



# Fashion & Retail

Playbook

VALID.✓



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# Why TikTok

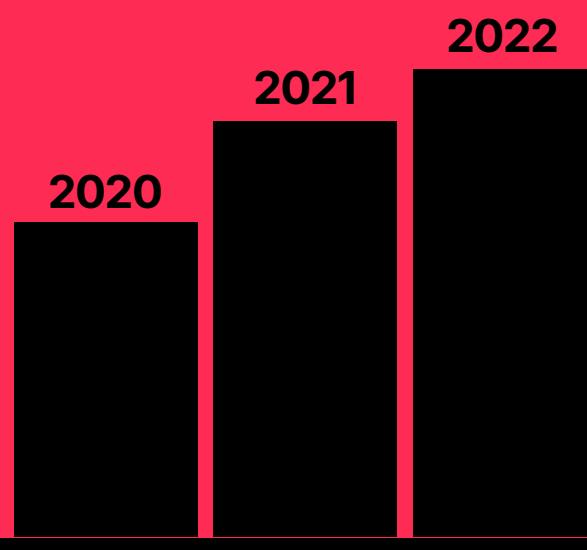


# Grow your business with us

Our hyper-growth entertainment platform is influencing the media landscape and presenting brands from all industries with unique and exciting opportunities. TikTok's ability to grab users' attention, combined with our effective advertising solutions, gives small and medium sized businesses the perfect conditions to grow.

2023

↑  
**1 Billion users**



## Momentum

TikTok is the ultimate entertainment platform powered by a community with a unique mindset.

## Attention

Engagement is TikTok's superpower

## Effectiveness

Small & Medium sized businesses are noticing the impact on sales from advertising on TikTok

**70%**

of TikTok users say they feel part of a community on TikTok.

**82%**

of TikTok users say they have discovered a small or medium business on TikTok before seeing them elsewhere

**52%**

of TikTok users that have come across small or medium business content on TikTok have gone on to make a purchase

### Sources:

1 TikTok internal data global, July 2021

2 TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo (n=3,500)

3 TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting

# The opportunity on TikTok

**Stay on top of trends and engage  
with your community**



# Fashion & retail on TikTok

**52%** of TikTok users that come across SMB content on TikTok have gone on to make a purchase<sup>1</sup>

Both fashion & retail on TikTok are all about spreading joy, showcasing individuality and celebrating everyone. TikTok is a place to unearth the next big thing in fashion & retail.

## Vertical hashtags:

#tiktokfashion, #blackfriday, #sales, #giftidea,  
#tiktokshopfinds

**When people turn to TikTok while shopping for fashion online, they are 1.5x more likely to talk about products/brands with friends & family (vs. other social apps/platforms).<sup>2</sup>**

