



# Ultimate TikTok Guide

Set Up Your Marketing For Success

# Why TikTok Matters

# The Rapid Rise of TikTok

## Connecting with the Next Generation of Consumers

- TikTok has reached a billion monthly active users in less than three years, compared to Instagram's six years and Facebook's four years.
- This massive user base makes TikTok an attractive target for marketers seeking to increase brand awareness and drive conversions.
- TikTok is a hub of captivating social media trends that appeal to younger audiences, with users spending an average of 500 minutes per month on the app.
- The app's engaging and retentive content keeps users hooked for longer periods, making it an excellent platform for increasing engagement and brand loyalty.
- TikTok's video format has evolved beyond dance challenges and lip-syncing, with creators using its social media capabilities to tackle difficult topics, advocate for change, and educate their viewers.
- With its emphasis on creativity and authenticity, TikTok is rapidly becoming a go-to destination for brands and influencers looking to connect with younger audiences in an engaging and meaningful way.
- Incorporating TikTok into your marketing strategy has become increasingly essential to reach younger audiences, tap into the platform's viral potential, and stay ahead of the curve in the rapidly evolving social media landscape.

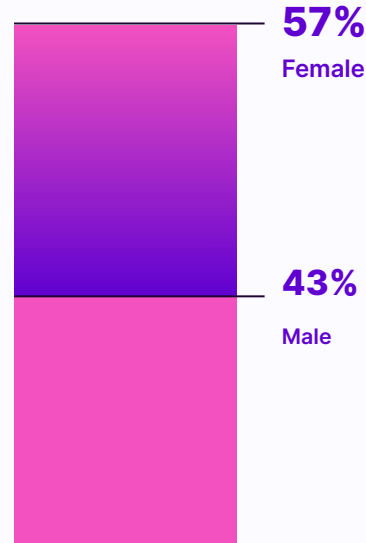
# 100B+

## Average Monthly Video Views

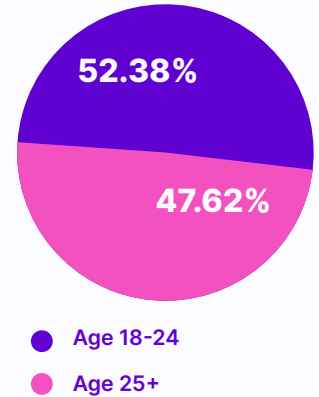
Over 60% of TikTok users are Gen Z, with over 61.3% of the Gen Z population in the US accessing TikTok on a monthly or more frequent basis

TikTok is now available in over 200 countries, with its largest audiences residing in The United States, Indonesia, and Brazil.

Demographic By Gender



Demographic of Users By Age



# Setting Up For Success on TikTok

# Setting Up For Success on TikTok

A successful TikTok advertising strategy requires a deep understanding of your target audience and their interests, as well as a clear set of goals and metrics to measure success. It is important to use the tools available, such as the TikTok pixel, to optimize campaigns and track conversions.

As with other marketing platforms, your initial setup directly correlates with both your immediate and long-term success and growth; aim to build your brand as a part of the TikTok community.

# Setting Up For Success

## Know Your Goals

- Define your target audience and create content that speaks to them.
- Set a clear goal for your ad campaigns, such as driving sales or increasing brand awareness.

## Establish Your Brand

- Utilize the TikTok pixel to track conversions and optimize your campaigns.
- Create a TikTok account for your brand to build a community and engage with your audience.

## Take Advantage

- Consider using TikTok's ad credits program to get free ad credits for your campaigns.
- Keep up with the latest trends and updates on the platform to stay ahead of the game.



# Delivering Ad Content That Connects



# Don't Recycle Old Content!

TikTok shouldn't be treated as just another place to repost your old creative. Here are some guidelines to keep in mind when it comes to your ad content.



# Designing Champion Ads

## Look The Part

- Create ads that are visually appealing and engaging.
- Ensure there is only high-quality images and videos in your ads.
- Use humor or entertainment value in your ads to capture attention.
- Design native video ads to seamlessly integrate with the user experience.

## Maximize Your Message

- Use captions to provide additional information or context in your ads.
- Employ a strong call-to-action (CTA) in your ads.
- Include music or sound effects in your ads to enhance engagement.
- Add GIFs or animations in your ads to stand out.
- Create ads that are shareable or encourage user-generated content.

## Showcase Authenticity

- Add social proof, such as reviews or testimonials, to your ads.
- Use trending topics or challenges in your ads to increase relevance.
- Consider using a series of ads to tell a story and build brand awareness over time.
- Focus on creating content that aligns with TikTok's unique culture and creative spirit, rather than simply repurposing content from other platforms.

