

# *How TikTok Self-Marketing Realizes Intellectual Property*

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**Abstract.** This study was about how TikTok self-marketing realizes intellectual property (IP). The investigation relied on observational research using social media tracking following TikTok creators and a review of TikTok's IP policies. Besides, this research illuminated how to create an IP on TikTok and then analyzed how to achieve traffic cash-in by building an IP on TikTok while showcasing the platform's capacity for self-promotion. Building IP has become very important for social media influencers. The study looked at five basic steps of building IP for TikTok Self-Marketing which are likely to help influencers make Influencer TikTok accounts successful.

**Keywords:** influencers, cash-in, IP, social media

## 1. Introduction

With an impressive one billion users worldwide, TikTok has become a worldwide sensation. TikTok denotes a short-video social platform power-driven by music. This video-sharing app is handy for self-marketing and showcasing talent. Intended for the novel generation of inventors, TikTok allows operators to quickly and effortlessly create unique short videos to share with associates and the world. It is the leading destination for short-form mobile video. It has to inspire originality and bring joy. TikTok self-marketing is to build Influencer IP on the TikTok platform. It is how an Influencer can turn an Influencer account into a business. The influencer can promote products and services, including the brand, to the audience. Influencer IP will enable the creation of trend-driven organic content, incorporate TikTok influencers into promotional campaigns, and even use popular hashtags. Besides, Influencers can market their brands by creating top-view ads, brand takeover ads, in-fee ads, and branded hashtag challenges. Thus, this type of creativity can help creators increase client engagement and audience reach. Therefore, for the business's products and services, influencer marketing is one of the effective means of reaching a new audience. Also, the business can reach an already engaged audience by associating with influencers whose niche aligns with their products and services.

The study will examine how TikTok's self-marketing displays IP protection for creators, what intellectual property TikTok belongs to, and how social media applies intellectual property. Moreover, this study will address the following questions: What techniques do TikTok creators use to safeguard their IP? How effective are these methods in preventing IP infringement? Therefore, this investigation will rely on observational research using social media tracking following TikTok creators and a review of TikTok's IP policies. The research illuminates how to create an IP on

TikTok and then analyzes how to achieve traffic cash-in by building an IP on TikTok while showcasing the platform's capacity for self-promotion and creative expression.

## **2. The Importance to Build an IP**

With the popularity of social media, more and more people are using short-video platforms such as TikTok to record and share their daily lives [1]. In this process, some people with unique talents or fascinating lifestyles have been discovered and become famous. These are called "internet celebrities" or "social media influencers." They possess a vast number of followers and can influence the purchasing decisions of their followers [1]. As a result, many companies and brands want to cooperate with these internet celebrities or social media influencers, to endorse their merchandise to a broader audience. Therefore, Intellectual Property (IP) has become very important in the social media age [2]. IP refers to the unique content created by an individual or organization that has economic value and can be used commercially. For example, a successful TV show is an IP. It can generate revenue through merchandise sales, licensing, and advertising channels. In recent years, with the popularity of social media, IP has become more critical [2]. Many social media influencers have built their IP, which they can use to generate revenue. For example, some TikTok influencers with many followers cooperate with brands to promote products, and they can get paid for it. Some TikTok influencers have also created merchandise they sell to their fans [2]. In this way, they can make money and increase their influence. Therefore, building IP has become very important for social media influencers.

## **3. Steps to Building an IP**

There are five basic steps of building IP for TikTok Self-Marketing. The first is developing an IP strategy [3]. Influencers must comprehend what Influencers want to achieve with Influencer IP, Influencer target audience, and the content category Influencer wish to create. In this case, an IP audit can be helpful. IP audits can help Influencers understand what IP influencers already have, what IP Influencers need to develop, and how to protect influencer IP. For example, to create a merchandise line, the Influencer must consider what products influencer fans want to buy [3]. If Influencers want to cooperate with brands, Influencers need to consider what kind of products or services. Influencer fans have interested in whether the marketing could be better. Once an Influencer clearly understands influencer goals and target audience, the Influencer can develop an IP strategy.

