



 Digital Guide

Guide to TikTok Influencer Marketing for Major Enterprises

TikTok
Marketing Partners

Introduction

TikTok Is a Powerful Growth Engine for Enterprise Brands—and Creator-Led Campaigns Are the Key to Success

TikTok is more than a hub for Gen Z trends. With over 3B downloads globally according to [Sensor Tower](#), the platform's impact on consumer behavior spans generations and industries. As competition among brands for TikTok users' attention grows fiercer, it's clear that creator partnerships are integral to any successful marketing strategy on the platform. In fact, research by TikTok found that creator-generated content sees 27x the likes, 5x the shares, and 2x the conversion rate of content from brands. The takeaway? Marketers who work collaboratively with TikTokers are driving full-funnel results, while marketers who don't risk being left behind.

TikTok is practically synonymous with virality, and the platform has a well-documented track record of launching relatively obscure brands and products into the spotlight. But TikTok also presents a wealth of opportunities for global enterprises. By teaming up with creators, enterprise businesses can reach audiences in a hyper-personalized way, and boost loyalty to individual sub-brands by tapping into TikTok's myriad subcultures and communities. Additionally, conversion-focused TikTok campaigns have been shown to significantly improve both online and offline sales.

Despite all these opportunities, enterprise brands on TikTok face distinct challenges. First, unlike other major social platforms, TikTok's algorithm prioritizes content relevance over creators' celebrity. This means that brands can't simply rely on high-profile partnerships: instead, marketers need to identify creators who deeply understand their business' target consumers, and can capture attention in a matter of seconds. Second, because authentic, engaging content is foundational to effective marketing on TikTok, teams need to cede some control over messaging, and rethink their approaches to brand safety.

To help enterprise businesses better adapt their marketing strategies for TikTok, and harness the platform's potential to drive bottom-line growth, this report provides a roadmap for planning, executing, and evaluating impactful TikTok campaigns.

TikTok
Marketing Partners



CreatorIQ + TikTok

CreatorIQ is proud to be TikTok's first official SaaS Creator Marketing partner. 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](#)).



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 clearly communicating campaign guidelines.

4

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



Why Work With TikTok Creators?

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



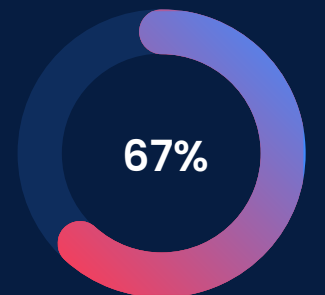
Generate Awareness on an Unprecedented Scale

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% 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 and connect with a vast community of consumers.



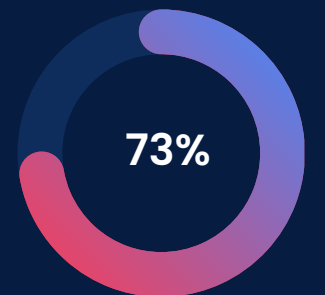
Drive Revenue

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 TikTok's enthusiasm for shopping via 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 TikTok's users also tend to be more cost-effective partners than creators on other platforms, resulting in particularly impressive campaign ROI.



Build Brand Affinity

TikTok fosters a strong sense of belonging among its users: 59% of TikTok's users globally 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. Many household brands, including DiGiorno Pizza and skincare staple CeraVe, have also harnessed TikTok creators' boundless energy and personality to reinvent themselves for younger audiences.





Best Practices

Best Practices for Creator-Led Campaigns on TikTok

It's clear that TikTok has the potential to put enterprise businesses on the fast track to growth, and that creator partnerships form the bedrock of any winning TikTok marketing formula. So what does successful influencer marketing on TikTok look like in practice? The following section outlines key strategies that enterprise brands can implement in order to run effective creator-led TikTok campaigns.

Select Impactful Partners Based on Campaign Objectives

As with any marketing campaign, it's important to set measurable KPI targets for TikTok activations. These goals can help you decide how many creators to activate, and whether you want to team up with larger-scale or smaller-scale partners. While TikTok's algorithm has a reputation for being unpredictable, by taking an informed, strategic approach to creator selection, you'll set up your enterprise to reach your campaign objectives for reach, engagement, ROI, and other relevant KPIs.

