

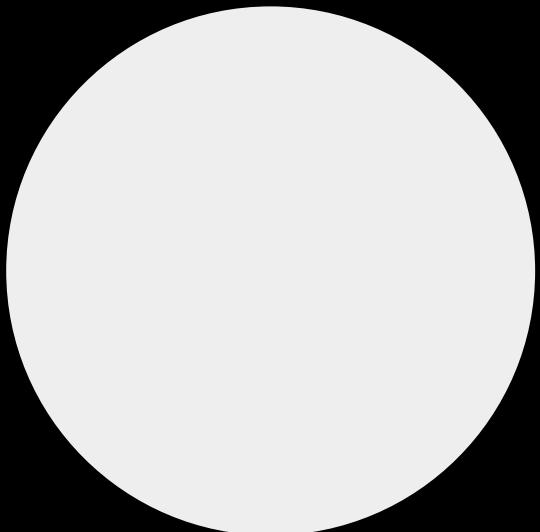


# TikTok Bootcamp: Start

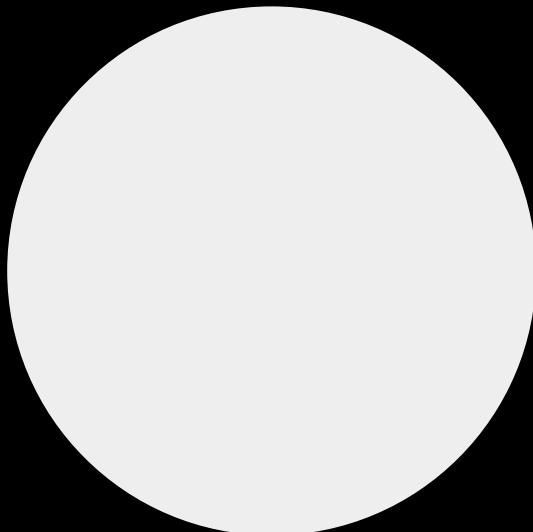


VALID. ✓

# Let's meet!



Name  
Title



Name  
Title

# Table of Contents

- 01** [Program Overview](#)
- 02** [What is TikTok?](#)
- 03** [Why TikTok?](#)
- 04** [Types of TikTok accounts](#)
- 05** [Get started with TikTok advertising](#)
- 06** [Combining organic and paid content](#)
- 07** [Take-away resources](#)



**TikTok** for Business

# Section 1: Program Overview

VALID.





# TikTok Bootcamp

WE ARE HERE



1

Create an account on TikTok Ads Manager

2

Install Pixel & set up Pixel events

## CREATE

Unlock your creativity with our accessible, step-by-step guide to creating ads on TikTok

## GROW

Harness your new TikTok expertise to deliver on your advertising objectives, by creating campaigns on TikTok

3

Build creatives for TikTok

4

Set up a campaign

5

Targeting & bidding

6

Measure, test & learn



YOU ARE SET!



1:1 support from TikTok  
Educational resources  
Exclusive perks & incentives



# TikTok Bootcamp

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Measure, test & learn

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Exclusive perks & incentives



**Internal slide – Remove before presenting**

**Remove this  
slide before  
client  
presentation.**



## **Interaction/Activity**

VIRTUAL  
WORKSHOP

Remove this slide  
before  
presentation.

Share **one thing** you're hoping  
**to learn** about in this workshop

**IN-PERSON  
WORKSHOP**

Remove this slide  
before  
presentation.

