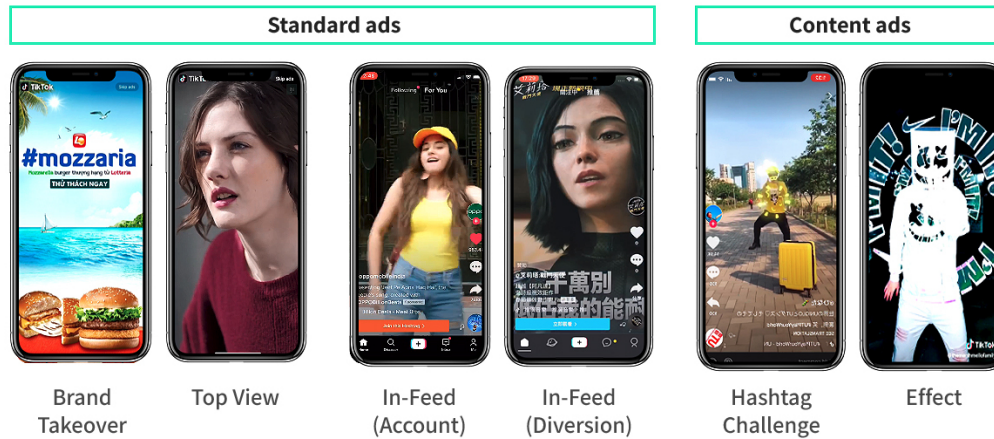


## Advertising on TikTok

### How companies can successfully advertise on TikTok

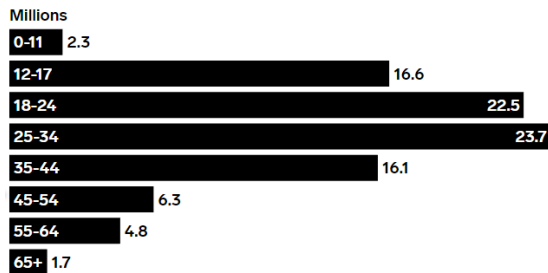
- 97% of Gen Z use social media as their main source of shopping inspiration, so retail stores should definitely use TikTok to advertise their products  
(<https://fanbytes.co.uk/gen-z-tiktok>)
- Most experts would advise against most types of traditional Tik Tok ads because it is very easy to identify when a video is an ad and even easier to skip it without so much as recognizing the name of the company advertising
  - **Organic content** performs much better than ads on this platform
  - 91% of Gen Z prefer video content over traditional marketing formats  
(<https://fanbytes.co.uk/gen-z-tiktok>)
  - “Gen Z is more likely to respond favorably to advertising and marketing that shows real customers representing diverse audiences—and to identify with content that’s realistic and doesn’t appear overly polished”  
(<https://content-na1.emarketer.com/gen-z-doesnt-trust-big-business>)



- Gen Z has grown tired of seeing ads everywhere and are incredibly conditioned to immediately skip an ad once they identify it, which is why ads disguised as organic content will perform much better with this generation. Not to mention organic content is more cost effective for the brand itself.
- Some brands might benefit by making their own Tik Tok account and posting relevant content such as informational videos (make them short, engaging, and easy to understand) or even humorous videos and content keeping up with the quickly changing Tik Tok trends (but only if this fits the brand’s image, mission, and vision)
- Online Optimism suggests, in its article “Using TikTok for your Brand Humanization” that brands should **make content about what their expertise is in, answer frequently asked questions, relay their mission, vision, and values**
  - Gen Z is BIG on brands that align with their personal values and social media is the best way for a brand to relay these values
  - <https://www.onlineoptimism.com/blog/lets-tik-talk-using-tiktok-for-your-brand-humanization/>
- Many brands have had success on TikTok because they have **humanized their company/brand**

