



HubSpot

# The Marketer's Guide to TikTok

# Introduction



## TikTok is a social media powerhouse.

It's been marked as the **fastest social network** to reach the 1 billion user milestone, amassing a whopping 6.11 billion global downloads in **April 2024**. With all of its notoriety and groundbreaking **usage statistics**, TikTok presents a powerful marketing opportunity for businesses seeking to engage with a diverse and vast audience.

TikTok's unprecedented growth trajectory shows no signs of slowing down, with projections indicating that the platform is expected to surpass **2.2 billion users by 2027**. This anticipated surge in user numbers further solidifies TikTok's standing as a key player in the social media landscape, presenting a lucrative opportunity for marketing professionals and social media managers to tap into an even larger and more diverse audience base.

At the forefront of TikTok's appeal is its predominantly Gen Z user base, who are highly engaged with the platform. With the United States hosting the largest TikTok audience globally, marketers have a valuable opportunity to reach this demographic, as well as users from other generations who are **actively participating** on the app.

With its innovative approach to short-form video content and strong engagement, TikTok's **1.5 billion monthly users** underscores its relevance and influence in the digital landscape. As TikTok continues to attract a global audience and evolve its platform features, marketers have a prime opportunity to leverage the platform's reach and engagement to connect with consumers in impactful ways and drive brand growth.

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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!

**Start HubSpot Academy's  
Free Social Media Course**



## CHAPTER 1

# The Business Case for TikTok

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 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.

“TikTok offers businesses a dynamic platform for marketing, characterized by its immense reach and awareness potential. It provides access to a large and diverse global audience, particularly among younger demographics. The platform's algorithm is geared towards virality, so when used correctly, marketers can expect to reach a large audience and increase their visibility.”

**Jade Beason, Creator and Social Media Consultant**

**FREE RESOURCE:**

**57 TikTok Stats to Know in 2024**

To build a business case for adopting TikTok as part of your social media strategy, consider the following points:

- ✔ **Target Audience:** TikTok has a large and diverse user base, with a significant portion being younger demographics such as Gen Z and Millennials. If your target audience includes these age groups, TikTok can be an effective platform to reach and engage with them.

- ✔ **Engagement:** TikTok is known for its high engagement rates, with users spending an average of **95 minutes per day** on the app. This presents a valuable opportunity for businesses to create engaging and interactive content that can help increase brand awareness and connect with potential customers.
- ✔ **Brand Awareness:** TikTok has over 1 billion monthly active users worldwide, making it a popular platform for businesses to increase brand visibility and reach a wider audience. By establishing your presence on TikTok, you can showcase your brand personality, showcase products, and services, and connect with your target market in a fun and creative way.
- ✔ **Viral Potential:** TikTok content has the potential to go viral and reach a large audience quickly. By creating engaging and shareable content, businesses can capitalize on TikTok's viral nature to increase brand awareness and drive traffic to their other social media channels or website.
- ✔ **Influencer Marketing:** TikTok is a popular platform for influencer marketing, with many TikTok users having large followings and high engagement rates. Collaborating with TikTok influencers can help businesses reach a larger audience and build credibility and trust with potential customers.
- ✔ **Analytics and Advertising Tools:** TikTok provides businesses with analytics and advertising tools to track the performance of their content and campaigns. By analyzing these metrics, businesses can gain valuable insights into their audience's preferences and behavior to optimize their TikTok strategy for better results.

