

TikTok Marketing Guide



Intro

With its mission statement of “capturing the world’s creativity, knowledge, and moments that matter”, TikTok quickly became the destination for short-form mobile videos. With its continuous feed of 60-second, platform-curated content from wildly innovative influencers, TikTok makes creating, editing, and consuming short-form video extremely easy and addictive. However, is it a suitable channel for business?

The importance of TikTok cannot be underestimated. Besides being the procrastination tool of choice for Gen Z, the app has had a profound impact on sound and culture in the modern world — and savvy businesses everywhere are looking to get in on the action (and money, of course). The video app may not be a good fit for every brand — after all, what’s the point of advertising on a platform your target audience knows nothing about? Many businesses, however, have found success marketing on TikTok: from Ryanair, through Chipotle, to the NFL.

SentiOne specializes in online trend discovery and social media analytics. As such, we felt obliged to publish this guide the moment we added TikTok support to our platform. This guide aims to bring the TikTok phenomenon closer to business — brands, agencies and marketers. We will show you how most creative brands use TikTok, how challenger brands managed to skyrocket their reach, and how to succeed on this platform — without dancing and lip syncing. Finally, every new media has to be properly measured and analyzed, and that’s where the SentiOne platform comes in, with its ability to capture 100% of TikTok real time and to analyze them in terms of context, sentiment, demographic and reach.

Read this guide to understand TikTok’s algorithm, get inspired by the most creative accounts and learn everything you need to know to include TikTok in your marketing mix.



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First protip - 3 golden rules

An active and fun Tiktok presence equals a good brand awareness campaign. To perform well on the platform, you need to be aware of a few important things. Here, then, are the three golden rules of Tiktok.



Be short — the shorter your content, the better. Try to stay under 20 seconds.



Focus on entertainment — your video is intended to be fun, not to convey a lot of information. Try to amuse the audience instead of making them think.



Avoid advertising in your content — your content shouldn't be about advertising. It should be about the real face of your company: show off what your product is about, how your days are going, and who is behind the brand.

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“The key to TikTok’s success is authenticity, which is extremely important for younger generations. Brands put heavy emphasis on it — it lets them present their products in a fresh, compelling way in an environment native to Gen Z. Authenticity helps them build a connection between consumer and brand — it’s how we build engagement, which is a key element of our platform. It allows us to build up a community that’s invested in itself.”



Sylwia Chada, General Manager TikTok CE

TOP 10 brands on TikTok



	Brand	Followers
1	TikTok	62M
2	Netflix	22.9M
3	NBA	15M
4	Nickelodeon	12M
5	Fortnite	8M
6	RedBull	6.5M
7	Duolingo	4.2M
8	ABC News	3.2M
9	Gymshark	3.6M
10	NBC News	2.7M

Second protip - practical essentials



TikTok should be about creativity and originality. Don't try publishing stock photos or reusing the same video content from your Instagram Stories on TikTok. Not only is it not good for your brand image — it will also not work with the TikTok algorithm, which emphasises originality. Follow these three simple rules to create unique TikTok content:



Don't overthink it — Don't spend time renting a studio, or hiring make-up artists and producers for your content. Just pick trending music on TikTok, use your phone and unleash your creativity. Don't aim for production values worthy of an Oscar — TikTok promotes raw and spontaneous recordings with witty captions.



Get an idea box — if you have no idea what type of content to start with, look through trending TikToks. Check out hashtags relevant to your industry or niche, browse through sounds that are getting popular, follow successful accounts. To get inspired, spend some time on TikTok! Ask your colleagues, too — you may be surprised how many creative ideas can be brainstormed once you ask for TikTok volunteers around the office.



The simpler the better — Show the real face of your company. What may seem simple, everyday, and ordinary for you is all new to your viewers. Capture videos showing the “behind the scenes” of office life, how your products are made, and who the people behind your company are.

