

A DEEP DIVE INTO TIKTOK FOR MARKETERS

by



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What to expect from this deep dive

You probably know what TikTok is. What you probably don't know about it:

- How big they are
- The short video revolution TikTok is creating
- How TikTok is turning into a powerful marketing channel for every business model

After you finish reading this report you'll probably think "Wow, TikTok is the next big thing!", we won't blame you.

We've collected over 80 pieces of research on short video, TikTok and social media to deliver the **ultimate TikTok deep dive**.

First, we'll start explaining why you should care about TikTok. We'll lead with some **actual data, facts and statistics** on how TikTok compares to the rest of the social media websites like Facebook and Instagram.

You'll learn why people spend more time on TikTok as compared to Facebook and how TikTok is the fastest growing social media network in the world.

Next, we'll explore how different businesses, just like yours, make sales on TikTok. **We have some actual statistics on which videos drove sales and why.**

Finally, we'll explore how to succeed with TikTok. No, we won't give you basic "how to create an ad"-type of videos. You can easily find them on Google. Instead, we'll share insider reports on what worked and is likely to work, as well as what worked for us.

Fasten your seatbelts and enjoy the ride!



Google wants to include TikTok in more of their search results

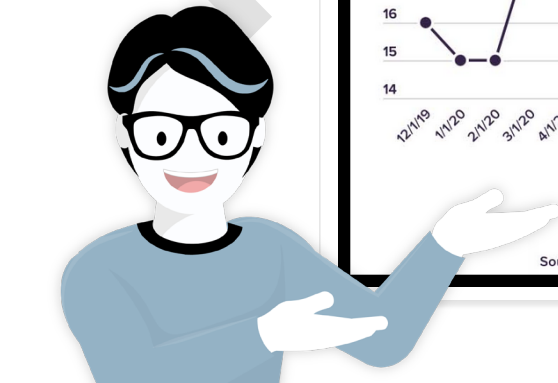
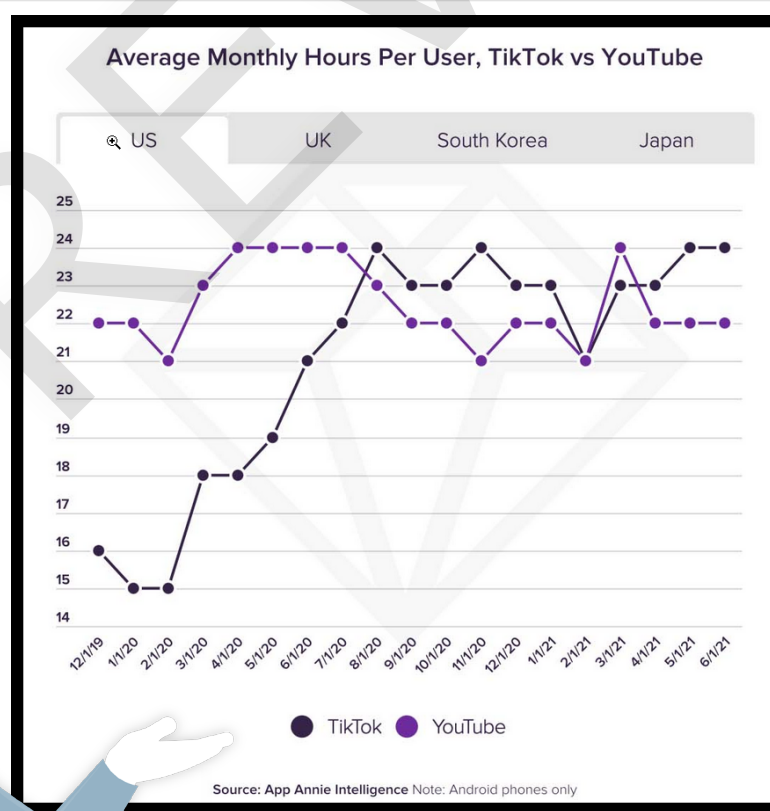
[Google has announced](#) their initial plans to index TikTok content in September 2021.

[Google confirmed again](#) in May 2022 that they are actively seeking ways to include short videos in their search results.