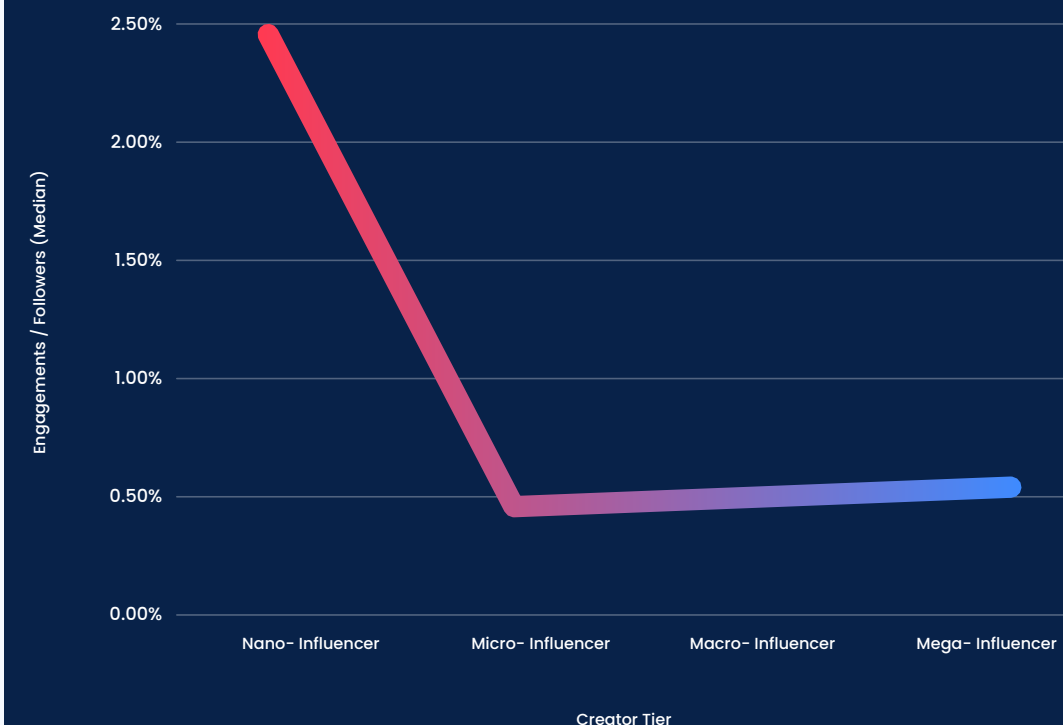
If you're primarily focused on boosting engagement, it's wise to prioritize nano-influencers, who see the highest engagement rates (Engagements/Followers) of any creator tier on both TikTok and every other major social platform. However, if you're more invested in reach, be sure to activate macro- and mega-influencers, as these tiers will help bring your brand's message to a wider audience.

Notably, mega-influencers on TikTok actually see the second-highest engagement rates of any creator tier after nano-influencers, making TikTok the only major social platform where creators' engagement rates increase with follower count after the 10k threshold. This quirk can be partly attributed to the fact that, unlike Instagram, most of TikTok's biggest stars are content creators first, rather than traditional celebrities.

More so than on other platforms, it's also critical for brands to understand their potential partners' content from a qualitative standpoint. TikTok users' feeds are curated based on the relevance and performance of individual videos, not just whomever these users follow. Thus, marketers must choose creators who understand how to appeal to the specific interests of their target consumer base.

Median Engagement Rate by Creator Tier on Tik Tok

July 2020 - June 2022



Key To Creator Tiers

- Nano-Influencer: <10k followers
- Micro-Influencer: 10k - 100k followers
- Macro-Influencer: 100k - 1M followers
- Mega-Influencer: >1M followers

Brand Spotlight

Disney+

Disney+ Taps Superfans for Disney Plus Day Campaign, Fueling 1.4k% MoM Spike in TikTok Engagement

In November 2021, Disney+ invited TikTok creators to a splashy event on the Santa Monica Pier to celebrate “Disney+ Day,” which commemorated the streaming service’s two-year anniversary. While mega-influencers such as Paige Zilba (@paigezilba) shared content from the activation with their sizable audiences, Disney+ also enlisted a cohort of smaller-scale creators to drive enthusiasm among their highly engaged fanbases. Notably, the brand specifically partnered with Disney superfans like Melissa Tierney (@missyonmadison), who built their followings thanks in part to their deep affinity for the Disney universe.

