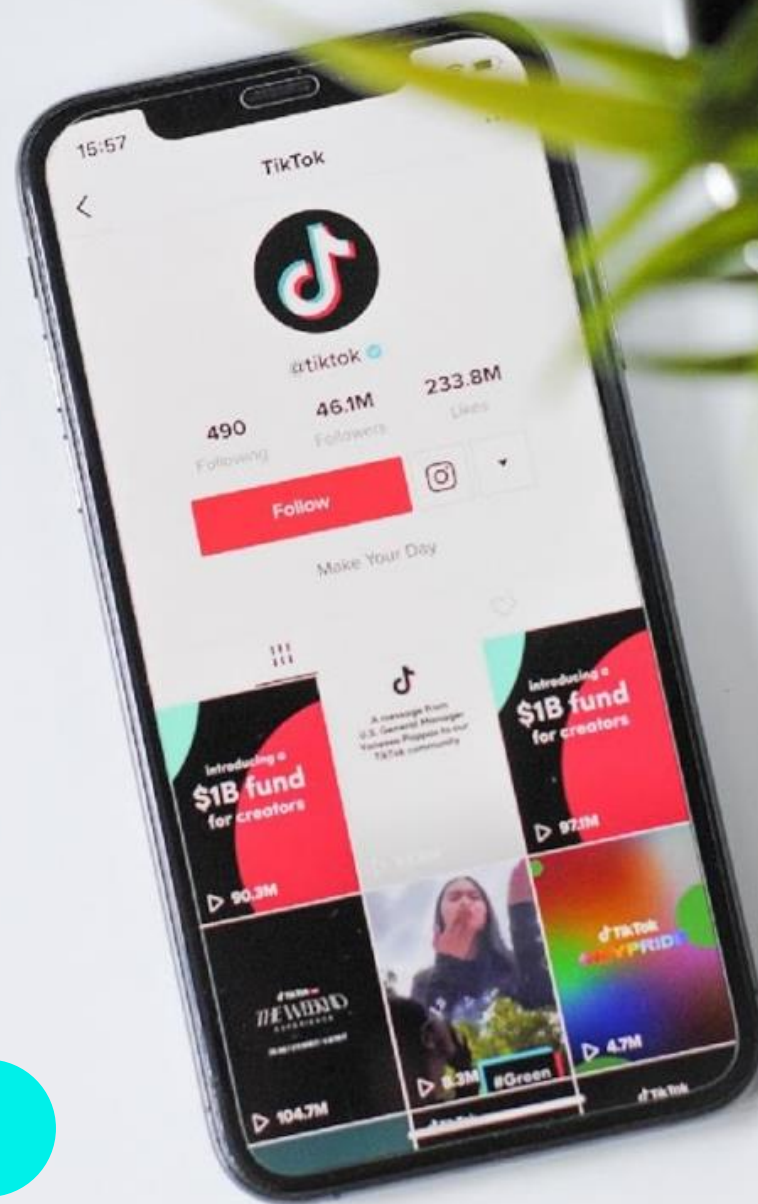
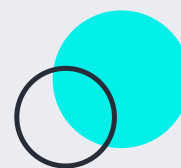




THE STATE OF TIKTOK INFLUENCER MARKETING 2021



SOCIALPUBLI



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Why a study about TikTok influencer marketing?

TikTok has become the social network of the moment. Not only did it experience massive growth during 2020 but it has entered 2021 on the right foot. Recently named the most downloaded mobile app worldwide in Q1 2021*, TikTok is expected to top 1.2 billion monthly active users this year.**

TikTokers are the new generation of influencers. They are at the center of today's creator economy and will shape the consumption patterns of the future.

Understanding the social network's colossal popularity and marketers' increasing interest in the platform, SocialPubli set out to take a closer look at the state of TikTok influencer marketing from the perspectives of both marketers and influencers.



WHAT IS SOCIALPUBLI?

1

WE ARE A SELF-SERVE PLATFORM

that connects brands with influencers with **6+ years of experience** and **more than 4,000 campaigns launched to-date**.

2

WE HAVE THE TECHNOLOGY

to run automated influencer marketing campaigns across all major social networks: **Facebook, Instagram, Twitter, YouTube, LinkedIn, blogs, Twitch, and TikTok.**

3

WE ARE PRESENT IN MORE THAN 20 COUNTRIES

and **have commercial offices in 8 countries:** Spain, Portugal, France, Italy, United States, Mexico, Colombia, and Peru. This gives us extensive knowledge about influencer marketing in different markets.

4

WE ARE COMMITTED TO BRAND SAFETY

We **verify the authenticity of every influencer profile** on our platform and give brands the tools to review and approve all content before it goes live.

5

MORE THAN 260,000 INFLUENCERS

and hands-on content creators and trendsetters are registered on our platform. From nano to micro to top-tier influencers, it is a truly diverse group **because we believe that we are all influencers.**

6

VOTED THE BEST INFLUENCER AGENCY

at the eAwards 2017, 2018, and 2019. **We are members of the IAB Influencer Commission and TikTok partners** in Spain, Mexico, and Chile.



METHODOLOGY

TOTAL NUMBER OF RESPONDENTS:
1,743 influencers and 122 marketers.

TYPE OF SURVEY:
Online survey answered by
TikTok **influencers** and
marketers registered
on the SocialPubli platform.

DATE CONDUCTED:
March 2021.



TIKTOK STUDY INFLUENCERS

Influencers' Perspectives on TikTok

DEMOGRAPHIC DATA

Breakdown of respondents according to gender and age.

Female 66.2%



Male 33.8%

Generation Z 54.8%



Millennials 40%

More than half of respondents (54.8%) belong to Gen Z. The remaining 40% are millennials, and only 5.2% identified as Generation X TikTok users between the ages of 41 and 56.

The preferred social media network for Gen Z teens and younger millennials, TikTok has become the hub for a new generation of social media influencers who are setting trends, disrupting the social media status quo, and establishing new ground rules for what it means to be a content creator right now.

It has established itself as the best option for reaching younger audiences, and brands interested in tapping into its potential should focus their efforts on adapting their influencer strategy to fit this new era of social media.

