



TikTok for Business Presents

RAMADAN

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2023 Ramadan Guide

There's No Better Time For Your Business On TikTok

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The Ramadan Opportunity

The Ramadan Opportunity

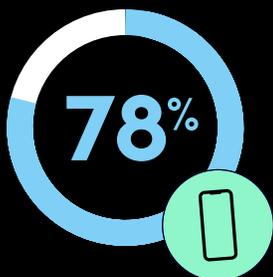
TikTok Engagement

Everyone celebrates Ramadan on TikTok.

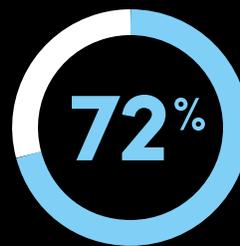
Across countries. Across generations. Across life stages.

Because everyone has something to celebrate, and someone to celebrate with.

On TikTok, People Build Meaningful Connections With One Another.



of users say they can find 'my type of people' on TikTok



of users say connections with other people on TikTok feel meaningful

Source: TikTok MarSci Global Community and Self-Expression Study, UAE, KSA 2021, by Flamingo

Our users experience Ramadan through the lens of their diverse interests. Fueling the growth of every content category on the platform.

Top Content Categories Consumed During Ramadan.

Entertainment

8%

higher

vs avg monthly

Daily Life

13%

higher

vs avg monthly

Food & Drink

23%

higher

vs avg monthly



Sports

22%

higher

vs avg monthly

Gaming

4%

higher

vs avg monthly



Beauty & PC

27%

higher

vs avg monthly

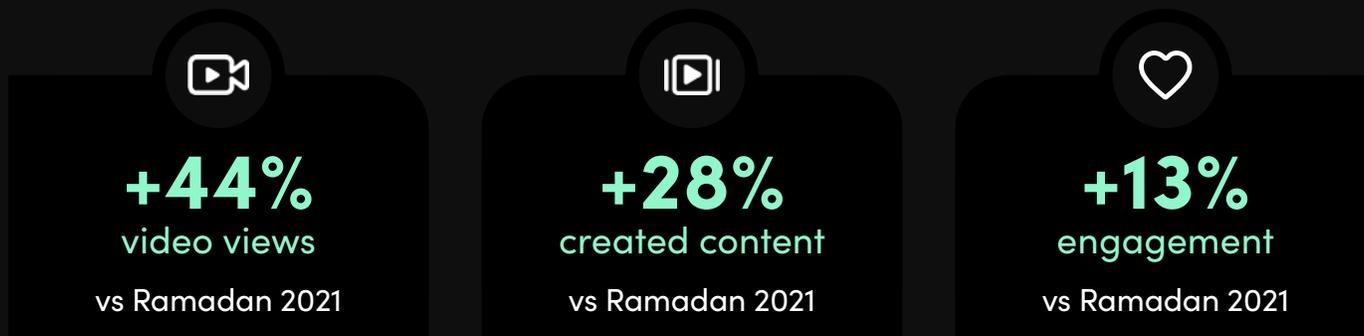
Source: TikTok internal data, MENAT, Ramadan 2022 (2nd April – 2nd May 2022) vs Avg monthly 2022

The Ramadan Opportunity

The Ramadan Opportunity

In 2022, Ramadan On TikTok Was A Moment Like No Other.

