



The Marketer's Guide to TikTok for Business



Popular video-based social media platform TikTok has transformed. Initially, it was a viral app for young people. Now, it's that and a business hub for organizations seeking the most innovative platform to connect with highly engaged audiences of all ages.

Over the past few years, TikTok has grown to become the first non-Facebook app to reach 3 billion global downloads. Not only does this platform boast the lion's share of social media users, but the highly individualized algorithm has led to users spending an average of almost an hour and a half every day on TikTok.

Businesses now have the opportunity to inspire, educate, or entertain folks in a given niche, no matter how specialized. "Corporate TikTok" and "Marketing TikTok" have almost 600M combined views, and are led by personalities like [@corporatenatalie](#) and [@rod](#) who have struck a chord with the #WFH audience on social (Natalie even has [her own merch!](#)) Educational TikTok content on Excel has garnered billions of views and created a vibrant community of influencers.

Initially dismissed by some businesses as just a passing fad or an irrelevant platform having its time in the spotlight, TikTok offers much more to brands than initially meets the eye. It's a low-cost, high-visibility way to conduct influencer campaigns, break into the current conversation, run targeted ads, and launch new products using TikTok For Business.

To capitalize on this staggering growth, brands of all sizes should take this as a sign to begin drafting their TikTok marketing strategies.

Let's explore what goes into using TikTok for business and best practices for using TikTok in brand marketing.

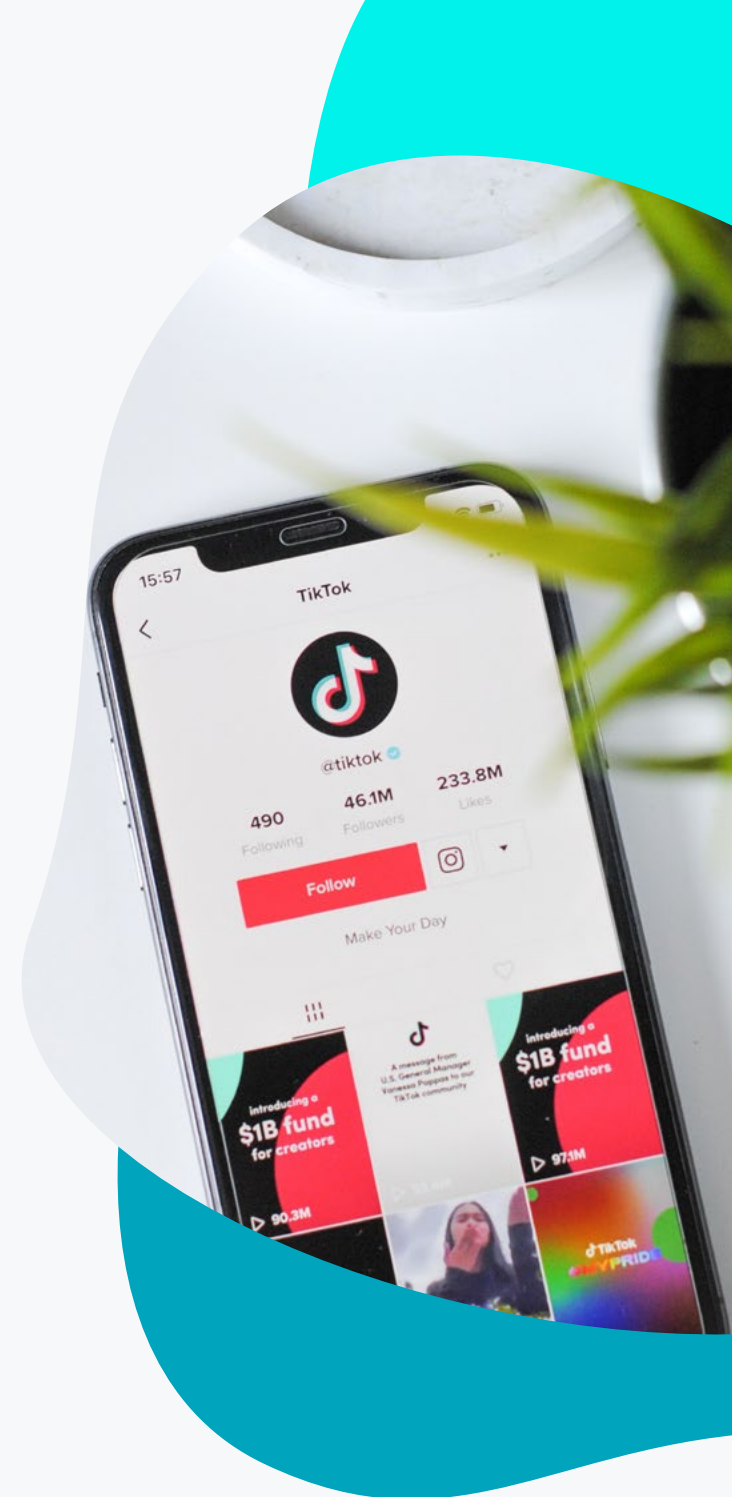


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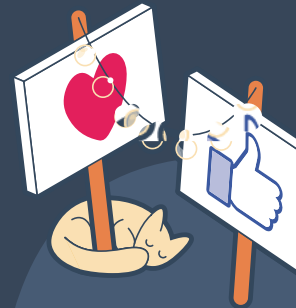
Master the Art of Social Media

Learn how to build an effective inbound social media strategy

HubSpot's Social Media Marketing Certification includes lessons to help you understand the latest social media strategy and tools. You'll come away with the skills needed to feel confident managing social strategy.

