

AN INTRO TO

How To Promote Your Business On TikTok

Learn How To Reach Gen Z
& Millennials!

**Updated
Edition**



**THE INFLUENCER
MARKETING
FACTORY**

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What Is TikTok

And Why You Should Be On It

As the platform TikTok continues to surge in popularity, many brands are considering the ways that this platform is shaping culture and relevant conversations, and want to get in on the opportunity to increase their brand awareness. Many new updates are on the horizon for TikTok in 2021. TikTok is one of the fastest growing platforms and currently has 800 million active users worldwide, which even puts TikTok ahead of popular platforms such as LinkedIn, Snapchat, Pinterest, and Twitter. By comparison, it took Instagram six years before it had the amount of active users that TikTok does. TikTok has been downloaded over 2 billion times on the App store and on Google Play. The app reached 1 billion downloads by February 2019 and reached half a billion more downloads in just under eight months. With such a rapid growth rate occurring, there are truly endless opportunities for brands to enter into influencer marketing partnerships on TikTok.





CHAPTER ONE

Why You Should Integrate TikTok In Your Marketing Strategy



TikTok in 2020-2021

And Why It's A Great Marketing Channel

TikTok was also added to the list of top ten most downloaded apps in the past decade, and was the number one downloaded app in the Apple app store within the first quarter of 2019 with 33 million downloads. It is important to also note TikTok's popularity amongst teens, with 32.5% of users aged between 10 and 19 and 29.5% of users aged between 20 and 29 in the United States on June 2020¹. TikTok has successfully understood Gen Z better than any of its competitors. On average, TikTok users spend 52 minutes on the app each day. Most users are accessing the app daily in order to create and share videos, or to watch the funny and entertaining videos created by others. This is important for brands to know because the more time that users spend on the platform means more opportunity to reach them with the content created around brand awareness. Additionally, 90% of users utilize the app multiple times a day and users are extremely active on the app. 68% of users watch videos of others, while 55% upload their own videos. Lastly, there is an enormous amount of content being viewed each day, with more than 1 billion videos being viewed each day in the last year.

1 Source: <https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

TikTok in 2020-2021

And Why It's A Great Marketing Channel

Brands are drawn to TikTok in the way that the content does appear to be more user-driven. The app allows brands to target users by age, gender, and state-level geo-targeting. TikTok is always improving its targeting, so that companies and brands can filter also by interest, behavior, and more specific demo targeting. The brand also has the ability to create custom audience groups, and more self-service and API integration options are currently being worked on. Other forms of influencer marketing that can be highly effective on TikTok include brand takeovers, which can bring your content directly before the user as soon as they open the app, and you can also use this to direct users to a specific location. Additionally, as a brand you can develop [your own hashtag challenge](#), which allows users to create original content and participate in the challenge that you create. This type of content has a very good possibility of going viral and can be highly effective. We recommend monitoring these types of challenges over at least four weeks, as we have witnessed campaigns going viral after two or more weeks of being live. TikTok hashtag challenges are currently one of the easiest ways for a brand to create viral content on social media. Be sure to check out some of the [case studies](#) we have included to see some of our campaigns that have gone viral!





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 videos on the For You 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 especially 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 brands 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.



