

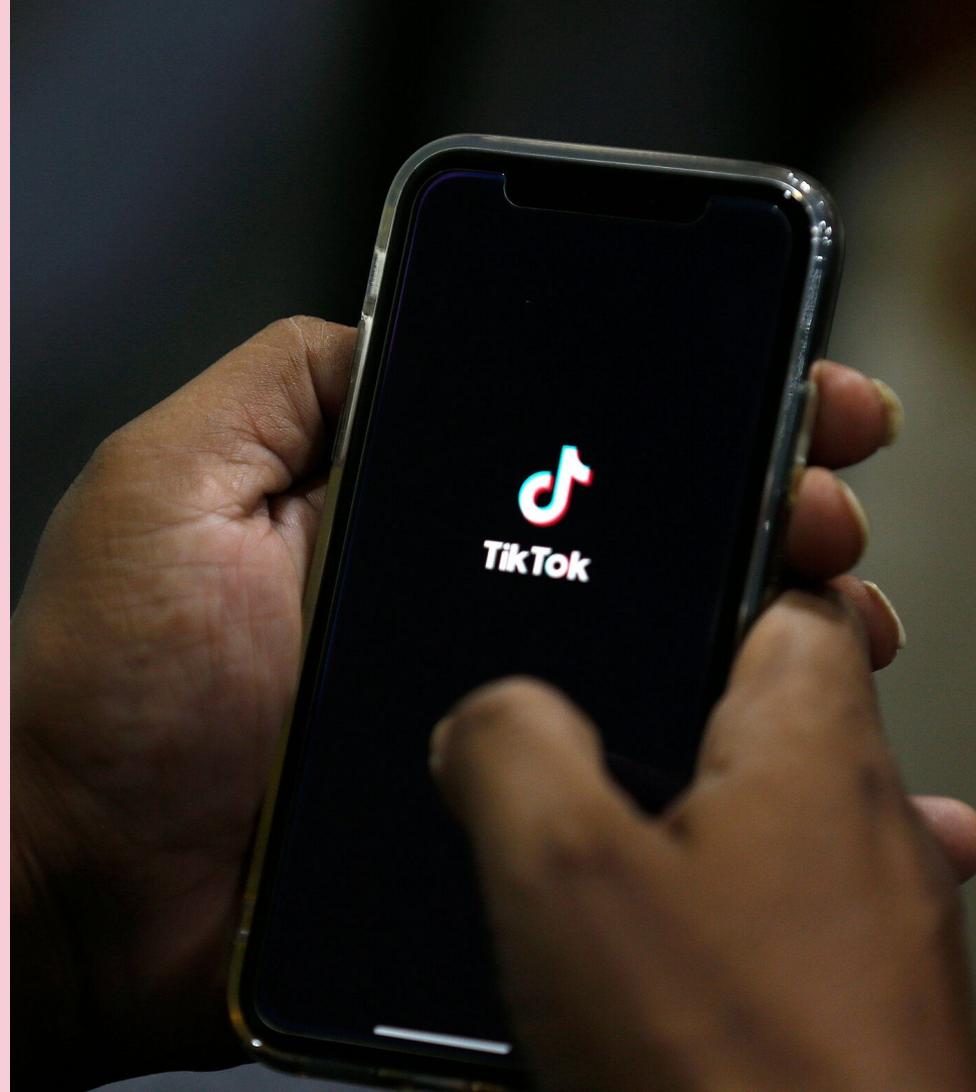


**How Brands Can Win
the TikTok War**

What is TikTok?

TikTok is a video-sharing focused social networking service owned by ByteDance.

The platform used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from fifteen seconds to three minutes.





**What sets TikTok apart
is its core function as a**

**Discovery-based
platform.**

Tell me more about this algorithm....

From TikTok themselves, we know that “neither follower count nor whether the account has had previous high-performing videos are direct factors in the recommendation system.”

From what hashtags you use, to your location, music choices, and even the very first TikTok video you liked — they can all influence the TikTok algorithm.

These factors include things like:

User interactions: such as the videos you like or share, accounts you follow, comments you post, and content you create.

Video information: this might include details like captions, sounds, and hashtags.

Device and account settings: like your language preference, country setting, and device type.

**Who is on TikTok?
And what
are they doing?**

Daily app usage by age.

