

 TikTok for Business

Travel

Playbook



Table of Contents

- 01 Why TikTok?**
- 02 Travel × TikTok**
- 03 Case Study**
- 04 Products**
for success in your vertical.
- 05 Media Planning**
How to prepare for your key seasonal moments.
- 06 Tips for Success**

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!¹

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.²

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.¹

 **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.²

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.³

“We have increased sales by 10% C Suite, SMB Advertiser, ES⁴

“The results [from advertising on TikTok] were incredible and there were 1000 sales immediately Manager, SMB Advertiser, FR⁴

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

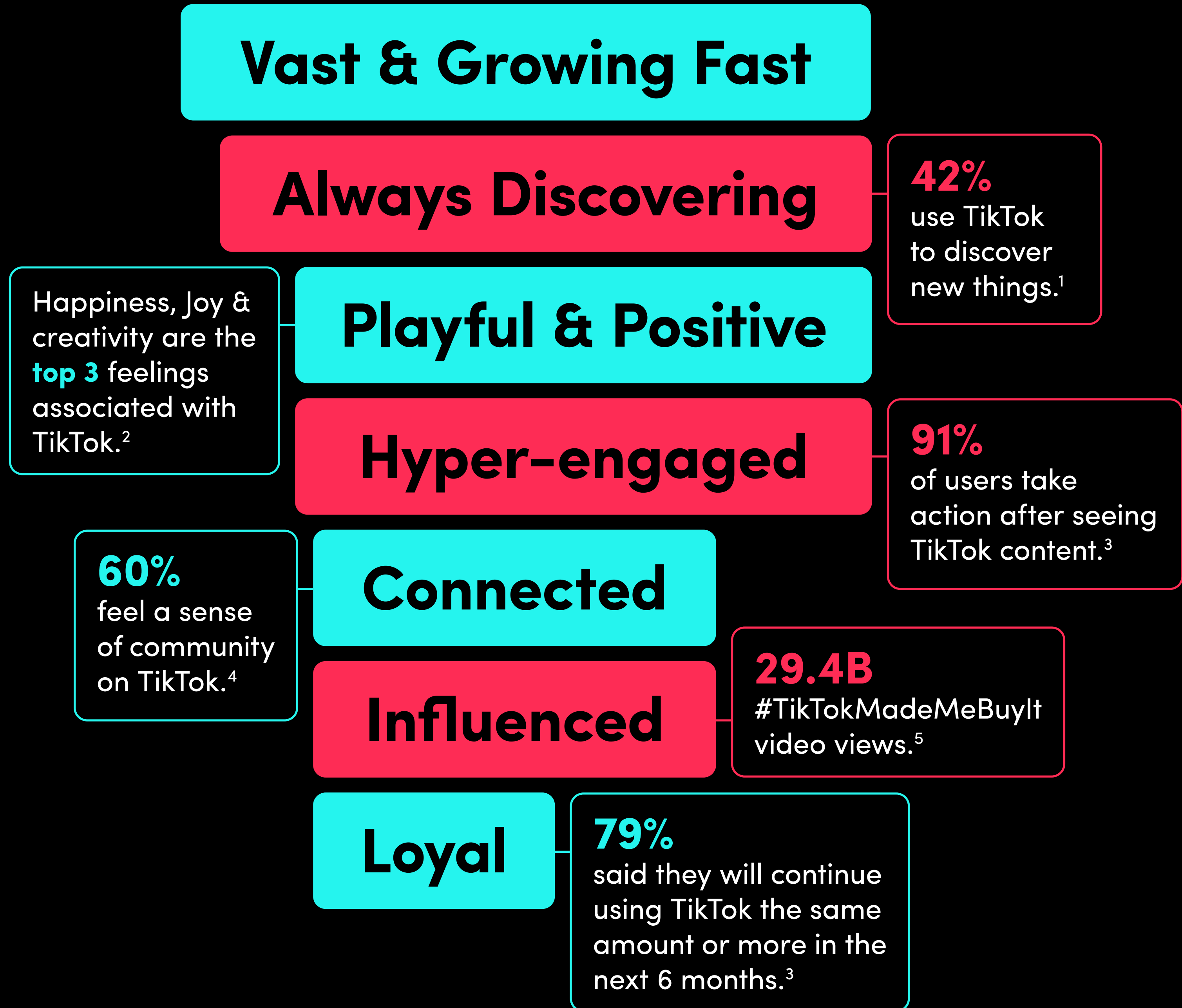


SMBs say TikTok is a 'must use' in their media mix.⁴

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 EUI SMB Consumer Research 2022 conducted by InSites Consulting
- 4 TikTok Marketing Science EUI 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

