the goods. There is also a certain emotional aspect that comes into with athletics and Nike represents this through certain ads with champion athletes. Athletics require perseverance, dedication, and hard work. This is what Nike speaks for and tries to show with their tik toks and the community that supports them. Nike is more than shoes and clothing; it is a mindset.

Partnerships

Brands in general, not just large corporations are relying on tik tok for some amount of their marketing. About 56% of businesses are using this platform (Chan et al., 2023). With businesses varying in size, there are also influencer platforms that vary in size. There are both

micro and macro level influencers (Chan et al., 2023). Nike has partnerships that are on a macro level. Due to the size and quality of their well-known brand, celebrities delivering the message is more appealing for their brand identity. Specifically for Nike, athletes promoting the product is the route they typically take. Seeing the product in use is much more convincing to a consumer because this gives the product credibility. Also, by having a celebrity deliver the message brand recognition is now in play. If you see your favorite athlete wearing this brand, you will associate the two together.

Audience

With being on social media, you have to understand who you are targeting. What message will appeal to this audience and persuade them to buy the product? Tik tok is in over 150 countries and the age of the typical user is 18-49 (Fuciu, 2022). This is a good range. People who are between 18-49 most likely have the means to purchase the product being advertised as well as understanding how to online shop. In this age range, people might have a full time job and a stable income to have the means to buy their wants. Whereas, if it was an elderly person they may not understand technology, or trust internet buying. Similarly for a younger person under 18, they might not have a debit card or the money to purchase online goods. This is why we see many middle age-ranged people in Nike's tik toks in combination with some younger people. However, most of their advertising is geared towards adults because even if children want something, it is very likely the parents are the ones who must pay. It helps that Nike has a wide age-range of consumers.

When creating a tik tok video, whether it be a paid-promotion of Nike themselves, taking into account the video length has proven to be something viewers find important. Nike averages about 60 seconds per video. There are many that use the three minute timer but with some

shorter clips in there, we'll say 60 seconds. The minimum length viewers like with brand advertising is 30 seconds; but the longer the better (Hazari et al., 2023). It makes sense! If someone is going to spend money on something, with a longer video they learn more about the product and the ways they can use it in their daily lives. With more information compacted in a video the more credible the brand and the product become. Tik tok is continuing to grow at a rapid rate. It has more interactions between creator and viewer relationships and allows for much information in a short amount of time (Nott, 2022). What you once had to watch a 10 minute youtube video on, you can now watch in 30 seconds as you're doing your daily scroll. Tik tok makes information convenient.

Engagement

Earlier I brought up word of mouth. Specifically, social media has electronic word of mouth. This is a driving factor that determines whether something succeeds or not. Similarly to agenda setting, influencers and the people we see who hold some sort of social standing tell us what to think about. If their views are negative about a product we may look up other reviews to get the full picture. However, at the end of the day many people rely on their peers to tell them what is worth wild. Nike succeeds in this categories. Their videos have thousands of shares and duets. Electronic word of mouth is also influential because it can occur across multiple platforms and it shows reviews that are independent of the company (Indrawati et al., 2023). By showing an honest review of a product, if people think it is well manufactured they will buy it. Whereas if Nike were to put out a tik tok, obviously they are going to promote their products and not show flaws. This is why they use other marketing strategies other than just showing the product. They do a series of interviews with athletes or show their products in use.

Social media is consumed at growing rates everyday. Tik tok is one of the most used platforms out of this equation. Videos are an effective strategy on social media to relay a message. People spend about 7.5 hours on their phones everyday; however the videos are the most engaging because they have a total sensory medium that envelops the sense perception of the viewer (Mason, 2015). By stimulating the brain with a video people will remember it and be drawn to this form of advertising rather than a photo or a message texted out. Nike has relied on videos to deliver their campaign. Not only does this engage with the audience and grab their attention but it puts their goods to the test. Videos get down to the performance of products and give audience members a more in depth review.

Conclusion

Overall I think Nike's success on tik tok speaks for itself. You can see through their following and likes that people rely on this platform and have a genuine interest in the brand. By having more information on tik tok applies to a wider audience. Even if you are not athletic Nike is seen as "trendy". It is widely acknowledged as a good quality brand. Whether it is through length of videos, electronic word of mouth, or celebrity brand promotions this company has used tik tok to its advantage as a strategic marketing opportunity.

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