

TikTok
For Business

TikTok
For Business

The Official Guide to **Marketing** **on TikTok**

Tools, strategies and inspiration to
help your small business thrive.

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Section 1: What can TikTok for Business do for **you**?

Who **we** are

Having recently reached **100m active monthly users in Europe**, TikTok is quickly becoming one of the world's most culturally and commercially influential platforms. With our inclusive mission to **inspire creativity and bring joy**, TikTok holds multi-generational appeal for audiences throughout the world.

TikTok's **engaging, interactive** environment is the perfect place for brands to connect with their audiences. As a global community built on creativity and participation, TikTokers are hungry for inspiration and to discover new things. Brands that can understand this, and **provide entertainment** that contributes to the TikTok experience, are enjoying huge reach and engagement on the platform, leading to more sales and greater return on investment.

We've created this guide to help you make the most of this opportunity. Here you'll find a deep dive into what TikTok can do for you, how to get started advertising on TikTok, and how to get creative and make your audience excited about your brand. Let's go.

TikTok is a space for joy

TikTok is the only app that users named "to lift my spirits" as a top reason for using it.

**TikTok is designed for
discovery**

TikToks generate billions of views every day, and 46% of TikTokers say they use it to discover new things.

**TikTok is a source of
inspiration**

TikTokers get ideas for new things to buy with every swipe, and 57% of respondents have been led to make a purchase through the app.

**TikTok is part of the
conversation**

What happens on TikTok doesn't stay on TikTok – it seeps into our culture without us even noticing.¹

TikTok is built for creativity

Over 100 million TikToks are created every single minute.

Meet Generation T(ikTok)

TikTok is distinctly different from other platforms. We offer a safe community that **empowers diversity, authenticity and self-expression** in a light-hearted and inclusive environment.

It's a place where **creativity runs free, with no limits or judgements**. There's an audience for every voice, and discovery around every corner.

And it's not just for Gen Z. TikTok has a cross-generational appeal, with **67% of TikTokers aged over 25²**, each enjoying a unique experience that's tailored just for them. We call them Generation T(ikTok).

Generation T is keen to get everyone involved, opening the doors to communities which people may have spent years looking for offline. This inclusive attitude makes TikTok a place for families

to bond and create shared moments, as kids teach their grandparents to do a particular dance; or parents create videos to gently mock their children.

This wide-ranging demographic makes Generation T an accurate representation of people today: **contradictory, active, engaged and curious**. And they're ready to show small businesses a lot of love, with a greater awareness of sustainable shopping leading to hashtags such as **#SmallBusinessLove** and **#ShopSmallBusiness** becoming increasingly popular.

There's an engaged audience, ready and waiting to hear your story. All you need to do is tell it.

The TikTok community is 15% more likely to buy from a small, independent business compared to other social media channels.³

Subcultures on TikTok

Whether it's online or IRL, everyone craves a sense of belonging – and TikTok is the perfect place for it. According to a recent study, three out of four people described TikTok as **a place where people can express themselves openly**.⁴ With a huge diversity of subcultures, communities and fandoms, everyone is given a voice, and every business – large or small – can find its audience.

From [#eGirls](#) to [#CottageCore](#), even the most niche interests can find their tribe on TikTok. If your business caters to parents and kids, you'll want to check out [#MumsOfTikTok](#) – a hashtag which has an incredible 2 billion views (and counting). If your audience is more into Fortnite and Minecraft, simply search [#GamerGirl](#) or [#GamerBoy](#) to join the conversation.

By engaging authentically with your audience, you'll become a natural part of their community. **TikTok is a place that unites brands and people**, allowing them to create unique, joyful and interactive experiences, together.

Designed for discovery

TikTok makes it easy for you to find the right audience for your business, based on an individual's interests. TikTok prioritises content each user already cares about, meaning they're always **discovering new things** they're likely to enjoy.

It's not about the fame of your brand or the size of your budget: it's about **entertaining, sparking joy and speaking directly to your people**.

How **your** business can get ahead on TikTok

In an increasingly online world, businesses of all shapes and sizes need new ways to stand out from the crowd. And that's where TikTok can help.

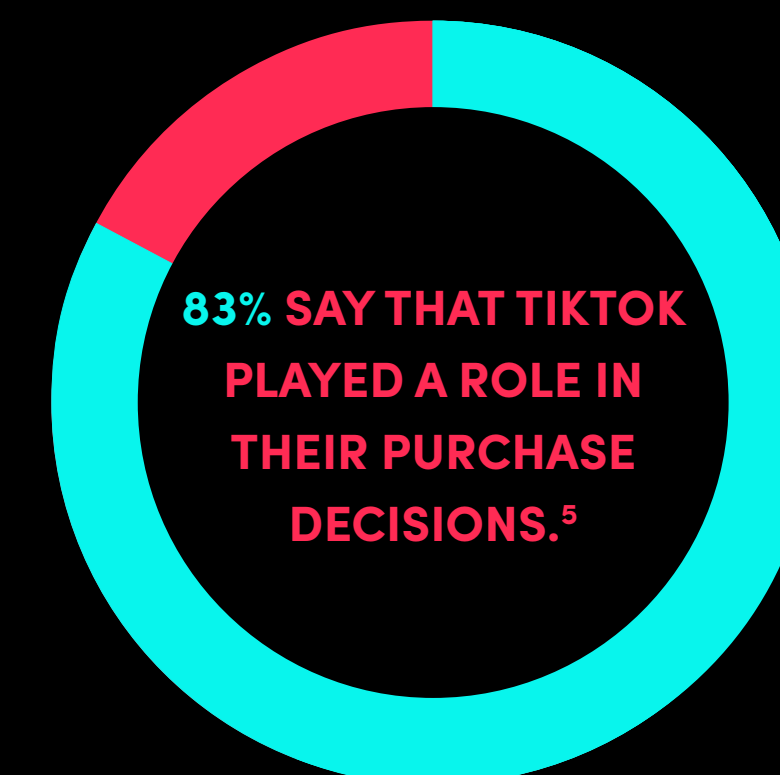
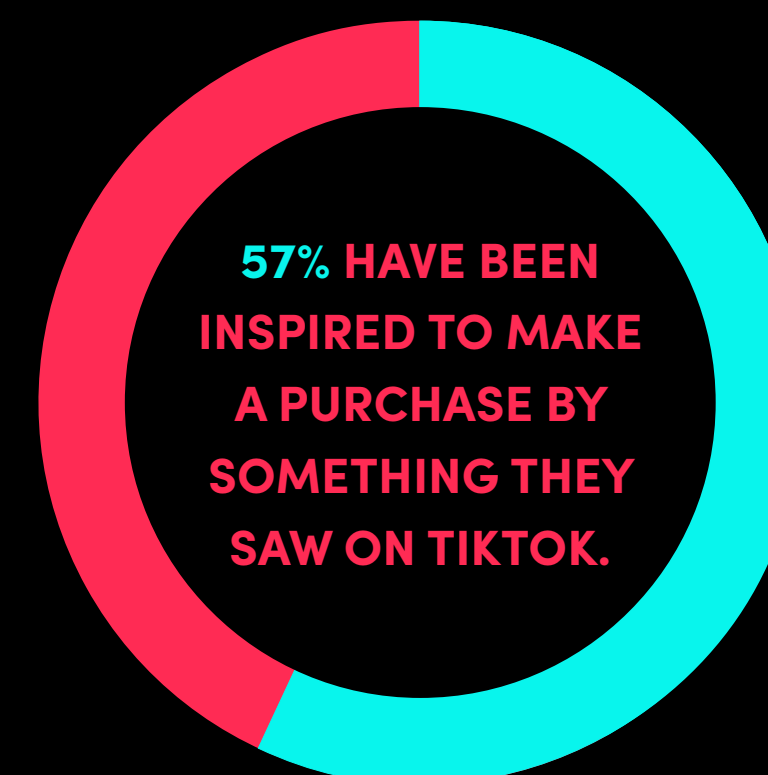
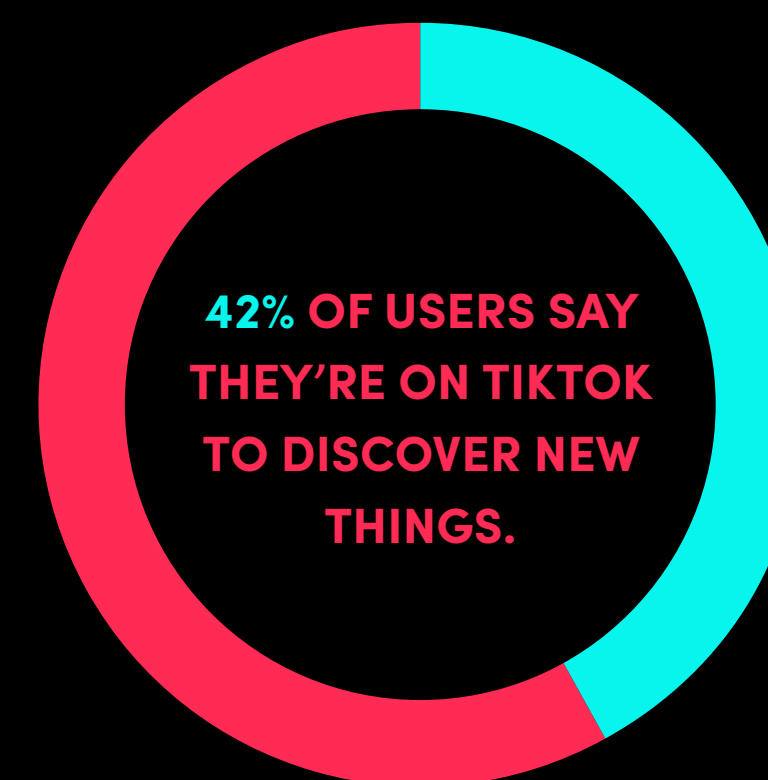
As the leading destination for short-form video entertainment, we know what it takes to make an impression, fast. Our community is connected by a love of creativity – and we've developed a set of business solutions to help brands fit right in. **Instead of your story being dismissed as just another ad, it can be celebrated as part of the TikTok experience.**

