



Report

Effective **TikTok** Marketing Guide

TikTok is a powerful tool for influencer marketers, offering unmatched virality and engagement.



Introduction

In 2023, creator-led marketing is an essential component of an organizations' marketing stack, driving results across all phases of the funnel, including sales and ROI.

In fact, according to CreatorIQ's [recent report](#), the practice is now outpacing the impact of digital marketing and traditional advertising, with creator assets performing better across paid, earned, and owned channels.

TikTok is a powerful tool for influencer marketers, offering unmatched virality and engagement. Most influential brands have already leaned into marketing on the platform. However, in order to drive an effective program, it's important to acknowledge that a unique set of best practices should be applied for TikTok marketing, versus your brand's other channels.

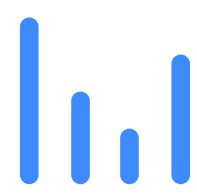
TikTok is unique from channels like Instagram and YouTube, and marketers need to be equipped with platform-specific best practices to inform TikTok marketing strategies.





What Sets TikTok Apart?

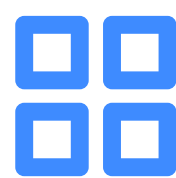
Many brands assume that effective TikTok marketing is as simple as partnering with a big-name creator, but there are distinct aspects of TikTok that set it apart from other social platforms.



Post Level Audience Data



Authenticity Drives Engagement



TikTok Ad Formats

Your marketing strategy should take a **tailored approach** to the platform.





What Sets
TikTok Apart?



Post Level Audience Data

While many major social platforms distribute content primarily based on creators' followings, TikTok's "For You" page distributes videos based on **relevancy**.

That means a creator's follower count and follower demographics don't necessarily correspond with the audience that a creator's post will actually reach.





What Sets
TikTok Apart?



Authenticity Drives Engagement

Relative to content on other platforms, the **perceived authenticity** of TikTok content is part of what makes the app so attractive to users, and so impactful as a marketing tool.

In fact, according to a study by TikTok and Nielson, [68%](#) of TikTok users find ads on the platform to be different from ads on competitive social networks.





TikTok Ad Formats

Creator assets on TikTok can take many forms, with each offering unique benefits. TikTok ad formats should be leveraged for various campaigns depending on your brand, product, budget, and marketing objective.

- ✔ **Spark Ads** take the form of organic creator content, live on a creator's handle, and are boosted/sponsored by a brand.
- ✔ **In-Feed Ads** are co-created with a creator, live on a brand's handle, and include a 'CTA' button.
- ✔ **LIVE Ads** feature a creator, live on a brand's handle, and includes a live-chat within the comment feed.





TikTok Marketing Best Practices

1

Leverage Post-Level Audience Data to Target Certain Consumer Groups

2

Produce and Publish Authentic Content

3

Produce and Publish Content Native to TikTok

4

Lean Into the Benefits of Various TikTok Tools

5

Power eCommerce Through TikTok





1

Leverage Post-Level Audience Data

Reach targeted consumer groups

Since TikTok's "For You" page distributes content based on **relevance**, you'll need to analyze demographics from a post-level standpoint, in addition to analyzing follower data.

If you're hoping to engage a particular consumer cohort, these combined data points will offer you the most accurate understanding of reach demographics.





2

Produce and Publish Authentic Content

Grant creative freedom—
authenticity is key

Brands that elevate creators' **distinct personalities** and voices are far more likely to compel audiences than brands that use creators as mouthpieces for scripted, transactional posts.

As a best practice, you should allow your brand partners as much creative freedom as possible, leaning on their expertise and ability to engage with their audiences. In fact, according to CreatorIQ's [Influencer Marketing Trends Report](#), **73%** of creators reported that creative freedom is “very important” within a paid partnership.





Produce and Publish Authentic Content

Continued

Invest in nano- and micro-influencers

If engagement is a KPI for your initiative, you'll want to partner with creators whose audiences are more likely to interact with their content.

Broadly speaking, nano-influencers (creators with under 10k followers) and micro-influencers (creators with under 100k followers) tend to see **higher engagement rates** than creators with mid-sized and larger followings, so consider prioritizing these cohorts in your creator selection process.





3

Produce and Publish Content Native to TikTok

Tap into viral trends

TikTok is a launchpad for viral trends, and a prime territory for brands to capitalize on. The advantages of tapping into creator-led conversations are backed by data: research from TikTok showed that remixing popular, platform-specific trends in paid content led to a [14%](#) increase in watch time.





Produce and Publish Content Native to TikTok

Continued

Repurpose native content across platforms

TikTok-native content leverages platform-specific elements, trends, or art styles you can only find or use on TikTok.

As a result, this content performs better on the platform. As an added benefit, when repurposed, TikTok-native content performs highly across other platforms as well.





