

# TikTok: Build an Empire with These Proven Methodologies

TikTok, the short-form (15-30 seconds) video-making app is by far the biggest success in the social networking arena. Reaching 150 markets and in 75 languages, the downloads peaked to more than 100 billion. In 2020, TikTok has accumulated over 800 million active users daily. The app is having a global impact including the U.S, Singapore, London, Paris and many more countries.

TikTok, owned by ByteDance, has had the largest expansion across markets. It's no surprise that TikTok outshined other apps becoming home to thousands of influencers, celebrities and Gen-Z. All brands are embracing the platform for exposure and to engage the younger audience, nevertheless how are some so successful? These marketing strategies are methods to get businesses scaling higher.

## Find your Unique Voice

Building trust with the brand's personality is a way to connect with millions. Whatever the objective of the business, the app's **'Traffic'** feature allows the option for optimization of ads. By means of this, the users can find their way to your landing page.

## Creating Videos in Style

Gen-Z's interests are diverse and implementing attractive ingredients in the ads/videos is important. TikTok's three major campaign categories namely - Awareness, consideration and conversion aid in the success of the business. These further narrow down to a variety of objectives like

- Reach (A way to make your ads reach the maximum number of people)
- Traffic ( Make individuals visit particular URLs of your business)
- App Installs ( A way to drive people to the app store)
- Video views ( Make people watch videos on the platform)
- Conversions ( A pathway to make users click through to something on your site like registration, purchase, blogpost and so on)
- Catalog Sales (A way to sell products on your catalog)

Using these objectives can increase traffic and drive conversions while increasing sales at an exponential rate.

## The Art of Storytelling

For any business to thrive authenticity, humor and storytelling are vital components. The minimal and creative use of TikTok's format will allow businesses to connect with people alongside increasing sales and awareness.

One of the best features of the platform is the 'For you' page. This self-servicing dashboard grants access to the in-feed video campaigns and the ad manager supports the lucrative ways of promoting the business.

### **The various ad formats:**

#### **1. In-feed video ads**

These organic ads appear every 15 seconds when the users view the posted content.

## **2. Brand Takeover**

Linking back to a brand's profile has never been easier. This is a full screen ad that surfaces when a user opens the app.

## **3. Hashtag Challenge**

This popular ad format creates a fascinating connection between the users and the brand. The brand's hashtags encourage participation from the users thereby increasing the engagement.

## **4. Branded AR Lens**

Much like Snapchat and Instagram, the AR effects allow users/brands to embed 3D objects, face filters and more.

## **5. Custom Influencer Package**

These influencer ads are an opportunity to partner with influencers to inspire fans and to let people know the vision of the brand.

The move to advertise on TikTok is a profound way to prosper in the market. If Gen-Z is your target audience, make informed decisions with the stats below.

- Apple and Google Play users have downloaded the TikTok app over 1.5 billion times
- TikTok is the sixth most popular app globally based on the number of monthly active users
- TikTok users span 150 countries worldwide
- 63.5% of TikTok users in the United States are under the age of 29
- 51.8% of TikTok users in the United States make over \$75,000 per year.

With 800 million users, TikTok is the gateway to success. If you find yourself indecisive, Blueprint UX can assist with the TikTok marketing campaign. What's better than an expert by your side? Reach out and let's start elevating your brand.