



## What is TikTok?

TikTok is a social media platform for creating and sharing short-form videos. It allows users to record, edit, and share 15 to 60 second videos set to music, filters, and other effects. The app's algorithm uses machine learning to personalize content for each user, making it easy to discover new and trending videos.

### 1. Customer:

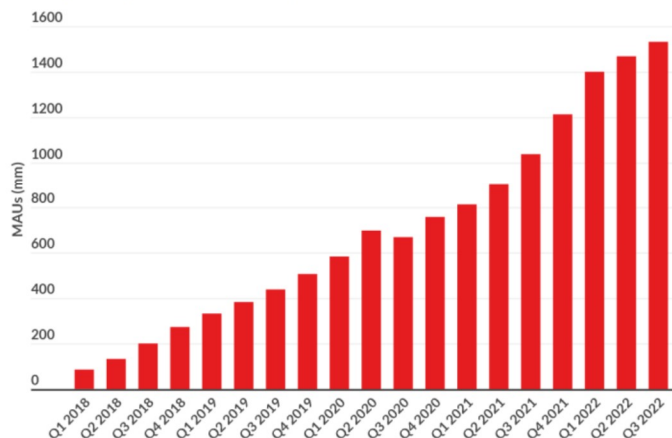
For TikTok, the customers include not only individual users but also businesses, including brands and small business owners. So, the users can be broadly classified into 2 sections, B2C and B2B customers.

#### B2C:

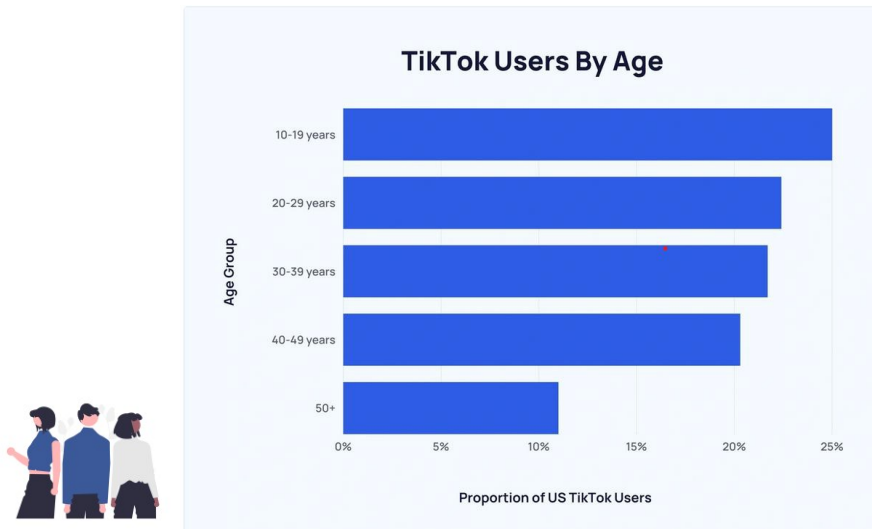
TikTok targets a younger demography, particularly Gen Z, who enjoy short-form, entertaining videos. Generation Z, is the demographic cohort following the Millennial generation. It includes individuals **born between 1997 and 2012**.

Gen Z is the **first fully digital native generation**, having grown up with access to the internet, smartphones, and social media. They are known for their diverse backgrounds, independence, and technological savviness.

TikTok quarterly users 2018 to 2022 (mm)



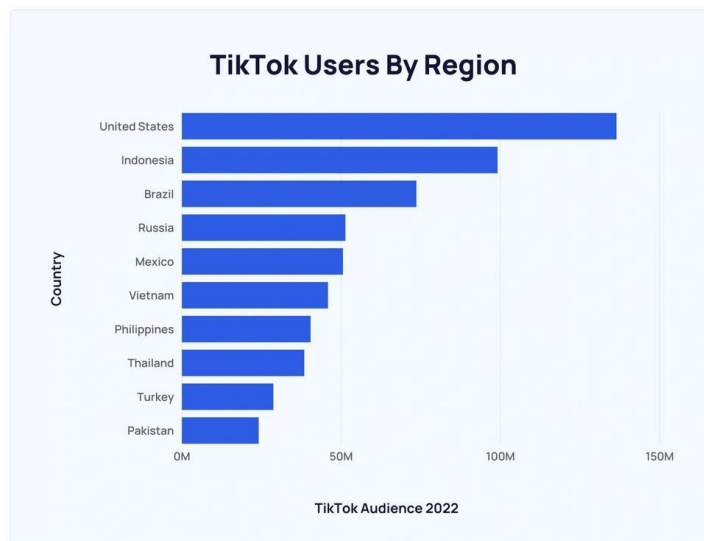
Demography for the users of Tik-Tok:



Here's a breakdown of TikTok user by age:

Age Group	Proportion of US TikTok Users
<b>10-19 years</b>	<b>25%</b>
<b>20-29 years</b>	<b>22.4%</b>
30-39 years	21.7%
40-49 years	20.3%
50+	11%

Almost 50% of their users are below the age of 29.



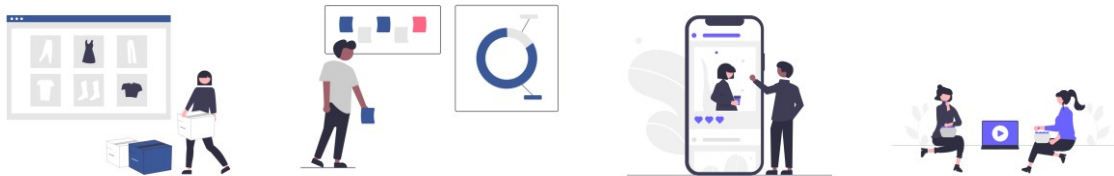
According to the chart above, USA, Indonesia and Brazil are the leading nations for number of tik tok users. Surprisingly, you won't find China in this list.

The reason for that is because China has its own version of Tik-Tok called **Douyin** which has over **730 million "active" users**. **If we combine them, the number of users for Tik-Tok goes above 2.1 Billion.**

*(Even though both the platforms are owned by the same Chinese tech company Bytedance, Douyin and Tiktok are two completely separate entities. Users on these two short video apps cannot interact with each other. The Chinese and international version of the app also have very different registration processes, policies, and content. In fact, the same search words result in completely different content and profiles on both apps.)*

## **B2B:**

TikTok has a range of business customers, which include.



### **1)Brands:**

TikTok offers brands the opportunity to reach and engage with its young and digitally-savvy user base through sponsored content, in-app advertisements, branded filters, and other brand partnerships.

### **2)Small business owners:**

TikTok also provides a platform for small business owners to reach and promote their products and services to a targeted audience. The app's extensive user data and targeting options allow small business owners to reach the right people with their content.

### **3)E-commerce companies:**

TikTok's e-commerce feature allows companies to sell products directly through the app, providing a new avenue for businesses to reach customers.

### **4)Media and entertainment companies:**

TikTok has also partnered with media and entertainment companies to create original content and promote their products on the platform.

Overall, TikTok provides a range of opportunities for businesses to reach its young and tech-savvy user base, from brand partnerships and in-app advertisements to e-commerce and original content creation.

## **2)Company:**

Mission statements:

*“At TikTok, our mission is to **inspire creativity** and bring joy to our users. We believe in promoting diversity, inclusiveness, and responsible use of our platform. Our community is our top priority, and we are committed to creating a safe and inclusive environment for all. ”*

### 3)Competitor:

#### Direct competitors in the market.

- 1)**Instagram:** An established social media platform that offers features similar to TikTok, including short-form video content called reels, photo sharing, and filters.
- 2)**Snapchat:** A multimedia messaging app that focuses on ephemeral content, including short-form video and image-based content.
- 3)**Triller:** A short-form video app that allows users to create and share music videos.
- 4)**Dubsmash:** A lip-sync video app that allows users to record and share short-form video content.
- 5)**Likee:** A short-video creation and sharing app that focuses on providing users with a range of creative tools, including filters and special effects.

#### Indirect competitors in the market.

TikTok's indirect competitors are companies and platforms that offer similar services, but are not directly in competition with the app. They serve different audiences or have a different focus. **However, they may compete for users' attention and time, and could potentially attract users away from TikTok.**

These include:



- 1)**YouTube:** (Youtube currently is the leading platform for highest time spent by users on a platform)

A video-sharing platform that allows users to upload and share a wide range of video content, including short-form video.

- 2)**Facebook:**

A social networking platform that allows users to connect with friends and family, join or create interest groups, and share content such as photos and videos.

