

AN INTRO TO

How To Promote Your Business On TikTok

Learn How To Reach Gen Z!



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CHAPTER ONE

Why You Should Integrate TikTok In Your Marketing Strategy

What Is TikTok

And Why You Should Be On It

Did you know that over 90% of brands are currently using social media to build brand awareness? According to Hootsuite (2019), 88% of Americans aged 18-29 are using social media, and 69% of United States adults have a social media profile. It's safe to say that marketing companies are making the right move by targeting social media users to increase brand popularity. Each social media platform has learned a lesson or two from its predecessor on keeping their users engaged. Next in line is the social media platform TikTok.

TikTok has combined the lip-syncing trends of Musical.ly (acquired by ByteDance – the company behind TikTok) and the fun of Vine (an app with short funny clips, discontinued in 2016), in turn creating a place where one can enjoy the entertainment of viral video clips with catchy tunes. A variety of well-known content creators have jumped onto the app, and have already gained 1+ Million followers each. Content creators connect with their followers on a daily basis by producing funny/entertaining videos and/or doing a live-streaming broadcast. Live streaming gives influencers the ability to reach a broad audience of millions of users in a single broadcast all at once.





CHAPTER TWO

Why Influencer Marketing On TikTok Is The New Big Thing



How TikTok Works

And How You Can Use It For Your Business

Every marketer wants a special channel to promote brands to target audiences. This is exactly one of the benefits TikTok brings. Through TikTok, brands can easily market products and services to their target audience by creating unique marketing videos to convey their messages to potential customers.

TikTok is very easy to sign up for. All you need to do is follow the signup link and provide all required information to start using your TikTok account. However, there are two basic sections you'll find on TikTok whenever you access it – The “For You Page” and “Following”. For You Page is the section that shows all trending videos. Users can easily see your video in this section if it's ranked high on TikTok. The following section allows users to watch the latest videos of TikTokers a user is following.

Once your promotional videos are uploaded on TikTok with the right hashtags, you can rest assured of effectively engaging your target audience with your content. The good thing about TikTok is that people don't have to follow you before they can see your video. Numerous potential customers can easily see your marketing video on the feed page.



4 Reasons Influencer Marketing On TikTok Is The Next Big Thing For Brands

Influencer marketing on TikTok is really gaining momentum. It is very effective considering the strategy used by the platform to reach users. Here are specifically why influencer marketing on TikTok is the next big thing:

1. TikTok has a Specific User Demographic

Unlike most other social media platforms like Facebook and YouTube, TikTok doesn't target everyone in marketing. It targets only the younger audience that'll find marketing contents relevant. If you're looking to influence a particular type of audience, TikTok is the go-to platform to make that achievable.

2. TikTok Focuses on Smart Growth

TikTok is really gaining momentum in the market despite being similar to several other platforms. However, the way TikTok works is quite different from how other platforms operate. TikTok also introduced several tools designed to keep users safe and secure from prying eyes. You have the freedom to control your profile's privacy as you want.

3. TikTok is Growing Rapidly

TikTok is one of the fastest-growing social media platforms in existence. Its database of users increases daily. Millions of people find their way into TikTok daily to watch videos. This is something influencer marketers should really take advantage of to reach audience about products and services. Your marketing videos can easily go viral to millions of people on TikTok.