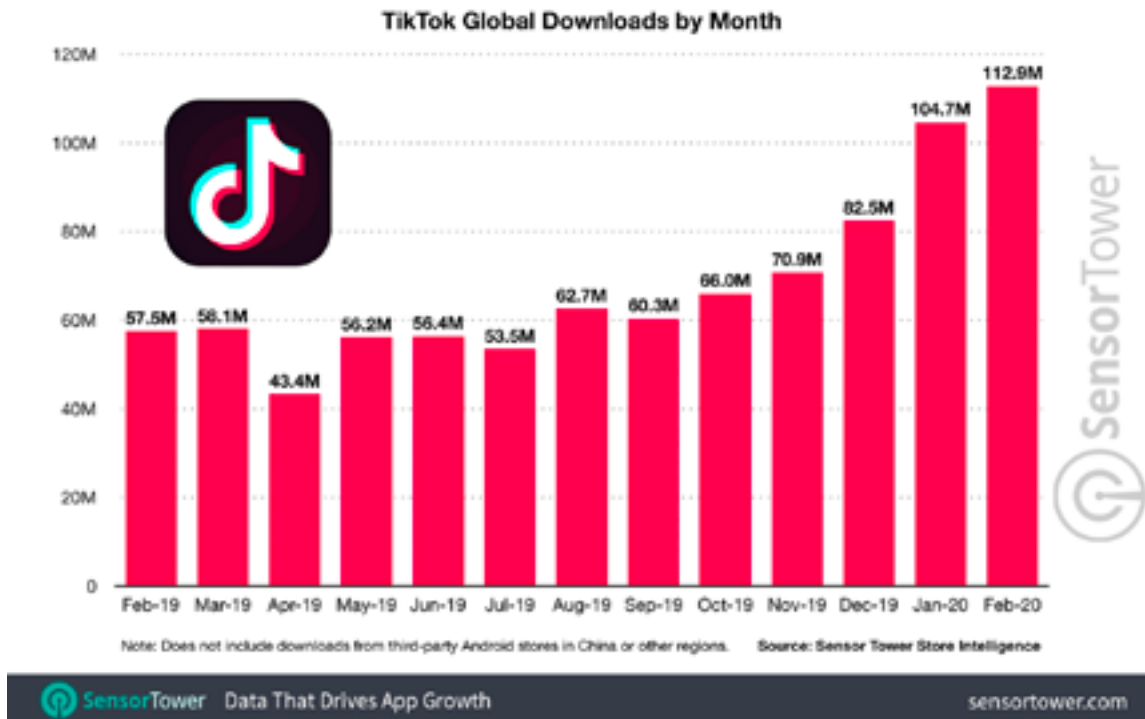


Image Credit: sensortower.com

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 brands use TikTok to promote their products and services. 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 display ads and banners anymore.

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 influencers 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.

There are several factors and metrics to take into consideration: Engagement Rate, % of views from the For You Page, average number of shares, niche, industry and geolocation.

Choose The Right Song

Secondly, when creating a TikTok video, choosing the correct song is going to be vital in grabbing the viewers attention. The influencer has 1 second – sometimes even less – 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.

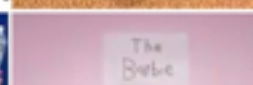
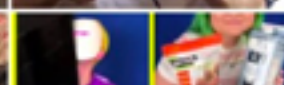
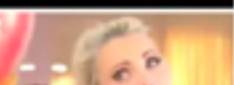


#chooseyourcharacter

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.



CHAPTER FOUR

How to Measure the Success of your Campaign on TikTok

Which Metrics to Track?

Was your influencer marketing campaign a success?

Many brands are starting to work on TikTok but are unsure of what to track in order to analyze whether or not a campaign has been successful. Here at [The Influencer Marketing Factory](#), we recommend that you look at the overall results from a campaign including views, total reach, while also analyzing the user-generated content, which is any content that is created organically, without the influence from a brand or agency.

When you work with an influencer who has a large audience, it is very likely that a large number of their followers will create their own versions of the video posted--which means a lot of brand awareness from the content created. Here is a full list of the metrics that are important to track when determining the overall success of a campaign:

1. Total views of all User Generated Content/Videos
2. Total likes on all User Generated Content
3. Total comments across all videos
4. Average Engagement Rate across all videos
5. Total shares across all videos + Total hashtag reach
6. Clicks on the link in bio
7. Number of replays of each song featured/promoted
8. Total of UGC created under a specific hashtag
9. Total of videos created using a specific song



Which Metrics to Track?

Was your influencer marketing campaign a success?

If you have created a campaign on TikTok in order to promote a specific song, then we recommend tracking the increase of song plays and downloads on Apple Music and Spotify. If it is a specific product being sold, then be sure to observe any increase in sales on various e-commerce channels.

TikTok is working on making clickable links available in the captions of videos, and our agency will be able to assist with using this feature to provide further ROI insights as soon as it is available. Our agency can also help your company set up trackable links with UTM parameters and specific promo codes in the right way and create a dedicated report for you at the end of the influencer marketing campaign.