**FREE RESOURCE:**

**[How HubSpot Engaged a B2B Audience on TikTok](#)**

## 5 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 five 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.

### 01 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?



## 02 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.

## 03 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.

## 04 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.



**FREE RESOURCE:**

**HubSpot's Influencer Marketing Masterclass**

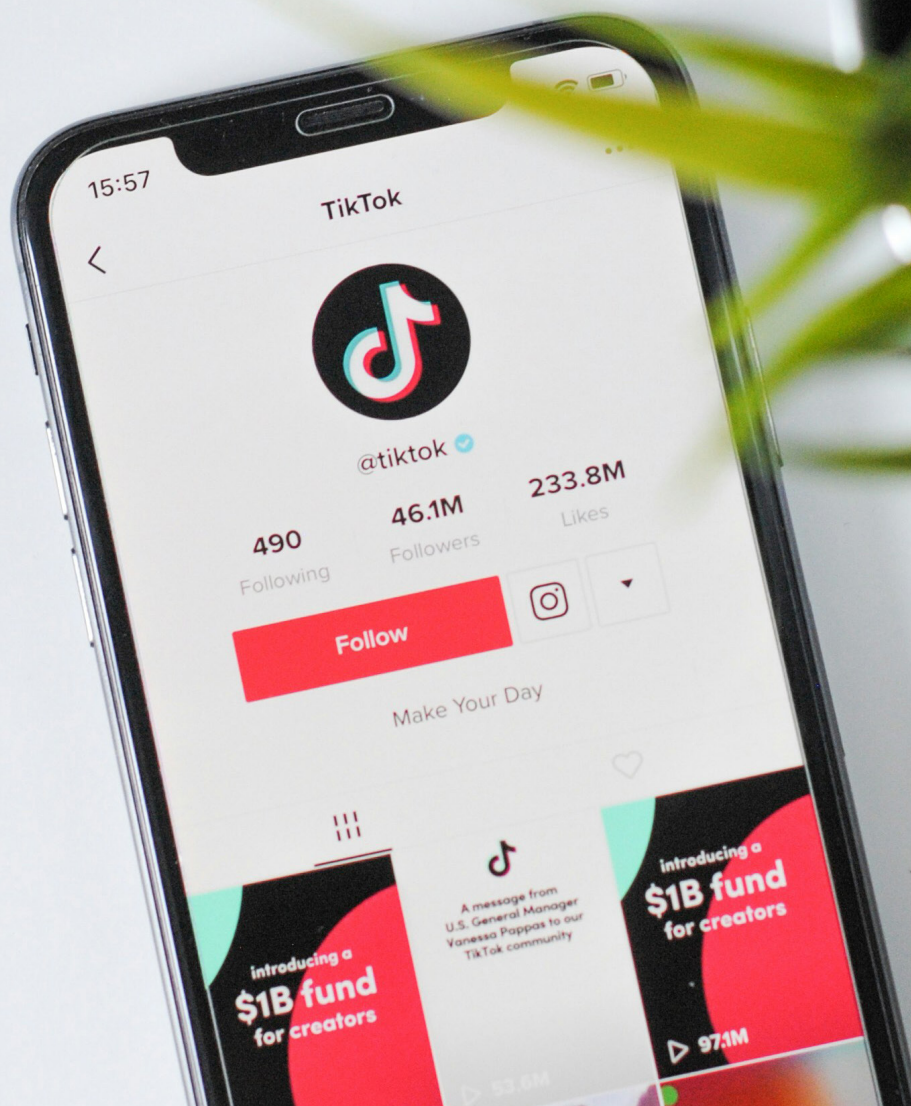


05

## Product Education

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, product education, and product marketing.



## CHAPTER 2

# Measuring Success for Businesses



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 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

Setting clear and relevant Key Performance Indicators (KPIs) is crucial for businesses looking to measure the effectiveness of their marketing efforts on TikTok. While traditional metrics like impressions, views, leads, and conversions are important, **there is a need to delve deeper** into understanding the sentiments and conversations surrounding the brand.

An important, but sometimes overlooked, KPI that brands should track is the **sentiment analysis** of what people are saying and the conversations happening around the brand. Are consumers expressing negative opinions, positive feedback, or no feedback at all? By monitoring these conversations, businesses can gain valuable insights into the perception of their brand among TikTok users and tailor their content strategy accordingly.

“The number one thing I’d track as a brand is “what are people saying?” and “what conversation is happening” around the brand. Are consumers talking negatively? Are they talking positively? But more importantly - are they talking at all?”

Robert Benjamin, Social Media Consultant

## CHAPTER 3

# Creating Content

It's essential to focus on producing contextually relevant content that resonates with the platform's audience rather than simply pushing out content for the sake of it. Content that performs well on Facebook might not land well on TikTok, much like videos created for the TikTok audience probably wouldn't see much success on LinkedIn.

