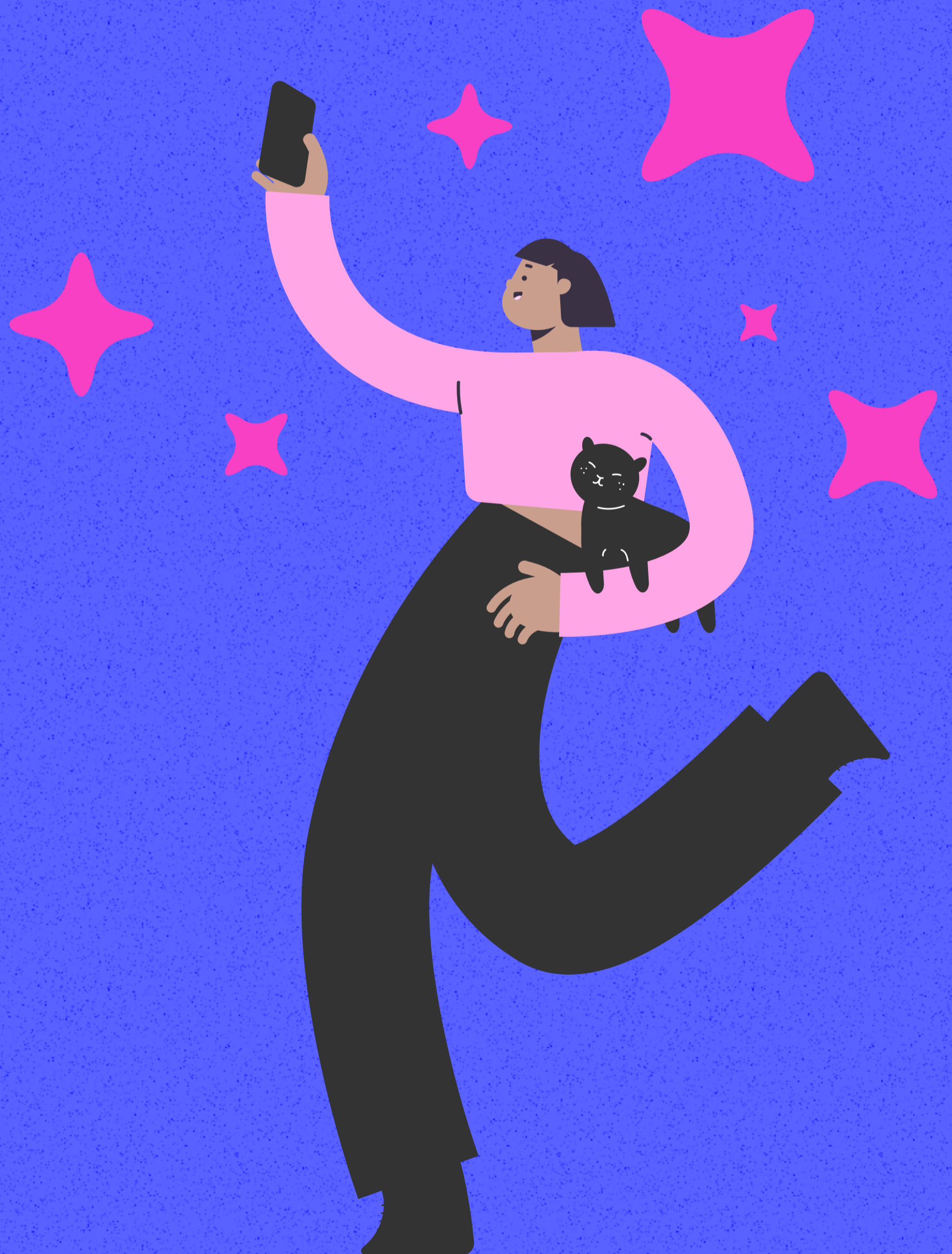




Guide

How To Get Started On TikTok



Why is TikTok good for eComm brands?

TikTok's demographic is growing YOY

TikTok is an absolute no-brainer marketing channel for virtually all eCommerce brands and Amazon sellers. Its growth has been explosive and TikTok quickly became a platform of choice for Gen Zs and Millennials thanks to its highly entertaining content.