Throughout this process, it is important to remember to choose the right influencers to work with, who can help the most with influencing your follower base. It is also important to keep in mind the more unconventional metrics such as the qualitative and quantitative impact on the community of followers, as well as direct and indirect conversions from TikTok to sales and sign-ups.





CHAPTER FIVE

Some of our case studies



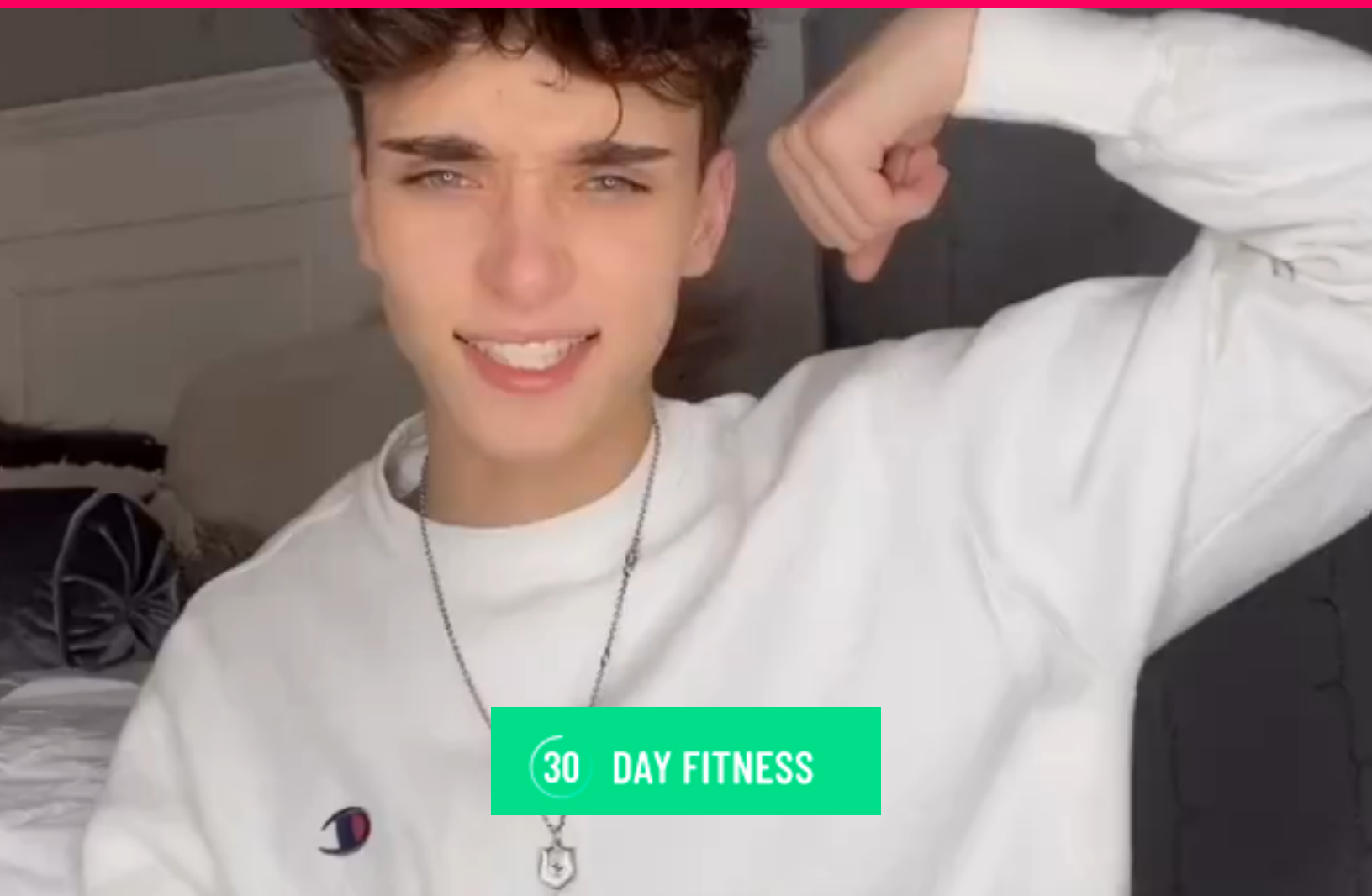


@joshrichards

I wanted to get ripped for
2020 so I teamed up w/ 30



**Bending Spoons Partnered Up
With The Influencer Marketing
Factory To Run An Influencer
Marketing Campaign Focused On
Promoting Their App By Using
The 30 Days Fitness Challenge.**



