

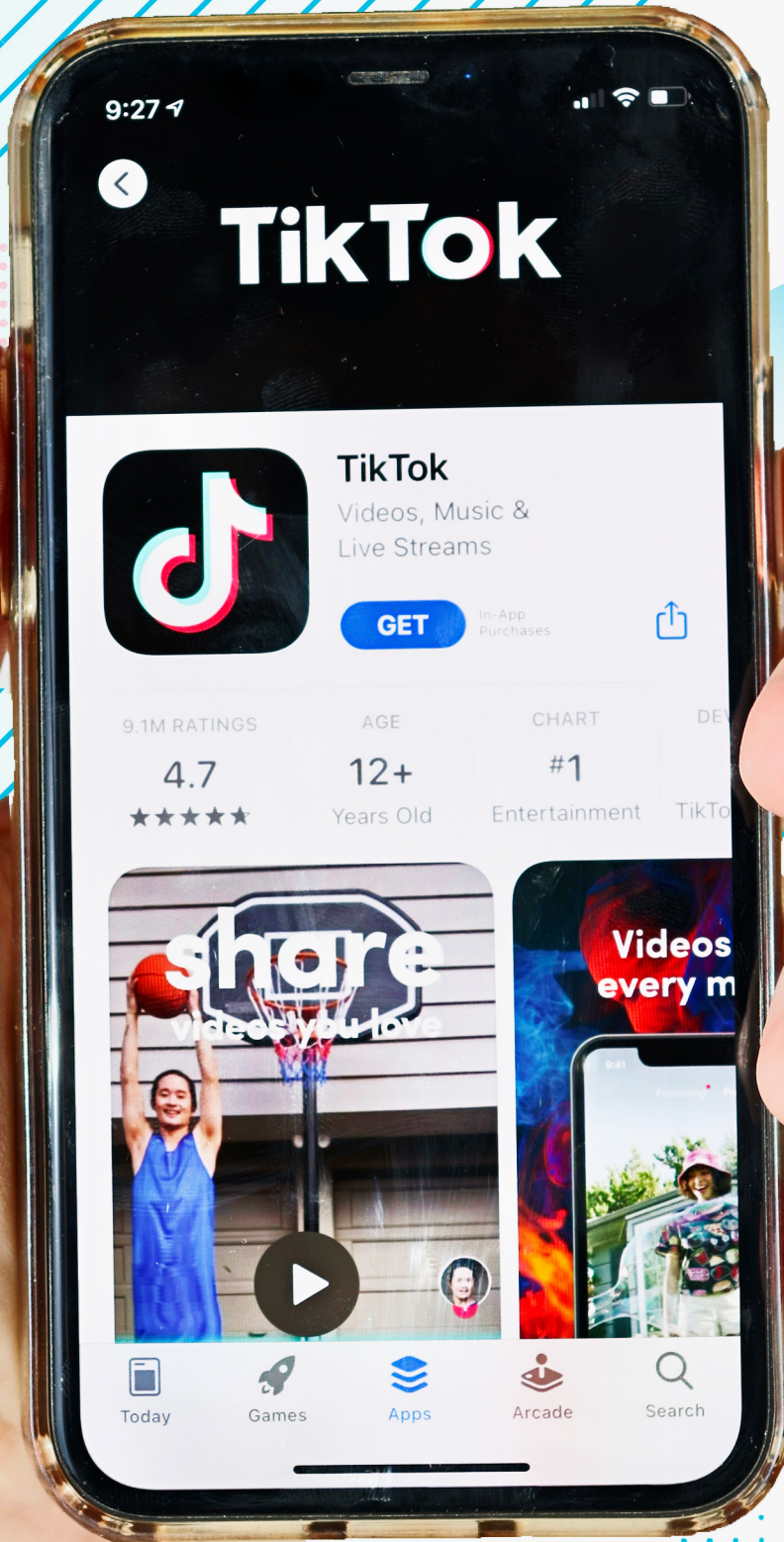
DIRECT AGENTS

JAN 2022

# THE PLAYBOOK

*TTV TTV*





## ● **IN 2021**

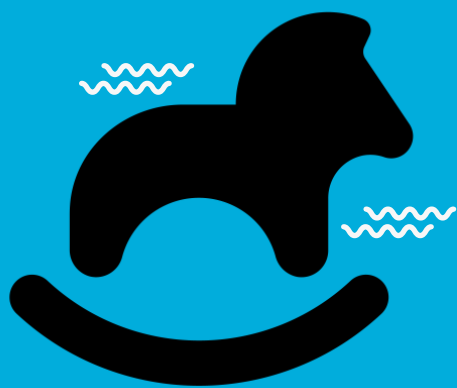
TikTok became a priority for most digital marketers. Latest reports suggest that TikTok will surpass 1.5 billion users in 2022. This number would put TikTok ahead of Instagram, which currently has a billion active users. As TikTok's active users grow, so does its cultural influence.

