
TikTok

[+
in 2024]



Contents

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CHAPTER 1

"
- 2019

TikTok

TikTok



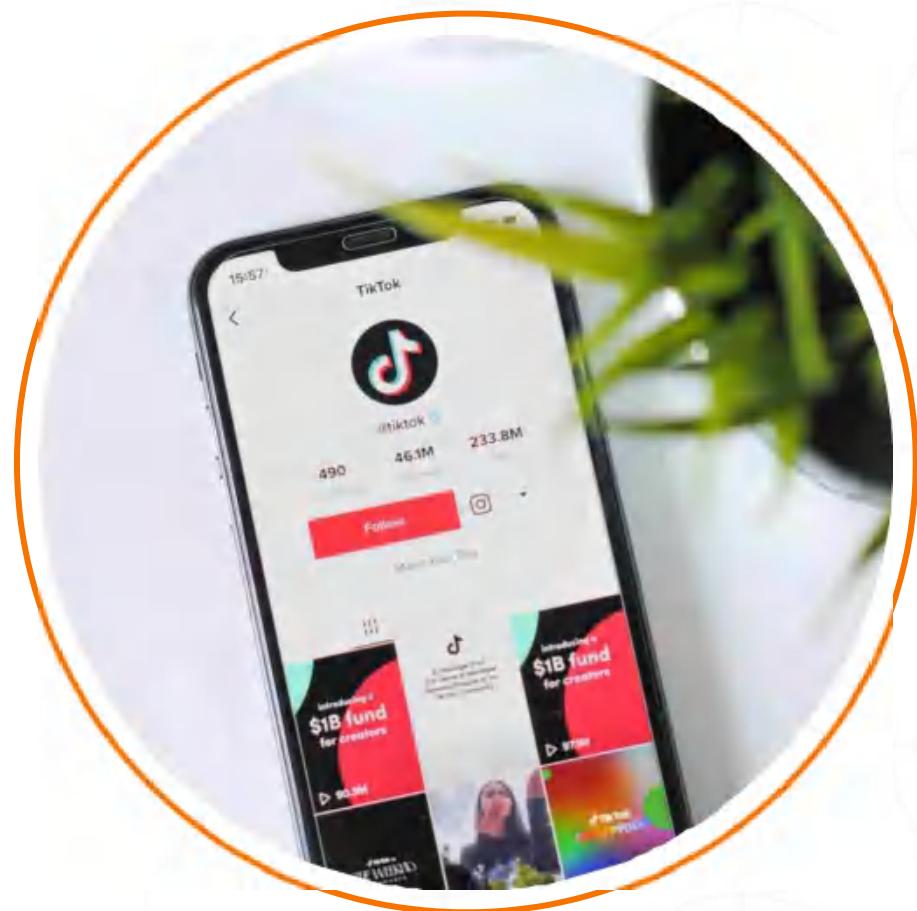
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"TikTok

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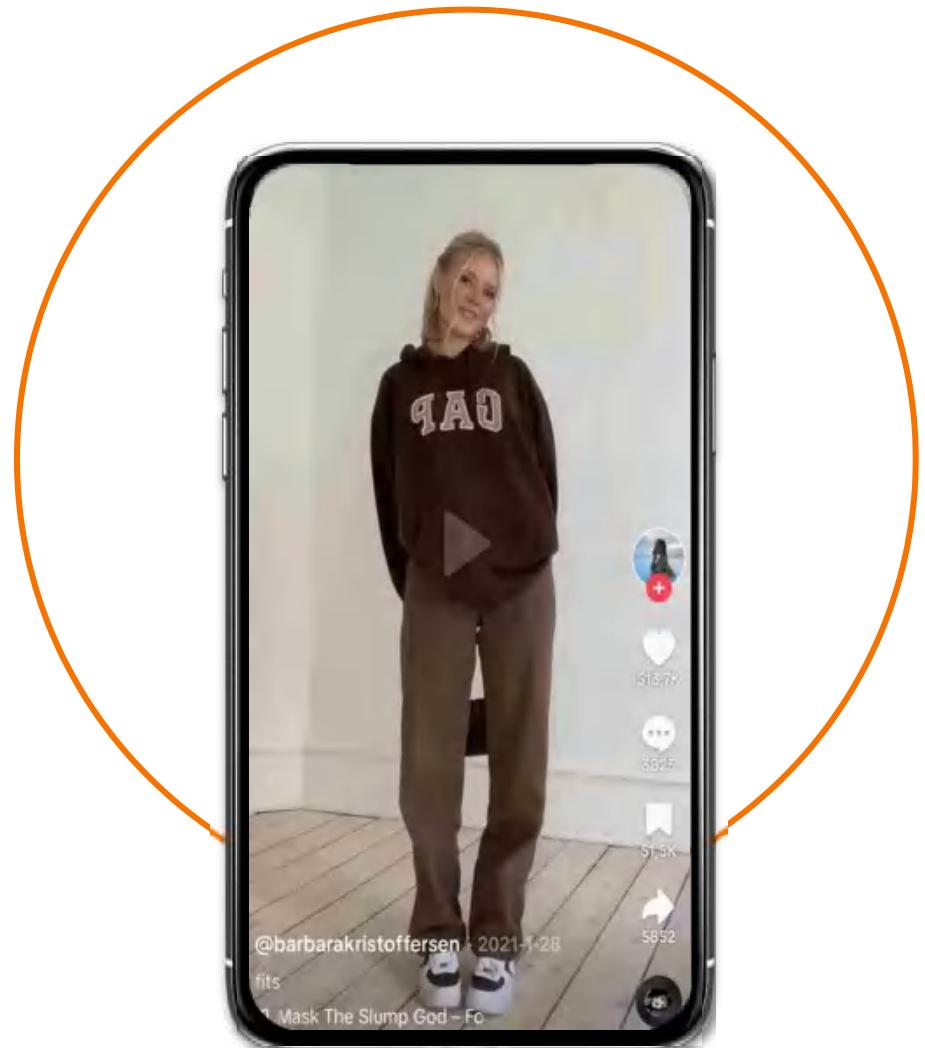
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Lame 1.62	Charli D'Amelio 1.51

