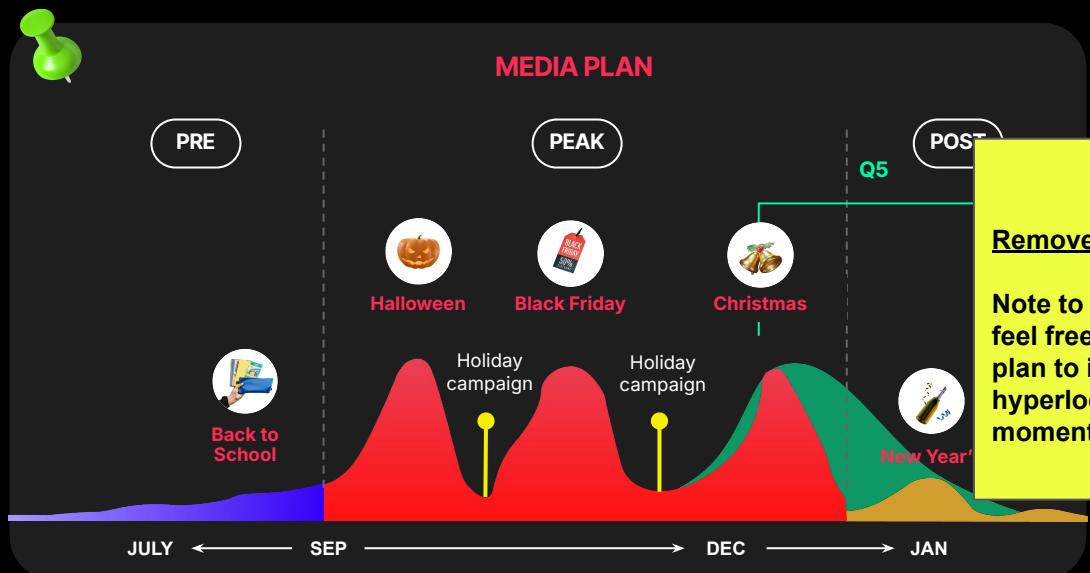


Level Up

your advertising game:
**Unlock Q4 Success on
TikTok**



Tapping into seasonal trends and riding the wave of **TikTok's hottest conversations** is key for your brand. Seasonal moments catch shoppers when they're most engaged, in that perfect 'ready-to-buy' mindset, eager to discover new brands and to make a purchase..



What's Coming Up in Q4

On TikTok, **Q4 is all shopping**. Whether it's finding the spookiest Halloween look, the perfect Christmas gift, or prepping to crush those New Year's resolutions with fresh sports gear, users are ready to treat themselves and their loved ones. With a variety of shopping moments ahead, now's your chance to **activate and level up your brand!**

It's never too early to start planning

2 in 3



people start shopping for gifts at least 3 months before Christmas¹

Why TikTok?

85%

of users who have come across SMB content on TikTok say that they discovered a new SMB on TikTok before seeing it anywhere else.

Source: TikTok Marketing Science SMB Consumer Research (EU Results) conducted by InSites Consulting 2022 (n=3000)

36%

of SMBs say that advertising on TikTok has directly resulted in increased sales.



Source: TikTok Marketing Science EUI SMB Advertiser Research 2022 conducted by Advertiser Perceptions