However, TikTok's demographic is growing YOY. It's believed that the increased educational content and 'how-to' videos, such as home improvements that you can directly apply to your life, are attracting an older audience to the platform. TikTok has shifted from solely entertainment to content that offers actual value to an older generation.

43% of TikTok's global audience is between 18 and 24 years old.

32% of TikTok users are aged between 25 and 34.

3.4% of TikTok's audience is older than 55.

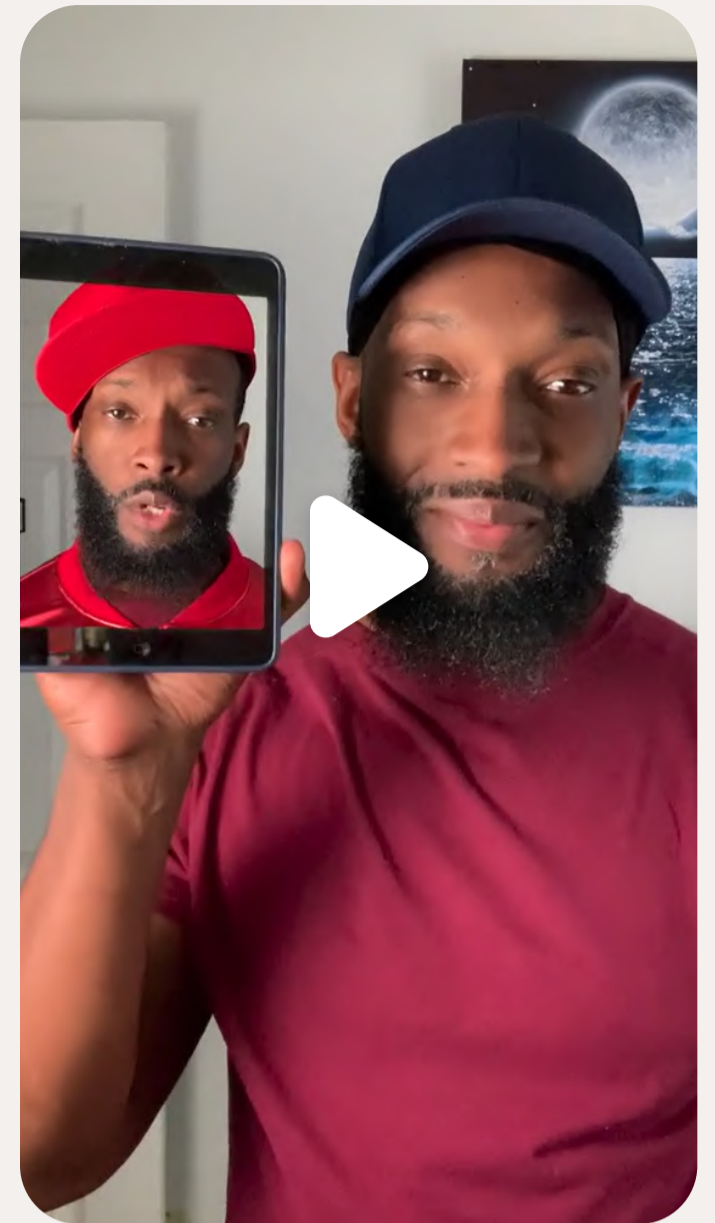
Source: [datareportal](#)

With 100+ million monthly active users in the United States alone, TikTok boasts a huge audience for brands that are looking to maximize reach. Especially since 90% of TikTok users visit the app more than once per day.

TikTok's creative content influences purchase decisions

TikTok is home to some of the most creative people on social media – your potential influencers and content creators. TikTok users are interested in seeing other people's creativity as well as being creative themselves and following trends - meaning TikTok users are highly motivated by the content they are watching, which in turn influences purchase decisions.

Compared to Instagram, TikTok is a platform where self-expression and creativity are ranked above staying in touch with friends or building a community. It's a place where creative minds come together.



In a recent study, in a 1 month period, 68% of active users watched someone else's video, and 55% uploaded one. This is an impressive number of people contributing to the platform.

Source: [GlobalWebIndex](#)

Reduce CAC with more affordable marketing .

eCommerce brands and Amazon sellers can reduce Customer Acquisition Costs (CAC) by working with creators and influencers on TikTok. Working with creators drives down the cost of content production compared to paying an ad agency or hiring a whole in-house creative team.