The second step is implementing the IP strategy. This step includes creating the IP, protecting the IP, and commercializing the IP [3]. To make the IP, the Influencer must produce high-quality content that Influencer fans will like. To protect Influencer IP, Influencer needs to understand the various ways to protect IP (including copyright and trademark) and choose the appropriate way to protect Influencer IP. For example, in TikTok, Influencers can use the watermark function to preserve Influencer videos. To commercialize Influencer IP, Influencer needs to consider how to make money from Influencer IP. For example, Influencers can cooperate with brands to promote their products or create influencer merchandise [3]. The third step is to establish an IP management framework. This step includes creating an IP portfolio, setting up an IP management team, and establishing procedures for IP protection and commercialization [3]. An IP portfolio is a collection of all the IPs Influencer has created. An IP management team manages the Influencer IP portfolio and decides about IP protection and commercialization. IP protection and commercialization procedures must be established to ensure Influencer IP is adequately protected and commercialized [3].

The fourth step is stimulating business creativity [3]. It includes creating an environment conducive to creativity and encouraging employees to be creative. Influencers must provide employees with the resources they need to create an environment conducive to creativity, such as access to information, time, and space [3]. Influencers also need to create an organizational culture that encourages creativity. For example, an Influencer can hold brainstorming sessions to generate new ideas or give employees autonomy to experiment. The last step is to capture creativity in the business [3]. It includes documenting ideas, selecting the best ideas, and implementing them. Influencers need a system to capture employees' ideas, such as an idea submission form. Influencers also need a process to select and implement the best views [3]. For example, Influencers can vote to choose the best ideas or have a panel of experts select the best ideas. TikTok should have all five steps to build a strong IP.

#### **4. Study How to Achieve Traffic Cash-in**

The best technique to make money from social media marketing is to drive traffic to Influencer websites or blogs. Several methods can be employed to achieve traffic cash-in. The first method is positioning [4]. The basis of social media marketing is understanding Influencer audiences and knowing how to reach them. To accomplish this, Influencers must define the Influencer target audience and create content that appeals to them. Influencers must also consider how Influencers want to position Influencer brands on social media. For example, if an Influencer position the Influencer brand as a thought leader, the Influencer must create informative and valuable content [4]. Influencers must create inspiring and influential content to set the Influencer brand as an influencer. After influencers have a well-defined target audience and create content that appeals to them, they need to reflect on how they want to distribute Influencer content.

There are many ways to do this using Tiktok. First, Influencers can use hashtags to reach a wider audience. Hashtags are keywords that people can use to search for content on Tiktok. Second, Influencers can use duets to collaborate with other users [4]. Duets allow Influencers to create a video displayed side-by-side with another video. It is a great way to reach a new audience and get influencer content in front of more people. Third, Influencers can use challenges to create viral content. Challenges are videos that users can participate in and share with their followers. It is a great technique to get Influencer content seen by many people. Finally, Influencers can use live streams to connect with the Influencer audience in real time [4]. They are a fantastic way to build relationships with the Influencer audience and create engagement.

The second method is continuously maintaining the Ticktock account's freshness, fans' adhesion, and content's originality [5]. Influencers should regularly create new content, engage with Influencer fans, and post original content. To do this, the Influencer must be active on Tiktok and periodically interact with Influencer fans. For example, an Influencer can post new videos, respond to comments, and run challenges. Influencers, too, need to certify that Influencer content is original and unique. For example, Influencers can use creative filters, editing techniques, and original soundtracks [5]. Finally, Influencers need to be consistent with Influencer content. It means that Influencers should post videos regularly and maintain a consistent theme. For instance, travel bloggers should periodically publish videos of their travels [5]. However, we must remember that we live in an age where criticisms can easily be made. Thus, Influencers should only post a small quantity of the same content, as this can lead to accusations of plagiarism.

