TikTok

Professional Services

Guide

The opportunity on TikTok to **gather leads** across Services

Recruit suppliers, salespeople, riders.
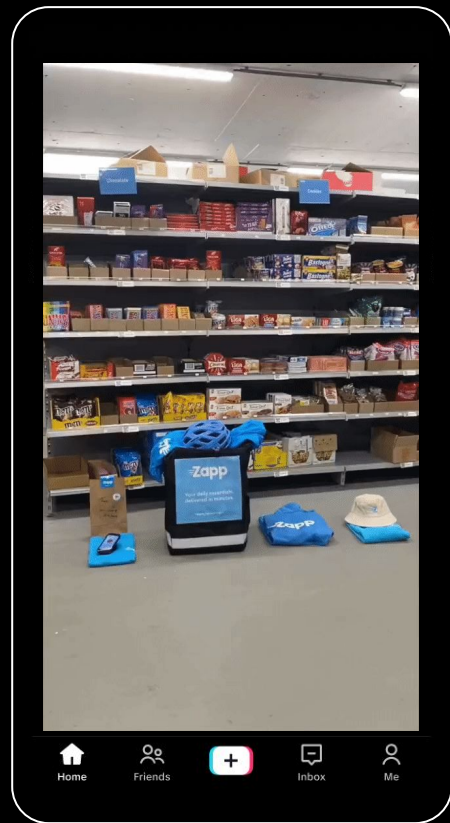
Find B2B Leads for your services

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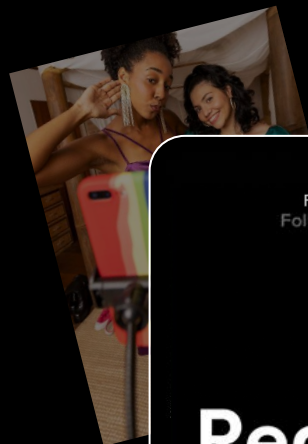
Newsletter opt-in to stay in touch

Collect Leads for aggregation
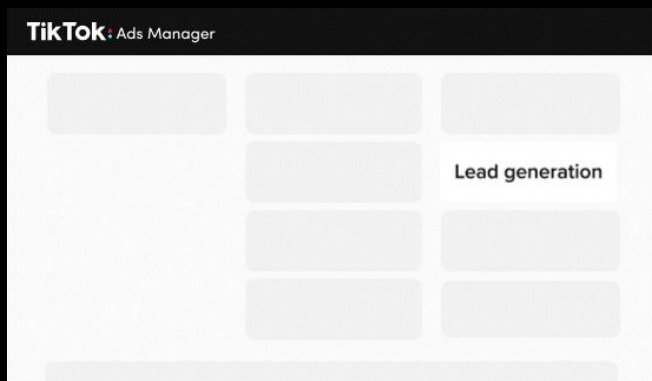
Share **business quotes**

Meet TikTok
Lead Generation

a next-gen solution built for the new way people discover and connect with businesses. Turn tuned-in audiences into high-value customers today.

Two Lead Generation Solutions to meet your needs

TikTok Ads Manager

Lead generation

Learn more about Website Lead Generation here
Learn more about Native Lead Generation here

Website Lead Generation

Redirect users to an external landing page and capture leads on your website.

Best for: Boosting traffic on your site, qualifying leads via your site, more detailed qualifying info / questions (i.e. age, credit score).

Native Lead Generation

Capture leads on an (in-app) Instant Form within TikTok, and sync leads to your CRM in real-time*.

Best for: Decreasing user form friction, building customer/email lists, instant lead capture, real-time CRM sync, surveys with <10 questions.

Lead Management

TikTok offers four options to manage your leads when using a Native Lead Generation strategy.

01 CSV Download

Access all your leads data in versatile, downloadable spreadsheets

02 TikTok Leads Center

Easily manage and organize your leads in TikTok's Leads Center platform

03 Partner CRM Integration

Integrate with key CRM partners, like Zapier and Leadsbridge to instantly and seamlessly connect new leads with your salesforce

04 Custom API Integration

For more advanced businesses, use our custom API integration with Webhooks

Lead Gen Measurement Solutions

There are additional solutions to put in place depending on which lead generation solution you choose to help drive better performance results and provide more accurate reporting.

Native Lead Generation

CRM Integration

lower-funnel

Utilize your CRM to track leads and understand the profile of your qualified lead and acquire lead. Use these profiles and characteristics to optimize your targeting capabilities when running ad campaigns.

Web conversions

TikTok Pixel + Events API

mid-funnel

Setting up the TikTok Pixel and Events API will help improve cost-per-lead (CPL).

Acquiring customers through lead generation is a full-funnel approach

01

Brand Awareness

Reach users on TikTok and add educate them on your business solution.

