

NOVEMBER 2020

How to **win** at TikTok



**The insights you need to secure your
brand's survival.**



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Source: @ paulina.paloma via TikTok.com



Source: @lukettrotman via TikTok.com



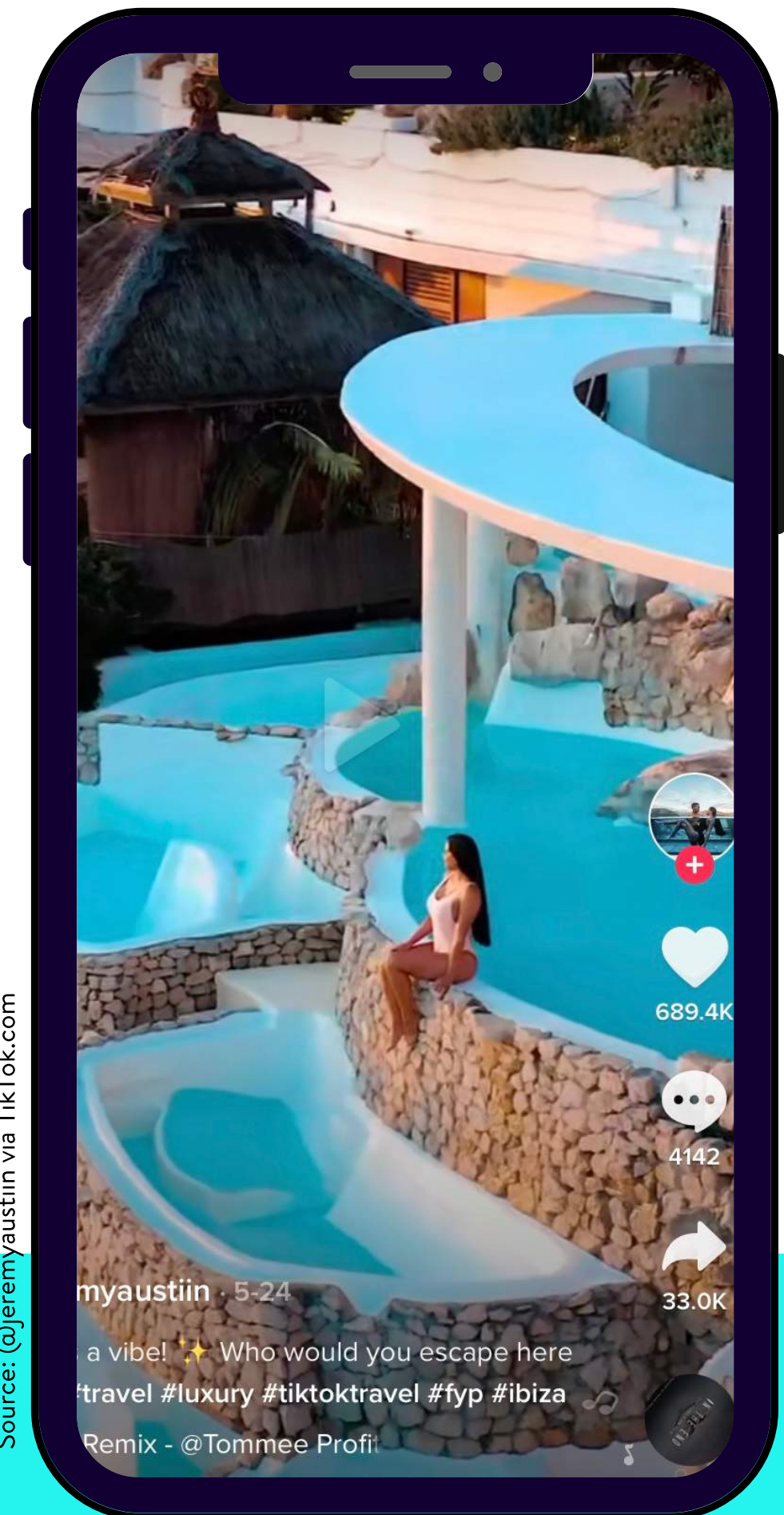
**What is
TikTok and
why does your
brand need a
presence on
this platform?**

What is TikTok?

TikTok is a video-sharing app where users create and upload up to 60-second videos.

The key selling point is the built-in video editing tools which allow users to inject a great deal of creativity into their content.

Music is a big part of TikTok, with various songs and sound clips available for use, as well as the ability to create your own.

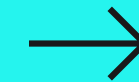


Why should brands use TikTok?

TikTok is where culture starts.



Brands can get access to an entirely new audience.



Working with nano and micro-influencers is easier.