The third method is to have a stable base of traffic and fans supporting the content and generating more traffic [5]. A sturdy base of traffic and fans will help ensure that more people see influencer content and that the Influencer account is not banned. To realize this, Influencers must network with Influencer fans regularly and provide them with quality content. It can be done in three steps. First, invite product recommendation bloggers to cooperate with the corresponding

business [5]. It will help ensure that Influencer content is high quality and that Influencers have a stable traffic base. For example, beauty bloggers can cooperate with skincare brands, travel bloggers can cooperate with hotels, and food bloggers can cooperate with restaurants. Second, use different anchors, such as face and funny anchors, who will be live to create laughter and interact with fans in the comments section [5]. It will help make a more personal connection with Influencer fans and ensure they keep returning for more. For example, an Influencer can use face anchors to show off influencer products, funny anchors to make people laugh, and serious anchors to provide informative content. Finally, run regular contests and giveaways. It will help keep influencer fans engaged and returning for more [5]. For example, an Influencer can run a competition where the winner gets a free product or a discount on a purchase. As a result, these three steps will help ensure that Influencers have a stable traffic base and fans.

The fourth method is interacting with other users and creating a community [6]. Interacting with other users will help fashion a sense of community and ensure more people see the Influencer content pile. To do this, Influencers need to use hashtags and trending topics. For example, Influencers can use hashtags to find users interested in the same topics as Influencers and interact with them [6]. The Influencer can also use trending topics to find users talking about the same thing as the Influencer. Finally, Influencers can use the duet feature to interact with other users [6]. It will help create a community and ensure more people see influencer content.

The last method is to use TikTok ads [6]. The reason is that using TikTok ads will help ensure more people see Influencer content. Influencers need to use the right keywords and target the right audience to do this. For example, an Influencer can use keywords related to the Influencer's niche and target people interested in the same thing as the Influencer [6]. It will help to ensure that more people see influencer content. Finally, Influencers can use the story feature to promote Influencer content. It will ensure that more individuals see Influencer content [6].

## **5. Case Studies of Successful IP Cashing-in Bloggers**

The first case is Jeffree Star, a successful makeup artist, Influencer Tuber, and entrepreneur. He has built a successful career by cashing in on his unique look and personality and using his platform to launch a successful makeup line called Jeffree Star Cosmetics and promote other products, such as the controversial Skinny Mint tea. In addition, he has built a large following by being open and honest with his fans. Jeffree is also known for being unafraid to speak his mind, which has earned him fans and detractors. The following case is Zoe Sugg, also known as Zoella, a successful Influencer Tuber, blogger, and author. She has built a large following by sharing her life and experiences with her fans. She has also used her platform to promote products, such as her line of beauty products. She has lingered open and honest with her fans, earning her a loyal following. The third case is Michelle Phan, a successful Influencer Tuber, entrepreneur, and author. She has built a large following by sharing her love of makeup and fashion with her fans. Phan has also used her platform to launch a successful makeup line called Em Michelle Phan. Notably, Phan is open and honest with her fans, which has earned her a loyal following. Phan could redesign her products to be much trendier and more modern because she was more creative. The last case is Tyler Oakley, a successful Influencer Tuber, author, and activist. He has built a large following by sharing his life and experiences with his fans. He has also used his platform to promote causes, such as LGBT rights.

## **6. Conclusion**

These five methods will help influencers make their Influencer TikTok account successful. By following them, Influencers can be sure to build a large following and interact with other users.

Additionally, Influencers can use TikTok ads to ensure that more people see Influencer content. Finally, Influencers can use the story feature to promote Influencer content. By following these five methods, an Influencer can be sure to make Influencer TikTok account successful. However, creating a robust IP strategy is essential to ensure long-term success. The study needed to include previous research studies on the topic. There needed to be more data support on this study topic which hindered the scope and credibility of the study. The author calls for exploratory research to tackle the topic in future studies. The shortcoming of generalizing these results is that social media is not conducive to experimental research. Reinforcing social media in a classroom will bring critical awareness and better future outcomes.

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