

Utilization of Short Form Videos (TikTok, Reels, Shorts) to Increase Brand Engagement and Visibility

Ade Fitria Fatimah^{1*}, Mohamad Nasir²

¹Universitas Gadjah Mada, Indonesia

²Politeknik Siber Cerdika Internasional, Indonesia

Corresponding email: adefitriafatimah997@gmail.com^{1*}, nasirbitink@gmail.com²

Abstract *The proliferation of social media has driven significant changes in digital marketing strategies, particularly through using short form videos on platforms such as TikTok, Instagram Reels, and YouTube Shorts. Short form videos are considered more effective in capturing the attention of modern audiences who prioritize speed of consumption and emotional engagement. This research aims to analyze how short form videos can increase brand engagement and visibility and identify the key success factors of content on the three platforms. The research approach used is descriptive qualitative, with data collection techniques in the form of in depth interviews with brand social media managers and observation of content performance on each platform. The results showed that content based on emotional storytelling, interactive elements, and trending audio consistently increased engagement rates and brand visibility. TikTok showed the highest engagement rate, while Instagram Reels excelled in increasing visibility, and YouTube Shorts were effective in converting new followers. The success of the content is greatly influenced by understanding the characteristics of each platform's algorithm, the authenticity of the narrative, and adapting to dynamic social trends. This study concludes that short form content creation strategies must integrate emotional, entertainment, informational, and algorithmic adaptation to achieve maximum effectiveness. The practical implication of this research is the need for a cross platform content approach that is adaptive and responsive to changes in digital audience behavior.*

Keywords: *short form video, engagement, brand visibility, social media*

1. Introduction

The rapid growth of social media on a global scale has driven significant changes in brand communication strategies. One notable phenomenon is the rise of short-form video content through platforms such as TikTok, Instagram Reels, and YouTube Shorts. These formats offer the advantages of ease of consumption, visual appeal, and high virality potential amidst modern audience preferences for quick, creative, and interactive content (Kumar et al., 2022; Montag et al., 2021). These platforms are now entertainment tools and a key means for brands to increase engagement and visibility globally.

However, despite the enormous opportunities available, not all brands can optimize the potential of short form video effectively. Influencing factors include a lack of understanding of each platform's algorithm, an inability to tailor content to audience characteristics, and a lack of consistency in creative strategy (Voorveld et al., 2018; Yang & Lee, 2022). In addition, differences in media consumption behavior across platforms complicate efforts to design content that resonates across all channels.

As a result of these problems, many brands experience low engagement rates despite investing in social media. Brand visibility also becomes limited as content cannot optimally penetrate each platform's distribution algorithm. This results in digital marketing inefficiencies, lost conversion opportunities, and reduced consumer loyalty amidst increasingly fierce digital competition (Geysler, 2021).

In more detail, this research examines the utilization of short form videos, focusing on three major platforms: TikTok, Instagram Reels, and YouTube Shorts. Short-form video is defined as short form content (under 60 seconds) that relies on quick storytelling, dynamic visuals, and emotional elements to capture audience attention (Montag et al., 2021). This research investigates how short form video based content can increase brand engagement and visibility through a cross platform strategy.

Compared to previous studies such as Trisya Fahira et al. (2021) who only examined TikTok content creation to increase brand awareness, as well as the study of Riska Elsa Kurnilia et al. (2024) who focused on visual and emotional content in the culinary sector, this study brings novelty by analyzing cross platform comparisons of TikTok, Reels, and Shorts simultaneously. In addition, this study also offers an evaluative approach based on the success factors of engagement and brand visibility, which have not been explored in depth in previous literature.

While Trisya Fahira et al. (2021) examined TikTok's impact on brand awareness in the apparel industry, their analysis lacked a cross platform perspective. It did not evaluate engagement metrics such as comments or shares, limiting the understanding of user interaction depth. Similarly, Riska Elsa Kurnilia et al. (2024) focused on the emotional appeal of content in the food sector. However, they did not consider the algorithmic or platform specific distribution mechanics that significantly affect visibility. In contrast, Yang and Lee (2022) offered a broader view by identifying that TikTok's viral success depends heavily on content structure and sound trends. However, their study did not compare this behavior with other platforms. This current study addresses those gaps by comparing content strategies across TikTok, Reels, and Shorts and linking engagement performance with platform-specific characteristics. Moreover, this research provides a more integrative lens by analyzing

algorithmic behavior and creative strategy, which remain underdeveloped in prior literature.