TikTok

TikTok

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

TikTok



"TikTok

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influencer

UGC

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CHAPTER 2

TikTok



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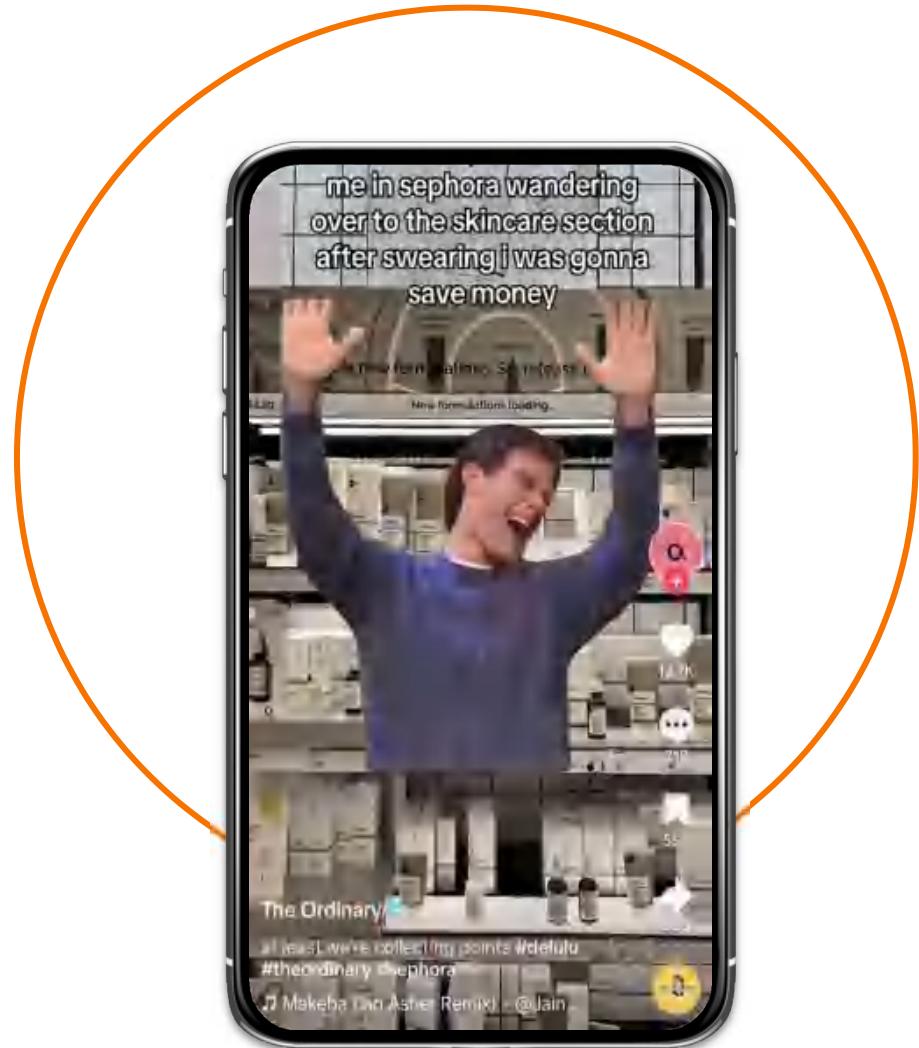
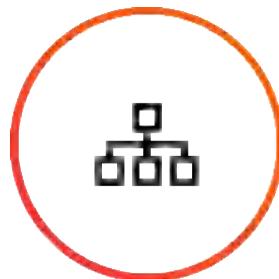
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Influencers