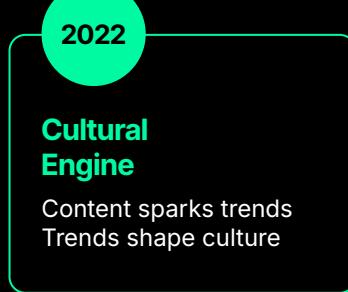
**How often do you use  
TikTok?**



# Section 2: What is TikTok?



# TikTok's Entertainment Evolution

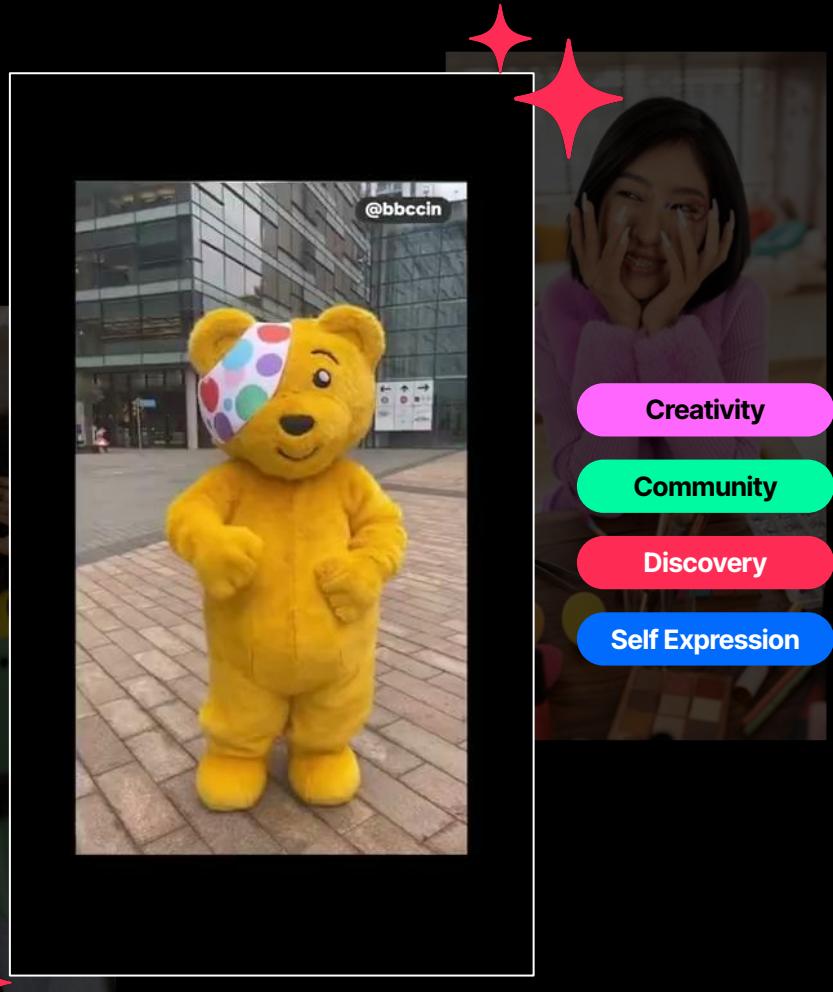


Seven TikTok dance challenges to learn in lockdown

2021's Viral TikTok Beauty Trends,  
Tried and Tested  
By Team Grazia

How #BookTok is changing literature

How TikTok is redefining the way we search

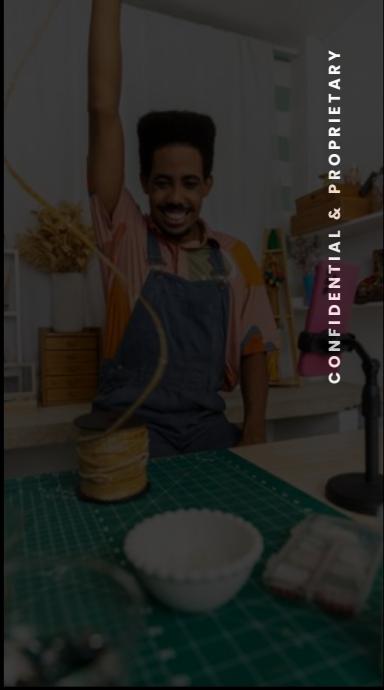


Creativity

Community

Discovery

Self Expression



[Enter TikTok](#)

Here, **brands have the opportunity** to be **integral** to the **entertainment** experience





Entertainment redefined

# A melting pot of content cooked-up by our community



The rise of niches &  
subcultures  
#SpiritualityTok  
#CottageCore



New entertainment  
genres making the  
mundane captivating  
#CleanTok  
#GymTok



A new dimension to  
big cultural events  
#Euro2024  
#Christmas



Big shows made  
snackable  
#GoldenGlobes  
#Sopranos



# Section 3: Why TikTok

---

CONFIDENTIAL & PROPRIETARY





Leverage TikTok's unique  
**Entertainment**  
experience to drive  
**impact**

SHARE



# TIKTOK'S ECONOMIC IMPACT IN FIVE EUROPEAN COUNTRIES

Total economic impact of SMEs using TikTok to grow in five European countries

● Total   ● Direct   ● Indirect   ● Induced

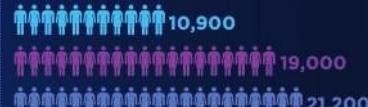
Total contribution to GDP in five European countries in 2023

**€4.8 billion**



Total jobs supported in five European countries in 2023

**51,100**



TikTok created this impact by helping SMEs boost their sales by €3.5 billion across the five countries in 2023 according to modelling undertaken for this research

Revenue increase (€, millions)



TikTok has a positive Impact on SMEs achieving their marketing goals

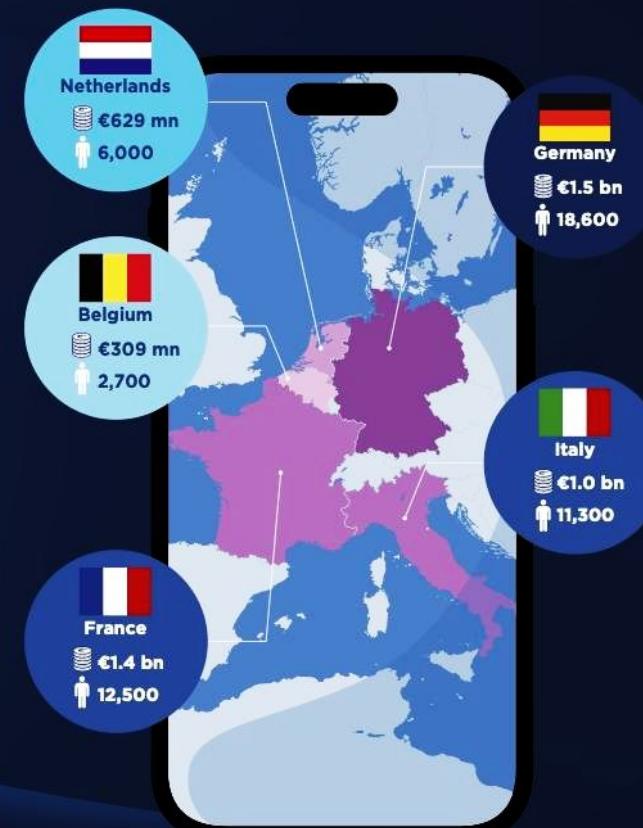
**73%**

of SMEs say that TikTok has a positive impact on their ability to market new products

**2.7x**

Owners of SMEs on TikTok were 2.7 times more likely to be of migrant origin than owners of SMEs not on TikTok

Note: Totals may not sum due to rounding. Migratory origin defined as someone who was either born abroad, or who has one or more parents who were born abroad.