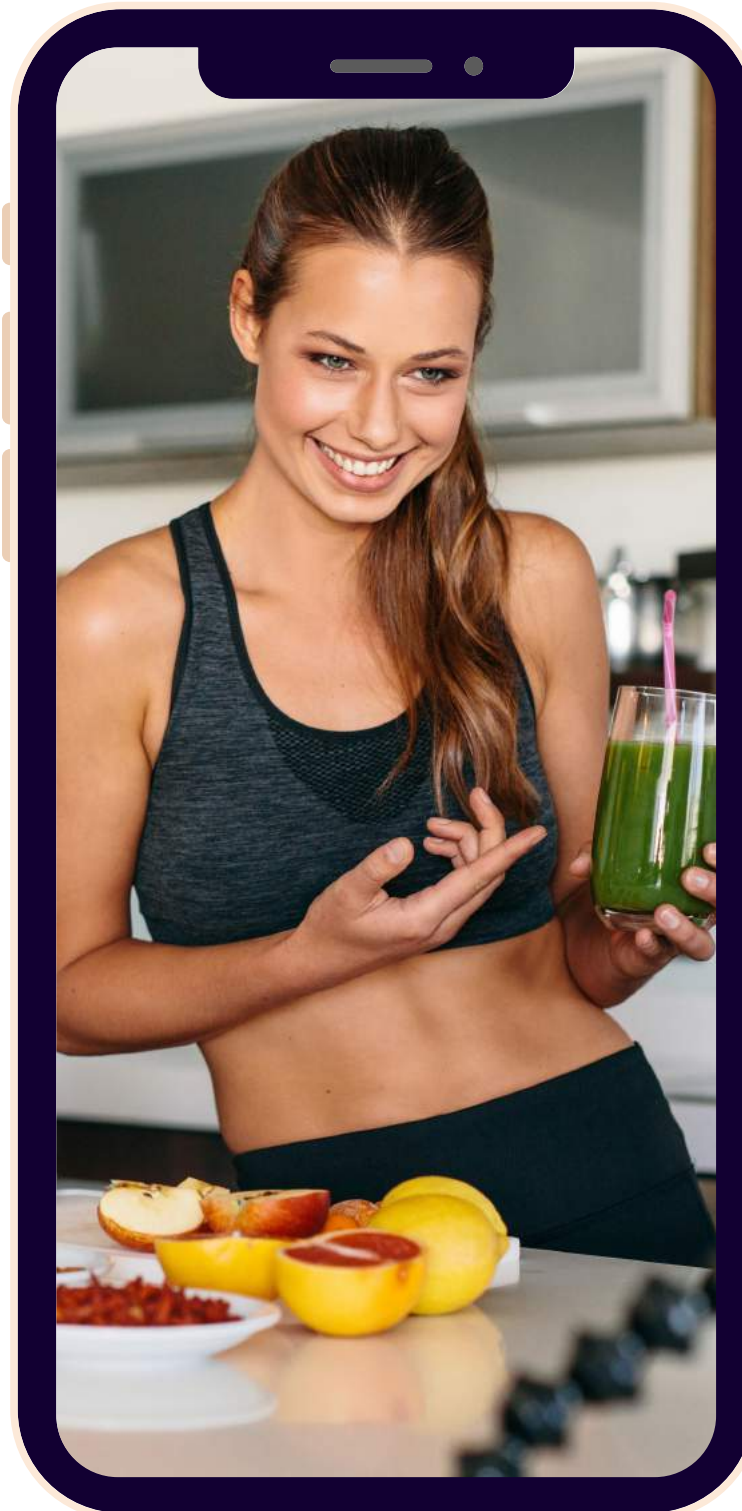
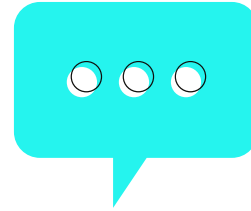
In the last 6 months, every piece of top content in the US went **viral on TikTok first**.

While its videos develop a life of their own on other platforms, TikTok is a hub of innovation.

45% of TikTok users don't have an Instagram account and **60%** of TikTok users don't have a Twitter account.

You won't just be retargeting your existing audience, you'll be tapping into a new one.

TikTok allows anyone over 1K followers to embed links into their content. The threshold for this feature is higher on other platforms.



