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Account Director at Fanbytes



**HOW TO GROW
YOUR BRAND'S
TIKTOK ACCOUNT**

It's often easiest to consider what creative or trend would appeal to your target demographic first, then work out a way to integrate the product naturally.

A person's back is shown in the foreground, looking towards a whiteboard filled with diagrams and notes. The whiteboard contains various sketches, including a circular diagram with arrows and several rectangular boxes with text. The person is wearing a grey and white striped sweater.

Fanbytes

Fanbytes is a global social media and influencer marketing agency. We help brands win the hearts of Gen Z on their native platforms of TikTok, Snapchat, Instagram and YouTube, and have delivered scroll-stopping campaigns for the likes of Boohoo, Burger King, Clinique, H&M, the UK Government and Universal Music Group.

As we head into 2022, we've found that the biggest question on marketers' lips seems to be, *"How do we grow our brand's TikTok account?"*

We always hear the success stories, but TikTok can seem like such a minefield with its constantly shifting trends, features and formats. How do you navigate such a young, evolving platform and make your mark as a brand?

In this interview series, we want to hear from those who've actually done it!

We want to hear all about their experiences (the good, the bad, the ugly); from how they initially planned their TikTok strategy, to how they continue to push boundaries and innovate.

Most of all, we want to provide you readers with **valuable tips and learnings for growing your own brand's TikTok strategy in 2022.**

CREATE
SCALE
MEASURE
INNOVATE



INTRODUCTION

1 Could you give us a bit of an intro to you and your role at Fanbytes?

I'm Ocean, an Account Director within the Student and Lifestyle team at Fanbytes. I've been working within the influencer marketing industry for the past six years, spanning campaign delivery, consultancy, social media marketing and customer success. My role at Fanbytes involves managing a team of 8 campaign managers, creating and refining internal processes, forging long term relationships with key clients and everything in between. Within our team, we focus on delivering first class end-to-end influencer focused campaigns for brands including the UK Government, Ubisoft, Deliveroo and JBL.

Clients know their brand voice and mission, whilst influencers know what resonates with their audience. The difficult part is balancing both viewpoints.

CREATE

2 When you work with a new client, how do you approach coming up with a creative strategy?

We would first look to identify the client's underlying problem in order to build a creative framework based on clearly defined goals. We'd also consider how the client is currently positioning themselves online and analyse how we can improve or build on their existing content strategy. Our strategic approach is influenced by a few key factors such as what the brand is looking to achieve, the desired timeframe, budget and wider marketing plan. Understanding the brand's tone of voice, brand image, target audience and key drivers will also help the team to deliver a well thought out strategy.

3 What types of creative and content have you found to be resonating most with TikTok users right now?

Since TikTok is an entertainment-based platform that encourages users to express their creativity, it's no surprise that lighthearted comedy content tends to perform particularly well. We've all had to accept harsh realities during the pandemic and many people appreciate TikTok as a space to be inspired, entertained and cheered up by seeking relatable, humorous content. Another overarching theme that tends to resonate with TikTok users is content that celebrates the present moment. During the pandemic, many trends tapped into feelings of nostalgia >

< with vintage filters and feel-good 70's music alongside old photos to symbolise previous memories and experiences as a form of escapism. More recently however, we've seen a surge in content that talks about living life in the moment, celebrating little wins, championing self love and the importance of mental health. Often real life collective feelings mirror the trends we see on social media so it's no surprise that mental health has been a focus both within the media and on TikTok.

4 How can brands balance the need to 'advertise' their products on TikTok, while still making the content TikTok-native and relevant?

The TikTok community thrives on authenticity so highly polished, product heavy ads won't cut it. Equally, brands need to be careful not to include too many key messages or excessive branding since the community don't wish to be advertised to, but rather entertained. *It's often easiest to consider what creative or trend would appeal to your target demographic first, then work out a way to integrate the product naturally.*

Another great way to promote products without appearing aggressively promotional is to collaborate with a relevant influencer to create content together and cross-pollinate your audiences. You could also consider creating a hashtag challenge, utilising the duet feature >

< to interact with other users or sharing a helpful tutorial to connect with consumers. The most important thing is to offer value, whether that be entertainment, education or inspiration to capture attention and convert users into ambassadors.