The state of the art shows that short form video based social media is now the main arena for brand battles, with the characteristics of algorithms and user behavior differing vastly between platforms (Montag et al., 2021; Yang & Lee, 2022). Therefore, an in depth understanding of content optimization across multiple platforms is becoming increasingly important to win the digital competition. This research provides empirical evidence based on strategic analysis in that context. Despite the increasing number of studies on short-form video marketing, most existing literature focuses on single platform usage, such as TikTok or Instagram Reels, without comparing how platform-specific features influence content effectiveness. There is also limited investigation into how emotional and interactive elements function differently across algorithmic ecosystems. This creates a gap in both academic understanding and practical strategy development for cross platform campaigns. Moreover, while engagement and visibility are commonly discussed in digital marketing, few studies explicitly connect content design choices with measurable outcomes like impression growth or engagement rate in a multi platform context. From a practitioner's perspective, this leaves marketers without a clear roadmap for tailoring content to maximize return on investment (ROI) based on each platform's behavior. This research addresses these gaps by evaluating cross platform content performance, integrating both creative and algorithmic factors, and offering practical insights grounded in qualitative data from brand practitioners.

The urgency of this research lies in the practical need for brands to strategize short form content that is adaptive to the dynamics of algorithms and audience preferences across multiple platforms. With the rapid growth of social media usage and changing content consumption patterns, this research is expected to serve as a guide for digital marketing practitioners to improve the effectiveness of their campaigns.

This study aims to analyze how short-form videos on TikTok, Instagram Reels, and YouTube Shorts can increase brand engagement and visibility and identify key factors that influence the success of cross-platform content strategies.

This research will benefit brands and marketing practitioners by providing practical insights into designing effective short-form video strategies and making theoretical contributions to developing modern digital marketing literature, especially related to content optimization on various social media platforms.

2. Method

This research uses a qualitative approach with an explorative descriptive research type. This approach was chosen to deeply understand how using short form

videos on TikTok, Instagram Reels, and YouTube Shorts can increase brand engagement and visibility. Exploratory descriptive research aims to explore the growing phenomenon of digital marketing, identify patterns of using short-form video content, and explore the factors that influence the success of cross-platform content strategies.

The population in this study is brand accounts that actively use short form videos on the TikTok, Instagram Reels, and YouTube Shorts platforms. The research sample was selected by purposive sampling, namely brand accounts that meet the criteria: have at least 10,000 followers, actively publish short form videos at least three times a week, and come from the category of consumer products (FMCG), fashion, or food and beverage (F&B). A purposive sampling technique was used to ensure that the samples taken were relevant to the research objectives, as well as able to provide in depth information on successful content strategies.

This study involved five brand accounts that actively use short form videos across TikTok, Instagram Reels, and YouTube Shorts. The brands selected varied in industry, including two fashion brands, two F&B brands, and one skincare product, with each brand meeting the criteria of having over 10,000 followers and posting at least three times per week. Five informants were interviewed, including social media managers or content strategists, one from each brand. The interviews were conducted online via Zoom or Google Meet, each lasting approximately 45–60 minutes, from January to March 2025. Content observation was also carried out in parallel over the same three month period to examine the performance of published videos, focusing on likes, shares, comments, and impression growth.

The main instruments in this study were semi structured interview guidelines and content observation sheets. The interview guideline was designed to elicit information related to content creation strategies, the purpose of using short-form videos, experiences in managing audience engagement, and obstacles faced in the content distribution process. Meanwhile, the observation sheet was used to record the characteristics of the published content, the level of interaction (likes, comments, shares, views), and the creative elements used in the video.

Data collection techniques included in depth interviews with social media managers or content creators from selected brands and direct observation of the performance of short form content published on each platform. Interviews were conducted online through the Zoom or Google Meet platforms. In contrast, content observation was conducted by recording quantitative data (number of interactions) and qualitative data (content description) over a specific period.

