

In 2023, The
TikTok Creator
Marketplace is

Making Creator Marketing Easy



TikTok creator marketing is changing the industry standard.

Big, innovative brands are leaving behind the *old* way of doing ads and working with our creators instead.

WHY STATE FARM IS SKIPPING SUPER BOWL AD FOR TIKTOK PLAY WITH KHABY LAME

New CMO Kristyn Cook breaks down how the insurer's Big Game strategy fits with her marketing priorities



By Adrienne Pasquarelli, Published on February 05, 2023.



Jake from State Farm (left) and TikTok star Khaby Lame. Credit: State Farm

State Farm might not have a commercial running in the Super Bowl, but the insurer will still be one of the most talked about brands on Feb. 12. The Bloomington, Illinois-based company has organic marketing built into State Farm Stadium in Glendale, Arizona, which will host the Big Game

State Farm partnered with TikTok legend Khaby Lame around the Super Bowl...

Instead of a classic TV ad, Hyundai made a *reaction video* with @chefreactions

That's because TikTok creator marketing is *effective*.

It fosters **favorability and trust**—which drives **performance**.

+9%

Ad recall driven by creator-led branded content on TikTok (1)

3 in 4

viewers say that the messages in TikTok Creator videos are believable (2)

64%

of users buy a product after watching Creator advertising (3)

In 2023...

We'll see big changes to economic climates and internet habits, but TikTok will remain a place for brands to reach people they're at.

Emotional connections are the key to reaching consumers in hard times, and **entertaining creative** is the key to those connections.

People want to treat themselves

Within an economic downturn, people seek out **clothing, food, travel, tech, and in-home entertainment** and other "treats." ⁴



They use TikTok for research & inspiration

15%

of **product discoveries** in 2022 happened on TikTok⁵ and people say "finding new ideas" is one of the "most important reasons for using the internet"⁴



Entertainment drives affinity & purchases

25%

On TikTok, ads with a high entertainment value* have **25%** higher brand love (and 15% higher purchase intent⁶.)

We have new insights and a suite of products that will

MAKE CREATOR MARKETING EASY

Part 1: Content Principles



What makes branded content “good?”

It depends on time, place, cultural nuance, and other factors.

But to determine **core aspects of top TTCM videos**, we analyzed 300+ TTCM videos with high engagement rates and looked for patterns. We noticed most of them had these qualities in common:

- 1 **Ditches the script**
- 2 **Finds a natural hook**
- 3 **Uses trends (strategically)**
- 4 **Picks the right community**

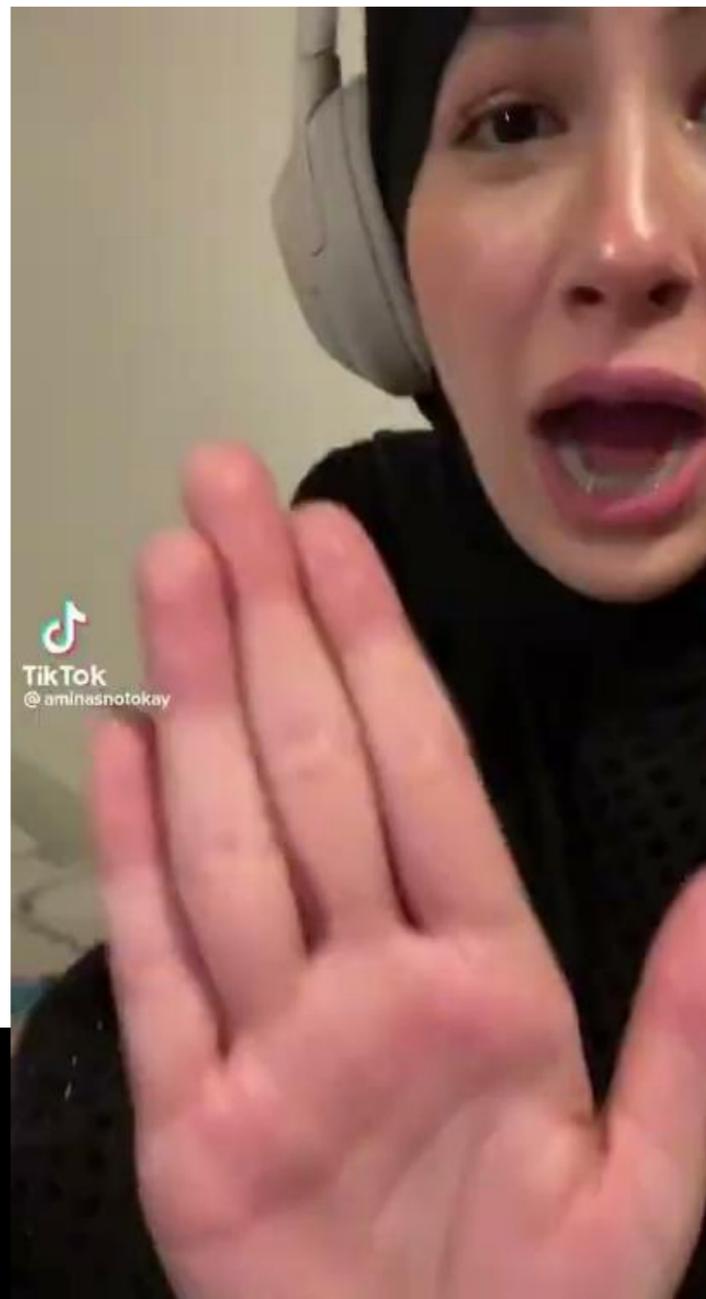
Then, we validated our findings with first-party research to ensure they aligned with viewer ideas and sentiments.

