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Rachel Cryan – Strategist at Anicca Digital

# The Rise of TikTok For Branding

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 **Explosive platform growth**

**+ Explosive platform growth**

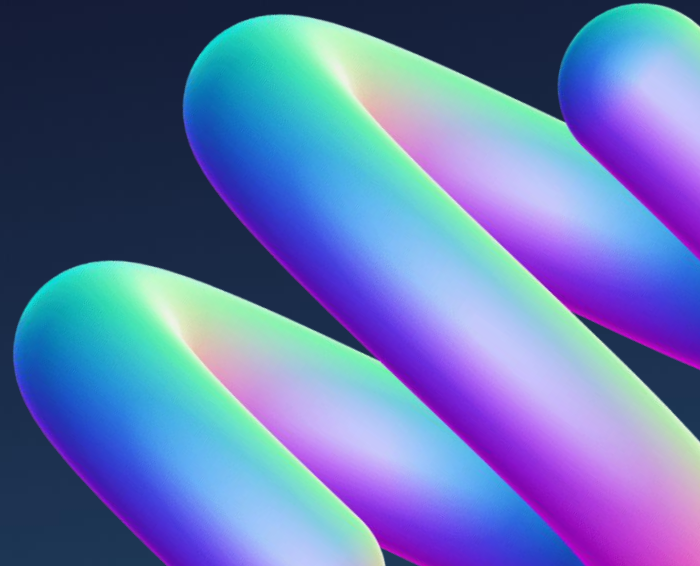
**+ Why do people use TikTok?**

- + **Explosive platform growth**
- + **Why do people use TikTok?**
- + **Best in class content**

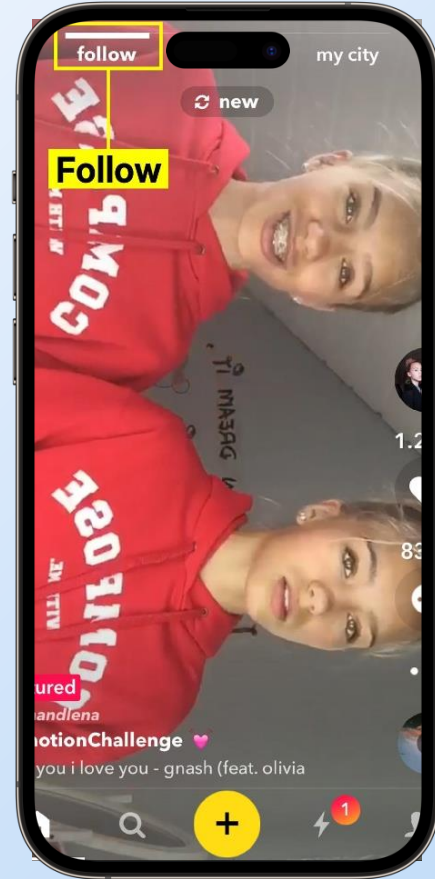
- + **Explosive platform growth**
- + **Why do people use TikTok?**
- + **Best in class content**
- + **How to go viral in 2024**