5 Can you tell us about a campaign you've worked on recently that worked well on TikTok?

Some of my favourite campaigns this year have been in partnership with toy manufacturer, Zuru. Our overarching goal was to generate mass brand awareness and buzz amongst the brand's ideal demographic on TikTok. Partnering with a mix of long term brand ambassadors and niche toy enthusiasts allowed us to tap into relevant communities and amplify the campaign via macro influencers to drive the biggest impact possible.

The client was incredibly open minded throughout and trusted our judgement which allowed us to genuinely connect with consumers through a mixture of trend led, ASMR and tutorial style content. We managed to boost brand sentiment, increase organic UGC and build long term brand advocates. All campaigns over-delivered on every KPI, achieving over double the guaranteed views across every campaign and over 30,000 organic clicks in total which was testament to our relationship with the client and their ability to trust our vision.

SCALE

6 How do you tap into trends and data to come up with ideas for clients?

Data is an integral part of our creative process when planning campaigns for clients. We use data to analyse brand sentiment, identify brand advocates and monitor online conversation. We also use our in-house data studio and platform to identify trending hashtags, rising sounds, relevant influencers and niche communities in order to build >

< out our strategy and spot trends. We usually encourage clients to tap into trends to showcase their brand's personality and reach larger or new audiences. Deciding which trends to tap into will be based on the client's goals alongside the brand values and voice. Whilst hopping on a popular dance challenge might work well for a sportswear clothing brand for example, this might not suit a luxury retailer so it's never a one size fits all approach.

7 Once brands have figured out the type of creative they should be doing, what are a few key steps they can take to scale their actual account growth?

Creating a content calendar will help to optimize a brand's content strategy. The plan should include key dates, seasonal moments and product launches alongside space for reactive content. This will provide the opportunity to schedule content

SCALE

(cont.) based around key focuses whilst being attentive and reactive to new trends. To increase followers, accounts should post frequently when their audience is online. Striving to post 3-5 times a week will help gain traction over time.

One key way to reach new audiences is to use a mix of popular hashtags with more niche options relevant to your brand or desired audience. Once your content rises in popularity via a smaller hashtag, content is more likely to climb up the feed in the larger hashtags.

Another way to grow the account at scale is to collaborate with a diverse mix of relevant influencers and brand ambassadors to create on trend content that extends beyond the brand account to reach new audiences. Using TikTok's newly launched features will also provide an opportunity to reach larger audiences as the platform always prioritizes new formats.

Since TikTok is a highly interactive platform, it can also be beneficial to engage with your audience by replying to comments and answering questions. We would also suggest monitoring the performance of the content shared for a test-and-learn approach to analyse the best performing content formats and to further optimise the account. Longer term, it's worthwhile building out the account to ensure a consistent tone of voice and branding, optimising your bio, and pinning the best performing or most relevant posts to the top.

8 How should brands work with influencers on TikTok? Is it different to other channels?

TikTok is a unique environment so I think it's important for brands to understand the nuances of the platform and the type of content that best resonates with the target audience.

TikTok's primary feed, the For You page, offers highly personalized content for users based on videos they've watched and engaged with alongside the TikTok creators they follow. It's far easier for brands to feature on this feed through native influencer content. Influencers and brands can collaborate in a number of ways, with influencers posting organically, creating content for the brand's account, hosting takeovers or being optimised via paid social.

There are many similarities when working with influencers across other platforms however since TikTok is relatively new in comparison to other social media channels, it can be incredibly helpful to take inspiration from the creators themselves. Since creators tend to know their audience and what works on their channel best, it's often worthwhile allowing an element of creative freedom.

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9 How can brands use paid ads to scale their TikTok?

TikTok has a number of ad solutions such as in-feed native content which allows users to click through to websites or to download apps and works brilliantly to increase traffic to a specific destination.

We work closely with our paid ads team to determine which types of content we feel will perform best, always considering content quality, video length, caption and the CTA. Often it also helps to take a test and learn approach to ensure content is optimised based on specific KPIs.