Influencers' Perspectives on TikTok

LOCATION OF INFLUENCERS



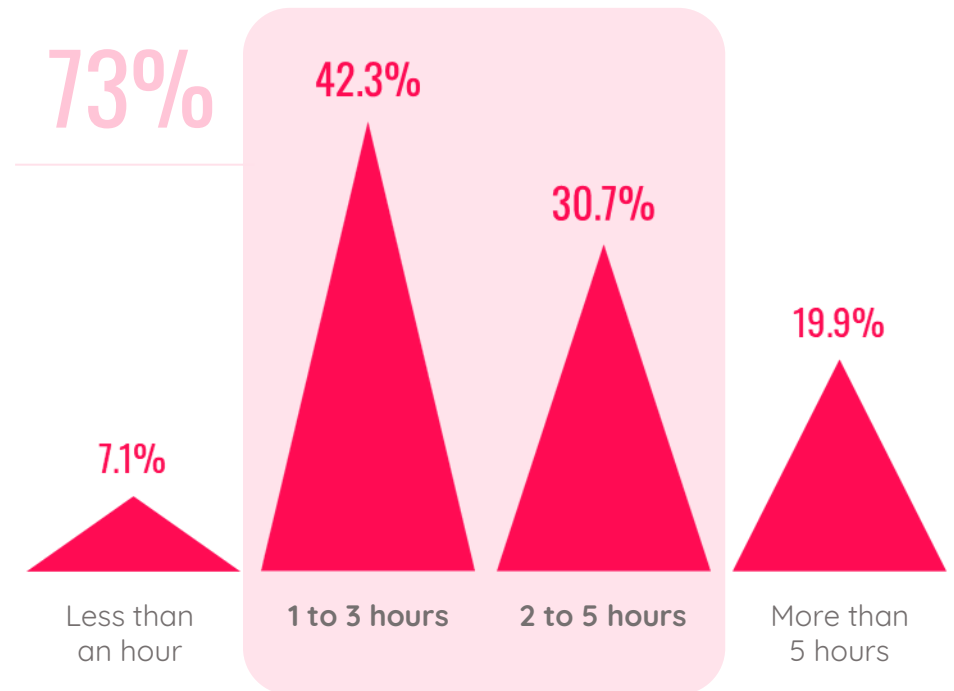
TikTok Usage Habits

Social media consumption habits have been significantly impacted by the pandemic, with people more connected to devices than ever before, and TikTok has benefited from this migration to digital. In 2020, for the first time, the time spent on TikTok (21h per month) exceeded the number of hours spent per user on Facebook (17h per month)*.

A significant 73% of influencers claim to spend between 1 and 5 hours a day on TikTok. This is followed by those who use it more than 5 hours a day, 19.9% of the total. Finally, only 7.1% say they spend less than 1 hour a day on the platform.

*App Annie State of Mobile 2021

How much **time do you dedicate** to TikTok on a daily basis?



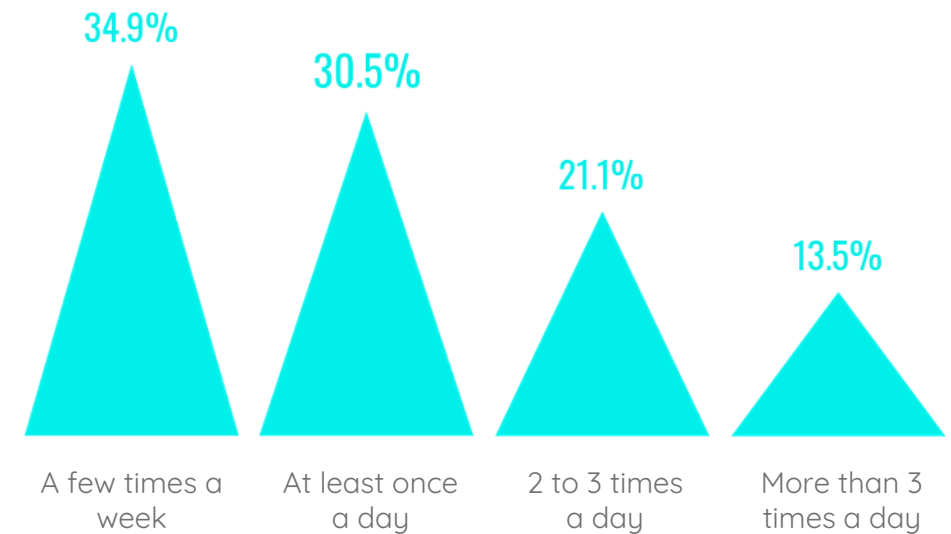
TikTok Usage Habits

65.1% of influencers post at least once a day. Of these, 34.6% post multiple times daily, with a minority of 13.5% exceeding three posts per day.

Considering that the majority of influencers are spending 1 - 5 hours on TikTok every day - as per the previous slide - it is safe to conclude that **most influencers are not only connecting to the platform to create and share content but that they are also actively consuming content and engaging with other users.**

When comparing the frequency of publication on TikTok with that of other social networks, we notice a considerable increase in activity and a marked preference for the video-sharing app among the younger demographic groups.

How frequently do you post on TikTok?