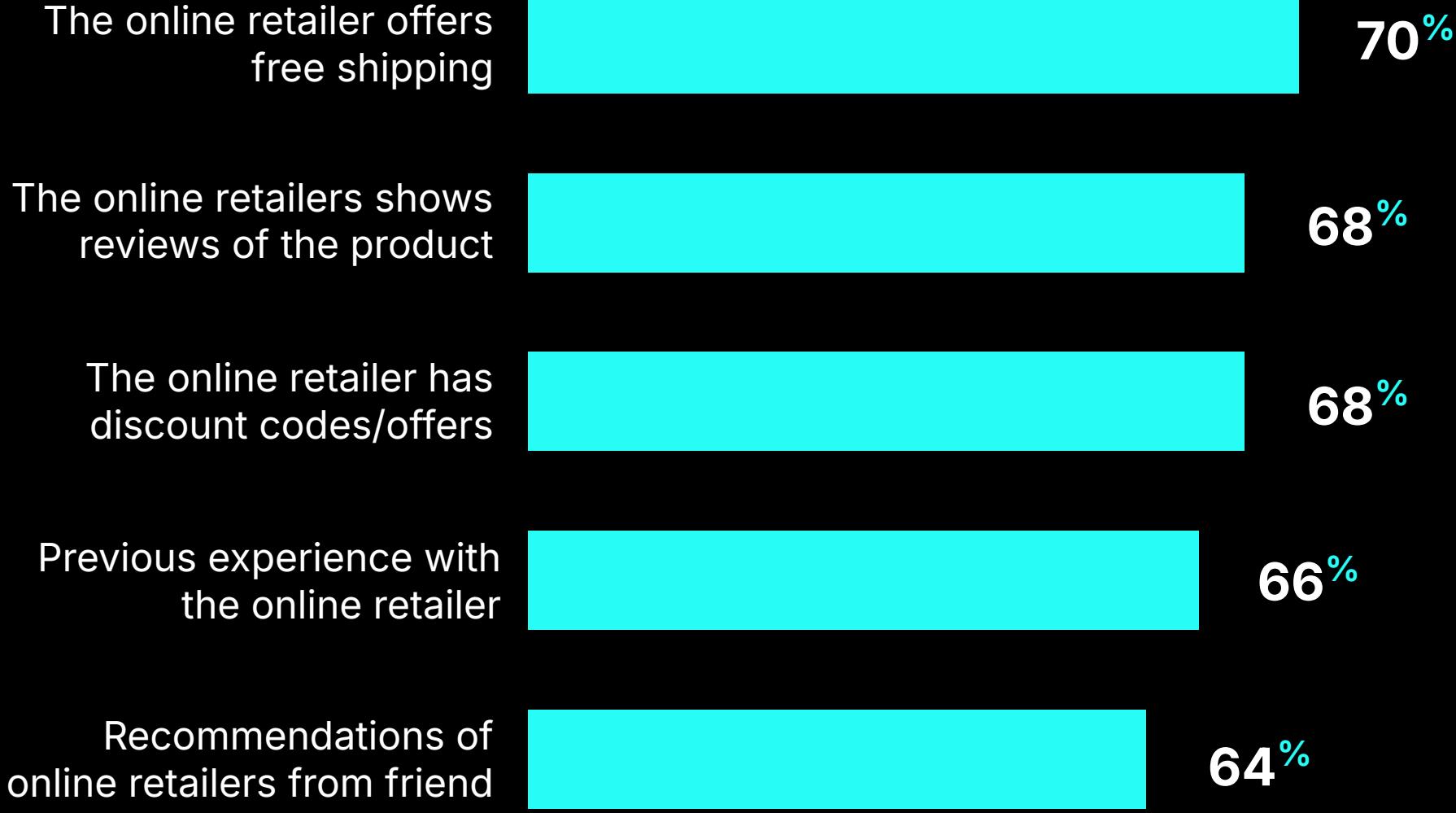
**Fashion e-commerce journeys on TikTok are 1.3x more likely to exceed expectations (vs. other social apps/platforms)<sup>2</sup>**

## Sources:

1. TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting
2. TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022

# TikTok users want online retailers to provide **free shipping** and **transparent reviews**

**When buying products online, TikTok users say the following are important:**



Source: TikTok Marketing Science EUI Ecommerce Vertical Research 2022 conducted by GIM (UK Data n=600)

# While **price** is the most important factor when deciding which online retailer to purchase from

**3 in 4** (75%)

TikTok users say that **price help them to decide** which online retailers to buy from



EComm brands looking to stand out should lead with competitive price messaging

## Factors that help TikTok users make a decision on what to buy



Source: TikTok Marketing Science EUI Ecommerce Vertical Research 2022 conducted by GIM (UK Data n=600)

# Reach your objectives with TikTok advertising products



# **How can TikTok Ads Manager help your fashion or retail brand?**

**It allows you to reach your target audience and increase direct web traffic**

**With flexible budgeting and bid systems built in, TikTok Ads Manager gives you complete control of how much you spend**

**Easily optimize your campaigns to suit your business goals, whether you want to build a community, grow your brand awareness or drive towards conversions/app installs!**

**Plus, with a quick and easy set-up process, what's not to love!?**

# Budget best practices

Users who are more likely to purchase from you (ie: higher intent users) may cost more to reach. Spend the right amount based on your desired Event Optimization to maximize your campaign's performance.

If you're using a lower-funnel\* event like Complete Payment, we recommend at least **€50** per daily ad group.

If you're using a mid- or upper-funnel event like Add-to-Cart, we recommend at least **€30** per daily ad group.

Make sure to set your budget by daily ad group and to run your campaign for at least 7 days.