# TikTok is **important** to European SMB marketers



**Small Business Marketers see the importance of TikTok**

1 %

of SMB marketers say they include TikTok for at least 50% of their campaigns

**SMB advertisers are seeing real results from using TikTok**

1 %

of SMBs say that TikTok has helped them reach new customers

**The TikTok community plays a vital role in empowering SMBs**

1 %

of SMB owners agree that being part of a global community on TikTok makes reaching new customers easier

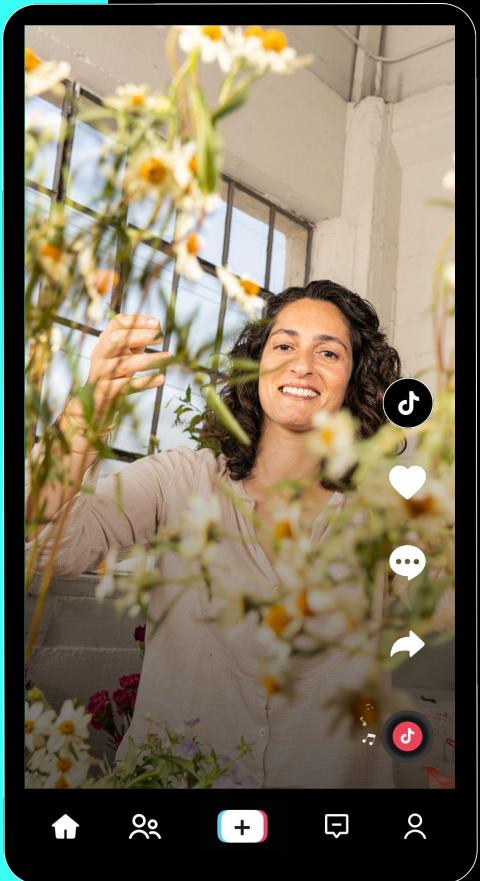
# Community: Where other people share and care



72%

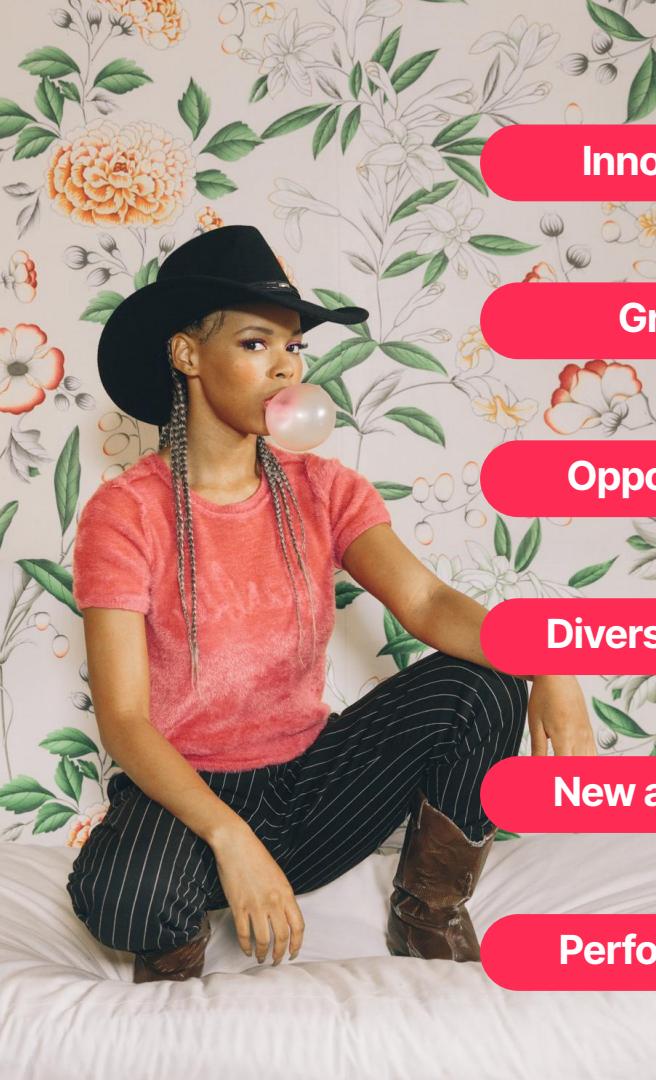
of SMBs say that advertising on  
TikTok has helped them to  
reach new customers

**Audiences are turning to TikTok to search, connect, and make their next big decision**



**52%**

**of TikTok users that have come across SMB content on TikTok have gone on to make a purchase**



## Innovation

A new way to connecting brands with customers

## Growth

The fastest growing entertainment platform in the world

## Opportunity

An early-stage channel with lower barriers to entry/lower competition

## Diversification

A communication channel to add to your marketing mix

## New audiences

Not only Youngsters and Gen Z are a key part of the platform

## Performance

Engage with your target audience and drive more sales

# What can TikTok offer Small Medium Businesses?



We bring your customers to you.

Your unique audience is spending time here, not on other platforms.

When realness is celebrated, content creation comes easy.

Maximize your budget by delivering ads straight to your most promising customers.

Small businesses are being discovered here, starting trends and selling out.

All of the tools you need to shoot, edit, launch, and optimize in one place.

!!