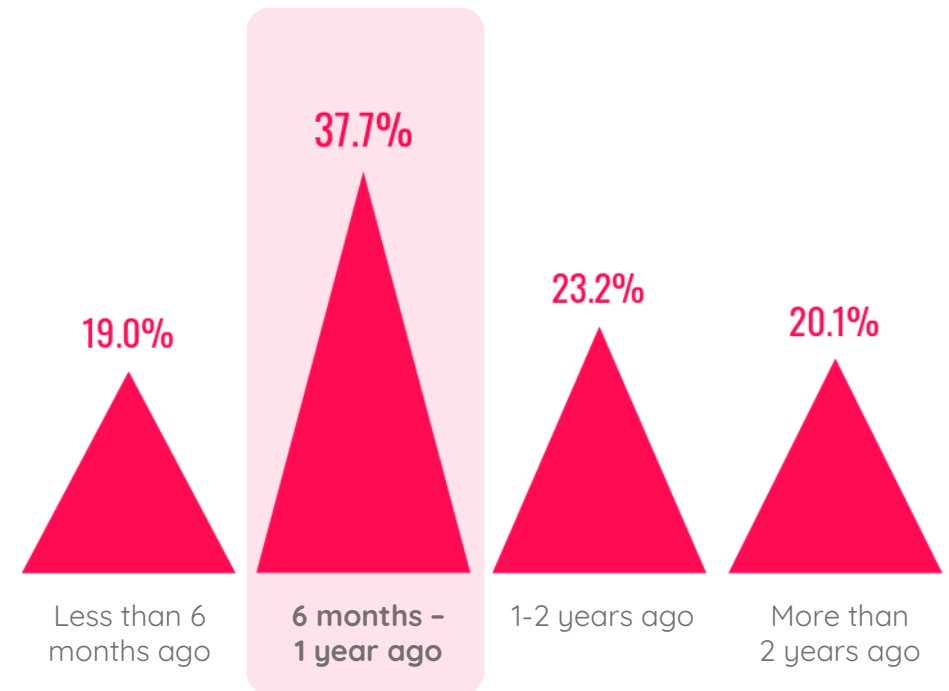
TikTok Usage Habits

While TikTok was already popular before the COVID-19 pandemic, social distancing and confinement measures led to a significant boost in new users for the platform worldwide.

Over half of the influencers surveyed (56.7%) started using TikTok less than a year ago. 37.7% of influencers said it was between 6 months and 1 year ago while 19% said they first joined the platform less than 6 months ago.

However, many content creators were already active before TikTok's heyday, with **23.2% of influencers reporting they started using the social network 1 to 2 years ago** and **20.1% among the early adopters with more than 2 years on the platform.**

When did you use TikTok for the first time?



TikTok Usage Habits

The pandemic has brought with it new ways of shopping, working, and connecting with others. Time spent online and on social media platforms, specifically, significantly increased as users looked to interact and stay in touch with friends and family, get access to the latest news and information, and distract themselves.

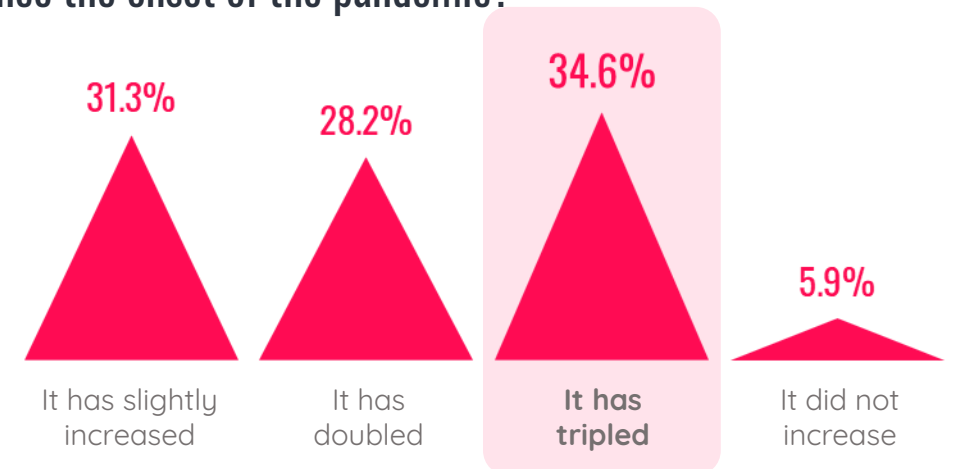
When asked about the pandemic's impact on their usage of TikTok, **86.5% of influencers said they've been using it more since the onset of the quarantine**, and **34.6% report a threefold increase in time spent connected to the social network**.

How has the quarantine impacted your use of TikTok?

Use it less: 11%
Use it the same: 2.5%



How much has your TikTok usage increased since the onset of the pandemic?



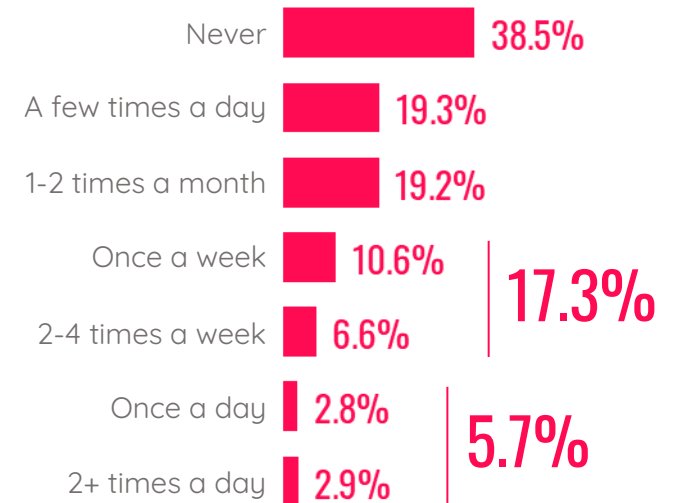
Sponsored Content on TikTok

TikTok influencer marketing is still in its infancy with very little sponsored content in comparison with other major social networks.

38.5% of respondents have yet to recommend brands, products or services, either paid or organically. This represents a **great opportunity for brands wishing to start advertising their content** and get ahead of their competitors.

It should be noted that **17.3% of content creators already recommend brands, products or services in their posts one to four times per week and 5.7% do so once or more per day.**

How often do you recommend brands, products, or services to your followers on TikTok, either paid or organically?



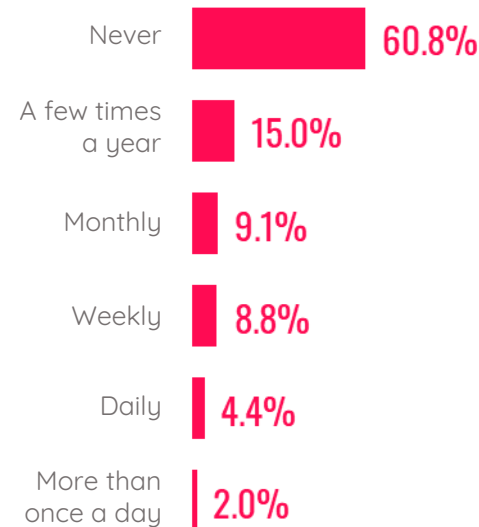
Sponsored Content on TikTok

Because TikTok is still a relatively new platform, **only 6% of respondents have been creating sponsored content for more than two years**, which explains the low volume of campaigns on the platform.