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CHAPTER 3

TikTok

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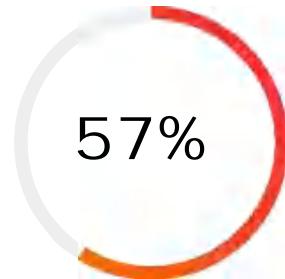
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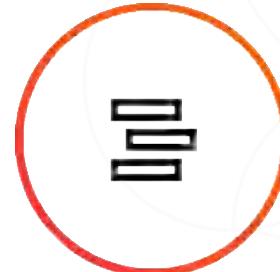
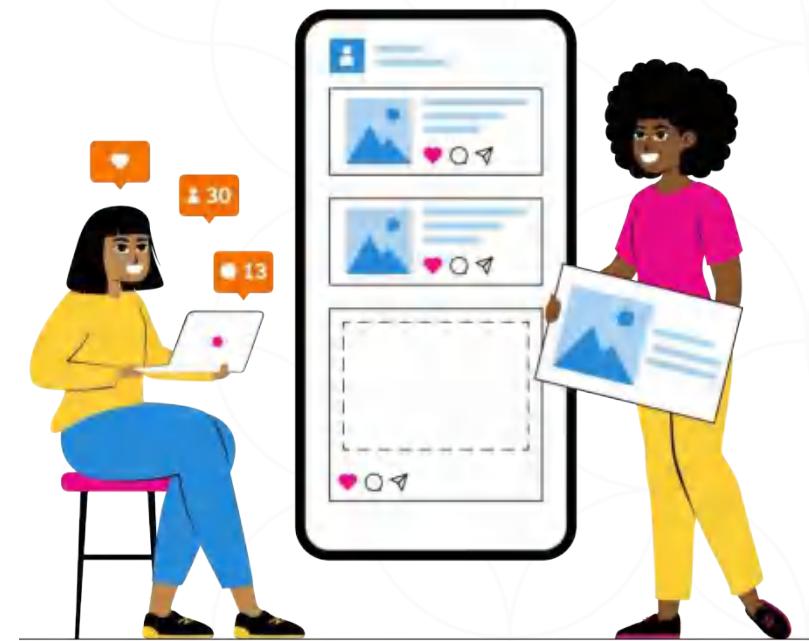
