


TikTok: For Business

Discover the power of TikTok for your business

 TikTok Southeast Asia

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Introduction



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Today's Agenda

- 1/** Why TikTok is built for businesses of all sizes
- 2/** Introducing TikTok for Business
- 3/** Live Demonstration of TikTok Ads Manager
- 4/** Best Practices for Advertising on TikTok



The background is a dark, almost black, space filled with various abstract geometric shapes and colors. There are large, semi-transparent grey circles on the left and right sides. Scattered throughout are smaller elements: a cyan dot, a white dash, a cyan circle, a red arc, a cyan 'x', a white circle, a cyan dot, a red 'x', and a white circle. At the bottom left, there is a horizontal row of small, multi-colored dots (cyan, red, white) arranged in a grid-like pattern.

Section 1:

**Why TikTok is built for businesses
of all sizes**

TikTok is the leading destination for short-form mobile video.

Our mission is to inspire creativity and bring joy.



Our Community welcomes, joins and identifies with you.

TikTok's community will
co-create with your brand.



@inmyseams' take on
Gucci Model Challenge



User Interface



For You Feed



Discovery Page



Creative Shooting



User Profile



'FOR YOU' Feed

Offering a customised experience for today's audience

Our unique recommendation system creates a unique feed only & only **'FOR YOU'**

User centric

Real time

Custom content

Discover diversified yet relevant content

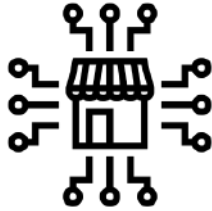


The competition for attention and customers is fierce

Businesses have multiple priorities to balance to drive success



Get your
brand
discovered



Differentiate
your digital store



Influence likely
interested
shoppers



Drive customers
to convert





Let's break down why TikTok is ideal for your business:



Connecting and building relevance with your target audience



Reaching a wide, engaged audience



Help influence purchase decision



Brands can leverage **Scaled Relevance** on TikTok

75%

Users feel the content on TikTok is unique from top social/video platforms

80%

discover new content they enjoy while using the app

43%

Of users feel that the “advertising” on TikTok blends in with the content

50%

of all TikTokers discover new products/ brands while they're on the app



TikTok: A place of diverse users and content



Artist



Teacher



Talent



Culture



Spirit



Cooking

Short-form video is the best medium to influence shopper trust & behavior

84%

have been convinced to buy a product or service by watching a brand's video

69%

prefer to watch a short video to learn about a product or service

96%

watch an explainer video to learn more about a product or service

2x

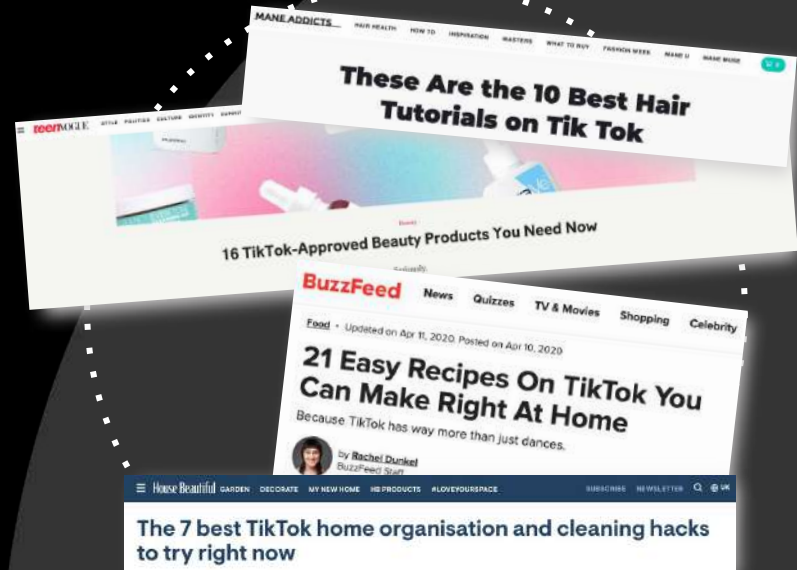
more likely to share video over other content types