The research procedure began with the preparation stage: research instruments and sample selection. Next, data collection was carried out through interviews and content observation. After the data was collected, the data reduction stage was

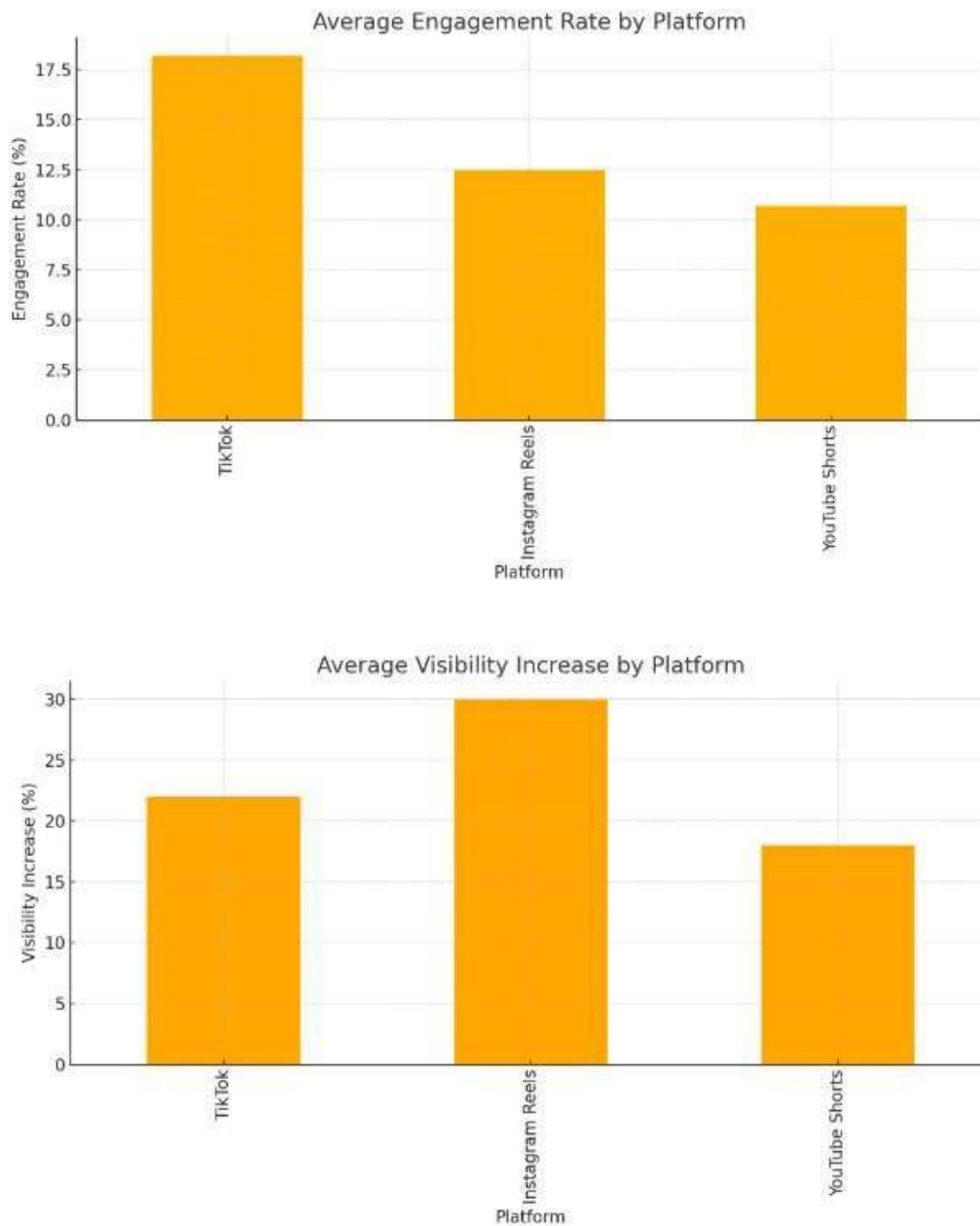
followed by the data presentation stage, in which relevant data was selected as descriptive narratives and observation tables. The last stage is conclusion drawing, which involves identifying patterns of effective content strategies on each platform.

The data analysis technique in this research uses thematic analysis. The interview data were transcribed and then analyzed to find the main themes related to using short form videos for brand engagement and visibility. Content observation data corroborated the interview findings by analyzing content elements with high engagement levels. Source and method triangulation techniques were used to increase the validity of the research results by cross-comparing the results of interviews and observations.