Lessons cover topics including:

- How to build brand loyalty, attract new customers, and create social content.
- Social media listening and monitoring tactics.
- Building one-on-one relationships on social media.
- Measuring the ROI of social media marketing.
- And more!



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CHAPTER ONE

What is TikTok?

Although it first emerged under a different name, the root of what makes TikTok such a successful platform existed from the start. For those first couple of years, the app we now know as TikTok existed as Musical.ly – a video sharing social media app that allowed users to upload and stream videos up to 15 seconds long. Many looked at TikTok as a similar platform to Vine, but strategically, TikTok focused on trending audio and capitalized on video features not offered by Instagram or Twitter at the time.

While Musical.ly caught on quickly with an initial user base of over 100 million, the short-form video sharing platform wouldn't grow significantly until 2018, when it was purchased by ByteDance, a notable Chinese tech giant and repackaged as the platform we now know as TikTok.

Since it was first launched in its current form in 2018, TikTok has become the fastest growing social media platform of our lifetime – and it's still growing.



The Rise of TikTok

Such seemingly overnight success is a shock only to those who underestimate (or failed to consider at all) the power of Gen Z.

Gen Z remains a large target for brands due to their immense **\$140 billion spending power**, and as digital natives, this generation grew up online, forming their own language and way of communicating with peers and brands alike.

Once it was revealed that TikTok was the online home of one of the world's most powerful demographics, brands with younger-skewing target audiences began flocking to the app in droves in an effort to make a name for themselves with Gen Z in an authentic way. Such unanimous enthusiasm for the platform resulted naturally in an influx of older TikTok users and creators, resulting in (you guessed it!) brands with Millennial, Gen X, and Baby Boomer audiences embracing the app as well.

TikTok is now a social media behemoth, leaving many marketing teams to wonder – where does TikTok go from here?



Where is TikTok headed in 2022?

Unsurprisingly, TikTok is still picking up steam heading into its fourth year of existence. As brands look ahead to the social media marketing strategies they have lined up for 2022, many are factoring TikTok growth projections into their overall strategies.

- After 40.8% year-over-year (YoY) growth in 2021, TikTok is projected to grow an additional 15% in 2022.
- TikTok is the third largest social media network worldwide, behind Facebook and Instagram.
- TikTok is also growing in terms of overall social media market share. In 2022, it is projected that TikTok will surpass 20% of all social media users for the first time, approaching 25% by 2024.



5 TikTok User Stats to Know

As you begin to develop your brand's TikTok marketing strategy, let's first take a look at the existing user base, who they are, where they're located, and how they use TikTok.

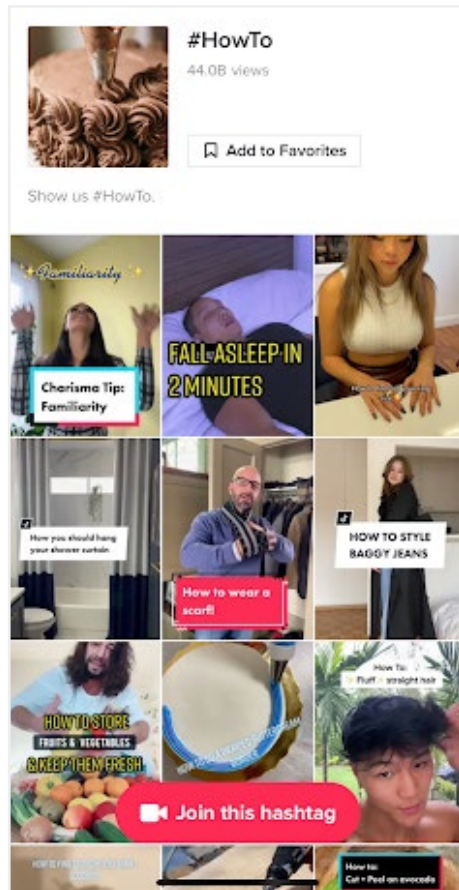
Who is on TikTok?

- TikTok has over 1 billion monthly active users around the world.
- TikTok has over 70 million daily active users in the United States, and is projected to reach nearly 90 million in 2023.
- TikTok is used in 141 of 155 countries and can be used in 39 languages.
- 47% of TikTok users are under the age of 30 and only 11% are over the age of 50.
- TikTok users are nearly split evenly by gender, with 51% of users skewing male and 49% female.

Top TikTok Trends

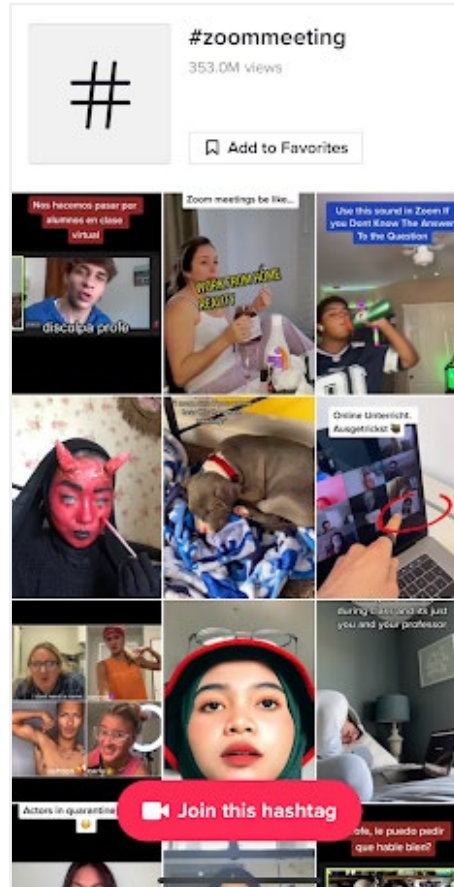
#HowTo

Videos explaining how to do just about anything.



