

TikTok and B2B Branding: A Creative Approach to Video Marketing Insights from a Digital Agency Study

Matthew¹, Theresia Lavietha Vivrie Lolita²

Universitas Multimedia Nusantara^{1,2}
Jalan Scientia Boulevard Gading, Banten

e-mail: matthew3@student.umn.ac.id¹, *e-mail:* theresia.lolita@umn.ac.id²

Abstract

The rapid development of technology and severe contention among businesses urge business-to-business (B2B) organizations to address this by presenting company values through short video marketing on innovative social media platforms. This research aims to discover how B2B companies—in this case, a TikTok Indonesia Partner Award for a creative digital marketing agency—build brand awareness through video marketing strategies on TikTok. This study employed a qualitative descriptive method and approach by collecting interview data with the managers responsible for content creation, optimal strategy creation handling, and social media activation of the TikTok account (“@doxadigital”). From the point of view of the video marketing concept, the study shows that the company used video marketing in a planned and appropriate way at all stages, including planning, production, and activation. This was based on the idea of a video marketing strategy. The study also shows that B2B companies that use video marketing do best when they get paid views. However, more research is needed to determine how B2B companies define themselves by optimizing different parts of their content and changing how they connect with stakeholders in the digital communication generation.

Keywords: B2B companies, video marketing strategies, TikTok, brand awareness, digital communication generation

Abstrak

Dalam konteks persaingan bisnis yang semakin intensif dan kemajuan teknologi yang cepat, organisasi bisnis-ke-bisnis (B2B) dituntut untuk proaktif dalam mempromosikan nilai-nilai perusahaan melalui strategi pemasaran video singkat di platform media sosial inovatif. Penelitian ini bertujuan untuk mengungkap bagaimana perusahaan B2B—khususnya, penerima Penghargaan Mitra TikTok Indonesia dari sektor agensi pemasaran digital kreatif—mengembangkan kesadaran merek melalui strategi pemasaran video di TikTok. Dengan menerapkan pendekatan deskriptif kualitatif, penelitian ini mengumpulkan data melalui wawancara dengan manajer yang memiliki tanggung jawab dalam kreasi konten, pengelolaan strategi optimal, dan aktivasi media sosial pada akun TikTok “@doxadigital”. Melalui lensa kerangka kerja pemasaran video, hasil studi menunjukkan bahwa perusahaan telah menerapkan pemasaran video secara terencana dan tepat pada setiap tahapan, mulai dari perencanaan, produksi, hingga aktivasi, sesuai dengan prinsip strategi pemasaran video. Studi ini juga menemukan bahwa perusahaan B2B yang memanfaatkan pemasaran video mendapatkan hasil terbaik ketika mengimplementasikan tayangan berbayar. Namun, penelitian lebih lanjut diperlukan untuk mengeksplorasi bagaimana perusahaan B2B mendefinisikan identitas mereka dengan mengoptimalkan berbagai aspek konten dan mengubah cara interaksi dengan pemangku kepentingan di era komunikasi digital saat ini.

Kata Kunci: perusahaan B2B, strategi pemasaran video, TikTok, kesadaran merek, generasi komunikasi digital

INTRODUCTION

The business-to-business (B2B) industry is experiencing new challenges that change how it does

marketing, including increasingly fierce business competition, the rapid development of technology, and the fast-paced and fast-moving technological developments of social media. TikTok, the B2B short-video social media platform newcomer (Moseler & Mörk, 2021, p. 442), provides opportunities for B2B companies to start to market themselves and connect with prospects through educational content (Gesmundo et al., 2022, p. 358). Particularly by utilizing video marketing, B2B companies might increase innovation in the future (Fahira et al., 2021, p. 1116). However, adopting an innovation like TikTok can be challenging for B2B companies due to the newness of the technology; for this reason, understanding best practices for short video marketing can be critical to a company's success (Hood et al., 2022, p. 1).

The behavior of consumers, especially Generation Z, in seeking information involves meeting information needs through reliable sources, and it is carried out when people need the information to decide what action to take (Nursanti, 2021, p. 290). Indonesian habits, who spend 8 hours and 36 minutes on the Internet daily, underlie the application of video marketing. Even in 2021, viewers will favor video content more than other formats. This video content is slowly becoming critical social media content for marketers, with shorter video forms making people interact more often. Hence, video marketing is a form of content optimization that can work well for B2B. Sixty-two percent of marketers in the B2B world find this video marketing content very effective for brand growth (Mowat, 2021, p. 8). With videos, they can convey long messages quickly, so consumers can better understand the products and services offered.

There are so few B2B companies on the platform that it is quite possible to make a name for oneself as a B2B specialist on the platform as an industry pioneer (Moseler & Mörk, 2021, p. 450). TikTok is a short-form video-sharing social media application that offers users creativity through a wide selection of filters, sounds, clips, and special effects (Fahira et al., 2021, p. 1116). TikTok's substantial user base among younger demographics, with 27.86% of 13–17-year-olds and 40.32% of 18–24-year-olds, positions it as a strategic platform for B2B marketing (Kemp, 2023). As Indonesia's fourth-most-accessed social media platform, with a 9.1% engagement rate, TikTok offers B2B marketers a channel to reach influential young professionals involved in procurement decisions. The platform's rapid ascent to the sixth most popular social network globally in 2022, with a user base skewed towards females (57%) and males (43%) primarily in the 25–24 age bracket, underscores its marketing potential (Zalutsky & Solntsev, 2022). The trend of B2B managers leveraging digital communications, including social media engagement metrics, to drive sales and customer acquisition further validates TikTok's relevance in B2B marketing strategies (Vieira et al., 2019, p. 1087).

Doxadigital, a TikTok Indonesia award-winning 20-year-old experienced and established creative and digital marketing agency focused on B2B, has started using video marketing to answer the needs of business people by introducing themselves on TikTok. During its journey, it has become an official partner of TikTok, Facebook (Meta), and Google. The company started its video marketing using TikTok as the medium, as its development is swift and it has an algorithm that does not favor big brands. TikTok has an algorithm that allows content to be distributed to a broader audience based on the interests of its users (Fahira et al., 2021, p. 1117), so that all businesses have the same opportunity to be known by people, making TikTok the right platform to get to know companies. Using the algorithm, the company presents content tailored to its target consumers and builds brand awareness with an audience without company awareness through its ("@doxadigital") TikTok account.