[Here's a complete guide to TikTok for Amazon sellers.](#)

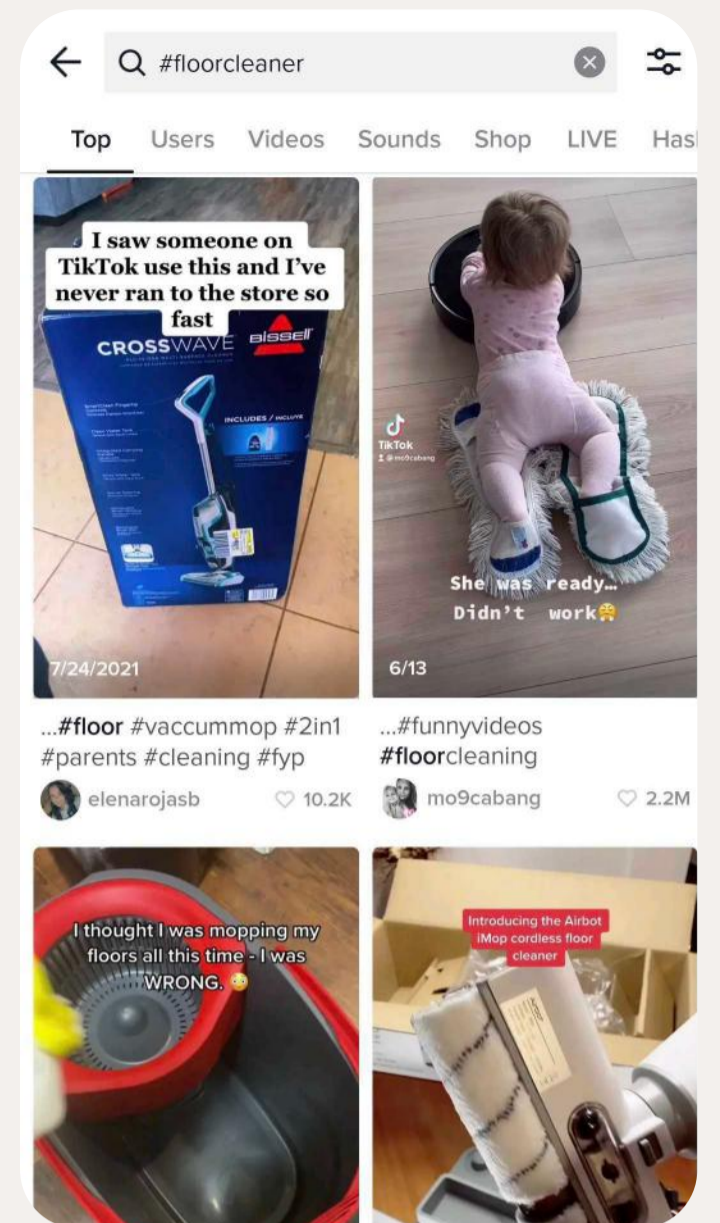
TikTok creators also live and breathe TikTok, so they know what's working and how to produce content that looks native to the platform. If your content looks native, then you're likely to receive much higher engagement.

Influencers on TikTok have built niche audiences that come to the platform to see their latest videos. eComm brands can take advantage of this and gain impressive organic reach.

TikTok is the new Google search

As mentioned earlier, TikTok users love coming to the platform to learn or discover something. They know that creators are producing testimonials, how-to, and product demos, on a huge range of things from local restaurants to Amazon products and more.

Because of this, TikTok search is being used like a search engine - and hashtags are playing a huge role in this so make sure you choose them wisely!



In 2021, 47% of TikTok users said they bought something they saw on TikTok, and 39% said they discovered a product or brand on TikTok they didn't know about before.