Platform Growth

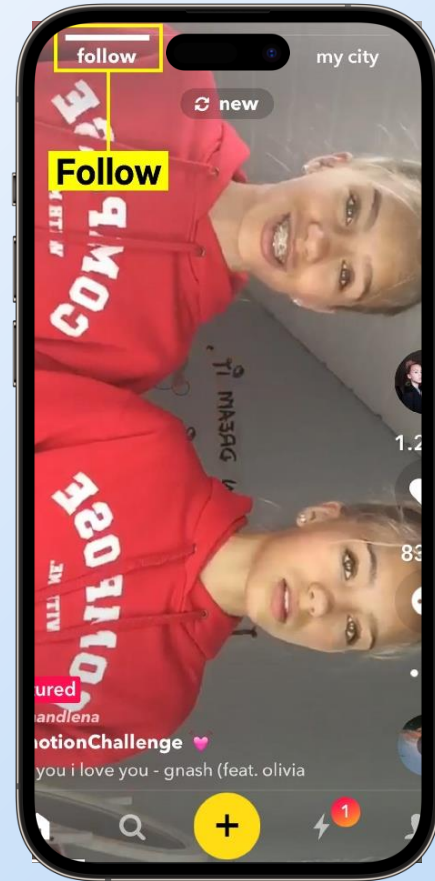
# The Evolution of TikTok



# Musically was founded in 2014

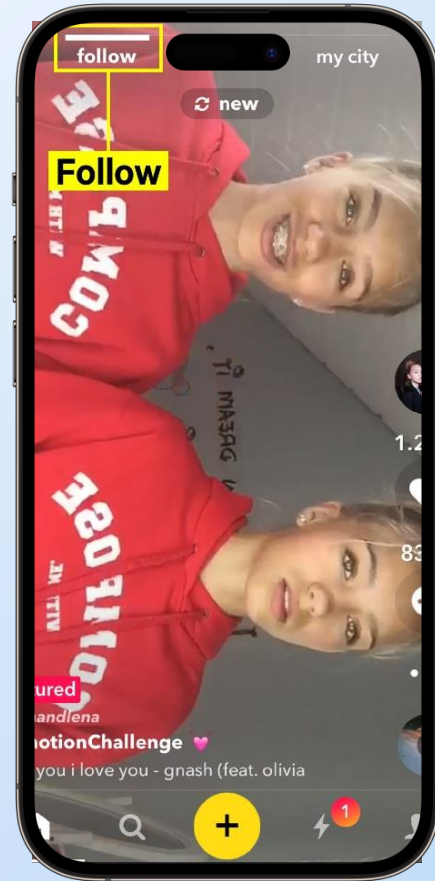


# ByteDance, the company who owns TikTok acquired Musical.ly in November 2017





# ByteDance merged Musically with TikTok in 2018



**There's been a lot of changes  
since then to establish TikTok as  
its own platform**

Platform Growth

# The Evolution of TikTok

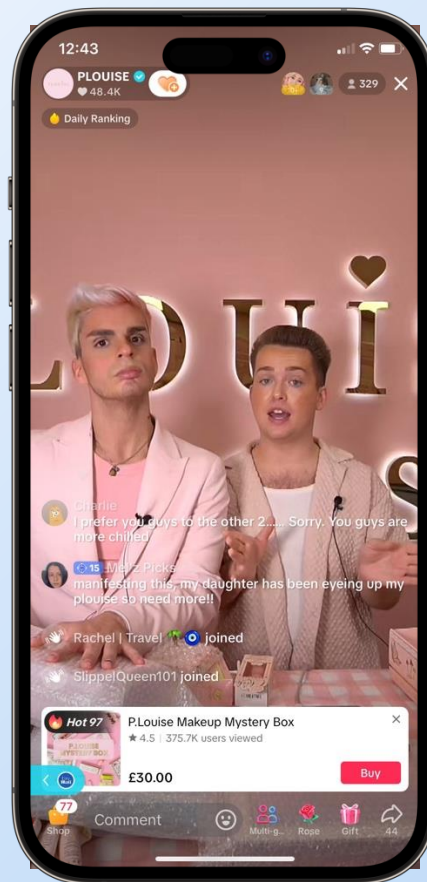
## 1. Algorithm enhancements



Platform Growth

