

This article explains how the popular social media app TikTok now offers TikTok Shop. TikTok Shop allows small and big businesses to advertise and sell items based off audience members' videos. TikTok Shop is currently very successful especially for the Generation Z. Users are able to switch between their normal videos to a shopping site in one click.

This article relates to digital advertising because these businesses are able to use TikTok to advertise and present their products to audiences. The audience members are then able to easily be connected to where they can buy the viewed product. TikTok is so popular that it is a very clever business move, especially for small businesses, to easily present and sell their products.

As someone who uses the TikTok app everyday, I believe that using TikTok to advertise and sell products is very clever. Businesses are able to collaborate with TikTok influencers that expand to even more of an audience. I believe it satisfies many because of how easily accessible it is to find trending items. As someone specializing in digital advertising, I find this article and topic very interesting to read about.

Resources :

<https://www.marketingdive.com/news/tiktok-shop-launches-us/693533/>