





 TikTok for Business

Your Summer Playbook

For Small-Medium Sized Business

Make A Splash This Summer 🌴 On TikTok ☀️

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01

Why TikTok?



Summertime On TikTok

Summer is all about the outdoors, connecting with nature, seeing friends, taking a well-earned vacation, and enjoying the sunshine. But it's also a time of increased activity and spending, making it the perfect occasion to connect with potential customers, build brand awareness, and make those all-important summer sales.

Advertising on TikTok during the summertime is a great way for your small-medium business to reach a large and engaged audience. With a user base of over one billion people, TikTok provides a unique opportunity for businesses to showcase their products and services in a fun and creative way.

Take advantage of trending hashtags to help your business thrive on TikTok during the summer months.



#SummerShopping
25.4M views



#SummerSales
78.9M views



#SummerOutfit
1.8B views

Source: TikTok App data, April 2023

People on TikTok love shopping during the summer months, particularly during occasions such as summer sales and national or public holidays.

Did you know?



3/5 people on TikTok in France, Italy, and Spain rate summer holidays as a period of high excitement.



Get ready for a busy season

Outside of Christmas and Black Friday, summer holidays and the summer sales season are the biggest opportunities for small-medium sized businesses.

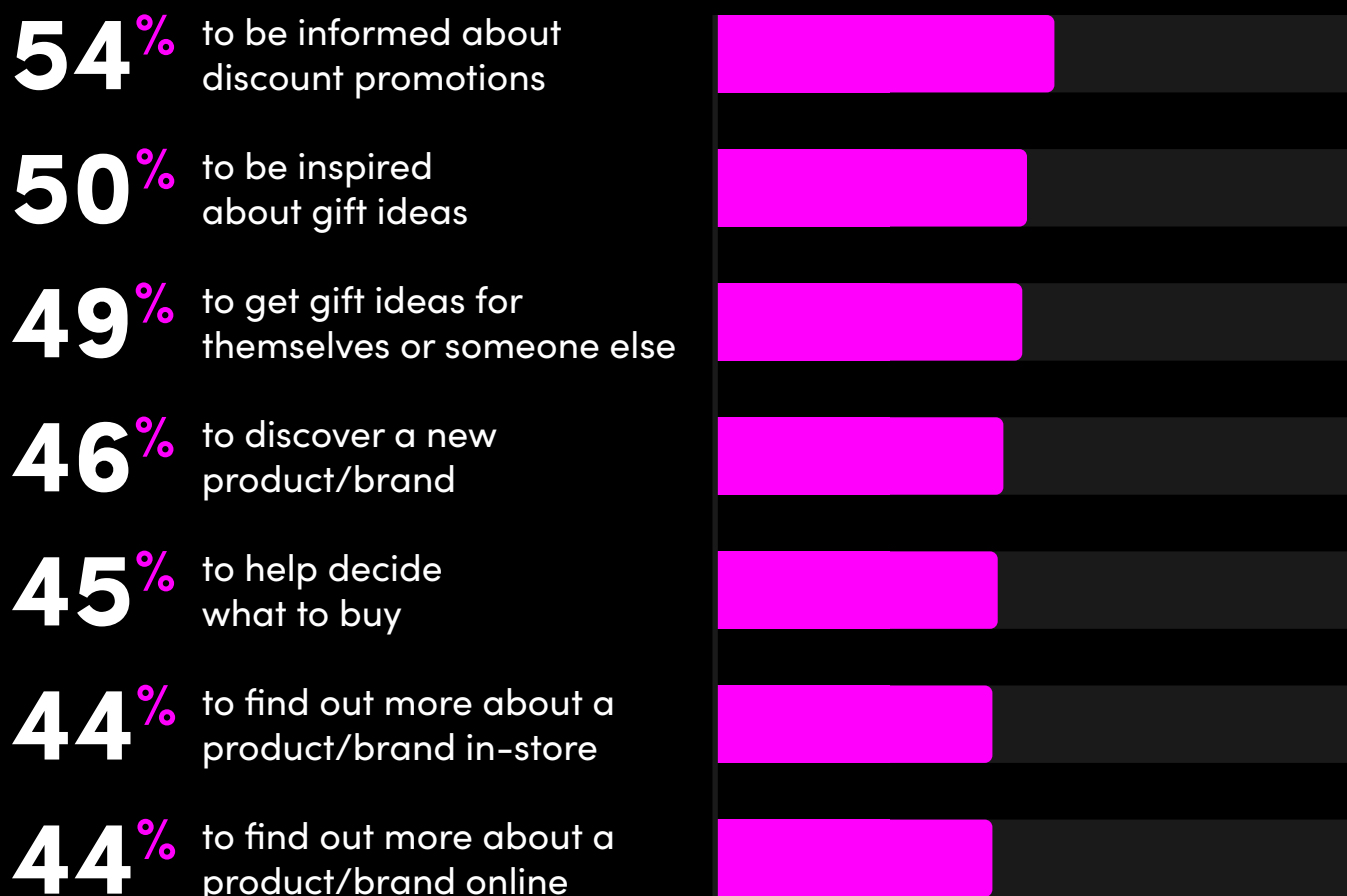
Source: TikTok Marketing Science, EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