On TikTok, businesses can influence shoppers and drive sales

#TikTokMadeMeBuyIt
735m views ¹

TikTok ranked #1 for ad equity - consumers see TikTok ads as more relevant, fun, and innovative ²



1. As of October 2020.
2. Kantar Media Reactions Report, 2020.

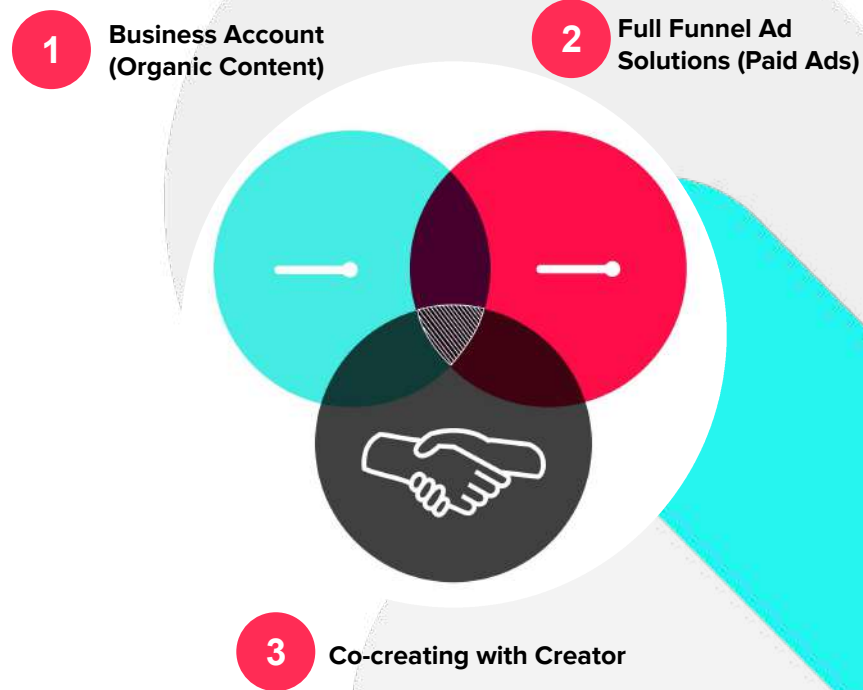
The background is a dark, almost black, space filled with various geometric shapes and patterns. In the top left, there's a large grey semi-circle. Scattered around are small cyan circles, a white dash, a red arc, a cyan circle, and a red 'x'. In the bottom left, there's a white circle and a cyan 'x'. In the bottom right, there's a cyan circle, a red 'x', and a white circle. At the bottom, there's a horizontal row of small, multi-colored dots (cyan, red, white) forming a dotted line.

Section 2:

Introducing TikTok for Business

3 pillars brands can leverage to stand out on TikTok

A unique blend of Business Account, Full Funnel Ad Solutions and authentic Creator Partnerships allows for continued meaningful engagement for your clients' audience.

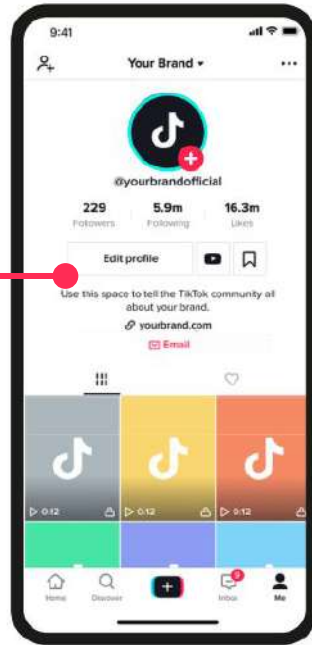


TikTok Business Account

Build great connections your audience with TikTok Business Account

Add Business Information

Add your brand's official website, contact information, and app download link.