TOP 10 locations on **TikTok**



	Locations	Views
1	New York, USA	114M
2	Seoul, South Korea	106.5M
3	Dubai, UAE	62.7M
4	Jakarta, Indonesia	37.1M
5	Ho Chi Minh City, Vietnam	32.6M
6	Paris, France	27.2M
7	Buenos Aires, Argentina	16.2M
8	Tokyo, Japan	13.1M
9	Bogota, Colombia	12.4M
10	Melbourne, Australia	11M

Case Study

KochamLodz

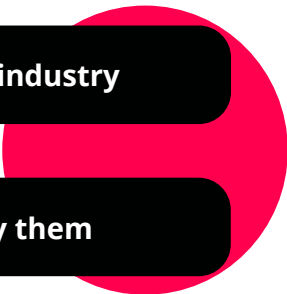
- how to get 1M likes

No marketing communication channel should be feared or taken lightly. TikTok is the best example of this. The dynamic development of this platform, which by many is positioned as “childish” or “for gen Z only”, allowed many brands to reach a much wider audience. Those brands that noticed its potential have gained a certain competitive advantage, as there are many indications that TikTok is not a one-off trend, but a serious and prospective player on the social media market.



Stay up to date with trends

Look for non-standard inspiration, also outside your industry



Get inspiration from bigger accounts, but do not copy them



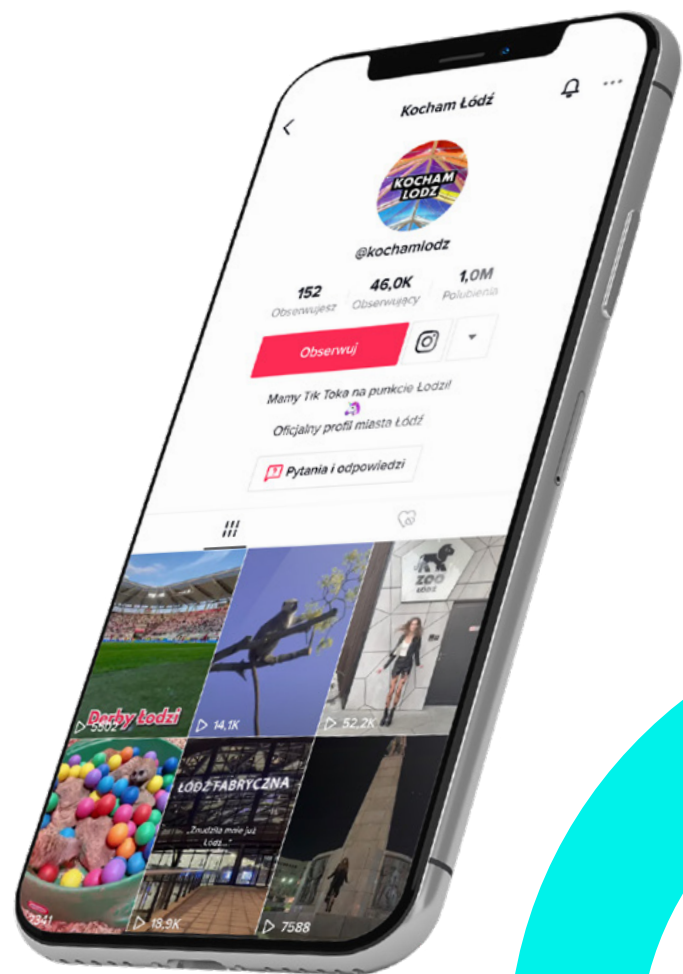
Engage your audience and communicate with them with easy-to-understand call to action

Take this job seriously, it is impossible to make good content in the so-called “meantime” among other duties

Among the brands of European cities, Łódź was the first one to create an official TikTok profile and use it as a main communication channel with citizens, visitors and wider on-line audience. It was a non-obvious step, looking through the prism of the traditional paradigm of the city's communication, but at the same time consistent with the strategy of avant-garde solutions that Łódź has been implementing in social media for years.

The first videos on the @kochamlodz profile appeared in August 2019 and one of them achieved in a short time, impressive for that moment, 100,000 views. Currently, videos on this channel can achieve over ten times better results, but it did not come out of nowhere.

Regularity, diversity of content, continuous development and encouraging interaction with simple call to action sounds like truisms, but they are the best recipe for a stable increase in the number of followers and for building relationships with them.



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“The most important thing is not to get discouraged by stumbling blocks, keep learning and testing new solutions. Million likes are within reach of every TikTok account.”



