

Social media marketers urge others to prepare, not panic, for TikTok ban

Article

“What will happen next?” That’s the big question marketers have following the signing of a potential TikTok ban into law, according to Liz Cole, chief social officer at VML. While marketers don’t know if parent company ByteDance will sell TikTok, shut the platform down in the US, or find a way to fend off the legislation in court, they can prepare now for what’s to come.

Here are four takeaways marketers had following the potential ban:

1. Don't leave TikTok before you have to

“The 270-day ban countdown is on, but in the meantime, why leave an effective channel months in advance?” asked Ethan Kramer, partner and social commerce practice leader at digital marketing agency Agital. “Until it is officially banned, brands and creators can still find an audience, community, and business value there.”

2. TikTok's audience could flee even without a ban

Advertisers and creators won't leave before they have to, but TikTok's audience could. “If the impending uncertainty sends TikTok's audience running for higher ground in big enough numbers, that could lead to TikTok's undoing before the matter is resolved in the courts—or before TikTok could find a buyer,” said our analyst [Jasmine Enberg](#).

3. Brands must diversify their platforms

“Brands should consider cross-promoting their owned properties (other social channels, but also websites, apps and newsletters) on TikTok in order to capture that audience at other touchpoints,” said Cole.

“Brands and creators should align their TikTok and content strategy with other platforms such as YouTube Shorts, [Instagram] Reels, and [creator marketing](#), which are a priority for Google and [Meta](#),” said Kramer. “This content style and tapping creators to amplify reach will remain relevant, no matter what platforms exist.”

4. A ban would open the gates for a new platform to sweep in

Shorts, Reels, and even [Snapchat's](#) Spotlight could all take TikTok's audience. But a new competitor could also replace it.

“A TikTok ban could really shake things up for brands that have found their match with [TikTok Shop's unique ecommerce approach](#). This platform has outshined others by making shopping interactive and super engaging right from video feeds, tapping into a vibrant and spend-ready audience,” said Joe Kwong, head of business development at technology company Agora.

“While the potential TikTok ban might be cause for concern for brands, it also presents a unique opportunity for live shopping platforms to fill the void and capture the market share

that TikTok Shop stands to lose in a sale,” he said.

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