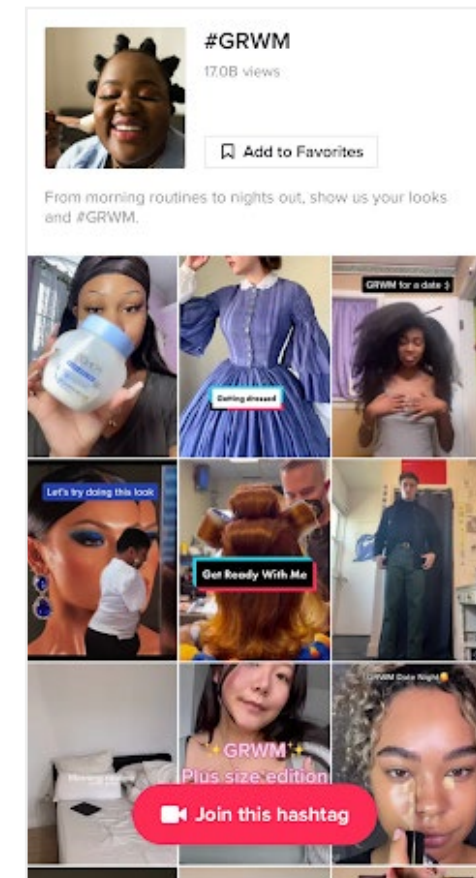
#ZoomMeeting

Meeting fails, hacks, and laughs.



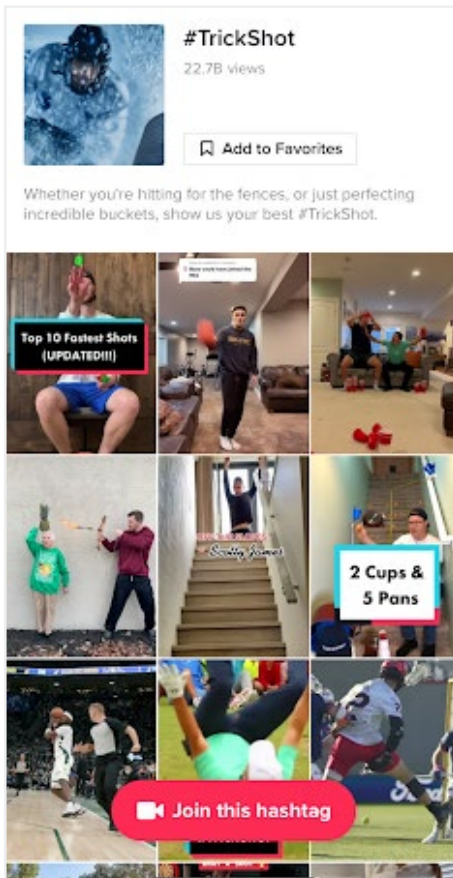
#GRWM

Get ready with me! Videos showing the user's morning routine or outfit of the day (#OOTD).

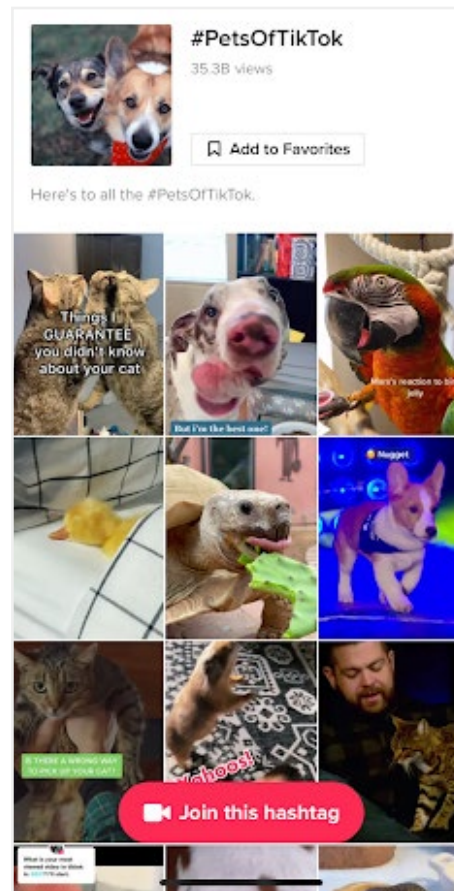


#TrickShot

Ever played Mouse Trap? These videos show nearly impossible shots and push creativity to the limit.



#PetsofTikTok: Warning: You will not be able to stop scrolling.



Top TikTok Hashtags

#fyp/#foryoupage: 19543B views

#duet: 2445B views

#trending: 1718B views

#comedy: 1270B views

#entertainment: 24B views

As of February 2022

Top TikTok Creators

@charlidamelio: 135M followers

@bellapoarch: 88M followers

@addisonre: 86M followers

@zachking: 67M followers

@spencerx: 55M followers

As of February 2022

CHAPTER TWO

TikTok for Business

As [TikTok has grown from 133 million users](#) in 2018 to over 1 billion monthly users in 2021, the platform has evolved into a global marketing hub. On the app, any creator has the chance to go viral with a well timed lip sync or masterfully edited dance video. By offering users the ability to share their own original content or quickly join a growing trend, TikTok gives visibility to creators independent of their follower count.