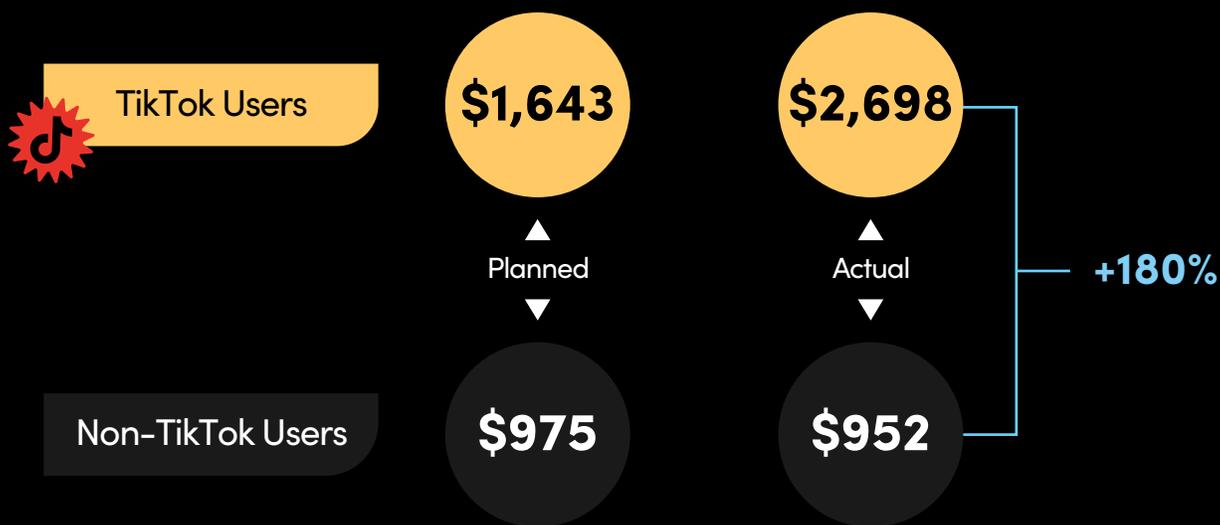
With users more entertained & engaged than ever, TikTok was the platform of choice for entertainment.



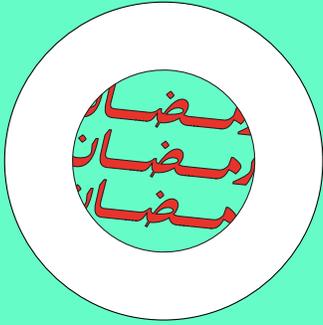
Source: App Annie, MENAT, Ramadan 2022 (2nd April – 2nd May 2022) / Ramadan Post-Evaluation by IPSOS, MENAT 2022

Becoming the go-to destination for all things Ramadan inspiration, and the driver behind their purchases and spending during this month.

TikTok Users' Ramadan Spending Vs. Non-users.



Source: Ramadan Post-Evaluation by IPSOS, 2022



Your Ramadan Checklist

Your Ramadan Checklist

Your Nine-Week Plan

Now that it's time to plan your TikTok strategy for Ramadan, we've developed a nine-week plan for your business so that you can shine in an overly crowded season.

But before you tackle this list, you'll need to define a date you're working towards. Many businesses launch their first campaigns a few weeks before the start of Ramadan (some even earlier!) to start building audiences prior to the peak season.

Once you determine your launch date, start pacing out these to-dos accordingly:

9 Weeks Out



Think About Creative



Set Up Pixel



Set Up Product Catalog



Test & Learn

5 Weeks Out



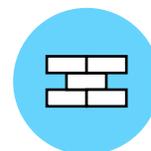
Refine Creative Strategy



Find & Define Your Audience



Set Your Budget & Bidding Strategies



Build Out Your Ad Format Strategy

1 Week Out



Double Check Your Creative



Get Ready To Launch

Your Ramadan Checklist

Nine Weeks Out

Nine weeks before peak season is the time for you to determine your seasonal goals, plan out your creative strategy, and set up your Ramadan workshop in Ads Manager.

Here's how to get started:

Creative Planning: Creative is one of the most important movers when it comes to increasing performance and driving conversions on TikTok. But don't worry, you don't need big budgets to make effective creative! If you start planning this far out, developing strong creative is achievable.



Determine Your Goal(s) For The Ramadan Season And Build Out Your Content Pillars:

Before you do anything, start by determining your business objectives this season and build a plan to support them with a cadence of marketing. Is your objective: awareness, consideration, conversion? Once you know that, start planning out the types of content you want to create.



Start Planning Your Content:

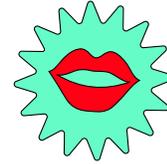
Are you shooting content for TikTok? Well we have resources for you! Start building out some ideas of the videos you want to create for your ads.



Run A Test Campaign:

Running a test campaign can be a great idea before your big Ramadan push. If you have your hands on some Ramadan creative already try testing them out. This will allow you to see the effectiveness of some creative, define and understand your audience, and prepare you for your big Ramadan campaign launch. Creative not ready? Try repurposing your old assets with our Ramadan video templates within Ads Manager.





Nine Weeks Out

Operational Planning

**Pixel:**

Whether your goals are conversions, traffic, or awareness this Ramadan season, setting up your TikTok pixel will help you find new customers, optimise your campaigns and measure ad performance. Here are some easy steps to setting up your TikTok pixel:

1. Create Pixel:

Name your pixel and get the pixel code.

