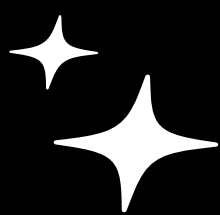
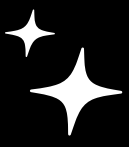


 **TikTok** for Business



# Holidays for You 2024





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01

## Sleigh the Holidays

Grab seasonal opportunities on TikTok

# The ultimate Holiday hub

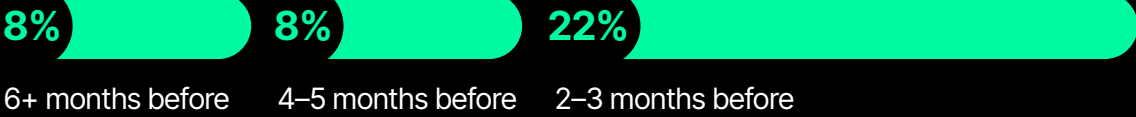
TikTok is a wonderland of discovery; from eager gift-givers to Holiday superfans, everyone is catered to.



With content spanning every stage of the Holiday season, TikTok creates opportunities for small businesses from the buildup to the big day.

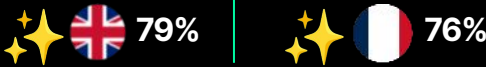
## It's never too early to start the Holiday prep.

TikTok Christmas Gifters start shopping for gifts:



2 in 3

Start shopping for gifts at least 1 month before Christmas (65%)



Meanwhile, 16% wait until the last minute to start their Christmas shopping





# Talk of the season

The Holiday hashtags you need to know:

#Thanksgiving

#BlackFriday

#CyberMonday

#Christmas

#Hanukkah

#Kwanzaa

#NocheBuena

## Top tip:

Use the Trend Discovery Tool in TikTok Ads Manager to look for more detailed hashtags.





# 02

## From spooky to sparkly

How to use  
TikTok for your  
Holiday campaigns

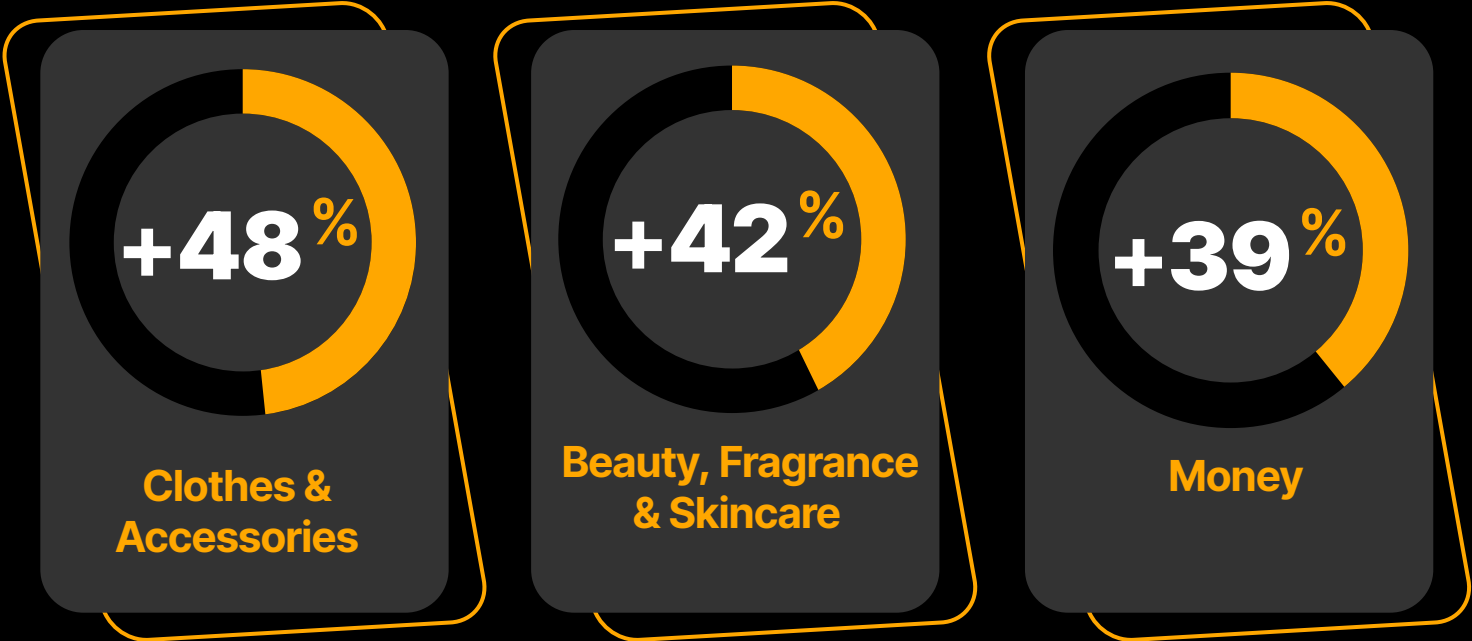
# Tap into the pre, peak and post-Holiday buzz

