

be as active on tablets or mobile phones. Furthermore, Tik Tok's audience base is younger than YouTube's. As a result, YouTube can reach to a broader range of viewers than Tik Tok which will be valuable for corporates to launch campaigns and build brand awareness.

3. YouTube videos are easy to search and can drive SEO

As YouTube allows its viewers to search for videos easily on interested topics, corporates can target specific audiences by matching the topics of the video being searched and watched to the products or services being advertised. Furthermore, as YouTube videos will show up on Google search results, advertising on YouTube can also drive SEO efforts⁶. Conversely, as TikTok is more of a feed-based platform, users are shown content based on their browsing history and engagement, which implies a lower level of match between the products advertised and the target audience. This also means that TikTok cannot contribute to any SEO efforts of the company.

In conclusion, YouTube has proven to be a better platform in doing KOL Video Background Marketing campaigns, and this new marketing solution provides multiple benefits traditional marketing solutions might not offer.

1. Results to the campaign are guaranteed, and brands are given a money back guarantee if the guaranteed results are not met.
2. Companies can save 70% of costs needed to run a KOL marketing campaign.
3. Time needed to execute a campaign can be significantly reduced, where companies can save over 95% of time needed.

Below are some examples:

https://www.youtube.com/watch?v=Om_vbVcpvPk&t=11s

<https://www.youtube.com/watch?v=sS1wATMpqnU>

If you are looking to do KOL marketing in an efficient and effective way, then look no further! Zyviz.com is currently the leading AI-enabled MCN platform in the world, and our KOL video background marketing solution enables companies to easily work with KOLs on YouTube. Do not hesitate and contact us immediately for effective advertising. Visit www.zyviz.com or contact us through info@zyviz.com.

Related Topics:

KOL Video Background Marketing

YouTube

TikTok

⁶ <https://blog.wishpond.com/post/115675442164/youtube-vs-tiktok#close-overlay>