YES

# Whatever your objective: TikTok got you covered

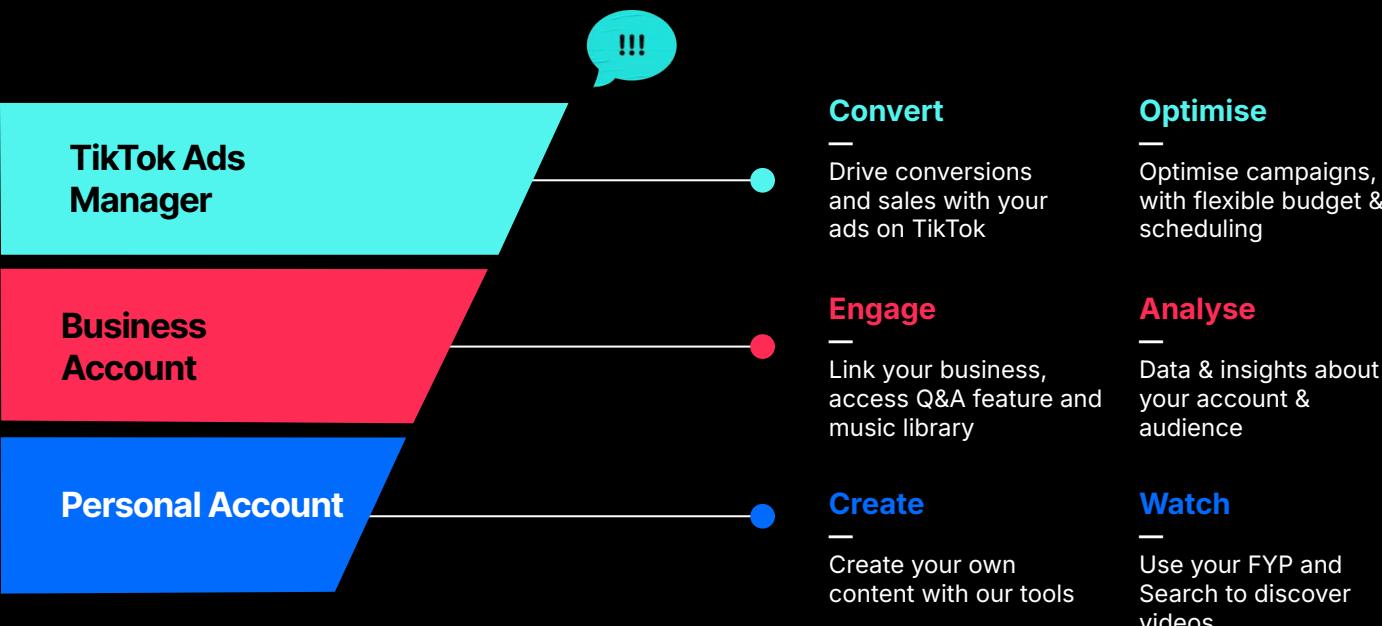


**TikTok** for Business

# Section 4: Types of TikTok accounts



# Three different account types



**Reach**  
— Reach your target audience, increase direct web traffic

**Schedule**  
— Schedule your upcoming posts



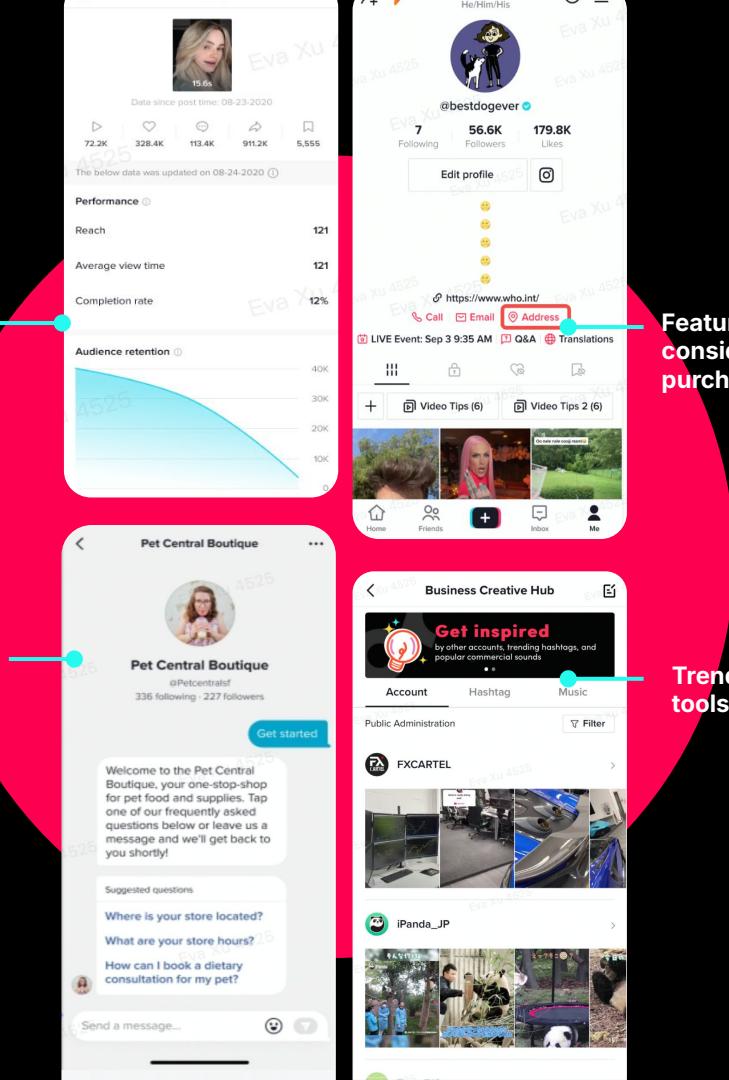
## Business Account

# Your brand's home base.

Business Accounts give brands exclusive access to business and creative tools to help them think like marketers and act like creators.