In 2020, TikTok launched [TikTok for Business](#), an advertising and marketing management hub that allows brands to manage campaigns at every step, from influencer outreach to optimization.

TikTok influencers (of which there were over [106,000 active in 2020](#)) amass followers through their creativity and willingness to express themselves. In-app features such as hashtags, sound files, and dueting makes it easy for creators to go viral on the app. In fact, the [TikTok algorithm has virality built right in](#).

It's never been easier for marketing teams to build brand awareness online, making TikTok for Business a critical tool for companies eager to connect with their digital audience.

7 Ways to Use TikTok for Business

TikTok can help many different types of marketing teams hit their goals. For example, TikTok videos can be educational, but for a savvy marketing team, that can mean both high-level awareness content for those who are unfamiliar with your company, or it can mean a deep dive into the product that sales can send out to close a deal.

Take your existing marketing goals for content marketing, brand awareness, social media, HR and people operations, or other public-facing marketing channels, and see how TikTok can help your team hit those goals.

Here are seven ways to use TikTok for business to get your inspiration gears turning and start to imagine how your brand's TikTok account can serve you in more ways than social media marketing alone.



1. Marketing Campaigns

TikTok marketing campaigns are hotbeds of creativity for brands of all sizes. Due to the ever-changing nature of TikTok content (with a new challenge, sound, or hashtag going viral every other day) there is ample opportunity for brands to join the global conversation. TikTok is a platform that rewards authenticity as well as trend-followers. Before planning your campaign, familiarize yourself with how the TikTok algorithm works and how it promotes content to ensure your videos attract the right viewers.

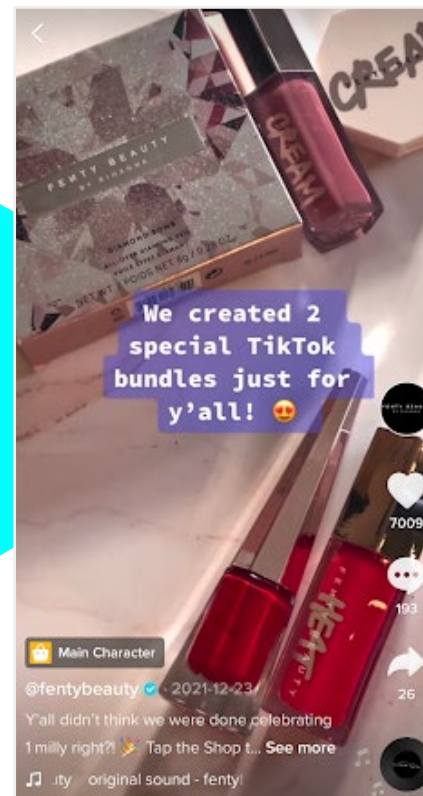
Then, map out your campaign strategy. What are your social media campaign goals? Which social media analytics will you be tracking to shape your ongoing campaigns and measure success?

Here, Later Media used TikTok to promote their blog as part of an ongoing marketing campaign.

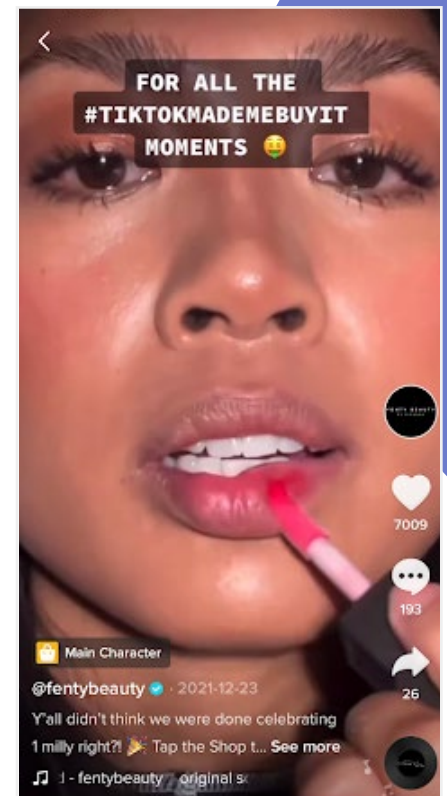


Source: @latermedia

And global beauty brand, Fenty Beauty, used viral TikTok trends from the year to launch a marketing campaign for TikTok beauty bundles, incorporating a popular hashtag among their audience, #TikTokMadeMeBuyIt to increase reach.



Source: @fentybeauty



If you and your brand are brand-spanking new to the app, here's HubSpot's overview on How to Use TikTok.

2. Diversity, Equity, and Inclusion (DEI) Initiatives and Nonprofit Partnerships

In an effort to reach the widest possible audience, partnering with orgs whose mission aligns with your brand can help to increase overall reach and campaign visibility.

