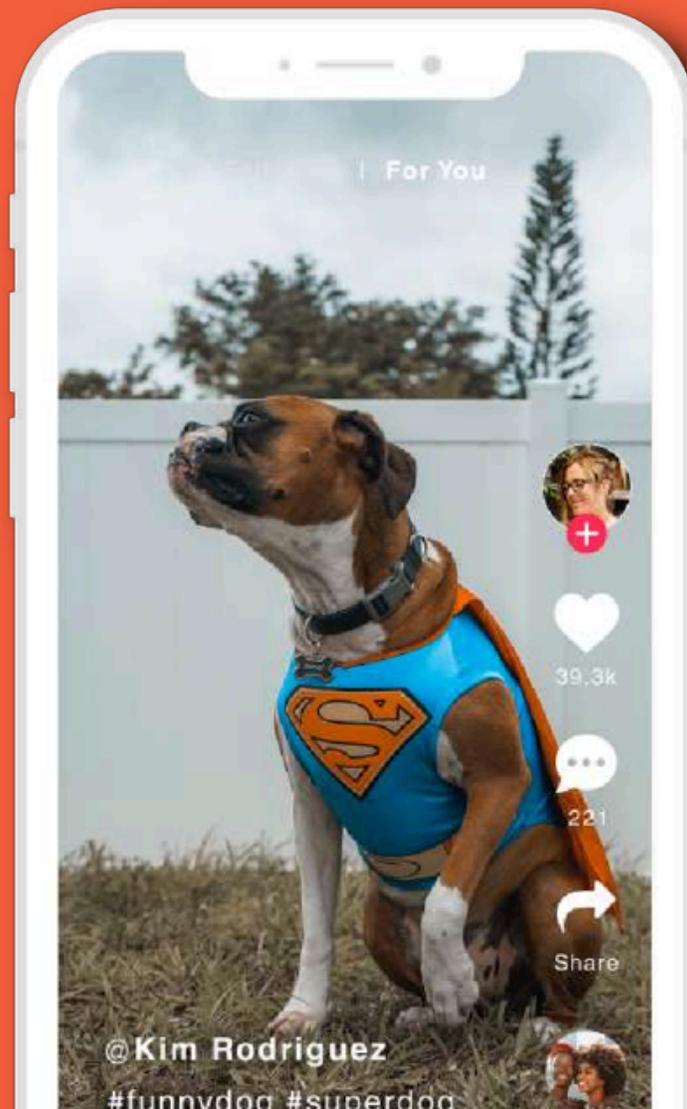


# The Ultimate Guide To TikTok Marketing

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**F** Fanbytes





# TikTok

## The Ultimate Marketing Tool

TikTok has many names. Frequently referred to as a ‘super-star making power machine’ by our music clients to an ‘install-accelerator’ by our app clients, it access to large communities that are just waiting to be unlocked by marketers. We have helped top brands such as Warner and Universal to more unlikely brands such as ACCA and PHE leverage the TikTok marketing power of the platform and become a part of the conversation. And now it’s your turn. From driving millions of views, streams and downloads, to raising ultimate brand recognition, we’ve packaged our expert insights into one full-proof guide for you.

So how big is **TikTok**, the stats speak for themselves:

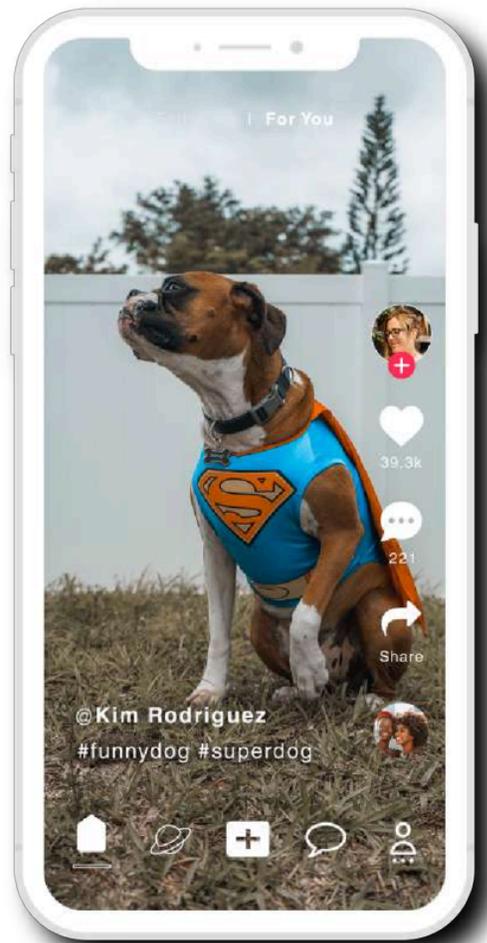
- Available in **150** countries in **75** languages
- Surpassed Facebook, Instagram and Snapchat in Q1 of **2019** as the most downloaded app
- **1 billion** installs
- Estimated **800m** MAU (Monthly Active Users)
- Over **50%** of users are under 24

So now we've given the lowdown on the importance of Tiktok, let's get to the strategies and tools you can implement

# The Weird & Wonderful World of TikTok

TikTok has successfully captured an entire generation. Gen Z have attention spans of 8 seconds, are enthusiastic consumers of authentic content, and TikTok appeals to these aspects of their consumer behaviour.

In a way, it brings together a combination of Gen Z's favourite social media apps - Vine's short video snippets, Instagram's ability to keep up with their favourite influencers, Twitter's hashtags to keep tabs on viral content, and Youtube's ability to make them feel like they're watching their favourite TV show.



## What Content Works Well For Brands?

Unlike the aesthetics and perfect illusion that platforms such as Instagram perpetuates, TikTok champions authenticity over all and these values are mirrored in the content on the app. Here's the types of content that work best for brands.

### 1. Meme Culture & Contextual Humour

Whether the topic of discussion is Brexit, Australian bush-fires or Love Island, users on the platform communicate through a combination of memes and contextual humour. Whilst Millennials and older generations may turn to lengthy articles and press to discover opinions on a social topic, Gen Z use short comedy sketches and popular meme formats. This is how Old Town Road went viral and won a Grammy, and we have used this tool to do the same and drive valuable results for our clients.

# How can your brand replicate this?

The easiest way for brands to participate in this is by using the **duet feature** - a side by side split screen tool that allows users to reply or react to the initial video. **Real life immersive engagement done at scale.** If you master the right creative, you can create a 'duet chain' -- an ongoing and seemingly never ending stream of content.

Our influencers recently used this feature in our **Mortal Kombat mock campaign.** They would transform themselves into their favourite characters from the game and 'finish' the influencers with their final finishing move. Fans were quick to get involved as they wanted to avoid the fear of missing out and become a part of the duet chain.



The Humorous Mortal Kombat Campaign

Within a mere 24 hours, **over 3,000 fan videos** were uploaded and we saw over 1 million views on the posts. We tracked the success of the campaign to our use of the duet feature as it provoked feelings of FOMO in the user and inspired them to get involved. This made the campaign feel like an organic TikTok moment resulting in its success.

