

WRAY | WARD



How to Harness the Power of TikTok

The leading destination for
short-form video content

1 billion

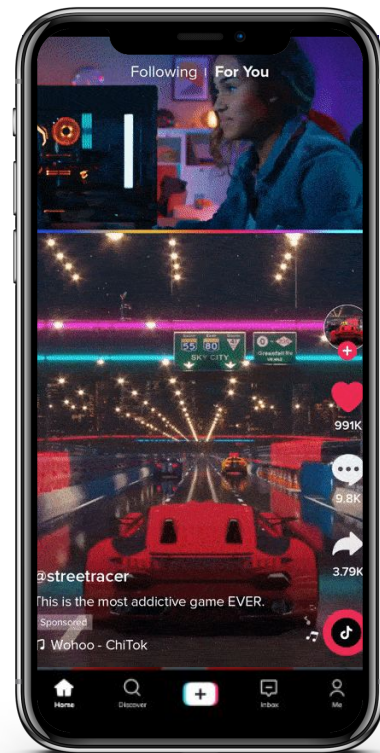
monthly active users

90%

of users access the
app every single day

24 hours

of content consumed
by users each month



“Our mission is
to inspire creativity
and bring joy.”

–TikTok

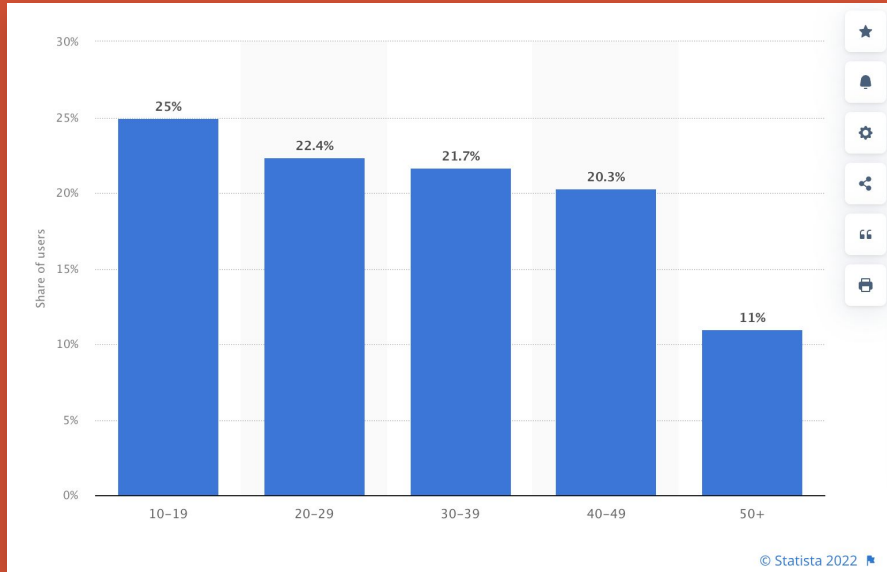
Reasons for using TikTok

% U.S./UK TikTok visitors who say the following are the main reasons they use TikTok



Question: What are the main reasons you use TikTok? **Source:** GlobalWebIndex June 2020 **Base:** 339 TikTok visitors/users in the U.S. and UK aged 16-64

A Cross-Generational App



Not just for Gen Z,
TikTok is aging up:

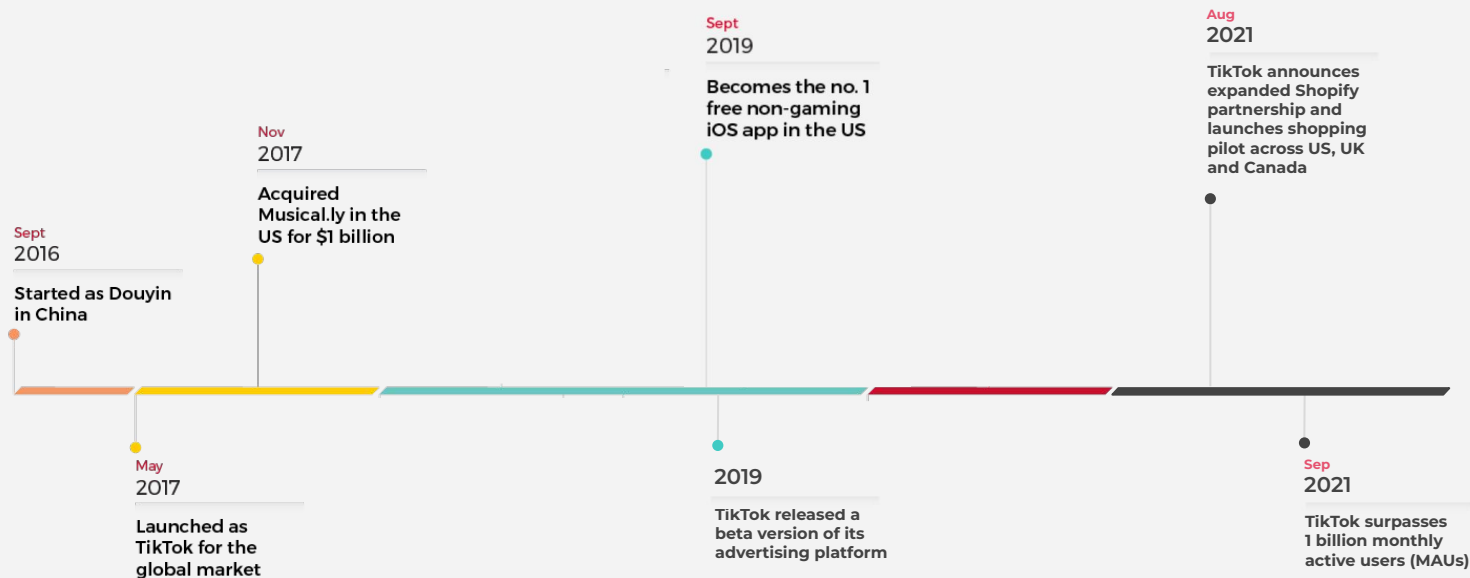
42%

of users are ages 30-49









Encompasses ...

- Homeowners
- Millennials
- Designers
- Homebuyers
- Builders/contractors
- Architects
- DIYers
- Gen Zers

Key Platform Milestones



TikTok's Meteoric Growth

Platform	Introduced Paid Ads	Projected YoY Growth	Projected Ad Revenue '23 (Billions)
	2005	+24.2%	\$5.0
	2007	+3.2%	\$26.6
	2007	+17.0%	\$9.4
	2010	+21.2%	\$3.7
	2013	+20.1%	\$35.7
	2014	+35%	\$3.68
	2015	+18%	\$3.0
	2019	+46.8%	\$8.75

9%

share of ad revenue among all social platforms listed

45.8
Minutes

average daily time spent, edging out YouTube for most among social platforms

40%

of Gen Z prefers to search on TikTok and Instagram over Google

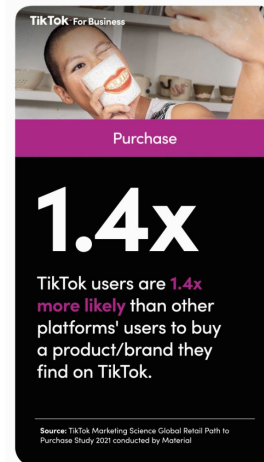
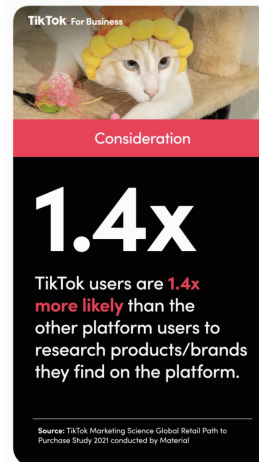
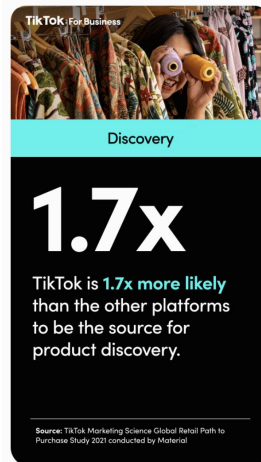
There's no denying the influential
power of TikTok