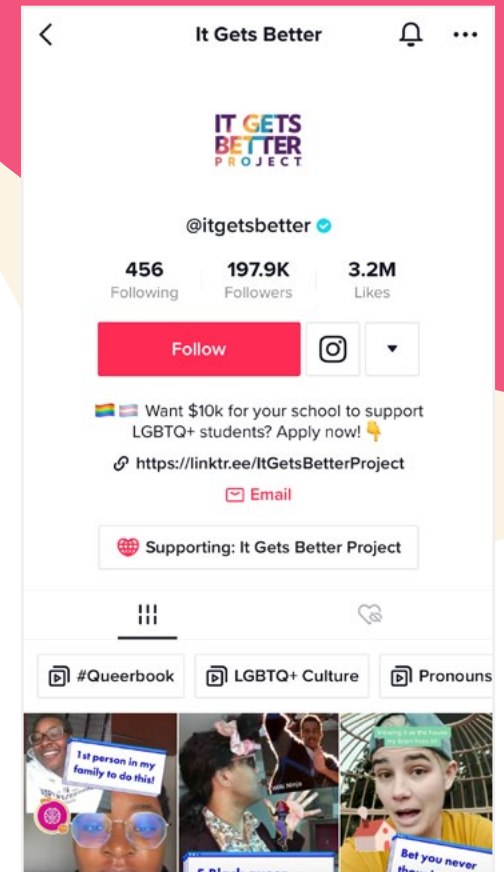
When the [It Gets Better Project](#), a nonprofit organization committed to uplifting and empowering LGBTQ+ youth, wanted to promote their 50 States, 50 Grants, 5000 Voices campaign, they partnered with brands like American Eagle and Aerie as well as creators and TikTok themselves using the featured hashtag #favoriteteacher.

This nonprofit marketing campaign successfully increased the It Gets Better Project social engagement and following just after launch.



A TikTok by Teacher Robi, from the [It Gets Better Project](#) 50 States, 50 Grants, 5000 Voices campaign that gained over 13K likes and 155K views in just one week.

Source: [@robigoles on TikTok](#)



3. Promoting Company Culture

When it comes to creating a TikTok account for your brand, remember that showcasing your team and company culture is just as important as advertising your products. You never know, the next person who scrolls by your latest TikTok could be your newest coworker. By creating trendy content that promotes your organization's winning company culture, you can ensure that you are presenting all of the best parts of working on your team and help meet recruiting and hiring goals.

Video conferencing platform [Zoom](#) regularly uses their TikTok account to show off their company culture and team spirit by showing behind-the-scenes peeks of their themed meetings. The average user can scroll through their feed for a look at what it really means to be a team member at Zoom, which they will remember during their next job search.

A few other ways to use your TikTok account to promote your company culture are:

- A "day in the life" series for each department or role.
- A countdown of the perks of working at your company.
- How your team members reflect your brand's mission in their daily lives.
- Brief introductory C-suite interviews.
- A tour of your office space.
- Show glimpses of the #unfiltered employee experience at your company.



Source: [@zoom on TikTok](#)



4. Showcasing Products

With 39% of users saying they first discovered brands they'd never heard of before on TikTok and 47% of users agreeing that they'd purchased something they've seen on the app, it's clear that showcasing new and trending products is an essential aspect of harnessing the full power of your business' TikTok account.

In addition to creating content that adheres to the hottest trends and challenges for increased visibility of your content, tools like TikTok's in-app tool Promote allows users to easily turn their highest performing videos into reusable ads (more on TikTok Advertising in Chapter Four).

When popular video hosting platform Vimeo began promoting their new feature, Vimeo Create, they took the leap of making the feature its own TikTok page specifically to showcase the new product.

As a result, the social media marketing team at @vimeocreate was able to gain over 325,000 followers and 1.5 millions likes on their videos by creating content based on trending hashtags and challenges.



Source: [@vimeocreate on TikTok](#)

5. Influencer and Comarketing Programs

To increase the scope of their audience or begin exposing their brand to a new demographic, many companies turn to influencer marketing. As mentioned above, influencer marketing is dominating TikTok. Due to an algorithm that champions trend-setters and organic engagement, the platform was practically designed to breed the next generation of influencers.

When a brand partners with an influencer on TikTok:

- Brands gain exposure due to the large following of their influencer partner.
- Users are more likely to trust a brand being promoted by a familiar face.
- Influencers' followers are eager to experience the products and brands being promoted.

Adobe has long been a trusted name in virtual creation and photoshop. To promote the full scope of their tools, they partnered with TikTok photography influencer @stevenoclock to highlight the vast creative uses of their software.

When on the lookout for the right influencer to be the face of your next campaign, remember to take a page out of Adobe's influencer marketing book and partner with someone who shares the same interests as your brand to ensure that their followers are members of your target audience. There wouldn't be any photoshop without photographers in the first place, making @stevenoclock the perfect influencer for Adobe's campaign.

For some more TikTok influencer-spiration, here are [8 \(more\) Examples of Influencer Marketing on TikTok](#).



Source: [@adobe on TikTok](#)

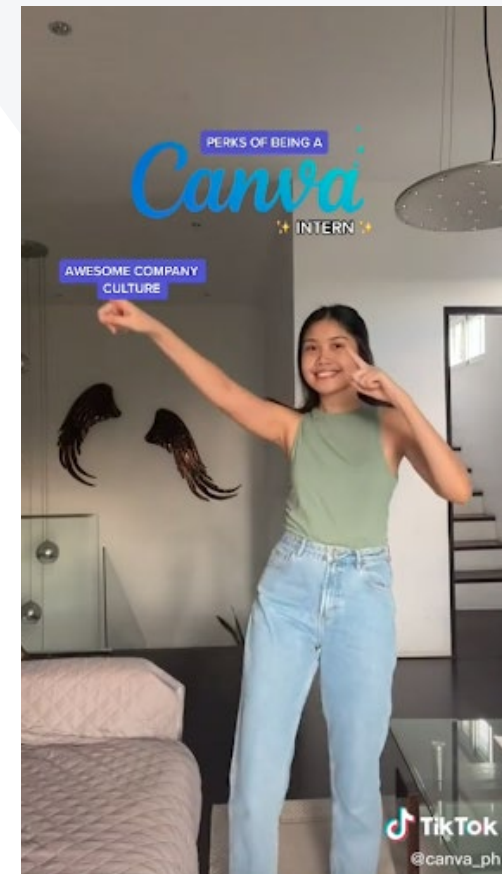
6. Recruiting Top Talent

One aspect of TikTok that has yet to be discovered by many brands is just how powerful of a recruiting tool the platform can be. As the way users interact with the online world continues to evolve, organizations intent on continuing to hire top talent are evolving their recruitment strategies.