How Can TikTok Help Your Business?



Discovery

People on TikTok consider the platform to be a primary source of information for every occasion. Here's a breakdown of how people use TikTok during various holidays, such as summertime sales.



Source: TikTok Marketing Science, EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

How Can TikTok Help Your Business?

Purchases

There's a strong correlation between discovery and purchase behaviour during the summer sales season. Summertime is a great opportunity to connect with new audiences, grab their attention, and convert them to loyal customers.

52%

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

11%

of SMBs on TikTok say they've sold out of a product as a direct result of advertising on TikTok.

Source: TikTok Marketing Science, EUI SMB Advertiser Research, 2022, conducted by Advertiser Perceptions

Spontaneity

49%

of people on TikTok agree that purchases made during niche holidays, including the summer holidays, were made spontaneously.



Afterburn Effect

43%

of people on TikTok are more likely to visit a product or brand seen during niche holidays again during main holiday occasions.

39%

of people on TikTok said that they interacted with a brand or product after seeing it during niche holiday periods, such as the summer sales season.

Source: TikTok Marketing Science, EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

The What, Where, And How

What products are the most popular?

Gaming, Consumer Electronics, Sports Equipment & Clothing, Jewellery, and Travel are all popular among people on TikTok in the summer months. But the top three product categories during summer are:



01.

Clothing



02.

Beauty &
Personal Care



03.

Household

Where are people finding the small business content?

38%

'For You'
feed

31%

'Following'
feed

26%

Videos from
influencer pages

Source: TikTok Marketing Science, EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

The What, Where, And How

How are SMBs reaching audiences?

50%

Giveaways and competitions

49%

Reviews from creators

49%

Tutorials from creators

Source: TikTok Marketing Science, EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

The power of creators on TikTok

Create native content by working with the lifeblood of the platform – our creators



71%

of people on TikTok say creator authenticity motivated them to buy a product or brand.



Source: TikTok Marketing Science, Global Creators Like Me Study, 2021, conducted by Hotspex

