

INSTAGRAM/TIKTOK – CONTENTMAKING AS A TOOL FOR MODERN BRANDING AND COMPETITIVENESS MANAGEMENT

Nowadays, social media has become an integral part of our lives. Over the last year, around 424 million people caved in and became social media consumers. This means there are an average of 1 million new users every day, or near 14 new users every second. Instagram and Tiktok are one of the most popular social networks. According to statistics, Instagram's global audience has reached 1 billion users in 2021. On the other side a newcomer TikTok has quickly become one of the most popular platforms in the world in less than two years and a rising platform for influencers. Over the years, these networks have become a powerful platform not only for communication but also for earnings. The business that takes advantage of Instagram and Tiktok has more chances to be popular and profitable. These are platforms for direct communication with potential customers. And with those who have not yet become them. That is why the development of business on social networks has created a huge number of new professions that are becoming more popular every year. This includes the profession of content maker.

The profession of content maker involves the creation of attractive and impressive content for viewers. The first thing that a user notices in any advertisement or business page that he sees on the Internet is a visual image. Working on content as a business is extremely important. Everything that an online user sees on the Internet can attract them, make them visit your page or website, or even become one of their most loyal customers. Contentmakers are indispensable members of the marketing team. Therefore, to distribute content, create a brand, the role of content creator is becoming more necessary than ever. Of course, social media is also about conversations and interaction and not only about sharing content. But your options in social media are very limited if you yourself cannot start the conversations you want to have with the right content. If you do not have great content to build your social media marketing, what will happen is the following:

- People will not follow you, because they don't get anything useful from you.
- People will not help you build your brand and share your posts, because there is nothing to share.
- Your accounts will not grow.
- Your results will not be what you were looking for.
- People will not like what you are doing. They will not follow you. And certainly, will they not help you with spreading the word.

The primary purpose of content marketing is to establish a connection between the audience and a brand, and not just any connection, but one where the audience has sympathy and empathy for the brand. Content has the power to make people feel

passionate about the brand. Mainly because a successful content marketing campaign helps them see that they share the same values.

A compelling Instagram/TikTok strategy includes creating the type of content that won't only make your target audience like it. However, it will also affect them so much; it will make them share your posts and even your brand's products. Make posts that will call to action. This may be amazing for the growth of your brand competitiveness. That's the secret to smart Instagram and TikTok use: to build awareness for your brand, you have to call on your customers to show how your brand means something in their lives through the content you post.

Without content your social media marketing is doomed to fail. Because neither you or anyone else has enough fodder to share in social media and keep you visible. If you do not provide anything worth following you for, how can you expect people to follow you. And if no one shares anything about you in social media – how can you expect to grow. So, the best choice is to understand the impact of quality content as a tool for modern branding and create one of a marketing strategy based on findings that will help in competitiveness management. Because time is ticking and there are millions of users right around the corner who are ready to see what you come up with.

References:

1. Susanna Gebauer. The Importance of Content in Social Media Marketing. 2021. URL: <https://blog.thesocialms.com/the-importance-of-content-in-social-media-marketing>.
2. Nikara Johns. The Great Debate: Instagram vs. TikTok & the Future of Social Media Marketing. 2021. URL: <https://footwearnews.com/2021/business/marketing/instagram-vs-tiktok-social-media-marketing-1203126936>.
3. Kamy Anderson. Why is content so important in social media marketing? 2021. URL: <https://www.godotmedia.com/importance-of-content-social-media-marketing>.
4. Svetlana Shpilyk. Internet as an effective marketing tool of a modern enterprise. URL: <https://core.ac.uk/download/pdf/161834337.pdf>.
5. Tumanov O.O. Statistical evaluation of social media development. URL: http://nasoa.edu.ua/wp-content/uploads/zah/tumanov_avt.pdf.
6. James Orublig. How to Build Your Brand on Instagram. 2021. URL: <https://www.instafollowers.co/blog/how-to-build-your-brand-on-instagram>.
7. Sierra Ducey. Marketing Trends: Instagram vs. TikTok. 2021. URL: <https://digilant.com/blog/featured-blog/marketing-trends-instagram-vs-tiktok>.