



Education

Playbook



Table of Contents

01

Why TikTok

02

The opportunity on TikTok

03

Reach your objectives with TikTok
advertising products

04

Your 2024 media plan

05

How to tell your story on TikTok



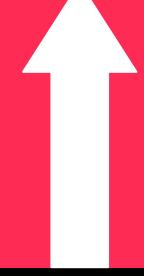
Why TikTok



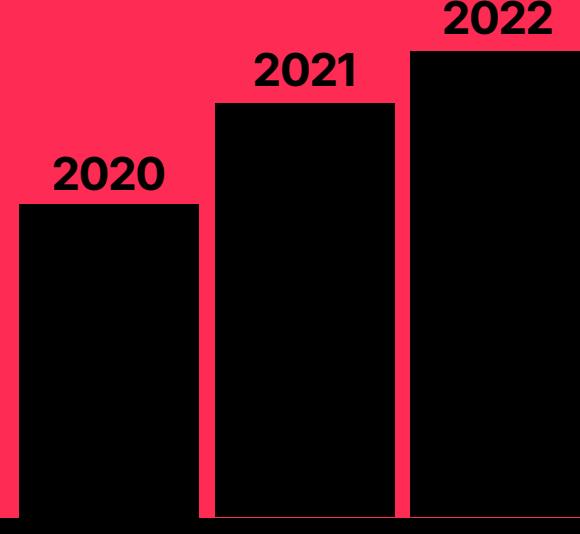
Grow your business with us

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%

82%

52%

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

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

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)

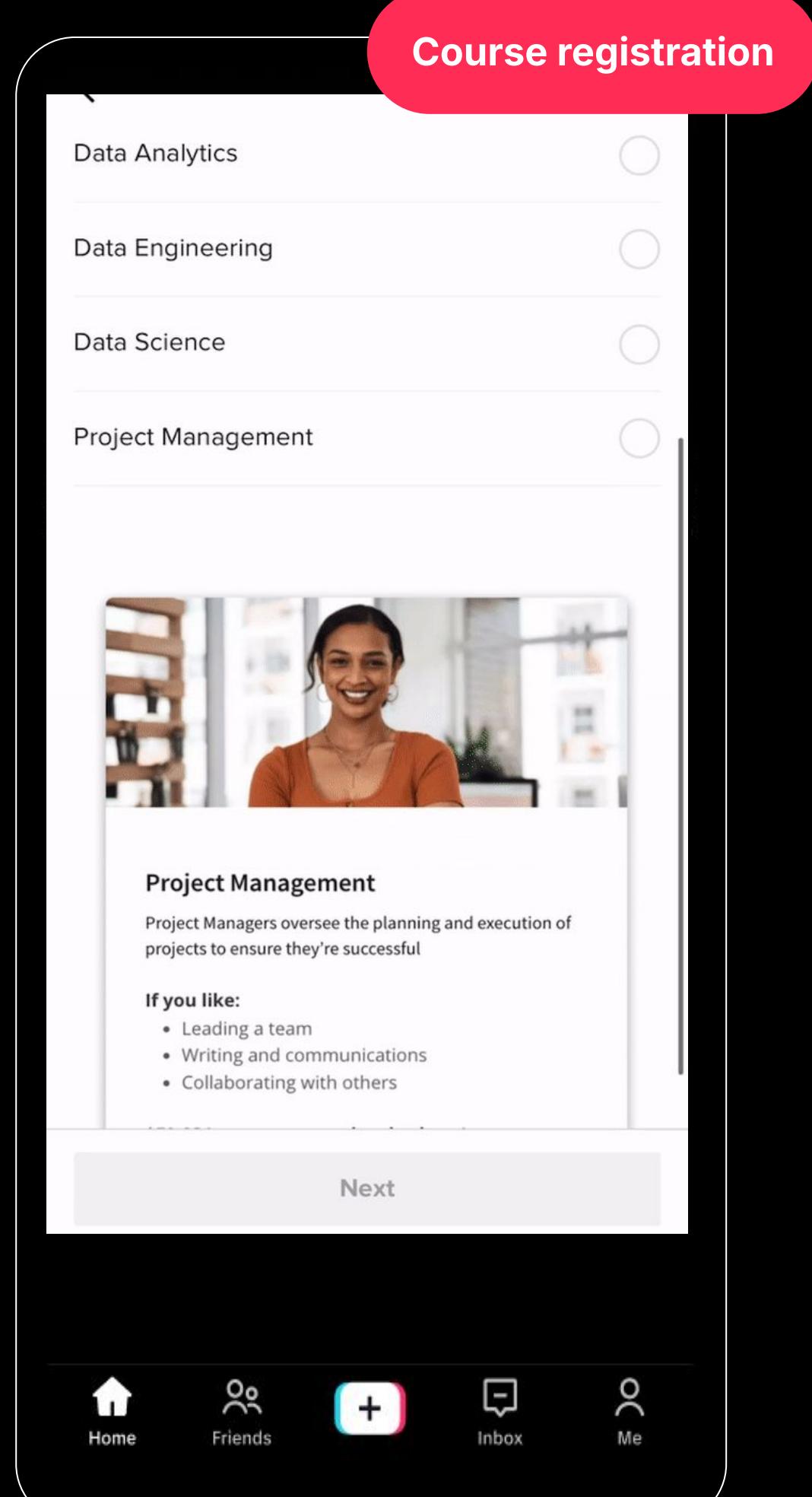
3 TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting