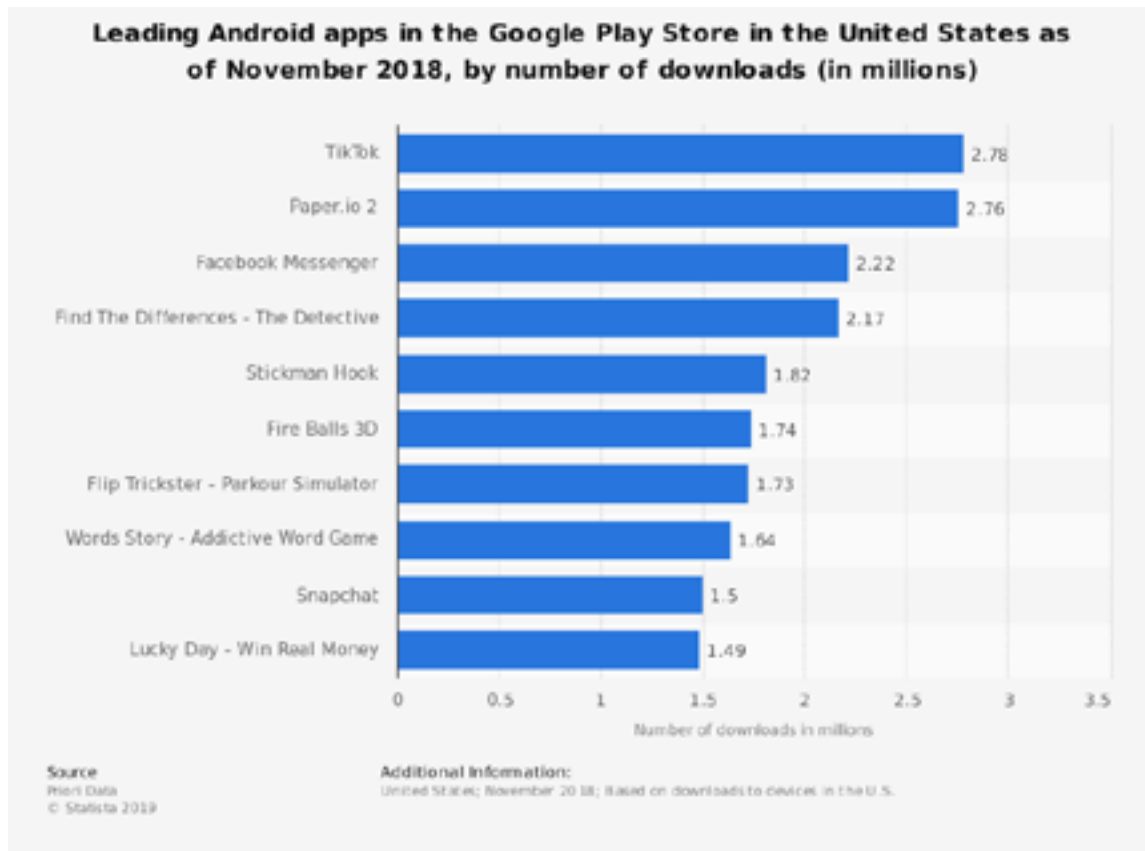


Image Credit: Statista.org

4. TikTok is Relatively Cheaper for Influencer Marketing

Influencer marketing is basically the most effective strategy to attract potential customers to your products or services. Right now, only few influencer marketers use TikTok to promote brands. This implies you have a higher chance of getting your brand known to millions of people than your competitor without spending enormously. It is cheaper and can attract the biggest pool of customers.



Gen Z and new generations want authenticity and fresh contents. They don't like anymore display ads and banners.

Alessandro Bogliari - CEO & Co-Founder
The Influencer Marketing Factory





CHAPTER THREE

How To Create A Successful TikTok Influencer Marketing Campaign



Find The Right TikTok Influencers

To create a marketing campaign on TikTok you would need to take three vital points into consideration. Choosing the proper influencer(s) for a campaign is the first key to success. This step can be done on your own or by a marketing agency, but keep in mind that it can be very time-consuming. An influencer with a mass following doesn't instantly make them a quality choice. The engagement rate should be taken into consideration to help determine the overall quality of the profile. A simple calculation can determine the engagement rate by using the number of hearts (likes), comments, and the number of followers of the influencer. According to the number of followers the influencers have they should reach a certain percentage that will indicate if they are a sound choice.


Choose The Right Song

Secondly, when creating a TikTok video choosing the correct song is going to be vital in grabbing the viewer(s) attention. The influencer has at least 1 second before the viewer scrolls onto the next video. Using a catchy song increases engagement and the potential following of duets (other users make a duet video using the original clip recorded) that will successfully increase the overall reach of a marketing campaign.



#imadome

117.2m views


 Add to Favorites

In a world where everyone is trying to fit in, show us how you block out the noise and celebrate your uniqueness. You do you, #ImaDoMe.

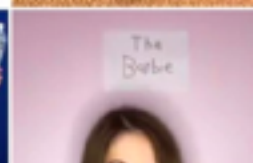
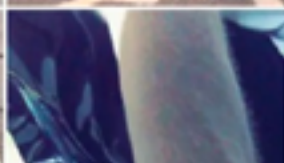
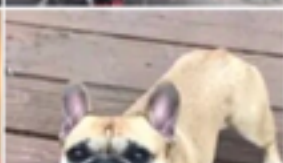
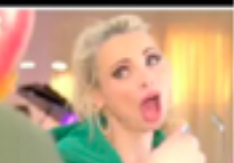


#chooseyourcharacter

216.0m views

 Add to Favorites

When you realize life is just one big game and one noob mistake could end things for you 😂 so CHOOSE WITH CAUTION 🐱 Stick with characters you know 😊



Use The Right Tone of Voice

TikTok is an app for entertainment that speaks its own language. With that being said, try to approach the content with an open mind. Young content creators know what their followers want. The final key point is that it is important for the influencer to contribute content that is true to their character (or online persona). If content creators are forced to use a business tone it can come off as not authentic to followers, resulting in not so favorable campaign results. When the influencers are allowed to produce their own content within guidelines, the outcome is organic and more likable. Speaking the same language as the followers seems to be more effective in soft-selling a product that will appeal more to younger generations.

GET IN TOUCH

Start Your First TikTok Campaign With Us

We have already helped clients such as SONY Music, Universal Music, Warner Bros., Snapchat and many others...

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