46%

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%



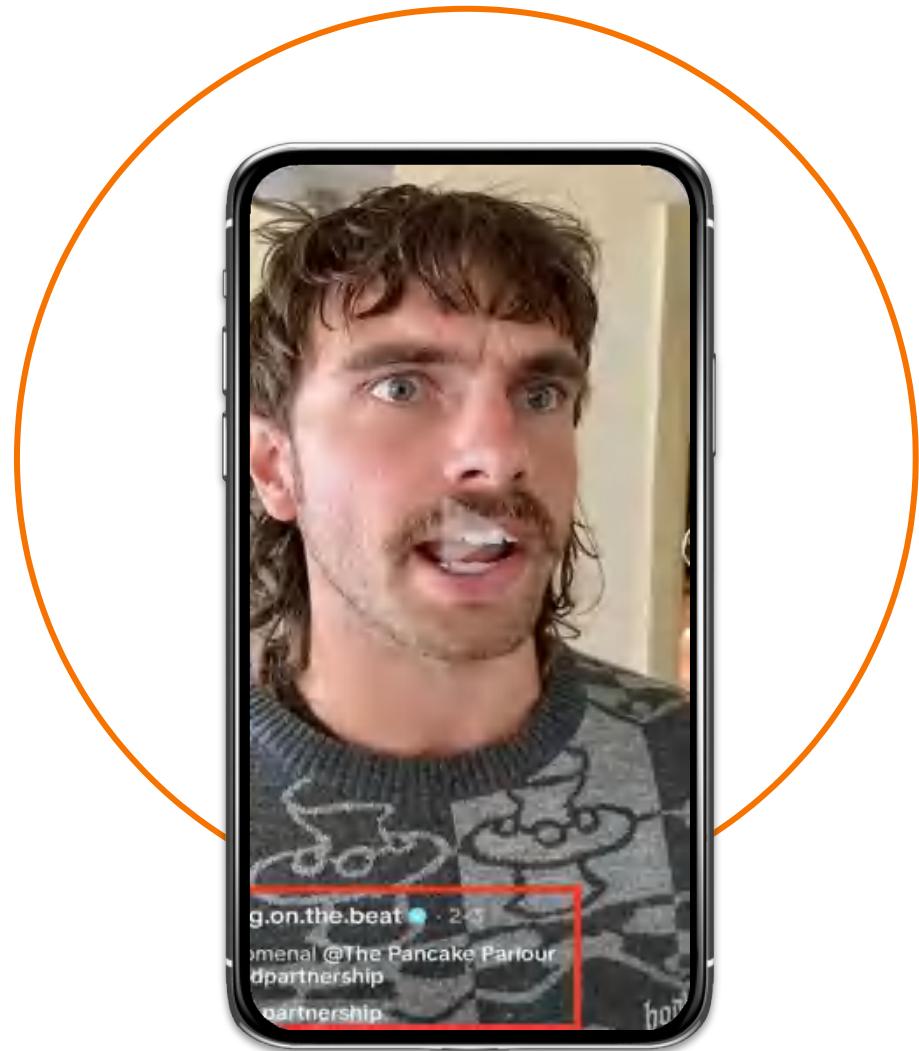
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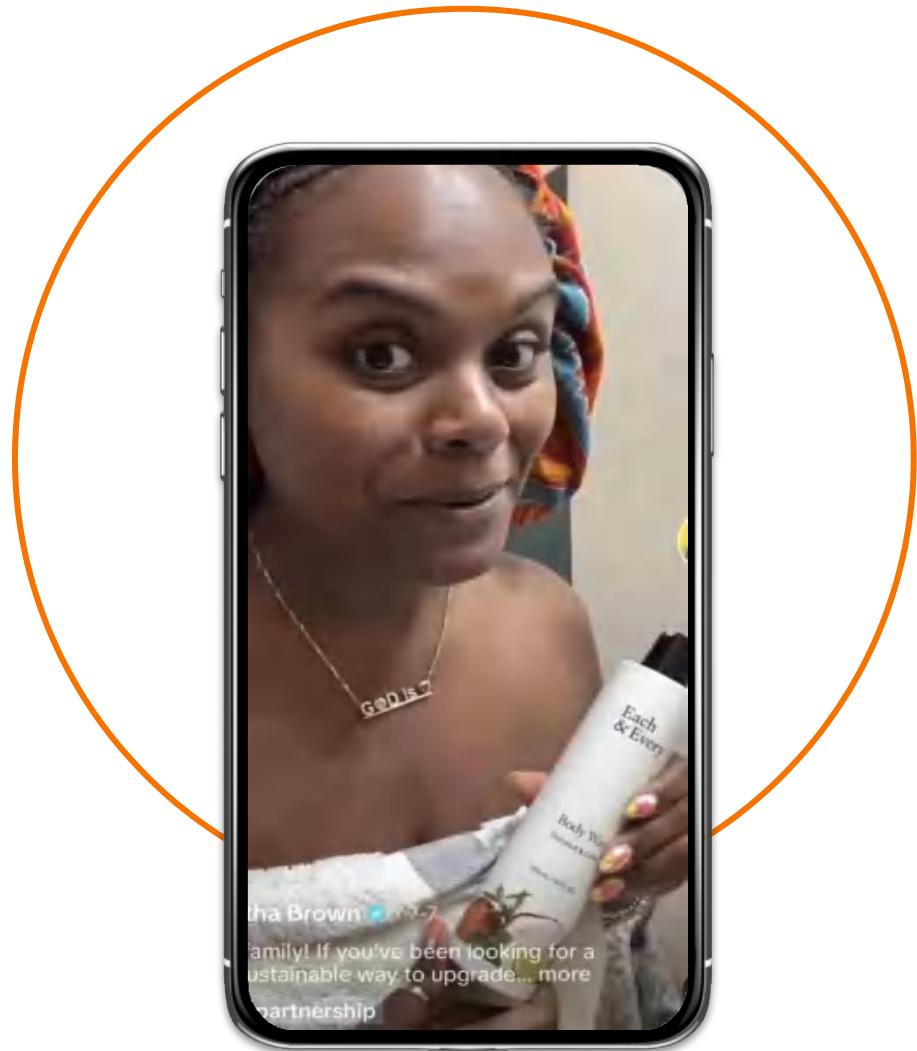
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Each Every