02

Prospecting

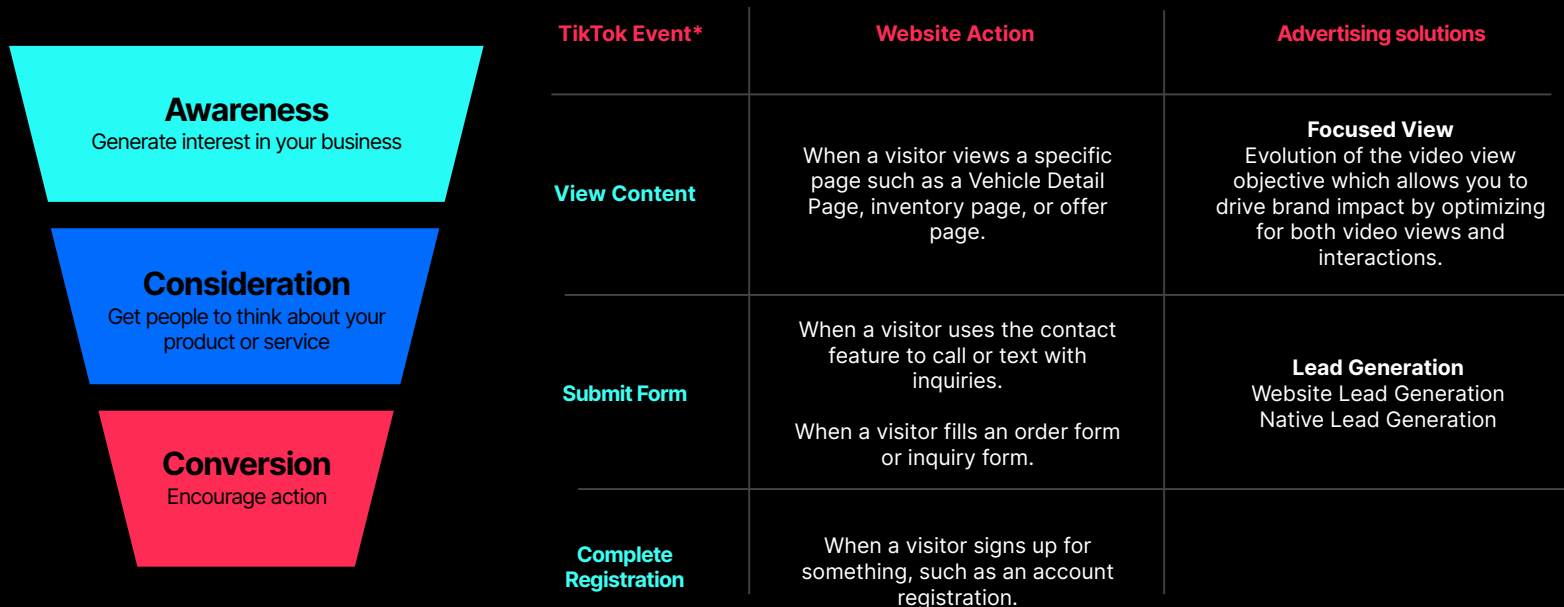Qualify if your leads are potential customers.

03

Nurturing

Once you've qualified your leads, bring them down the funnel through relationship building.

04

Optimize

Convert your leads with the intended action and optimize your campaigns based off your previous learnings.

How to prepare for a full-funnel approach

Awareness
Generate interest in your business

Consideration
Get people to think about your product or service

Conversion
Encourage action

TikTok Event*	Website Action	Advertising solutions
View Content	When a visitor views a specific page such as a Vehicle Detail Page, inventory page, or offer page.	**Focused View** Evolution of the video view objective which allows you to drive brand impact by optimizing for both video views and interactions.
Submit Form	When a visitor uses the contact feature to call or text with inquiries. When a visitor fills an order form or inquiry form.	**Lead Generation** Website Lead Generation Native Lead Generation
Complete Registration	When a visitor signs up for something, such as an account registration.	

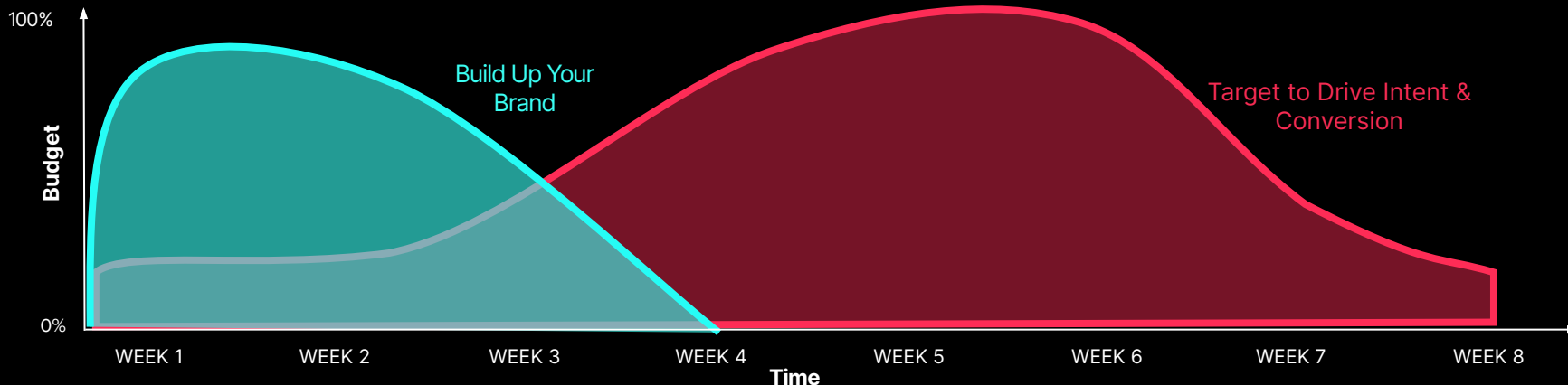# Lead Generation fits into your holistic media plan

Video Views

Drive brand awareness and education.

Lead Generation

Generate results for lower funnel objectives.

Audience strategies:

• Start with broad targeting to expand your reach for higher lead volume

• Build audiences with your upper-funnel activities to test & optimize your Performance campaign

CONFIDENTIAL & PROPRIETARY

100%

Budget

Build Up Your Brand

Target to Drive Intent & Conversion

0%

WEEK 1   WEEK 2   WEEK 3   WEEK 4   WEEK 5   WEEK 6   WEEK 7   WEEK 8

Time

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.

TikTok