



**Guide to
TikTok
Influencer
Marketing
for Food
& Beverage
Brands**

Introduction

In 2023, creator-led marketing is no longer just “nice to have,” or siloed from a brand’s overall marketing strategy.

Instead, creator-led marketing is a pivotal component of leading brands’ broader marketing stacks. In the face of a potential economic downturn, brands are leveraging creator relationships to endorse their products, ultimately inspiring consumer trust and driving ROI in a way that’s unmatched by digital marketing alone. According to [Mediakix](#), influencer marketing ROI exceeds the ROI of other digital marketing programs by 11x.

11x

greater influencer
marketing ROI than
the ROI of other digital
marketing programs



Introduction:

Creator Impact on Consumer Behavior

Creator-led marketing boasts a unique ability to drive results across all phases of the marketing funnel, from awareness to sales and revenue. In today's market, creators are powering incredible eCommerce for brands.

According to TikTok, more than half of consumers report always relying on online reviews or creator recommendations before purchasing a product. TikTok's findings also uncovered that roughly half of consumers will research a product after seeing a creator-endorsement, and more than half of this group will ultimately purchase the advertised product.

Roughly half of consumers will research a product after seeing a creator-endorsement



More than half of this group will ultimately purchase the product



Introduction:

Brands Leveraging New Strategies

As creator-led commerce continues to rise, winning food and beverage brands are catching on. TikTok provides an unrivaled ability for these brands to leverage creator content and engage consumers across various formats, such as spark, in-feed, and live ads.

The world's premier food and beverage brands are already paving new paths on TikTok for brands across all verticals. With creator-led commerce shaking up how brands approach their marketing strategies, we took a look at some of the food and beverage brands that have mastered TikTok's new medium.

The OLIPOP logo is displayed in a dark green, bold, sans-serif font, centered within a white circle. This circle is surrounded by two concentric rings of a light orange color, all set against a larger, semi-transparent light orange background.The Cheetos logo is shown in its signature yellow, bubbly font with a black outline, centered in a white circle. The circle is framed by two concentric light orange rings, which are part of a larger, semi-transparent light orange background.The Chobani logo is presented in a bold, black, sans-serif font, centered within a white circle. The circle is enclosed by two concentric light orange rings, all within a larger, semi-transparent light orange background.



CreatorIQ is proud to be TikTok's **first** **official SaaS Creator** **Marketing partner.**

We help leading enterprises and food and beverage brands like Anheuser-Busch, Nestlé, and Red Bull grow, manage, and measure best-in-class influencer marketing programs on TikTok. Thanks to our platform's TikTok integration, brands gain access to exclusive, first-party insights on TikTok creators and their content, including audience demographic data, trends in follower count growth, and top-performing videos.

Executive Summary

Creator-led marketing on TikTok enables brands to achieve three key outcomes:



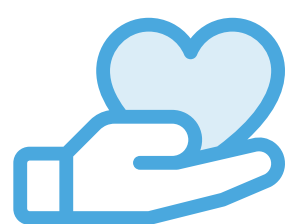
Generate awareness

TikTok has over 1B monthly active users, **90%** of whom visit the platform multiple times each day (Influencer Marketing Hub).



Drive revenue

67% of TikTok users have made spontaneous purchases because of the platform (TikTok).



Build brand affinity

73% of TikTok users feel a deeper connection to brands they interact with on the platform (TikTok).



Best Practices

To execute effective creator-led campaigns on TikTok, brands should keep in mind four best practices:

①

Set clear, measurable objectives for campaigns, and select creators who will help you achieve your goals.

②

Generate content that immediately engages audiences by choosing creators who understand your target consumers, allowing you to riff on organic trends.

③

Ensure that content feels authentic by granting creators artistic freedom, while still clearly communicating campaign guidelines.

④

Monitor KPIs at both the campaign and content level in order to identify areas of opportunity.



Why Work with Creators?

Creator-led campaigns are the single most effective way to engage and mobilize audiences on TikTok. Let's take a deeper look at the three key outcomes that enterprise brands can achieve by putting creators at the center of their TikTok marketing strategies.





Generate Awareness on an Unprecedented Scale

TikTok boasts a massive, highly engaged user base. The platform has over 1B monthly active users globally (Statista), and saw more downloads than any other app in 2021 (Apple). Additionally, according to Influencer Marketing Hub, 90% of users visit the platform multiple times per day, while 46% of users watch TikTok content without distractions or multi-screening (TikTok). The sheer scope of TikTok's community, coupled with users' consistent activity, renders the platform a powerful tool for brands looking to reach a vast community of consumers.