4 Steps to Get Started on TikTok



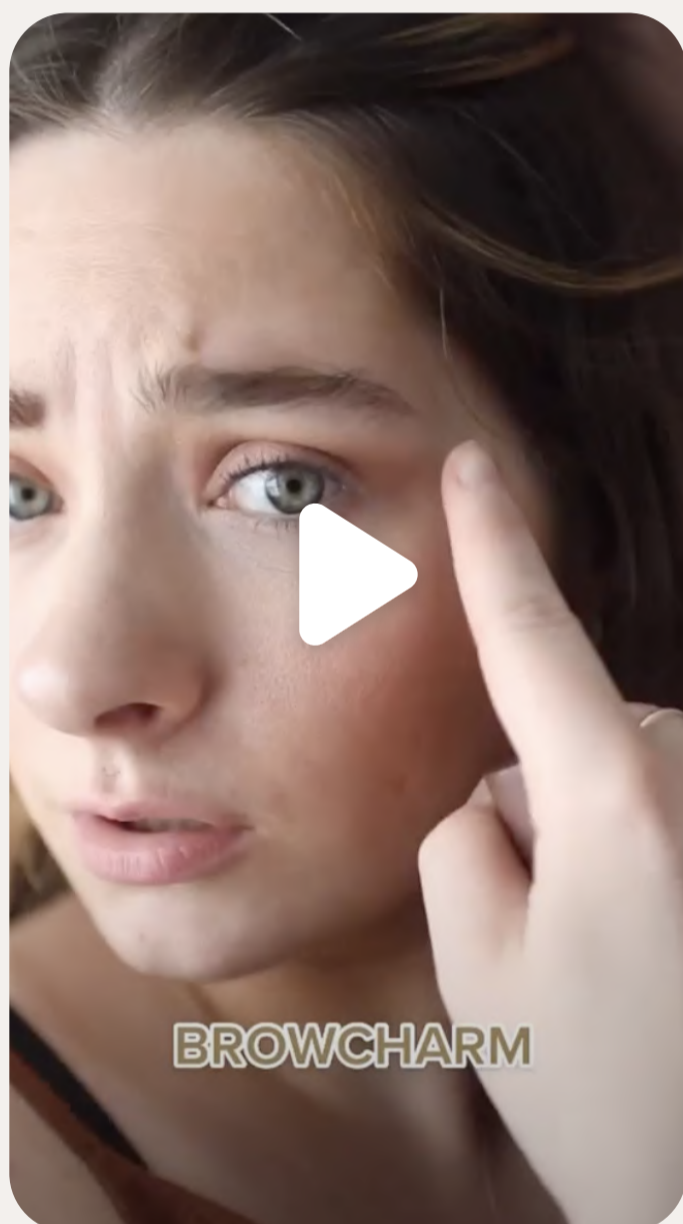
Step 1 - Check if your product will perform on TikTok

eComm brands and Amazon sellers can easily get started on TikTok by taking UGC content they are already producing for paid ads and posting them organically on TikTok with relevant hashtags and native TikTok effects.

Observe which brands are continuously using TikTok to promote their products. This will give you an idea about the types of brands and types of products that are seeing results.

Generally, products with an Average Order Value (AOV) of \$50 in the beauty, consumer goods, and fashion categories perform best. It does also work well for other brands but it requires more time to experiment with a volume of different ad creatives for testing.

[Check out this creative testing strategy from The Snow Agency.](#)



Source: [Insense](#)

Step 2 - Create content that performs

Capture the audience's attention

TikTok's audience wants to see entertaining and valuable content, so you need to produce content that satisfies their needs (as ultimately this will influence purchase decisions). Scroll-stopping content that also blends into the native TikTok feed is the balance you need to strive for.

[Here are 5 hooks for TikTok you need to try.](#)

Tap into trends to increase your chances of virality

It's nearly impossible to create a viral video on Instagram or Facebook today the way you could ten years ago due to how the algorithm has adapted to balance reach. On TikTok, however, the algorithm still supports virality — even new accounts with just a few followers can rack up millions of views with the right video!

Leveraging trends (e.g. sounds, challenges) is one of the best ways to get your content trending - hopefully viral! However, TikTok trends are always evolving as creators are always coming up with fresh ideas. So what better way to stay on top of these trends than working with the native TikTok creators themselves? They know what's working and how to produce content that sells.

Work with creators to source UGC

To get started, marketers should source user-generated content (UGC) from creators on TikTok to present their products in an authentic manner. TikTok creators are pros at creating videos for the platform, so they know what's working best right now and what new trends have just arrived.

