TikTok's 2022 Holiday Guide
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Tis the Season for Your Business on TikTok

This holiday season, TikTok will be the go-to place for discovery of everything from gifts to holiday outfits to decor ideas. Whether you're just starting out on TikTok or an established trend setter, TikTok's unique For You Page connects your message and product with the audiences that matter most. No need to worry about how many followers you have or how much content you've published in the past, TikTok connects you with the viewers most likely to engage and convert.

TikTok users are holiday enthusiasts.

- 35% of users say TikTok makes them feel joyful
- 93% of weekly TikTok users celebrate the winter holidays
- 82% TikTok users feel positive about the winter holidays

These celebrators host, dine, decorate, and shop more than users of other platforms.

- 1.6x more likely to turn to TikTok for fashion and beauty inspiration
- 1.3x more likely to turn to TikTok for home decor inspiration
- 1.3x more likely to turn to TikTok for travel inspiration

The positive holiday emotion makes TikTok the place for brands to stand out. TikTok is the leading source for entertainment, joy, and connection - all key holiday associations.

Source: TikTok Marketing Science US Holiday Purchasing Research 2022, conducted by Material
63% of TikTok users use TikTok to plan or celebrate the holidays¹

**TikTok drives discovery during the busy holiday season.**

1 in 2 users have discovered a new brand or product on TikTok²

1 in 2 users turn to TikTok to celebrate a winter holiday or holiday or shopping event¹

1 in 2 users turn to TikTok to research a new product or brand²

**TikTok users are ready and eager to shop.**

1.2x more likely to impulse shop, shop online, in-store, and be more open to direct social shopping¹

68% start their shopping at least a few weeks before the holiday¹

1.4x users who post holiday content (1.4x) and watch Live or creator videos (1.3x) are more likely to shop at least one month ahead¹

Sources: 1. TikTok Marketing Science US Holiday Purchasing Research 2022, conducted by Material;
2. TikTok Marketing Science US Path-to-Purchase Part 2 Research 2022, conducted by Material
Key Holidays

With the holidays right around the corner, it’s time to start planning for the season now. But don’t stress, we’re here to help! We’ve put together a game plan so you can make sure your business finds success from awareness to conversion.

Mark your calendars now:

- **NOV 24**
  - Thanksgiving
- **NOV 25**
  - Black Friday
- **NOV 26**
  - Small Business Saturday
- **NOV 28**
  - Cyber Monday
- **DEC 18–26**
  - Hanukkah
- **DEC 20**
  - Last Ship
- **DEC 24–25**
  - Christmas Eve & Christmas Day
- **DEC 26–31**
  - Postseason Sales & Gift Card Shopping
- **JAN 1**
  - New Year’s Day
- **JAN 1–30**
  - New Year’s Sales & Resolutions

Multicultural Celebrations

It’s important to remember the multicultural holiday moments that can make a big splash as well. These are great opportunities for your brand to stand out even more and take center stage.

Make your brand sparkle this holiday season by celebrating some of these additional holiday moments:

- October 23–27: Diwali
- November 1–2: Dia de los Muertos
- November 29: Giving Tuesday
- December 23: Festivus
- December 26-Jan 1: Kwanzaa

70% of TikTok users notice brands celebrating additional holidays.

Source: TikTok Marketing Science US, Holiday Shopping Behavior Custom Research 2020, conducted by Walnut Unlimited
Your Holiday Checklist

Now that it’s time to plan your TikTok strategy for this holiday season, we’ve developed a suggested a two to three month plan for your business so that you can shine as bright as the North Star this holiday season.

Many businesses launch their first campaigns by September (some even earlier!) to start building audiences prior to peak holiday season. Check out sample timelines at the end of this guide.

Once you determine which holiday moment you want to launch on, start pacing out these to-dos accordingly.

Getting started with an e-commerce platform

Setting up your TikTok holiday strategy is even more seamless for brands who work with one of our commerce partners like Shopify, Square, WooCommerce, BigCommerce and more. Learn more about getting started with an e-commerce partner [here](#).

