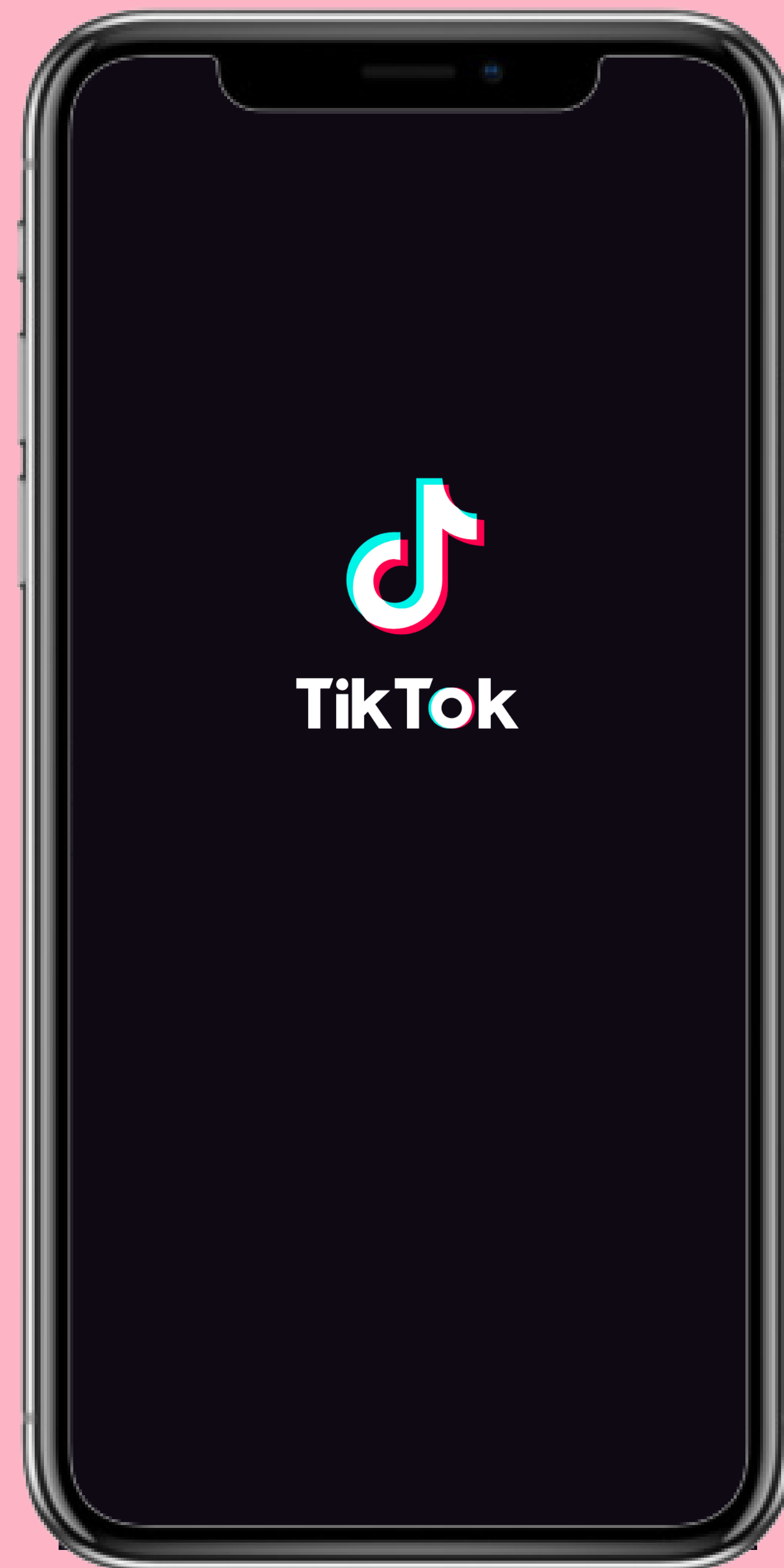


Kepinski

TIKTOK

FOR BUSINESS



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INTRODUCTION

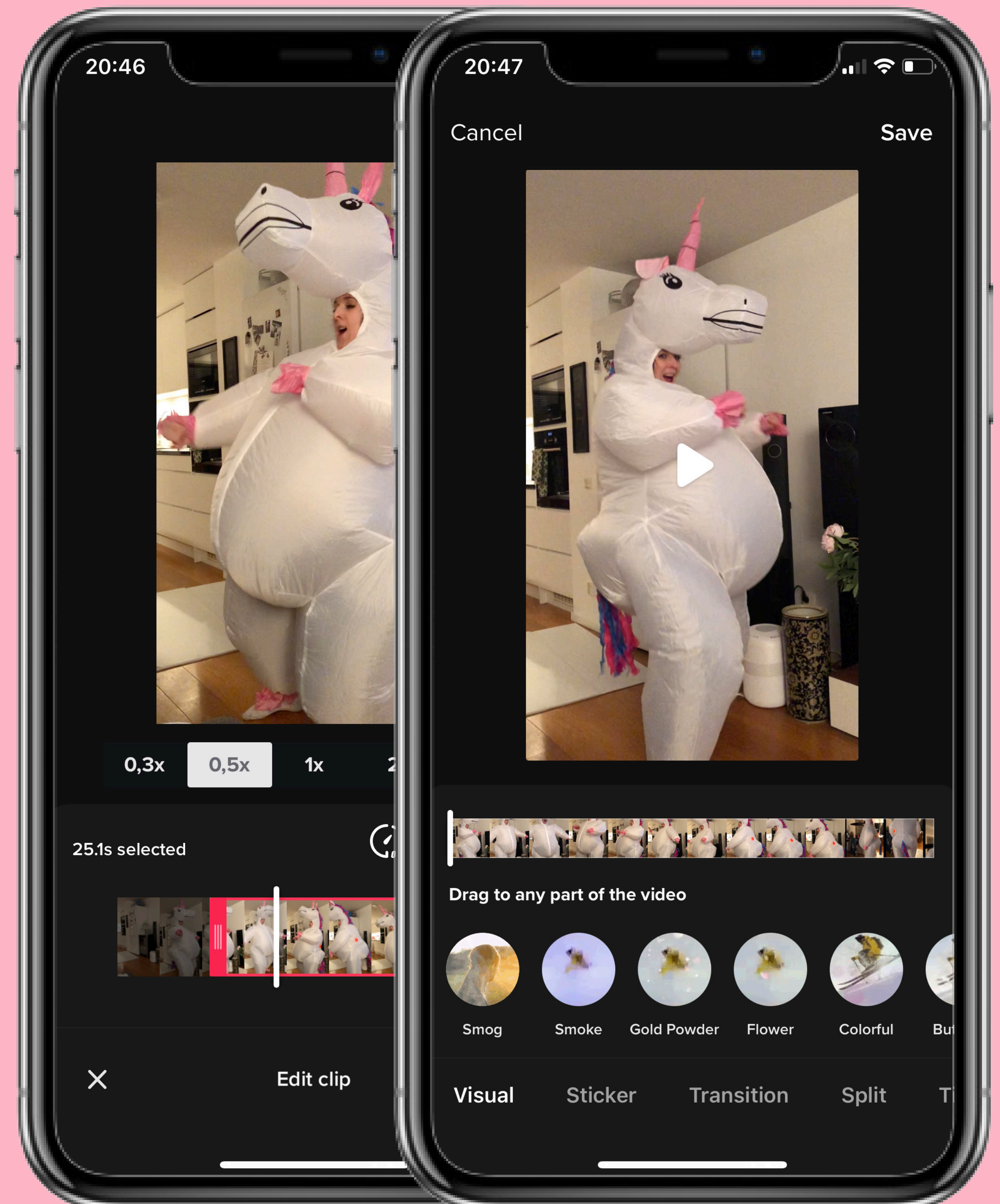


I'm gonna keep this intro short, because I want you to get out there and try it yourself. Tiktok is a social media platform focusing on short-form mobile videos. The app was launched in 2016 by a Chinese company named ByteDance.

Entertainment and creativity is, like most social media platforms, its primary purpose. You can upload up to one-minute videos, pick up sounds and do voice-overs, put on filters or other effects. The app focuses on so called "trends", which can be challenges, dances, etc.

Sometimes it's funny, sometimes it's cringey. But it's definitely addictive. Don't be surprised if you find yourself scrolling at 2 a.m. in the night.

