

# The Ultimate Marketer's Guide

to

**MARKETBOOK**

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# 01 TikTok Defined



# Standard definition of TikTok:

TikTok is a social media platform, just like Instagram, Facebook, and Twitter, where people create, share and consume short video content.



TikTok launched in 2016



Videos can be 15 seconds to 3 minutes in length



There are over 3 billion+ TikTok downloads worldwide, making it the fifth non-gaming application to reach these astronomical numbers



TikTok has a 'For You' feed in which it sends you stuff its algorithm thinks you might like, plus a 'Following' feed where you'll find all of the good stuff from the accounts you're following.



To duet somebody's video means you reply to their video with one of your own. It's like a conversation in video content



While a major demographic of its user base is between 10-19, it's one of the most diversified apps in terms of age





## Our definition:

TikTok is a neverending ride of surprises! Scrolling your feed on the platform is like driving down a road and suddenly a flying cow is floating by, and a guy wearing a mankini is singing Adele – something unexpected is happening out of your windscreen every 15 seconds.

Swipe up, you've got comedy, swipe again and somebody is twerking with their grandma, swipe again and some lyp-syncing song or sound based comedy has got you giggling to yourself, swipe on and there's a short story or a sketch that's surprising you again.

TikTok is the best and worst of us humans on display in the most addictive platform that has ever given our ever-scrolling thumbs a workout.

All kinds of people are shooting, editing and uploading videos about all kinds of topics on TikTok.

It's a place populated by incredibly talented and creative people that would never have been discovered if it was for this incredible video vending machine. There are also very untalented and uncreative people doing their own thing on there with their own audience who appreciate it.





If aliens turned up and asked us to give them  
a Powerpoint presentation  
on the human species, we'd simply tell  
them to spend a couple of hours on TikTok.



# **02** 7 Reasons why all brands and businesses should be getting in on the wild west of TikTok in 2023

**1**

**On TikTok, organically generating reach and getting eyes on content from your brand is incredibly easy compared to other social media apps**

Growing an audience is also an easy task (disclaimer: if you pay attention to the tips in this guide on how to speak TikTok like a pro, that is).

**2**

**TikTok may likely go the way Instagram and Facebook have gone – engineering their platform so that organic reach is impossible and that nearly all reach costs cash**

You can pay for reach now on TikTok, but it costs a fraction of what it does on the veteran social media channels.

**3**

**No doubt, the TikTok audience is exactly the young audience you're looking to communicate with**

**4**

**The TikTok community and brands get along very, very well on the channel, meaning it's a great platform to make your brand loveable**



### **TikTok is an interest-based algorithm**

It runs mainly on the content graph and not on the social graph. This means, if your content is on point, relevant and of good quality, you can expect your content to be viewed by a mass audience, whether you're a big or small brand.



### **If you're not on it, you're missing out on sales**

We have the proof via our work with brand partners that TikTok sells. With its very business-friendly approach, TikTok is a great place to run ads and sell products and services.



### **It has proven to lift brands, increasing sales, brand favorability and brand preference**

# **03** The different powerful ways you can use TikTok as a business





## Drive Sales

As we know that's what you like to hear, we're slipping this here in first.

We're not the only TikTok tinkerers that have had concrete results when it comes to selling on TikTok.

## **We've already made our clients 10s of thousands in sales just on TikTok.**

TikTok is a overachiever in all stages of the marketing funnel, including driving sales and conversions.

In fact, according to TikTok, 92% of users have taken action after watching a TikTok post.



## **Drive awareness locally**

The TikTok algorithm loves to keep things local. This is probably because it's proven that people are highly likely to engage with hyper-local content, or content that relates to their locality. This means that TikTok integrates a lot of content being made and published locally in your 'For You' feed where users tend to discover new accounts to follow.





# **Build awareness quickly and on a vast scale**

No platform can compare to the numbers marketers are seeing on TikTok.

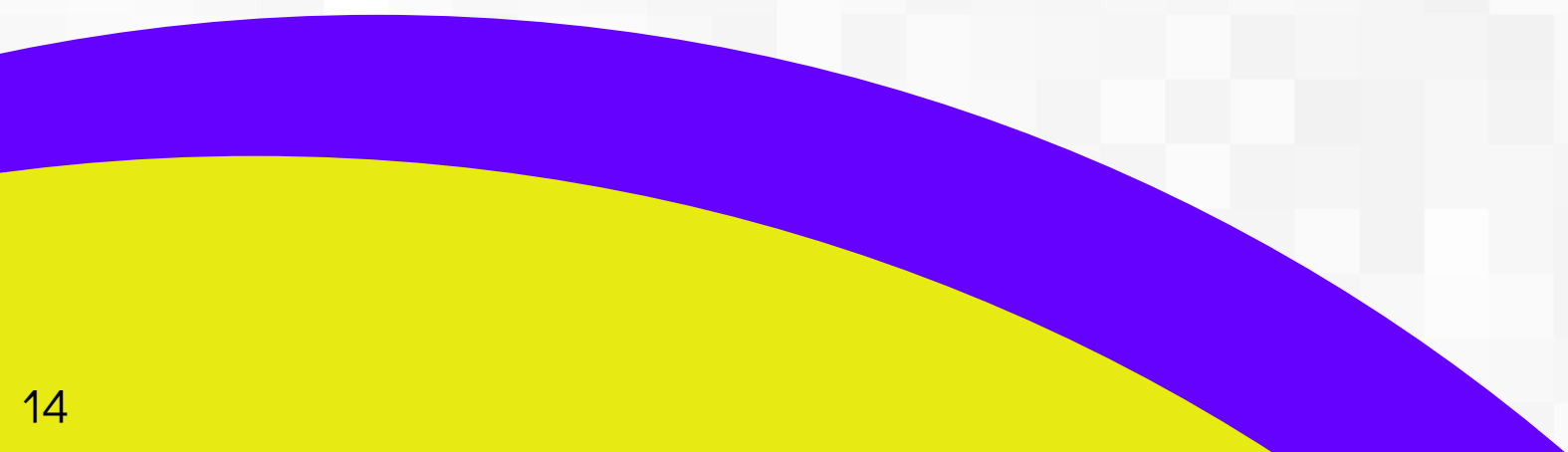
From engagement to reach, the numbers are massive. If you're publishing kickass content on TikTok, you can reach huge audiences, even from the moment you launch. Yep, because TikTok's algorithm is built to reward good content, even your first video has the potential to go viral.





# Get people talking about your brand

TikTok is a great place to make your brand more human and loveable. If you're doing things right, your brand is making fun and entertaining content for the channel and this will no doubt at some point lead to your target audience talking about you on TikTok, and beyond.





## **Reach new young audiences**

If you're looking to communicate and hang with young audiences, TikTok is where you should be hanging out. It doesn't matter where you are in the world, you can be sure that the majority of users on TikTok will be between the ages of 16-24. Nevertheless, side note: TikTok is one of the most age diverse platforms out there.

# **04** The thing you should know about the TikTok algorithm in 2023





We'd like to put a disclaimer here before we go any further by saying that the TikTok algorithm changes on a regular basis, just like every other social media platform, so be sure to follow us on [Instagram](#) for updates on that.

However, in 2023 the algorithm that makes TikTok unique from all of the other social media platforms is that it is engineered to promote content into people's feeds based on how good the content is rather than the social value the account holds.

To compare, on Instagram, the amount of how many people will see your content is largely based on how many followers your account has. This is not the case on TikTok. You can publish your first video – and if it's judged as quality content and relatable by the audience – TikTok will send that video soaring.

This is why we can't emphasise enough: spend time creating content that is on point and speaks the TikTok language. If you do, you'll no doubt grow a community around your brand fast, and reach a huge audience.

# **05** A step-by-step guide to getting started on TikTok and launching with a BANG!



# **Spend time studying the channel and your target audience on the channel**

Posting before putting in the time to understand the platform and your audience on there will only lead to a lot of wasted time and resources. You, or whoever will be leading your TikTok channel, should spend a bunch of time on TikTok researching the following:



what kind of content is your target audience engaging with



conduct some competitor research to see what your rivals are doing on the channel



see what works on the channel, especially for content that covers your niche, and note down the hacks and best practices you pick up along the way

# 2

## Ask yourself the following questions



How do your customers/ audience perceive your brand?



How do people perceive your industry? Fun-loving? Inspiring? Boring? Use adjectives.



In what situations do people encounter your business?

The more honest you are when answering these questions, the more chance you'll have to be on point when crafting your brand's personality on TikTok.