- Making funny videos and keeping up with trends (trends change incredibly quickly so jump on an opportunity as quickly as you can or risk being called out as being “late” for using an outdated trend)
  - Empire State Building making funny content: <https://www.tiktok.com/@empirestatebldg?lang=en>
  - Delta keeping up with trends: [https://www.tiktok.com/@delta/video/7070234410825551150?is\\_copy\\_url=1&is\\_from\\_webapp=v1&lang=en](https://www.tiktok.com/@delta/video/7070234410825551150?is_copy_url=1&is_from_webapp=v1&lang=en)
- Commenting on other user’s content
  - Duolingo’s comments: Duolingo has been known to comment on other creator’s content as if they are the brand’s mascot, which is free exposure for the brand
    - <https://milkarten.substack.com/p/lets-talk-about-duolingo-on-tiktok>
    - Duolingo is a company committed to making learning a new language fun, so it fits their brand image to be fun on social media
- Other, more serious companies and brands have had success making informational videos on TikTok to inform its viewers as well as boost awareness
  - San Diego Zoo: <https://www.tiktok.com/@sandiegozoo>
- Tik Tok is not right for every company or brand- know your **audience**, if they are using the app, and how/why they are using the app

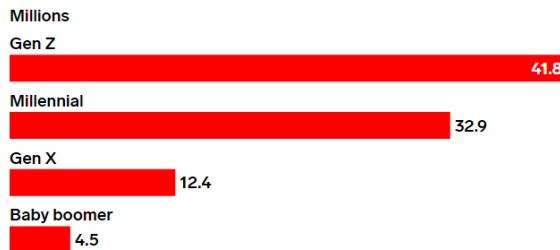
**TikTok Users, by Age**  
US, 2022



Source: eMarketer, April 2022 (see below for notes and methodologies)

eMarketer | InsiderIntelligence.com

**TikTok Users, by Generation**  
US, 2022

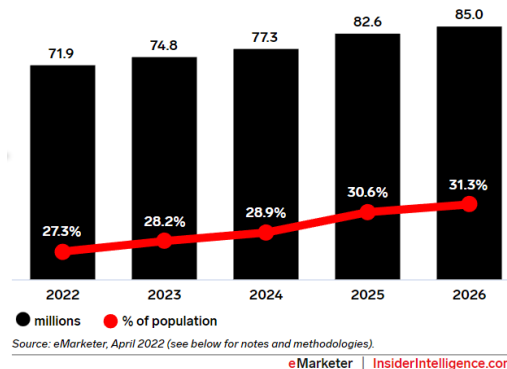


Source: eMarketer, April 2022 (see below for notes and methodologies)

eMarketer | InsiderIntelligence.com

- While it is common to think that only kids and teenagers are on TikTok, there is actually a surprising amount of adults (18+) that use the app, and it will only grow over the following years
  - This is because TikTok has content for everyone and people of all ages are creating content for others to see
  - The age of TikTok only having short dances to popular songs is long gone, you can find just about anything on the app

**Adult TikTok Users**  
US, 2022-2026



- Finding your audience: this is the easy part on TikTok because the extensive **algorithm** does it for you!
  - There are certain “sides,” as users call it, of TikTok that people end up on because of the types of videos they engage in
  - There’s BookTok, for those interested in finding new books to read or talking about books, SwiftTok, for Taylor Swift fans, DogTok, etc.
  - There are even sides of Tik Tok based on users’ political beliefs- if TikTok believes you to be of a certain political party based on the videos you’ve engaged with, they will only show you videos that you would agree with (which can be comforting but also has a possibility to be harmful)

### Conclusions

- Know your brand’s vision, mission, and values before entering the social media space and have your social media accurately reflect these
  - If your company’s vision is to be fun and light, make funny videos and keep up with trends
  - If you are a serious company, make informational videos
- TikTok is a great place to advertise; however, the best form of advertising, at least for Gen Z, is not a traditional ad. They appreciate organic content and are more likely to engage with the company if they like their online presence
- The extensive and scarily accurate TikTok algorithm will find your perfect audience and push it out to them for free