The opportunity on TikTok

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



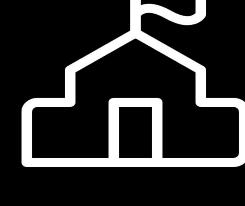
Gather leads for Education & Training



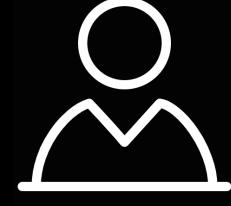
Course registration



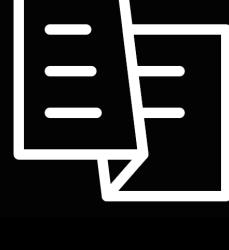
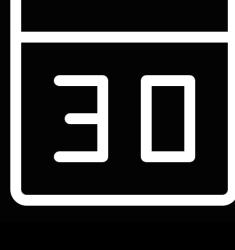
Promote course
subscriptions



Schedule
sessions or
campus visits



Recruit teachers
or staff



Register for
webinar

Newsletter
opt-in
to stay in touch

Register for
course
information

Reach a community interested in education

#education
(3.7M posts)

#student
(4.2M posts)

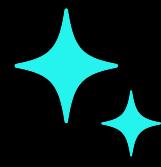
#edutok
(23.7M posts)

#collegelife
(2M posts)

#studentlife
(1.1M posts)

#uni (1.8M
posts)





Popular narratives for Education

Personal success story

Share personal experiences and achievements.

Activities & Sports

Introduce them to the initiatives your school/uni offers and how to sign up.

University voice

Give them a campus/uni halls tour, fun facts about the area, fresher week content.



Teacher voice

Tell the origin, vision, and advantages of the course from the founder's perspective.

Student voice

UGC such as 'A day in the life'. Tell the application experience and gains from the course.

Financial Tips

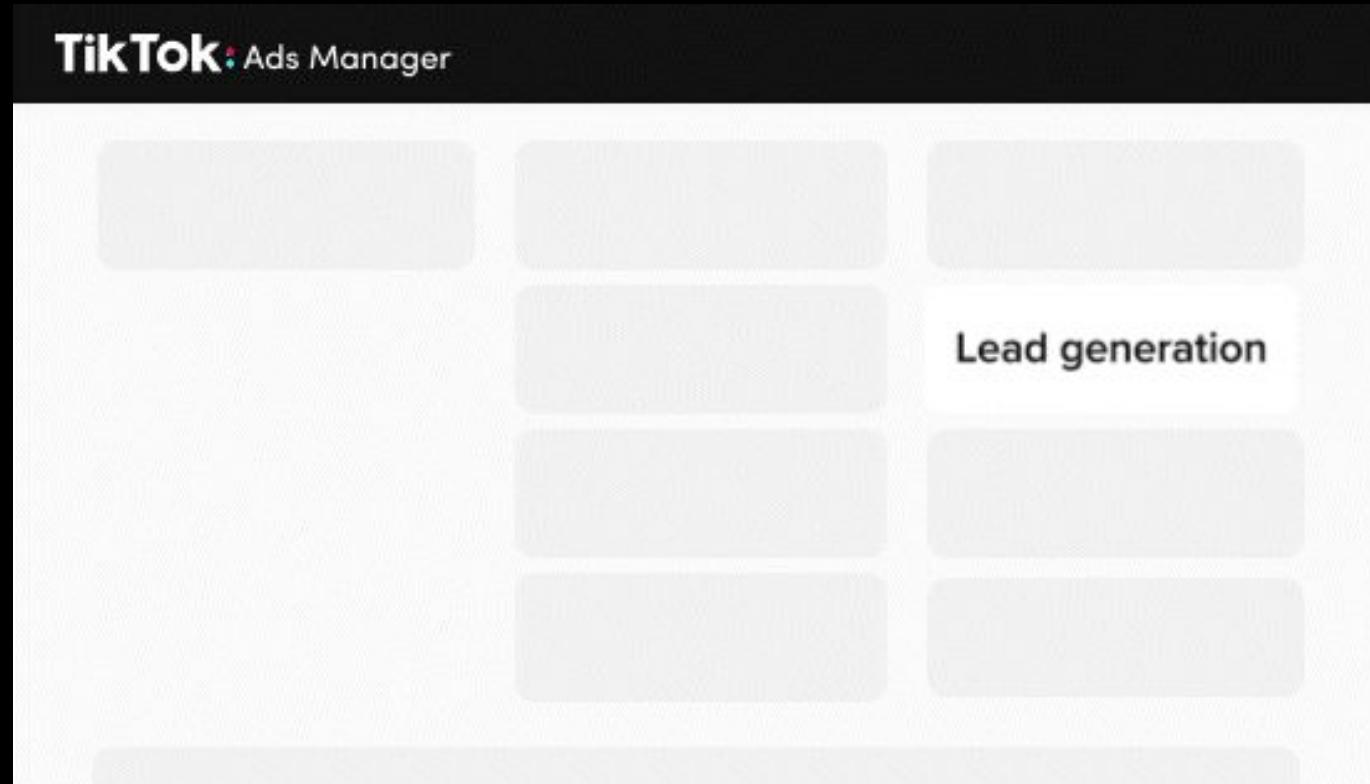
Help them set up their finances for future success.