## **Develop various content concepts that are uniquely yours**

Use the answers from the TikTok soul searching you've done as part of step 1 and 2 to inform WHO your brand is going to be on TikTok and what kind of content it's going to publish on the channel.

Also, define what you want your message to be on TikTok. Again, don't make your message something like, 'check out our awesome products' because 9 times out of 10 this is not going to be something your audience finds interesting in an obvious and immediate way.

## **Entertain and flirt with them first, and then let them get to know what you have to offer them.**

In a structured brainstorming session (check out our [Instagram account](#) to discover our unique brainstorming method that involves the tool Miro and is a tried and tested method), develop as many content ideas as you can. Then narrow it down to the best top 3 content concepts. These are the content concepts you should launch with.

# 4

## **Choose your talent**

And by talent, we mean the person who will be the face of your TikTok channel.

A good insider tip: have various talents from the beginning that the audience becomes familiar with.

This lessens the damage in the case that one of your talents drops out.

One thing you should remember when choosing your TikTok talent: this is a people channel. It's often the audience falling in love with the person starring in the videos that leads to them falling in love with the TikTok account, and therefore, the brand.

# 5

## **Do some hashtag research**

Use this research to inform what hashtags you should use under your posts and what new unique hashtags you can create for your account.





## **Try out a bunch of different video styles**

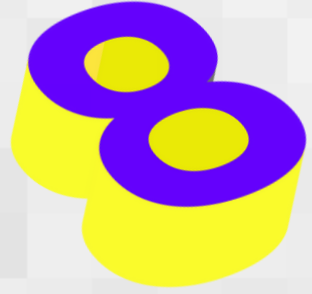
Having a video style that you develop by making a list of techniques you admire that other accounts are using on TikTok is a smart way to give your brand account a distinctly recognisable visual language. Plus, TikTok rewards those who try out new video styles.



## **Let the fun and games begin!**

We'd like to emphasise the word, 'fun' here. TikTok marketing will no doubt become one of the most fun things you do in your job as a marketer. If it's not, you're doing something wrong.

Plus, if you're having fun producing and managing your TikTok content, it will come across via your videos and this can only translate into good things happening: your fun in the videos will become infectious amongst your audience, and you'll smother your brand in the positive vibes that make brands loveable.



# Team up with TikTok creators

Run some creative awareness campaigns with some influencers that suit your brand to let people know you've arrived on TikTok. This will help you grow fast.

# **06** The BIG TikTok Dos and Don'ts



## **DO**

advertise on TikTok. The platform is extremely business-friendly. They even have a [Business Learning Center](#). Plus, TikTok's advertising prices are dirt cheap compared to other channels in 2023.

## **DON'T**

create ad-like content on your TikTok channel. Focus on creating entertaining content that benefits your audience. Don't focus on selling to them.





## **DO**

do, do(!) influencer marketing on TikTok

## **DON'T**

go giving super long briefings to the TikTok influencers you work with that are full of details outlining how you want your branded post to look. Your TikTok influencer knows their audience best and what makes them engage. Tell them what you want promoted, and let them do their thing.

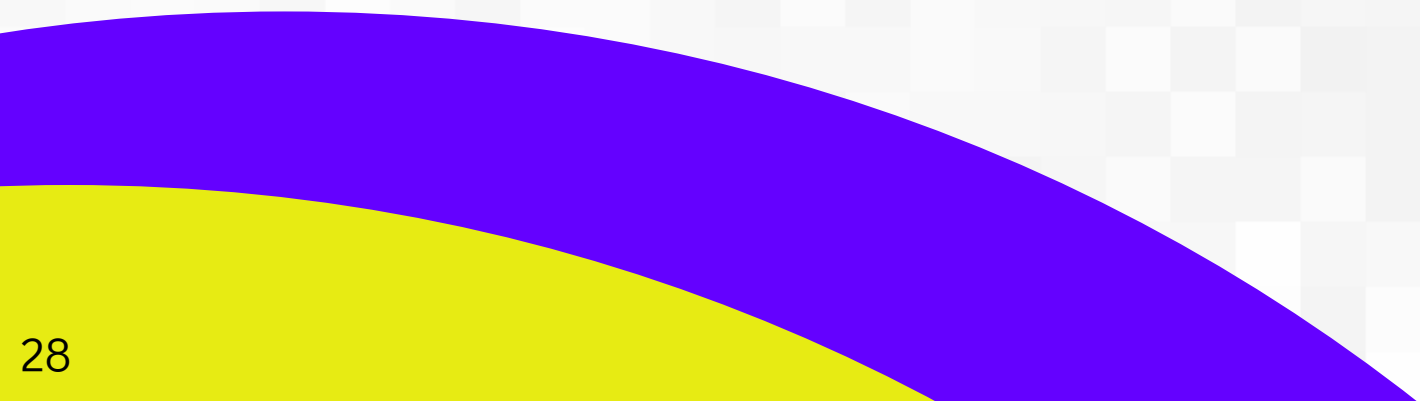


## **DO**

take your TikTok community seriously and respect them

## **DON'T**

take yourself, your brand,, too seriously on TikTok





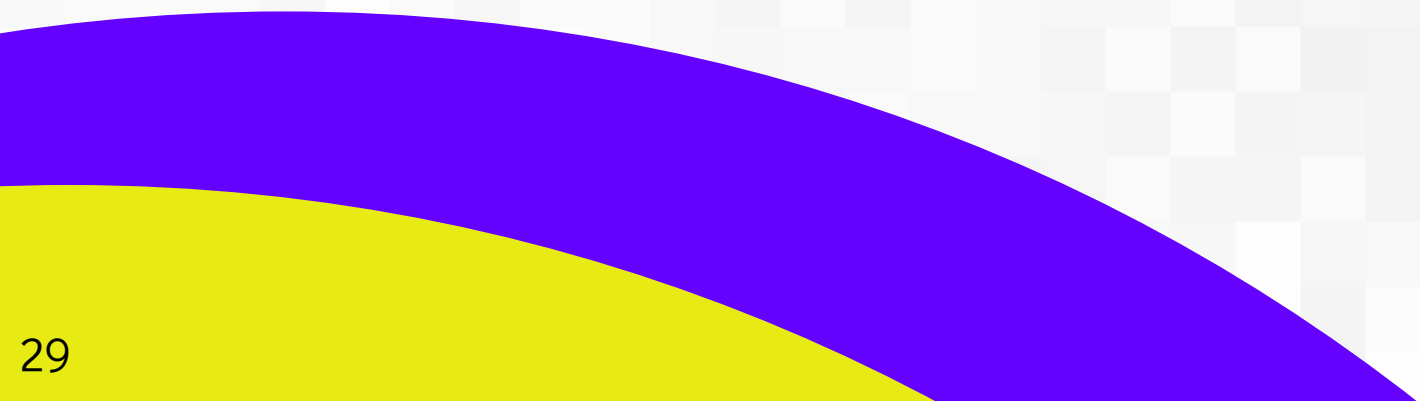


## **DO**

create original content that is well thought through and native to TikTok

## **DON'T**

repurpose content you've produced for other channels and post it on TikTok. No, just no.



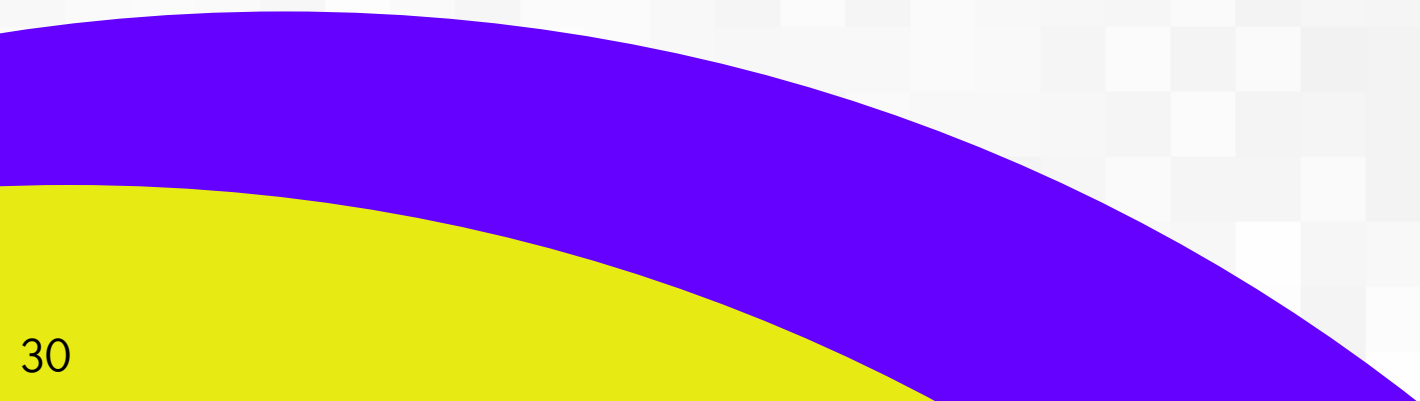


## **DO**

join in and do your own flavour of a viral trend

## **DON'T**

do a viral trend a month (or even a week) too late. Trends move fast on TikTok, so make sure your TikTok insider has their finger on the pulse.