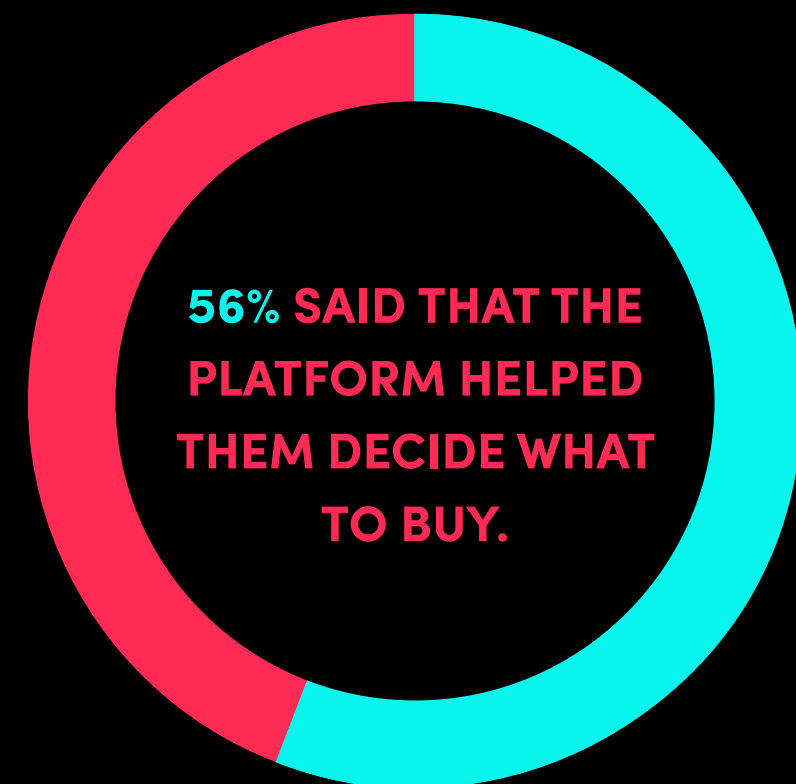
We throw the rulebook out the window with our business proposition, '**Don't make ads, make TikToks.**' Ads get skipped past – TikToks are what everyone is here for. It's your chance to flip

traditional marketing on its head, by speaking directly to your audience and telling your story in the most creative and genuine way.

Our user-generated content environment creates an atmosphere of authentic discovery. The constantly refreshed **For You feed** is algorithmically tailored to personal preference, allowing users to spontaneously discover new products – so a new favourite brand or a beloved purchase is always only a swipe away.

These constant surprises keep users coming back to the platform, and encourage purchase behaviour.





These numbers hold up across our user base: with 74% of 18-24-year-olds, 72% of 25-34-year-olds, and 65% of 35-44-year-olds saying they've been inspired to buy something they've seen on the platform.⁶

How and why small businesses are **flourishing** on TikTok

Every business is unique – and they need a platform where they can let their individuality shine. As a one-stop-shop for discovery, engagement and interactivity, TikTok gives small businesses a space to let their voices be heard.

[#SmallBusinessLove](#) [#ShopSmallBusiness](#)

TikTok is full-funnel

TikTok supports every marketing need, from awareness to conversion, helping you reach different goals using different types of ad, and allowing you to build your entire strategy on one simple platform.

TikTok is inclusive

TikTok levels the playing field,
creating a sense of community and
giving every business an opportunity
to get discovered.

TikTok is wide-reaching

TikTok is a truly global network,
used by people of all generations
and mindsets.

TikTok is authentic

TikTok allows users and businesses to be their truest, most genuine selves.

TikTok is interactive

TikTok creates a community which allows you to have a two-way dialogue with the people interested in your brand.

Meet the brand: Ivy & Twine

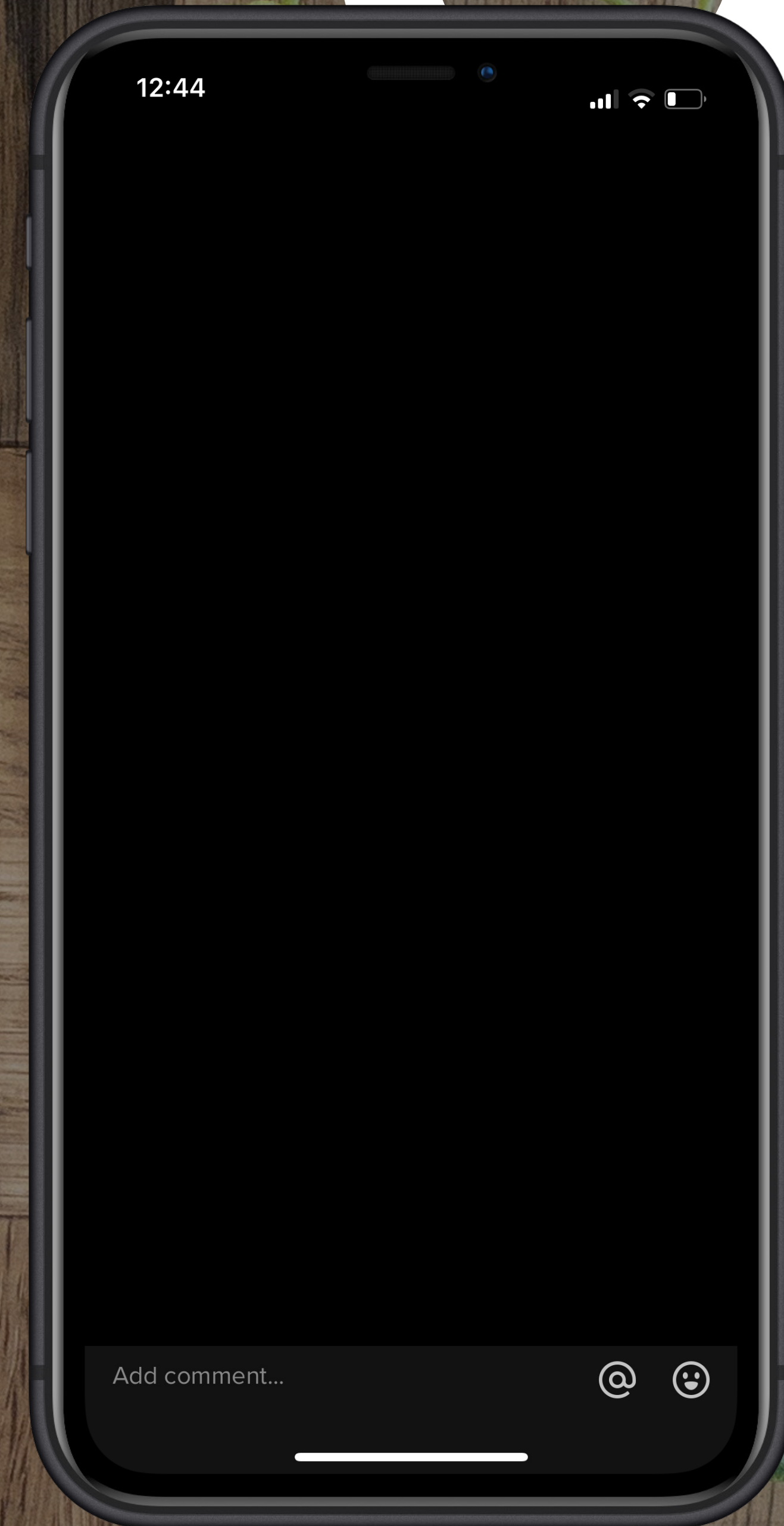
@ivyandtwine

6.5M views | 122K followers

Perthshire-based **Georgina Robertson** started her hand-made candle and soap business, **Ivy & Twine**, in September 2019. She'd been inspired to turn her beloved hobby into a business, after making all the candles for her wedding.

When the pandemic struck, she had to find a new way to reach her customers – and so she turned to TikTok. One of her very first videos, which told the story of **Ivy & Twine** and showed how she made her candles, went viral and racked up over 6.5 million views. She now has over 120,000 followers, and is shipping her candles all over the world.

She says: “Beyond these amazing business results, TikTok has allowed us to show the creative journey behind our business, connect with other entrepreneurs within the small business community and spread positivity at what is a difficult time for everyone.”



The magic of **always-on** content: organic beats and paid peaks

There's no one-size-fits-all way to get yourself noticed on TikTok – you have to try a few different things to find out what works for you. One thing we can promise, though, is that using both **organic and paid content** is the best way to boost your presence and establish connections.

Mixing and matching your content in this way helps you keep users interested and drive real results.

TikTokers use the platform multiple times a day, so make sure to post **regularly, capitalise on key moments and stay relevant by using popular and relevant hashtags** – while still being your most authentic self. And when you discover what it is that resonates with your audience, make sure that's the content that you amplify with paid spend.

Meet the brand: Little Moons Mochi

@littlemoonsmochi



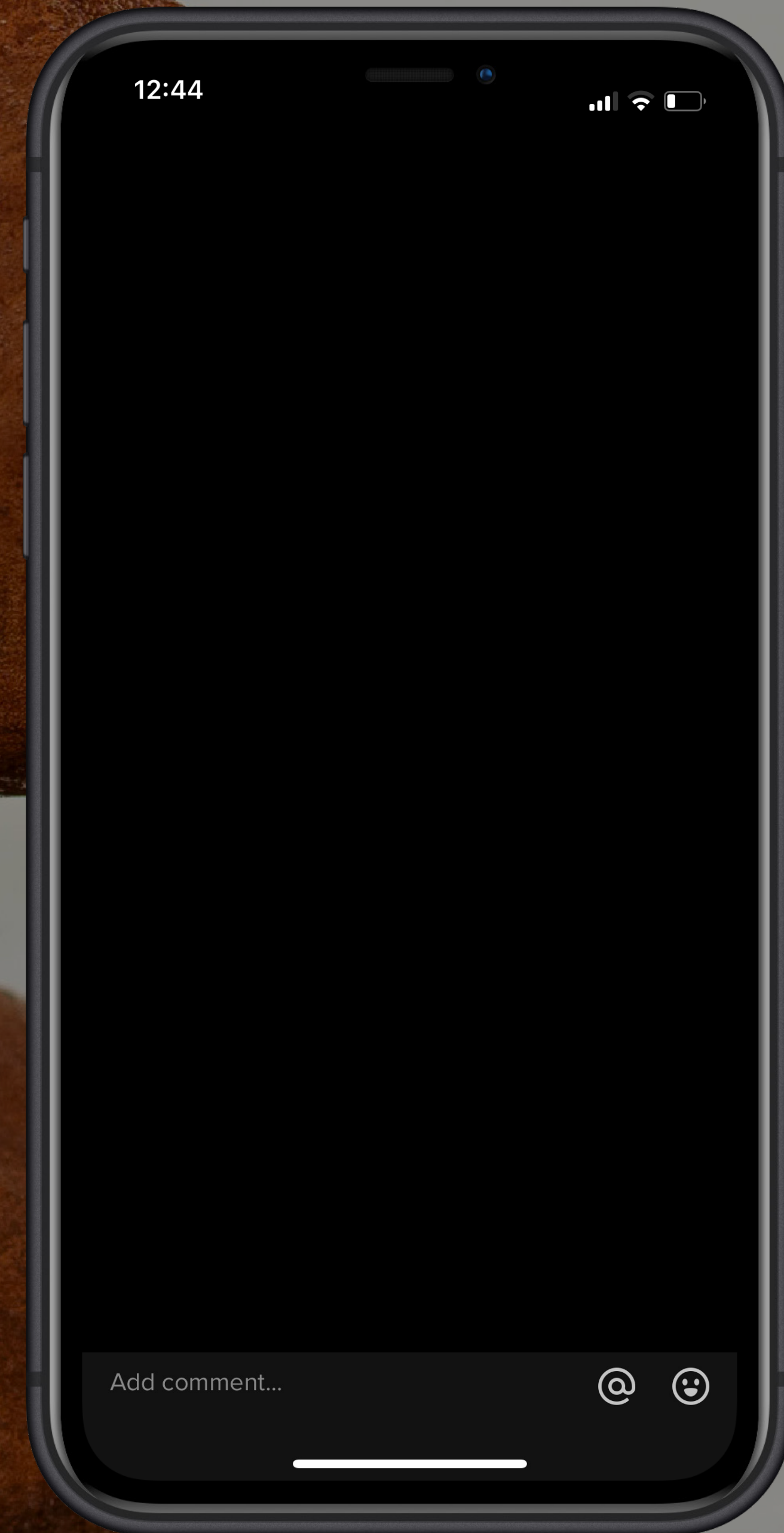
1300% increase in sales / 6.7M impressions / 137K followers

This UK-based mochi ice cream brand used the perfect mixture of paid and organic content to tempt their audience. They started out by posting organically, first building awareness of their tasty treats and then encouraging their community to post about the products themselves.