27%

Ages: 16-24

34%

Ages: 25-34

22%

Ages: 35-44

10%

Ages: 45-54

5%

Ages: 55-64

Who is on TikTok? And what are they doing?

What they're doing on TikTok

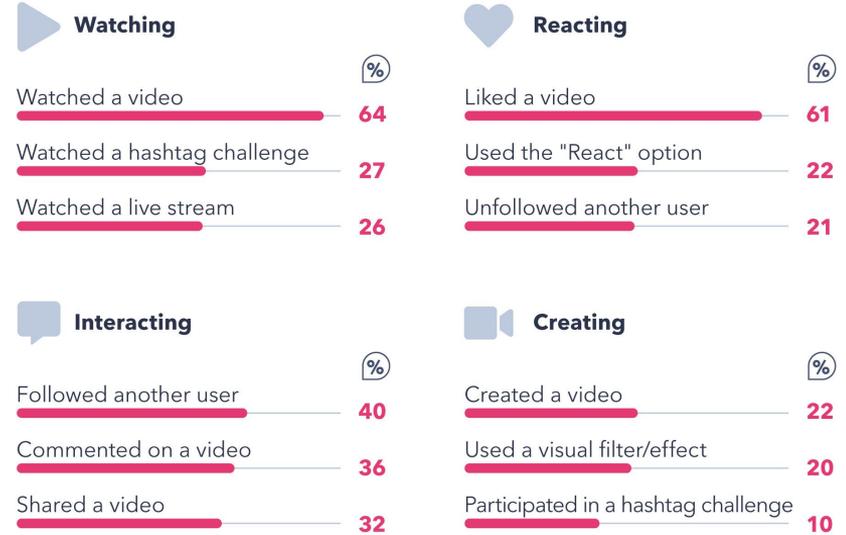
Most users are consuming/liking video content.

Consumers are following and engaging as well, but they're more likely to "like" a video than to comment/share.

And, they're least likely to be creating a video. This means that most users are just simply viewing other's creations.

Actions while using TikTok

% U.S./UK TikTok visitors who have done the following on TikTok in the last month



Question: Which of these have you done on TikTok in the last month? Source: GlobalWebIndex June 2020
Base: 339 TikTok visitors/users in the U.S. and UK aged 16-64

What the people think.

59%

Learn current events or trends.

60%

Learn new recipes or DIY projects.

69%

Follow creators.

71%

Watch videos.

25%

Purchase or research a product after watching TikTok.

61%

Like brands better when they create or participate in a trend.

71%

Believe the biggest trends start on TikTok.

Why is TikTok growing?

Broad distribution of TikTok videos.

TikTok videos can easily be shared to other websites and apps, such as Twitter or Instagram. That drives brand awareness and traffic back to TikTok. Since there's no need to create an account or log in to view a video, the number of visitors can easily add up.

Live streaming.

TikTok has started putting more muscle into its live stream capabilities. In its first week, the programming featured creators, actors, musicians and others. Live streams have the potential to greatly increase time spent on social platforms.

The crazy awesome roadmap.

At its latest TikTok World, the app featured all of the tools brands can use to market themselves on TikTok, and the roadmap is expansive to say the least. 79% of users say TikToks are more unique than content on any other platform and that isn't changing any time soon.

Opportunities on TikTok

WHAT CAN YOU DO WITH TIKTOK

1

**OWNED ORGANIC
PRESENCE**

2

**PAID
ADVERTISING**

3

**EARNED
INFLUENCER**

HAVING A PRESENCE ON TIKTOK

Owned Organic Content

Overview

Creating an organic channel on TikTok allows brands to have a presence on the platform that can act as a destination for users. As with other social platforms, it's critical to create relevant content that is native to the platform and to post it with consistency.



Best Practices

Don't hop on trends to gain followers.

Wait for the right moment to join the perfect song or hashtag challenge that is aligned with your brand to participate. Just like on any social media platform, users expect consistency from your brand's social feed, so try to maintain this and stay true to your brand.

Dedicate time to content and experimenting.

Be experimental and dedicate time to find out what uniquely works for your brand on TikTok to make content that engages and excites your audience. Leverage hashtags to be found more easily, and to understand comment that's resonating. For example, explore the #fyp hashtag. Don't hesitate to leverage user feedback by asking the opinion of your Millennial and Gen Z followers on what they find entertaining and expect from your brand.