# Placing Your Ads Where it Matters



# The Right Place at the Right Time

When it comes to running successful ad campaigns on TikTok, it's crucial to adopt a data-driven approach. Make the most of your incoming metrics by fully utilizing analytics to identify what's working and what needs to be changed or cut out completely.

Given the rapidly evolving nature of TikTok, it's more important than ever that you test your hypotheses and make strategic decisions based on a consistent and ongoing basis.



# Play to Your Strengths

## Effective Testing

- Run split tests to optimize your ad performance and know what's working best.
- Target your ads to specific demographics or interests.
- Test different ad placements, such as between videos or on the TikTok Discover page.

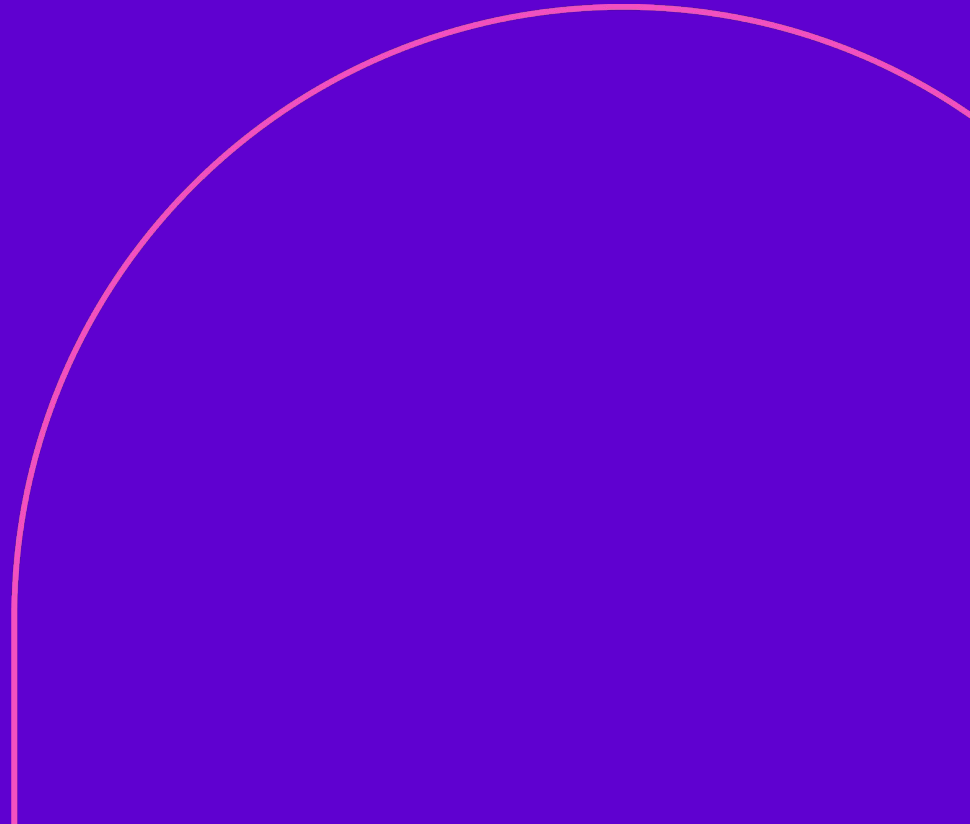
## Supporting Your Audience

- Use retargeting to show ads to users who have engaged with your brand before.
- Try geotargeting to show ads to users in specific high-value locations.
- Employ lookalike targeting to reach users who are similar to your existing customers.

## Lean on Proven Data

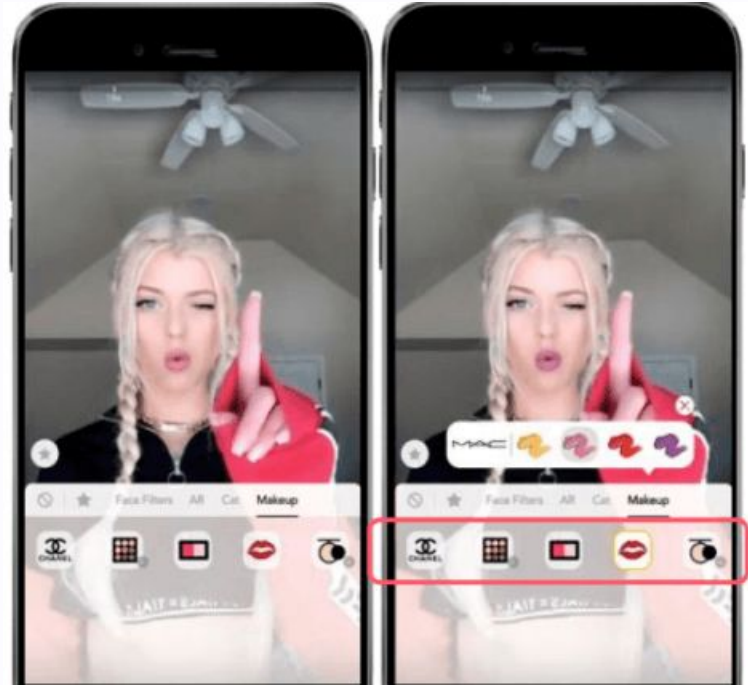
- Use analytics to track your ad performance and adjust your strategy accordingly.
- Use custom audiences to reach users who have interacted with your brand on other platforms.
- Test different bidding strategies to optimize your ad spend.

