

# TikTok Marketing for businesses





# TikTok Marketing for businesses







11 years of increasing sales on the Internet



more than **100 certified specialists**Google Analytics, Google Ads, Facebook Ads



**20** of our clients are included in the TOP-100 Forbes Ukraine



more than **1 130** successfully implemented projects since 2008

Official partners:

ADWORDS QUALIFIED INDIVIDUAL Google

QUALIFIED INDIVIDUAL Google







#### **Daria Salnikova**

Marketing communication expert with 4 years experience.

SMM consultant and author of SMM courses. She had more than 20 SMM projects for small, medium and big-sized businesses on B2C and B2B markets.





## What is TikTok?

**TikTok History** 

The Leader of downloads in App Store and Google Play in 2021

**45** minutes users spend in **TikTok** a day

**41% TikTok** users are between the age of **16-24** 



**TikTok** is available in **200** countries

1 billion views are on TikTok daily

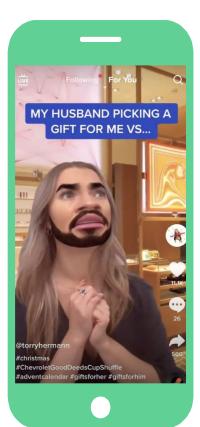
**83% TikTok** users posted videos on the platform

8 times users open TikTok a day

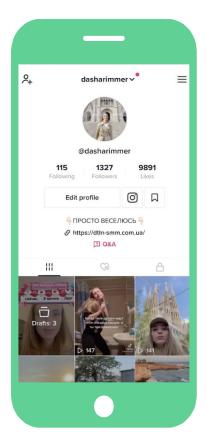


#### TikTok Platform





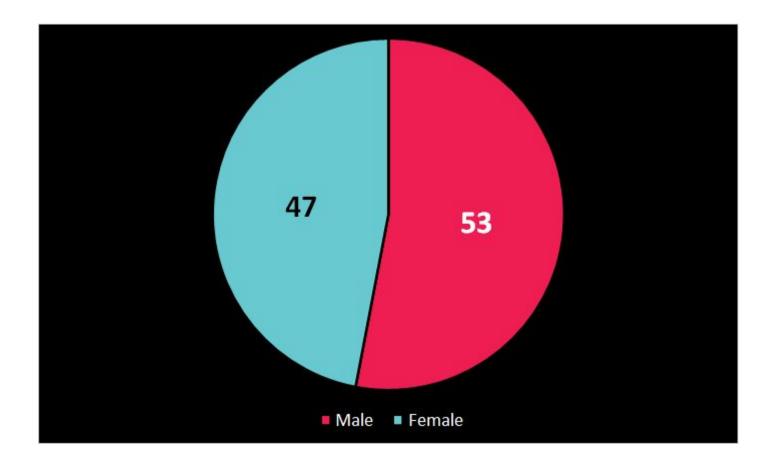






## User Behaviour on TikTok







#### Most popular content categories on

#### **TikTok**

1.	Entertainment	443,3B
	(including lip syncing)	
1.	Dance	150,3B
2.	Pranks	54B
3.	Fitness / Sport	43,3B
4.	Beauty / skincare	21,8B
5.	Fashion	17,5B
6.	Recipes / cooking	12,9B
7.	Lifehacks / advice	8,3B
8.	Pets	7,5B
9.	Outdoors	1,2B

#### Behaviors of TikTok Engagers

% of TikTok Engagers\* who have done the following in the past month

Watched someone else's video	68%
Liked someone else's video	63%
Followed someone else	63%
Logged in without doing anything	59%
Uploaded a video	55%
Commented on someone else's video	54%
Shared someone else's video on another social network	50%
Uploaded a "Duet" video	43%
Uploaded a "React" video	41%

 $<sup>^*</sup>$ TikTok Engagers are defined as internet users aged 16-64 who have actively engaged/contributed to TikTok in the past month

Question: Which of the following have you done on TikTok in the past month? Please select all that apply.