Analytics

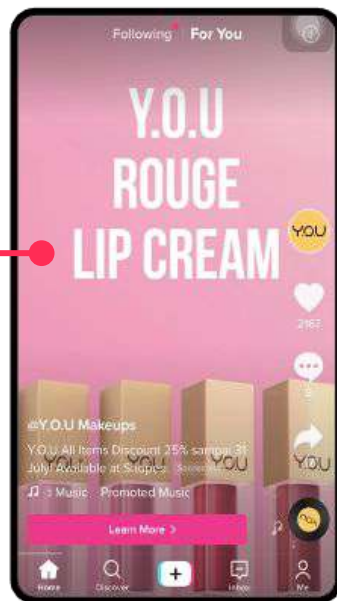
Get real-time metrics on Content Performance and Insights into your followers.

TikTok In Feed Ads

Creating a seamless consumer experience

In Feed Ad

TikTok In feed Ads delivers like an ad, loved like a native content.



Native Experience

Seamlessly blends in with other user content in the For You feed with the same format.



Flexible Buying Options

An all-round player that suits budgets big and small – adaptable to all kinds of media plans.



Smart Optimization

With a suite of optimization tools to drive better campaign results.

Let's break down why TikTok Ads is ideal:

TikTok Ads Manager is a **one stop solution** for your advertising campaigns with flexible budget, easy measurement and result driven outcome, TikTok can help you grow your business.

Full Funnel Marketing

Move your customer down the funnel and **optimize for your business objective.**

Robust Targeting

Take advantage of over **12+ targeting parameters**, with the ability to **retarget your existing brand audiences.**

Audience Management

Leverage your existing database and audience activity to create **Custom and Lookalike audiences.**

Measurement

Measure ads effectiveness through **3rd Party MMP** and **TikTok Pixel** Integrations.

Grow with TikTok

Using our ad manager solution, you can get started easily in just a few steps



**Flexible
budget**



Customer Audience



**Easy
Measurement**



**Sales and
Results**

No matter your business size or budget, you can grow with TikTok



Agenda

Get started on TikTok For Business



Introduction to **auction ads**



Live demonstration of
TikTok Ads Manager



Improve your campaigns with
optimization levers



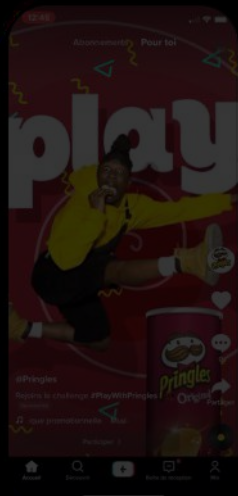
Best practices for
advertising on TikTok



In-Feed Ads are available for SMB advertisers

Be discovered where people are in a positive mindset.

