

TikTok

Digital Thoughts Thursday
3 December 2020





**ACCORDING
TO YOU,
TIKTOK IS...**

**"A social platform
with short,
shareable videos"**

**"Bored Covid
kids dancing
for likes"**

**"A dance instructor. A
video editor. A special
effects tool. The perfect
online representation of
the attention deficit
generation (squirrel)
and an amazingly
entertaining drain
of time"**

**"Funny dance moves
captured in short
videos"**

**"A social media
channel like
instagram but it's
all videos"**

**"A platform that
delivers music-video
style content to a
younger demographic"**

**"A viral social
platform that can
entertain people for
hours on end"**

**"Short form video
social platform. Mostly
for dancing"**

**"Annoying short-form
platform for the
whipper snappers"**

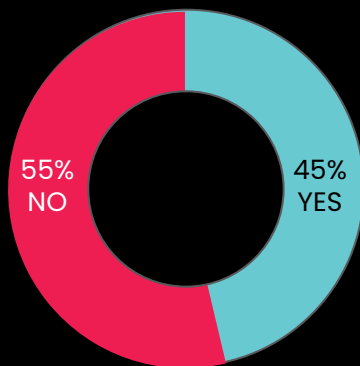
**"A social sharing/viewing
platform that allows users
to easily edit videos with
all kinds of components
(music, filters, etc)"**

**"A social media app
that allows users to
make short videos. It's
pretty much the new
version of Vine"**

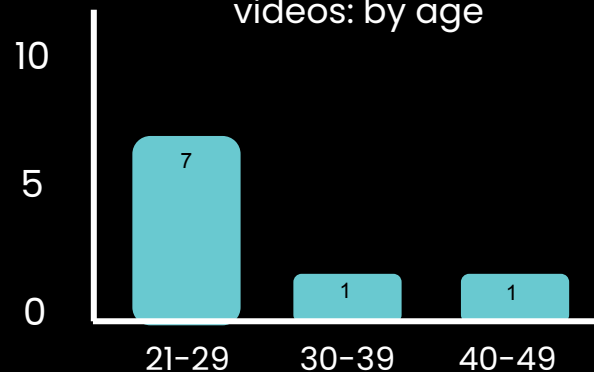


**BASED ON
YOUR
RESPONSES...**

Do you have a TikTok account?

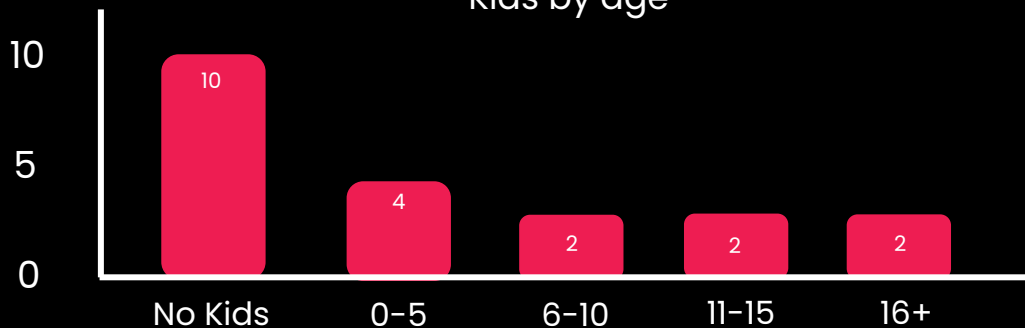


Has an account & watches videos: by age



50%
of you have **kids**.
60% of which are **10**
years old or younger.

Kids by age



**data was collected voluntarily from 20 Marriner employees*

3 | MARRINER MARKETING ©2020

MMC | Digital Thoughts Thursday: TikTok | December 2020





WHAT IS TIKTOK?



