



TikTok

“IS TIKTOK THE RIGHT SOCIAL MEDIA PLATFORM FOR MY BUSINESS?”

Objectives

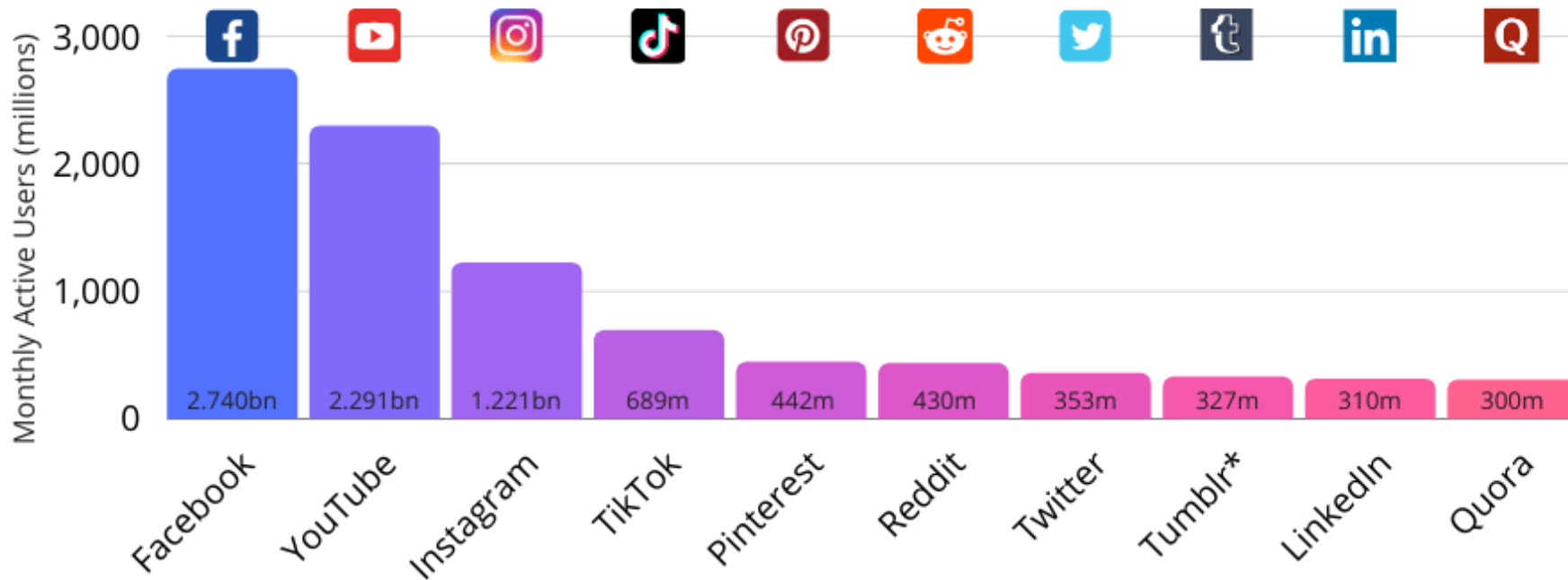


- Review data on popularity of social media platform
- Review About TikTok
- Review TikTok features
- Review TikTok -vs- Instagram
- Review TikTok for business
- Review purpose of hash tags
- Address TikTok privacy concerns

