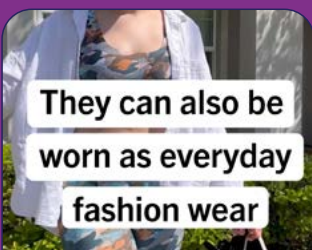
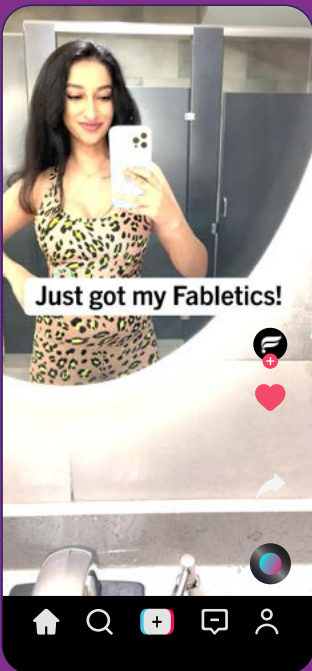
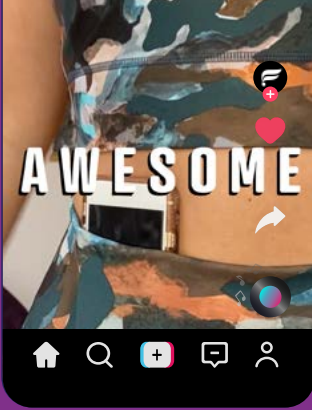




Don't Make Ads, Make TikToks

Guide for brands to get started with TikTok





There's never been a better time to launch your TikTok campaigns

TikTok has taken the world by storm - fun, authentic, video-first storytelling is here to stay and creators and users alike are embracing it.

Did you know that TikTok was the most downloaded app in 2020? With no signs of slowing down, now is the perfect time to kick off your TikTok campaigns!

At Smartly.io, we love exploring new ways to craft storytelling optimized for mobile consumption, and we consider technology as the enabler of our creative practice. As fast movers, our philosophy is to learn, test, and iterate continuously at scale.

We love to #learnsmartly, and with this eBook/guide, we want to share our best practices on how to get started and succeed with your TikTok strategies.

With the experience from 700+ brands and more than \$4B in ad spend, we help brands look their best self on TikTok while automating manual work and improving results.

In this guide, Smartly.io, official TikTok Marketing Partner, and TikTok team up to share best practice tips and inspiration on how to get started and scale on TikTok.

Why your brand should advertise on TikTok

In the past few years, we have seen a massive transformation in shopping behaviors. Consumers are increasingly turning to social media to explore, shop, and connect with brands.

And as 92% of consumers say they follow a brand or make a purchase after watching a TikTok, it's clear TikTok has become a powerful player in how to engage with customers. Let's take a look at the other reasons for starting your TikTok journey now:

Meet your customers where they are

It's no surprise that with a whopping 4.4 billion monthly users reached globally, social media has become an important communication channel for both consumers and brands alike.

At the same time, customer journeys have grown more complex than ever with multiple touch points and connections with brands. Building loyal and long-lasting customer relationships is top of mind for most brands and



they now have an exciting opportunity to be where their customers are at every step of the shopping journey, from discovery to purchase and beyond.

But where does TikTok fit into that overall number? With more than 1 billion monthly active users, it's safe to say that TikTok has become one of the most popular social platforms

According to TikTok's 2021 Time Well Spent Report, TikTok is taking time away from other entertainment activities (translation: other advertising channels), such as watching TV, listening to podcasts, and streaming videos. In fact, 35% of TikTok users say they have spent less time watching TV or video content since they started using TikTok, and 46% give TikTok their undivided attention.

Become the leader customers (and other brands) follow

Being an early adopter comes with advantages - you have the chance to become a trend setter that won't go unnoticed by your customers and competitors.

In addition, practicing your approach to getting started on a new platform tends to pay off. As new platforms surface, your team already has the experience of moving and adjusting to a new advertising environment, making the “getting started” easier. As a result, brands should use this time to their advantage and begin testing ad operations and creatives on TikTok while the platform remains young.