Travel x TikTok

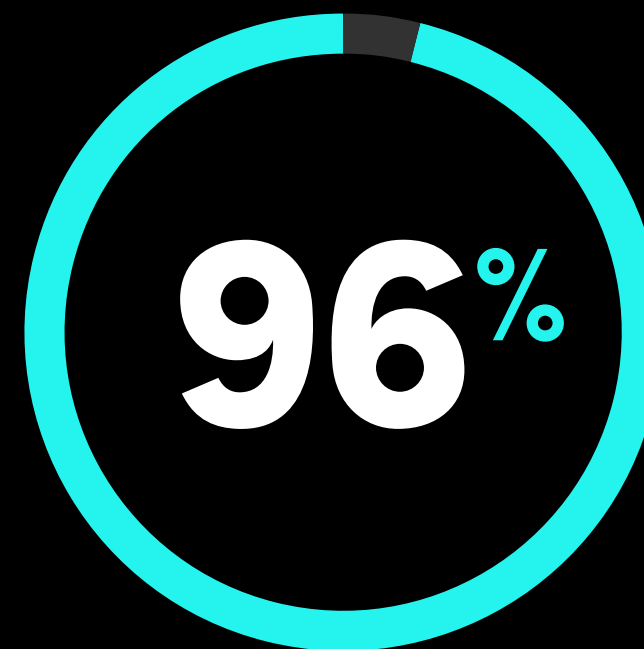


Travel on TikTok

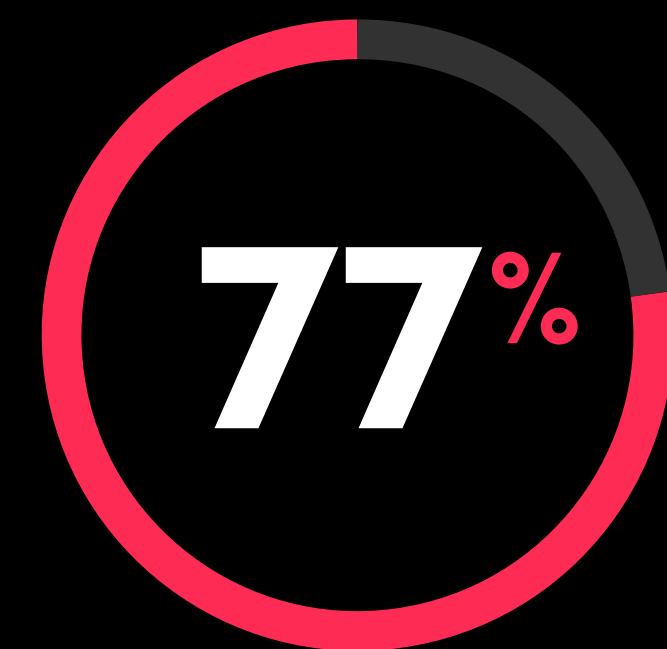
Our desire to explore new destinations is growing, and thanks to TikTok, it's never been easier to discover new places. TikTok brings **authenticity** and **spontaneity** to travel. You don't just get white sandy beaches and amazing sunsets; you also get tropical thunderstorms and the mishaps people find themselves getting into.

Traditional travel content has been reimagined for TikTok's short, vertical, sound-on video canvas. Travellers are fusing travel content with their passions. Travel content intersects with entertainment, food and drinks, well-being and sports.

Now, travel brands are crafting **fresh voices** to reach the next generation of **travellers**.



of TikTok users think that 'travel is important to them.'¹



of users agreed that TikTok played a role in travel discovery & inspiration. TikTok inspires **74%** of unplanned & **15%** of impulse purchases of travel-related products or activities.²

Sources:

