

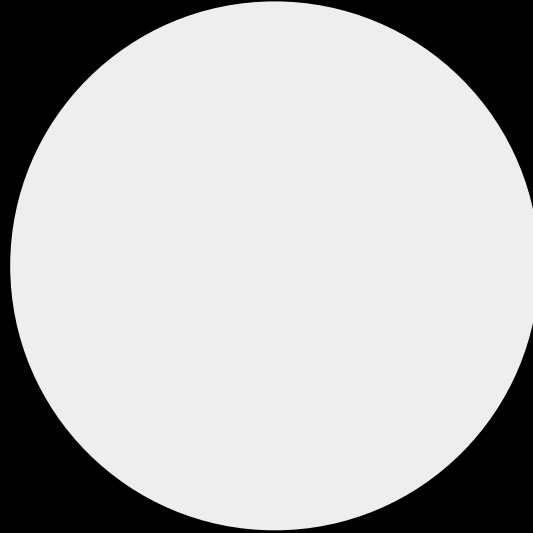


TikTok Bootcamp: Start

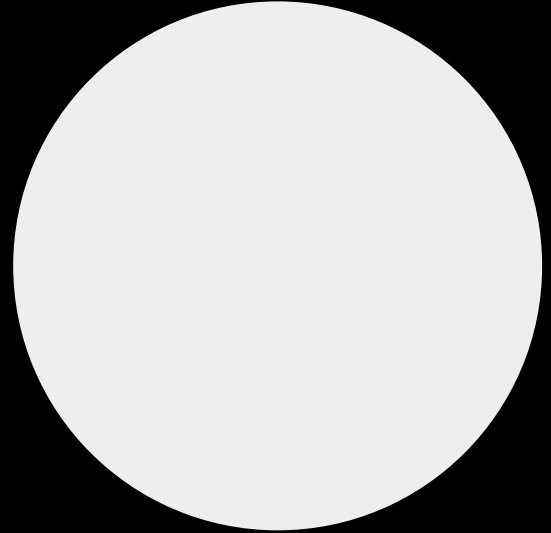


VALID ✓

Let's meet!



Name
Title



Name
Title

Table of Contents

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- 02 [What is TikTok?](#)
- 03 [Why TikTok?](#)
- 04 [Types of TikTok accounts](#)
- 05 [Get started with TikTok advertising](#)
- 06 [Combining organic and paid content](#)
- 07 [Take-away resources](#)



🎵 TikTok for Business

Section 1: Program Overview

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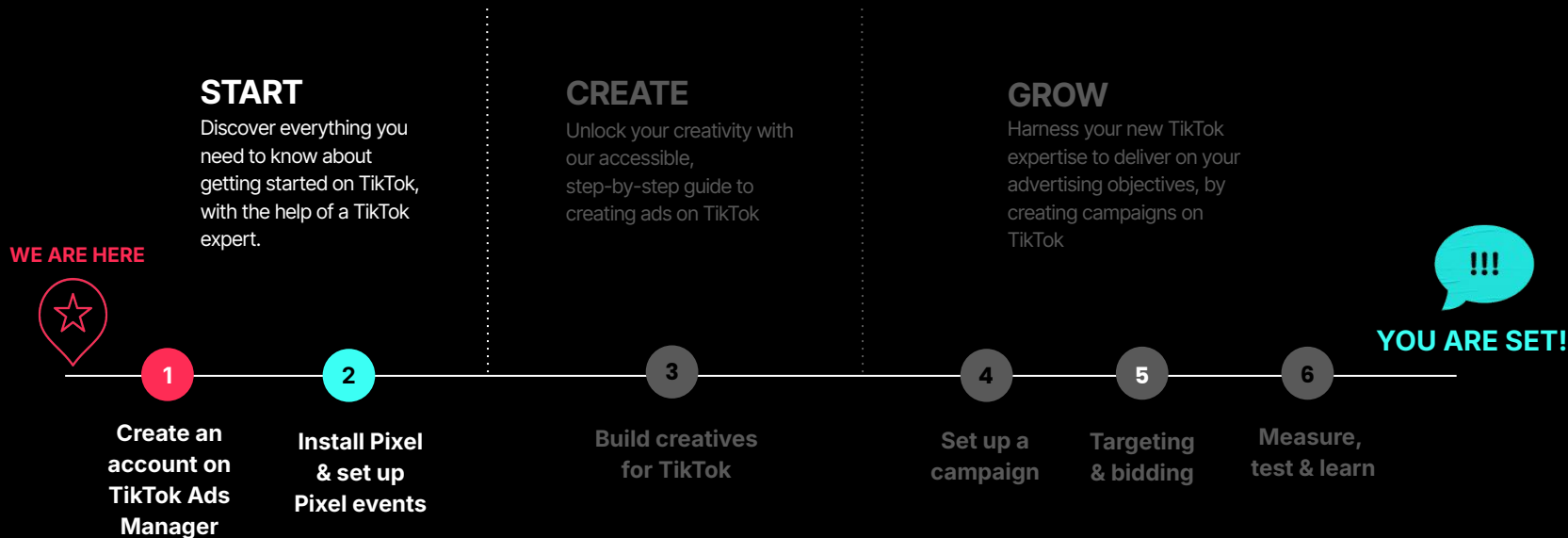


TikTok Bootcamp



1:1 support from TikTok
Educational resources
Exclusive perks & incentives

TikTok Bootcamp



1:1 support from TikTok
Educational resources
Exclusive perks & incentives

Internal slide – Remove before presenting

**Remove this
slide before
client
presentation.**



Interaction/Activity

**VIRTUAL
WORKSHOP**

Remove this slide
before
presentation.