Reach your objectives

with TikTok advertising products



3 Lead Generation solutions to meet your needs



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.



Website Conversion

A campaign objective that drives users to take valuable actions on your website.

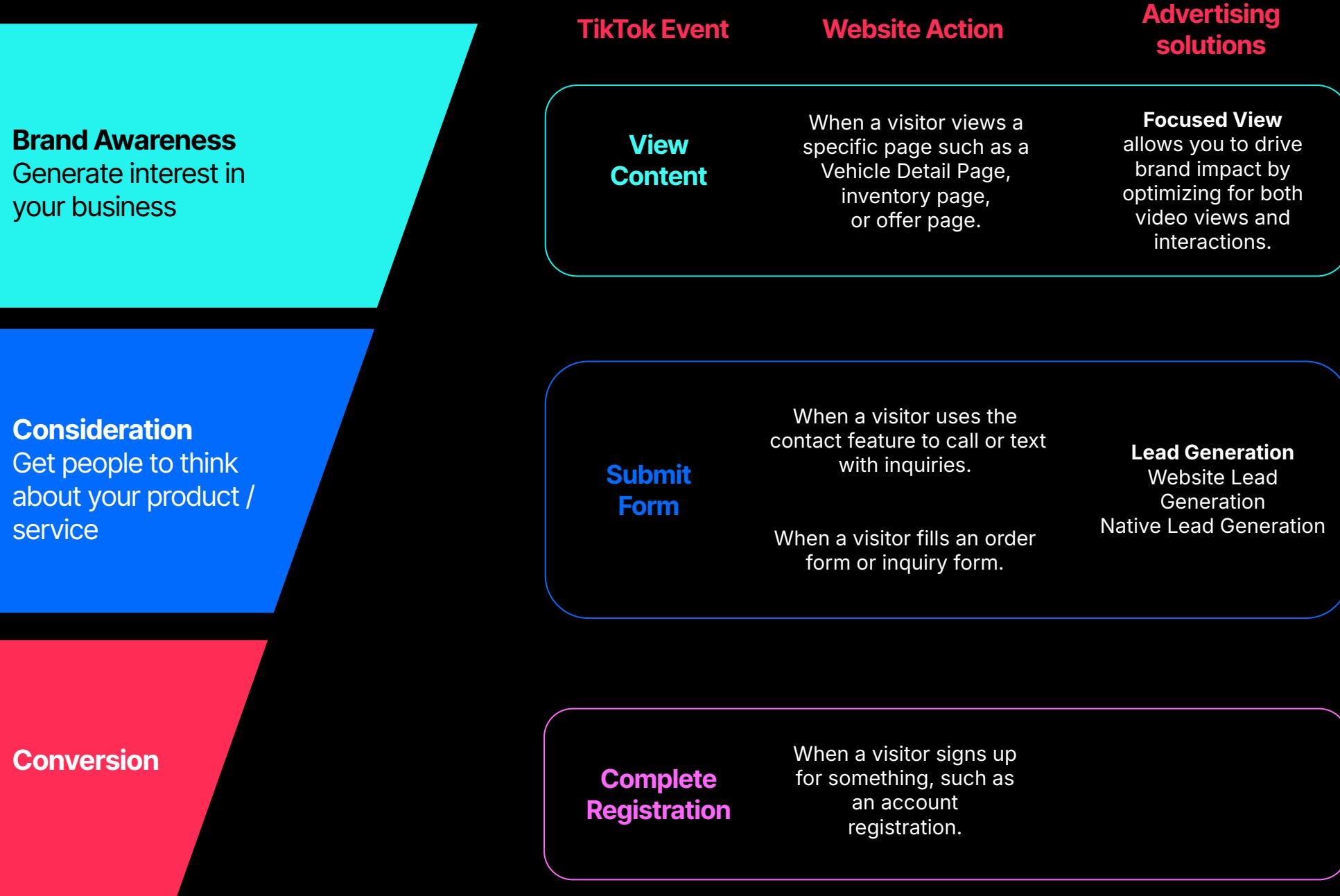
Best for: Drive traffic to your website and track these actions with your pixel.