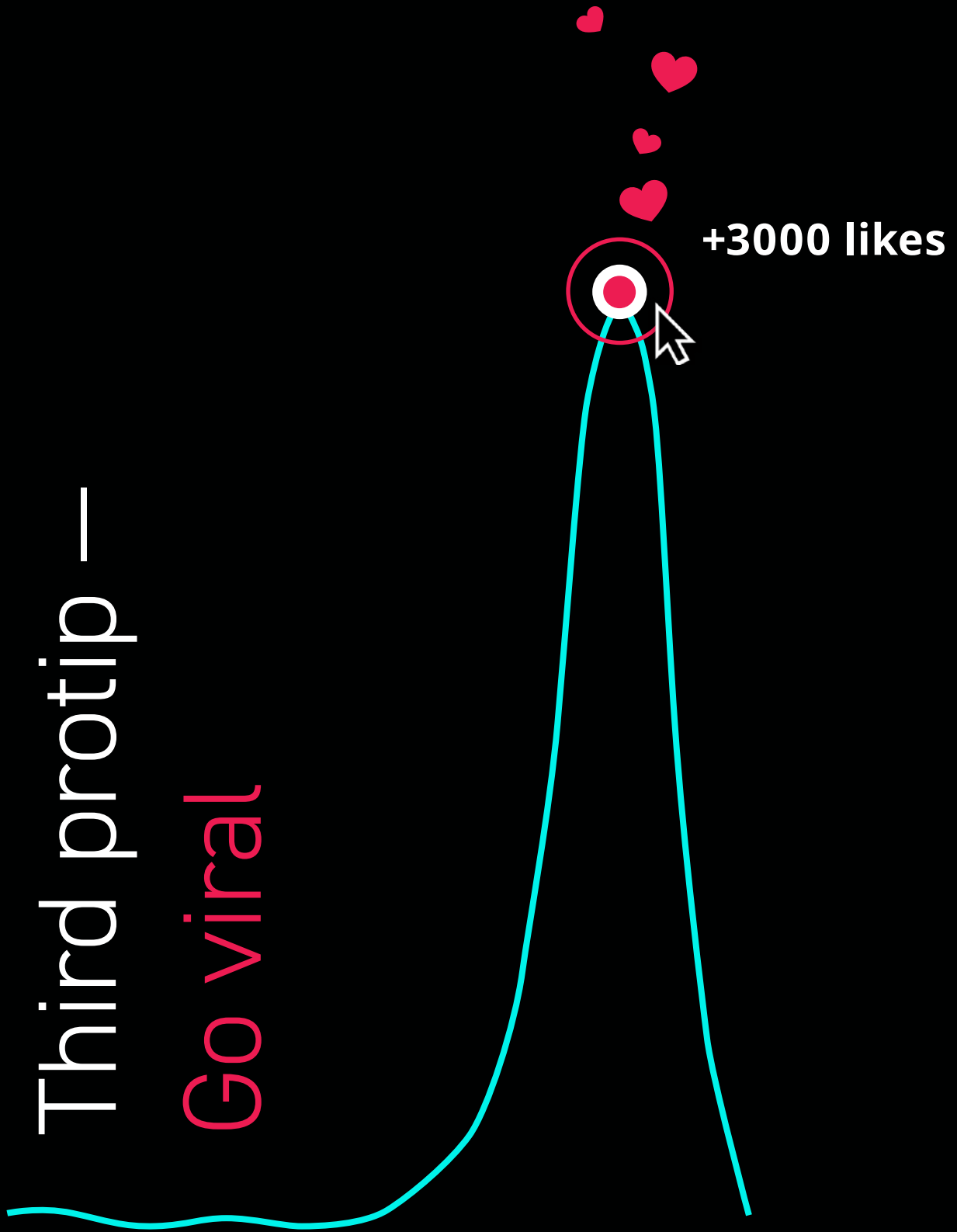
Juliusz Lerman - Promotion and New Media
Office, Lodz City Council

