

TikTok

[+
in 2024]



Contents

1 "TikTok"

2 TikTok

3 TikTok

4 TikTok

5

6 TikTok

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- 2019

TikTok

TikTok



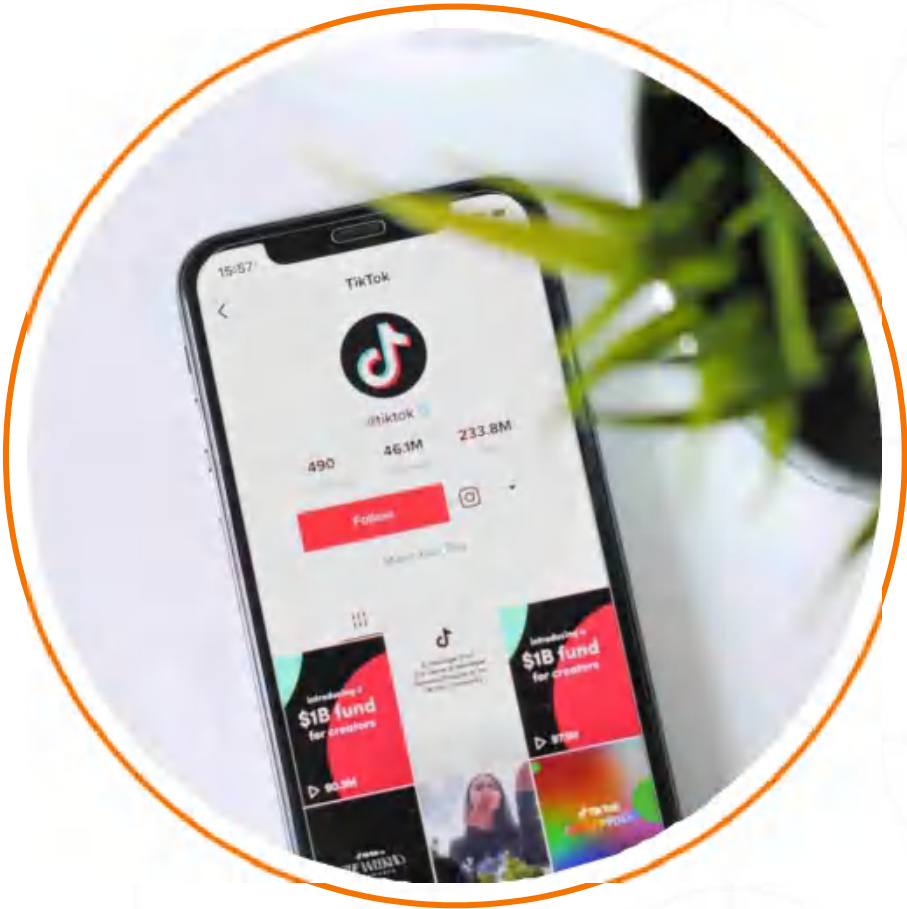
TikTok

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2022

17



" TikTok "

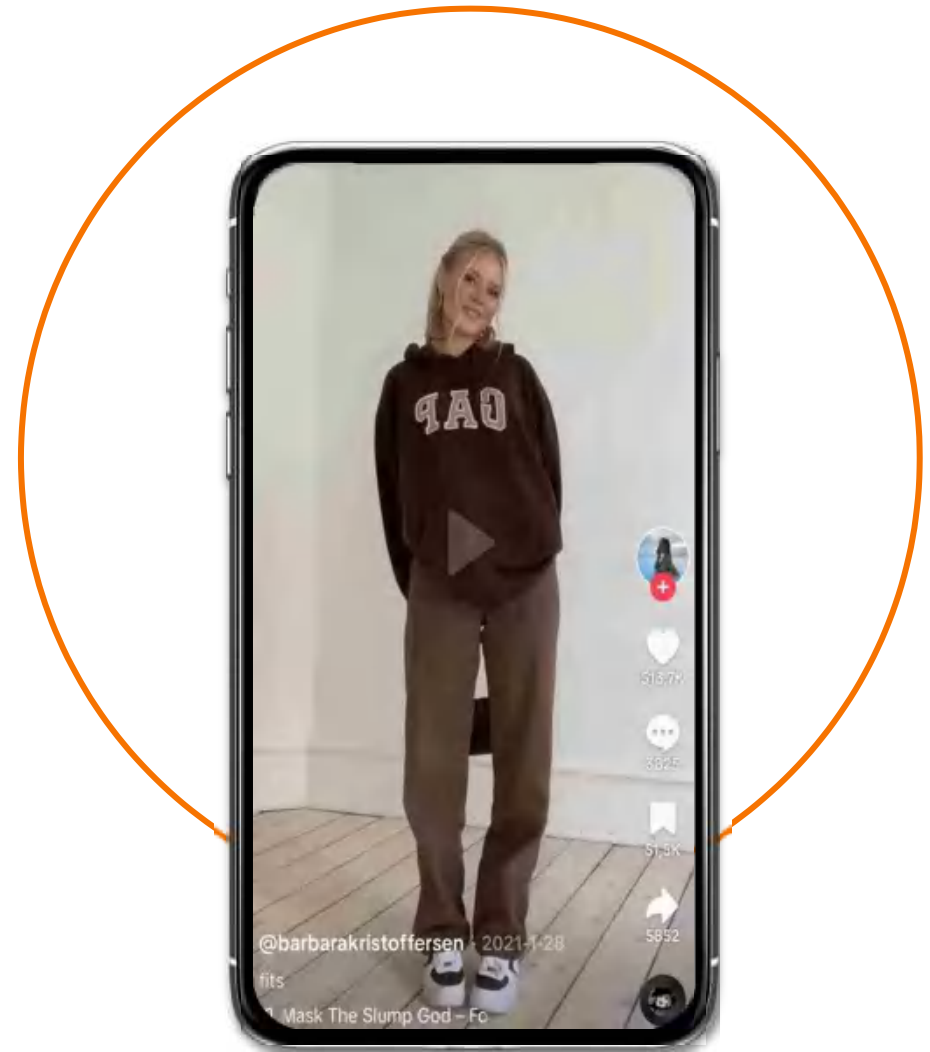
TikTok		Khabane
Lame	1.62	Charli D 'Amelio 1.51