By setting goals and focusing on the continuous improvement of content quality, businesses can stay on track to achieve their campaign and program objectives. It's important to recognize that the **majority of followers and conversions often come from a small percentage of posts**, highlighting the significance of quality over quantity in content creation.

Businesses that prioritize creating engaging and relevant content tailored to TikTok's audience, while staying consistent with posting and seeking continuous improvement, are more likely to see success in their TikTok marketing efforts. By focusing on target goals and performance metrics, businesses can maximize their impact in reaching and engaging with their target audience.

## 10 Steps to Creating Content on 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.



- **Step 01:** Download the TikTok app onto your smartphone.
- **Step 02:** Set up your brand's profile.
- **Step 03:** Tap the + symbol on the bottom of the TikTok home screen.
- **Step 04:** If using a prerecorded video, upload it from your camera roll. If using the TikTok camera, record your content.
- **Step 05:** Edit your TikTok in progress by adding sounds, effects, filters, or other editing tools.
- **Step 06:** Write a relevant caption, considering **TikTok SEO** when choosing keywords and hashtags.
- **Step 07:** Tap the check mark at the bottom of your screen when finished.
- **Step 08:** Make any final edits.
- **Step 09:** Post your video!
- **Step 10:** 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.



### TOP TIPS:

- Optimize your TikTok videos for portrait view to improve consumption and algorithm performance.
- Ensure your video file size does not exceed 72 MB for Android users and 278.6 MB for iOS users when uploading to TikTok.
- Take advantage of TikTok's increasing video length options, from 15 seconds to 3 minutes, and potentially up to 15 minutes in certain regions.
- Focus on creating engaging content that resonates with your audience to boost watch time and video completion numbers.
- Stay updated on TikTok's **latest features** and updates to adapt your content strategy accordingly.

## Developing a Content Strategy

Creating a successful content strategy on TikTok requires a strong understanding of the platform's dynamics and audience.

- ✓ Start by defining your **brand's tone**, style, and key messaging to **maintain consistency** across your content.
- ✓ Conduct research on trending topics, challenges, and music trends on TikTok to **stay relevant and capture user attention**.
- ✓ Consider incorporating behind-the-scenes glimpses, **user-generated content**, and storytelling to **add authenticity** to your brand's presence.

- ✔ Use TikTok features like In-Feed ads, Branded Hashtag Challenges, and collaborations with influencers to **reach a wider audience and boost engagement**. (More on this in the next chapter.)
- ✔ Engage with your followers by responding to comments, participating in trends, and interacting with user-generated content to **foster a sense of community**.
- ✔ Analyze performance metrics regularly to **optimize your content strategy** based on what resonates best with your audience, ultimately driving brand awareness, engagement, and conversion.

## TikTok Content Strategy Framework

### Brand Overview:

- Define your brand mission, vision, and values
- Describe your brand's voice and tone guidelines
- List your target audience demographics and psychographics
- Identify your brand's unique selling propositions and key messages

### Content Goals:

- Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives
- Identify key performance indicators (KPIs) to measure content effectiveness

### Audience Analysis:

- **Buyer personas** and their pain points and motivations
- Understanding of audience preferences, behavior, and content consumption habits

### FREE RESOURCE:

[HubSpot's Annual Consumer Trends Report](#)

### Content Audit:

- Review existing content assets across channels
- Identify top-performing content and areas for improvement

### Content Approach:

- Identify content pillars/themes that are aligned with brand messaging and audience interests
- Determine content formats (video, blog, infographic, etc.) and distribution channels
- Create a content calendar outlining topics, publishing schedule, and responsible team members

### FREE RESOURCE:

[HubSpot's Social Media Content Calendar Template](#)

### Engagement Strategy:

- Community management guidelines for responding to comments, messages, and feedback
- User-generated content strategy and opportunities for audience participation

### Monitoring and Optimization:

- Identify any required tools for tracking content performance
- Develop a consistent schedule for reporting and analyzing performance
- Adjust strategy as needed to optimize performance based on data and audience feedback





## CHAPTER 4

# Creating Advertising 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.

### ★ 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.





### ★ 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.

### ★ Branded Effects

In a similar vein as Branded Hashtags, 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.

