

Sustainable Development Strategy for Social Media Marketing: Taking TikTok as an Example

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Abstract. Social media marketing is one of the key topics of research today. Researchers have found that social media marketing continues to make progress, but there are still research gaps on social media marketing strategies. Therefore, in order to deeply explore the sustainable development of social media marketing strategies on the TikTok platform and verify its effectiveness through actual cases and data analysis. By analyzing the cases of different brands and content creators on TikTok, this article will look for common success factors and strategies. This article adopts a case analysis method to collect cases from different brands and content creators on TikTok and analyze their successful practices in content creation, interaction methods and brand communication. The research results show that: (1) Brands should continue to pursue content innovation and continue to invest in attracting and retaining audiences. (2) Social media can continue to introduce artificial intelligence and machine learning to provide users with a better experience. This article provides theoretical support for social media marketing.

Keywords: TikTok, social media marketing, case analysis.

1. Introduction

Social media is characterized by user-created content and user interaction, which is considered the key to social commerce [1]. Social media platforms can be effectively used for branding and marketing, and can help businesses promote their products and services and achieve sales growth. With the rise of social media and the surge in user numbers year after year, more and more companies choose social media as an important marketing channel [2]. Among many social media platforms, TikTok has emerged as a standout, attracting hundreds of millions of users with its unique short video content and high interactivity. TikTok encourages user participation and interaction, which provides businesses with the opportunity to build closer relationships with potential customers. Unlike traditional media, social media requires brands to interact with their audiences in a more agile and innovative way. It requires that the brand is not only a disseminator of content, but also a listener and satisfier of audience needs [3]. Knowing how to interact with the audience is key to social media marketing. How to analyze data on TikTok and measure key performance indicators is critical to adjusting marketing strategies and optimizing investments. This can help businesses better understand their target audience and which strategies are most effective. The rapid development and widespread application of social media have also led to the emergence of huge information and data, including user behavior, interactions, opinions, preferences and other aspects of information [4]. Therefore, it has become crucial for businesses and marketing professionals to understand how to implement a sustainable social media marketing strategy on TikTok. This paper aims to explore the sustainable development strategy of social media marketing and takes TikTok as a research case. The rapid evolution of social media and the highly competitive market environment require brands to not only exist on the platform, but also to create meaningful interactions, provide valuable content, and continue to attract the interest of their audiences. This article will take an in-depth look at implementing successful social media marketing strategies on the TikTok platform and how these strategies can drive brand awareness, engagement, and conversions. Through an in-depth analysis of best practices on TikTok, this paper will provide valuable insights for brand managers, marketing

professionals, and researchers, helping them better understand how to use social media platforms to implement sustainable marketing strategies. These strategies do not just apply to TikTok but can also provide guidance for marketing campaigns on other social media platforms, allowing brands to stand out in the competitive digital market.

2. TikTok Social Media Marketing Success Story: Nike's "TikTok Challenge"

On the TikTok platform, interactivity and creativity are key factors for success. Nike, the world's leading sports brand, successfully leveraged TikTok's capabilities to launch a compelling challenge campaign that achieved excellent social media marketing results. Nike has always enjoyed a stellar reputation in the athletic footwear industry, but increasing brand awareness and launching new products requires innovative approaches. In order to attract young consumers, Nike decided to cooperate with TikTok platform to launch an activity called "Nike Challenge".

Nike's "Nike Challenge" campaign is designed to encourage users to showcase their skills and passion for sports and fitness by participating in challenges. The challenge combines creativity and interactivity, allowing users to share their workouts and sports moments on the TikTok platform and use specific hashtags to participate in the challenge. Nike also offers incentives, such as limited-edition sneakers, to encourage participation.

The implementation of the Nike Challenge was very successful. Thousands of TikTok users took part in the challenge, sharing highlights from their running, basketball, dancing and other activities. These videos not only create a large amount of user-generated content (UGC) for Nike, but also expand the brand's influence. Users actively interact with each other and like, comment and share each other. In addition, Nike successfully attracted young audiences and made them pay more attention to the brand, which is very important for future product promotion. The "Nike Challenge" event spread quickly on the TikTok platform, bringing extensive exposure and user interaction to Nike. The event attracted millions of viewers within a week and generated a large amount of UGC. User-generated content makes Nike's brand image more relevant and fosters an active and healthy lifestyle. In addition, this challenge also increased the number of Nike fans, providing a solid social media foundation for future product launches and promotions.