TikTok Tabitha Brown

44%



TikToker



TikTok

CHAPTER 4

TikTok

64 influencer
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find
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TikTok influencers



TikTok

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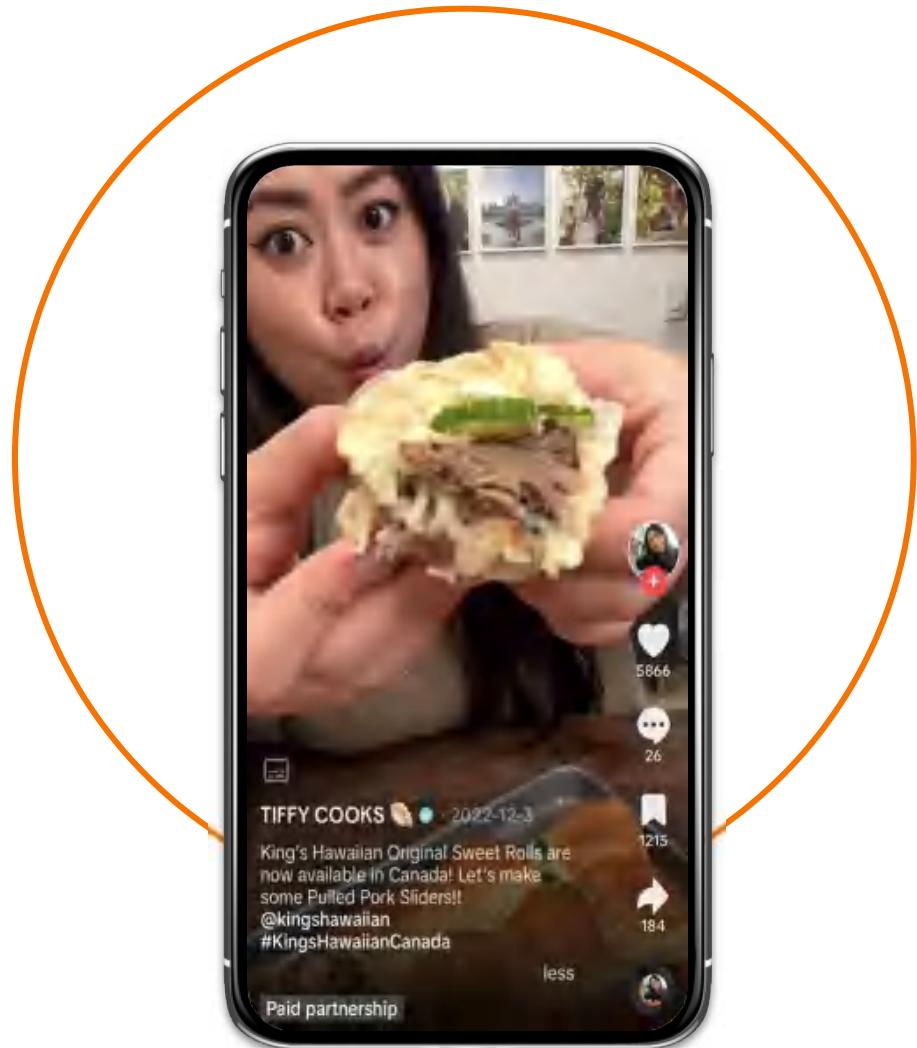


