

TikTok's 2021 Holiday Guide

TikTok: For Business

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 drives discovery.

39%

of TikTokers say they discovered a product/brand on TikTok they didn't know about before¹

77%

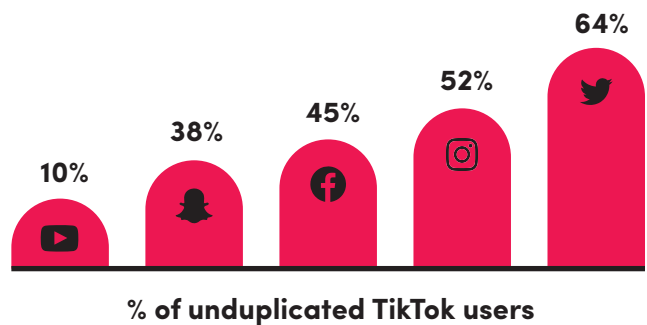
of TikTokers say that TikTok is likely to inspire a gift idea this year¹

47%

of TikTokers say that they have bought something they saw on TikTok¹

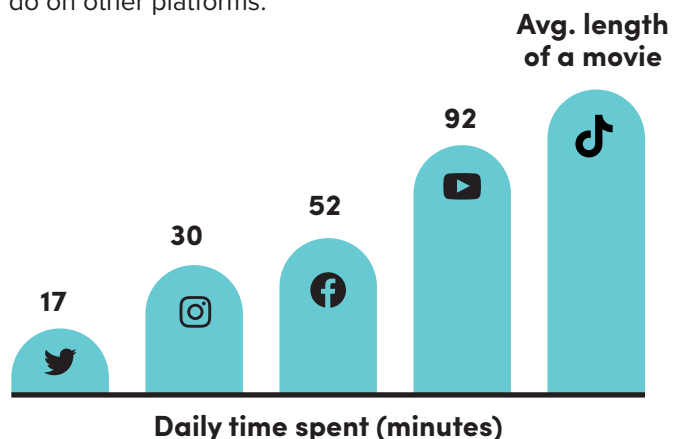
...and since many of these eyeballs and purchases come from audiences not found on other platforms, you're able to introduce a new audience to your brand or product.

Our community is a unique audience.²



The time spent on TikTok is off the charts.²

Not only are you reaching new audiences, you're reaching more engaged viewers. TikTok users spend significantly more time with TikTok content than they do on other platforms:



47%

of users engage with the app without distraction or multi-screening, more than other competitive platforms.⁸

88%

of US TikTok users claim they will use TikTok the same amount or more in the next 6 months.⁸

The Holiday Opportunity

Not only are shoppers on TikTok highly engaged throughout the season, they're also ready to search and shop for the perfect gifts. And we know people are shopping differently this year:

Shopping is happening everywhere & anywhere:



84%
of TikTok users plan to shop online retailers/brand websites.³

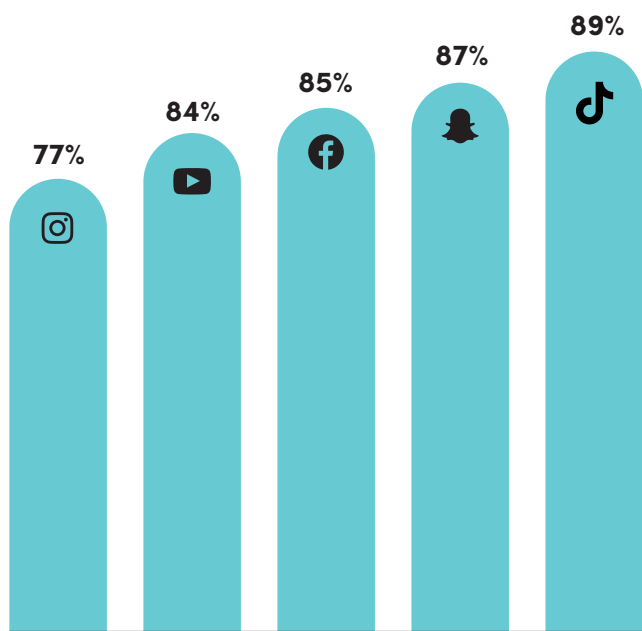
Consumers plan to spend more this year overall:



2 out of 3

TikTok users plan to spend more than \$200 on gifts this year, a 9% increase from last year.⁴

We know TikTok influences like no other platform.¹



Unplanned and impulse purchases

In fact, TikTok users are already thinking about gifts.