## **DO**

set a clear TikTok marketing strategy that aligns with your goals and TikTok best practices

## **DON'T**

become married and set up house with a big screen TV with your strategy. Meaning, continually be optimising your strategy according to the insights you get from TikTok analytics.



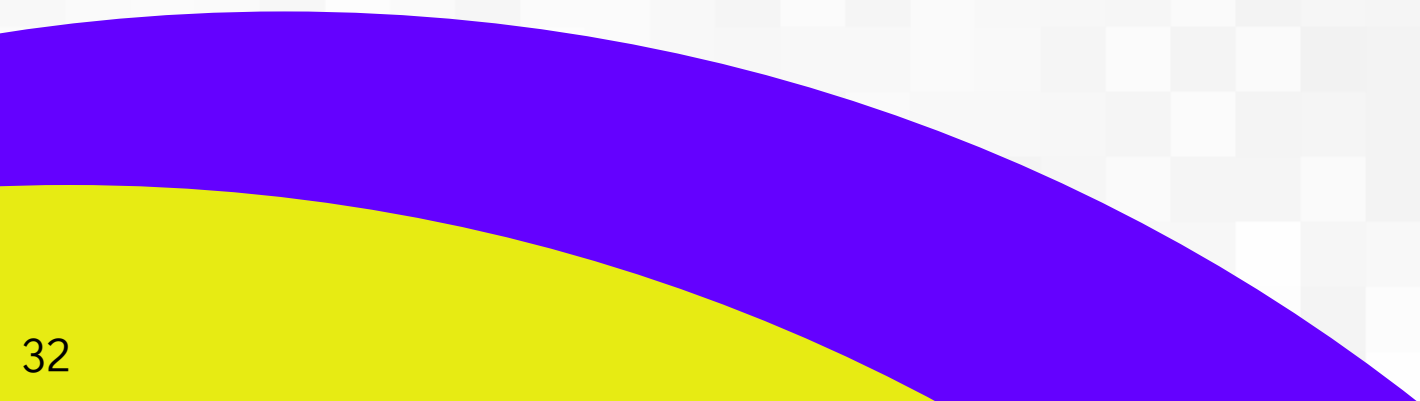


## **DO**

begin with TikTok ASAP

## **DON'T**

begin with TikTok without a solid, well-thought-through strategy and following the steps in this guide.



# Try this out on TikTok



## Relatable Storytelling is the language of TikTok

79% of TikTok users prefer when brands show they understand and speak TikTok rather than just simply try to make ads.



## Humour is one spicy secret sauce you should be applying to your TikTok strategy.

But, we can't emphasise enough – don't fuck it up. If you do, you'll be in for an epic fail and lots of comments letting you know how much of an epic fail it was.

## Bring in everyday moments



Making things look authentic and homemade is not possible unless it is homemade and authentic. Post content that speaks of your company's every day moments that happen behind the scene. And don't try to make them look polished and of high production value. Instead, allow it all to look exactly how it looks.



## Make them laugh!

Make them laugh and they shall share. This is the one content hack that really applies to all channels. Content that is genuinely funny is VERY difficult to resist.



## Duet with others

76% of users agree that brands that post or reply to comments feel like they're part of the community.



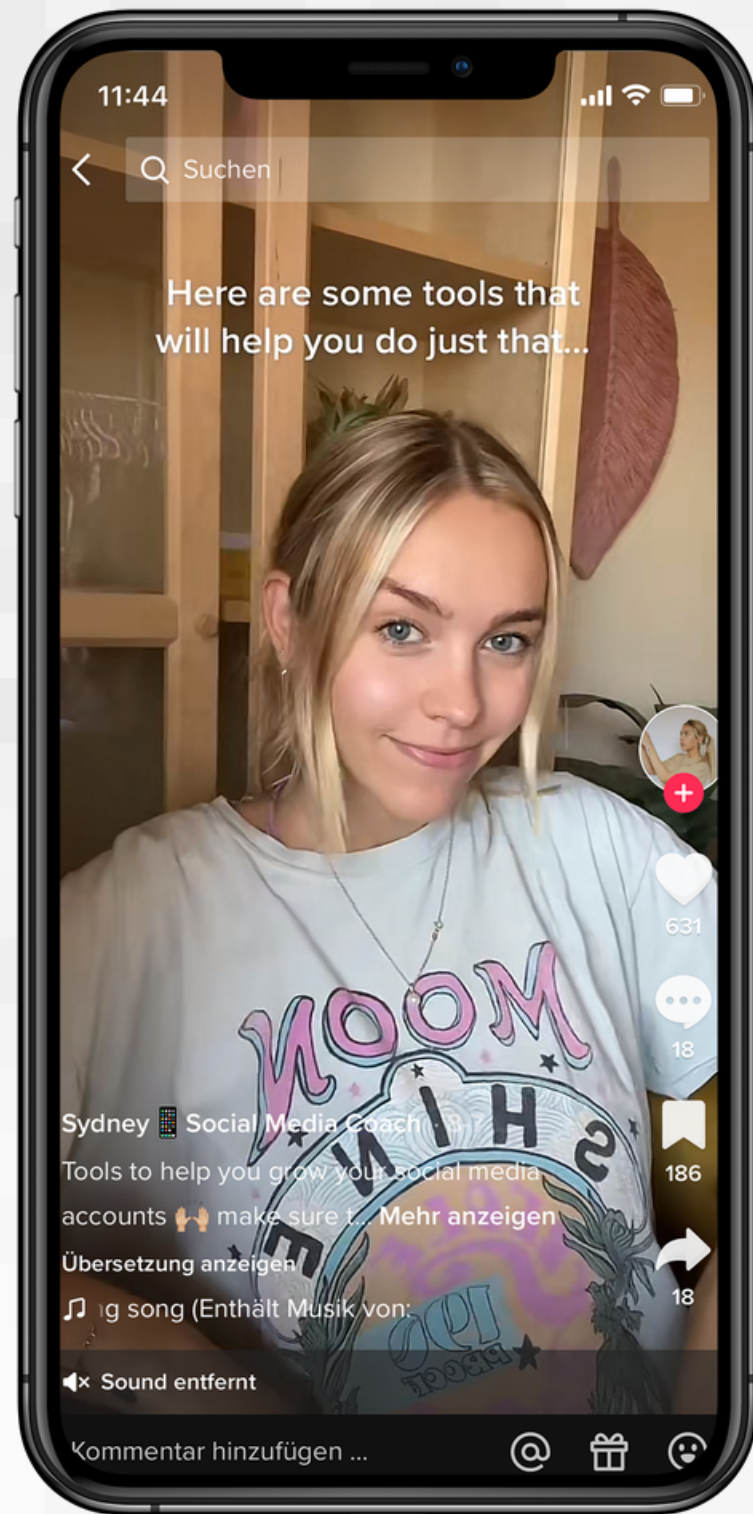
## Express yourself!

TikTok is a place where brands have a safe space to express themselves, and to make themselves human. The community you're looking to create for will love you for it.

# **07** TikTok accounts to follow that will help you level up your TikTok game

To reduce the amount of time you need to spend studying TikTok, start following other people who are doing the groundwork on a daily basis for you. Be sure to start following accounts that offer tips, tricks and hacks for TikTok.