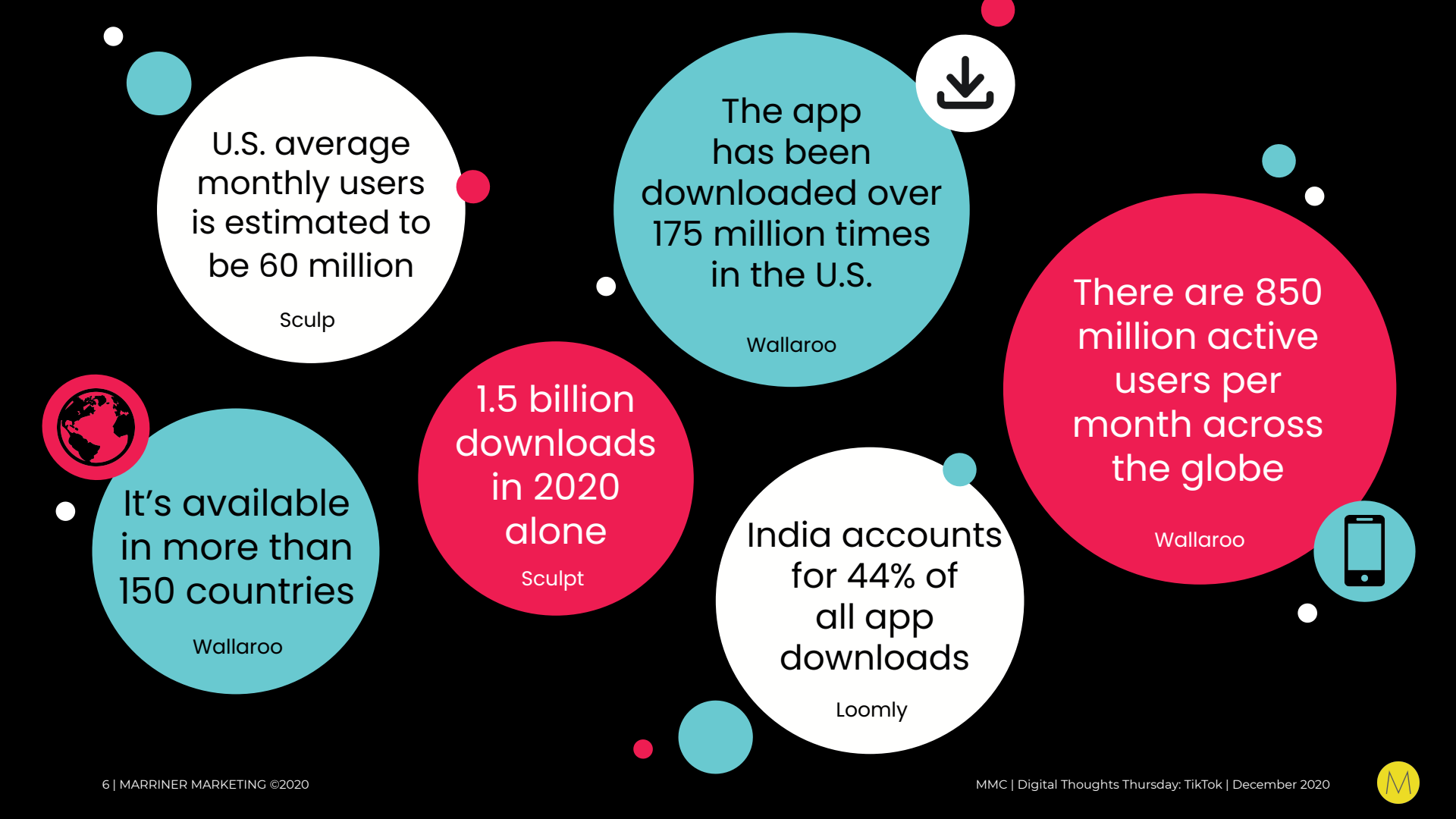


THE BASICS

- A “destination for short-form mobile videos;” 15–60 seconds (reminiscent of Vine; discontinued in 2016)
- ByteDance, TikTok’s parent company, launched the app in 2017 as “Doyin” in China
- ByteDance then purchased Music.ly which made the app what it is today
- It became available for download in the U.S. in 2018
- The app faced scrutiny over security concerns in 2020, with the current status being a “ban on hold,” yet the app continues to flourish

**data from Later.com*





U.S. average
monthly users
is estimated to
be 60 million

Sculp

The app
has been
downloaded over
175 million times
in the U.S.

Wallaroo

1.5 billion
downloads
in 2020
alone

Sculpt

It's available
in more than
150 countries

Wallaroo

India accounts
for 44% of
all app
downloads

Loomly

There are 850
million active
users per
month across
the globe

Wallaroo



SO WHAT?





“TikTok varies from other platforms in that it has the ability to reach a high number of users solely through the amplification of content”

~Courtney Davis



The background is dark with a repeating pattern of teal-colored musical notes. In the center is a large white circle containing the text "TIKTOK MARKETING". Surrounding this central circle are several smaller decorative elements: a pink circle with a white smartphone icon, a light blue circle, a yellow circle, a pink circle, a light blue circle with the TikTok logo, and another yellow circle.

TIKTOK MARKETING



WHAT'S THE HYPE?