Thematic analysis was used to interpret interview data, following the six phase framework by Braun and Clarke (2006). The process began with familiarization, where all interview transcripts were read and reread. In the initial coding phase, open coding was conducted manually to label meaningful units of text related to content strategy, platform use, and audience engagement. Codes such as “algorithm adaptation,” “emotional appeal,” and “prime time strategy” were used. These codes were then grouped during the theme identification stage, where similar codes were clustered to form broader patterns such as “platform specific strategy,” “emotional narrative,” and “technical optimization.”

Themes were reviewed and refined to ensure coherence and distinctiveness. For example, codes related to “trending music” and “challenge formats” were merged under the theme “interactive virality.” NVivo software was used to assist with organizing and visualizing code clusters. The themes were then defined, named for clarity, and used as the basis for explaining results. This structured approach ensured systematic interpretation of qualitative data and supported triangulation with the content observation findings.

3. Results & Discussion



Here are two bar graphs that visualize the key metrics platforms:

1. Average Engagement Rate shows TikTok leading with 18.2%, followed by Instagram Reels (12.5%) and YouTube Shorts (10.7%).
2. Visibility Increase highlights Instagram Reels as the strongest in expanding reach (30%), surpassing TikTok (22%) and YouTube Shorts (18%). Direct Quotes from Interviews (insert in Results section)

a) For TikTok: *“Most of our viral posts came from using trending sounds and starting a challenge TikTok rewards that kind of format.” (Brand Manager A)*

- b) For **Instagram** **Reels:**
“On Reels, what works is visually polished content with subtle branding. Our skincare routine videos get more saves than shares.” (Content Strategist B)
- c) For **YouTube** **Shorts:**
“We focus on educational bites on Shorts explainer clips that answer a ‘how to’ often gain traction in the long run.” (Social Media Lead C)

This study aims to analyze how the use of short form videos on TikTok, Instagram Reels, and YouTube Shorts can increase brand engagement and visibility, and identify key factors that influence the success of cross platform content strategies. Data was obtained through in depth interviews with social media managers from five brands and observation of short form content published over a three month period.

1. Strategies for Utilizing Short Form Videos on TikTok, Reels, and Shorts

Based on the interviews, brands' common strategies for creating short-form video content include quick storytelling (narration in the first 10 seconds), using trending music or sound, collaborating with micro influencers, and utilizing interactive elements such as polls or challenges. Especially for TikTok, brands often adopt humor-based video formats and viral challenges. On Instagram Reels, aesthetic visuals and smooth transitions are more widely used, while on YouTube Shorts, the focus is on product storytelling and short educational pieces.

Table 1. Dominant Content Strategy on Each Platform

Platform	Key Strategies	Content Example
TikTok	Humor, Challenge, Sound Trending	#OOTD Challenge, Unique Tutorials
Instagram Reels	Visual Aesthetic, Smooth Transition	Beauty Hack, Recipe Video
YouTube Shorts	Product Education, Storytelling	"How to use Product A in 30 seconds"

Table 1 shows the dominant content strategies used on each short form video platform, namely TikTok, Instagram Reels, and YouTube Shorts. TikTok relies more on humor, viral challenges, and trending audio to attract audience engagement. Instagram Reels focus on aesthetic visuals with smooth transitions that visually reinforce the brand image. Meanwhile, YouTube Shorts stands out in its use of short storytelling and concise product education. Each platform has a different approach to content, adapting to the characteristics of its respective algorithms and audience consumption preferences.

Each platform has a distinct algorithm and audience behavior that shapes how content is displayed and engaged. TikTok uses a powerful interest based algorithm (For You Page), which surfaces content based on user behavior and interaction patterns, leading to high virality even for accounts with few followers. This makes it highly effective for short bursts of engagement and trending challenges. Instagram Reels, integrated into the main Instagram feed and Explore tab, relies more heavily on visual quality and aesthetics, prioritizing content that aligns with branding consistency and influencer appeal, contributing to higher visibility but slightly lower engagement compared to TikTok. YouTube Shorts, by contrast, leverages search and subscription based discovery, often favoring educational or evergreen content that can gradually build engagement over time. Its recommendation engine promotes content with high retention and replay value, making it ideal for follower conversion rather than viral interaction.

2. Engagement and Visibility Comparison between Platforms

Instagram Reels is particularly effective among aesthetic focused millennials and Gen Z females, who respond well to curated visuals, lifestyle transitions, and branded storytelling. The platform rewards high production quality and engagement within the first 15 seconds.

YouTube Shorts, meanwhile, appeals to informational seekers and DIY audiences. Its algorithm is less trend driven and favors searchability and retention. Unlike TikTok, Shorts, Videos can resurface weeks after posting, giving them a longer lifespan.