#TikTokMadeMeBuyIt

43%

of users try something new
after seeing it on TikTok



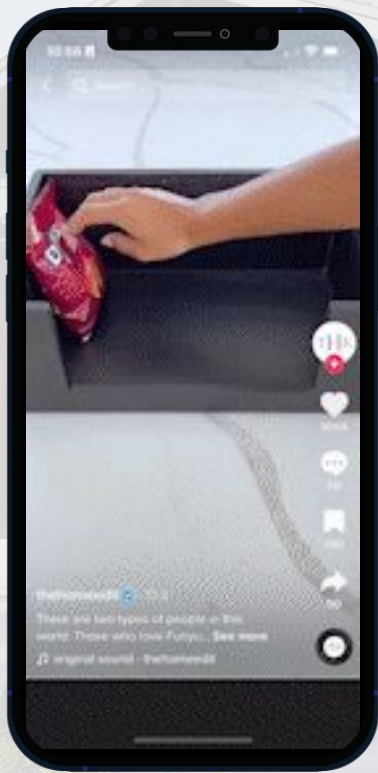
Recipe for Success

Think like a marketer.
Act like a creator.



Humanize your brand

by embracing the language of TikTok to forge deeper connections with the community

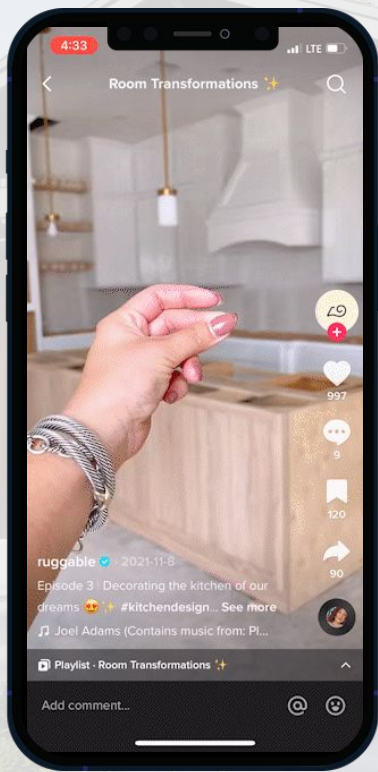


61%

of users like brands better when they create or participate in a trend on TikTok

56%

of users and 67% of creators feel closer to brands they see on TikTok



Create and engage

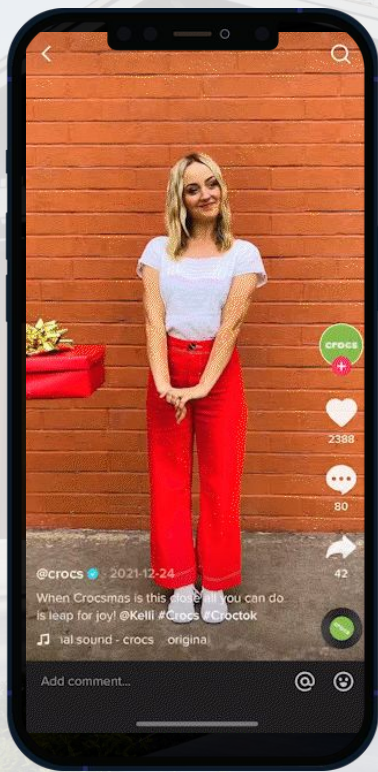
with content that entertains and brings joy

60%

of users access TikTok for funny or entertaining content

Put the “social” in social media

by following other creators in the industry, sending hearts and comments, and seeking out entertaining content



Work with creators

because they are the secret ingredient to forging trust and credibility within the community

63%

of users like when brands show familiar TikTok creators in their videos

Don't Make Ads, **Make TikToks**

Ad Formats

- 1 In-Feed Ads
- 2 Branded Effects
- 3 Hashtag Challenge
- 4 Spark Ads
- 5 Top View
- 6 Search Ads*
- 7 Pulse*