## Set up your Pixel

If you don't have an e-Commerce integration set up, make sure to set up the TikTok Pixel.

**The Pixel is a piece of code that you can place on your website that allows advertisers to share website visitor events to TikTok via a browser.**

Whether your goals are conversions, traffic, or awareness, setting up your TikTok pixel will help you find new customers, optimise your campaigns and measure ad performance.

You can track important events throughout the entire customer journey, from page view to purchase.

Find out more about the TikTok Pixel [here](#).

# Reach your audience and uncover a new one

**Custom Audiences** is an ad targeting option that lets you find people who already know or have engaged with your business. Use your own audience lists or audience's from your TikTok ads.

## Audience Types:

### Customer File

**01** Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.

### Engagement

**02** Create a list of people who saw, clicked, or engaged with your content.

### Business Account

**03** Create a list of people who followed or interacted with your Business Account on TikTok.

### Website Traffic

**04** Use TikTok Pixel to create a list of people who visited or took specific actions on your website.

### Lead Generation

**05** Create a list of people who viewed or submitted an instant form in a lead generation ad.

**06** More types are available on TTAM...

## What can I use them for?

### Inclusion

use custom audiences for retargeting purpose & continue to activate your customers on TikTok.

### Exclusion

use audience as a suppression list to minimize media waste on converted customers.

### Lookalike (LAL)

use audience to build lookalike audience to find similar users on TikTok with efficient media spend.

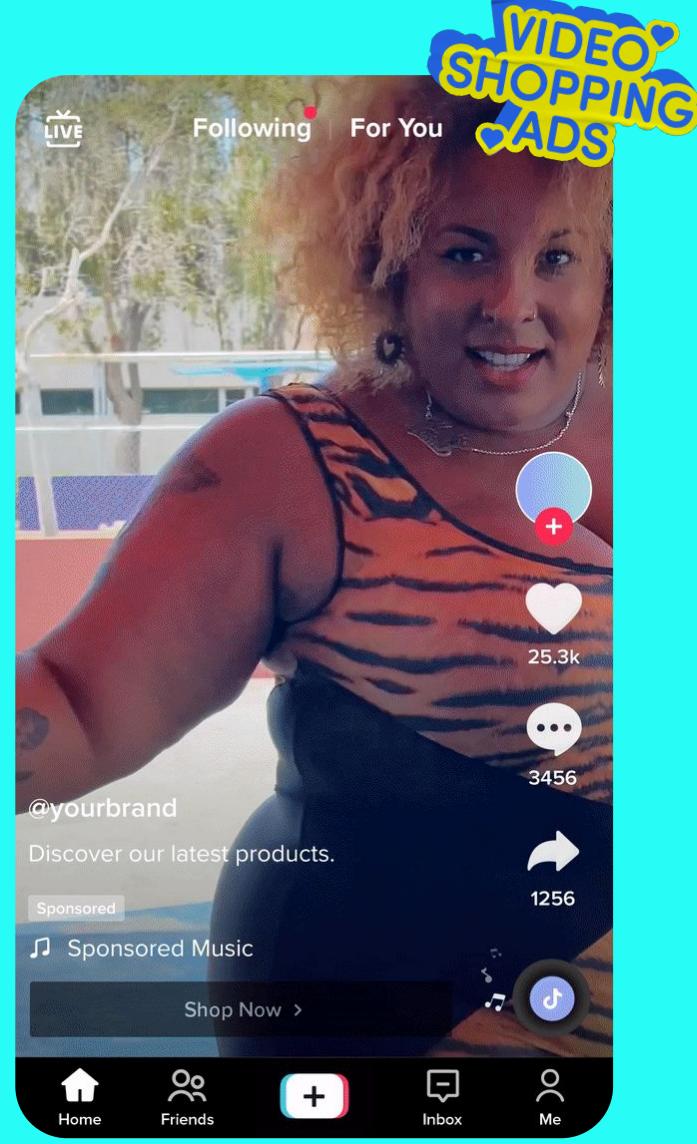
# Drive product sales and engagement with our eCommerce solutions.

## Video Shopping Ads

VSA is designed to **maximize performance** combining the best features of our existing products with improved technology like **fully automated, smart functionalities** for creative automation and dynamic product landing pages.