Thanks to Disney+’s strategic, deliberate creator selection, the Disney Plus Day campaign proved wildly successful. TikTok posts associated with the initiative accrued 9.8M impressions, 1.5M likes, and 4.5k comments throughout November, contributing to a 1.4k% month-over-month increase in total engagements with TikTok content about Disney+.



Software Spotlight

Campaign Planner + Creator Discovery

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

Leverage Creators' Expertise to Immediately Engage Audiences

It's no secret that TikTok users' attention is limited. According to [Forbes](#), Millennials and Gen Z—the consumer demographics most strongly represented on the platform—have respective attention spans of just 12 and eight seconds. In other words, TikTok posts that don't immediately engage viewers will most likely be skipped in favor of more compelling content.

This dynamic has significant implications for marketers. When developing promotional material for most social platforms, it's usually best to lead with your brand's message. But on TikTok, it's far more important to hook viewers with a story that's genuinely entertaining, then include your call-to-action at the end of a video.

One way to ensure that TikTok marketing content captivates fans is to partner with TikTokers on creative elements of a campaign, such as audio. Because TikTok creators have a deep understanding of their fans' preferences, brands should leverage their expertise. What's more, audiences appreciate brands that collaborate with the TikTok community: a sizable **78%** of consumers on TikTok feel that the best brands work together with users.

Beyond including creators in the production of official campaign assets, brands can maximize their chances of capturing audiences' attention by riffing on organic, creator-led content trends. Because the biggest trends on TikTok emerge naturally via conversation among creators, brands that align campaign messaging with buzzy topics and formats can capitalize on their momentum. In fact, a study by TikTok found that remixing a trend in a paid post led to a **14%** increase in watch time. Empowering TikTokers as creative strategists in your campaign-planning process can help you identify and iterate on popular content styles.

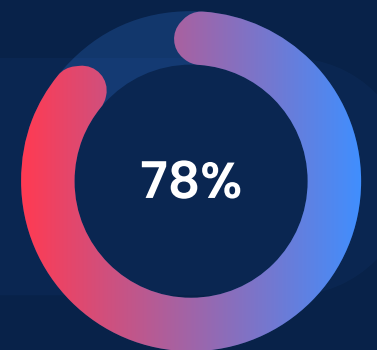
Software Spotlight

Creator Connect

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

Results

78% of consumers on TikTok feel that the best brands work together with users.