90%

of users visit the platform multiple times per day

46%

of users watch TikTok content without distractions or multi-screening (TikTok).





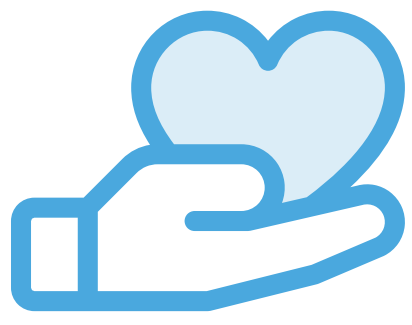
Drive Revenue

TikTok is as much a platform for product discovery as it is for entertainment, with the #TikTokMadeMeBuyIt trend fueling record sales of items ranging from makeup to movie tickets. Moreover, research by TikTok found that 67% of the platform's users have made spontaneous purchases because of the app. Businesses can capitalize on TikTokers' enthusiasm for shopping with social commerce tactics that encourage immediate conversation, such as inviting creators to post affiliate links in the "bio" sections of their profiles. It's important to note that TikTokers also tend to be more cost-effective partners than creators on other platforms, resulting in particularly impressive campaign ROI.

67%

of the platform's users have made spontaneous purchases because of the app





Build Brand Affinity

TikTok fosters a strong sense of belonging among its users: 59% of global TikTokers feel like part of a community on the app. Enterprise businesses can tap into this sentiment to inspire loyal followings for individual sub-brands. An impressive 73% of the platform's users report experiencing a deeper connection to brands they interact with on TikTok, compared to other social networks.

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59%

of global TikTokers feel like part of a community on the app.



A man and a woman are looking at a smartphone together. The man is on the left, and the woman is on the right. They are both looking down at the phone. In the foreground, there is a plate of food, possibly a burger or sandwich, with some sauce. The background is slightly blurred, showing what appears to be a kitchen or dining area. The overall tone is warm and focused.

Best TikTok Marketing Practices for Food & Beverage Brands

It's clear that TikTok can fast-track growth and drive impressive ROI for savvy food and beverage brands. So what does successful influencer marketing on TikTok look like for these brands? The following section outlines best practices to help food and beverage brands run game-changing creator-led TikTok campaigns.



1

Best Practices

Cheetos 'Reaps' the Benefits of Innovative Campaign

Cheetos made a splash in summer 2022, when the iconic snack brand unveiled its latest creation: the Cheetos Flamin' Hot Carolina Reaper, a new twist on the classic formula made with one of the world's spiciest peppers. The brand promoted this explosive new offering with an intuitive understanding of what makes TikTok campaigns click: a simple yet customizable premise, an irresistible challenge, and plenty of goofy fun. By prompting TikTok stars and everyday consumers to film their reactions to trying the super-spicy treat, Cheetos set the stage for a strong campaign.



① Best Practices

4.6^k

Posts

2.2^k

Individual Creators

\$26.6^M

EMV for Cheetos

#CheetosReaperReactions

No. 1 Hashtag

In June 2022 alone, #CheetosReaperReactions powered \$26.2M EMV, a whopping total that underscored the campaign's instant success. From April 2022 to March 2023, the campaign pulled in \$26.6M EMV via 4.6k posts from 2.2k creators, ranking as Cheetos' No. 1 hashtag by over \$16M EMV. Due in part to the campaign's success, Cheetos saw an incredible surge in TikTok content across the board: the short-form video platform was responsible for \$38.6M EMV, a 361% year-over-year increase.

\$38.6^M

EMV from TikTok



361% Increase YoY



Closing Campaign Results

Thanks to momentum from #CheetosReaperReactions and other TikTok campaigns, Cheetos closed the time period monitored with \$68.7M EMV, a 94% YoY growth. Given that TikTok accounted for more than half of this total, the brand is sure to double down on what proved a highly successful strategy. In addition to EMV improvements, Cheetos expanded its creator community and content volume by 75% and 78%, respectively, earning mentions from 5.3k influencers across 10.9k mentions.

\$68.7^M

EMV in period monitored



94% Increase YoY

75%

Increase in
Community Volume

78%

Increase in
Content Volume



① Best Practices



Software Spotlight

Campaign Planner + Creator Discovery

CreatorIQ's **Campaign Planner** enables enterprise businesses to forecast budget, costs, and estimated ROI for upcoming campaigns. Use our platform's **Creator Discovery** capabilities to rapidly surface impactful partners via intelligent recommendations, set benchmarks and KPIs, and ensure brand fit with in-depth creator insights.

