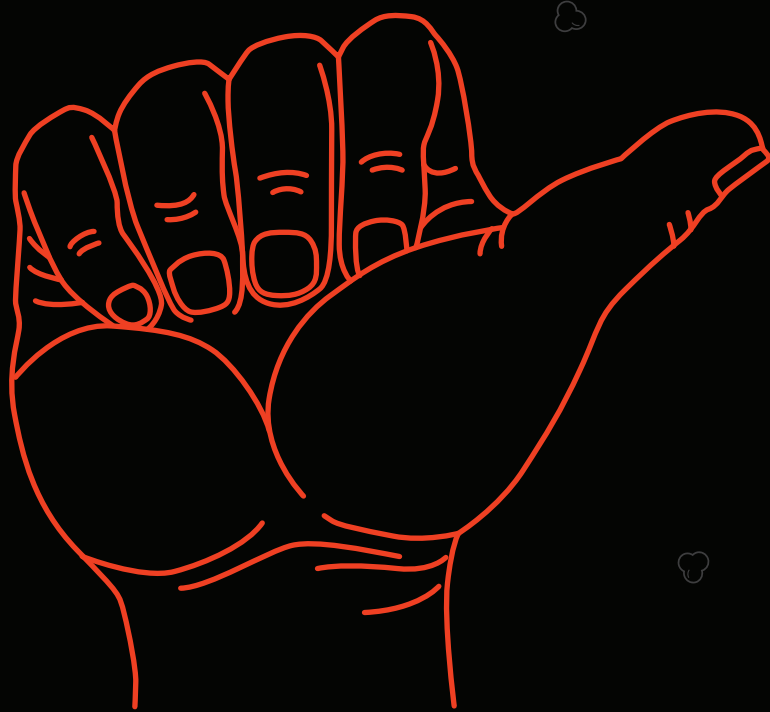




## THE MODERN MARKETER'S GUIDE TO

# TIKTOK



POPCORN  
GROWTH



# ROADMAP



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## 1. Top 3 Questions CMOs Ask us and our Answers...



## 2. Why Brands and Agencies Get TikTok Wrong...

## 3. How Brands Can Be Successful on TikTok

I wish I had read this guide earlier.