4

Lean Into the Benefits of Various TikTok Tools

TikTok offers a wide range of brand and creator offerings, from [Creator Next](#) to in-depth analytics. Among the most important of these tools are TikTok's various ad formats.

Knowing when to take advantage of these different options is one of the most important points for a TikTok marketer to master.





5

Power eCommerce Through TikTok

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 **more than half** 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.





Image source: skims.com

Best Practices

SKIMS Leverages Creator-Led Commerce, Enjoying Growth in Online Presence, Sales

In 2022, reality TV superstar Kim Kardashian’s (@kimkardashian on Instagram) popular shapewear brand SKIMS enjoyed **\$251.0M EMV**, a healthy **59%** year-over-year boost. SKIMS landed as the year’s No. 10 apparel brand and No. 16 overall fashion brand. Likewise, SKIMS saw a 72% spike in community size and a 78% growth in content volume YoY.

Throughout 2022, the brand strategically leveraged TikTok to acquire new brand partners, and consistently leaned into creator-led commerce on the platform. In fact, TikTok accounted for **\$48.0M EMV**—a **317%** YoY increase.



Ariel Nichole Gottfried

@lincolnsmamaaa_ on TikTok

65 Posts

\$1.0M EMV for SKIMS

36.6k% YoY Growth for SKIMS



Image source: skims.com
Image source: @lincolnsmamaaa on Instagram

Leading the charge was fashion guru and No. 1 ecommerce partner (No. 9 overall brand partner) Ariel Nichole Gottfried (@lincolnsmamaaa_).

Ariel generated **\$1.0M EMV** for the brand—a whopping **36.6k% YoY growth**—via **65** posts, many of which directed users to her online store.

According to [ecommerceDB](#), a Statista partner, SKIMS netted **\$80.4M** in ecommerce sales in 2022, a **36%** increase over its 2021 sales.

\$80.4M

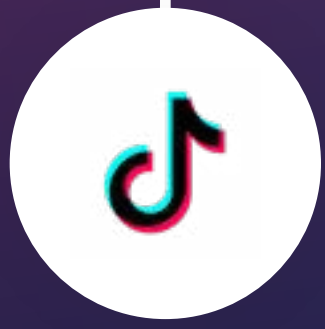
in 2022
ecommerce sales



36%

Increase over
2021 sales





Best Practices

Lean Into Creator-Led Commerce and Affiliate Marketing via TikTok

Social commerce is projected to reach a whopping \$1.3B in 2023 (Statista). Likewise, CreatorIQ has observed a **241%** year-over-year growth in #TikTokMadeMeBuyIt creator videos, while **34%** of CreatorIQ campaigns include TikTok.

Creator-driven commerce inspires trust from consumers in a way unmatched by digital marketing and traditional advertising. Even enterprise brands across verticals are now investing heavily in the practice.



