



4 ways to use TikTok for brand marketing

# What is TikTok?

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- Douyin in China.
- A short-form, video sharing app (15-second videos, can also record up to 60 seconds).
- Formerly Musical.ly app taken over by Chinese company, ByteDance. Musical.ly users were moved to TikTok.
- Create a video using filters, stickers, song clips, sound bites from YouTube, TV shows, and the app itself. Live-streaming option available to those with 1000 followers or more.
- Navigate through videos by scrolling up and down.
- One continuous feed of videos which are played immediately when you open the app.
- Creators are also strongly encouraged to engage with other users, through “response” videos or by means of “duets” – users can duplicate videos and add themselves alongside.
- [Strong celebrity presence](#) – Ariana Grande, Jessica Alba, Jimmy Fallon, Will Smith, Dwayne Johnson, Jason Derulo, Jennifer Lopez, Camila Cabello and Selena Gomez.

# Fast facts (as at June 2020)

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- With 800 million active users, TikTok beats LinkedIn, Reddit, Snapchat, Twitter, and Pinterest as the sixth most popular app globally.
- Apple and Google Play users have downloaded the TikTok app over 1.5 billion times.
- TikTok users span 155 countries worldwide.
- As of 2019, TikTok is the most downloaded app on the Apple App Store, with 33 million downloads in a single quarter, beating YouTube, Instagram, WhatsApp, and Facebook Messenger.
- 41% of TikTok users are aged between 16 and 24. 63.5% of TikTok users in the United States are under the age of 29.
- Users spend roughly 52 minutes per day on the app They spend almost the same amount of time on Instagram (53 minutes), and a little less on Snapchat (49.5 minutes).
- Source: <https://blog.hootsuite.com/tiktok-advertising/> and <https://www.oberlo.com/blog/tiktok-statistics>.

# TikTok in SA

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- No proper statistics yet.
- [Business Insider](#): hashtags [#tiktoksouthafrica](#) and [#southafrica](#) have amassed a combined 7,000 videos and 350,000 fans. Videos categorised with the hashtag [#tiktoksouthafrica](#) already have in excess of 400 million views as December 2019.
- Uniquely South African hashtags: [#mzansioriginal](#), [#johncenachallenge](#), [#elbowgreeting](#).
- Spur started the [#spuriseverywhere](#) challenge with rapper Early B. Users were asked to lip sync or dance to the Spur is Everywhere soundtrack in order to win Spur gift vouchers. The challenge's hashtag has been viewed 3.3 million times so far.
- 19-year-old Chané Grobler (@chanegrobler) is the SA's most popular creator with 1.5 million followers and 51.1 million likes. Not much sponsored content.

# As a marketing tool for business

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1. Curate and share user generated content.
2. Hashtag challenges, duets, reactions, collaborations.
3. Brand takeovers, sponsored hashtag and other forms of advertising.
4. Make your own content.

