

 TikTok for Business

# Fashion

Playbook



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# 01

# Why TikTok?

# TikTok is growing fast, grow your business with us

Our hyper-growth entertainment platform is influencing the media landscape and presenting brands from all industries with unique and exciting opportunities. TikTok's ability to grab users' attention, combined with our effective advertising solutions, gives small and medium sized businesses the perfect conditions to grow.

TikTok has more than **one billion** active monthly users!<sup>1</sup>

Every day people around the world watch a **movie length's** worth of TikTok content with **35%** of users even saying they watch less TV since getting the app.<sup>2</sup>

**Source:**

1 TikTok Internal data global, July 2021

2 Marketing Science Global Time Well Spent conducted by Kantar March 2021

Why TikTok?

## Momentum

### Entertainment that connects

TikTok is the ultimate entertainment platform powered by a community with a unique mindset:

**75%**

come to the platform to be entertained.

**88%**

frequently discover new content they enjoy.

**52%**

learn about new products via video ads from both big and small businesses.<sup>1</sup>

 **TikTok** for Business

## Attention

### Engagement is TikTok's superpower

**46%**

of users engage with content on TikTok without distraction or multi-screening.

**35%**

spent more time on TikTok than on other video content platforms.<sup>2</sup>

## Effectiveness

### TikTok has the power & influence to supercharge your media mix

**52%**

of TikTok users that have come across SMB content on TikTok have gone on to make a purchase.<sup>3</sup>

**“ We have increased sales by 10% C Suite, SMB Advertiser, ES<sup>4</sup>**

**“ The results [from advertising on TikTok] were incredible and there were 1000 sales immediately Manager, SMB Advertiser, FR<sup>4</sup>**

### Small & Medium sized businesses are noticing the impact on sales from advertising on TikTok

**36%**

of SMBs say that advertising on TikTok has directly resulted in increased sales.

**1 in 3**

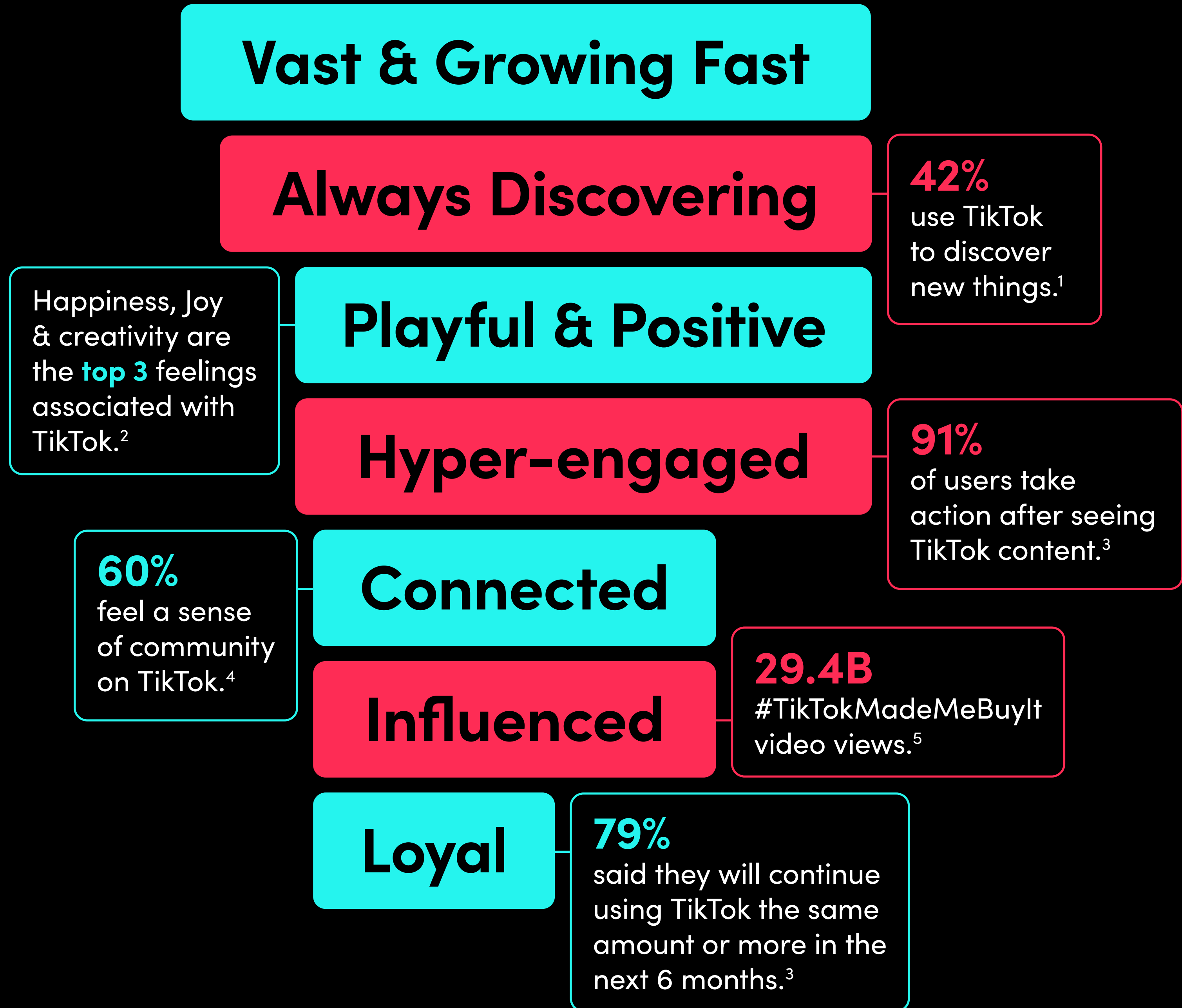


SMBs say TikTok is a 'must use' in their media mix.<sup>4</sup>

#### Sources:

- 1 TikTok Marketing Science EU Holiday Shopping behaviour Research 2020 conducted by Walnut Unlimited
- 2 TikTok Marketing Science US Authenticity Study 2020 conducted by Nielsen
- 3 TikTok Marketing Science EU SMB Consumer Research 2022 conducted by InSites Consulting
- 4 TikTok Marketing Science EU SMB Advertiser Research 2022 conducted by Advertiser Perceptions