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



Brand Spotlight

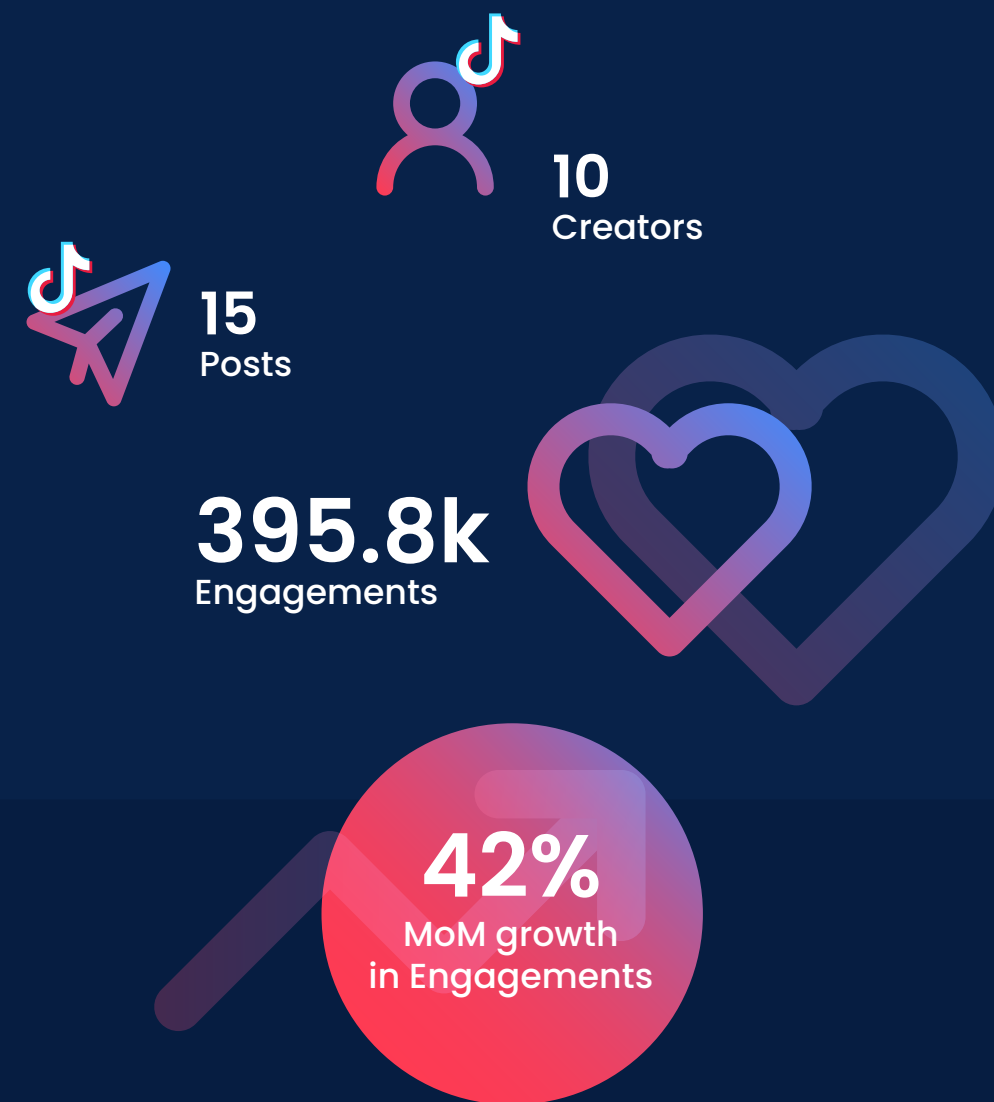
CVS

CVS' Authenticity-Focused "Filter Detox" Challenge Dominates #BeautyTok

To honor World Mental Health Day in October 2021, CVS teamed up with TikTok creators to kick off its #CVSFilterDetox challenge, which invited users to flaunt their natural beauty by sharing unfiltered content for 10 days. Not only did the initiative center around a perennially popular cause among TikTokers—mental health—it was also led by some of the platform's most trusted authorities on the topic, including trauma therapist Dr. Mariel Buqué (@dr.marielbuque). Altogether, 10 creators participated in the campaign, producing 15 posts that accrued 14.2M impressions and 395.8k engagements. This activity led to a 72% month-over-month increase in total views of TikTok content about CVS, as well as a 42% MoM growth in engagements.



#CVSFilterDetox Challenge



Grant Creators Artistic Freedom While Setting Clear Expectations

Authenticity is central to TikTok's culture, and users are quick to recognize and disregard paid posts that feel overly scripted. For that reason, it's crucial that brands give partners the necessary space to create content that reflects their own unique voices and styles. When inviting TikTokers to participate in upcoming promotions, keep your campaign briefs simple. Focus on the general idea you aim to communicate, rather than the specific details of video production.

Of course, letting TikTokers take the lead from a creative standpoint doesn't mean completely abandoning campaign guidelines, or putting your brand's reputation on the line. As with any influencer campaign, be sure to clearly communicate your expectations regarding messaging pillars, posting frequency, and compensation. But keep in mind that many brands, particularly at the enterprise level, may need to rethink their traditional approaches to brand safety. TikTok conversations move quickly, and proceeding with too much caution can result in delays and missed opportunities. Additionally, tightly controlled, overly sanitized content will feel transactional and inauthentic to creators' fans.