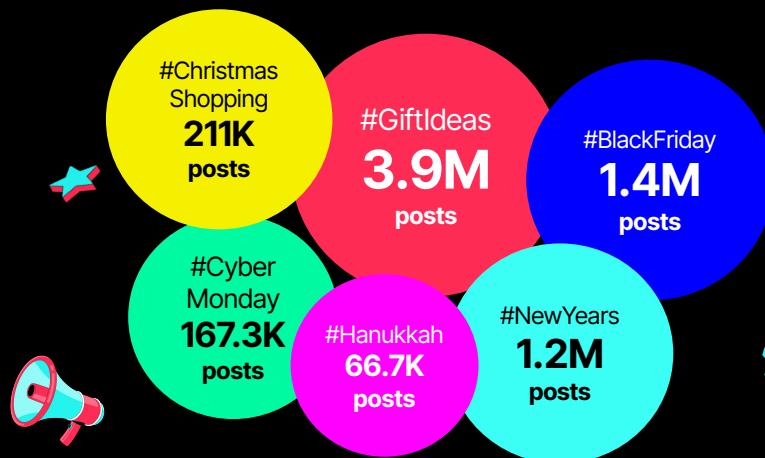
52%

of TikTok users that have come across SMB content on TikTok have gone on to make a purchase.

Source: TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting.

#Hashtags to Keep in Mind

When driving engagement this Q4, keep these hashtags handy for connecting with new audiences:



Remove before

Note to regional managers: free to adjust the hashtags to include ones that are most relevant to your region (if some hashtags are not working as a leave-behind, feel free to only include relevant ones. we are not allowed to share the number of video views in our content.)

Product Spotlight



- Showcase your Product Catalog on the For You Page by using **Video Shopping Ads with Catalog**. Sync your products directly with platforms like Shopify, BigCommerce, WooCommerce, and more.
- Manually add products, use a data feed, or a template for speedy batch uploading through your Business Center.



Supercharge your campaigns

Build Better, Smarter Campaigns with Smart+

Our AI-powered automation solution that enables businesses to efficiently maximize their returns.

Learn how it works [here](#).

TikTok Tips

TEST & LEARN

On TikTok, **ongoing testing is key** since the platform is always evolving and user preferences are continually shifting.

Using a '**Test and Learn**' strategy will help you effectively reach the right audience and build your target groups in Q4.





TikTok for Business

Don't Forget About Q5



1 in 2 TikTok users plan to shop in Q4 to take advantage of post-Holiday sales¹.

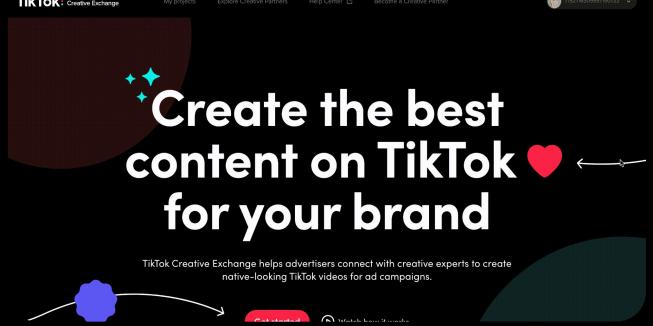
The TikTok community never takes a holiday from the FYP page. Q5 is the time between Christmas and mid January when audiences keep shopping for themselves post-holidays. This is your chance to keep the momentum going and build brand love for the new year.

Creative

Stuck on creative? We've got you covered!

Discover the six principles for crafting successful TikTok ads. We've simplified the process to help spark your creativity, get inspired, and start making impactful content today.

[View More](#)



Need help bringing your TikTok ads to life? [TikTok Creative Exchange](#) makes it easy for advertisers to collaborate with creative experts who can craft videos that feel right at home on the platform.

Need More Inspiration?

With their first TikTok ads, D2C jewelry startup ruru sought to build their community.

They were eager to add TikTok to their marketing mix, in order to enhance conversions in their target market of Switzerland, among women aged 18 to 44.

With a goal of experimenting with TikTok campaigns to stimulate sales when building brand awareness and not compromising an authentic approach to content, the brand's **Spark Ads** underwent routine content changes. They were adapted to different seasons and shopping occasions.



[Read more](#)



The Result

4.73
ROAS

500+
Conversions

1.3 m
Impressions

Don't miss these in Q4...



Event #1

xyz starting at
05/10/2024



t #2

xyz starting at
05/10/2024



Event #3

xyz starting at
05/10/2024