You can reach your customers across their end-to-end journey with recent and ongoing privacy changes in the industry, we're seeing advertisers struggle with predicting the consumer journey. Identifying where a customer sits in the “funnel” is not as easy as it was before. To mitigate this risk, advertisers

are diversifying their spend to additional social platforms. TikTok has become an efficient platform for this, as TikTok users are a primed audience no matter where they are in their end-to-end journey.

Looking to build brand awareness and drive product discovery?

TikTok users turn to TikTok to find inspiration and education across topics such as cooking, fashion trends, or home projects: 59% of TikTok users learn current trends, and 60% learn new recipes or DIY projects.

Looking to drive conversions?

TikTok users become so engaged with the videos they watch and the creators they follow, they quickly become ready to take action. 84% of TikTok users plan to shop online through retailers/brand websites and 49% have made a purchase directly from the platform.





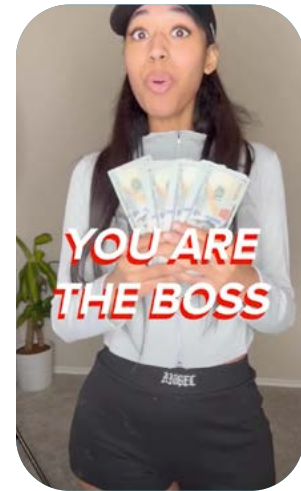
You can engage incremental audiences and grow your Gen-Z reach

In the past few years, we have seen a massive transformation in shopping behaviors. Consumers are increasingly turning to social media to explore, shop, and connect with brands.

Incorporating TikTok into your multi-platform strategy doesn't only allow you to reach customers across their end-to-end journey; it also allows you to reach incremental audiences you may not find elsewhere. According to TikTok, their unique community sees up to 64% of unduplicated users compared to other large social platforms.

But let's not forget about Generation Z—the generation single-handedly transforming how consumers (and therefore brands) engage on social media. With an estimated collective buying power of close to \$150 billion, this is an audience brands cannot ignore.

And as 25% of Gen Z TikTok users have purchased a product they saw advertised on TikTok, TikTok has become a non-negotiable platform for brands looking for ways to reach this audience.



You can tap into the Creator trend of authenticity and influence

For brands to connect with consumers on TikTok, they must create content that feels native to the platform. It's impossible to scroll through TikTok without noticing the creative aesthetic: it's all about the Creators. This is great news for brands, as Creator content attracts more views, more engagement, and therefore, drives influence over sales.

We're seeing the importance of Creators for driving sales (and therefore more ad spend for TikTok) continue to grow. TikTok itself has invested more than \$1 billion in the TikTok Creator Fund dedicated to helping creators earn money for their content.

Additionally, as ad fatigue happens faster on TikTok than on other social platforms, riding the Creator wave also helps solve the familiar challenge of not having enough time or resources to keep up with the constant content demand. Instead, advertisers can turn to Creators to produce content they know will perform and do so quicker than in-house.

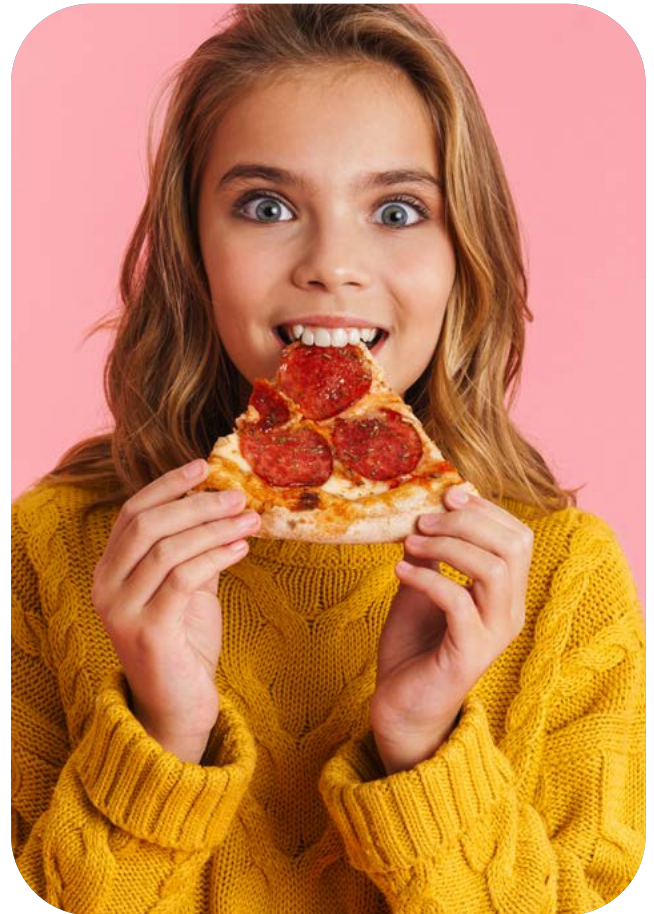
“Ad fatigue happens faster on TikTok than on other social platforms”

