

TikTok *for your business*

*Rachel Cryan &
Anna Lomax
December 2021*



Agenda

Part 1:

- Understanding and posting content on TikTok – by Rachel

Part 2:

- Advertising on TikTok – by Anna



*Part 1:
Understanding & posting
content on TikTok*

How to use TikTok's organic/free service

About Rachel

- I recently **joined Anicca** following **7-year career in social media** at a range of businesses and agencies
- **I love the 'mix of creativity and analytics'** as well as 'the response from clients when they realise how effective good social media advertising can be'.
- I am one of just 25 trainers in the UK **accredited by Facebook** to deliver their digital skills programme



Agenda

- What is TikTok?
- Creating a strategy
- Platform Features
- TikTok Best Practice



What is TikTok?

A bit of an introduction

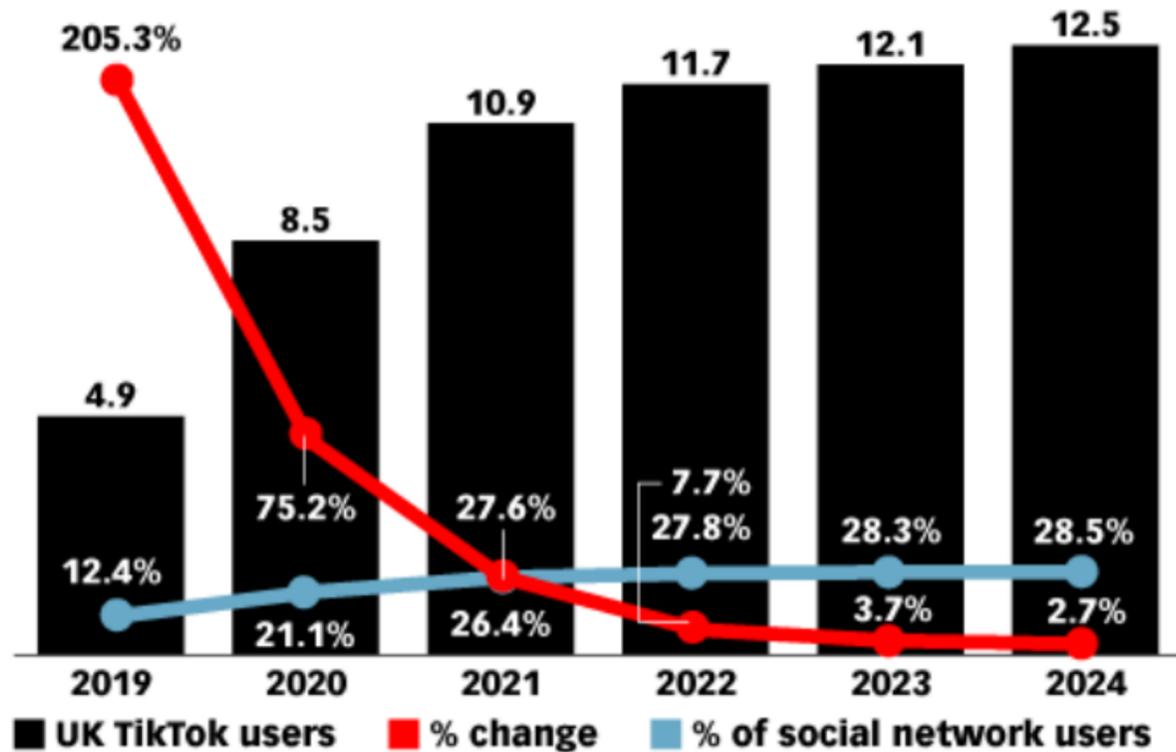
Introducing TikTok

- **Video-only** platform (15 secs to 3 mins)
- Created in China **by ByteDance**
 - International version released in 2017 was called **TikTok**
 - **Musical.ly** was already popular in the west, which ByteDance bought and merged into TikTok in 2018
- Popularity is based around **use of music and rapid trends** – where a dance or music is copied, so the trend goes viral
- **Age profile** of users was initially very young (including young children)
- Concerns over **data security** – some countries attempted or did ban it
- Audience is getting older as it becomes **more mainstream**
- Now being **used commercially** and it is developing a more sophisticated **ad platform**

TikTok – users in the UK

UK TikTok Users, 2019-2024

millions, % change, and % of social network users



Note: internet users who access their TikTok account via any device at least once per month

Source: eMarketer, Sep 2020

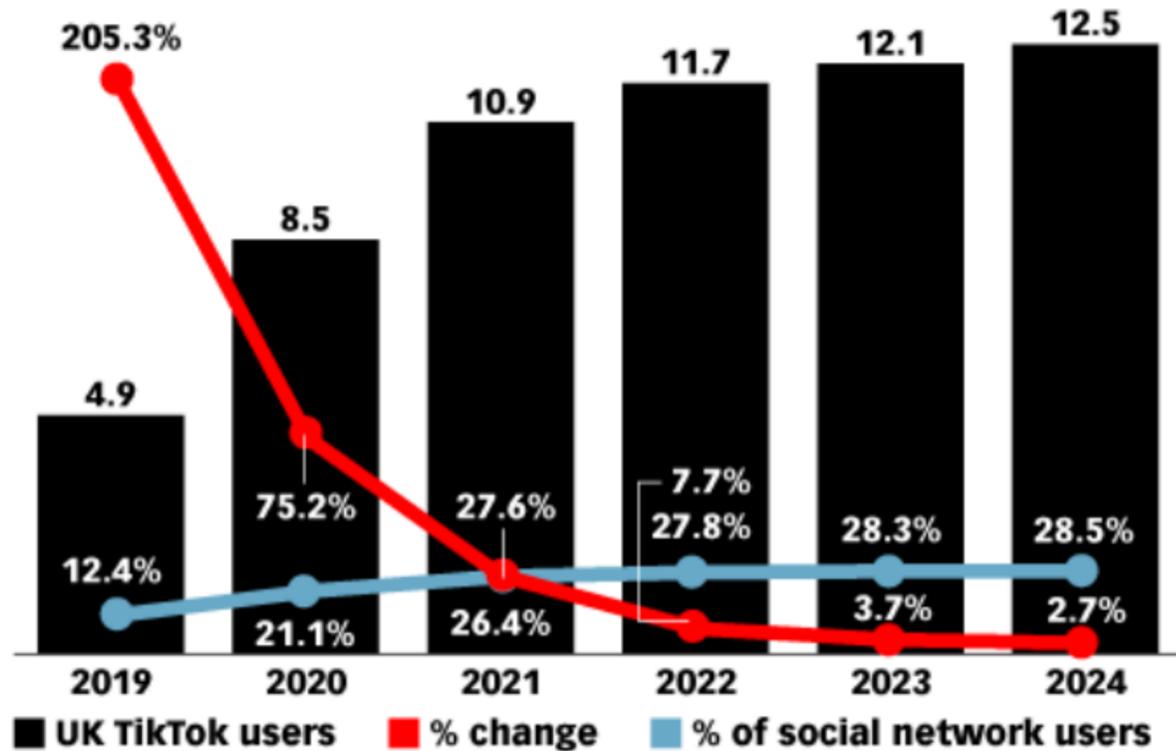
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www.eMarketer.com

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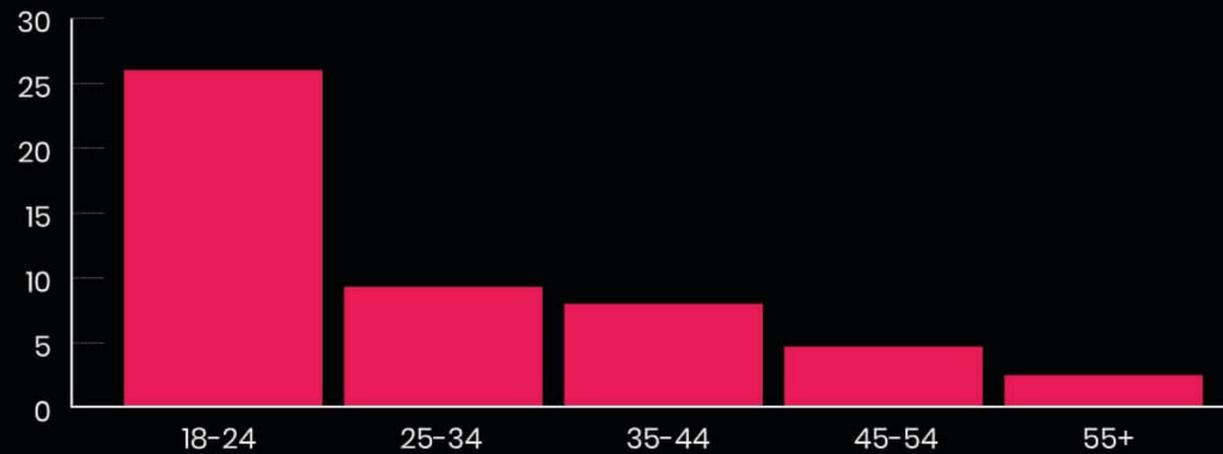
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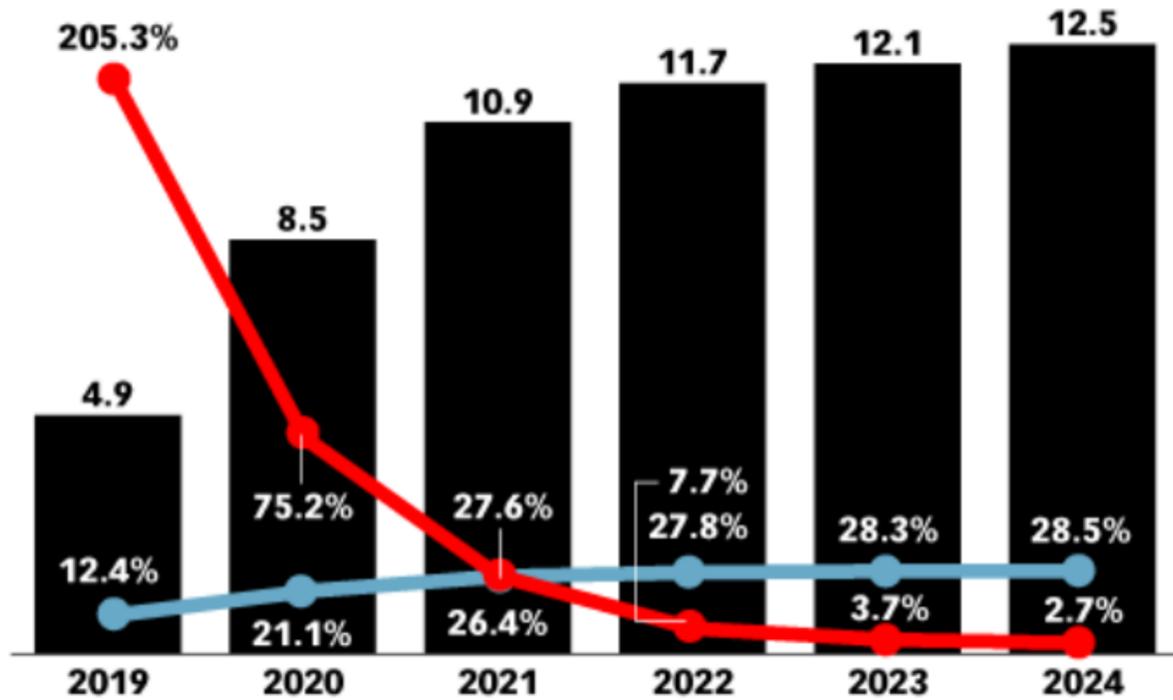
% of UK smartphone users who have TikTok



TikTok – users in the UK

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■ UK TikTok users ■ % change ■ % of social network users

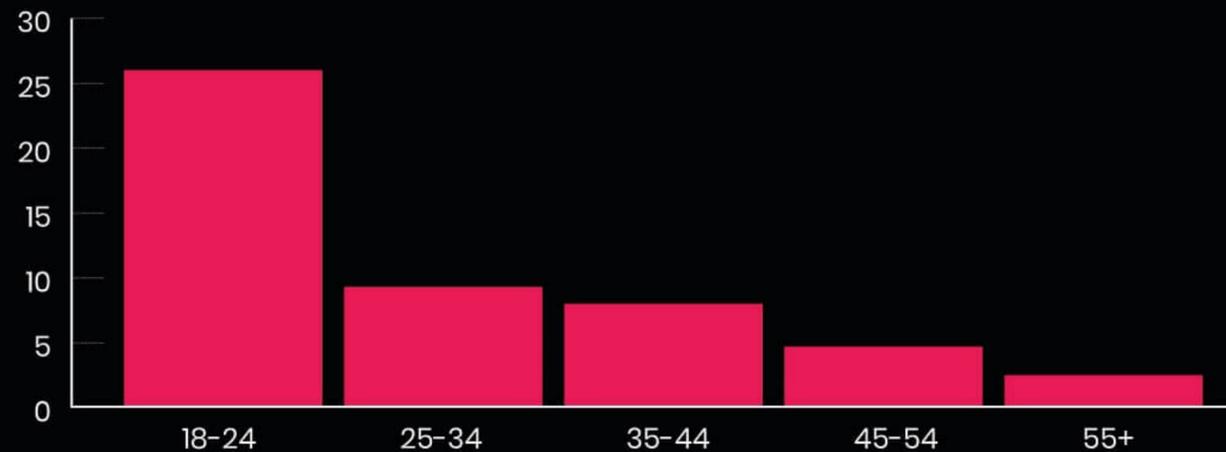
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www.eMarketer.com

% of UK smartphone users who have TikTok



BBC Sign in Home News Sport Weather iPlayer Sound

NEWS

Home Coronavirus Climate UK World Business Politics Tech Science Health Family & Education

Technology

TikTok overtakes YouTube for average watch time in US and UK

6 September

Firstly...