## 4. Our Secret Sauce





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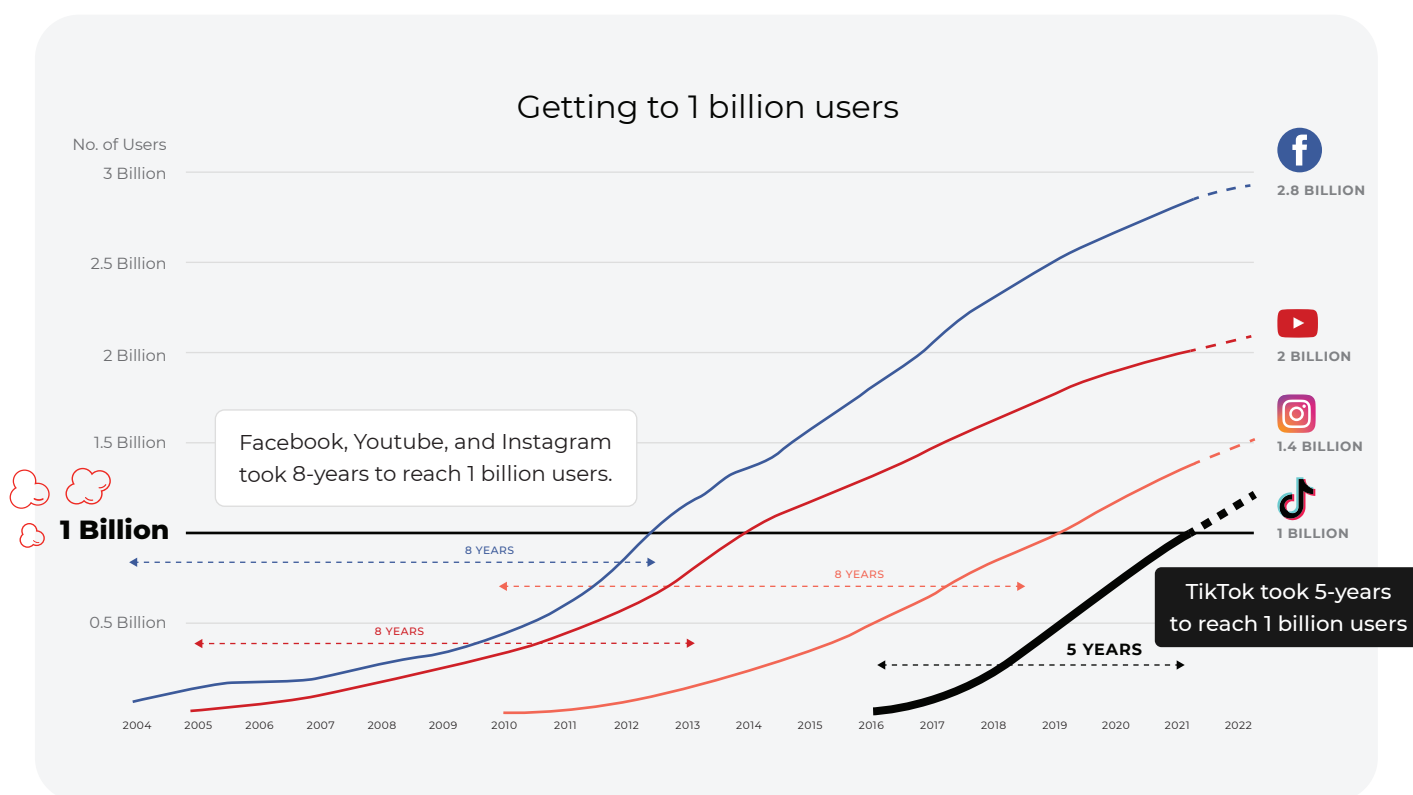
# 1. Top 3 Questions CMOs Ask us AND OUR ANSWERS...



**Q) DOES MY COMPANY REALLY NEED TO BE ON TIKTOK?**

**A) YES. TikTok has 1 billion active users.**

We get this one a lot.



**IN JUST 5-YEARS, TIKTOK HIT 1 BILLION USERS. COMPETITORS TOOK 8-YEARS TO REACH THE SAME MILESTONE.**

The proof is in the popcorn.