## 2. Episodic Style Content

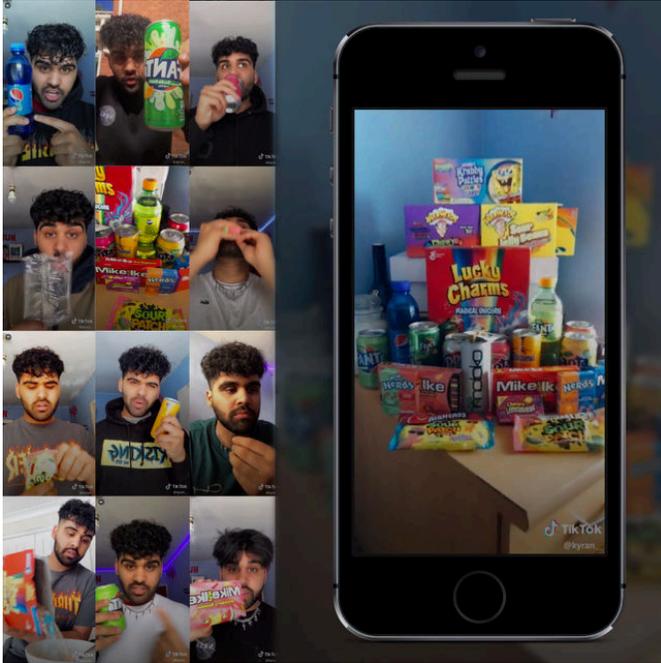
There is one thing in particular that sets TikTok aside from other social media platforms, and that is its ability to make users feel like they're watching a TV show. The reason for this is **simple**: TikTok content is discovered primarily through hashtags, giving users the opportunity to follow new content over a period of time, the same way that you would wait for the next episode of your favourite TV show.



# How can your brand use this?

This is great for creators and brands on the platform as it gets users hooked and compels them to navigate to their page to find out what happens next. We've tapped into this trend for an influencer campaign we carried out for candy giant Kandy King who were looking to drive awareness around their new line of Kandy. Instead of adopting a conversational approach, we created the '10 days of candy' where influencers reviewed different candies and then told users to stay tuned for the next episode over a 2 week period. **This culminated 10million + hashtag views and a 32% increase in traffic.**

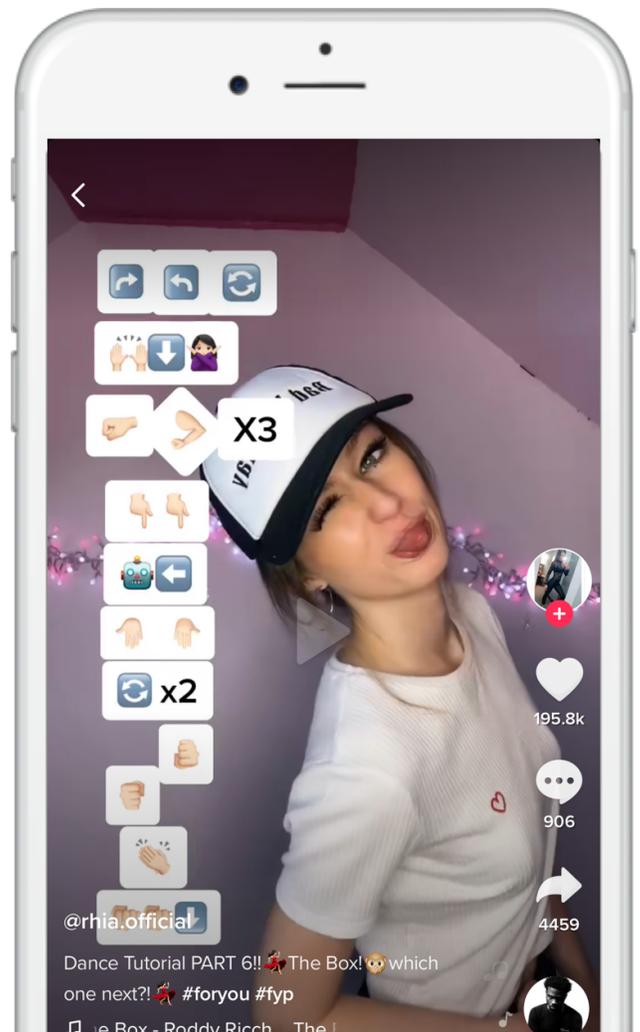
What we found more insightful was that there was no explicit call to action and that the success of the campaign came from the episodic nature of the content. We were able to capture users' attention and kept them hooked waiting eagerly for the next episode.