Let's look at each of these a bit more closely and look at how they can be **implemented in creative strategies** for TTCM campaigns.



Ditch the script

When content is delivered in a creator's own, natural voice, it can drive performance.



What the data says

52%

of users agree that creator content on TikTok seemed like a natural fit between brand and creator⁷

47%

of viewers agreed that Creator content on TikTok felt "authentic"⁷

@aminasnotokay makes a casual, conversational branded video for **@peechapp**

Do's and dont's



DON'T use prescriptive language

Let creators speak in their own words. Viewers will be able to tell if someone else wrote the lines for them, and it kills the authenticity of a video.



DO share enough info, so the Creator is knowledgeable

A creator's knowledgeability is the #1 motivating attributes that drives a consumer's likelihood to buy a product they see on TikTok. (1)



If you need to include lengthy CTAS, DO put them in the caption.

Hearing "link in bio" or "use my code" takes away from the entertainment value of a video and can hurt performance.

Find a natural hook

Entertaining, organic stories are the  to viewer's hearts.

What the data says

4 in 5

Users say TikTok is very/extremely entertaining⁸

26%

Viewers spend 26% longer watching entertaining ads^{8*}

Do's and don't's



DO have creators follow their typical style

Don't make them deviate from what they're good at — it will stand out to viewers and come across as insincere.



DO give the story time to breathe

It's OK for your brand to appear later in a video, if it helps the story breathe. That's better for performance than rushing to integrate your brand before a story is set up.



DON'T try to force a hook where it doesn't make sense

Ask your teammates and the creator, honestly, if the hook seems convoluted. If it feels off to them, it'll feel off to viewers, too.



For Lyft, @heytonytv used his well-loved Vice Principal character to create a skit about how easy it is to drive for Lyft.

Use trends strategically

Choose ones that makes sense both for *your brand* and the *creator you're working with*.



What the data says

71%

of users agree some of the biggest trends start on TikTok⁹

77%

of viewers like brands better when they create or participate in trends on TikTok¹⁰

King's Hawaiian worked with **@wereennistgether** to put their own spin on the #CookWithMe trend as a part of their #SliderSunday initiative, which shows how the brand's Slider Buns can take Sunday meals to the next level.

Do's and dont's



DO ask creators to leverage big trends they've used before

Tapping into super-popular trends, like ASMR, is a great way to speak users' language. But creators use trends for the first time in a brand video, it'll may not feel sincere to viewers.