Searching Begins As Early As June:

57% of TikTok users plan to start searching for gifts from June - October⁵



Gift Planning Months Before Christmas:

62% of those likely to shop for this year's upcoming winter holiday season say they will start planning for gifts 2 months before Christmas⁶



Final Shopping Sprints Happen Before Cyber Monday:

35% say that they'll buy all of their gifts before Cyber Monday⁶

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:



Niche Holiday Moments

While a lot of holiday spirit tends to build around big holiday moments, it's important to remember the niche 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. So make your brand sparkle this holiday season by celebrating some of the holidays below:

70% of TikTokers notice brands celebrating niche holidays.⁷

- **October 31: Halloween**
- **November 1-2: Dia de los Muertos**
- **November 4: Diwali**
- **November 30: Giving Tuesday**
- **December 23: Festivus**
- **December 26-Jan 1: Kwanzaa**

Your Holiday Checklist

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

But before you tackle this list, you'll need to define a date you're working towards. Many businesses launch their first campaigns by September

(some even earlier!) to start building audiences prior to peak holiday season. Check out some 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:

3-4 Weeks Out:



Think about creative



Pixeling



Tracking



Choosing ad products

2 Weeks Out:



Create your 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

Three-Four Weeks Out

Three 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, conversion? Once you know that, start planning out the types of content you want to create:

Example Content Ideas:

| Creative Concept | Pillar 1: Key Date Content | Pillar 2: Gifting | Pillar 3: Sales & Promos |
|------------------|----------------------------|------------------------------------|--------------------------|
| Idea #1 | Black Friday | Gifts for... Him/Her/Mom/Dad | BOGO deal |
| Idea #2 | Cyber Monday | "Gifts you didn't know you needed" | % off incentives |
| Idea #3 | Last day to ship reminder | Shop early for your gifts | Weekend sale |

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 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 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 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.

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

Pro Tip:

TikTok's Pixel for Shopify Integration makes integration easy! Set up the TikTok pixel with 1-click on Shopify and start advertising and tracking results.

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

Three-Four Weeks Out

Ad Solutions: Familiarize yourself with our ad solutions and plan your campaigns.

TikTok App on Shopify:

The TikTok App on Shopify lets you manage TikTok ads directly from Shopify. If you have a Shopify store, install the app and link your TikTok For Business account to your store. This is a great option for Owners who want to quickly get started using TikTok For Business. It features 1-click pixel installation and other automated, simplified features. [Learn more here.](#)

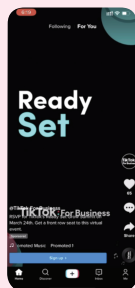
Spark Ads:

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. [Learn more here.](#)

Lead Generation:

Lead Generation allows you to optimize for collection of new leads on TikTok. Customizable instant TikTok forms are load nine times faster than 3rd party landing pages. Leads can be used to build custom audiences for retargeting and email marketing in advance of the holidays. [Learn more here.](#)

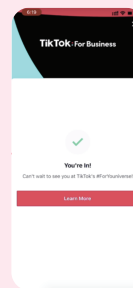
In-Feed Ad



Instant Form



Thank You Form



Your Holiday Checklist

Two 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 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 TikTokers react. You want them to discover your brand before big holiday moments, so you're top of mind as they start shopping. We recommend focusing on the Reach objective 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? Well 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? Try tapping into your community by adding Tok (i.e., BookTok) at the end.
- **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 [lookalikes](#) to find people who've already engaged with your business.

Set Your Budget and Bidding Strategies

- **Select your bidding method:** At the ad group level, pick the objective that aligns with your business goal. Our recommendation would be to use 'Lowest Cost' bidding if its 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.

- #### 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.