Learn more about Website Lead Generation [here](#)
Learn more about Native Lead Generation [here](#)

Lead generation is a full-funnel process

Generate brand awareness to increase interest and move users down the funnel.



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.](#)

Pro Tips:

Video Views

Use an always-on campaign strategy to 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.

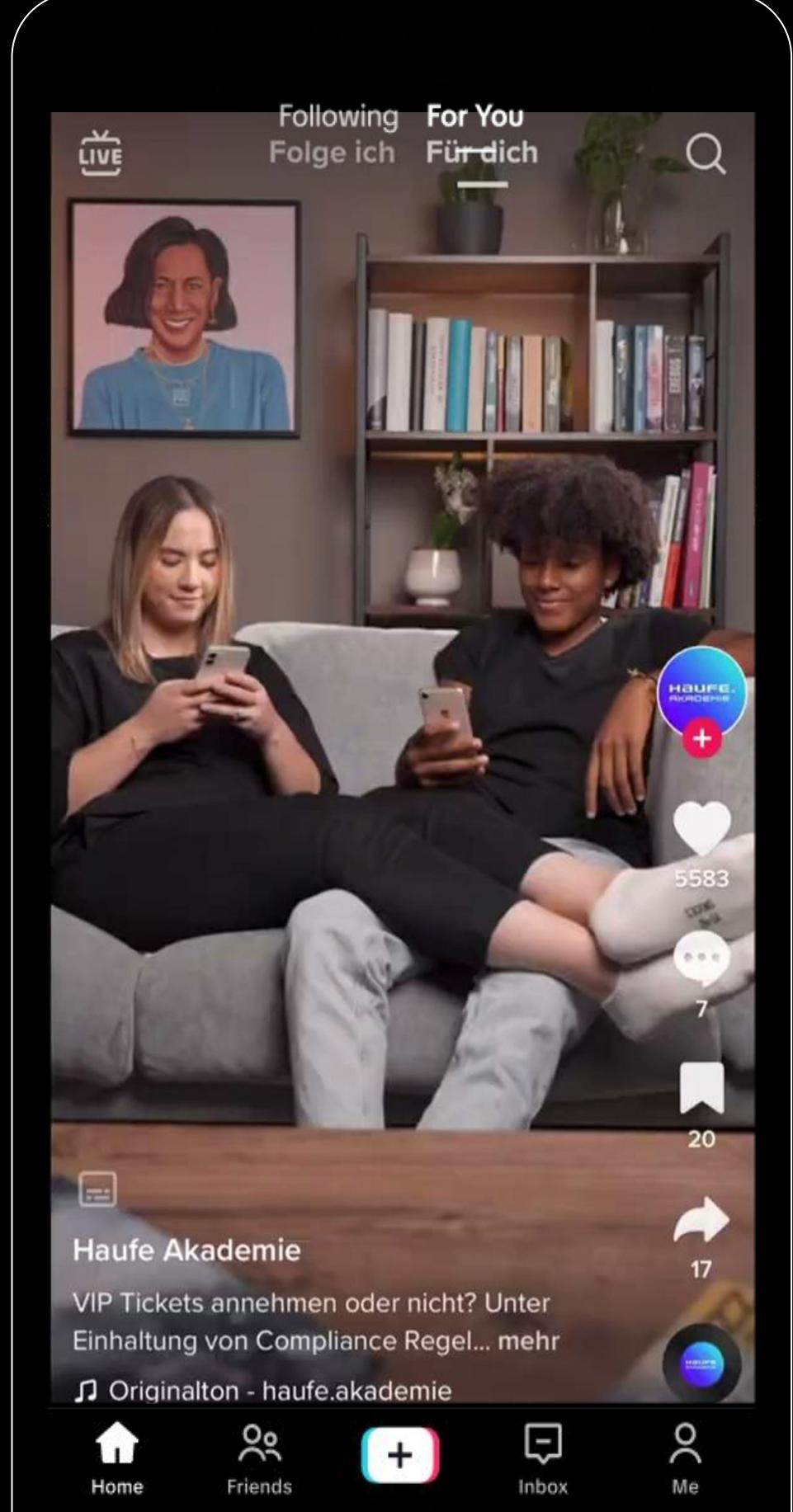


Case study

Haufe Akademie

Using engaging content to attract new demographics and users

Explainer



Haufe Akademie is a German learning platform that facilitates the development of individuals and companies. Having used TikTok organically, it decided it was time to step things up in order to drive greater reach and engagement.

The Solution

To drive community interactions, create awareness and engage a new audience, Haufe Akademie opted to use Spark Ads, leveraging organic content and increasing reach.

Key results

1.8m+

Reach

160k

Engagement

8.5m

Video views

[Read More](#)

Case study



Uni Compare

Ranking 8th in the App Store with a clever ad mix

Explainer



Working with 360-OM agency, Uni Compare turned survey insights into a creative ad campaign to drive app installs during the Clearing period in the UK.

The Solution

With a focus on user-generated content, App Install ads brought the young target audience from the In-Feed to a TikTok native landing page at record speed. A creative mix of assets and machine learning showed the best combinations and resulted in higher registrations.

