



ONBRAND INTRO TO

**TIK TOK** 

Presented by The OnBrand Content Team

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WHY

# TIK TOK?

Any savvy business will understand the impact of including Tik Tok in your marketing strategy.

Not just an app for procrastination and cat videos, but a platform in which you as a business can address the consumer directly in a fun and creative way.

The Tik Tok algorithm is designed to bring audiences what they want to see based on a recommendation system. Based on user interactions including accounts they follow, creators they hide, comments they post, watch time, and more.



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# TIK TOK THE STATS

Contrary to popular belief, TikTok is not just for Gen Z, meaning marketers can reach other age groups on this platform. Case in point: American TikTok users aged 35 to 54 have more than tripled year over year.

There's a huge opportunity for brands and organisations of all shapes and sizes on TikTok. With the launch of in-app shopping, it's become even more essential to brands looking to connect directly with customers—70% of TikTokers say they've discovered new products and brands on the platform that fit their lifestyles and almost half of TikTok users say they bought something they saw in the app.

**USERS 2.4X  
MORE LIKELY**

to create a post and tag  
a brand on Tik Tok after  
buying a product

**93%**

of TikTok users have  
taken an action after  
viewing a TikTok video



**38%**

of TikTok users said a  
brand feels authentic  
when teaching them  
something

**15 MILLION  
TIK  
TOKERS**

estimated by 2025



## QUESTIONS TO ASK BEFORE

# IMPLEMENTING A TIK TOK STRATEGY

### ● IS YOUR AUDIENCE ON THE PLATFORM?

Who's active in your industry? Are they on there? Time to research.

### ● CAN YOU PROVIDE VALUE TO YOUR AUDIENCE?

Tik Tok isn't an explicit sales platform, think about the content that already exists. Is this something you can deliver too?

### ● IS IT WORTH YOUR TIME AND INVESTMENT?

Authentic low production videos may thrive on Tik Tok, but there's still investment in executing clever and engaging videos. Do you have the right tools and time to execute them?

### ● CAN YOU DO THINGS ON TIK TOK THAT YOU CAN'T DO ON YOUR EXISTING CHANNELS?

Tik Tok has a different tone to that of Facebook, Instagram, Twitter and the rest. It offers an opportunity to speak directly to your audiences. Connect with them. Show your true self! Is this something that you could benefit from?

### ● DOES IT ALIGN WITH YOUR SOCIAL GOALS?

You may have heard that TikTok is amazing for its organic reach. But that's not all. It's also a great channel to support the consideration stage of the buyer journey, drive conversions, and build customer loyalty.



BASIC

# STAGES OF STRATEGY



## CONSIDER YOUR TARGET AUDIENCE

Target audiences - Tik Tok is all about knowing your audience, and finding the subculture and communities to engage with. Who are your target audience? What are they interested in? What do they already engage with?



## COMPETITOR ANALYSIS

Competitor Analysis - As with any marketing strategy, knowing what your competitors are doing (or not doing) can give you valuable insight into your own strategy.



## SET YOUR GOALS

Setting your goals - Knowing what you want to achieve can help shape the content you want to be putting out there. TikTok marketing can help businesses: Increase brand awareness, Build engaged communities, Sell products and services, & more.



## PLAN & CREATE CONTENT

Now you're ready to brainstorm and create content. Make sure to include best Tik Tok practices such as maximising the first few seconds of a video, writing engaging captions, use relevant and trend based sounds and music, and more.



HOW ONBRAND CAN

# HELP WITH YOUR TIK TOK STRATEGY

OnBrand's focus is always to understand your business goals and provide a bespoke service that reflects them.

We are flexible in the services we offer to help achieve the results our clients are looking for.



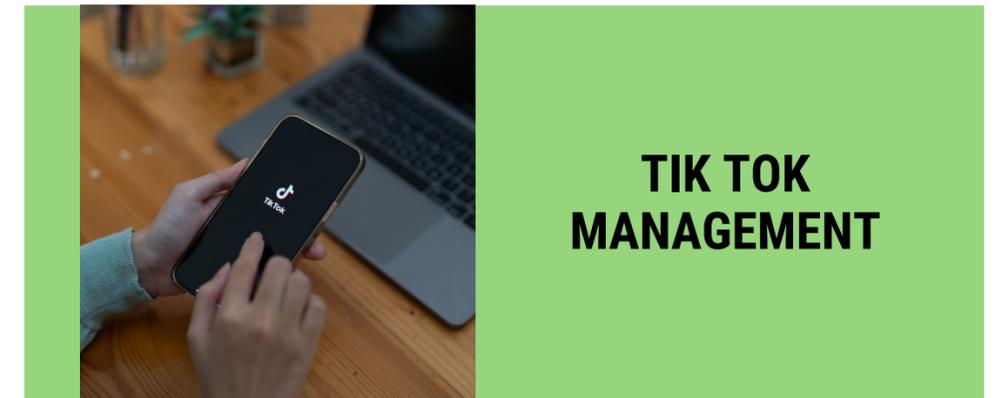
**STRATEGY &  
CONTENT  
PLANNING**

OnBrand has experience in content strategy, and can help your brand build a content plan that is focussed on hitting the goals you set, whilst ensuring the appropriate KPIs are set and regular tracking is in place to make data driven decisions as the campaigns progress.