Share **one thing** you're hoping
to learn about in this workshop

**IN-PERSON
WORKSHOP**

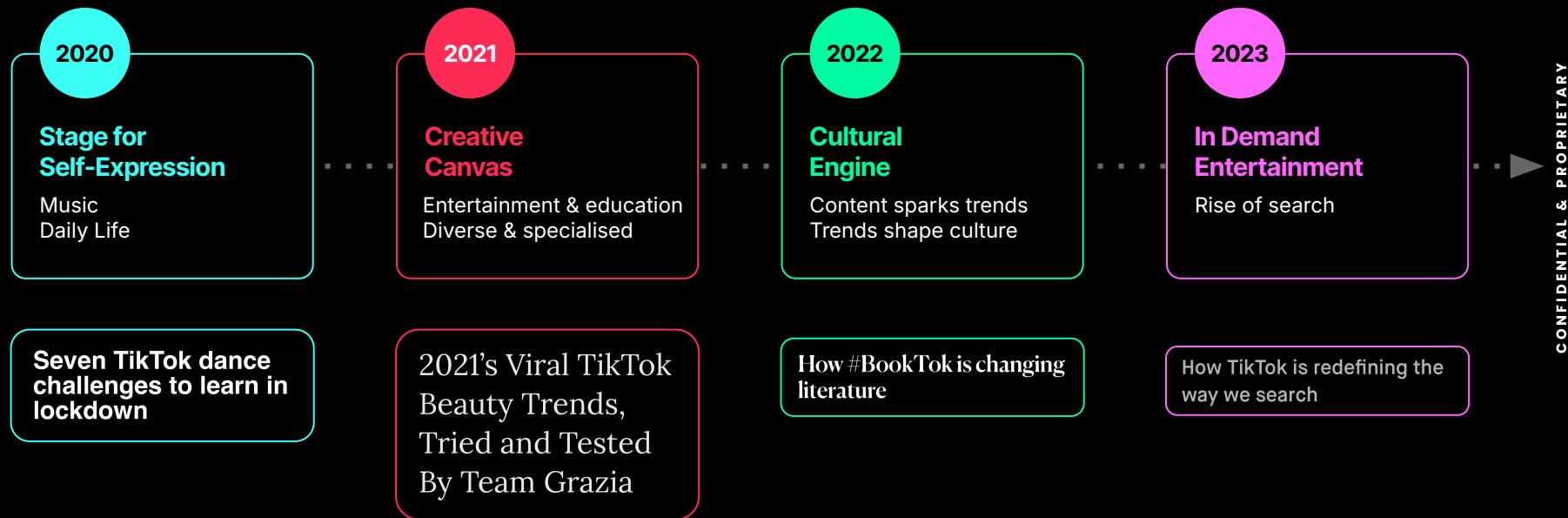
**Remove this slide
before
presentation.**

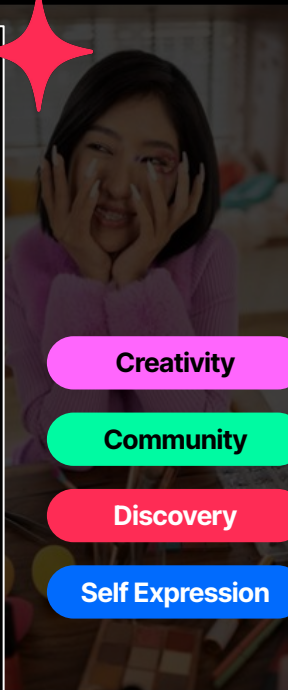
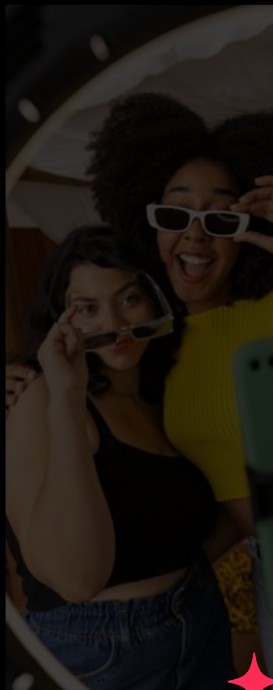
**How often do you use
TikTok?**



Section 2: What is TikTok?

TikTok's Entertainment Evolution



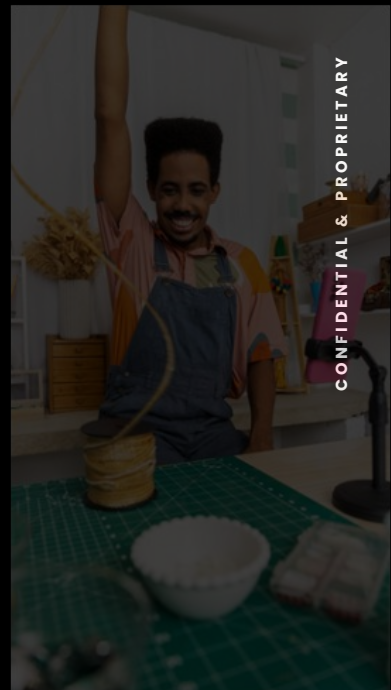


Creativity

Community

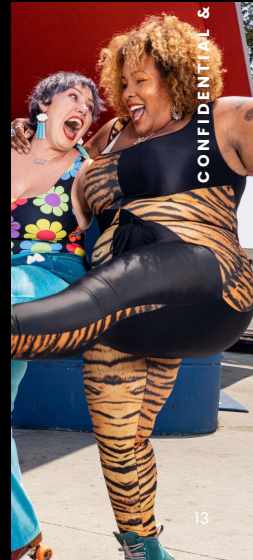
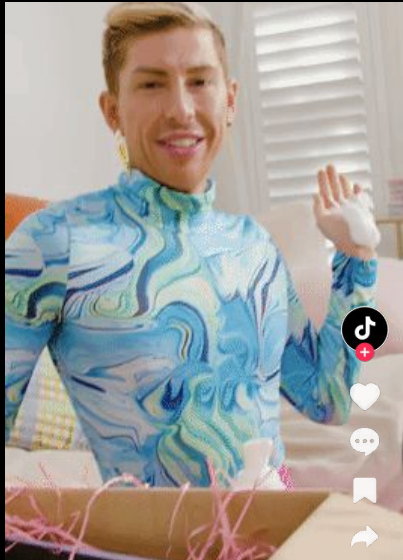
Discovery