Tools for engagement & community management

Insightful performance & audience data



Features to drive consideration & purchase

Trending creative tools & inspiration



## Business Account

# Your brand's home base.



### Conversion and performance tools

- Lead generation
- Profile attributes
- Analytics

### Interaction Mgmt

- Auto-message suite
- Web comment & Messaging
- Profile contact attributes
- Organic geo-targeting

### Creative & publishing

- Creative Hub
- Post Scheduler
- Commercial Music Library

### Account enablement

- Showcase business information and contact info

# Section 5: Get started with TikTok advertising



# Here's how to get started with TikTok advertising in two simple steps:

1

## Create your TikTok Ads Manager account

- Set Up Payment

2

## Set up your TikTok Pixel

- Set up 3+ tracking events
- Turn on Automatic Advanced Matching and First Party Cookies

Scan to start creating your ad account!



# Step 1:

## Let's start with TikTok Ads Manager





# 1. Create your TikTok Ads Manager Account

TikTok Ads Manager is the one-stop shop for running and managing paid ad campaigns on TikTok.



## Register for a TikTok Ads Manager account

This works best on desktop. Go to <https://ads.tiktok.com/i18n/signup/> to start the process.

The screenshot shows the 'Create an Account' form on the TikTok For Business website. It includes fields for Country/Region (United States), Business Name (Legal Name of Business), Phone (US +1 - Please enter your phone number), and Currency (USD). A red border highlights the 'Phone' field and its placeholder. Below the form is a note: 'By clicking here, you agree to T&C in [Conditions of Service](#), [Privacy Policy](#), [Advertising Terms](#) and [Refund Policy](#)'. A 'Register' button is at the bottom.



## Set up a payment method

Go to Dashboard > Account Settings > Payment

The screenshot shows the 'Add a New Payment Method' page in the TikTok Ads Manager. It displays a success message: 'Your payment methods are stored securely.' and a note: 'To verify your card, you will be charged 10.00 USD. This will be refunded to you within 1-5 business days.' A red border highlights the 'Credit or Debit card' section, which contains fields for Card Number (1234 3213 2313 3213), Expiry Date (MM / YY), Security Code (CVV/CVC), Cardholder Name (Enter cardholder's full name), Billing Address (Enter street address), and Country or Region (Country or Region) and State or Province (State or Province). A 'Submit' button is at the bottom right.

**Internal slide – Remove before presenting**

Remove this  
slide before  
client  
presentation.



## **Live demo of TTAM**

# Last step: Setting-up the TikTok Pixel





# What's the TikTok Pixel?

## Integration

### Web Pixel

#### What is it?

A piece of code added to your website to automatically share web visitor events.

#### Benefits

- Automatic updates
- Easy to set up
- Option to customize event code

#### How to install

Add code to your website and configure when events fire and what customer data is shared.

### Web Events API

A server-to-server (S2S) integration to share web visitor events directly to TikTok.

- More control over what you share
- Direct integration with TikTok servers
- Bypass ad blockers

Build an API integration to share events directly with TikTok servers.

We highly recommend advertisers leverage both Pixel AND Events API when possible for optimal setup.

# Why setting it up on your site?



**Find new customers**

**Optimize ad delivery**

**Measure campaign performance**



## 2. Set up your TikTok Pixel



Select TikTok Pixel under

Tools > Events > Web Events



**RECOMMENDED** Turn on the Automatic Advanced Matching and First Party Cookies toggles



### Pro tip: Pixel Setup

- Set up Pixel with a click if you use a TikTok E-Commerce Partner Platform. *Partners include: Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop and [more!](#)*
- Add Pixel Custom Code events with little to no developer resources using TikTok's tag template with Google Tag Manager.
- Verify Pixel and Event Setup by downloading [TikTok Pixel Helper](#) in the Chrome Store to check for any errors in setup.