# Our TikTok Community is



**Sources:**

- 1 TikTok Marketing Science EU Holiday Shopping Behaviour Research 2020, conducted by Walnut Unlimited
- 2 TikTok Marketing Science EU Understanding Authenticity, Happiness & Joy Research 2021, conducted by Flamingo
- 3 TikTok Marketing Science EU Time Well Spent Research 2021, conducted by Kantar
- 4 TikTok Marketing Science US Authenticity Study 2020, conducted by Nielsen
- 5 Global TikTok App Data November 2022

# 02

# Fashion × TikTok



## Dress it up on TikTok!

### There are a million ways for clothing businesses to succeed on #TikTokFashion

Trendsetting is no longer reserved for influencers and celebrities. Individuals are now owning their style on TikTok with pride. Our community is a reflection of the cultural shift that's changing the future of mass fashion.

## On TikTok Fashion means:

### Fluidity

Showing everyone that you are the combination of many versions of yourself that dress differently for each occasion, and that's ok!

### Experimentation

TikTok is that friend who helps you go for it and be brave. Dress how you want, and our community will support you! We are your private and endless cheerleader.

### Having a living LookBook

With endless looks and possibilities, TikTok is the place to discover styles that help you find your own voice.

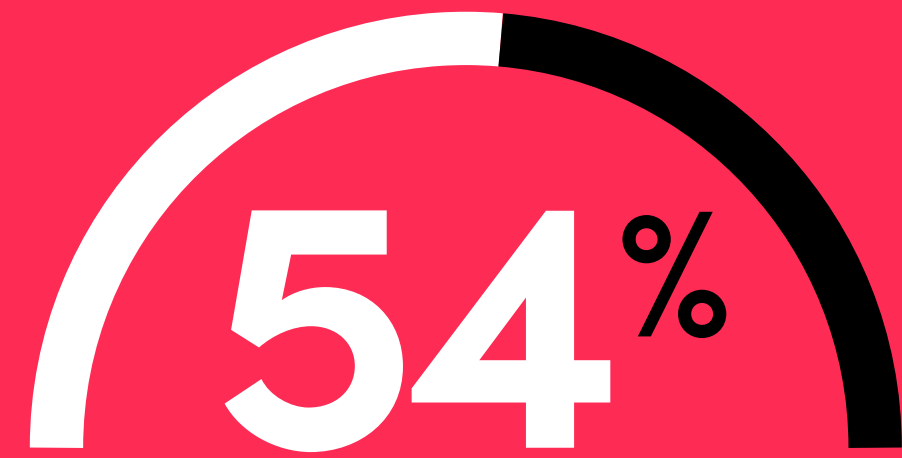
### Attire and attitude

Style is a way of life, and thanks to TikTok's subcultures, fashion is being democratized. Users have a collective voice, and the beauty of individualism is shared.

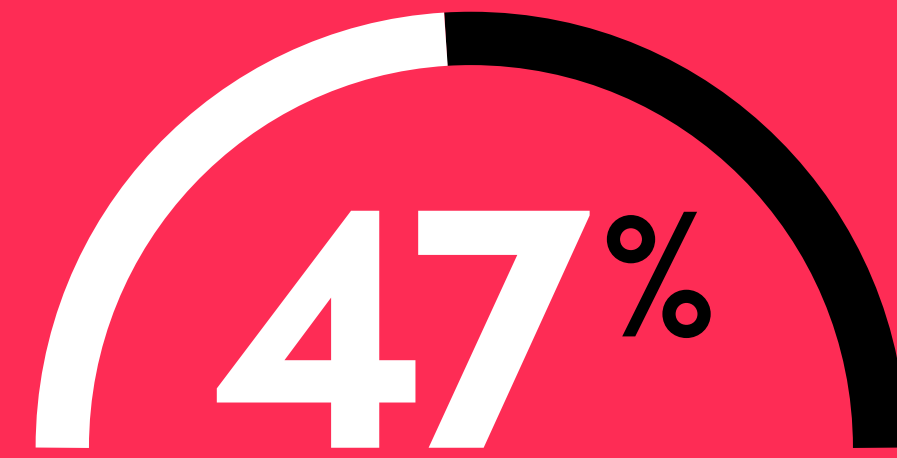
TikTok creators have conquered the most fashionable place in the world.



# TikTok drives both inspiration



of TikTok users on fashion journeys use the platform to **research and learn more** about new products or brands.<sup>1</sup>

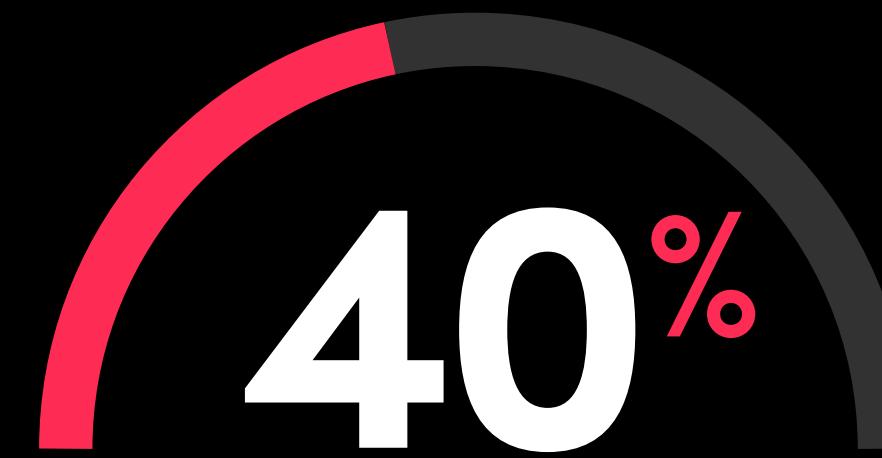


of TikTok users claim that TikTok played a role in **discovery and inspiration** to find out more about fashion products.<sup>2</sup>