Products used: Smart Creative, App Installs objective, Interactive Add-ons

Key results

38% **43%** **54%**

more app installs

boost in registrations

lower cost per install

[Read More](#)

Your 2024 Media Plan



The University Clearing opportunity

Definition

The period from **June** leading up to starting University in September and October.

Why is it important?

TikTok acts as a guide for:

- **students** as they seek inspiration, new habits and summer online courses on the platform
- **universities** to prepare for and handle inquiries efficiently to make a good impression on potential future students.

During clearing, universities get many inquiries, making it difficult to respond. It's important for universities to engage with students promptly and give them the relevant information.

The Opportunity

Advertisers can start Back to Uni campaigns with impactful formats over summer, while collecting audiences that engage and view the brand's content, pushing them lower down the funnel at the BTU peak.



Achieve top grades for your Clearing campaign

Pre-clearing (June)

Set up the TikTok Pixel, try out different targeting, audience, and creative formats.

Clearing starts (July)

Warm up your audiences, launch traffic and upper funnel objectives, begin to drive key performance goals.

Peak-clearing (Aug -Sept)

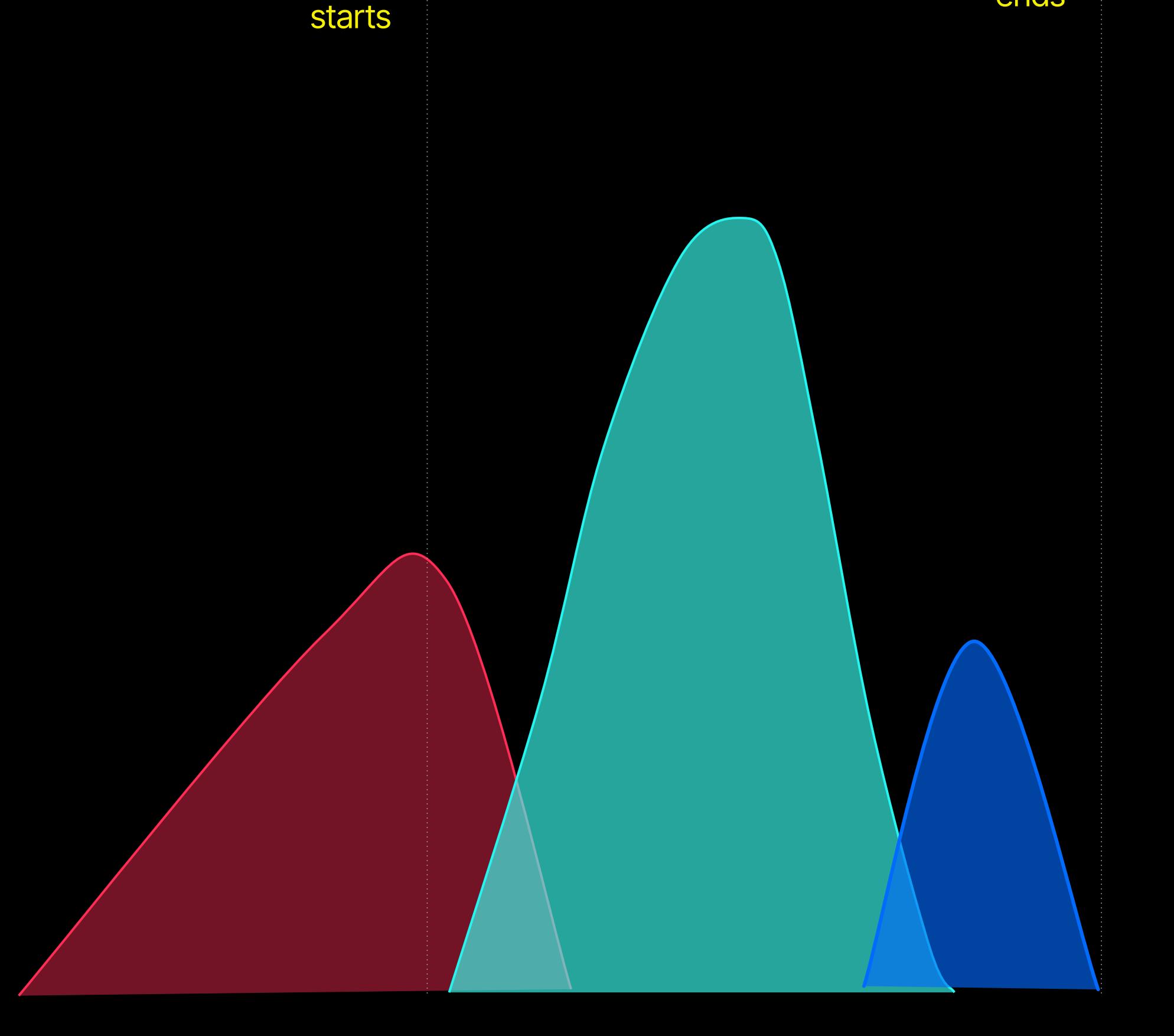
Maximise sales, increase budget and launch all key creatives.

