



# Beauty

Mini Guide



# Organic advice



# 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 shades

Show multiple shades 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.\*



## Get the most out of your content:

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

## 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!

## Key Calendar Moments

# Occasions to plan for

### Q1

1 Jan	New Years Day
Jan	January Sales
13 Feb	Galentine's Day
14 Feb	Valentine's Day
Feb	London Fashion Week
20 Mar	Oral Health Day
8 Mar	International Women's Day
Mar	Mother's Day*
22 Mar	As young as you feel day (anti-aging products)

### Q2

1 Apr	April Fool's Day
7 Apr	World Health Day
22 Apr	Earth Day
30 Apr	Hairstyle Appreciation Day
27 May	National Sunscreen Day
28 May	Menstrual Hygiene Day
Jun	Father's Day*
Jun	Beautiful in your skin month (skincare)

### Q3

7 Sep	World Beard Day
Aug/Sep	Autumn Looks

### Q4

6 Oct	World Smile Day
Oct	Halloween Looks
1 Nov	World Vegan Day
19 Nov	International Men's Day
20 Nov	Beautiful Day
25 Dec	Christmas
31 Dec	New Year's Eve



# TikTok Ads Manager



# 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](#).

# Looking to generate leads rather than sales?



**Product gift cards**



**Share product samples**



**Announce early access for product launches**



**Subscription services**



**Newsletter opt-in to stay in touch**



**Share discount codes, vouchers**



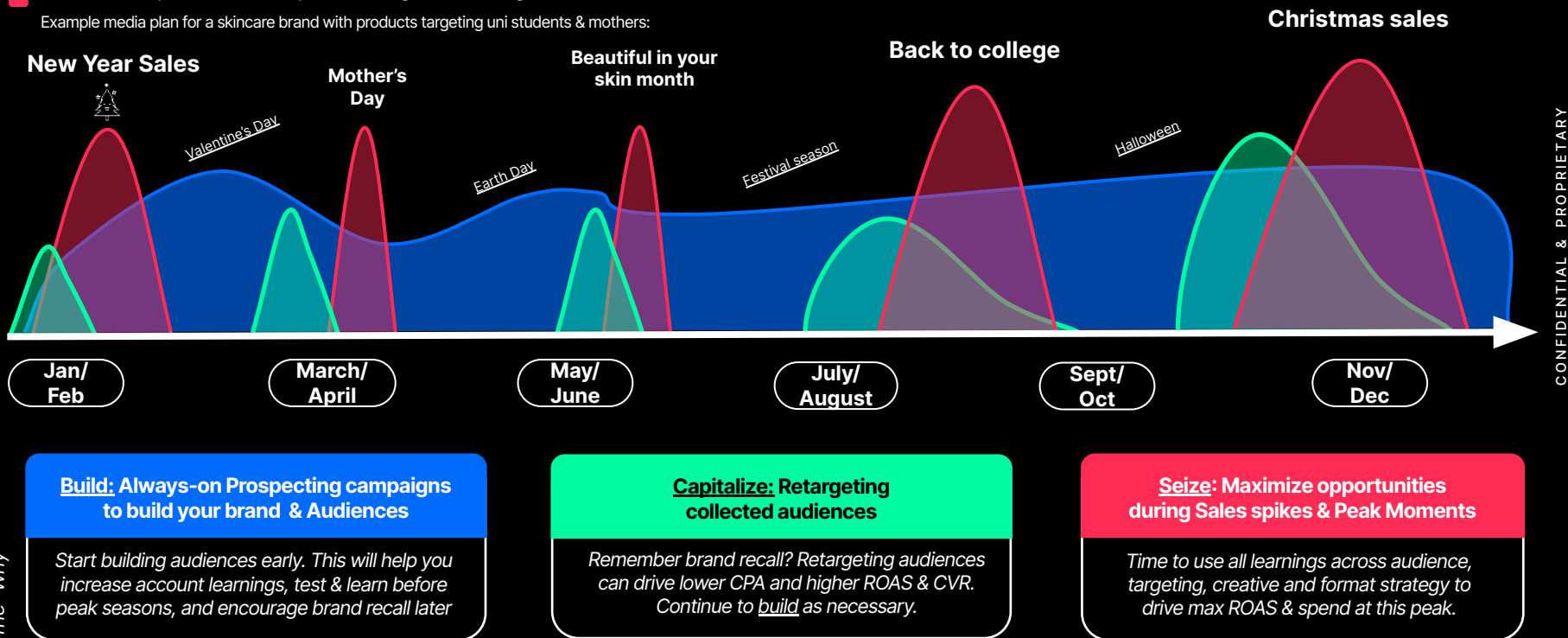
**Host content, follow up on campaigns**