TOP 10 marketing agencies on **TikTok**

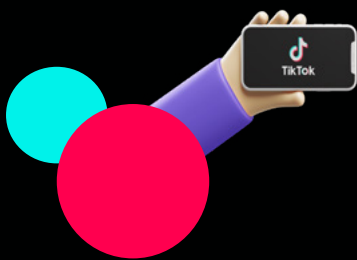
Agency	Likes
1 Viking agency	3M
2 Socialtypo	336k
3 No Good agency	97k
4 Prism Social	61k
5 MVmarketing agency	42k
6 Brand Boostr	22k
7 Pulp Digital Agency	16k
8 Juv Consulting	16k
9 Truffle social	10k
10 Penny Social	7k

Third protip –

Go viral



“Need to get on TikTok to increase reach” — if that’s your objective then this protip is for you. When browsing through TikToks you will quickly see that one account can produce videos with 5k views and the next video will hit 5M views. Yes, that is the magic of TikTok, if you get the music, trend, witty ideas and hashtags right — you go viral. How to go viral on TikTok? Follow the golden rules and practical essentials discussed earlier, and play around with some special actions listed below, that will help boost your views, reach and popularity. P.S Remember to record the celebratory “We hit 1M views on TikTok” video as well! .



Account takeover — A perfect action to reach more people. A takeover means that a brand or influencer takes control of another brand’s account for a period of time (usually a day) to share content on it and reach a larger audience. Images, GIFs, and videos can also be used for takeovers. Embedded links can point to landing pages on websites, or to a challenge or hashtag within TikTok. Takeover statistics include impressions, unique access, and clicks.



Hashtag challenges — Participate in hashtag challenges and then make your own brand challenge. Hashtag challenges are an integral part of the platform. Whether you’re discovering the platform as a rookie or you’ve been using it for a long time, you’re guaranteed to face dozens of challenges in which you can take part with your brand. The point of the challenge is for someone to make a video that others then have to replicate in their own style, even enhancing it with their own ideas.



The importance of storytelling - insights from Industry Expert

When you are watching a movie, you don't ask yourself if you are watching a long commercial or just a movie right? You are entertaining yourself with the story screened in front of you. And somehow, you end up with Star Wars or Marvel toys under the Christmas tree few weeks after the movie release.

That's the power stories have on us, that's the power of entertainment!

As TikTok is not a social media but an entertainment platform, we should apply the same rules to contents, mostly if you are advertising your brand or products. If you are a company, a creator or a regular user, the key for success is to be able to tell a real story.



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“By “real” I mean authentic and strong enough for the user to stop scrolling, watch it until the end and even take action (share, comment, replicate or buy). Real, doesn’t mean true!”