Post-clearing (Sept onwards)

Maintain an always-on strategy throughout the year.

July 5 -
Clearing starts

Oct 21 -
Clearing ends



May

Jun

Jul

Aug

Sep

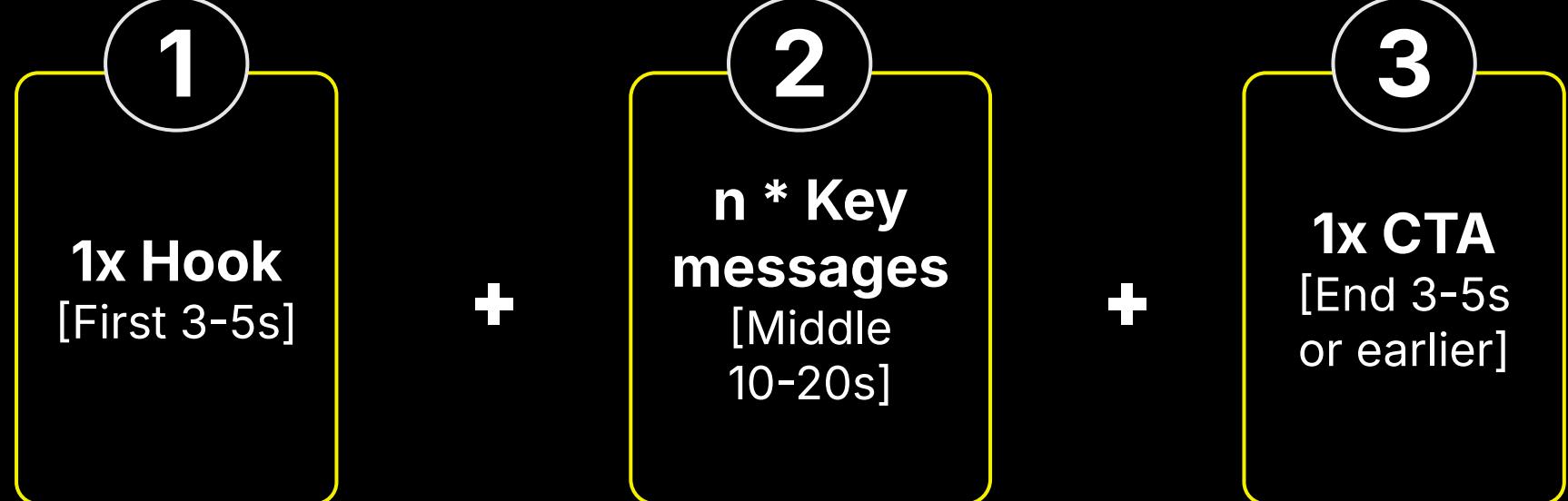
Oct

How to tell your story on TikTok



Golden Formula