TikTok

TikTok

Take this video posted by Barbara Kristoffersen, a fashion in fluencer. She appeared in a vintage brown Gap hoodie, striving up enough hypa that The Gap released the '90s design.

TikTok



" TikTok "

influencer

UGC

TikTok



TikTok



" TikTok "

CHAPTER 2

TikTok



TikTok

Statista

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Instagram

YouTube

TikTok

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TikTok

TikTok

TikTok



TikTok



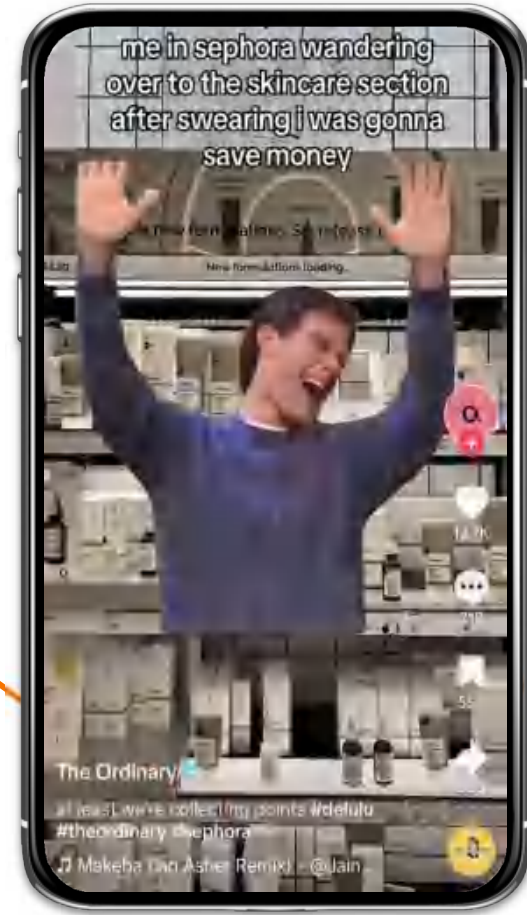
TikTok ()

The Ordinary

In fi uencers

TikTok

UGC



CHAPTER 3

TikTok

TikTok

Feed

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TikTok

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TikTok



TikTok

TikTok

fi

TikTokers

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58%

TikTok

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53%

TikTok

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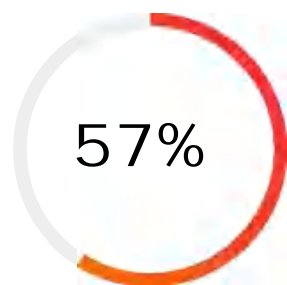
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46%

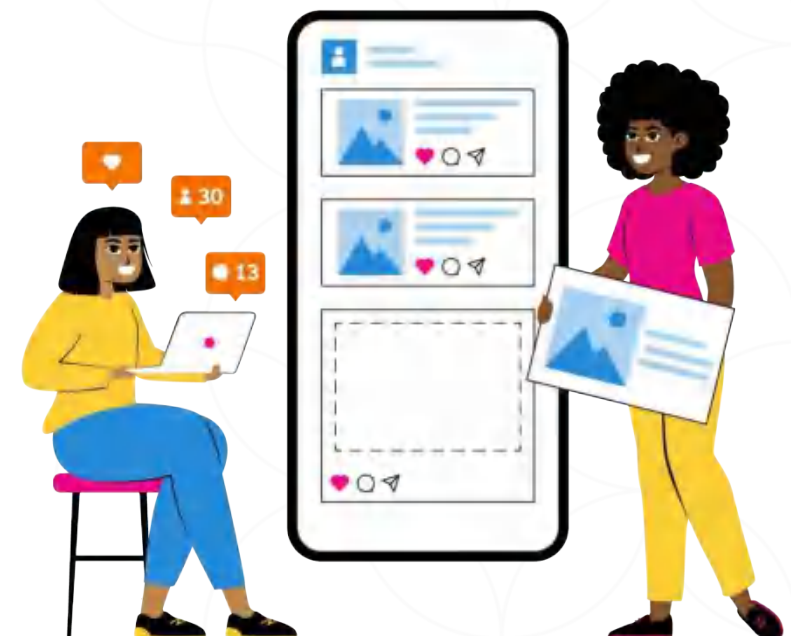
TikTok

Genuine trust and shared values make all the difference here. Reviews and demos from your favorite influencers feel more like recommendations from a friend rather than generic online ads.