Your Holiday Checklist

One Week Out

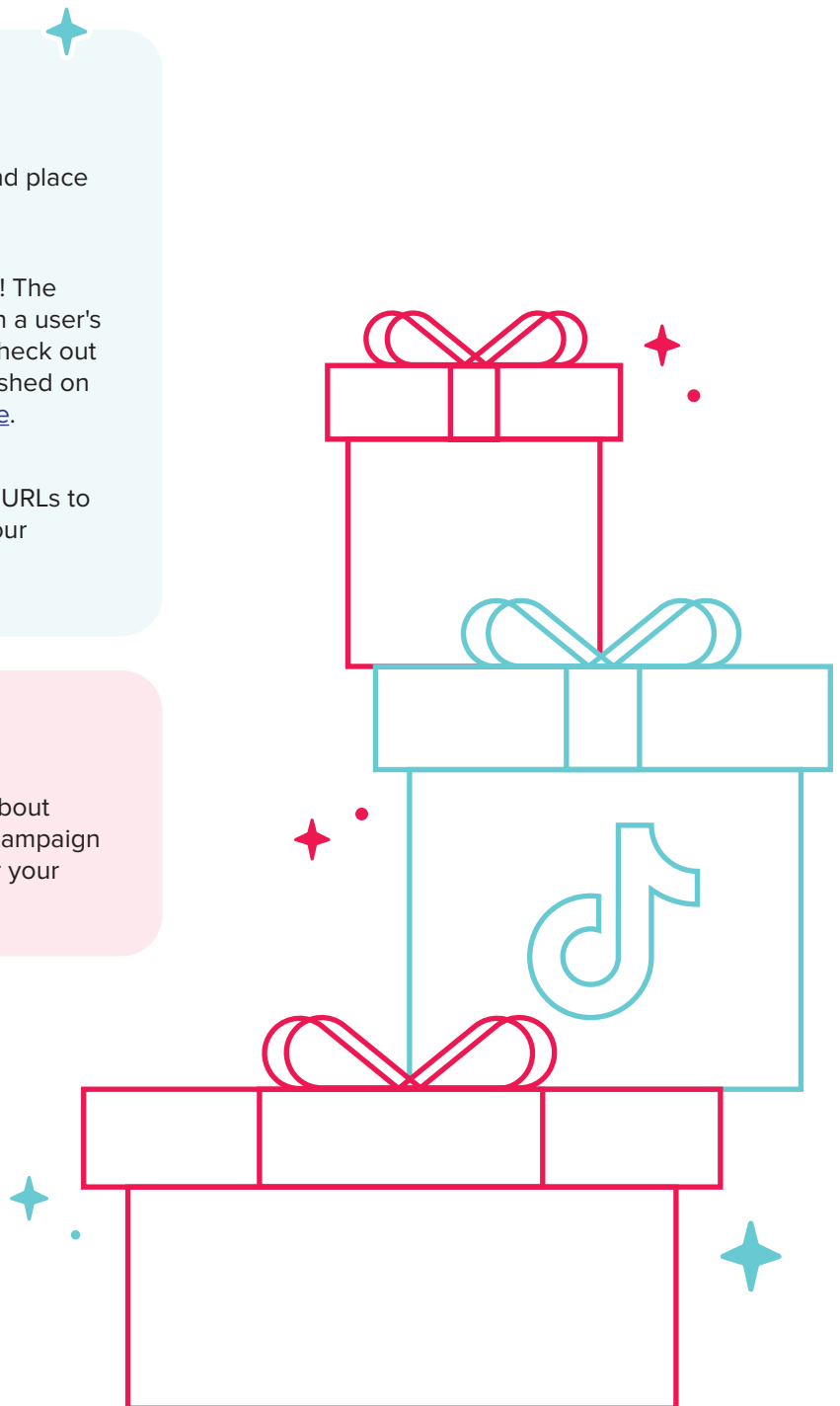
You've made it to the final countdown – one week before your campaign is live! Here's how to top your campaign off with the perfect, creative bow.

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, 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 optimize your campaign.

Here are some best practices to maximize your ad performance:

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.

For Conversion campaigns, optimize based on higher funnel events like Add-to-Cart or Page Views before moving down the funnel to optimizing for Purchases.

Regularly refresh your creative (every 7 days ideally).

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.

Make incremental changes to your bid and budget when you do make adjustments:

- 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.

Other Optimizations:



Adjust Your Target Audience

Broad audiences tend to perform much better than trying to go really narrow with targeting. Try to keep your audiences as broad as possible and consider utilizing a lookalike audience of your high-value customers.



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 "Page View" instead.



Diversify Creative

Use ad creative that fits TikTok's visual and editing style. Diversify creative to deliver 5-6 creatives per ad group.

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.



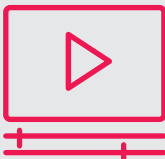
Video Templates

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, stickers, 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.