If you want to learn more about TikTok... download it and start with playing about in a personal capacity.

Also... you'll be relieved to know you DON'T have to dance.

Creating a strategy

Understanding what to post

TikTok Strategy

Plan before you post – just like any other social media

- **TikTok is only video content** – so it might take a little longer to create this content than what you're used to.
- Equally, the content **doesn't have to be 'high quality'** a TikTok created in just a few minutes could go viral.
- **Use a content calendar** to plot in your TikToks alongside your other social media content.

TikTok Strategy

TikTok prioritises authenticity and entertainment over commerce

- Minimal organic shopping features.
- Their ads platform supports commerce features.
- Your objective for organic posts on this channel should be **Brand awareness and engagement**

TikTok Strategy

TikTok is a lot more reactive than any other social media channel

- It is best to have a quicker path for internal approval of content than you might for your other organic content.
- **For reactive trends, you should jump on these instantly** before they blow up and there is masses of content. Even if you're a couple of days later, this will drastically impact your performance.

TikTok Strategy

Keep content consistent

- Without consistent content, you might still see success on your posts. But the best way to get followers is to have a **common theme** within all your content.
- Don't stray too far from your **brands core values**.
- For example, if you're a solicitor, you don't have to be humorous, but you could provide useful insight into different aspects of the law to help educate people.

TikTok Strategy

Post regularly – every day if possible

- **Make TikTok a priority platform** from an organic engagement perspective.
- By posting more content there are more chances for your content to be seen.
- You can even post very similar content to test different audios, post lengths etc.

TikTok Strategy

Report on metrics

- Make sure that you are keeping **track of your metrics** to see how your content is performing.
- You can use a custom date range which shows things such as follower growth, video views, trending videos, engagements etc.
- **Make sure to experiment** to learn which content is working/ not working.

Platform Features

How to use the platform

TikTok's Algorithm

- This algorithm is **far more advanced** than that on Facebook or Instagram.
- The content is **more relevant** than you could ever imagine.

TikTok's Algorithm



- Which accounts you follow
- Comments you've posted
- Videos you've liked or shared on the app
- Videos you've added to your favourites
- Videos you've marked as "Not Interested"
- Videos you've reported as inappropriate
- Video completion rate
- Content you create on your own account

TikTok's Algorithm



***Video
Information***

- Captions
- Sounds
- Hashtags
- Effects
- Trending topics

TikTok's Algorithm



***Device &
Account
Settings***

- Language preference
- Country setting (you may be more likely to see content from people in your own country)
- Type of mobile device
- Categories of interest you selected as a new user

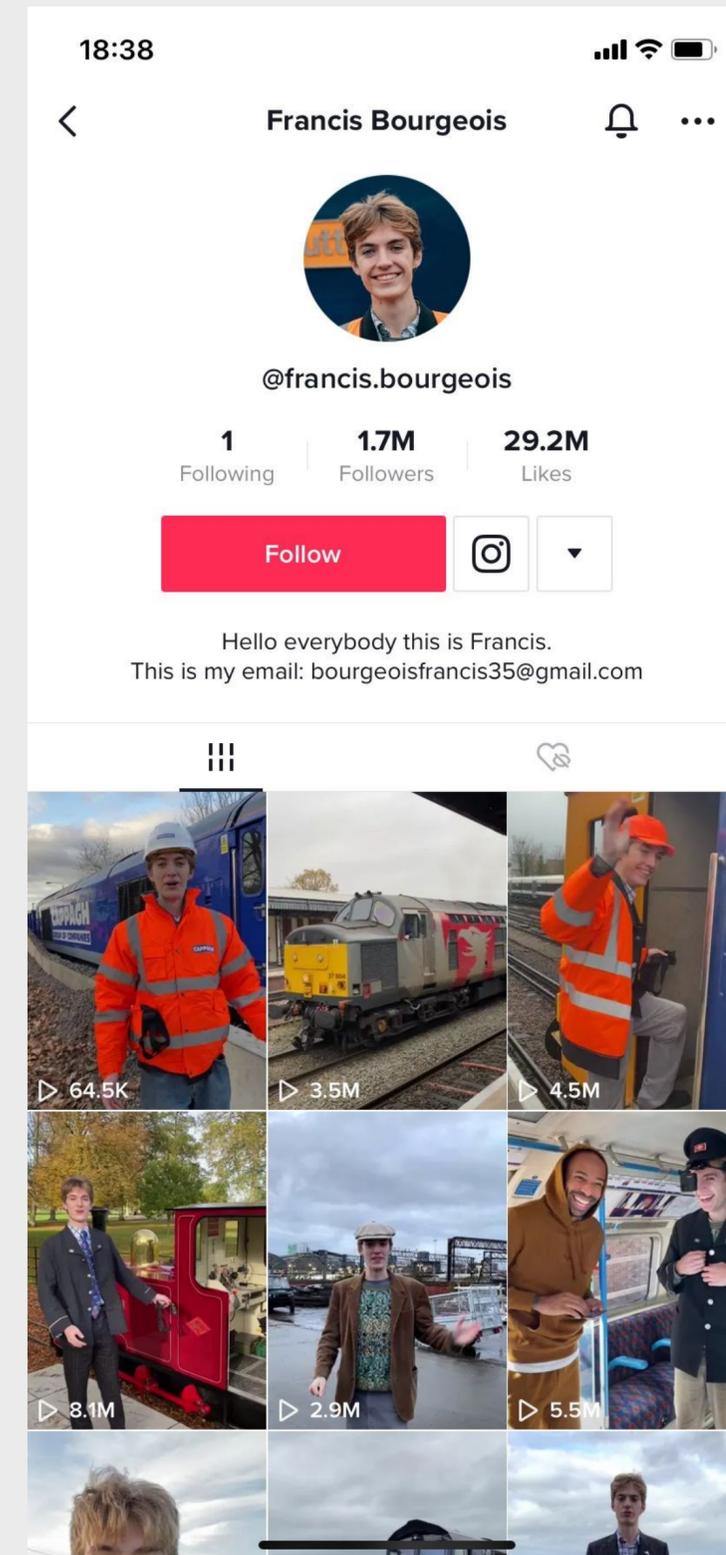
“For you” page

- The For You Page is **your main feed**.
- The videos shown here are tailored to you based on TikTok's algorithm.
- **Everyone's for you page is different!** Yours will look different to your friends and are not necessarily based on content which is 'trending'.
- You won't see repeated content.
- There is also an option for a 'following' page where you can specifically look at the content posted by the people you follow.



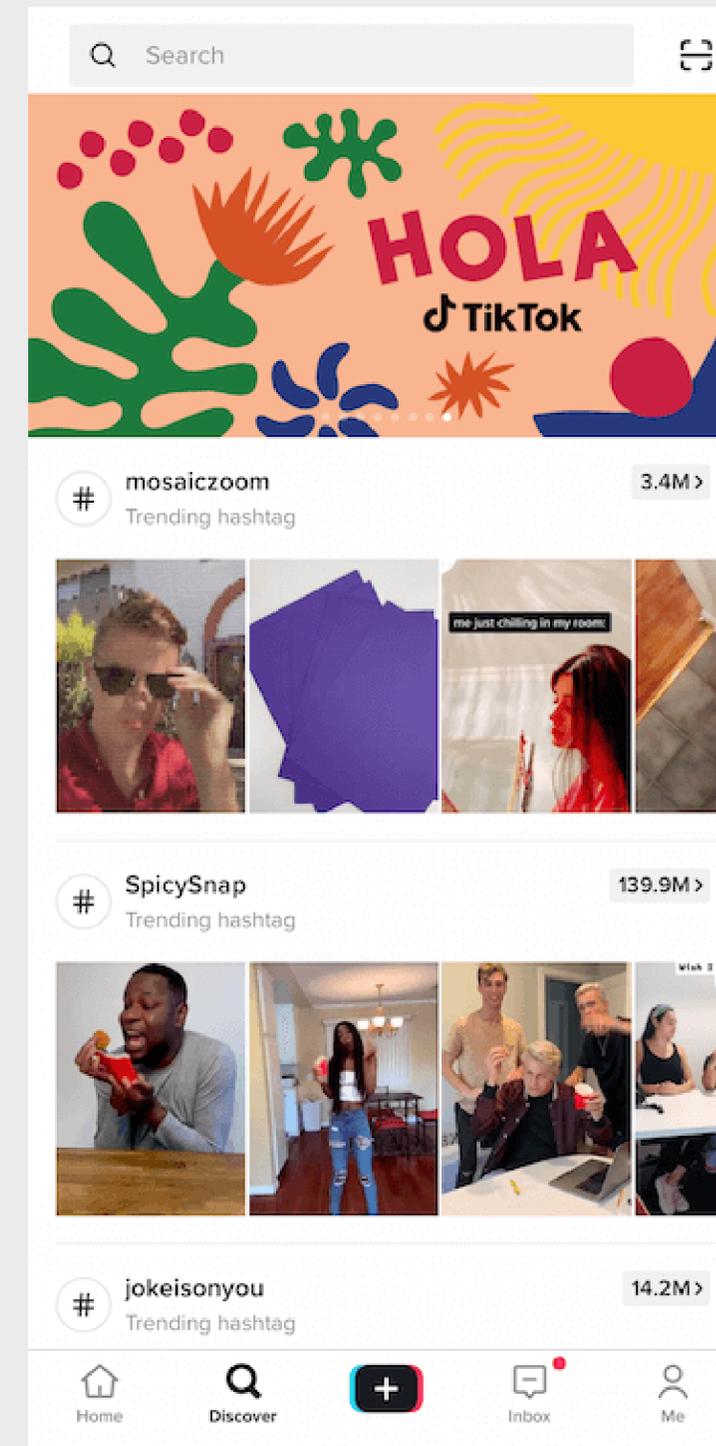
Followers

- You are **more likely to see content from those who you aren't following** more often than those who you do follow.
- Focus on creating engaging and consistent content and followers will come...
- With the right content and the right niche, you could find your followers grow much quicker than any other platform.



“Discover” page

- Easy way to discover new trends and try them out for yourself.
- This is a **good source of inspiration** if you’re looking for something different than what you see on your usual For You Page.
- You can also search via this page – users, sounds, videos etc.



Great brands on TikTok

M&S

The accounts ran by the store team (such as Romford) are so entertaining

Black Country Museum

Very educational, yet reactive. Interesting videos due to location.

Ryanair

Cheeky – very relevant to a young audience. Minimal boundaries it seems.

LinkedIn

Great tips on careers, salaries, HR issues, workers rights etc.