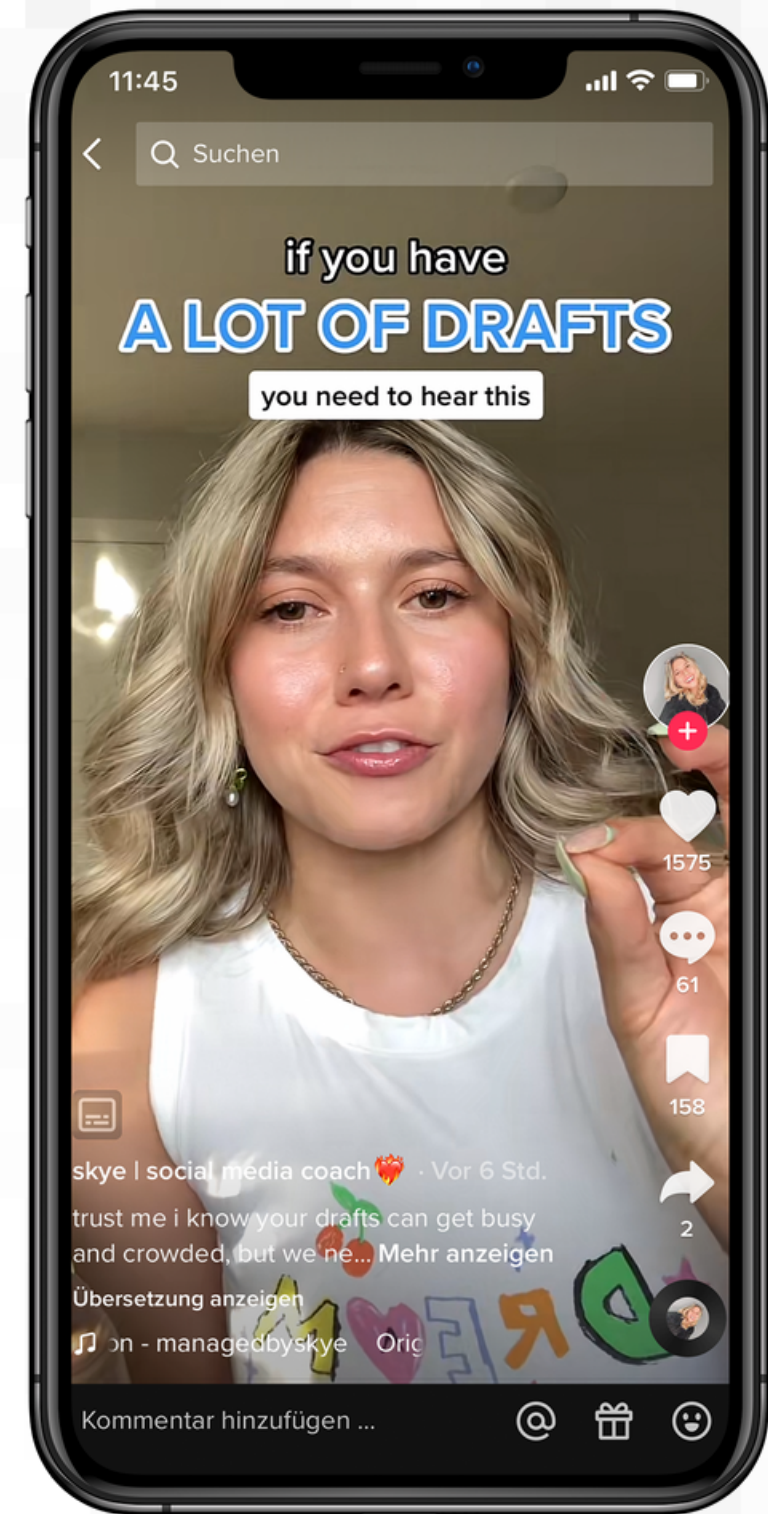




@Sydneyonsocials



@dertiktokcoach

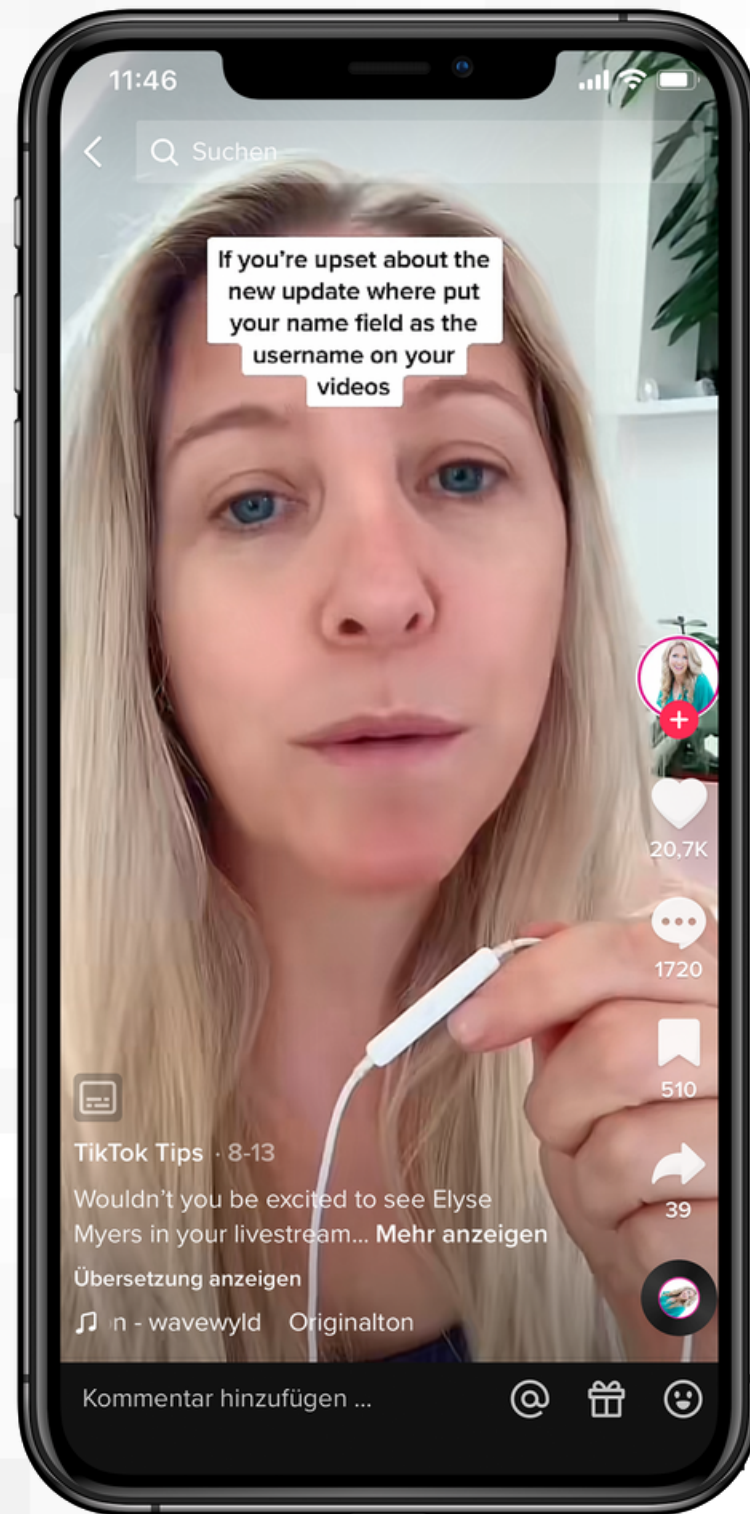


@Managedbyskye





@Trendbible



@Wavewyld

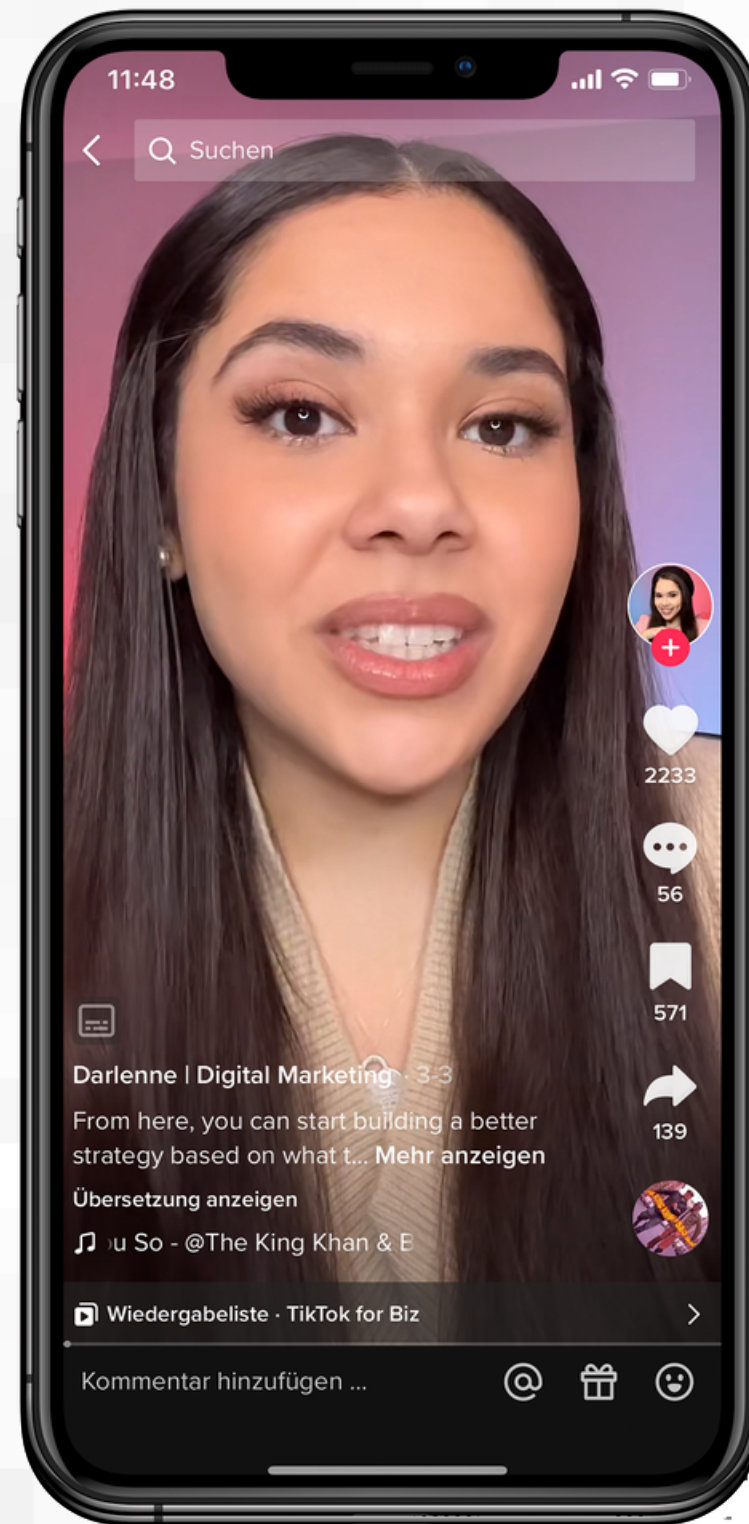


@Jera.bean

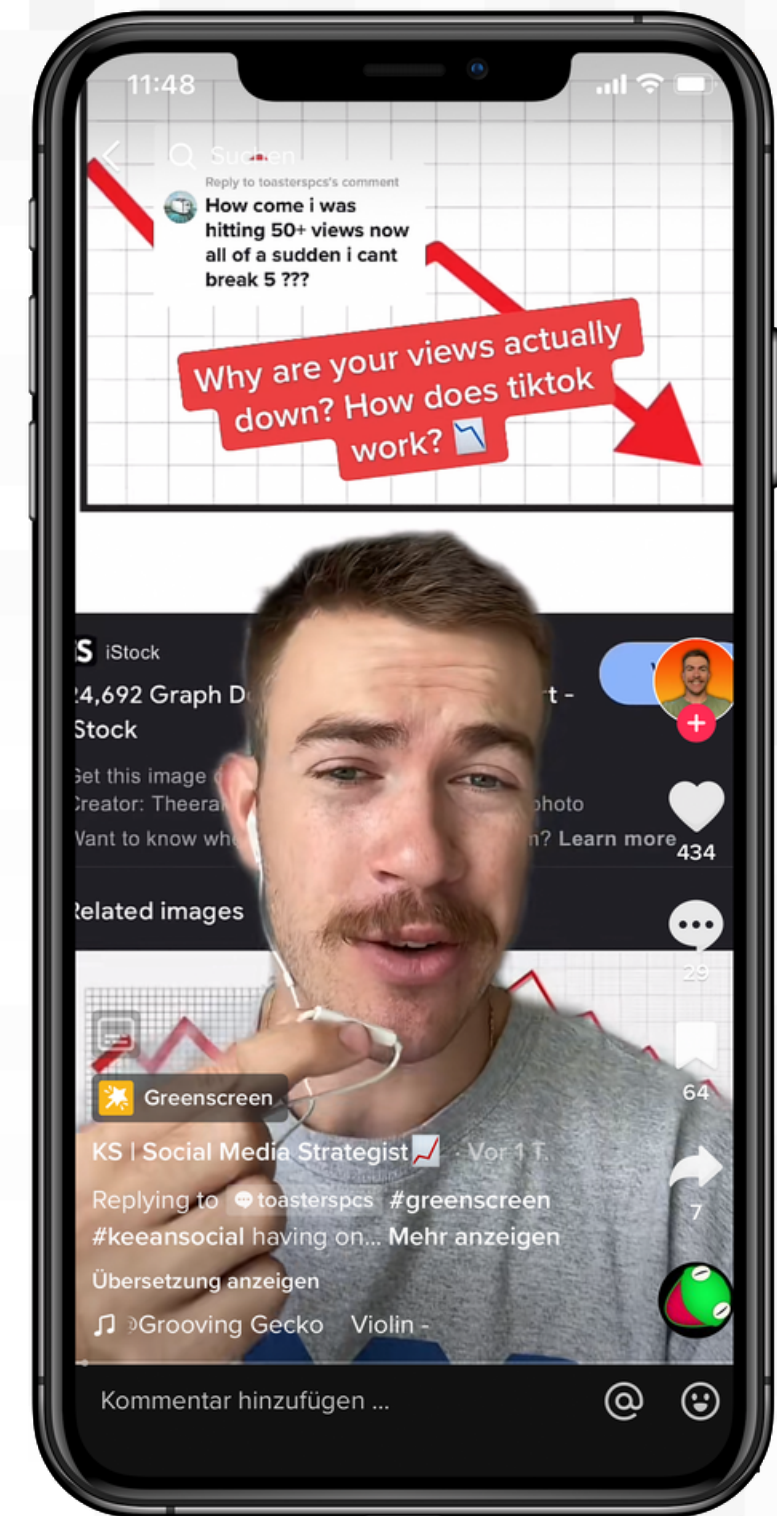




@Johnnyblueeyes



@Digitaldarlenne



@Keeansocial

# 08 Brands doing TikTok marketing like a boss

After reading through a guide like this, sometimes it helps to see all of the advice put into practice. Check out these brands that are seeing a bunch of success on TikTok thanks to their respect for the [6 TikTok marketing principles](#) that you can find at the end of this guide...