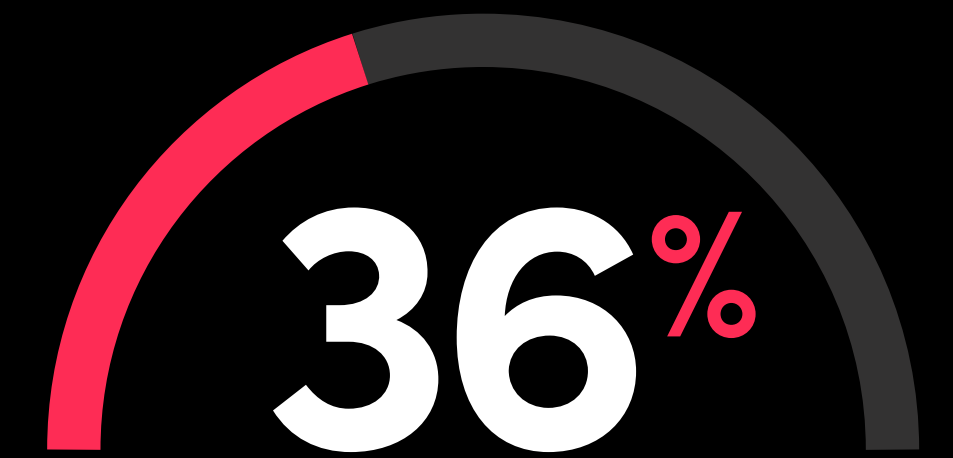


of TikTok users say that their For You feed is the **most likely to inspire them** to find out more about a fashion store.<sup>2</sup>

# and action



of TikTok users have **bought something** from a fashion store they saw on TikTok.<sup>2</sup>



of TikTok users on a fashion journey have **bought a product** because they saw it on TikTok in the last year.<sup>1</sup>



TikTok users are **1.2x more likely** to immediately buy something they discovered on the platform compared to other platforms.<sup>1</sup>



TikTok users are **1.5x more likely** to make an impulse purchase compared to other platforms.<sup>1</sup>

## Sources

- 1 TikTok Marketing Science Global Retail Path to Purchase conducted by Material August 2021 (N=13,206)
- 2 TikTok Marketing Science EU Retail Vertical Research 2021 conducted by Walnut Unlimited, Results for UK France Germany Italy Spain.

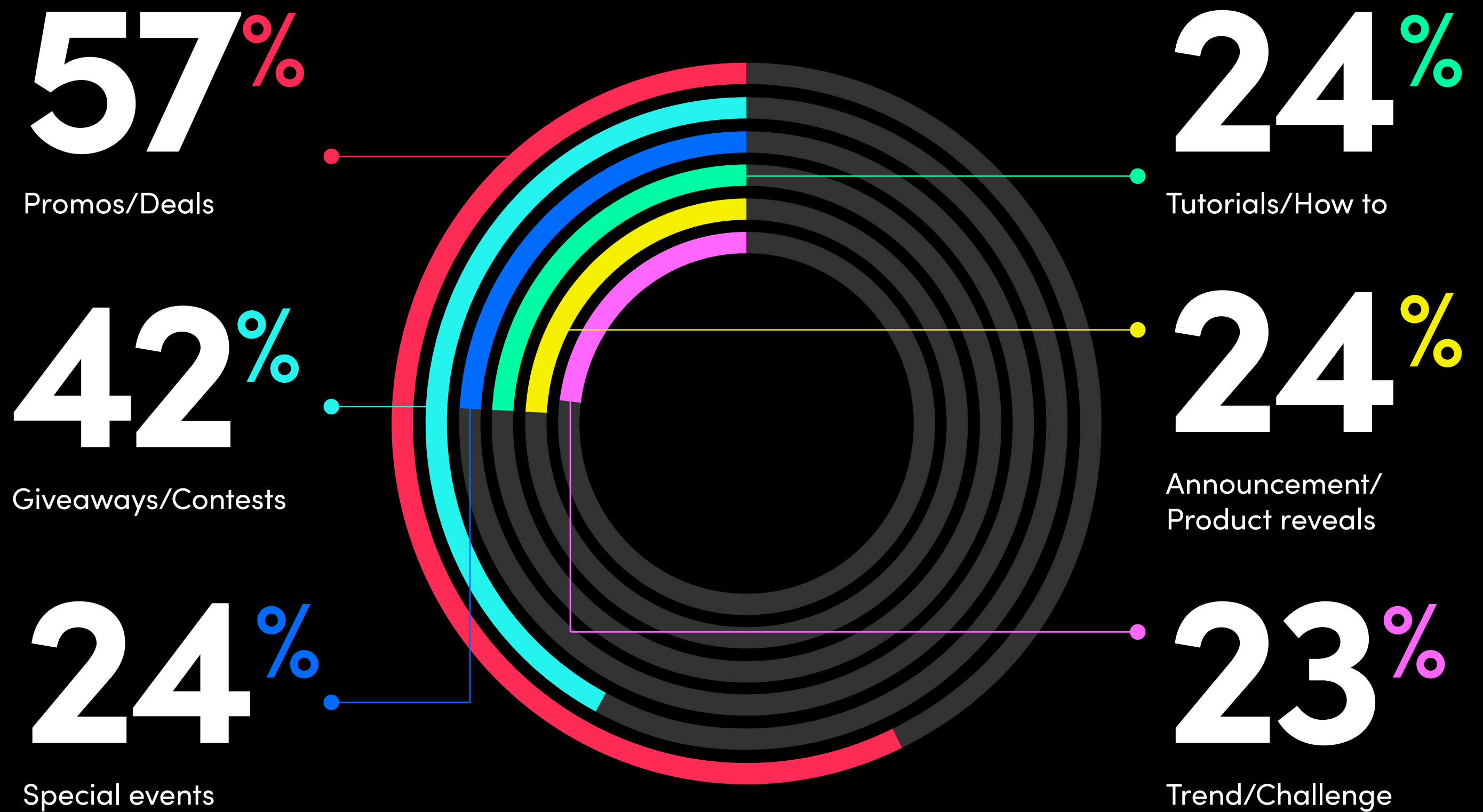
# It's your time to shine on TikTok

## Thought starters:

- 1 Get people excited by hyping up new launches and collections with In-Feed Ads.
- 2 Keep it relatable! Share inspirational shop-and-tell content in collaboration with creators using Spark Ads.
- 3 Drive discovery and inspiration for your brand with an organic content strategy to promote hero products.