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**10-12 Weeks Out:**

- Think about creative
- Set-up Pixel
- Set-up product catalog
- Test and learn

**6-8 Weeks Out:**

- Create your holiday content
- Find and define your audience
- Build out your strategy
- Set your budget and bidding strategies

**1 Week Out:**

- Double check your creative
- Get ready to launch!
Your Holiday Checklist
Ten to Twelve Weeks Out

Ten to twelve weeks before you’re ready to publish your campaign is the time for you to determine your seasonal goals, plan out your creative strategy and set up your holiday workshop in Ads Manager. Here’s how to get that snowball rolling:

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. Here’s where you should start:

- **Determine your goal(s) for the holiday 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, or conversion? Once you know that, start planning out the types of content you want to create.

**Example Content Ideas**

<table>
<thead>
<tr>
<th>Creative Concept</th>
<th>Pillar 1: Key Date Content</th>
<th>Pillar 2: Gifting</th>
<th>Pillar 3: Sales &amp; Promos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idea #1</td>
<td>Black Friday</td>
<td>Gifts for... Him/Her/Mom/Dad</td>
<td>BOGO deal</td>
</tr>
<tr>
<td>Idea #2</td>
<td>Cyber Monday</td>
<td>“Gifts you didn’t know you needed”</td>
<td>% off incentives</td>
</tr>
<tr>
<td>Idea #3</td>
<td>Last day to ship reminder</td>
<td>Shop early for your gifts</td>
<td>Weekend sale</td>
</tr>
</tbody>
</table>

- **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.

- **Test & Learn:**
  Post organically first to see what type of content resonates with your audience. If something performs well, consider using Spark Ads to amplify during the holidays!

Operational Planning

- **Pixel:**
  Whether your goals are conversions, traffic, or awareness this holiday season, setting up your TikTok pixel will help you find new customers, optimize your campaigns and measure ad performance. There are only a few steps to setting up your TikTok pixel:

  1. **Create and install pixel:** Name your pixel and get the pixel code. Then, add the pixel code onto your website manually or connect your site using one of our partners like Google Tag Manager or Shopify.

  2. **Set-Up Events:** Here’s where you define the events you want to track and optimize 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 lower-funnel event (e.g. complete payment/purchase).

  It’s recommended to toggle on Automatic Advanced Matching, an optional feature that enables you to send privacy-safe hashed customer information (email addresses and phone numbers) to better match TikTok ads with website conversions, and enrich audiences for retargeting. If using a 3P pixel, select a data sharing setting that includes Advanced matching (i.e. enhanced or maximum setting).

  For more accurate measurement, extend your attribution window through attribution manager.

  3. **Download TikTok Pixel Helper:** Verify whether your pixel code is set up properly and events are firing successfully using Pixel Helper.

  Learn more about setting up your TikTok Pixel here.

**Pro Tip**

TikTok’s Pixel for e-commerce partner platforms makes integration easy! Create a pixel and link it from the TikTok app within the partner’s platform and start advertising and tracking results.

Read more about Pixel Partners here.
Creating a Product Catalog

A catalog allows you to store information about your products, which you can use to automatically generate a variety of ads.

Option 1: You can create a catalog and sync your products directly from one of our partner platforms (like Shopify, BigCommerce, Square, or Ecwid).

Option 2: Manually add products, use a Data Feed Schedule to connect your catalog to a data feed, or simply upload a template with entries for each of the products in your catalog.

Learn more here.

Lead Generation

Lead Generation lets you collect new leads directly on TikTok. TikTok users will see your ad and fill out an instant form pre-populated with their contact information. This will help you build email lists for product launches, gather registrations for your events, or retarget users who interacted with your instant form.

TikTok Lead Generation instant form loads 11x faster than a web landing page and the gathered leads can be synced instantly to your CRM through Zapier, LeadsBridge, and TikTok’s Custom API integration.

We recommend lead gen for industries like e-commerce, professional services, finance, auto, and more! Learn more here.