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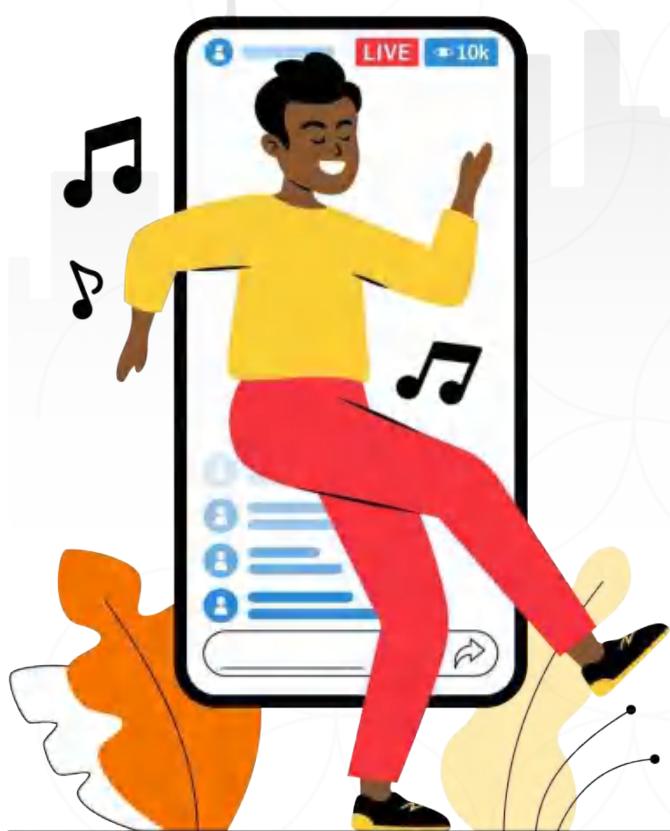
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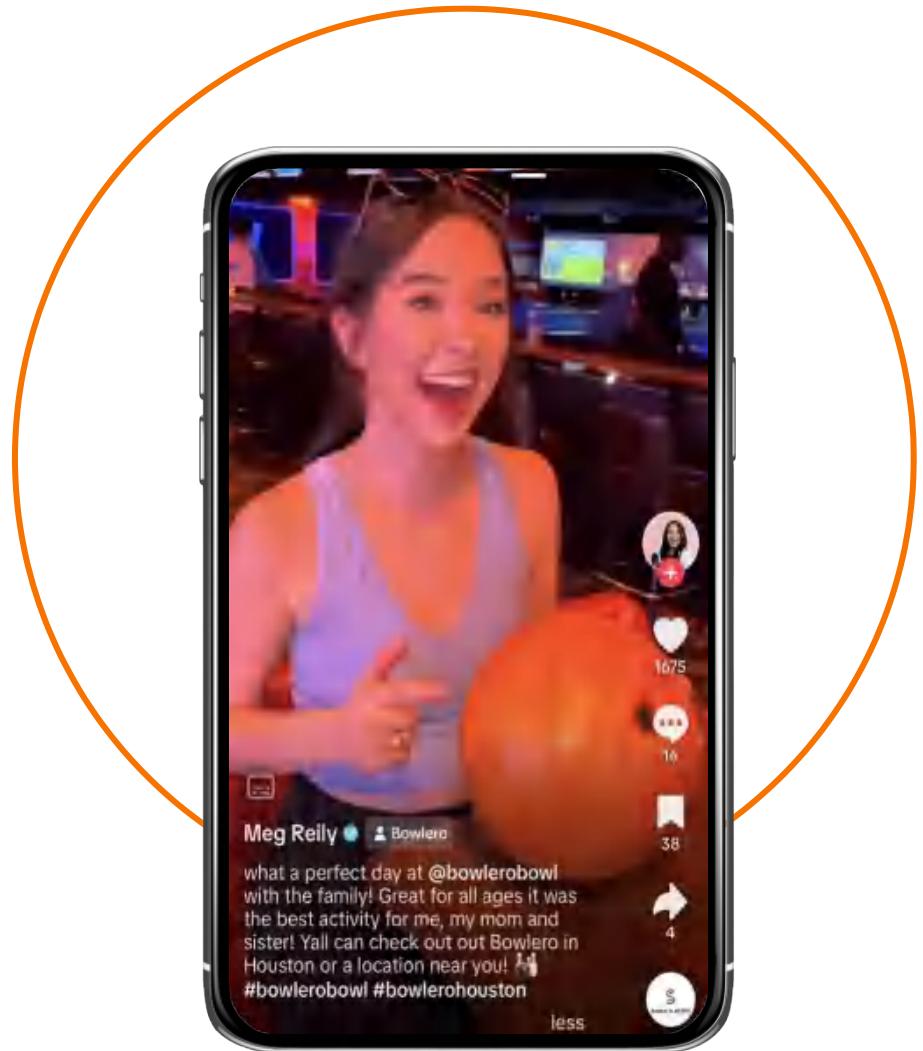
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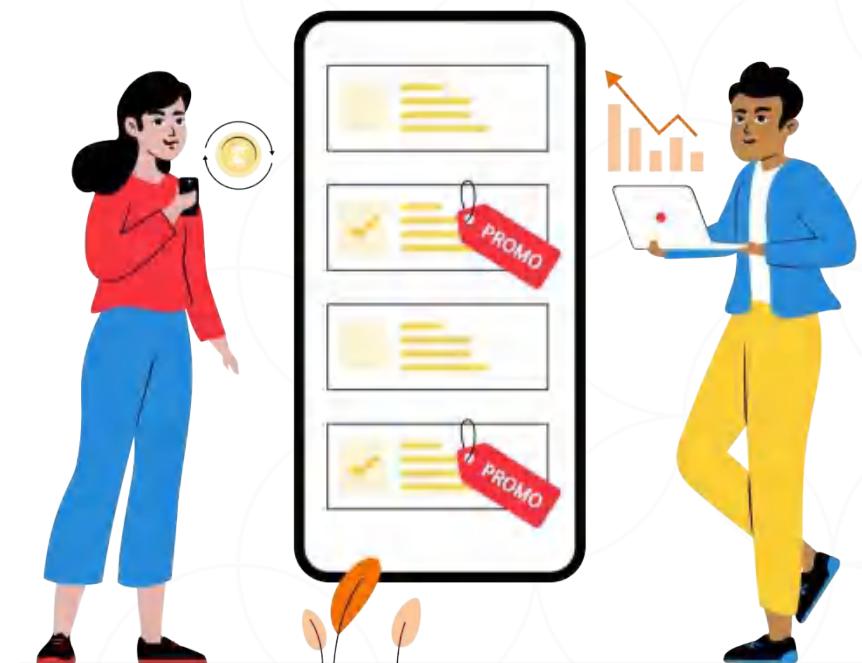
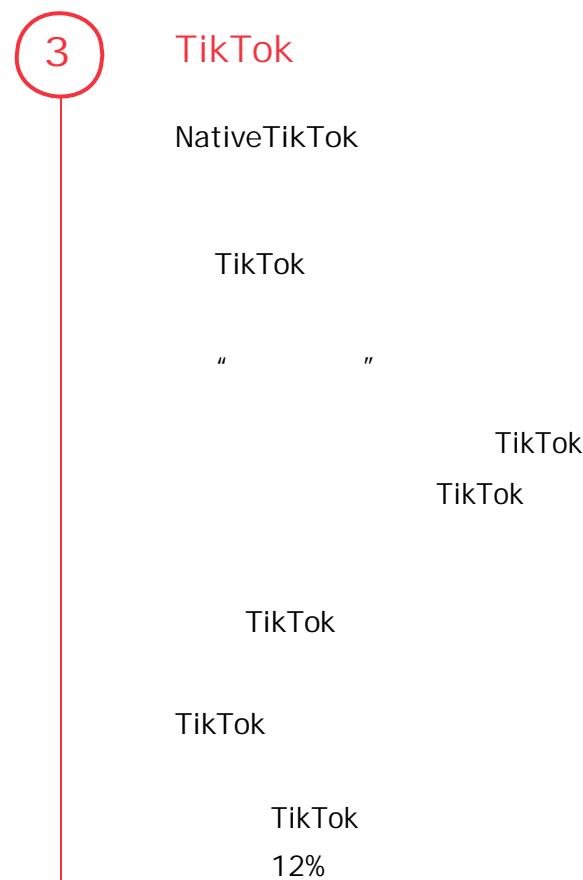