## ● **INTO 2022**

This trend report highlights the cultural significance of TikTok, as well as best practices for organic content. From the various ad formats on TikTok to best practices and the algorithm breakdown, we cover everything you need to know.

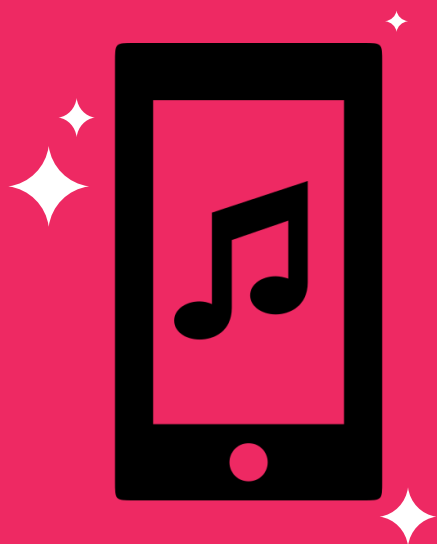
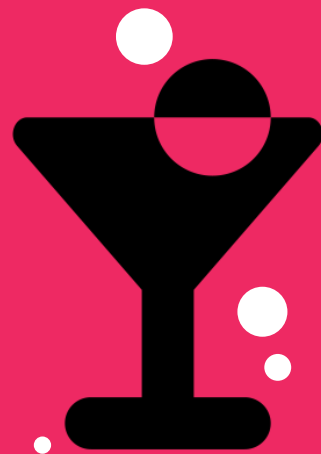


# DEMOGRAPHIC BREAKDOWN



## KIDS ON TIKTOK

Kids aged four to fifteen spend an average of 87 minutes per day watching TikTok videos.



## GEN Z TAKEOVER

- 47.4% of US users are between 10 and 29 years old
- 25% of US users are between the ages of 10-19
- 22.4% of US users are between the ages of 20 and 29





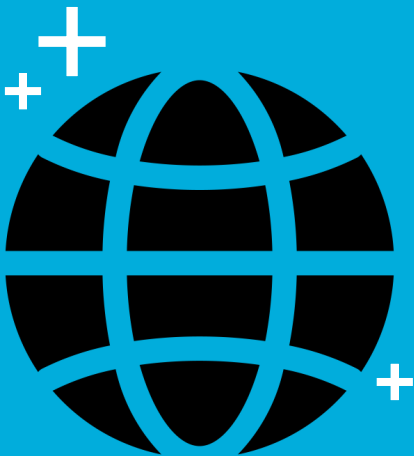
## THE OLDER GENERATION

Only 11% of users in the US are 50+. However, there are still 387 million active users older than age 29



## HOUSEHOLD INCOME

TikTok is used relatively evenly across the income spectrum



## AROUND THE WORLD

Over the last two years, TikTok has seen rapid growth around the world. However, America still has the most active users.

The background is a solid blue color with a pattern of thin, white, wavy lines that create a sense of motion and depth. The lines are curved and intersect, forming a complex, organic pattern.

**THERE ARE  
FIVE DIFFERENT  
AD FORMATS  
FOR TIK TOK  
ADVERTISERS.**

1<sub>0</sub>

**In-Feed Ads** are displayed as native content on the TikTok feed. Users can like, comment, or share these ads, though they're easy to be overlooked when they're displayed as in-feed content.

2<sub>0</sub>

**Brand Takeover Ads** take over the screen for a few seconds and then convert into an in-feed ad. These ads are effective for generating mass awareness because they're delivered to the right audience.

3<sub>0</sub>

**Top View Ads** do not cover the screen when users sign in. They occupy the first in-feed post after 3 seconds. These ads help increase brand exposure.