# The Evolution of TikTok

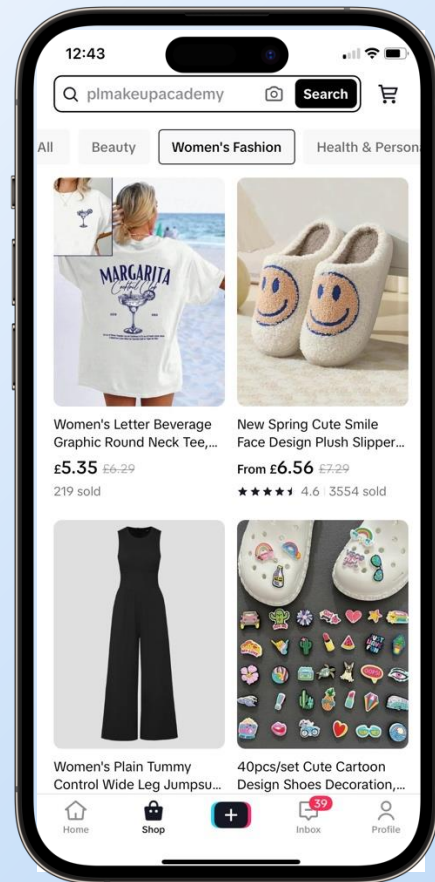
## 2. Live Streams



Platform Growth

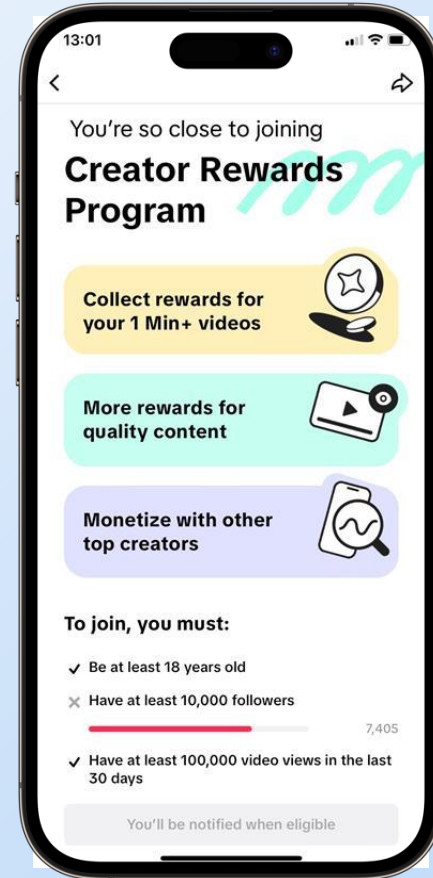
# The Evolution of TikTok

## 3. TikTok Shop

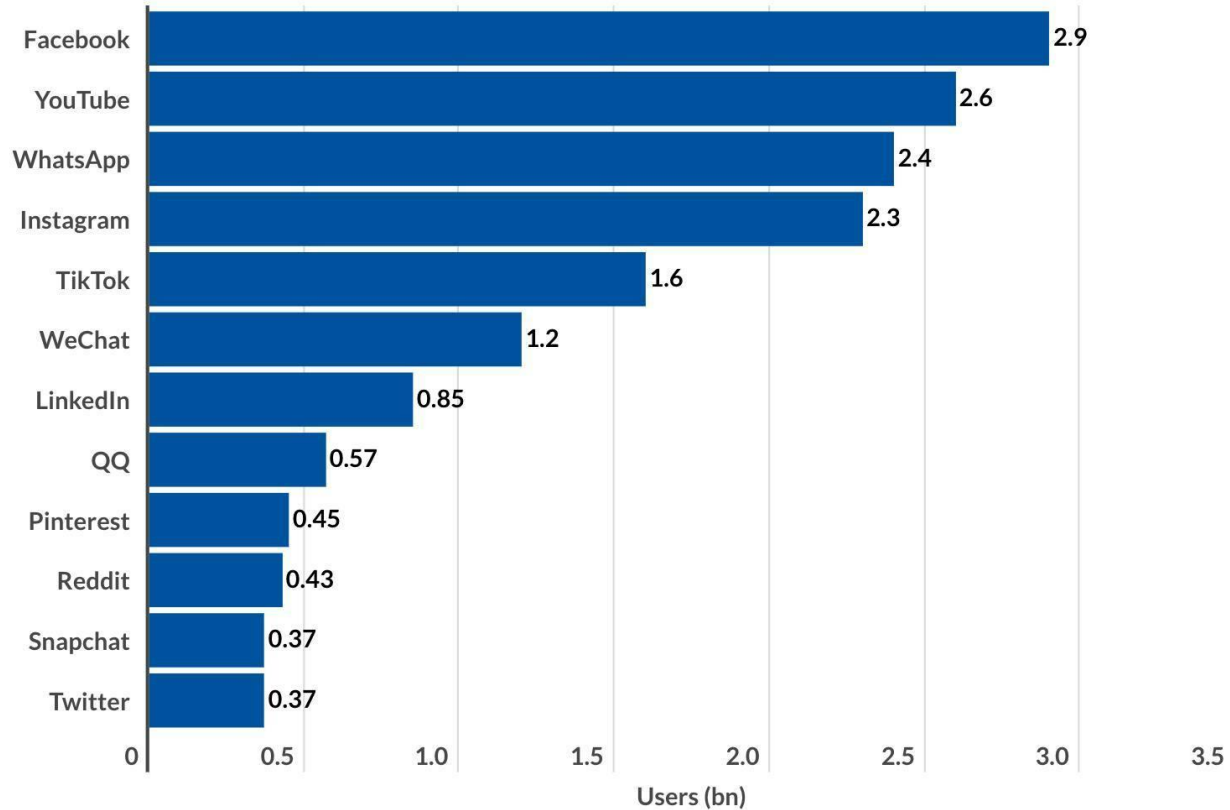


# The Evolution of TikTok

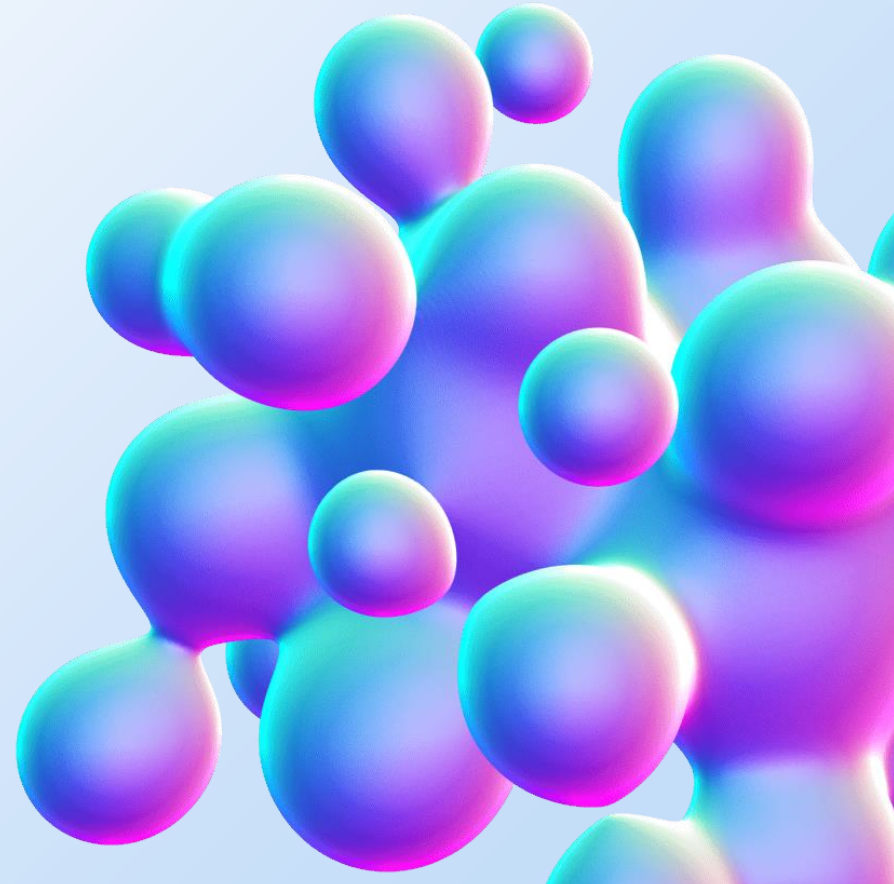
## 4. Creator Monetisation programmes



## TikTok vs social apps: users



**It's projected there  
will be 15 Million UK  
TikTok users in 2025**





Audience Analysis

# Why do people use TikTok?



# Tailored FYP

A feed entirely personalised on your behaviors and interactions



# Entertainment

**In the UK, users spend around 49  
hours on average per month using  
TikTok**

# Ease of content creation

TikTok's suite of editing tools is incomparable to other platforms. They even have their own editing tool, Capcut.



**Creativity**

**70% of users see brands using  
TikTok First creative on TikTok as  
innovative.**

# Variety of content creators

Content shared is more genuine and unfiltered. Also, from an array of different users, backgrounds, experiences etc.