Self Expression



Enter TikTok

Here, **brands have the opportunity** to be **integral** to the **entertainment** experience



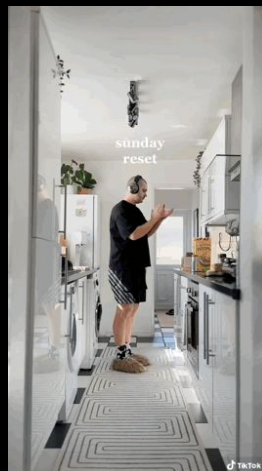
Entertainment redefined

A melting pot
of content
cooked-up by
our community



The rise of niches & subcultures

#SpiritualityTok
#CottageCore



New entertainment
genres making the
mundane captivating

#CleanTok
#GymTok



A new dimension to
big cultural events

#Euro2024
#Christmas



Big shows made
snackable

#GoldenGlobes
#Sopranos



Section 3: Why TikTok



Leverage TikTok's unique Entertainment experience to drive impact

SHARE



TIKTOK'S ECONOMIC IMPACT IN FIVE EUROPEAN COUNTRIES

Total economic impact of SMEs using TikTok to grow in five European countries

● Total ● Direct ● Indirect ● Induced

Total contribution to GDP in
five European countries in 2023

€4.8 billion



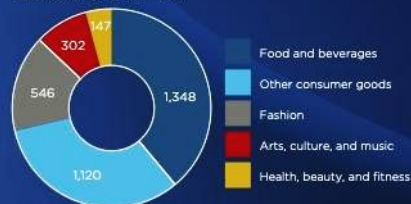
Total jobs supported in five
European countries in 2023

51,100



TikTok created this impact by helping SMEs boost their sales by €3.5 billion across the five countries in 2023 according to modelling undertaken for this research

Revenue increase (€, millions)



TikTok has a positive impact on SMEs
achieving their marketing goals

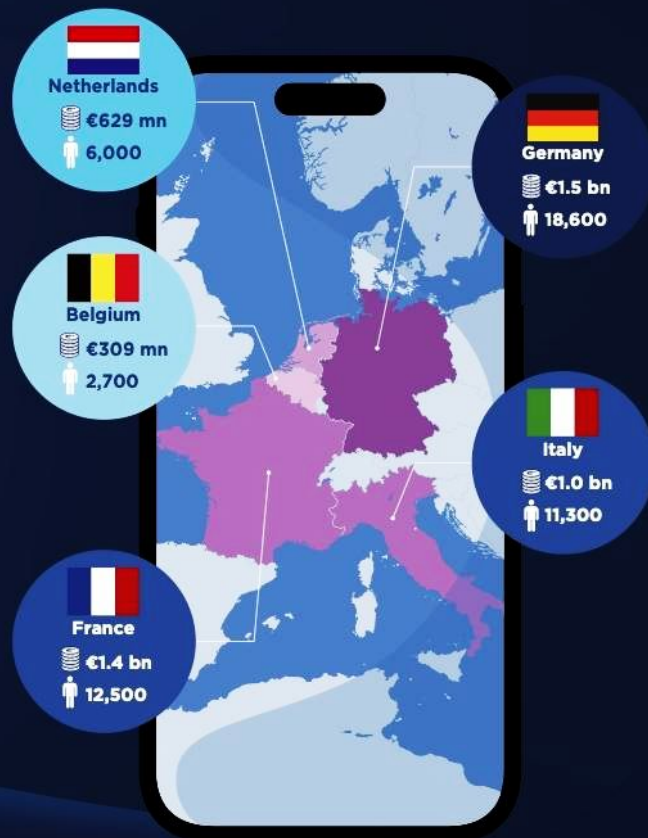
73%

of SMEs
say that TikTok
has a positive
impact on their
ability to market
new products

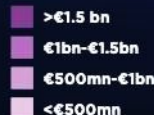
2.7x

Owners
of SMEs on
TikTok were
2.7 times more
likely to be of
migrant origin
than owners of
SMEs not on
TikTok

Note: Totals may not sum due to rounding. Migratory origin defined as someone who was either born abroad, or who has one or more parents who were born abroad



GDP:



Jobs:



GDP
Jobs

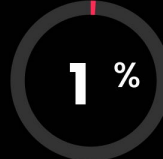
TikTok is **important** to European SMB marketers

Small Business Marketers see the importance of TikTok



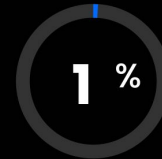
of SMB marketers say they include TikTok for at least 50% of their campaigns

SMB advertisers are seeing real results from using TikTok



of SMBs say that TikTok has helped them reach new customers

The TikTok community plays a vital role in empowering SMBs



of SMB owners agree that being part of a global community on TikTok makes reaching new customers easier