The Kandy King Narrative Campaign

## 3. 'Best-Selves' Content

By 'best-selves' content, we mean that you have to **make people feel like the star of their own TV show.** The content that works the best on a platform like TikTok is the stuff that allows users to show off. Whether it's a skill, a talent or some weird quirk which only they can do, the golden ticket is to enable users to show off their best self. In doing so, this creates an opportunity to promote your own brand. This can be achieved through **interactive hashtag challenges** which inspires user generated content.





The Major Lazer TikTok Campaign

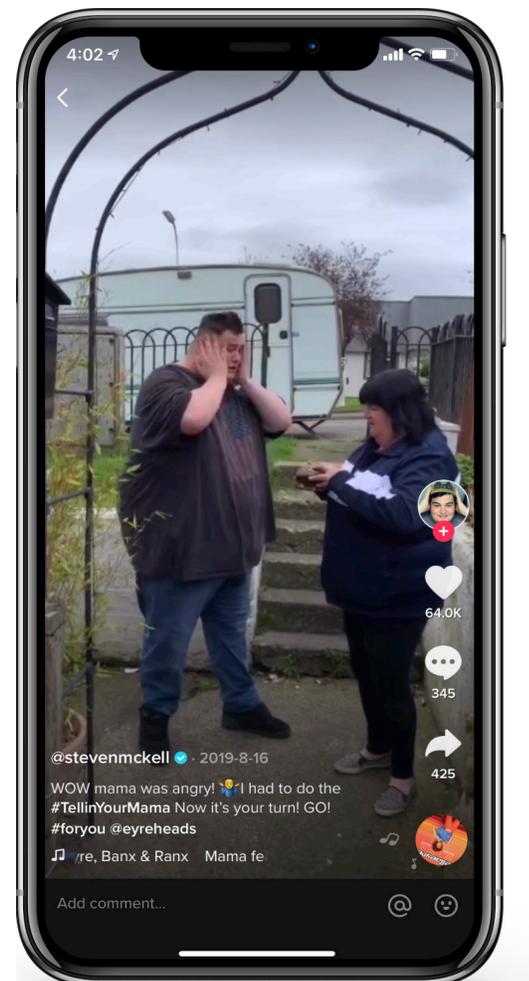
A good example of this is a campaign we ran for Major Lazer's new song, "Can't Take It From Me." With a song like this, we activated influencers across the US, UK and Mexico. We created a challenge which demonstrates how you couldn't take the ball away from them and gives them an opportunity to show off. Within only two weeks, the campaign had not only hit the trending page on Tiktok but over 50,000 fan videos had been uploaded receiving over two million hearts and over 10 million views of the hashtag. The reason for its success? **It enabled people to show off in a way that was organic.**

# How Brands Can Leverage TikTok Marketing

## 1. Use influencers that Gen Z love

70% of Gen Z rate influencers over celebrity endorsements, this is why the success rates on our influencer campaigns are through the roof. We use our in-house tool and the first ever TikTok influencer discovery tool, Bytesights, to find the best creators for your campaigns.

We run analysis on over 200 different data points to create metrics that make sense. Using these metrics it is easy to identify rising stars and start working with them as they are growing. Our network of handpicked creators truly understand the rules of each platform and what resonates.



