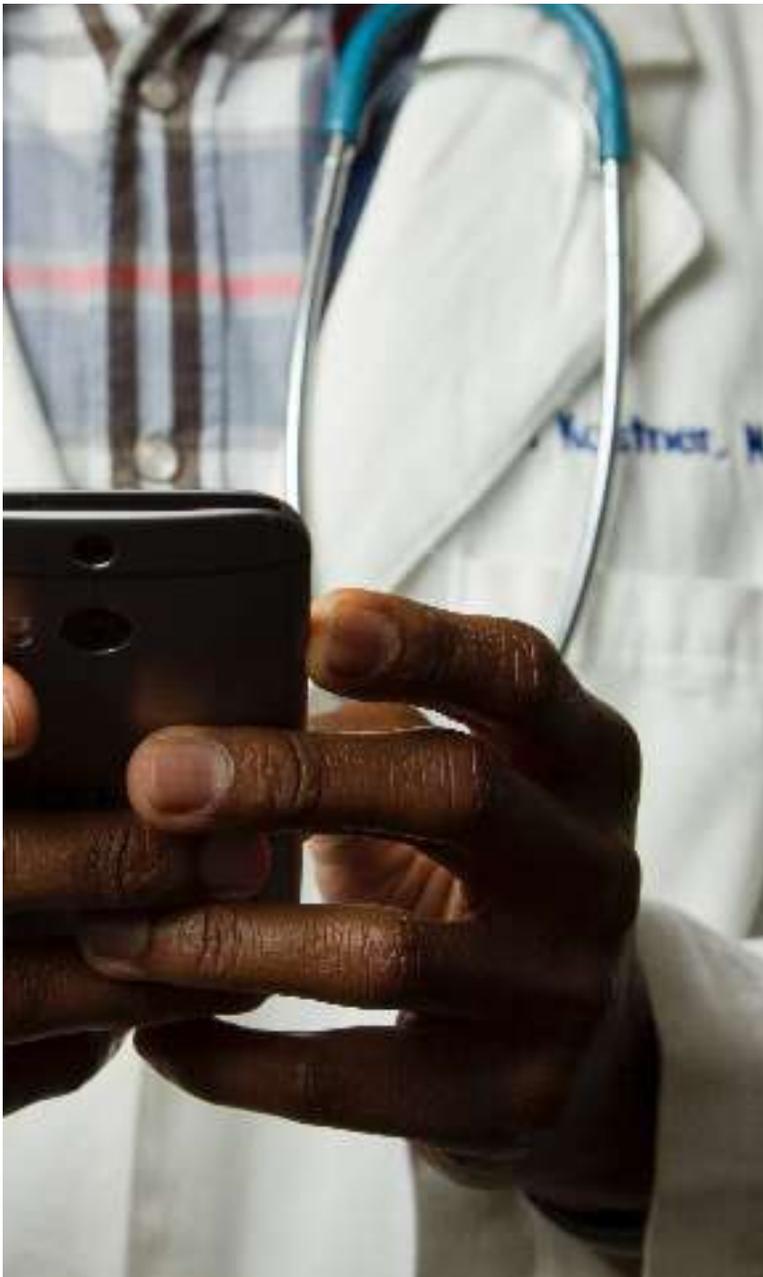


TikTok: A Business Case Study



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TikTok is a social media platform for creating, sharing and discovering short videos on any topic. The app was previously named Musical.ly before its purchase by the Chinese company ByteDance in August 2018.

Should TikTok be part of your video marketing strategy moving forward?

What You Need to Know



- Since its rebranding, TikTok's success has risen astronomically, with more than **500 million monthly active users**

- TikTok recently **surpassed Facebook, Instagram, Messenger, and Snapchat** in Q3 2019 App Store and Google Play installs
- The platform allows users to create videos recorded in 15-seconds or less and share them across a community



About the TikTok Audience



- More than **1.5 billion users** with 60% of its U.S. audience between the **ages of 16 and 24**
- They prefer information and entertainment delivered in short bursts
- They thrive on apps that enable them to express their creativity and individuality

Why Are Brands Rushing to TikTok?