1 TikTok Marketing Science EU Travel Vertical Research 2021 conducted by Walnut Unlimited

2 TikTok Marketing Science EU Travel Vertical Research 2021 conducted by Walnut Unlimited

TikTok is home to a diverse group of travel lovers

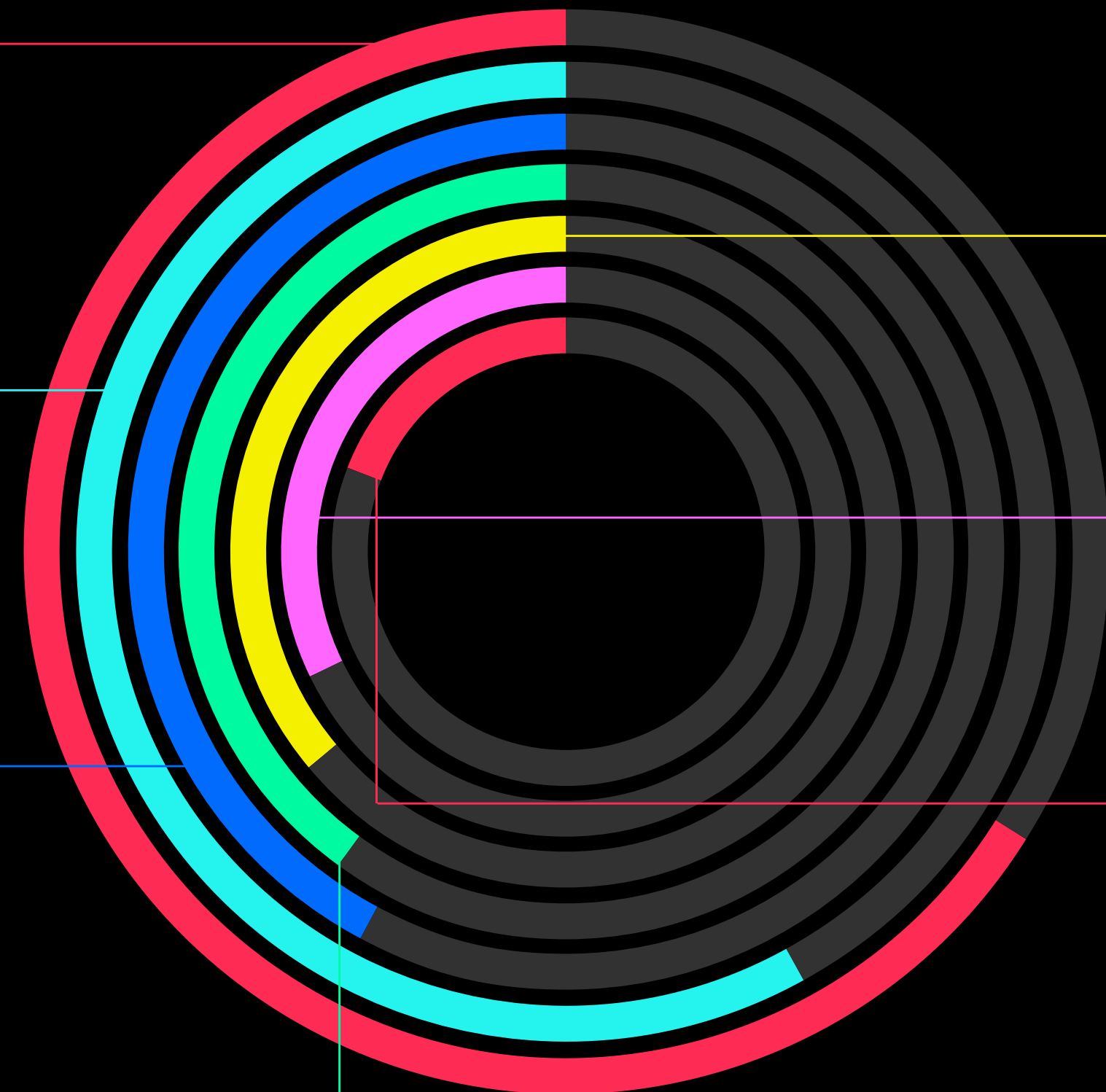
Who are looking for:

66%
relaxing holidays

58%
city breaks

42%
activity holidays

40%
back to nature/
basics holidays



36%
budget holidays

32%
luxury holidays

19%
cruise holidays

Thought Starters for Travel Campaigns

Packing tips.

Hotel wish lists.

Night out in expensive home city versus what a cheaper trip away gets you.

Highlight the best things about a foreign or domestic destination. **Work with local creators** to highlight the best hotspots.

Tips for nervous flyers.

Ask questions, encourage discussion, i.e. aisle or window? What do you buy in duty-free? What are your travel must-haves?

Travel stories – duet your weirdest, funniest and wildest travel stories.