Which Social Media Platforms Are Most Popular



The Top 10 Social Networks By Size

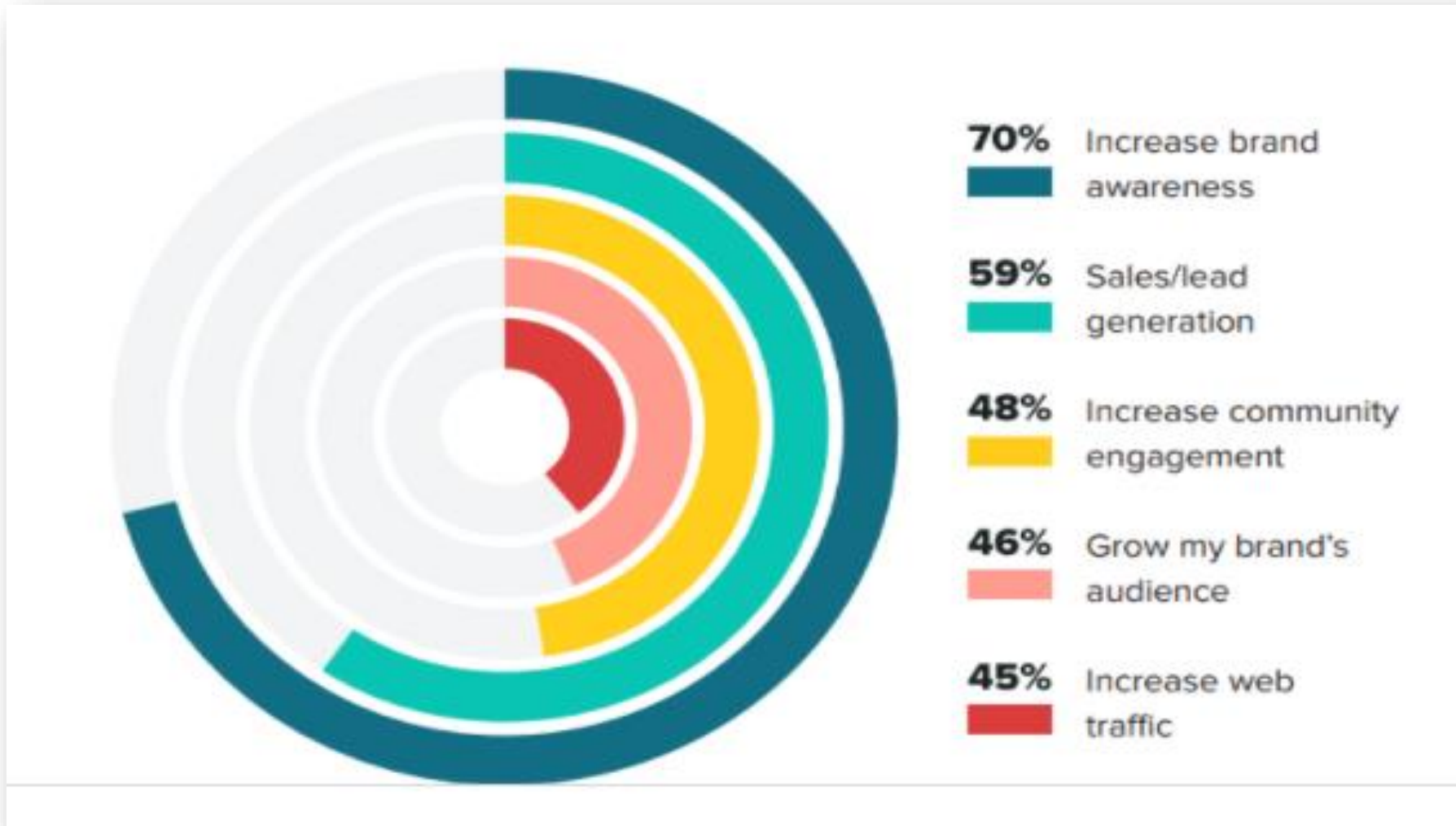


Note: Most figures from Jan 2021, Statista | *Tumblr uses Monthly Unique Visitors