Nail your creative strategy

For many advertisers, creative on TikTok is the most challenging part of getting started. The first step in nailing your creative strategy is identifying your audience. Do you need different variations based on languages? Are you targeting multiple audiences that have differing motivations?

Regardless of your audience, success on TikTok means ensuring your ads are native to the platform. One of the most effective ways of developing content on the platform is utilizing the power of Creators. Creators are driving an increase in brand favorability, brand recommendations, and purchase intent on TikTok.

They do this by creating a dialogue with consumers and act as the glue that holds communities together. In addition to partnering with Creators, the crawl, walk, run approach is a helpful framework that helps you build ad momentum.



Crawl.

Repurpose assets from other platforms with Smartly.io's cross-platform library which makes it easy to pull assets from a catalog of existing content.

Walk.

Smartly.io's cross-platform templates open up a world of customization. Try adding text overlays to your creatives for better performance.

Run.

Create custom, bespoke creatives with the Smartly.io Creator Connect services.

Crafting the Perfect TikTok Strategy

Are you ready for audiences to discover your brand on TikTok? Smartly.io has put together some easy steps to help you launch a successful campaign.

Set a goal for every step of the funnel

Before creating your campaign, you'll first need to identify your objective. Your objective should align with business goals and what you want to achieve with your ad.

Are you looking to drive awareness? Do you want to drive app installs? Product sales? In most cases, Smartly.io suggests leveraging TikTok for campaign objectives that span across the entire marketing funnel.



TikTok has three buckets of objectives:

Consideration

Consideration objectives get people thinking about your business and prompt them to seek more information. Driving traffic to your website, sending people to the app store where they can install your app, or increasing views of your videos are all great options for consideration campaigns.

Awareness

39% of TikTokers say they discovered a product/brand on TikTok they didn't know about before. Awareness ensures people are familiar with your brand. The goal here is to show your ads to as many users as possible.

Conversion

47% of TikTok users have bought something they saw on TikTok. Conversion objectives encourage people interested in your product to take action. For example, campaigns that prompt viewers to add items to a cart, download an app, register for your site, or make a purchase all call for the viewer to interact and click on your ad.



Dig into the Data: Measure and Optimize

Your campaign objectives will inform how you measure and optimize success on TikTok. If you're tracking web conversions, you'll want to leverage TikTok Pixel, a powerful native TikTok tool that tracks your ad's impact. You'll be able to track when visitors are driven to online behaviors like viewing a webpage or making a purchase.

Alternatively, you can use TikTok's Events API, a server-to-server integration, that allows advertisers to share website and app visitor events directly to TikTok. Lastly, TikTok recommends advertisers use a Mobile Measurement Partner (MMP) to track conversions from your TikTok App campaigns.

Once you have tracking set up and ready to go, the next step is digging into your data and analyzing performance. Track your week-by-week performance to view which ad formats are yielding results. Creative is huge on TikTok, so make sure you're using data to identify which creative, formats, and media are performing best. Use these insights to inform your next design.

TikTok is effective across the entire marketing funnel. You'll want to pivot between multiple accounts and campaign objectives to get a broad view of your performance. Smartly.io reporting makes it easy to analyze your performance with various breakdowns and flexible columns. Columns can accommodate custom metrics and/or expressions (like sums with different weightings.)

Leverage data to take action in real-time. If you see performance start to dip, ensure your team has the capability to take action on the spot. Automation is key as many campaigns are always-on and so should your optimization.