03

Case Study

Helping **SunExpress** build brand awareness across Turkey and Germany

The Challenge

SunExpress is a Turkish-German airline based in Antalya, operating scheduled and chartered passenger flights to over 50 destinations worldwide. As the world adapts to the challenges faced by the pandemic, they decided to launch an upbeat campaign through TikTok – spreading a little joy to their potential customers.

[View full case study](#)

The Solution

SunExpress partnered with Territory Media, to launch a light-hearted In-Feed Auction Ad designed to spread brand awareness whilst reaching the brand's target audience. Through a highly engaging and entertaining video highlighting the joys of air travel, SunExpress's original content captured the spirit of flying, and how travelling with them can be your "ticket to happiness."

When you're trying to reach a particular group, TikTok In-Feed Auction Ads are easy to set up and offer a lot of flexibility. By allowing you to control the costs of your campaign through TikTok Ads Manager, In-Feed Auction Ads mean brands can reach the right audiences for the most efficient spend. And what's more, all you have to do is choose your targets, then let the platform's algorithm find the best way to reach the campaign's goal.

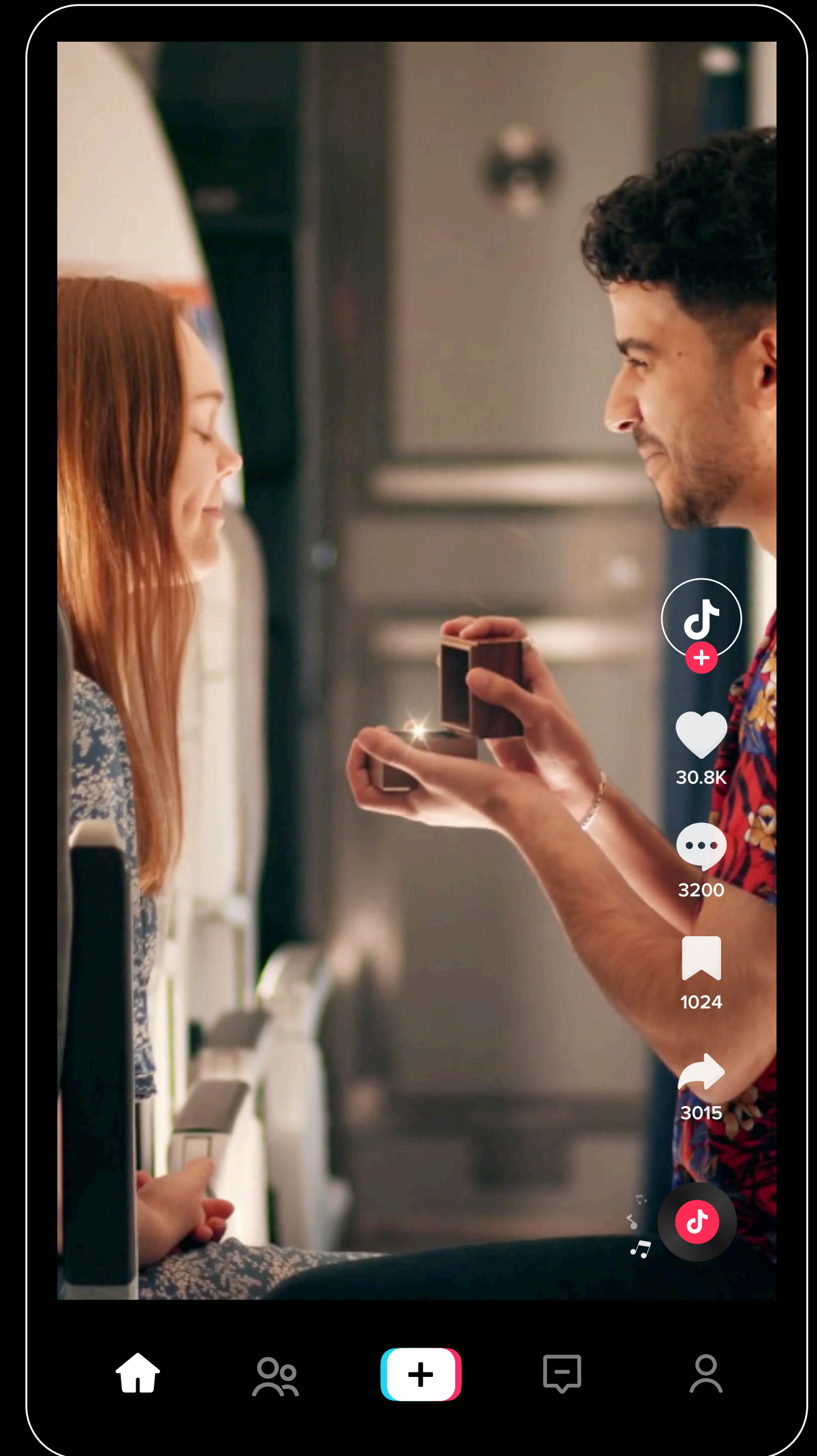
The Results

The SunExpress Auction Ad reached more than 33 million travel-thirsty people in the short time, fulfilling the airline's campaign budget in the most efficient way possible – with no duplicates across the audience. The click-through rate for the In-Feed Ad was very impressive, resulting in over 120,000 users visiting the SunExpress landing page. Due to these stunning numbers SunExpress decided to employ an always-on approach on the auction platform for the remainder of the calendar year.

33M+ **120K**

Impressions

Clicks



04

Products



Lead

Generation