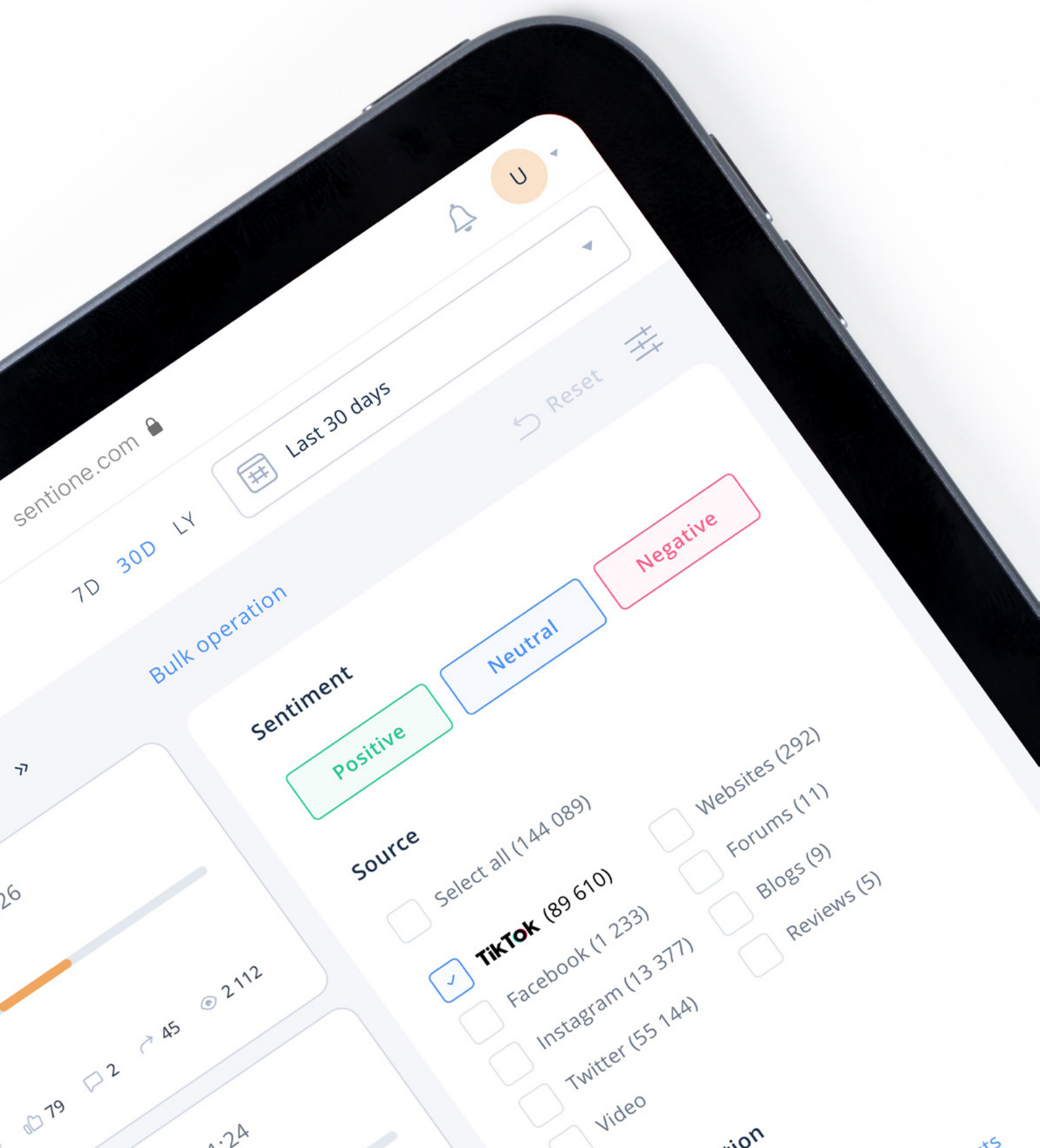


Stephane Matip — Creative Agency Lead, TikTok

Why & how to measure

performance - senti





sentione.com

7D 30D LY

Last 30 days

Reset

Bulk operation

Sentiment

Positive

Neutral

Negative

Source

☐ Select all (144 089)

☒ **TikTok** (89 610)

☐ Facebook (1 233)

☐ Instagram (13 377)

☐ Twitter (55 144)

☐ Video

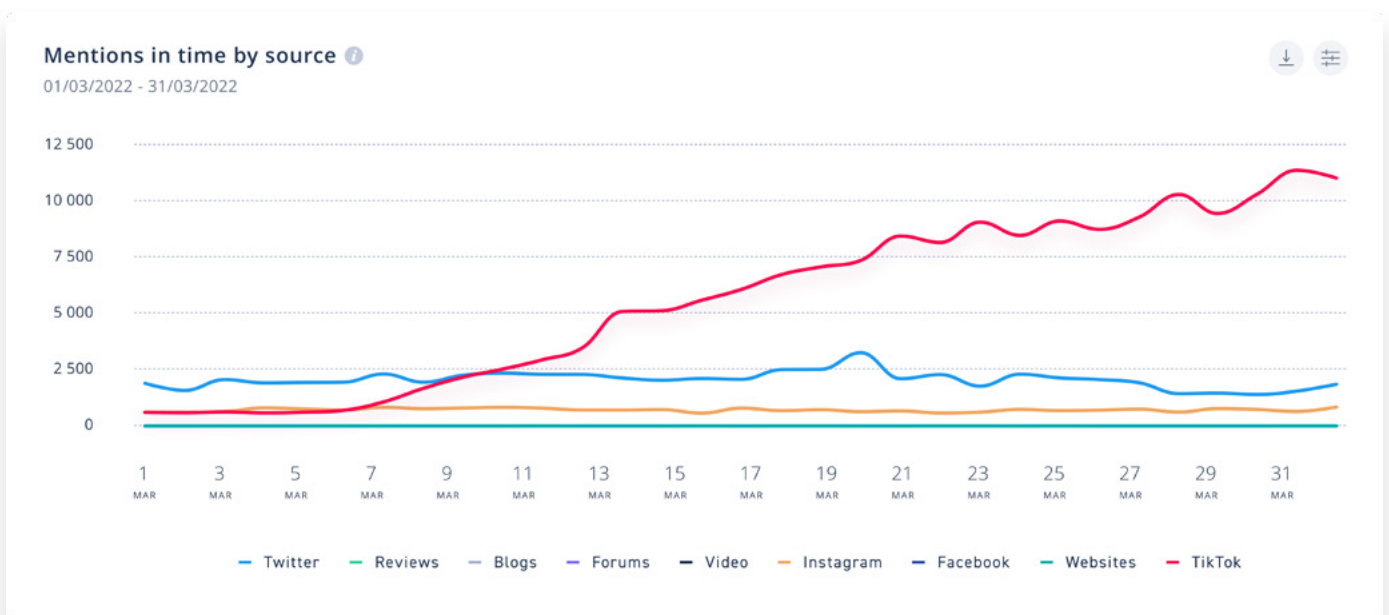
☐ Websites (292)