To take it to the next level, **Little Moons** ran a One Day Max In-Feed Ad, alerting their followers to the fact that the product was on sale in their local supermarket, and demonstrating a range of ways to enjoy it.

Their consumers loved sharing their own mochi-related content, and sales soared while **#LittleMoons** and **#LittleMoonsMochi** racked up over 182 million views altogether. Mochi itself became a huge food trend, all thanks to audience engagement on TikTok.

Ross Farquhar, Marketing Director at **Little Moons** says: *"The power of TikTok to both surface and grow the trend organically and then to fan the flames with paid support has helped us to our most successful year yet, and we're so grateful to every TikTok user who's made it happen."*



Flip the script: a whole new way to **reach** your audience

On TikTok, **entertainment is everything** when it comes to connecting with customers. You only have a few seconds to really make an impact, so make sure to use every stage of the purchase journey as a chance to stop your audience mid-scroll.

Follow our top tips to help you fit right in with your native audience and create the **joyful, irreverent and authentic content** that TikTokers love.

01 CREATE THE PERFECT PROFILE

Make sure your profile is an accurate representation of your brand. Find the right photo, write a fun and informative bio, and don't forget to include your website and email address so users can get in touch.

02 ENGAGE YOUR AUDIENCE

Create content that will keep your users coming back. Ask questions, interact with your followers, invite them to create their own videos and reply to comments.

03 KEEP POSTING REGULARLY

Showing up on the For You page will keep you at the front of your audience's mind. Double down on the type of content that works best for you, and post as often as you can.

04 TELL A STORY

Whether your video is 10 seconds or 60 seconds, create a narrative to keep your audience hooked from the very beginning. The more memorable, the better.

05 BE AUTHENTIC

You don't have to be perfect. And that's just perfect. The more natural and relatable you are, the more your content will resonate with your users.

06 BE A TREND-FOLLOWER

Trends, challenges and hashtags are the life and soul of TikTok – and there's a new one beginning every day. Scroll through your Discovery page to find out what's trending, and create your own content to make sure you keep your finger on the pulse.

07 TAILOR YOUR CONTENT, BUT ALWAYS EXPERIMENT

Bear in mind what your audience is looking for, but don't play it safe. Use TikTok as a chance to get creative with what you offer your audience.

08 SHOW YOUR FACE

Let your audience see the human side of your business. TikTokers care about people and emotions more than they care about products, so don't be afraid to let your personality shine through.

09 FOCUS ON GIVING VALUE, NOT GOING VIRAL

Don't try and 'beat the algorithm'. Simply focus on entertaining your audience and your engagement will grow naturally.

10 PARTNER WITH CREATORS OR OTHER BRANDS

Expand your reach, build trust and credibility, and have some fun with someone who's a good fit for your brand. Use our [Creator Marketplace](#) to find someone who might work well with you.

11 EXPLORE TIKTOK TOOLS

From polls to stickers, and Q&As to Duets, we have a whole host of ways to make your content stand out, and spark interaction with your audience.

12 USE ANALYTICS

Set up a Business Account for access to the [Business Creative Hub](#) and essential insights into your audience's engagement with your content.

46% say they're happy after using TikTok

Meet the brand: Omolola Jewellery

@omololajewellery

1.8M+ impressions | 17.5K+ clicks | 0.95% click-through rate

Afro-centric jewellery brand, **Omolola Jewellery**, manage to tick all the boxes when it comes to engaging their audience. They turned to TikTok to help promote their **Black Friday** and **Cyber Monday** sales, with some incredibly impressive results.

Omolola Jewellery created three compelling **In-Feed Ads**, aimed at a specific group of UK females. Thanks to TikTok Ads Manager, they were able to set their targets and let the sophisticated algorithm do the rest.

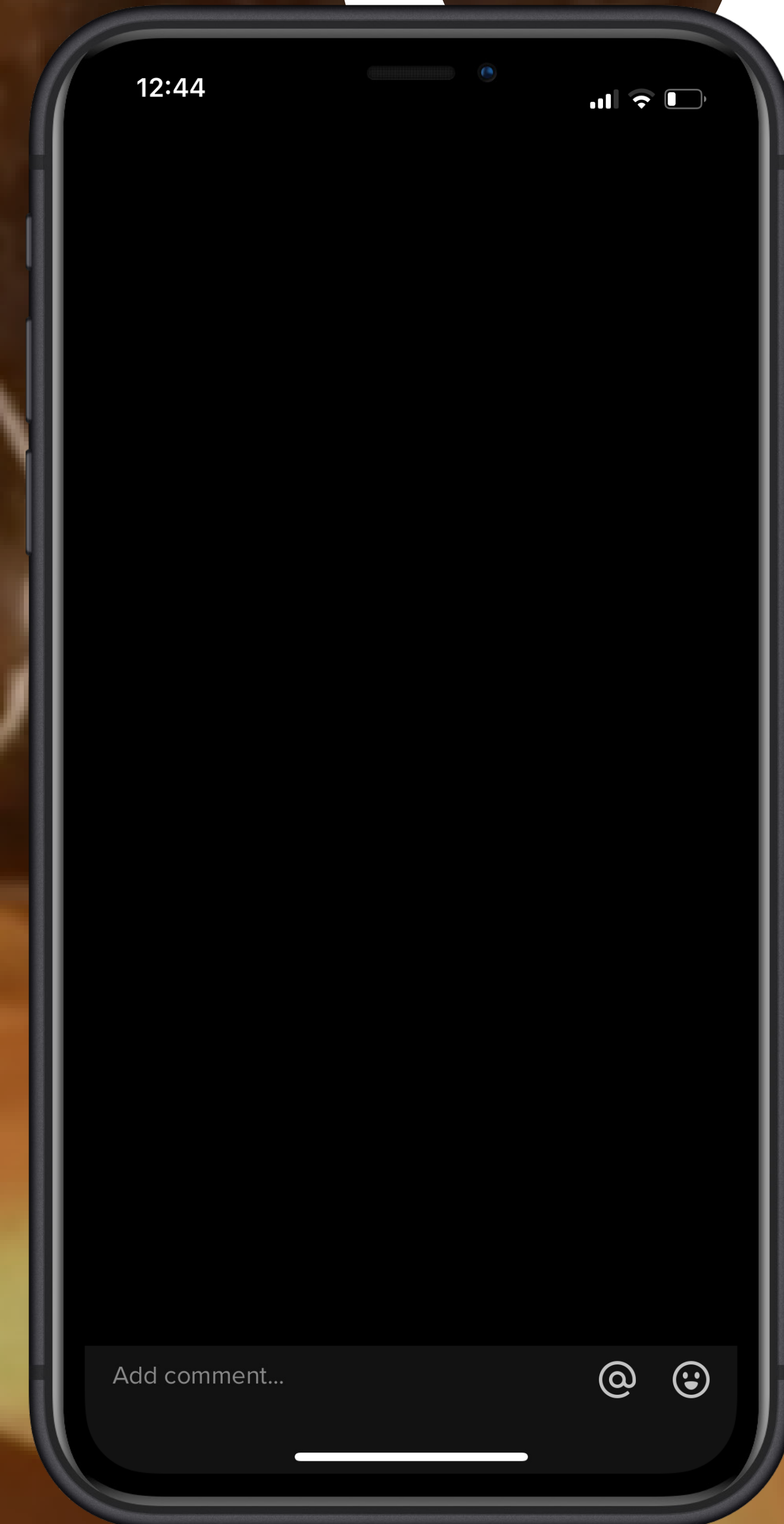
The brand also used **TikTok Ads Manager** to set up and run its own biddable ad campaigns for the videos, focused on converting views into website visits. These ads directed beautiful, creative videos straight to users' **For You feeds**, enticing them to click through to the website to discover more.

These ads received almost **20,000** clicks in just a few days, giving the boutique a big boost over the festive sale period.

Meet the founder: Taiwo Adegbulu

Co-Founder and Co-CEO, **Omolola Jewellery**

*"When our regular stockists were forced to close, **Shopify** and **TikTok** became even more critical to the success of our business. **Shopify** has given us a simple platform to run our online operations since we started **Omolola Jewellery**, providing helpful data and insights that remove the guesswork from running a business. **Advertising on TikTok** has **complemented this perfectly**. As well as being a fun and unique experience, it has opened up a completely new community of jewellery-lovers we can reach with our products."*



How different industries are harnessing the **power** of TikTok

Beauty: how to give your brand a glow-up

#Beauty has over 26.1 billion views on TikTok, making it one of the most influential topics out there. In just a few years, TikTok has revolutionised the beauty industry, making it **less about perfection, more about self-expression**. Beauty now means feeling good, rather than just looking good; and **self-care** is just as important as skincare.

Globally, the industry is going from strength to strength, and is predicted to be worth over **\$716 billion by 2025**.⁸ Sales of skin, hair and lipcare saw a huge surge over the pandemic and are continuing to grow – and TikTok is helping to make it all happen.

Beauty trends launched on TikTok

#FauxFreckles 37M views

#SockCurls 55.5M views

#BoldAndBeautiful 1.5B views

#VSCOgirl 3.1B views

#SFXmakeup 4.3B views

TikTok redefines the way beauty brands engage with their audiences, allowing the brand to become part of the conversation. Beauty TikTokers care about sustainability, authenticity and personality – and they expect these values to be reflected in the brands they buy from.