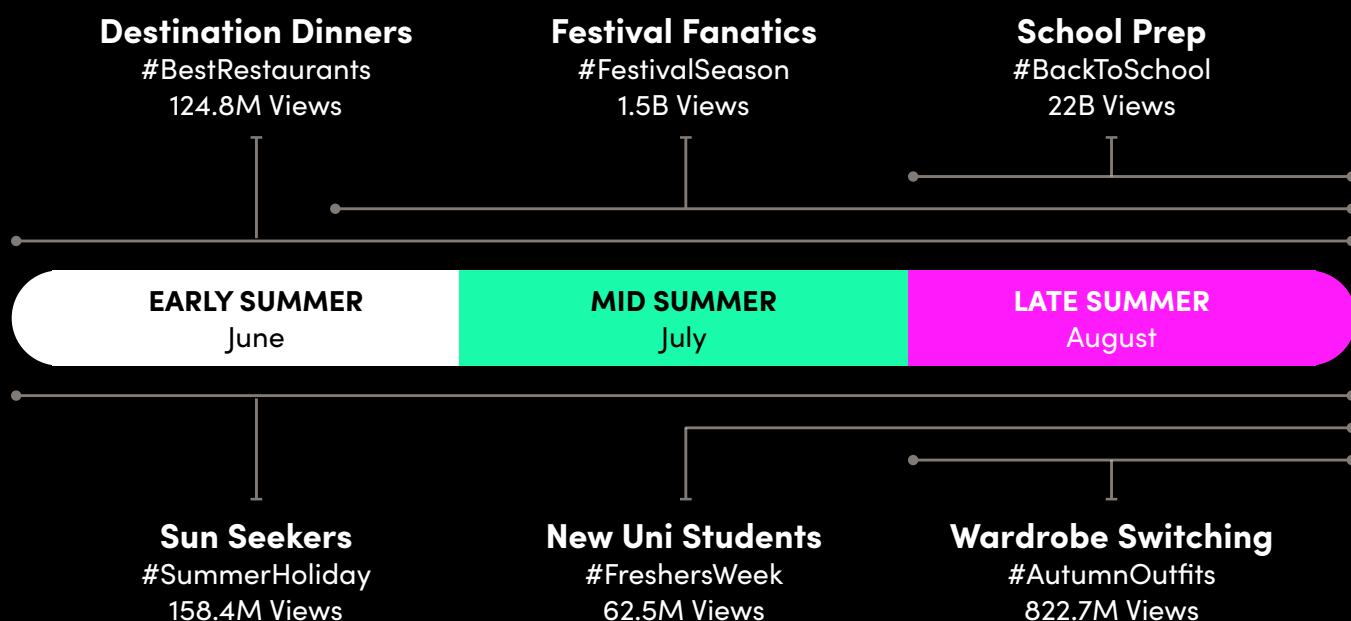
02

Summer Planning



Key Dates

Mark your calendars! People on TikTok are turning to the platform to **discover key events**, and prepare for Q4.



Source: TikTok App data, April 2023



June



5th World Environment Day

17th Special Olympics

18th Fathers Day (UK & IE)

18th International Picnic Day

21st European Games

21st Summer Solstice

21st Glastonbury

27th International Sunglasses Day

- Beginning of Pride

July

1st Tour de France

1st-7th National Clean Beaches Week

3rd-16th Wimbledon

5th International Bikini Day

16th Ice Cream Day

20th Latitude Festival

20th Women's Soccer World Cup

August

4th Edinburgh Fringe Festival

7th Bank Holiday (IE)

28th Bank Holiday (UK)

- Summer Sales

September

1st Back To School

15th London Fashion Week

Summer Checklist

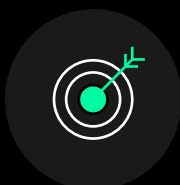
Now that it's time to plan your TikTok strategy for summer, we've developed a nine-week plan for your business so that you can shine in an overly crowded season. But before you tackle this list, you'll need to define a date you're working towards. Many businesses launch their first campaigns a few weeks before the start of summer (some even earlier!) to start building audiences prior to the peak season.

Once you determine your launch date, start pacing out these to-dos accordingly:

Nine Weeks Out



Think About
Creative



Set Up
Pixel



Test
& Learn

Five Weeks Out



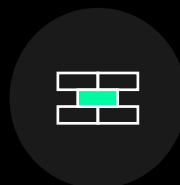
Refine Creative
Strategy



Find & Define
Your Audience



Set Your Budget &
Bidding Strategies



Build Out Your Ad
Format Strategy

One Week Out



Double Check
Your Creative



Get Ready
To Launch



Nine Weeks Out

Nine weeks before peak season is the time for you to determine your seasonal goals, plan out your creative strategy, and set up your summer workshop in Ads Manager.

Here's how to get started

Creative Planning: Creative is one of the most important movers when it comes to increasing performance and driving conversions on TikTok. But don't worry, you don't need big budgets to make effective creative! If you start planning this far out, developing strong creative is achievable.

Determine Your Goal(s) For The Summer Season And Build Out Your Content Pillars



Before you do anything, start by determining your business objectives this season and build a plan to support them with a cadence of marketing. Is your objective: awareness, consideration, conversion?

Once you know that, start planning out the types of content you want to create.

Start Planning Your Content



Are you shooting content for TikTok? Well, we have resources for you! Start building out some ideas of the videos you want to create for your ads.

Use TikTok Tools For Inspiration



If you think you'd need an expensive video editing team to run ads on TikTok, think again — creating captivating ads is a cinch! With these tools, you're able to easily make fun and engaging videos with just the photos and videos you have to hand.

Try out some of our great tools such as Automated Creative Optimisation, Smart Video, Video Templates, TikTok Video Editor, and Smart Video Soundtrack.