2. Install Pixel:

Add the pixel code onto your website manually or connect your site using one of our partners like Google Tag Manager or Shopify.

3. Set-Up Events:

Here's where you define the events you want to track and optimise towards. Best practice is to track at least one high-funnel event (e.g. view content), one mid-funnel event (e.g. add-to-cart), and one low-funnel event (e.g. complete payment/purchase).

4. Download TikTok Pixel Helper:

Verify whether your pixel code is set up properly and events are firing successfully using Pixel Checker and Pixel Helper.

5. Toggle On Auto Advanced Matching:

Be sure to turn on 'Automatic Advanced Matching' which will enable your business to send customer information to better match website and app events with people on TikTok.

6. Review Your Attribution Windows In Attribution Manager:

Extend your attribution window for more accurate measurement if needed. This is great for higher involvement products or services where the customer may need more time to consider a purchase. The default windows for all advertisers are 7 day click and 1 day view.

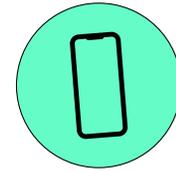
Learn more about setting up your [TikTok Pixel here](#).

Pro Tip:

TikTok's Pixel via our Partner Integration makes installation easy! Set up the TikTok pixel with one click on any of our ecommerce partner platforms and start advertising and tracking results.

Read more about the integrations [here](#).

Your Ramadan Checklist



Five Weeks Out

Here's your step-by-step plan to help make your plans a success this Ramadan season:

Refine Creative Strategy:

Build Out Your Strategy:

- **Develop Your Voice:** Determine how you want to show up to your audience. What's the tone you want to set for the season? Is it festive, funny, reflective, educational?
- **Build Your Base:** Develop and test your brand's pitch and see how TikTokers react. You want them to discover your brand before big Ramadan moments, so you remain top of mind. But remember: show, don't just tell!

Prep Your Creative:

Take all the planning you did in the previous few weeks and refine your creative strategy, what style worked best, what message resonates, what type of creative do you need to still create?

[TikTok for Business Inspiration Center.](#)

Can't shoot TikTok specific? Well before you give up, take this into consideration:

Are You Creating Content For Other Channels?

Think about the Ramadan content you're planning to create and see if you can capture some behind-the-scenes shots using just your phone! Audiences on TikTok love authenticity, so using your phone and filming how your Ramadan content is being created (and sharing the finished content at the end) could be a GREAT way to make TikToks.

Operational Setup:

Find And Define Audience:

- **Learn Who They Are:** Dive into our sub-communities to learn how your audience is behaving and what they're talking about so the content you create can tap into current trends and conversations to connect with them. Not sure how to get involved? Try tapping into your community by adding Tok (i.e., BookTok) at the end. You can also learn valuable insights on your audience by visiting [here](#).
- **Set Your Target Parameters:** If you're just starting, help brand new users discover your brand by utilising our targeting capabilities on Ads Manager. Once you've built up your presence or have a sizable [custom audience](#), try using [lookalikes](#) to find people who've already engaged with your business.

Set Your Budget & Bidding Strategies:

- **Budget Strategy:** If satisfied with performance, we recommend increasing budget by up to 50% every 2 days and monitoring before making changes to scale.
- **Select Your Bidding Method:** At the ad group level, pick the goal that most aligns with your business goal. Our recommendation would be to use 'Lowest Cost' bidding if it's available. Feel free to read more about other bidding options [here](#).
- **Keep It Consistent:** For consistent pacing of your campaign, we recommend using daily budget rather than overall budget and using a lowest cost strategy as you're building your audience.
- **Value-based Optimisation:** A sophisticated bidding strategy; Value-Based Optimisation (VBO) not only looks for users who are more likely to take a purchase action, but also those with higher value per purchase. Learn how to unlock VBO for web [here](#).

Your Ramadan Checklist

Five Weeks Out

Build Out Your Ad Format Strategy: Start to try other ad formats and refine your ad format strategy

Spark Ads:

Spark Ads is a native, immersive ad format that harmoniously blends into the For You feed. Spark Ads enables you to amplify your own existing organic videos or videos from creators in the TikTok For You feed. Spark Ads delivers higher campaign results with minimal budget and resources.

More Efficient Performance Than Before:

Spark ads profile landing page increases the landing page exposure and thus the lower-funnel ad performance.

