

 TikTok for Business

Bring
it home



With
TikTok!



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01



Get off the shelf

The CPG opportunity on TikTok



Why TikTok?

TikTok’s unique ability to grab attention, twinned with our powerful ad solutions, gives CPG brands the perfect conditions to grow.

TikTok is powered by users with a unique mindset:

70%

of users feel part of a community on TikTok¹



Attention



Engagement is TikTok’s superpower:

82%

of users have discovered a small or medium business (SMB) on the platform²

TikTok Ads turn discovery into sales:

52%

of users have gone on to purchase from their newly discovered SMB³



Effectiveness

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

Level up your shelfie

TikTok gives CPG brands a personalized content platform to guide users from engaged and inspired to making purchase decisions.

01 → Reach new audiences

1 in 3



Users on a CPG journey have bought a product because they saw it on TikTok in the last year.¹

02 → Build loyal foundations

1 in 2



Users say they subscribe to a brand loyalty program or membership (54%) or sign up for repeating orders such as auto ship (47%) since joining TikTok.²

03 → Convert with price

3 in 4



Users say that price helps them decide which online retailers to buy from.³

04 → Bring it home with shipping

70%

Of users say that free shipping is important when buying products online.⁴

Sources:

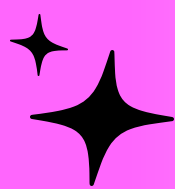
¹ TikTok Marketing Science Offline Sales Lift study, conducted by NCS, 2022

**Study is conducted under the assumption that the CPM across different buyer groups stays consistent*

² TikTok Marketing Science Global Retail Path to Purchase conducted by Material August 2021

³ TikTok Marketing Science EU Ecommerce Vertical Research 2022 conducted by GIM (UK Data n=600)

⁴ TikTok Marketing Science EU Ecommerce Vertical Research 2022 conducted by GIM (UK Data n=600)



02



Unbox success

Reach your objectives with TikTok



SLAY

Glow up with: TikTok Ads Manager



From electronics and beauty to pets and personal care—glow up your CPG brand, no matter the category, with our expert tips.

Ads Manager allows you to take control over your campaign performance, so whether you're looking to drive reach, brand awareness, or conversions, you can meet your business goals.

PLUG IN



Reach your target audience and increase web traffic with tailored ads.

HEAT UP



Take control over your media spend with built-in flexible budgeting and bid systems.

STYLE & SET



Optimize your campaigns easily to suit your goals with impactful analytics.



Glow up with: TikTok Pixel



Whether your goals are increased traffic, engagement, or conversions, setting up **TikTok Pixel** gives you visibility over the entire user journey so you can measure ad performance and optimize your campaigns for success.

PLUG IN



Run your campaign for **at least 7 days** to maximize results.

HEAT UP



Spend at least 30€ per daily ad group if you're using a mid or upper-funnel ad group, e.g. Add-to-Cart.

STYLE & SET



Spend at least 50€ per daily ad group if you're using a lower-funnel ad group, e.g. Complete Payment.



Glow up with: Custom Audiences



Custom Audiences is an ad targeting option that lets you find users who have already engaged with your business. Upload your own client profiles or use audiences from your TikTok ads to start speaking with your ideal customers.

PLUG IN



Use custom audiences to **reach your tribe and retarget** users who are more likely to convert.

HEAT UP



Exclude certain audiences to **minimize media spend waste** so you can put all your efforts in the right places.

STYLE & SET



Widen your reach with **lookalike audiences** and find TikTok users who are similar to your current audience.





Glow up with: TikTok Shopping Ads

Video Shopping Ads combine TikTok’s smartest ad features to maximize performance.

PLUG IN



Personalize recommendations to connect with users who are more likely to engage.

HEAT UP



Utilize optimized delivery strategies to get results within your campaign timelines.

STYLE & SET



Streamline creative processes with dynamic product landing pages and creative automation.

LIVE Shopping Ads* blend the brand impact of a live shopping event with real-time feedback for a full-funnel approach.

PLUG IN



Amplify viewership and purchase intent by driving incremental traffic to LIVES.

HEAT UP



Drive consideration with easy audience retargeting and collabs using the creator handle.

STYLE & SET



Convert customers with live content boosting and tactical promos.

*LIVE Shopping Ads is a TikTok Shop Ads format and is only eligible for markets where TikTok Shop is available

Clean up with: Catalog Carousel



With **Catalog Carousel**, you can put your most eye-catching products front and center for users to browse and swipe in their preferred way.

PLUG IN



Personalize product recommendations with past interaction retargeting.