Spark Ads

Spark Ads is a native immersive ad format that harmoniously blends into the For You feed.

Spark Ads enable you to amplify your own existing organic videos or videos from creators in the TikTok For You feed. Spark Ads deliver higher campaign results with minimal budget and resources.

Spark Ads now offer easier scaled creation. You can now manage one or multiple TikTok accounts in the SMB Business Center, allowing for smoother collaboration and post amplification.

Learn more here.
Collection Ads

Engaging shopping experience

Collection Ads enable users to seamlessly discover and browse products in a full-screen mobile experience.

Collection Ads lead to an Instant Gallery Page where users can explore a curated collection of your products.

Learn more here.

Display Cards

Increase CTR/CVR

Display Cards are clickable cards added to your in-feed videos to draw attention to special promotions, sales events, products, or CTAs.

Display cards can be customized and help increase CTR and CVR.

Learn more here.

Gift Code Stickers

Share promotions

Gift code stickers let you add an exclusive promotional code to your video ad.

Users can save the code to their phone’s clipboard before visiting your site to help increase redemption.

Learn more here.
Your Holiday Checklist
Six to Eight Weeks Out

Now that you have an idea of the types of content you’re going to create, your Ads Manager and website pixel are set up, and you brushed up on what ad solutions you want to use, it’s time to lay out your campaign strategy. Here’s your suggested step-by-step plan to help make it snow success this holiday season.

Creative Production

- **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 TikTok users react. You want them to discover your brand before big holiday moments, so you’re top of mind as they start shopping. Try a reach or traffic campaign to build your audience. But remember: show, don’t just tell!

- **Prep Your Creative:**
  Take all the planning you did last week and create some TikToks. Need some creative inspiration? Check out our TikTok for Business Inspiration Center.

  Can’t shoot TikTok specific? Before you give up, take this into consideration:
  Are you creating content for other channels? Think about the holiday 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 holiday 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 Your 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? Use the search feature to look up communities like #BookTok.
  - **Set your target parameters:** If you’re just starting, help brand new users discover your brand by utilizing our targeting capabilities on Ads Manager. Once you’ve built up your presence or have a sizable custom audience, try using lookalike audiences to find audiences that share commonalities with your existing customers.

- **Set Your Budget and Bidding Strategies**
  - **Select your bidding method:** Our recommendation would be to use ‘Lowest-Cost Bidding’ to generate the most results possible. We also released the option to bid for high value customers with Value-Based Optimization.*
  - **Keep it consistent:** For consistent pacing of your campaign, we recommend using daily budget rather than lifetime budget when using a lowest cost strategy as you’re building your audience.

- **Run a Test Campaign**
  Running a test campaign can be a great idea before your big holiday push. If you have your hands on some holiday 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 holiday campaign launch.
  Creative not ready? Try repurposing your old assets with our holiday video templates within Ads Manager. Also try Split Testing to test two versions of your ads to determine which performs best.

*Value-Based Optimization for web will be available when you have obtained at least 20 unique purchase events (‘Complete Payment’) over a 7-day period. Learn more here.
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, creative bow.

**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 tracking?**
  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 holiday campaign!
Optimizations

Once you set-up your campaign, here are some best practices to boost performance.

**Keep your initial audience targeting broad**

When ready, build custom/lookalike audiences. You can also launch an additional conversion campaign to retarget these audiences.

**Don’t make adjustments during the learning phase**

Refrain from making any adjustments to your targeting, bid, budget, and creative before your campaign exits the learning phase. Be sure to give ad groups time to readjust between changes.

**For conversion campaigns:**

**Begin by optimizing towards higher funnel events**

To drive conversion, first optimize based on higher funnel events like Add-to-Cart or View Content before moving down the funnel to optimize for Complete Payment.

**Regularly refresh your creative**

Brands see the best performance when refreshing creative every 7 days throughout a campaign.

**Allow ad groups time to adjust between changes**

Avoid modifying targeting, bid, budget, and tracking more than once every two days.