Beauty on TikTok is all about having fun, experimentation and expressing yourself – so don't be afraid to try something different and show your brand's naturally beautiful face.

2021 beauty trends on TikTok

- Genderless beauty
- Natural hair
- Multi-generational products
- At-home rituals
- Sustainable fragrance
- Clean beauty
- Skinfluencers

Fashion: how to make your business bang on trend

Say goodbye to invite-only FROWs, size-exclusive clothing and throwaway fast fashion – TikTok levels the fashion playing field and lets everyone show off their best looks, whatever their size, age or budget.

Fashion on TikTok is big news: retail giant ASOS has over 1.9 billion – yes, billion – views on TikTok. Even the biggest, most luxurious fashion houses are getting involved, with labels such as **Louis Vuitton**, **Saint Laurent** and **Alice + Olivia** taking part in **TikTok Digital Fashion Month** in September 2020, which racked up over 3 million views.

Models such as **Gigi Hadid** (nearly 426,000 followers) are avid TikTokers; and TikTokers themselves are getting snapped up to become models, with personality and entertainment becoming just as important as looks.

Fashion TikTok is always in style

#FashionTikTok 1.8B views
#TikTokFashion 14.1B views
#FashionInspo 2.3B views
#FashionTips 1.5B views
#TikTokFashionMonth 5.5B views
#MyStyle 12.3B views

Outfit challenges, giveaways, lookbooks and live-streamed shows are all getting TikTokers to engage with fashion in a whole new way, making it a more fun and inclusive experience. As **Kudzi Chikumbu**, Director of Creator Community at TikTok says, ***“Fashion is legit on TikTok. It goes beyond the outfits and into creative expression. TikTok is a place for joy, and it’s giving the fashion industry a whole new way of showcasing their art and personality.”***

Making fashion work for every age, shape, size and style is a big trend on TikTok. Toronto-based Muslim TikTokers **Maha Gondal** (@moxeb) and **Nemah Hasan** (@nemahsis) adapt runway trends for a more modest look, and have over 380,000 followers between them.

Sustainability is also huge, with TikTokers turning to more ethical brands, or upcycling their existing clothes. And, of course, there was the **#HarryStylesCardigan** moment (66.4 million views), in which designer **JW Anderson** released the pattern for Harry’s iconic rainbow cardigan, and TikTokers picked up their knitting needles in their thousands.

Users can discover a new trend or a must-have piece with every swipe of the thumb, making TikTok the place where brands are born and designers are discovered – and giving small businesses the opportunity to become fashion’s next big thing.

What's big on TikTok in summer 2021?

#AirForce1 932.3M views

#TieDye 4.3B views

#SlazengerSkort 7.6M views

#LoungeWear 2.6B views

#CottageCore 6.0B views

#Y2KFashion 98.6M views

Luxury and jewellery: add some sparkle to your brand with TikTok

TikTok makes luxury more accessible than ever, allowing brands to build relationships and engage their audience. TikTokers are as diverse in age as they are in interests: it's not just teens on TikTok, but adults with real spending power.

The **jewellery and watch sectors** represent more than 20% of the luxury goods market, as consumers combine pleasure with investment in purchasing

something beautiful that'll never lose its shine.⁹ But the attitude towards jewellery is different on TikTok: it's no longer about cut, carat or clarity, but creativity, social consciousness and offering a cultural window. As with all sectors on TikTok, the jewellery audience is not interested in superficiality. Diamonds may be a TikToker's best friend, but so are longevity, craftsmanship and sustainability.

As brands catch up to this idea, searches for jewellery content have tripled across the UK and Europe over the last year.

Brands and Creators can communicate with their audiences in a range of ways, such as sharing their creative processes and knowledge, answering questions, and offering tips and tricks to get the most out of an investment piece. Small businesses can benefit by offering one-of-a-kind items not available anywhere else, and building relationships with their customers which are worth their weight in gold.

TikTokers enjoy the finer things

#Accessories 794m views

#EngagementRing 517m views

#Pandora 450m views

#Cartier 300m views

#Swarovski 200m views

#DiamondRing 20m views

#SilverJewellery 7.1m views

#JewelleryHaul 131.6k views

Section 2:

Advertising tools for your business

TikTok for Business

Whether your business consists of just you working solo at your kitchen table, or with a whole team behind you; whether you're just starting to turn your hobby into a side-hustle, or you're an established brand ready to scale up, **TikTok for Business** is here to help.

Our simple advertising solutions give you the tools you need to tap into the **creativity** of the TikTok community, **reach new audiences and boost your campaigns**, all on one platform. With easy-to-use tools and tech, we have everything you need to make advertising effortless.

You don't need a fancy studio or perfect lighting – just pick up your phone and **speak directly to your audience**. And don't forget to check out our [SMB Hub](#) for more tools, advice and products to help you reach your business goals.

FIND OUT MORE

Our advertising essential: TikTok Ads Manager

TikTok's **In-Feed Ads** help you to reach a wider audience than through your organic content; allowing your ads to appear in a user's personalised For You feed. No competing for space, no clicking 'ignore' – with In-Feed Ads, you have their full attention.

Your ads blend seamlessly in with the TikTok experience, providing users with **fun and creative content**, which also happens to be promoting your business. Users can like, comment, share and follow, just as with regular TikTok content.

TikTok Ads Manager makes creating In-Feed Ads easy. The self-service auction ad platform is an

essential tool for any small business wanting to get ahead on TikTok, letting you set up a campaign and start selling in seconds.

You can target specific audiences, install the TikTok Pixel on your site and track your performance with a simple data dashboard. And with a built-in budgeting system, you also have complete control over how much you spend.

The platform helps you take your TikToks to the next level, with in-app tools such as **AR effects and filters** making you even more likely to get discovered. Or try out the tools in our Creative Centre to easily and quickly recycle your existing content to run more effectively.

Simply set your objectives – whether that's boosting your click-through rate, or targeting certain

audiences based on their interests or behaviour – and let the **sophisticated algorithm** share the campaign across users' For You feeds. And did we mention that it's free to try? There's nothing to pay until a campaign goes live.

High-spending businesses can also partner with our **account management** team, to help you make the most of advertising on TikTok.

EXPLORE TIKTOK ADS MANAGER

Creating a campaign

TikTok Ads Manager is made up of four different components:

Ad Accounts > Campaigns > Ad Groups > Ads

We'd recommend a different **Ad Account** for each business or brand you promote, and launching separate **Campaigns** for different products. You can select your target audience, ad placement and budget through **Ad Groups**, and then tailor each ad to that audience.

Within each campaign, there are a few things to consider:

01 YOUR OBJECTIVE

Before you create an ad, it's vital to know exactly what your marketing goals are. Do you want to widen your reach, boost clicks and site visits, or convert audiences into customers? Choose from Awareness, Consideration or Conversion, to help you reach your goal.

02 YOUR TARGET AUDIENCE

Create content that will keep your users coming back. Ask questions, interact with your followers, invite them

to create their own videos and reply to comments.

03 YOUR CAMPAIGN BUDGET

Once you've set how much you want to spend, your campaign will stop running when it hits your upper limit, giving you complete control over your finances. You can even adjust your budget while the campaign is running.

04 CREATIVE TESTING

Use Ad Campaigns to test different types of content to find out what resonates with your audience.

FIND OUT MORE

Meet the brand: Klorane

@klorane

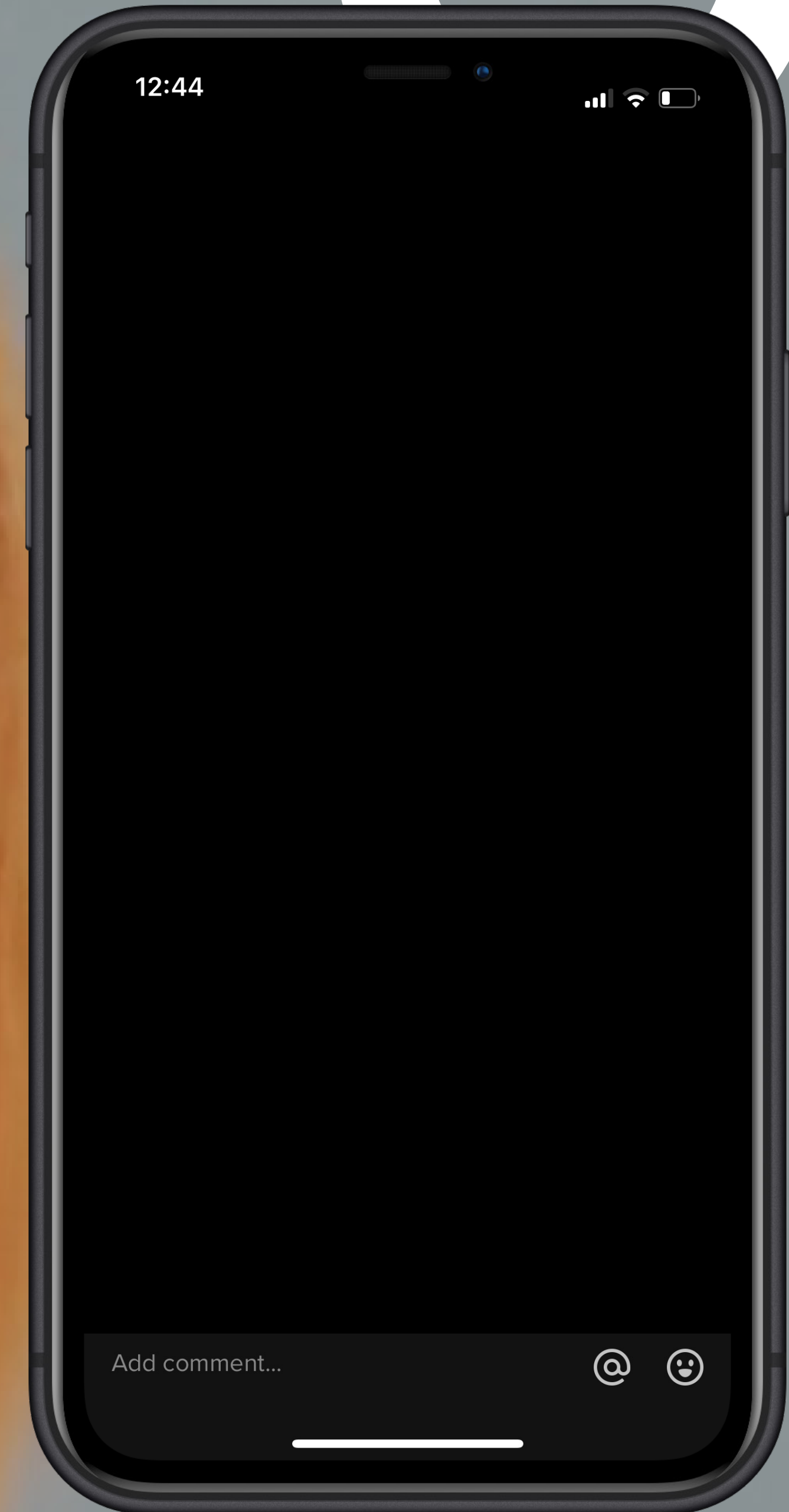
3.9M+ impressions | £0.09 cost per click / 1.12% click-through rate

Environmentally-conscious beauty brand, **Klorane**, is a French pharmacy staple. It wanted to ramp up sales and appeal to new, younger audiences with its just-launched Detox Dry Shampoo – and with TikTok’s In-Feed Auction Ads, it managed to do just that.