# Curate and share user-generated content

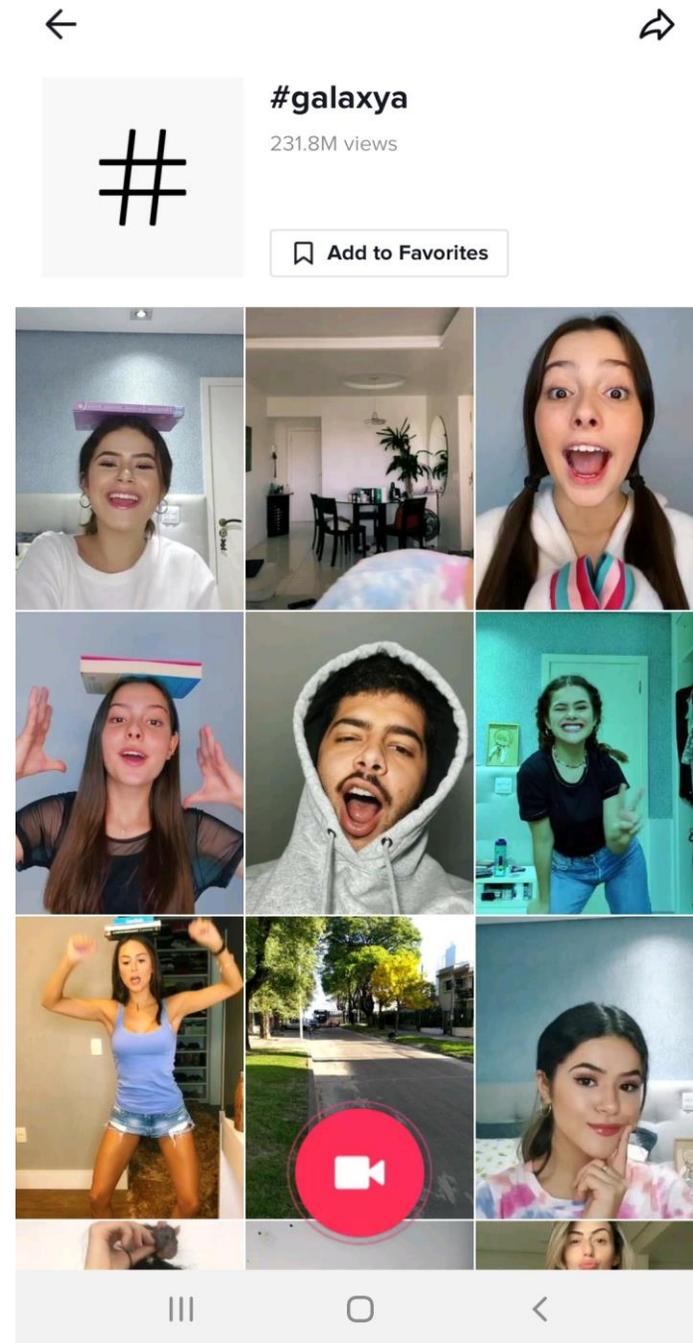
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- Users can congregate around a hashtag.
- The discover page is centred around trending hashtags and you can also see view counts.
- Capitalize on free advertising from users.
- E.g. [Nike](#): More than 929 million users have viewed the hashtag. The videos and GIFs they've created are of users wearing their Nikes, painting their Nikes, dancing in their Nikes, and more. This UGC is free advertising for the brand.



# Hashtag challenges, reacts, duets, collabs

- TikTok challenges are huge content trends on the platform.
- Create or participate.
- Again, capitalizing on user-generated content.
- E.g. The [Samsung #GalaxyA](#) campaign. Users were encouraged to add that hashtag when using the features on their Galaxy A phone for TikTok.
- E.g. 2 [#InMyDenim](#) Guess campaign.
- Duet and reaction features for collaborations with like-minded brands to co-create content and reach a wider, combined audience.