☐ Forums (11)

☐ Blogs (9)

☐ Reviews (5)

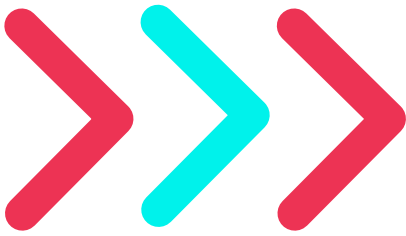
How do you evaluate success on TikTok? There are many metrics to look at: follower count, likes, comments, shares. TikTok analytics go even deeper: they allow you to measure weekly and monthly growth, total video play time, information about who is watching, and more. However, the true goldmine of data and insights can be only found in TikTok social listening — the qualitative analysis of comments, hashtags and reach.



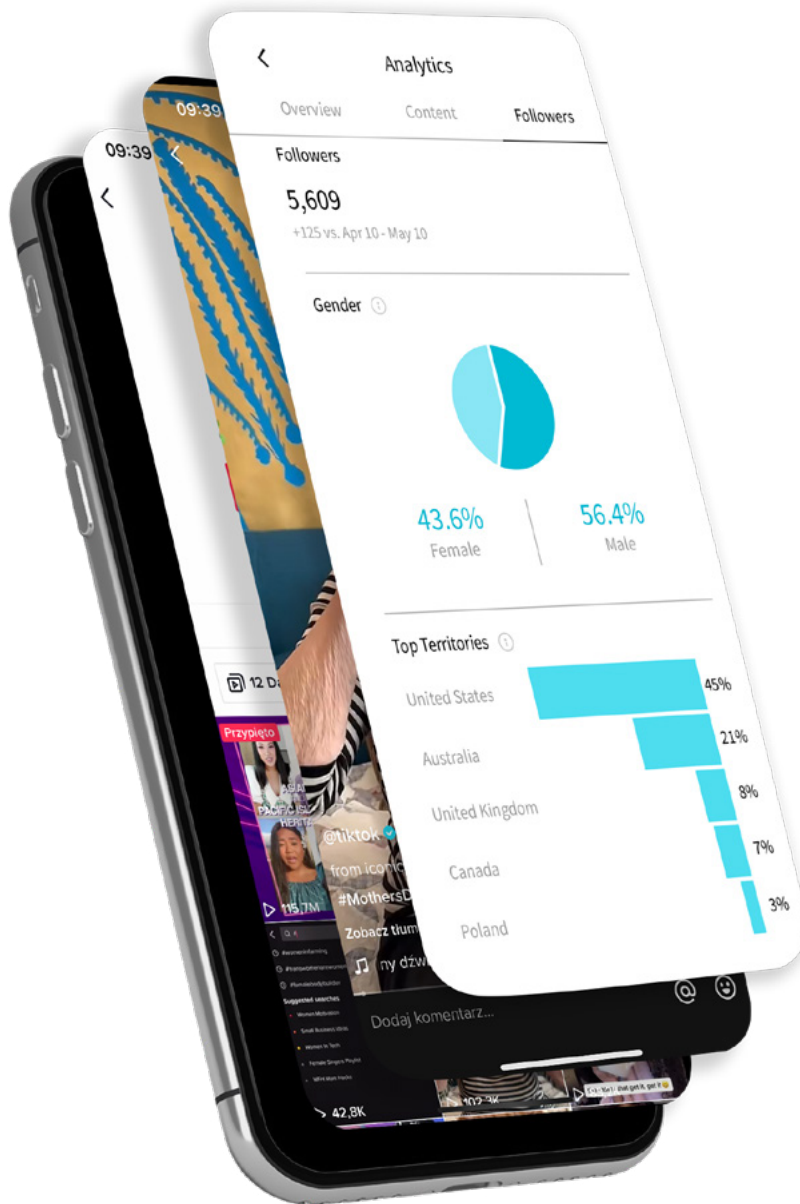
TikTok social listening allows you to data-mine comments and videos for customer and brand insights that go beyond standard dashboard analytics of likes and shares. And when you go beyond plain numbers, you'll learn various factors that motivate customer behavior, sales challenges, and how your products or services can be better. You also get insights for more targeted advertising strategies