### Key Benefits:

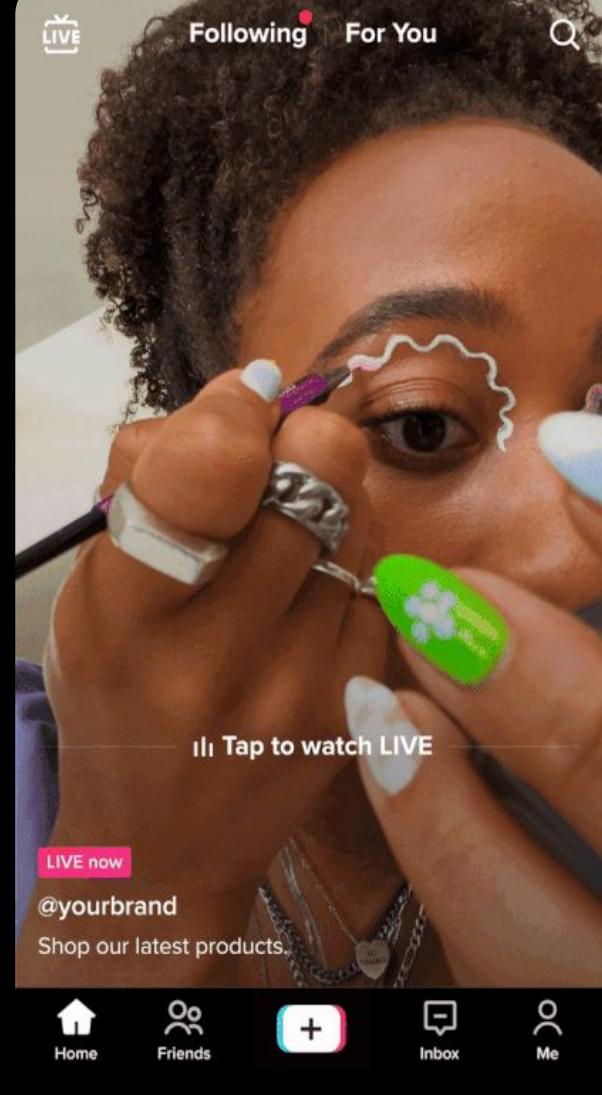
- Personalized recommendations to users based on interactions
- Fully automated, smart functionalities including creative automation and dynamic product landing pages
- Optimized delivery strategies to drive maximized impact
- VSA for Catalog allows an advertiser's conversion happens offsite on your website or app. Leverage TikTok Shop for shop integrated solutions



## LIVE Shopping Ads

### Campaign strategy

- Drive incremental traffic to LIVES and amplify product discovery, viewership, purchase intent and transactions.
- Full-funnel solution that simultaneously achieves branding impact of a live shopping event with real time feedback & interaction, through to seamless checkout.
- Drive tactical promotions with limited time offers and exclusive products.