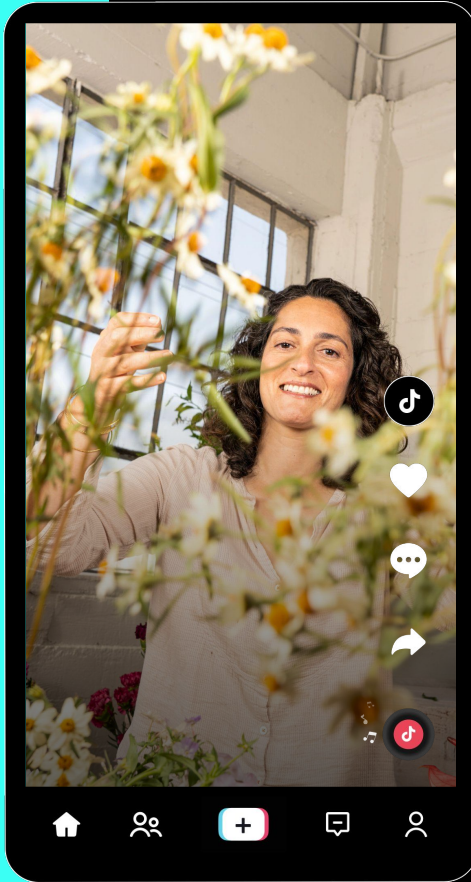
**Community:
Where other
people share
and care**



72%

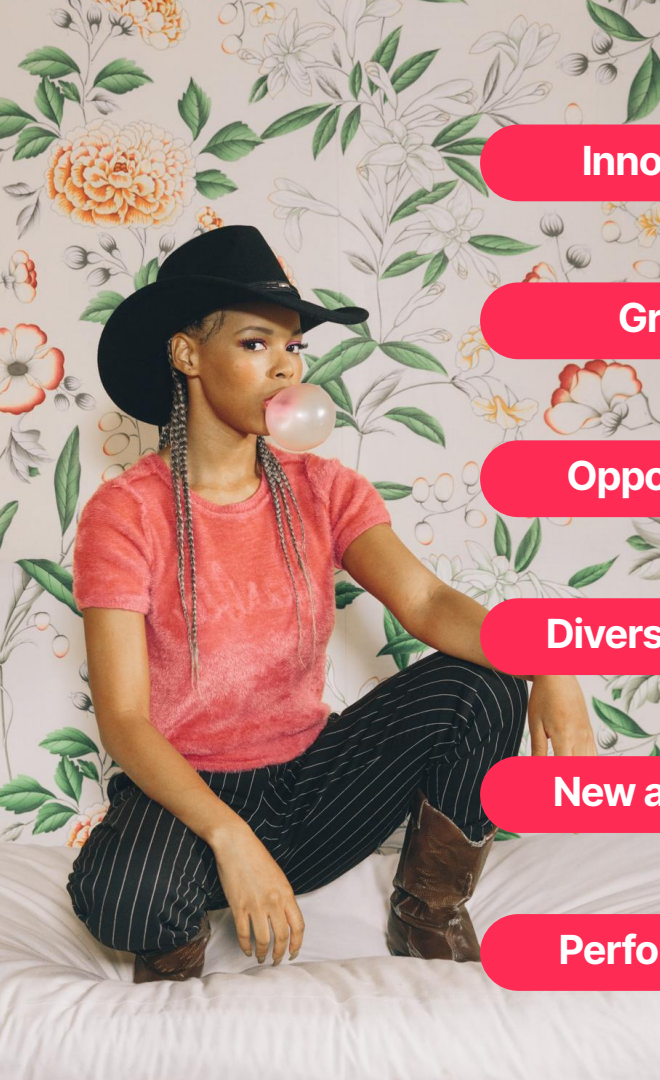
**of SMBs say that advertising on
TikTok has helped them to
reach new customers**

**Audiences are
turning to TikTok
to search,
connect, and
make their next
big decision**



52%

**of TikTok users that have come
across SMB content on TikTok
have gone on to make a purchase**



Innovation

A **new way** to connecting brands with customers

Growth

The **fastest growing entertainment platform** in the world

Opportunity

An **early-stage channel** with lower barriers to entry/lower competition

Diversification

A **communication channel** to add to your marketing mix

New audiences

Not only Youngsters and Gen Z are a key part of the platform

Performance

Engage with your target audience and **drive more sales**

What can TikTok offer **Small Medium Businesses?**



We bring your customers to you.

Your unique audience is spending time here, not on other platforms.



When realness is celebrated, content creation comes easy.



Maximize your budget by delivering ads straight to your most promising customers.

Small businesses are being discovered here, starting trends and selling out.

All of the tools you need to shoot, edit, launch, and optimize in one place.

YES

Whatever your objective: TikTok got you covered



Drive Online Sales

Increase App Installs

Raise Brand Awareness

Build A Community

🎵 TikTok for Business

Section 4: Types of TikTok accounts



Three different account types

TikTok Ads Manager

Business Account

Personal Account

!!!

Convert

—
Drive conversions and sales with your ads on TikTok

Optimise

—
Optimise campaigns, with flexible budget & scheduling

Reach

—
Reach your target audience, increase direct web traffic

Engage

—
Link your business, access Q&A feature and music library

Analyse

—
Data & insights about your account & audience

Schedule

—
Schedule your upcoming posts

Create

—
Create your own content with our tools

Watch

—
Use your FYP and Search to discover videos

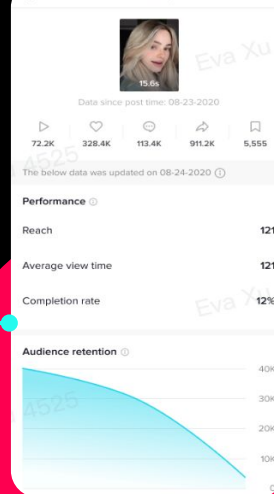


Business Account

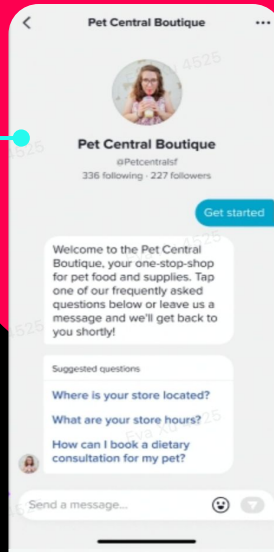
Your brand's home base.