UGC is also a great way to expose your products to new audiences, as well as source content that would be more costly and time-consuming to create in-house.

UGC on TikTok works best when you have a steady flow of content that is being distributed organically, repurposed into ads, and published via the accounts of the creators you work with. Start publishing and track your results.

[Here's how to get high-quality UGC at scale.](#)

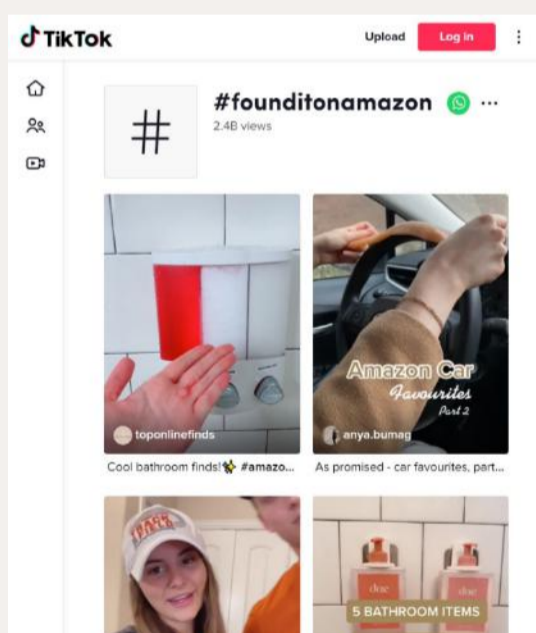
Step 3 - Find the right creators for your campaign

If you're new to working with creators, here are some tips to get you started:

- You're going to want to work with creators who specialize in TikTok content because they know how to produce content, especially for TikTok's audience.
- There are UGC creators and there are influencers:
 - Creators can provide you with just content that you post to your brand page, or you can ask them to post it organically to theirs. Oftentimes, creators have formed a well-engaged niche audience that you can tap into and see high engagement.
 - TikTok influencers have larger audiences that you can work with to take advantage of their large, loyal following.
- Start small - find and hire a handful of creators yourself to understand the flow. We suggest a team of 4-8 creators to start with, but definitely do not limit yourself to working with only one creator!
- Use a creative brief. Creators appreciate them, and it will make your life much easier (and the content that much better!). Here are the basic elements you should include in your creative brief.

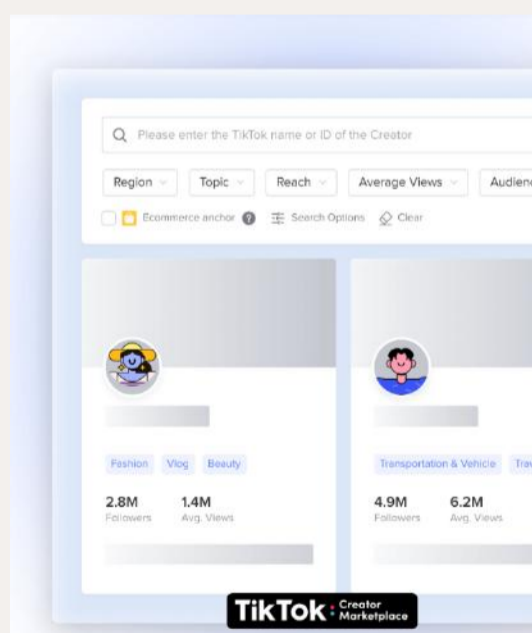
There are 3 ways to find TikTok creators:

1 Search manually using hashtags



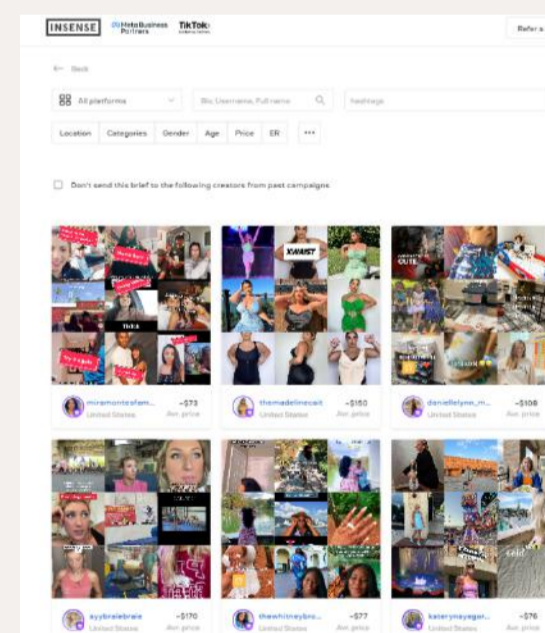
You can use #'s to search for creators on TikTok itself or search for UGC creators on Twitter.

