GUIDE

Unlock The Power of TikTok Creators to Drive Brand Growth.

upfluence



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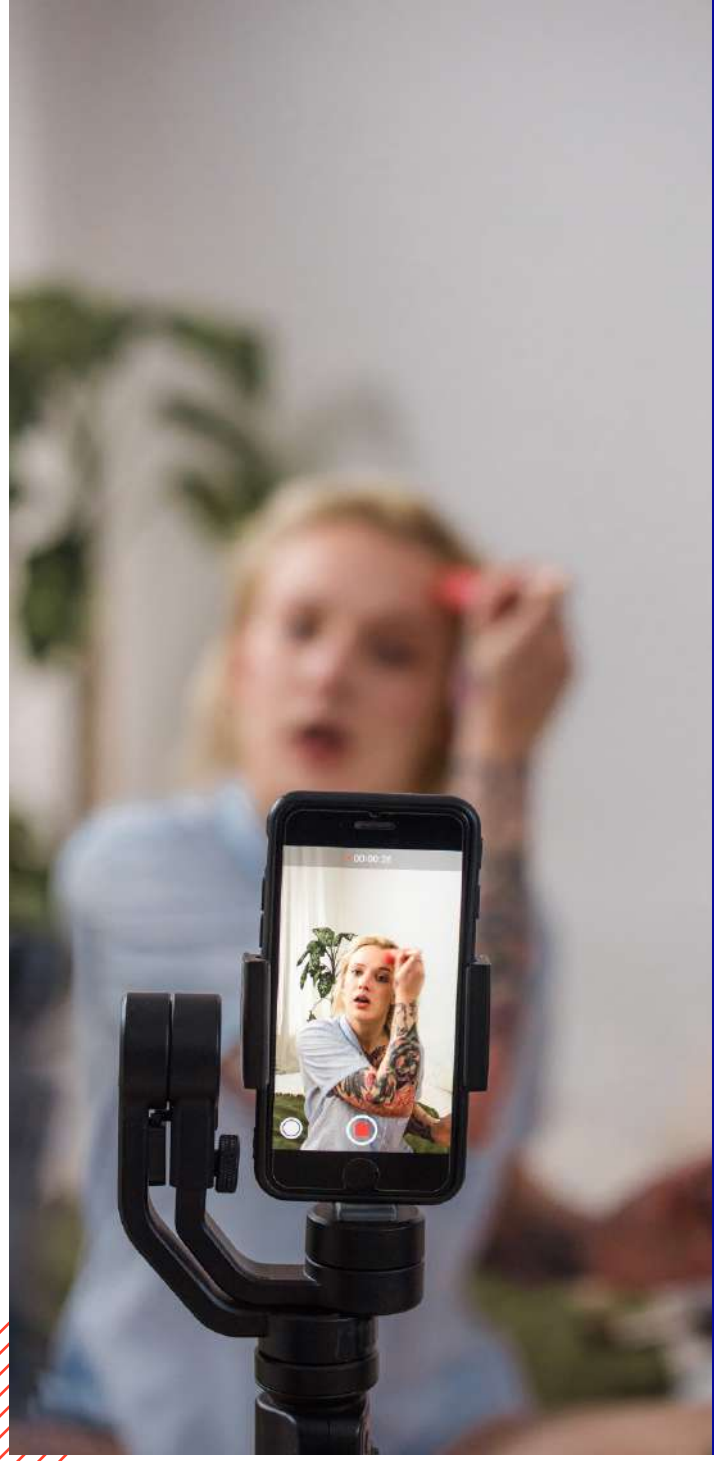
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Introduction.

TikTok is one of the fastest-growing social media platforms. It's become a key lever for digital marketers around the world for paid media, social commerce, and influencer marketing. **TikTok is the leading platform for short-form viral video content,** helping it to attract a large active audience of Gen Zers and Millennials and become a launchpad for talented creators across many niches.

While the value TikTok can offer brands is undisputed, you might be unsure of how exactly to leverage it within your strategy. It's still a relatively new platform, and you might be feeling daunted by the new algorithms and trends that come with it. Afterall, with every marketing investment, you need to know that it's an investment that will be worthwhile.

We've all seen the viral videos and the #tiktokmademebuyit hashtag - but how do you get in on the action? This guide will take you through everything you need to understand about TikTok right now, and how to get the most from working with creators on the platform.



CHAPTER ONE

Understanding the value of TikTok.

Benefits of marketing on TikTok.

TikTok is a short-form video-sharing social network launched in 2016 by the Chinese company ByteDance.