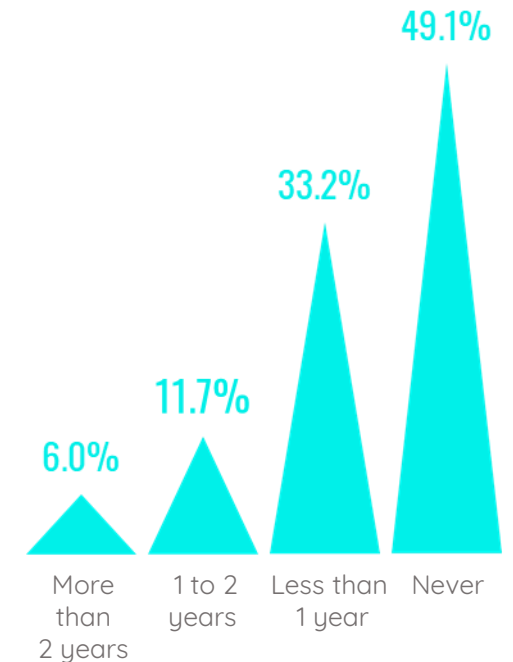
A majority of influencers (60.8%) have yet to post any sponsored content on the platform, and among those who do, very few post consistently, with only 4% claiming to do it daily.

This data reveals that TikTok is still a fairly unexplored, virgin territory for influencer marketing which means opportunities abound for marketers to catch the attention of their target audience.

How often do you **post sponsored content** on TikTok?



How long **have you been creating sponsored content** on TikTok?

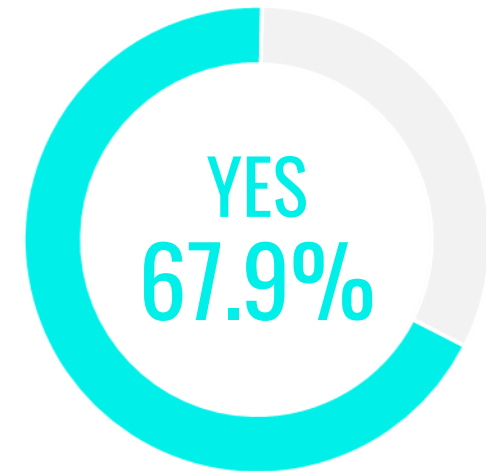


Sponsored Content on TikTok

67.9% of those surveyed claim to have purchased a product after seeing it in a post from someone they follow on TikTok.

This response is very significant since **it shows that influencer brand endorsements and promotions contribute in a meaningful and tangible way to the purchase decisions made by consumers**, thus confirming the effectiveness of marketing with influencers on this platform.

Have **you purchased a product after seeing it in a post** from someone you follow on TikTok?



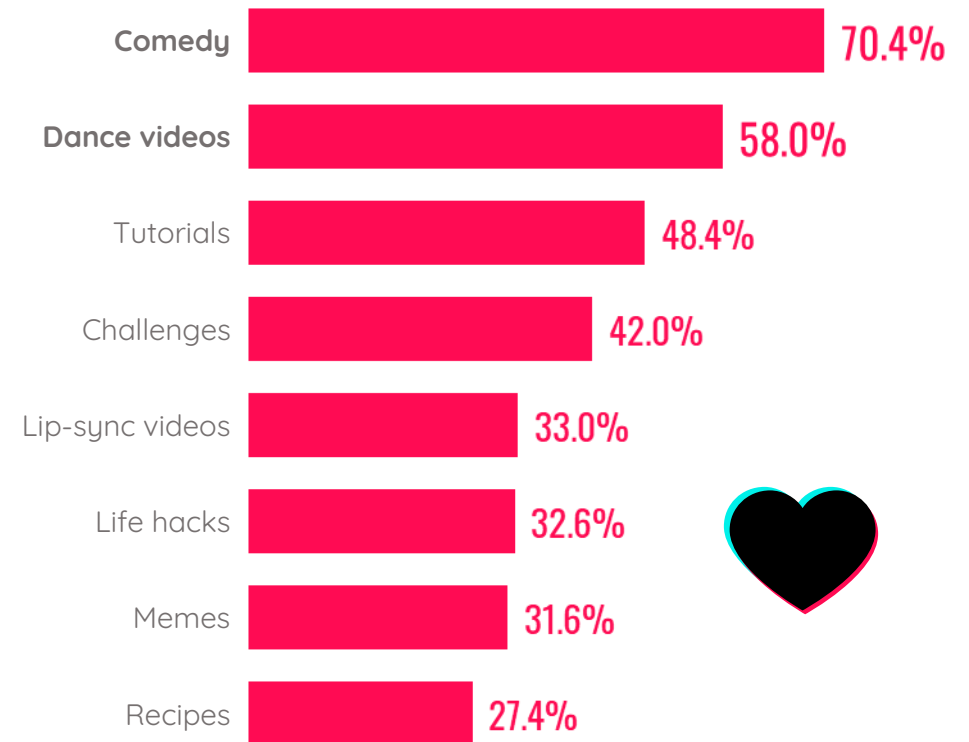
Content Preference on TikTok

The most popular type of content among influencers on the platform is **comedy**, with **70.4% of votes in its favor**. In fact, this result is not surprising since one of the hashtags that accumulate the most views on TikTok is **#comedy**.

The app, which initially consisted mainly of lip-sync and dance videos, has evolved into a more diverse range of content options, giving marketers more areas to explore.

In addition to funny videos, **dance videos (58%)** and **tutorials (48.4%)** also rank among the top three favorite genres on the application. This is followed by **challenges with 42%**, one of the **most common types of content to go viral**.

What is your **favorite type of content** on TikTok?



