

Nalah Kirkendall

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Responsible Marketing

Assessment one Porfolio

In a world where social media is becoming more popular than ever, businesses are changing the way they market to customers. One example of this is how they are now marketing their business through social media. However, we must ask ourselves how ethical it is to use social media, specifically TikTok for marketing purposes; a question that every business should ask themselves when changing their marketing strategy. So, looking at a business such as TikTok, it's an obvious choice when looking for more ways to market your business. Especially, when using a platform with almost "2 billion" users, businesses should consider the opportunity to market their business on such a huge platform (Dixon 2025). Decades ago, businesses would have no chance of being able to market to millions straight from an app, but now they can with the help of social media. However, with so many users, businesses again need to ask themselves if using TikTok is an ethical choice when looking to promote or start their business, with so many people watching every single step of the way. When starting out, businesses need to realize that videos and pictures shared can be saved and passed around long after they are deleted; this is why planning scenarios and having risk assessments done is important for every part of a business. First, businesses need to assess the risks of marketing on TikTok. There are all kinds of security and privacy risks when joining a platform, especially when trying to advertise a business on one. One of the main concerns being about the privacy risks not only for the customers, but for the business itself too; when having thousands of views comes the risks of "a complex scenario where the platform's engaging content creation features [which] might tempt employees or marketers to share information that should remain confidential" exposing sensitive information about a business to thousands (Media 2025). This is just one scenario and one situation that can change the way a business looks at marketing; so, to combat these situations, business should look at every possible scenario they can think of. Unfortunately, one person cannot have eyes on every single piece of information that goes out to employees and customers about a business; personal, medical, financial, and much more information is all trusted within a business, often creating more risks for a business too. Therefore, it's important to have some sort of media training for employees to protect the privacy of the business. With rise of social media marketing and numbers constantly growing also comes the challenges of policies and regulations for a business to follow, that can sometimes be difficult to understand such as "TikTok's current paid media offerings aren't as easy to understand or robust as what Instagram and Facebook do, many brands cannot leverage TikTok influencer-generated content for paid media, resulting in many dollars being left on the table," but some brands can easily take this opportunity to learn more about the policies and regulations on certain platforms to get the most out of their business deals (Gamble 2021). The way to keep a business running is to persevere through challenges, so

when trying to switch marketing strategies and work with other businesses, challenges like these can arise with no warning. This is why you have the policies and regulations in place, so that all the money within a business goes to one department or part in case of failure. Therefore, this doesn't mean that advertising your business on TikTok is unethical, however it comes with risks that can be prevented; so, having that extra cautious is worth the views, money, and customers that TikTok could bring to your business. There are also tools that TikTok allows businesses and influences to use when creating branded content, such as “when the Branded Content toggle is enabled on a post, the tool will automatically add a form of disclosure such as #AD or #sponsored to the video description” which allows for more transparency to the users (Gamble 2021). This ensures that the people promoting the business are compensated, the business is being marketed correctly, and TikTok can regulate the amount of controversy when it comes to businesses promoting themselves on their platform. This shows users who they can and can't trust when looking for ads and promotions, because sometimes it's hard to see if videos are just for views or promotions. Seeing how TikTok takes the steps to become more transparent to users, shows how ethical it is for businesses to use their platform; with the right amount of cautious put in place to protect the sellers and buyers. It can be difficult for businesses to go through the challenges; however, they are just what comes with owning a business. So, when wanting to promote a business on TikTok, with the right amount of cautious and training, and remembering the idea that TikTok is “committed to helping our community and brands stay safe and informed... [they] take serious steps to ensure we're fostering a positive experience for everyone on the platform,” and businesses can build their brands on platforms in a way that businesses couldn't years ago (Gamble 2021). So, when looking to start a business on a platform, it's good to assess the risk and scenarios that could possibly happen when posting on any sort of platform. Therefore, when looking at TikTok's ethical marketing strategy they would be able to see how much they put into not only marketing but the specific, such as being “honest, transparent, and respectful to costumers, society, and the environment” and this is just how they run their own business (Suhardi Suhardi, Nurul Ichsan, Hananda Priyandaru, & Fauzi Ikhwanul Ihsan, 2024). The same goes for the businesses they allow on their platforms to follow the same regulations and policies they have put on their own business. This is to ensure that consumers are getting accurate communication from the sellers, and privacy when buyer items on their platforms. This not only protects the consumers, but the sellers to ensure everyone's privacy when it comes to selling goods on TikTok; as well as protecting themselves from risks. At the end of the day TikTok continues to have thousands of videos posted, so seeing how they still take the steps to protect their users and customers adds to that sense of security for businesses.