It's known for being very popular among a Gen Z audience and has built a highly engaged user base thanks to viral video content such as challenges, dance routines, catchy songs, and funny voiceovers that are shared on the platform.



REACH NEW AUDIENCES

TikTok has **over 1 billion monthly active users**, making it a very valuable audience for brands to tap into. TikTok is most popular among younger audiences, however, that trend is starting to change as the young early adopters are getting older. Now, less than half (**47%**) of TikTok users are aged between 10 and 29.

BOOST PRODUCT DISCOVERY

As brands and creators have become more active on the platform, content showcasing products as part of TikTok challenges, #OOTD posts, and #tiktokmademebuyit has flourished. Brands that can align their content with current trends on the platform are seeing big returns.

Partnering with influencers is also having an impact on product discovery. Brand collaborations with influencers have a **27% higher ad recall.** TikTok is a valuable platform for word-of-mouth recommendations as **TikTokers are 2.4x more likely to create a post and tag a brand after buying a product.**





DRIVE CONVERSIONS

TikTok isn't just about creating a buzz and generating likes, it's proving to be an effective sales channel too. Relatable influencer content and engaging ads are helping to guide users down the funnel.

TikTok is fuelling spontaneous purchases. **67% agree that TikTok has inspired them to shop** even when they weren't looking to buy anything. This highlights how entertaining content can help persuade and convert new customers.

CHAPTER TWO

Grow your brand with TikTok influencers.

Marketing on TikTok.

TikTok's viral content and engaging creators have made it a hugely popular channel for influencer marketing campaigns.

Short-form video is the leading content format on social networks with **85% of marketers agreeing that short-form video is the most effective format on social media.**

TikTok is becoming an essential influencer marketing channel, and its **share of influencer marketing spend has skyrocketed from 2.3% in 2019 to 15.5% in 2022.**

To succeed in selling on TikTok you shouldn't simply copy and paste your current marketing strategy.

Brands need to **align content to the expectations of users** — short, entertaining, and engaging videos that don't look or feel like ads. Indeed, advice from TikTok to brands is 'don't make ads, make TikToks'.



WHY WORK WITH TIKTOK CREATORS?

TikTok champions authentic and unpolished content. Creators **produce the most engaging user-generated content** that can be leveraged to drive sales in a **less intrusive way than traditional advertising.** Videos that are fun and engaging are likely to be more memorable than corporate-looking videos. This can have a huge benefit on sales. TikTok reported that 25% of users bought or researched a product after seeing it featured in a TikTok video.

Choosing TikTok KPIs.

The first step of any campaign is to **decide your goals.** Once you have these in mind, you can **decide which KPIs** you'll use to measure the success of your campaign.

Here's a breakdown of some of the important KPIs to track for your TikTok campaigns.

BRAND AWARENESS

- Video views
- Brand account followers

BRAND ENGAGEMENT

- Video likes
- Video shares
- Video comments
- Use of branded hashtag
- Brand mentions

CUSTOMER CONVERSION

- Click-through rate
- Number of sales using affiliate links and promo codes



hey@upfluence.com www.upfluence.com

Content that converts.

TikTok offers several ways to publish content including video posts (from 15 seconds to 10 minutes), TikTok Stories, live videos, and ads. When it comes to promoting your products with TikTok creators, you can rely on these tried and tested formats that will showcase your products and build interest in your brand.



HOW-TO & TUTORIAL VIDEOS

TikTok is full of educational content like 'life hacks' and quick how-to guides.

People are always looking for inspiration or creative ways to use everyday products.



How-to content can work for brands in any niche. Whether it's a recipe video, outfit inspiration, DIY technique or cleaning hack - your brand can definitely tap into this content trend.

TARGET

The superstore retail brand teamed up with fashion and style influencer Shaquille Wynter to promote their line of hoodies in a fun video featuring 4 ways to style them. This collaboration highlights the versatility of their product and targets a young, style-conscious audience.

DAY-IN-THE-LIFE VIDEOS

Daily routine and 'get ready with me' videos are a very popular category. These types of videos perform well on TikTok because they show **authentic moments** from real life.

TikTok creators film snippets from their daily life such as getting ready, doing their makeup, or daily skincare routine. They showcase products that they use every day such as their favorite breakfast cereal, moisturizer or coffee pot. It's the perfect chance for brands to be featured in an authentic way!





ZAPPOS

One great example is from Zappos. They teamed up with fashion and lifestyle influencer @lifewithnt3 for this 'get ready with me video', featuring shoes and apparel from Zappos.