Discovery is just the beginning! TikTok connects audiences to content which captures engagement, feeding their desire to learn more, and driving them down the purchase funnel.

## The products most gifted for Christmas by TikTok users are:



## The gifts TikTok users most want to receive:

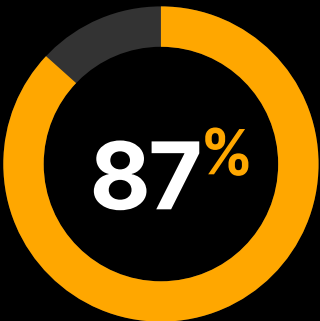


# Trends worth celebrating

Capture engagement early and tap into trends with inspiring content on TikTok’s For You Page:



Outfit ideas

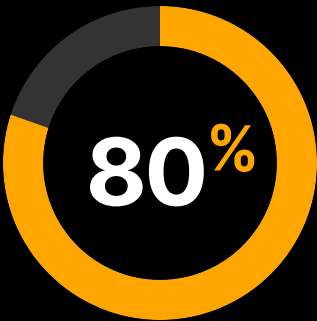


of users buy gifts for themselves during holiday shopping events

**Marketer tip:** Help shoppers cross off holiday to-do lists with self-gifting incentives.

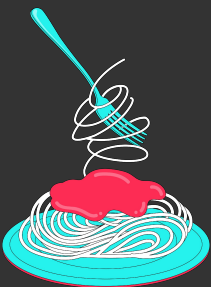


Games & travel content

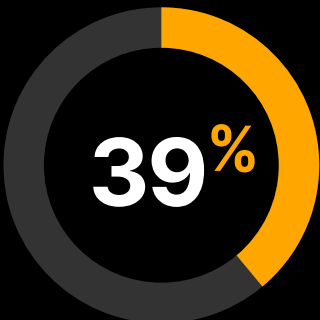


more travel-related purchases are made during the Holidays when TikTok is used.

**Marketer tip:** Make the most of the travel-planning surge with travel creator collabs & destination inspo.



Feasting inspo




of respondents plan to use rewards and cashback this Holiday season

**Marketer tip:** Partner with FinServ platforms to offer more payment options and rewards for consumers.

# Bring it home for the Holidays

Drive sales during peak moments with timely content worth sharing.



Check out how REFY Beauty increased their ROAS by x3 with TikTok Spark Ads

TikTok users see Christmas as a time to host, shop, and travel.



Source: TikTok Marketing Science EUI Gifting Season Research 2024 conducted via AYTM

✨ Indicates a statistically significant difference vs. TikTok EUI Average at 95% confidence interval