Duolingo

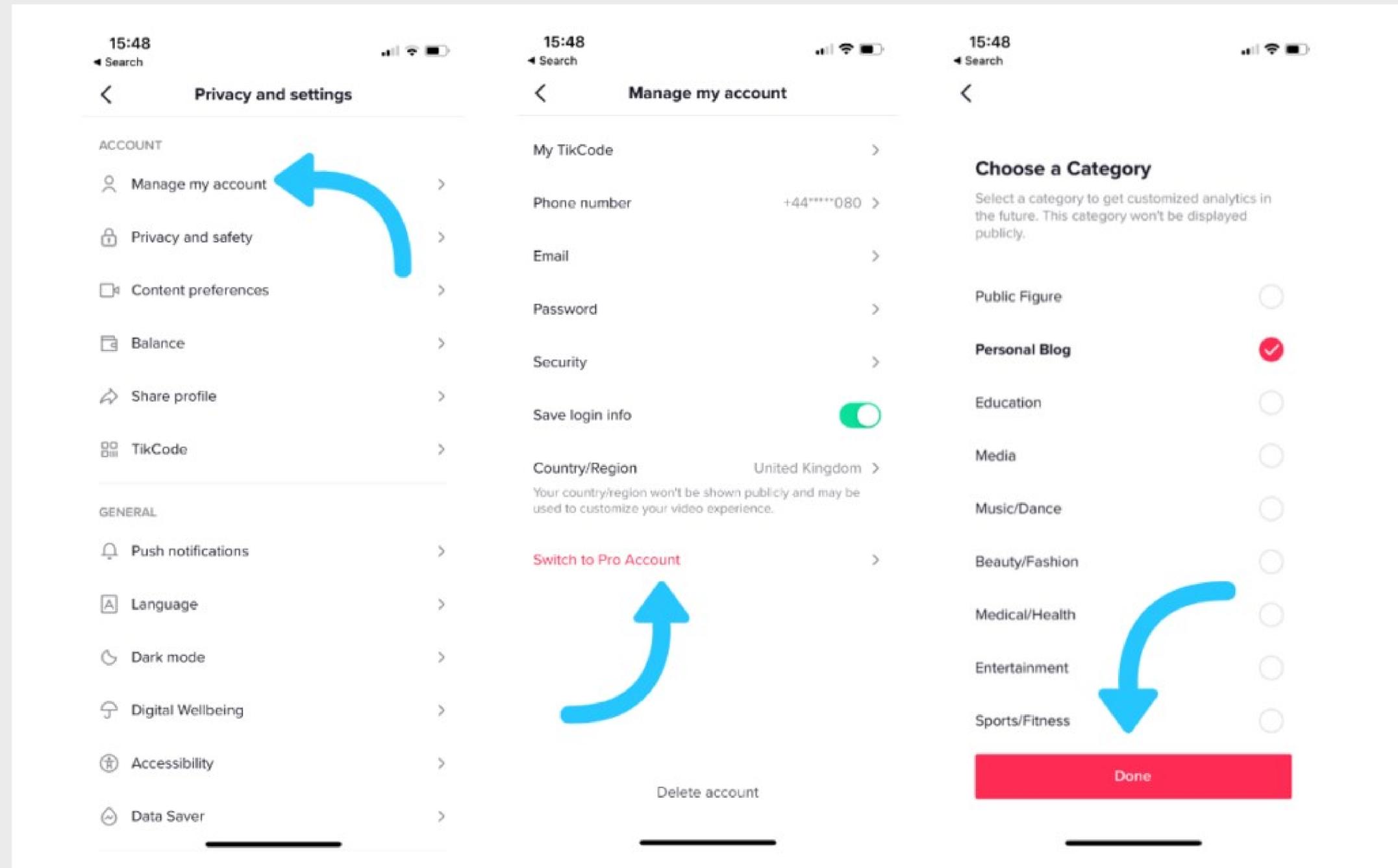
‘Humanised’ the brand using the little owl persona to join trends

TikTok Best Practice

How to get the most out of your content

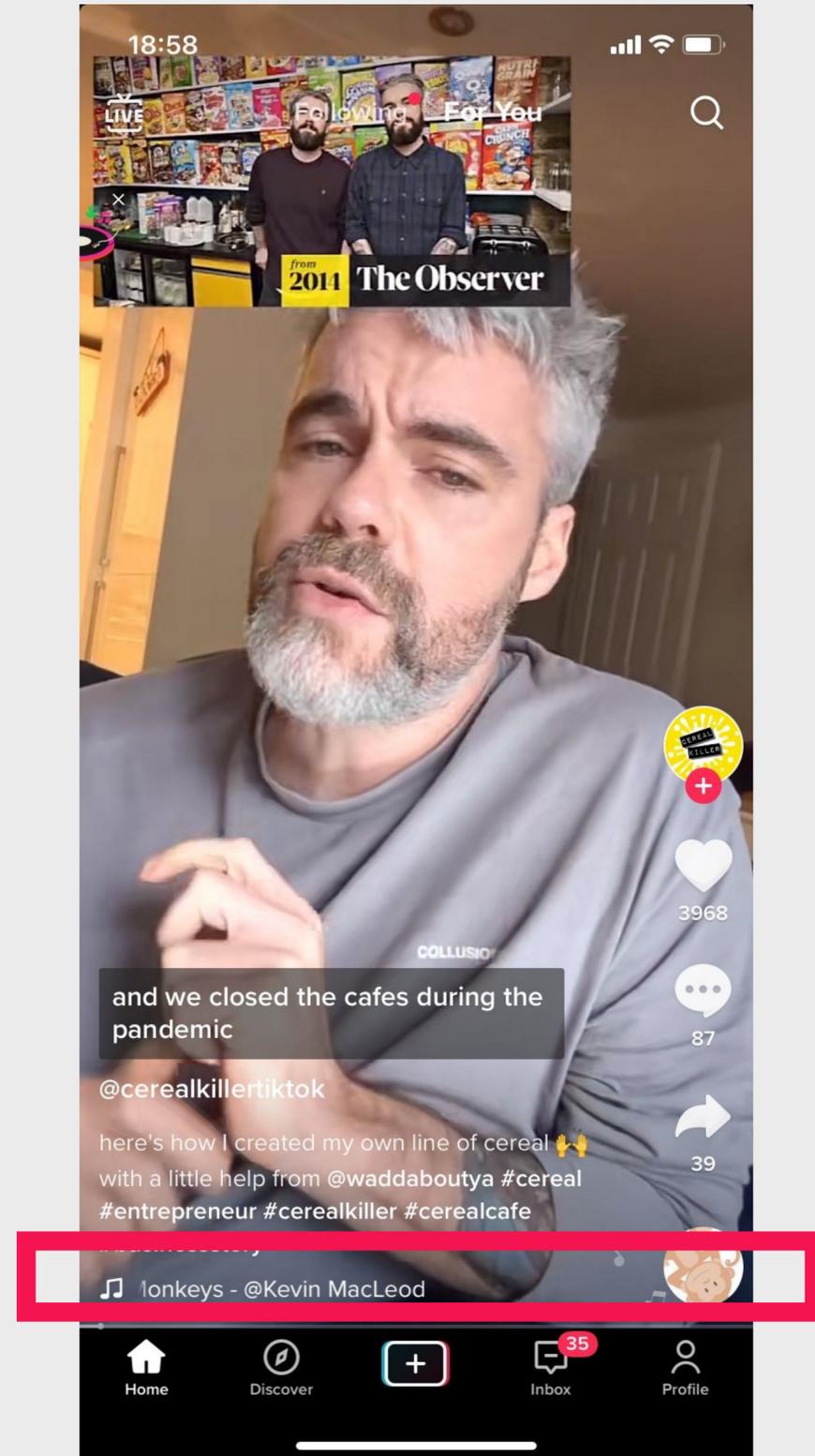
Set up as a “pro account”

- By setting up a **Pro Account** you will have access to insights just like any other social media platform.
- **Creator accounts** also have these but the metrics are less detailed.



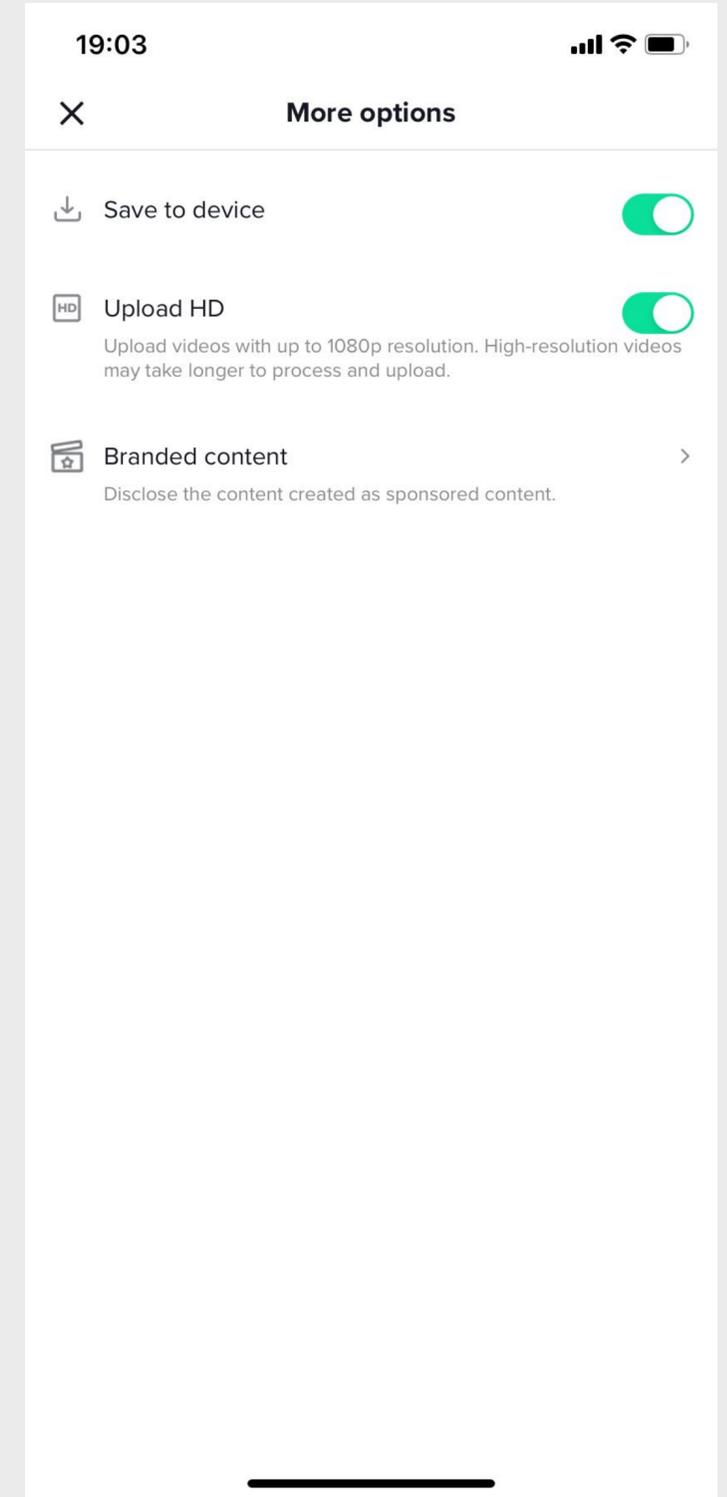
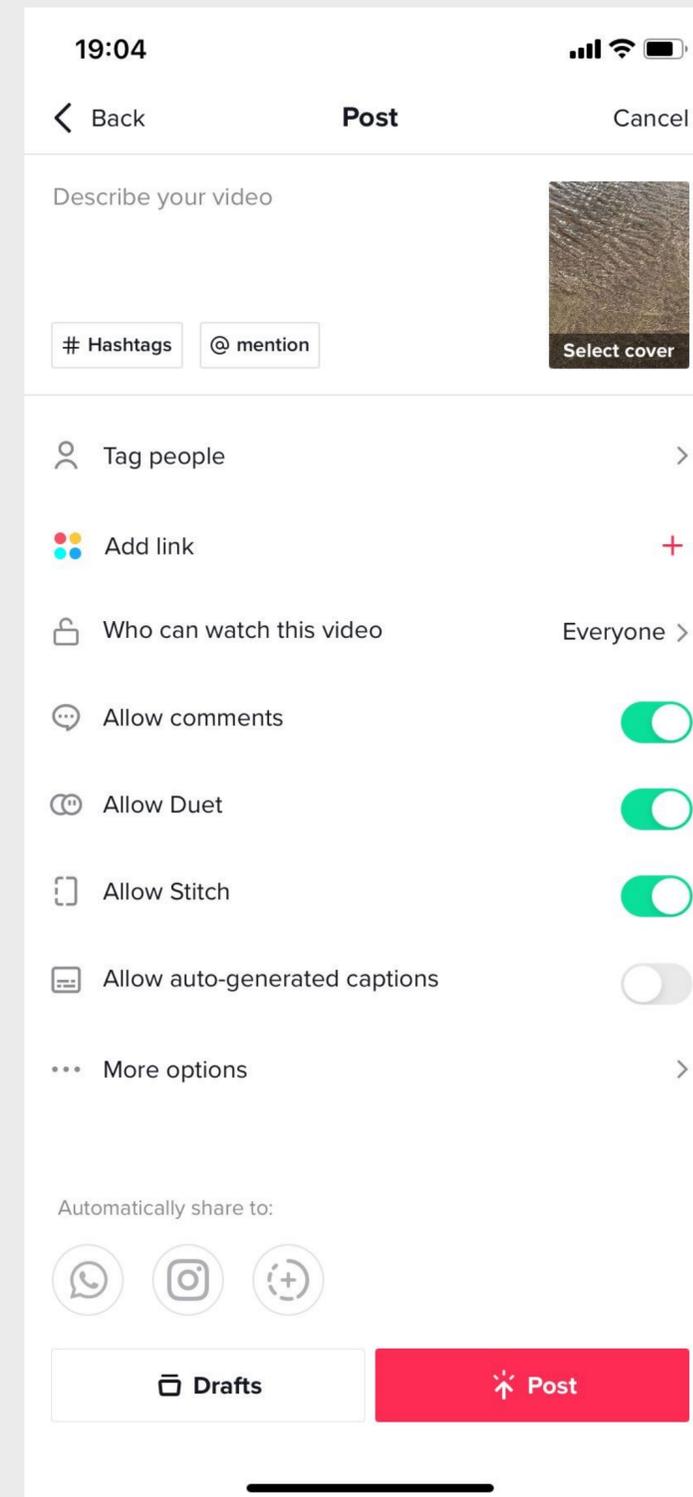
Content - Sounds

