

A Brief Analysis of Tik Tok's Successful Strategies as a Multi-Sided Internet Platform

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Abstract: Since the establishment of Tik Tok in 2016, its user base has been increasing with good momentum. Compared with the Internet platforms of the same period or earlier, the number of users of Tik Tok and the growth rate of the platform volume has significant advantages. Therefore, the research on the strategies adopted by Tik Tok in various development periods is worth studying and worth learning from emerging Internet platforms. This article analyzes Tik Tok's well-developed strategies, using perspectives in economics and other fields to explain Tik Tok's success. In the writing of this article, a large number of previous works of literature were analyzed and cited, combined with some authoritative data statistics. Finally, the strategies used in the successful process of Tik Tok were found. In addition, after analysis, the conclusion is that Tik Tok uses different strategies at different stages of development. At the same time, regardless of its state and external conditions, the network effect is the core of Tik Tok's strategies. In general, the strategies used by Tik Tok can be summarized as identifying targeted user groups, accumulating user volume, and continuously transforming to provide a more attractive service scope.

Keywords: Tik Tok, multi-sided internet platform, successful strategies

1. Introduction

Since the 21st century, with the continuous advancement of technology, people's lives have undergone tremendous changes. With the popularity of mobile phones and the continuous emergence of various APPs, ordinary citizens' social interaction and entertainment, especially young people, have gradually become closely related to the Internet. In 2016, a legendary social app was born. TikTok, or Douyin in the Chinese market, is an emerging Internet platform with both short-form video viewing and social networking functions [1]. At the same time, the recently implanted live broadcast and shopping functions are bringing continuous income to the platform [1]. Although many social Apps, such as Instagram and Facebook, and a considerable amount of shopping networks, such as Amazon and eBay, have occupied most of the market share, Tik Tok's new attempt at function combination achieved 3 billion downloads in 2021 [2]. However, the success of Tik Tok is not achieved overnight; failures and improvements are accompanied by the expected growth of Tik Tok and its developers. The following text will include an explanation of the development process of Tik Tok, an

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Table of Contents Tok Trending Advanced Strategies

1. Understanding the eBook Tok Trending Advanced Strategies
 - The Rise of Digital Reading Tok Trending Advanced Strategies
 - Advantages of eBooks Over Traditional Books
2. Identifying Tok Trending Advanced Strategies
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Tok Trending Advanced Strategies
 - User-Friendly Interface
4. Exploring eBook Recommendations from Tok Trending Advanced Strategies
 - Personalized Recommendations
 - Tok Trending Advanced Strategies User Reviews and Ratings
 - Tok Trending Advanced Strategies and Bestseller Lists
5. Accessing Tok Trending Advanced Strategies Free and Paid eBooks
 - Tok Trending Advanced Strategies Public Domain eBooks
 - Tok Trending Advanced Strategies eBook Subscription Services
 - Tok Trending Advanced Strategies Budget-Friendly Options
6. Navigating Tok Trending Advanced Strategies eBook Formats

- ePub, PDF, MOBI, and More
- Tok Trending Advanced Strategies Compatibility with Devices
- Tok Trending Advanced Strategies Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Tok Trending Advanced Strategies
 - Highlighting and Note-Taking Tok Trending Advanced Strategies
 - Interactive Elements Tok Trending Advanced Strategies
- 8. Staying Engaged with Tok Trending Advanced Strategies
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Tok Trending Advanced Strategies
- 9. Balancing eBooks and Physical Books Tok Trending Advanced Strategies
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Tok Trending Advanced Strategies
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Tok Trending Advanced Strategies
 - Setting Reading Goals Tok Trending Advanced Strategies
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Tok Trending Advanced Strategies
 - Fact-Checking eBook Content of Tok Trending Advanced Strategies
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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