- Even without advertising, influencers or a large following, content has the ability to go viral
- This differs from other platforms, where the algorithms favor accounts with particular criteria
- The sheer opportunity of becoming a TikTok hit is what users crave
- The content is nearly impossible to escape, being shared across platforms such as Instagram and even Facebook (so much so that they've made dupes, like Reels!)

usa.inquirer.net · how-to-become-tiktok-famous ·

How to Become Tiktok Famous | in Only 3 Weeks - Inquirer USA

Nov 16, 2019 – We've been able to do extremely well focusing on a small number of social ... to get followers, and soon enough you'll be performing for an audience. ... It also takes care of people who won't

www.kapwing.com · resources · how-to-go-viral-on-ti...

How to Go Viral on TikTok: 2000 Followers and 20k Likes in a ...

Dec 28, 2019 – How to Go Viral on TikTok: 2000 Followers and 20k Likes in a Month · Post a lot of videos · Watch videos for inspiration · Try our trending formats ...

www.voyageandventure.com · how-to-go-viral-on-tiktok ·

How to Go Viral on TikTok - My lessons from 14 Million views ...

Pro-Tip If you do want to use your own song, and TikTok won't allow it, you can just ... I'd suggest having your CTA be at least a few seconds long so that people ... I think it takes most people at least a month to figure out their style on TikTok, ...

www.youtube.com · watch

Here's how to actually go viral on TikTok - YouTube

How to blow up on TikTok in two easy steps!
Nov 21, 2019 · Uploaded by Sam Sheffer



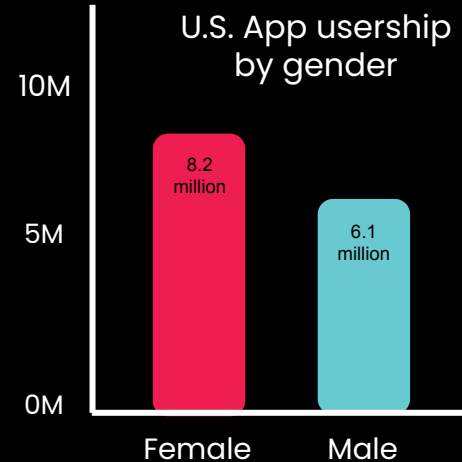
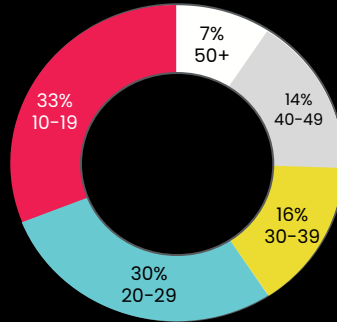
WHO'S USING IT?

- App users within the U.S. are predominantly Gen Zers, yet young and older Millennials are also using the app
- It's also used by 2 million more females than males within the U.S.