### Optimisation goals

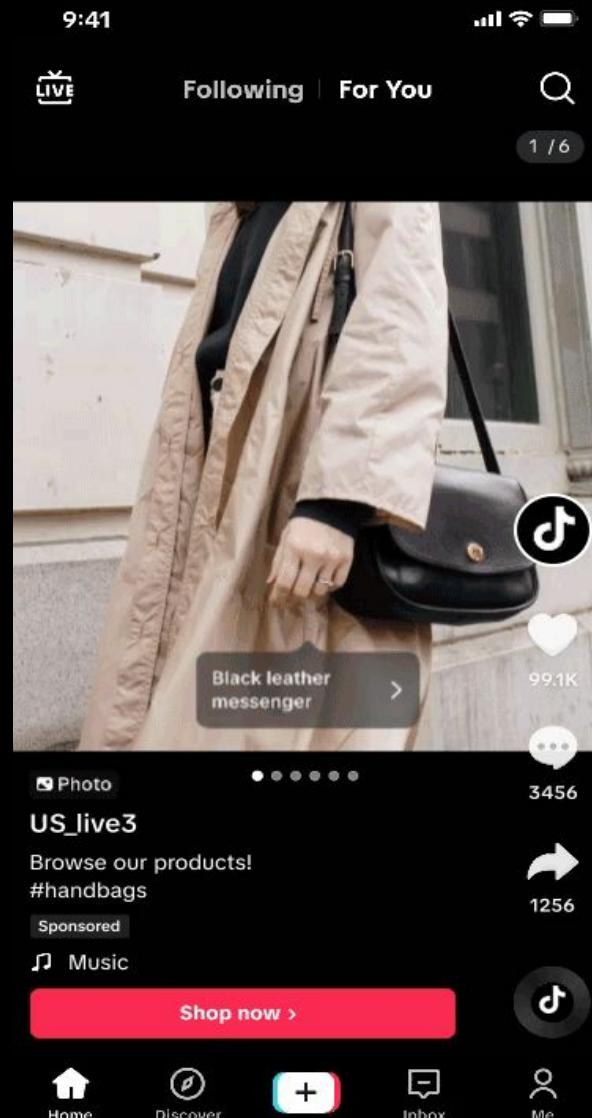
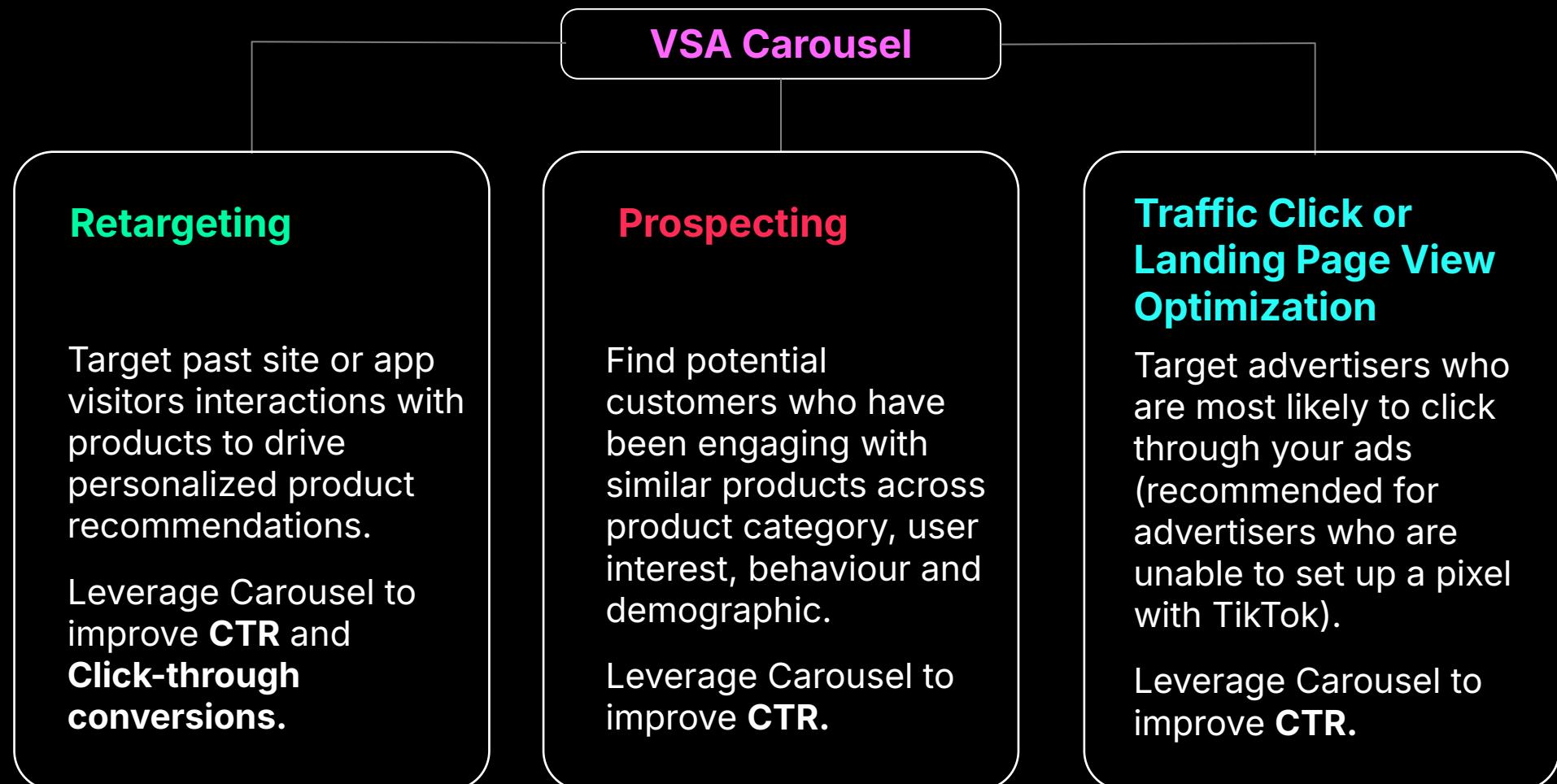
- Shop Purchases Objective
- Can set objectives based on Clicks, Viewer Retention, Product Clicks in LIVE, Initiate Check Out, Complete Payment
- Target & re-target custom audiences