AUCTION ADS ENABLED

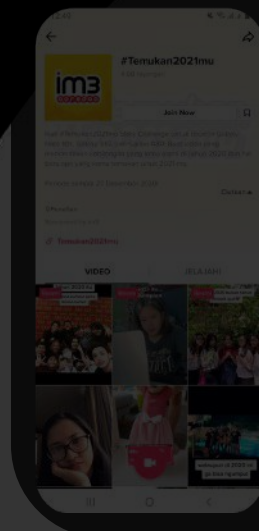


Topview

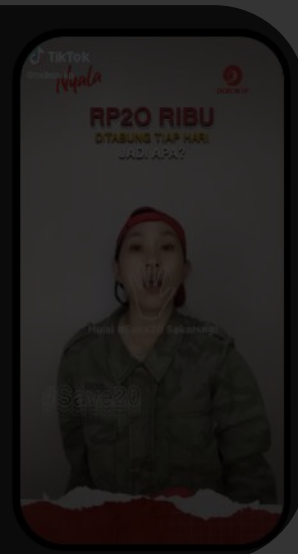


Brand Takeover

In-Feed Ad



Branded Hashtag Challenge



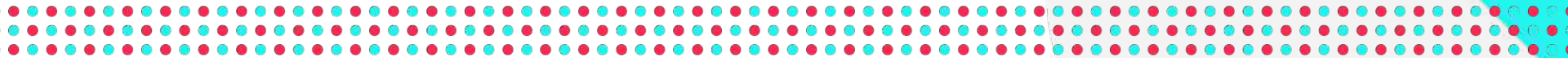
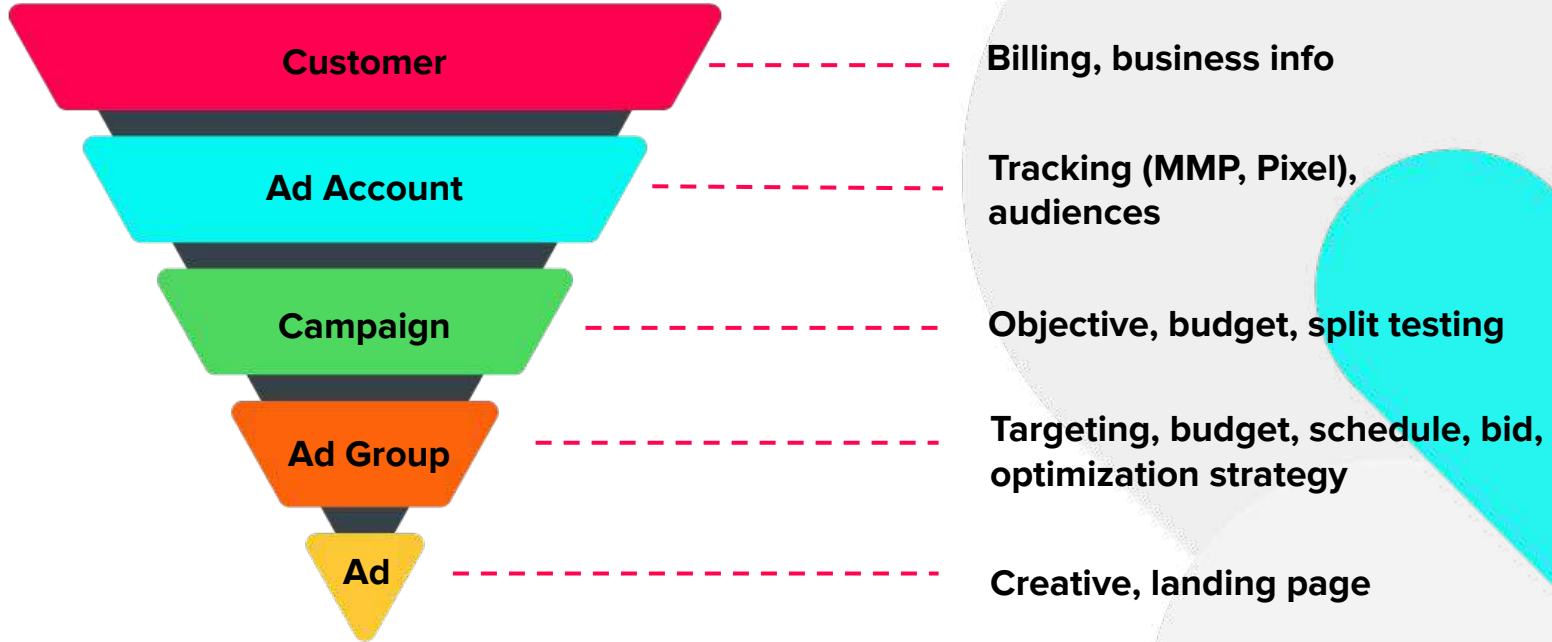
Branded Effect

The background is a dark gradient with various geometric elements: a large grey semi-circle on the left, a large grey semi-circle on the right, a cyan dot, a white dash, a cyan circle, a red arc, a cyan 'x', a white circle, a cyan dot, a red 'x', and a white circle. A horizontal bar of multi-colored dots is at the bottom left.