Klorane created a suite of four engaging campaign videos, showing two young women living their best lives in London and keeping their hair fresh with Detox Dry Shampoo. The video then lists all the benefits of the product, and finishes with a call to action, directing users to the **Klorane** site.

With over 44,000 clicks, the campaign was a stellar success. And with each of those clicks costing **Klorane** a mere £0.09, it proves that In-Feed Ads can be as cost-effective as they are wide-reaching.

Marta Kratzer, Digital Marketing Manager at **Pierre Fabre** says: *"The boom of TikTok in 2020 was impossible to ignore, especially among the younger generations. And who can blame them?! In 2020, all other social media platforms were flooded with discouraging and repetitive news. TikTok then became a tool to uplift their mood – offering gamification, music and entertainment – all in one place."*



Shopify x TikTok

We've just made life even easier for small businesses by partnering with **Shopify**, the ecommerce platform that makes buying and selling online simple.

Our collaboration means you can now create TikTok ads, track your results, and manage your orders, all **without leaving the Shopify dashboard**. Simply install the bespoke TikTok app via the **Shopify App Store**, and you'll have access to TikTok Ads Manager, where you can create campaigns to share with your audience.

Together, TikTok and **Shopify** are helping businesses of all sizes embrace new ideas, trends and insights in a simple, scalable way that will resonate with the TikTok community.

Here's what the TikTok channel for Shopify can do for you:

EVERYTHING IN ONE PLACE

Create campaigns, widen your reach and track your performance on one platform.

FIND NEW AUDIENCES

Target new audiences for authentic connections with potential customers around the world.

CREATE VIDEO ADS EASILY

With our Video Generator tool, you can create high quality, shareable ads in minutes. No production expertise required.

INSTALL THE TIKTOK PIXEL WITH A CLICK

This small piece of code lets you optimise campaigns and measure ad performance – and can now be installed with the touch of a button.

Lisa Friedrich, Head of SMB at TikTok Europe, says:
*"This partnership will hopefully be a **game-changer** for **Shopify** merchants in Europe, helping them quickly, effectively and accurately reach target audiences online, and then **convert that into spend**."*

GET STARTED ON SHOPIFY

Meet the founder: Scott Dickson

Founder, **Phox Water**

*"Pouring our efforts into driving sales via **Shopify** and TikTok has turned out to be the best thing we've ever done. While our products have always attracted environmentally-conscious customers, TikTok has introduced **Phox** to a community of people for whom sustainability is a lifestyle."*

*It has made advertising easy and **the response has been amazing** – there's definitely an audience for new ideas and eco-friendly innovations on the platform. The integration with **Shopify** helps us convert this increased interest to sales really easily.*

*On top of this, **Shopify** maximises the number of new customers we can acquire, keeps costs down*

*and tracks key metrics as we grow. Alongside helping to boost our sales by **42%** since joining the beta programme, we've expanded our workforce over the last year to meet growing demand."*



1234



123



12



Meet the founder: Danny Gray

Founder, War Paint For Men

*"TikTok and **Shopify** have allowed us to share our brand story in a **genuine way and connect with audiences** that we hadn't been able to reach before. This includes Gen Z who we are now successfully engaging with through the platform on their own terms – something that can be tricky for brands to get right!"*

*The pandemic impacted our retail potential due to physical shops having to close their doors, and we quickly realised we needed to build out our own direct to consumer channels. **Shopify** helped us do that at what felt like the click of a button and access new markets at the same time."*



1234



123



12



Discover the brands who are **thriving** on Shopify

Meet the brand: Oatsome

@oatsome



93.8% new customers converted / 1.43% conversion rate

Oatsome is one of Germany's most beloved health food brands, on a mission to create delicious breakfasts and snacks that are high in health, low in prep time. Already established TikTokers, they wanted to reach an even bigger audience and drive online sales.

Oatsome used the new **Shopify** platform to run In-Feed Auction Ads, showing someone savouring their bliss balls. Through **Shopify**, they could track the progress of their campaign, which showed that, of all the customers acquired, a huge 93.8% were buying from **Oatsome** for the very first time.

Meet the founder: Philipp Reif

Co-Founder and CEO, **Oatsome**

*"We used January 2021 to test new strategies and play on new channels like TikTok, which resulted in our products almost **selling out** in our **Shopify** store. The TikTok campaign was a way for us to reach a new audience. **93%** of the customers who came to us through TikTok were **new customers**, which confirmed the relevance of this channel for us."*

Find out more about TikTok x Shopify

OATSOME



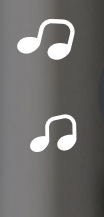
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Meet the brand: Coconut Lane

@coconutlane

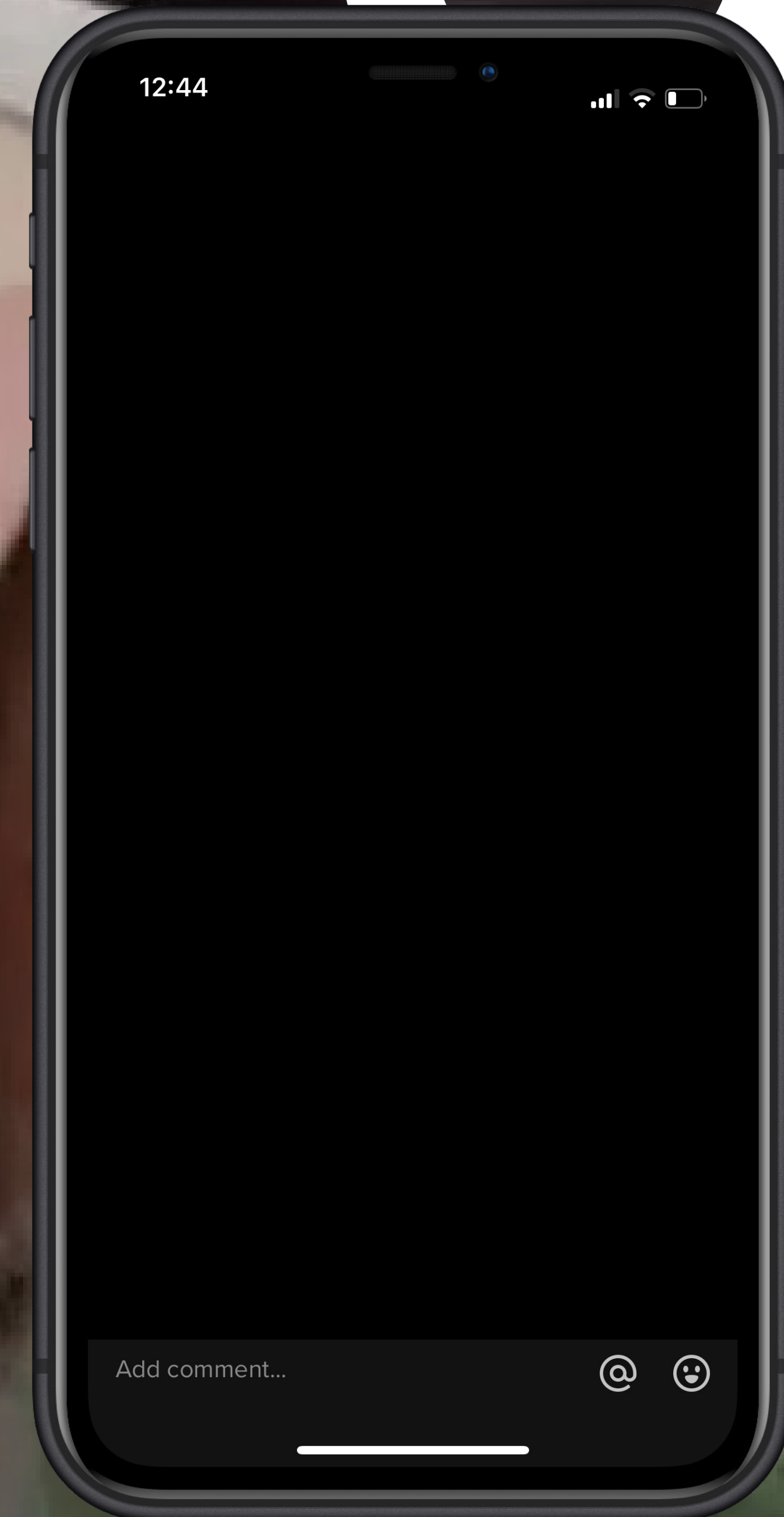
595K+ impressions / 5K+ clicks / 2.2K+ likes

Coconut Lane is a London-based fashion and accessories ecommerce brand, producing trend-led, must-have pieces that don't break the bank. They launched two high-performing campaigns through our partnership with **Shopify**, to grow their customer base and get their products seen by a fresh audience.

They used In-Feed Auction Ads to promote their colourful watch straps and new Cocogym activewear range, directing users to the **Shopify** site. This second campaign also used behaviour targeting, to land the ads in certain groups of users' For You feeds.

The fun, engaging videos fit right in on the TikTok platform – and, judging from the impressive number of clicks and likes, users clearly felt the same.

Phoebe Parker from **Coconut Lane** says, “Now we know this creative is popular, we are using this to test new audiences and to find the best interests to utilise. A big thank you to our account manager Cillian who we have regular calls with – he helped us through every step of this process and helped us achieve the results we were after.”



Meet the brand: SNOCKS

@snocks

€11 CPO | 150 conversions / 100 sales a week

The popular German underwear brand specialises socks and briefs in cutting-edge, minimal designs. It partnered with Mawave Agency to make the most of our new **Shopify** integration.

SNOCKS deployed five engaging In-Feed Ads through the integrated TikTok Ads Manager sales channel in **Shopify**. Serving as both a light-hearted brand introduction and a product promotion, the ads also offered a special promo code for the **SNOCKS** website on **Shopify**.

These ads blended seamlessly with the brand's organic content while allowing them to reach and monitor a huge new audience without ever leaving **Shopify**. By using a discount code, they could accurately track the impact of their campaign, recording an impressive 150 conversions.