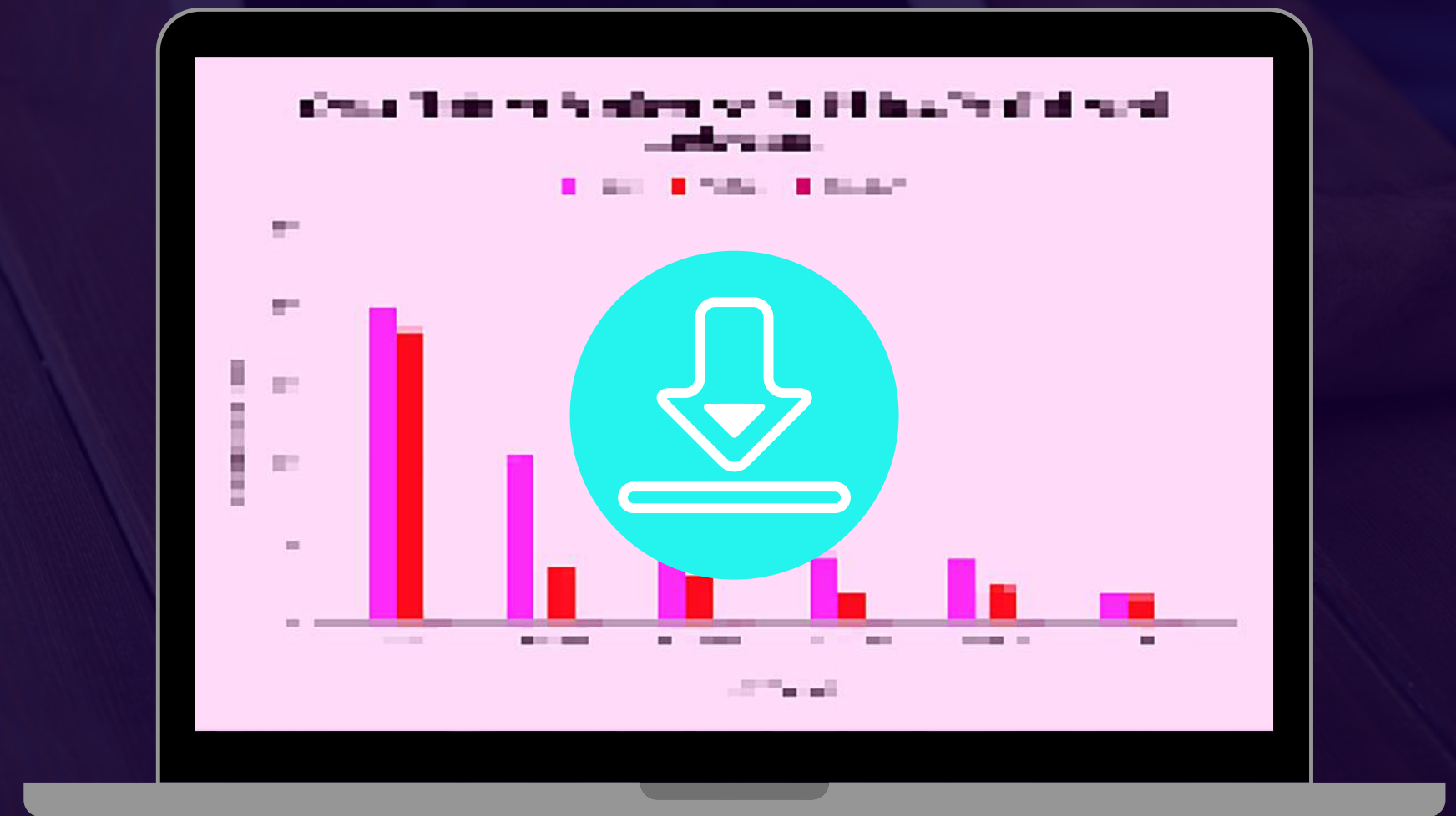
**How does
TikTok
compare to
other social
media
platforms?**

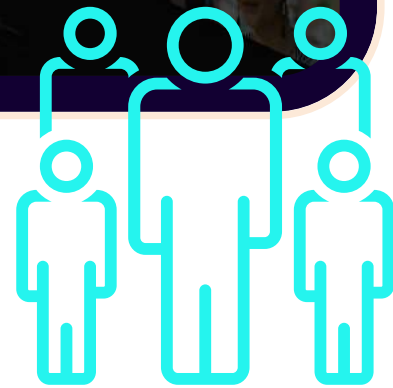
How does TikTok compare to other social media platforms?

Click [here](#) to get access to our
cross-platform benchmarks.

Wearisma's cross-platform benchmarks reveal that in certain regions, TikTok content receives higher engagement rates than content on other platforms.

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**Which
audiences can
you reach on
TikTok?**

Which audiences can you reach on TikTok?

TikTok has 690 million monthly active users.
On average, TikTok users spend 76 daily minutes on the app.



TikTok is most popular among audiences based in the USA, China and the UK.

Teens account for 32.5% of TikTok's active users.

In the US:

60% of TikTok users are aged between 16-24.

In the UK:

The majority of TikTok users are aged between 18-24.





Which audiences can you reach on TikTok?

Gen-Z and Millenials

While Gen-Z may be the most prominent user group on TikTok, the 25-34-year-old category follows closely behind, suggesting that the platform is beneficial for building brand awareness and loyalty among both Gen Z and Millennial audiences.

Micro-Influencers

Similar to other platforms, Wearisma data reveals that micro-influencers on TikTok have the highest Engagement Rates of the three follower groups (micro, macro and mega).