2 Search on TikTok Creator Marketplace



Use the filters on [TikTok Creator Marketplace](#) to find creators.

3 Use Insense as a one-stop-shop if you want to scale



Use [Insense](#) to find, brief, chat, & make secure payments to creators.

Check out [how Insense compares to TikTok Creator Marketplace here.](#)

Step 4 - Run ads on TikTok

Brands have access to different ad formats that can be used for TikTok marketing campaigns, they include:

- **Branded effect ads** - Create branded filters, stickers, lenses, and effects for your users to create their content.

You can run branded effect ads alone or integrate them with branded hashtag challenges if you want more exposure.

Indomilk, an Indonesian milk brand, wanted to introduce a new milk product on TikTok and launched a branded effect campaign.



Source: [TikTok](#)



Source: [TikTok](#)

- **Collection ads** - they lead users to an Instant Gallery Page so they can access your products without leaving the app.

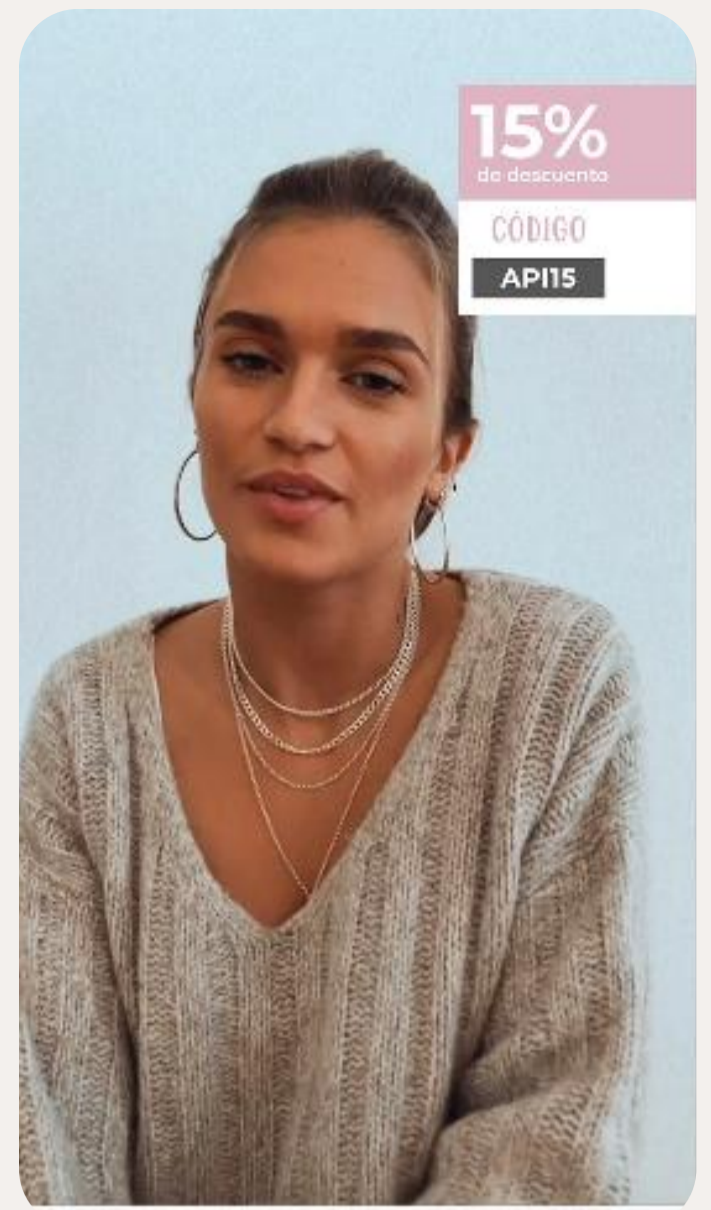
It's a great option for eCommerce marketers as it leads users to an Instant Gallery Page so they can access your products without leaving the app.