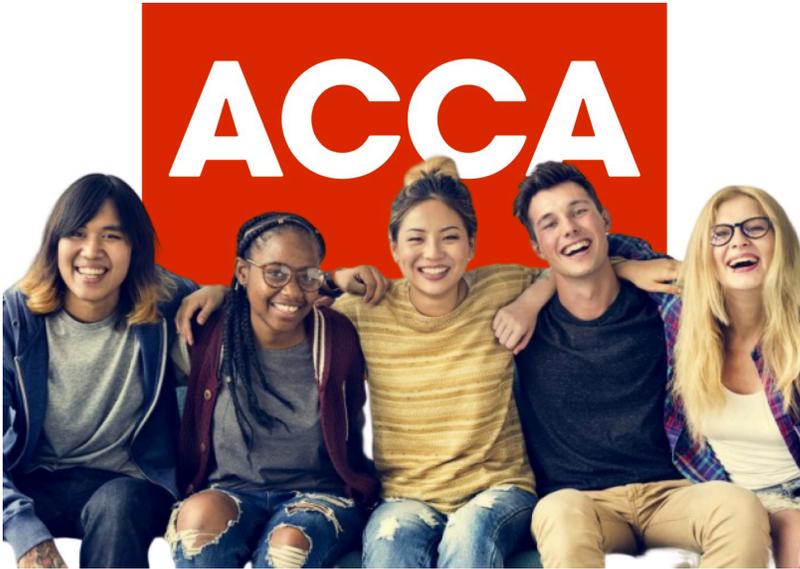


# What To Do

## 1. Be open minded about TikTok's marketing potential

TikTok is home to a community of passionate content creators who are eager to create new content and flaunt its limitless marketing power for all industries. Whether you're an artist aspiring to turn into an overnight sensation, or an app looking to drive downloads, TikTok has access to communities that are just waiting to be unlocked by you. We've worked with even the most unorthodox brands such as ACCA, who benefited greatly from the culture of the platform.

## We Made Accountancy Great Again



Association Of Chartered Certified Accountants Campaign

ACCA is a leading international accounting body that is responsible for providing the largest and fastest-growing qualification in the world to soon-to-be accountants. They approached us as they wanted to move away from traditional marketing practices and we were able to achieve what people would deem impossible: make accountancy exciting.

We managed to turn this: “dull, boring, elitist and exclusive” into this: “exciting, impactful, and relevant” by transcending traditional ad messages and striking a cord with Gen Z on TikTok.

Using our award-winning influencer platform, we were able to choose engaged TikTok influencers for their campaign. Using two TikTokers, they were given the job of creating killer organic content that would help to abolish the stereotype that accountants are boring. Due to such a high level of organic engagement between the influencers and their fans, ACCA was able to insert themselves seamlessly into their world and became a part of their conversation. [Click here to see one of the TikTok influencers in action.](#)

Within less than a week, ACCA saw insane levels of engagement on TikTok with **109,800 likes 723 positive comments**. After creating several other campaign videos they garnered a total amount of **1m views, 182k hearts, and 1k comments**.

# What To Do

## 2. Be accessible & relatable

FOMO is a feeling that TikTok users want to avoid. So, if you've come up with a campaign idea that is difficult to jump on, head straight back to the drawing board. If you want any chance of going viral on the app, you need to create content that is accessible, relatable and fun so that more people will join in. For example, if you create a hashtag challenge that involves users having to buy your product or go out of their way to recreate a video, fewer people will feel inclined to take part. We took note of this when creating a campaign for Benny Blanco's new release 'Graduation'.