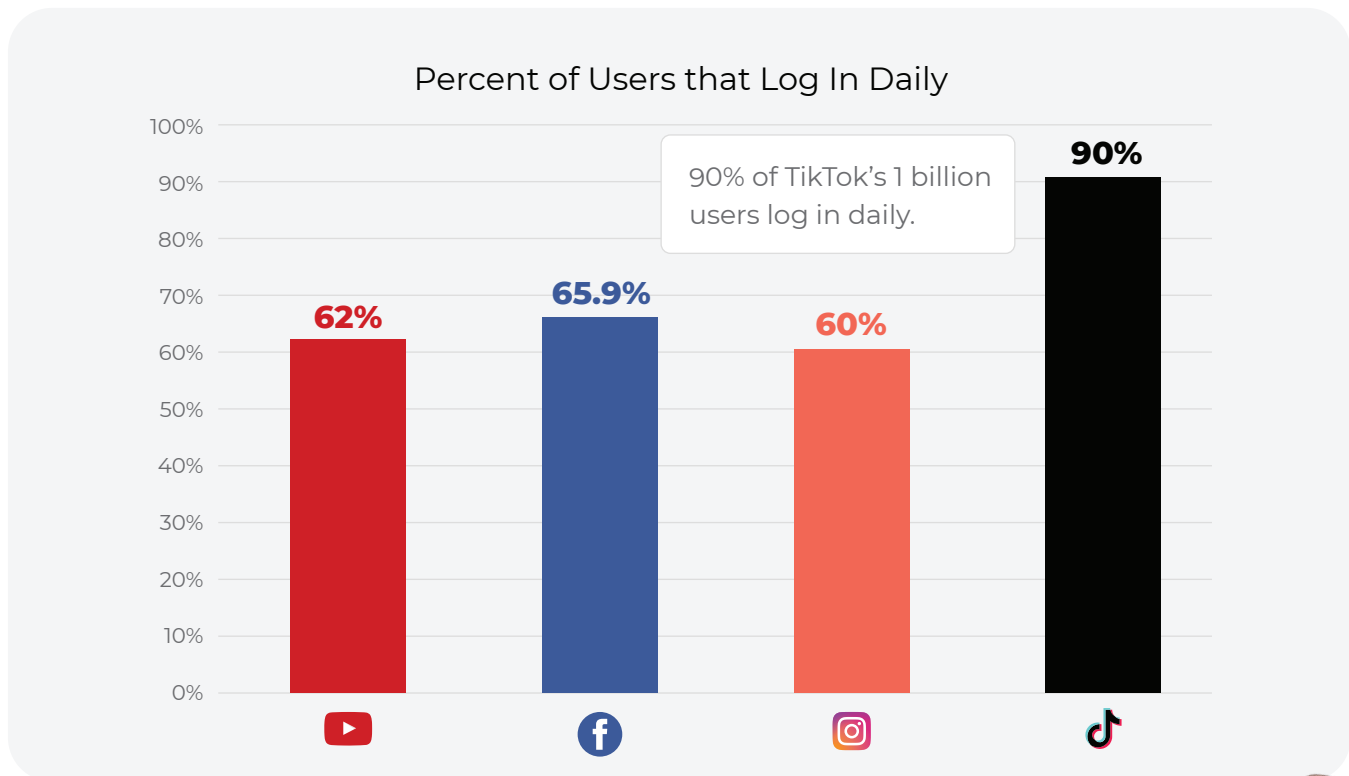
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## Q) OKAY, TIKTOK HAS A LOT OF USERS, BUT HOW ACTIVE ARE THEY?

*DON'T PEOPLE HAVE TO WORK?*

A) 900 million hours daily are spent on TikTok.

TikTok is as addictive as popcorn. Yeah, remember the time you ate that jumbo bucket by yourself? Once you start, you can't stop.



### THE STICKY FORMULA

$$\text{FREQUENCY} \times \text{TIME SPENT} = \text{STICKINESS}$$

90% of TikTok's 1 billion users log in daily.  
On average TikTok users spend 52-minutes a day  
(26 hours a month) on TikTok.

*\*TICK TOCK\**  
*\*TICK TOCK\**



*On average, users spend  
52-minutes a day on TikTok*

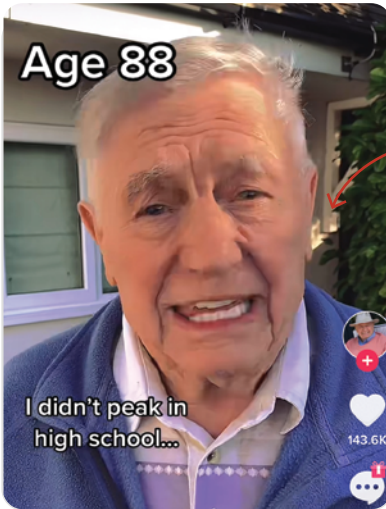
**THAT'S 900 MILLION PEOPLE LOGGING ON TO TIKTOK DAILY,  
AND SPENDING ALMOST AN HOUR A DAY ON THE PLATFORM.**



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## Q) IS OUR AUDIENCE REALLY ON TIKTOK?

A) YES.



You're right, the audience skews younger. It's also quickly diversifying (you saw those user stats).