4<sub>0</sub>

**Branded Hashtags** encourage users to videotape themselves performing a dance or similar trend referenced in a hashtag. These ads encourage engagement and brand awareness building.

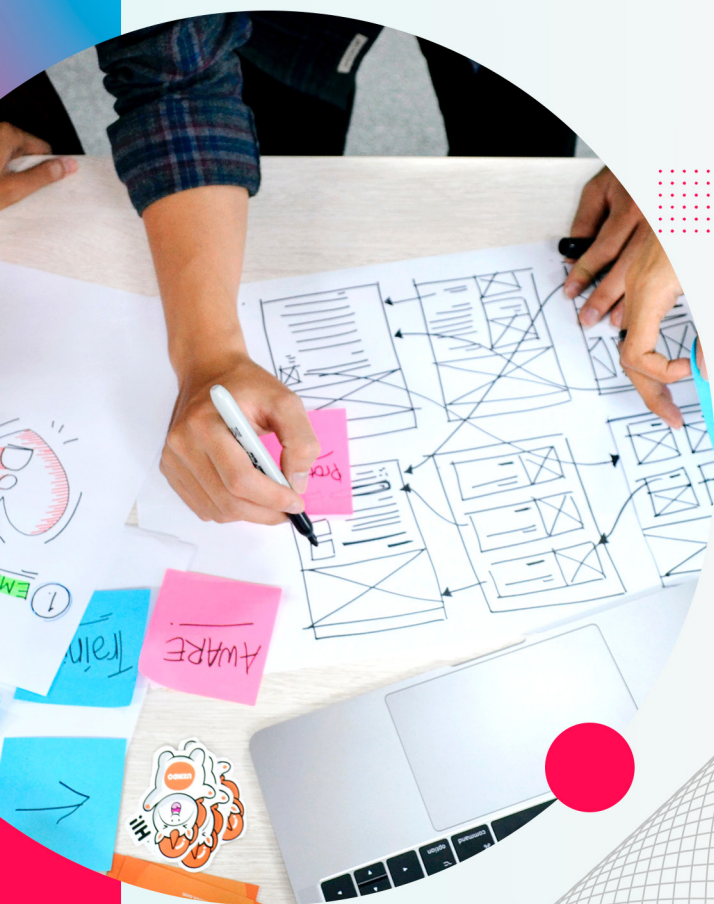
5<sub>0</sub>

**Branded Effect Ads** are custom filters that last up to 10 days at a time. Users can engage with businesses through the use of these branded filters.





# PROCESS



# *1. CHOOSING AN AD OBJECTIVE*

## **OBJECTIVE**

## **BUSINESS GOAL**

Reach

Show your ads to the maximum number of people possible.

Traffic

Drive people to any URL, such as your website's landing page, a blog post, app, etc.

App Installs

Send people to the app store where they can view app descriptions and download your app.

Video Views

Maximize plays of your video ads from audiences most likely to watch them.

Conversions

Encourage people to take a specific action on your business's site, such as having them add items to a cart, download your app, register for your site, or make a purchase.

## *2. SETTING UP THE CAMPAIGN*

### **AUDIENCE TARGETING:**

Audiences can be narrowed and targeted based on location, gender, age, language, interests, and behaviors

Audiences can be targeted in 3 categories:

- 1. Interests**  
Based on videos the users is interested in
- 2. Video Interactions**  
Based on how they've interacted with videos (watched to the end, liked, commented, shared) in a 7 day or 15 day period
- 3. Creator Interactions**  
Based on creators they have followed or creators whose profiles they have viewed

The broader, the better is the recommended strategy for setting up audiences on TikTok. Genres should be consolidated to create larger audience groups rather than breaking them down.