# The Audience wants what it wants

What would users like to see from fashion brands & stores on TikTok?



## Content ideas to fuel your TikTok strategy

From showing off street style to delivering makeup tutorials and everything in between, there's an audience for your brand on TikTok. Explore the popular hashtags in your category and learn what content your audience is interested in.

Head over to our [Creative Centre](#) to see the most popular hashtags, trends, songs and ads the TikTok community loving right now.

**Source:**  
TikTok Marketing Science EU Retail Vertical Research 2021 conducted by Walnut Unlimited, Results for UK France Germany Italy Spain.

### Luxury

#### Popular hashtags:

#luxurylife  
#designerbrands  
#watchesoftiktok  
#luxuryshopping

#### Pro Tip

Our community loves to explore the good life, so show them what's possible with aspirational content with a BTS feel. Craft videos showing how products are made or authentic behind-the-scenes looks at fashion shows.

### Fashion

#### Popular hashtags:

#fashiontiktok  
#findyourstyle  
#OOTD  
#streetfashion  
#fashionchallenge  
#fashioninspo

#### Pro Tip

TikTok users love to show off their best, most trendy looks, so present them with a TikTok Video lookbook showcasing your hottest collection.

### Beauty

#### Popular hashtags:

#beautymusthaves  
#makeuptips  
#hairhacktips  
#makeuptutorial  
#makeuproutine  
#makeupchallenge

#### Pro Tip

Tap into your audience's passion for beauty tips by sharing your favourite product hacks straight from your business. Try makeup tutorials highlighting your key benefits and unique selling points.

# 03

# Case Studies

# SNOCKS expands to a fresh audience with TikTok's Shopify integration

## The Challenge

From the get-go, the popular German underwear brand SNOCKS has gone from strength to strength producing discreet socks and apparel with cutting-edge designs. To grow their customer base and expand to a fresh audience, SNOCKS teamed up with TikTok to run an exciting campaign using our brand-new Shopify integration.

[View full case study](#)

## The Solution

Shopify merchants can now create and run video ads on TikTok without leaving their Shopify dashboard. By managing and tracking the performance of their TikTok campaign, they can reach millions of users across Europe. SNOCKS released five entertaining and engaging In-Feed Ads to introduce the brand and drove users to their website with a promotion for 20% off purchases.

## The Results

The campaign went brilliantly! Their strategy generated 100 sales a week and an impressive cost per order (CPO) of 11€. SNOCKS successfully reached a new audience, and including the discount code added to their impact by creating over 150 conversions.

**11€**  
CPO

**150**  
Conversions

“ Brands are having to compete like never before to get the attention of buyers. The goal is for businesses to make it easier for buyers to discover their brands, and with this new TikTok partnership, Shopify merchants in the UK, France, Germany, Italy and Spain can connect with new customers in a way that can help them build their brand and drive sales.

**Shimona Mehta**  
Managing Director, Shopify EMEA



# Meet Me There boosts awareness and sales with TikTok

## The Challenge

Meet Me There is an Amsterdam based clothing brand that prides itself on trendy products and a strong connection with their customers. To increase conversions and build a relationship with their target audience, they partnered with TikTok to show off their brand and boost online shopping.

[View full case study](#)

## The Solution

Meet Me There used a savvy combination, focusing on Conversion and TikTok's new Collection Ads feature, giving users a seamless shopping experience and personalized product recommendations. Spark Ads also helped promote their own organic posts as In-Feed Ads. They worked with custom audiences and lookalikes and leveraged the TikTok App on Shopify to benefit from the one-click Pixel installation and Advanced Matching feature. On top of their own content, they looked to TikTok creators wearing and promoting their products.

## The Results

Meet Me There smashed it! 20,000 new followers, great user engagement in the comment section and an order value boost of 15%. In addition, they got over 10 million video views, reached over 11 million users and received 85,000 clicks with a stunning click-through rate of 81%.

Future plans include making content every time a new product comes in stock and increasing their TikTok advertising budget.