theonlineadvertisingguide.com








TO
AG

Social Marketer's Top Goals for Social Media



Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

| | Facebook | Twitter | Pinterest | YouTube | LinkedIn | Instagram | TikTok |
|---------------------|--|--|--|--|--|--|--|
| DEMOGRAPHICS |  2.7 Billion users Ages 25-34 |  353 Million users Ages 30-49 68% Male |  442 Million users Ages 30-49 78% Female |  2.3 Billion users All ages |  740 Million users Ages 46-55 |  1.2 Billion users Ages 25-34 |  689 Million users Ages 18-24 |
| PURPOSE | Building Relationships | News & Articles; Conversation | "Scrapbook-ing" | "How To", Lifestyle, Educational | News & Articles; Networking | Building Relationships; Conversation | Building Relationships; Conversation |
| BEST FOR | Building Brand Loyalty | Public Relations | Lead Generation; Clothing, Art & Food Businesses | Brand Awareness; Lead Generation | Business Development; Brand Awareness | Lead Generation; Retail, Food, Entertainment, Beauty Businesses | Building Brand Loyalty & Community |
| DOWNSIDE | Limited Reach | 280 characters or less | Images and video only; Narrow demographic | Resource intensive | Limited interactions | Images and video only | Videos only; Very specific demographic |

Social Media Strategy – Learn Everything About Your Customers

Create audience personas

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

When it comes to your target customer, you should know things like:

- Age
- Location
- Average Income
- Typical job title or industry
- Interests
- etc.

About TikTok



(<https://www.bytedance.com/>)

- ♪ China based company ByteDance
- ♪ Owner: Zhang Yiming
- ♪ Established September 2016
- ♪ Short-form video hosting service
- ♪ TikTok is the leading destination for short-form mobile video. The company mission is to inspire creativity and bring joy.
- ♪ TikTok registered a revenue of \$2.475 billion in the first quarter of 2023.

TikTok Basic Features



- ♪ Video Uploading
- ♪ Video editing
- ♪ Filters and effects
- ♪ Social sharing
- ♪ Likes and comments
- ♪ Notifications

TikTok Advanced Features



- ♪ Duets
- ♪ Reactions
- ♪ Hashtags
- ♪ Live video streaming
- ♪ QR code scanner
- ♪ Geolocation
- ♪ Real-time analytics
- ♪ Video preview(before signing up)

TikTok Desktop View (personal account)

The screenshot displays the TikTok desktop interface. At the top left is the TikTok logo. A search bar in the top center contains the text "Search accounts and videos". On the top right, there are icons for a share button, a notification bell with a red "2", a comment bubble with a red "1", and a profile icon.

The main content area features a video by user **pepperonimuffin** (Kirsten). The video title is "#3minutemakeupchallenge I need a redo" and it uses "original sound - Kirsten". The video shows a woman applying makeup. To the right of the video is a "Following" button. Below the video are three interaction icons: a heart icon with "131.2K" likes, a comment icon with "543" comments, and a share icon with "102" shares.

On the left sidebar, there are navigation options: "For You" (selected), "Following", and "LIVE". Below these are "Suggested accounts" and "Following accounts".

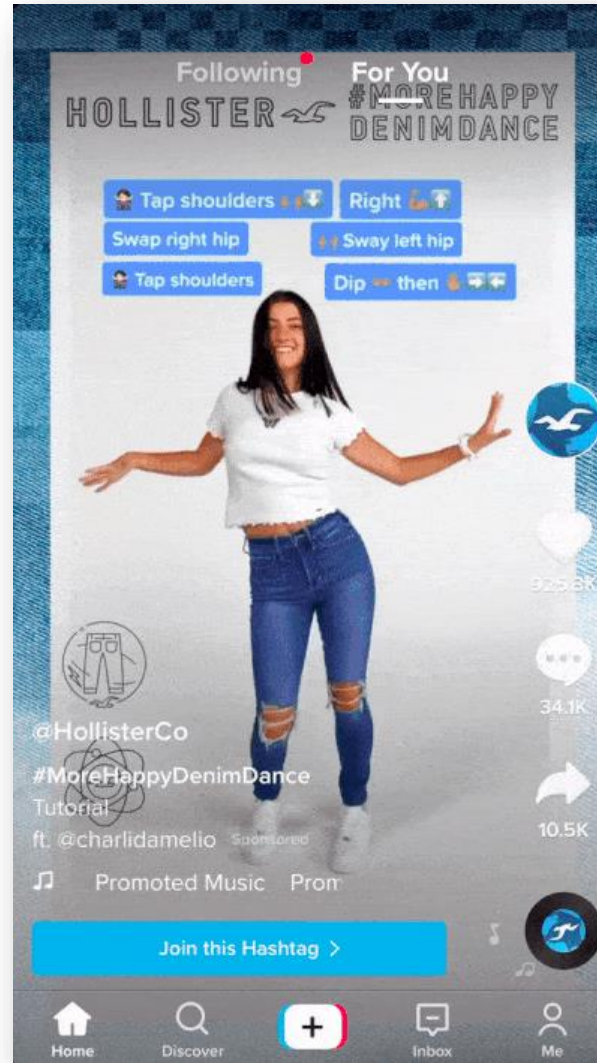
Suggested accounts:

- stellanspice** (Stella 'n Spice)
- cookwithdana** (cookwithdana)
- carolinagelen** (carolinagelen)
- cookingwithayeh** (Cooking with Ayeh)
- poppycooks** (Poppy O'Toole)

Following accounts:

- king.asante** (Asante)
- scottkress_** (scottkress)

TikTok Mobile App View (personal account)

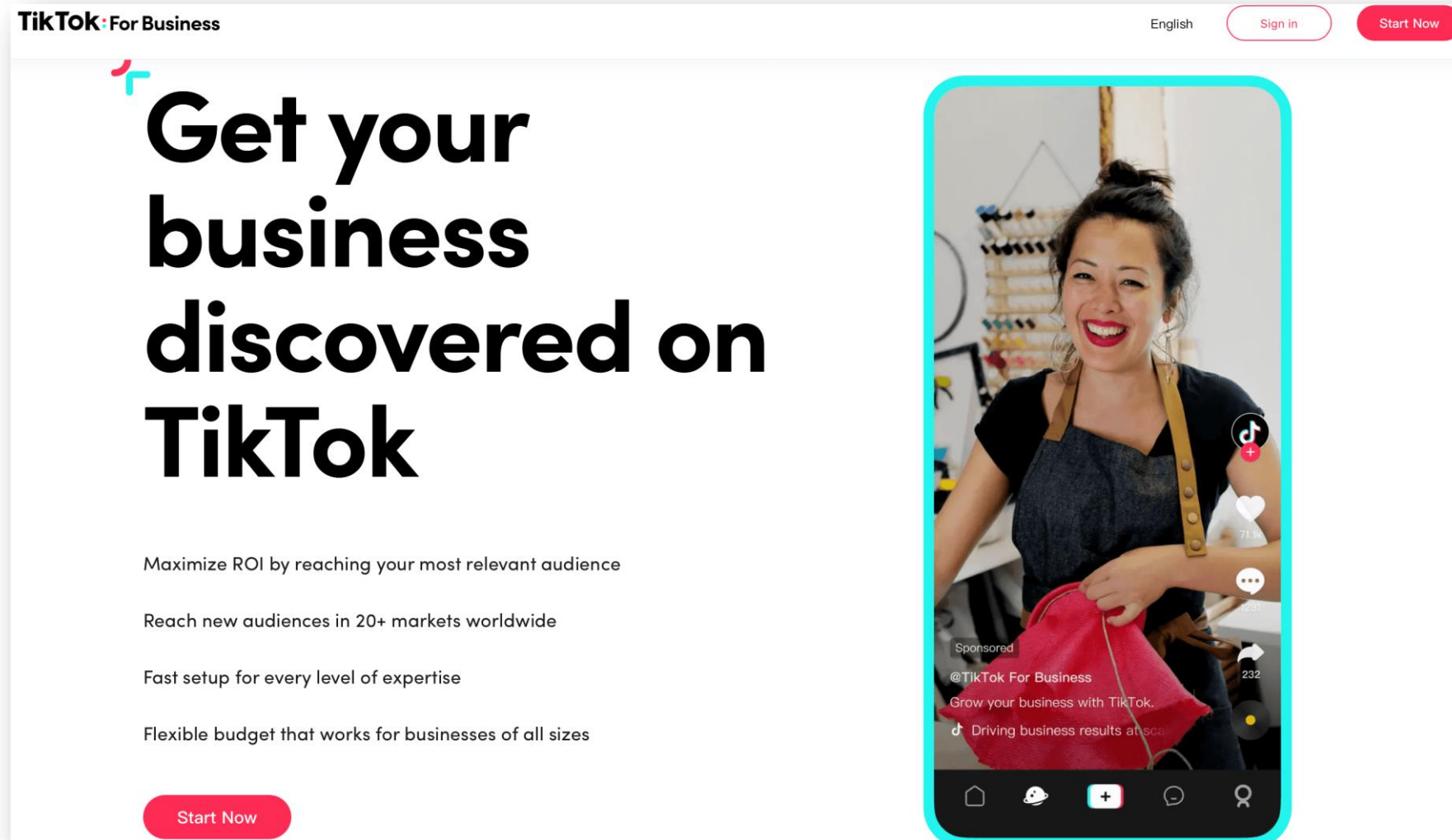


TikTok –vs Instagram



- ♪ Instagram is a visual platform for:
 - ♪ Images,
 - ♪ Stories
 - ♪ Short-form videos (Reels)
 - ♪ Long-form videos (IGTV)
 - ♪ Streaming (Live)
- ♪ TikTok is the established vertical, short-form video social channel online.
- ♪ TikTok makes it easy and affordable to create great campaigns

TikTok for Business



TikTok For Business English Sign in Start Now

Get your business discovered on TikTok

- Maximize ROI by reaching your most relevant audience
- Reach new audiences in 20+ markets worldwide
- Fast setup for every level of expertise
- Flexible budget that works for businesses of all sizes

Start Now

Sponsored
@TikTok For Business
Grow your business with TikTok.
Driving business results at scale

71 likes
231 comments
232 shares

The screenshot shows the TikTok For Business website interface. On the left, there is a large heading 'Get your business discovered on TikTok' followed by four bullet points: 'Maximize ROI by reaching your most relevant audience', 'Reach new audiences in 20+ markets worldwide', 'Fast setup for every level of expertise', and 'Flexible budget that works for businesses of all sizes'. Below this text is a red 'Start Now' button. On the right, there is a video player showing a woman in a workshop holding a red bag. The video has a 'Sponsored' label, the TikTok logo, and engagement metrics: 71 likes, 231 comments, and 232 shares. The video caption reads '@TikTok For Business Grow your business with TikTok. Driving business results at scale'. The bottom navigation bar of the video player is visible, showing icons for home, search, post, activity, and profile.