Business Accounts give brands exclusive access to business and creative tools to help them think like marketers and act like creators.

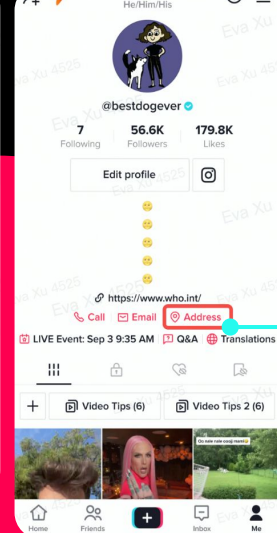
Insightful performance & audience data



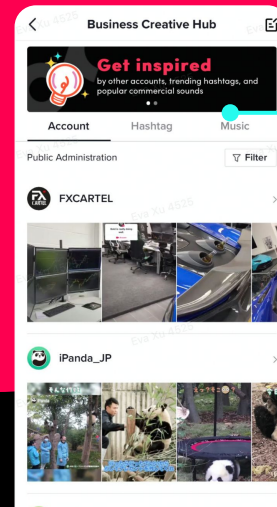
Tools for engagement & community management



Features to drive consideration & purchase



Trending creative tools & inspiration



Business Account

Your brand's home base.

**Conversion and performance tools**

Lead generation
Profile attributes
Analytics

Interaction Mgmt

Auto-message suite
Web comment & Messaging
Profile contact attributes
Organic geo-targeting

Creative & publishing

Creative Hub
Post Scheduler
Commercial Music Library

Account enablement

Showcase business information and contact info

Section 5: Get started with TikTok advertising



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Here's how to get started with TikTok advertising in two simple steps:

1

Create your TikTok Ads Manager account

- Set Up Payment

Scan to start
creating your
ad account!



2

Set up your TikTok Pixel

- Set up 3+ tracking events
- Turn on Automatic Advanced Matching and First Party Cookies

Step 1:

Let's start with TikTok Ads Manager



1. Create your TikTok Ads Manager Account

TikTok Ads Manager is the one-stop shop for running and managing paid ad campaigns on TikTok.



Register for a TikTok Ads Manager account

This works best on desktop. Go to <https://ads.tiktok.com/i18n/signup/> to start the process.



Set up a payment method

*Go to **Dashboard** > **Account Settings** > **Payment***

The screenshot shows the 'Create an Account' form on the TikTok For Business website. The form is titled 'Hi, user186768282310' and 'Create an Account'. It includes fields for 'Country/Region' (set to 'United States'), 'Industry' (a dropdown menu), 'Business Name', 'Legal Name of Business', 'Time Zone' (set to 'UTC-05:00 America/New_York'), 'Phone' (with a dropdown for 'US (+1)'), and 'Currency' (set to 'USD'). A red box highlights the form fields. Below the form, there is a 'Register' button and a note: 'By clicking here, you agree to TikTok's Commercial Terms of Service, TikTok Advertising Terms and TikTok Payment Terms. Currently only businesses can register for TikTok For Business.'

The screenshot shows the 'Add a New Payment Method' form within the TikTok Ads Manager interface. The form is titled 'Add a New Payment Method' and includes a note: 'To verify your card, you will be charged 10.00 USD. This will be refunded to you within 1-5 business days.' The form has a section for 'Credit or Debit card' with fields for 'Card Number' (with a dropdown for '1234 1234 1234 1234'), 'Expiry Date' (set to 'MM/YY'), 'Security Code' (with a dropdown for 'CVN/CVC'), 'Cardholder Name' (with a dropdown for 'Enter cardholder's full name'), 'Billing Address' (with a dropdown for 'Street Address'), and 'Country or Region' (with a dropdown for 'State or Province'). A red box highlights the form fields. The background shows the TikTok Ads Manager dashboard with various tabs like 'Dashboard', 'Campaigns', 'Assets', and 'Reporting'.

Internal slide - Remove before presenting

**Remove this
slide before
client
presentation.**



Live demo of TTAM

Last step: Setting-up the TikTok Pixel



What's the TikTok Pixel?

Integration	Web Pixel	Web Events API
What is it?	A piece of code added to your website to automatically share web visitor events.	A server-to-server (S2S) integration to share web visitor events directly to TikTok.
Benefits	• Automatic updates • Easy to set up • Option to customize event code	• More control over what you share • Direct integration with TikTok servers • Bypass ad blockers
How to install	Add code to your website and configure when events fire and what customer data is shared.	Build an API integration to share events directly with TikTok servers.

We highly recommend advertisers leverage both Pixel AND Events API when possible for optimal setup.

Why setting it up on your site?

Find new customers

Optimize ad delivery

Measure campaign performance



2. Set up your TikTok Pixel



Select TikTok Pixel under

Tools > Events > Web Events



RECOMMENDED Turn on the Automatic Advanced Matching and First Party Cookies toggles



Pro tip: Pixel Setup

- Set up Pixel with a click if you use a TikTok E-Commerce Partner Platform. *Partners include: Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop and [more!](#)*
- Add Pixel Custom Code events with little to no developer resources using TikTok's tag template with Google Tag Manager.
- Verify Pixel and Event Setup by downloading [TikTok Pixel Helper](#) in the Chrome Store to check for any errors in setup.