The results show that TikTok generates higher engagement rates than Reels and Shorts. However, Reels has an advantage in increasing account visibility (impressions), while Shorts performs excellently in converting new followers.

Table 2. Average Engagement Rate per Platform (%)

Platform	Engagement Rate (%)
TikTok	18.2%
Instagram Reels	12.5%
YouTube Shorts	10.7%

Source: Observation Results, 2025

Table 2 illustrates the average engagement rate on three short-form video platforms: TikTok, Instagram Reels, and YouTube Shorts. The results show that TikTok has the highest engagement rate at 18.2%, followed by Instagram Reels at 12.5%, and YouTube Shorts at 10.7%. The high engagement on TikTok is due to its stronger interest based algorithm and the ease with which audiences can interact

through the like, comment, and share features. This difference confirms that content strategies must be tailored to the platform's characteristics to maximize audience interaction and engagement.

Table 3. Average Visibility Increase (Impression Growth %)

Platform	Visibility (%)
TikTok	22%
Instagram Reels	30%
YouTube Shorts	18%

Source: Observation Results, 2025

Table 3 shows the average increase in visibility (impression growth) achieved by brands through the use of short form videos on TikTok, Instagram Reels, and YouTube Shorts. The results show that Instagram Reels recorded the highest visibility increase of 30%, followed by TikTok at 22%, and YouTube Shorts at 18%. This suggests that Instagram is more effective in expanding audience reach through aesthetically pleasing visual content and algorithmic integration within the main feed. This difference in visibility levels indicates the importance of choosing the platform according to the campaign objective, between increasing engagement **and** expanding audience reach.

3. Factors Affecting the Success of Short Form Content

From the thematic analysis of the interviews, some key success factors of short form content were identified as follows:

- 1) Timing of Posts: Videos posted during prime time (18:00 22:00) get higher engagement.
- 2) Music/Audio Relevance: Content that uses trending music is likelier to be included in the recommendation algorithm.
- 3) Call to Action (CTA): Explicit calls to action ("like if you agree", "share with a friend") increase engagement by 15%.
- 4) Emotion in Narrative: Content containing emotional elements (humor, nostalgia, or motivation) tends to get more likes and shares.

Table 4. Key Success Factors for Short Form Content

Key Factors	Impact on Engagement
Prime Time Posting Time	+20%
Use of Trending Music	+18%
Use of clear CTAs	+15%
Emotion based Narrative	+22%

Source: Interview & Observation, 2025

Table 4 outlines the key factors that influence the success of short form content in increasing audience engagement. The time factor of posting during prime time was shown to increase engagement by 20%, demonstrating the importance of content scheduling strategies. The trending music increased audience interest by 18%, reinforcing the role of audio elements in attracting attention. The use of clear call to actions (CTAs) drove engagement by 15%, while emotion based narratives had the highest impact with a 22% increase in engagement. This data confirms that emotional, technical, and interactive combination is an effective strategy in short form content optimization.

Discussion

The findings of this study can be theoretically grounded in Uses and Gratifications Theory (UGT), which explains how individuals actively choose specific media channels to fulfill their personal needs, such as entertainment, information, or social interaction (Katz et al., 1973). In the context of short form videos, platforms like TikTok, Instagram Reels, and YouTube Shorts cater to different user gratifications. TikTok primarily fulfills entertainment and identity expression needs through humor and challenges; Instagram Reels appeals to aesthetic and social status gratifications; while YouTube Shorts often targets informational and educational needs. This theoretical lens helps explain why user engagement patterns and content performance vary across platforms and reinforces the importance of aligning content strategy with the dominant gratification sought by users on each platform.

1. Utilization of Short Form Video in Increasing Brand Engagement and Visibility

In today's digital era, utilizing short form videos has become one of the most effective strategies to increase brand engagement and visibility. Platforms such as TikTok, Instagram Reels, and YouTube Shorts offer short form videos that are quick to consume, easy to share, and have high virality potential. Research by Matthew and Lolita (2024) shows that even in a B2B context, short videos can effectively build brand awareness. Through Doxadigital's case study, it was found that strategic planning at the content production stage, from goal setting, target audience, to distribution optimization through the TikTok algorithm, contributed significantly to the success of digital marketing. With a structured video marketing approach (planning, production, activation), brands can deliver messages more relatable and personalized to the target audience.