**VIDEO & TIK TOK  
SUPPORT**

OnBrand has an internal videographer that can create content for you or guide you on producing your own videos that are engaging. Support can be given in person, or we can create a thorough guide or storyboard so you're well equipped to produce videos that are optimised for the Tik Tok algorithm.



**TIK TOK  
MANAGEMENT**

OnBrand can provide support by managing your Tik Tok account and optimising your profile. Depending on the level of support you need, we can provide a hands-on approach with your account or simply provide helpful guidance to navigating the platform itself.



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FURTHER

# CONSIDERATIONS

## ● EXPERIMENTATION PAYS OFF

Manage your expectations, there isn't a formula for going viral on Tik Tok, even if there are things you can do to increase your chances.

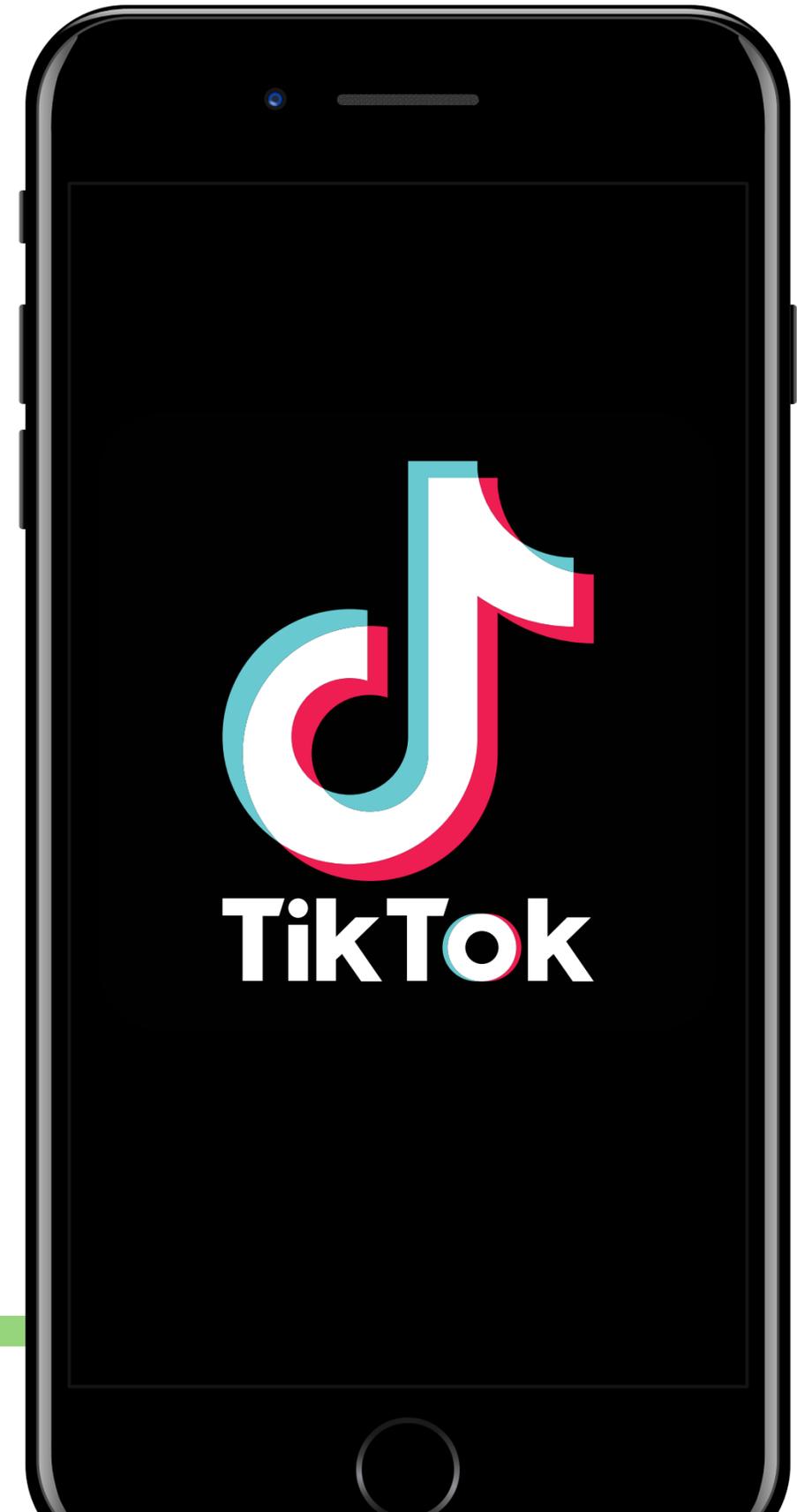
The point is to not take yourself so seriously. Tik Tok is a platform that appreciates candid moments and authenticity. There needs to be room to experiment creatively and go with the flow!

## ● TIK TOK PAID ADS

This will be different and adopt a paid ads approach. If you have strong video content that you'd like to use to insert ads into a consumers feed, this is something you could explore.

## ● INFLUENCER MARKETING

Another different approach is sourcing influencers with a large Tik Tok following to engage with your business either online or in person to reach their audiences.





**Website:**  
[www.onbrand.co.uk](http://www.onbrand.co.uk)

# THANK YOU

**WANT TO KNOW MORE?  
LET'S CHAT.**

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