The popularity of social media channels depends on the generation we are currently in, or that someone has grown up in. Any generation can use whatever social media channels, that suits them best; but most social media channels have a big difference in the generations that use their platform. First off, we have Facebook, which was created in 2004 and has become increasingly popular amongst baby boomers. Baby boomers are a group of people that are 50–64-years-old, and Facebook is “their main platform” in which they use when looking for news, videos, and entertainment (Wade 2017). This is the older generation, and they are most likely to be more brand loyal to anything that they use from entertainment, food, and more. Therefore, that is why

when businesses are wanting to market to the 50-late 60s age range specifically, they should market where they are most likely to get their information and entertainment. That's where Facebook comes in, businesses can advertise, and market to the older generations easily with Facebook. However, when we look at a platform such as Instagram which has a different target audience than Facebook; the age group shifts to the ages of “18-34, making up 65% of the platform” a big change from Facebook (Tiwari 2025). The younger generation is less brand loyal and more about the trends that are currently happening on social media. Therefore, when this age range sees an advertisement for a trendy top, pants, bags, etc. They are more likely to access the advert on the platform, and other ages might not be interesting because they are too old or young to want or need the products. Snapchat doesn't have a huge difference in age and numbers; however, it does have a decrease in the age range that uses the platform. Therefore, Snapchat has more of a “16-18” year old age range along with having a “17% engage on more-than-daily frequency versus only 10% of 19-24” year olds (Kavanagh 2019). However, just because this is the target audience for the social media platform, 16–20-year-olds are less likely to click on an advertisement on snapchat. A platform such as snapchat is a mainstream platform to look at other people's stories, and lives; therefore, it's not much of a place of business for people to go to buy or sell things. However, influencers and businesses can advertise their products and services, making snapchat and Instagram “seem to generally have stronger engagement” compared to Facebook (Kavanagh 2019). This shows that users are more likely to engage on other user profiles, messages, and products than other platforms; but it continues to increase when we get to TikTok. TikTok has skyrocketed in popularity, from influences and the amount of business opportunities; TikTok has been a place of work, entertainment, and business for many different generations. With the age groups not being much different than Snapchat and Instagram, TikTok's engagement is increasingly larger than any other social media platform. TikTok started from just another social media platform to a business with over “1.99bn” users and a brand value of “75.67bn USD” making their platform unmatched from any other (Dixon 2025). With the rise of TikTok shop users are more prone to use TikTok shop because of the influence of the people they follow, and the prices that are cheaper than businesses such as Amazon and sometimes Shein. Although all these platforms are completely different, they all share one thing and that is the increase in daily number from users, customers, and businesses joining their platforms. Social media will be forever growing; especially when it comes to buying products from social media platforms.

Marketing adverts on TikTok mostly consist of influencers promoting a brand or an item that they are sponsoring. This makes for an increase in engagement on influencers and businesses' pages; therefore, influencers get paid, and brands have marketing adverts for their products. I have found a marketing advert for Sephora, promoting “Fenty Hair... Dyson USA... Gisou... [and] Dae Hair” making one video and promoting 4 different brands/products within on sponsored video. This is a great marketing strategy on Sephora's part, since it is a huge company with multiple different products and other brands within their business. This specific video is part of a trendy TikTok video about getting ready in the street on the way to the place/event you are late to. The girl in the video is late to brunch because she just got out of Pilates, (Pilates is

also a growing trend amongst girls on social media); therefore, she uses all types of Sephora products to get ready. The video is also from an influencer that has over 300,000 followers, known for her comedy, health, and beauty videos; making her a great influencer for promoting a beauty brand such as Sephora. The concept of having a beauty influencer promotes products that have to do with hair, makeup, and beauty allows for the perfect combination of entertainment and advertising. This kind of advertisement is very effective when used the right way, such as this. These types of videos get lots of traction not only being of the popular influence or brand but because of the sound and trend. Marketing needs time specifically for researching trends on social media; because sometimes it doesn't matter how popular an influencer is or how good a product is. At the end of the day if the video isn't entertaining or the song/sound on the video is not trendy, it's not likely that the video will get much attraction.

However, this specific video hit all the parts having a popular sound, trend, influencer, and good brands and products. This type of advert does use experience, since pilates is currently trendy; the brand is showcasing that if you use these products, you are achieving that clean girl/pilates girl lifestyle

that many want. This is important for brands to use because they want to be able to relate to the consumers and get the most out of their money; so, when they put products alongside a specific lifestyle, customers are more prone to buying the products for the lifestyle it is promoting. The same goes for emotion; the emotions in the video is hyped, carefree, and confident, which is exactly what customers are looking for in their beauty and wellness products. Emotions are a stimulus for this type of purchase because beauty products are all about how they make consumers feel. Therefore, if they had little to no emotion or the opposite emotions than what's in the video, the brand would not get the same engagement they are getting or wanting from this type of advertisement for their brand. Therefore, this video gave what it needed to give or order to create a successful advertisement; that lots of brands tend to fail at.



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