**Authenticity**

**7 in 10 Gen Z users find TikTok creator content to be believable.**

# A sense of belonging

Due to the collaborative formats on TikTok, users can join stories and tell their own experiences. Comments are hugely engaged with compared to other platforms



**Community**



**37% of SMB users have been able to gather authentic reviews and feedback from users in the comment section on TikTok.**

Case Studies

# Best in Class Content



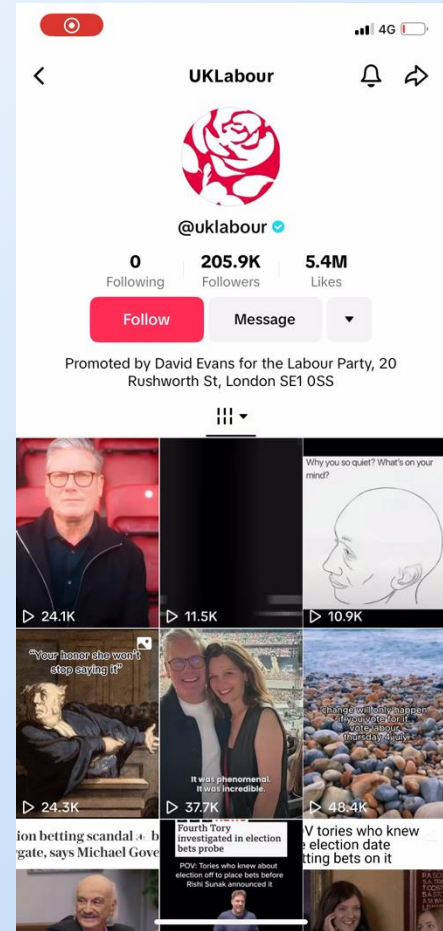
# Best in Class Content - Reiss



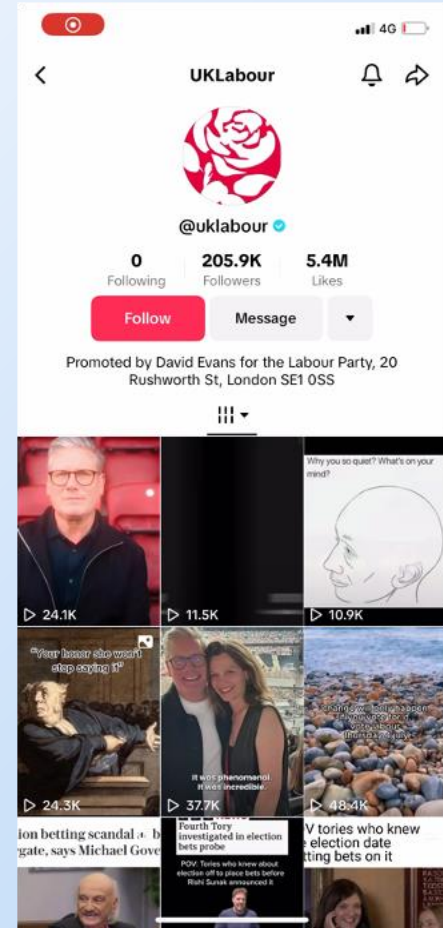
- 2 Million Views
- As of June 20, the video has been viewed over 661K times, compared with the previous week of posts that have ranged from 1,000 to 3,000 views.
- Very quick to jump on a trend



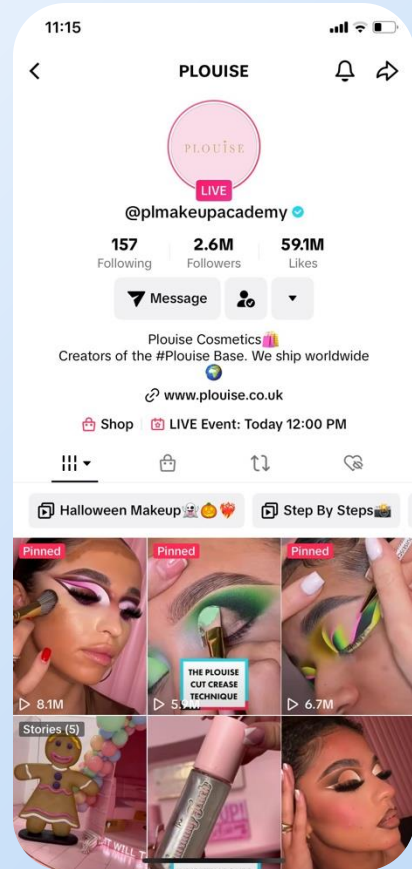
# Best in Class Content – UK Labour Party