Go beyond numbers — analyse comments, sentiment and brand mentions





What data can I get from
TikTok standard dashboard?



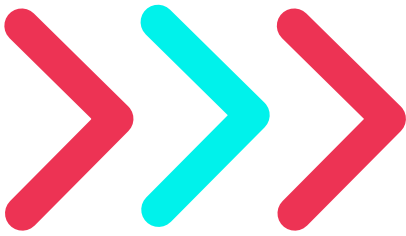


- ✓ Number of followers count
- ✓ Number of likes
- ✓ Number of comments
- ✓ Number of shares
- ✓ Number of views
- ✓ Weekly and monthly growth rate
- ✓ Total video play time
- ✓



These metrics can tell you a lot about your social impressions and whether they meet the benchmarks that you have set for yourself. However, they do not tell you the reasoning behind the numbers. You also do not know, for example, what is the common theme in the comments your post has garnered, and whether they are positive or negative, unless you manually go through all of them.

In a business setting, this can be an ambitious task, also one which can be rife with inaccuracies due to human errors and bias. In order to gain a complete understanding of what your metrics means to you in terms of business intelligence, you will need to analyze comments and hashtags as well. These will tell you about trending topics and whether the spikes in your impressions are to your advantage or there is an issue that you need to address regarding your brand associations or advertising strategy.



What data and insights can I get with **senti**one TikTok monitoring?

For advanced TikTok insights, you'll need to use a sentiment analysis API that provides text analytics through natural language processing (NLP). With it, you'll be able to extract insights from the text in comments or hashtags. As more companies turn towards influencers to boost their TikTok marketing strategy, it is more crucial than before to ensure what type of sentiment is prevailing in comments and hashtags about your brand, and whether your investment in your influencer is bringing in the returns it should.