What distinguishes TikTok from its fellow competitor platforms is that you have more options for creativity. You are able to record and edit clips, produce creative videos with transformations and voice-overs, without having to leave the app. You also have two feeds: one feed called "Following" which consists of content by the people you are following, and another feed called "For You", which is equivalent to Instagram's Explore page, where you can see content you might be interested in.



STATS

4

800 The app reported 800 million active users worldwide. (1)

2 More than 2 billion downloads worldwide on Apple App Store and Google Play. (2)

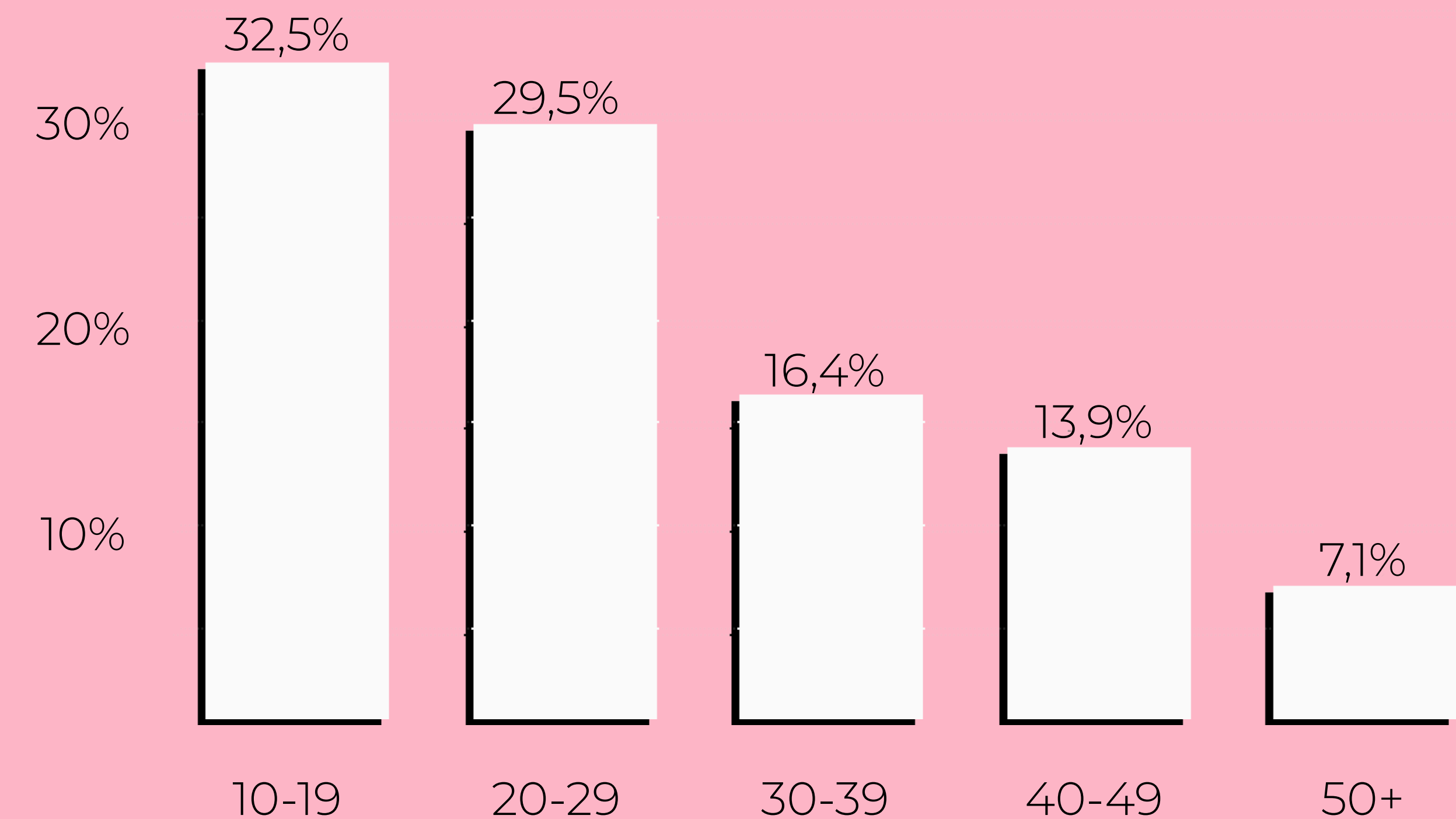
315 million downloads in Q1 2020, which is the best quarter by any app, ever. (3)

