The Relationship between the Music and Tiktok Marketing

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Abstract. Social media platforms develop rapidly during the decade and so are short video platforms. In addition, background music is an indispensable part of the video. Many musicians have taken advantage of this emerging platform and plan to promote their new works on short video platforms. In this article, through statistical analysis of data, I have learned how to help musicians to promote their songs on social platforms under this era background.

Keywords: Social Media Platform; Tiktok; Music; Energy; Danceability; Instrumentalness; Promotion.

1. Introduction

Due to the rise of social media and short videos, the market for music has moved from concert halls to the digital world. Music is used everywhere in the digital world. Now as the musician who want to be popular on TikTok or who want to promote their music on TikTok, suppose you are going to create a music demo, what is the next step you should do?

Take the Japanese musician YOASOBI as an example. This duo has been a huge success since their debut in 2019, thanks to the rapid spread of information on social media. Their melodies, with their story-telling lyrics, are a hit on tiktok. That suggests tiktok is a convenient place for contemporary musicians to go viral.

I have 263 “popular” songs in 2022 picked from TikTok, and analyze the detail elements in the aspects of energy, danceability, and Instrumentalness. Moreover, I have another set of data which contains the celebrities in Oct 2022, to learn more about how should we choose recommenders to help you promote your songs, as well as how to make a good use of comments and other data.

2. Energy for Successful TikTok Songs

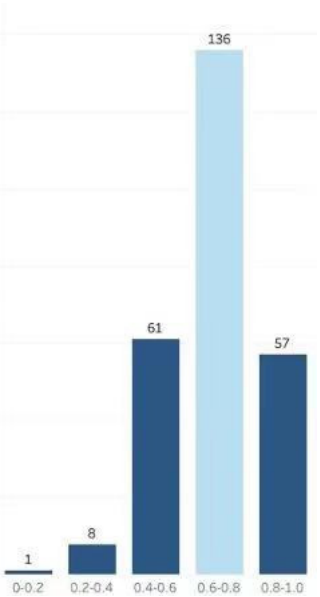


Fig 1. Energy of TikTok Songs

Based on Figure 1, Energy is a measure from 0.0 to 1.0 and represents a perceptual measure of intensity and activity. Typically, energetic tracks feel fast, loud, and noisy. For example, death metal has high energy, while a Bach prelude scores low on the scale. Perceptual features contributing to this attribute include dynamic range, perceived loudness, timbre, onset rate, and general entropy.

I want to see how much energy there is generally for a successful set of TikTok songs. Generally speaking, popular TikTok songs from the dataset of 263 “popular” songs always have energy level between 0.6-0.8.

In conclusion, musicians should make your music more powerful and active to attract audiences in TikTok.

3. Danceability for Successful TikTok Songs

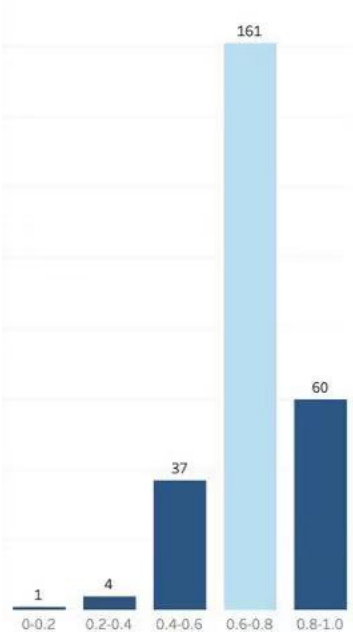


Fig 2. Danceability of Tiktok songs

Danceability describes how suitable a track is for dancing based on a combination of musical elements including tempo, rhythm stability, beat strength, and overall regularity. A value of 0.0 is least danceable and 1.0 is most danceable.

I want to see how much the danceability there is generally for a successful set of TikTok songs. Based on Figure 2, Popular TikTok songs from the dataset of 263 “popular” songs always have danceability level between 0.6-0.8.

Dr. Ari Katorza, Amir Graitzer and Doron Gabbay also proved this point when they analyzed music through AI. A danceable song is more likely to be a hit in the media, so they also suggest choosing upbeat, rhythmic party music when writing and promoting songs. in conclusion, musicians should make your music to be more danceable, but no need to be completed dance music.

4. Instrumentalness for Successful TikTok Songs

Based on Figure 3, The closer the instrumentalness value is to 1.0, the greater likelihood the track contains no vocal content. Values above 0.5 are intended to represent instrumental tracks, but confidence is higher as the value approaches 1.0.

I want to see how much the instrument using there is generally for a successful set of TikTok songs. Generally speaking, popular TikTok songs from the dataset of 263 “popular” songs always have instrumentalness level between 0-0.2.