30 DAY FITNESS

Results

Results

18,526,378

—
VIDEO VIEWS

3,200,374

—
TIKTOK LIKES

85,418,863

—
TIKTOKERS COMBINED
FOLLOWERS

30,604

—
TIKTOK SHARES

18%

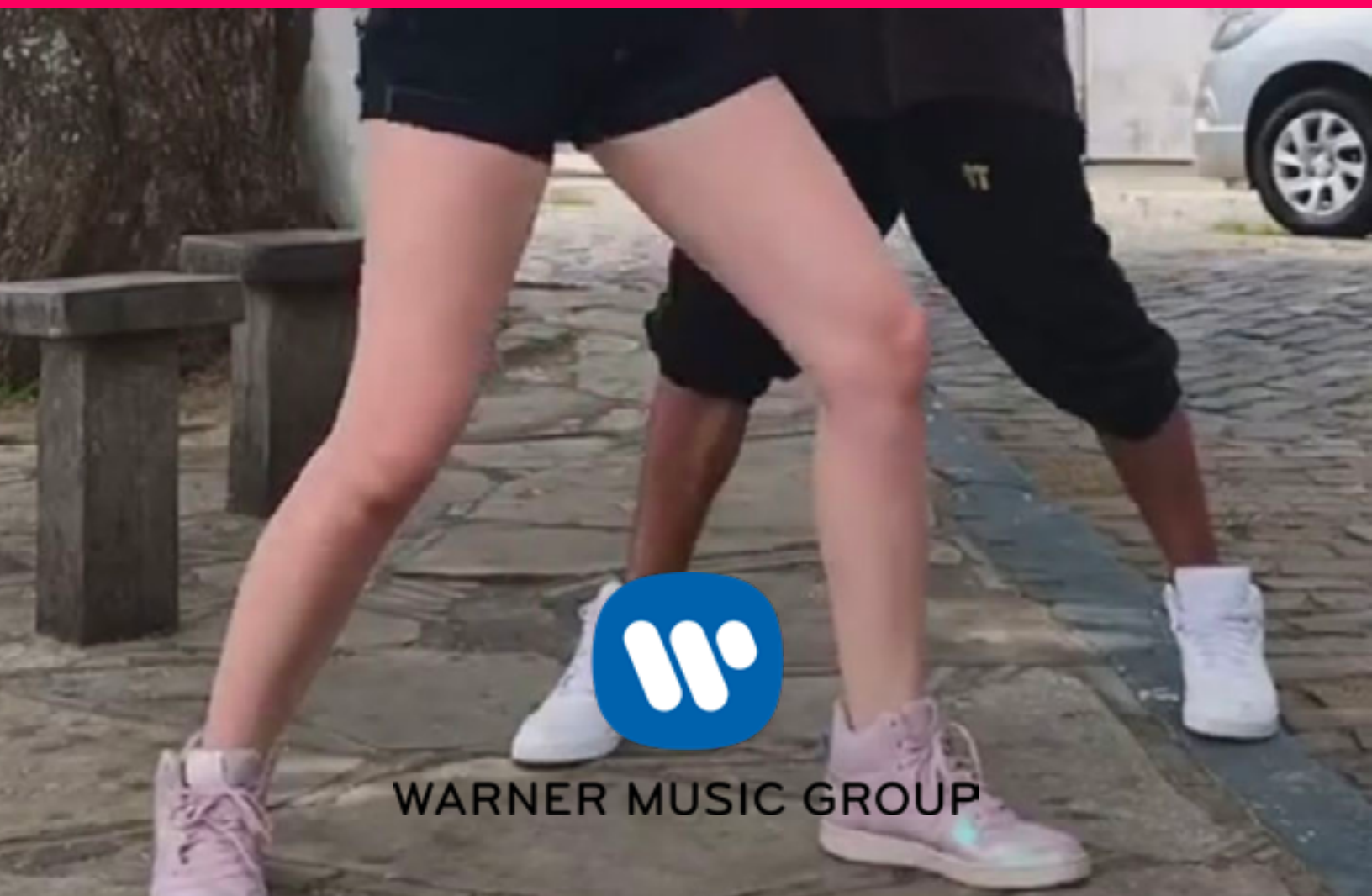
—
ER (%)

17,803

—
TIKTOK COMMENTS



Warner Music Group Hired The Influencer Marketing Factory To Run An Influencer Marketing Campaign Focused On Promoting Justin Quiles, DJ No Pare REMIX, Across Argentina, And Mexico.