Run A Test Campaign



Running a test campaign can be a great idea before your big summer push. If you have your hands on some summer creative already, try testing them out. This will allow you to see the effectiveness of some creative, define and understand your audience, and prepare you for your big campaign launch. Creative not ready? Try repurposing your old assets with our summer video templates within Ads Manager.

Nine Weeks Out



Operational Planning



Pixel

Whether your goals are conversions, traffic, or awareness this summer season, setting up your TikTok Pixel will help you find new customers, optimise your campaigns, and measure ad performance. Here are some easy steps to setting up your TikTok Pixel.

- 1. Create Pixel**
Name your pixel and get the pixel code.
- 2. Install Pixel**
Add the pixel code onto your website manually or connect your site using one of our partners like Google Tag Manager or Shopify.
- 3. Set-Up Events**
Here's where you define the events you want to track and optimise towards. Best practice is to track at least one high-funnel event (e.g. view content), one mid-funnel event (e.g. add-to-cart), and one low-funnel event (e.g. complete payment/purchase).
- 4. Download TikTok Pixel Helper**
Verify whether your pixel code is set up properly and events are firing successfully using Pixel Checker and Pixel Helper.
- 5. Toggle On Auto Advanced Matching**
Be sure to turn on 'Automatic Advanced Matching.' This will enable your business to send customer information to better match website and app events with people on TikTok.
- 6. Review Your Attribution Windows In Attribution Manager**
Extend your attribution window for more accurate measurement if needed. This is great for higher involvement products or services where the customer may need more time to consider a purchase. The default windows for all advertisers are 7-day click and 1-day view.

Learn more about setting up your [TikTok Pixel here](#).

Pro Tip:

TikTok's Pixel via our Partner Integration makes installation easy! Set up the TikTok Pixel with one click on any of our ecommerce partner platforms and start advertising and tracking results.

Read more about the integrations [here](#).

Five Weeks Out

Here's your step-by-step plan to help make your plans a success this summer season.

Refine Creative Strategy

☐ Build Out Your Strategy

- **Develop your voice:** Determine how you want to show up to your audience. What's the tone you want to set for the season? Is it festive, funny, reflective, educational?
- **Build your base:** Develop and test your brand's pitch and see how TikTok users react. You want them to discover your brand before big summer moments, so you remain top of mind. But remember – show, don't just tell!

☐ Prep Your Creative

Take all the planning you did in the previous few weeks and refine your creative strategy – what style worked best, what message resonates, what type of creative do you need to still create?

[TikTok for Business Inspiration Center](#)

Can't shoot TikTok-specific? Well before you give up, take this into consideration.

Are You Creating Content For Other Channels?

Think about the summer content you're planning to create and see if you can capture some behind-the-scenes shots using just your phone!

Audiences on TikTok love authenticity, so using your phone and filming how your content is being created (and sharing the finished content at the end) could be a great way to make content.



Operational Setup

☐ Find And Define Audience

- **Learn Who They Are**
Dive into our sub-communities to learn how your audience is behaving and what they're talking about so the content you create can tap into current trends and conversations to connect with them. Not sure how to get involved? Try tapping into your community by adding Tok (i.e. BookTok) at the end. You can also learn valuable insights on your audience by visiting [here](#).
- **Set Your Target Parameters**
If you're just starting, help brand new users discover your brand by utilising our targeting capabilities on Ads Manager. Once you've built up your presence or have a sizable [custom audience](#), try using [lookalikes](#) to find people who've already engaged with your business.

☐ Set Your Budget & Bidding Strategies

- **Budget Strategy**
If satisfied with performance, we recommend increasing budget by up to 50% every 2 days and monitoring before making changes to scale.
- **Select Your Bidding Method**
At the ad group level, pick the goal that most aligns with your business goal. Our recommendation would be to use 'Lowest Cost' bidding if it's available. Feel free to read more about other bidding options [here](#).
- **Keep It Consistent**
For consistent pacing of your campaign, we recommend using daily budget rather than overall budget and using a lowest cost strategy as you're building your audience.
- **Value-Based Optimization**
A sophisticated bidding strategy; Value-Based Optimization (VBO) not only looks for users who are more likely to take a purchase action, but also those with higher value per purchase. Learn how to unlock VBO for web [here](#).

Five Weeks Out



Build Out Your Ad Format Strategy

Try other ad formats and refine your ad format strategy.