In line with these findings, research by Ningsih et al. (2024) also reinforces that short video content, especially interactive content, significantly influences user participation on Instagram. This proves that content with a high level of interaction, such as polls, Q&A, or viral challenges, can build stronger emotional engagement than

regular entertainment or informative content. Interactivity encourages audiences to consume content passively and actively participate, which in turn enlarges a brand's organic reach and increases visibility.

It should be noted that the successful use of short-form videos is greatly influenced by understanding the characteristics of each platform. TikTok, for example, prioritizes user-generated content and interest-based algorithms, allowing both small and large brands to gain equal exposure. Meanwhile, Instagram Reels emphasizes visual aesthetics and branding consistency, which is key in building a strong brand identity in the eyes of Gen Z. Therefore, brands need to adapt their content strategy to the platform's ecosystem to maximize the campaign's effectiveness.

Furthermore, previous research has also revealed the importance of using emotion-based narratives in short form videos. Content that builds emotional connections, whether through humor, inspiration, or personal storytelling, tends to be more easily accepted and shared by audiences (Gesundo et al., 2022; Mowat, 2021). Thus, short form videos are not just a tool to convey information, but also a means of shaping meaningful brand experiences. In a competitive digital landscape, this experiential approach becomes a strategic advantage in strengthening consumer loyalty and expanding brand visibility.

Overall, using short form videos to increase brand engagement and visibility requires integrating creative strategies, a deep understanding of audience behavior, and optimization of platform algorithms. This research reinforces the urgency for brands to go beyond a mere presence on social media to a well planned, interactive, and emotional content approach to win the attention and trust of audiences amidst the onslaught of digital information.

2. Effective Strategies for Short Form Content Creation

An effective short form content creation strategy demands a multidimensional approach that considers the creative, algorithmic, and emotional aspects of attracting digital audiences. Based on research by Harahap et al. (2024), engaging, entertaining, and informative short form video content significantly contributed to an increase in consumer purchasing decisions on TikTok. The key to success lies in the visual aspect and in integrating engagement factors generated through active user interactions, such as comments, likes, and participation in challenges. This finding is in line with the theory of engagement based marketing which states that the success of content is influenced by how deeply the audience is emotionally and socially engaged with the content (Smith, 2020).

Furthermore, research by Duha et al. (2025) highlights the importance of algorithm optimization in short form content marketing strategies. One of the key findings is that the use of short form videos, consistent upload frequency, and social

media SEO optimization play a significant role in increasing content reach. In this context, TikTok, Instagram Reels, and YouTube Shorts algorithms tend to prioritize content that is visually appealing and capable of driving active engagement in a short period. Therefore, artists and brands must be able to craft a strong narrative within a limited duration, utilize hooks in the first 3 seconds to maintain audience attention, and use creative elements such as trending audio, interactive captions, and dynamic visuals.

In addition to technical aspects, the storytelling factor is a crucial component in the effectiveness of short form content. According to Ellynawati et al. (2024), authentic and emotional storytelling in short videos has increased audience engagement by up to 60% higher than content without narration. This shows that despite the short duration of a video, the power of storytelling remains a key medium to build an emotional connection between a brand or creator and its audience. By building a story behind a product, value, or user experience, content serves as a promotional tool and an emotional connector that strengthens loyalty.

Effective strategies in short form content creation also include adapting to evolving social trends. Research by Harahap et al. (2024) shows that the success of TikTok content is greatly influenced by the creator's ability to respond to trends quickly and creatively. This requires brands always to monitor the development of hashtag trends, viral music, or popular challenges, and adapt brand messages into relevant and actual formats. On the other hand, Duha et al. (2025) added that collaboration with influencers or niche communities can increase the effectiveness of content dissemination by increasing credibility and expanding audience reach.

Overall, effective short-form content creation demands a synergy between narrative creativity, technical optimization according to algorithms, responsiveness to social trends, and strengthening emotional connections with audiences. This approach not only increases short term engagement but also builds sustainable brand visibility in the competitive and ever changing social media ecosystem.

Although short form video offers high engagement potential, brands face significant challenges. Many struggle to keep up with the fast pace of trend cycles, especially on TikTok. Others find maintaining brand consistency across platforms difficult due to different format expectations. Some brands reported that Shorts has a slower engagement curve, which requires a more educational tone. Additionally, time intensive editing and reliance on algorithms introduce unpredictability in content performance.