But where did using TikTok as a recruitment tool come from? As many social media trends start, it happened organically once companies realized that their employees already lived on TikTok. Once groups of every profession from nurses to delivery drivers began creating their own videos celebrating their jobs, recruiters realized that this same tactic could be reversed in an effort to attract top talent on the app.

As an expansion of their TikTok College Ambassadors program, the [TikTok Resumes](#) tool makes it easy for hopeful employees and employers to find each other. Individual users upload their personal video resume and TikTok matches them with open entry-level positions at top companies like Shopify, Target, and Chipotle.

Australian graphic design platform [Canva](#) uses their TikTok account to organically recruit top talent from around the world. By showcasing their employees and producing content that celebrates being a member of their team, Canva is able to naturally recruit new talent who are just as creative as they are.



Source: [@canva_ph on TikTok](#)

7. Product Education

Businesses make TikToks for two sets of audiences: their target demographic and existing members of their team. While the bulk of TikToks are created for the masses with intentions of going viral and boosting brand awareness, companies are finding great success integrating TikTok into their product education and adoption efforts.

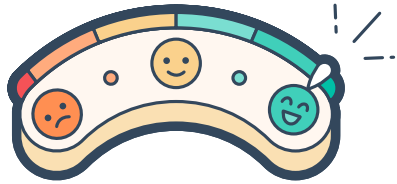
One of its greatest strengths is that TikTok's user-friendly interface allows users of various tech-savviness levels to easily create and share content. Brands have capitalized on this feature by embedding TikTok into their training processes and product education and product marketing.

Here, [Microsoft](#) easily shows a new use of Microsoft Word to improve their user experience, educate, and inform. (Also... mind blown for anyone else?)

By creating videos that showcase product demonstrations, workflow best practices, and even software how-tos, companies can transform new employee training or product demonstrations into an easily digestible, reusable, and easily accessed series of educational content.



Source: [@microsoft365](#) on TikTok



TikTok Metrics for Businesses to Track

Both TikTok Business Accounts and standard TikTok accounts have access to analytics, but the business manager has more detailed insights on audiences, post performance breakdowns, and marketing dashboards.

Here are some of the top TikTok analytics for marketers that help teams to optimize their posts and engage more with their audiences. You can access TikTok analytics by logging in to the TikTok app or your TikTok Business Account manager. You can view metrics in a 7, 28, or 60-day period, or choose a custom timeframe.

- Follower growth rate
- New followers
- Video views
- Profile views
- Likes, comments, and shares
- LIVE video analytics
- Content performance
- Audience insights like location or gender
- Website views from TikTok
- Leads from TikTok
- Customers from TikTok



CHAPTER THREE

How to Use TikTok

Creating your first TikTok can be intimidating for many new or established marketers who are unfamiliar with the platform.

From a tech perspective, the social media monitoring aspect of brand management on TikTok is fairly straightforward. Using a [social listening tool like HubSpot](#) and the TikTok for Business tools, you can engage with followers, see brand mentions, and find content to showcase. But – video editing and other accessibility features like captions can take some getting used to.

All you need is access to a smartphone to begin filming, editing, and producing video content for your business and the only step towards complete confidence in using TikTok is getting started.



The 10 Steps to Creating Content on TikTok

Step One: Download the TikTok app onto your smartphone.

Step Two: Set up your brand's profile.

Step Three: Tap the + symbol on the bottom of the TikTok homescreen.

Step Four: If using a prerecorded video, upload it from your camera roll.

Step Five: Edit your TikTok in progress by adding sounds, effects, filters, or other editing tools.

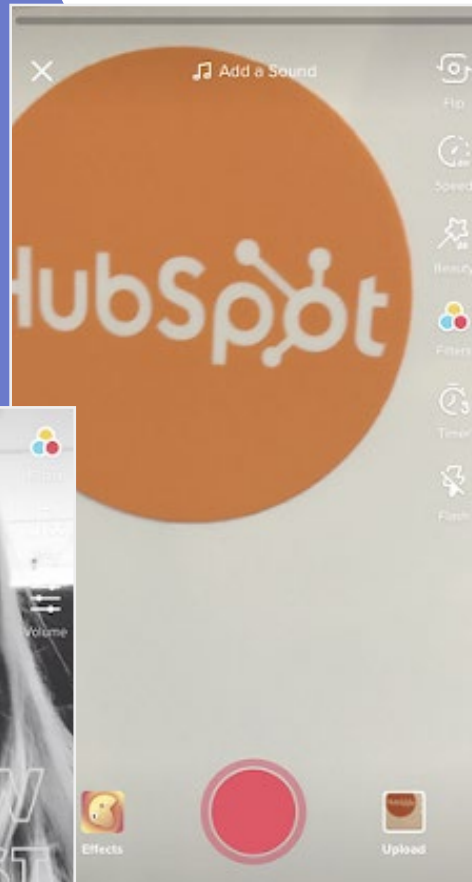
Step Six: If using the TikTok camera, record your content.