## BID STRATEGY:

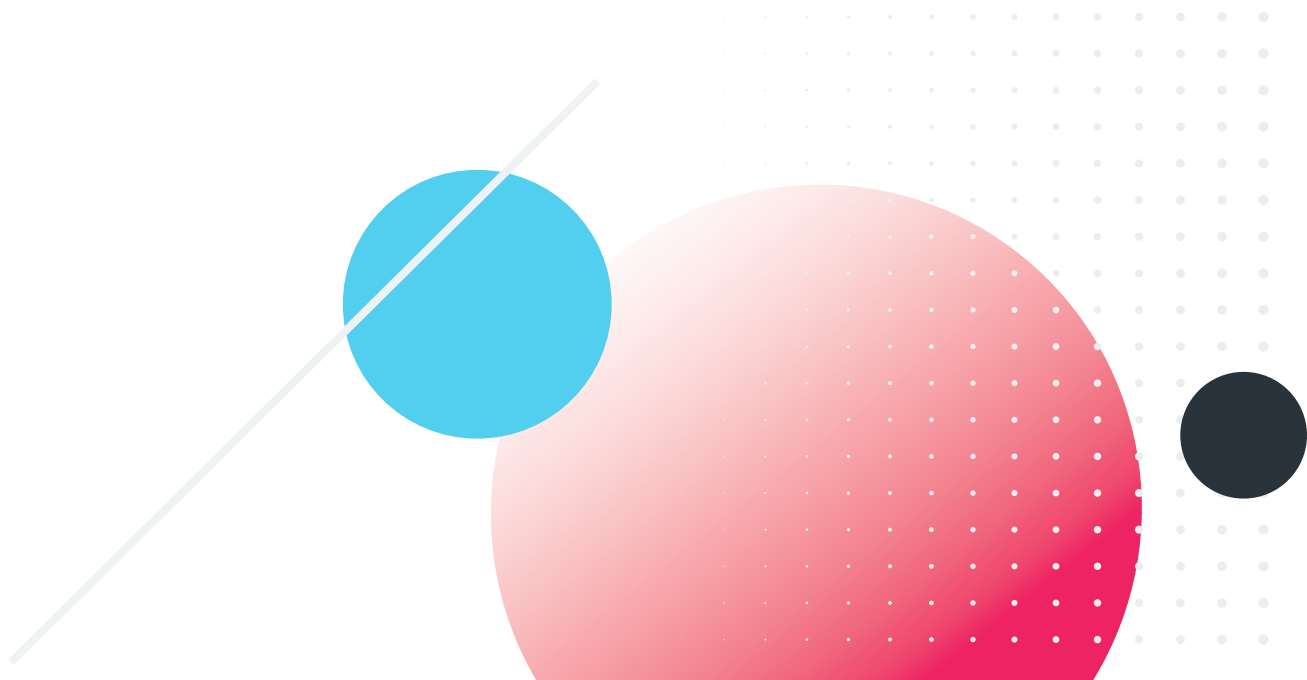
TikTok currently offers 2 bid strategies:

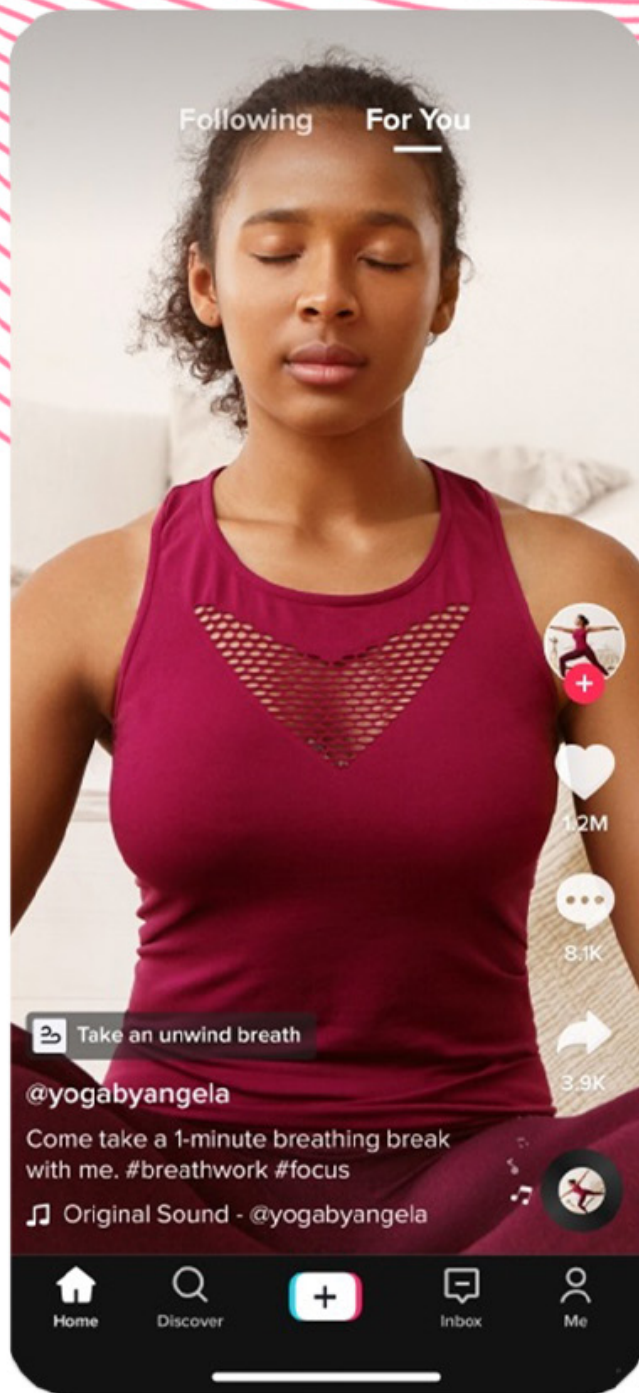
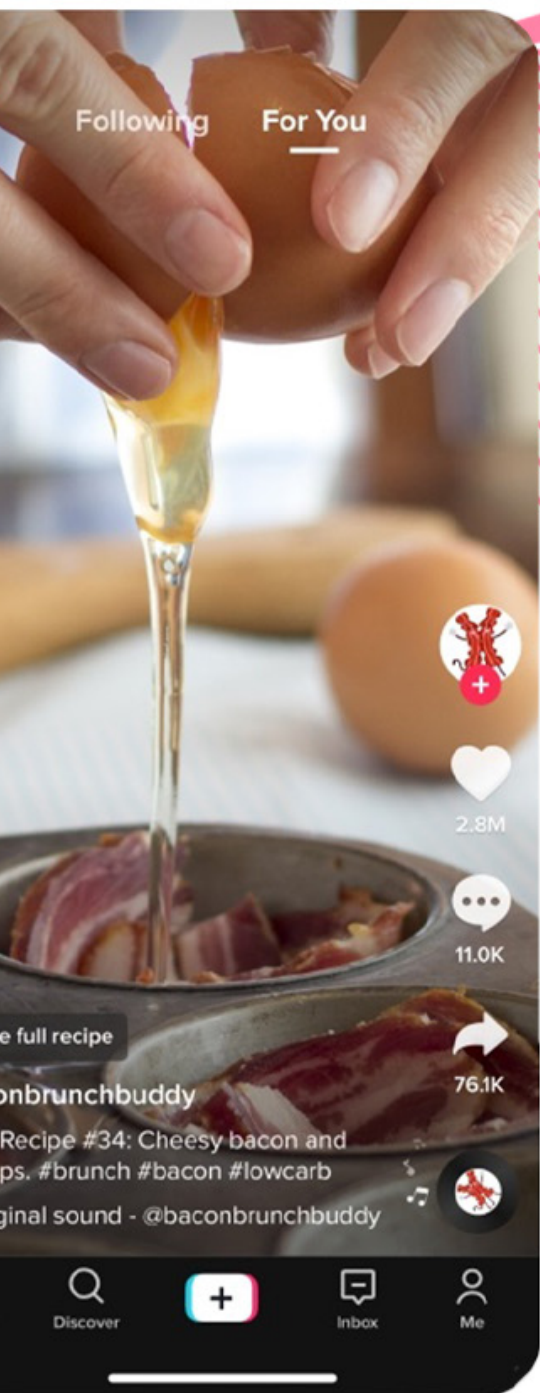
### 1. **Lowest Cost**

This strategy is best implemented to maximize the number of results since it allows the algorithm to optimize more freely. It is recommended to use this for increasing exposure for all new campaigns.

### 2. **Bid Cap**

This strategy is used to keep the average cost lower than the bid for advertisers with stricter allowable KPIs. This strategy makes sense to hit certain goals and maintain efficiency.







# TIKTOK ALGORITHM

Various factors are taken into account with the TikTok algorithm. The algorithm puts greater weight on “stronger” indicators (such as video completion rate) over “weaker” indicators (such as whether a viewer and creator are in the same country).

The “For You” page videos are ranked based on the likelihood of a user’s interest in the content.

.....



# ***TIKTOK ALGORITHM***


TikTok algorithm bases recommendations on a user's interactions with content on the app.