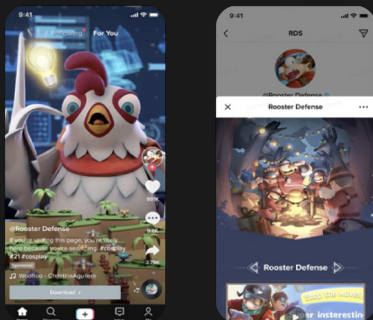
Spark Ads

Spark Ads is a native, immersive ad format that harmoniously blends into the 'For You' feed. Spark Ads enables you to amplify your own existing organic videos or videos from creators in the TikTok 'For You' feed. Spark Ads delivers higher campaign results with minimal budget and resources.

More Efficient Performance Than Before

Spark Ads profile landing page increases the landing page exposure and thus the lower-funnel ad performance.

[Learn more](#)



Lead Generation

Lead Generation allows you to create interest in your business and collect information to convert prospects into customers. Lead Generation Ads deliver qualified leads directly to you, saving your business time and money. With just a few taps, potential customers can safely share their information, generating a new lead for your business at up to a 24% less CPL than conversion campaigns. Leads can also be used to build custom audiences to retarget.

[Learn more](#)

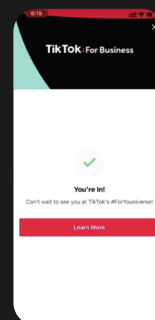
In-Feed Advert



Instant Form



Thank You Form



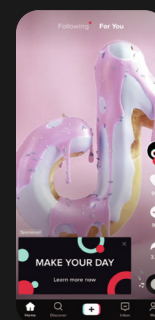
Interactive Add-Ons

Gift Code Cards

Gift Code Cards are clickable cards added to your in-feed videos to draw attention to gift codes. Users can save codes to their clipboard before visiting your page to help increase redemption.

Display Card

Display Card is an interactive add-on product that lets you include cards within your in-feed video ads. You can use these cards to highlight important messages, share exclusive offers, and drive traffic to your website or app.



One Week Out

You've made it, there is just one week until your campaign goes live! Here's how to top your campaign off with the perfect, summer flavour.

Creative Production

- ☐ **Get Your Creative Ready**
Upload your ads to Ads Manager and place them into your ad sets.
- ☐ **Preview Your Creative**
It's time to check how your ads look! The actual ads will be adjusted based on a user's device and network conditions, so check out how your ad will look once it's published on your actual device. Check it out [here](#).
- ☐ **Using 3rd-Party Measurement**
Add any relevant 3rd-party tracking URLs to your ads in Ads Manager to track your performance data. Read more [here](#).

Operations Check-In

- ☐ **Get Ready To Launch**
Take all the research you've done about your audience, double check your campaign set-up, and publish your creative for your summer campaign!





Optimisation

Once you set up your campaign, you may be wondering about the types of adjustments you can make to really see your business shine. We've got some best practices for you to follow as you optimise your campaign.

Here Are Some Best Practices To Maximise Your Ad Performance

- 1 Try to refrain from making any adjustments to your targeting, bid, budget, and creative before your campaign exits the learning phase. Allow ad groups time to adjust and recalibrate in between changes.
- 2 For Conversion campaigns, optimise based on higher funnel events like Add-to-Cart or View Content before moving down the funnel to optimising for Purchases.
- 3 Create a custom audience and lookalike audience based on website visitors or engagement. Launch an additional conversions campaign to retarget this audience.
- 4 Have enough creative ready so you can refresh when you start to hit creative fatigue (performance starts to drop).
- 5 Make incremental changes to your bid and budget. When you do make adjustments, don't change the budget by more than 50% from the previous budget setting. Don't change the bid by more than 20% from the previous bid setting.
- 6 Avoid modifying targeting, bid, budget, and tracking more than once in every two continuous days. Allow ad groups time to adjust and recalibrate in between changes.
- 7 Add Hashtag Targeting to create audiences that viewed seasonal words.

Other Optimisations

Adjust Your Target Audience

Broad audiences tend to perform better than trying to go really narrow with your targeting. Try out Automatic Targeting instead of manual targeting to avoid going too narrow. Try to keep your audience as broad as possible and consider utilising a lookalike audience of your high-value customers. You can launch an additional conversion campaign to retarget this audience.

Simplify Account Structure

Consolidate ad groups and campaigns that target similar audiences to maximise reach and performance.