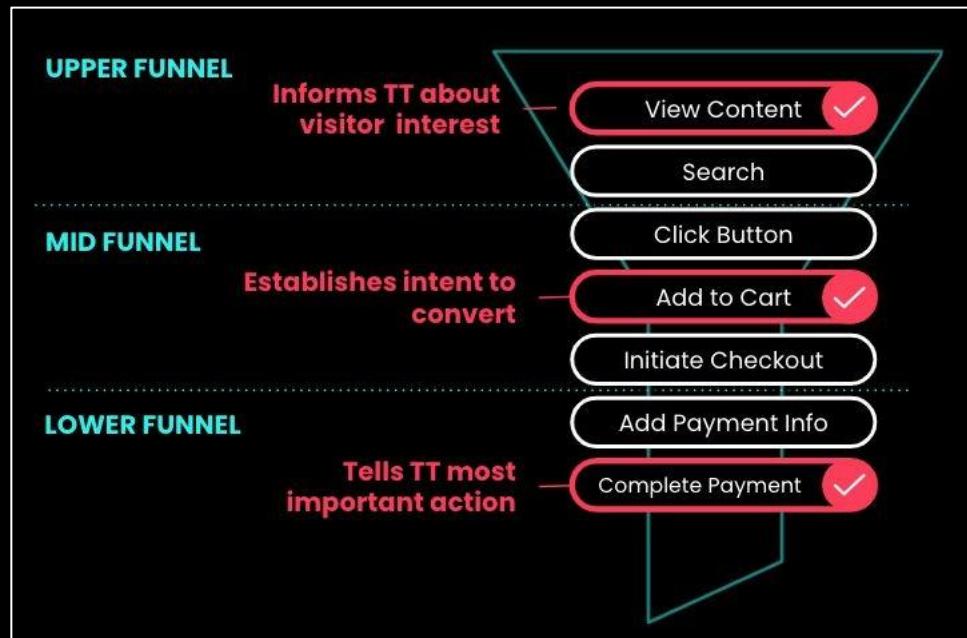
## 2. Set up your TikTok Pixel



- Set up at least **3 events** via Event Builder or Custom Mode:
  - View Content**
  - Add to Cart**
  - Complete Payment**



- Set up Parameters.





# Set up your TikTok Pixel

**TikTok Ads Manager** Dashboard Campaign Tools Analytics

TTAM Demo Account... English 🇺🇸 📱 📧 🗃

Get it

Why can't view event reporting of substituted events in Ads Manager when you go to Reporting > Dimensions > Advertiser > Event Source? The total event count will continue to be displayed in Events Manager.

TikTok uses private events measurement (PEM) to track events from users who've opted out of data sharing on iOS 14.5+ devices.

[\\* Details of TikTok PEM](#)

Web Events [Manage your attribution settings](#)

[Set Up Web Events](#) [Check pixel code installation](#) [Create Ads](#)

Search by name or ID  Time Zone: UTC-08:00 2023-04-15 - 2023-04-21 [All events](#) Creation Time (Most Recent)

**Demotoyou** [No Recent Activity](#) ...  
ID: CH0QATBCI7U5E3j3NNO Creation Time: 2023-04-21 04:49:57

0 [All events](#) Total Events

**test\*\*\*\*\*534534** [No Recent Activity](#) ...  
ID: CH0MPRC7t8LQ36650 Creation Time: 2023-04-20 23:59:35

0 [All events](#) Total Events

**没有funnel的场景-空壳** [No Recent Activity](#) ...  
ID: CH0J7ORC7tUA8GMURD0 Creation Time: 2023-04-20 20:45:23

0 [All events](#) Total Events

**打开前Funnel创建空壳** [No Recent Activity](#) ...  
ID: CH0J7K3C7tUA8GMURC0 Creation Time: 2023-04-20 20:45:05

0 [All events](#) Total Events

# Section 6: Combining organic and paid content

---



# Combining organic and paid content



SMBs initially pursue the following paths on TikTok:



Paid ads  
allow SMBs  
to increase  
the ROI they  
saw in  
organic

Among SMBs who started with organic advertising  
eventually sought out paid...



45%

Did so to expand results they saw from organic



# Tips to plan your organic content strategy: Post frequently and vary your content

## Set up a Business Account

Get exclusive access to business and creative tools to help them think like marketers and act like creators.

## Posting Frequency

Avg. posting frequency of verified Business Accounts on TikTok is 2.8 posts per week.<sup>1</sup>

The top 100 brands with the highest engagement rates post an avg. of 4.2 posts per week.<sup>1</sup>

## Content Suggestions

Behind the scenes	Tell a story
Vlog	Reactions
Explained	Questions
Facts	Teasers
How-to	Fan submissions
Transition	Review
Challenge	Talk
Music/Dancing	Re-Edit





# When Organic Content Meets Paid Ads



Tips to get you started



**Grow your follower base**

**Lift in ad performance**

**Content selection made easy**

**Retarget your audience**

Build up your Business Account presence organically or run paid Spark Ads under the 'Community Interaction' objective.

Positive user engagement on an organic posts can drive ad's performance ie. we are seeing higher ads performance when there is organic engagement.

Spark ads allow for brands to boost the best performing organic content.

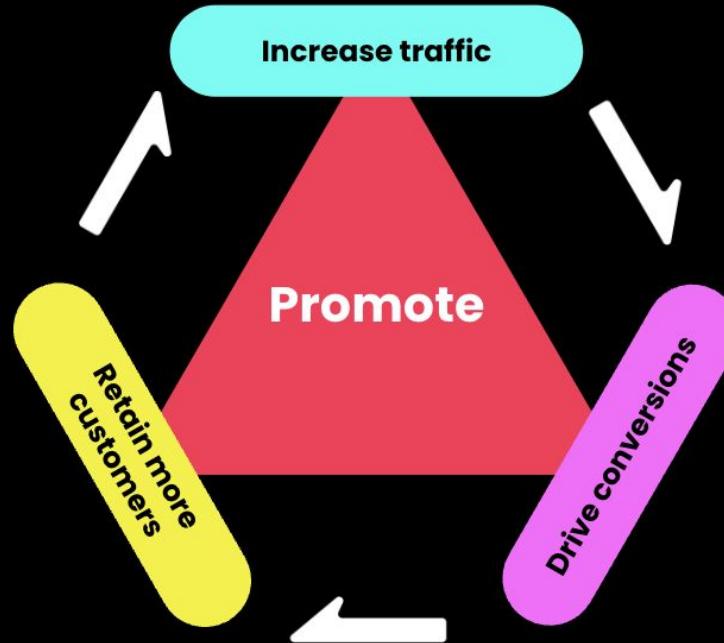
Brands can re-target audiences that have followed, visited, viewed, or engaged with organic business account videos.