15%

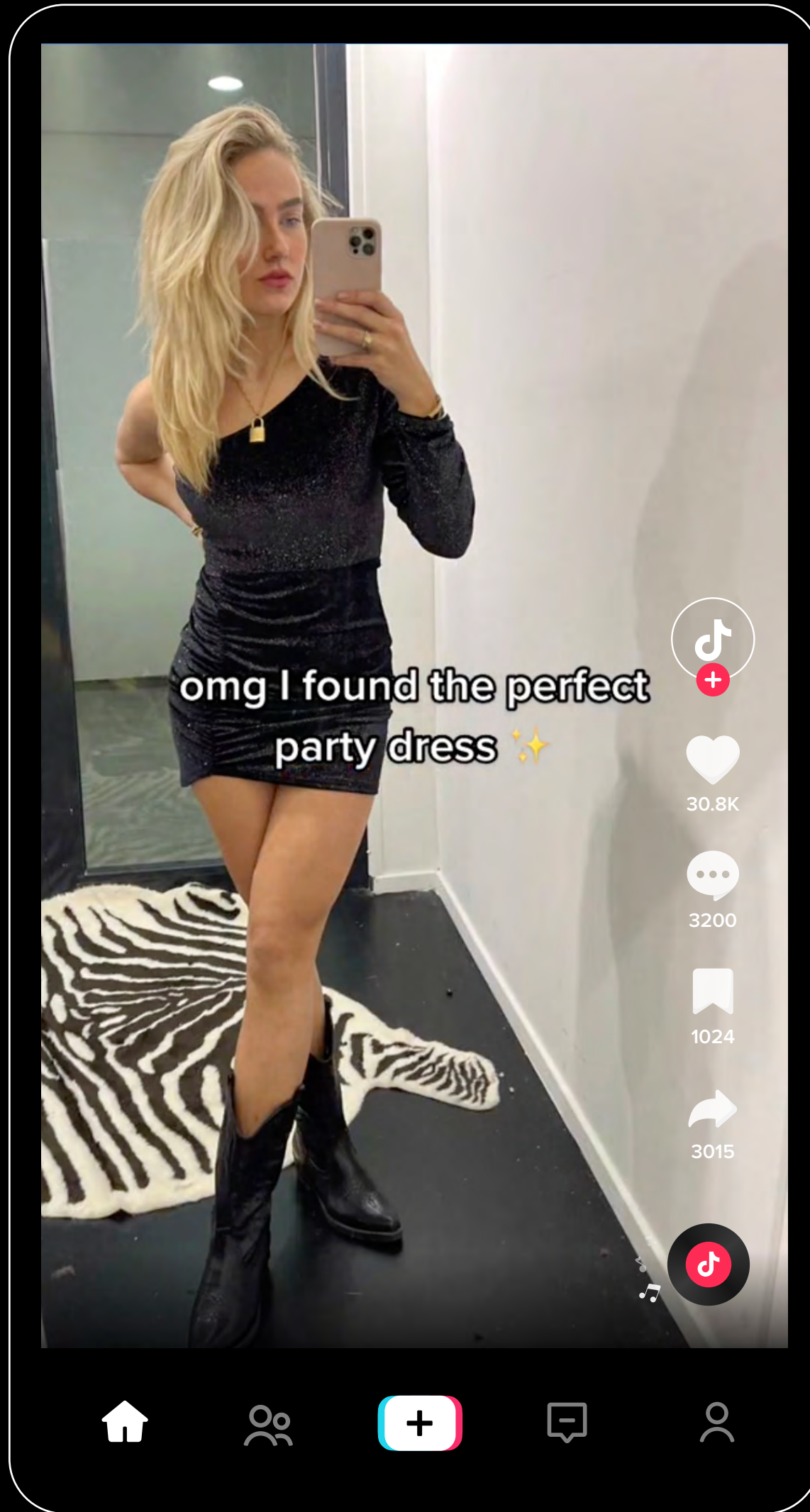
Increase in Average Order Value

100M+

Video Views

81%

CTR



# 04

# Products

# Level up with our e-Commerce platform integrations with **Shopify, BigCommerce, Ecwid, PrestaShop, WooCommerce**

Our platform integrations allow e-commerce merchants to add TikTok as a sales and advertising channel to their website. This streamlines the process of creating or linking TikTok's ad manager accounts, syncing their product catalogue and installing the TikTok Pixel to enable paid and organic visibility features. [Learn more here](#)





# Pixel

If you don't have an e-Commerce integration set up, make sure to set up the TikTok Pixel

The Pixel is a piece of code that you can place on your website that allows advertisers to share website visitor events to TikTok via a browser.

Whether your goals are conversions, traffic, or awareness, setting up your TikTok pixel will help you find new customers, optimise your campaigns and measure ad performance.

You can track important events throughout the entire customer journey, from page view to purchase.

Find out more about the TikTok Pixel [here](#).

# The Website Conversions Objective

Send people to your website, or TikTok Instant Page, to perform a specific action like making a purchase or adding an item to their cart.

When you create a campaign using the Website conversions objective on TikTok Ads, we will show your ads to people most likely to complete a specific conversion event on your website or TikTok Instant Page.

## Benefits of Website conversions

The Website conversions advertising objective enables you to:

- Drive traffic to your website or TikTok Instant Page.
- Optimize ad delivery against conversion events on your website or against “on-site” events on your TikTok Instant Page.
- Leverage our web measurement solutions like TikTok Pixel, Events Web API, and Advanced Matching to optimize ad delivery and track performance.
- Optimize ad delivery against Clicks, Conversion, and Value.

## How to use Website conversions

1. Set up one of our web measurement solutions on your website, like the TikTok Pixel.
2. Create a campaign on TikTok Ads Manager using the Website conversions objective.
3. Choose if you want to send people to your website or TikTok Instant Page.
4. Select your optimisation event (recommend to start with Add to cart or view content first)
5. Define who you want to see your ad.
6. Set up your budget and select an optimization goal.
7. Create a TikTok Instant Page, if necessary.

Then create and publish your ads.

## Value-Based Optimisation (VBO)

**VBO is a lower funnel optimisation tool that maximises Return on Ad Spend (ROAS) by targeting users most likely to spend more money.**

So let's say you have three postback values of £5, £20 £50, your VBO-enabled ad system will search for the users most likely to spend £50.

You have two bidding strategies at your disposal: Highest Value and minimum ROAS.

Find our more [here](#).

# A solution for every business

TikTok is a self-serve advertising platform designed for full-funnel marketing objectives.

Whether you want to drive awareness, engagement or purchase, our ad solutions cover the full marketing funnel.

## Develop your ads and boost your creative with **Spark Ads**

### What are Spark Ads?

The beauty of Spark Ads is they are a native ad format that allows brands to boost posts from their own Business accounts or Creator profiles as In-Feed Ads and can be managed directly in TikTok Ads Manager.

Unlike other ad formats, users can interact with Spark Ads, just like organic videos. Users can comment, like and share but also visit the brand's or the creator's profile associated with the video. And just like every other ad, you can add a call to action button to drive specific actions, like traffic to a landing page.

