TikTok

📢
Creative is Easy

Creating for TikTok is different, not difficult

Creative Made Simple

Creating for TikTok can feel daunting, but in reality creating for TikTok is not difficult, just different. Learn about our content & creation principles that will help spark your next TikTok.

The Video Advantage

Video is the advantage today, **it's faster, more relevant, and more memorable** than other advertising formats. But video can be seen as complex, cumbersome, and expensive. TikTok dispels all of these challenges and reinforces the video advantage.

On TikTok, creativity is the most valuable variable, and creative on the platform is simple, intuitive, and efficient.

How do I create a content strategy for TikTok?

Crafting a content strategy on TikTok revolves around two things: building value & variety.

Value: entertainment value, educational value, community value.

Variety:
PGC: Professionally generated content
UGC: User generated content
AIGC: AI generated content

Pairing value and variety together in your content strategy creates endless creative possibilities. Creative can connect with different specific audiences, or go trending on the platform, allowing brands to connect with their audience through joyful discovery.

73%

of TikTok users say they feel a **deeper connection** to the brands they interact with on TikTok vs. the other sites and apps they use

TikTok Creation Principles

Creative should be Effective:
Best practices, tips & creative guidance leading to engaging creative assets that help achieve business goals.

Check out some of our creative guidance:
Creative Codes
Creative Vertical Playbooks

Creative should be Easy:
A robust & intuitive set of creation tools that take you from inspiration to creation seamlessly.

Check out CapCut

Creative should be Efficient:
Automation tools & production partners to make eye-catching creative assets quickly, with minimum effort.

Check out TikTok Creator Marketplace
Check out TikTok Creative Exchange

1000%

TikTok for Business

Value and Variety

On TikTok creative is the most valuable variable. Building effective creative for TikTok is about creating value & variety.

Value

Value with content strategy is the ability of an advertisement to **engage and entertain** its audience through emotion, storytelling, sounds or visuals, and create a positive association with the brand or purchase of the brand.

There are three buckets that drive value on TikTok.

+3.3x More likely to **click on / engage** with entertaining ads on TikTok (vs. entertaining ads on other platforms)

Value Buckets

1. **Entertainment Value:** when a video advertisement has high entertainment value, it can increase the likelihood that viewers will watch the video in its entirety, share it with others, and develop a positive attitude towards the brand being promoted.

2. **Educational Value:** the ability of an advertisement to provide informative and useful information to potential customers about the product or service being promoted. Educational value can take many forms, such as product demonstrations, how-to videos, infographics, or informative articles.

3. **Community Value:** the ability of a brand or creator to positively impact and support the TikTok community, through social responsibility, charitable donations, and support for social causes, in order to build brand loyalty and establish a positive brand image.

Variety

Using **diverse content types** & **programming strategies** to capture the attention of a wider range of potential customers **pairs well with the content value** you create. This also helps to prevent viewer fatigue and keep your content fresh for your audience.
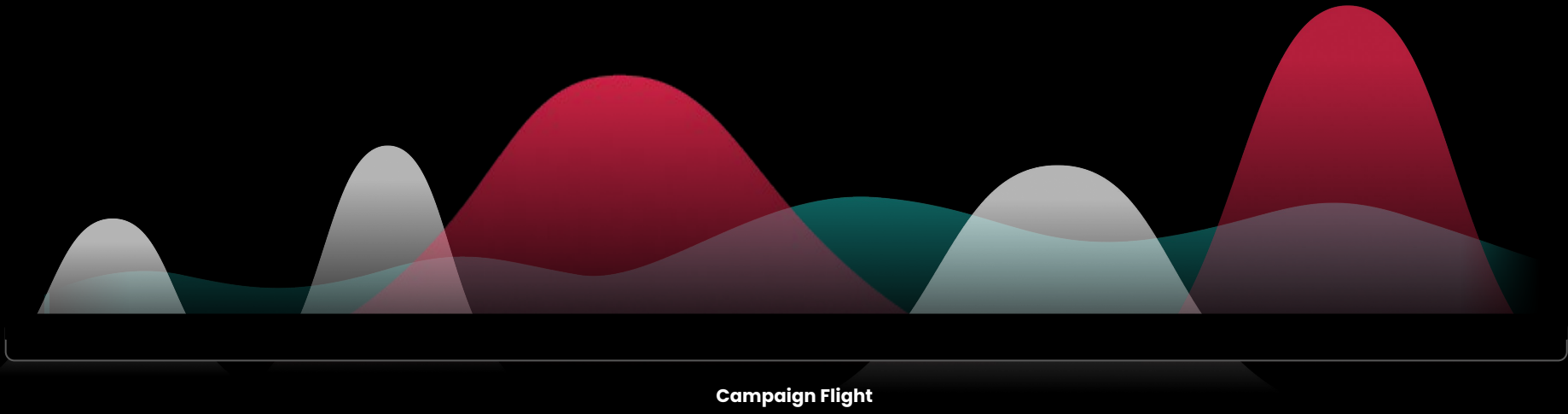
We can split different content types as well:
1. PGC (Professional Generated Content): content that you build with a partner
2. UGC (User Generated Content): content that you build with creators to promote your content
3. AIGC (AI Generated Content): content that machine learning created for you

Planning Through Content Types

CGC: Community Generated Content

PGC: Professionally Generated Content

AIGC: AI Generated Content

Campaign Flight

TikTok for Business

Legal Disclaimer