Source: GlobalWebIndex November 2018 Base: 263 TikTok Engagers in the UK and U.S. aged 16-64

#### Who needs TikTok?









**Personal Brands** 

All those who want to develop their one brand



**Big Brands** 

International brands



**Any brands** 

Small and middle sized business



## Benefits of **TikTok**



#### **BENEFITS**





How to create an account in **TikTok** 

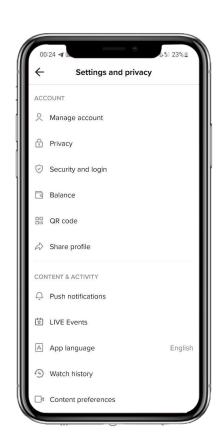




#### What are types of **TikTok** accounts?



personal account



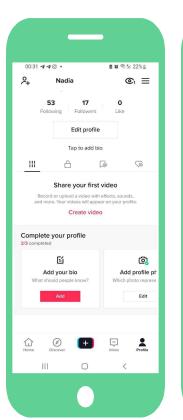


business account



#### How to create an account in **TikTok**

- ★ Nickname: catchy nickname upto 20 characters
- ★ Profile picture: a blogger should choose a bright photo on plain background. Brands should upload a logo.
- ★ Description: information about your account.
   A creative saying or quote, that characterizes you. A slogan for brands.
   Bio limited upt 80 characters
- ★ Links: add links to your web-site. Or you can use a link aggregators (E.g. *Linktree*)
- ★ Links to IG&YT: add build-in links to your Instagram and YouTube.

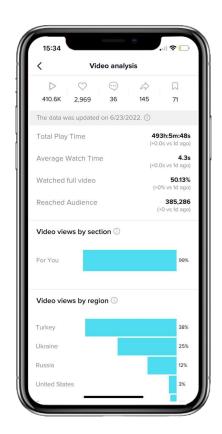






#### Features of working in **TikTok**

- ★ Only **video** format
- ★ You can not add anchor links
- ★ Video description can have only 150 characters
- ★ Maximum video length 3 minutes
- ★ Difficult to predict the **results**
- ★ Difficult to predict the audience





#### Features of creating video for business in **TikTok**





Write video scripts based on brand concept and image



Demonstrate your product or services



Present your brand based on audience insight



#### Themes for **TikTok** videos

Video with creative editing displaying the product

Life hacks

**P**roduct Reviews

**C**omedy sketches



#### How to choose theme for **TikTok** video

**A**nalyze your competitors

Take your brand character as a base

Understand what your audience like



#### How to get into the recommendation feed

- ★ Regularly post video 1-3 times a day
- ★ Videos with trending music
- ★ Participation in challenges
- ★ Copying trends and adapting them to your project
- ★ Use engagement mechanics to involve your audience
- ★ Shoot the videos inside the TikTok application
- ★ Shoot duets
- ★ Use hashtags



## TikTok trends



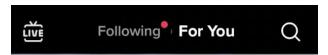


Why **TikTok** trends are important?



#### How to watch **TikTok** trends

#### Analyze your recommendation feed



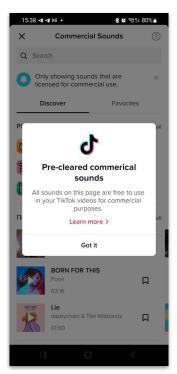
#### **A**nalyze Discover tab

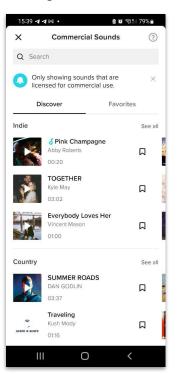


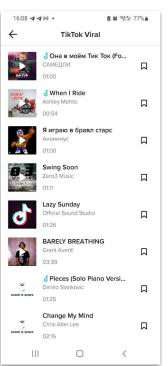
#### Analyze trending music



#### Trading music in **TikTok**









# How to advertise on **TikTok**

Ad formats



#### In-feeds ads

A native full-screen ad on TikTok. Users will see these ads. in the recommendation feed For You. These ads generate a lot of interactions, likes, comments, shares, and redirects to your Tik Tok profile page. If you put a lot of creativity, the CPM (cost per thousand impressions) can be low, it can be attained by big CTR (click-through-rate) and additional reach from users' reposts. You can add music and subtitle in this ad format to focus attention to the most important. You can also add a link to your website



#### Top View

The first video ad that a user will see when they open their TikTok. This video will take up their entire screen, and it's impossible to miss. You can add a CTA\* button or a link to your website to get additional traffic. It's critical to have good storytelling and creativity with this ad format to maximize your brand awareness and generate a lot of interaction. This ad format is excellent for bringing a new product to the market and building up your reputation. This type of advertising ranks first in TikTok's user engagement index at about 71%.