Source: @marstruck via TikTok.com



Source: @bbcsport via TikTok.com



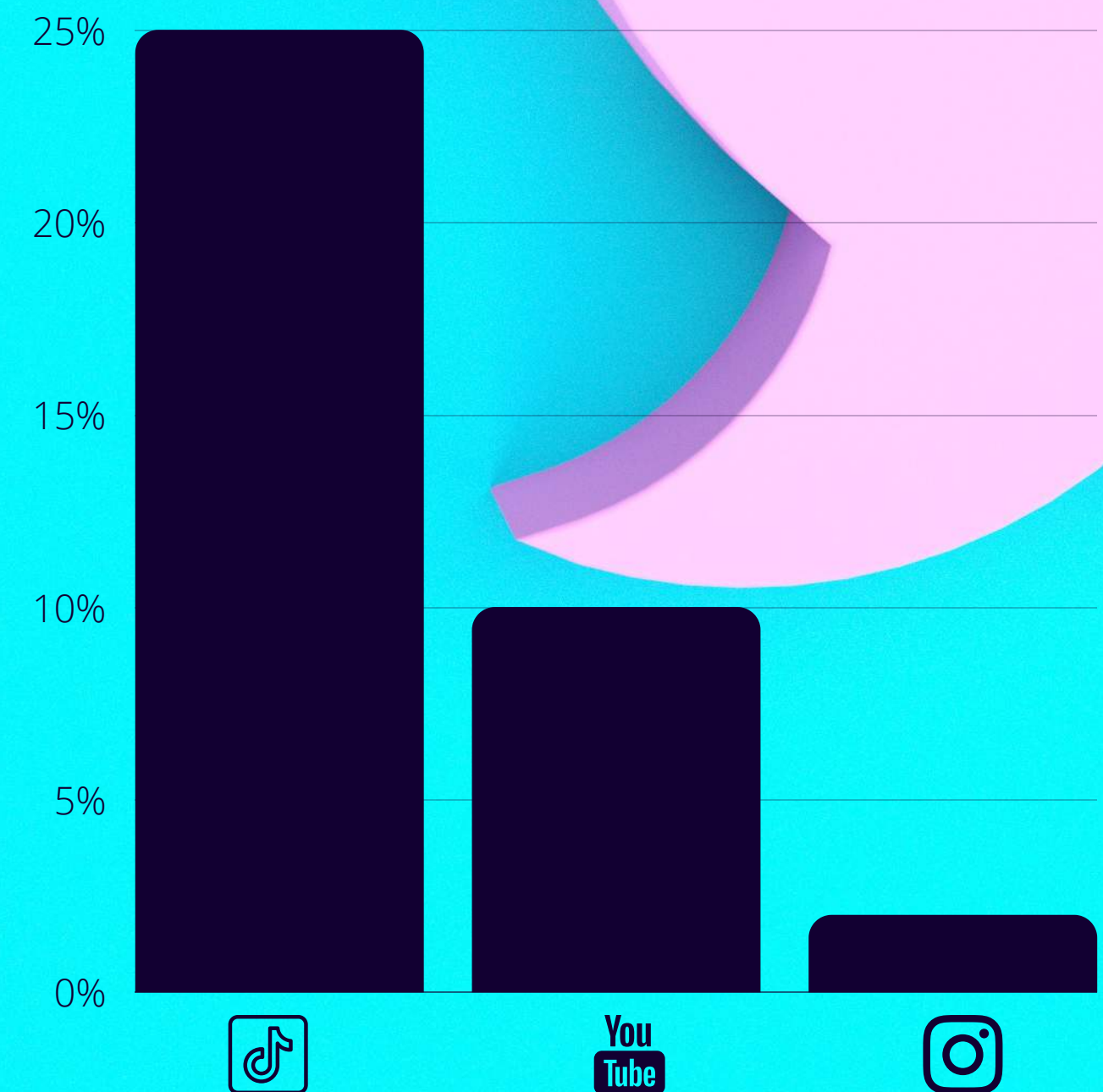
How does sponsored content perform on TikTok?

How does sponsored content perform on TikTok?

Paid content performs incredibly well on TikTok and generates an average Engagement Rate of 25%.