- 3)**Vimeo:**

A video-sharing platform that focuses on high-quality video content and offers a range of tools for content creators.

- 4)**Twitch:**

A live-streaming platform that focuses on gaming and e-sports content.

- 5)**Twitter:**

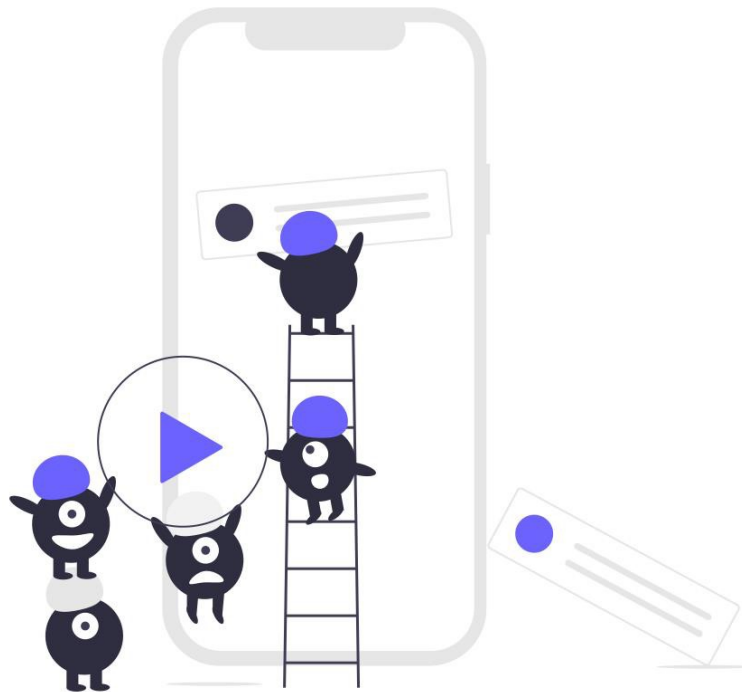
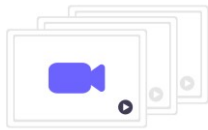
A social networking platform where users can post short messages called "tweets," interact with others through retweets, likes, and direct messages, and follow news and events in real-time.

#### 4Ps

##### 1)Product:

TikTok offers a short-form video-sharing platform that allows users to create, edit, and **share 15-second to 1-minute videos** set to music and various filters. TikTok's product is centered around **creative expression**.

The app's product features include:



- Short-form video sharing platform
- Allows users to create, edit, and share videos ranging from 15-seconds to 1-minute
- Videos set to music and various filters
- Large library of music, filters, and effects
- Intuitive editing tool
- Range of video recording and editing features

##### 2)Price:

TikTok is a free app and does not charge its users for access or usage. The platform generates revenue through in-app advertisements and brand partnerships.

TikTok also offers various paid features, such as premium filters, effects, and music, for users who want to enhance their video creations. The company's pricing strategy is centered around its target audience, which includes primarily younger users who may not have the financial means to pay for additional features. By offering a free, user-friendly app, TikTok is able to attract a large and engaged user base, which in turn **attracts advertisers and brand partners**.

### 3)Place:

TikTok is primarily a mobile app that can be downloaded for free from the App Store or Google Play. The app can be accessed from anywhere in the world with an internet connection, making it highly accessible to its users. It also has a strong presence on social media, with official accounts on platforms such as Instagram and Twitter, as well as a website that provides information about the app and its features. **The company's distribution strategy is centered around its target audience, which is primarily younger users who are highly active on mobile devices and social media.**

(As for **the Douyin app** is only accessible to those who are physically based in Mainland China and it can only be downloaded from the Chinese App Stores)

### 4)Promotion:

In addition to paid promotion, TikTok also relies on organic reach and user engagement to promote its platform. For example, users can share videos, like and comment on posts, and join groups, which can increase the visibility and reach of the platform. TikTok also regularly introduces new features and updates to the platform, which it promotes through its website, blog, and social media channels. Overall, TikTok's promotion strategy is a combination of paid and organic tactics, leveraging its advertising platform, partnerships, and user engagement to raise awareness and interest in its product.

Data source:

(<https://explodingtopics.com/blog/tiktok-demographics>

<https://www.businessofapps.com/data/tik-tok-statistics/>

<https://www.adchina.io/douyin-vs-tiktok/>

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