There are also many guidelines to be aware of when utilising paid ads on TikTok so we're always careful to keep up to date with the latest rules and regulations when advertising on the platform.

10 What are some of the most common and biggest challenges you deal with in your role?

Often it can be tricky for brands to trust the process when first joining TikTok or partnering with influencers. Clients know their brand voice, mission and image best of all whilst influencers know what resonates with their audience. The difficult part is balancing both viewpoints to create thumb stopping content that fulfils the brief and performs well.

Attempting to integrate too many brand messages or making content overly branded won't work on TikTok so that often tends to be a common challenge amongst the team. Similarly with account growth campaigns, it's also incredibly important to define clear goals, activate a strategy, measure quickly and ultimately be consistent to see long term success. It can be difficult for some clients to visualise and establish a long term plan when testing the waters on the platform.

MEASURE

11 What does 'success' look like for most clients on TikTok? And is this how brands should be measuring their TikTok success?

Many of our clients measure success based on standard metrics such as views, engagement rates or follower growth. In any case, the way success is measured should be dependent on the brand's KPI's. Brands hoping to change perspectives for example might analyse the shift of sentiment amongst post engagement. Similarly, rather than simply measuring an increase in followers over time, a more comprehensive way to measure success would be to analyse how engaged or relevant those followers are.

12 What are the main metrics you look at to see how campaigns for clients are performing?

The metrics we monitor are usually dependent on the campaign goals. When measuring content performance we usually consider metrics such as views, engagement rates, traffic to site, conversions/installs, follower growth and sales. Watch time and sentiment analysis are also important factors to determine whether a piece of content resonated with the audience.

INNOVATE

13 Things like TikTok Shopping and TikTok Live are opening up loads of opportunities for brands and creators. What are you most excited about exploring next year?

I'm definitely intrigued to see how the newly launched TikTok Seller app plays out. Providing an e-commerce management platform and allowing brands to run all aspects of their TikTok shop from their mobile device will likely open up lots of opportunities for the seller community.

The app will allow sellers to manage inventory, orders and promotions whilst analysing their online business and supporting with customer service, amongst other features. This could be a powerful resource for online businesses and I'm intrigued to see how brands supercharge their content strategy by utilising new online seller resources to make the purchasing process even more streamlined.

14 What would be your one key piece of advice for brands heading into 2022 when it comes to engaging Gen Z?

Ultimately, to understand what works and continue to push boundaries, brands need to take risks. Trends move fast and it's easy to get left behind. Brands need to grab attention fast and deliver valuable and relevant content within the communities and spaces that gen z operate. They should think as a creator to excite their audiences and define a clear strategy in order to turn consumers into brand advocates.

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15 What's your favourite brand account on TikTok and why?

That's a tough one but I'm always impressed by Fenty Beauty's growth strategy. The brand account has amassed over 1 million followers, regularly sharing a clever mix of trend led UGC content, brand ambassador tutorials and BTS insider videos. TikTok friendly content formats such as ASMR, duets, comedy skits and trending sounds are also featured to capture attention and promote products in a way that feels very native to the platform. The brand collaborates with a diverse range of talent, championing inclusivity and always mirroring their brand values through the talent they collaborate with and the content they share - and it works!



ABOUT FANBYTES

Fanbytes is a global social media and influencer marketing agency. We specialise in engaging Gen Z on their native platforms of TikTok, Instagram, Snapchat and YouTube.

With particular expertise in TikTok (we built Europe's first TikTok creator house!), we've worked with the likes of the **ACCA**, **Burger King**, **Clinique**, **Converse**, **Mattel**, **Vestiaire Collective** and **Universal Music Group** to help them unlock Gen Z audiences and grow their TikTok engagement.

Get in touch with us if you'd like to have a chat around how you can:

- Grow your brand's TikTok account through organic and paid campaigns
- Identify and partner with the right TikTok creators
- Tap into trending sounds, challenges and hashtags to unlock massive engagement
- Use data to truly understand how and where your brand should be talking
- Develop and showcase your brand's personality on TikTok

Get in touch with us at www.fanbytes.com.

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