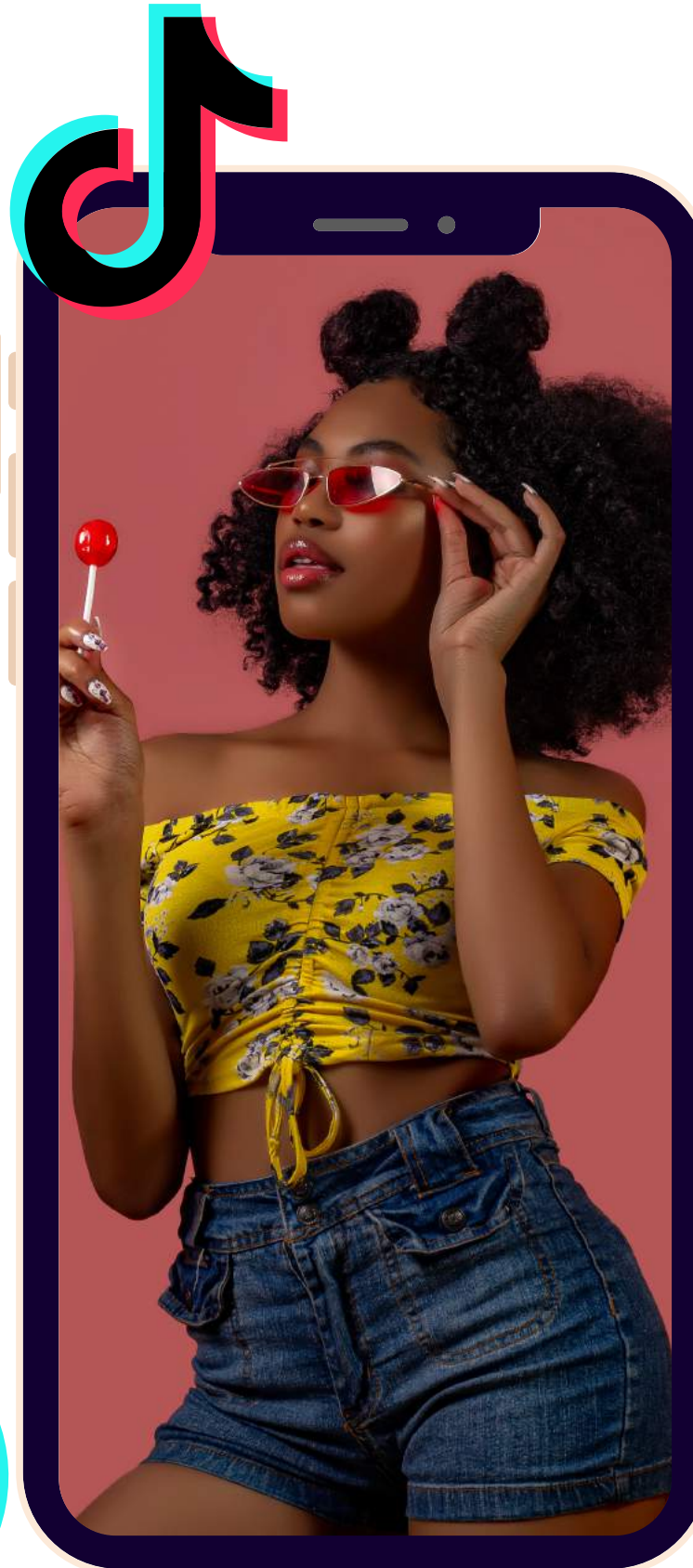
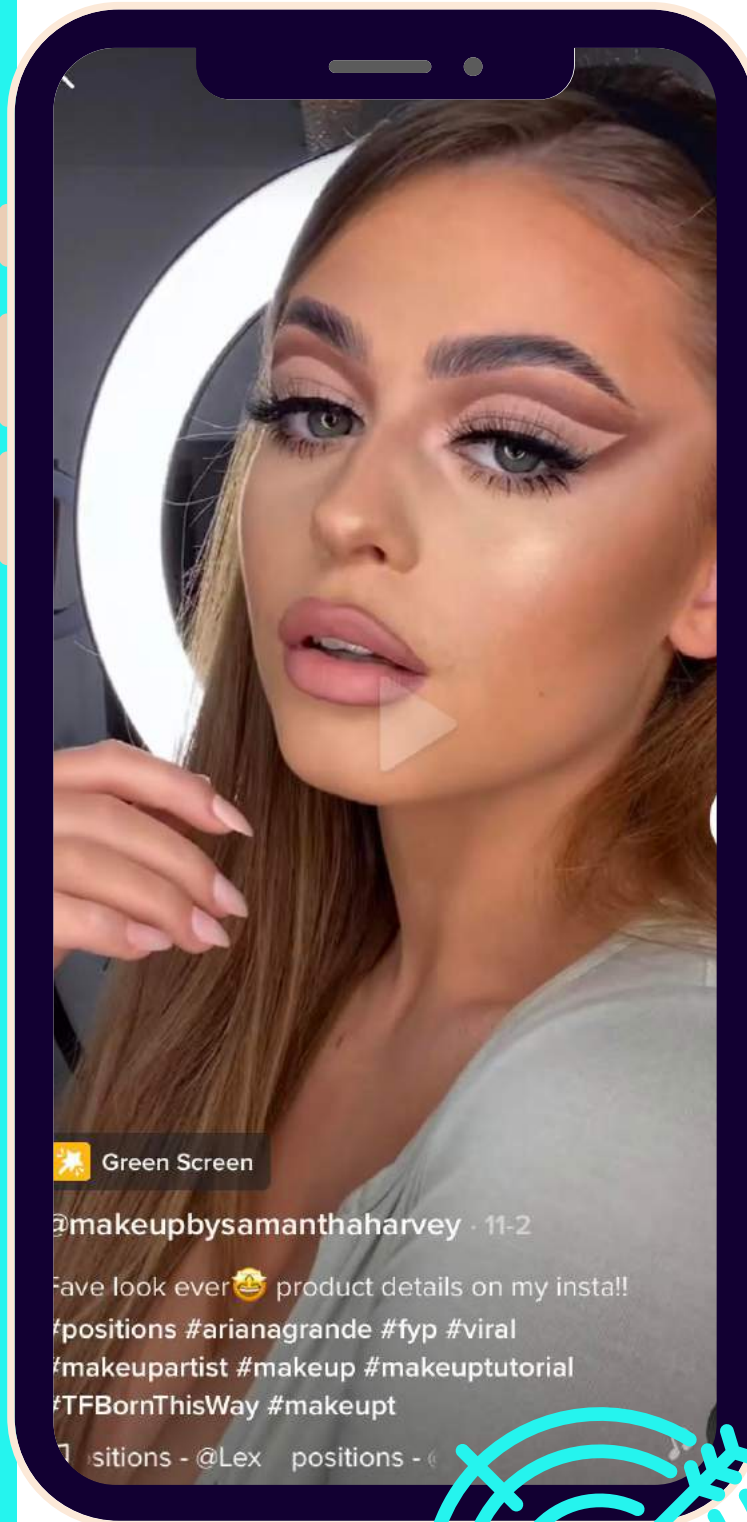
In comparison, paid content on Instagram achieves an average Engagement Rate of 2% and 10% on YouTube.

