

## **CLIP THINKING: SMM IN THE AGE OF TIKTOK**

*В работе рассматривается влияние клипового мышления на SMM, вызванного масштабированием TikTok. В статье указаны преимущества клипового мышления и его влияние на предпочтения пользователей, а также рекомендации для успешного продвижения продукта SMM-специалистами в связи с этой тенденцией.*

The world does not stand still. Technologies are developing, changing our life-style, habits and ways of consuming information. In the era of TikTok, people are accustomed to a fast pace of life, short videos and dense content formats. This phenomenon is called «clip thinking».

«Clip thinking» is a feature of information perception in which a person focuses on short, fragmented pieces of information without going into details.

Tik Tok is a unique platform for creativity and original advertising with active users around the world, which leads to the company's advancement through trends.

Tik Tok is a potentially important channel for marketing as it provides an opportunity for businesses to connect with customers and audiences. One of the ways to use this platform in marketing is SMM [1].

One key challenge is the need to create content that is both brief and captivating. TikTok users are bombarded with a constant stream of videos, so SMM professionals must find ways to make their content stand out. This can be done by using eye-catching visuals, telling compelling stories, and incorporating humor or other forms of engagement.

Tik Tok is a creative social network that allows people to upload short videos of about 15 seconds and is one of the most downloaded non-gaming app in the world.

Tik Tok allows a business to expand its brand, increase awareness, and gain the trust of a wide audience; launch a new product, conduct preliminary research to understand how much demand it will have; attract the attention of new customers; redirect traffic from Tik Tok to other communication channels [1].

SMM professionals who can successfully adapt to the era of «clip thinking» will be well-positioned to succeed in the years to come. By creating engaging content, keeping up with the latest trends, and leveraging the platform's unique features, SMM professionals can use TikTok to reach a wider audience, build brand awareness, and connect with customers in a meaningful way.

The advantage of this platform for the company:

- authentic content;
- emotional connection;
- personalization;
- low competition compared to YouTube and Instagram;

- enormous multimedia potential;
- high involvement and wide coverage;
- ease of promotion due to viral content [2].

SMM in the era of TikTok presents new opportunities and challenges for marketers. SMM specialists who want to be successful need to adapt to the audience's clip-based thinking and use new content formats.

## References

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2. TikTok — продвигаем бизнес и личный бренд [Электронный ресурс] // MyAcademy. — Режим доступа: <https://myacademy.ru/baza-znaniy/stati/tiktok-prodvigaem-biznes-i-lichnyy-brend/>. — Дата доступа: 29.03.2024.