### Creatives

- Video to LIVE
- LIVE creative - boosting a piece of content in real time
- TikTok brand handle or creator handle

# Put your products in the spotlight with **Catalog Carousel**

Want to leverage some of the most eye-catching products in your catalog? With Catalog Carousel, your potential customers can swipe and browse across multiple product images and have full control on their preferred viewing pace.



# Best Practices for Catalog Carousel



## Product Selection

- Businesses opting in for Carousel format should ensure that there are at minimum 4 products chosen for their promoted catalog.
- For retargeting:
  - If advertisers select a wider pool of products (such as their full catalog), this will enable Video Shopping Ads (VSA) to have a larger pool of products to display in the ad and allow for more retargeting conversions vs a smaller pool of products.



## Music Selection

It is mandatory to upload or select a music track to accompany the Carousel ad.



## Catalog

- Ensure product images in catalog are of high quality and of the same aspect ratio.
- Images are recommended to be in square aspect ratio (minimum 500×500).
- Check out [this help guide](#) for setting up your catalog

# How to tell a great story on TikTok



# Beginning: the Hook

## Thought Starters for Effective Hooks.

01

### Educate your audience

TikTok users are always looking for the latest tips, tricks and hacks. Educational videos are highly effective and can cover subjects like finance, real estate, career services and more.

02

### Highlight your service's benefits to attract attention

Communicate your service's benefits right off the bat to draw audiences in. Not only is this a good way to create intrigue around how your service might be useful to viewers.

03

### Present a future outcome that your audiences aspire to

Give viewers an enticing glimpse into an aspirational lifestyle that can be attained by implementing your service into their routines. Perhaps it's a relaxed, easygoing lifestyle with less stress.

04

### Increase awareness about your audience's problems and offer solutions

Proactively solving the problems that your viewers relate to is a great way to get them engaged. They will be more likely to want to purchase your service if they know how it can help them tackle their everyday challenges.



# Middle: the Key Message

Following the hook, drive trust by delivering your primary message in a clear and memorable way. Consider this the "meat" of your ad.

It should contain your service's selling points, key narrative, and the main highlights that your audience should take away.

Build trust in your brand's value and benefits, and get viewers interested in your service.

Uncover your selling points by thinking about these questions:

**What does your service do really well?**

**How does your service benefit your customer?**

**What do your competitors lack that you have?**

**Why would someone want to buy your service?**

# End: the Call to Action

End with a clear, compelling Call to Action to encourage viewers to take the next step. Close out with memorable closing remarks that you want your viewers to remember through text, voice-over, and/or graphics.

CTA examples to get you started:

- ***Start your \_\_\_ journey today***
- ***Try this and never have to \_\_\_ again***

