

In what ways has
**TikTok's short form
content changed
ADVERTISING?**



The advent of TikTok has transformed the **advertising landscape**, particularly in relation to short form content. This type of content has revolutionized how consumers **engage with promotions**, with various trends emerging as a result.



One such trend is soundless **optimization**, which ensures that **target audiences** are reached even when videos are muted by default. Additionally, product teasers have gained popularity for building anticipation, while **influencer advertising** through platforms like TikTok is also on the rise.

Although **TikTok's shop** has provided an easy way for users to **monetize their content**, there are concerns about misinformation due to the lack of regulation and media training among some users. The temptation to exaggerate or falsify information can be high, and post engagement and sales can affect the performance of user accounts.

Despite these challenges, the highly digestible nature of **short form content** has made it more reliable to consumers. Research indicates that TikTok influencers are more trusted than traditional advertising, with **66% of users** aged between **18-29** placing their faith in them. The personal relationship that influencers build with their followers only reinforces this trust further.