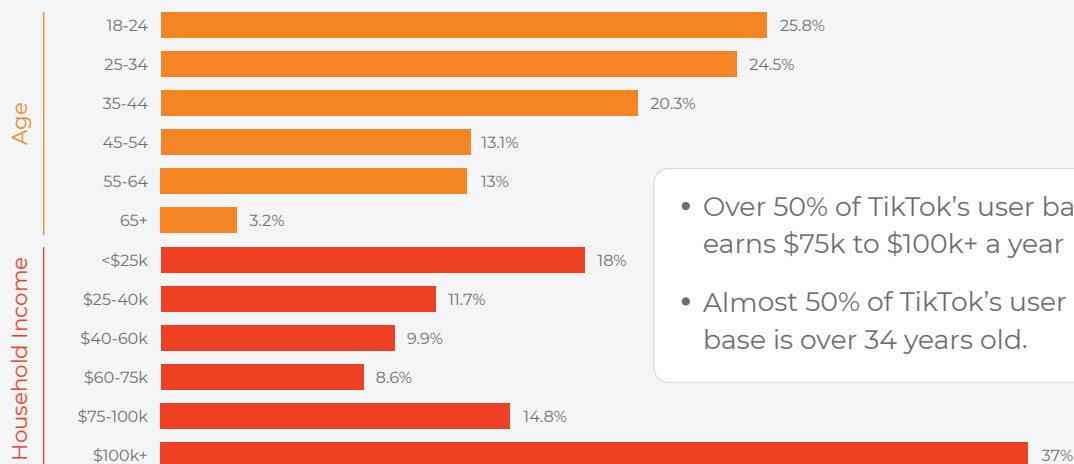
***There's a grandpa TikToker with over 4 million followers!***

Jokes and famous grandparents aside, the platform's 18-24 year olds are your next generation customer. TikTok is one of the best ways to get in front of that purchasing power.

TikTok is essential for any brand that wants to stay relevant.

### TikTok US Adult User Distribution by Age & Income

DATA FROM COMSCORE



- Over 50% of TikTok's user base earns \$75k to \$100k+ a year
- Almost 50% of TikTok's user base is over 34 years old.

“

**TIKTOK IS BECOMING ESSENTIAL FOR ANY BRAND THAT WANTS TO STAY RELEVANT.**

”

**- MISTY BOND**

*Director of PR & Communications at Purple Innovation*

**purple**



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## Key Takeaways

**01** Based on TikTok's growth trajectory and user engagement, the platform will soon dominate the social media landscape.

**02** TikTok is not going away. The platform is quickly redefining the social media landscape, and those changes are here to stay.



## QUIZ TIME: Test your TikTok Savvy.

TikTok, Facebook, and Instagram all use the same type of algorithms to serve content to users.

TRUE

FALSE

You need to use influencers with large followings on TikTok so that you can reach more people.

TRUE

FALSE

The same strategy you use on Instagram will work on TikTok.

TRUE

FALSE



If you answered **FALSE** to all of the above, **WELL DONE!** Keep reading. We're about to blow your mind.

If you answered **TRUE** to all of the above, **NO WORRIES.** Keep reading... and then shoot us an email.

Let's Tik-Talk!

If you skipped answering altogether because you were scared to get them wrong, that's okay.

TikTok can seem scary.

*Fortunately, like all things we love, there's a formula to TikTok success. Once you master that formula the wild-world of micro-videos becomes far less scary.*



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## 2. Why Brands and Agencies **GET TIKTOK *WRONG*...**

Many brands and agencies are unaware of the fundamental differences between Instagram and TikTok.

Eager to jump on the wave, they start pushing out content using their trusted Instagram playbook. usually it doesn't perform well, and they walk away thinking TikTok is a waste of time.