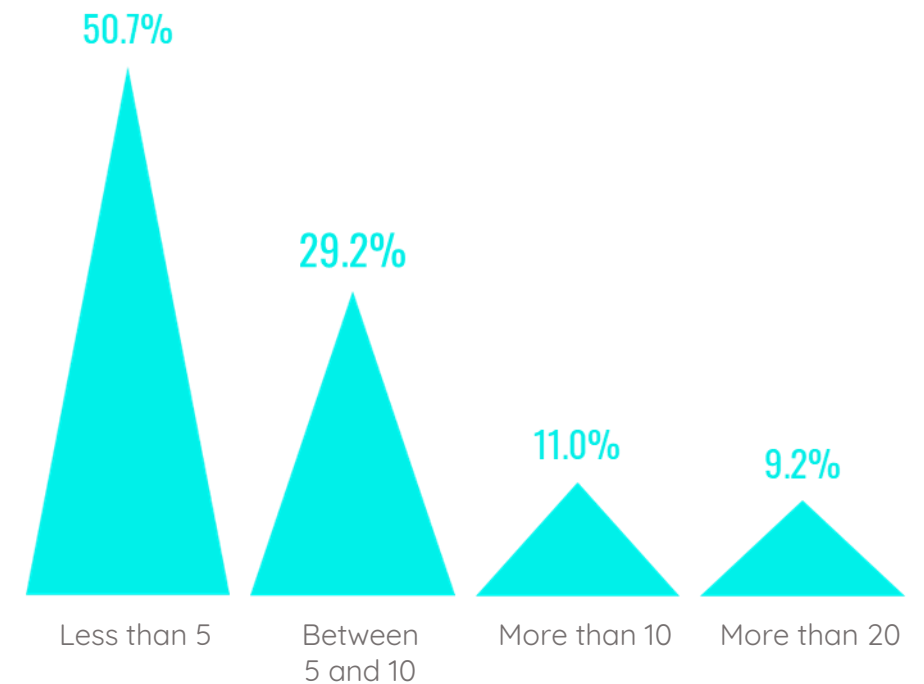
Brands on TikTok

As we saw in the previous question, most users go on TikTok expecting to be entertained. Brands looking to build a following on the app will need to understand how to adapt their content to resonate and attract. Creativity is the key to success when advertising on TikTok.

Half of the users (50.7%) follow less than five brands on TikTok, while 29.2% follow between 5 and 10 brands. The remaining 20.2% follow more than 10.

However, this figure is expected to increase as more brands enter this space to reach potential consumers in a different way. Influencers with the know-how will become, without a doubt, a go-to marketing channel for brands seeking to boost awareness and engagement on the short-form video app.

How many brands do you follow on TikTok?



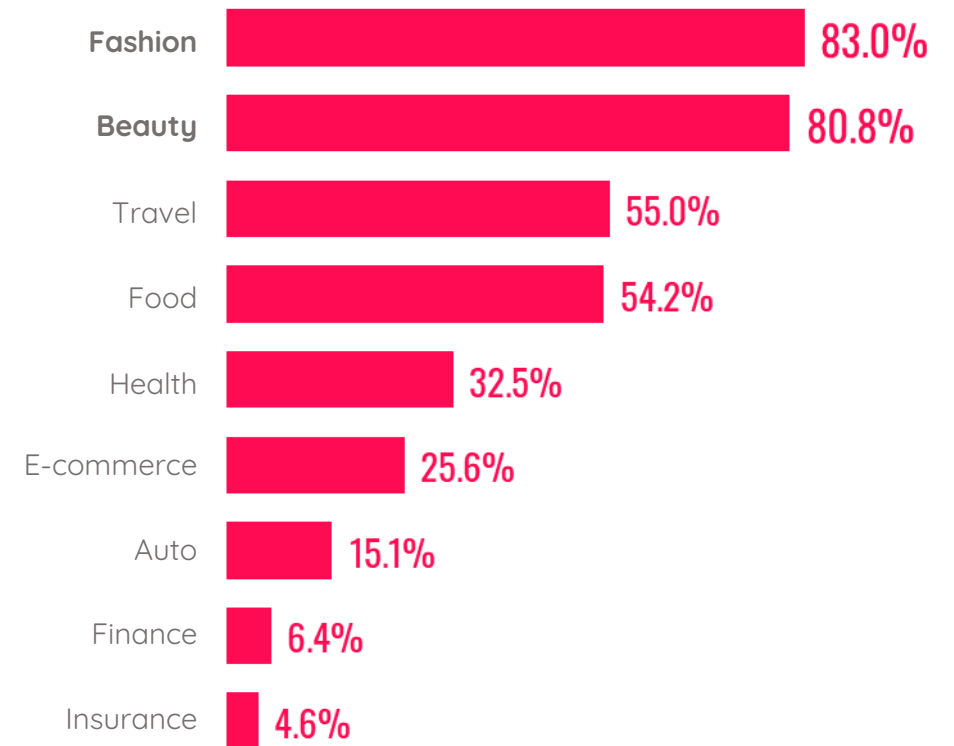
Influence by Industry

Influencers perceive fashion and beauty as the two most successful industries within TikTok, coming in at over 80% each and followed by Travel and Food in the fourth and fifth place.

Fashion and beauty brands were among the early success stories on TikTok and have since only grown in popularity. Travel has been rising to the top, and food gained a greater audience during the pandemic as people searched for at-home recipe ideas.

Marketers were asked a similar question (page 25), and their responses align with the feedback provided by influencers. It is the lifestyle sector that is currently thriving on the platform.

Which **industry/niche** has the most **potential for success** on TikTok?



Engagement on TikTok

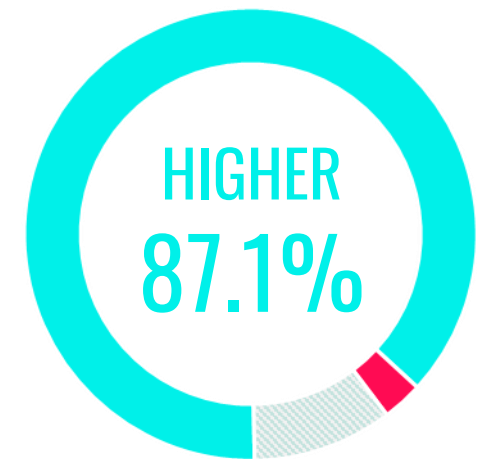
A whopping **87.1% of influencers see a greater engagement rate on TikTok** than on any other social media platform.

This is great news for marketers looking to capture an engaged audience. **A high engagement rate demonstrates that the influencer has a great relationship with their followers and posts content compelling enough to merit a reaction.**

And because TikTok's algorithm does not give preference to users with high follower counts and instead prioritizes video completion rates, influencers of all sizes stand a chance at getting maximum exposure.