52 Users spend on average 52 min daily in the app. (4)

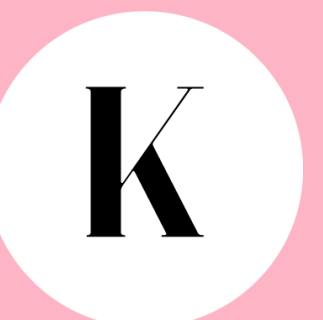
141 The app is available in 141 countries. (5)

41% Gen Z dominates the app. 41% of the users are aged 16-24. (6) However, older generations are increasing..

TikTok Users by Age Groups: (7)



1. Datareportal, 2020
2. SensorTower, April 2020
3. Globalwebindex, 2019
4. Business of apps, 2019
5. Appttrace.com, Nov. 2020
6. SensorTower, April 2020
7. TikTok users in the United States as of June 2020, by age group, Statista 2020



WHY USE TIKTOK?

5

Ah. The good ol' million-dollar question every business owner or department manager asks themselves when a new social media platform emerges. The private users are usually the first to jump on new trends. And that's why they are the winners on those platforms (psst..that's why we have influencers).

The organic growth is usually the highest at the beginning of a social platform, and TikTok has already build a new generation of influencers. The content is not meant to be perfect, like at many other social platforms. In this app, the more real, imperfect and relatable the content is, the better. More and more businesses are jumping on the trend, but those who wait too long will eventually need to invest more time and money to gain the same reach as the early adopters. The question you need to ask yourself is: Is my business a leader or a follower?

Other than gaining a fantastic organic growth (I once got 124 400 views on a post that took me 15 seconds to record) and potential to build brand, you also have potential to reach new clients. If you are open to trying something new, want to expand your audience and share light-hearted brand content, this is definitely an app for your business.



WHY NOT USE TIKTOK?



You will probably read or hear that TikTok is not for everybody, or not for all businesses. I will tell you that's BS. (Abbreviation for 'bullshit,' in case you didn't know.) TikTok is like any other social media app: a free platform to inform, entertain and connect with communities and consumers. Just because the average age of a user on TikTok is lower than on any other social media platform, doesn't mean it will stay that way, or that it is too early to build brand. It is never too early to build brand, honey.

However, like all social media platforms, TikTok is based on algorithms. In order to be successful on a social media platform, you need to manage your account. That means having a strategy, consistently publish content to build brand and keep a dialogue with your potential clients. So, if you don't have the time or resources to do so, don't waste your time on any social media platform, including TikTok.

In that case, it might be a good idea to take in some external help (well, hello there..) to create and manage your account, so that TikTok can become an extra source of growth. TikTok is known to have a great potential for organic growth. The question you need to ask yourself is: can we afford *not* being present on the platform?