- Most of the sounds you hear on commercial radio are more popular because of TikTok.
- When creating a TikTok **only use 'trending sounds'**. **You will get a lot more views** when you use a trending sound compared to any random song you pick.
- This is because TikTok will be serving videos using these songs more regularly to people who have engaged with other videos using this sound.



Content - Editing

- You can **pre-record** videos and **upload/ edit** within the app at a later date.
- You can also create a TikTok on the go – **filming within the app**.
- **Upload in HD** – as shown on the right.
- **Capture attention fast** – in the first few seconds.



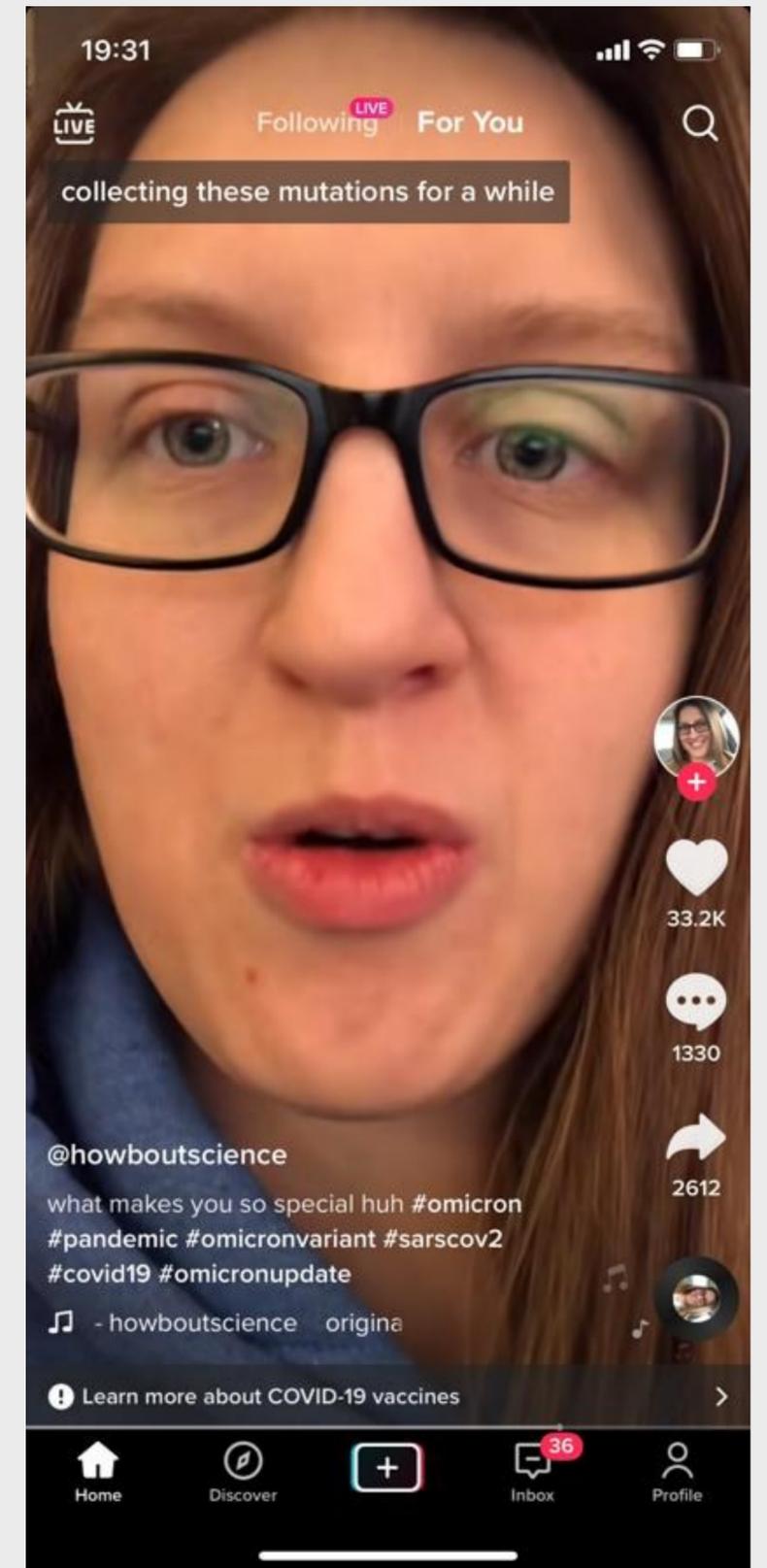
Content – Editing

- Use a cover caption to help users go your profile and find specific videos
- **Unfiltered look is the norm on TikTok** – the best content is unpolished! Takes the pressure of new creators
- Always **use vertical video**
- Keep it concise – a big contributor to going viral is to ensure that people watch your video in full so keep it short (**15 seconds or less**).



Content – Captions

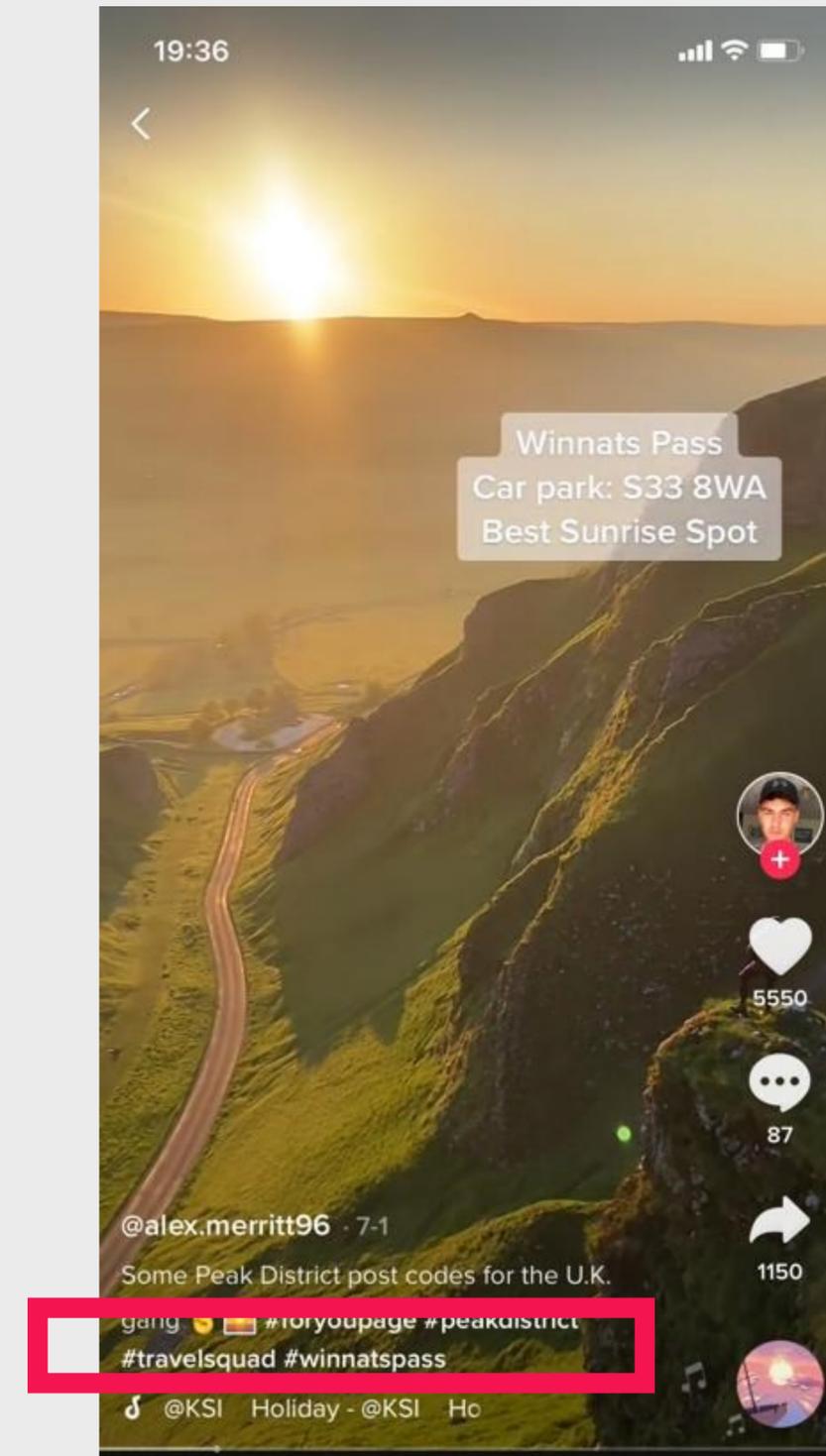
- The text tool is really important – people watch videos without sound.
- Tiktok has a **caption generator which is really easy to use** and makes your videos accessible to all users. You can edit the text that it suggests if it gets it wrong.
- Be considerate on where you place your text!
Avoid the bottom and the right-hand side as it may get covered with the caption or the engagement buttons.
- Voiceover is a great way to enhance a story