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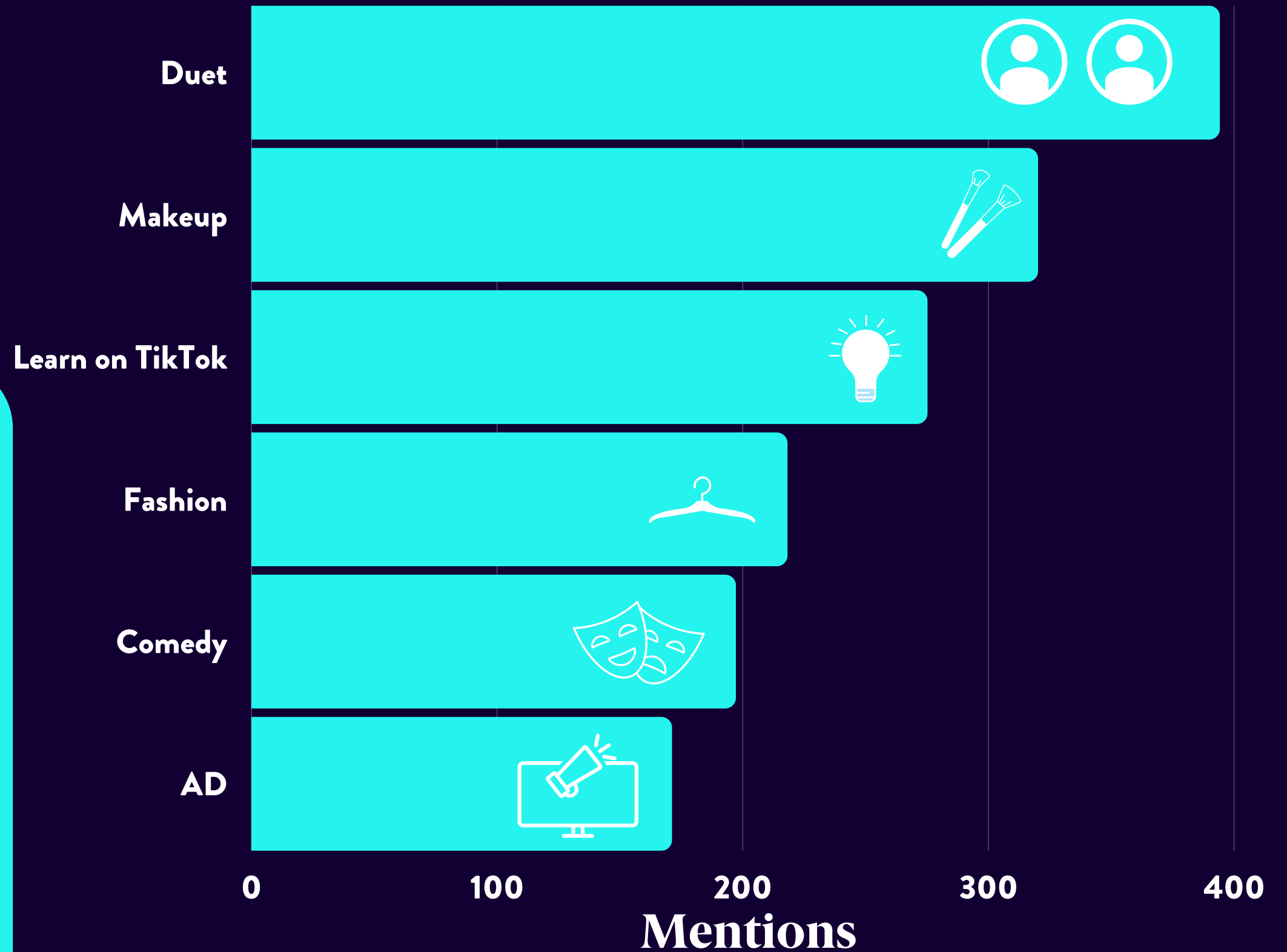
Source: @makeupbysamanthaharvey via TikTok.com



→

What are the biggest trends on TikTok?