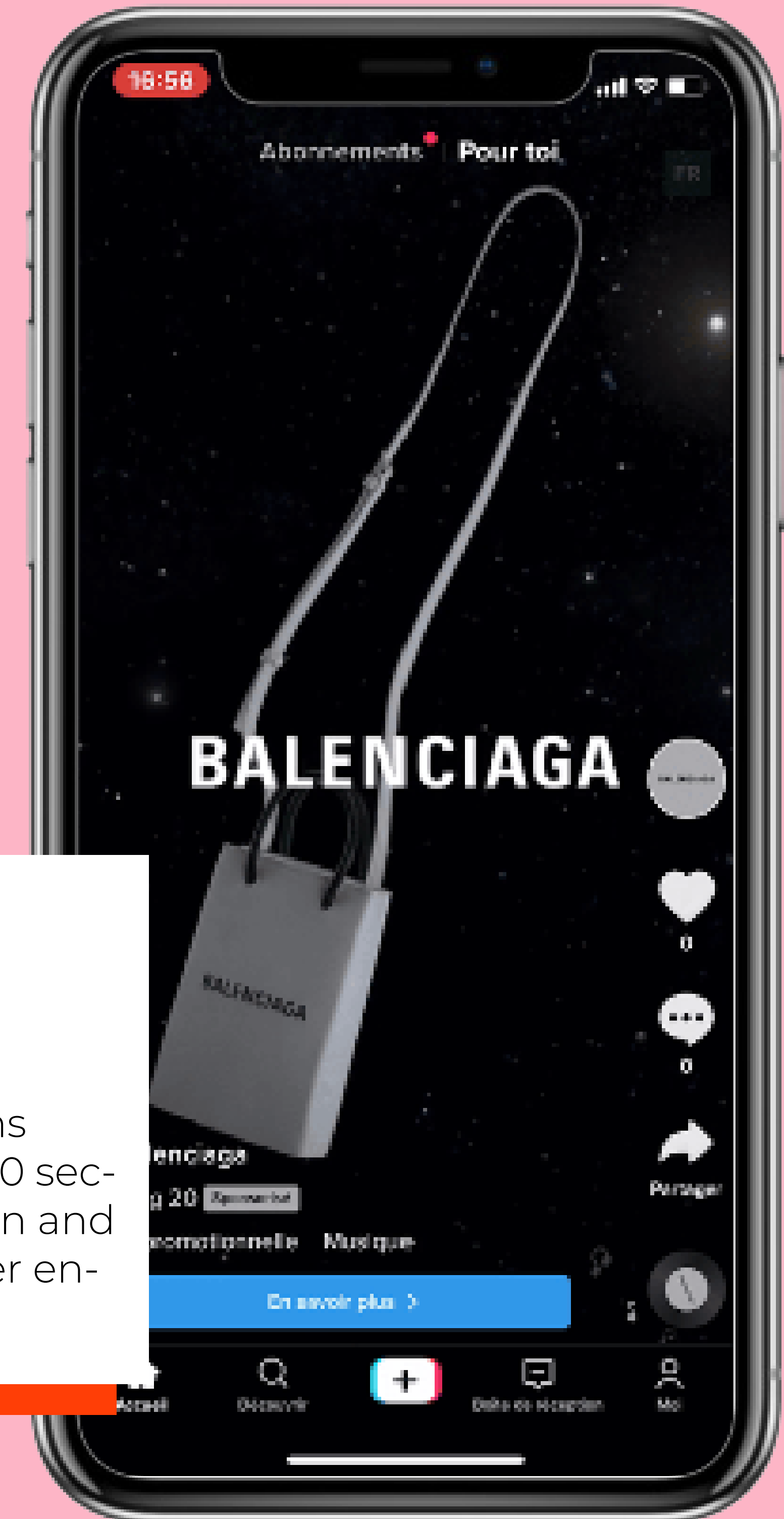
ADVERTISING OPTIONS

GENERAL INFORMATION*

- 5 different formats
- CPM: 10\$ (cost per 1000 views)
- Minimum campaign budget: \$50
- Minimum ad group budget: \$20
- Similar to other social media platforms, you choose objective, target audience, format and placement before creating or uploading your ad.
- You will need to register for a TikTok ad account through their website. This is only available in some countries. If your country is not listed there (like Sweden for example) you need to talk to a representative at TikTok.

1 TopView

A video first format, which means your video, which can be up to 60 seconds long, shows up in full screen and with sound 5 seconds after a user enters the app.