With all these achievements, the company is confident that it can position itself as the ideal partner for business people to improve their digital marketing communication activities. Most of the TikTok content contains videos packaged by it with a short duration that have various types of content ranging from the latest business news to sharing knowledge in the world of digital marketing to the excitement of working for an agency. As Table 1 illustrates, Doxadigital has the highest input volume, reaching 147 posts by early 2023. As one of the pioneering digital marketing agencies on TikTok, Doxadigital's post frequency

surpasses that of its competitors. Despite having a substantial follower base, Doxadigital's engagement rate, as collected from Analisa.io, is relatively low when compared to that of its main competitor. In contrast, the agency faces stiff competition from a primary rival, which boasts the highest follower count and average interaction per post among the top three agencies. Toffedev, despite having fewer followers, achieves the highest engagement rate due to its content's ability to consistently attract likes and comments. In this competitive landscape, agencies are compelled to innovate content strategies to effectively communicate with their consumer base.

Table 1: Comparative TikTok Engagement and Activity for Doxadigital's Competitors

Competitor and TikTok username	Followers Number	Post Count	Engagement Rate	Average Interaction per Post
Next Digital Indonesia (“@nextdigital”)	19,900	94	1.86%	Likes: 385, Comments: 9
Doxadigital (“@doxadigital”)	12,300	147	0,08%	Likes: 9, Comments: 1
ToffeeDev (“@toffeedev”)	76	71	2.85%	Likes: 19, Comments: 1
Calibreworks (“@calibreworks”)	4	22	2.5%	Likes: 1, Comments: 1

Source: Data collected through direct observation of social media profiles as of March 2023.

Meanwhile, Doxadigital could compete with one of its main competitors, which has the highest number of followers and average interaction per post among the other three leading agencies. As seen in Table 1 above, the most engagement is on the Toffedev content side because it has a few followers. However, there is already much content, and the average audience often likes and comments, so the engagement rate can be higher. With the competition, every agency is trying to find content to build communication with their consumers.

Within the competitive market landscape, it is incumbent upon companies to meticulously craft their marketing strategies to bolster brand awareness, which is a pivotal factor in achieving market prominence. According to Gesmundo et al. (2022, p. 343–344), businesses that have successfully cultivated brand awareness and recall are categorically differentiated in the market with respect to the goods and services they proffer. Marketers, therefore, must ensure that the content they present is not only pertinent but also engaging, capturing consumer attention and possessing the propensity for further dissemination among individuals familiar with the company's products or services. The construction of brand awareness is paramount, enabling consumers to discern one company from another, each with its own unique identity encapsulated in its vision, mission, and the distinct values that set it apart. Nonetheless, it is often observed that marketers allocate substantial resources to the cultivation of brand awareness in the initial stages with the intent of securing top-of-mind presence, yet they neglect to devise a sustained follow-up strategy. As a result, Sitoresmi (2021) advises B2B companies to adopt a long-term content strategy similar to that of B2C entities, which emphasizes bidirectional communication with customers to foster engagement. According to Agustin et al. (2021), businesses can increase brand awareness while also cultivating potential customers and directing them to the company's owned social media channels by utilizing both organic and paid content on social media platforms. According to the findings of Fahira et al. (2021, p. 1116), TikTok has become an effective platform for marketers to carry out campaigns that significantly increase brand awareness.

B2B companies confront unique challenges compared to B2C companies, such as competition

between brands and building brand awareness. B2B companies need to start using social media to build brand awareness. However, some B2B companies still perceive digital marketing communications on social media as additional and less vital activities, so B2B companies have yet to optimize online content that can answer the needs of their consumers and interact with them. Consumers want to interact to build relationships with companies so that customer journeys occur, affecting decisions. B2B is all about relationships—companies dealing with other companies—but it is also about business people dealing with other businesses. Using digital marketing communications in marketing and sales activities, B2B opens up great opportunities to increase company profits by attracting new consumers (Agustin et al., 2021, p. 1797).

TikTok is a rapidly growing social media platform with a young target audience. Currently, only a few B2B companies represent themselves on the platform. As so often, TikTok is a B2C pioneer that will gain importance for the B2B market in the long term. The most popular communication channels in the B2B sector are corporate websites and social networks (in order of popularity, Facebook, Instagram, and YouTube video hosting). While there is still interest in Instagram, which regularly adds new features and functions, attention has shifted to TikTok and similar channels. It is promising for B2B applications (Bulantseva, 2022, p. 1091). The B2B company uses three planning steps in its video marketing strategy to increase brand awareness on social media, specifically TikTok (Mowat, 2021). It planned its video marketing activities before starting the initial stages of creating video marketing to grow its business. In the realm of video marketing, a structured approach is essential for the successful execution of campaigns. Mowat (2021) delineates this process into three phases: planning, production, and activation. Each phase encompasses specific activities that contribute to the overall effectiveness of video marketing efforts. The following Table 1 outlines the key aspects of each phase, providing a clear framework for understanding the comprehensive process of video marketing strategy.

Table 1: Phases of Video Marketing Strategy: Planning, Production, and Activation

Step	Description
Planning	It involves setting goals, understanding the target audience, and developing a content strategy. It includes determining the type of video content created, the message it will convey, and how it aligns with the brand's overall marketing objectives.
Production	Focuses on creating the video content. This includes deciding on the video types and platforms, using multi-video campaigns, live videos, and webinars, and creating and editing video campaigns on a budget using DSLRs and smartphones. It also involves building the perfect content hub and ensuring interactivity and optimization of the video content.
Activation	It pertains to launching the video campaign and includes pre-launch preparation, launch day activities, and post-launch review and iteration. Activation strategies cover effectively disseminating the video content, engaging with the audience, and measuring the campaign's success through testing and analytics.

