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## Short Video Marketing Methods: An Exploratory Study on “TikTok” in Egypt

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### Abstract

The current study focused on short video marketing strategy to explore the nature of marketing videos via "TikTok" application, by relying on qualitative content analysis, simple observation and applying 21 online semi-structured interviews for users aged 15-27 years.

### Main findings:

- A number of brands used "TikTok", by launching different advertisements, creating an account, and exploiting some of the characteristics offered by the application like hashtag challenge, celebrities and influencers marketing.
- The study showed that respondents have recently used the app for entertainment, watching several celebrity videos, and to make videos based on lip-syncing.
- It was found that respondents consider "TikTok" as entertainment rather than a marketing tool, which meant that videos should be presented in a new and different way, relying on several methods, including "TikTok" celebrities, and using filters and visual effects.

**Keywords:** Short Video, Marketing Methods, “TikTok”.