ADVERTISING OPTIONS

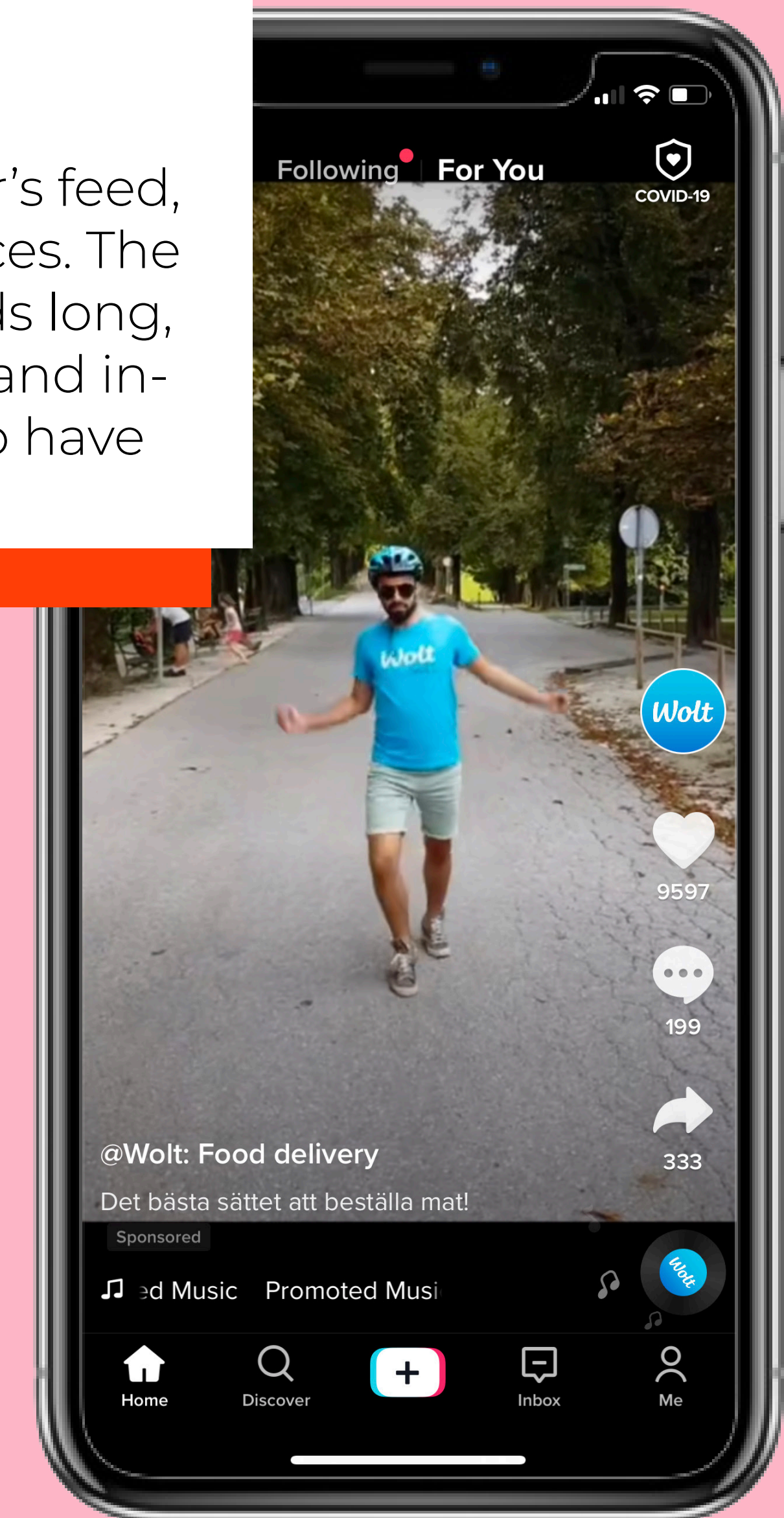


2 Brand Takeover

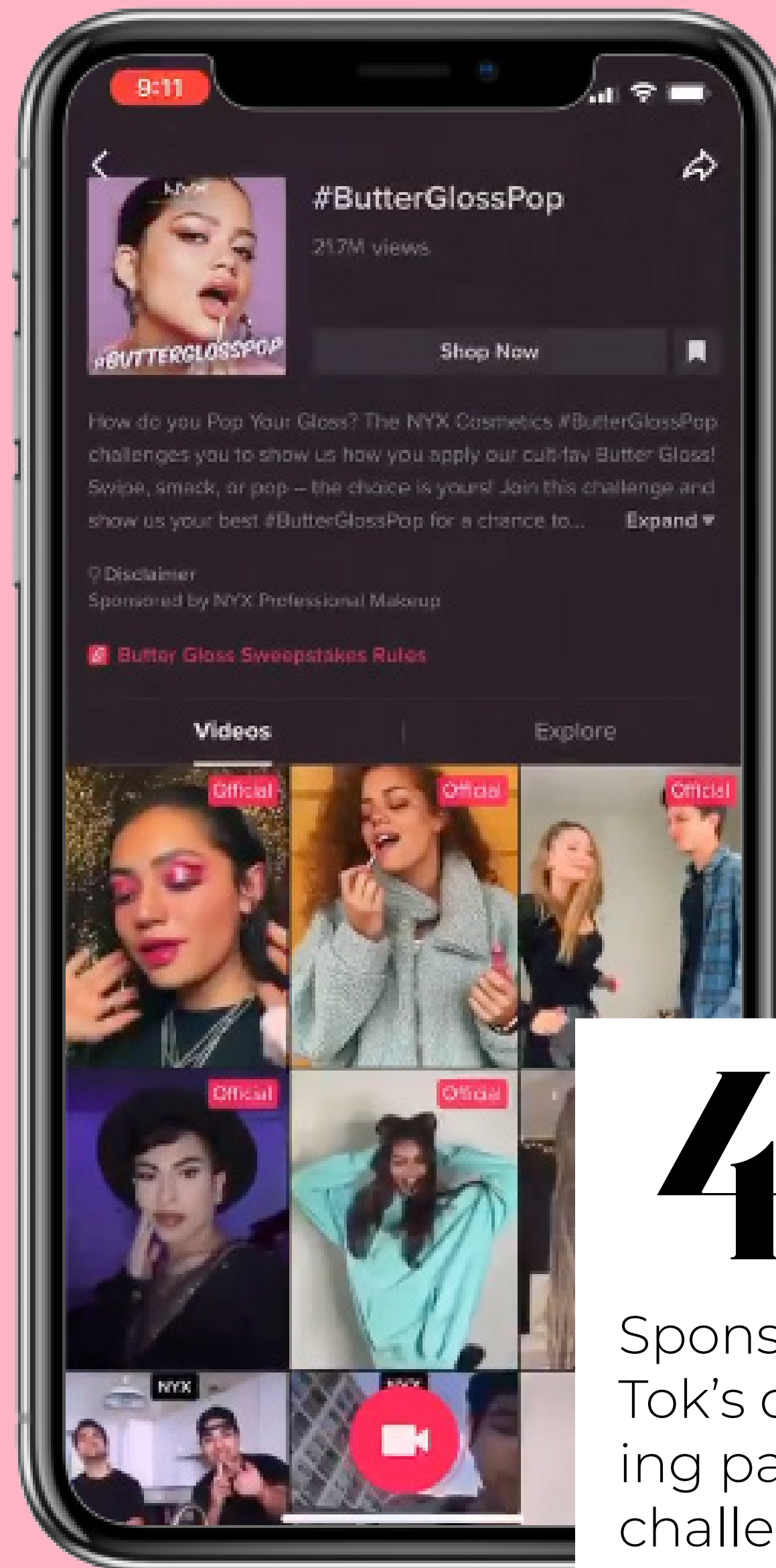
Very similar to TopView ads. These full-screen video ads appear as soon as a user enters the app. They can however also appear as videos, still photos or GIFs.

3 In-Feed Ads

These ads show up in the user's feed, between organic content pieces. The video ads can be 9 – 15 seconds long, and users can like, comment and interact with them. You can also have multiple call-to-actions.