Source: Mowat (2021)

Table 1 encapsulates the essence of a structured video marketing campaign, as Mowat (2021) proposes. By adhering to this framework, marketers can ensure that each phase of their video marketing strategy is executed precisely, ultimately leading to a more impactful and successful campaign.

It also provides a detailed description of strategic planning to select suitable and effective marketing media and content to convey messages attractively to consumers so that they differ from other brands. The company's brand awareness competes quite tightly with that of other agencies. As a digital marketing

agency, the company needs to increase its brand awareness regularly so that the audience can better know and trust it as an agency with a different approach than other agencies. Social media from TikTok ("@doxadigital") is considered to be very active by making video marketing with entertainment yet educational sketches to convey messages about their services to the audience, so TikTok has been the most trusted creative digital marketing agency for 2022 and 2023. Although the company's positioning as an agency that has received an award as 'the best digital agency' from TikTok Indonesia has increased, the number of profile visits on TikTok has decreased by 15.7 percent. The primary issue this study seeks to explore is the company's method to increase brand awareness using a **video marketing strategy** on TikTok.

B2B companies should explore social media in their environment to reveal marketing and sales opportunities (Agustin et al., 2021, p. 1797). Scholars have studied how B2B companies use social media channels, including Facebook, LinkedIn, YouTube, Twitter, blogs, and Instagram (Andersson & Wikström, 2017, p. 1105), but very few have discussed TikTok more. Therefore, it is necessary to deeply understand how to design content on TikTok with B2B consumer targets through video marketing as a company strategy to build brand awareness.

Methodology

This inquiry examined the outcomes of the company's video marketing initiatives as discerned from interviews with key informants. The conceptual framework of video marketing strategy was used to make sense of the empirical findings. Paradigm is a crucial aspect that can assist in interpreting research results. Bogdan and Biklen (1982) posited that researchers bring to their studies a set of presuppositions and conceptual frameworks that shape their scholarly perspective as articulated through a research paradigm (Moleong, 2017, p. 49). This investigation is anchored in the post-positivist paradigm, which evolves from and refines the positivist tradition. The research adopted a post-positivist stance, emphasizing empirical inquiry and hypothesis testing. Data was systematically gathered through rigorous, in-depth interviews and meticulous observation of content strategies, engagement tactics, influencer collaborations, algorithmic comprehension, and cross-promotional activities on Doxadigital's TikTok platform. These observations provided practical insights into video marketing strategies on TikTok for B2B branding, reflecting the post-positivist goal of empirically evaluating and refining digital marketing theories.

The post-positivist paradigm underpinning this research facilitates a systematic interpretation of the findings, allowing for empirically testing hypotheses against the backdrop of established theories. This study explored whether the B2B company has followed Mowat's (2021, p. 120) video marketing strategy phases as its primary marketing communication tool. The research collected primary data through interviews with the agency's strategic manager, paid ad optimizer lead, and content creator, and secondary data from research reports in journals, books, and TikTok. The collected data was analyzed by thematic analysis, which is a qualitative research method used for identifying, analyzing, and reporting patterns (themes) within the data.

RESULTS AND DISCUSSION

Adhering to Mowat's (2021) comprehensive framework for video marketing, the examination of Doxadigital's utilization of video marketing on TikTok to enhance brand awareness is encapsulated within a meticulously structured planning paradigm. This paradigm is essential for marketers to deliberate prior to initiating video marketing endeavors aimed at catalyzing business expansion. The research delineates the palpable outcomes of Doxadigital's video marketing strategies, ascertained through methodical interviews with pivotal stakeholders, including the strategic manager, digital advertising strategist, and content creator. These outcomes are subsequently analyzed within the confines of established theoretical

frameworks. The essence of Doxadigital's strategic approach is encapsulated in the formulation of plans that are in alignment with the company's overarching objectives, coupled with the integration of innovative concepts that have the potential to fortify the brand's objectives. The cornerstone of efficacious planning is the employment of data derived from consumer or target market research, which serves as the foundation for informed decision-making processes.

Planning:

The Doxadigital company formulates plans aligned with its goals, actively incorporating all creative ideas that may enhance the brand's objectives. Planning is effective if it is prepared based on research data from consumers or the target market. Therefore, it takes seven aspects to build an excellent plan: campaign objectives, target audience, sales funnel, channel, message, activation, and KPIs and metrics.

Campaign Objective

Based on the interview with the strategic manager, it was elucidated that Doxadigital is employing video content to disseminate awareness among business professionals unfamiliar with the platform. The strategic manager further explained that this awareness-spreading initiative holds the potential to generate new leads for Doxadigital. The ultimate objective of this lead generation is to convert these leads into sales, thereby driving the company's growth. The objective is aligned with what Agustin et al. (2021) stated: that video marketing, recognized as a potent method in digital marketing communication, offers substantial prospects for B2B enterprises to augment their profitability by drawing in new clientele.

Besides, the strategist for ad optimization articulated his emphasis on using video marketing in conjunction with advertisements for sales purposes. The aspiration is to acquire potential clients originating from leads who will complete the form on the Doxadigital website. This form is interconnected with Doxadigital's video marketing content, seamlessly integrating client engagement and the company's marketing efforts. Meanwhile, in the original statement of the content creator, several objectives are outlined. Primarily, the introduction of Doxadigital is emphasized, asserting its expertise in the digital realm. This introduction serves a dual purpose: it not only positions Doxadigital as a leader in the digital field but also contributes to the company's branding within the employee sphere. Consequently, this strategy attracts potential employees while reinforcing Doxadigital's digital expertise. Overall, the content answered the business's primary goals by creating short videos and marketing related to funny content relevant to the business in the digital world. The content creator shared that Doxadigital also focuses on **developing awareness** for its audience in a fun and organic way so that the relationships built feel more emotional by providing content that follows the actual situation at the company. That way, communication with the audience will be more personal (Kingsnorth, 2016, p. 186).