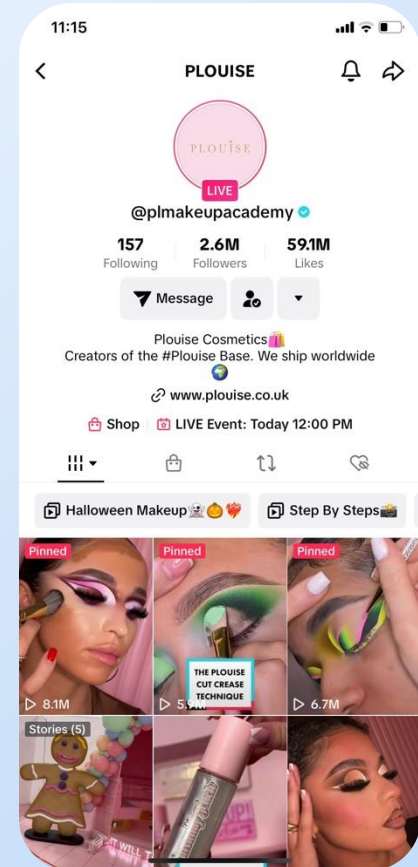
- Content is designed for a young audience
- Unhinged
- Very quick to jump on trends
- Authentic



# Best in Class Content – PLouise



- Face of the brand
- Utilises all best practices in videos
- Community centered – works with customers to create new products





Content Creation

# How to go viral in 2024



Content Creation

# How to go viral in 2024

**\*Hopefully!**



**Your content should be primarily  
evergreen**

**Entertaining** ✓  
**Creative** ✓  
**Authentic** ✓  
**Community building** ✓

# Curiosity Peaked

People love going down rabbit holes and discovering new information. Try to tap into curiosity and provide a unique experience.



# Trend Signals

# Unhinged Storytelling

Ends of stories are starting first. It's the most intriguing narrative structures that guide viewers past the first few seconds and deeper into the story.



## Trend Signals

# Bridging the Trust Gap

For brands, it's key to consider each piece of content as an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.