Section 3:

Live Demonstration of TikTok Ads Manager

Auction: Platform Hierarchy



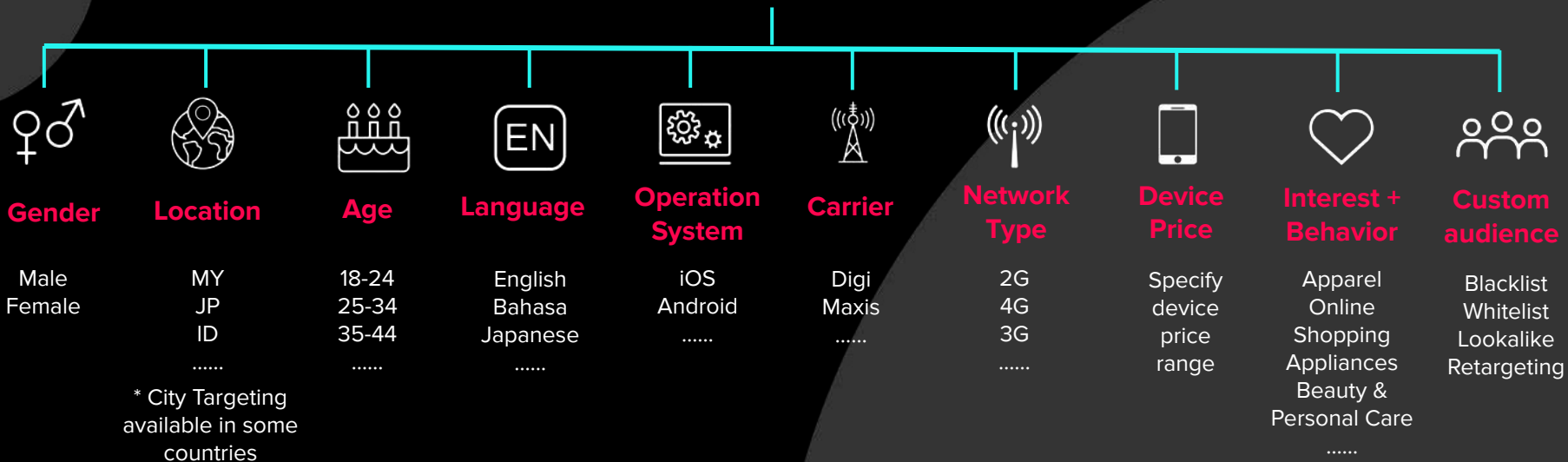
Auction: Campaign Objectives

Align your business goals against our objectives

Campaign Objective	Goal	Optimized towards	Bid on
Reach	More people to see my ads	Unique users (Reach)	CPM
Video View	More valuable views of my ads	2s View 6s View	CPV
Traffic	More people to my website	Click	CPC
App Install	More app download / in-app conversions (registration / purchase, etc)	Click	CPC
		Install In-app event	CPA
Conversion	More conversions on my website (form submission / purchase, etc)	Click	CPC
		Conversion	CPA

Targeting

Reach your ideal customer




Audience Estimation gives you an idea of the audience size you could potentially reach based on selected ad targeting and placement.




Bidding


Cost Cap

Bidding & Optimization

Optimization Goal 

Install

Secondary Goal  [Beta](#)

Bid Strategy 

Standard Bid
Keep your average cost around or lower than your bid.

Bid

1.50 USD/Install

Max Conversion [Beta](#)
Get the most conversions for your budget.

Recommended if you have a strict cost per result to achieve. Daily budget consumption may fluctuate.

Lowest Cost


Bidding & Optimization

Optimization Goal

Click

Bid Control

Get the most results [See more](#)

 [Show More Options](#)

Recommended if budget consumption is our key priority and if we have a flexible KPI.

The background is a dark grey/black gradient with various decorative elements: a large grey semi-circle on the left, a large grey semi-circle on the right, a horizontal dotted pattern at the bottom, and scattered geometric shapes like circles, lines, and crosses in cyan, red, and white.

Section 4:

Best Practices for Advertising on TikTok

Optimizing Your Campaigns

As simple as **ABCD**, here are some helpful levers to keep in mind!



Audience

Is your target audience too narrow?

Are you making use of both interest/ behaviour and custom audiences?