impact. com



57%



FTC
include

paidpartnership

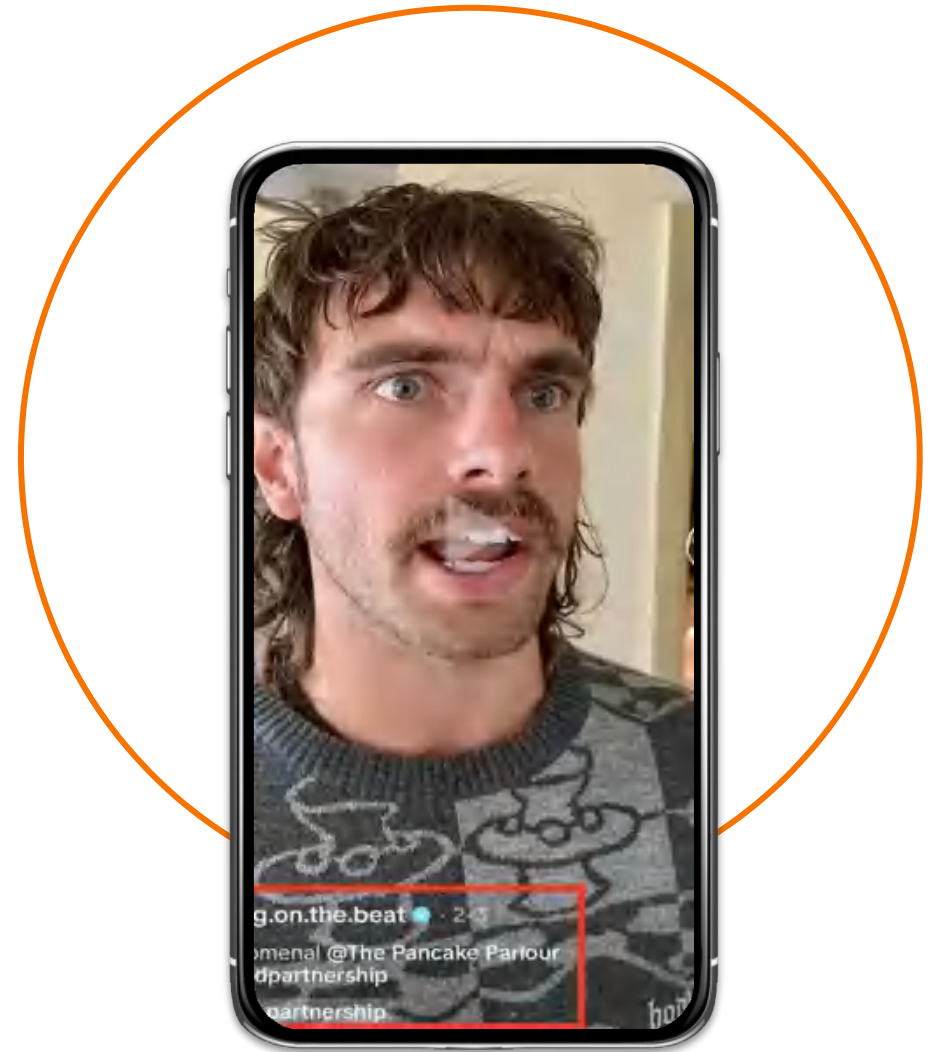
Pancake Parlour Aussie

TikTokers swag. on. the. beat

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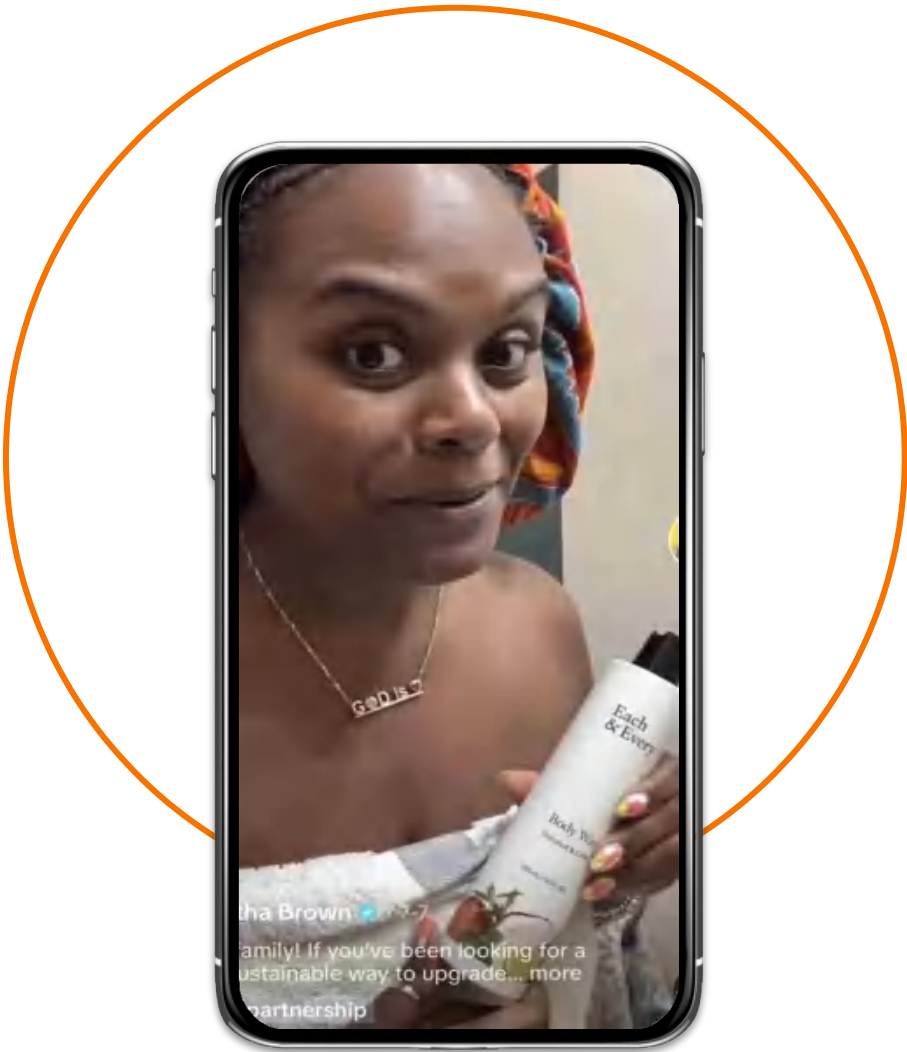
51%

TikTok



		Each	Every