### ★ 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.

### ★ Spark Ads

This native ad format allows you to use organic TikTok posts in your advertising campaign, either from your own account or with permission from other creators. Unlike regular In-Feed ads, Spark Ads ensure that all engagement metrics from the promoted video contribute to the original post.

### ★ Shopping Ads

*Video Shopping Ads* display highly relevant, interactive videos that users can shop from on the For You page, making it easy for new customers to discover and purchase products. With advanced targeting capabilities, Video Shopping Ads ensure that your products reach users who are more inclined to make a purchase.

*Catalog Listing Ads* allow merchants to start showcasing their products using only their catalog, without the need for any additional assets. By featuring products alongside other merchants in new shopping destinations, this format helps users with relevant interests and strong purchase intent to find and buy products.

*LIVE Shopping Ads* are aimed at driving engagement from the For You page to LIVE Shopping events, enabling users to participate in the experience and explore new products. In addition to increasing traffic to LIVE events, LIVE Shopping Ads, like other Shopping Ads formats, are designed to present products to shoppers who are more likely to make a purchase.

## Using TikTok Ads Manager

To create an ad campaign in **TikTok For Business**, head over to your business account 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.

01

### Set a campaign goal

Traffic, engagement, or leads.

02

### Choose an audience

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

03

### 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.

04

### Design the ad

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

Like with any digital platform, there are **certain specifications** that you need to follow for both optimized performance and app compliance. In 2024, they are:

- **Video length:** 5 to 60 seconds (9 to 15 seconds is recommended for best results)
- **Aspect ratio:** 9:16, 1:1, or 16:9 (9:16 is recommended)
- **Video file size:** 500MB maximum
- **Minimum resolution:** 540x960px, 640x640px, or 960x540px.
- **Video file type:** .mp4, .mov, .mpeg, .3gp, or .avi

**FREE RESOURCE:**

[HubSpot's TikTok Ads Guide \[with Examples\]](#)

## Developing Winning Creative

You can have the most precise targeting, and a huge ad spend budget—but, ultimately, your ad creative is what will dictate how successful your advertising efforts are on TikTok.

Did you know? 47% of a brand's sales lift from advertising is the consequence of the creative, **more than any other** advertising element.

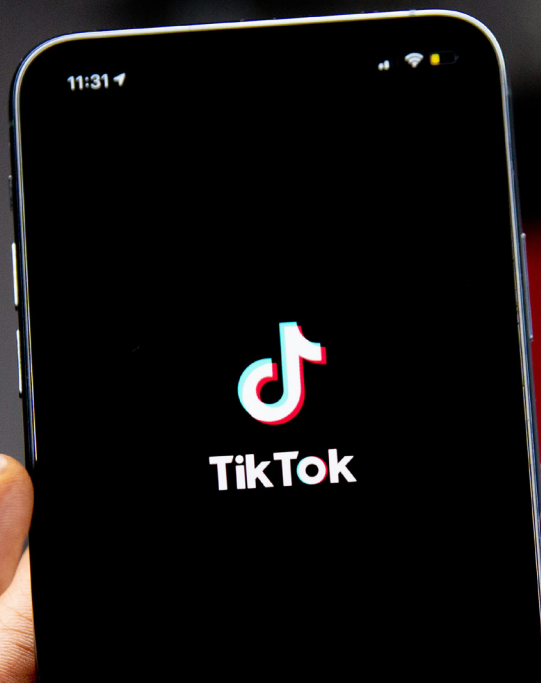


### PRO TIP:

- Use [trends.tiktok.com](https://trends.tiktok.com) to get a bird's eye view of what's happening with your audience, what's hot in your industry, and what's going viral on TikTok in your part of the world.

The key to developing winning creative? Get familiar with TikTok.

