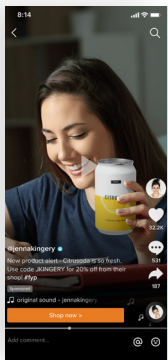


BEST PRACTICES FOR LEVERAGING THE **POWER AND REACH** OF TIKTOK FOR BUSINESS



TikTok is a short-form, sound on social media app. TikTok’s mission is to inspire creativity and bring joy to its users. Part of TikTok’s enormous worldwide success is its mobile first, full-screen viewing experience. Despite being one of the hottest apps on the planet, not every business has mastered the power and reach of TikTok ads for brand awareness, engagements and sales support.

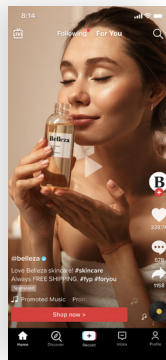
Vericast’s Paid Social Advertising Team Has Put Together These **Six Easy Ways** to Help Businesses Make the Most of TikTok Ads:



GO VERTICAL

For best results, use the vertical video format with a minimum resolution of 540x960 or 640x640. This format makes it easier for mobile users — it’s expected, been shown to perform better, and tailor-made for TikTok.

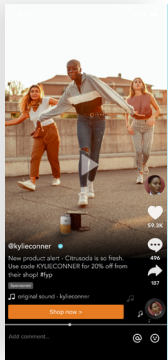
01



#UNBLUR

TikTok has high standards for user experience. Make sure your videos are crystal clear and high quality to engage your target audience.

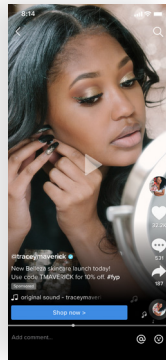
02



PAINT YOUR OWN SOUNDSCAPE

Use sounds, music, voiceover, or both! The music, sounds and voices you choose for videos have a dramatic impact on your message, boosting engagement, performance and recognition.

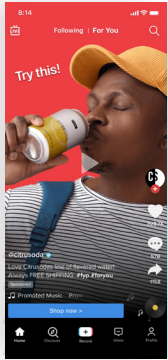
03



KEEP IT SHORT, SWEET, AND TO THE POINT

Keep users engaged with short videos that are relevant, high-energy and worth users’ time. Sixty-three percent of videos with the highest CTR highlight the key message or product within the first three seconds.¹

04



BE AUTHENTIC AND APPEALING

It’s your time to shine on social media. Captivate your audience, have an impact on viewers — and build all-important trust — with content that’s genuine, honest and infectious.

05



AMPLIFY YOUR MESSAGE

Don’t just stick to one platform — get creative and use your TikTok content for other full-screen channels like Instagram or Facebook Reels to help increase your reach and engagement.

06

Hot Social Media Trends

Tap into the fun side of TikTok with emerging video trends driving growth in today's global market:

A DAY IN THE LIFE

Incorporate a popular product into influencers' daily morning routines.

UNBOXING VIDEOS

Phenomenally popular by delivering vicarious thrill, unboxing videos are used to showcase most any product or service.

VLOG-STYLE

Ex: come with me to run errands, weekend getaway, etc.

PRODUCT REVIEWS

Show the product from packaging-to-use on a narrated review or tutorial.

TIKTOK MADE ME VIDEOS

#tiktokmademebuyit and #tiktokmademeeatit are popular hashtags linking to products that work and to add to shopping lists.

TUTORIAL AND WALKTHROUGHS

Show and demonstrate your product in a step-by-step style.

Popular Hashtags

25,874.9B

#fyp

23.6B

#foodtok

231.2B

#tutorial

2.3B

#foodlovers

101.9B

#beauty

242.2M

#tiktokmademe

23.8B

#selfcare

96M

#tiktokmademebuy

Source: TikTok Discover, August 2022

#TIKTOKMADEMEBUYIT

47%
OF TIKTOK USERS

have bought something seen on the platform

67%
OF TIKTOK USERS

were inspired to shop when they weren't planning to — more than any competitor platform

Source: TikTok Marketing Science US

Get More Tips From Vericast's TikTok Marketing Experts

Do you want to amplify your TikTok content? Let the Paid Social Advertising experts at Vericast help you get your content found by your target consumer.

Contact us today to set up your strategy session and reach your target consumer on TikTok!

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