Shimona Mehta, Managing Director, **Shopify EMEA**, says: *"With this new TikTok partnership, Shopify merchants in Europe can connect with new customers in a way that can help them build their brand and drive sales."*



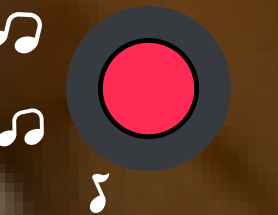
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TikTok Creator Marketplace

TikTok Creator Marketplace (TCM) is the official platform for managing brand and Creator collaborations. It helps you find your **ideal Creator**, manage collaborations and receive detailed data insights on your partnerships. Creator videos can be **up to twice as effective** as non-native promotional content, so it's a great way to get yourself noticed on the platform.

Creator videos help you let your creativity run free, while opening up new opportunities and reaching new audiences in an authentic and innovative way. And with over **35,000** certified Creators across **20 markets**, it's easy to find the one that's the right fit for your brand.

FIND A CREATOR

What can TCM do for you?

FIND YOUR PERFECT MATCH

With its sophisticated filtering function, the **Creator Discovery** tool helps make quick and effective introductions, so you can find the right Creator for any campaign.

MAKE ADMIN EASY

The **Campaign Management** tool lets you oversee every stage of your campaign – from planning, to execution, to tracking and analysis – all in one place.

CRUNCH THE NUMBERS

Use the **Performance Manager** tool to get a detailed post-campaign report, including number of views, likes, comments, engagement rates and audience breakdown.

AMP UP THE ACTION

Boosted TikToks have targeting capabilities and a clickable call to action, helping you expand your network and increase engagement.

Using TCM is quick and easy

- 01** Search for a Creator based on your own unique criteria, such as number of followers, interests, region, gender, age, device type and more.
- 02** Browse detailed Creator profiles for further insight; e.g. age, gender, favoured topics, audience breakdown, and so on.
- 03** Send your campaign details directly to the Creator and establish a connection.
- 04** Once the Creator accepts a campaign invitation and posts a Sponsored Video, you can oversee the creative process and monitor real-time campaign performance.
- 05** Review detailed post-campaign reports to understand what worked and what could be improved.

SIGN UP NOW

Meet the brand: Parc Asterix

@parcasterix

2M+ users reached | €0.0025 cost-per-user / 1K+ new followers

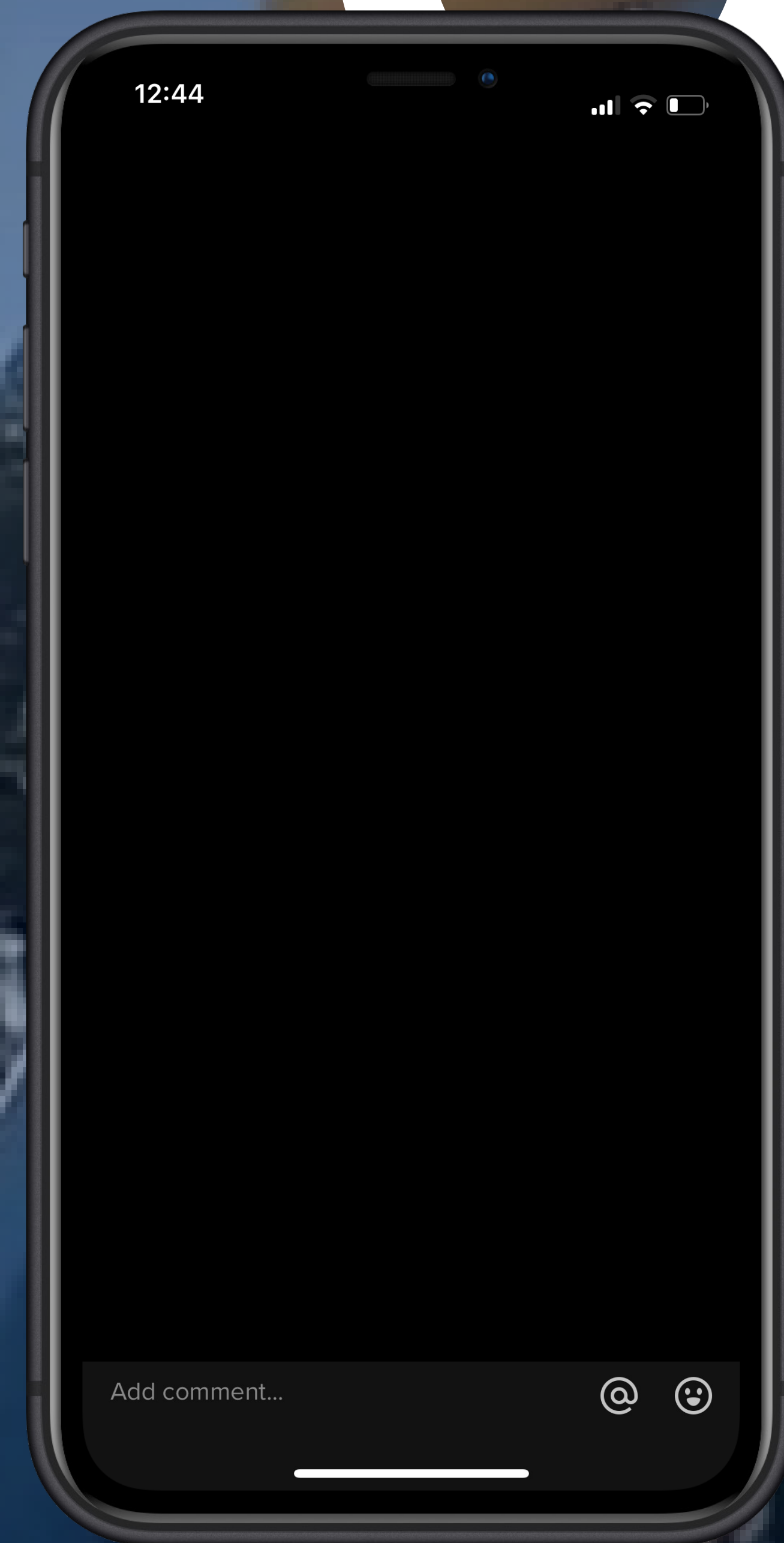
As France's second-largest theme park, **Parc Asterix** is not exactly an example of a small business – but, its successful use of **In-Feed Ads** and the **TikTok Creator Marketplace** is attainable for any business, large or small.

The park decided to time the launch of its official TikTok account to coincide with Halloween, a key date in any theme park's calendar.

Using TikTok Creator Marketplace, **Parc Asterix** was able to meet and collaborate with two well-known French Creators, **Victor** (@vito.video) and **Antton** (@anttonracca). The pair created a (fictional) **spooky story** about their time in the park, told episodically through a series of **In-Feed Ads**.

By interacting with each other's content and creating a narrative which TikTokers loved, the Creators helped foster deep engagement with both potential and existing fans, reaching over **2 million**

users in just **seven days**. The campaign also kept users watching longer, with **26%** of views lasting over six seconds, showing just how effective good storytelling can be.



Section 3:

Creative tools for your business

How to get **creative**

The brands that really manage to soar on TikTok are the ones who create the most addictive, likeable, shareable content. It's not about great advertising – it's about **great entertainment**, and we have the tools that can make it easy. Here are a few tips to get you started:

- Tell a story to grab your audience
- Make it full screen and vertical
- Sound on – have fun with music and voiceovers
- Use text overlays to get your point across
- Edit your videos from within the app
- Don't worry about making it polished – just be yourself
- Explore the tools within the app to help you create content
- Be inspired by trends and the world around you

[CHECK OUT MORE CREATIVE TIPS](#)

Meet the brand: Lancaster University

@lancasteruni

10M+ impressions / 9M+ engagements / 90K+ clicks

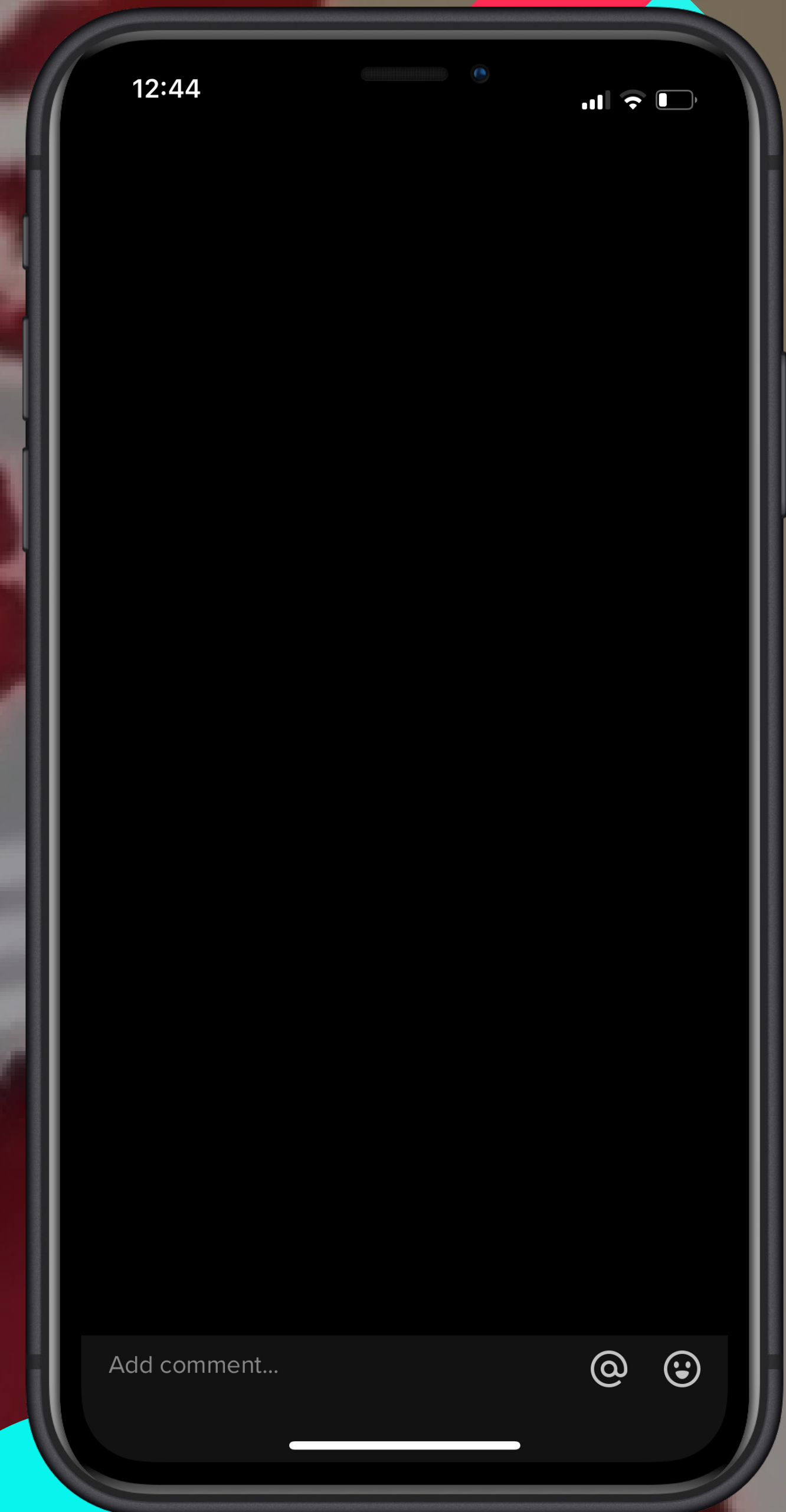
Lancaster University really did their homework when thinking about how to promote their online open days. They used creative, out-of-the-box thinking to **boost awareness** and **promote the event** to potential new students.