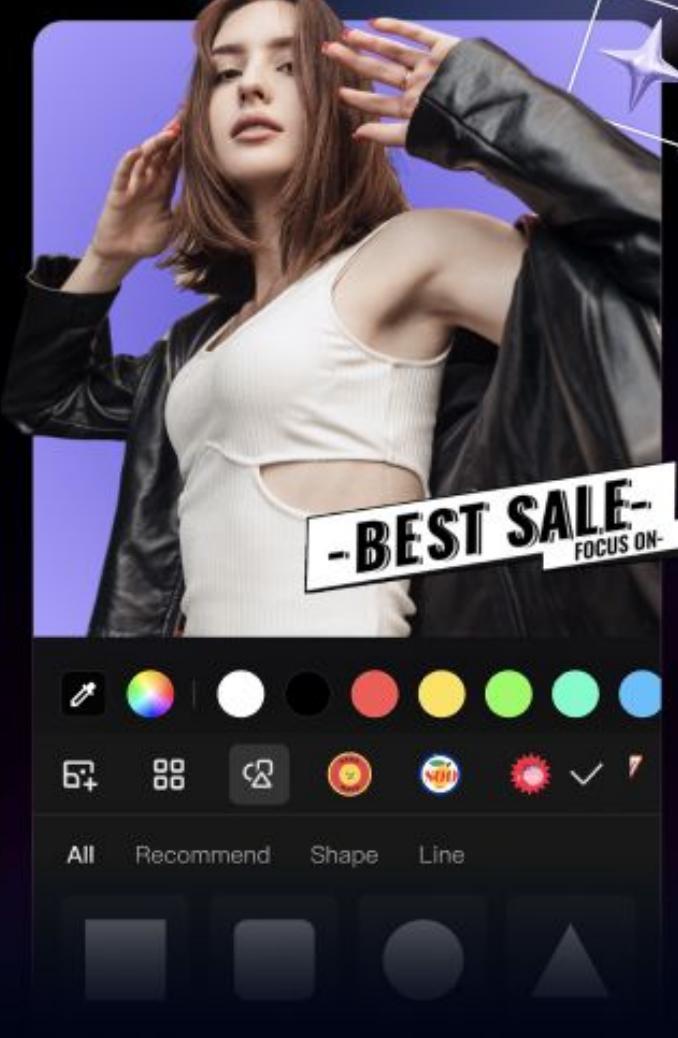
# CapCut for Business

All-in-one video editing platform that empowers users to effortlessly craft brand videos and ads, regardless of their editing experience.

Save time and produce top-notch content today with our intelligent features that were designed to meet the demands of businesses at every scale!

## Video ad creation made easy

### Innovative Features for Brand Content & Ads



## Benefits



### End to end solution

Address all business content creation needs.



### Free and easy to use

Create commercial content in minutes with CapCut for Business for free, with no editing experience required.



### Commercially-licensed elements

Empower your ad creation journey with our commercially-licensed elements.



### Cross-platform compatibility

Seamlessly integrate CapCut into your existing workflow — whether working on a desktop, mobile, or tablet.

49 %

of creative quality is responsible for **almost half** of the incremental sales driven by advertising.

NICE

### Source:

NC Solutions, Five Keys to Advertising Effectiveness, 2023

**Note:** All core features are only available in the US, Canada, UK, Australia and New Zealand with English as the only supported language so far. Consult our representatives if you want to try these features in other regions, and please keep an eye on our feature launch updates.

Scan the QR code to download CapCut and start exploring or visit our [website](#) to learn more!



## Case study

# Sugar Island Clothing

**How Sugar Island Clothing increased sales through TikTok Shop ad solutions**



[Read More](#)

### The Challenge

In order to boost early summer sales, Sugar Island wanted a solution that would help drive online purchases in an effective and engaging way. But how do you capture the attention of people on TikTok and turn viewers into active customers?

### The Solution

Sugar Island Clothing paid close attention to what others in its industry were doing and leveraged trending hashtags to reach a wider audience. By coupling its Video Shopping Ads with authentic content that women could relate to, the fashion business was able to engage with its target audience very efficiently. In order to improve retargeting and increase overall chances of conversions, Sugar Island Clothing also utilised the Custom Audiences and Lookalike Audiences objectives for this campaign.

## Key results

**4.27x**

ROAS

**1.36k**

Completed payments

**1.06k**

New Followers

# **Organic content best practices to establish your brand presence on TikTok**



# Popular Narratives

## Product try-on / Review

Try out the product and show the results

## Unboxing

Show the process of unpacking the package and revealing the product to the audience

## Listicles

Create a list of a series of benefits to highlight the various selling points of the product

## User community

Show positive feedback or try on scenes from different users to help build more trust in the product

## Showcase multiple colors/sizes

Show multiple colors or sizes and let the audience know that there are a lot of options

# Unique Narratives

## Founder POV

Tell the brand story from the founder's perspective

## Vlog

Show interaction with products in a vlog style

## Special occasions

Promote the product for special occasions, different festivals, seasons etc.