Key considerations include:

- + **Accounts followed by the user**
- + **Creators hidden by the user**
- + **Videos liked, shared, commented on, or favorited by the user**
- + **Videos watched through the entirety (known as video completion rate)**
- + **Content created by user**

Video information is also taken into account by the algorithm. Video information signals are based on the content sought out on the Discover tag, including:

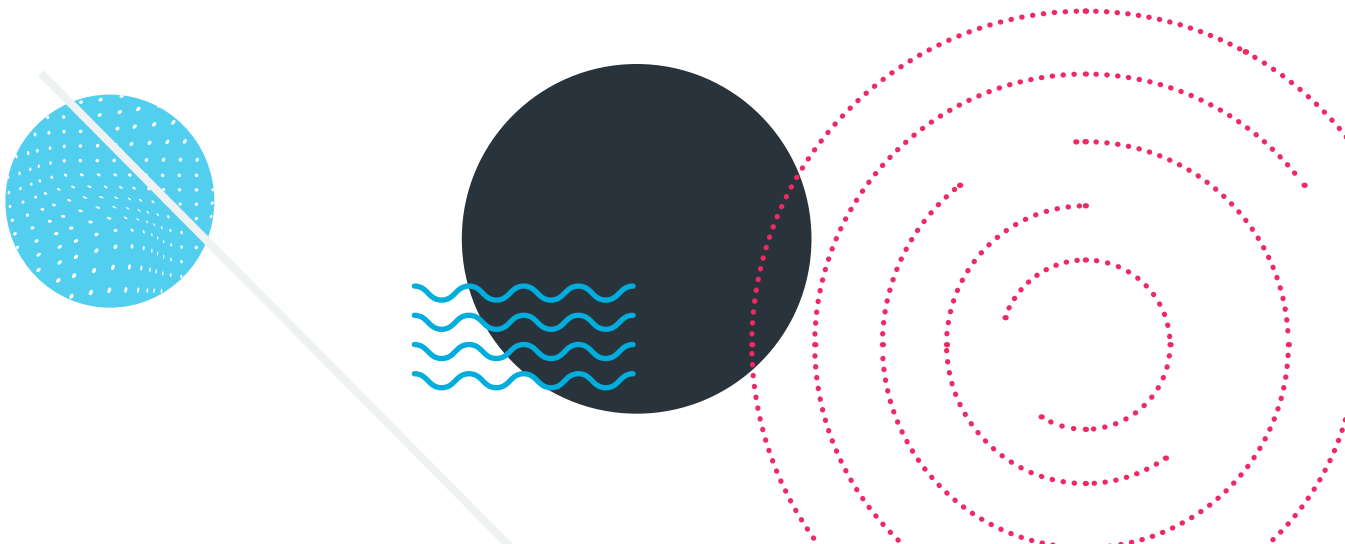
- + **Captions**
- + **Sounds**
- + **Hashtags**
- + **Effects**
- + **Trending Topics**



Device and account settings are settings that TikTok uses to optimize performance. These are based on one-time settings choices rather than active engagements. These include:

- + **Language preference**
- + **Country setting (you might 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**

The algorithm does not base recommendations on follower accounts or previous success with a high-performing video.







# **ADVERTISING BEST PRACTICES**



1<sub>0</sub>

**Full-Screen Experience** - Do not include a border. More than 98% of top-performing videos on TikTok use the full screen. Also, center important elements, and stay away from the outer margins of the frames.

2<sub>0</sub>

**Design for Sound On** - More than 93% of top-performing TikTok videos use audio. Adding any kind of audio can cause a significant lift in impressions.

3<sub>0</sub>

**Use a Variety of Scenes** - 99% of e-commerce videos switch up their angles and settings throughout the video. TikToks with various scenes see a 40.6% lift in impressions compared to one person on screen selling a product.

4<sub>0</sub>

**On-screen Captions** - TikToks that use captions or text on screen see a 55.7% lift in impressions compared to videos that do not add anything additional on-screen.

5<sub>0</sub>

**Keep it Short and Sweet** - While TikTok allows for up to 3 minutes per video, the ideal length is between 9 to 15 seconds. Make sure to hook users at the beginning with an attention-grabbing visual.



#eyeslipsface

# ORGANIC SOCIAL STRATEGY



While there are many opportunities to advertise on TikTok, organic strategy is also a great way for brands to grow their follower base. Frequent posting and tapping into viral trends are key pillars of a strong organic TikTok strategy.