What is Lead Generation?

The Lead Generation is an advertising objective that allows you to create interest in your business while collecting information to convert prospects into customers. This means potential customers submit information to your business, so they can be contacted later to make the final sale. With Lead Generation Ads, quality leads are delivered directly to you, saving your business time and money.

Are TikTok's Lead Generation solutions right for my business?

Our Lead Generation solutions help businesses of all sizes grow their customer base. Our unique, engaged audience, flexible form options and efficient Customer Relationship Management (CRM) integrations, allow businesses from all sectors to discover people who want to hear from them on TikTok, saving your business time and money.

How does it work?

With just a few taps, new potential customers can safely share their information with you. We support two ways to collect leads on TikTok: create an in-app Instant Form or use your own existing website form.

If you are unsure about which solution you should use, here is a bit more information to help you. →

In-App Instant Form

Decrease friction for potential leads and qualify them later.

Good for:

- Giving users a hassle-free form experience.
- Building customer/email lists.
- Getting instant leads.
- Receiving leads to your existing CRM setup.
- Forms with <10 questions.

Find out more [here](#).

Your Website Form

You already have a lead form on your website with qualifying logic built in.

Good for:

- Boosting traffic to your site.
- Qualifying leads via your site.
- More detailed qualifying info/questions.

Find out more [here](#).

For website forms you will need to install a pixel. Find out more on the next page.

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](#).

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.