- Get an understanding of the app (like swiping through the For You Page!)
- Know your audience, the trends, styles, and hashtags that are happening within your auto and local communities
- Get a sense of the editing style, pacing, use of music and narration in your favorite TikTok content
- Repurpose your existing brand assets, but make it make sense for the TikTok audience



## Key questions to ask yourself when adapting brand assets

QUESTION	ACTION
Do I have music that could work?	Make sure you have the rights, find a substitute (could you work with a creator to build your own?) using the commercial music library
Does this feel natively TikTok, or does it look like a television advert?	Strip out the polish by re-creating or splicing in extra scenes.
Is my logo native or artificial?	Take it out of the first 3 seconds and find a more subtle home for it if possible.
Is there a trend I could join in on TikTok?	Participate in trends that resonate with your audience and brand.
Can I work with a creator to land this message in a fun way?	Use the Creator marketplace to recruit Creators who can make your message TikTok-friendly.





## Measurement

Having a strong measurement foundation will not only help to increase your ROAS but will improve downstream decisions and campaign functionality.

<p><b>BUDGETING</b></p>	<p>Measure ROI to inform budgeting decisions</p> <p>It's critical to understand how a channel is performing so marketers can efficiently allocate media budgets across channels.</p>
<p><b>AUTOMATION</b></p>	<p>Unlock TikTok's Automated Solutions</p> <p>Measurement signals are the foundation of machine learning products across bidding, targeting, creative optimization, etc. Without measurement, these products won't work.</p>
<p><b>OPTIMIZATION</b></p>	<p>Inform Optimization Decisions</p> <p>Understanding how a particular campaign, ad, or creative is performing is critical in helping with day-to-day optimizations to improve performance.</p>

## Using TikTok Ads for Lead Generation

Acquiring customers through lead generation is a full-funnel process.

- 
**Brand awareness.** Reach users on TikTok and educate them on your business solution.
- 
**Prospecting.** Qualify if your leads are potential customers.
- 
**Nurturing.** Once you've qualified your leads, begin to bring them down the funnel through relationship building.
- 
**Optimize.** Convert your leads with the intended action and optimize your campaigns based on your previous learnings.

Using TikTok for lead generation can be a valuable strategy for businesses looking to engage with an active audience. By creating engaging and authentic content that resonates with TikTok users, brands can attract potential leads and drive conversions. Leveraging TikTok's various features, such as In-Feed ads and influencer partnerships, allows businesses to reach a wide audience and encourage engagement.

Including a strong call-to-action in TikTok content can prompt viewers to visit a website, sign up for a newsletter, or participate in a promotion, ultimately generating leads and fostering strong customer relationships.

## Lead Generation Solutions

TikTok has two types of Lead Generation solutions:

### NATIVE LEAD GENERATION

Capture leads on an (in-app) Instant Form within TikTok, and sync leads to your CRM. For real-time lead sync, it is recommended to [connect your CRM to TikTok](#).

#### BEST FOR:

- Decreasing user form friction
- Building customer/email lists
- Instant lead capture
- Real-time CRM sync
- Surveys with <10 questions

### WEBSITE LEAD GENERATION

Redirect users to an external landing page and capture leads on your website.

#### BEST FOR:

- Boosting traffic to your site
- Qualifying leads via your site
- More detailed qualifying info/questions (i.e., age, credit score)

## Lead Management

TikTok offers four options to manage your leads with a Native Lead Generation strategy.

- 01 CSV Download.** Access all your lead data in versatile, downloadable spreadsheets.
- 02 TikTok Leads Center.** Easily manage and organize your leads in TikTok's Leads Center platform.
- 03 Partner CRM Integration.** Integrate with key CRM partners, like Zapier and Leadsbridge to instantly and seamlessly connect new leads with HubSpot.
- 04 Custom API Integration.** For more advanced businesses, use the custom API integration with Webhooks.

### TikTok Pixel

The TikTok pixel, with first party cookie enabled, is a small piece of code that you can install on your website. Once installed, the pixel will track specific events, such as when someone submits a form on your website.

## HubSpot and TikTok's Lead Sync Integration

Directly transfer leads from TikTok to HubSpot in real-time.

TikTok and HubSpot are empowering you to achieve better growth by importing TikTok leads straight into your HubSpot CRM.