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.

Brand Spotlight

Pepsi

TikTok Creators' Comedic Spin on Nitro Pepsi Inspires 19.6M Engagements

Pepsi hyped the March 2022 launch of its new Nitro soda with a TikTok campaign that saw creators share their best “smooth entrances” in videos set to an original song by the brand. While all content emphasized the same overarching message about Nitro Pepsi’s creamy flavor, each participant offered their own offbeat take on the theme. For example, Sam Ramsdell (@samramsdell5) performed a humorous dance routine while showing off her signature, larger-than-life mouth gape, while Jay Mendoza (@jaymendoza) cracked open a can of Nitro Pepsi during a DJ set in his kitchen. Audiences’ enthusiasm for TikTokers’ unique displays of personality helped the campaign generate 204.2M impressions and 19.6M engagements across a total of 1.4k posts.



Nitro Soda Campaign on TikTok



4 Best Practice Four

Monitor Content-Specific and Campaign-Level Metrics to Identify Areas of Opportunity

When you've dedicated resources to planning and executing a stand-out TikTok campaign, you'll want to understand the results. Whether your primary objective is brand awareness, brand affinity, ROI, or something else entirely, you need visibility into how your activation measured up to your goals, and how each campaign contributed to your broader marketing efforts.

Many of the same metrics that brands typically use to monitor and benchmark influencer marketing performance—such as views, engagements, and share of voice—remain relevant on TikTok. However, post-level data is especially important when evaluating TikTok campaign results. Because much TikTok content is distributed via the platform's "For You" page, a creator's own follower count and follower demographics won't necessarily predict, or correspond with, their posts' performance and audience demographics. For this reason, brands should aim to conduct post-by-post analyses, in addition to broader campaign and channel analyses.

Measuring content and campaign performance doesn't just allow teams to report on their successes—it's also a crucial step in identifying which elements of an initiative can be improved. As on any platform, effective influencer marketing on TikTok doesn't just look like a single, high-impact campaign: creator-favorite brands hone their strategy over time, and are constantly testing out new ideas, taking stock of the results, and iterating on their wins.

TikTok Campaign KPIs

Views: The number of times that users watched content associated with your campaign. Useful for understanding reach.

Engagements: The number of times that users interacted with campaign content via likes, comments, or shares. Useful for understanding how deeply content resonated with audiences.

Share of Voice: The total number of posts created about a campaign. Useful for understanding the scope of creator conversation about an initiative.

Audience Demographics: General demographic information, such as age, gender, and location, about users who viewed campaign-related content. Useful for understanding how effectively an activation reached your target consumers.

Social Media Value (SMV): The estimated cost of achieving campaign results using paid social, rather than influencer marketing. Useful for understanding campaign ROI.

Community Response: While not a discrete metric, monitoring TikTok users' range of reactions to your campaign will enable you to holistically assess this campaign's success. What sentiments are expressed in the comments? Are other creators repurposing the campaign's signature audio, or interacting with the content using co-creation tools like Duet or Stitch? A widespread, positive community response indicates that an initiative has made a meaningful impact on audiences.

Software Spotlight

Comprehensive and Standardized Reporting

Track and benchmark performance at the campaign, brand, and enterprise level using a range of standardized metrics. Use CreatorIQ's TikTok integration to access first-party audience demographic data for TikTok creators and their content.



Conclusion

Authentic, Creator-Led TikTok Content Unlocks Success for Enterprise Brands

Major enterprises are already leveraging creator-led TikTok campaigns to drive awareness, boost brand loyalty, and achieve bottom-line revenue growth. As the platform continues to play an increasingly central role in the creator economy, businesses can't risk missing out on the opportunities that TikTok presents. By taking an informed approach to choosing partners, keeping creators at the center of activations, and continually monitoring campaign performance, enterprise brands across categories can win over TikTok's global user base, and reinforce their position as industry leaders.

CreatorIQ

CreatorIQ's end-to-end platform enables leading enterprises to build and scale impactful influencer marketing programs on TikTok.

Visit our website to learn more.

creatoriq.com