That means you need to create a product catalog and gallery page before using this ad format.

- **In-feed ads** - These are classic ads that show up in users' feeds.

In-feed ads are great for brands that want to grow their follower count or engage with their audience.

San Saru, an eCommerce website, wanted to increase its sales and boost brand awareness so it went on TikTok and launched a campaign using in-feed ads.



Source: [TikTok](#)

- **TopView ads** - The TopView ads are full-screen video ads lasting up to a minute that users see on their FYP when they open the TikTok app.

They're designed to capture people's attention from the moment they log on to the app with sound, narrative, and visuals.

The beauty brand, Maybelline, leveraged TopView ads in its marketing strategy to improve its brand image and create long-lasting engagement with users.

They got a [20% increase in sales](#) and a 7.1% market share.

- **Brand takeovers** - This ad format like TopView ads appears when users open the app but takes over the user's screen for several seconds.

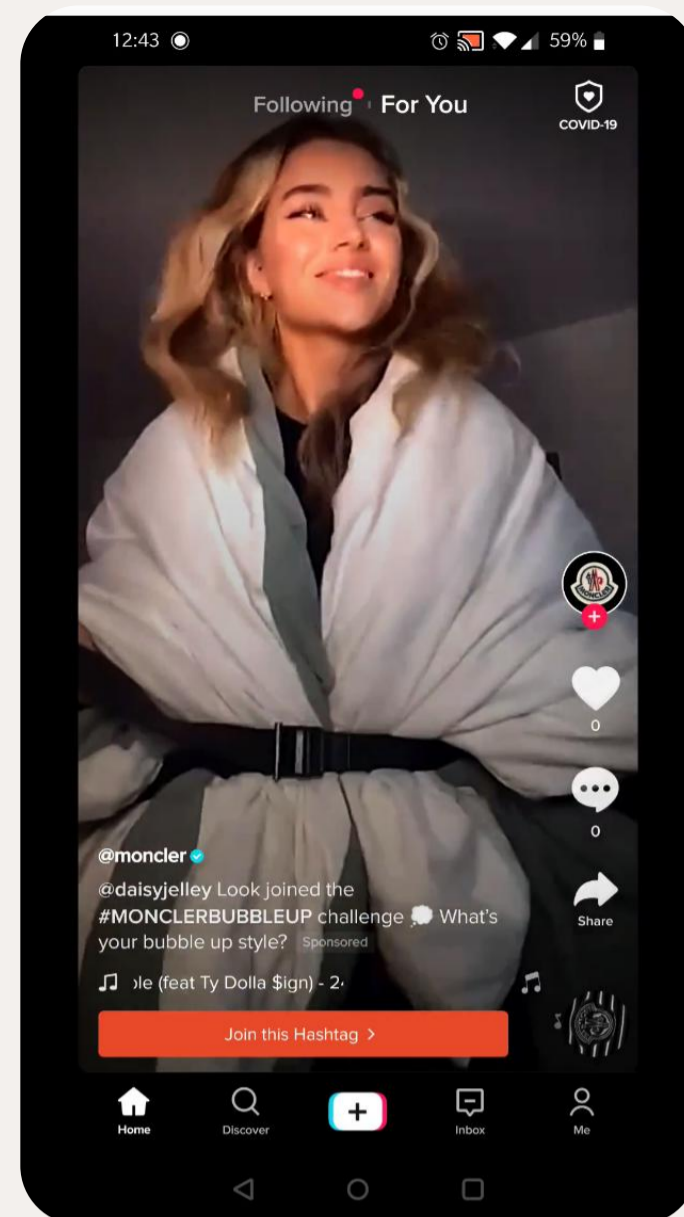
You can link it to your landing page or a hashtag challenge.

Brand takeovers are designed in such a way that one particular brand can run takeover ads for a category each day.

- **Hashtag challenges** - This ad format like TopView ads appears when users open the app but takes over the user's screen for several seconds.

You can link it to your landing page or a hashtag challenge.

Brand takeovers are designed in such a way that one particular brand can run takeover ads for a category each day.