WARNER MUSIC GROUP

Results

Results

8300000

COMBINED FOLLOWERS

13400

USER-GENERATED VIDEOS

3600000

HASHTAG REACH

1500

SHARES

260000

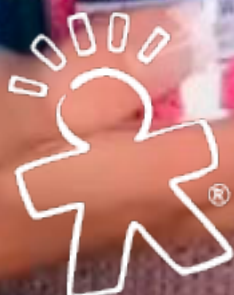
LIKES

1500362

VIDEO VIEWS



Educational Insights Partnered Up With Our Agency To Run An Influencer Marketing Campaign Focused On Promoting Playfoam Pluffle.



**Educational
Insights®**

Results

Results

14800000



COMBINED FOLLOWERS

1500



COMMENTS

2500000



VIDEO VIEWS

2000



SHARES

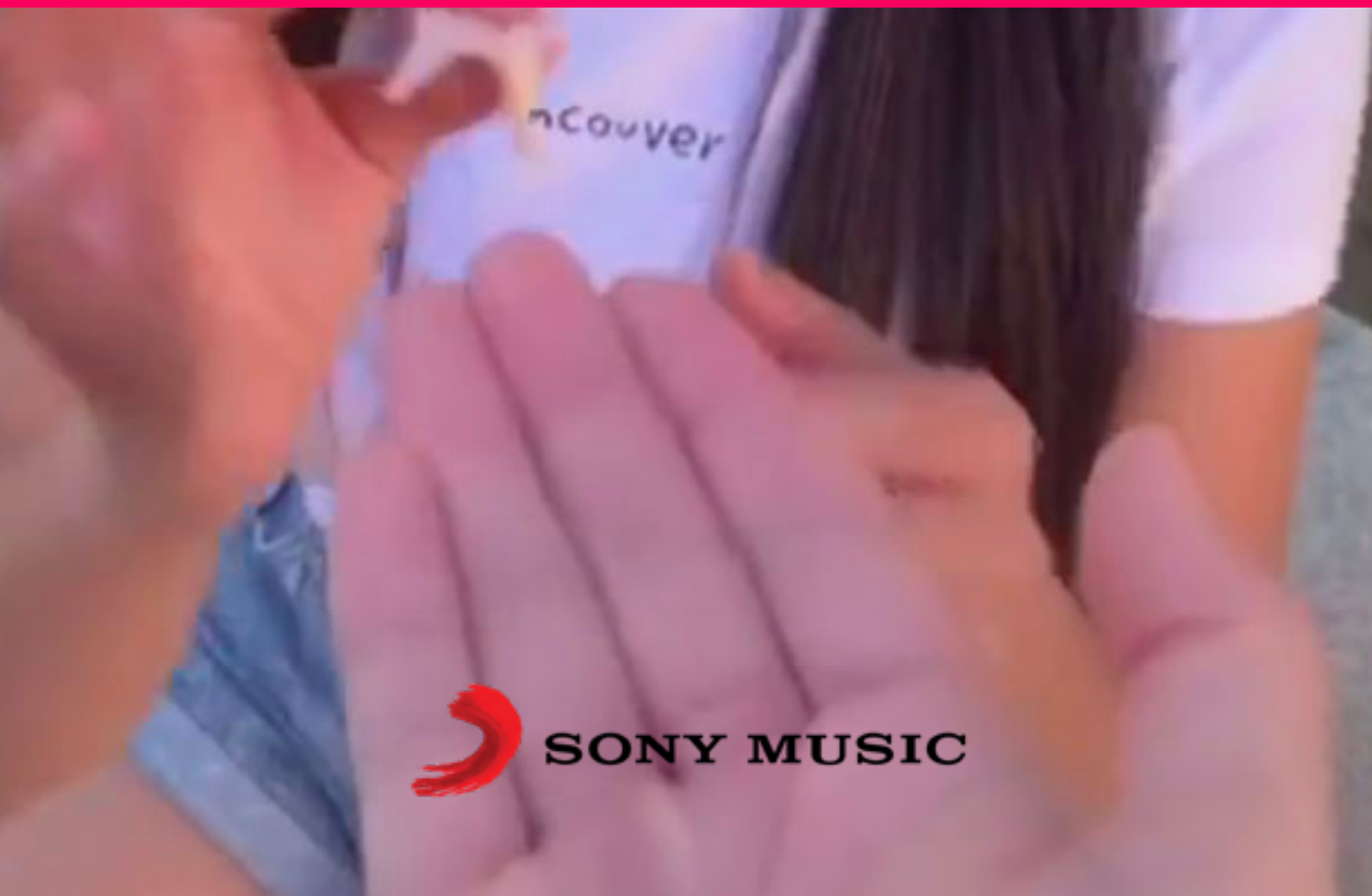
470000



LIKES



SONY Music Hired The Influencer Marketing Factory To Run An Influencer Marketing Campaign Focused On Promoting Nicky Jam X Sech Song, Atrévete, Across Spain, Argentina, And Italy.



SONY MUSIC

Results

Results

19900000



COMBINED FOLLOWERS

10300



USER-GENERATED VIDEOS

8400000



HASHTAG REACH

3600



SHARES

1200000



LIKES

8100230



VIDEO VIEWS

Best TikTok Tips & Tricks From TikTokers



Our influencer marketing agency interviewed some TikTokers and collected the Best TikTok Tips & Tricks everyone should know and use in order to get more followers, increase the chance to get featured on the For You Page and how to create a long-term growth strategy.

Jayde Vincent – @Jaydecandance

Be consistent

The number one tip to TikTok Success is consistency. I honestly can not say that enough. You have to post daily, and when I say daily I would suggest 2-3 videos per day.

Follow the trends

Another tip would be to follow the trends, this helps you with content ideas, but trending videos get pushed out to the For You page easier. I wouldn't suggest doing the trend exactly as you see someone else do it, but make it your own. If you can make the trend funnier do it, that will give you a lot of attention, and a huge growth increase if your video takes off.

Be sure to use the trending sounds when creating your own videos. These top sounds get featured a lot faster than newer sounds, as TikTok likes to see people joining challenges and using their featured music.

If you are a brand or business looking to increase your exposure