**Make incremental changes to your bid and budget**

Don’t change the budget by more than 30% from the previous budget setting. Don’t change the bid by more than 20% from the previous bid setting.

**Additional Optimizations**

- **Adjust Your Target Audience**
  - Broad audiences tend to perform much better than narrow targeting. Try targeting expansion to increase the audience size. [Learn more here.](#)

- **Simplify Account Structure**
  - Consolidate ad groups and campaigns that target similar audiences to maximize reach and performance.

- **Re-evaluate Your Optimizations**
  - For conversion campaigns, optimize 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 Options**
  - Try to have 4-6 per ad group. We also have a tool called Automated Creative Optimization that will help you combine your creative assets into multiple ads for your campaign. This will help you save time! [Learn more here.](#)
Creative Inspiration & Tools

In need of some creative inspiration for your campaign this holiday? 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 make fun and engaging videos simply and easily with just the photos and videos you have on hand.

If you’re looking to level up your creative or want additional support, consider partnering with one of our creative partners to create unskippable TikTok ads at scale.

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**Video Templates**
TikTok has a wide range of video templates that utilize 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, stickets, and more! Check out more here.

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

**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.

**Automated Creative Optimization**
A creative delivery tool that automatically generates combinations of your creative assets for mid-campaign optimizations and additional creative insights.
Creative Inspiration & Tools

When and how to use these tools

All tools on the TikTok For Business platform are self-serving, and global advertisers can use them for free.

“I only have photos but no videos”
Smart Video
Video Template

“I only have a few videos and a few photos”
Smart Video

“I have videos and music, but don’t know what to write for the ad text”
Smart Text

“I have videos, but not sure what music to use”
Smart Video Soundtrack

“I have videos, but not sure how to make them TikTok styled”
Quick Optimization

“I have ads in delivery, but not sure how specific creatives are performing”
Asset Analysis Report

“I have basic marketing materials but don’t know how to customize a TikTok
TikTok Video Editor

Use our Holiday Templates

We’ve got some holiday themed video templates for you within our Video Template Tool in Ads

To access these holiday creative templates:

1. Log into TikTok’s ad platform at TikTok.com/business
2. Click Assets from the main navigation menu at the top of the screen and then select ‘Creative’
3. Click the ‘Create’ button and then select ‘Use Video Template’ to access the holiday and general video templates
Feeling a little overwhelmed? Don't sweat it. We created the Campaign Planner below to help you plan out and visualize how your holiday campaign can come to life this year. Consider us your TikTok elves.

Holiday Campaign Planner

Campaign Name: 

What are my campaign objectives?
- Awareness
  - Reach
- Consideration
  - Traffic
  - App Installs
  - Video Views
  - Lead Gen
  - Community Interaction
- Conversion

How will I measure my objectives?

Who am I trying to reach?

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?
- What's unique about my product/service?
- What's my most popular item and why?
Planning on activating during some of the most popular holiday moments? Use the sample suggested timelines below to help you plan your holiday campaign:

### Fall Holidays & Shopping

<table>
<thead>
<tr>
<th>Planning</th>
<th>Aug 15 – Aug 28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating and Defining</td>
<td>Sept 17 – Sept 23</td>
</tr>
<tr>
<td>Uploading and Activation</td>
<td>Nov 5 – Nov 11</td>
</tr>
</tbody>
</table>

### Winter Holidays

<table>
<thead>
<tr>
<th>Planning</th>
<th>Sept 25 – Oct 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating and Defining</td>
<td>Oct 23 – Oct 29</td>
</tr>
<tr>
<td>Uploading and Activation</td>
<td>Dec 12 – Dec 18</td>
</tr>
</tbody>
</table>

### New Years Celebrations

<table>
<thead>
<tr>
<th>Planning</th>
<th>Oct 8 – Oct 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating and Defining</td>
<td>Nov 5 – Nov 11</td>
</tr>
<tr>
<td>Uploading and Activation</td>
<td>Dec 24 – Dec 30</td>
</tr>
</tbody>
</table>
Happy Holidays!

TikTok for Business