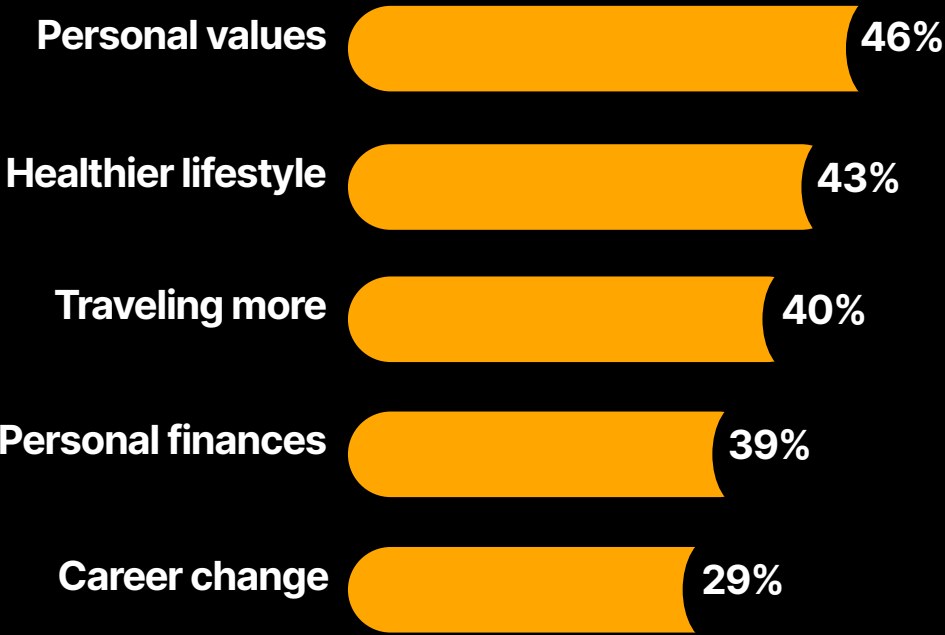
# Turn Q4 Gifting into Q5 Shopping

The TikTok community never takes a holiday from the FYP page. Q5 is the time between Christmas and mid January when audiences keep shopping for themselves post-holidays.

**1 in 2** TikTok users plan to shop in Q5 to take advantage of post-Holiday sales.

**51%** of TikTok users say they are likely to shop during Q5 to treat themselves or for self-care.

Inspire connections with TikTok users, by paying attention to their goals in Q5.



**Marketer tip:** Make the most of 2025 resolutions and personal goals by prospecting and retargeting shoppers with the products they're most likely to spend on.

03

## Make it shine

Creative tips for  
show-stopping  
content



# Pick the perfect present

Find your voice on TikTok and create content structures that sell.



## The winning formula

### ×1 Killer Hook *(first 3–5 seconds)*

- Share shopping tips and hacks
- Highlight a Holiday promo
- Call out your target audience

### Unique Selling Points *(middle 10–20 seconds)*

- Show why it's popular
- Solve a problem
- Entice them with visuals

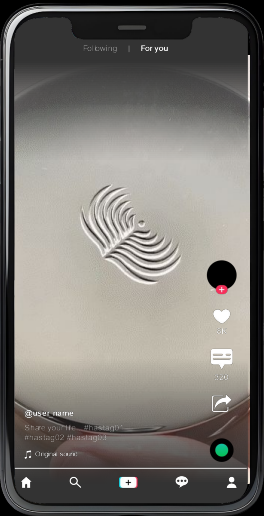
### ×1 Clear CTA *(final 3–5 seconds)*

- **Motivation:**  
Check it out for yourself
- **Promotion:**  
Get your offer now
- **Brand message:**  
Join the [product] gang

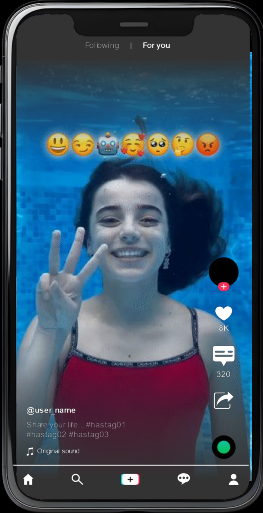


# Time to gift wrap

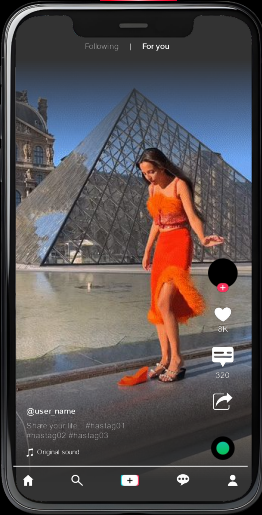
Make these creative tips your North Star:



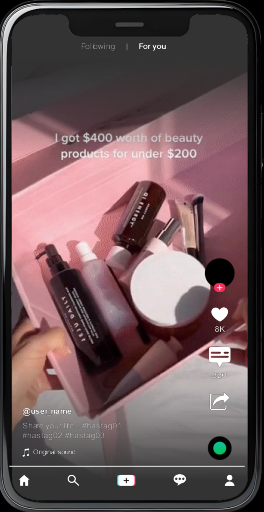
**Go Native(ity)**  
Create content that feels like it was made for TikTok