# Work your Macro & Micro Moments into a holistic media plan

- 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

Example media plan for a skincare brand with products targeting uni students & mothers:



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The "Why"

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

# What are TikTok **Custom Audiences** and what can I use them for?

**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.

## **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.

# Using TikTok Custom Audiences

## Audience Types:

01

### Customer File

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

02

### Engagement

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

03

### Business Account

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

04

### Website Traffic

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

05

### Lead Generation

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

06

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

# Running Split Tests

Split Test is the best way to set up a scientific test to determine which ad strategies work the best.

Commonly referred to as A/B testing, Split Test is a tool available on TikTok Ads Manager where you can test two different ad groups and see which one performs better, helping you optimally scale your spend.

*The Split Test toggle can be found on the campaign settings page*

## Create split test:

Get more insights into your ads by split testing your strategy. We'll show your split test to 2 separate audiences to give you data-driven results.

01

**Complete the ad group and ad settings for your control**

02

**Select a variable and create your test ad group**

03

**View results for insights into your strategy**

# Use **Value-Based Optimization** to drive higher **ROAS**

**Value-Based Optimization for Web Conversion ads** (VBO Web) aims to help advertisers find the most relevant audiences who are likely to generate a **higher return on ad spend (ROAS)**.

In addition to optimizing towards Complete Payment events, VBO Web helps advertisers directly optimize towards ROAS by matching their ads with users who are **likely to make a purchase** and/or **generate a higher value per purchase event**, by either **buying multiple products in one go** or buying products with **higher price points**.

Note: To gain access to Value Based Optimization for a campaign, the campaign must have reached 20 Complete Payments within a 7 day period.

## **Conversion Optimization (Quantity)**

TikTok ads delivery system will look for users who are more likely to convert, value per purchase is not taken into account.

## **Value-Based Optimization (Quantity+Quality)**

TikTok for Business ads delivery system will look for users who are more likely to convert and/or with a higher value per purchase event.

## Shopping Ads

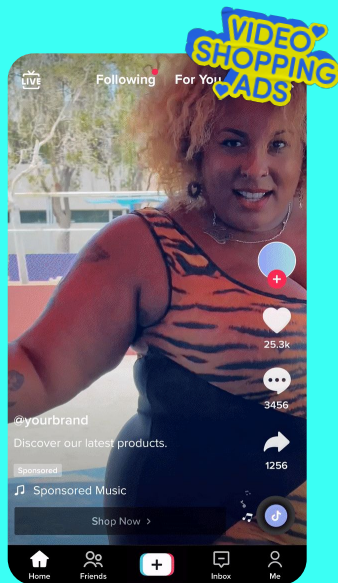
# Video Shopping Ads

## Shoppable videos in your FYP

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

## Drive engagement to Your Shoppable Live

### Campaign strategy

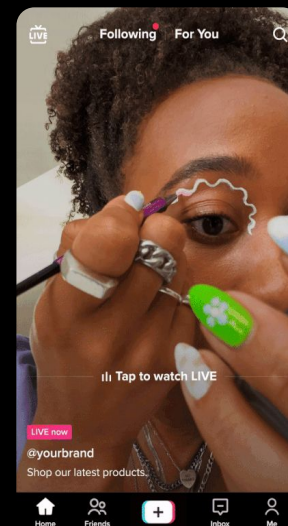
- Drive incremental traffic to LIVES and amplify product discovery, viewership, purchase intent and transactions.
- Full-funnel solution that simultaneously achieves branding impact of a live shopping event with real time feedback & interaction, through to seamless checkout.
- Drive tactical promotions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