Content – Hashtags

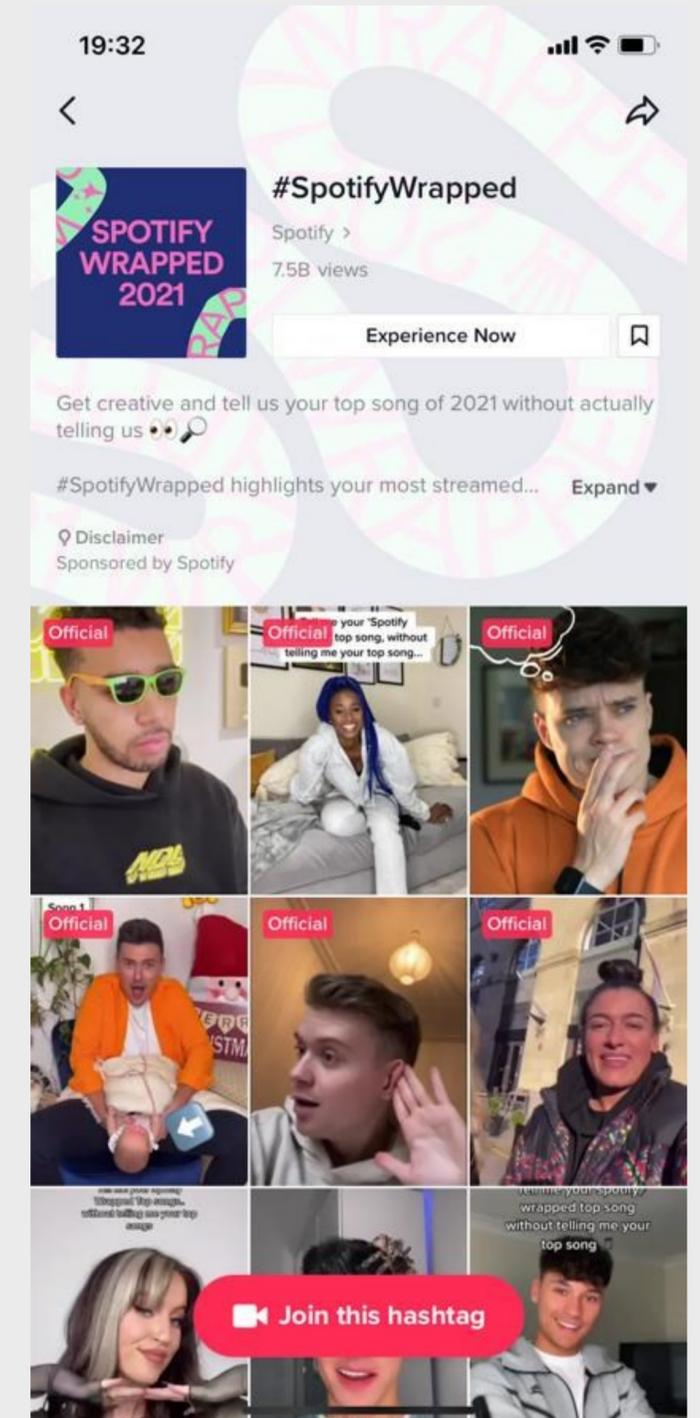
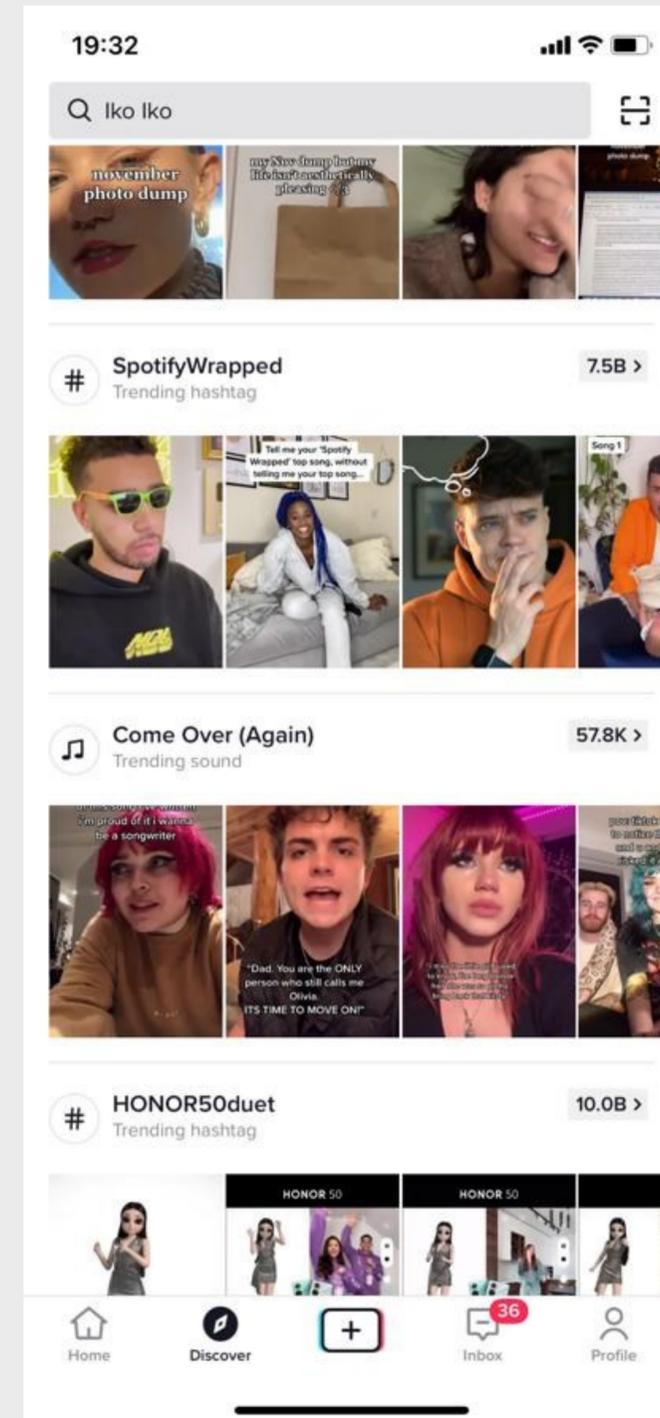
Hashtags are used differently on TikTok.

- You can still search via hashtag like other platforms but generally they are used by TikTok to learn about your content and share your content with a relevant audience.
- **Use 1- 3 key hashtags.** They take up a lot of space in the caption.
- Hashtags also expand the lifespan of TikToks.



Content – Hashtags

- You won't be able to get users to use your hashtags organically.
- Brands who have successful hashtag campaigns with user's interacting are using the **advertising platform** and will be investing a lot of spend through ads and influencers to launch this successfully.



Part 2: Advertising on TikTok

How to use the ads platform

About Anna

- I joined Anicca in June, having worked in Paid Social for over 3 years.
- This is my first time working at an agency!
- I previously worked in house in a range of different industries.
- I started my career in Video Production – which has had a heavy influence in my creative process.



Agenda

- Overview
- Account & Campaign Structure
- Budget Planning
- Campaign Types & Approach
- Placements
- Audience Targeting & Ad Identities
- Ad Options & Creatives
- Reporting

Paid Social & TikTok



- Over **4 Billion** people use social media – to put that into context the world population is 7.9 Billion
- 98% of Internet users aged between 16-64 use social media – so it's prime place to advertise your products & services.

Why TikTok? - Don't be afraid of change

- It's not just for GenZ! – Whilst **41%** of users on TikTok are **GenZ**, 59% of the platform is made up of Millennials, Gen X and above.
- TikTok users are expected to grow to **10 Million** by the end of 2021. It's also the fastest growing platform and has the most downloads globally

Account & Campaign's

Structure of the Ad Platform

TikTok Account Structure



TikTok Account Structure



TikTok Account Structure



Ad Account Layout

The Ad Account layout is very similar to other Ad platforms, which means if you have created Ads before it is very easy to navigate.

The screenshot displays the TikTok Ads Manager interface. At the top, there is a navigation bar with the following items: 'TikTok Ads Manager', 'Dashboard', 'Campaign' (highlighted), 'Assets', 'Reporting', and 'Insight'. On the right side of the navigation bar, there is a language selector set to 'English', a globe icon, a notification bell, a mail icon, and a help icon.

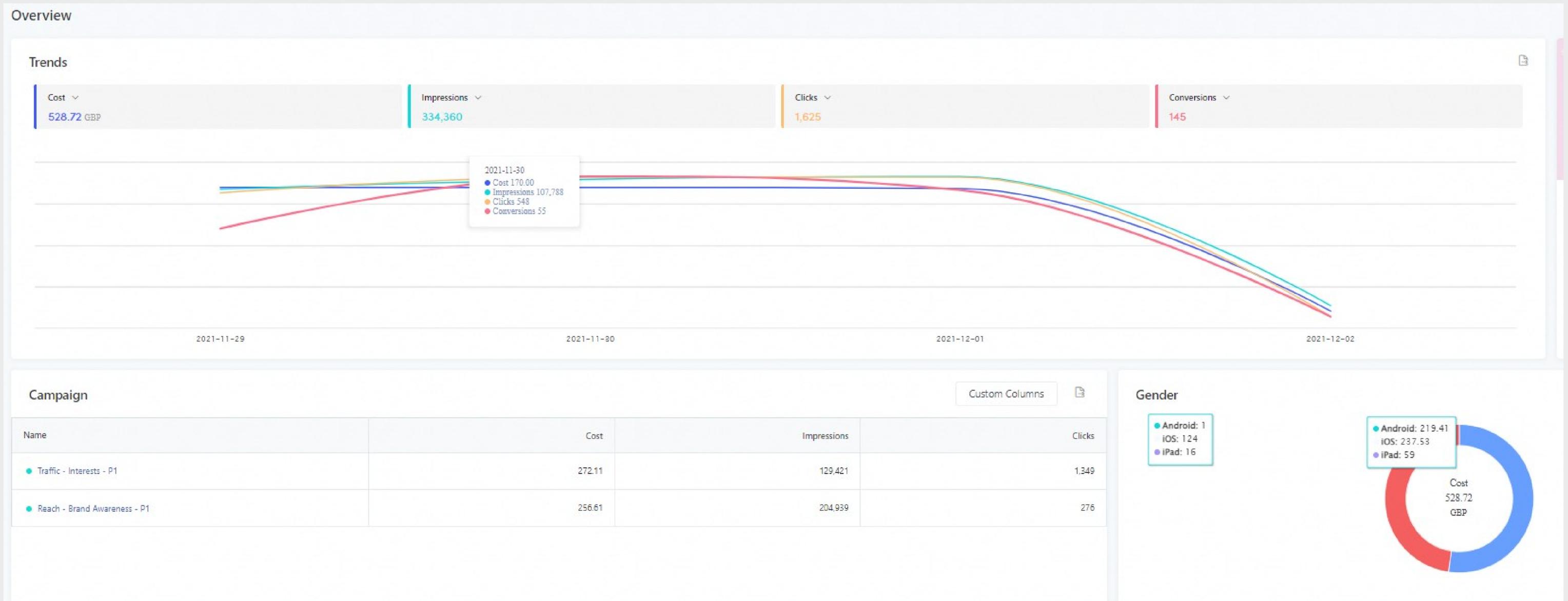
Below the navigation bar, there is a search bar with the placeholder text 'Search for a name or ID'. To the right of the search bar, there is a time zone selector set to 'UTC+08:00' and a date range selector set to '2020-06-03 ~ 2020-06-10'. Below the search bar, there are filter options: 'Selected: Bidding Mode: oCPC', 'Placement: All', 'Clear All', and 'Save'.

The main content area is divided into three tabs: 'Campaign', 'Ad Group', and 'Ad' (highlighted). Below the tabs, there are several action buttons: 'Create', 'Edit', 'Creative Suggestions', 'Default Columns', '50/page', and 'Export'. Below the buttons, there is a table of ads with the following columns: 'On/Off', 'Name', 'Status', 'Ad Group ID', 'Ad Group Name', 'Ad ID', and 'Total Cost'. The table contains three rows of ads. The first row has a status of 'Not delivering In review' and a 'View Data' link highlighted with a red box. The second row has a status of 'Not delivering Account balance insufficient'.

On/Off	Name	Status	Ad Group ID	Ad Group Name	Ad ID	Total Cost
<input type="checkbox"/>	 View Data Edit Copy	● Not delivering In review	16708840271881	Ad Group 16708840271881	16708840271881	0.00 USD
<input type="checkbox"/>		● Not delivering Account balance insufficient	16708840271882	Ad Group 16708840271882	16708840271882	0.00 USD

Ad Account Layout

TikTok also has Dashboard where you can take an overview of campaign activity, spend & daily results.



Campaign Structure

The campaign structure is the same as other Ad platforms like Facebook, which means if you have created Ads before it is very simple to do.

Campaign

Decide your campaign objective

Ad Groups

Targeting & bidding optimisation

Ads

Ads

Ads

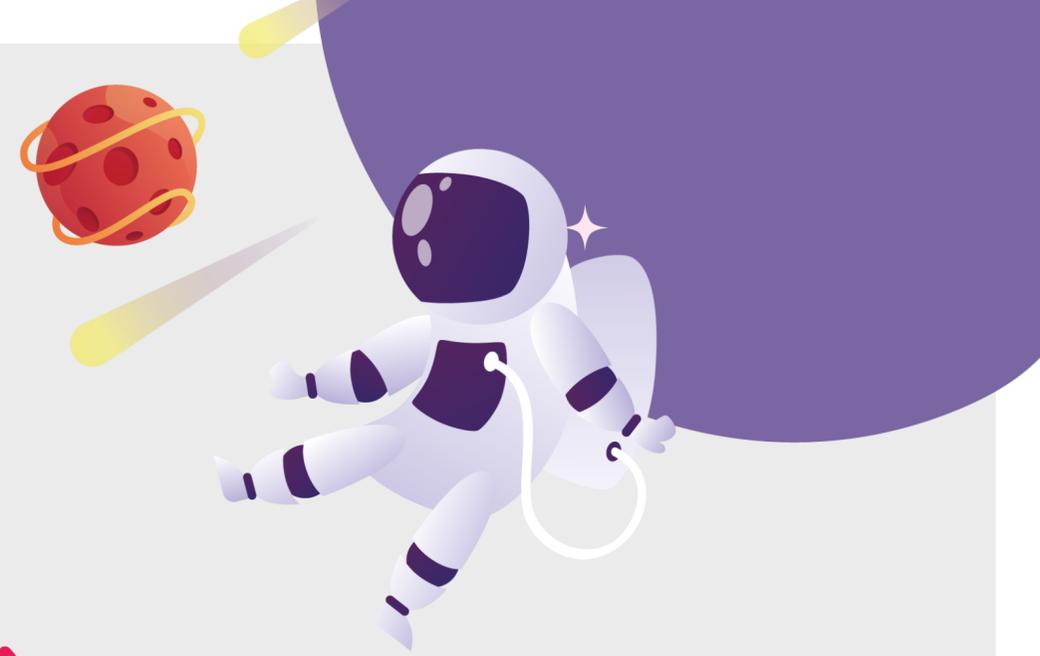
Ads

Create/ add your different creatives

Budget Planning

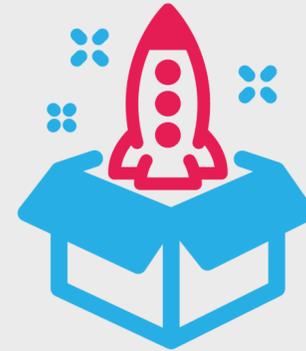
Think ahead!