@chipotle

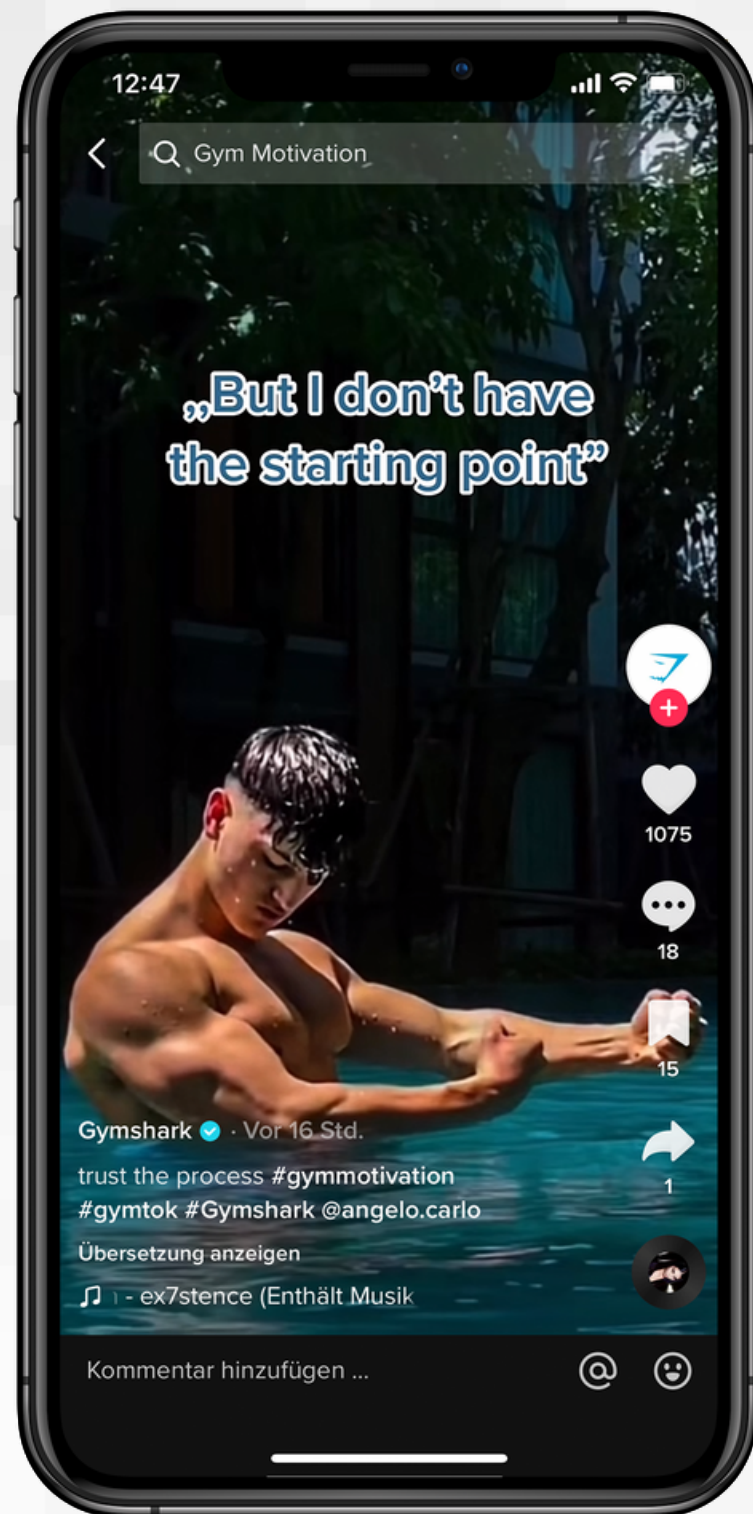


@evvybio



@crocs





@gymshark

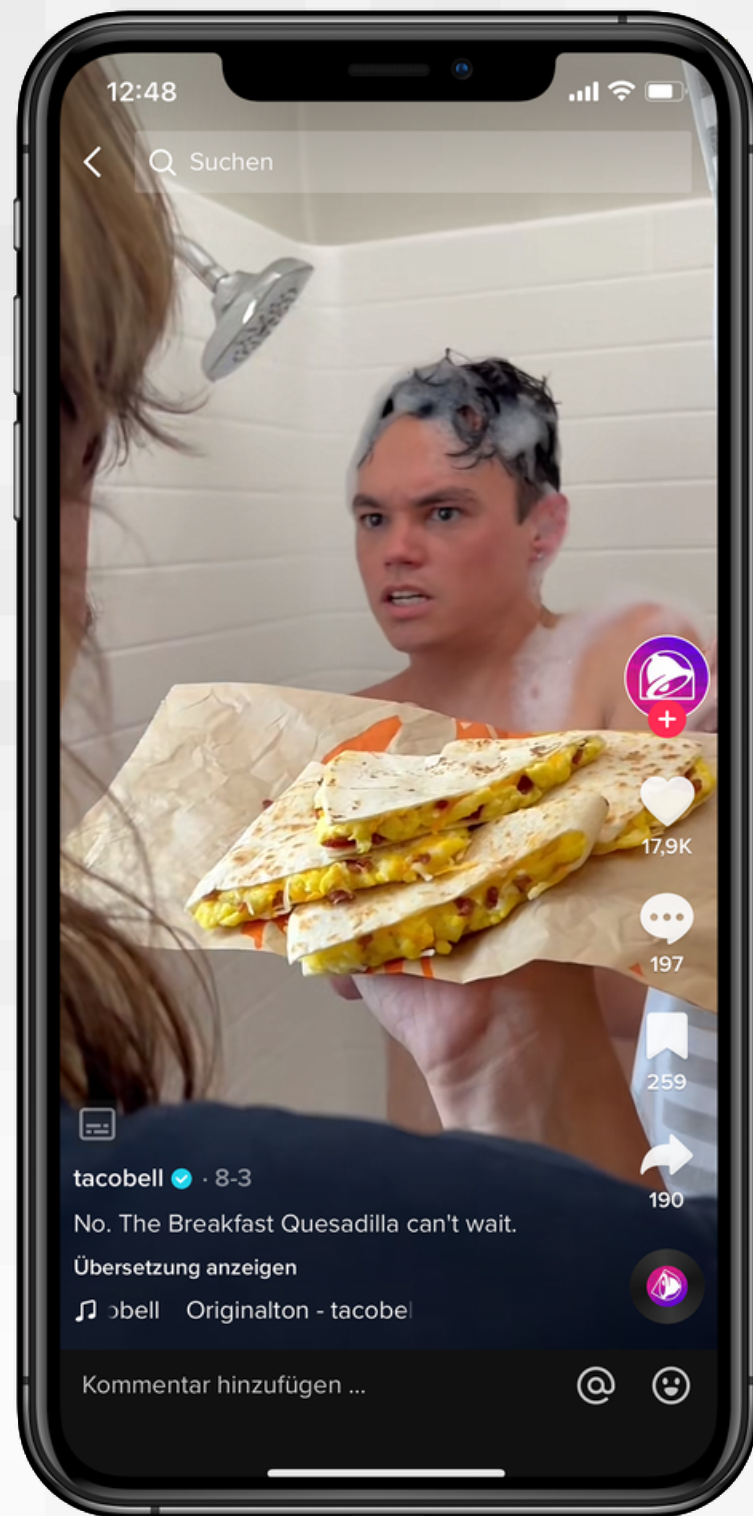


@ryanair

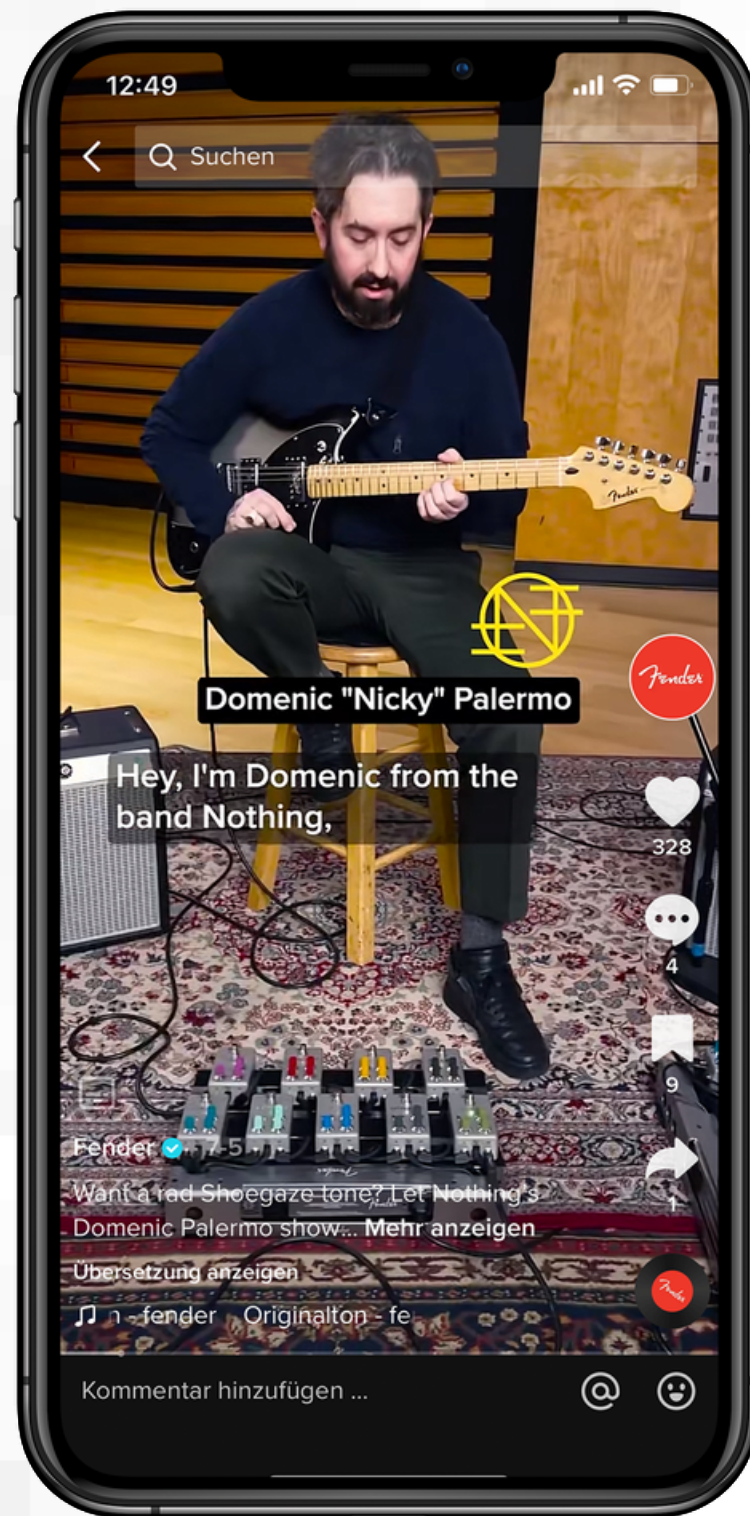


@unicreditbankaustria





@tacobell



@fender



@redbull

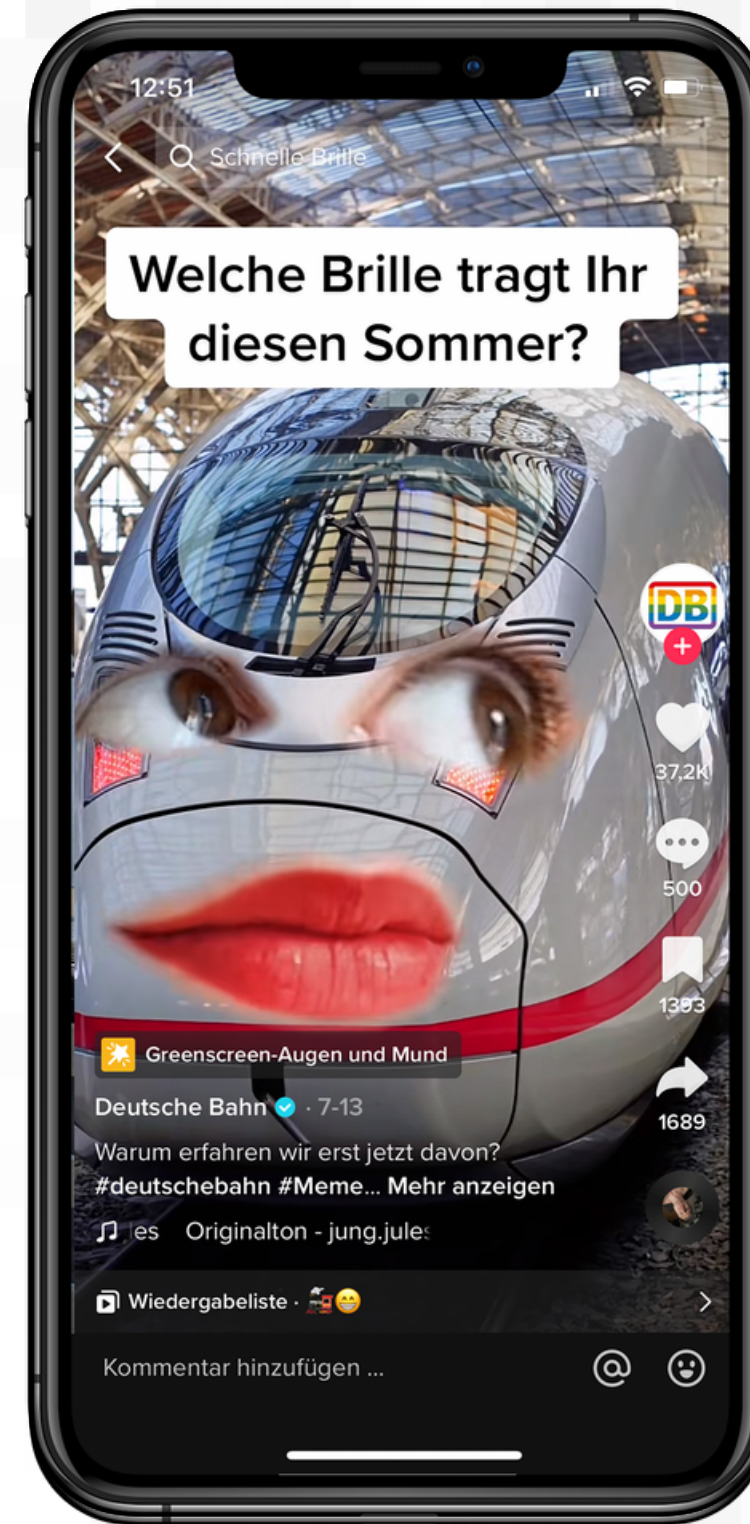




@spikeball



@thewashingtonpost

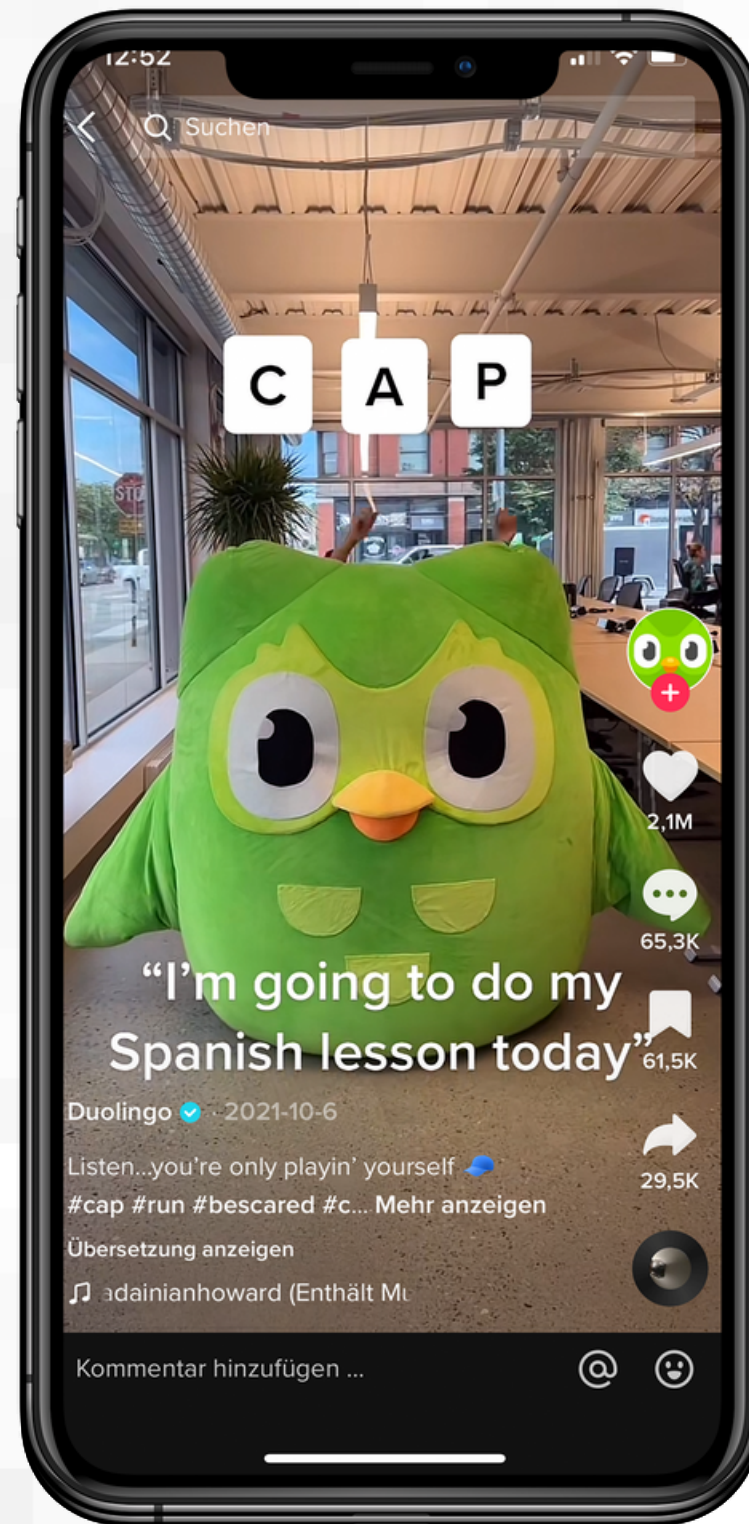