Mowat (2021, pp. 82–83) said that brand video marketing is an interesting process because it involves a lot of different people from different business sectors, and these people always have slightly different goals. The interview results support this by showing that these goals are different. However, Mowat (2021, p. 83) suggests that a company should establish a primary goal early to help it prioritize its main objectives by focusing on a single problem and determining whether to use a short-term plan for new product introduction or a long-term plan for brand building.

Target Audience

According to the assertions made by three distinct interviewees, the primary demographic of Doxadigital comprises micro, small, and medium enterprises (MSMEs) or brands currently positioned within the middle tier of their respective markets. These entities typically possess sufficient financial

resources but lack comprehensive expertise in digital technology, which is crucial for business expansion in the modern era. Consequently, Doxadigital positions itself as a strategic partner, offering tailored solutions that align with these businesses' specific needs and budgetary constraints, thereby facilitating their transition and growth within the digital landscape. Echoing Mowat (2021, p. 84), the interviews validate that a B2B company needs to know in depth what emotional sides encourage an audience to take action from messages and what audience personas must be adjusted to feel relevant to the content created before communicating with them on social media through content creation. Walter and Gioglio (2014, p. 173) also suggest that it needs to evaluate what the audience wants so that video marketing can attract their attention on a personal level.

According to the observation from the strategic manager, business leaders and managers possess psychographic characteristics centered on the growth and development of their enterprises. Those with managerial roles are tasked with achieving objectives that align with the company's established goals. To successfully meet these targets, managers often require the assistance of a reliable external party or outsourcing entity. As consultants and implementers, these third parties play a crucial role in facilitating the attainment of managerial goals. Meanwhile, business owners consistently seek new opportunities to ensure the stability and expansion of their business, focusing on increasing sales and acquiring additional customers. In line with Mowat's (2021, p. 85) underpinnings, the interviewees articulated that once a comprehensive definition of the target audiences is established, the factors most likely to elicit their engagement should be considered, and these elements should be incorporated into the video content. The target audience's summary based on the interview data can be encapsulated in Table 2. This table presents a condensed overview of the key findings related to the target audience derived from the interviews.

Table 2: Target Audience

Audience Parameter	Description
Geographic	Urban areas: Jakarta, Bandung, Tangerang, Batam, Medan, and Makassar
Demographic	Business owner and managers have a minimum bachelor's degree in education, male or female
Age	Millennials: 25–50 years
Job	Business owners, managers, advertising agency leaders, or brand owners
Company size	Micro, small, and medium enterprise (MSME) businesses with middle- to upper-range budgets for advertisements
Psychographic	<ol style="list-style-type: none"> 1. Needs to be more familiar with and provide support in developing the just-started or ongoing company's more in-depth digital marketing communications strategy. 2. Focus on growing the business to benefit more from increased sales and consumers due to its relatively small market presence 3. Aspire to find the best method for achieving company targets within a certain period. 4. Recurrently use third parties to facilitate marketing activities to achieve company goals

Source: Interviewee, personal communication, March 2023

The company has planned arrangements to target audiences based on interest by using an algorithm to display video marketing to an audience interested in advertising agencies or services to maximize the use

of paid media. It also targets an audience that has visited the TikTok website page so that the audience will revisit the company's website and TikTok. So that video marketing can work more optimally to achieve company goals, more people will see it. In accordance with Mowat (2021, p. 85), an effective approach involves contemplating the emotional drivers of individuals. 'Personal drivers' encompass the emotional triggers that can deeply resonate with an audience, including their aspirations, apprehensions, and public and private ambitions. The emotional drivers of a person are significantly relevant to the psychographic section in the target audience parameter shown in Table 2. It provides a deeper understanding of what motivates and drives a person's decisions, which can be leveraged to create more effective and resonant marketing strategies, including video marketing.

Given the necessity of social media for the enhancement of B2B marketing efficacy (Vasudevan & Kumar, 2018), Doxadigital has honed its focus on a target demographic comprising advertising agencies and business professionals, thereby enabling a more concentrated effort on product development. By understanding and addressing the emotional drivers of their target audience, companies can create video content that resonates more deeply, leading to higher engagement and conversion rates. The emotional drivers of Doxadigital's customer profile, likely to include trust, confidence, and the desire for stability and growth in their businesses, are significant in influencing their actions. This significance arises from the complex nature of B2B purchases and their potential impact on the buyer's job and company success. Companies like Doxadigital must comprehend and address these emotional drivers in their video marketing strategies because B2B customers frequently have emotions that are closely related to their professional and business aspirations.

Sales Funnel

To make video marketing effective, B2B companies need to know at which stage the audience is in the sales funnel, starting from the awareness, consideration, and action stages. Each stage of the audience requires content that needs to be adjusted to influence the audience (Mowat, 2021, p. 90). However, based on the outcomes of the conducted interviews, it has been observed that there exists dynamism in the understanding among strategic managers, strategic ad optimizers, and content creators. These differences pertain to identifying the stage in the buyer journey at which the audience of Doxadigital is situated. Interviewees' perspectives did not fully align with the assessment of customer positioning within the sales funnel in identifying the stages at which potential clients engage with the brand. The content creator stated that the company focuses on audiences in the awareness stage and directs them to the action stage, while the strategic manager and the ad optimizer strategist share their identification that their customer is already in the action stage. This observation underscores the necessity for a unified comprehension of the buyer journey across all roles to ensure effective strategic planning and execution. Mowat (2021) posits the principle of "less is more," advocating for a focused approach to the sales funnel and suggesting that companies should concentrate on one funnel segment at a time. This perspective aligns with the understanding that a knowledgeable marketer is cognizant of the brand's strategic direction and should periodically reassess the digital marketing funnel in light of the brand's objectives.

Distinctiveness and interactive engagement are essential in facilitating consumer decision-making processes. According to insights derived from an interview with the strategic manager, the organization has adeptly harnessed the capabilities of search engine optimization and TikTok engagement to provide a preliminary introduction to the company and cultivate potential leads. This strategic approach has significantly augmented brand visibility and catalyzed more substantive interactions with the TikTok demographic. This strategy entailed propagating brand consciousness through ancillary channels, thereby nurturing proximity to the creative and digital agency known as Doxadigital. The data from the interviews

resonate with Gesmundo et al.'s (2022, p. 358) perspective on the sales funnel positioning that, owing to the diffusion of brand awareness, the brand of a company has achieved a level of recognition within its category that simplifies the consumer decision-making process when selecting the requisite product or service.