DON'T feel boxed in by trends with a specific style / tone

78% of users agree that the best brands on TikTok create videos on all sorts of topics and interests.¹¹

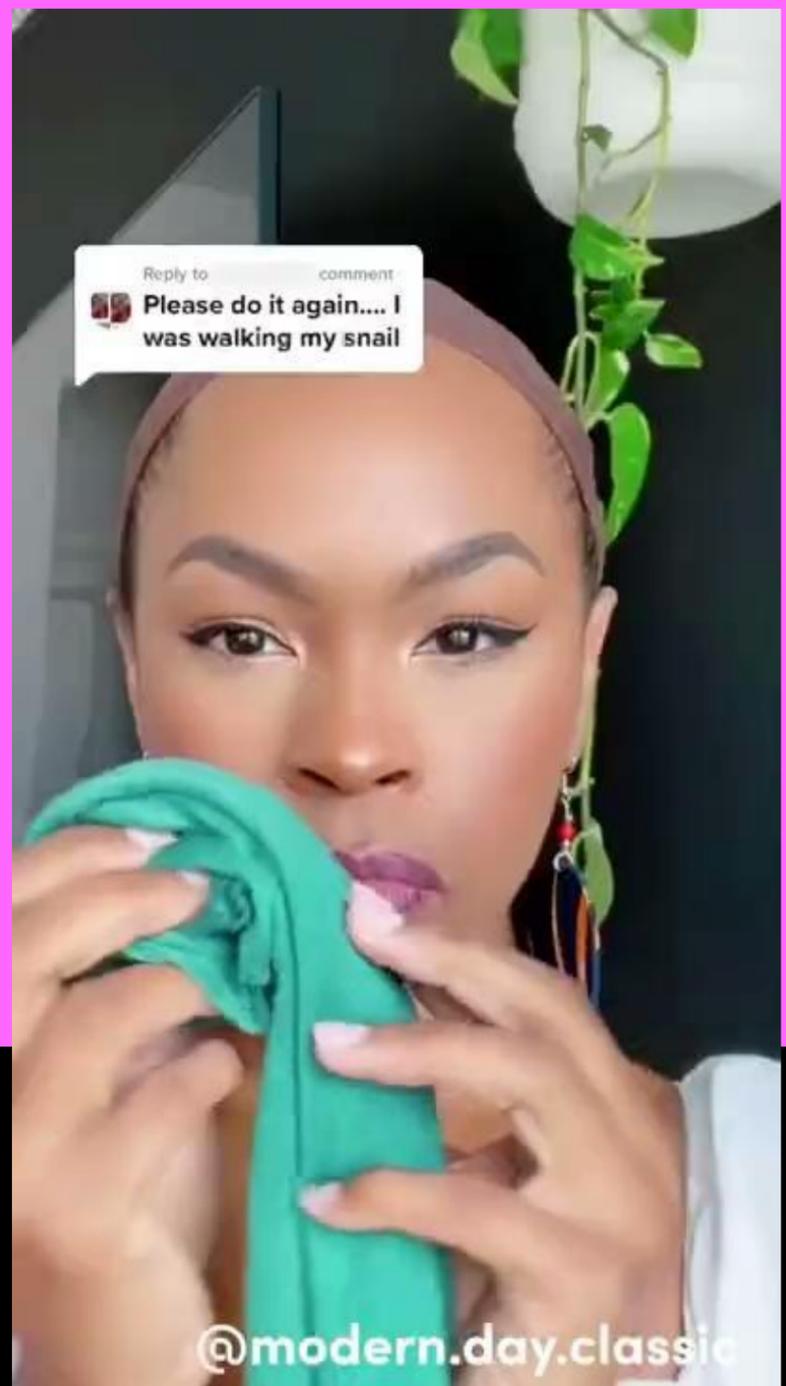


DO think beyond just "viral" trends

Utilize longer-term trends that aren't attached to specific IP, like ASMR and "de-influencing." Or work with creators that spark buzzer trends (like the creator behind the "[It's A Chicken Salad](#)" sound.)

Pick the right community

Speaking to a subculture that's *relevant* to your brand gives you a built-in audience to work with.



What the data says

70%

of users say they "feel part of a community on TikTok"¹²

76%

of viewers like it when brands are part of special interest groups on TikTok¹²

This video from [@modern.day.classic](#) shows how creators can tap into cultures like #HairTok—and provides a potential way to speak to consumers in relevant industries like CPG or retail.

Do's and dont's



DON'T view all communities as interchangeable

Example: A creator who usually posts about #CouplesTikTok and has never posted a 'fit check might not make good content for #FashionTikTok.



