

THE ULTIMATE

TIKTOK MARKETING GUIDE

Everything You Need to Know About
the Hit Social Media Platform



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WELCOME TO *The Ultimate TikTok* MARKETING GUIDE!



If you have a cell phone and use social media with some frequency, you're probably familiar with the video app TikTok — or at least have heard a few things about it.

TikTok utterly exploded on the social media scene and is still wow-ing digital media experts like myself with how powerful of a tool it is when it comes to “going viral” and visibility.

Of course, like any new platform, there is a bit of a learning curve in order to use TikTok as a business growth tool. While it's certainly possible to monetise your TikTok account quickly, it does require full knowledge of the platform combined with a strategic approach to the way you post.

And that's what this guide is for — helping you familiarise yourself with the ins and outs of TikTok so you can reap the incredible benefits that come with incorporating it into your greater overall marketing strategy!

Good luck!

x Olivia

P.S. Be sure to reach out to me @oliviajenkins.co on Instagram and let me know if you have any questions — or just to say hi and get connected :) I'm always excited to hear from you!

TIKTOK BASICS

WHAT IS TIKTOK?

Let's start with a little history: what exactly is TikTok, anyways, and where did it come from?

TikTok is a short-form video sharing app and social media platform designed to help its users create, share, and discover short videos that interest them. Videos range from entertaining to informational to humorous to personal and usually fall between 15 seconds and 3 minutes in length.

WHERE DID TIKTOK COME FROM?

If you go back in time to 2014, you may remember an app called Musical.ly — a video sharing social media app that allowed users to upload and stream 15-second long video clips. While Musical.ly had its moment and formed a user base of over 100 million, the app wouldn't truly skyrocket in popularity until 2018, when it was purchased by Chinese tech giant ByteDance and rebranded as the app we now know as TikTok.

Since it was first launched in its current form, TikTok has become the fastest growing social media platform to ever exist. The app now has more than 2.5 billion installs and is quickly becoming known for its user-friendly algorithm and popularity with a younger, Gen-Z based audience.

TikTok's popularity with the younger set of social media users led brands with younger-skewing target audiences to flock to the app in the hopes of reaching their dream demographic. When those brands started seeing success using TikTok as a marketing platform, brands with other target demographics (like Millennials, Gen x, and Baby Boomers) soon followed.

Seemingly overnight, TikTok exploded into the social behemoth it is today, and a new "star" in the world of social media platforms was born.

TIKTOK BASICS

WHY SHOULD YOU BE USING TIKTOK?

You might be thinking, “Great, sounds cool and all...but what does TikTok have to do with my business?” Let me tell you — a whole lot!

If utilising social media platforms like Instagram, Facebook, and/or Pinterest is part of your current digital marketing strategy, you’re going to want to add TikTok into the mix as well. Because if you don’t, you’re missing out on a massive amount of visibility and viral potential.

Here are just a few reasons you should have started using TikTok for your business, like, yesterday:

TIKTOK HAS A HUGE, GROWING AUDIENCE.

TikTok has more than 800 million active users worldwide and that number only increases each day. Most TikTok users are teenagers and young adults between 13 to 29 years old — if you serve anybody within that target demographic, TikTok is where you can most easily reach them by applying trends that they already like and understand to your own marketing.

VIDEO MARKETING IS A PRIORITY.

Video content is insanely powerful and one of the most popular ways for consumers to interact with and learn more about your brand. If you aren’t already leveraging video marketing as a part of your greater strategy, you absolutely should be. TikTok is a great place to get started as it provides an accessible way to jump right in — all you need to make and post a TikTok video is a phone camera and WiFi. No fancy planning necessary!

IT’S A WAY TO INTEGRATE CREATIVITY INTO YOUR MARKETING STRATEGY.

The majority of content on TikTok is light, whimsical, and entertaining. If you’re used to posting more “professional” content, TikTok will give your business the opportunity to showcase a more light-hearted and humorous side to marketing. You can run a super-serious company and still position your brand as one that is relatable and easy to connect with through TikTok video marketing.

TIKTOK BASICS

ANYONE CAN GO VIRAL.

One of, if not the most, appealing things about TikTok is that anyone can go viral — even somebody brand new to the app, with 10 followers and 0 views, can wake up one morning to a viral video. The magical and not-fully-understood algorithm utilises a highly effective recommendation system that pushes the right content to the right users — making it easier than ever to get your marketing materials in front of people who will actually be interested in them.

INFLUENCER MARKETING IS HUGE.

