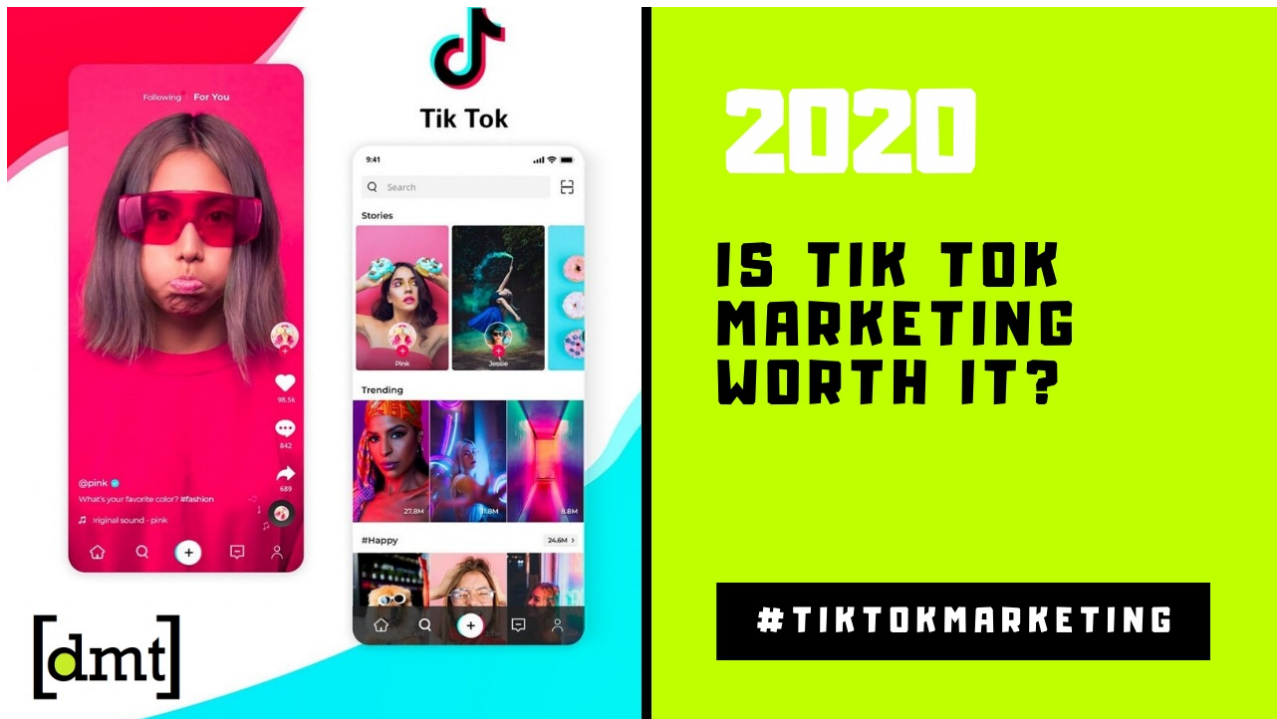


Is Tik Tok marketing worth it? 3 Facts it is.

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Devoo Banna

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TikTok began life as a moderately successful video-sharing app and has exploded from nowhere to become one of the most downloaded apps in the world. 😎

Given its massive growth, it's undoubtedly going to be a hot spot for years to come. It is no surprise that marketers have begun to see the potential of this platform to promote their products.

If you are considering adding TikTok into your digital marketing mix, these three facts confirm TikTok is worth it.

1. TikTok has longevity

You can be sure that TikTok is here to stay. Besides China, where TikTok was developed, it has gained a massive following across the US and Asia, whose population is in billions. Do you know what this means? First, TikTok isn't going anywhere anytime soon. Second, if you are ignoring this app, then you are missing out on a massive existing audience, one that keeps expanding.

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A platform like TikTok will allow your business to gain tones of exposure on a minimal budget, especially when it comes to reaching out to foreign customers. With TikTok, you can truly stand out and get your branding right from the get-go. The bottom line remains. TikTok has longevity, so take advantage of it, and dominate the channel for your brand. If you start now, you can still capitalize on the momentum of this growing platform, and this represents marketing gold.

2. TikTok influencer partnerships

Just the way Instagram influencer marketing campaigns have a valuable impact on your brand, the TikTok influencer strategy is as effective as Instagram. Influencer partnerships have proved well worth for brand marketing. To gain the most significant benefits from working with TikTok influencers, you can choose an influencer with an audience size that matches your target audience.

According to [zkipster](#), TikTok influencers have proven their reliability to connect you with the right audience. A lot of [brands](#) have teamed up with influencers to build trust with potential customers that know nothing about them, promote hashtags challenges, brand takeovers, engage viewers, and increase sales. Why not your brand?

3. The power of branded hashtag challenge

So far, branded hashtags challenges seem to be the most successful approach for brands on TikTok. And, the best way to launch your brand on TikTok. All you need is to start a hashtag challenge, and TikTok users will create and [recreate content](#) and then add your branded hashtag to it. A fantastic example of a hashtag challenge is “#InMyDenim.” This will encourage TikTok users to create videos wearing the brand’s denim.

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As your brand hashtag circulates the platform, this will not only become the best branding campaign but will also increase sales within no time. As you can see, branded hashtag challenges represent a powerful resource when it drills down to marketing your business. Although this type of marketing may not work for every brand, this could be a significant way for companies to gain tons of exposure and brand awareness on [TikTok](#).

Well, there you have it. Whether you opt for influencers or hashtag challenge, TikTok platform is worth for marketing purposes. Its longevity and a fun and creative way to market brands, use TikTok to gain brand awareness and recognition. 😊



Watch Video At: <https://youtu.be/SoMZhwwp2Gs>