Make edits directly in the Smartly.io reporting view at the campaign level – without having to navigate back to Campaign Manager or Ad Set level. In fact, you can adjust bids, budgets, and statuses in bulk straight from the reporting view (with more actions will be added in the future!) Best of all, you can review the changes before they go live.

Save views for easy repurposing and keeping key stakeholders aligned. Smartly.io allows you to create, edit, save, and share reporting views with your team; saving you time by streamlining team communication. Saved views will store all data in the report: name, dimensions, columns (and their widths), accounts, sorting, filtering, and timeframe.

Smartly.io's ultimate goal is eliminating processes that require extra work and letting you spend more time on what matters most:

“Making TikTok videos, not ads.”



TikTok Values



ACCESSIBLE

No more gatekeepers. Users are looking for a level playing field and they are building it on TikTok. In fact, 78% of users agree that you don't have to be famous or have a huge following already to go viral on TikTok.

Content doesn't need to be curated or polished to resonate with TikTok users. Authentic and sincere content that conveys your passion is key - even if it's simple or a little messy. In addition, 65% of users agree that professional-looking videos from brands feel out of place or odd on TikTok.

FLUID

Trends on TikTok really move fast and that's also why users love TikTok - 84% say that they never get bored because the platform is changing all of the time.

Sometimes published is better than perfect - don't aim for perfection when creating TikToks, but rather, create and publish whenever inspiration strikes.

78% of users also think it's OK for brands to try different types of content, so be bold and try something new when creating TikToks!

NICHE

TikTok is home to diverse and unique content - whatever users are passionate about, they most likely will find content around it on TikTok.

Don't be afraid to craft your storytelling around specifics - when you find your community that loves the same things as you, your niche will become your strength! 78% of users also agree that the best brands on TikTok create videos on all types of topics and interests.

COLLABORATIVE

TikTok empowers users and brands to co-create and build on each other's content. Collaboration goes beyond the video content - the comment section, for example, is a great place to exchange ideas, inspire others, and share knowledge.

86% of users say they're inspired by TikTok to try new things in real life.

INTIMATE

Honesty and sincerity are the future! Users have embraced the culture of honesty and share more of themselves on TikTok. Be real and you'll be able to create more meaningful connections - 77% of users like it when brands reveal more about themselves, like a view behind the scenes.

The TikTok Ad Journey on **Smartly.io**

Smartly.io automates every step of TikTok advertising to unlock greater performance and creativity. Here's an illustrated look at your ad's journey, start to finish.

1. Choose Your Goal

Choose an objective that aligns with your business goals. Here are a few to consider...

- Drive traffic to your website
- Increase app installs
- Grow online sales
- Attract new sales leads



Smartly.io recommends leveraging your TikTok campaigns across the entire marketing funnel (top, middle, and bottom!)



2. Find Your People

Connecting with audiences is at the core of successful content on TikTok. When considering which audiences to target, focus less on demographics and more on shared interests. Bringing people together that have common beliefs and passions is where the magic happens.



3. Make TikToks, not Ads

- Go Full Screen
- Design for Sound On
- Be Authentic
- Participate in Trends
- Be Clear and Concise

Lean into the power of User Generated Content. Smartly.io can connect with Creators who can take your brand to new heights.

4. Budget

What metric are you optimizing for?

Make sure you're giving the platform enough budget to lift conversions out of the learning phase. Smartly.io automatically allocates your budget so you're maximizing spend at every moment.



5. Stay Fresh

Ad fatigue happens, but it doesn't have to disrupt your campaign. A good cadence for creative refresh is usually one to two weeks. Smartly.io templates allow you to scale variations so your TikToks always stay fresh.



4. Dig into the Data: Measure & Optimize

Unleash maximum efficiency with optimization processes.

- Tracking web conversions? Try TikTok Pixel, a powerful native tool that tracks your ad's impact.
- Look at week-by-week performance to see which ad formats are yielding results.
- Pivot across multiple accounts and objectives to get a broad view of your performance.
- Save views for easy repurposing and keeping key stakeholders aligned.

Ready to start your own TikTok journey?

[Contact us](#), we're excited to help.