The impact that TikTok content creators and influencers can have on sales is massive — if you partner with the right people. The good news is that TikTok has a limitless pool of influencers to choose from. If your brand is looking to target a particular group of people in a specific location, there is likely a perfectly suited individual who fits the criteria and already has a big or highly engaged following. The TikTok Creator Marketplace is a feature offered by TikTok that makes finding these dream collaborations easier than ever before based on your budget, industry, and goals.

ARE YOU CONVINCED YET? YOU SHOULD BE!

WHAT IS TIKTOK *for business?*

TikTok for Business is an all-in-one tool created for marketers to advertise on TikTok. Instead of having to devise your own TikTok marketing strategy, the in-platform tool walks you through the entire process of creating advertisements, setting budgets, reaching target audiences, and analysing campaign data.

[**CLICK HERE TO SIGN UP FOR TIKTOK BUSINESS**](#)

The goal behind TikTok for Business is to help brands unleash their creative side by guiding them on how to create authentic ads that will earn them views, engagement and increase brand awareness. There's even an e-learning center that teaches advertisers how to make ads on the Ads Manager platform.

A little later in this guide, I'll be walking you through how to get set up on TikTok as a business account so you can access TikTok for Business and begin creating content ASAP.

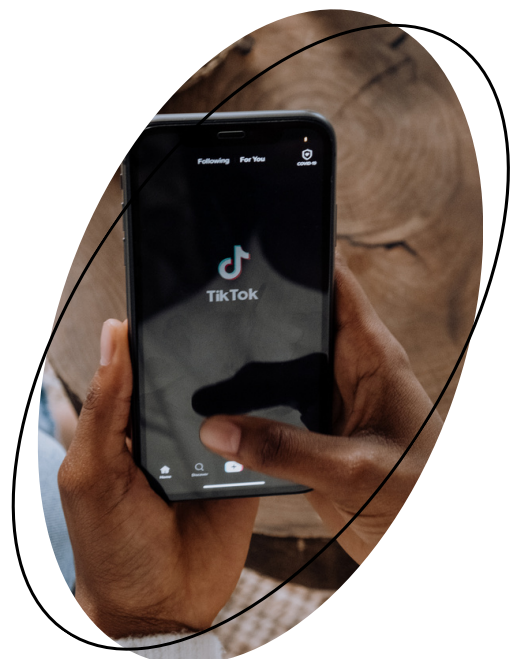
HOW DOES TIKTOK *even work?*

Once you download the app and create your TikTok account, you'll gain access to two crucial tabs on the bottom of your screen: the "Home" tab, also known as the For You page, and the "Discover" tab.

For You page: The "For You" page is algorithmically curated based on the videos you interact with, the accounts and hashtags you follow, your location and language preferences, and the type of content you create. Your "For You" page is where you'll be finding and consuming the majority of content you see. When you like and interact with what appears on your "For You" page, the app will continue to show you similar content.

Discover page: The "Discover" page is curated using TikTok's algorithm, which does the work of finding trends for you. Here, you'll see popular hashtags, sounds, and effects. This is where you can go to take a look at what's trending globally.

From there, you can start posting and engaging with other accounts! For a step-by-step breakdown about how to create and post your first-ever TikTok, skip to page 9.



TIKTOK *quick stats*

TIKTOK USER STATISTICS

- TikTok has over 1 billion monthly active users around the world.
- TikTok is used in 141 of 155 countries and can be used in 39 languages.
- TikTok users are split nearly evenly by gender.
- 47% of TikTok users are under the age of 30, while only 11% are 50+.

TIKTOK GROWTH STATISTICS

- TikTok is projected to grow an additional 15% in 2022 after 40% year-over-year growth in 2021.
- TikTok is the third largest social media network worldwide, behind Facebook and Instagram.
- TikTok is also growing in terms of overall social media market share. In 2022, it is projected that TikTok will surpass 20% of all social media users for the first time, approaching 25% by 2024.

TOP TIKTOK TRENDS

- How-To: Videos explaining “how to” complete a given task or achieve a certain objective.
- GRWM: Get ready with me videos showcasing the user’s morning routine or outfit of the day.
- Vlog: Brief lifestyle videos featuring random or significant moments from a user’s life.
- Pets of TikTok: Fuzzy friends and their hilarious/adorable/quirky antics.
- Tip Tok: Tips, tricks, and hacks to help with life’s minor challenges or annoyances.

10 STEPS TO *create* CONTENT ON TIKTOK

If you are relatively unfamiliar with TikTok, the process of actually creating and posting to the app may feel a little intimidating.

I'll be straight with you — it can definitely take some trial-and-error to get used to navigating the TikTok video editor. Like all things, it takes practice to really master the app and get good at making short-form video content.

Use the following process to know exactly what you need to do in order to get your first TikTok up and running from start to finish. All you need is a smartphone and an internet connection to get started!