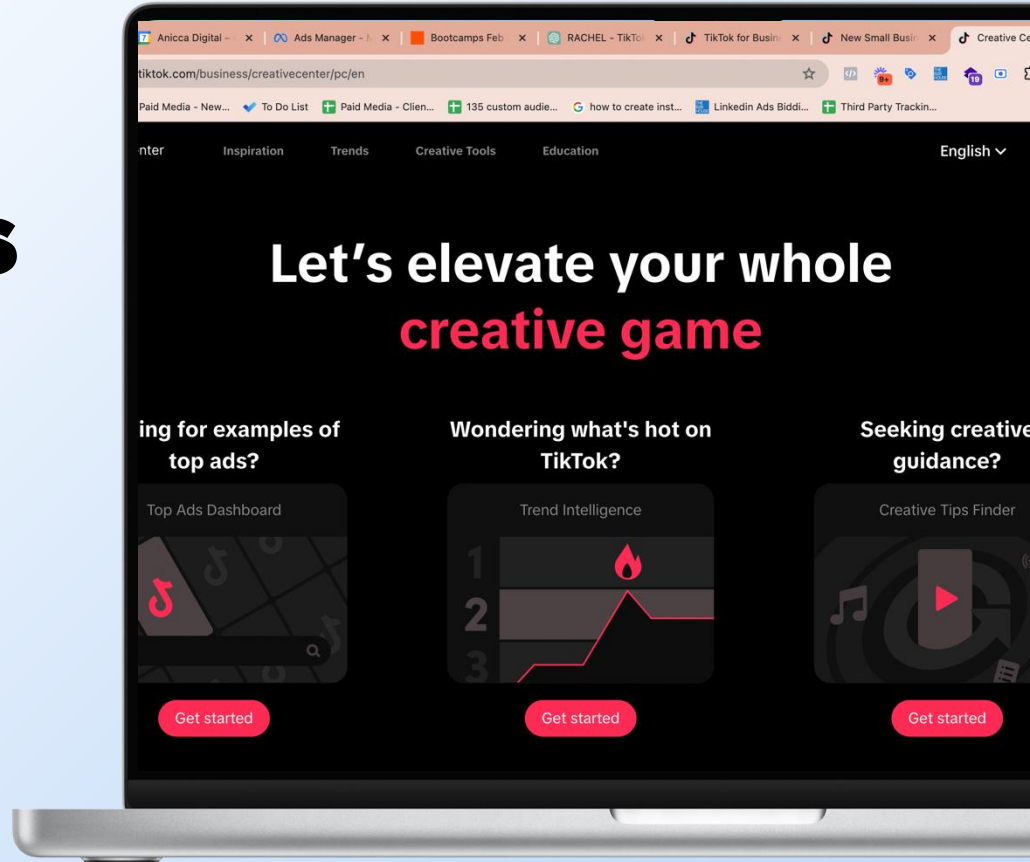


# Trend Signals

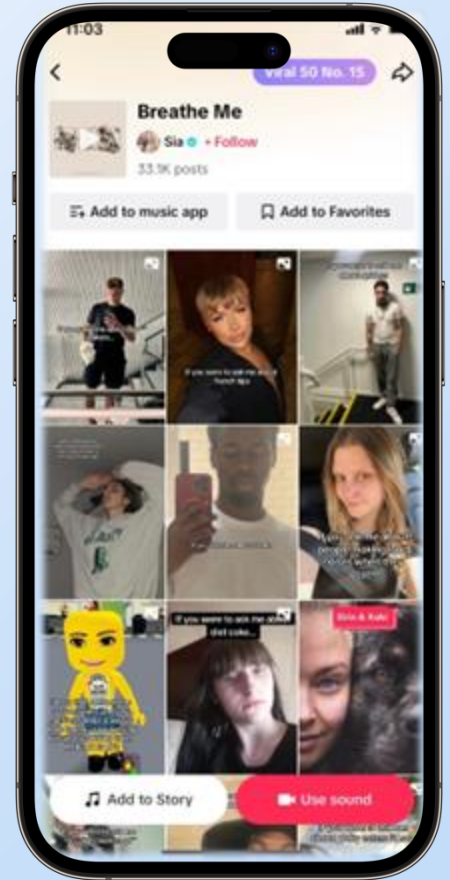
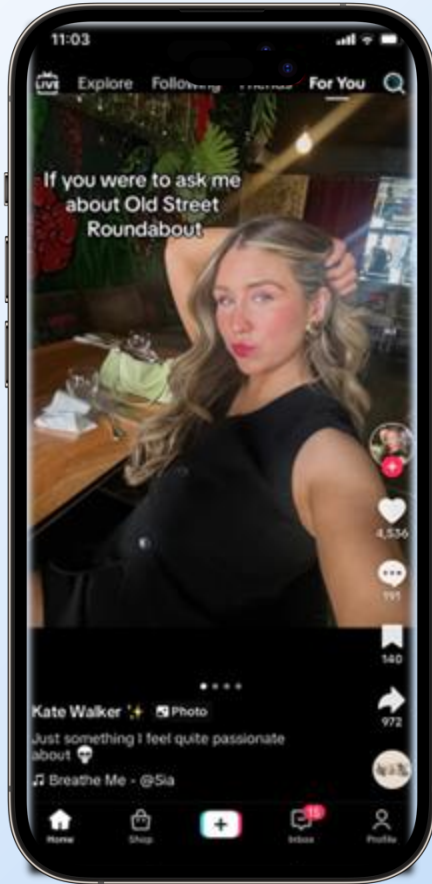
**Virality requires research**