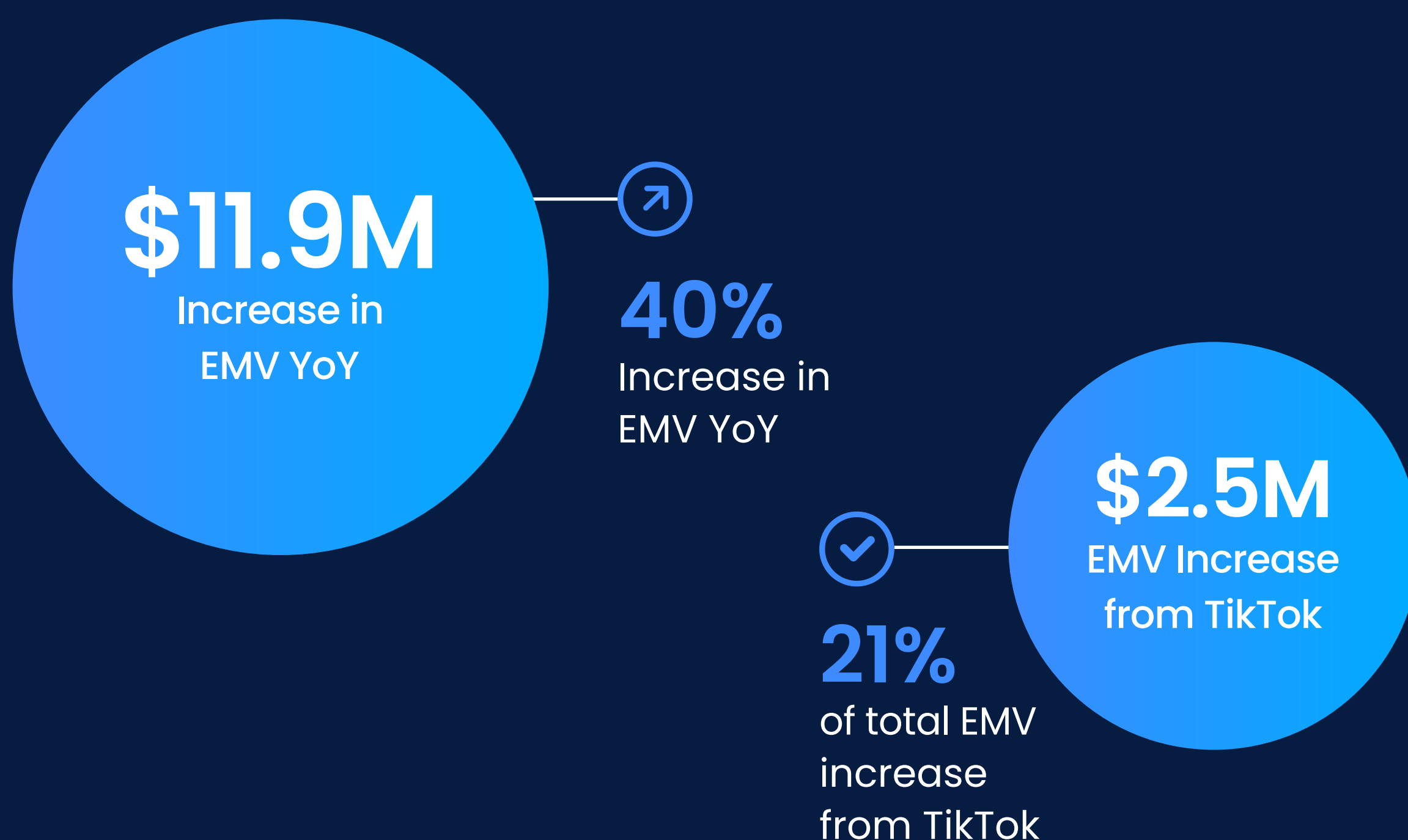


Best Practices

Clorox Sparks Positive Impact Conversation via In-Feed Ads, Driving \$2.5M EMV

In 2022, global consumer products manufacturer Clorox focused heavily on positive impact, in line with its company philosophy to provide this impact for the “millions of people who invite us into their homes.”

Through ad campaigns designed to start meaningful conversations that also drive awareness, the brand enjoyed a **40% EMV boost** year-over-year (**\$11.9M**), with **21%** of this total deriving from TikTok (**\$2.5M**).



Refinery29

@refinery29 on TikTok

\$423.8k EMV for Clorox
657% YoY EMV growth



In a paid partnership with media brand Refinery29 (@refinery29 on TikTok), Clorox promoted its Disinfecting Mist spray via in-feed ads through endorsements that saw creators candidly discussing disability, infertility, and mental health awareness in partnership with Clorox Disinfecting Mist. Refinery29—which aims to serve a “new generation of women”—generated **\$423.8k EMV**, a **657%** YoY increase for the brand.

Related hashtags for the awareness topic drove a collective **\$920.1k EMV**, while #CloroxDisinfectingMist inspired **\$718.4k**. In all, Clorox saw a **28%** YoY surge in EMV generated by TikTok.

\$920.1k

EMV from
related hashtags

\$718.4k

EMV from
#CloroxDisinfectingMist



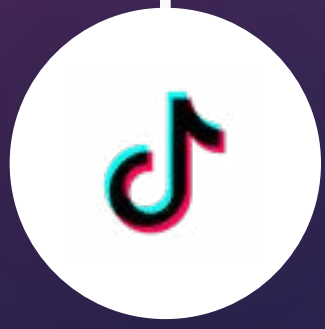
28%

total YoY surge
from TikTok



CreatorIQ





Best Practices

Advertise Strategically to Catapult Your Brand Into Industry Conversations—but Maintain Authenticity

Through Clorox's campaign, the brand successfully leveraged TikTok to build **relatability** among followers, and to serve as a resource for Clorox's target audience of millennial parents.

It's no secret that users [view TikTok](#) as the ideal place for discovering authentic content. Paid campaigns on the platform can drive impressive results when published strategically, leveraging the optimal ad format.

Through utilizing in-feed ads in tandem with Refinery29, Clorox spoke to the media brand's audience—women aged 25–34 with an interest in children and family life—in a way that felt **authentic and informative**.



Recap:

The Key Components of Effective Creator-Led Marketing on TikTok

- ④ Leverage Post-Level Audience Data to Target Certain Consumer Groups
- ④ Create Authentic Content
- ④ Publish Content Native to TikTok
- ④ Lean Into the Benefits of Various TikTok Tools
- ④ Power eCommerce Through TikTok





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

We help leading enterprise brands like Unilever, Lululemon, and Sephora 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.



Conclusion

According to TikTok, over half of consumers report always relying on creator or online reviews prior to making a purchase. This datapoint further solidifies the true impact of influencer marketing.

Through understanding and implementing the unique set of best practices for creator-led marketing on TikTok, brands are sure to see unmatched ROI.



Visit our website to learn more.

creatoriq.com