## Virtual & Real

What the product looks like online and on a person

# Tips to plan your organic content strategy

Post frequently and vary your content

## Posting Frequency



Avg. posting frequency of verified Business Accounts on TikTok is 2.8 posts per week.\*



The top 100 brands with the highest engagement rates post an avg. of 4.2 posts per week.\*

The top 100 brands with the highest engagement rates post an avg. of 4.2 posts per week.\*

## Content Suggestions

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



### Get the most out of your content:

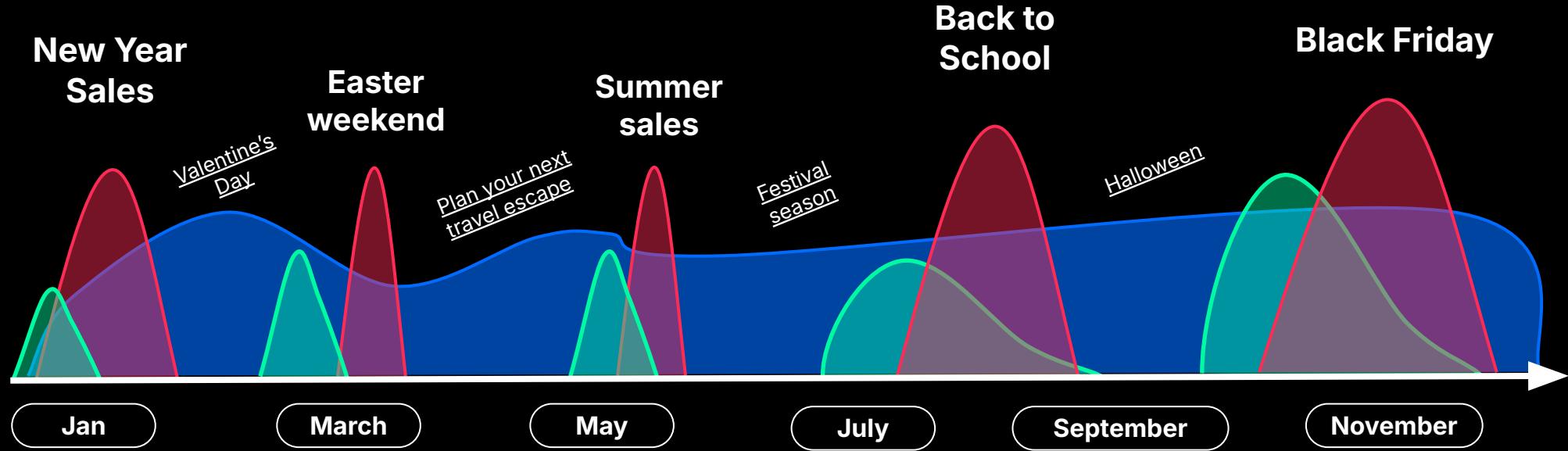
Boost your best performing organic content as a Spark Ad in your next Web Conversion campaign.

# Your 2024 media plan



# Always-on strategy for key seasonal moments

- **Build:** Always On Prospecting throughout the year to have new audience for each peak
- **Capitalize:** Retargeting your custom Audiences and focusing on lower funnel optimisation events
- **Seize:** Peak spikes to take all your learnings and strategies and maximize return



**Build:** Always-on Prospecting campaigns to build your brand & Audiences

*Start building audiences early. This will help you increase account learnings, test & learn before peak seasons, and encourage brand recall later*

**Capitalize:** Retargeting collected audiences

*Remember brand recall? Retargeting audiences can drive lower CPA and higher ROAS & CVR. Continue to build as necessary.*

**Seize:** Maximize opportunities during Sales spikes & Peak Moments

*Time to use all learnings across audience, targeting, creative and format strategy to drive max ROAS & spend at this peak.*

*!! Signals and audiences collected can be leveraged throughout the year*

# THANK YOU

# THANK YOU

Reach out to your TikTok Sales Rep to supercharge your advertising strategy today.

Not advertising with us yet? [Sign up](#) to TikTok Ad Manager today.