Budget Planning



Campaign

£50 Daily Minimum



Ad Group

£20 Daily Minimum

Whereas, some other platforms, such as Facebook don't have a fixed minimum spend but more of a recommended spend per campaign.

Campaign Types & Approach

How different campaigns can influence your strategy

Campaign Types

Awareness



Reach – Show your ads to as many people as possible.

Consideration



Traffic – Drive people to your website or app.



App Installs – Get people to install your app.



Video Views – Get more people to view your videos.



Lead Gen – Get leads for your business (instant form).



Community Interaction – More follows or profile visits.

Conversion



Conversions – Drive valuable actions on your website.

Campaign Approach

Every user from any persona is at a different stage of the purchase cycle, and hence has a different Need-State.

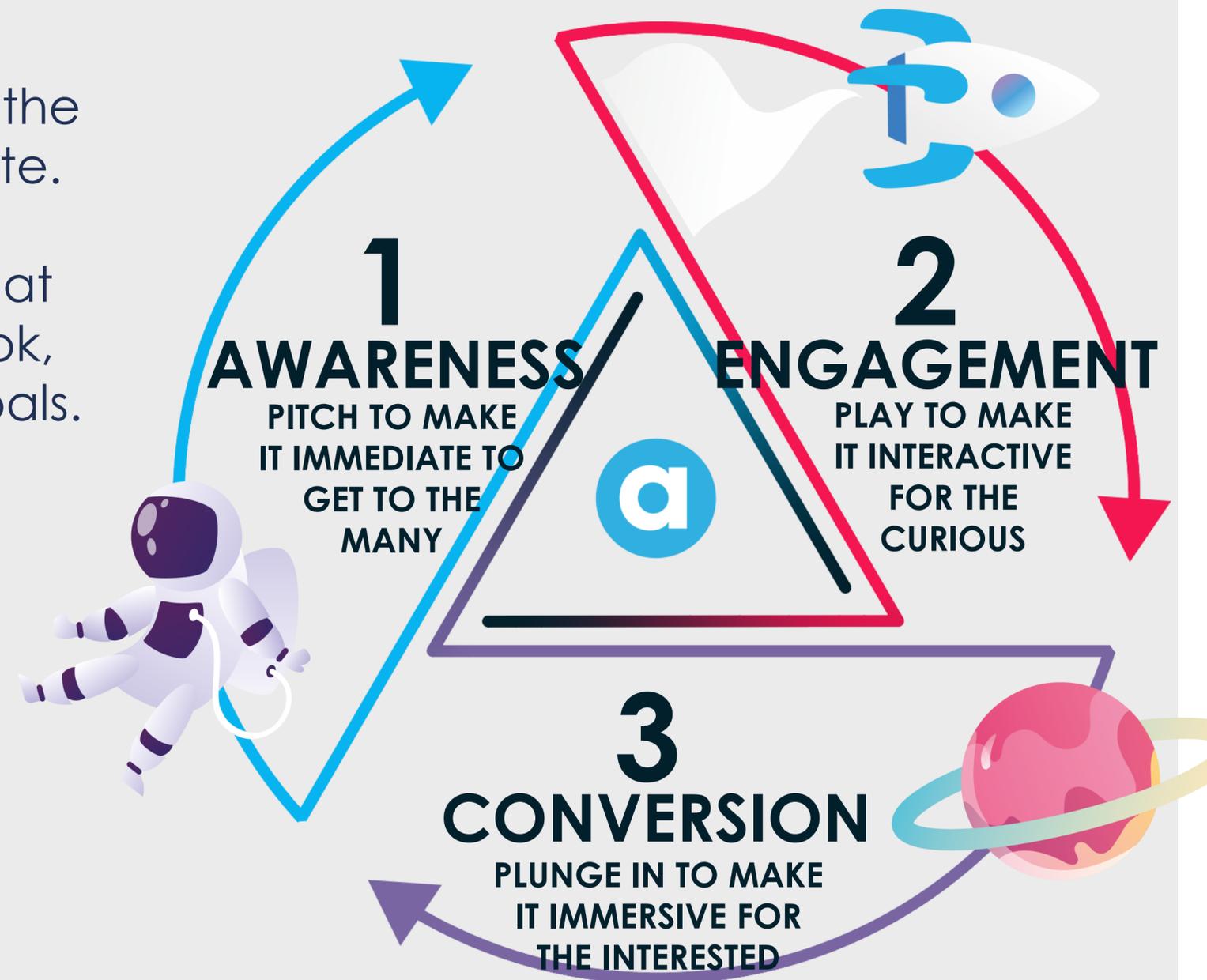
So just like on Facebook & Instagram, it's important that these three campaign types run concurrently on TikTok, for a brand to retain customers & reach long term goals.

1: Awareness: The users that need to be pitched the concept and offering of your brand.

2: Engagement: The users that know **your brand** but need product offers and educating on what you sell.

3: Conversion: The converted that we can upsell too.

All three Need-States are recommended to run concurrently, if budget allows.



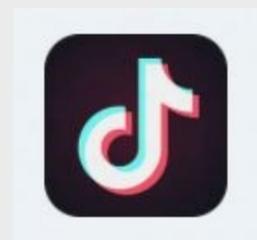
Available Placements

Where your ads will show

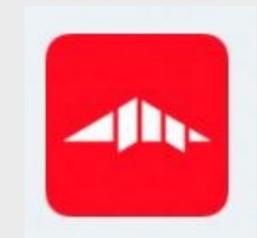
Choosing your placements



Currently TikTok is the only placement that supports Advertising in the UK

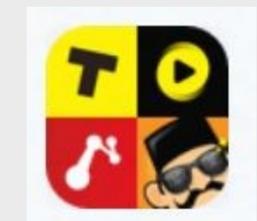


TikTok



Pangle

Premium global publisher network, available in some regions.

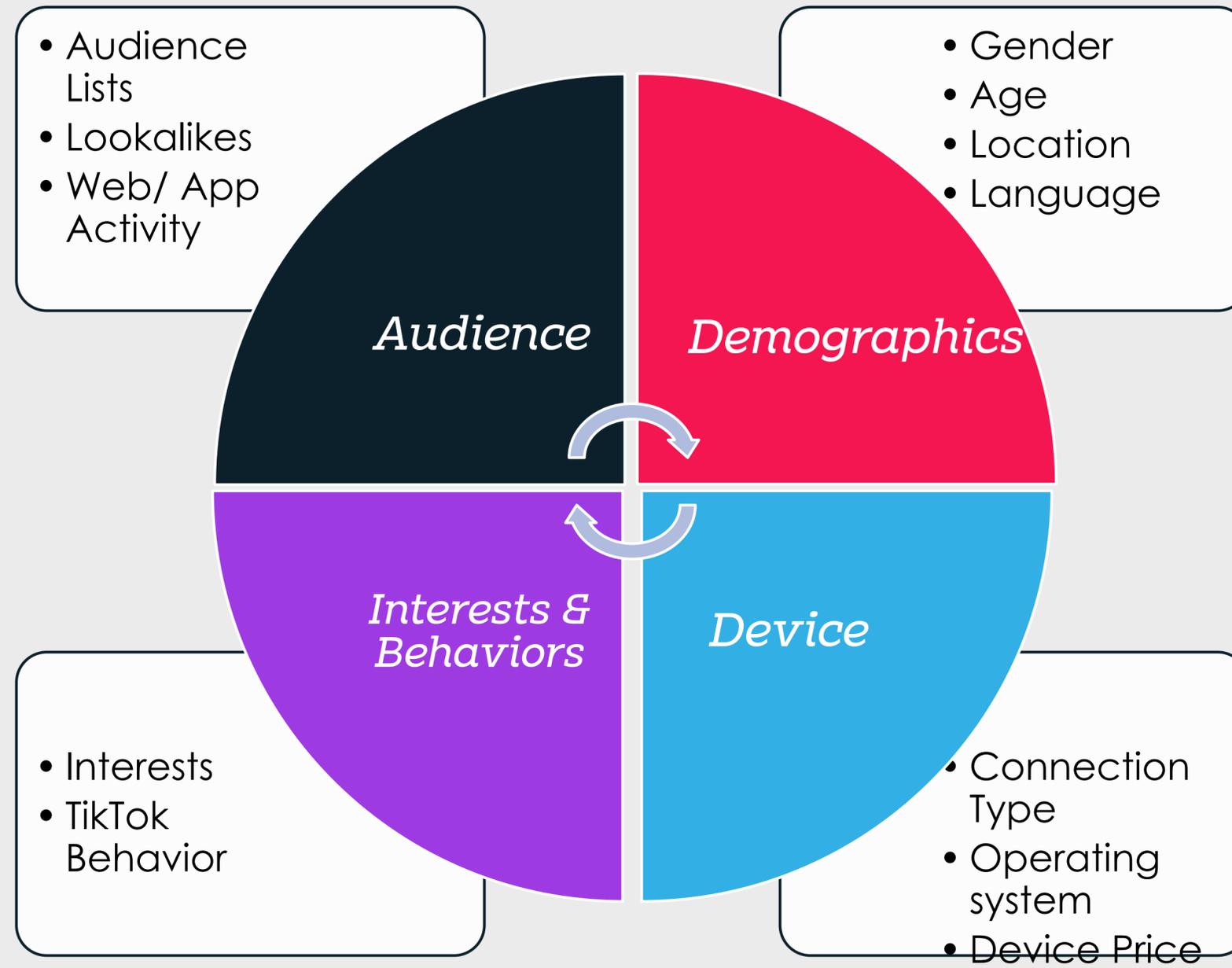
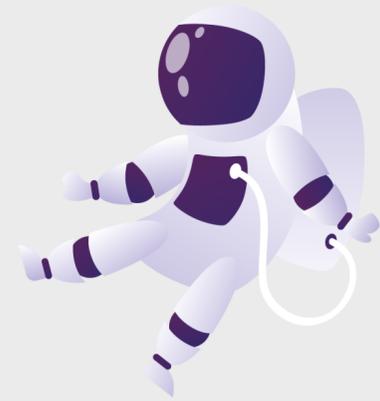


News Feed
App Series

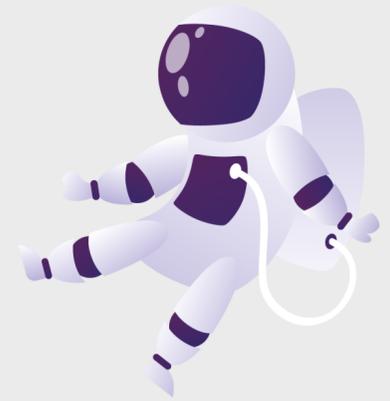
TopBuzz/BuzzVideo/News Republic/Babe.