STEP ONE

Download the TikTok app onto your smartphone.

STEP TWO

Set up your brand's profile. You'll be asked to choose a username, select a photo avatar, and write a brief bio that will show on your profile. You can also connect your TikTok to your Instagram account so users can find you on both platforms.

STEP THREE

To start making your first TikTok, click the + symbol on the bottom of your TikTok home screen.

STEP FOUR

You will be prompted to either upload a video or start recording. If you are using a pre-recorded video for your TikTok, select it from your camera roll. If you are using the TikTok camera to record, begin recording your content.

10 STEPS TO *create* CONTENT ON TIKTOK

STEP FIVE

Once your content is uploaded or your recording is complete, it's time to edit your video.

This is your opportunity to adjust your clip length and make trims where necessary, as well as add any desired sounds, effects, filters, text, or other edits you wish.

STEP SIX

Tap the check mark at the bottom of your screen when complete.

STEP SEVEN

You'll have one final opportunity to make final edits — do so now.

STEP EIGHT

Post your video!

STEP NINE

Engage by scrolling through your "For You" page, liking and commenting on other posts, and following relevant hashtags or topics.

tips & tricks

- Save your videos as you work — if your phone dies or your internet goes out, you don't want to lose all of your edited footage.
- Use captions and make sure you are following web accessibility best practices.
- Vertical videos work better with the TikTok algorithm as they are already mobile-optimised.
- Center captions and other visual elements, or they might get cut off.

5 WAYS TO USE TIKTOK *for business*

In order to be successful on TikTok, you need to go in with a smart strategy — simply uploading whatever you feel like and hoping it works will yield less than satisfactory results. The key here is to take your existing goals for your business and see how TikTok can help you achieve them.

The world is your oyster on TikTok, especially if you're wanting to put out a greater variety of content, boost your business visibility, and generate an entirely new pool of interested turned ready-to-buy leads. To get the inspiration gears in your head turning, check out the following five ways you can start using TikTok to market your business today.

MARKETING CAMPAIGNS

There is a near-endless number of opportunities for your brand to leverage relevant TikTok trends to sell products or services or even just gain brand recognition. Before you begin planning your marketing campaign, familiarise yourself with what's currently popular on TikTok for your target audience. What trends does the algorithm favor? What sounds are being used a lot? What are the general themes of the videos that do well? Knowing this information before you begin creating content for your campaign is the key to attracting the right viewers.

Then, map out your campaign strategy. Determine what your overall goals are, whether that is growing your account or driving sales. You'll also want to figure out what analytics you'll be using to track your progress and measure success (more on this in a bit).

Once you are clear on the type of content you'll be creating and why, you have the green light to begin posting!

5 WAYS TO USE TIKTOK *for business*

INFLUENCER PARTNERSHIPS

Influencer marketing is a go-to strategy for many brands looking to increase the scope of their audience and gain major recognition, and that extends to TikTok as well. As a result of TikTok's high-impact algorithm, there are more influencers than ever looking to partner with brands they feel will speak to their audience. The reason influencer marketing is so effective is because users are more likely to trust a brand that's being promoted by a friendly face. Plus, if the influencer has enough sway over their audience, their followers will typically be very excited to listen to their recommendations.

The #1 most important thing to keep in mind if you choose to go the influencer marketing route on TikTok is to choose your influencers wisely and vet them well. The success of this strategy relies on your target audience liking the influencers you work with and finding them trustworthy, so they should be genuine fans of your brand and what you have to offer in order to foster an authentic relationship.

[Click here to learn more about how to choose the right influencers for your next partnership.](#)

TALENT RECRUITING

The power of TikTok reaches deep — so deep that it is actually a highly underrated tool when it comes to recruiting top talent onto your team. On TikTok, there are niche communities filled with individuals of all professions, from nurses to delivery drivers to graphic designers to office managers. Name a job, and you can find somebody who does it on TikTok. This makes it easy to track down dozens (if not hundreds) of talented individuals and freelancers who are looking for work and would be a valuable asset to your operation. The next time you need to make a hire, don't overlook TikTok as a valuable resource pool.

HOW TO *advertise* ON TIKTOK

Now that we've gone over some effective organic marketing strategies you can use to get ahead on TikTok, let's talk about how you should spend your money when it comes to paid ads.

The good news is that TikTok makes it easy for you to get set up and run advertisements through the TikTok Ads Manager, an in-app tool that allows you to create, manage, and track your TikTok ads in one place.

But what kinds of ads work best on TikTok? The most effective TikTok ad campaigns feature a combination of six different types of advertisements that attract followers at each stage of their TikTok user journey.