Wearisma data reveals that the most popular topics and trends on TikTok among UK audiences in September 2020 were:



What are the biggest trends on TikTok?

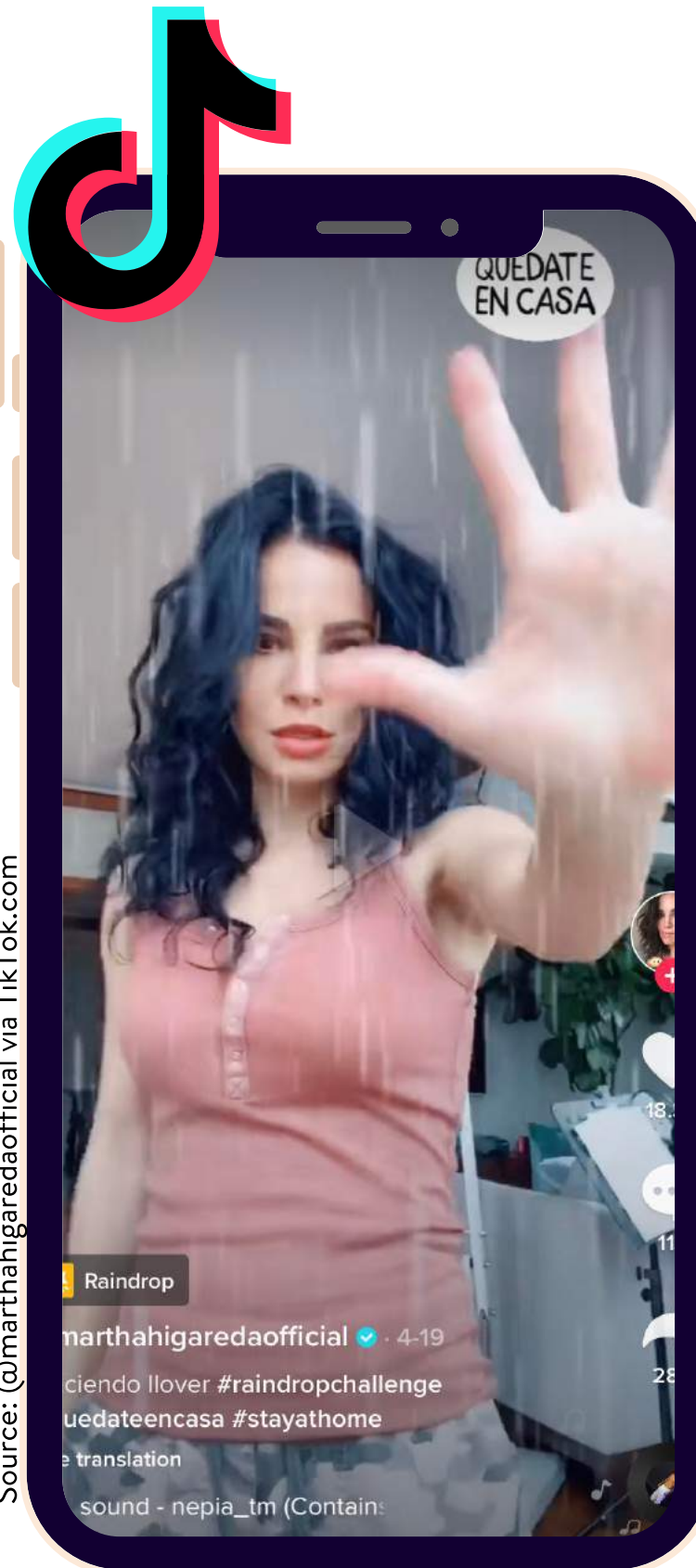
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Source: @trinnjuglo via TikTok.com



Source: @marthahigaredaofficial via TikTok.com



What are TikTok challenges?