Be raw and don't overproduce.

Save your impeccable content for Facebook. Users on TikTok prefer content that is relatable in their daily life. Videos of Big Potato Games and other exemplary TikTok brands are always genuinely authentic, which let brands connect better with their audience.

Should You Have an Organic Presence?

Some common filters brands are using to determine if they can sustain an organic presence are:

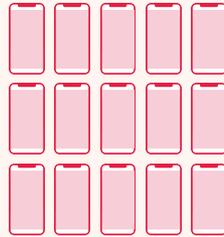
- ✓ Is most of your target audience younger than 35? *While the app is starting to age up, the majority of users are Gen Zers and younger Millennials.*
- ✓ Are your products visually appealing and demonstrative?
- ✓ Do you have a creative hook? (I.e. a mascot, a jingle, an artist on staff, etc.)
- ✓ Can your brand be trendy with a casual, fun, and “cool kid” vibe?
- ✓ Most importantly, do you have the resources (staff, budget, etc.) to be able to add another channel to your mix and consistently create fresh, relevant content?

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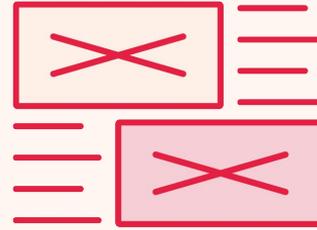
A TIKTOK PILOT PROGRAM



3 months



12-16 TikToks



6 2-week content
creation mods



3 monthly reporting
check-ins

Ultimately providing
insight into what TikTok can do for your business.

HAVING A PRESENCE ON TIKTOK

Paid Advertising Opportunities

Overview

Advertising on TikTok is similar, but very different as advertising on other social channels. TikTok offers a range of opportunities in app, at a high cost...



Best Practices

Use diverse content to start.

Try using diverse creative in the beginning stages. As a rule of thumb, it is always good to use creatives with big differences when testing. This is especially helpful during the ad group's exploration stage.

Include people within your ad.

Showcase your product with video of people using your product. Since the people viewing your ads are well... People, it makes sense to include them into your media. It makes us humans feel like you're human (we hope you are).

Stand out in the feed— but don't disrupt it.

Similar to organic content, you don't want your ad to stand out like a dad at a high school party. Awkward! Users on TikTok prefer content that is relatable in their daily life. Stand out in a good way - use humor, be bold and stay on brand.

HAVING A PRESENCE ON TIKTOK

Earned Influencer Partnerships

Overview

If you're hearing the previous slides and questioning if your brand has the right content to be leveraging on TikTok, you may consider influencers. Influencers can authentically inspire consumers to use your products and services through engaging video.



Bringing It Together

Your Leadership's Oath

Agree to Rules of Engagement

Checklist for posting trends & sounds

Does

- ✓ Does ladder up to social strategy
- ✓ Does connect back to target audience
- ✓ Does relate to the experience of using the product
- ✓ Does allow curse words that are PG-13 (i.e., ass, damn, hell, shit)
- ✓ Does show a range of creators/talent

Does Not

- ✗ Does not belittle the industry
- ✗ Does not use derogatory language/racial slurs
- ✗ Does not sexualize
- ✗ Does not call out competitors
- ✗ Does not use curse words that are R-rated such as (i.e., f*ck)
- ✗ Does not engage in political topics

Your Oath

Take Some Risks

We can't guarantee that every Tik Tok we produce will go viral, but that's the point. The more provocative one is, the more likely people will engage.

Know what you're comfortable with - some sounds may have explicit language, some dances may be too crazy, etc. Take some risks as a team.

Move Fast

Be ready to approve within 24 hours to capitalize on trends and be willing to create unpolished content. This is why we've set-up a bi-weekly plan. As soon as a sound starts trending, it's important we capitalize on it quickly.

Buckle up, it will be a wild ride, but the benefit is, they're not high production videos.

Trust the User

Take user's leads. While we're all still learning what works, so is the rest of the app. Trust that the ideas users bring are considered "hip" and will be a fun way to engage with your audience.

It's a scary world of dances and challenges, but your brand's users will be with you every step of the way - maybe doing a little jig themselves.

Above all, be willing to publish low-fidelity content.

Thanks!



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