He often posts videos from his daily life, including his skincare routine, hair styling routine and how he spends Sunday evenings.

BRAND CHALLENGES

A great way to engage your TikTok audience is to launch an interactive campaign or contest. Launching a TikTok contest helps brands **crowd-source great user-generated content** that can be repurposed across different channels. Brands should tap into current trends or create a fun challenge that ties in with their product in a natural way.

Creating a branded hashtag will help you track participation and gather UGC. By collaborating with creators to amplify their campaign and encourage people to join in, brands can widen their reach.

RECOMMENDED READING
We Asked Our Experts: How Can Brands Get The Most From TikTok?



DUNKIN DONUTS

The premise is simple: TikTok users were invited to post a video of them explaining their typical Dunkin Donuts order with #dunkinmenucontest for the chance to get their order added to their local Dunkin Donuts' menu. The contest was promoted by TikTok mega star Charli D'Amelio to build excitement and encourage people to participate. What's more, the winners created additional content by posting videos asking for their order from the menu of their local Dunkin Donuts.

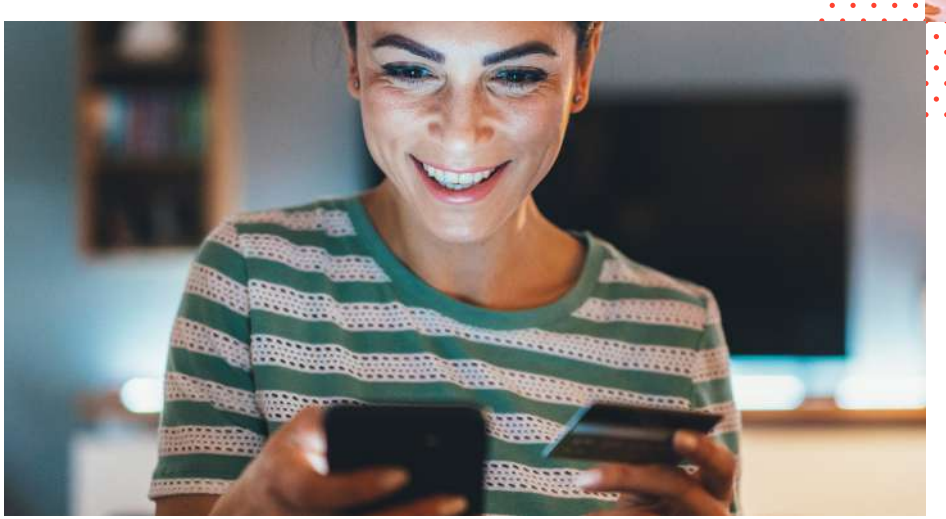
Selling on TikTok.

Social commerce is growing fast! In the US social commerce sales will reach $79.64 billion by 2025. TikTok is leaning into this trend by investing in social commerce features to help brands, creators and affiliates sell through the platform. We've seen how influencer-generated content is driving product discovery through educational and entertaining videos. Now, let's see how brands can close the loop and generate conversions within TikTok.



TIKTOK SHOP

TikTok Shop allows merchants, brands and creators to sell products directly through TikTok. Products can be displayed and purchased through in-feed videos, live streams and ads.



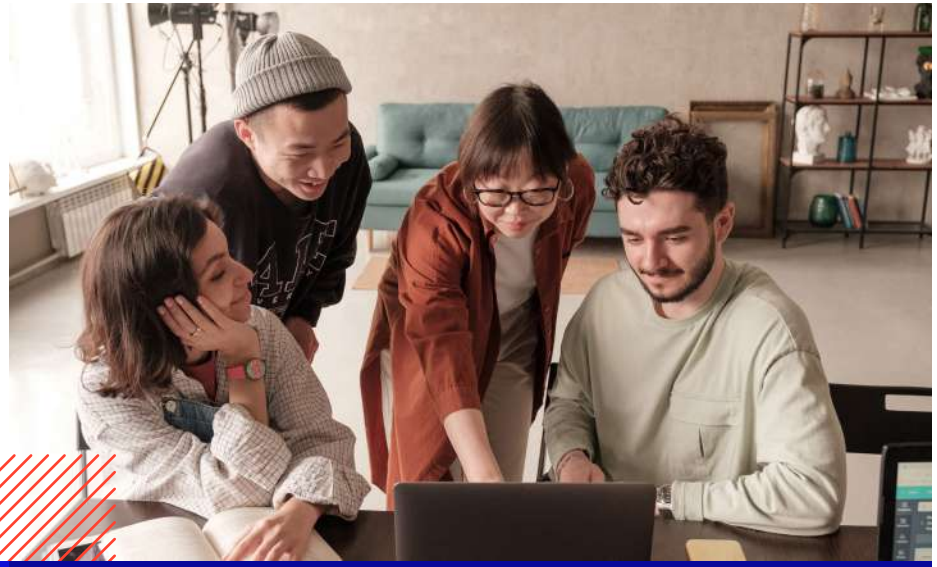
RECOMMENDED READING
How to sell more with TikTok marketing