Source: [TikTok](#)

- **Spark Ads** - Spark Ads are the next big thing when it comes to TikTok advertising. They are essentially TikTok's take on Branded Content Ads (BCAs).

Branded Content Ads combine the best elements of UGC and targeted ads. They're organic posts that are created from brand-influencer partnerships which are then boosted as ads. This pushes the content to a larger audience.

On Facebook and Instagram, the post is labeled as "sponsored" but on TikTok, they have a slightly different look.

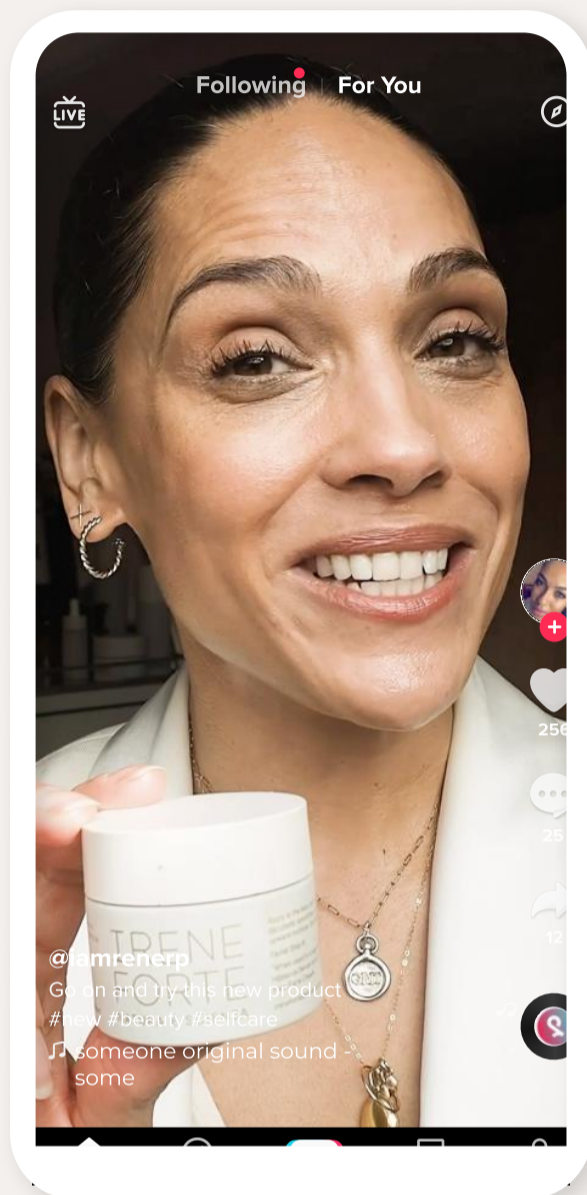
The format and features fit smoothly with TikTok's interface so they don't come across as ads at first glance. This is why they typically have higher CTRs and CVRs.

TikTok's algorithm propels Spark Ad success because it helps get colossal reach with a lower ad spend compared to Facebook and Instagram. Also, TikTok's audience is much more receptive to fun, quirky branded content.

Read our [complete guide to TikTok Spark Ads here](#).

Here's what they look like.

Regular TikTok (Non-Ad)



Click the profile icon, username, or swipe left to go to the creator's page

The Spark Ad is promoted from the creator's page and displays their username

"Sponsored" is displayed

Spark Ads



Appears in the "For You" feed

Built-in CTA button appears after 3 seconds that links to your webpage



Get started today, visit www.insense.pro



Insense is a creator marketing platform helping brands scale their authentic, UGC production and partner with content creators through their creator marketplace.

With Insense you can:

- Write your creative brief and open it up to creators on their vetted creator marketplace
- Duplicate campaigns, and source high-quality UGC at scale
- Use the filters to find TikTok, Instagram and Facebook creators for your audience
- Use the chat feature for each communication with creators
- Benefit from integrated Creator Licensing and Spark Ads features

If you're a DTC marketer or just looking to bring in new customers, Insense can be your one-stop-shop to source testimonials, unboxings, product demos, and other content, while providing full digital copyrights, so you can leverage it via paid ads to reach wider audiences.

Get started today, visit www.insense.pro