Step Seven: Tap the check mark at the bottom of your screen when finished.

Step Eight: Make any final edits.

Step Nine: Post your video!

Step Ten: Engage by scrolling through your home feed, liking and commenting on other posts, and following relevant hashtags or topics.



Video Creation Tips for TikTok

Save your videos as you work and store captions in a separate document during campaign creation – if you lose internet or your phone dies, you don't want to lose all your work.

Use captions and make sure you're following all [web accessibility guidelines](#).

Use high quality videos and photos.

Tell stories and highlight authentic moments.

According to [Influencer Marketing Hub's TikTok data](#):

- Keep videos between 9 and 15 seconds for ads, unless they're a Newsfeed Ad, then use the whole 60 seconds.
- Vertical videos are more effective since they're optimized for mobile.
- Center captions and other elements, or they might get cut off.

TikTok Marketing Dos + Don'ts



TikTok Dos

- Incorporate the latest trends into your TikToks.
- Promote your TikToks with the right hashtags and sounds for your target audience.
- Let other brands inspire you with their content.
- Infuse your TikTok with your unique brand voice and style.
- Stick to a regular posting cadence to continuously grow your following.
- Partner with TikTok Influencers who share your belief system.
- Be a good community member by commenting and promoting other users' posts.
- Take advantage of all the effects that the TikTok editing tools have to offer (this boosts visibility in the algorithm).
- Be a trendsetter, instead of just a trend follower.
- Incorporate your branded content naturally.



TikTok Don'ts

- Create content that promotes harmful or unsafe behavior.
- Partner with influencers until they have been properly vetted.
- Simply replicate the TikToks that other brands are creating.
- View other brands as the competition, not as inspiration.
- Create an inauthentic or forced TikTok presence.
- Always produce the same type of TikTok content.
- Join trends after they have already run their course on the platform.
- Violate the [TikTok community guidelines](#).

CHAPTER FOUR

How to Advertise on TikTok

If you have already created your TikTok for Business account, all you need to do is set up an account through the [TikTok Ads Manager](#) to use all of the advertising tools that TikTok has to offer.

The TikTok Ads Manager makes it easy for marketing teams to create, manage, and track their TikTok advertising campaigns. Within the Ads Manager, marketers can easily create brand new In-Feed ads or convert pieces of their existing content into In-Feed ads.

TikTok also has a database of vetted tech and creative partners to support marketing campaigns – explore the [TikTok Marketing Partners library](#) if you're looking for help creating or boosting your ad campaign.

The 5 Types of TikTok Ads

The most effective TikTok ad campaigns are a combination of different types of advertisements. The good news is, TikTok makes it easy for brands to create unique advertisements that attract followers at each stage of their TikTok user journey.

The six different types of [TikTok Ads](#) that can be used to shape your campaign are:

In-Feed Ads

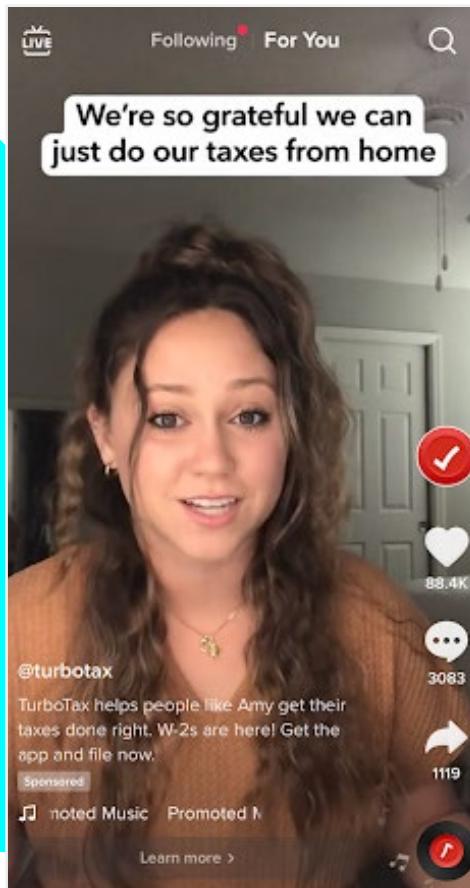
The only advertisements that can be made by users themselves in the TikTok Ads Managers, In-Feed Ads appear on the “For You” page just like regular TikToks. To improve the conversion rates of your In-Feed Ads, add a CTA button to them to prompt further action by your viewers.



Source: [@bombas on TikTok](#)

TopView Ads

TopView Ads can be up to 60 seconds long and greet TikTok users immediately upon opening the app for the first time that day. Reserve the use of TopView Ads for your longer promotional material and most artfully crafted content to ensure viewers don't swipe away and miss your Top View Ad for that day.



Source: [@turbotax on TikTok](#)



Source: [@brigeo on TikTok](#)

Branded Hashtags

It's free for any user to add a collection of hashtags to their TikToks before posting them, but creating Branded Hashtags must be done through the TikTok Ads Manager. Think of Branded Hashtags as reserving a specific hashtag for a designated period of time, businesses who utilize this type of ad have exclusive access to the hashtag.