The five types of advertisements you'll come across on TikTok are as follows:

IN-FEED ADS

In-Feed Ads appear on your audience's "For You" page just like regular TikToks. The major difference is that you are able to add a CTA button to encourage your viewer to take action immediately.

TOPVIEW ADS

TopView Ads take the concept of In-Feed Ads up a notch. Instead of just showing up on your audience's "For You" page, they will greet TikTok users when they open the app for the first time on any given day. They can also be up to 60 seconds long, making them a great choice for your longer, most artfully curated promotional material.

HOW TO *advertise* ON TIKTOK

BRANDED HASHTAGS

While any TikTok user can add hashtags to their TikToks, Branded Hashtags must be created through the TikTok Ads Manager. Businesses who utilise this type of ad have exclusive access to a desired hashtag for a predetermined period of time. During that time, brands can create hashtag challenges to encourage their audience to spread the word and generate visibility.

BRANDED EFFECTS

In a similar vein as Branded Hashags, Branded Effects are also the exclusive version of a publicly available tool. Branded Effects are 2D, 3D, or AR stickers that TikTokers can use when creating their own videos to publicly rep your brand.

BRAND TAKEOVERS

A brand takeover is a full-screen ad that displays when a user first opens TikTok. It's either a three-second image or a three-to-five second GIF. The ad can be linked to a brand's landing page or a Hashtag Challenge within TikTok. These takeovers are exclusive to different categories each day – so only one specific brand can take over a category each day. By using full-screen mode, the brand draws attention immediately, making the format perfect for maximum exposure and reach.

HOW TO CREATE A TIKTOK AD CAMPAIGN

1. Head over to your TikTok for Business portal.
2. Choose “simplified” or “custom” mode for your ads. If you're new to ads, stick with “simplified.”
3. Set your campaign goal — do you want traffic, engagement, or leads?
4. Set your campaign budget. You can choose between a daily or lifetime campaign limit, and the minimum daily budget for an individual ad is \$26 AUD.
5. Design your ad. You can do this separately and upload your brand video/image into TikTok, or you can turn to the TikTok Marketing Partner library for support.

TRACKING YOUR TIKTOK PROGRESS

Like any other social media platform, you will need to check in on your TikTok periodically to make sure your marketing strategy is guiding you towards your desired goals.

Your TikTok Business account will have access to detailed insights on your audience, post performance, and marketing metrics. You can view metrics in a 7, 28, or 60-day period, or you can choose a custom timeframe. Don't neglect this information. Instead, document it and use it to inform your strategy moving forward.

In general, you'll want to pay the most attention to the following analytics:

- Follower growth rate
- New followers
- Video views
- Profile views
- Likes, comments, and shares
- LIVE video analytics
- Content performance
- Audience insights like location or gender
- Website views from TikTok
- Leads from TikTok
- Customers from TikTok

TIKTOK MARKETING

do's & don'ts

| TIKTOK DOS | TIKTOK DONTS |
|---|--|
| <p>Incorporate the latest trends into your TikToks.</p> <p>Promote your TikToks with hashtags and audios your ideal audience will relate to.</p> <p>Stick to a regular posting schedule to grow your following.</p> <p>Partner with influencers who are a genuine expression of your brand's values</p> <p>Engage with other users by following, commenting, and liking.</p> <p>Take advantage of popular sounds and effects offered by TikTok to boost your spot in the algorithm.</p> <p>Incorporate your branded content into your videos naturally.</p> | <p>Replicate the TikToks that other brands are creating.</p> <p>Create an inauthentic or forced TikTok presence.</p> <p>Post for a few days in a row, then disappear for weeks or months at a time.</p> <p>Partner with influencers who you haven't properly vetted.</p> <p>View other brands as the competition.</p> <p>Always produce the same type of content on TikTok — mix it up.</p> <p>Only post sales-y or promotional content.</p> |



YOUR NEXT STEPS

In 2022, you're doing your business a serious disservice if you are not taking advantage of video content marketing in a big way. As a digital marketing consultant who has been in the industry for over a decade, I know for a fact that the brands who understand where and how to reach their audiences will have an edge over their competitors down the line.

If you want to keep up with these trends and stay one step ahead of others in your industry at all times, this means learning how to leverage the power of TikTok.

But I know better than anybody that adding another dimension to your marketing strategy can feel overwhelming, especially one as new and fast-moving as TikTok. To make the most of your time, consider [booking a strategy intensive](#) to create your epic TikTok plan. This way you'll start with the process with a true roadmap towards achieving your goals, crafted for you by an award-winning consultant. If this sounds like something you need, [click here to book in with me!](#)

x Olivia

OLIVIA JENKINS

THE CEO'S WING WOMAN

OLIVIAJENKINS.CO