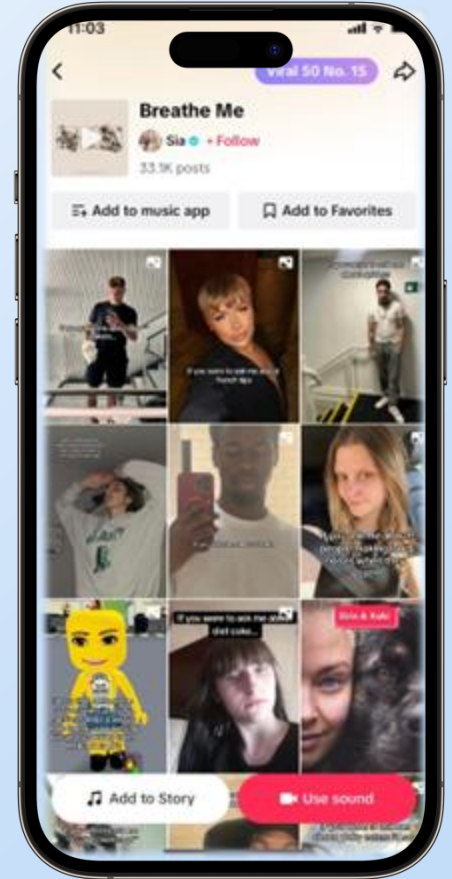
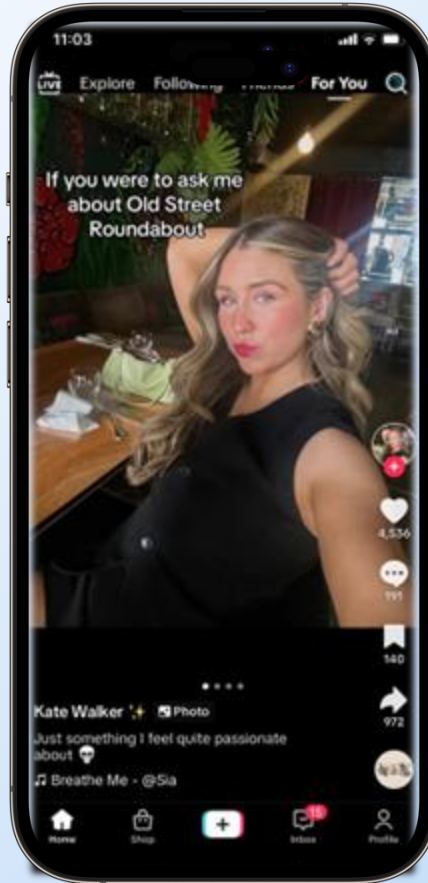
- **Trending sounds**
- **Search trends**
- **Top products**
- **Top hashtags**



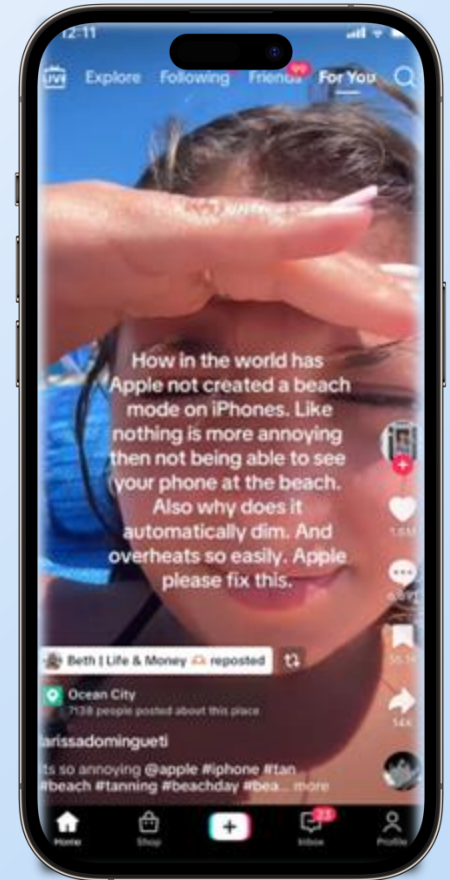
**If you spot a video which seems to be gaining traction with a new sound you've not heard..**



**This could be a  
chance to go viral**



# Try 'on the go' angles for authenticity



## **If all else fails, try the below:**

- Voiceovers vs speaking to camera
- Short videos vs 1 min+ videos
- Tagging products vs not
- Using hashtags vs not
- Using a big keyword filled caption vs not
- Posting good quality vs quantity
- Go live and see how that affects results

# Thank You

Any questions?