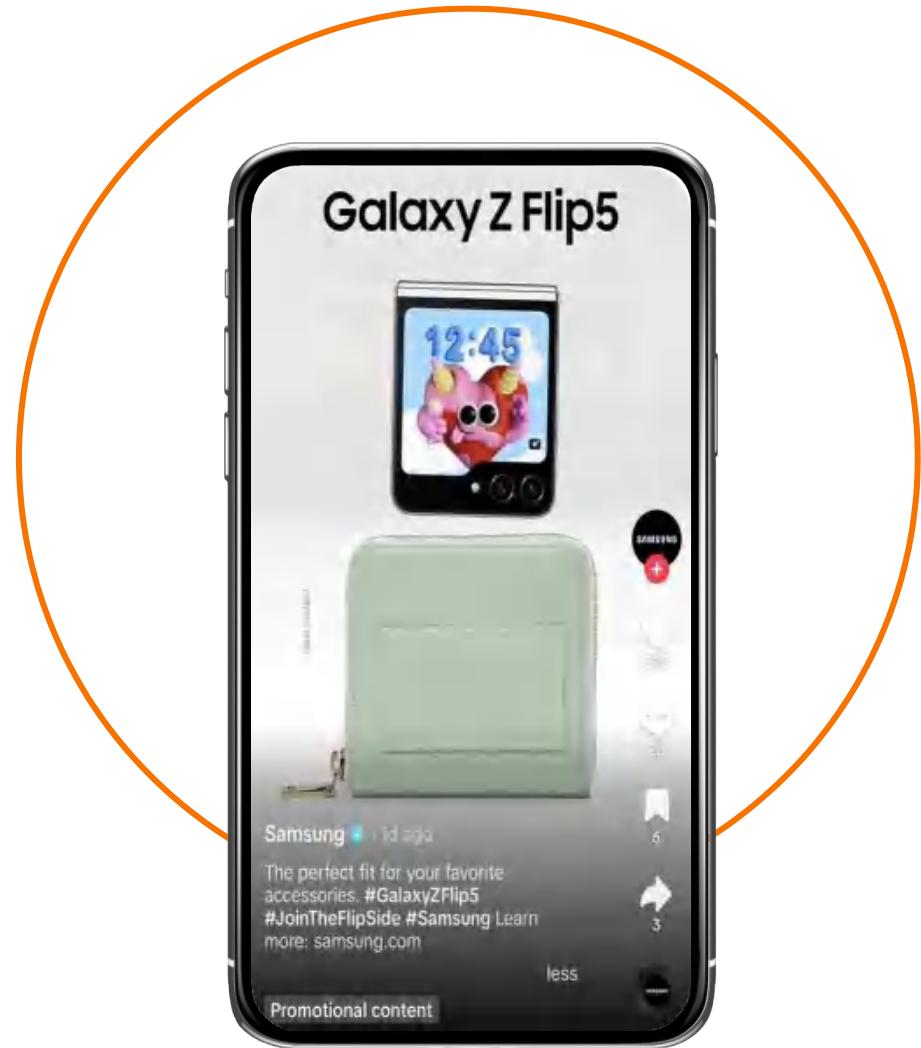
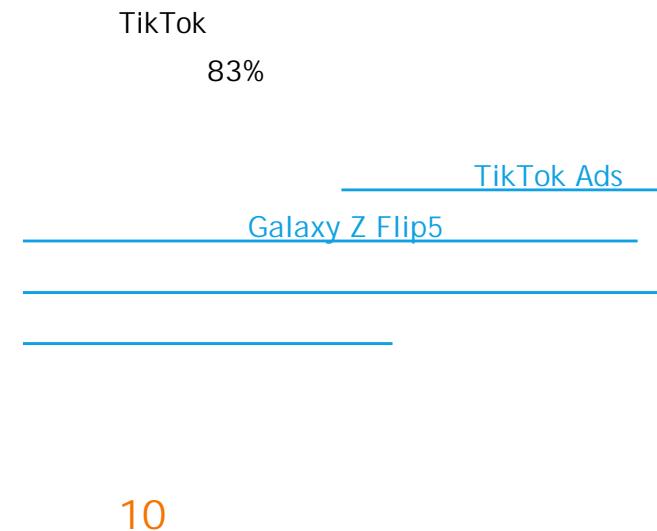
5.
[impact. com](https://impact.com)