05

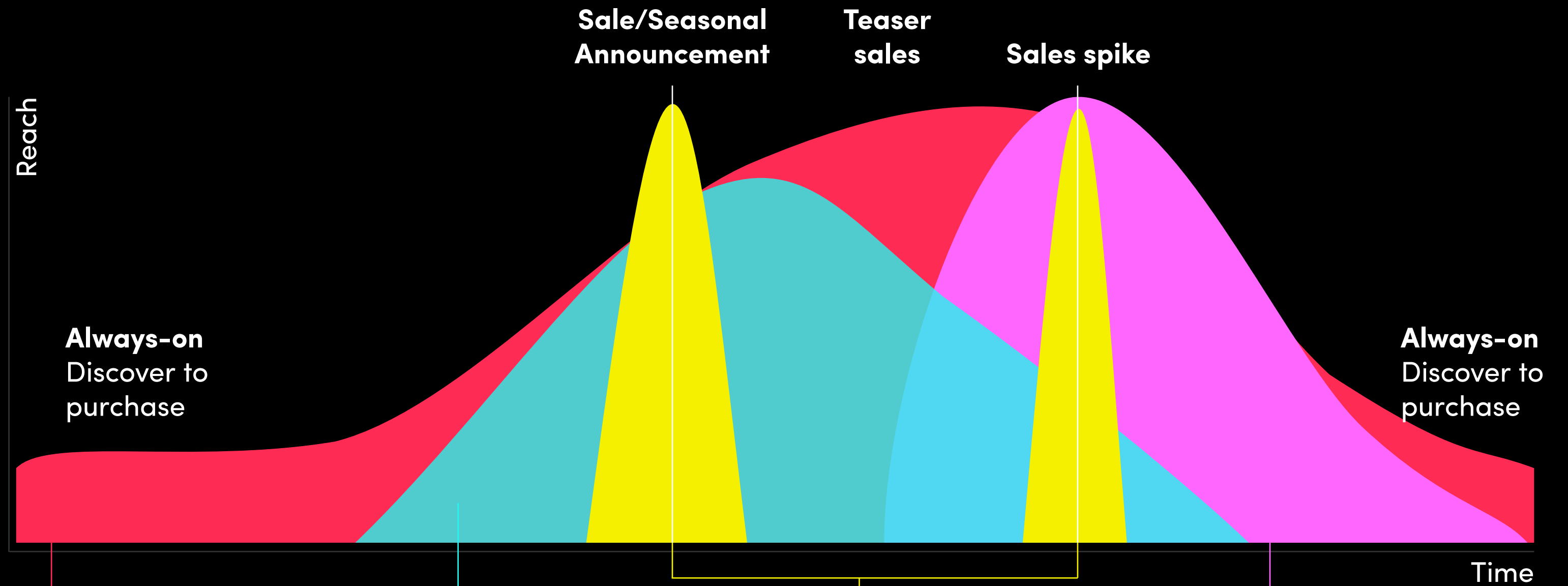
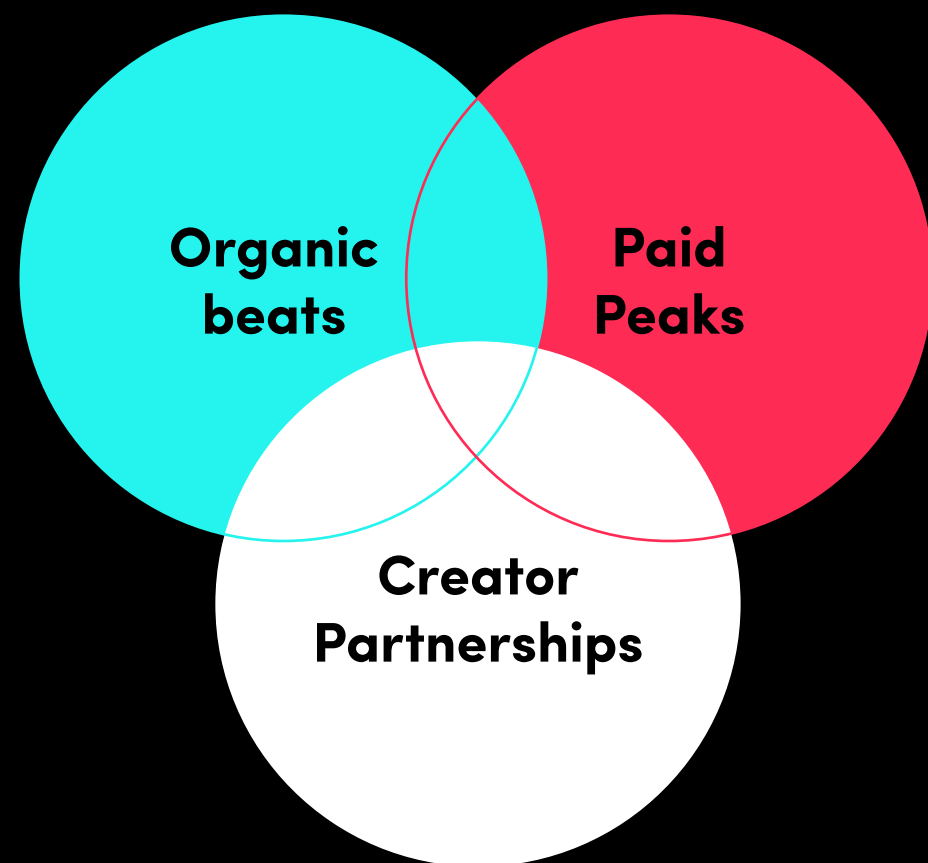
Media planning

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.

Seize the Moment

- Drive urgency around key moments using Interactive Add-Ons.

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

Feb Venice Carnival

Feb Mardi Gras

14 Feb Valentine's Day

Feb Rio Carnival

Sustainable Tourism Awards

8 Mar International Women's Day

17 Mar St Patrick's Day

Mar First Day of Spring

Mar Ramadan begins

1 Apr April Fool's Day

7 Apr World Health Day

Apr Eid al-Fitr

22 Apr Earth Day

May Cannes Film Festival

3 Jun World Bike Day

5 Jun World Environment Day

Summer Sales

Jul Tour De France

4 Aug World Beer Day

Sep End of Summer*

Sep Back to School*

27 Sep World Tourism Day

18 Oct World Tourism Fair

31 Oct Halloween

Nov Black Friday

7 Dec International Civil Aviation Day

Winter Time*

End of year sales

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.¹ 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 advertising¹.

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 story².

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.