@deutschebahn

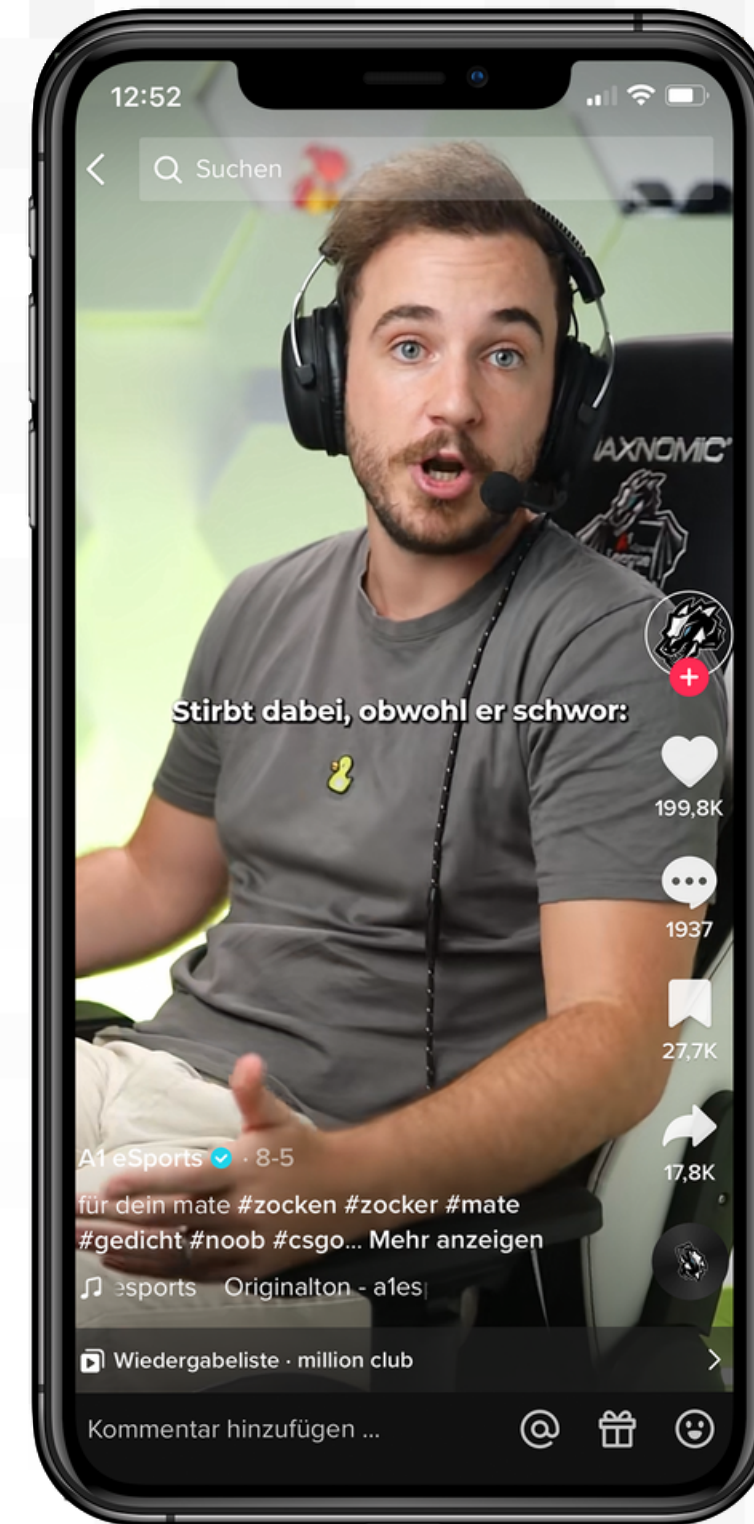




@basis\_sprungbett



@duolingo



@a1esports

# **09** The 6 TikTok marketing content commandments



**1**

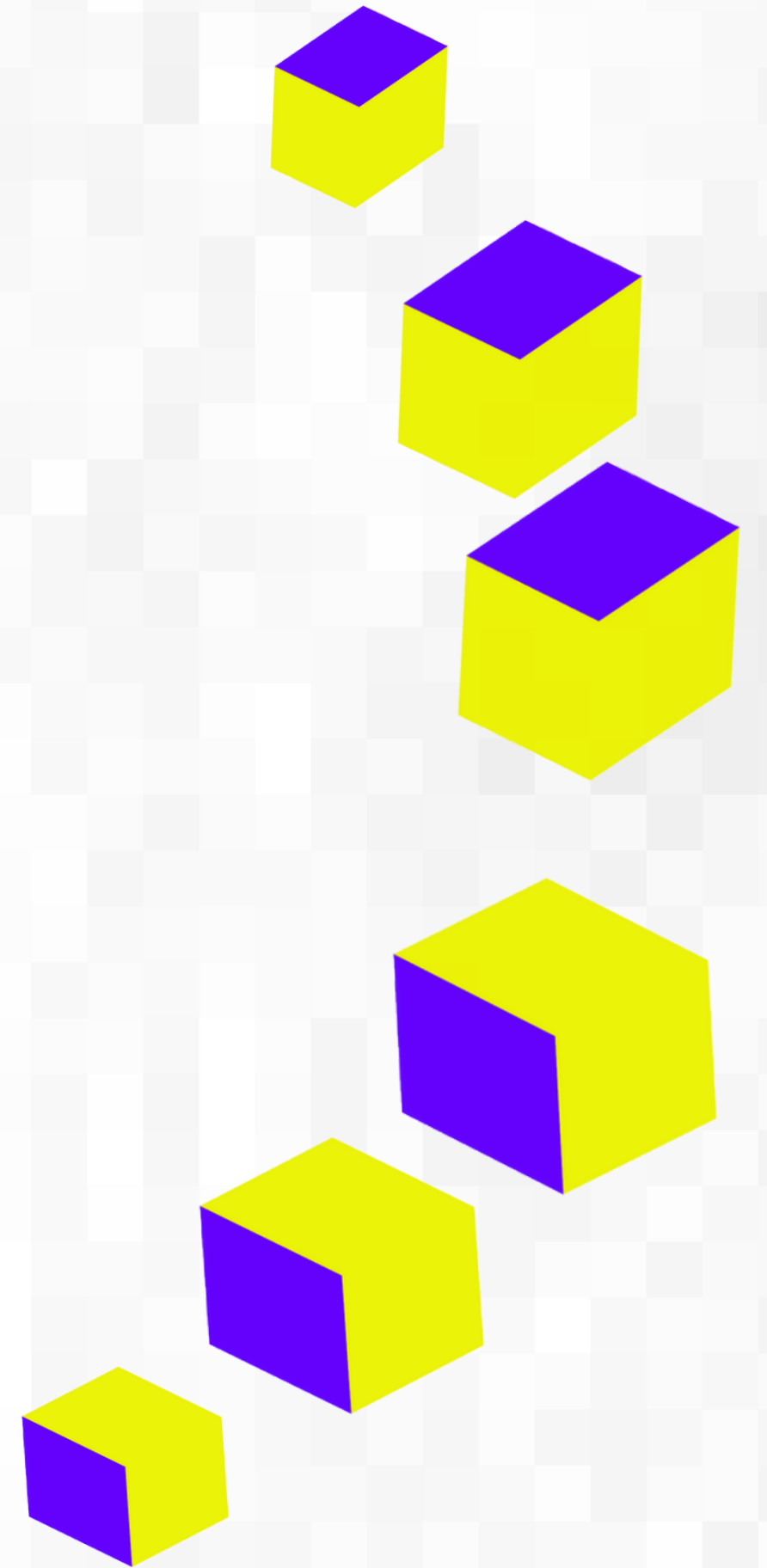
**Don't compromise on the quality of your content**

**2**

**Make them laugh, they will share**

**3**

**Respect your audience & they'll respect you**



**4**

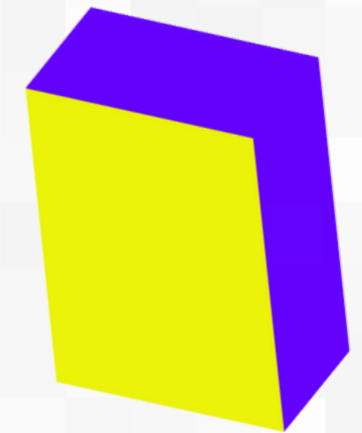