**Festive Frameworks**  
Use content structures that add value and drive engagement



**Be The Brightest**  
Use creative editing techniques to grab attention



**Deck The Halls**  
Focus on production value by filling the screen without disrupting UI



**Tinsel Trends**  
Connect with users by joining trending conversations and video styles



**Jingle All The Way**  
Choose trending sounds and music to enhance your narrative

04

## Festive feasting

Plan  
mouth-watering  
campaigns



# Build a delicious base



If you're new to TikTok, there are a few fundamentals you need to get right to unlock your full potential.

1

## Create your Ads Manager account

Visit [getstarted.tiktok.com](https://getstarted.tiktok.com) and set up a payment method to start creating ads.

## Set up TikTok Pixel

2

Pixel allows you to capture events for all the website visitor actions. [Learn how it works](#), set up **3+ tracking events**, and make sure you turn on **Automatic Advanced Matching** and **First-party Cookies**.

3

## Build your first ad

Creating for TikTok is different, not difficult. Use our [AI-Powered Creative Assistant](#) for personalized creative solutions and CapCut for Business' ad creative templates for a pro-looking finish.

## Run your first campaign

4

Use Website Conversions Objective, optimize for Complete Payment (or your desired outcome), start with a minimum £40/50€ daily ad group budget, and use Broad or Balanced targeting.

5

## Nurture and optimize

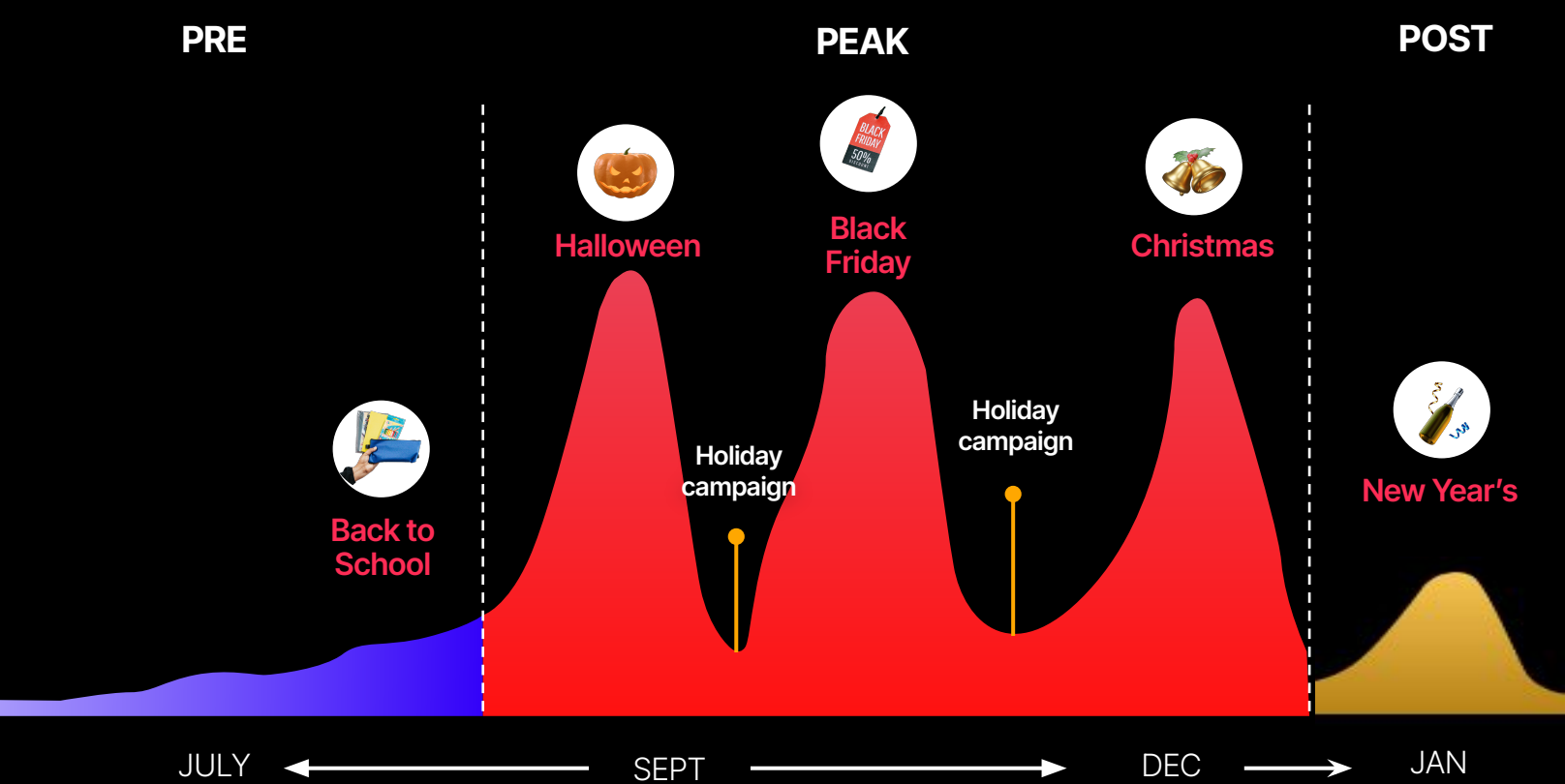
Include 2–3+ creatives and run campaigns for at least 7 days before optimizing. If you have a TikTok Business Account, use Spark Ads, and consider using Web Traffic Custom Audiences after your first campaigns.