with TikTok then hashtags will be your best friend on the app. First, you will want to follow the hashtags relevant to your business, you can do this by searching the hashtag and following users who are putting out relatable content to your niche. This will help direct you to the type of content that is working on the platform, so you can start growing like crazy on the app.

A cool bio

Last but not least set a really cool bio. That is the first thing people see when they log onto your page, and it's a great driving force to our other socials as well. Use this space to use call to actions by asking your fans to engage with your content. When you reach 1000 followers you get to put a clickable link in as well, this is great to driving traffic to your websites, or ecommerce sites.

Alejandro Miguel Baigorri

@Alex_destreza

Upload and Analyze

TikTok is the best video platform to grow and become known throughout the world, unlike others, at TikTok you have more possibilities to grow if you have good ideas or are creative or if you have some talent, you should make the most of the platform, I recommend uploading one video per day and analyzing the results.

Experiment

Other things you should keep in mind is that, in TikTok, unlike other platforms, it does not require investing as much money in recording and editing equipment to create content, nowadays all people have a mobile phone and only that is needed to produce your videos, TikTok provides many video editing tools and effects so you don't have to need anything else, my advice is to experiment with all the TikTok tools so that you learn to create better videos every day and use only 15 seconds of video so that the video is more recommended by the platform.



**Some of
our amazing
clients**



Google



amazon



H&M



DUNKIN'



f'real

ablo.

OYO

GRUBHUB



Chips Ahoy!

BenQ



Vestiaire Collective

Dr. BRANDT®



FOREO

Get Viral on TikTok Now!

We have already helped hundreds of medium companies and Fortune 500 brands get in front of Gen Z & Millennials on TikTok.

CONTACT US