An efficacious message and key elements are imperative for expediting the audience's response to desired actions. In accordance with the strategies proposed by the ad optimization strategist, Doxadigital employs video marketing techniques **to attract potential clients**. The primary objective of this approach is to convert these prospects into customers, thereby driving sales. The anticipated form of engagement involves prospects completing a form on the company's website. Subsequently, an account executive from the company follows up with these individuals to further the engagement process and interact via WhatsApp chat.

Channel

The strategic manager observed that TikTok's rapid growth has led to a user base that aligns with their target market, including business people and various other demographics. The ad optimizer strategist expressed a desire to capitalize on TikTok's popularity to attract new clients, indicating a shift in focus towards this platform. The content creator also acknowledged the significant potential of TikTok, suggesting that it would be a missed opportunity not to leverage this platform. They further emphasized the platform's value for employer branding and introductions, given its current prominence. According to the advertising optimization strategists, Doxadigital employs video marketing on TikTok's social media platform to attract potential clients. Their primary goal is to convert prospects into customers to drive sales. The expected form of engagement entails prospects interacting via chat and completing lead capture forms on Doxadigital's website. Subsequently, account executives follow up with these leads to advance the sales process. In the realm of social media communication, the judicious selection of channel categories and the formulation of substantial ideas are imperative for the generation of high-quality content that distinguishes a company from its competitors (Akbari et al., 2022, p. 160). To focus content creation efforts on a single channel, a company must first understand which platforms its target audience actively utilizes. When the preferred platform of the intended consumers is already known, Mowat (2021) suggests that investing additional time and resources to generate content across multiple channels is frequently unnecessary and inefficient. Strategically concentrating production on the channel most aligned to audience consumption patterns enables businesses to optimize their content approach. Furthermore, the platform has considered the Business Creative Center for companies with difficulty finding representative figures, especially in the B2B sector, to promote their services on TikTok. It is a tool that supports the creation of simple but impactful videos, in pure TikTok style, for those brands that want to be creators themselves.

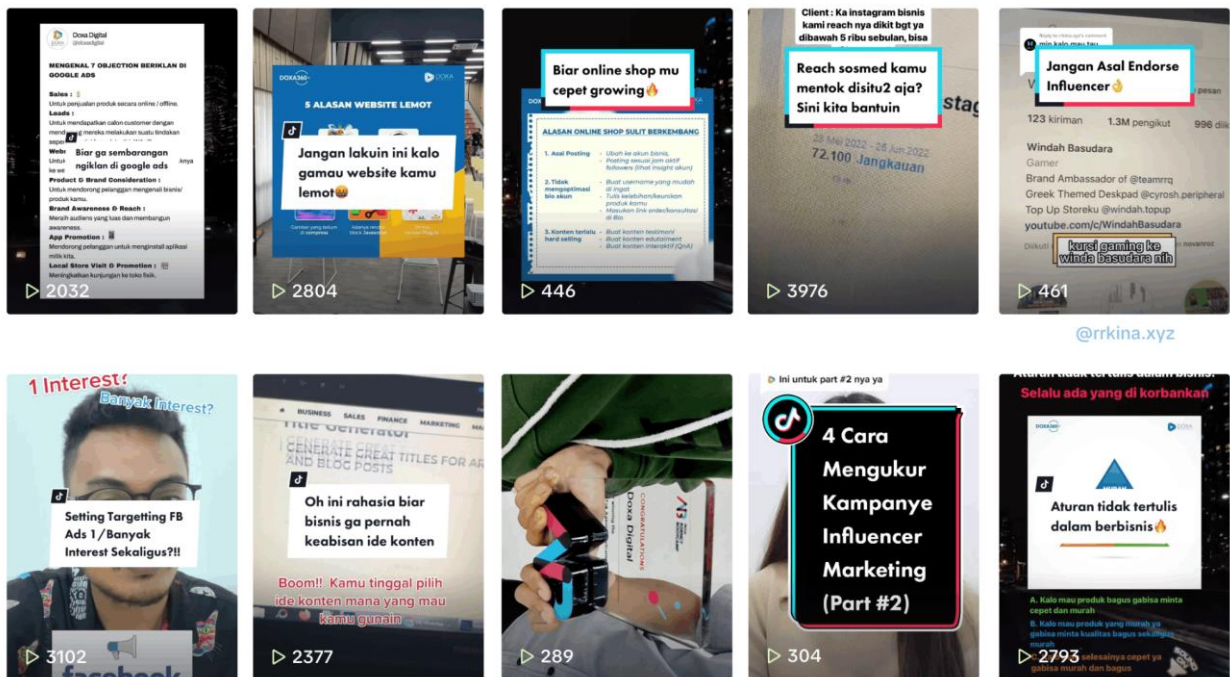
The data indicates that Doxadigital's TikTok platform has experienced exponential increases in user engagement metrics and now reaches a broad, diverse audience that overlaps significantly with the company's target demographic of business owners and managers. This expanded user base provides opportunities for Doxadigital to generate additional sales leads by promoting products and services relevant to small business owners through native video ads and influencer sponsorships directed at the TikTok platform's users. TikTok's appeal is in part because it is a social media platform, a web 2.0 application where users create and exchange content, or user-generated content (UGC) (Fuaddah, 2021, p. 1116), and because, unlike traditional social media platforms like Twitter and Facebook, TikTok adopts a decentralized mechanism of content production (Hood et al., 2022, p. 2). However, further research into optimal advertising strategies is necessary before allocating a significant marketing budget to this emerging channel. Given TikTok's user-generated content features, Doxadigital can leverage customized content adapted for

this platform to resonate with the engaged target market.