### How to bring your Spark Ads to life

As Spark Ads allow brands to use existing content, finding the right TikTok creative is key.

Here are three points to keep in mind before you start a new Spark Ads campaign:

- 1 Use the "Analytics" section of your Business Account to identify your best-performing content that delivers your brand message.
- 2 Pull in existing content that's been created via TikTok Creator Marketplace (TTCM) and posted on a TikTok Creator's profile.
- 3 Find and work with creators to develop new content that lives on your Business Account or their own profiles, which you can then boost.

## When to boost content

### Creator Account

Boost content from Creators' profiles if you:

- Don't have a Business Account but want ads to feel native to the platform.
- Want to tap into the creator's audience, community reach and creative expertise.

### Business Account

Boost content from your Business Account if you:

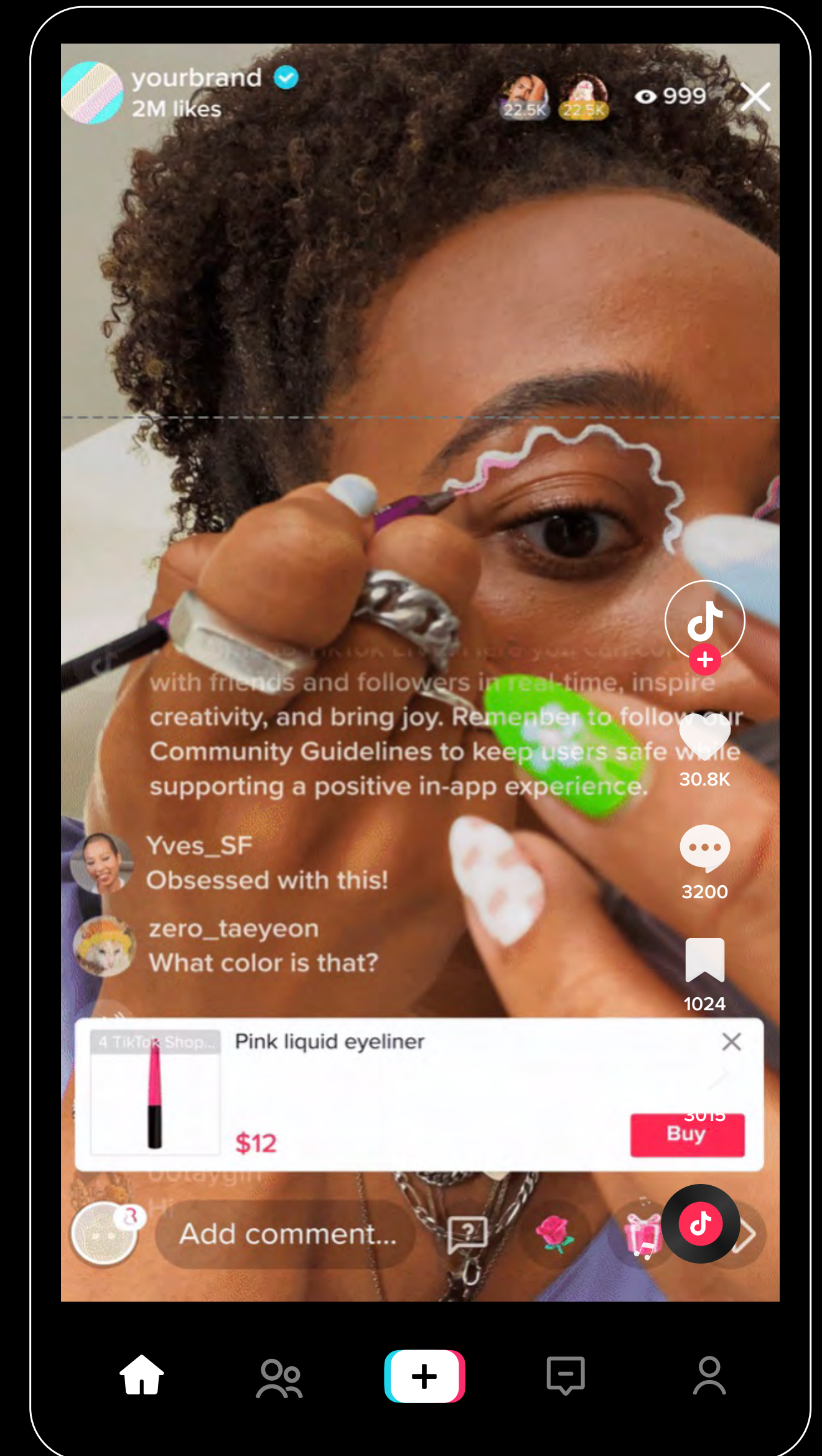
- Want to create more clear brand association with the campaign creative.
- Are building your brand's organic presence and community.

# Video Shopping Ads

Bring your business to life with our Shopping Ads solutions that make the most of your Catalog or TikTok Shop and put your product at the forefront.

From promoting holiday gifts to retargeting decorations left in cart – Video Shopping Ads is the solution for finding new customers and driving revenue during your biggest brand moments and sales periods this holiday.

Video Shopping Ads can be set-up through the Product Sales objective via your TikTok Shop (select markets only) or with your Product Catalog.