### Don't forget TikTok Shop...

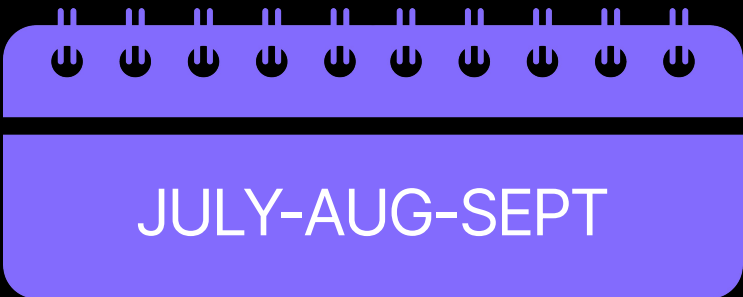
Spread joy and sell more! Let your customers discover shopping moments. [Get set up today.](#)

# Your Holiday campaign: create moreish moments

Capitalize on key shopping moments and consumer mindsets across pre, peak, and post-Holiday shopping. New here? Follow our **Foundations** guide and **Website Conversions Campaign setup** to get clued up.



## Build your audiences before peak season hits



Follow our Foundations section for ad account setup, and start driving conversions with your Website Conversions campaign.

### Seasoned advertiser?

- Try out different targeting, audience, and creative formats – check out the ad formats section for inspiration.
- Choose your KPIs and look to build conversion volume, decrease CPA, and improve ROAS gradually over time.

# Feast in full swing

OCT-NOV-DEC

**Meet your audience at each stage of the funnel during peak Holiday season:**

- ✓ Retarget existing customers using Custom Audiences to drive lower Cost-Per-Acquisition and higher Return on Ad Spend
- ✓ Build Lookalike audiences to widen your reach based on your existing audience data
- ✓ Use Value-Based Optimization to find users who are most likely to purchase

# Hungry for more?

JAN

**Cater to audiences who are active between Christmas and the January sales (Q5):**

- ✓ Review results from peak-Holiday campaigns and feed learnings into new campaigns
- ✓ Launch post-Holiday campaigns with eye-catching creative and catchy Call-To-Actions



# The (conversion) cherry on the cake

Once you've nailed Website Conversion campaigns, add these features to your lineup for a sales-driven Holiday season:



## Video Shopping Ads

- Put your best foot forward and showcase your top products via your Product Catalog or TikTok Shop
- From promoting holiday gifts to retargeting decorations abandoned in the shopping cart – drive revenue during the biggest sales periods
- Set up your ads through the Product Sales objective via your [TikTok Shop](#) or your [Product Catalog](#)



## Product Catalog

- Showcase your Product Catalog on the For You Page by using Video Shopping Ads with Catalog
- Sync your products directly with platforms like Shopify, BigCommerce, WooCommerce, and more
- Manually add products, use a data feed, or a template for speedy batch uploading through your Business Center