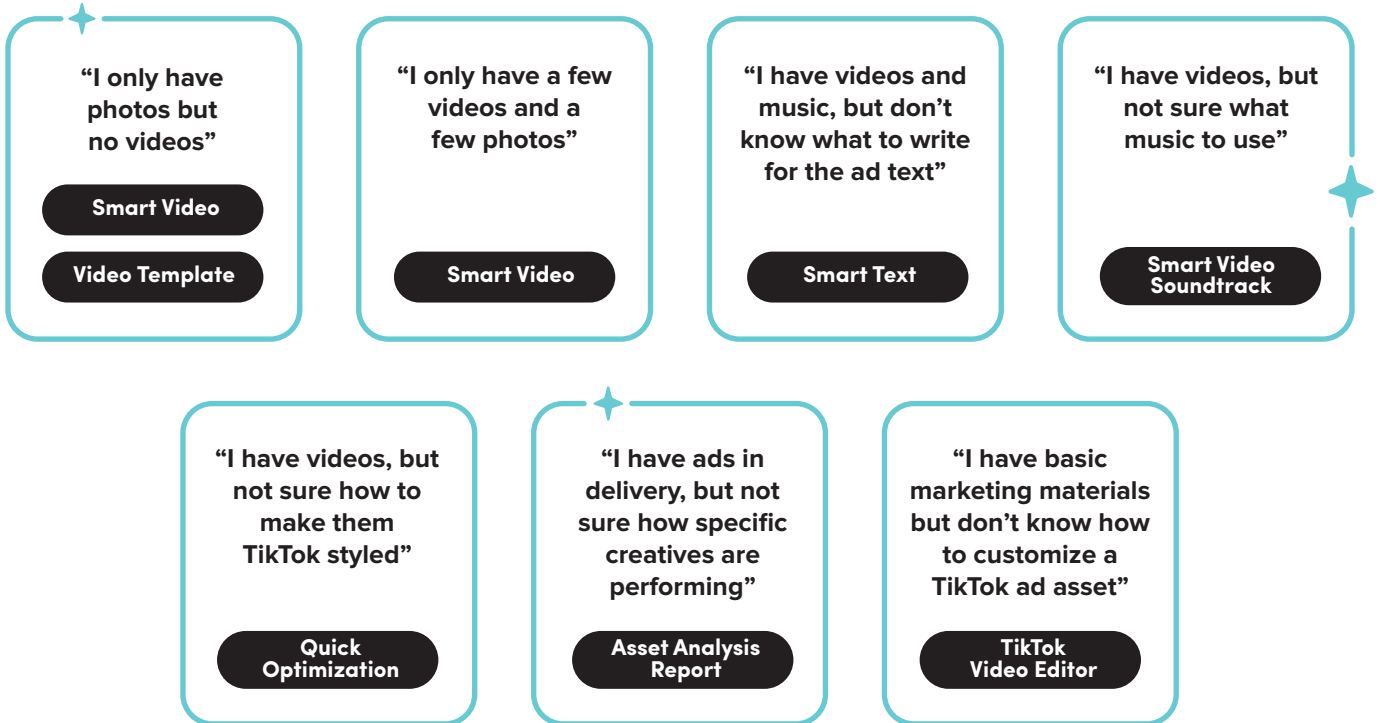
Automated Creative Optimization

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.



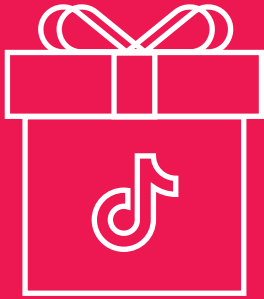
Use our Holiday Templates

We’ve got some holiday themed video templates for you within our Video Template Tool in Ads Manager to help get you started.

To access these holiday creative templates:

1. Log into TikTok’s ad platform at ads.tiktok.com
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.

Campaign Planner

Campaign Name:

Key Dates:

What are my campaign objectives?

- Discovery**
 - Reach
- Consideration**
 - Traffic
 - App Installs
 - Video Views
 - Conversions

How will I measure my objectives?

Who am I trying to reach?

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?

Suggested Holiday Timelines

Planning on activating during some of the most popular holiday moments? Use the suggested timeline below to help you plan your holiday campaign:

Fall Shopping & Festivals

| | October | November |
|--------------------------|------------------|----------|
| Planning | Oct. 15- Oct. 28 | |
| Creating and Defining | Oct. 29 - Nov. 4 | |
| Uploading and Activation | Nov. 5 - Nov. 11 | |

Winter Holidays

| | November | December |
|--------------------------|-------------------|----------|
| Planning | Nov. 20 - Dec. 3 | |
| Creating and Defining | Dec. 4 - Dec. 10 | |
| Uploading and Activation | Dec. 11 - Dec. 17 | |

New Years Celebrations

| | November | December |
|--------------------------|-------------------|----------|
| Planning | Nov. 26 - Dec. 9 | |
| Creating and Defining | Dec. 10 - Dec. 16 | |
| Uploading and Activation | Dec. 17 - Dec. 23 | |

Sources

1. TikTok Marketing Science US, Holiday Shopping Behavior Custom Research, conducted by Walnut Unlimited, October 2020
2. AppAnnie April 2021, US audience
3. Marketing Science Custom Holiday Survey via Suzy, June 2021, Base: Intended Holiday Shoppers, Question #9 n=851
4. Marketing Science Custom Holiday Survey via Suzy, June 2021, Base: US TikTok users Question #7, #8 n=357
5. TikTok Marketing Science Custom Holiday Survey via Suzy, June 2021, Base: US TikTok users Question #5 n=324
6. TikTok Marketing Science US, Custom Holiday Survey via Suzy, June 2021, Base: US TikTok users. Q10, n=1015
7. TikTok Marketing Science US, Holiday Shopping Behavior Custom Research, conducted by Walnut Unlimited, October 2020
8. TikTok Marketing Science US Time Well Spent Research conducted by Kantar, March 2021.



**Happy
Holidays!**

TikTok For Business