This case highlights the key elements of successful social media marketing on the TikTok platform, including creative challenges, positive user interaction, and reward incentives. Nike seizes the characteristics of the platform, achieves brand exposure and audience interaction, and achieves significant social media marketing success. This also proves that in the era of social media, brands need to continue to innovate and actively interact with their audiences in order to gain a competitive advantage in the market.

2.1. User Interaction Strategy

On the TikTok platform, user interaction strategy is one of the key factors for success, and Nike has cleverly taken advantage of this strategy through its "Nike Challenge" campaign [5]. The design of this event inspires user engagement and creative expression to showcase their skills and passion for sport and fitness. This strategy provides an opportunity for users to participate by allowing them to share their workouts and sports moments on the TikTok platform while participating in challenges using specific hashtags. Research shows that user engagement is critical to social media success. Users create content, actively interact, and form their own social media culture. Nike has successfully capitalized on this trend by allowing users to fully participate in challenges, creating a large amount of user-generated content (UGC). These UGC not only enrich the content on TikTok platform, but also provide Nike with valuable insights about users, including their sports preferences, style and interaction methods. The user interaction strategy also includes reward incentives. Nike provides rewards such as limited edition sneakers in the "Nike Challenge" to encourage users to actively participate. This incentive effectively increases user engagement, making them more willing to

participate in challenges and share their exercise moments in the hope of receiving these special rewards.

2.2. Design Evaluation Indicators to Measure Marketing Effectiveness

In social media marketing, the application of evaluation metrics is very important because they help brands understand whether their marketing strategies are successful and have achieved the desired results. In the case of Nike, audience participation (Engagement Rate) is a key evaluation indicator [6]. This metric includes likes, comments, shares and attention rates, which can reflect the audience's interest and interaction with brand content.

Nike monitors and analyzes audience engagement to understand how users respond and interact. Not only does this help them better meet their audience needs, it also allows them to adjust and improve their social media marketing strategies. High engagement indicates that the audience is interested in the brand's content and is willing to actively interact with it. This is the hallmark of successful social media marketing.

In addition, the application of key performance indicator method (KPI) helps to regard performance measurement as a tool or means to improve marketing performance as a whole by optimizing and improving the comprehensive level of social media marketing platforms. Nike's "Nike Challenge" event spread rapidly on the TikTok platform, attracting millions of viewers to participate and generating a large amount of UGC. This makes Nike's brand image more relevant and fosters an active and healthy lifestyle. This success story proves that through smart user engagement strategies and application of review metrics, brands can gain a competitive advantage in the social media era.

Overall, Nike's "Nike Challenge" campaign successfully combined user interaction strategies and the application of evaluation metrics on the TikTok platform. This case highlights interactivity in social media marketing

3. Problem Analysis

3.1. Short-term Issues

As a one-time event, the Nike Challenge attracted a large number of user participation and generated user content (UGC) in the short term, but it did not build a long-term social media community. This means that user interaction and attention may quickly decrease as the campaign ends. This is a problem because success achieved in the short term may be unsustainable, while failure to build long-term brand loyalty can lead to churn and the loss of ongoing user interaction.

Most successful social media strategies rely on long-term user interaction and building social media communities. The success of short-term campaigns is often a one-time event, and users may churn as the campaign ends, requiring future marketing campaigns to re-engage new users. This may lead to a decrease in user stickiness and an increase in the difficulty of maintaining users.

3.2. Lack of Deep Interaction Problem

Although the Nike Challenge encourages user-generated content, these interactions tend to be one-offs and focused on a specific challenge. This lack of depth of interaction makes it difficult to build deep user stickiness and social media stickiness. This is also a problem because a lack of deep interaction can lead to users quickly churn without establishing a long-term interactive relationship. Deep interaction is the key to building user loyalty. If interactions are limited to one-off challenges, users may become fatigued and struggle to maintain sustained attention. Building deep interactions increases user stickiness, making users more likely to stay engaged and incorporate the social media brand into their daily lives.