Re-Evaluate Your Optimisations

For conversion campaigns, optimise for an event that can drive at least 50 conversions a week. If you're struggling to meet that goal, try moving your event up to "Add-to-Cart" or "View Content" instead.

Diversify Creative

Use ad creative that fits TikTok's visual and editing style. Diversify creative to deliver 3-5 creatives per ad group.

Creative Inspiration And Tools

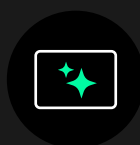
In need of some creative inspiration for your campaign this summer? We've got you! Check out some tools and ideas below for the season.

SHEESH!

TikTok's Creative Tools

TikTok's suite of tools enables you to embrace the creativity and authenticity of the TikTok community. If you think you'd need an expensive video editing team to run ads on TikTok, think again — creating captivating ads for TikTok's self-serve platform is a cinch!

With these tools, you're able to easily make fun and engaging videos with just the photos and videos you have to hand.



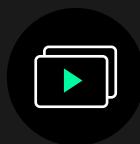
Automated Creative Optimisation

A creative delivery tool that automatically generates combinations of your creative assets for mid-campaign optimisations and additional creative insights.



Smart Video

An AI-driven creative tool that adds editing and visual treatments to existing video and photo assets.



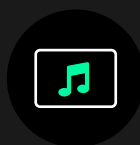
Video Templates

A wide range of video templates that utilise photo and video assets. Easy to use with limited flexibility in creative execution.



TikTok Video Editor

This tool lives within our TikTok Ads Manager. It's a web-based video editor that gives you access to a suite of TikTok-style editing gestures. Use the TikTok Video Editor to layer media tracks, crop footage, erase objects, add and cut music, add subtitles, effects, stickers, and more! Check out more [here](#).



Smart Video Soundtrack

An easy-to-use tool that adds royalty-free music to existing video assets, and adjusts the levels of original audio and music.

Feeling a little overwhelmed? Don't sweat it.

We created the Campaign Planner below to help you plan out and visualise how your summer campaign can come to life this year.

Campaign Planner

Campaign Name:

What are my campaign objectives?

☐

Awareness

- Reach

☐

Consideration

- Traffic
- Video Views
- Lead Generation
- Community Interaction

☐

Conversion

- Website Conversions
- App Promotion

How will I measure my objectives?

Who am I trying to reach?



Key dates:

Is my website ready for shoppers?

Creative thought starters:

What trends do I like?

What type of stories do I want to tell?

What's the tone and voice for my creative?

How do I want my creative to look visually?



03

Case Studies



LA ROSÉE
PARIS

Launching a new product range with a full-funnel campaign.

Skin care and beauty business **La Rosée Cosmétiques** was created by two pharmacists with a passion for cosmetology, **Coline and Mahault**.

Explainer

La Rosée Cosmétiques was launching its new sunscreen range and needed a full-funnel TikTok campaign to raise awareness and drive conversions at the start of summer.

Solution

With a mix of fun and humorous content integrating the latest TikTok trends alongside useful "how-to" videos, La Rosée developed a strong organic engagement. Using TikTok **Spark Ads** to boost this great creative content, the small-medium business targeted a range of audiences including lookalike video engagers, people showing an interest in skincare, and website visitors.

Products used

Spark Ads

In-Feed Ads

3x

overall sales

+48%

return on ad spend

8.7M+

video views



Boosting brand awareness to increase app downloads with TikTok.

Brothers Tiff and Alex Burns launched [LuckyTrip](#) in 2016.

Explainer

New to TikTok, LuckyTrip was using the platform to showcase some of the top destinations and hidden gems available on the app, but the team could see untapped potential in reaching its target audience. The small-medium business planned a TikTok campaign that would boost brand awareness and increase app downloads and conversions among its target audience.

Solution

To generate the most engagement and traction the campaign focused on using influencer-created content and user-generated content (UGC) for the majority of the campaign creative. LuckyTrip used Spark Ads to boost its reach, and leveraged organic posts from Creator accounts it had partnered with. By using posts from real TikTok accounts, Spark Ads ensure that all views, comments, shares, likes, and follows gained from boosting campaign creative get attributed to the organic posts.

Products used

Spark Ads

In-Feed Ads

85k+

app downloads

4M+

impressions

1,600%

increase in followers

Thank you!

**Reach out to your TikTok Sales Rep to
supercharge your advertising strategy today.**

Not advertising with us yet?

Sign up to TikTok Ads Manager today.

 **TikTok** for Business