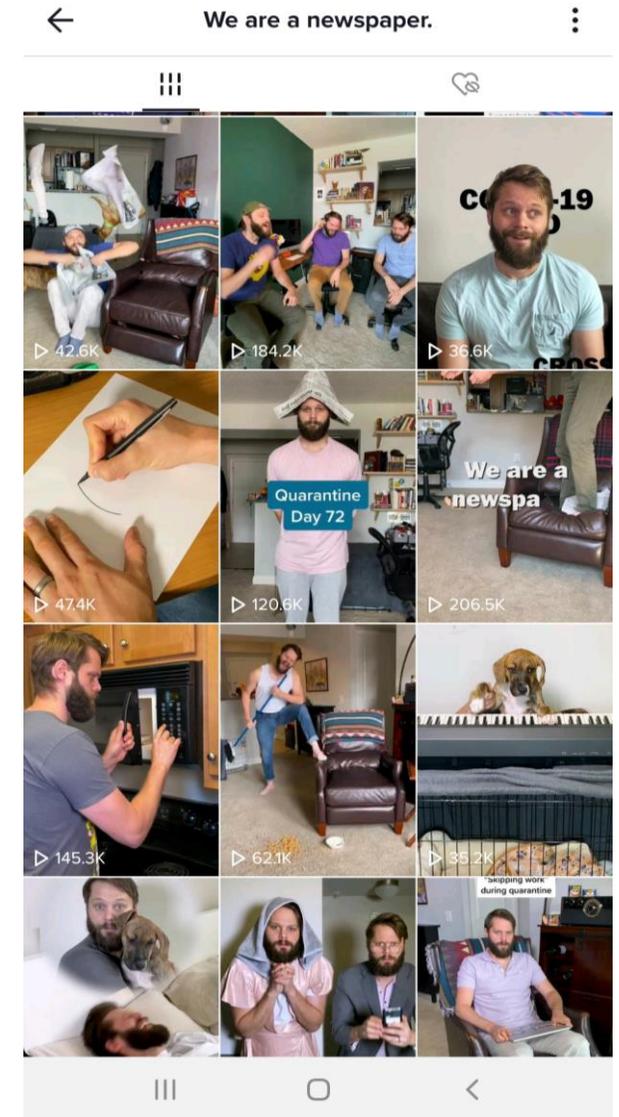
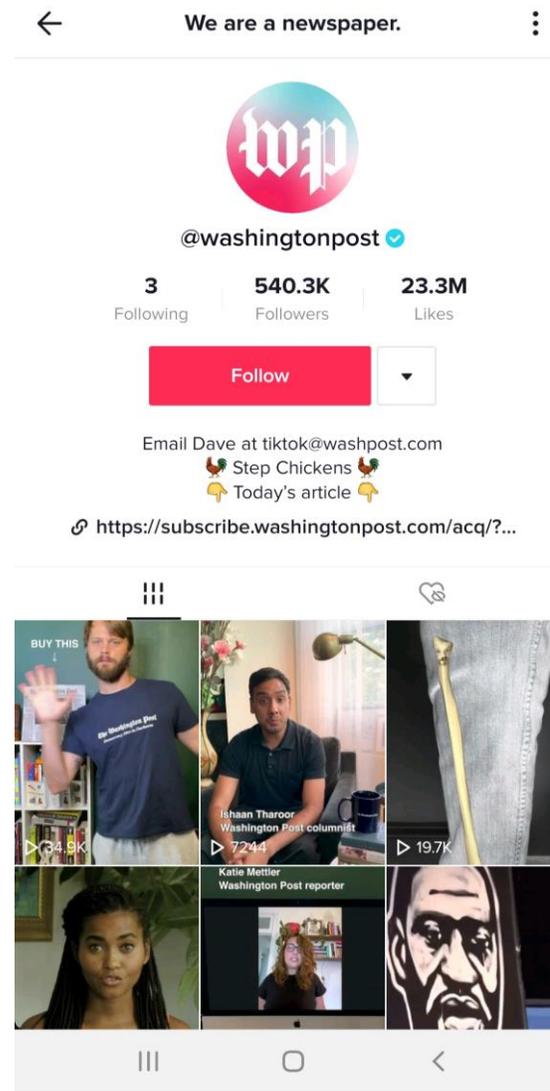
# Advertising and influencer marketing

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- **Brand takeovers:** ads appear in feed before other user content. Linked to advertiser's landing page. Only one ad can show in a slot for a specific category per day.
- Pay to **sponsor a hashtag challenge** with a custom banner across the Discover page. When users tap it, they're taken to videos that your team creates demonstrating the challenge.
- **Video ads** that play in between user videos.
- Similar to other social media advertising and Google AdWords. Create different campaign types, add keywords, select budget and an advertising objective.
- Pay influencers to talk about or use products in videos and link your brand.

# Express yourself – create your own

- Show morning routines, meetings, BTS moments.
- Tell your story.
- Find what's worked and put your unique spin on it.
- Think, not as polished as Instagram, not thought leadership as in LinkedIn
- Show more human side, raw, creative.
- E.g. [Washington Post](#) surprisingly popular on TikTok.



# Things to consider...

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- Market research – get a glimpse into youth culture and what’s trending (e.g. use TikTok dashboard to discover most trending hashtags, challenges and creators).
- Not yet completely saturated.
- Still early stages for advertising.
- Your KPIs should align with the platform. What makes TikTok for business different from other social media platforms is that it’s great for increasing *brand awareness*.
- Conversions or sales may not boom immediately.
- May not be for every business.
- May be limited to just Gen Z as target audience but that may change over time.
- How much time can you dedicate to creating content? Can be time-consuming to create.



What's next for TikTok?

Monetisation? Advertising? Changes in demographics?