3.3. Future Maintenance Issues

Nike's "Nike Challenge" campaign has been successful in the short term, but the brand needs to consider how to maintain this success and continue it. This requires brands to develop a long-term social media strategy that includes regularly posting interesting content, ongoing challenges and incentives to encourage users to stay engaged. This is problematic because failing to develop a long-term strategy can lead to loss of user interest and difficulty sustaining success.

Successful social media marketing does not just rely on one-time campaigns, but requires long-term strategic planning. Future maintenance issues include how to keep users' attention, how to continuously attract new users to participate, and how to ensure that users stay engaged. The absence of ongoing strategic planning can lead to incoherent marketing activities, user churn, and decreased brand loyalty.

3.4. Potential Risk Issues

User-generated content (UGC), while valuable, also comes with potential risks, especially on social media. UGC content may not be controlled, and content that is inconsistent with the brand image or harmful may appear. This is a problem because brands need to establish effective monitoring and management mechanisms to guard against potential risks and protect brand reputation.

On social media, UGC content is created spontaneously by users and is therefore potentially uncontrollable. Brands need to pay attention to and manage UGC to ensure that the content does not damage the brand image. Failure to effectively monitor and manage UGC can lead to reputational risk and negative consequences.

4. Related Suggestions

4.1. User - generated Content (UGC) and User Interaction

In today's social media era, the core of marketing strategies is no longer limited to traditional advertising methods, but has turned to user-generated content (UGC) and user interaction, which is considered the key to social commerce. The use of user-generated content (UGC) is of great significance on social media, not only to increase interactivity but also to improve brand trust and awareness [7]. Social media marketing not only provides the best marketing platform for enterprises, but also expands the enterprise's online marketing channels [8]. The unique characteristics of social media lie in user-created content and interaction between users. This phenomenon is particularly obvious on platforms such as TikTok. However, behind this interaction, the TikTok platform also has to face the inertia, silence and inconsistent will that users may show. Therefore, one of the key strategies for successful marketing on social media platforms like TikTok is to inspire user-generated content and drive interaction. User-generated content (UGC) has become an integral part of marketing strategies. The ability of the platform to create engaging, unique, interesting and valuable content is the primary condition for attracting user participation. The content of the platform should be in line with the customers' audience interests and be able to resonate with them. Timely feedback and rewards will increase user participation and satisfaction. When users know their content is seen, liked, or rewarded, they are more motivated to continue engaging. Interactions and comments can increase users' social identity. Being noticed and responded to by others on social media makes users feel cared for, which in turn prompts them to interact more. Creative challenges, interactive activities, and contests with prizes inspire users' creativity. They are more motivated to generate content when they are involved in fun activities.

4.2. Key Performance Indicators

Companies can provide instant feedback after users upload content, for example, immediately display their photos or videos on social media pages. This immediate feedback can increase users' satisfaction and encourage them to continue participating. They also can create a friendly and positive

social media environment to encourage mutual communication and discussion among users. This kind of interaction not only inspires user-generated content, but also promotes community building. Constantly pay attention to user feedback and understand their needs and expectations. Based on user feedback, adjust the content and interaction strategies to make them more in line with user expectations. Companies will host contests or events with prizes to reward users for sharing their photos, videos, stories, etc. Prizes can be products, discount coupons or other attractive incentives. By encouraging user participation and interaction, brands not only build more trust, but also increase user engagement and effectively promote products or services. On the TikTok platform, creative challenges, interactive activities and creative advertisements can attract users to actively participate, thereby promoting user-generated content and enhancing brand influence. Creativity and interactivity proved to be key factors for success. In the process of social media marketing, the application of key performance indicators (KPI) is particularly important. By observing and analyzing key performance indicators on social media, brands can better understand audience needs, adjust strategies based on data, and improve the effectiveness of social media marketing.