Key Message

According to the content creator, Doxadigital positions itself as a digital expert, offering a range of services including digital advertising, social media, content, web, SEO, and various platforms that support client businesses in the digital world. The ad optimizer emphasizes Doxadigital's partnership with Tiktok, suggesting that this makes them an ideal partner for clients' advertising needs on the platform. The strategic manager, on the other hand, underscores that Doxadigital is a creative and digital agency that assists businesses of all sizes, from MSMEs to enterprises, in their digital development. So, Doxadigital, the digital marketing agency, adeptly communicated its proficiency and established a partnership with TikTok, bolstering its reputation as a capable partner for enterprises seeking to navigate the digital marketing landscape. Mowat (2021) posits that the extent to which audiences engage with content is contingent upon the relevance of the content to their interests or needs. This underscores the necessity for a central message in every marketing video, which serves to communicate crucial information that aligns with the audience's expectations. Consequently, the formulation of this message demands relevance and brevity. The encapsulation of the content's message in a succinct and concise manner is instrumental in facilitating the emotional transmission of the company's message to its audience.

Figure 1: Doxadigital's Display of Digital Marketing Proficiency Through TikTok Content



Source: Doxadigital. (2021-2023). Retrieved from <https://www.tiktok.com/@doxadigital>. Doxadigital Tiktok account ("@doxadigital"), December 28, 2023

Doxadigital formulates its content around carefully considered key messages that seek to enthrall and address the particular needs of their target audience. According to Mowat (2021, p. 96), the effective communication of a company's ethos to its audience can be achieved through key messages that are both relevant and succinct. This approach can lead to an increase in the duration of content engagement. It is incumbent upon content creators to meticulously craft messages that captivate the audience and resonate with their needs, ensuring that these messages are both exhilarating and pertinent. Figure 1 below presents

a curated selection of social media posts demonstrating Doxadigital's proficiency and innovative approach within the digital marketing landscape.

Doxadigital's content creator shared that the company employs a variety of pillars of content to effectively communicate their key messages and guide their content creation strategy. This includes primary content that centers on business information pertinent to digital marketing, humorous memes that entertain the audience while maintaining relevance to digital marketing, For-Your-Page (FYP) content on TikTok, and content that showcases the vibrant work culture at Doxadigital. This strategic approach to content creation ensures that the company's messaging remains consistent and engaging across different platforms. Disseminating information effectively to capture the attention of a target market is imperative for enhancing brand recognition, particularly for digital marketing agencies such as Doxadigital. According to Fahira et al. (2021), interactive content that transparently communicates details like pricing, production, and quality while also fostering trust increases consumer engagement. The authors contend that employing such technologically driven communication strategies can be mutually beneficial, leading to increased consumer satisfaction and corporate profitability.

Povolna (2017) highlights the significance of Doxadigital's expertise in the digital domain, emphasizing the importance of conveying the company's competitive advantages to enhance audience awareness. To facilitate efficient communication, it is crucial to optimize video messages, which can contribute to the achievement of the company's objectives and augment its brand value. Additionally, Andersson and Wikström (2017) propose that disseminating up-to-date business information about digital marketing constitutes another strategic approach. This enables the company to engage with other businesses, sharing insights about the products or services on offer, and progressively fosters the development of business relationships.

KPIs and Metrics

The interviews reveal how these experts analyze campaign efficiency using cost per conversion or lead metrics, balancing numerical targets with qualitative factors like lead quality. TikTok presented a breakthrough for decreasing customer acquisition costs while maintaining outcomes. The ad optimization expert explained that a key metric they analyze is cost per result (CPR), which refers to the cost incurred to acquire a conversion or desired action on a website, such as a lead or sale, referring specifically to users submitting forms and becoming conversions on a website. They aim to keep CPR below IDR 40,000–50,000 (Indonesian Rupiah), as higher CPRs are considered inefficient. Beyond CPR, evaluating lead quality is also important; they examine the percentage of quality leads out of the total leads generated. There is no fixed target for the number of leads; the focus is optimizing lead quality while maintaining reasonable CPR. In video marketing employing paid media activation strategies, it is imperative to delineate key performance indicators (KPIs) and construct a matrix predicated on the cost per result (CPR) metric. The CPR is derived from the conversion rate, contingent upon the audience's engagement by completing a form on the associated website. The efficacy of the matrix is ascertained through the caliber of the leads procured. The evaluation stems from the quality of the leads acquired. This measurement depends on the channels used, costing up to IDR 400,000 per lead. With KPIs set based on CPR to increase sales activities, it will take time to calculate and predict the future, making companies focus more on the short term (Mowat, 2021, p. 103).

CPR stands for "cost per result" and is a metric used to measure the cost-effectiveness of digital advertising campaigns. It divides the total advertising expense by the quantity of conversions or outcomes (such as leads or sales) that the campaign produced. Meanwhile, cost per lead (CPL) measures the cost of acquiring a new potential customer or lead. The calculation is the sum of all marketing expenses divided by

the total number of leads obtained. Cost per lead helps assess marketing campaign cost-effectiveness and optimize budget allocation across channels. The strategic marketing manager also touched on cost per lead, which is the cost to acquire a lead. They aim for a target cost per lead of around IDR 400,000 based on benchmarks from other channels. Recently, using TikTok marketing, they have decreased the cost per lead to IDR 7,000. However, the quality of these leads was inadequate. After optimization, the cost per lead increased to IDR 17,000–20,000, producing higher-quality leads. On average, 50% of leads at this cost level were deemed high quality. Factoring in quality, the effective cost per quality lead doubles, equating to IDR 40,000. This is still 10 times lower than the initial benchmark of IDR 400,000 per lead.

Rather than setting arbitrary targets, Doxadigital tracks improvements in these metrics over time. For example, increased social shares and feedback indicate video quality and relevance enhancements. Doxadigital wants to increase the engagement rate (ER) for its TikTok account from the low engagement rate, which is 0.08% of the ER level as of March 2023, in accordance with the detected evidence by regularly optimizing content in light of audience response. To effectively assess video marketing initiatives' success and determine individual video assets' efficacy in achieving predefined goals (Mowat, 2021), companies should establish key performance indicators (KPIs) focused on long-term impact rather than solely short-term sales. Two salient measures include audience engagement and cost per lead generated. Audience engagement encompasses metrics such as viewership, reach, and interaction with video content (Kingsnorth, 2016).