*To avoid this mistake that even experienced marketers make, the first step is to understand how TikTok compares to its competitors.*

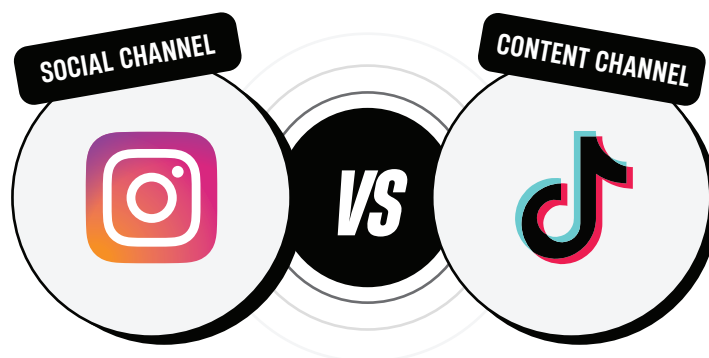
### **Instagram is a SOCIAL CHANNEL.**

This means that Instagram's algorithm shows you content based on who you follow. Users with huge followings (influencers) naturally have a wider reach on Instagram.

When you work with an influencer on Instagram, you're leveraging the influencer's following to reach their audience. The same is not true on TikTok.

### **TikTok is a CONTENT CHANNEL.**

TikTok is a content-first channel fueled by bite-sized videos. This means that TikTok's algorithm shows you content based on how you have interacted with other TikTok content in the past.



*Did you stay longer on a puppy TikTok? Did you share that vegan recipe TikTok with your sister? Maybe you swiped away the video about sleep-hacks? **All these interactions tell TikTok's powerful targeting algorithm what YOU like to watch.***

### **Key Takeaway**

(The Most Important One Yet)

***TikTok content is served based on what you like to watch, not who you follow.***

### **Leverage INFLUENCE on Instagram**

When you work with an influencer on Instagram, you are leveraging the influencer's following to reach their audience.

### **Leverage CONTENT on TikTok**

When you work with influencers on TikTok, you are leveraging their creativity to make tiny nuggets of TikTok joy. These videos will be served to users based on their interests, which are defined by how they have interacted with TikTok content in the past.



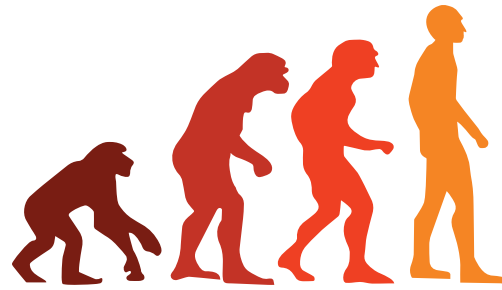
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## Power Shift:

# FROM INFLUENCE TO CONTENT

On TikTok, popular content gets amplified, regardless of the popularity of the influencer. Social media is no longer just a popularity contest.

TikTok knows what you like, and it serves you just that. If you don't like a video you swipe it away and another pops up. The more you watch, the more TikTok learns your preferences and the more personalized (and more addictive) your content stream becomes.

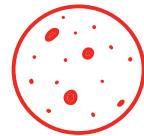


*Social Media is evolving and the way brands approach these platforms needs to grow with it.*

*This difference in how content is served has disrupted the social media power dynamics. For years, brands have relied on influencers and their social networks as a way to get in front of the right people.*

## Goodbye Influencers, HELLO CONTENT CREATORS

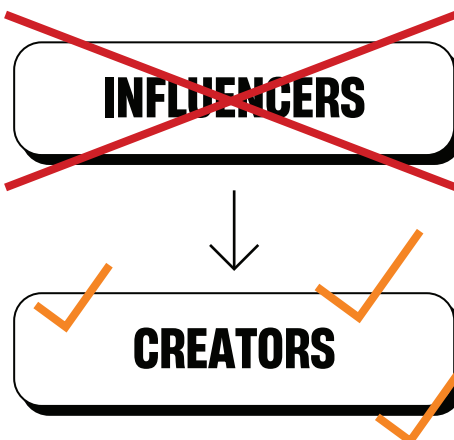
Based on extensive data analysis, We have found only weak correlation between the number of followers an influencer has (a measure of influence) and how much engagement a piece of content receives (a measure of content relevance).