Top Features of TikTok

Top Features of Tik Tok



TOP VIEW



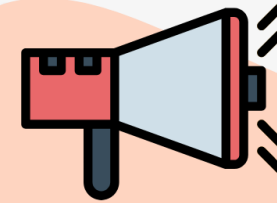
BRAND TAKEOVER



BRAND HASHTAG
CHALLENGE

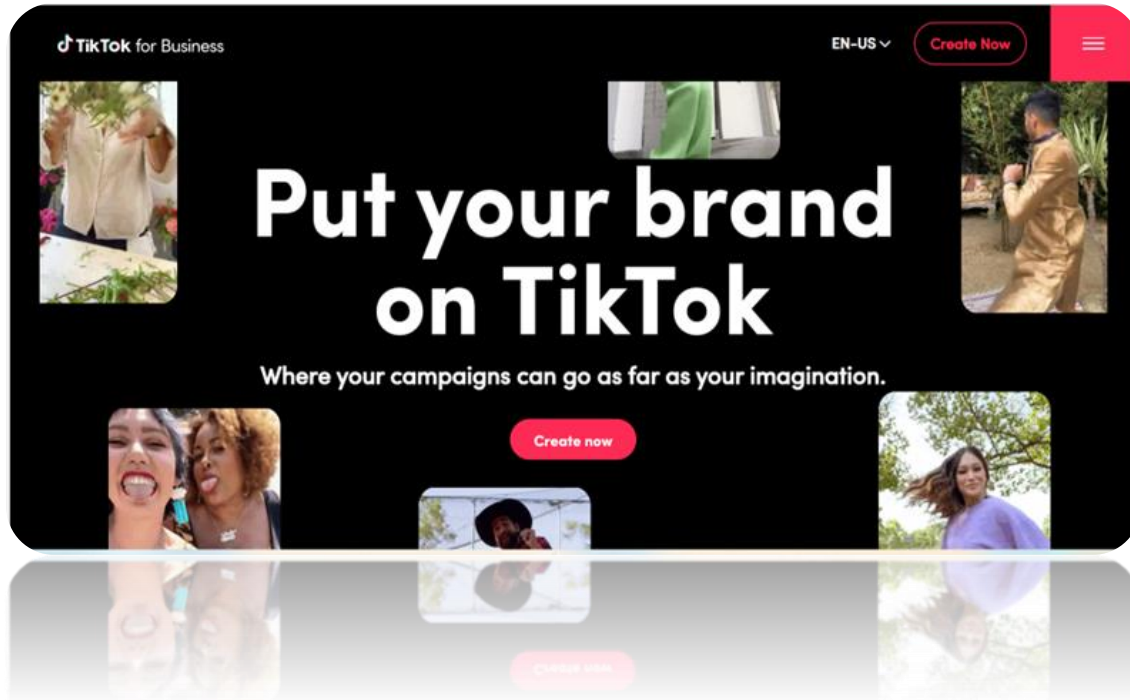


IN FEED ADS



BRANDED EFFECTS

TikTok for Advertising



- ♪ You can reach a diverse audience through TikTok ads
- ♪ TikTok makes it easy and affordable to create great campaigns
- ♪ TikTok's versatile ad formats facilitate engagement
- ♪ TikTok is great for influencer marketing
- ♪ TikTok ads increase brand exposure
- ♪ You're advertising to engaged consumers on TikTok
- ♪ You can showcase products authentically on TikTok
- ♪ You can implement more effective video marketing on TikTok
- ♪ TikTok is a great way to stay ahead of the social media marketing curve

TikTok for Advertising



Still unsure about advertising on TikTok?

67%

of TikTok users agree that the platform inspired them to shop even when they weren't looking to do so.