[Learn more here.](#)



Lead Generation:

Lead Generation allows you to create interest in your business and collect information to convert prospects into customers. Lead Generation Ads deliver qualified leads directly to you, saving your business time and money. With just a few taps, potential customers can safely share their information, generating a new lead for your business at up to a 24% less CPL than conversion campaigns. Leads can also be used to build custom audiences to retarget.

[Learn more here.](#)

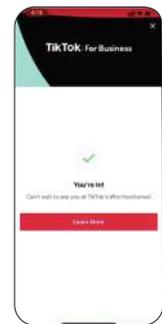
In-Feed Advert



Instant Form



Thank You Form



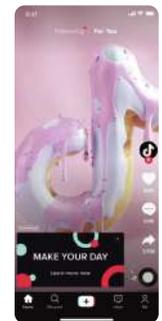
Interactive Add-Ons:

Gift Code Cards

Gift Code Cards are clickable cards added to your in-feed videos to draw attention to gift codes. Users can save codes to their clipboard before visiting your page to help increase redemption.

Display Card

Display Card is an interactive add-on product that lets you include cards within your in-feed video ads. You can use these cards to highlight important messages, share exclusive offers, and drive traffic to your website or app.



Your Ramadan Checklist

One Week Out

You've made it to the final countdown:

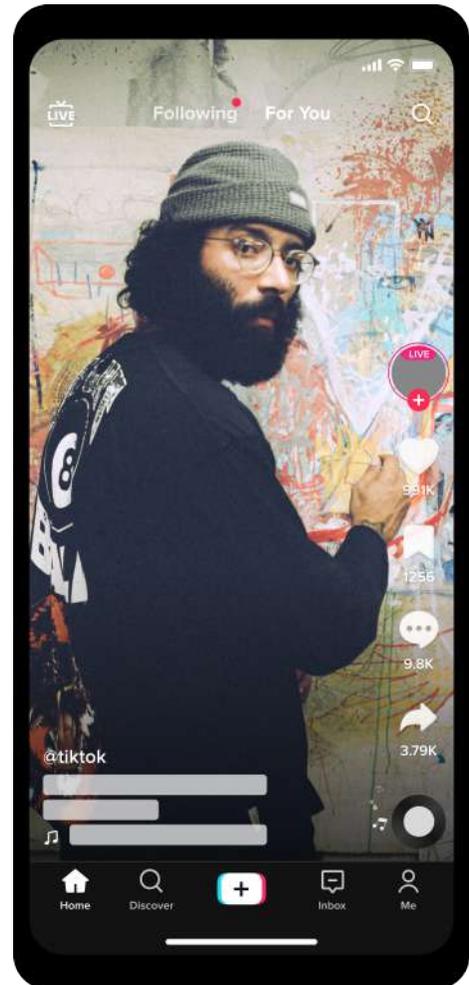
One week before your campaign is live! Here's how to top your campaign off with the perfect, Ramadan flavour.

Creative Production:

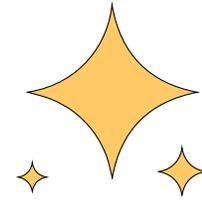
- Get Your Creative Ready:**
Upload your ads to Ads Manager and place them into your ad sets.
- Preview Your Creative:**
It's time to check how your ads look! The actual ads will be adjusted based on a user's device and network conditions so check out how your ad will look once it's published on your actual device. Check it out [here](#).
- Using 3rd-Party Measurement:**
Add any relevant 3rd-party tracking URLs to your ads in Ads Manager to track your performance data. [Read more here](#).

Operations Check-In:

- Get Ready To Launch:**
Take all the research you've done about your audience, double check your campaign set up, and publish your creative for your Ramadan campaign!



Your Ramadan Checklist



Optimisations

Once you set up your campaign, you may be wondering about the types of adjustments you can make to really make your business shine. We've got some best practices for you to follow as you optimise your campaign.

Here Are Some Best Practices To Maximise Your Ad Performance

1

Try to refrain from making any adjustments to your targeting, bid, budget, and creative before your campaign exits the learning phase. Allow ad groups time to adjust and recalibrate in between changes.

5

Make incremental changes to your bid and budget. When you do make adjustments, don't change the budget by more than 50% from the previous budget setting. Don't change the bid by more than 20% from the previous bid setting.

2

For Conversion campaigns, optimise based on higher funnel events like Add-to-Cart or View Content before moving down the funnel to optimising for Purchases.