In comparison, to other social media platforms, TikTok's engagement rate is:

Same: 10%
Lower: 2.9%



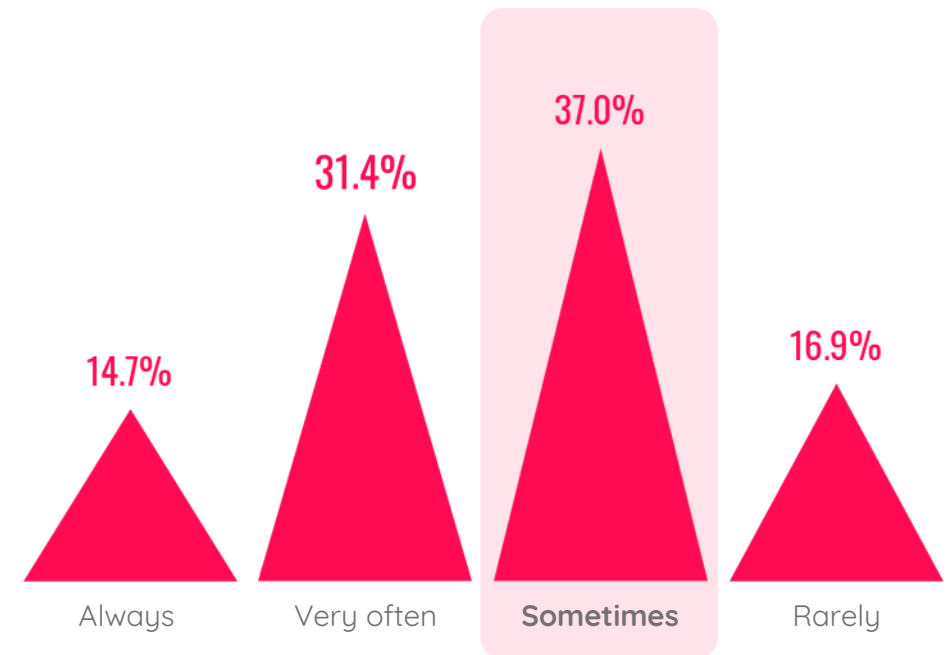
Repurposing TikTok Content

Reposting TikTok videos on other platforms, particularly Instagram, has been a common practice among users of the app and is perhaps one of the reasons why TikTok took off as one of the fastest-growing social media networks.

Its watermark was everywhere.

We wanted to know how many influencers were still recycling TikTok content and it turns out that **83.1% of influencers normally repurpose TikTok content, with 46.1% doing so very frequently.**

How often do you post content from TikTok on other platforms?



The Future of TikTok

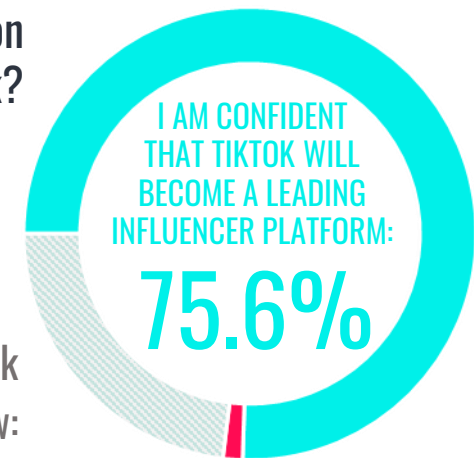
When asked about the future of TikTok, influencers' predictions are very optimistic. 75.6% of respondents are confident that TikTok will become a leading influencer platform, and 23% expect the platform to continue to grow.

TikTok has become a powerful outlet of self-expression for Generation Z. It has allowed them to communicate in new, bolder, and more unfiltered ways, creating their own social media content language that has seeped into other platforms and continues to attract people of all ages.

What is your outlook on the future of TikTok?

I am hopeful that TikTok will continue to grow: 23%

I'm unsure about the future of TikTok and will focus on other platforms: 1.4%





TIKTOK STUDY

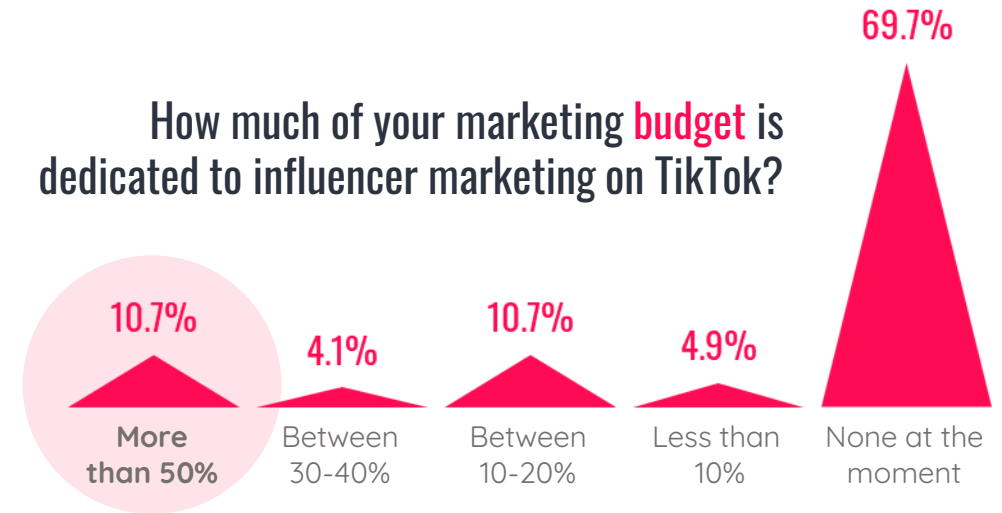
MARKETERS

Investment in TikTok Influencer Marketing

While most marketers have yet to allocate any budget to **influencer marketing on TikTok**, it should be noted that **more than half (53.7%) plan to increase their investment throughout 2021**.

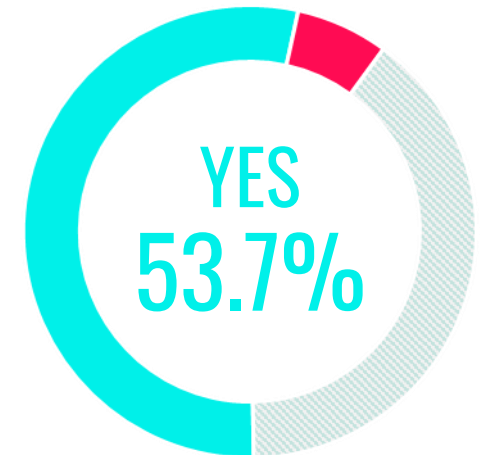
Furthermore, 10.7% currently allocate more than 50% of their budget to **influencer marketing on TikTok**, a figure which, given the forecasts, will increase throughout this year.