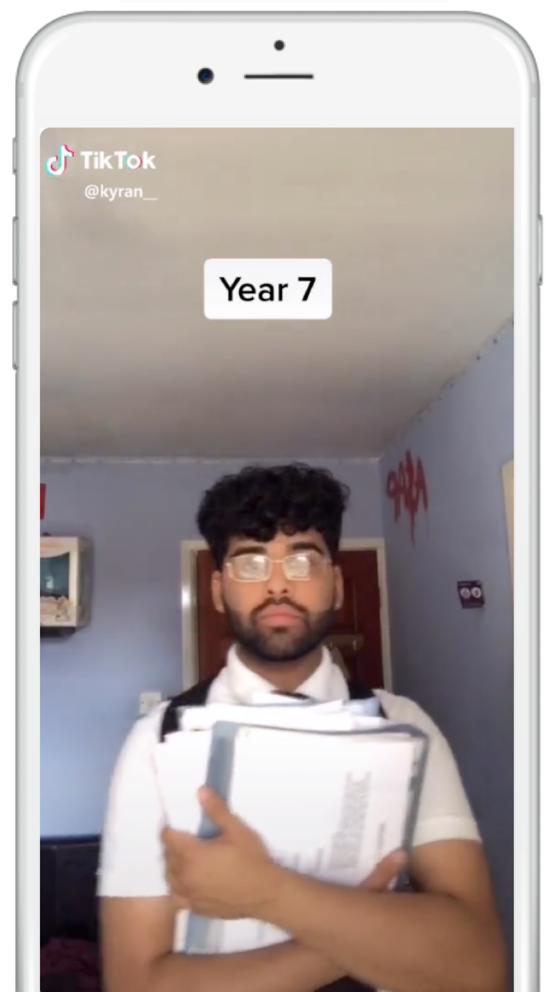
## We Got Millions Feeling Nostalgic

Universal Music came to us with the goal of getting fans engaged with the new song in a way that would do more than simply drive streams. We knew the best way to achieve this would be to get users reminiscing about their school years and sharing their relatable stories. We utilised classic TikTok transitions to show each stage of school, including graduating as the final part of the the phases shown. Using the Fanbytes award-winning platform, we identified influencers best suited to targeting males and females in the UK & US aged 13-24. The hashtag #schoolyears was used to tie all the videos together and the sound was uploaded to TikTok for the challenge.

The results were astounding with over **6 million views with almost 1 million hearts**. There were also 81,000+ user generated pieces of content which indicated how accessible the campaign was. The videos from the influences had 15,000 hours of watch time and there was an overall engagement rate of over 20%.

The most notable findings, however, came from the end of the campaign. It wasn't until it had ended that we saw an explosion in organic content created using Benny Blanco's track. **The UGC jumped up to over 200,000** as the song was picked up for other videos and used by other influencers on the platform. As a result, the popularity of 'Graduation' grew and the song experienced 2 months of sustained growth helping to cement it within the TikTok community. This campaign has proven that a challenge focused on youth culture and one that is relatable to young people clearly maximises engagement.

Benny Blanco Campaign



# What Not To Do

## 1. Repurpose content

You have to work extra hard to keep up with the digital natives so if you're not a fresh content-creating marketing power machine, your efforts are going to fall flat. Whilst some marketers consider this 'cost-effective' and 'smart', users on the platform see it as lazy and irritating.

So, if there are no changes in the original content, user fatigue can become a real issue. It is also important to note that TikTok flags low-quality footage, which repurposed content – often from Instagram – tends to be. The culture of both TikTok and Instagram platforms vary drastically, so what works on one wouldn't necessarily work on the other.

## 2. Don't take yourself too seriously

There is one clear identifier when distinguishing TikTok from other platforms, and that is the culture. In an otherwise conscientiously curated world, TikTok's charm derives from its values of authenticity, self-expression and its success of creating a safe space for users where they can unleash their creativity and quirkiness.

Most of the time, serious or more controversial content doesn't really sit well on TikTok. This is why it can sometimes be a challenge for brands to be candid whilst also trying to sell their product. One of the best ways for brands to gain the hearts and approval of the users on the app is to create comedic-style content.

Viral comedy challenges dominate the platform and are mainly seen in prank videos, dance challenges, and sketches. TikTok's short-form video style and multitude of effects really lend itself to comedic content. An example of this done very well is a campaign we recently activated with Ella Eyre where our influencers put their own comedic twists on her 'tellin' your mama' song. The funny dance challenge was a great example of how to drive user-generated content in an engaging, fun way.

## Outro

From A-Z, we've packaged everything you need to know about this major social phenomenon in one full-proof guide. We've given you the key to unlock the marketing power of the app, and now it's your turn. But don't worry - this isn't just where we leave you, our door is always open... If you want to know how to turn this knowledge to action so that you can achieve explosive results for your brand and win the hearts of Gen Z, schedule a free strategy call with an expert today!



**Get In Touch**

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