The results of evaluating the performance of the published content through a summary of TikTok impressions, which includes the number of followers, viewers, likes, shares, and comments, serve as a gauge of the video marketing strategy's implementation success. These impression summaries are visible in the TikTok profile, which will later display content performance data over a certain period. The data set is the engagement rate (ER) in market-driven digital communications (Vieira et al., 2019, p. 1086). According to Fahira et al. (2021, p. 1117), evaluating the engagement rate before and after the project's implementation can help determine the success of a video marketing strategy. In this context, video marketing refers to the firmographic segmentation strategy, which involves classifying customers based on shared company characteristics such as industry, geographic location, company size, number of employees, performance indicators, and sales cycle stages. By analyzing the engagement rate before and after implementing the firmographic segmentation strategy, businesses can evaluate the effectiveness of their marketing efforts and make data-driven adjustments to improve their targeting and personalization strategies.

Currently, the company uses different hashtags in each of its videos, but it needs to maximize the use of hashtags in the videos. A brand can develop audience attention by taking a social and humane approach to creating content. By focusing on the criticisms and comments given by the audience, the brand communicates with them to build intimacy. Besides, the hashtags in each video are explicitly devoted to building brand identity. So, when people who want to search for the brand can go through the hashtag, the method used results in a 50% increase in customer engagement (Fuaddah, 2021).

Production

The individual responsible for creating content explained that the process of video production begins with a brainstorming session. The primary objective of this session is to identify the key message that they aim to communicate through the video. Current trends have a significant impact on the choice of the best concept, which includes taking into account potential video and music elements. The team also benchmarks various types of popular videos to determine which ones align with their needs. After this evaluation, they select the most suitable options for their video production. Fahira et al. (2021, p. 1117) suggest that during the creation process, the pre-production stage gathers basic information and an overview to serve as a

reference for creating video content. This stage better involves sequentially conducting owner interviews, reference searches, expert interviews, TikTok user interviews, and creating and reviewing video concepts. After all the planning, Mowat (2021, p. 107) suggests that companies need to produce marketing videos that can convey messages differently from the number of videos on the market and impact them.

In the creative briefing, the content team must be able to convey the predetermined key messages and demonstrate the company's value. The company's value is transparency in its work, which does not overpromise, yet its content is encouraged not to offend other parties. The production team will initiate a brainstorming session after explaining. The primary task involves identifying the theme the company wishes to incorporate into its video marketing. Simultaneously, they will consider the objects included in the video marketing and the potential forms of content, enabling appropriate adjustments. The format and dynamics of the video content must be recognizable and familiar to users.

According to the strategic manager's proposition, content that is solely instructional is deemed less efficacious on the social media platform TikTok. The integration of an emotional component is essential to augmenting the success of video marketing strategies. A viable tactic involves the amalgamation of emotional and factual elements, utilizing themes that emphasize the dedication extended to the audience. This is particularly pertinent for individuals who express skepticism towards Doxadigital. Therefore, the incorporation of factual elements is indispensable to substantiate credibility and establish oneself as an authorized partner of TikTok. According to Mowat (2021, p. 114), when creating video marketing, it is essential for companies to consider the structure of each piece of content. This includes the integration of emotions, facts, and actions.

The concept involves using a theme to foster an emotional and factual approach that enhances the dedication of those critiquing the company towards the audience. Positioning the business as an official TikTok partner requires a factual element that can persuade. The company's founders actively elucidate how the company can assist in growing the audience's business and the benefits that the audience can reap. It also positions itself as a business partner that wants to help business people continue to develop through social media such as TikTok. It also shows that the company is an official partner of TikTok by showing the awards owned by the company. As observed in some videos, the company emphasizes that people who are currently having difficulties developing their businesses in the digital world can help increase their sales or brand awareness.

From an emotional standpoint, the audience will be more convinced that the company has shown that it is the official partner of TikTok. In addition to predetermined themes, the internal production team also looks for ideas from video or audio that are trending on TikTok and happening around the company for inspiration. The video trend chosen as inspiration must still match the company's persona, so it goes smoothly. After collecting all the ideas, the production team seeks approval from the strategic manager before writing scripts and storyboards. In the approval process, the manager focuses more on the message delivered because the right message will produce quality people and avoid a too-ambiguous message attracting those who do not follow the company's goals. Since the main message from the company is for people who already have a business with enough budget to advertise, the production process can be faster and more direct later. After getting approval and designing scripts and storyboards, they entered the production stage, starting with selecting the set locations for shooting, which often happens from the office. To get a more optimal final production result, the company also needs to pay attention to the placement of lighting, camera angles, and talent selection, in contrast to production preparation for video marketing, which uses video clips from sources outside the company that only need to be edited and added later.

In the production process, the company involves the content team, which plans ideas and also takes pictures; there is also a videographer who will help the content team take videos and edits; and for talent, they often use employees at the company to fill in the company's video marketing. The video marketing

production schedule is carried out five times a week with various themes. The company often creates spontaneous videos without a storyboard in advance and arranges the lighting first to demonstrate the natural and honest work environment to its employees. For example, the content showcases the creative and enthusiastic employees working for the company and includes scenes of employees joking with each other. The production stage covers preparing the needs for images, videos, and other elements, which are then processed digitally and combined to produce complete content (Fahira et al., 2021, p. 1117).

After completing the production process, the videographer conducted advanced editing during the post-production phase, including the integration of animation effects. The resulting images and video clips were digitally processed using Adobe Premiere Pro and VN Editor software. Subsequently, the company conducted a comprehensive review of the content before its distribution (Fahira et al., 2021, p. 1117). The content team, however, is responsible for more straightforward editing. The editing style that is in demand by the audience is the short edit style. Though this simple and light editing style was for the Generation Z audience, it turned out that the Millennial audience was also enjoying it. The strategic manager reviews the completed edits to determine if anything requires further content. Once confirmed, the content team will upload the video marketing, and the advertising team will activate it further.