18-24

year olds alone account for more than **40%** of all users in the **U.S.**

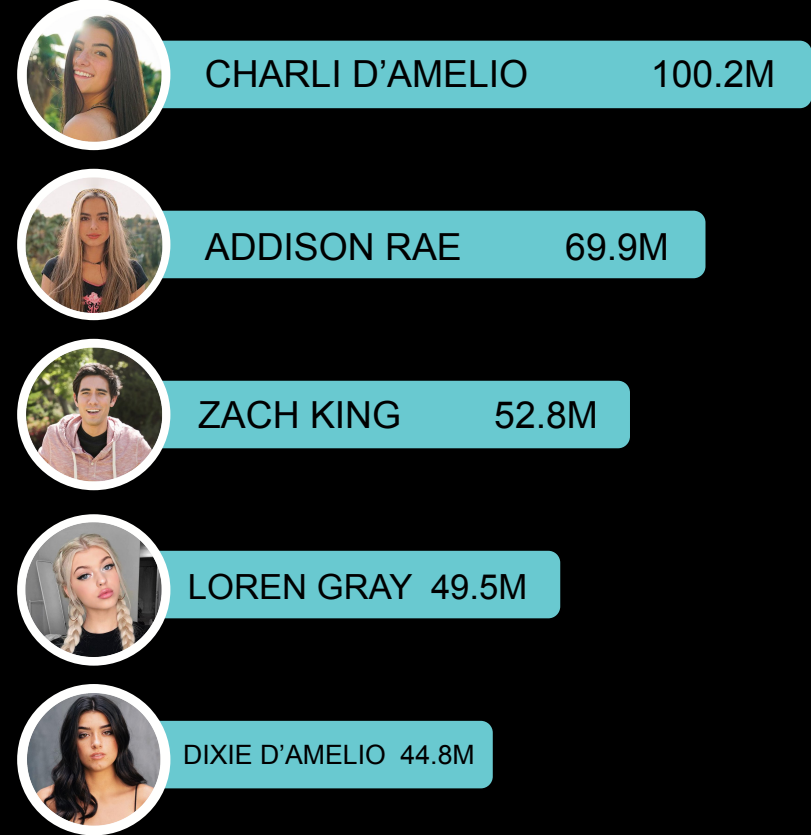
U.S. App usership by age



Top brand accounts by followers



Top influencer accounts by followers

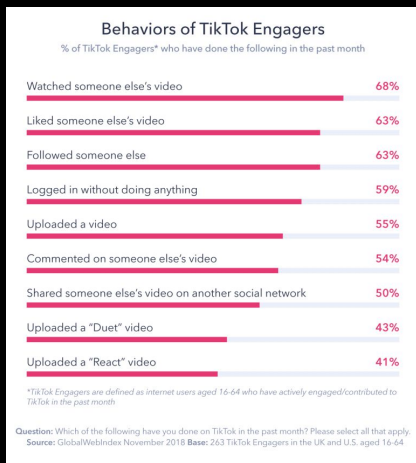


*data from lechatdigital.com & Brand Watch



HOW'S IT BEING USED?

- On average, users open the app 8 times a day
- Users spend an average of 52 minutes per day in the platform, with users ages 4-15 spending an average of 80 minutes on the platform per day
- From popular sounds, face filters, dances and challenges, consumers and brands are tapping into the latest and greatest trends
- Brands are leveraging influencer partnerships in order to maximize reach as well as promoting UGC
- Ultimately, people are interested in one another's creativity and want to share their own talents, whether it be makeup, cooking, art, etc.



The background of the slide is a dark navy blue, covered with a repeating pattern of the TikTok logo in a lighter, teal-blue color. The logo is a stylized musical note with a dot.

TIKTOK & MMC



**With its demand for consistent, timely,
high-quality content, TikTok is best suited for our
consumer-based clients.**





OPPORTUNITIES

- Reach younger consumers– Gen Z in particular
- The users are aging with the app, making it a steadfast way to reach this particular generation
- Business advertising and influencer marketing
- Provides a chance to be on the cutting edge of social media trends and content
- Garner high engagement—average engagement rates rank higher than those earned on platforms like Instagram or Twitter

**Statistic from Influencer Marketing Hub*





CHALLENGES

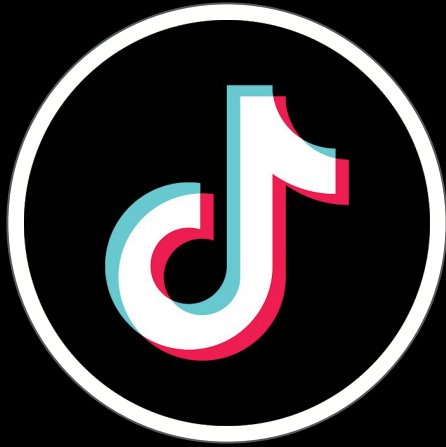
- Paid opportunities, both advertising and influencer partnerships, are pricey
- Content creation and user engagement is time consuming and demanding
- Fewer B2B opportunities, with the platform being younger consumers
- For foodservice, you're not as likely to reach users with buying power, like you would on Facebook or LinkedIn





IN REVIEW





- TikTok has become a global phenomenon, with users seeking viral notariety, making it stand out from other social platforms
- It's geared toward younger generations, with a majority of U.S. users falling into the Gen Z or young Millennial groups
- Average users, brands and influencers are highly attracted to trends, from popular soundbites to cringe-worthy dances
- From a marketing perspective, TikTok presents both opportunities and challenges for brands looking to use it as a way to reach potential customers
- It is best suited for Marriner's consumer clients at this time
- Content is ultimately the key to success on TikTok!





GAME TIME!





GAME RULES

- There will be 5 rounds
- For each round, you will begin on the video provided
- When the timer begins, you must “search” for a video including the criteria provided
- First person to find a qualifying video (and sends it in the chat for approval) wins that round
- The person with the most rounds won, is the winner!

*In the event of a tie, a name will be randomly drawn and declared the winner.





GAME ROUNDS

1. Start: Influencer-dancer:
<https://www.tiktok.com/@charlidamelio/video/6804996770578435334?lang=en>
End: Video with a person & their dog
2. Start: Celebrity chef:
<https://www.tiktok.com/@gordonramsayofficial/video/6899446043411238150>
End: Video with a baby (toddler or younger)
3. Start: Influencer- makeup:
<https://www.tiktok.com/@flawlessbytenisha/video/6873961360561097990>
End: Someone at the beach or in a pool
4. Start: TikTok chef:
<https://www.tiktok.com/@eitan/video/6887682667425336581?lang=en>
End: Someone painting or drawing
5. Start: Celebrity:
<https://www.tiktok.com/@willsmith/video/6883921574576131333?lang=en>
End: Video of holiday decorations (being made, put up, etc.)





Thanks!