They knew that, to capture the interest of young people, you have to meet them where they are – and for a vast proportion of the university's audience, **that's TikTok**.

The university worked directly with its **student community** to create a series of **In-Feed Ads**, generated by the students themselves, and featuring TikTok trends like **dancing, reversed video and popular filters and effects**. Each ad had a different objective and targeted different users, to broaden the campaign's reach and serve the right content to the most receptive audience.

By letting its students do the talking, in a voice its audience could relate to, the campaign was wildly successful, receiving over **90,000 clicks** through to the landing page and marking the university out as a fun and relevant place to study.

Cat Prill, Marketing Coordinator at **Lancaster University**, says: *"The results of the campaigns have really surpassed **Lancaster University's** expectations. We've loved sharing the great work our students create and allowing them to **speak for the brand**, and having flexibility and control over the campaign has meant we can really maximise performance and spend."*



Creating the **perfect** TikTok

Everything you need to create the perfect TikTok is right there within the app. All you need to do is **log in** to your TikTok account, tap the **+** **button** on the bottom of the screen, and hold down the **pink button** to start recording. And there you go – you’ve just made your first TikTok.

Next step, editing. This is where you can let your creativity run wild, and add all the extras you need to tell your unique story.

ADD MUSIC

Tap Sounds at the top of your screen to explore the TikTok Sounds Library. Use the Trim function to cut down your chosen track, for the segment that packs the most punch. If you’ve been verified as an official brand account, you can choose from

over 150,000 royalty-free tracks in the **Commercial Music Library.**

SWITCH CAMERAS

Add extra interest by switching between your front and back cameras. Simply use the **Flip button** on the top right-hand side of your screen, or double-tap your screen, to seamlessly flick between the two.

CHANGE SPEED

Use the **Speed buttons** at the bottom of your screen to adjust the pace of your video. Amp up the drama with a slow-motion effect, or keep things playful by fast-forwarding.

APPLY A FILTER

Tap the **Filter button** on the right-hand of your screen, or swipe your finger across the screen, to browse filter categories including Portrait, Landscape, Food and Vibe. You can even add Beauty Mode over the top, for flawless skin alongside any filter.

SHOOT HANDS-FREE

Press the Timer button on the right of your screen, choose your delay time, then drag the bar along the bottom of your screen to choose the length of your recording. Hit **Start countdown** and get ready to go.

ADD EFFECTS

Press the **Effects button** on the bottom left of your screen, where you’ll find awesome effects in categories such as New, Trending and Interactive. Tap an effect to preview it, then tap the main screen to begin recording.

ADD TEXT

Tap the **pink tick** on the bottom right-hand side of your screen for even more editing tools, including **Text**. Tap the button, type your message and adjust the font, alignment and colour of your copy. You can even set when text appears and disappears with the Set duration tool.

RECORD A VOICEOVER

Add another layer to your storytelling or create a 'how to' by tapping the **Voiceover button** on the right-hand side of the second editing screen. Drag the bar to choose the point in your video that you would like to voice over, then press **Record**.

DON'T FORGET A CALL TO ACTION

Make reaching your website or browsing your products effortless with one of TikTok's many **CTA buttons**; or draw users in with an unmissable offer.

Once you've made the perfect video, hit **Next**. This will take you to the **caption page** where you can describe your TikTok, tag Creators and share your video across different channels. Press Post on the bottom right-hand side and watch the likes pour in.

Our Creative Toolkit

Now you know how to make the perfect TikTok, you can take your videos to the next level with our suite of easy-to-use creative tools within TikTok Ads Manager.

SMART VIDEO

Forget difficult and laborious editing – Smart Video uses artificial intelligence to analyse your videos and images to choose clips and music, creating perfectly put-together TikToks.

SMART VIDEO SOUNDTRACK

Choose the genre of your background music, and Smart Video Soundtrack automatically finds the right music for your video – and it's all royalty-free.

QUICK OPTIMISATION

Automatically combine visual effects, opening frames and music with just one click. Plus, Quick Optimisations can even convert horizontal footage into vertical video.

ASSET ANALYSIS REPORT

An all-in-one reporting tool to pull out performance data for every individual piece of content, allowing you to analyse each part of a campaign.

VIDEO TEMPLATE

Converts images to video with 100+ customisable templates, allowing you to showcase more products, or show off different aspects of your brand.

SMART TEXT

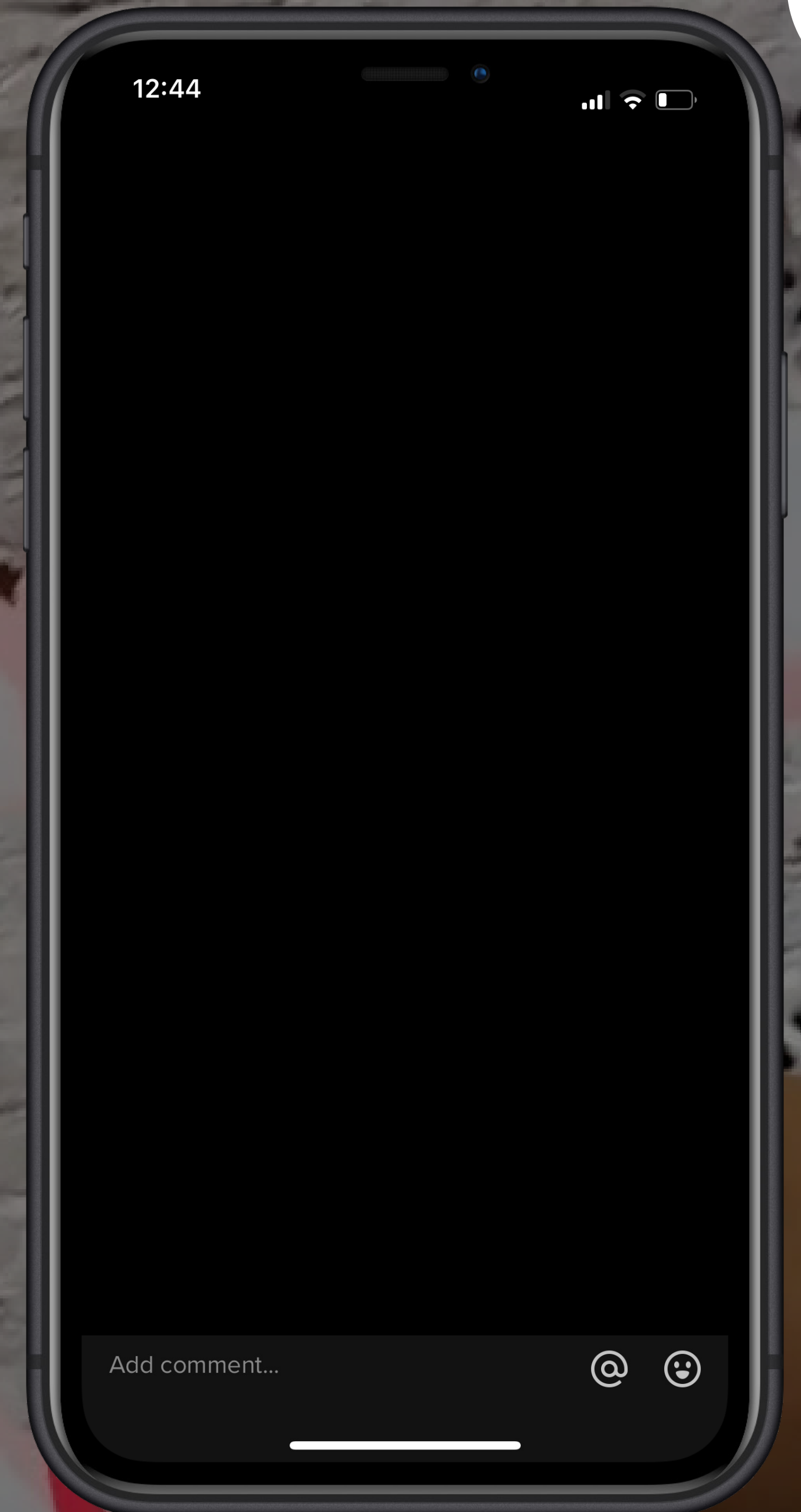
Makes it faster and easier to generate popular ad titles according to keywords and phrases. It also translates for you, so you can speak to your global audience more easily.

AUTOMATED CREATIVE OPTIMISATION

This tool automatically arranges your creative assets into multiple ads, which then get continuously analysed to find the perfect combination to help you reach your campaign goal.

TIKTOK VIDEO EDITOR – COMING SOON

A whole suite of editing tools, allowing you to cut and crop footage, add transitions and effects, and much more.



Discover the brands creating **great** TikTok content

Meet the brand: Barò Cosmetics

@barocosmetics

27% lift in lead generation / 10K new leads / 1K new orders

Italian skincare brand, **Barò Cosmetics**, wanted to spread the word about its **locally-sourced**, antioxidant products in the most authentic way possible. Partnering with Cult ADV, it created several native, **In-Feed Ads** to reach a wider audience.

The ads were designed to engage with users on a deeply personal level. They showed relatable models performing a simple **beauty routine**, overlaid with a modern and upbeat soundtrack. The video also offered a **€50 coupon** for submitting a form, helping **Barò Cosmetics** acquire potential customers' contact details.

These ads clearly resonated with the TikTok community, creating over **8 million impressions** and more than **48,000 clicks**. And with over a thousand new orders, it was as profitable as it was wide-reaching. Always a good look.

12:44



Baro



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Add comment...