In conclusion, energy and danceability are more important than instrument using for TikTok songs.

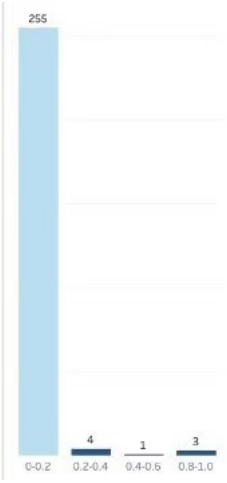
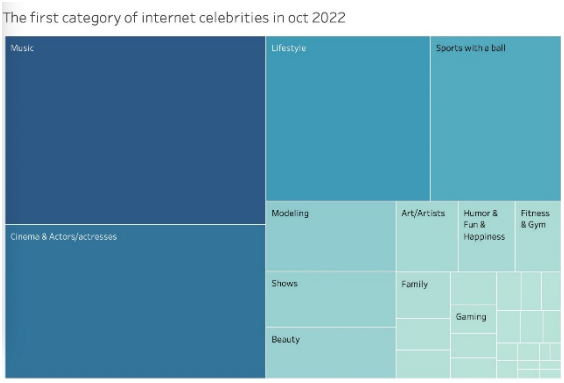


Fig 3. Instrumentalness of Tiktok songs

5. Recommenders' Help to Promote Songs



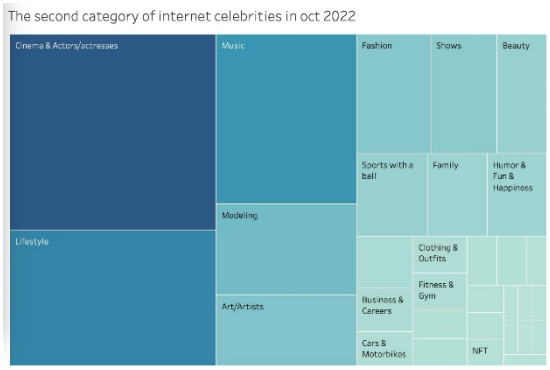


Fig 4. Categories of internet celebrities (a) **Fig 5.** Categories of internet celebrities (b)

Now, suppose you fixed everything of your song and you want to post it to TikTok. We know TikTok operates on video plus audio. So having your audio alone is not enough. How should we choose recommenders to help you promote your songs?

I have another set of data which contains the celebrities in Oct 2022. It is not only based on TikTok but also based on other social media platforms. These users with high followers will be tagged in the background operation. Figure 4 and Figure 5 analyzed their first and second tags and counted them to see which kind of users would get the highest number of followers. The top 5 from first category are music, actors, lifestyle, sports, and modeling. The top 5 from the second category are actors, lifestyle, music, modeling, artists. Repeated tags among them are music, lifestyle, actors, modeling.

So, I suggest you work with people in these fields and think about whether your music can be used as background music for their videos. For example, for a musician, can you ask him to sing or play your music. For users posting lifestyle, can your music be used as background music for their Vlogs.

It is not only important to find the field, but also the location of these celebrities. Location can reflect their background culture shown on the Figure 6. We can use their background to consider people from which region of good at operating social media, and specifically consider what kind of music people like in these regions.

The data shows people in US, British, Russia, Yemen, Thailand, South Korea are more likely to operate social media well. People in these countries tend to have more audiences. Therefore, when we want to find partners, we can first consider the users in these countries, and we can classify by region and observe the music styles they may like by analyzing the music software in different regions, so as to improve the probability of successful cooperation.