	"	"	
TikTok	Tabitha Brown	-	
	-		

44%



TikToker



TikTok

CHAPTER 4

TikTok

64 in fluencer
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TikTok in uencers



TikTok

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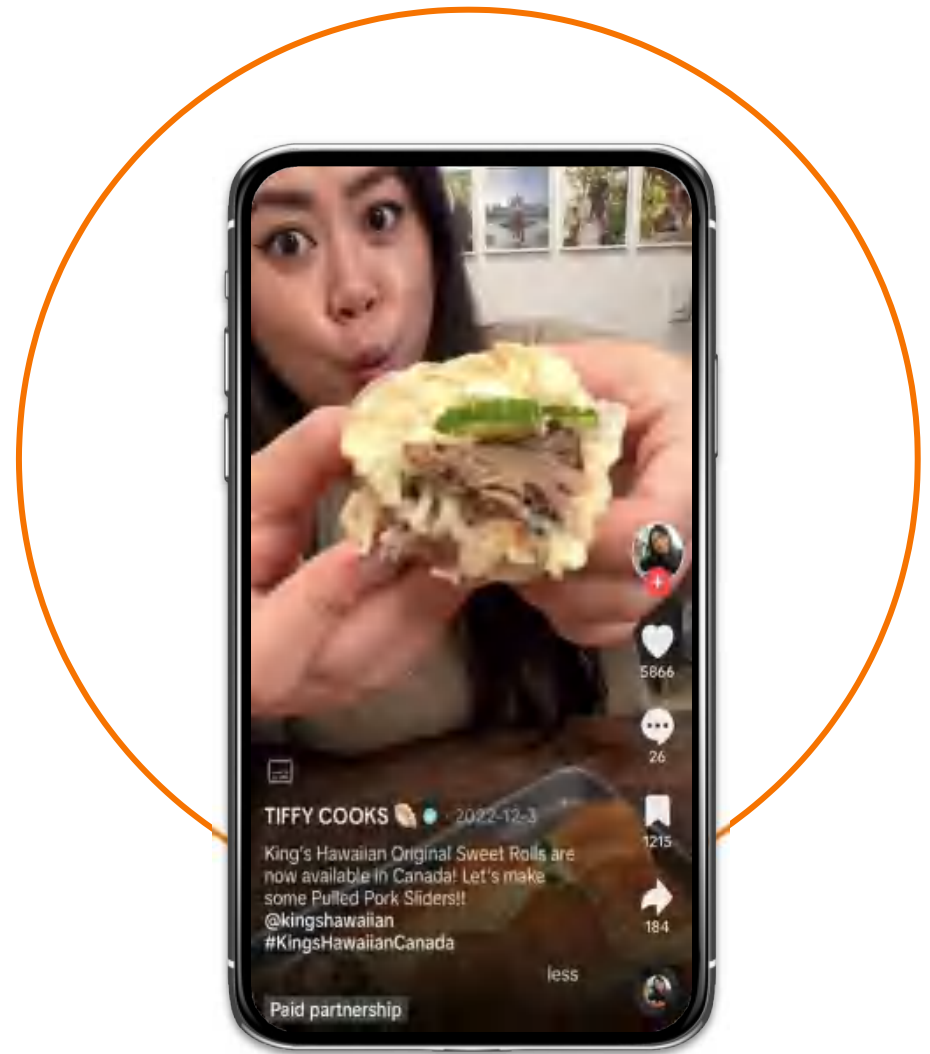
2