TikTok users report that Top View ads capture their attention the most. You can't go wrong with these types of ads; users will undoubtedly see Top View ads when they log into the platform.



#### Hashtag challenge

This promotional format is exclusive for TikTok platform. The average level of engagement into this promo format is approximately 17.8%. The mechanism is very simple: a brand invites TikTok users participate in a challenge: to shoot a video for a given song, add a certain hashtag, and post the video on their social networks. Usually challenges are launched in cooperation with bloggers or influencers.



#### **Brand Takeover**

This is the ad is in format of a banner that appears when you open the application. This format is very similar to Top View, but the Top View is exclusively a video.

The Brand Takeover ads use GIFs, photos, and a field with an application icon. A "CTA" button or site link is added to these advertisements.



#### **Branded Effects**

Branded Effects is native ad format on TikTok. The brand creates branded stickers, masks, effects for videos. Users will use them in their videos, and the company gets a mention and gains brand awareness. Can be implemented only through a TikTok manager. This format is used only in combination with other ad formats. This ad type is a great tool to increase brand awareness.



#### Organic promotion on **TikTok**





Post videos regularly - 1-3 times a day



Create engaging and high-quality videos



Have active communication with your audience and other tiktokers



Shoot duets



Participate in challenges.

#### Collaboration with influencers







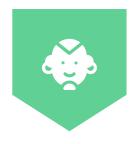
Advertising of Profile

Challenge popularization

Creation of content for the brand

#### Collaboration with influencers







Advertising of Profile

Challenge popularization

Creation of content for the brand

#### Collaboration with influencers







Advertising of Profile

Challenge popularization

Creation of content for the brand



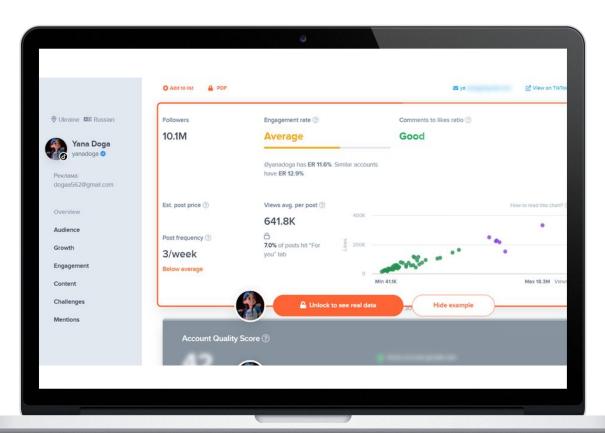
#### What to analyze on **TikTok**?

- Average number of video views
- Posting frequency
- Percentage and location of the tiktoker audience
- Format of submitted content and the subject of the profile



#### HypeAuditor







# Content marketing on **Tik Tok**



# TikTok's ranking system



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



Top of region

Watch time

Hashtag is a king

Trendy music

Challenges

Posting time

Posting frequency



# Video Creation. Video Cover



## How to design the thumbnails for your videos







# Video voice acting and subtitles



# Duets in TikTok



# Stich Videos



# Reply to Comments in **TikTok**

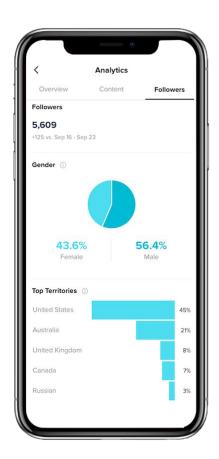


## Engaging mechanics in **TikTok**

- Ask your audience questions
- See You In The Next Video
- Call to action
- Time Loop
- Puzzles and interactions



# Analytics in **Tiktok**







# Why you need analytics in **TikTok**?

- Make decisions based on real data
- Understand which tools work most efficiently
- Analyze the efficiency of your campaigns
- A person who understands analytics gets more offers and knows how to create cool content



# Sections in **TikTok Analytics**?

Overview

Content

Followers

Posts



#### Thank you!



Anton Voroniuk aworonyuk@web-promo.com.ua www.web-promo.ua



**Daria Salnikova**