

Streaming in TikTok as an innovative development

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Among the innovations in marketing and advertising, I would like to mark out Streaming in Douyin or the international version of Tik Tok.

I would like to start with a brief history of TikTok and Douyin - the two applications from ByteDance, which are alike and different at the same time. The difference between the applications lies in geography. Due to Chinese censorship, users outside China cannot make full use of the social network. Therefore, the developers have created an additional application called TikTok, which is popular outside China.

Depending on the mobile app shop used, users can download TikTok or Douyin. TikTok is available in Google Play and AppStore, and Douyin is available in Chinese application shops. But the main difference between social networks is not at all in geography, although it is caused by geography, different apps have different content and absolutely different internet selections. Blogger profiles popular in the Chinese Internet space have almost no subscribers outside China and vice versa, accounts popular in Europe, America or the CIS have no subscribers in the Celestial Empire.

Initially there was no advertising in the apps, but in 2019 the brand from France tried, for the first time, to promote its product with TikTok short videos. Today, more and more brands and companies are interested in promoting their products in Douyin and TikTok. The easiest and cheapest way to promote in applications is to register a profile, create content and build an audience.

Big brands from many industries including Audi, Michael Kors, OPPO, and Pizza Hut have already run campaigns on Douyin to reach China's Gen Z consumers and smaller brands are experimenting with it as well.

In conclusion, therefore, it can be mentioned that this topic will be of interest to everyone who wants to open and promote their business at minimal expense.