How will I measure my objectives?

Campaign Name: TikTok Marketing Science Global Authenticity Study, conducted by Nielsen (US n=1034, June 2020 & Russia, Brazil, Mexico, Argentina, Australia, Canada, China, France, Germany, Indonesia, Italy, Japan, South Korea, Spain, Thailand, UK & US n=1002, March 2021)

👉 Select up to three major holidays that best match your business
👉 Prioritize.

How to measure your objectives:

1. Sales
2. Website Traffic
3. Video Views
4. Reach
5. Lead Gen
6. Community Interaction
7. Traffic

Creative thought starters:

• What’s the tone and voice for my product/service?
• What trends do I like?
• How can I integrate TikTok’s community and culture into my campaign efforts?
• How will I measure my objectives?
• What’s the step-by-step timeline for my campaign?
• How will I engage TikTok creators and influencers?
• What kind of content will I create and what creative formats will I use?
• What strategies will I use to grow and engage my TikTok audience?

Top into seasonal marketing magic with TikTok

Creative thought starters:

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Web Events

Navigate to Web Events

Q1: January, February, March

1. January 22: Lunar New Year
2. February 14: Valentine’s Day
3. March 8: International Women’s Day
4. March 21: Spring Equinox
5. March 29: Earth Day
6. April 17: Tax Day
7. April 18: April Fool’s Day
8. April 19: Earth Day (India)

Q2: April, May, June

1. April 1: April Fool’s Day
2. April 17: Tax Day
3. May 1: May Day
4. May 14: Mother’s Day
5. May 25: Memorial Day
6. June 21: Summer Solstice
7. June 25: Juneteenth
8. June 26: Independence Day

Q3: July, August, September

1. July 4: Independence Day
2. July 21: Dog Days
3. August 1: August First
4. August 21: Total Solar Eclipse
5. August 26: Labor Day
6. August 31: Back to School
7. September 11: September 11 Memorial Day
8. September 22: Autumn Equinox

Q4: October, November, December

1. October 31: Halloween
2. November 11: Veterans Day
3. November 22-25: Thanksgiving Holiday
4. December 25: Christmas Day
5. December 31: New Year’s Eve
6. January 1: New Year’s Day

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