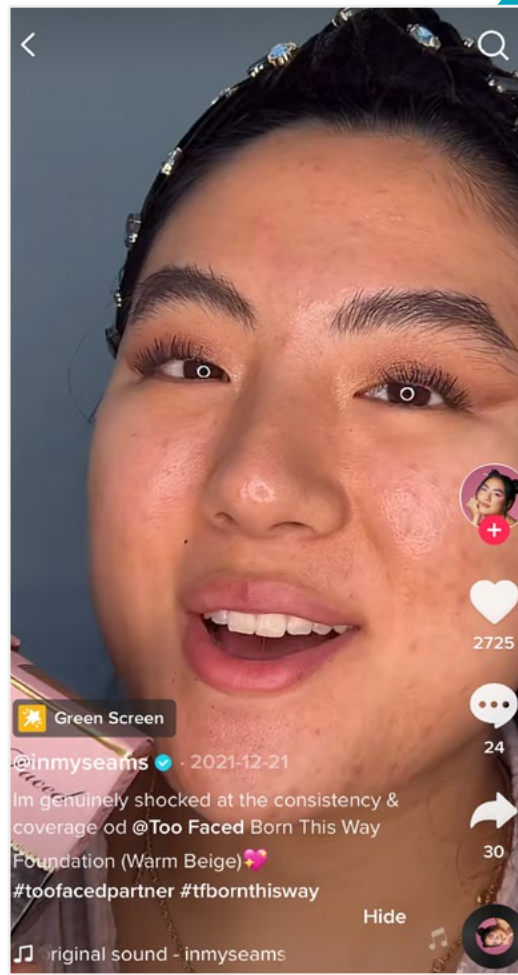
Here, haircare brand [Brigeo](#) created a hashtag and a branded challenge to encourage their audience to create and share videos using the hashtags [#BWellChallenge](#) and [#brigeo](#).

Branded Effects

In a similar vein as Branded Hashags, Branded Effects are also the exclusive version of a publicly available tool. Branded Effects are 2D, 3D, or AR stickers that TikTokers can use when creating their own videos to join the movement started by your brand.



Source: [@_ms_frost_ on TikTok](#)



Source: [@inmyseams on TikTok](#)



Brand Takeovers

Brand Takeovers combine all of the best features of TopView, In-Feed, and Branded Hashtags to create the ultimate TikTok advertising experience. Here's the catch, TikTok only allows one business to do a Brand Takeover per day, so availability is scarce.

TikTok For Business Ad Manager 101

To [create an ad campaign in TikTok For Business](#), head over to your [TikTok for Business portal](#). You can choose “simplified mode” or “custom mode” – simplified makes it easier for newbies (Remember Google Ads Express? It’s like that), and custom allows for more customization for more advanced users.

1. Set a campaign goal

Traffic, engagement, or leads.

2. Choose an audience

Select a location, then choose automatic audience targeting, or manual.

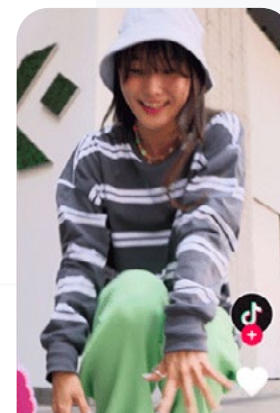
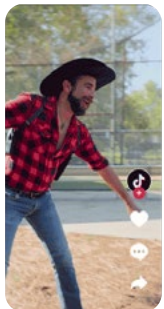
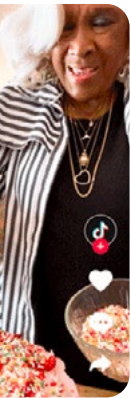
3. Set your [campaign budget](#):

Your options are a daily or a lifetime campaign limit (and you can’t change this after you set up the campaign or ad group). The minimum daily budget/total budget for an individual ad is \$50 USD, and the minimum daily budget for an ad group is \$20 USD.

4. Design the ad

Here, you can upload a brand video or an image, or turn to the [TikTok Marketing Partner library](#) for creative support.

For more nitty gritty details on TikTok Ads, bookmark our [TikTok Ads Guide](#).



Closing

In 2022, marketing moves at the speed of the internet, and brands who understand where and how conversations are happening will soar above their competitors in the years to come. For brands intent on keeping up with the latest marketing trends, this means embracing all that the latest social media platforms have to offer, and TikTok is on track to become the #1 social app in the near future.

TikTok for Business allows companies to reach previously untapped demographics by creating compelling video marketing campaigns and ads that capture and convert viewers into loyal brand followers – get started now and see your engagement numbers climb.



Leverage the Power of Social Media

Measure your social media engagement

With HubSpot's Social Media Management Software, you can publish content right to your favorite social platforms from the same place you built your campaign. Nurture your online relationships, attract a wider audience, and never miss a mention.

HubSpot's social media management platform features include:

- Social monitoring and listening streams,
- Reporting + analytics, with pre-built reports and dashboards to prove social media ROI
- A unified contact timeline between marketing, service, and sales that documents social media interactions.

Try HubSpot's Social Media Management Software

Create new social posts

Posting from: Test for HubSpot When: Jun 6, 2018 11:00 AM BNT

Are you investing in your customers? They just might change the way you grow your business. <https://blog.hubspot.com/service/customer-loyalty-analytics>

5 Ways Customer Loyalty Analytics Can Help Grow Your Business

Learn how to measure different customer loyalty analytics to improve the efficacy of your loyalty program.

<https://blog.hubspot.com>

Schedule another:

Schedule post (1) Save as draft Campaign: M