Experience a seamless, no-code integration that simplifies bringing TikTok leads into your HubSpot CRM.

**Try HubSpot's Lead Syncing  
Integration for Free**

## CHAPTER 5

# eCommerce on TikTok

TikTok has expanded its reach into the e-commerce sector through the introduction of TikTok Shop. This feature allows users to shop directly from influencers within the app, positioning itself as a convenient marketplace [akin to Amazon](#) tailored for the social media era.

Since its U.S. launch in September 2023, TikTok Shop has shown promising results, generating around \$7 million in daily sales initially. The platform aims to achieve up to \$17.5 billion in sales in the United States this year.

Unlike traditional ads that redirect users to external websites, TikTok's shopping feature keeps transactions within the app, giving TikTok more control over the buying process. Interestingly, this shopping feature has empowered individual content creators and small business owners to list and sell their own products, rather than leaving the eCommerce game solely to big brands.

For more insight on how social media is shaping eCommerce, check out our annual [Social Media Trends Report](#).





## TikTok Shop Key Features

- 01 In-Feed Video and LIVE Shopping:**

Customers can shop for tagged products directly from videos and LIVE feeds in your For You feed.
- 02 Product Showcase:**

This feature allows you to create personalized product collections on your profile to make it easier for customers to find and buy what they're looking for.
- 03 Product Showcase:**

This tab allows customers to search and discover promotions, get product recommendations, and manage their orders, all in one convenient place. Customers will also find showcased products here that TikTok's algorithms direct to them.
- 04 TikTok's Affiliate Program:**

Brands can leverage TikTok Affiliate plans to connect with and monetize TikTok creator videos or live streams that mention their product or brand.
- 05 Shop Ads:**

Sellers can promote their TikTok Shops with the new TikTok Shop Ads, providing more opportunities for customers to discover and make purchases directly on TikTok. (We covered these ad types in Chapter 4.)
- 06 Fulfilled by TikTok:**

TikTok Shop stores, picks, packs, and ships sellers' products to customers, providing a seamless shopping experience.
- 07 Secure Checkout:**

Transactions are efficient and protected, with all U.S. user information securely stored and managed within the country for additional security measures.

**FREE RESOURCE:**

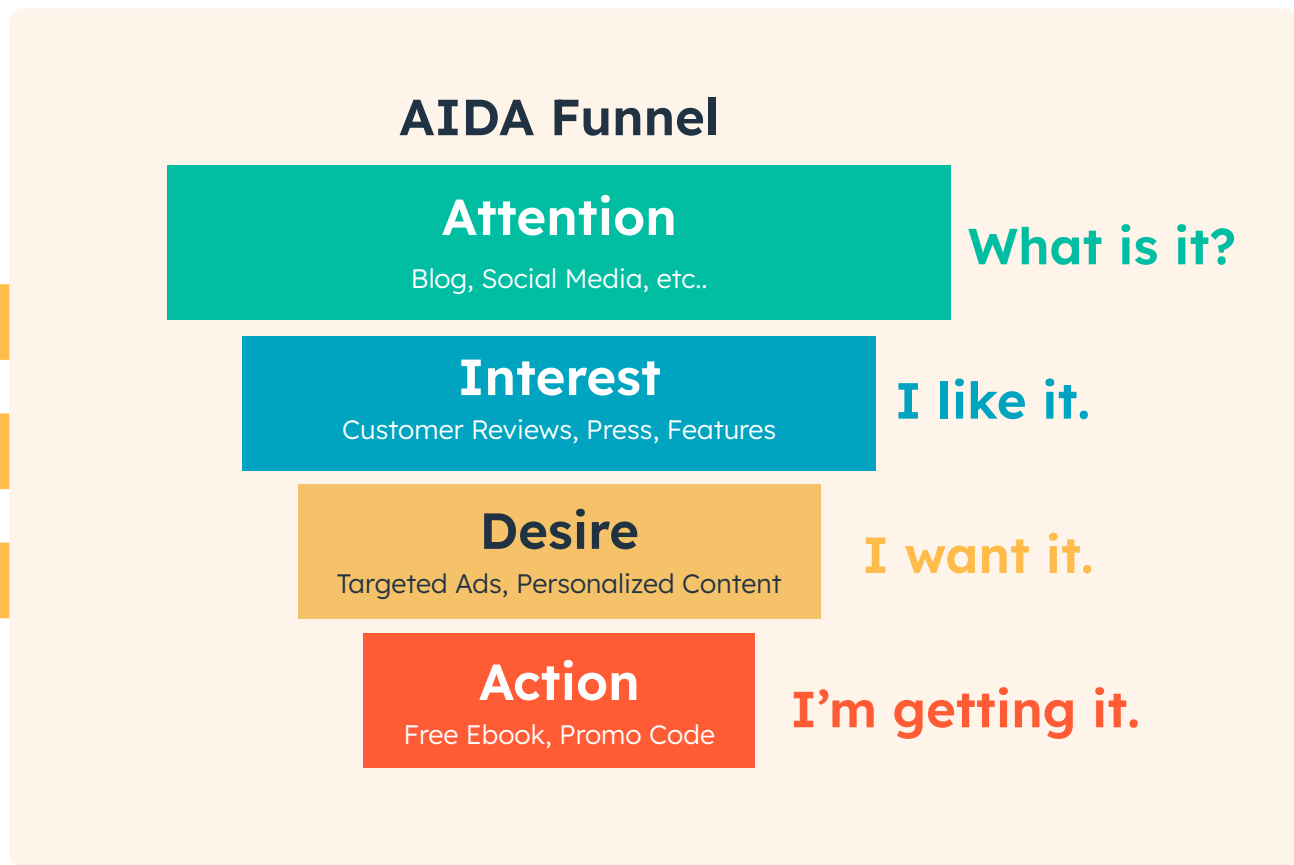
**[HubSpot's Ultimate TikTok Shop Tutorial](#)**