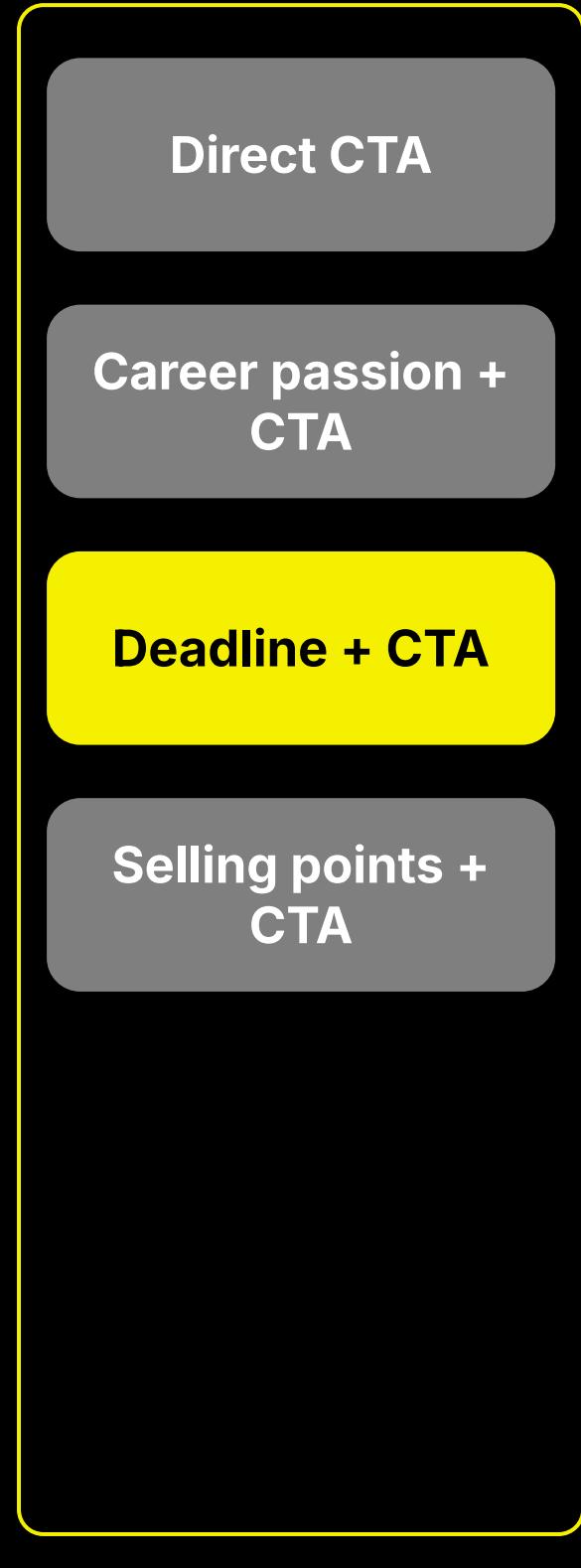
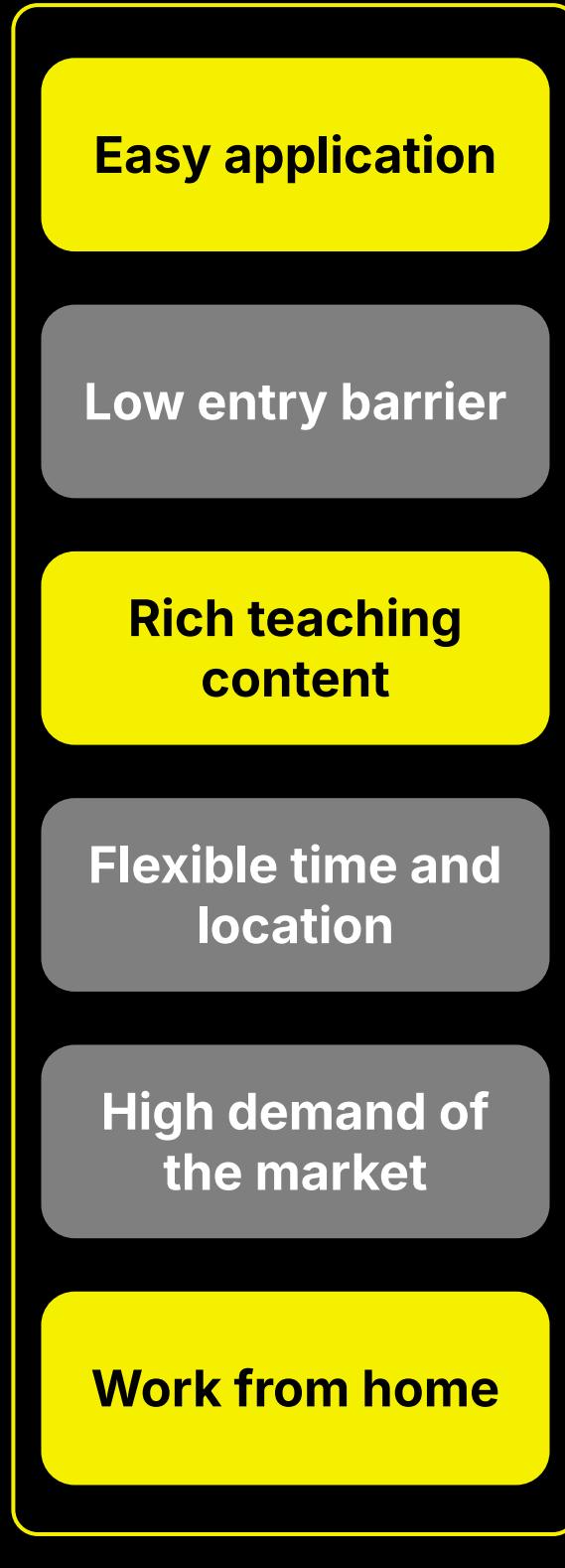
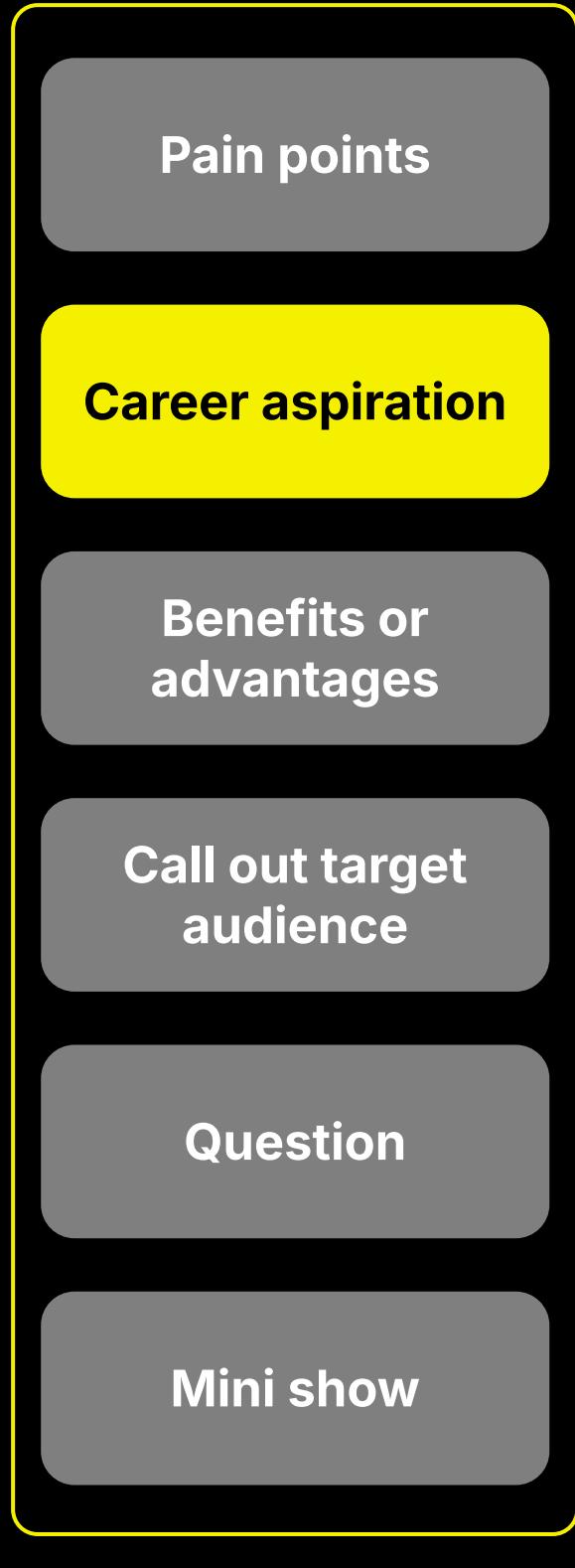
You can plug / play different hooks, key messages, and CTAs to make a winning combo.



Capture interest
with your audience
in the first 3-5
seconds of your ad.

Establish trust by
providing them with
one or more
reasons to believe.

Drive desired
conversion with a
strong CTA in the last
3-5 secs or earlier.



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.



THANK YOU