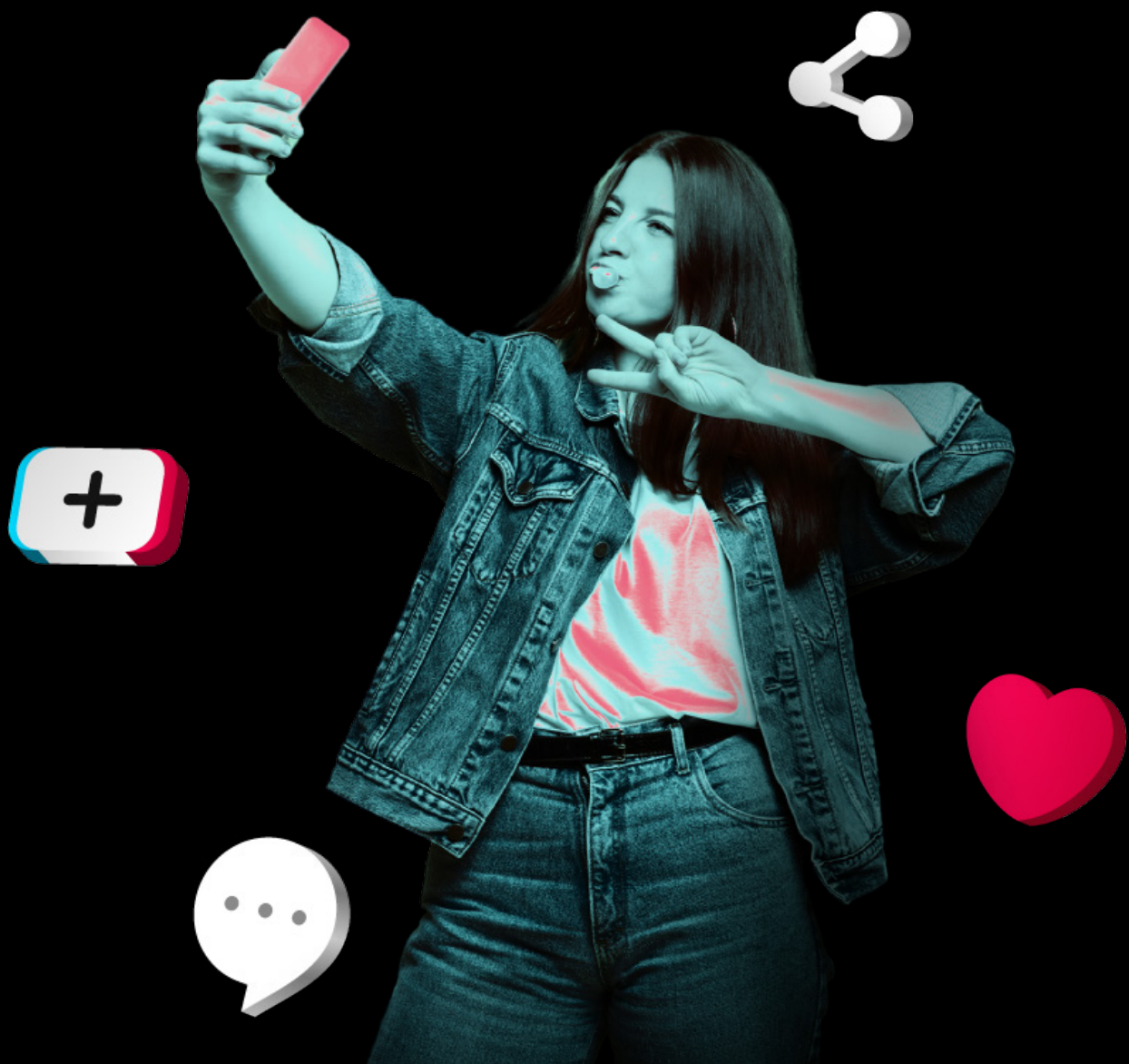


- ✓ Quantitative and qualitative data
- ✓ Analysis of public posts with number of likes, comments, shares and views
- ✓ Analysis comments with number of likes and subcomments
- ✓ Analysis of content created by the given author
- ✓ Sentiment analysis of comments and ads
- ✓ Notification whenever your brand is mentioned on TikTok
- ✓ Customer product reviews, buying intent & product placement
- ✓ Performance comparison to other channels: Instagram, Facebook, Twitter
- ✓ Competition benchmarking



TikTok social listening can provide you with all the relevant and key insights you need about market opinions regarding your brand, products, and services. With these data-backed insights, you can shape strategies to improve your customer engagement and give your audience a more personalized experience that results in better sales conversions.

SentiOne sentiment analysis solution, offers the enviable capability of understanding users comments, hashtags and brand mentions on TikTok. You can employ the solution to predict and determine trend analysis with sentiment, predict sales, monitor hashtags, and even the performance of your social influencers and brand associations.





Ready to monitor TikTok hashtags and insights?

Kickstart your digital marketing strategy by using AI-powered social listening tool to analyse customer data and insights. Never miss a trend, brand mention or customer feedback!

BOOK A DEMO