Tiffy Cooks
320 TikTok
King's
Hawaiian Tiffy

TikTok

(UGC)

UGC



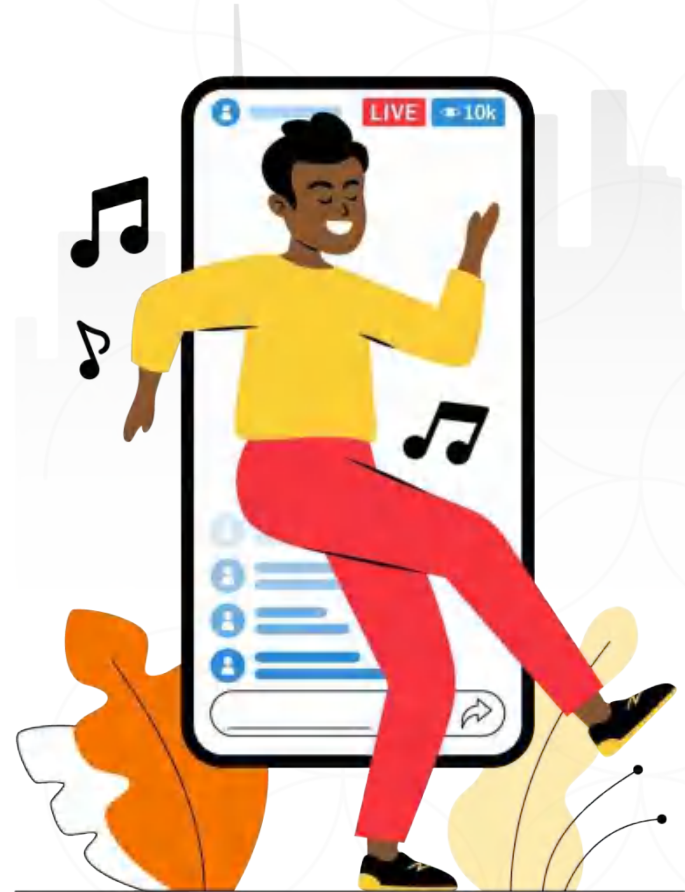
UGC

TikTok

UGC

UGC

Feed



Bowlero

TikToker Meg

Reilly

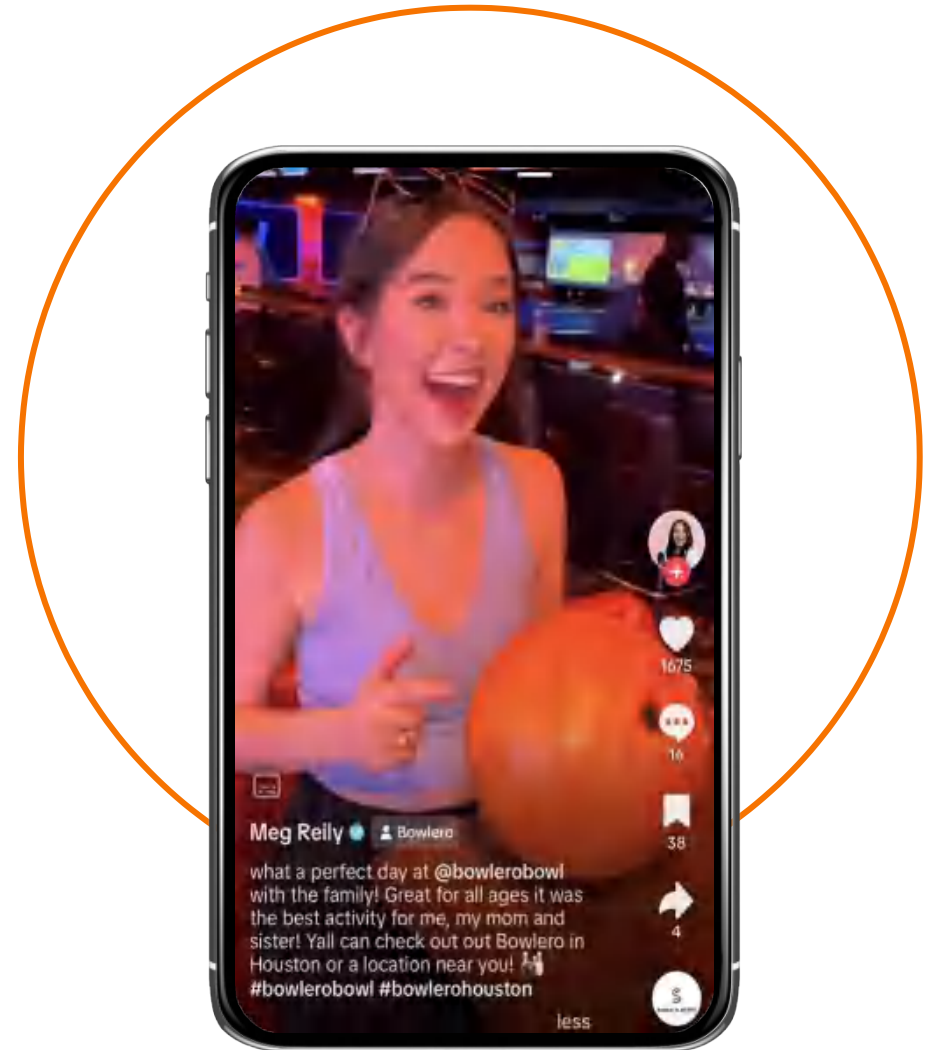
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impact. com