AFFILIATE MARKETING

Collaborate with TikTok creators as part of your affiliate program. Creators can post affiliate links in their TikTok bio, write out promo codes or mention the URL during their video or in the caption. Upfluence can help you manage your affiliate programs on TikTok from A to Z. It's a great way to capitalize on the reach of TikTok content to convert new customers!

TikTok influencer marketing dos & don'ts.

TikTok is a unique social network with its own set of rules. Corporate promotion is out; authentic and relatable content is in. On TikTok you need to **embrace the creativity and originality of the creators you work with** - it's what makes them stand out from the crowd! Spend time on a solid selection and onboarding process and then **let them do their thing!**



TIKTOK DOS

- Use branded hashtags
- Repurpose influencer content for TikTok ads
- Lean into humor
- Use tracked links
- Seek out wider cultural trends that your brand can tap into

TIKTOK DON'TS

- Give your influencers a script
- Create content that feels like an ad
- Follow trends that don't align with your brand
- Work only with mega-influencers
- Copy and paste your strategy from other channels

CHAPTER THREE

How to run a successful TikTok campaign with Upfluence.

How to launch a TikTok influencer campaign.

Follow this step-by-step guide to reach your marketing goals with influencer marketing on TikTok! To get the most from your campaigns, you need the right tools to hand! From influencer discovery to outreach, sending briefs and contracts, generating affiliate links, tracking sales and paying creators - you can do it all on Upfluence. We've broken down **the best campaign strategy into 8 easy steps** so you can start driving sales through TikTok creators ASAP!

1. FIND INFLUENCERS

Search for TikTok creators using **Upfluence's influencer database** or **influencer matching tools** to find influencers who align with your brand.

2. OUTREACH

Reach out to influencers at scale with personalized invitations. Contact influencers directly through **Gmail or Outlook thanks to integrations**.

RECOMMENDED READING

Guide to finding TikTok influencers.



3. ONBOARDING

Onboard your influencers with **Upfluence's campaign management tool.** Share a detailed campaign brief, sign contracts and make your compensation offer all in one place.

4. PROMO CODES

Easily send out your products using **Upfluence's one-click shipping**. Generate and distribute promo codes and affiliate links to your creators so they can drive sales for your brand!

5. VALIDATION

Sign off on each piece of content to make sure it is aligned with your brand and will deliver results.

6. TRACK RESULTS

Measure your KPIs and track sales generated by your creators. Analyze which TikTok influencers are your best-performers. See results in real time and view ROI.

7. PAY CREATORS

Easily collect invoices and make payments in one click using **Upfluence's PayPal integration**.

8. WHITELISTING

Extend the value of your influencer campaign by repurposing influencer-generated content for whitelisted TikTok ads.

RECOMMENDED READING

Step-by-step guide for running whitelisted ads on TikTok.

Key takeaways.

TikTok's reign is only just beginning and digital marketers need to jump on this opportunity to **reach new customers** and **grow their brand**. In this guide, we've explored why you need to include TikTok creators as part of your strategy, how to create high-converting content, plus a step-by-step guide to launching your first TikTok campaign.

There are many ways to showcase your products on TikTok, and creators can help you effectively reach a broader audience and generate awareness about your brand. Thanks to brand challenges and viral trends, TikTok can help you spread the word about your brand!

When it comes to driving sales, brands should leverage TikTok's social commerce features, as well as affiliate links to boost conversions. **Offering a frictionless journey to purchase on TikTik will help convert brand awareness into sales**.

WANT TO KNOW MORE?

Book a call with our team to see how Upfluence's software and agency services can help you drive growth with TikTok.

Book a call



JOIN OVER 1,600+ HAPPY CUSTOMERS

Upfluence is an all-in-one influencer and affiliate marketing platform that allows brands and agencies to identify, contact, manage, and analyze their creators at scale. Upfluence is the only influencer marketing software with a dedicated offering for eCommerce brands, leveraging social data, brand affinity, and affiliate marketing tools to turn your customers and creators into top-performing sales people.

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www.upfluence.com
hey@upfluence.com