



TikTok

MARKETING



HOW TO LEVERAGE
THE TIKTOK PLATFORM FOR PROFITS



INTRODUCTION

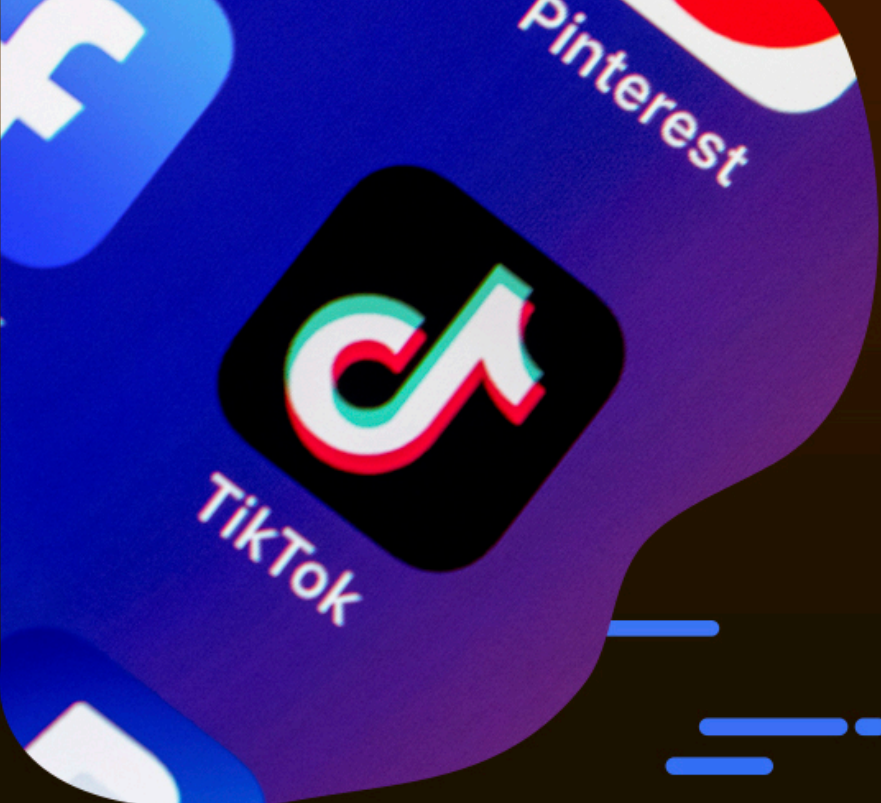
The TikTok social media platform has seen explosive growth over the last two years. It now has 500 million users that are desperate for fun and exciting content and this is a massive opportunity for you to promote your business.

To be successful with TikTok marketing you need to know how the platform works and how the users interact with each other. TikTok appeals to a younger demographic and you really need to speak their language to be successful. This guide will explain all you need to know about TikTok to create successful marketing campaigns.

We have worked hard to provide you with everything that you need to know to use the TikTok platform to market your business successfully. You will find it an easy and engaging read and we encourage you to read it from start to finish and then start to implement the tips and advice you find here.

You will learn that a number of businesses and organizations have already leveraged the TikTok platform to get the word out. What they have done is not rocket science and you can replicate their success easily. Engagement with the TikTok user base is essential and this guide will show you how to achieve that.

Other marketers have tried marketing on TikTok and failed. We do not want you to make the same mistakes that they did so follow the steps in this guide and you will maximize your chances of success.



What Is TikTok And Why Should You Care?

CHAPTER 1

A lot of people have never heard of TikTok. Marketers that spend advertising money on social media platforms do not know anything about it or the potential that it provides. That's OK for you because it means that there is less competition for you to worry about.

In fact TikTok has been in the news recently for the wrong reasons. There was concern that the platform was not safe for youngsters to use. The truth is that there was some dodgy content on TikTok but they have cleaned up their act and removed a lot of videos that did not meet their community guidelines and terms of use.

This has not stopped TikTok experiencing incredible growth over the last two years. In the first half of 2018 it was the most downloaded free iOS app. TikTok was the most downloaded app on Google Play in October 2018 and overall it was the third most downloaded app in the world in November 2018.

In March 2019 there had been over 1 billion installs of TikTok. There were 660 million downloads in 2018 and in the first quarter of 2019 there were 188 million. There are over 500 million active users of TikTok and 26.5 million of these are from the United States.

Here are some other key statistics about TikTok:

- There are more users of TikTok on Android than iOS
- At the moment the largest user base is in India representing around 43%
- Around 66% of TikTok users are less than 30 years old
- The average time spent on the TikTok platform is 52 minutes
- There has been an increase with in-app purchases of 275% year on year
- 29% of the user base use TikTok every day
- Challenges work well – the #RaindropChallenge has more than 685 million views and the #TumbleweedChallenge created 8,000 videos and has more than 9 million views in a week
- For the #InMyFeelings challenge there are over 5 million videos on TikTok compared to 1.7 videos on Instagram