The screenshot displays two main sections of the software interface:

- Campaign Planner:** Titled "Your Campaigns", it lists four campaigns with associated bar charts and upward trend arrows:
 - Spring Mailer (17th Feb 2023)
 - Launch (27th Feb 2023)
 - Product Promo (14th Mar 2023)
 - Season (2023)A "+ New Campaign" button is located at the bottom right of this section.
- Creator Discovery:** Features a search bar with the text "Search" and a magnifying glass icon. Below the search bar is a "+ Add Selected" button. A list of creator profiles is shown, each with a circular profile picture and a checkmark in the top left corner. One profile is highlighted with a white callout box containing:
 - Profile picture of Frances Dolit
 - Checkmark icon
 - Profile icon
 - Name: Frances Dolit
 - Handle: @francesdolit
 - Bar chart icon



Maintain **Authenticity** With Target Consumer Demographic

During Cheetos' campaign, the brand successfully leveraged TikTok to build relatability among Gen Z and millennial followers with a penchant for food challenge content. Cheetos understood that users view TikTok as a place to discover engaging viral posts, and tailored its campaign with a level of interactivity sure to attract new audiences. Notably, despite the campaign's advertorial nature, the challenge aspect proved an effective hook for younger consumers, sparking impressive results.

TikTok by the Numbers

35%

According to Hootsuite, 35% of TikTok users have participated in a hashtag challenge, and 16% of all videos on the platform are linked to these challenges.

14%

One study by TikTok found that remixing a trend in a paid post led to a 14% increase in watch time.



OLIPOP Secures Status as a TikTok-Favorite Brand

Boasting aesthetic packaging and mouthwatering flavors, soda brand OLIPOP has been on a whirl over the past year. From April 2022 to March 2023, OLIPOP collected \$40.7M EMV, an astounding 226% YoY growth. The brand featured in 13.0k pieces of content from 4.4k creators, claiming YoY post volume and community expansions of 74% and 67%, respectively. Like many surging brands, OLIPOP owes much of this growth to TikTok. The short-form video platform was responsible for \$25.4M EMV—a figure that represented not only 62% of the brand's total, but a remarkable 1.8k% YoY improvement.

\$40.7^M

EMV from April 2022
to May 2023



226% Increase YoY

\$25.4^M

EMV from TikTok content



1.8k% Increase YoY



② Best Practices

1.5^k

Mentions

339

Creators

#OLIPOPpartner

No. 1 Hashtag

TikTok accounted for nine of OLIPOP's top 10 and 19 of its top 20 EMV-generating pieces of content from April 2022 to March 2023. Most of the brand's highest-performing TikTok content featured food or lifestyle influencers such as Mari and Candice Cooks (@mariandcandicee) or TP (@yeatp) touting their favorite OLIPOP offerings, often tagging these posts #OLIPOPpartner. During the time period monitored, #OLIPOPpartner garnered 1.5k mentions from 339 creators, driving \$25.9M EMV. In comparison, the brand's No. 2 campaign term, #OLIPOP, netted just \$3.0M EMV.

\$25.9^M

EMV generated
from #OLIPOPpartner

Image source // @yeatp on TikTok
Image source // drinkolipop.com



② Best Practices



Software Spotlight

Creator Connect

Recruit and onboard creators directly via the CreatorIQ app. Strengthen your network with access to detailed creator information, and use custom questionnaires to match creators to specific campaign goals.

On-boarding Questionnaire

What destinations are you interested in travelling to?

- Bali
- Italy
- Dubai
- Japan
- South Africa
- Chile
- Mexico
- Brazil
- Spain
- Japan
- Australia
- Canada

Do you have a Passport that is valid for at least 6 months?

Creator

Personal Info

Name: Frances Dolit
Email: francesdolit@email.com
DOB: 8/23/1982

Address

55 Main Street
Los Angeles, CA 55555

Your Campaigns

- Spring Mailer 17th Feb 2023
- Launch 27th Feb 2023

Social Accounts

- Connected
- Connect
- Connect

+ Add Creator



Grant Creators Artistic Freedom

With millennials having an average attention span of just twelve seconds, marketing content on video-first platforms like TikTok doesn't have much time to capture viewers' imaginations. Brands should follow OLIPOP's lead and allow creators to tout their products in a manner that's in keeping with both their other content and trending online conversations. According to one study by TikTok, this strategy led to a 14% increase in watch time.