6

Avoid modifying targeting, bid, budget, and tracking more than once in every two continuous days. Allow ad groups time to adjust and recalibrate in between changes.

3

Create a custom audience and lookalike audience based on website visitors or engagement. Launch an additional conversions campaign to retarget this audience.

7

Add Hashtag Targeting to create audiences that viewed seasonal words.

4

Have enough creative ready so you can refresh when you start to hit creative fatigue (performance starts to drop).

Other Optimisations

Adjust Your Target Audience

Broad audiences tend to perform better than trying to go really narrow with your targeting. Try out Automatic Targeting instead of manual targeting to avoid going too narrow. Try to keep your audience as broad as possible and consider utilising a lookalike audience of your high-value customers. You can launch an additional conversion campaign to retarget this audience.

Simplify Account Structure

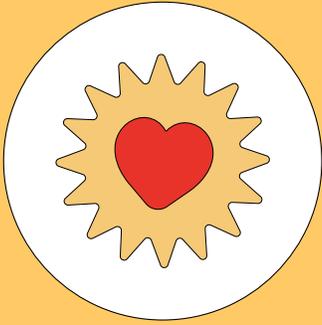
Consolidate ad groups and campaigns that target similar audiences to maximise reach and performance.

Re-evaluate Your Optimisations

For conversion campaigns, optimise for an event that can drive at least 50 conversions a week. If you're struggling to meet that goal, try moving your event up to "Add-to-Cart" or "View Content" instead.

Diversify Creative

Use ad creative that fits TikTok's visual and editing style. Diversify creative to deliver 3-5 creatives per ad group.



Creative Inspirations

Creative Inspiration & Tools

In need of some creative inspiration for your campaign this Ramadan? We've got you! Check out some tools and ideas below for the season.

TikTok's Creative Tools:

TikTok's suite of tools enables you to embrace the creativity and authenticity of the TikTok community. If you think you'd need an expensive video editing team to run ads on TikTok, think again — creating captivating ads for TikTok's self-serve platform is a cinch!

With these tools, you're able to easily make fun and engaging videos with just the photos and videos you have on hand.



Automated Creative Optimisation:

A creative delivery tool that automatically generates combinations of your creative assets for mid-campaign optimisations and additional creative insights.



Smart Video:

An A.I. driven creative tool that adds editing and visual treatments to existing video and photo assets.



Video Templates:

A wide range of video templates that utilise photo and video assets. Easy to use with limited flexibility in creative execution.



TikTok Video Editor:

This tool lives within our TikTok Ads Manager. It's a web-based video editor that gives you access to a suite of TikTok style editing gestures. Use the TikTok Video Editor to layer media tracks, crop footage, erase objects, add and cut music, add subtitles, effects, stickers, and more! [Check out more here.](#)



Smart Video Soundtrack:

An easy-to-use tool that adds royalty-free music to existing video assets, and adjusts the levels of original audio and music.

Feeling a little overwhelmed? Don't sweat it.

We created the Campaign Planner below to help you plan out and visualise how your Ramadan campaign can come to life this year.

Campaign Planner

Campaign Name:

What are my campaign objectives?

- Awareness**
 - Reach
- Consideration**
 - Traffic
 - Video Views
 - Lead Generation
 - Community Interaction
- Conversion**
 - Website Conversions
 - App Promotion

How will I measure my objectives?

Who am I trying to reach?

Creative Inspirations

Key Dates:

Is my website ready for shoppers?

Creative thought starters:

- What trends do I like?
- What type of stories do I want to tell?
- What's the tone and voice for my creative?
- How do I want my creative to look visually?

Sources

A number coded guide for sources used throughout this 'TikTok for Business' Ramadan Guide.

1	Source: TikTok Media Guide Q4 2022, MENAT (SA, AE, EG, TR)
2	Source: GWI, H1 2022, KSA, UAE, EG, TR
3	Source: TikTok internal data, MENAT, Ramadan 2022 (2nd April – 2nd May 2022) vs Avg monthly 2022
4	Source: TikTok MarSci Global Community and Self-Expression Study, UAE, KSA 2021, by Flamingo
5	Source: App Annie, MENAT, Ramadan 2022 (2nd April – 2nd May 2022) / Ramadan Post-Evaluation by IPSOS, MENAT 2022
6	Source: Ramadan Post-Evaluation by IPSOS, 2022

 **TikTok** for Business

Thanks

