



TikTok

MARKETING



HOW TO LEVERAGE
THE TIKTOK PLATFORM FOR PROFITS



INTRODUCTION

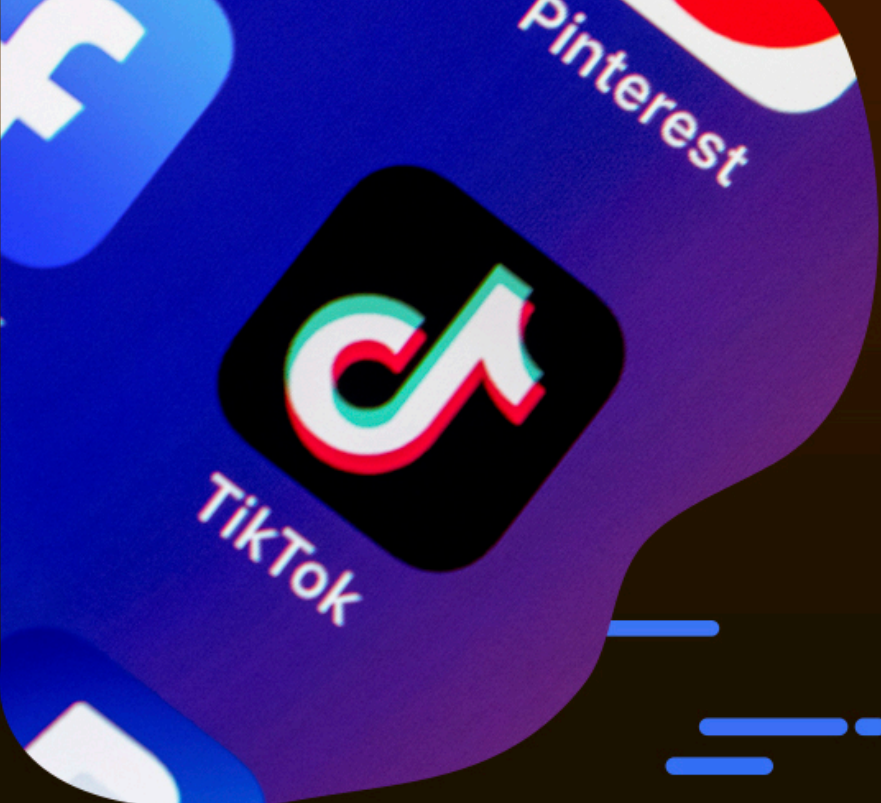
The TikTok social media platform has seen explosive growth over the last two years. It now has 500 million users that are desperate for fun and exciting content and this is a massive opportunity for you to promote your business.

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

What is TikTok?

A company in Beijing, China called ByteDance developed the Douyin app in only 200 days. They launched the app for the Chinese market initially and the company launched TikTok (which is the same) for the international market in 2017.

The ByteDance company purchased musical.ly which was a popular app created by a startup in Shanghai, China who also had an office in Santa Monica in the United States. This helped ByteDance to build a larger video community.

TikTok is all about short videos. Users upload videos of around 15 seconds. With the previous app Musical.ly the users tended to upload videos of themselves lip-synching to popular music videos. The most talented of these people that uploaded videos turned into the biggest influencers of the Musical.ly platform.

It is possible to upload videos of around 60 seconds that share stories but the majority of the videos on TikTok are 15 seconds or less. The target audience for TikTok, and formally Musical.ly, are teenagers and those in their early twenties with an age range of 13 to 24 year olds.

TikTok changed the variety of the videos uploaded on the platform since it has grown so much. Now you will find a lot more than lip-synced videos. In fact there are many other videos to choose from rather than just music.

You can now find comedians doing stand up, lots of prank videos, dancing videos, skateboarding videos, fashion and beauty videos and a lot more. People with all kinds of talents are now uploading videos to TikTok. And now there are people uploading videos showing them using their favorite products.

Not all of the TikTok users create and upload videos of course. This is the same with YouTube and Instagram. A lot of users are just looking for entertaining content to make them happy.

There is no need for a TikTok user to follow anyone on the app. If they just want to find entertaining videos they can just use the Discover page and look for videos that they are interested in. A TikTok user can search for videos using keywords or they can use specific hashtags.

Now TikTok users are “liking” videos more than they did before and they are subscribing to more channels. There is a lot more sharing of TikTok videos than before and you can take a look at the videos that a user has played through their profile page.

Who are the TikTok Users?

The previous app Musical.ly targeted the Generation Z demographic and the bias was females. TikTok seems to be targeting the same people but it is really too early to tell. There certainly are older users on the platform now.

You cannot get away from the fact that around 66% of TikTok are under the age of 30. Females still dominate the platform at around the same percentage. TikTok has international appeal with a lot of users from India and the United States. The sister app Douyin has around 400 million Chinese users and the apps use different servers.

When Douyin first launched more than 50% of its users were under the age of 24. However most of these users are still using the app so the age range keeps going up. Time will tell if the same thing will happen to TikTok and we believe that this will be the case.

Videos on TikTok

A TikTok user can upload a video that they have shot of themselves or any other video that they have in their gallery. There are features in TikTok which can slow down or speed up videos and users can apply a number of different filters.

TikTok also has a “react” feature where users can shoot a video which includes their reaction to another video. A small window showing the user can be placed anywhere on the screen and this is a popular feature.

There is also a “duet” feature on TikTok where a user can create a video with one video next to another one. This feature was available in the previous Musical.ly app and was very popular so they decided to keep this – a smart move.

It is possible for users that upload videos to mark them as either “public”, “private” or “friends only”. TikTok provides a “for you” page which displays a feed of videos recommended for the user based on which videos the user has viewed before (similar to YouTube) using artificial intelligence.

Each TikTok user has a “saved” section in their profile which only they can see. Here they can add videos, sounds, filters and hashtags which they can refer back to any time that they want to do this.

TikTok Growth Factors

So how did TikTok grow so quickly? The platform has really taken a lot of people by surprise with its significant growth in such a short space of time. Here are some of the main reasons for the growth of TikTok:

Endorsements from Celebrities

If you know anything about social networks then you will be aware that celebrities have a significant impact. Some celebrities are really big social media platform users and command large followings from hundreds of thousands to millions. An endorsement from a celebrity is going to persuade a lot of their followers.