74%

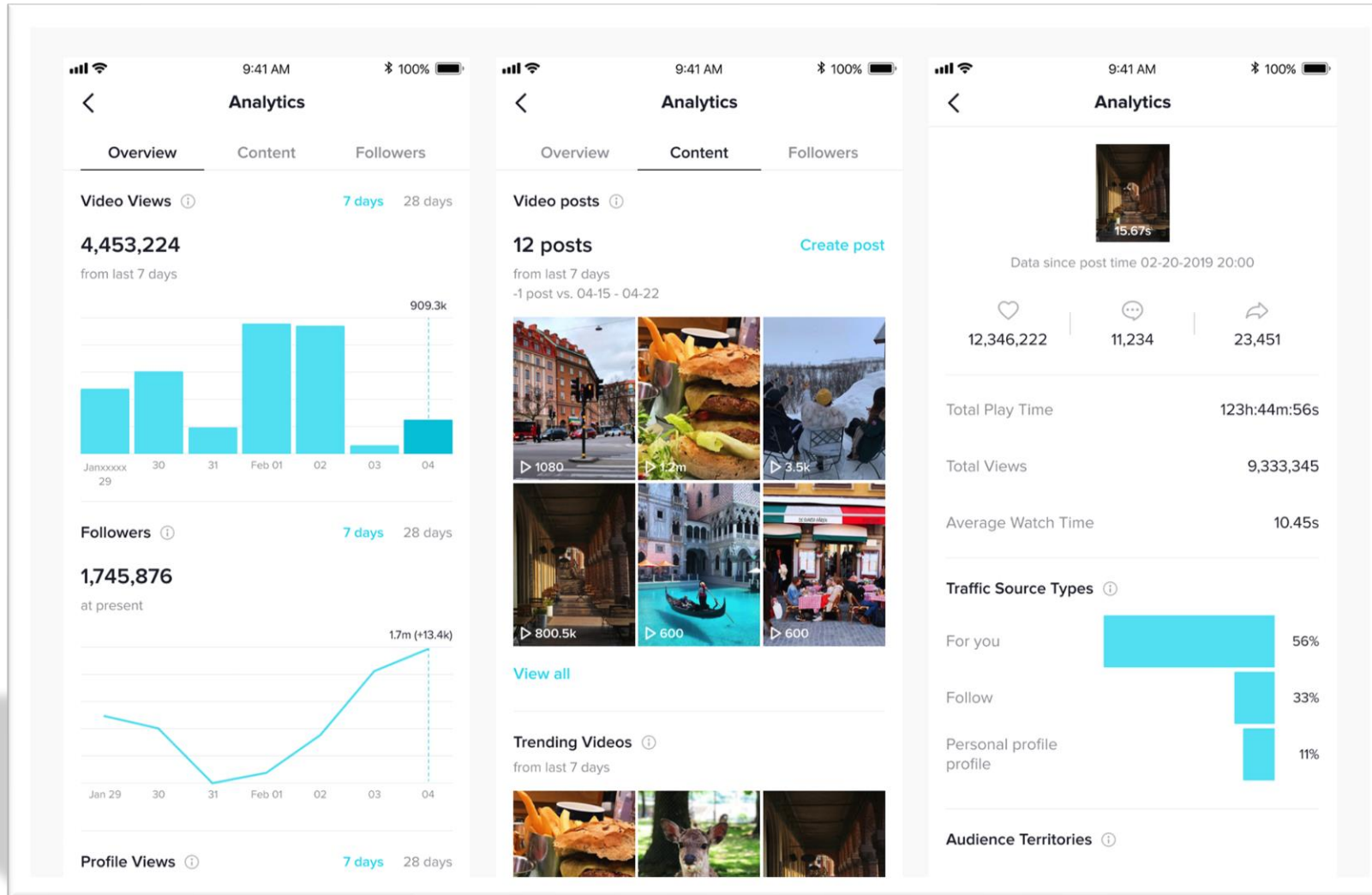
of TikTok users say that TikTok has inspired them to find out more about a product or brand online.