How much of your marketing **budget** is dedicated to influencer marketing on TikTok?



Do you plan to **increase your budget** for influencer marketing campaigns on TikTok in 2021?

No: 6.6%
Not sure: 39.7%



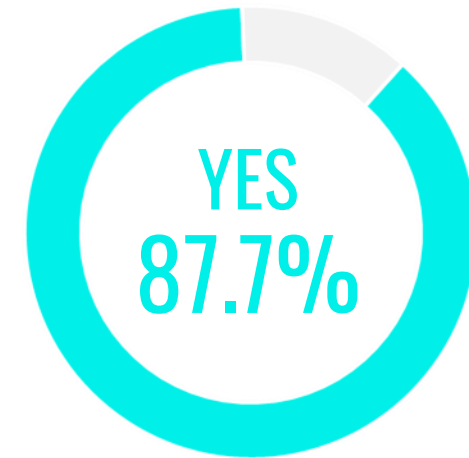
Effectiveness of TikTok Influencer Marketing

87.7% of marketers believe that TikTok influencer marketing is an effective strategy.

This data reveals the growing popularity of the app and the fact that an increasing number of brands are considering TikTok campaigns as one of the most practical methods to reach younger audiences.

Being that it's still a relatively new social network, we find lower initial influencer marketing investment figures than, for example, on Instagram, where campaigns have been carried out for years.

Are TikTok influencer marketing campaigns **effective**?



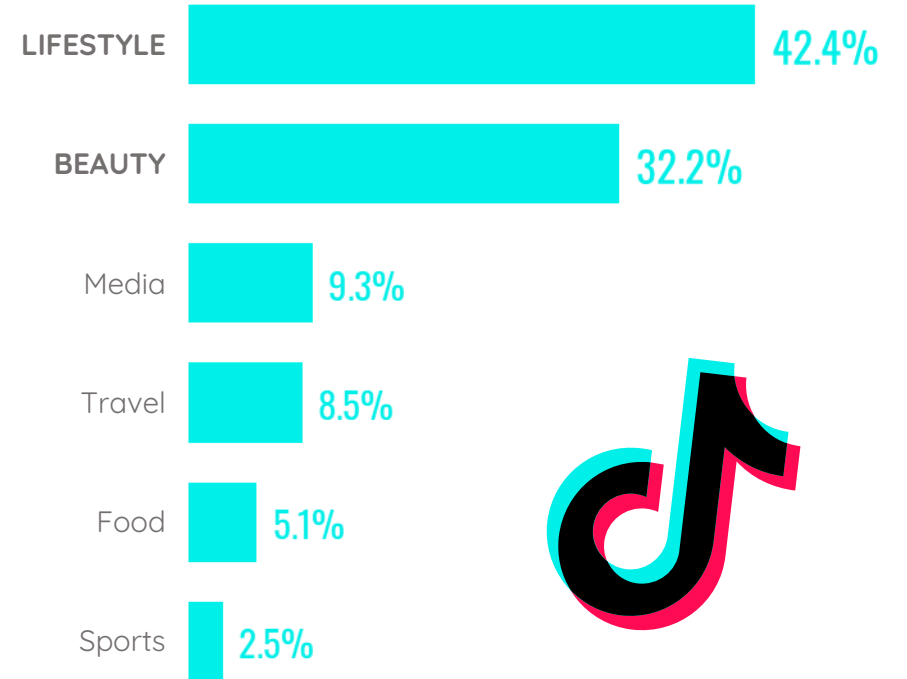
Influence by Industry

According to marketers, the lifestyle (42.4%) and beauty (32.2%) sectors have the most significant potential for success on TikTok.

The beauty industry has undoubtedly been one of the best to adapt to the platform through viral content in the form of hacks, tutorials, and routines.

Beauty and lifestyle brands are using TikTok to identify the preferences of the youngest generation of consumers, those who will dictate the trends and overall future of these industries.

Which industry/niche has the most potential for success on TikTok?

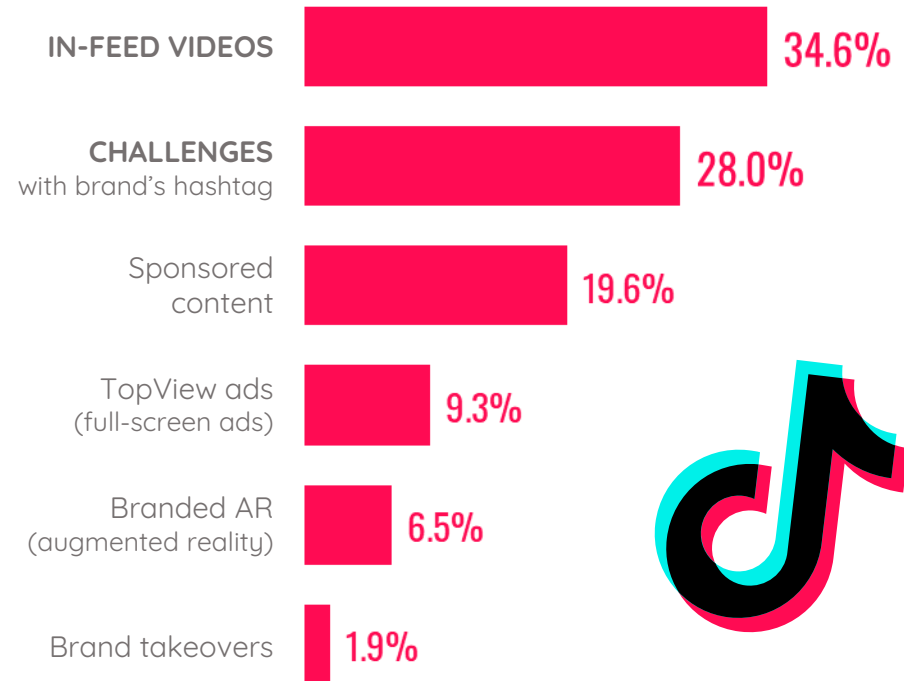


Most Popular Types of Content on TikTok

The most popular formats when it comes to sponsored influencer content on TikTok are in-feed videos, followed by challenges.