Audience Targeting & Ad Identities

Audience Targeting

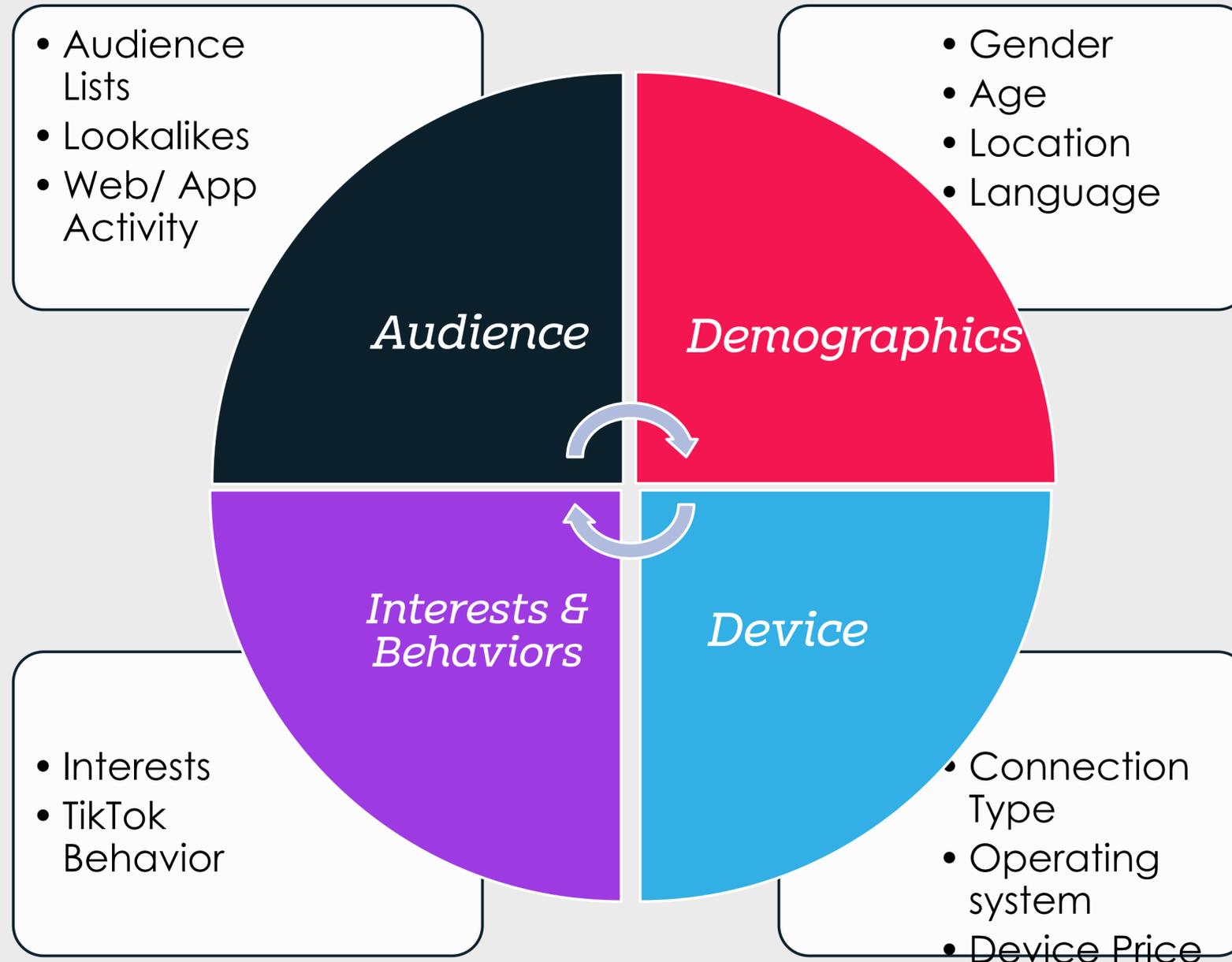


Audience Targeting

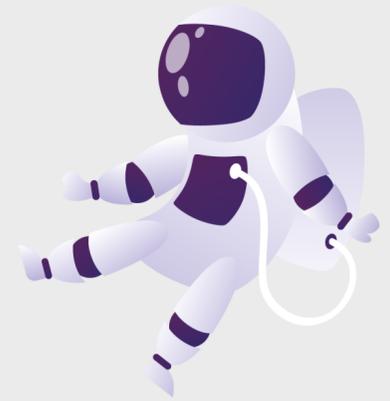


Interests - Not as sophisticated as Facebook, as the interest categories can be quite broad and not as detailed.

Behavior - More sophisticated on TikTok - target based off recent video interactions on subjects.

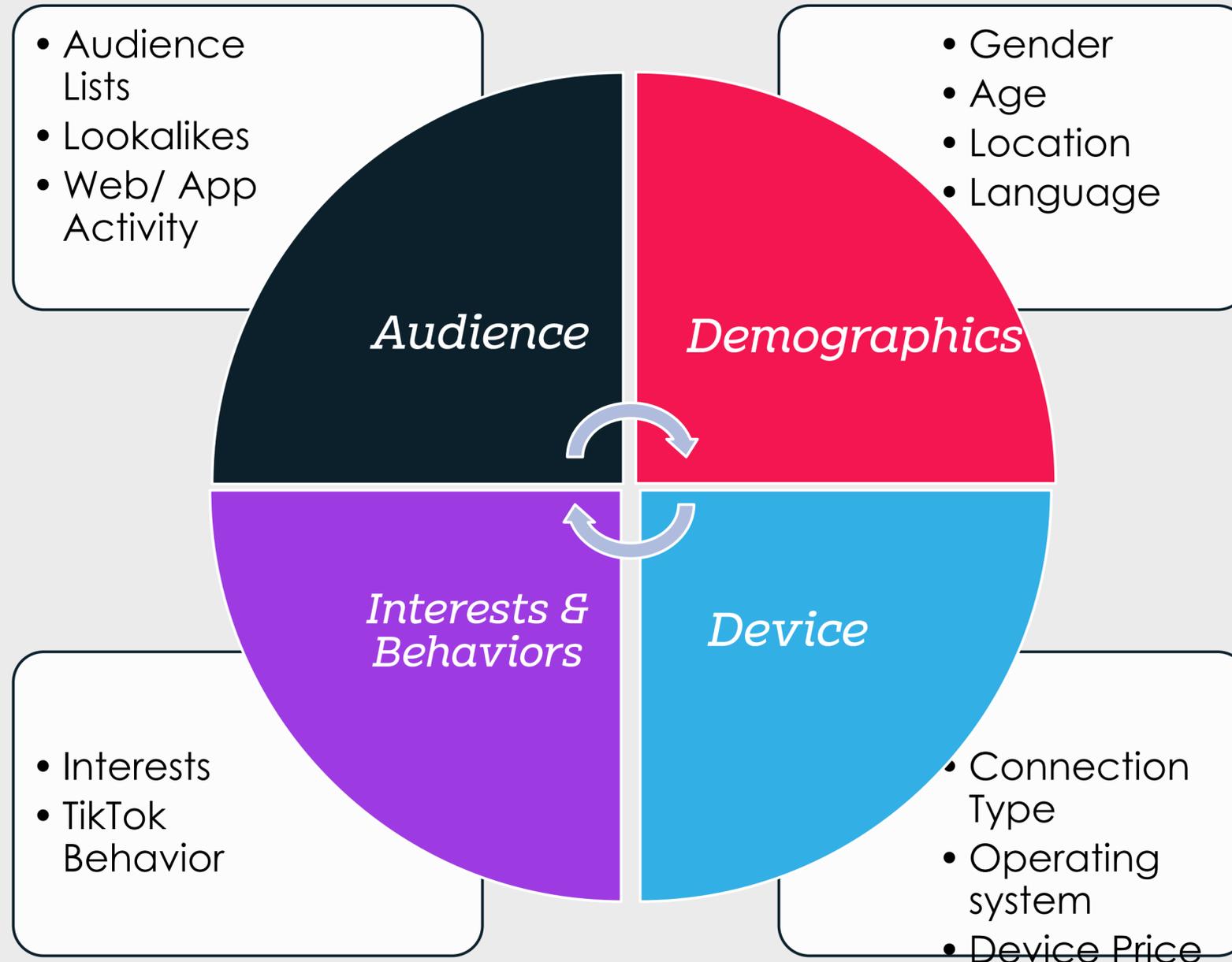


Audience Targeting



Interests - Not as sophisticated as Facebook, as the interest categories can be quite broad and not as detailed.

Behavior - More sophisticated on TikTok - target based off recent video interactions on subjects.



Location targeting is limited. Within England you can only target:

- Greater London
- Greater Manchester
- Bristol
- Merseyside
- Nottingham
- West Midlands
- West Yorkshire

Or England as a whole.

Ad Identity Types

Spark Ads
(similar to boosted posts)

Custom Identity
(Ads without a TikTok account)

Ads through business account

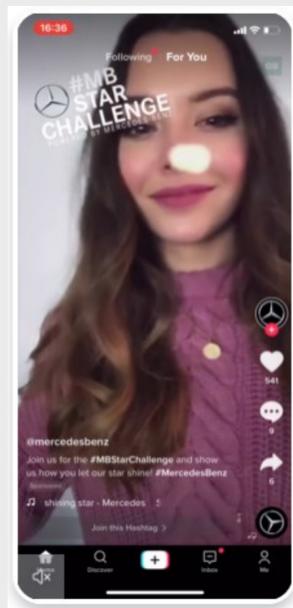
Authorised Posts from creators

Ad Types & Creatives

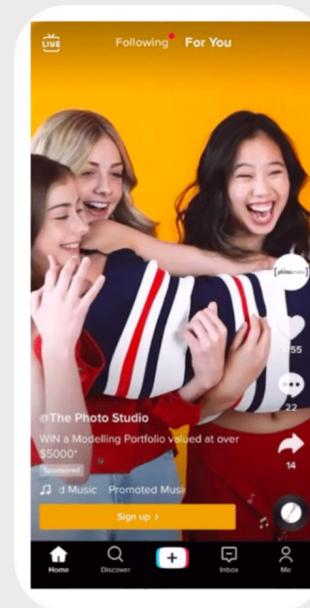
Make TikToks not Ads!

Ad Options on TikTok

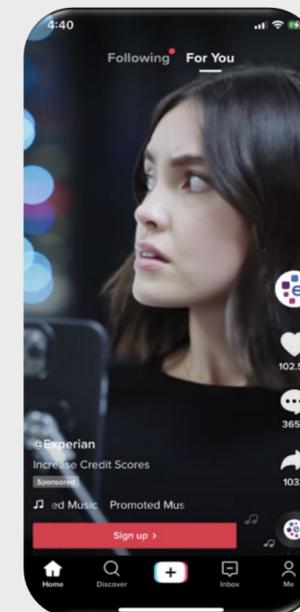
For certain formats to be available, you will need a TikTok Account Manager & Larger budgets



Hashtag Challenge
Engagement format that taps into user passion for creation and increases brand awareness.



In Feed Native Video
Tell your brand story like a TikTok creator by integrating video content into users' "For You" feed.



Top View
Similar to brand takeovers but they appear first in the For You Feed after 3 seconds of use.

Ad Options on TikTok

For certain formats to be available, you will need a TikTok Account Manager & Larger budgets



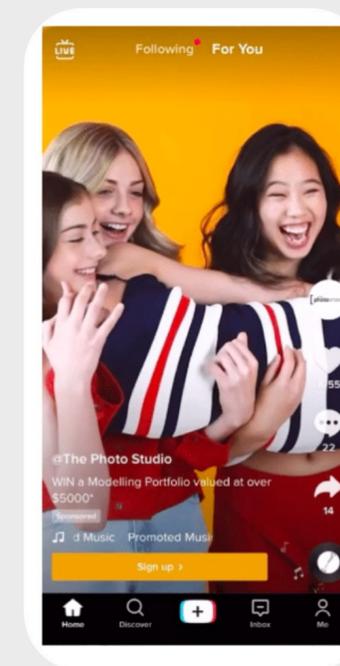
Branded Lenses/ Effect

Tailor-made sharable stickers, filters, and special effects.



Brand Take Over

Full screen ads that feature as the first thing a user sees on TikTok. 100% share for the day they are featured.