ADVERTISING OPTIONS

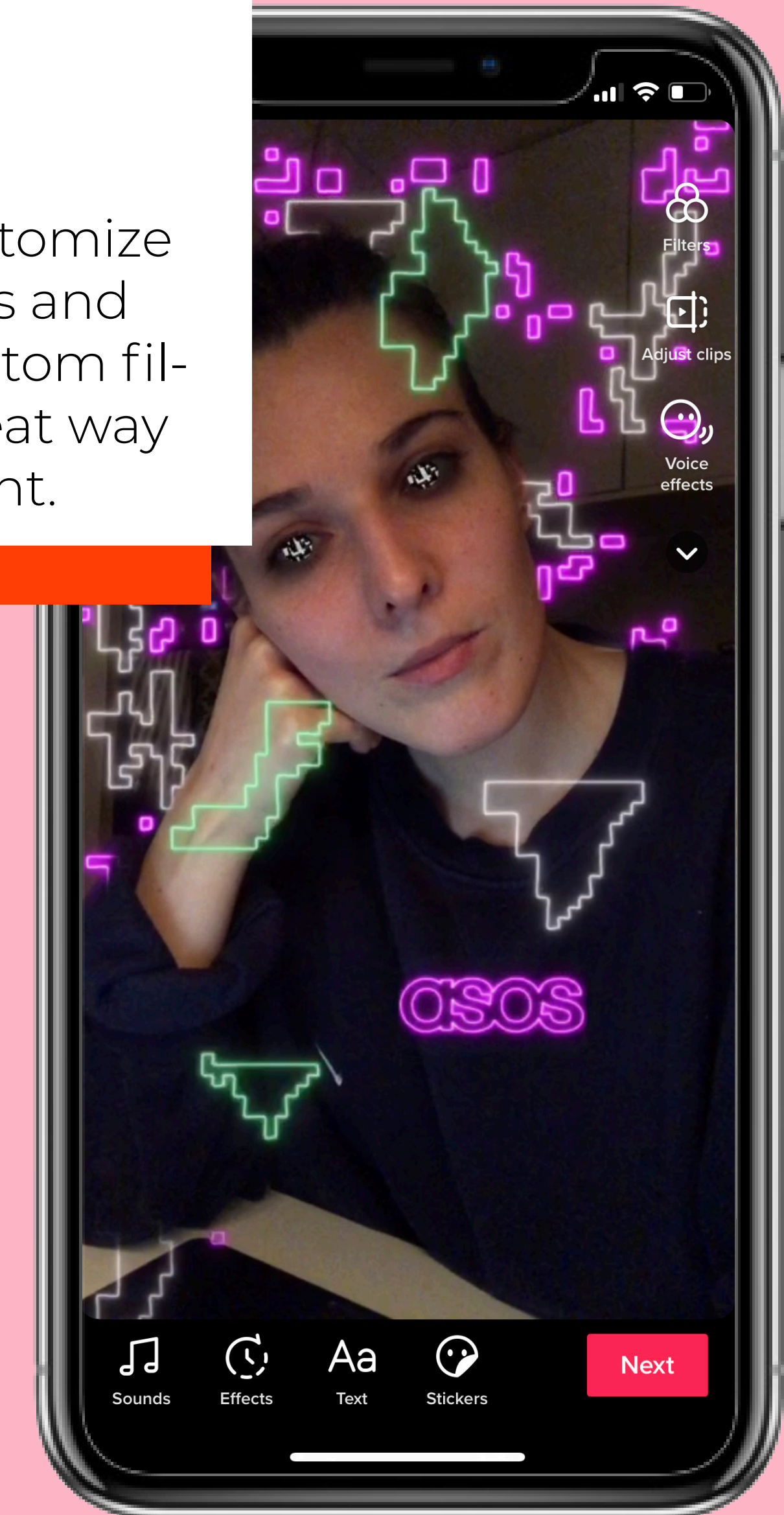


4 Branded Hashtag Challenge

Sponsored hashtag challenges show up in TikTok's discovery page. They are linked to a landing page describing how to take part in the challenge. This is a great way to gather user-generated content from your fans. Rumor has it that this format is expensive, however.

5 Branded Effects

This ad format allows you to customize your ads using AR filters, stickers and lenses. You can also create a custom filter directly in the app. Also a great way to gather user-generated content.



EDITOR'S NOTE

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I have so much fun on TikTok, and it's by far my favorite social media app so far. And that's the most important thing when you go into social media marketing. You gotta have fun, hun! That is my number one advice to all businesses and people wanting to join any social media. From my experience, the organic reach on TikTok has been incredible compared to Facebook, Instagram, LinkedIn, Youtube, Twitter - you name it.

However, as more brands are getting on board, with their fat advertising budgets, it'll be harder to achieve the same reach. But as long as you are patient, creative and consistent, you will make it.

I urge you to try it out. Especially if your target audience is there. You gotta be where they are. TikTok might be dominated by Gen Z, but remember: Even if you target older people, Gen Z will be a part of your target audience eventually. So you better start now before it's too late. It takes time to build a brand.

The statistics and information in this document might change, and I'll keep you updated on any changes that might occur within the TikTok app. Until then, I wish you a safe and successful journey. Don't hesitate to reach out, rockstar!

Love, Gaby

PSST, GET FREE TOOLS AND DON'T MISS ANY SOCIAL NEWS!

JOIN