# 05

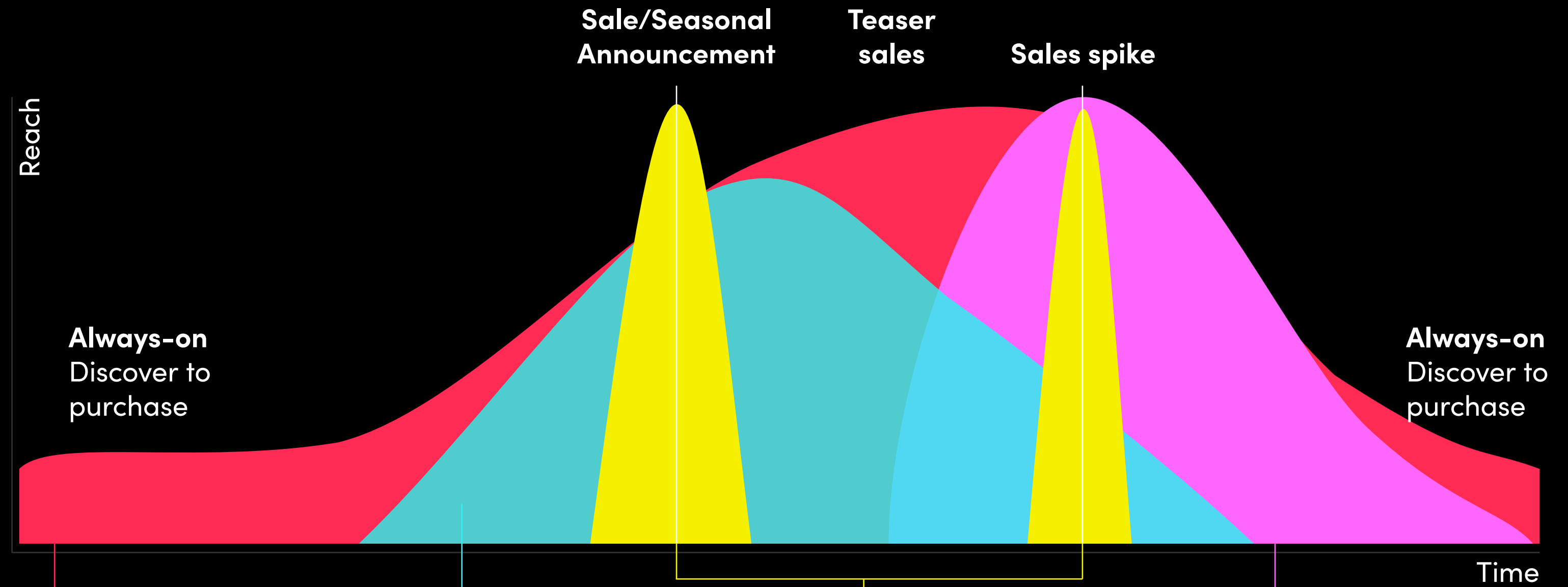
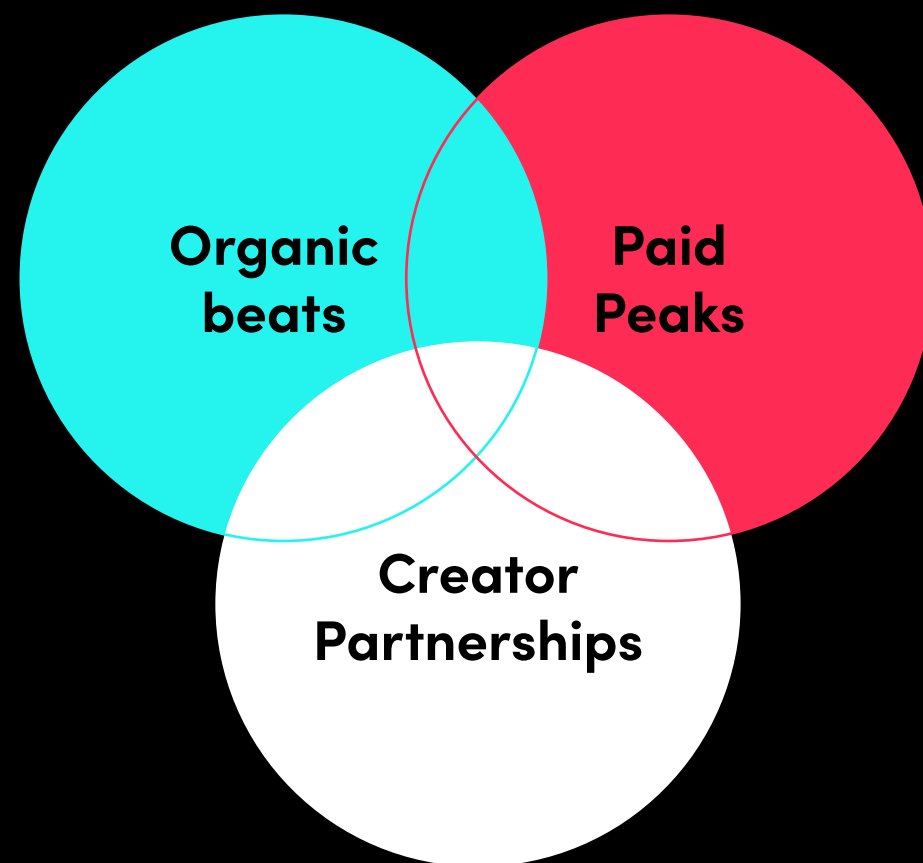
# Media planning

# A 360° strategy pays off

Engage with your audience on a regular basis with organic content. This will help build trust in your brand and give you deeper insights into what makes your audience tick.

Using evergreen content will teach you how to seamlessly transition to paid when you most need it.

A mix of organic beats, paid peaks and creator content is the key to finding your sweet spot with TikTok.



**Always On Prospecting**

- Use Spark Ads on the lead generation & conversion objectives to drive consideration & awareness.
- Test out additional objectives to compliment regular organic beats.

**Seed Audiences**

- Create momentum using custom and lookalike audiences.
- Use Collection Ads to lead users to an Instant Gallery page.

**Seize the Moment**

- Drive urgency around sales spikes with the Gift Code Sticker.

**Re-Engage**

- Retarget collected audiences with engaging messages and your best performing ad formats.