If everything goes as planned, we wouldn't be surprised to see TikTok videos in Google search results by the end of 2022 or early 2023.

People find TikTok addictive

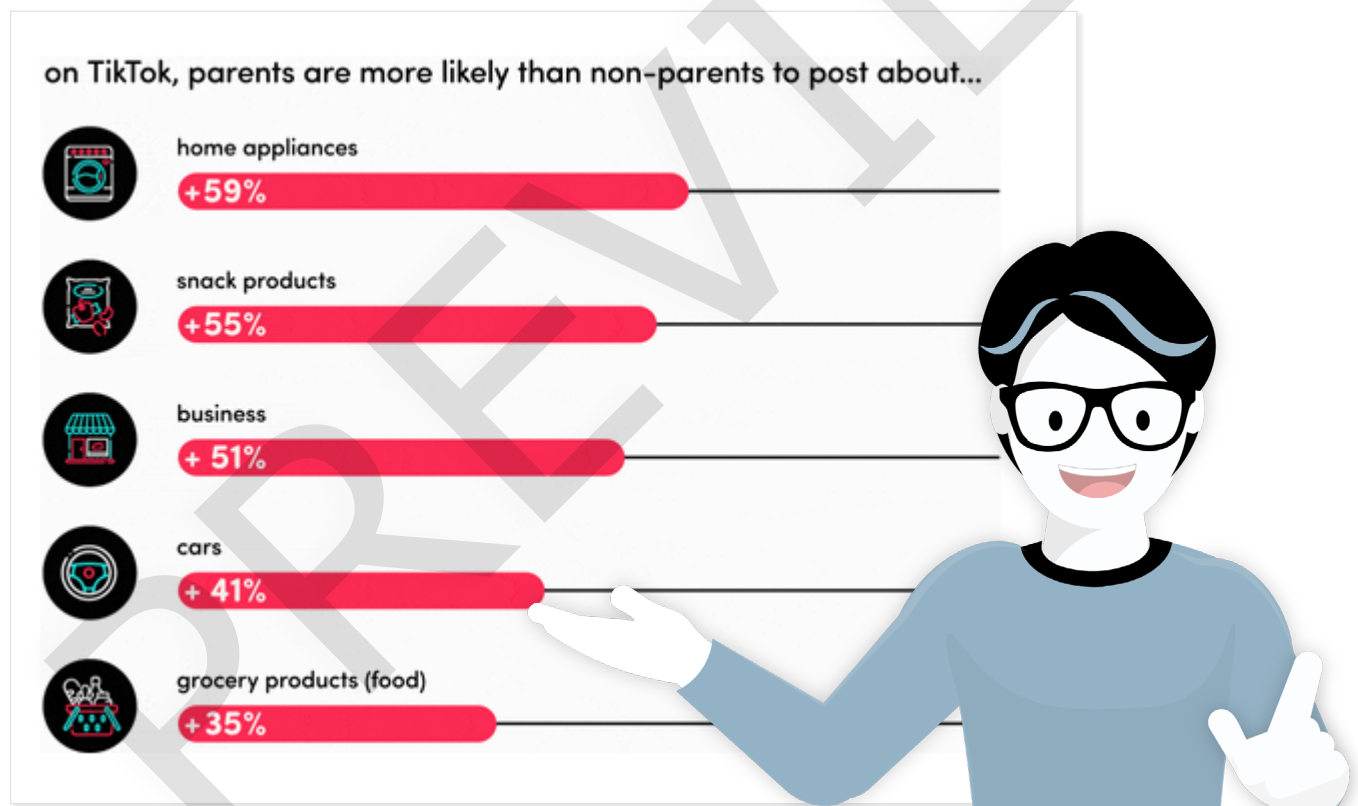
People spend more time watching videos on TikTok than on YouTube, [according to a 2021 report](#). This analysis is for Android, and TikTok overtook YouTube in terms of watch time on August 2020:



TikTok has [also published a blog post](#) on parents using the platform. One of the most popular hashtags on TikTok, for example, are:

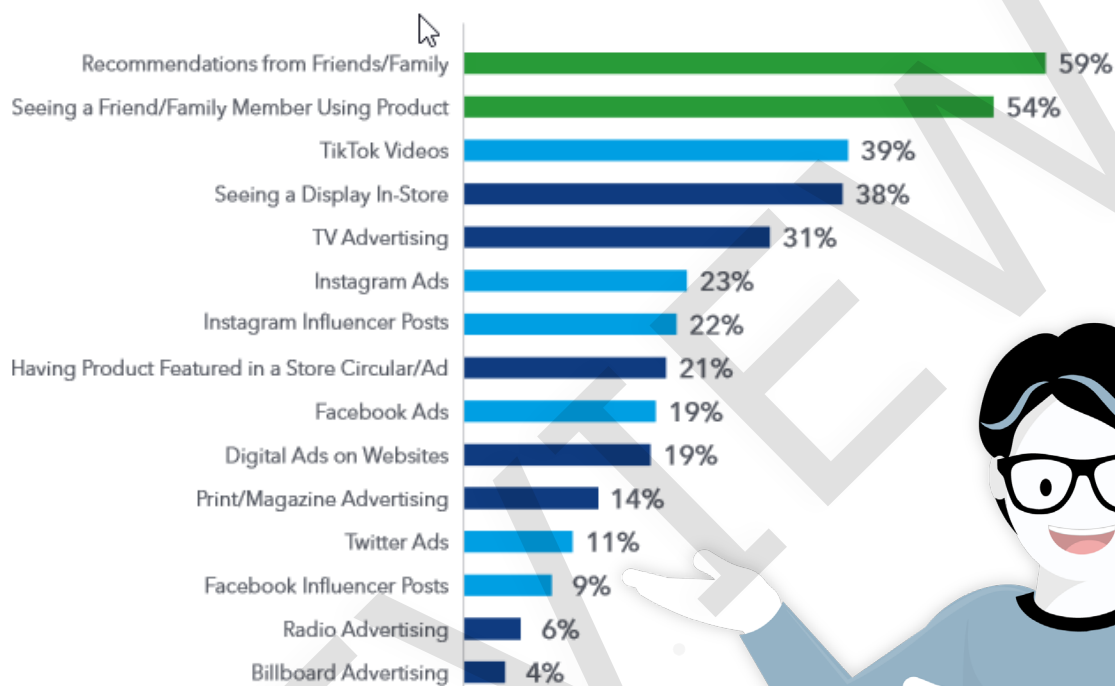
#family - 67 billion views
#familytime - 8 billion views
#parenting - 4 billion views

These parents engage differently on TikTok compared to their non-parent counterparts:



According to some full-time TikTok Ads marketers, the platform's main growth in 2022 comes from older users.

Thinking about the different ways that you may learn about a new product, which are most likely to get you to buy the product?



Source: 2021 IRI Gen Z Survey

Notice #3? “TikTok videos” took the third spot, with 39% of respondents saying they influence their purchase decisions.