HEAT UP



Prospect new customers by targeting users who have engaged with products similar to yours.

STYLE & SET



Use Traffic Click to target users who are most likely to click through your ads – perfect for those without TikTok Pixel.



Don't forget!

- ◆ Music makes your carousels sing
- ◆ High-quality images in square aspect ratio (minimum 500x500) are ideal
- ◆ Offer at least 4 images in your product selection, or more if you're retargeting, to get the best results

Read our guide on how to set up your carousel

HERE



03



power on

Creative tips for CPG brands



FIRE

NICE

Clean up with: Catalog Carousel

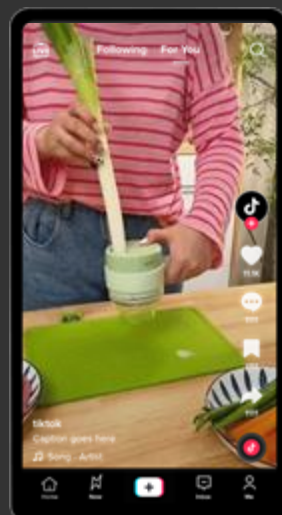


From **#cleantok** to **#techtok**, users are always looking for the latest hacks to make life easier. Tell scroll-stopping stories for your CPG brand with our winning formula:

The hook ✨

(first 3–5 seconds)

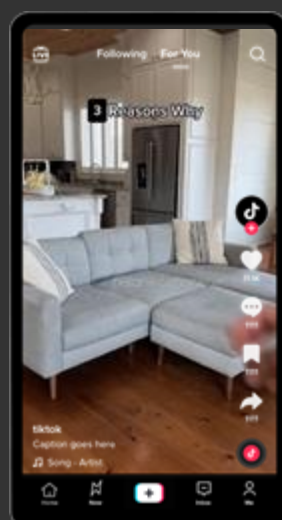
Create informative and educational content that inspires, engages, and solves your audience's problems.



The meat ✨

(middle 10–20 seconds)

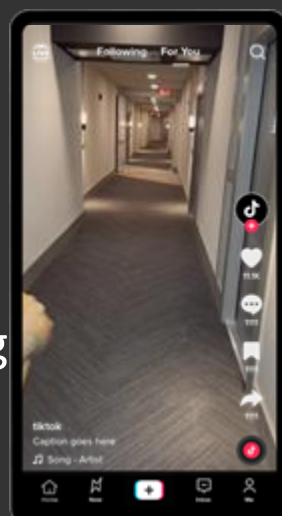
Build trust by showcasing your USPs clearly, highlight product benefits, and give your brand personality center-stage.



The closer ✨

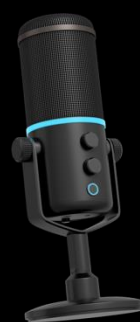
(final 3–5 seconds)

Encourage viewers to take their next steps with a decisive call to action, recapping your main take home message, e.g. Start your X journey today.



Edit like a pro

Create stellar brand videos and ads with minimal experience using **CapCut**, our all-in-one video editing platform.



Seamlessly integrate CapCut into your existing workflow.



Create commercial videos in minutes with no editing experience needed.



Level up your ads with our commercially-licensed elements.



Solve all your content creation needs with one easy-to-use platform.



49%

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

Speak their language



Experiment with TikTok-native narratives that make your brand and products shine.



Vlog

Create vlog-style content as part of a brand or product series.



Founder POV

Tell your brand story from the founder's perspective to build rapport.



Feedback

Share other users' positive experiences to build trust in your brand.



Tentpole moments

Talk about your product in context—think festivals, seasons, and special events.



Show and tell

Try out the product and show the results first-hand.



Unboxing

Show off the packaging with an unboxing product reveal.



Show your range

Share a diversity of sizes and colors to showcase your range.



Listicles

Highlight product USPs in a list format with aesthetic creative.

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Food for thought

Send your Organic content soaring by focusing on two key areas:



Frequency

2.8x

Verified TikTok Business Accounts post **2.8 times per week** on average.

Consistent and frequent posts build audience trust and boosts reach.

4.2x

The top 100 brands with the highest TikTok engagement rates post an average of **4.2 times per week**.

Change up your content styles to widen your appeal while keeping your audience engaged.

Don't forget!

- ◆ Behind the scenes
- ◆ How-to
- ◆ Challenge
- ◆ TikTok Dance
- ◆ Storytime
- ◆ Q&A
- ◆ TikTok Trend
- ◆ Stitch
- ◆ Vlog



04



Make the everyday extraordinary

Set up your media plan for success



YES

Win CPG on TikTok

CPG brands are always relevant on TikTok – build a media plan that supports your business goals all year-round.