Businesses and brands that want to engage these digital natives and act as social influencers are now flocking to TikTok in droves. And that includes some entrepreneurial medical professionals.

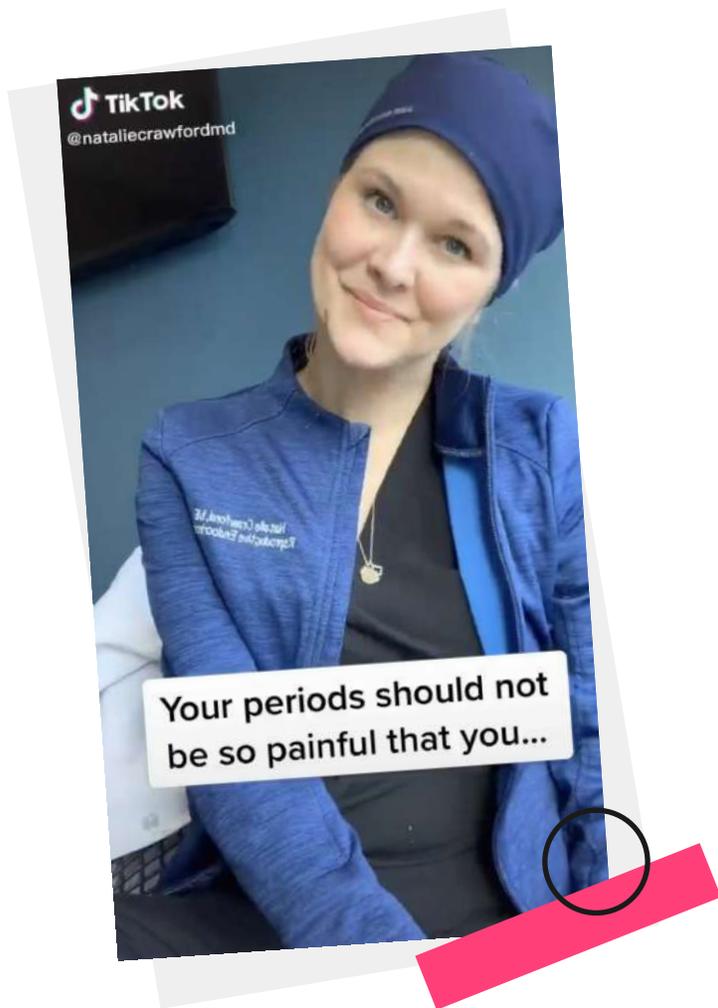
The Pros and Cons of Using TikTok

Pros	Cons
Give you immediate access to a young audience.	TikTok can be time-consuming — it may take many tries to make a single perfect video.
Help you build trust, authority and educate the public.	Spending valuable time (and money) on TikTok means spending less time on other platforms.
Allow you to become a social media influencer.	The app is a first-person platform, meaning doctors, on no one else, need to find the time to create (and edit) videos themselves.
Increase brand awareness among younger generations.	TikTok can harm a physician or medical practice's brand image if care is not taken to keep the patients' and the public's best interest in mind.
Show off a lighter side of yourself.	Will probably NOT drive patients to your practice.
TikTok Pro Accounts (available at no cost), offer creators analytics and visibility into how their videos are performing with fans.	Requires deft and skill to connect with younger audiences.
TikTok Ads platform enables users to create videos, target audiences, and track performance and conversions.	Sharing nuanced lessons on health issues can be complicated and must be done right.

¹ "20 TikTok Statistics Marketers Need To Know," MediaKix, 13 December 2019, <https://mediakix.com/blog/top-tik-tok-statistics-demographics/>

² George Carey-Simos, "TikTok Now Has Over 1.5 Billion Downloads," WeRSM.com, 19 November, 2019, <https://wersm.com/tiktok-now-over-1-5-billion-downloads-app-store-google-play/>

Who Is Using TikTok Well?



Medical practitioners need to weigh the pros and cons of adding TikTok to their video marketing strategy. Doctors must understand why they want to be on the platform and ensure that their presence there aligns with their overarching marketing strategy and budget.



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