Subobject animation
Blender, unlike many other 3d softwares, has only limited support for subobject animation. The first way this can be done is through the Hook modifier, which controls single vertices or vertex groups by means of an external object. The second is the AnimAll plug-in, which directly animates vertices or curves. The last is shape keys, which we have covered before. The disadvantage of shapekeys is that they are limited in range between the base mesh and the extremes of the shape key distortion of that mesh, which for practical purposes cannot be large. Hook control objects and AnimAll transforms are unlimited in direction and range.

The Hook modifier
I have an introduction to this at https://youtu.be/jp_hjje9SPI.

Wayward Art Company has an excellent video on using the Hook modifier to animate wiring at https://youtu.be/21ll60VcGY.