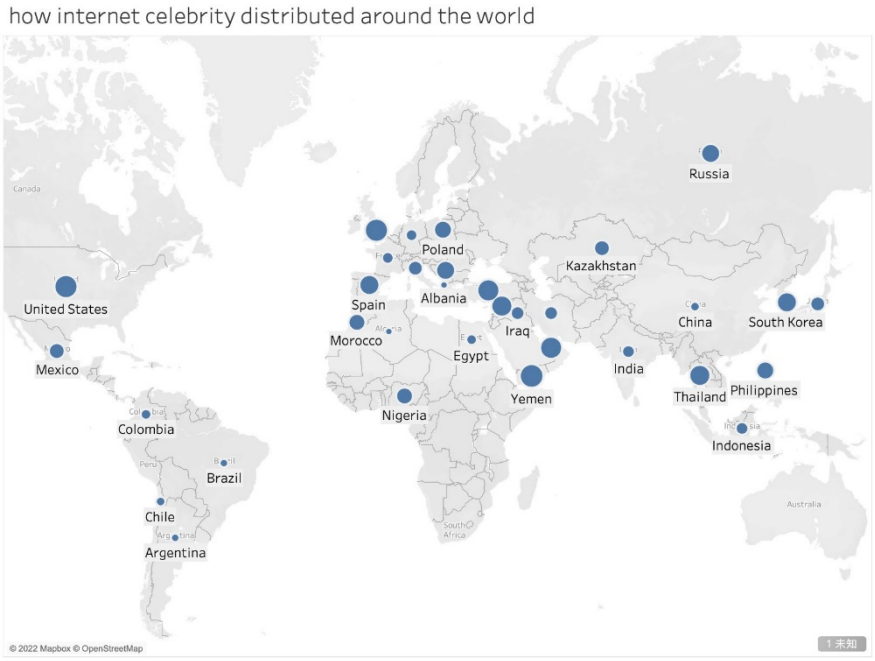


Fig 6. The distributions of internet celebrities

6. Track Data, Learn from Comments

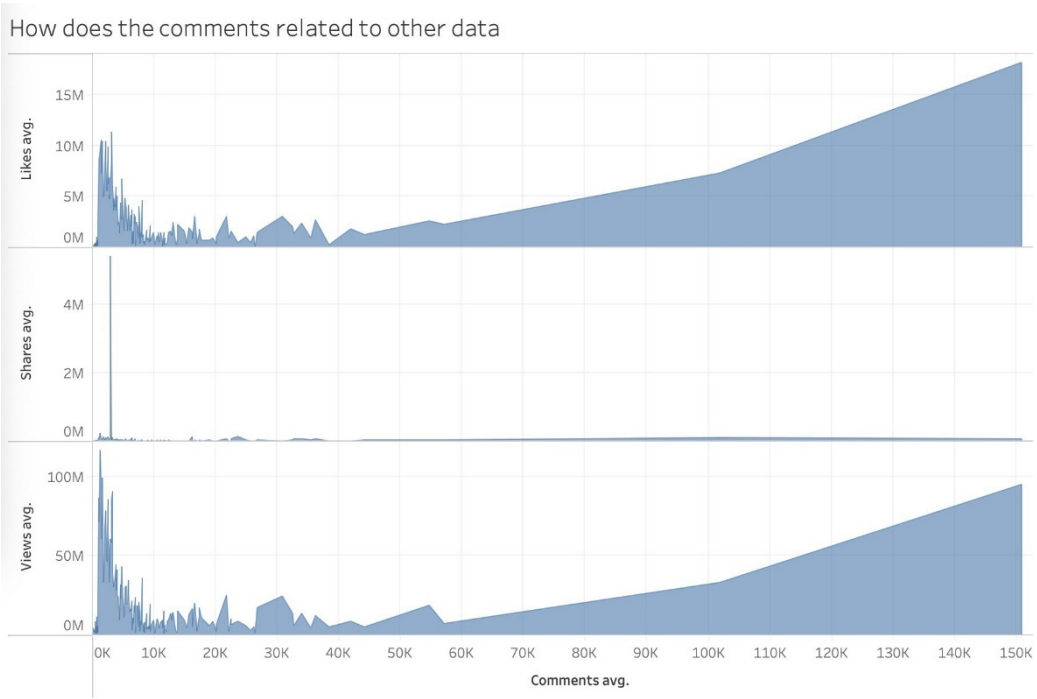


Fig 7. The comments related to likes, shares, and views.

Now that you have your music that you think will become popular on TikTok, you also find someone to work with. Now, assuming the video is released, what's the next step in tracking the data? We all know that more “likes” means more people like your video. High page view of a video means a high visibility, but in some cases, we get subjective comments.

What does the comments relate to them? Are they related?

Based on these questions, I analyzed the relationship between the number of comments and the number of likes, views and shares as we seen on Figure 7.

By analyzing the top 1000 TikTok users, I observed that users with a high number of comments have a high number of likes and views, but there is no direct relationship between comment volume

and share volume. I would say make the topic more open to discussion if you want higher Views and Likes. It's not enough to just have your music, but I want you to think about how you can make the music to be discussed by people. For example, you can plan some topics before upload it.

7. Conclusion

Through Analysis of the article, I find that tiktok usage has increased significantly during the COVID-19 pandemic, which has also Impact the income of musicians who post songs on online music apps such as tiktok and spotify. Overall, musicians' incomes are generally rising(Evangelos 2022). At this point in time, tiktok is new, easy to use, and rewarding. I would advise musicians to try using similar short video music social software to promote their songs. Get more exposure by judging the energy and dance of the piece itself, as well as the influence of outside references.

References

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