*Working with “creators” rather than “influencers” highlights that the true key to success lies in creating content so that the TikTok algorithm can learn who to serve it to.*

*Content creators on TikTok are as necessary for brand success, as influencers are on Instagram.*

***For brands to succeed on TikTok, they must make content, and lots of it.***

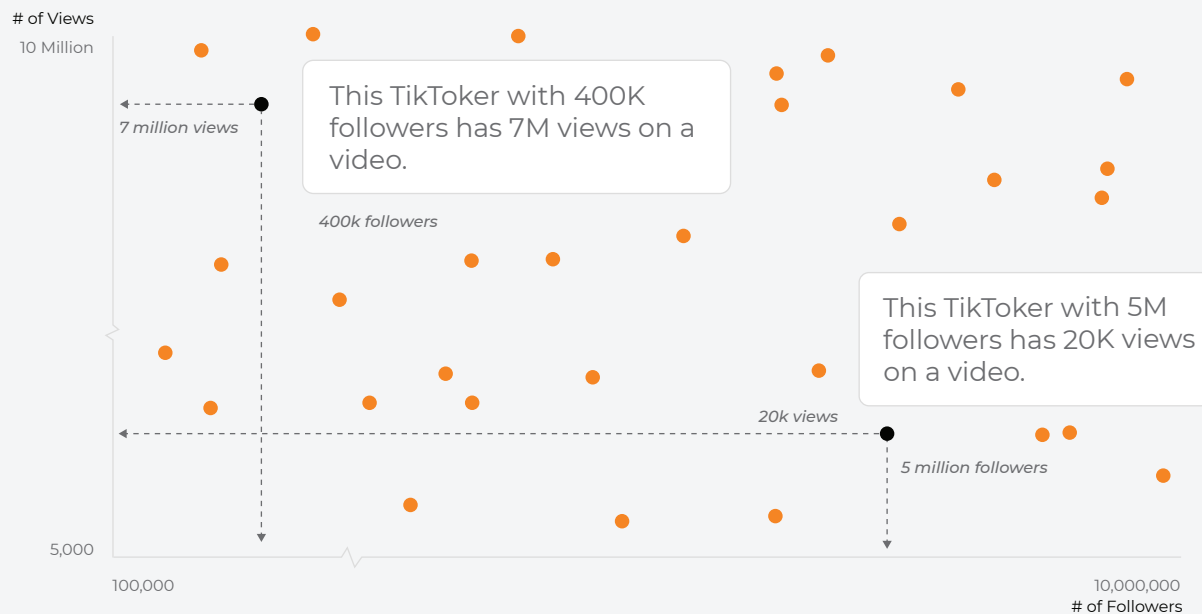






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## Weak Correlation Between Content Views and Followers



*We have seen content from creators with fewer than **500,000 followers** receive over **3 million views**.*





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*When it comes to conversions, we have seen a TikTok creator with **10 million** followers generate **18 downloads**.*



*while a creator with only **300,000** generated **80 downloads**.*

## Key Takeaways

01

Weak correlation between an influencer's (or content creator's) following and the performance of their content.

02

The power of TikTok's interest-targeted "For You Page" means that every piece of content, regardless of who posted and how many followers they have, has an equal chance of getting seen.

03

On TikTok you no longer need massive influencers, it's better to use micro-creators.



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# 3. How Brands Can Be SUCCESSFUL ON TIKTOK



## Formula for success on TikTok



The average hashtag trends for 3 to 4 weeks on TikTok.

Many pieces of bite sized content is better than a few pieces of highly- produced content

*TikTok needs content (and lots of it) to continually refine its targeting and in turn maintain its active users.*



### Feed the Beast!

On Instagram, it's normal for influencers to post once a day. Successful TikTok creators say they post multiple times a day.