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TikTok

NativeTikTok

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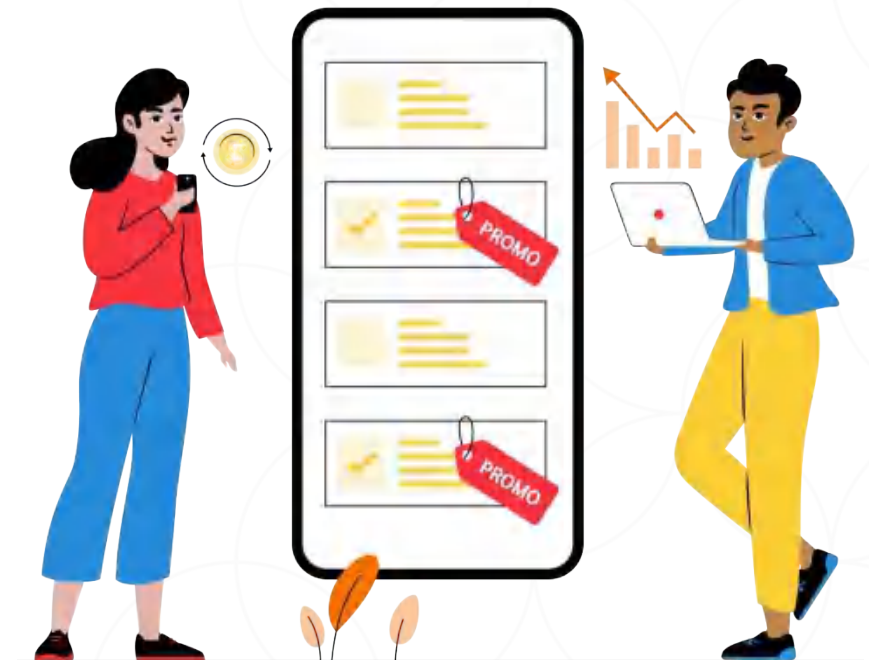
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TikTok
TikTok