2. Set up your TikTok Pixel

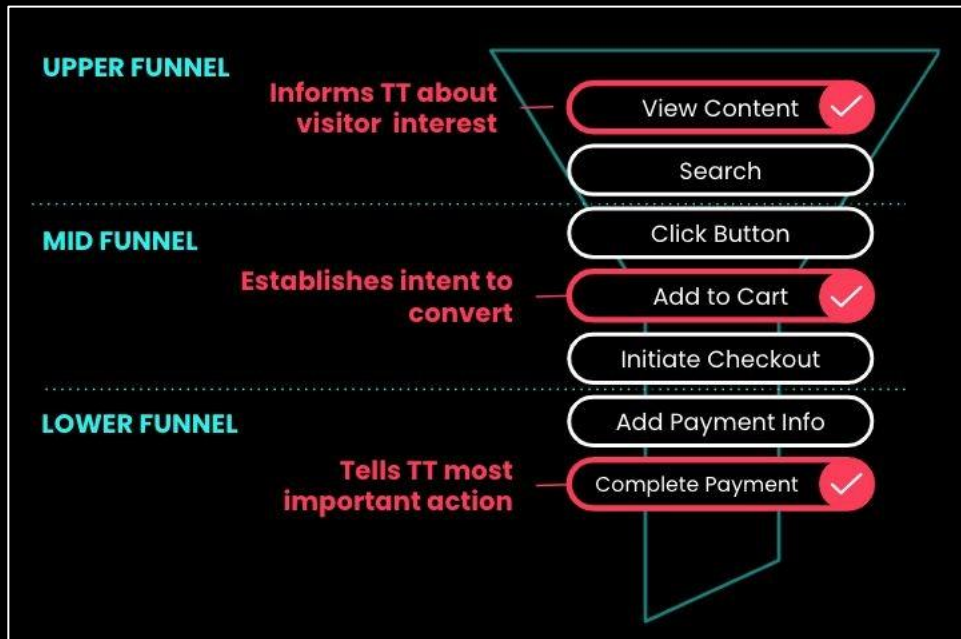


Set up at least **3 events** via Event Builder or Custom Mode:

1. **View Content**
2. **Add to Cart**
3. **Complete Payment**



Set up Parameters.





Section 6: Combining organic and paid content



Combining organic and paid content

SMBs initially pursue the following paths on TikTok:

49% Started with organic and then moved to paid

36% Started with both organic AND paid

15% Started with paid



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**Paid ads
allow SMBs
to increase
the ROI they
saw in
organic**

**Among SMBs who started with organic advertising
eventually sought out paid...**

45%



Did so to expand results they saw from organic



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Tips to plan your organic content strategy:

Post frequently and vary your content

Set up a Business Account

Get exclusive access to business and creative tools to help them think like marketers and act like creators.

Posting Frequency

Avg. posting frequency of verified Business Accounts on TikTok is 2.8 posts per week.¹

The top 100 brands with the highest engagement rates post an avg. of 4.2 posts per week.¹

Content Suggestions

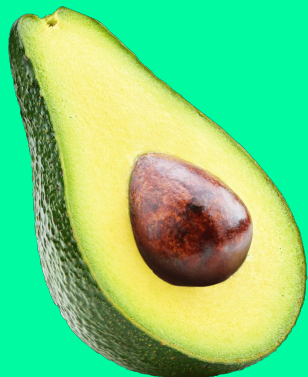
Behind the scenes
Vlog
Explained
Facts
How-to
Transition
Challenge
Music/Dancing

Tell a story
Reactions
Questions
Teasers
Fan submissions
Review
Talk
Re-Edit



When Organic Content Meets Paid Ads 🤝

Tips to get you started



Grow your follower base

Build up your Business Account presence organically or run paid Spark Ads under the 'Community Interaction' objective.

Lift in ad performance

Positive user engagement on an organic posts can drive ad's performance ie. we are seeing higher ads performance when there is organic engagement.

Content selection made easy

Spark ads allow for brands to boost the best performing organic content.

Retarget your audience

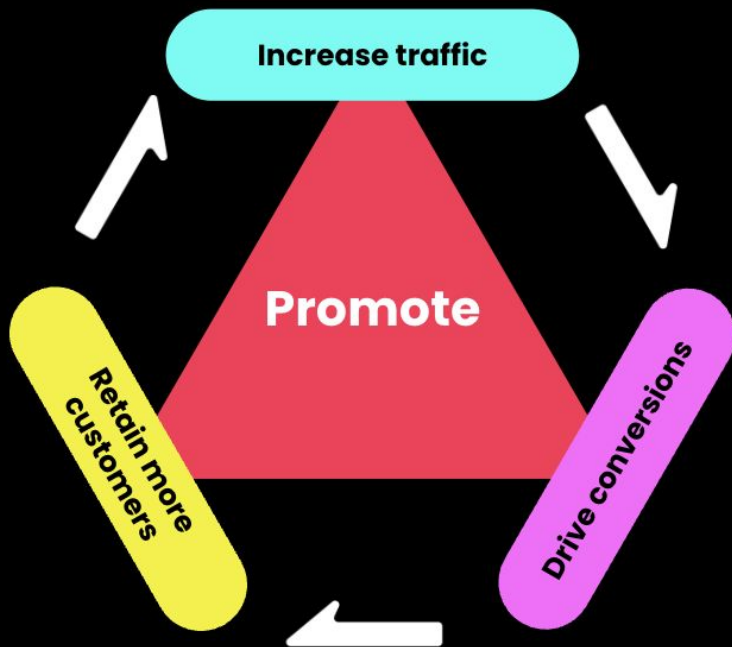
Brands can re-target audiences that have followed, visited, viewed, or engaged with organic business account videos.