# Make one of your top-performing organic videos **go the extra mile**

- ✓ Grow brand awareness
- ✓ Boost content
- ✓ Increase sales
- ✓ Quickly turn video and LIVE content into ads
- ✓ Easily customize campaign settings

**Integrate Promote with TikTok Ads Manager to unlock more benefits!**

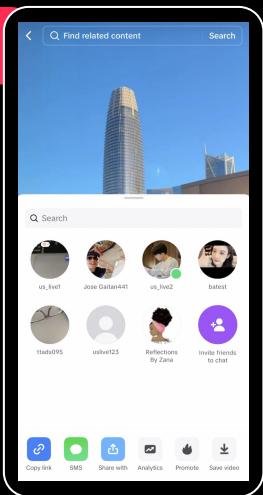
- ✓ Conversion-focused objectives
- ✓ Unified campaign & reporting dashboard
- ✓ Simplified billing and hassle free top-up
- ✓ Mobile experience



# How do I access Promote?

## TikTok video

1. Choose the video to promote
2. Tap 🎙
3. Tap Promote



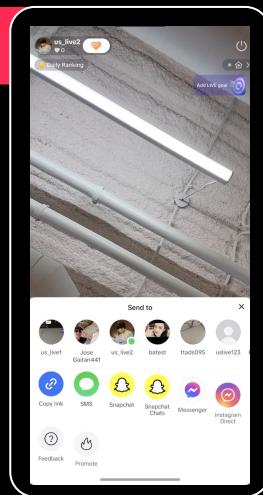
## Before LIVE

1. Choose the LIVE to promote
2. Tap More on the GO LIVE panel
3. Tap Promote



## During LIVE

1. Tap Share on the LIVE stream
2. Tap Promote



# How can I use Promote?

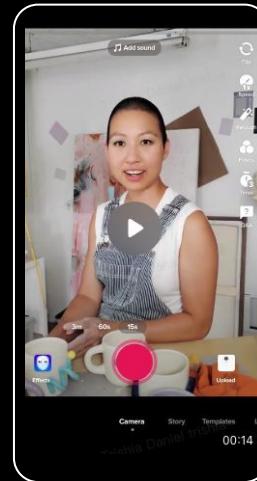
## Promote video

Easily turn your existing content into ads, driving discoverability, bringing visitors to your website and more.



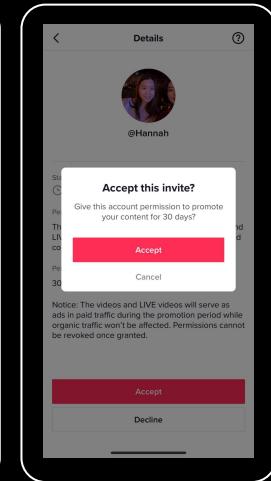
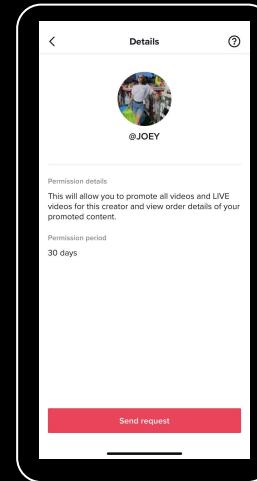
## Promote LIVE

Directly engage your audience in real time to build community and form closer relationships.



## Promote for Others

Leverage the work of other TikTok creators to harness the power of UGC and authenticity.



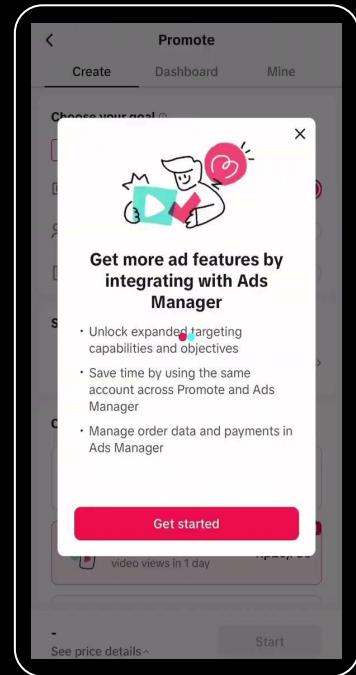


# Quickly & easily connect Promote & TikTok Ads Manager

1  
**Start the integration** via an in-app pop-up or through an option delivered after a Promote campaign.

2  
**Authorize TikTok for Business** to access your TikTok account.

3  
**Create a new TikTok Ads Manager account** or connect with an existing advertiser account.  
If prompted, fill in your business and billing info.



Download the Promote set-up guide

**tiktok for Business**

# Section 7:

# Take-away resources

VALID.



# Getting started is simple and only takes a few steps



Scan here to access the TikTok for Business Starter Guide



Answer a few quick questions about your business goals and marketing needs. That's it! Your personalized plan will appear with detailed guidance to set your business up for success.

>Email your plan to yourself. We get it – the life of a business owner can be really busy. You don't have to complete your plan in one sitting!

Simply email it to yourself and finish whenever it's convenient for you.

What are you waiting for? Get your personalized plan now!



# More Resources



- **Video Inspiration**

Looking for ideas for your new TikTok video? Check out our [Creative Center](#) to crush it.



- **Product and Ad Policy Questions**

The [Business Help Center](#) can assist you with everything from product how-tos to ad policy details. Just type in a keyword to find what you need.