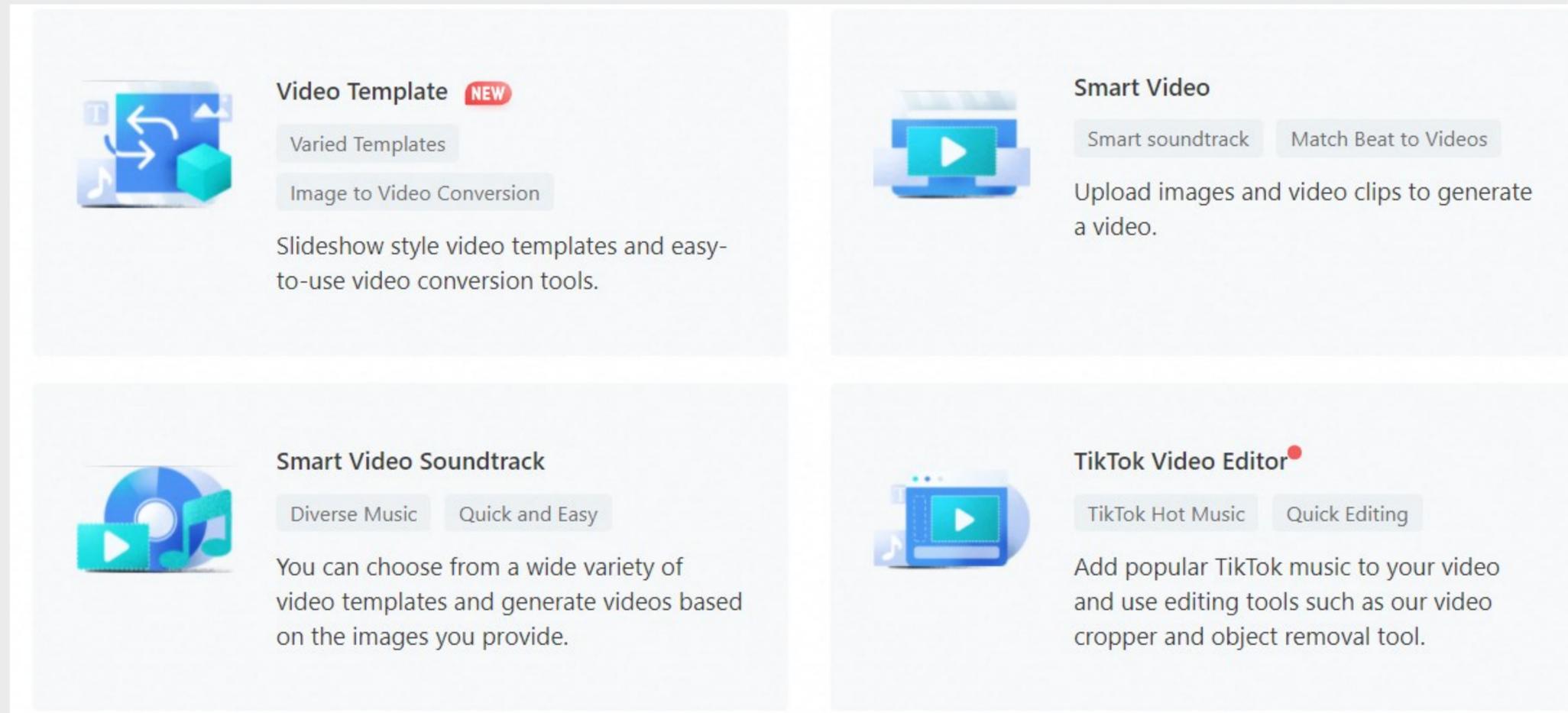


Custom Influencer

Promoted posts from influencers (Spark Ads).

Make TikToks not Ads!

- TikTok is about creating content that is relatable, where people can participate in campaigns and create their own TikToks for these brands.
- Essentially Ads should not look like Ads, they should **look like TikToks.**



The screenshot displays four distinct tool categories in a grid layout, each with an icon, a title, a 'NEW' badge, feature tags, and a brief description.

- Video Template** (NEW): Includes 'Varied Templates' and 'Image to Video Conversion'. Description: 'Slideshow style video templates and easy-to-use video conversion tools.'
- Smart Video**: Includes 'Smart soundtrack' and 'Match Beat to Videos'. Description: 'Upload images and video clips to generate a video.'
- Smart Video Soundtrack**: Includes 'Diverse Music' and 'Quick and Easy'. Description: 'You can choose from a wide variety of video templates and generate videos based on the images you provide.'
- TikTok Video Editor**: Includes 'TikTok Hot Music' and 'Quick Editing'. Description: 'Add popular TikTok music to your video and use editing tools such as our video cropper and object removal tool.'

And you don't have to be an expert...

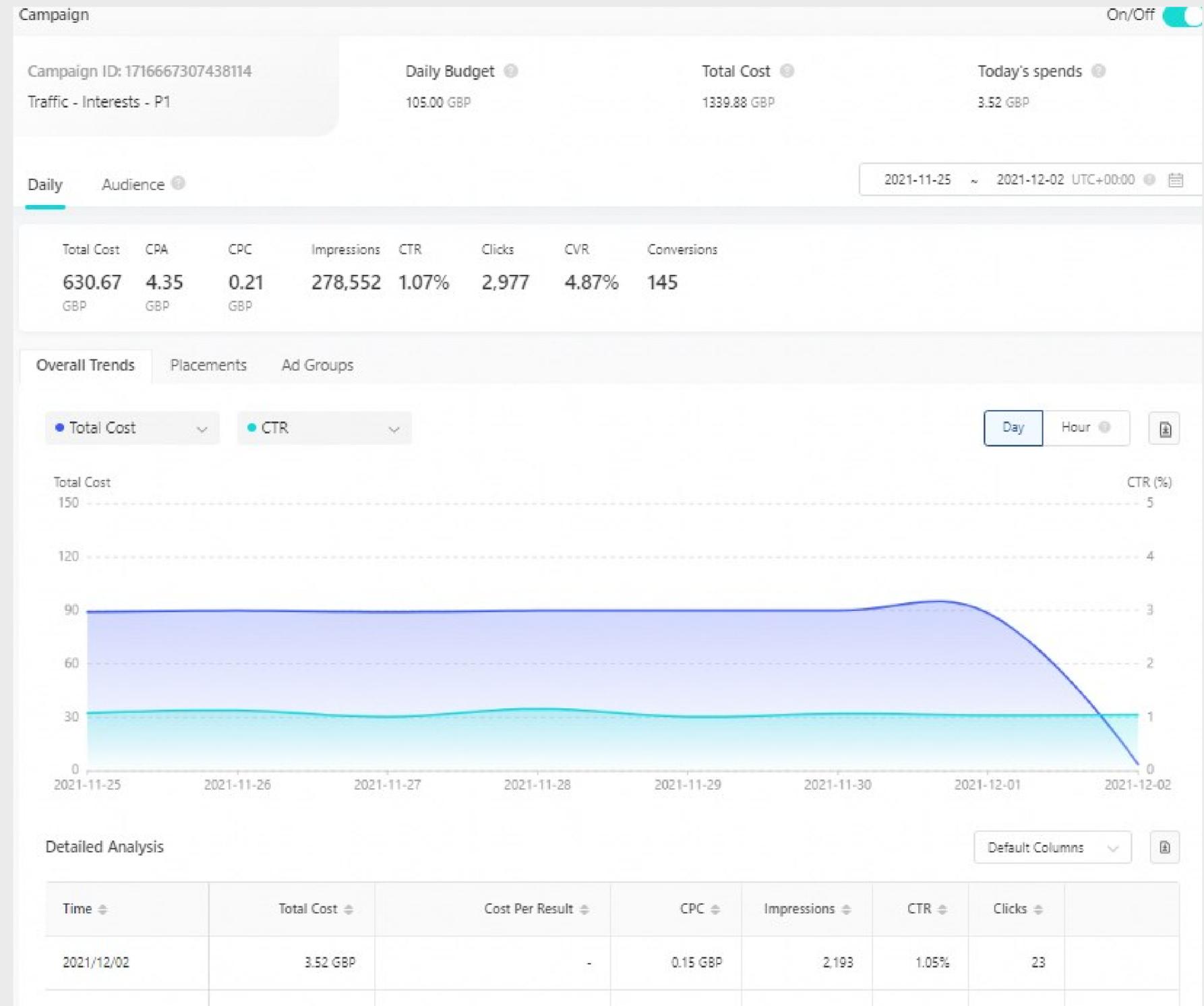
TikTok has incredible video editing tools, templates, TikTok Hot Music and more!

Reporting Overview

*Brief introduction to
reporting in the platform*

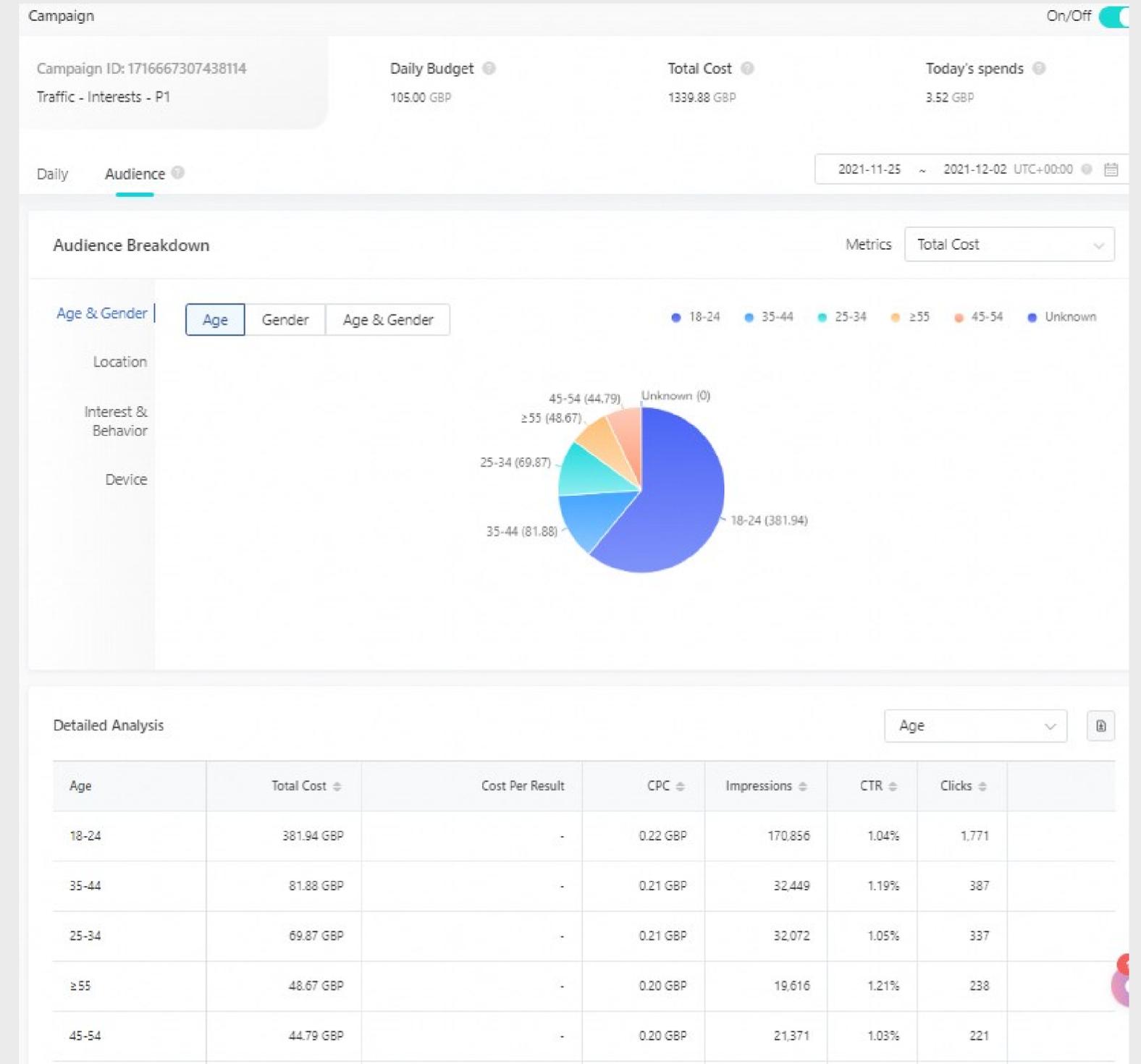
Reporting - Overview

- Like other platforms you can analyse campaign and ad results.
- These results can be broken down on a **daily** or **hourly basis**, as well as the users selected time frame.
- More detailed monthly reports can be created in the 'Reports' tab.



Reporting - Overview

- When in the campaign dashboard, you can also breakdown the ad results by Age & Gender, Location.
- But unlike other platforms, you can also break down results by **engaged user interest, behavior and device**.
- Giving you a good idea on who your audience are and ways to engage with them in the future.



Thanks

Any questions?

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- a. prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or
- b. in breach of existing third party intellectual property rights following the Searches.

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Launch Event For Anicca's Grant Funded 3-month Digital Bootcamp

- **Launch webinar** - Next Friday 10th Dec
- All about the **Digital Skills Gap**
- All about the 3-month **Digital Skills Bootcamp** with the **DMI qualification**
- Eligibility criteria (over 19 in the east Midlands)
- Details of **grants** and what you get for your contribution (if required)*
- Information for **learners**
- Information for **employers**
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