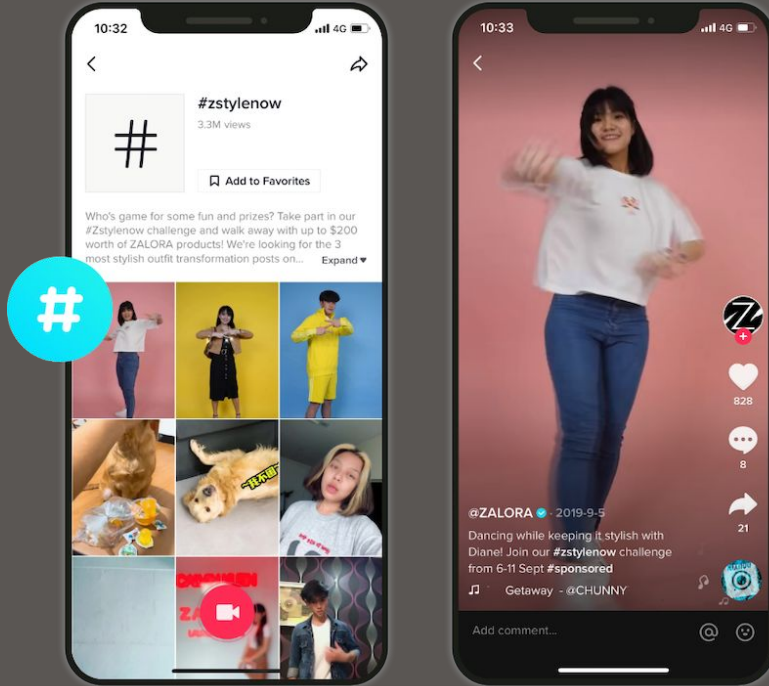


Marketing Objective	TikTok Objective
Awareness	Reach
	Video Views
Consideration	Community Interaction
	Traffic
	Lead Generation
Conversion	Website Conversions
	App Promotion

Ads Targeting

- Custom Audiences*
- Look-Alike
- Demographic
- Interests and Behaviors
- Purchase Intent
- Hashtag

Branded Hashtag Challenge



Brand Benefits

- Puts the brand at the center of a cultural movement
- Provides active engagement via participation
- Harnesses the power of hashtags
- Creates earned reach

Best Practices

- Collaborate with TikTok creators
- Think about your audience first
- Remember that sound is paramount
- Include the brand name in the hashtag

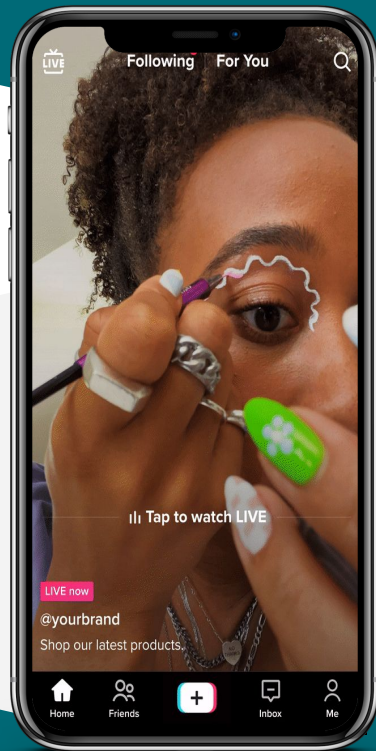
TikTok's Move Toward Social Commerce

TikTok Shop

- Shopping Tab
- Product Links
- LIVE Shopping

Shopping Ads

- Video Shopping Ads
- Catalog Listing Ads
- LIVE Shopping Ads



In the News

TikTok Shop will not come to the US after rocky pilot

By Craig Hale published July 06, 2022

TikTok disputes report it is 'abandoning' live shopping expansion in Europe

ByteDance to bring livestream shopping to TikTok in US: report

Oct 11, 2022 - Technology

Scoop: TikTok chases Amazon with plans for U.S. fulfillment centers

Organic Takeaways



Put the “Social” in Social Media



Think Like a Marketer, Act Like a Creator



Virality Is Not Guaranteed

Paid Takeaways



Don't Make Ads, Make TikToks



Experiment to See What Works



Stay Current on What's Available

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