Start with broad groups
Analyze performance
Finetune your targeting



Bid

Is your bid in line with the suggested bid (traffic campaign)/ competitive enough?

Have you tested out lowest cost?



Creative

Are you refreshing your creatives regularly?

Have you tried using Automated Creative Optimization (ACO)?

Is your creative optimized for TikTok?

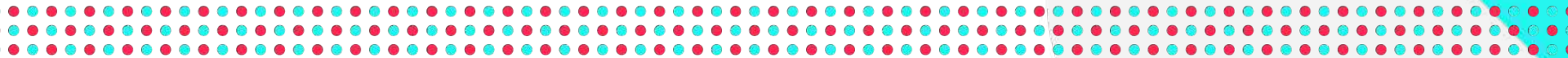
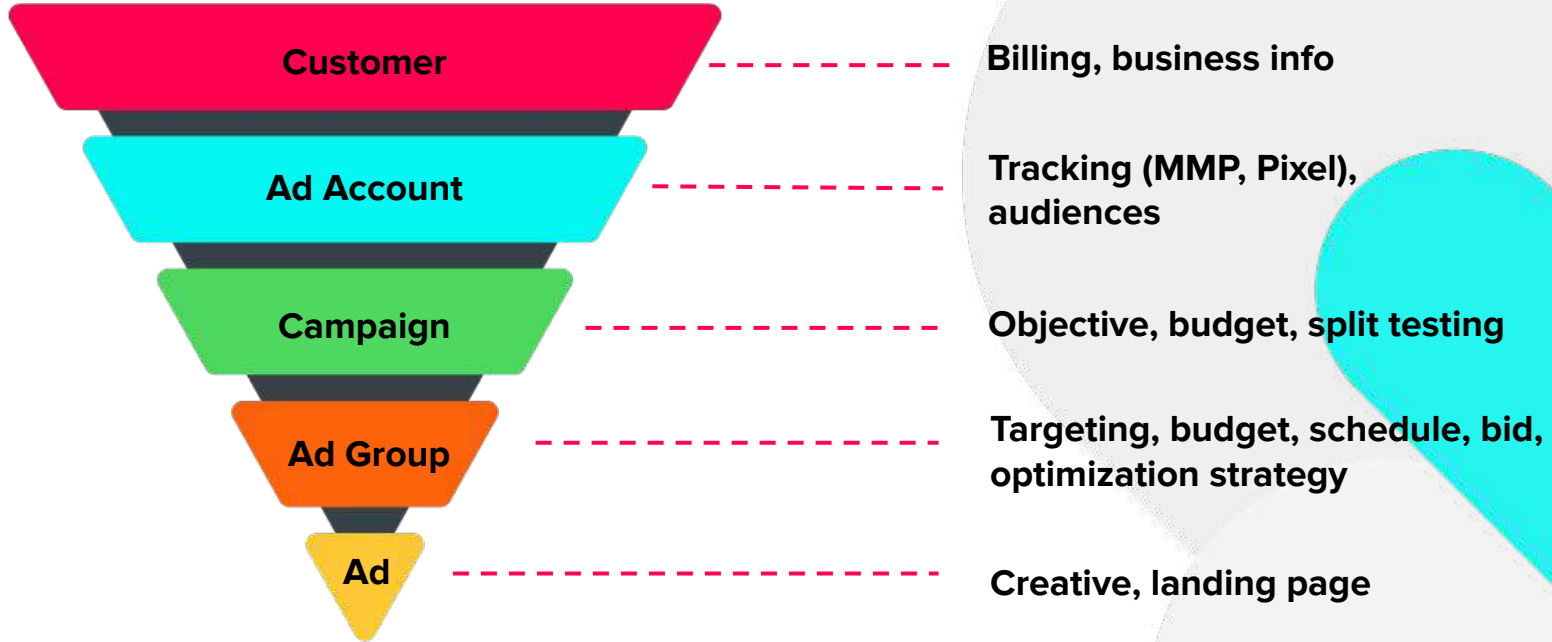


Destination

Have you set the correct landing page?