DO speak to *adjacent* communities to deepen audiences

This helps you test and learn which communities could make sense for your brand, without diving into totally new spaces where it may not work.



DO ask creators to leverage memes and lingo where possible

If they reference in-language, in-jokes, or anything else that makes it clear they understand their community and forth, they'll drive more trust with their viewers.

Part 2: Product user journey



POV: You're an advertiser who wants to get the most out of their TTCM campaign

Our platform and its features make it easy. All you need to do is:

- 1 Access the right creator(s)
- 2 Generate your creative
- 3 Reach interested viewers
- 4 Make creative go further

Step 1: Access the right creator(s)

The key to a high-performing campaign is finding the perfect creator to share your message. There's three main ways to find them:

If...

You have broad creator personas
(like location)



You have nuanced creator personas
(like people who just moved)



You have a creator in mind
(but they're not on TTCM)



Then...

TTCM search will help you discover creators based on filterable categories

Open Application Campaigns allow creators with custom attributions to pitch to you

Invite Links empowers you to reach out to those creators and get them on the platform

Step 2: Generate your creative

Once you have a creator on board, it's time to make content. Here are some key features that help you get it done.

If...

You used Invite Links to tap a creator



Then...

Invite Links allows you to complete the campaign in one simple step

You're handling the process yourself



TTCM workflow empowers you to customize each step to your business

You're new to creator marketing and you want something more turnkey



Starter Packs give you pre-negotiated campaign ideas to launch in a jiffy

Step 2: Reach interested viewers

Want to get your content in front of people who would be most interested in it? Of course you do. Here's how:

If...

You want to ensure that your content follows user guidelines



Then...

Moderation reviews videos prior to posting,, minimizing the chances of them being taken down or removed from the For You feed

You want your content to show up from your Creator partner's account



Spark Ads gives you a way to put media behind their posts

You want your creative to show up as ads from your own business account



Ads Creative allows you to run creator content as ads from your own channel

Step 4: Make content go further

Get your ad creative to reach as many people, have as many functions, and bring the most value to your brand.

If...

You posted your branded content as an organic video, and you want to drive users to a landing page



Then...

Gaming Anchor enables you to share a CTA and link right on the video

You want to refine your content approach over time based on campaign learnings



Comment Anchor lets you share a CTA and link in the comments of the video

Campaign Reporting will give you the information you need to sharpen your strategy

TL;DR



Key insight:

In 2023, TikTok creator marketing will remain a key way for brands to drive results. Content that **ditches the script, finds a natural hook, is strategic with trends, and picks the right community** will be the most impactful.

Ditch the script

Don't use prescriptive language

Let creators speak in their own words. Viewers will be able to tell if someone else wrote the lines for them, and it kills the authenticity of a video.

Ensure the Creator is knowledgeable

Creator knowledgeability is the #1 motivator for a consumer's likelihood to buy a product they see on TikTok.¹³

Put lengthy CTAS in the caption.

If the creator says them in the video it can hurt performance.

Find a natural hook

Ask creators to follow their typical style

Don't make them deviate from what they're good at—it will stand out to viewers and come across as insincere.

Give the story time to breathe

It's better for your brand to appear later in a video than rushing to integrate your brand before a story premise is set up.

Don't force a hook where it doesn't make sense

Ask your teammates and the creator if the hook seems convoluted. If it feels off to them, it'll feel off to viewers, too.

Be strategic with trends

Don't feel boxed in by trends with a specific style / tone...

Branching out can pay off; 78% of users agree the best brands on TikTok create videos on all sorts of topics/interests.¹⁴

...but ask creators to use trends they've used before

If a creator uses a popular trend for the very first time as a part your campaign, it might ring hollow to viewers.

Think beyond just viral trends

Utilize longer-term trends that aren't attached to specific IP, like ASMR and "de-influencing." Or work with creators that spark buzzy trends themselves.

Pick the right community

Don't see communities as being interchangeable

When a creator to makes content for a community they're not a part of, might fall flat.

Speak to adjacent communities to deepen audiences

Test and learn which ones make sense for your brand, without diving into totally new spaces where it may not work.

Ask creators to leverage memes and lingo where possible

That makes it clear they understand their community and forth, they'll drive more trust with their viewers.