3. Key Factors for Success of Short Form Content

The success of short form content in increasing brand engagement and visibility is strongly influenced by a number of key factors that are emotional, entertaining,

informative, and relevant to the audience's interests. Research by Mulyadi et al. (2023) shows that the emotional dimension has the most significant influence on the purchase intention of Generation Z consumers in the context of short video marketing. Content that evokes positive emotions, such as empathy, joy, and inspiration, tends to drive higher engagement and increase sharing tendencies on social media, which expands the brand's organic reach. The entertainment dimension, while not directly influencing purchase intent, contributes importantly to brand attitude, which mediates the building of long-term consumer loyalty. This suggests that content strategies prioritizing fun experiences and audience enjoyment are crucial in creating deep emotional bonds.

In addition to emotional and entertainment factors, informative aspects are also important determinants in the effectiveness of short form content. A study by Sitanggang et al. (2024) states that content that contains relevant and valuable information according to audience interests can significantly increase engagement and conversion, especially on platforms such as TikTok and Instagram. Informative content not only strengthens brand credibility but also shortens the consumer purchase decision cycle, as audiences find it helpful in making rational decisions based on the information obtained from short videos. This combination of emotional appeal, entertainment value, and informative power is the foundation of a successful short form content strategy in the digital age.

Equally important, platform algorithms also play a central role in determining the success of content distribution. TikTok, for example, prefers high engagement content in a short period of time, while Instagram Reels emphasizes visual aesthetics and brand consistency. Tailoring content to the algorithmic characteristics of each platform is one of the key factors to ensure that content is well crafted and optimally distributed to the target audience. Therefore, understanding the dynamics of the algorithm, such as the timing of uploads, utilization of trending music, use of interactive captions, and adoption of concise storytelling formats, becomes an integral part of the short form content creation strategy.

Another factor that contributes to the success of content is the use of interactive elements, such as polls, duets, or viral challenges, which have been shown to increase the duration of interaction and expand the reach of content. Research by Sitanggang et al. (2024) also found that authenticity in content presentation is an important differentiating factor; Generation Z audiences are more interested in content that feels real and personal than content that is overly polished or artificial.

Considering all these findings, it can be concluded that the success of short-form content depends not only on visual creativity but also on emotional intelligence, information relevance, interactive strategies, and a deep understanding of algorithm behavior. A comprehensive integration of all these factors allows brands and creators

to not only increase engagement but also build meaningful, long term relationships with their audiences in an increasingly competitive digital ecosystem.

Research Implications

This research provides significant practical implications for brands and digital marketing practitioners in designing short form content strategies on social media platforms. The findings show that to increase engagement and brand visibility, content should combine emotional elements, entertainment, and relevant information, tailored to the characteristics of each platform. The use of emotion based storytelling and interactive content has proven to be effective in attracting Generation Z audiences who prioritize authenticity and engagement. In addition, understanding the content distribution algorithms on TikTok, Instagram Reels, and YouTube Shorts is key to optimizing organic reach. Brands need to adopt an adaptive approach by adjusting posting frequency, upload timing, and integrating the latest trends in content production. The theoretical implications of this research enrich the literature on short form video based digital marketing strategies, especially in the context of young consumer behavior. It also opens up opportunities for further studies on more integrated cross platform content strategies, as well as analysis of content effectiveness based on different industry categories. As such, this research contributes to bridging the gap between digital marketing practices and the needs of modern digital audiences.

4. Conclusion

This research found that the utilization of short form videos on TikTok, Instagram Reels, and YouTube Shorts is effective in increasing engagement and brand visibility. The main findings show that emotional factors, entertainment, relevant information, and adaptation to platform algorithms are key to the success of the content. This research answers the main objective: creative strategies based on emotional storytelling and interactivity can significantly increase audience engagement and expand brand reach. However, this study has limitations in using a qualitative approach focusing on specific brand categories, so the results may not be fully generalizable to all industries.

One limitation of this study is the relatively homogeneous sample in terms of brand size and platform focus, with most participants representing mid sized brands that actively use all three platforms. This potentially limits insights into how content strategies may differ between large multinational corporations and smaller local businesses, or between brands that primarily operate on a single dominant platform (e.g., TikTok only brands). Future research should consider diversifying the sample

based on brand scale and preferred platform to uncover more nuanced strategic differences. For example, it would be valuable to examine whether smaller brands rely more on trends for organic reach or whether platform native strategies vary based on resource availability and audience segmentation.