TikTok by the Numbers

68%

of TikTok users find ads on the platform to be unique from ads on competitive social networks.

55%

Creator content drives a 55% boost in (aided) brand recall for products.



3 Best Practices

Chobani Rides Oat Milk Wave to New Heights

With oat milk all the rage amongst younger consumers, who are largely bypassing dairy for other options, Chobani saw a key opportunity. The brand tapped into the trend in summer 2022, launching a Metaverse experience for its 2019-launched oat milk. Dubbed the “Chobani Oatmilk Cosmic Race,” the campaign saw consumers compete on Roblox to race across the galaxy delivering Chobani Oatmilk to various planets. The creative, eye-catching campaign helped the brand appear on countless For You pages in June 2022, turning a novel idea into a true viral smash. In all, the affiliated campaign tag, #CatchChobaniOatmilk, pulled in \$20.4M EMV via 3.9k posts from 1.8k creators from April 2022 to June 2023, ranking as Chobani’s No. 1 hashtag by nearly \$10M EMV.

3.9^k

posts, from 1.8k creators

\$20.4^M

EMV generated from
#CatchChobaniOatmilk

Chobani.



Chobani By the Numbers

As with Cheetos, Chobani's intuitive understanding of what makes for a winning TikTok campaign helped power momentum for the brand as a whole. On the heels of its viral TikTok success, Chobani accrued \$33.2M EMV, an impressive 278% YoY improvement. The brand more than doubled its community, surging 103% YoY to 4.3k creators, while Chobani's 10.4k pieces of content represented a 75% YoY growth.

\$33.2M

EMV

278% YoY Improvement

75%

Increase in Content
Volume YoY

103%

Increase in Community
Volume YOY

Chobani



③ Best Practices




Software Spotlight


In-Campaign Brand Safety

Use CreatorIQ's streamlined content approval and in-campaign brand safety monitoring capabilities to encourage your brand partners' creativity while steering clear of controversy.

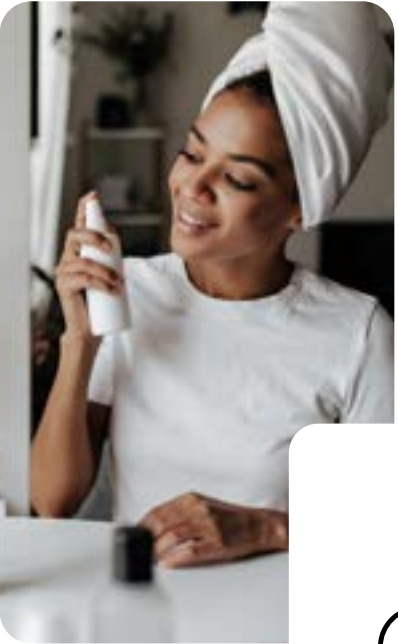
Content Approval

March 2023







2 Comments




2 Comments



2 Comments



2 Comments



Awaiting Approval
@francesdolit 1.4M
2 Comments

APPROVE

REJECT



Mobilize Creators via Competitive Campaigns

According to [Sprout Social](#), 66% of consumers claim that video content is the most engaging type of social media. Additionally, short-form content is reported to be 2.5 times more engaging than long-form video. Influencer marketers can leverage video's engaging qualities by introducing competitive or interactive features to a video-based campaign, as Cheetos did with its Reaper Challenge, or Chobani did with its Cosmic Race.

TikTok by the Numbers

According to Shopify, TikTok has the highest [engagement rate](#) for creator content of all social media platforms.



Recap:

Best Practices for Food & Beverage Brands' TikTok Marketing Strategies



Maintain **authenticity**
and relatability with
target consumers



Grant creators full
artistic freedom



Engage followers
with short-form
video campaigns



Introduce
competitive and
interactive elements
to these campaigns



Conclusion

According to TikTok, **65%** of consumers claim to always rely on creator or online reviews prior to making a purchase. As more and more food and beverage brands set the standard for effective creator-led marketing on TikTok, these same consumers are taking note of which brands stand out on the platform. By following the best practices laid out in this report, food and beverage brands can scale their TikTok marketing programs to drive unmatched sales and ROI.

[Learn more at creatoriq.com](https://creatoriq.com)