## Leveraging TikTok for Driving Sales and Conversions

TikTok presents an excellent opportunity for digital marketers to **connect with** and **convert** valuable audiences. The platform offers a range of essential resources for success, such as vast reach, targeted data options, and unique ad formats.

However, not every TikTok user is immediately inclined to purchase your products. Many users may not even be aware of your business. This highlights the importance of adopting a well-rounded TikTok marketing strategy that covers the **entire consumer journey**.

The fast-paced nature of TikTok means that users are constantly discovering new brands, engaging with fresh content, and moving on to the next trend. To drive consistent conversions, it's essential to engage with audiences at all stages of the **conversion funnel**, from new prospects to active buyers.



★ **Learn from Trending Content:**

Stay updated on the latest TikTok trends and incorporate them into your content strategy to capture user attention.

★ **Leverage Influencer Partnerships:**

Collaborate with individual creators to promote your products/services and reach a wider audience.

★ **Create Authentic and Entertaining Content:**

Produce engaging videos that resonate with TikTok users, showcasing your products in a fun and relatable way.

★ **Provide Seamless Purchase Options:**

Use TikTok's in-app shopping features or direct users to your website with clear and accessible links for a smooth purchasing experience.

★ **Incorporate User-Generated Content:**

Encourage customers to share their experiences with your products through user-generated content to build trust and credibility.

★ **Deploy TikTok Ads:**

Leverage TikTok's advertising platform to target specific demographics and increase product visibility to drive sales.

★ **Engage with Your Audience:**

Respond to comments, messages, and engage with your audience regularly to build relationships, trust, and loyalty, ultimately leading to higher sales and conversions.

In addition to these tactics, it's important for digital marketers to keep track of how their campaigns are doing and be ready to make changes based on what's working and what's not. Using the data and insights from TikTok's analytics tools can give you a good idea of what kind of content your audience likes best, which strategies are bringing in the most sales, and where you might need to tweak things to get better results.

Being flexible and quick to adapt to what's happening on TikTok is key. Stay open to trying out new things, keeping an eye on the latest trends, and adjusting your approach to take advantage of any new opportunities that pop up. By continually refining your strategies, you can stay ahead of the game on TikTok and make the most of your chances to convert your target audience.