For future research, it is recommended to use quantitative methods or cross industry studies to enrich the generalizability of the findings. Practical advice for brands is to optimize content creativity, narrative authenticity, and responsiveness to the dynamics of platform trends. This research contributes to the digital marketing literature by deepening the understanding of short-form content strategies across platforms, as well as providing practical guidance for practitioners in developing more effective digital marketing strategies in the era of short-video-based social media.

5. References

- Alalwan, A. A. (2021). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 60, 102387. <https://doi.org/10.1016/j.ijinfomgt.2021.102387>
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2022). From social to sale: The effects of firm generated content in social media on customer behavior. *Journal of Marketing*, 86(1), 122–141. <https://doi.org/10.1177/00222429211059165>
- Montag, C., Lachmann, B., Herrlich, M., & Zweig, K. A. (2021). Short videos and the digital brain: Exploring the impact of TikTok and similar platforms on cognition. *Frontiers in Psychology*, 12, 713791. <https://doi.org/10.3389/fpsyg.2021.713791>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Yang, S., & Lee, J. (2022). Viral marketing and social video: Content characteristics that drive engagement on TikTok. *Computers in Human Behavior*, 131, 107204. <https://doi.org/10.1016/j.chb.2022.107204>
- Trisya Fahira, et al. (2021). Utilization of Tiktok Videos to Increase Brand Awareness in the Apparel Industry. *Proceedings of Pirwns*, 1115–1120.

- Riska Elsa Kurnilia, et al. (2024). Visually and Emotionally Appealing Creative Content as an Effort to Increase Engagement and Customer Loyalty of Oishi Chicken Fillet. *Journal of Welfare*, 1(2).
- Matthew, J., & Lolita, T. (2024). Video Marketing: TikTok's Strategy to Increase Doxadigital Brand Awareness. *Welfare Journal*, 2(2).
- Ningsih, D. A., Purnama, C. B., & Asjari, A. R. (2024). The Effect of Interactive, Educational, and Informative Content on Instagram Social Media User Participation. *Realization: Journal of Social Science and Humanities Research*, 2(2).
- Meyliana Tjan Mulyadi, et al. (2023). Analysis of Three Dimensions of Short Video Marketing that Influence Generation Z's Purchase Intention. *Insight: Journal of Management Science, Economics and Entrepreneurship*, 1(3).
- Andris Sahata Sitanggang, et al. (2024). Effectiveness of Digital Marketing Strategies in Social Media: Case Study of Facebook, Instagram, and TikTok Generation Z. *MASMAN: Master Management Journal*, 2(3). <https://doi.org/10.59603/masman.v2i3.489>
- Gesmundo, M., et al. (2022). Emotional Engagement in Short Form Video Content: A Literature Review. *Journal of Digital Marketing Research*, 5(1), 45 61.
- Mowat, D. (2021). The Role of Short Video Platforms in Shaping Consumer Decision Making. *International Journal of Media Studies*, 9(2), 34 50.
- Geysler, W. (2021). TikTok Engagement Rate: What You Need to Know. *Influencer Marketing Hub*. Retrieved from <https://influencermarketinghub.com/tiktok-engagement-rate/>
- Smith, K. T. (2020). Digital Marketing Strategies: The Role of Engagement in Building Consumer Relationships. *Journal of Digital & Social Media Marketing*, 8(1), 45 53.
- Duha, R. K. F., Mrp, R. P. D., Fadhilah, I., & Sinaga, O. (2025). Effective Social Media Marketing Strategy for Young Artists. *Realization: Education Science, Fine Arts and Design*, 2(2), 69 78.
- Ellynawati, L., Sari, D. P., & Nugroho, A. (2024). Emotional Storytelling in Digital Marketing: Increasing Engagement through Short Form Content. *Journal of Digital Communication and Social Media*, 6(2), 115 128.
- Harahap, L. M., Hafni, A. I., Pardosi, M., Nafira, T. N., Albanjari, R. A. H., Panjaitan, D., & Situmorang, A. S. (2024). The Influence Of Content Marketing Strategies On Tiktok On Consumer Purchasing Decisions. *Journal of Economic Change*, 8(9).
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, 37(4), 509–523. <https://doi.org/10.1086/268109>