TikToker Meg

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CHAPTER 5

TikTok

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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 audies? Perfect!

TikTok

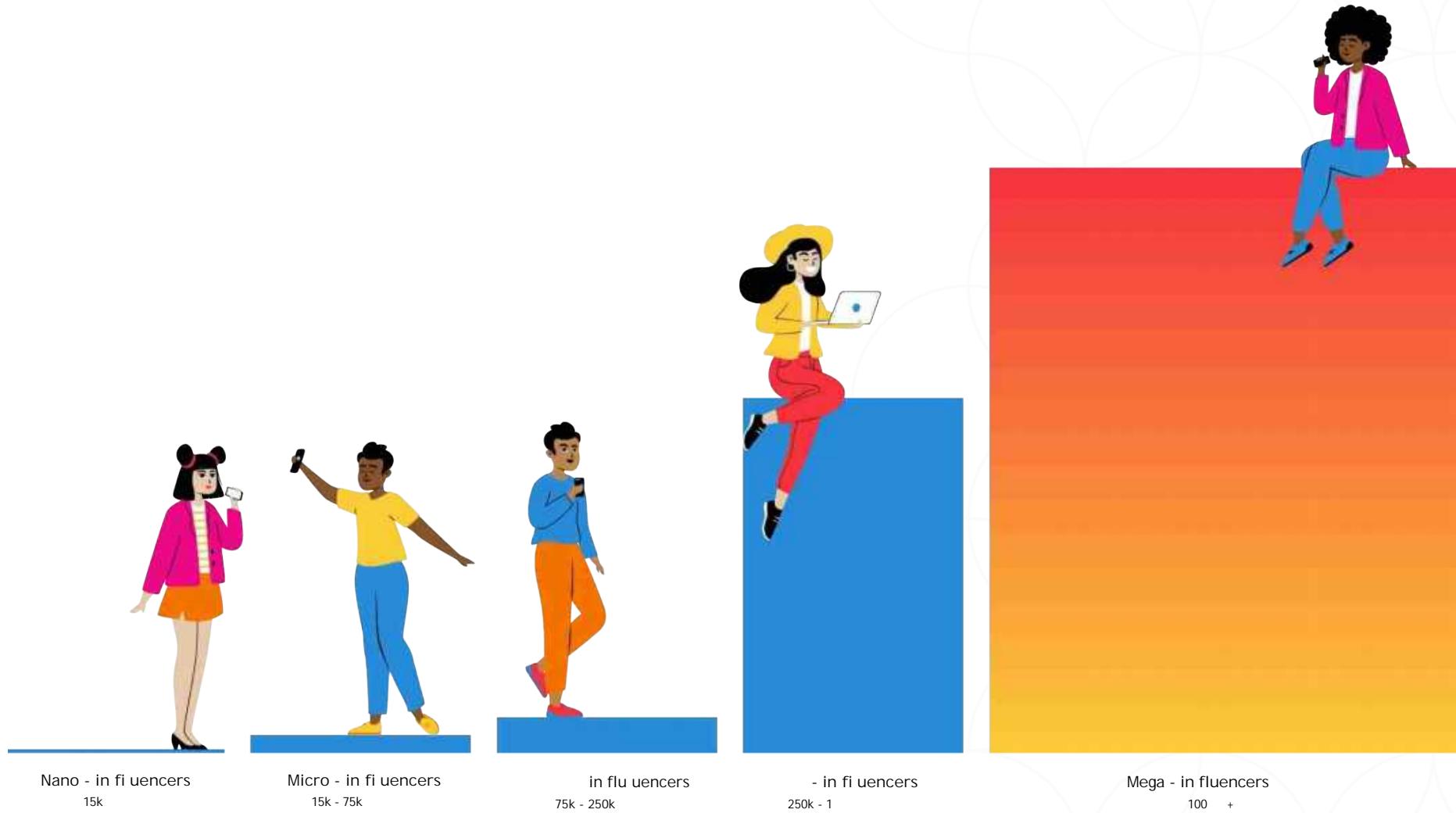




TikTok



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fi

The ultimate
guide to
influencer tiers:
**from nano
creators to
megastars**

 impact
.com





TikTok

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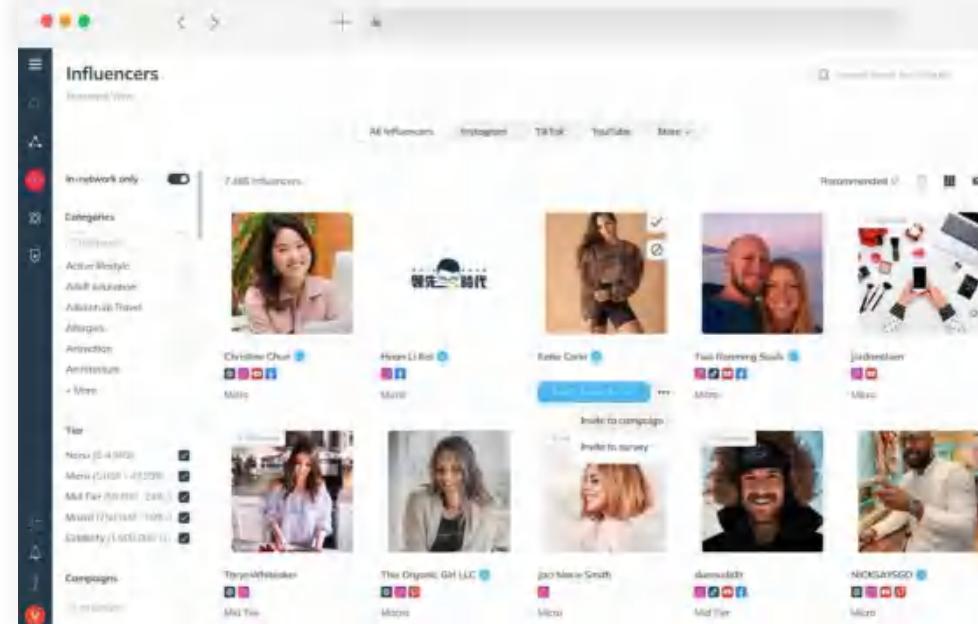
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impact. com / creator filters
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impact. com / creator also allows creators to find your brand and reach out with a computing pitch. within the same platform, you can easily view their profile and determine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



CHAPTER 6

TikTok

1

TikTok

impact. com



2

Target TikTok

TikTok "For You "

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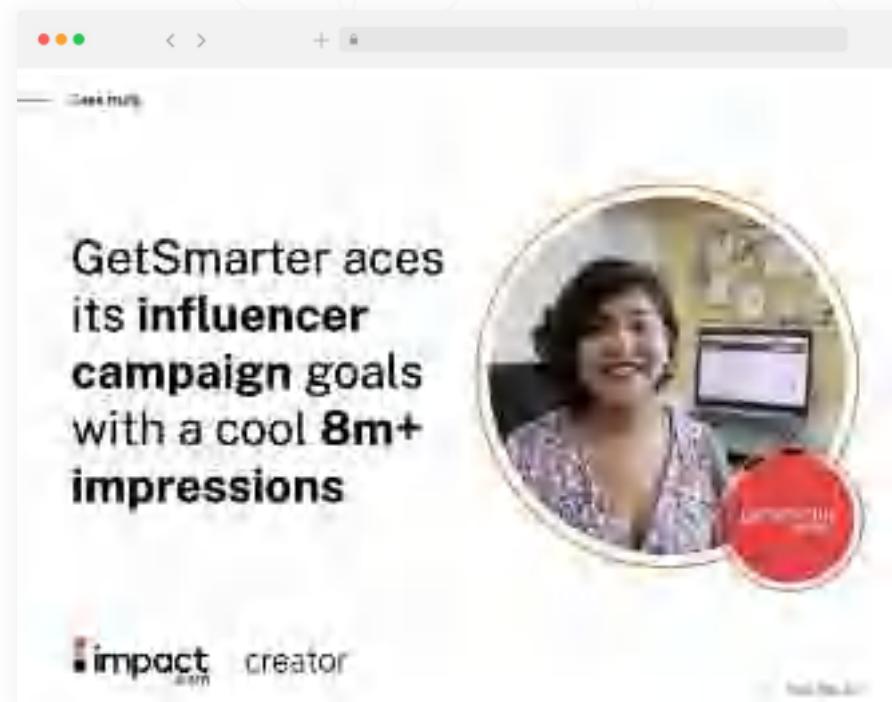
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impact. com

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

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