The latter has been one of the most used on the social network due to its versatility and great capacity for organic reach.

Which of these content formats do you recognize or have used in your campaigns with influencers on TikTok?

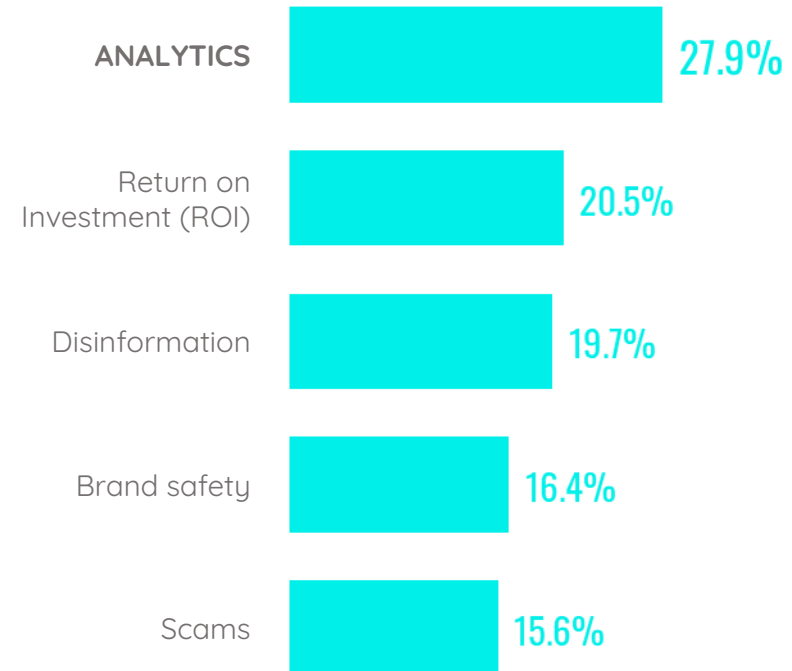


TikTok's Biggest Challenges

27.9% of those surveyed agree that analytics is the main aspect that should be improved on TikTok. Monitoring metrics is one of the most important steps in any digital strategy in order to know what type of content your target audience prefers. Although the TikTok Pro account provides access to numerous reports, marketers believe that this is an area that should be reinforced to **enrich the experience of campaigning with influencers on the app.**

The return on investment (ROI) on the application (20.5%) is another aspect that respondents think could be improved, followed by **existing disinformation (19.7%)** and **brand safety concerns (16.4%).**

Which one of the following
aspects should TikTok improve?



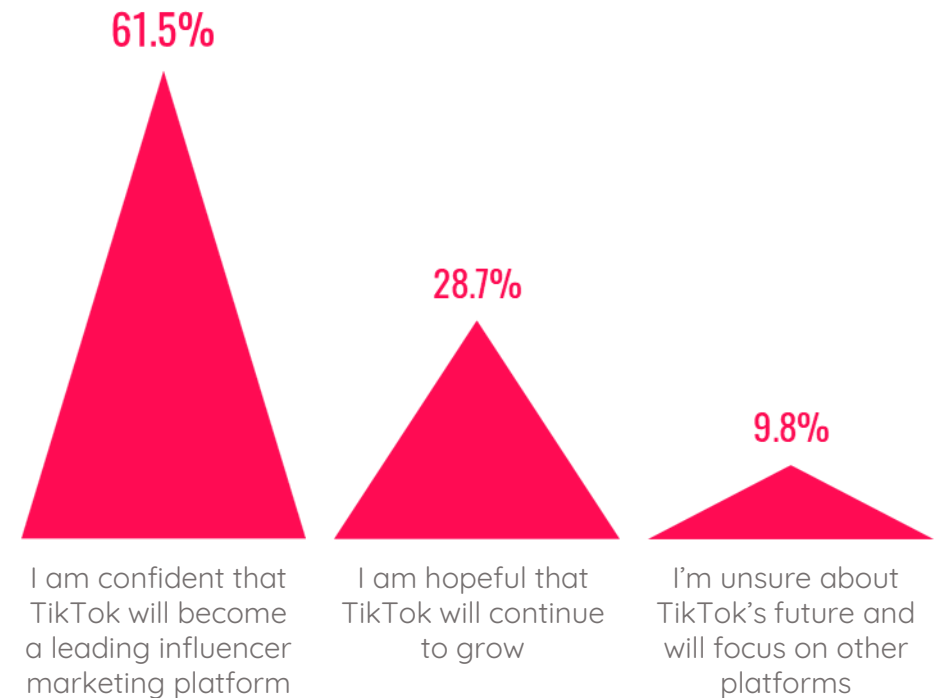
The Future of TikTok

Most marketers (61.5%) have high expectations for TikTok and believe it will soon join the ranks of platforms like Instagram and YouTube as a leader in the influencer marketing space.

28.7% of marketers expect it to continue growing while only 9.8% express they are unsure about TikTok's future.

The app's most recent active user stats signal that there's no stopping TikTok, and just as it happened with the other major social media networks, the brands who get in first will have a substantial advantage over the rest.

What is your **outlook on the future** of TikTok?





TIKTOK STUDY

CONCLUSIONS

CONCLUSIONS

1

A significant **73% of content creators spend between 1 and 5 hours a day on TikTok**. In addition, **86.5% have been using it more since the beginning of the COVID-19 pandemic**.

2

67.9% of influencers claim to have purchased a product after viewing a post from someone they follow on TikTok.

3

Influencers believe that the industries best positioned for success on TikTok are **fashion (83%) and beauty (80.8%)**.

4

87.7% of marketers consider influencer marketing campaigns on TikTok effective and **53.7% plan to increase their budget** for influencer marketing campaigns on this platform in 2021.

5

61.5% of the marketers surveyed agree that TikTok will become a leading influencer platform.

6

27.9% of marketers view analytics as the main aspect that should be improved when it comes to TikTok influencer marketing.



Contact:
ismael@socialpubli.com

Telephone:
(786) 399-6199

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