JANUARY
#VeganCooking

FEBRUARY
#ValentineFit

MARCH
#EidHenna
#EidFeast

APRIL
#SpringClean
#CleanTok

MAY
#GiftIdeas
#MothersDay

JUNE
#GlowUp

JULY
#TravelTech

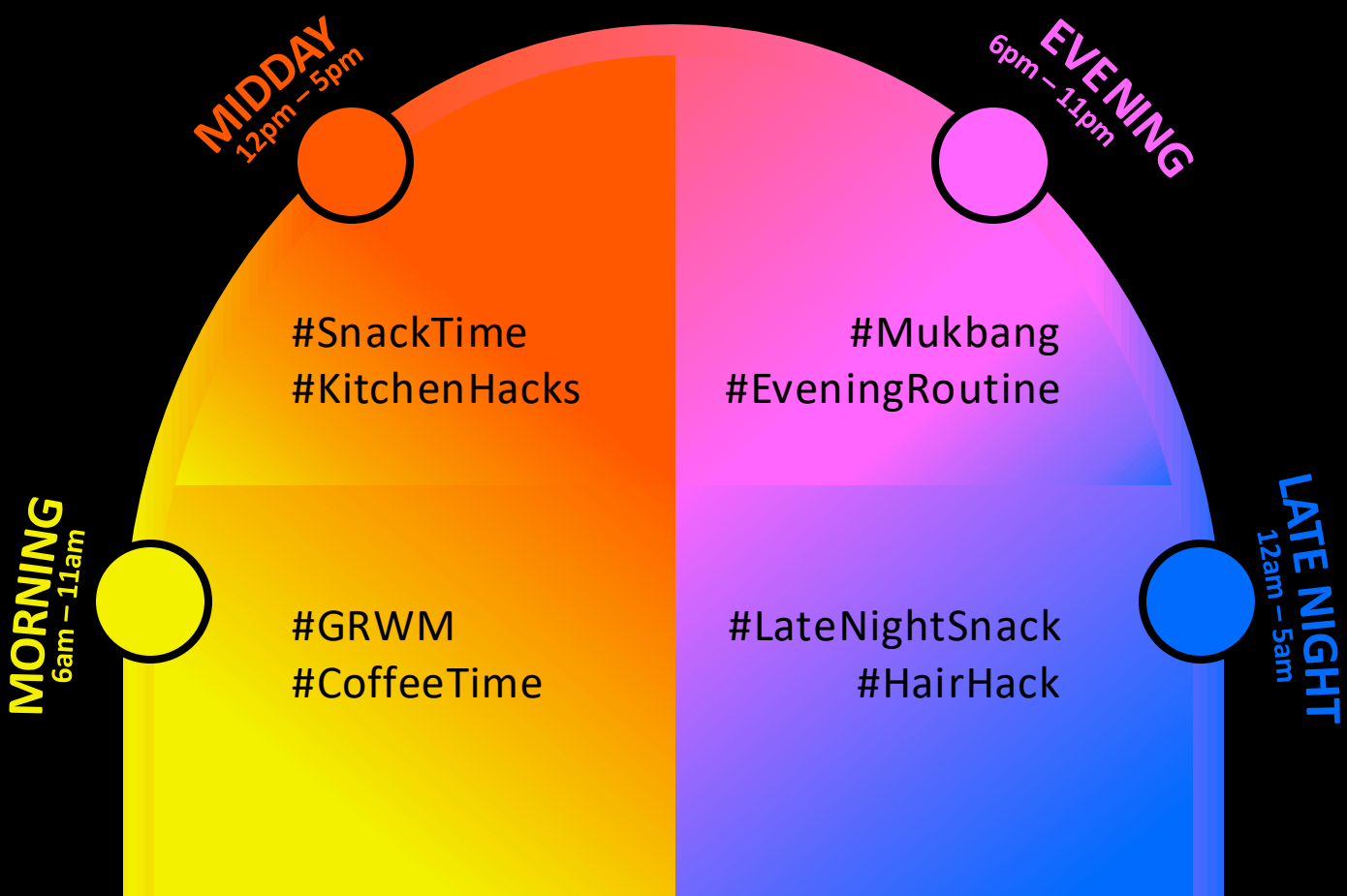
AUGUST
#BBQ
#GardenParty

SEPTEMBER
#BackToSchool
#EasyHairTutorials

OCTOBER
#HalloweenCostume

NOVEMBER
#BlackFriday

DECEMBER
#ChristmasDecor



 **TikTok** for Business

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** to get started.