### Optimisation goals

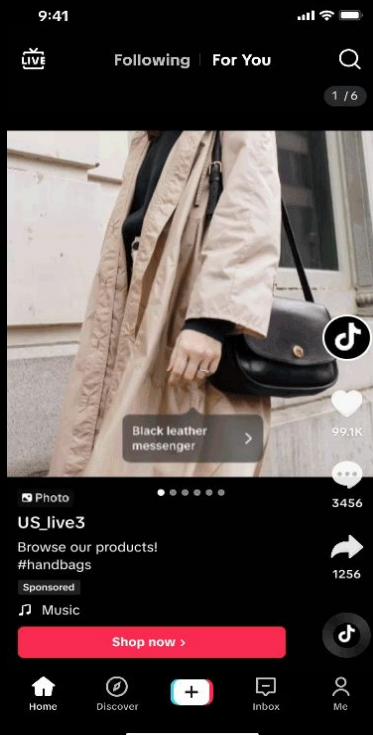
- Shop Purchases Objective
- Can set objectives based on Clicks, Viewer Retention, Product Clicks in LIVE, Initiate Check Out, Complete Payment
- Target & re-target custom audiences

### Creatives

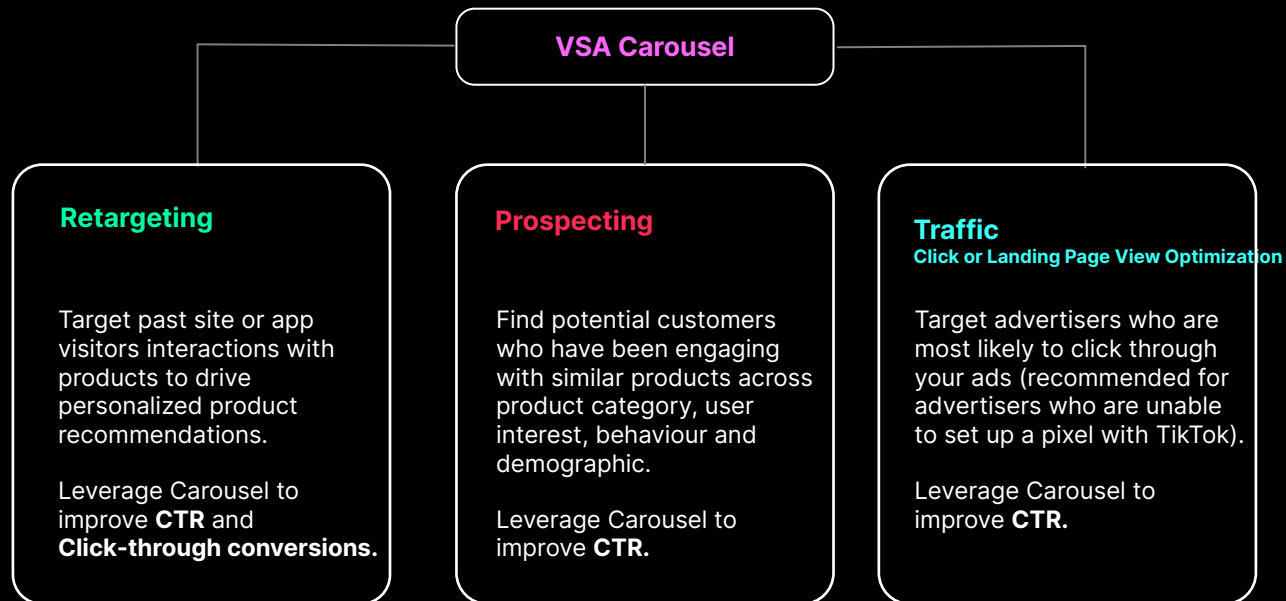
- Video to LIVE
- LIVE creative - boosting a piece of content in real time
- TikTok brand handle or creator handle



# Increase creative production efficiency through Catalog Carousel



VSA's latest ad format that allows you to leverage catalog images as your creative. Your potential customers may swipe and browse across multiple product images and have full control on their preferred viewing pace.



# Best Practices for VSA 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 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



THANK YOU

THANK YOU

THANK YOU

THANK



# 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.

THANK YOU