# Influencing Your Way to Success



# Team Up With the Experts

Using influencers and user-generated content to promote your brand are critical elements for a successful TikTok strategy. Drive engagement by partnering with real experts and the community at large.



# Authenticity in Action

## #UGCMarketing

- Use relevant hashtags to increase your reach and interact with your customer base.
- Make use of user-generated content in your ads to increase authenticity and improve relevance.

## Team Up with Influencers

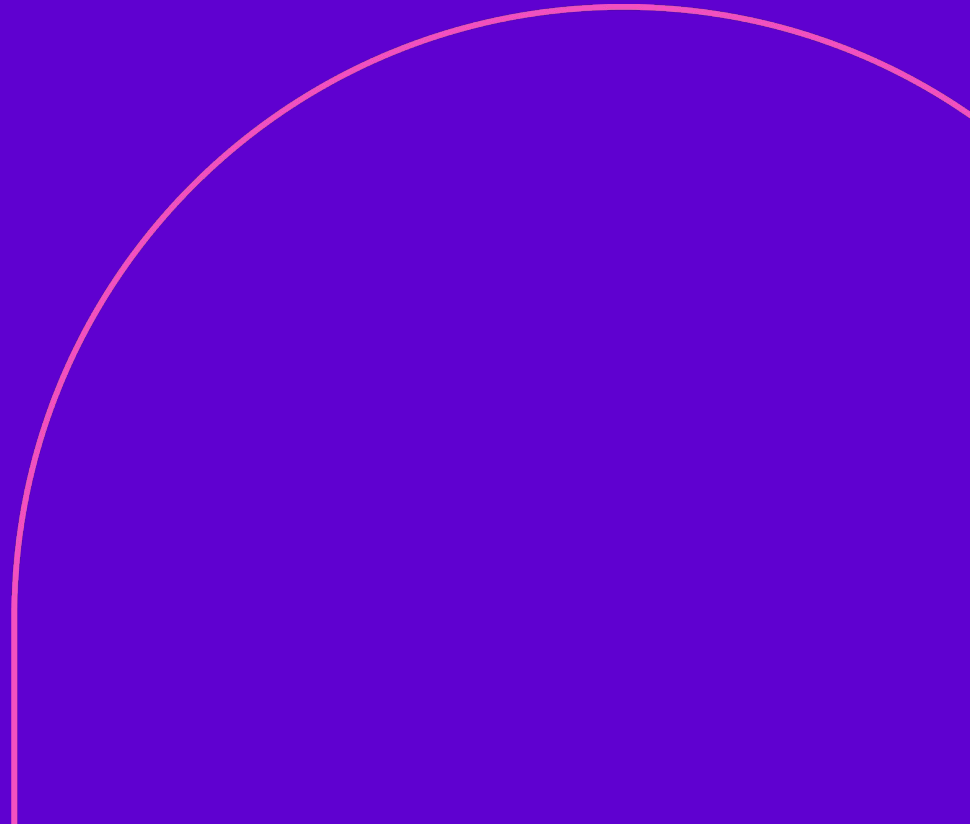
- Utilize TikTok influencers to promote your brand with co-created ads that feel authentic.
- Work with micro-influencers to target niche audiences.
- Use influencer takeovers to give your audience a behind-the-scenes look at your brand or products.

## Make Your Brand a TikToker

- Create and promote contests or giveaways to increase engagement and brand loyalty.
- Promote and showcase user-generated content to present your brand as a company that listens.