The key to achieving wide reach on TikTok is consistently generating quality content over a sustained period of time.

Producing enough content to feed a hungry monster can seem daunting. This is where the creator economy comes in!

Instead of using a few (very expensive) macro-influencers, brands can allocate the same budget across many micro-creators.

Working with more creators consistently gives TikTok's algorithm more data points to learn what your audience likes.

*Working with more creators consistently gives TikTok's algorithm more data points to learn what your audience likes.*

More Content with the Same Budget



**\$30K BUDGET**

For Instagram Influencers



**\$30K BUDGET**

For TikTok Creators



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# NOW, LET'S GET SERIOUS....



## How to Get Started

This is the Money Page!  
If there's one page you  
should read, read this one.



### 1. Organic Presence

**Develop an organic platform presence.**

Even if you only want to run paid ads on TikTok, you'll be far more successful if an "organic" presence is established first.

### 2. Use TikTok-Native Creators

The best way for brands to ride the TikTok wave is to engage the vast array of TikTok content creators out there.

Many brands want to work with their go-to Instagram or YouTube influencers on TikTok. These influencers are often unfamiliar with TikTok's new short-form content and may have unrealistic pay expectations linked to their influence, which is irrelevant on TikTok.

**A better approach is to find TikTok-native creators, who understand content creation for the platform.**

*Having your best  
Instagram influencer  
make a TikTok is like  
asking Tom Brady to  
play basketball.*



*Even the best  
content creators  
are unable to  
predict how well  
a video will do.*

### 3. Consistency and Frequency

**Develop a marathon mentality rather than sprinting mindset.**

One in every 500-videos on TikTok goes viral. This means that the key to success is quantity.

Even the best content creators are unable to predict how well a post will do. To achieve great results brands need to have a long term TikTok content strategy.



### 4. Experimentation and Discipline

**Create a framework to test, iterate, and scale.**

Consistency and frequency aren't worth anything if you're not studying what's working, what's not, and driving to optimize and scale.



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# 4. OUR SECRET SAUCE

(Yes, we're telling you how we get results because we want brands to be successful on TikTok.)

Each month we facilitate on-brand content-creation and distribution. We then put on our nerd suits (we're actually always wearing them) and track the performance of that content. We make spreadsheets, and charts, and throw in our own AI tools.

Then we apply those learnings in the following month to continuously optimize our campaigns.

The first few months working with a client are spent addressing two key questions.



## 01 Which influencer verticals work for your brand?

Examples may be: Nutritionists, Healthcoaches, Military Families, Physicians, Nurses, etc.



Activate 10-30 influencers each month

## 02 What kind of content works?

Examples may be: Dance content, advocacy content, educational content, business oriented content, humor, etc.



Test different things



Find what works and what doesn't

### MONTHS 1-3 Test & Learn

- Activate many influencers to achieve a good sample size.
- Test influencer verticals
- Test messaging
- Test content types

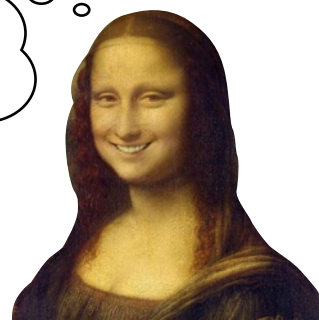


### MONTHS 4-6 Optimize

- Apply learnings from months 1-3 while still gathering insights.
- Start writing unique campaign briefs for each creator that marry their individual style with brand guidelines.
- Start using computer vision to match top performing content with specific video elements (what lighting is best, shirt color, tonality, etc).

### MONTHS 7-12 Scale

- Begin using larger creators now that what performs is well-understood and proved by significant sample size.



# DON'T PANIC

We might not have the answers to life,  
the universe, and everything - but if you  
want to ask questions or order more  
copies for your team, let us know!



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## *LET'S TIK-TALK*

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