- **TikTok Pixel**

Learn more about how the TikTok Pixel works and the easy installation options we offer with [this guide](#).



Follow our TikTok  
channel dedicated to  
SMBs in the UK



@tiktoksmallbusiness\_uki





# Q&A

SHARE





THANK  
YOU!

THANK YOU

TikTok



# Appendix

SHARE



# TikTok in the United Kingdom



1 in 2

TikTok users are open to making purchases directly from TikTok.

47%

of TikTok users say that TikTok is the platform they use most to engage with SMBs.

90%

of TikTok users that made a purchase after seeing SMB content on TikTok say that they are happy with their purchase.

Source: 1 TikTok Marketing Science Global Growing TikTok in eCommerce Study (UK Results) 2022 conducted by Material May 2022 (n=1,181). 2&3 TikTok Marketing Science SMB Consumer Research (UK Results) conducted by InSites Consulting 2022 (n=600) 3. Source: xxx

# The TikTok Effect UK: Oxford Economics Research



01

Since 2018, Small businesses on TikTok contributed **£1.63 billion to UK GDP in 2022**, with regional areas outside London benefitting most

02

TikTok users are highly motivated off the platform, with **47% having bought a product or service** and **45% visiting a restaurant or tourist attraction** as a result of seeing it on TikTok.

03

TSME activity on TikTok supporting **32,000 jobs** across all regions of the UK, with **78% of these outside of London**.

04

SMEs said TikTok has had a positive impact on their ability to **reach customers**, **engage with more customers**, **market new products and services**, and **stand out** as a business more clearly.

05

Almost one in 10 **SMEs that do not use TikTok say they have benefitted from exposure on the platform**, when their products or locations have been used organically in TikTok videos.



# TikTok in France



1.4x

SMB users on TikTok say branded content on TikTok is 1.4x more entertaining (vs. other platforms).

52%

of TikTok users say they often come across a product on an online store that they have seen previously on TikTok.

2 in 3

SMB TikTok users use the platform daily.

Source: 1 TikTok Marketing Science B2B x SMB Research (France Results) conducted by Material Research 2022 (n=190) (Among SMB decision makers that use TikTok). 2 TikTok Marketing Science Ecommerce Vertical Research (France Results) conducted by GIM 2022 (n=600) 3. TikTok Marketing Science B2B x SMB Research (France Results) conducted by Material Research 2022 (n=190) (Among SMB decision makers that use TikTok)



# TikTok in Italy



89%

of users who have come across SMB content on TikTok say that they discovered a new SMB on TikTok before seeing it anywhere else.

92%

of TikTok users believe that TikTok can help SMBs build stronger connections to their users.

1 in 2

TikTok users are open to making purchases directly from TikTok.

Source: 1&2 TikTok Marketing Science SMB Consumer Research (Italy Results) conducted by InSites Consulting 2022 (n=600). 3.TikTok Marketing Science Global Growing TikTok in eCommerce Study (Italy Results) 2022 conducted by Material May 2022 (n=1,176)

# TikTok in Germany



59%

of TikTok users say they have come across SMB content on TikTok.

91%

of TikTok users believe that TikTok can help SMBs build stronger connections to their users.

78%

of users who have come across SMB content on TikTok say that they discovered a new SMB on TikTok before seeing it anywhere else.

Source: TikTok Marketing Science SMB Consumer Research (Germany Results) conducted by InSites Consulting 2022 (n=600)



# TikTok in The United Arab Emirates

74%

of weekly TikTok users have engaged in ecommerce behaviors on TikTok.

67%

of users watched content during UAE National Day from other TikTok users.

51%

of TikTok users believe that TikTok delivers on entertainment during Ramadan.

Source: 1. TikTok Marketing Science Global Shopping Ad Products Study 2022 (GCC Results) conducted by Material February 2022 (n=1,927) 2. TikTok UAE National Day Study (UAE) conducted by Ipsos Dec 2020 (n=250) 3. TikTok Marketing Science United Arab Emirates, Ramadan Study 2022, conducted by IPSOS (n=500)



# TikTok in Saudi Arabia

74%

of weekly TikTok users have engaged in ecommerce behaviors on TikTok.

93%

of TikTok users watched Saudi National Day content on TikTok.

3 in 5

TikTok users are open to making purchases directly from TikTok.

Source: 1. TikTok Marketing Science Global Shopping Ad Products Study 2022 (GCC Results) conducted by Material February 2022 (n=1,927) 2. TikTok Saudi National Day Study (Saudi Arabia) conducted by Ipsos Sep 2021 (n=300) 3. TikTok Marketing Science Global Growing TikTok in eCommerce Study (GCC Results) 2022 conducted by Material May 2022 (n=933)



# Keeping your brand safe on TikTok



# Comments: You're in Control

Manage comments  
through a simple dashboard.



Filter

Filter out comments based  
on advertiser preference

Hide

Hide or unhide specific  
comments

Disable

Disable comments on an ad  
altogether

View & export

View & export comments for  
analysis

[Learn More](#)



TikTok's proprietary **brand safety and suitability solution** gives advertisers **more control** over the type of content that runs next to their In-Feed Ads.

Choose from **three tiers** of TikTok UGC inventory to run adjacent to In-Feed Ads on the For You page.

Full | Standard | Limited

Tiers are defined using **risk levels and content categories** that are informed by TikTok policies and the GARM framework.



Advanced **machine learning technology** analyzes video, audio, text and images at scale to exclude content from a respective tier.

Now available in **40+ markets and counting!**

[Learn More](#)