4.3. Audience Participation

Audience engagement rate (Engagement Rate) is an important indicator, including likes, comments, shares and attention rates. High engagement indicates that the audience is interested in and actively engaging with the brand's content. By monitoring and analyzing audience engagement, brands can better understand the needs of their audience, adjust marketing strategies, and improve the effectiveness of social media marketing. These key performance indicators play a vital role in TikTok social media marketing, helping brands measure and improve their performance. Social media is a platform for people to interact. It builds communities, encourages communication between users, and allows users to feel a sense of belonging, thereby promoting the generation of more content. Responding to user feedback, responding to reviews, and offering rewards builds a trusting relationship between the brand and its users. Trust is the foundation of user-generated content and positive interactions.

4.4. Continuous Content Creation and Management

An ongoing content creation and management strategy is crucial when it comes to achieving ongoing development and optimization strategies. Different types of social media advertising content have a significant impact on consumer engagement, with new product content performing the best, followed by promotions, games/sweepstakes, and socially responsible content. Research shows that the type of social media advertising content has a significant impact on consumer social media participation, with new product content having the best effect, followed by promotions, games/lotteries, and social responsibility content [9]. At the same time, the use of user-generated content can also increase interactivity and improve brand trust and awareness. Therefore, brands need to establish interactive relationships, encourage audiences to actively participate, and promptly respond to audience comments and messages to increase user stickiness and promote organic growth on social media. Finally, in the era of social media, data analysis and optimization strategies have become indispensable. The emergence of big data provides brands with valuable resources. Through in-depth analysis of user behavior and interaction data, brands can better understand audience needs, optimize content creation and marketing strategies, and achieve sustainable development and optimization. Data analysis and optimization have become key aspects of social media marketing, helping brands adapt to the rapidly changing social media environment and achieve success. In this era full of challenges and opportunities, marketing strategies on social media platforms will continue to evolve, stimulate creativity and interactivity, tap user potential, and achieve sustained brand growth. Data analysis and optimization are key to effective social media marketing. With the advent of the third technological revolution, people's extensive mastery of information technology has become common. Especially based on the development of technologies such as the Internet of Things and cloud computing, big data has become an emerging product. This trend not only promotes the further

development of the Internet of Things and cloud computing, but also spawns the generation and application of large amounts of data [10]. Through in-depth analysis of user behavior and interaction data, brands can develop more precise strategies to meet user needs and improve results.

5. Conclusion

TikTok users have a high demand for innovative and diverse content. Therefore, brands should continue to pursue content innovation, including creative videos, challenge activities, interactive games, etc. Continuously investing effort and resources into content creation will help attract a wider audience and keep their interest. User-generated content not only increases interactivity but also strengthens trust in the brand. This will help expand brand reach and audience engagement. Data analysis is the key to sustainable development. Brands should use data analytics to understand audience behavior, optimize ad delivery, and develop personalized recommendations and content strategies. As technology advances, artificial intelligence and machine learning will play a greater role in data analysis. By in-depth understanding of user characteristics and market needs on the TikTok platform, companies can better meet user expectations and improve the market competitiveness of products or services. An in-depth study of the sustainable development strategies of social media marketing will help promote the development of the entire digital marketing industry and promote the application and innovation of new technologies. This research will help the government and regulatory authorities understand the latest trends in social media marketing, and can better formulate relevant policies to protect market order and consumer rights. It also helps consumers better understand the logic behind marketing, improve their ability to identify advertisements, avoid misleading information, and protect personal rights and interests. A limitation of this article is that the field of social media and digital marketing is developing very rapidly, and this study may be limited by time and cannot cover new trends and platform features that may emerge in the future. The data used in the study may be limited, for example, it may only cover data from specific regions or specific groups, so generalization to the overall market may be limited. The research methods and tools used may have their limitations, for example, some user behaviors are difficult to quantify, or the analysis tools used may not cover all possible factors. However, objective limitations cannot negate the paper's research methods and the author himself. As technology continues to advance, new social media platforms and marketing techniques are emerging. Future research could track the development of new platforms and delve into their user characteristics and marketing strategies. Future research can dig deeper into users' psychology and behavior on social media, including the psychological mechanism of user decision-making, emotional factors, etc., to provide support for more accurate advertising positioning. Most social media marketing research focuses on short-term effects, and future research can focus on the long-term effects of social media marketing strategies and explore the impact of users' long-term perceptions and attitudes towards the brand.

Authors Contribution

All the authors contributed equally and their names were listed alphabetical order.

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