TikTok

TikTok

TikTok
12%

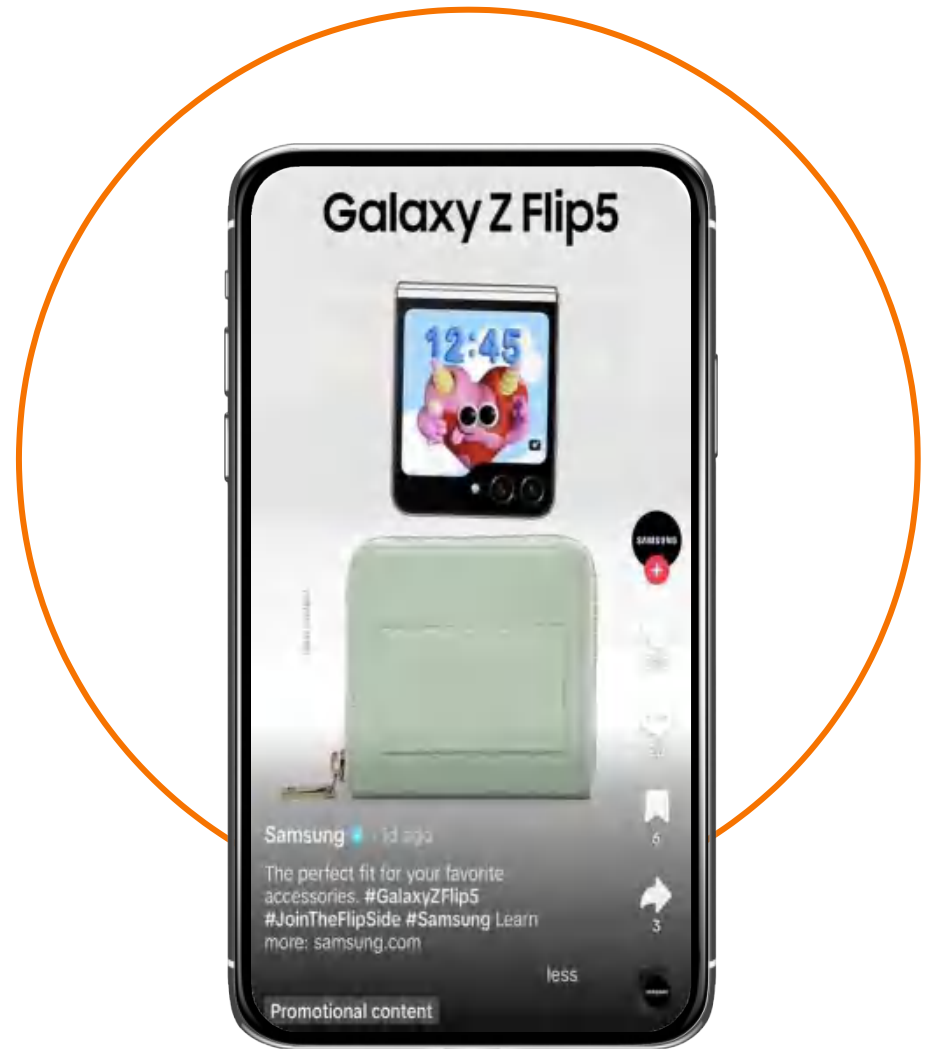


TikTok
83%

TikTok Ads

Galaxy Z Flip5

10



CHAPTER 5

TikTok

impact. com

You can start by checking out influencers in your product niche — scrolling through for content matching your preferred vibe and style. Are they speaking to your target audience? Perfect!