Make one of your top-performing organic videos **go the extra mile**

- ✔ Grow brand awareness
- ✔ Boost content
- ✔ Increase sales
- ✔ Quickly turn video and LIVE content into ads
- ✔ Easily customize campaign settings

Integrate Promote with TikTok Ads Manager to **unlock more benefits!**

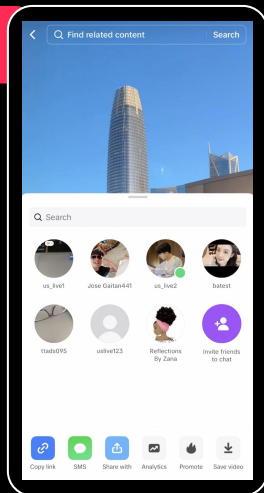
- ✔ Conversion-focused objectives
- ✔ Unified campaign & reporting dashboard
- ✔ Simplified billing and hassle free top-up
- ✔ Mobile experience



How do I access Promote?

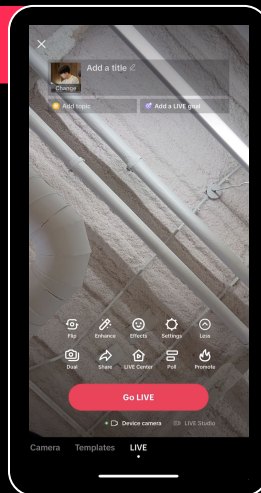
TikTok video

1. Choose the video to promote
2. Tap 
3. Tap Promote



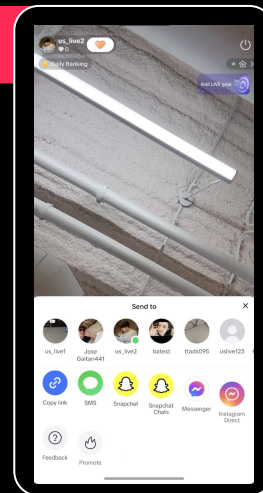
Before LIVE

1. Choose the LIVE to promote
2. Tap More on the GO LIVE panel
3. Tap Promote



During LIVE

1. Tap Share on the LIVE stream
2. Tap Promote



How can I use Promote?

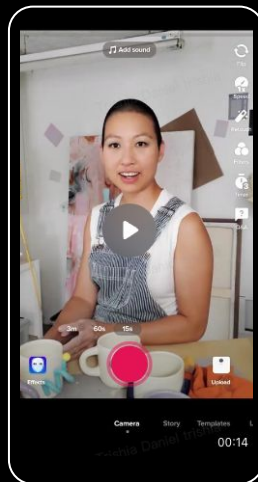
Promote video

Easily turn your existing content into ads, driving discoverability, bringing visitors to your website and more.



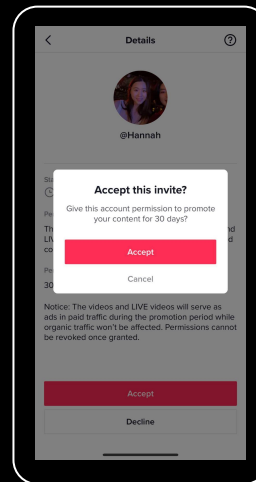
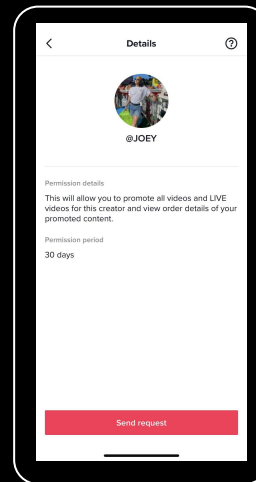
Promote LIVE

Directly engage your audience in real time to build community and form closer relationships.



Promote for Others

Leverage the work of other TikTok creators to harness the power of UGC and authenticity.



Quickly & easily connect Promote & TikTok Ads Manager

1

Start the integration via an in-app pop-up or through an option delivered after a Promote campaign.

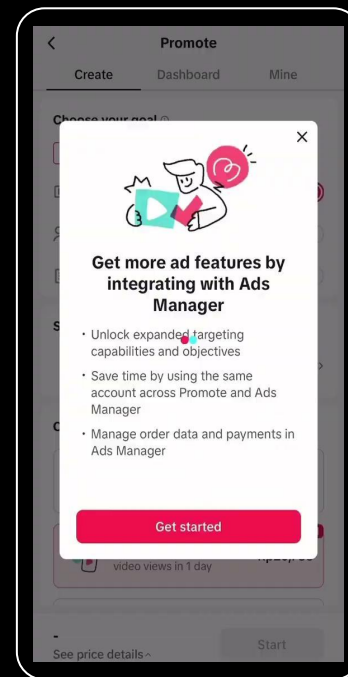
2

Authorize TikTok for Business to access your TikTok account.

3

Create a new TikTok Ads Manager account or connect with an existing advertiser account.

If prompted, fill in your business and billing info.



**Download the Promote
set-up guide**

🎵 TikTok for Business

Section 7: Take-away resources

VALID.✓



Getting started is simple and only takes a few steps



Scan here to access
the TikTok for
Business Starter Guide



 **Answer a few quick questions about your business goals and marketing needs.** That's it! Your personalized plan will appear with detailed guidance to set your business up for success.

 **Email your plan to yourself.** We get it – the life of a business owner can be really busy. You don't have to complete your plan in one sitting! Simply email it to yourself and finish whenever it's convenient for you.

 **What are you waiting for? Get your [personalized plan](#) now!**

More Resources



- **Video Inspiration**

Looking for ideas for your new TikTok video? Check out our [Creative Center](#) to crush it.



- **Product and Ad Policy Questions**

The [Business Help Center](#) can assist you with everything from product how-tos to ad policy details. Just type in a keyword to find what you need.



- **TikTok Pixel**

Learn more about how the TikTok Pixel works and the easy installation options we offer with [this guide](#).