Meet the brand: My Family

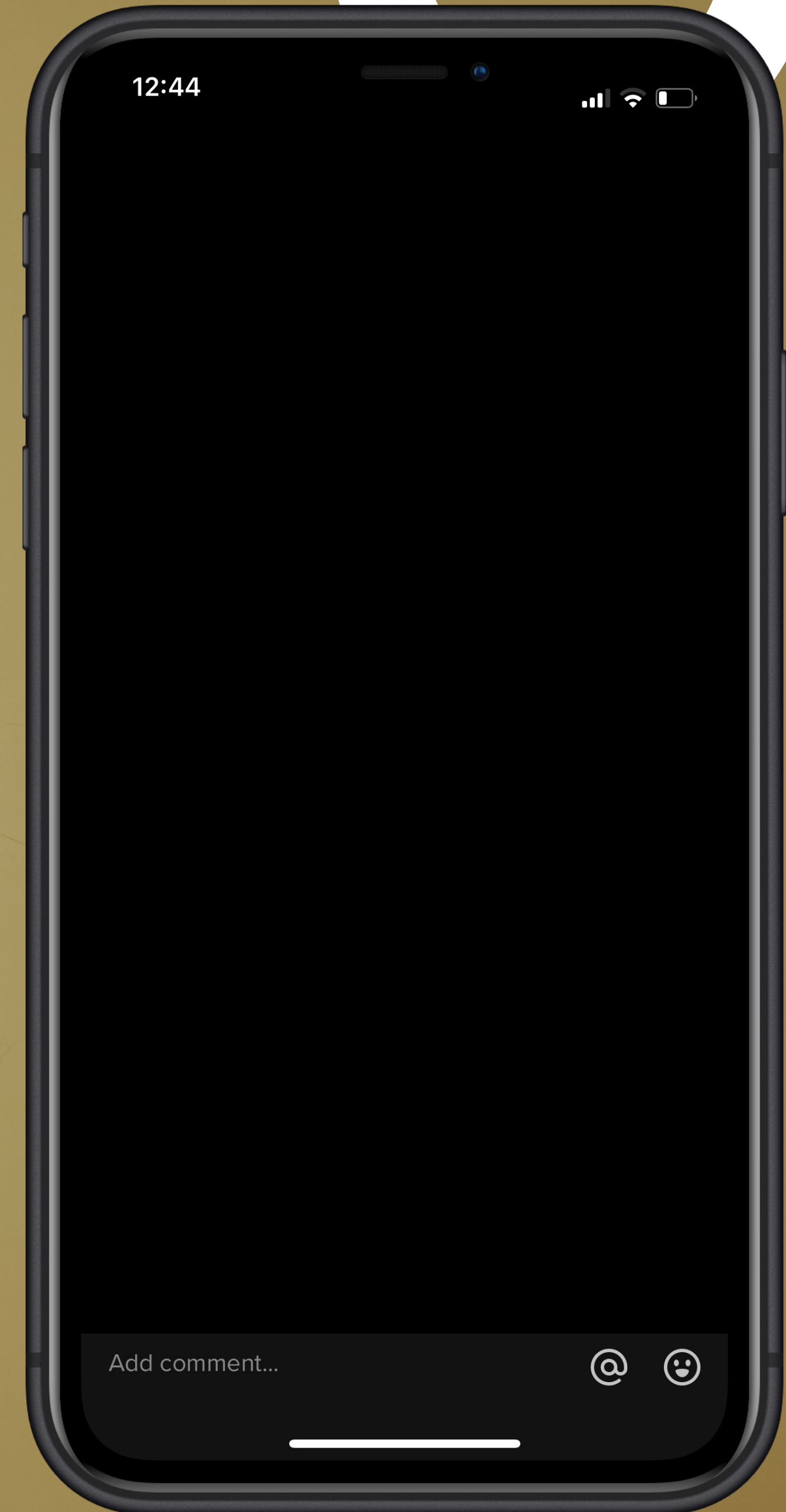
@myfamily

7M+ impressions | 35K+ clicks | 47% below average CPM

My Family is a pet accessories company based in Italy, supplying gorgeous hand-enamelled ID tags to pet owners all over the world. To create a buzz around their brand and drive traffic to their site, they deployed four In-Feed Ads through TikTok Ads Manager.

Each ad told a different story, highlighting **My Family's** wide range of products. They showcased their signature ID tags, harnesses, collars and leads in **real-world** scenarios which any dog-lover could recognise.

The eye-catching videos integrated seamlessly with users' For You Feeds, leading to over **35,000** clicks at a cost per impression **47%** lower than any other leading platform – enough to get any brand's tail wagging.



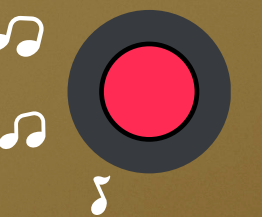
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Meet the brand: Louise Carter

@louise_carter_jewelry



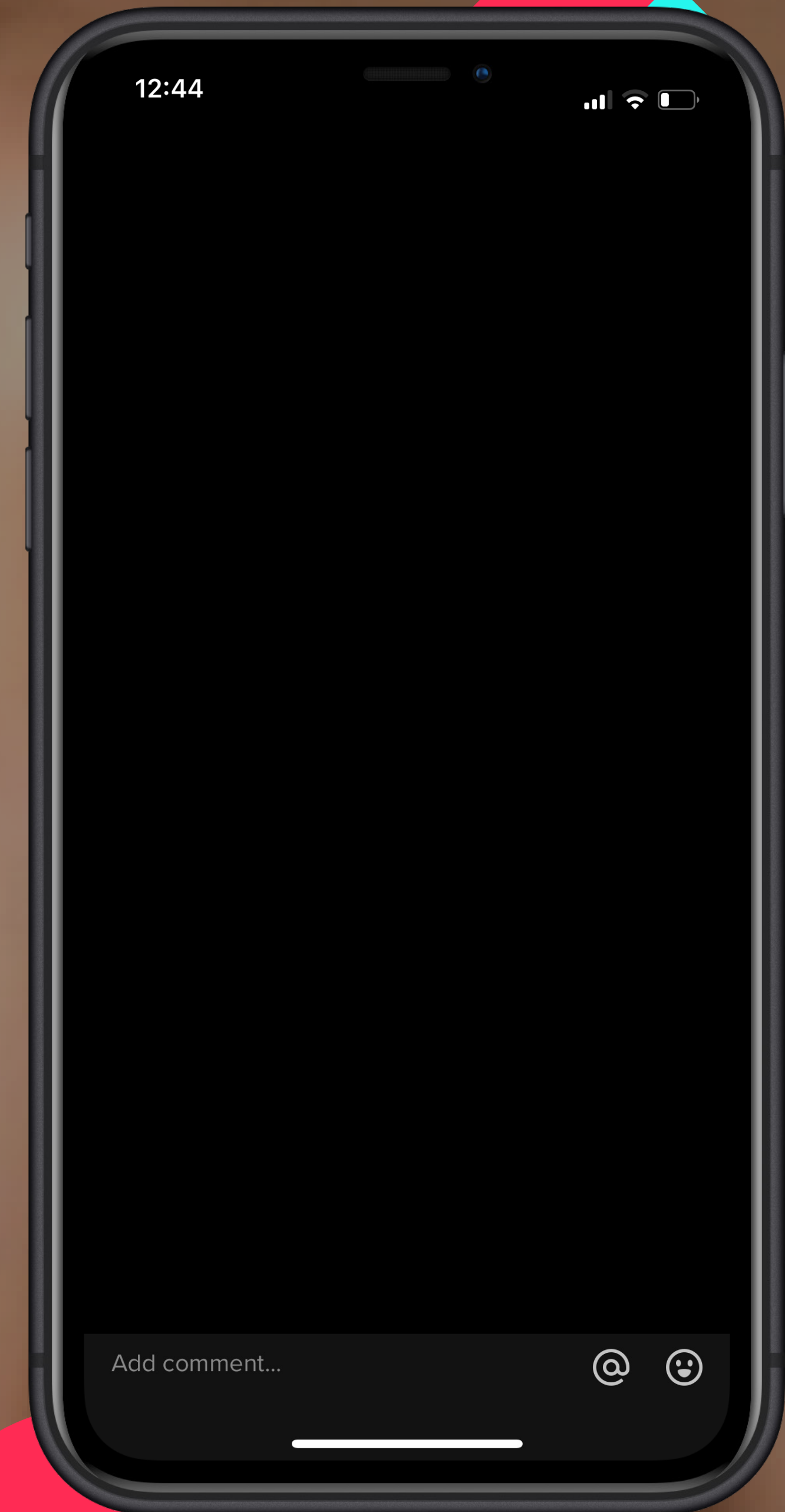
9.6M+ impressions | 12.37% conversion rate | 0.77% click-through rate

Louise Carter prides itself on supplying the brightest and most beautiful zircons in the world – and it turned to TikTok to make sure the world knew about it.

Wanting to build a stronger brand presence, **Louise Carter** created a suite of **In-Feed Auction Ads** to showcase their jewellery and deliver a range of messages. From a glowing customer testimonial, to highlighting how perfect the jewellery is as a gift (or for yourself), the ads raised awareness of all aspects of the business, and offered **10% off** for following the account.

This incentive led to over **60,000 clicks** and a **12.37% conversion rate**, proving what a gem TikTok can be in any brand's marketing strategy.

A representative from **Louise Carter** says, "TikTok users have a strong behaviour of engaging with advertisers and buying online and I will recommend TikTok to everyone looking for high-quality traffic to their stores. In addition, the advertising support from TikTok is second to none. I have weekly meetings with its account manager, who gave me full support and useful guidance to achieve a win-win situation."



Starting your **journey** on TikTok

Of all the tools you could use to show off your brand on TikTok, the most powerful way to make an impact is to **tell your own story**.

Share your journey – both the ups and the downs – to help build a relationship with your audience, and show the friendly face behind the brand.

Tap into **communities** that align with your brand purpose, and collaborate with **Creators** who can get you noticed.

Whether you're embracing your failures or celebrating your successes, TikTok is the platform that will support you every step of the way.

And remember:
DON'T MAKE ADS, MAKE TIKTOKS



TikTok:
For Business

Want in?

Join hundreds of small businesses going viral, reaching engaged audiences and growing their sales on TikTok.

GET STARTED

- ¹ All figures: Nielsen Authenticity Study commissioned by TikTok, 2020
- ² Kantar, The Power of TikTok report, 2020
- ³ GWI, Base: Social Users vs TikTok audience, 2020
- ⁴ Nielsen Authenticity Study commissioned by TikTok, 2020
- ⁵ TikTok Marketing Science, European Holiday Shopping Research, Conducted by Walnut Unlimited, 2020
- ⁶ TikTok Marketing Science, European Holiday Shopping Whitepaper, Conducted by Walnut Unlimited, 2020
- ⁷ Marketing Science Role of Music on TikTok 2020 conducted by InSights Consulting
- ⁸ Grand View Research, 2018
- ⁹ Le Point, 2019