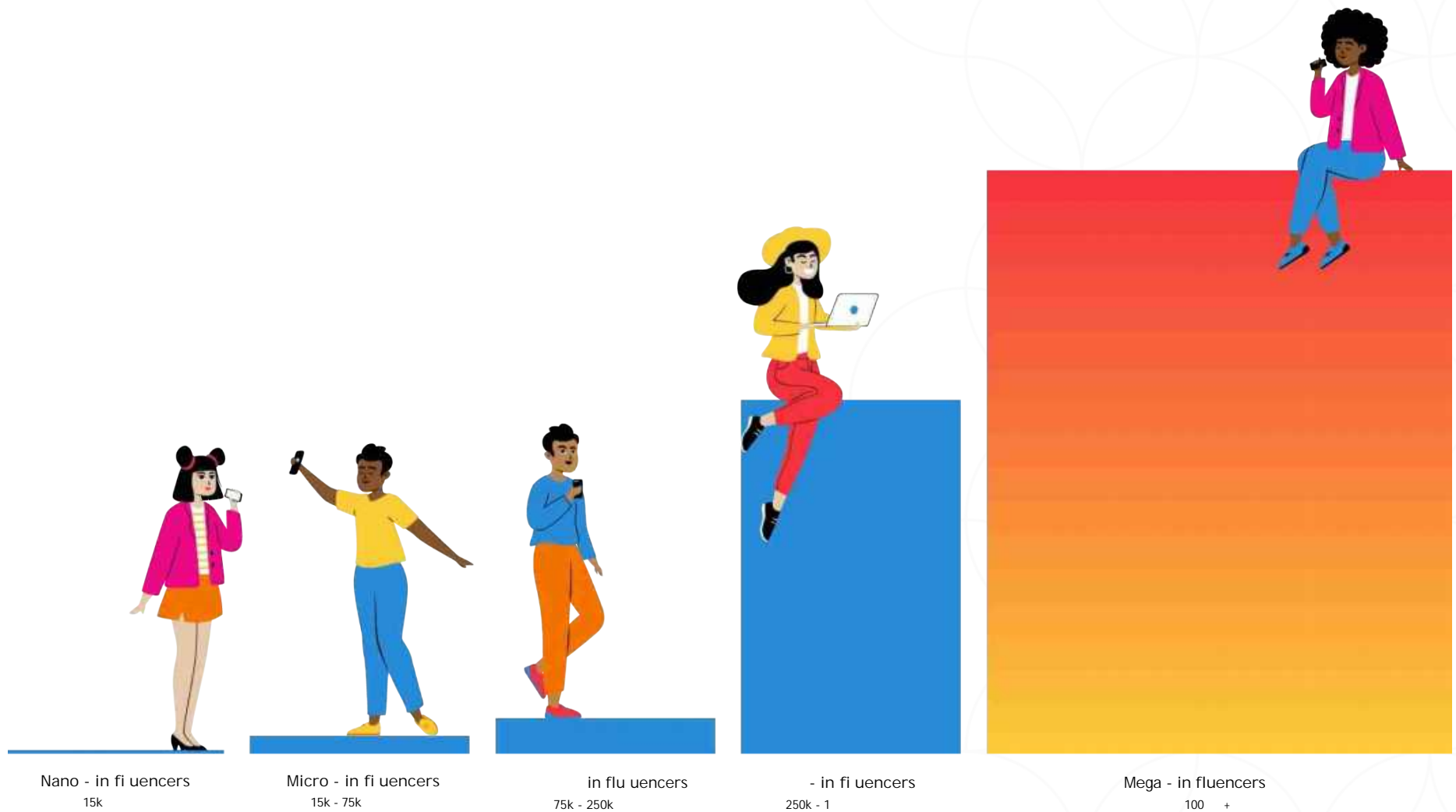
TikTok



TikTok



TikTok



1

Nano - influencers

15k

itsshelenalaura 3k TikTok
Helena UGC

2

Micro - influencers

15k - 75k

[Emma Expedition](#) 28k TikTok

influencers

75k - 250k

3

mylife outdoors 116k TikTok

4

- influencers

250k - 1

Andrew Rea Babish 387k TikTok
Binging
-

5

Mega - influencers

100 +

[TikTok](#) 740
[2019](#) -

TikTok

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TikTok

TikTok

TikTok

Creator

impact. com / creator

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Marketplace

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TikTok

TikTok API

(ROI) - impact. com

[TikTok](#)



TikTok

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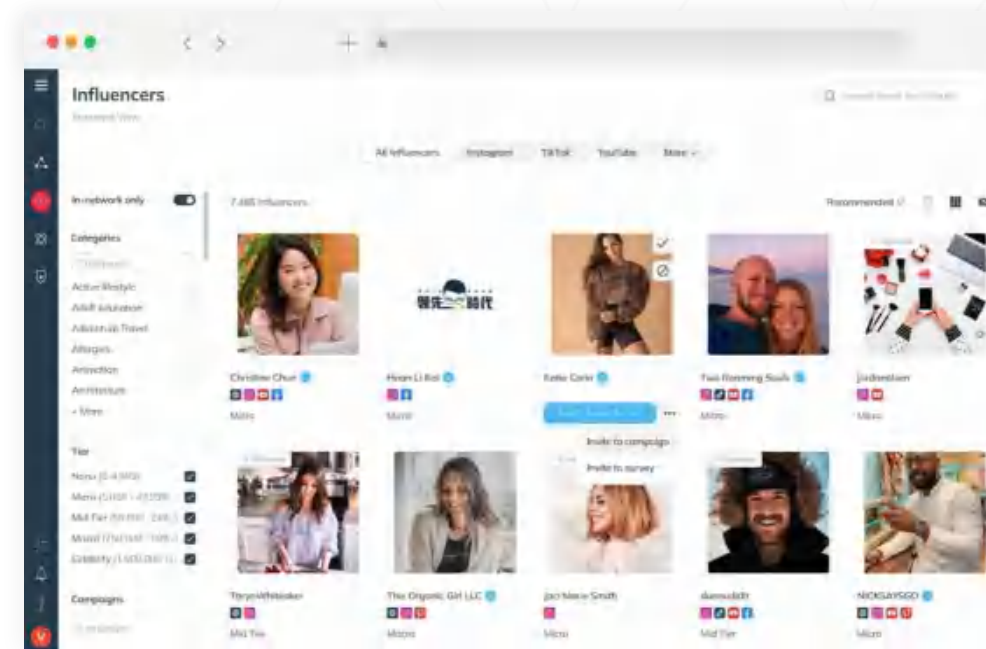
TikTok

impact. com / creator fi lters

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UGC

impact. com / creator also allows creators to find your brand and reach out with a computing pitch. within the same platform, you can easily view their profile and determine if they fit you.



TikTok

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TikTok

1

impact. com

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2

Target TikTok

TikTok "For You "

TikTok impact. com

3

4

TikTok

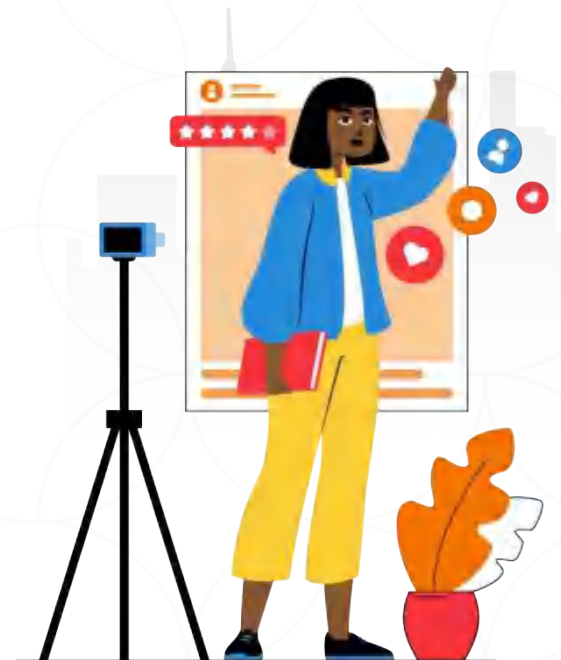
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impact. com

TikTok
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TikTok

TikTok

in fluencer

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impact. com / creator

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TikTok





impact. com

[impact. com](https://www.impact.com)

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impact. com