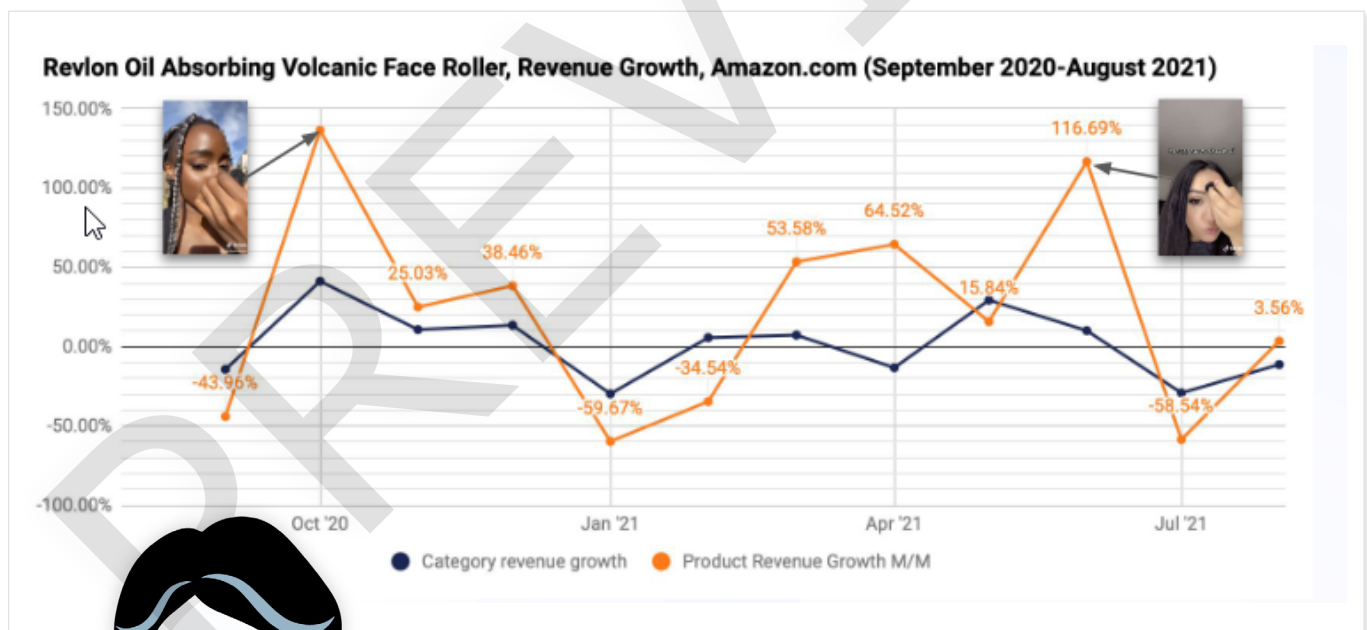
Looking at the broader context: If you look more carefully, you’ll see that TikTok is the #1 “cold” channel for driving purchase decisions among Gen Z. The first place was “recommendations from friends/family”, and the second spot was “seeing a friend/family member using the product”. These are things you can’t quite scale by pouring more money into them.

Throughout the dozens of conversations we had with Gen Zs, **TikTok was commonly mentioned as the first place that new products are often noticed.** The appeal of TikTok is highly aligned with Gen Z’s overall desire for less “manufactured” engagement and more “real people” organic content.

@looksbylexington [made a TikTok video](#) reviewing a volcanic stone oil-absorbing roller by Revlon. The video went viral in March 2020 and generated over 1.5 million views. This video also bootstrapped a trend with smaller creators publishing monthly videos on the product.

Here's the interesting part: Despite the short-lived nature of many TikTok viral videos, this one stayed on. 18 months after the hype. Beauty influencers still regularly quoted the products.

The following graph shows the correlation between viral TikTok videos and revenue growth:

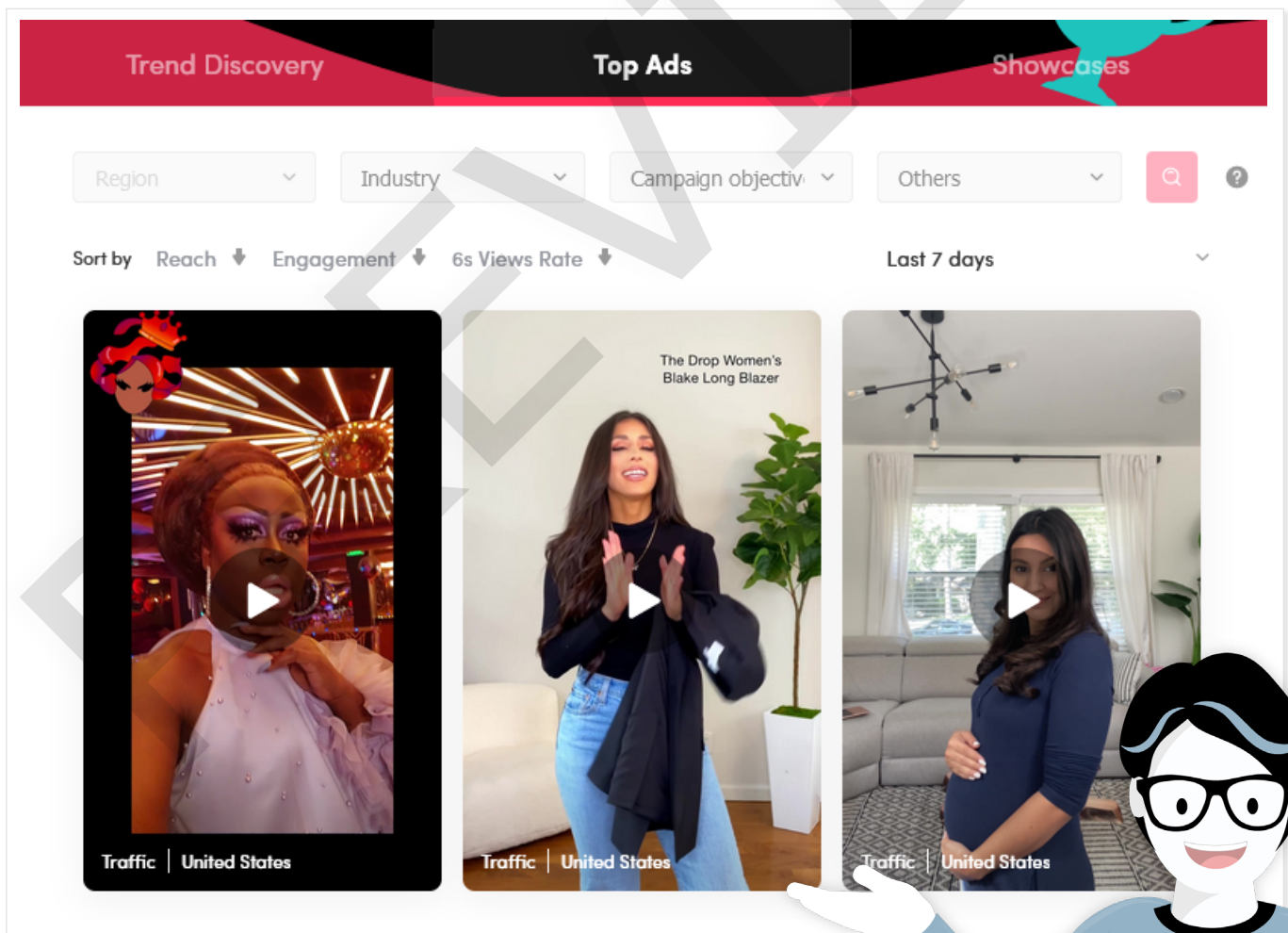


How to get inspiration (a.k.a. spy) on TikTok ads?

There are 3 ways:

1. Using TikTok's native tools
2. Using third-party spy tools
3. Finding curated collections (like Twitter threads)

Using TikTok native tools: TikTok has a tool called ["TikTok Creative Center"](#). Its purpose is to allow you to "see high-performing auction ads on TikTok" and "let successful cases inspire your creativity."



Don't overlook these TikTok targeting options

TikTok allows you to do “traditional” targeting by things like age, for example. However, TikTok says that [“subcultures are the new demographics”](#) which is an interesting perspective worth considering when you set up your targeting.

TikTok also recently added [DMA geo-targeting](#) if you want to go narrower with US-based targeting.

Be aware that there are **many limits on TikTok in terms of targeting**. If your ad account is from Europe, you can't target the US (unless you request that from your ad rep), and vice versa.

Also, some more advanced targeting options (like Lookalike) audiences are not yet available to every advertiser.

The good news is that TikTok reps, from our experience so far, are quite helpful and you can get many features unlocked for you once you start spending a few thousand dollars a month on TikTok Ads.

How we found and successfully worked with TikTok creators

Working with TikTok creators is a good thing if you:

- a. Want to try a more organic approach to promoting your product.
- b. Don't want to show your face and want someone credible in your niche on TikTok to promote your product.

How we find TikTok influencers: We started working with TikTok creators in Q4 2021. Instead of using influencer marketing tools, we decided to get our hands dirty and find them ourselves.



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