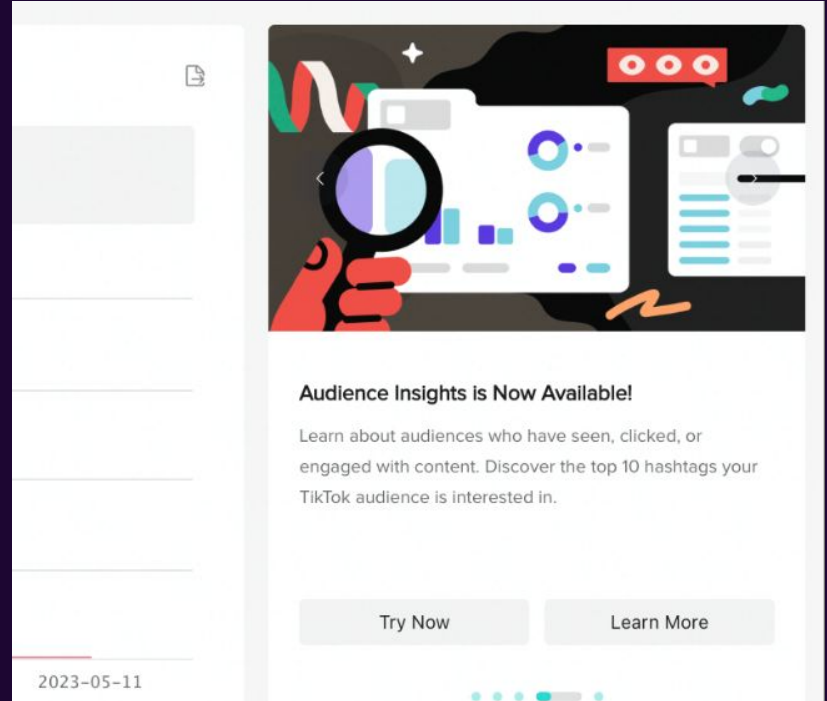


# Mastering The TikTok Toolset



# The Right Place at the Right Time

There are many in-platform tools that your business can - and should - utilize on TikTok. Your success on TikTok directly correlates with establishing your brand as a genuine player in the TikTok market. Knowing when and how to use TikTok's ad formats and features will give your brand the edge.



The image shows a notification card from TikTok. On the left, there is a vertical list of notification icons, with the top one highlighted. The main notification card features a dark-themed illustration of a hand holding a magnifying glass over a dashboard with various charts and graphs. Below the illustration, the text reads: "Audience Insights is Now Available! Learn about audiences who have seen, clicked, or engaged with content. Discover the top 10 hashtags your TikTok audience is interested in." At the bottom of the card are two buttons: "Try Now" and "Learn More". A date stamp "2023-05-11" is visible at the bottom left of the notification area.

**Audience Insights is Now Available!**

Learn about audiences who have seen, clicked, or engaged with content. Discover the top 10 hashtags your TikTok audience is interested in.

[Try Now](#) [Learn More](#)

2023-05-11

# Making the Most with TikTok

## Choosing Your Format

- Use the TikTok branded hashtag challenge ad format to create a viral campaign.
- Employ the TikTok in-feed ad format to reach users as they scroll through their feeds.
- Utilize the TikTok top-view ad format to reach users with high-impact video.
- Consider TikTok's brand takeover ad format to make a splash on the platform.

## The Latest Features

- Utilize TikTok's new e-commerce features to drive sales directly from the platform.
- Use TikTok Live to connect with your audience in real-time and create a sense of exclusivity.
- Engage with the TikTok duet and stitch features to interact with users and tap into viral trends.

## Looking For Partners

- Utilize the TikTok Creator Marketplace to find and partner with creators for your campaigns.
- Use the TikTok Creator Fund to partner with creators and amplify your brand.
- Collaborate with TikTok's brand partnership team to explore unique opportunities, strategic campaigns, and custom solutions tailored to your brand.



# Powering Your Brand's Success

# Supercharge your Brand With Us

Empower your TikTok marketing strategy and achieve exceptional results by partnering with Tactical Digital, the trusted digital marketing agency. With our expertise and data-driven solutions, we'll guide your brand to drive engagement, boost brand awareness, and deliver tangible outcomes.

Gain a strategic advantage, leveraging our specialized knowledge and industry connections to elevate your TikTok presence and confidently lead the way in this dynamic digital realm.



# Meet a few of Our Friends

Over the years, we've built up a little family of brands and businesses we're proud to have as clients. Here are just a few (and we're not picking favorites)



## What our clients are saying



### **Paxton Sanders**

Ellen Degeneres Brands - Director

“Tactical’s work was instrumental in our hockey stick like growth. They were there with us every step of the way, and were exceptionally helpful with questions we had that were outside of the scope. We couldn’t have asked for a better partner.”



### **Ben Kessler**

WeWork - Director of Digital Marketing

“Everyone at Tactical Digital is very competent, highly organized and extremely reliable. The results speak for themselves. Our revenue & ROI continue to increase week over week. Their drive to continually optimize and find what campaigns are best for our business.”



# Thank You!

[Get In Touch With Us](#)

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