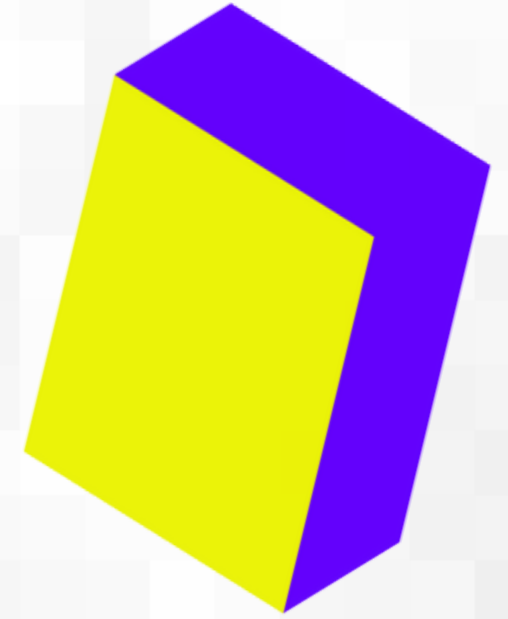
**Entertain first, sell later**

**5**

**Learn to speak TikTok before trying to talk it (and then keep learning)**

**6**

**Be part of the community you're seeking to speak to**



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by The Wurst Agency.**

**now**

**start TikToking**