

# TikTok

## Platform Info

As one of the fastest-growing social media platforms, TikTok has over one billion monthly active users with nearly one-third of those monthly users accessing the app daily. It's also the most engaging social media app, with an average session length of 10.85 minutes, compared to Facebook at 4.82 and Instagram at 2.95 minutes. TikTok is a great channel for targeting younger demographics and offers a unique opportunity for brands in regard to its broad organic and paid reach.

### Platform Audience

- 32% are 10-19
- 30% are 20-29
- 16% 30-39
- 14% 40-49
- 60% female
- 40% male

### Posting Cadence

- 1-3 times a day
- 3 times a week minimum

### Posting Times

- 2pm-6pm
- Best days: Tuesday & Wednesday
- Worst day: Sunday

## Content Formats

TikTok is a video-only platform, where users can choose to share pre-recorded videos or live videos. Recorded videos can be up to 3 minutes long, but the best practice is still videos of 15 sec. max length. Formats include: video editing, filters, effects, sounds, voiceover, live, duet, stitch and video reply.

## Ad Recommendations

The TikTok platform provides an entertaining and engaging way to promote your brand. In fact, 55% of TikTok users have completed a purchase after seeing a brand on the platform. Similar to Facebook's advertising system, TikTok Ad Manager offers brands a great opportunity to reach new audiences. There are a range of TikTok ad options that brands can choose from:

## Hashtag Use

Using 3-5 hashtags can improve your video's ranking in the TikTok algorithm and increase your reach. There is no limit to the number of hashtags you can include as TikTok recently changed the character limit from 300 to 2,200 (the same as Instagram). However, the best practice for a video description on TikTok is still between 50-100 characters.

## TikTok Strategies

### AUTHENTICITY

TikTok users value authenticity. Brands that show a more human side can connect with users on a deeper level. This might mean showing behind-the-scenes content, highlighting employees, or sharing candid moments.

### INFORMATIVE

Nearly 80% of TikTok users use the platform for entertainment and fun content. As a result, it is important that brands push out highly entertaining content that resonates with target audiences in order to stand out. Brands should do market research—watching top videos and competitor content—to discover what their audience finds entertaining.

### CHALLENGES

Challenges on TikTok are campaigns (or trends) that invite people to create their own videos based on performing a specific task. Such tasks may include displaying talent, showing off how you use a product, performing a dance, or lip-syncing to a specific TikTok sound.

### USER CONTENT

TikTok influencer marketing is the process of partnering with content creators to make short-form TikTok videos that promote your brand. While brands post other branded content or paid ads, influencer-generated content (IGC) often generates more engagement and is far more effective.

### E-COMMERCE

The Tiktok Shop is a new shopping feature that enables merchants, brands, and creators to showcase and sell products directly on Tiktok through in-feed videos, Live Videos, and the product showcase tab.