66%

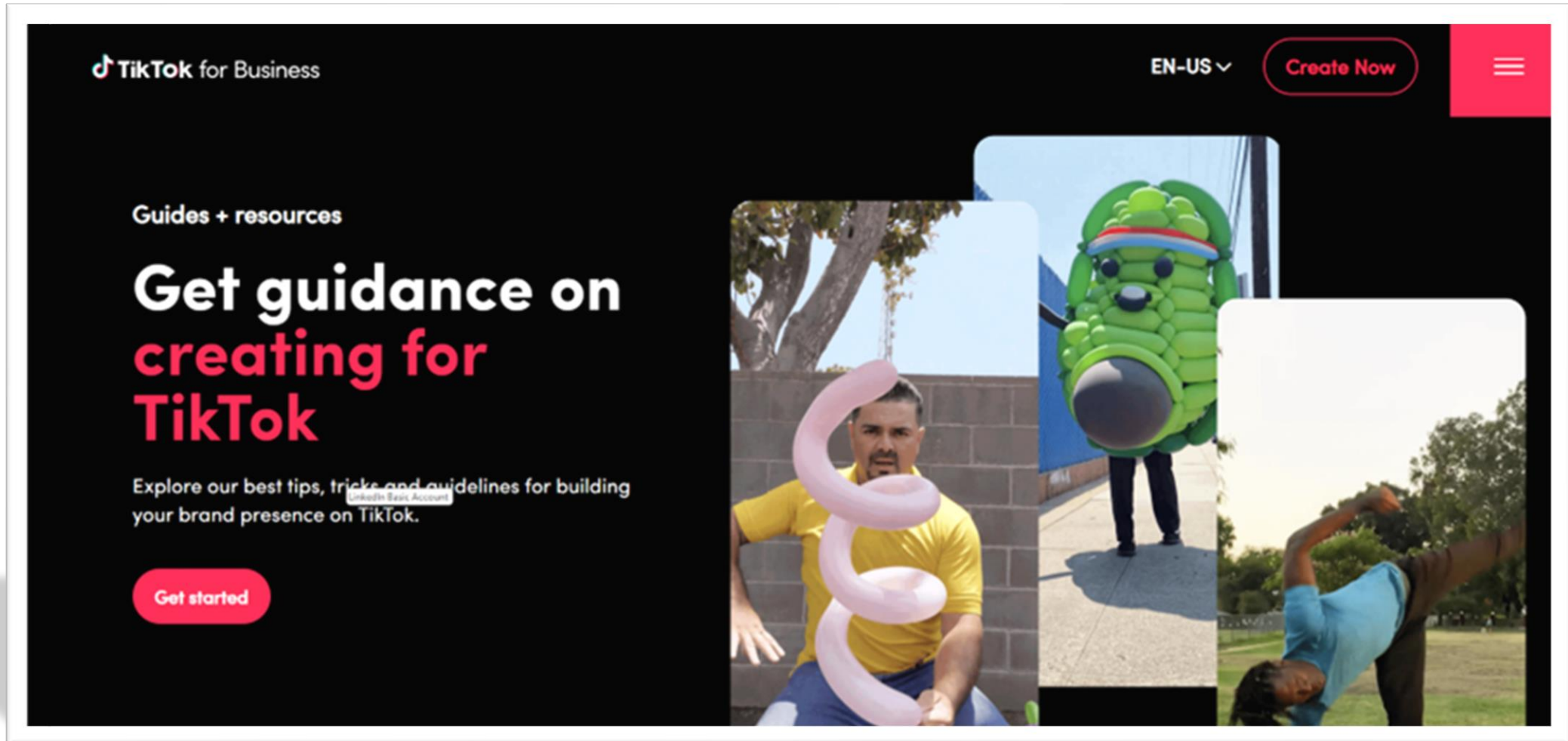
of TikTok users agree TikTok has helped them decide what to buy.

Source: TikTok Marketing Science US Holiday Shopping Behavior Custom Research 2020

TikTok for Business- Pro account




TikTok for Business Education and Resources



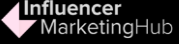
<https://www.tiktok.com/business/en-US/resources>

TikTok Best Time to Post



Global Best Times to Post on TikTok
Eastern Standard Time

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|----------|--------|
| | 2 AM | | | 5 AM | | |
| 6 AM | 4 AM | 7 AM | | | | 7 AM |
| | 9 AM | 8 AM | 9 AM | | 11 AM | 8 AM |
| 10 AM | | | 12 PM | | | |
| | | | | 1 PM | | |
| | | | 7 PM | 3 PM | 7 PM | 4 PM |
| 10 PM | | 11 PM | | | 8 PM | |

"Best times to post as calculated by Influencer Marketing Hub after analyzing more than 100,000 global TikTok posts and engagement rates." 

What are Hashtags (#) and How to Use Them on Social Media

- A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it.
- By adding a hashtag, your content will be accessible to all other users interested in similar topics who search for your hashtag.

Content hashtags- Ex. #lifecoach #leadershipdevelopment

Trending hashtags- Ex. #bossesday #internationalwomensday

Brand-specific hashtags- Ex. #scorememphis #sba

TikTok Privacy Concerns



- ♪ In the US, TikTok can collect biometric data including your face and voiceprint (facial recognition technology).
- ♪ It can also predict your age, gender and interests based on your activity.
- ♪ The app also has access to your device's clipboard including text, images and video (even the ones you don't share)
- ♪ BuzzFeed Investigation

<https://www.tiktok.com/legal/privacy-policy-us?lang=en>
See "Image and Audio Information" and "Metadata"

Thank You! Any Questions?





Let's Keep in Touch!

We conduct regular webinars like this monthly. Make sure you follow us online, so you don't miss out.



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