# Key Calendar Moments

Q1

Q2

Q3

Q4

# Occasions to plan for

1 Jan	New Year's Day	1 Apr	Cannes Film Festival	Aug	Copenhagen Fashion Week	6 Oct	Halloween
16 Jan	Blue Monday	7 Apr	First Day of Summer	Sep	End of Summer	Oct	Black Friday
Jan/Feb	Chinese New Year	27 May	Pride Month	Sep	Back to School*	Nov	Cyber Monday
Jan	Arab Fashion Week (Men's)	28 May	Father's Day*	Sep	London Fashion Week	11 Dec	Green Monday
Mar	Arab Fashion Week (Women's)			Sep	Milan Fashion Week	25 Dec	Christmas
Feb	New York Fashion Week			Sep/Oct	Paris Fashion Week	31 Dec	New Year's Eve
14 Feb	Valentine's Day						
Mar	Mother's Day*						
Mar	L.A. Fashion Week						

# 06

# Tips for success



**What to keep  
in mind** when  
creating TikToks

**Be  
Real**



**Be  
Proactive**



**Be  
Personal**



**Be  
Inclusive**



**Be  
Fun**



**Be  
Native**



# Creative Tips for making TikTok Videos

**The best way to succeed on TikTok is by creating authentic content that aligns with the community. If you want to build creative that converts, it must feel native to the platform. Here are 7 tips to help you produce high-quality content for your TikTok ads.**

## **Tip 1:** **Go full-screen**

Videos using the full 9:16 aspect ratio see a significant boost in impressions compared to videos that fit poorly on the screen.<sup>1</sup> This makes the immersive full-screen experience TikTok provides the ideal format for your video content.

So if you have some existing business content you'd like to repurpose, check out our creative tools to help format it to work best on TikTok.

## **Tip 2:** **Make some noise**

Sound is essential to the TikTok experience. You can choose music, voice-over or a mix of both to accompany your video. The rhythm, style and mood of your music selection can help convey your brand image or product information. You can simply browse the royalty-free **Commercial Music Library** directly in the TikTok app to find the perfect soundtrack for your ad.

## Creative Tips for making TikTok Videos

### Tip 3: Keep it short and sweet

The length of your TikTok videos should align with your message, but overall, shorter videos perform better, so keeping them brief pays off. In-Feed video ads can be 5–60 seconds but 21–34 seconds is the recommended length for In-Feed advertising<sup>1</sup>.

### Tip 4: Lo-Fi works best

The beauty of creating TikTok content is that you don't require a big production budget. All you need is a mobile phone with a camera to start creating. Our built-in offerings, effects, sounds and immersive full-screen videos are more than enough to make your content TikTok-worthy.

But just to be clear: Lo-Fi does not mean low quality. The overwhelming majority of top-performing TikTok video have a resolution of 720p or higher.

### Tip 5: Show & Tell

Your promotional content should feel native to the TikTok experience, so here are a few ways to deliver your key business messaging:

- Address your audience on camera.
- Include a spoken voice-over or speech-to-text.
- Make your video more accessible by including closed caption.

Mix and match these tools to create an engaging TikTok ad and drive your message home.

### Tip 6: Use trends to spark creativity

Look to trending TikTok videos as inspiration for your ad creatives.

Check out our interactive hashtag tracker Popular Trends to find out what's hot on TikTok this week or month.

### Tip 7: Collab with Creators

TikTok Creators know how to make your branded content shine. Our [Creator Marketplace](#) features thousands of creators at a range of price points. You can filter your search by content topic, follower count, location and more to find the perfect creators to tell your story<sup>2</sup>.

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#### Sources:

- 1 Data Source: Decision Tree Model based Ads Creative Performance Research, May – July 2021
- 2 Note: For detailed information about TikTok's branded content toggle and our policies regarding what can be posted as branded content on TikTok, please refer to our [Branded Content Policy](#).

# Thought starters

## 1 Showcase your Best-Sellers

Introduce TikTok users to your hottest item. Focus your ad on one best-selling product/service and amplify your top selling points by explaining why it's so popular.

### Thought Starters:

**Lead with a hook.** What stand-out statistic do you want to share with prospective customers? For example: "The item with the 1000-person waitlist is back!", "This item has sold out five times", or "Thousands of people have already signed up for this service."

Why is this product/service so popular? **Give users the lowdown** on why so many people have purchased it.

**Show the product in use** to highlight its best features.

## 2 Talk to Happy Customers

Testimonials are a great way to gain trust and credibility with your audience. Encourage happy customers to post a review of your product/service and tag your business. To amplify your top online reviews, use in-app TikTok features like text overlay and voiceover.

### Thought Starters:

**Feature reviews** that speak to:

What **convinced** them to purchase your product/service.

Top **benefits** they're experiencing since their purchase.

How **easy** it is to use your product/service

**Why** they think users should try your Product/service.

## 3 Go Behind the Scenes

TikTok users love learning how things are made. Show the human side of your business by giving users a glimpse of what it looks like behind the scenes.

### Thought Starters:

**Show the process** of making your product. Create a more personal connection with your audience by showing how much attention, effort and care goes into the production.

**Film** orders being packed. It's the opposite of an unboxing video but just as satisfying.

Authenticity is king on TikTok, so go **behind the scenes** of a photo, or commercial shoot. If you're producing content planned for other channels, use the opportunity to get unfiltered behind-the-scenes content for TikTok.

## 4 List it out

A quick and easy way to show up on TikTok is to list out what you want to say. Whether you're listing top selling points or ways to use your product, putting the information in a list format is an easy template for content creation. An added bonus is that lists make it easy for your audience to remember the benefits of your product.

### Thought Starters:

**5 reasons you need** this (service) in your life.

**3 reasons why** (beauty product) is the best thing in my make-up bag.

**5 ways to style** (clothing or accessories product).

## 5 Work into a Daily Routine

Connect with your audience by showing your product/service in the context of their daily lives. This will help demonstrate your product benefits in an engaging and relatable way.

### Thought Starters:

Showcase a versatile item **with many uses** throughout the day.

Show how your product/service **fits into** a daily routine.

Show how your product/service **helps with** daily challenges.

 **TikTok** for Business

# Thank you!

**Reach out to your TikTok Sales Rep to  
supercharge your advertising strategy today.**

Not advertising with us yet? [Sign up](#) to TikTok Ad Manager today.