Follow our TikTok
channel dedicated to
SMBs in the UK

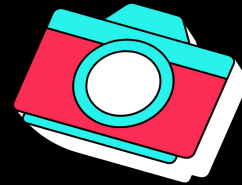


[@tiktoksmallbusiness_uki](https://www.tiktok.com/@tiktoksmallbusiness_uki)





Q&A



SHARE



THANK YOU

THANK YOU

THANK YOU

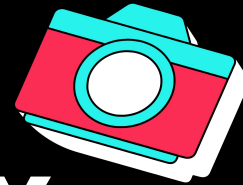
THANK



**THANK
YOU!**

TH

THANK YOU



Appendix

SHARE 



TikTok in the United Kingdom



1 in 2

TikTok users are open to making purchases directly from TikTok.

47%

of TikTok users say that TikTok is the platform they use most to engage with SMBs.

90%

of TikTok users that made a purchase after seeing SMB content on TikTok say that they are happy with their purchase.

Source: 1 TikTok Marketing Science Global Growing TikTok in eCommerce Study (UK Results) 2022 conducted by Material May 2022 (n=1,181). 2&3 TikTok Marketing Science SMB Consumer Research (UK Results) conducted by InSites Consulting 2022 (n=600) 3. Source: xxx

The TikTok Effect UK: Oxford Economics Research



01

Since 2018, Small businesses on TikTok contributed **£1.63 billion to UK GDP in 2022**, with regional areas outside London benefitting most

02

TikTok users are highly motivated off the platform, with **47% having bought a product or service** and **45% visiting a restaurant or tourist attraction** as a result of seeing it on TikTok.

03

TSME activity on TikTok supporting **32,000 jobs** across all regions of the UK, with **78% of these outside of London**.

04

SMEs said TikTok has had a positive impact on their ability to **reach customers**, **engage with more customers**, **market new products and services**, and **stand out** as a business more clearly.

05

Almost one in 10 **SMEs that do not use TikTok say they have benefitted from exposure on the platform**, when their products or locations have been used organically in TikTok videos.

TikTok in France



1.4x

SMB users on TikTok say branded content on TikTok is 1.4x more entertaining (vs. other platforms).

52%

of TikTok users say they often come across a product on an online store that they have seen previously on TikTok.

2 in 3

SMB TikTok users use the platform daily.

Source: 1 TikTok Marketing Science B2B x SMB Research (France Results) conducted by Material Research 2022 (n=190) (Among SMB decision makers that use TikTok). 2 TikTok Marketing Science Ecommerce Vertical Research (France Results) conducted by GIM 2022 (n=600) 3. TikTok Marketing Science B2B x SMB Research (France Results) conducted by Material Research 2022 (n=190) (Among SMB decision makers that use TikTok)

TikTok in Italy



89%

of users who have come across SMB content on TikTok say that they discovered a new SMB on TikTok before seeing it anywhere else.

92%

of TikTok users believe that TikTok can help SMBs build stronger connections to their users.

1 in 2

TikTok users are open to making purchases directly from TikTok.

Source: 1&2 TikTok Marketing Science SMB Consumer Research (Italy Results) conducted by InSites Consulting 2022 (n=600). 3.TikTok Marketing Science Global Growing TikTok in eCommerce Study (Italy Results) 2022 conducted by Material May 2022 (n=1,176)

TikTok in Germany



59%

of TikTok users say they have come across SMB content on TikTok.

91%

of TikTok users believe that TikTok can help SMBs build stronger connections to their users.

78%

of users who have come across SMB content on TikTok say that they discovered a new SMB on TikTok before seeing it anywhere else.

Source: TikTok Marketing Science SMB Consumer Research (Germany Results) conducted by InSites Consulting 2022 (n=600)

TikTok in The United Arab Emirates

74%

of weekly TikTok users have engaged in ecommerce behaviors on TikTok.

67%

of users watched content during UAE National Day from other TikTok users.

51%

of TikTok users believe that TikTok delivers on entertainment during Ramadan.

Source: 1. TikTok Marketing Science Global Shopping Ad Products Study 2022 (GCC Results) conducted by Material February 2022 (n=1,927) 2. TikTok UAE National Day Study (UAE) conducted by Ipsos Dec 2020 (n=250) 3. TikTok Marketing Science United Arab Emirates, Ramadan Study 2022, conducted by IPSOS (n=500)

TikTok in Saudi Arabia

74%

of weekly TikTok users have engaged in ecommerce behaviors on TikTok.

93%

of TikTok users watched Saudi National Day content on TikTok.

3 in 5

TikTok users are open to making purchases directly from TikTok.

Source: 1. TikTok Marketing Science Global Shopping Ad Products Study 2022 (GCC Results) conducted by Material February 2022 (n=1,927) 2. TikTok Saudi National Day Study (Saudi Arabia) conducted by Ipsos Sep 2021 (n=300) 3. TikTok Marketing Science Global Growing TikTok in eCommerce Study (GCC Results) 2022 conducted by Material May 2022 (n=933)



Keeping your brand safe on TikTok



Comments: You're in Control

Manage comments
through a simple dashboard.



Filter

Filter out comments based
on advertiser preference

Hide

Hide or unhide specific
comments

Disable

Disable comments on an ad
altogether

View & export

View & export comments for
analysis

[Learn More](#)

TikTok

Inventory Filter

TikTok's proprietary **brand safety and suitability solution** gives advertisers **more control** over the type of content that runs next to their In-Feed Ads.

Choose from **three tiers** of TikTok UGC inventory to run adjacent to In-Feed Ads on the For You page.

Full | Standard | Limited

Tiers are defined using **risk levels and content categories** that are informed by TikTok policies and the GARM framework.



Advanced **machine learning technology** analyzes video, audio, text and images at scale to exclude content from a respective tier.

Now available in **40+ markets** and counting!

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