After the video is uploaded, the internal team waits one week to review it and provide regular feedback. In the next few weeks, they collected data based on the audience's habits in choosing content. Video marketing is more desirable so that the content created can adjust to what the audience likes in the future. Optimization can start with content, video delivery style, or content delivered on TikTok as the one focused channel. However, before the review stage, it is necessary to go through readjustments so that other channels can disseminate the videos (Mowat, 2021, p. 128). The company's video marketing department must complete paperwork related to a brand contract or cooperation with other parties. They will actively complete this paperwork related to a brand contract or cooperation with other parties.

Activation

In an effort to enhance the performance of its planned video marketing, the company has elected to utilize both paid and owned media. The company has established performance indicators and matrices, which gauge the percentage of awareness and consideration generated, to guarantee the success of this activation. These indicators are monitored via data from the TikTok analytics dashboard. The company employs funnel analysis to identify potential issues in the activation process, thereby enabling further optimization of the activation method. To optimize the efficacy of video marketing, the company must align its activation strategies with its primary objectives. Different activation modes can be leveraged to varying degrees, depending on the specific goals (Mowat, 2021, p. 97). For instance, video marketing that utilizes paid advertisements has seen an increase in cost per lead. This issue, whether it manifests as a decrease in the number of leads or a price increase, necessitates intervention at the creative or activation level. The company can determine which type yields more optimal results by conducting experiments on two distinct types of creativity separately.

In addition, the company also carried out a cross-funnel comparison to see which media channel could work better for the activation. For B2B businesses, the choice of channels must consider the audience's desire to transact on that channel. Each audience has different needs and messages, allowing the company to focus more on making more efforts. To achieve this, each company needs to adjust the activation to its goals and carry out activation activities on social media (Mowat, 2021, p. 131).

The company's activation focuses more on using paid views because it wants faster results without requiring more effort. Like viral views, which require a more complex campaign to attract the audience's attention, building a campaign requires a lot of human resources to support its running. Companies at least

need to set up funds to help develop their brand by advertising one post on social media. The strategic manager explained that the better results that come from paid views—which are faster than those that come from organic views—meet Doxadigital's goal of quickly generating leads. The company has generated 80% of all qualified leads through paid media. The strategic manager also disclosed aspirations for additional leads by allocating a budget for paid views and exploring other channels, including YouTube Shorts. This strategy aims to enhance the company's lead generation capabilities, contributing to its growth and success. This contrasts with organic views, which yield higher engagement and awareness. This form of video marketing is implemented through paid views, presenting content that encourages business professionals to collaborate with the company, leveraging the benefits the company can provide. Paid views have emerged as a potent method for brand and sales expansion across all social media platforms (Mowat, 2021, p. 145). Furthermore, paid social media content enables companies to foster brand recognition while offering consumers prospects that are advantageous to the company (Agustin et al., 2021).

The strategic manager acknowledges the value of activating owned views, though they constitute a smaller proportion compared to paid views. He believes that while paid views can yield rapid and significant progress, they do not represent a sustainable strategy for the **long term**. Consequently, the company plans to establish a division that will allocate 50% of views to owned media and 50% to paid media, then actively invest in generating organic views through owned media. Through video, as one of the interactive media, customers or business relations would become confident and trusted through all the advantages and sophistication; accordingly, the company could build genuine relationships with them and maintain long-term partnerships to establish relationship marketing to generate loyal and professional consumers (Rizaldi, 2014, p. 80). Additionally, it is important to note that impressions from earned social media enhance owned media rather than paid media (Vieira et al., 2019, p. 1085).

The content creator posits that the company leverages owned views through the use of internal cross-platforms, including TikTok, Instagram, and web articles. The company's strategy involves utilizing social media to engage with its audience and disseminate information about content produced on other platforms. The goal of this strategy is to shift the attention of viewers from one platform to another, thereby increasing the visibility of the created content. The company recognizes that each platform hosts a unique audience with distinct preferences. Therefore, it deems it essential to reach these audiences to effectively communicate the company's information across all platforms. The company also wants to build an audience that already likes and is loyal to the company brand so they can have a long-term relationship. Activating owned views requires companies to interact with audiences to build organic relationships, generate sales, and build a loyal brand audience. Besides, with owned views, the costs incurred can be lower, but it requires more effort to create the content.

To activate organic video marketing, Doxadigital provides a type of video marketing content that provides information and education about business. Starting with how to develop a business, it can also explain tips on how people can advertise and news about the trending business world. Considering the need for improvement in engagement from the company's organic video marketing activation, there still needs to be a variety of content types, including fact-filled content explaining the company's work results and updated business information showing the company's environment. Less attractive to the target audience. Companies focus on getting their content into 'For Your Page' (FYP), which means their content is included on the main page of TikTok so that more people can see it and can increase brand awareness (Andhika et al., 2022). Additionally, Hayati and Sudradjat (2022, p. 425) suggested, Doxadigital can use this technique to create content that is more quality-conscious and aware of the FYP trend, increasing the likelihood of entering FYP.

CONCLUSION

The business-to-business (B2B) organization in question has embarked on a video marketing campaign on TikTok's social media platform, recognizing its growing influence as a social media tool. This initiative's primary objective is to generate leads to boost sales engagingly and enjoyably. Doxadigital also aims to portray a positive image of its work environment to attract potential employees. The primary target audience comprises managers of micro, small, and medium enterprises (MSMEs) and business professionals. The strategy is to encourage those familiar with the company to take action by completing a form on the company website to express their interest in direct consultation through WhatsApp. The campaign utilizes both paid and organic views to maximize the reach of videos on TikTok. The content of these videos ranges from direct selling to digital marketing information and glimpses into employees' daily activities. All were presented entertainingly. Doxadigital acknowledges that paid views can yield faster results in lead generation than organic views. However, organic views tend to generate more engagement and awareness. The optimization of video marketing activation requires a distinct approach as it may not garner the desired engagement from content such as up-to-date business information, videos showcasing the B2B company's environment, and videos discussing the company's work results, which may not be particularly appealing to the target audience.

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