Have you tested with other placements that are available in the market?

Auction: Platform Hierarchy



Best Practices: Campaign

Advertising Objective



Select a relevant objective that is in line with your KPIs. Choose between reach, video views or traffic.

Campaign Budget

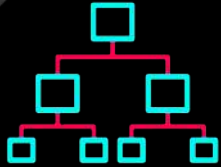


'No Limit' is recommended here. If there are strict budgets to adhere to, the budget should be $<$ or $=$ sum of ad group budgets.



Best Practices: Ad Group

New Ad Groups



Create new ad groups on a weekly basis.

Multiple Ad Groups



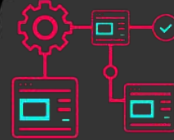
We recommend creating multiple ad groups under a campaign split by creative/targeting.

ACO



To avoid fatigue, feel free to make use of our creative feature 'Automated Creative Optimization' – this automatically combines your videos + CTAs + ad texts to form different permutations.

Audiences



Make use of our audience tab to create different custom and lookalike audiences for targeting.



Best Practices: Ad

1 – 2 Ads



Upload 1-2 ads for a start under separate ad groups and refresh with more to overcome fatigue.

Budgets



Should ideally be 30X your expected CPResult. After making changes, give it 2 – 3 days to stabilize.

Frequent Refreshes



For campaigns that are running across extended periods, upload different creatives (ideally **weekly**) to avoid ad fatigue.

CTA



Test between different CTA buttons (26 available in the platform).

Creative Best Practices

01

Leverage the power of sound

02

Get your key message out early

03

Let TikTok creators take the lead

04

Ride on the latest trends

05

Keep your story real & entertaining

06

Shoot natively for TikTok

07

Break the fourth wall aka address users directly

08

Overlay concise and informative text

09

Include a strong call to action or offer

61%

of the most effective auction ads use **half or more** of these tips

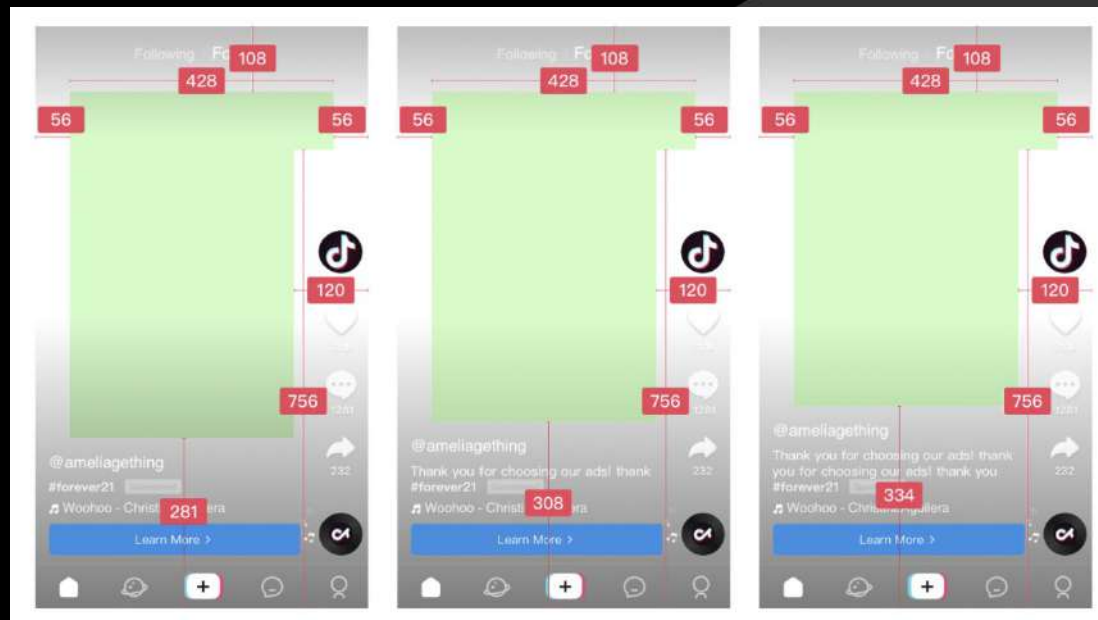


Creative Best Practices

TikTok Safe Zone Guidelines



Description text



One line

Two lines

Three lines



Creative Support Tools



Video Template

Create video ads by selecting a template and uploading your existing assets, text, and logos.