In addition, it's important to consider the target audience. If the goal is to attract Gen Z, hire a Gen Z to create this content.

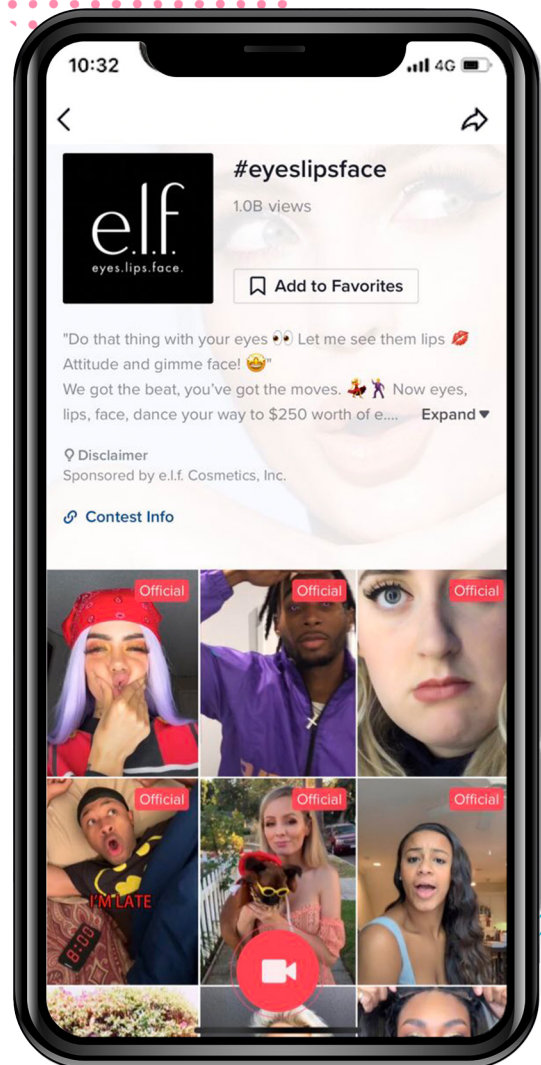
# CASE STUDIES

**Duolingo** has utilized its mascot to tap into these viral trends. The 23-year-old social media manager has created a personality and follower base around the mascot with references to popular dance moves and recently, Taylor Swift's latest album. The account has gained over a million followers in just a few months. ....

**RyanAir** had a similar success story by tapping into viral Gen Z trends. Their videos are casual and relevant, earning the account 1.3M followers. One video in particular featured a plane on the runway with the viral song "Walk" playing in the background. The video racked up 4.3 million views and 1.1 million likes.

**e.l.f. Cosmetics** has been a leader in the beauty industry. After creating a viral TikTok challenge, #eyeslipsface, complete with a custom music track, the brand received nearly 5 million user-generated videos and 7 billion views. In addition to this viral challenge, e.l.f. has tapped into TikTok live with a live gaming series. ....







The background is a solid blue gradient, darker at the top and lighter at the bottom. Overlaid on this is a complex, abstract pattern of thin, white, curved lines that intersect to form a mesh-like structure, resembling a stylized globe or a network. The lines are more densely packed in the center and become sparser towards the edges.

# **THE FUTURE OF TIKTOK**



In 2022, TikTok is continuing to expand its offering with various features. From third-party development integrations to creator tools & eCommerce features, here's what TikTok has in store looking ahead:

## **LARGER FUNNEL**

In July 2021, TikTok became the first app not owned by Facebook to cross 3 billion downloads. TikTok has become the focus for advertisers looking ahead into 2022. A May 2021 policy shift now allows third-party developers to allow users to log in through their TikTok accounts. TikTok is poised to become a funnel to the rest of the internet through these login capabilities.

## **CREATOR TOOLS**

TikTok is introducing a variety of creator tools. Features that are rolling out include Creator Next, Creator Fund, Creator Marketplace, Creator Tips, Live Gifts, and Video Gifts. TikTok is leaning into the influencer marketing space as the creator wars continue into 2022.

## **ECOMMERCE FEATURES**

TikTok is working to have the #1 social shopping experience. With their expanded Shopify partnership as well as TikTok Shopping for select merchants, the platform will become a one-stop-shop for consumers in the coming months.



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