Smart Soundtrack

Choose the right background music to create beautiful video ads.



Quick Optimization

Quickly create TikTok style ad-creative by combining openings, visual effects, music.



Smart Video

Helps to analyze videos and choose clips/music to create seamless video creatives.



Asset Analysis Tool

One stop for all the ad-creative information in one place that aids advertisers to analyze creative performance.



Smart Text

Helps advertisers quickly create TikTok style ad-title/description, for free.



Case Study: Taylor's College

For Taylor's College, one of the leading pre-university and higher education institutions in Malaysia with more than 50 years of academic experience and excellence, potential students use their website for informational appointments or enroll. To increase interest from a wider audience, Taylor's College used TikTok For Business to drive conversions and nurture leads.

They ran In-Feed ads and used TikTok's Smart Video tool to easily convert their existing still image to a vertical video.

With simple creative, Taylor's College was able to launch cost-effective creative that drove high conversion rates to the website and interest form.

2.0s
Video Average
Watch Time

16.7%
Conversion
Rate (Page
View)

21%
Rate of Video
Views Over 25%

TAYLOR'S COLLEGE
WISDOM INTEGRITY TEAMWORK
1969-2019

WAITING FOR YOUR IGCSE RESULTS?
PLAN AHEAD SO YOU DON'T GET LEFT BEHIND.

JAN INTAKE SCHOLARSHIPS AVAILABLE

CAMBRIDGE A LEVEL
KPT7JPS (R1010/3/0506) | (AR6B403/23)

TRANSFER TO LEADING UNIVERSITIES IN THE WORLD
100% PASS RATE* | BORDERLESS LEARNING

*IN MAY/JUNE 2020 EXAM SERIES BATCH

▲
SWIPE UP

Case Study: Laser and Light

Laser and Light, a skin and beauty centre in Malaysia, was looking to **drive conversions and nurture leads** for their facial and scar lightening services.

Using **TikTok In-Feed ads**, they created multiple 15-second ads that went behind the scenes of treatments and showed customers' end results. Laser and Light also uploaded creative variations into **Automated Creative Optimisation**, and TikTok automatically amplified high performing combinations.

With TikTok, Laser and Light were able to achieve a **high view through and conversion rate** and drive more sales for their business.

3.42sec

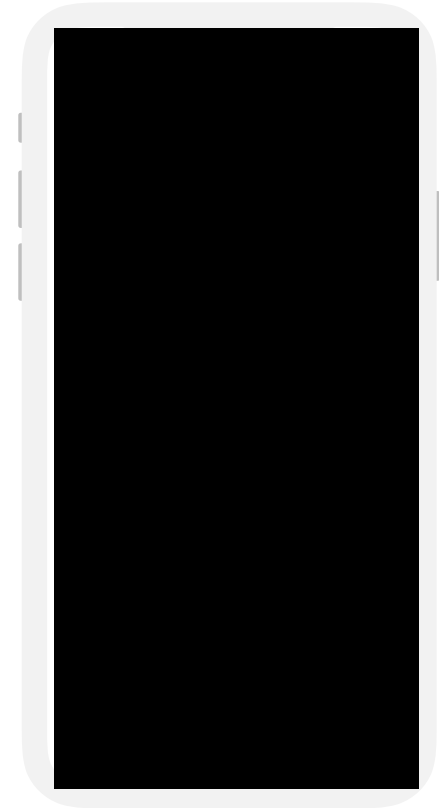
Video Average
Watch Time

12.1%

Conversion
Rate

37%

2-sec View
Through Rate



TikTok: For Business

**Thank you.
Let's get started today!**

 amar.koul@bytedance.com