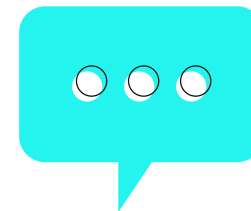
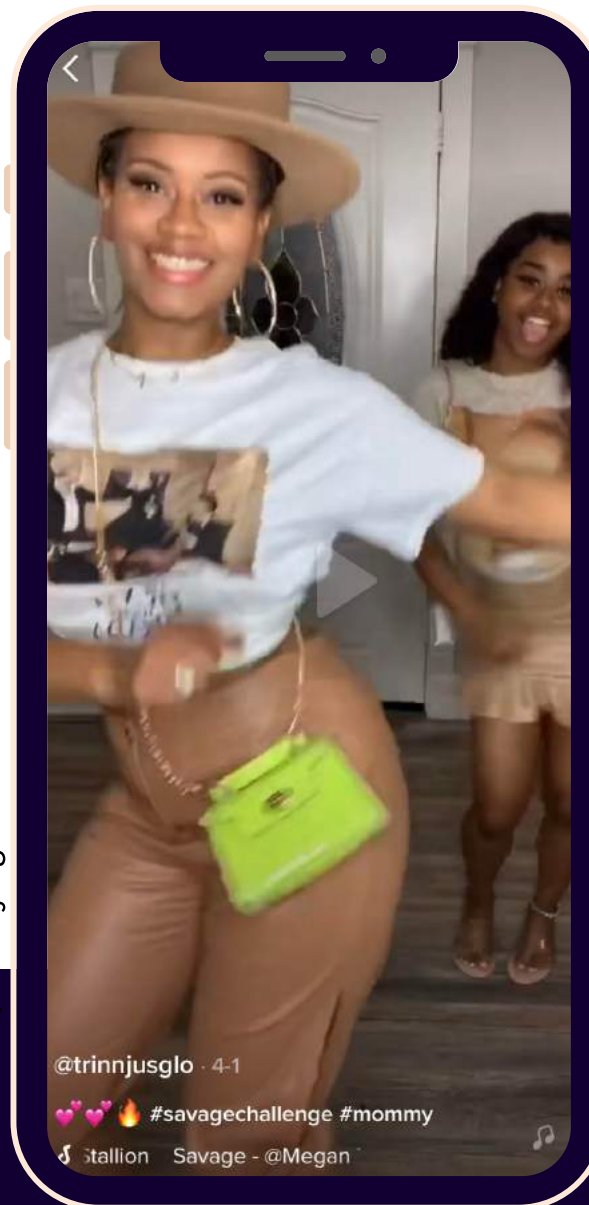
Source: @paulina.paloma via TikTok.com



Source: @lukettrotman via TikTok.com



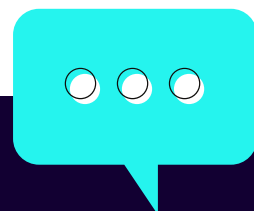
Source: @trinnjuglo via TikTok.com



What are TikTok challenges?

One of the many ways TikTok maintains relevance and high engagements is their challenge culture.

At first, challenges were created by users but they are now becoming popular as a marketing tool due to the challenges often becoming viral, giving them high exposure.





Popular TikTok challenges

#savagechallenge

1.2B views

#fliptheswitch

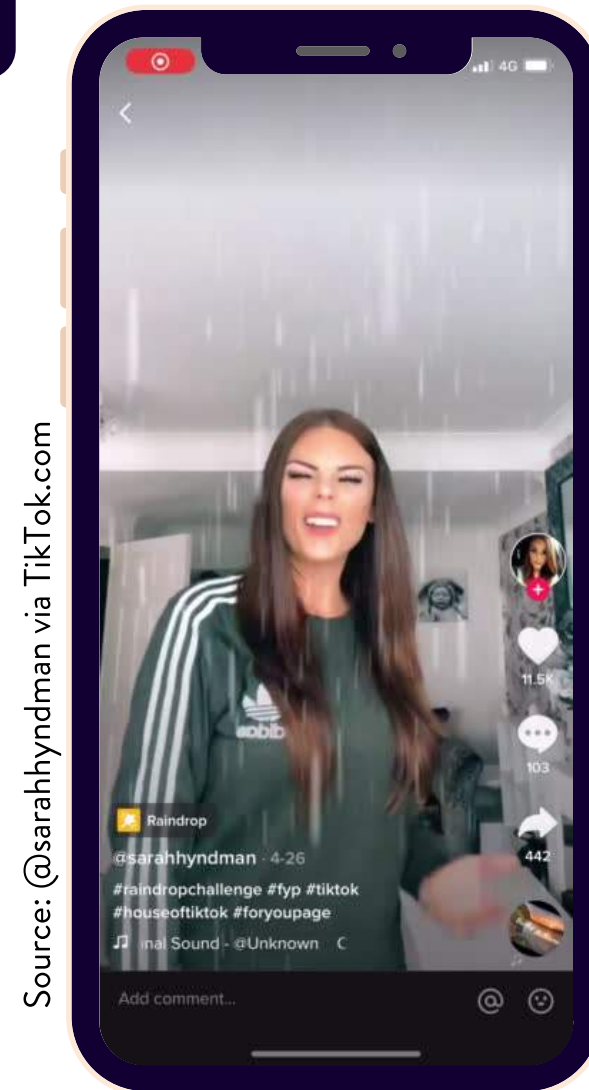
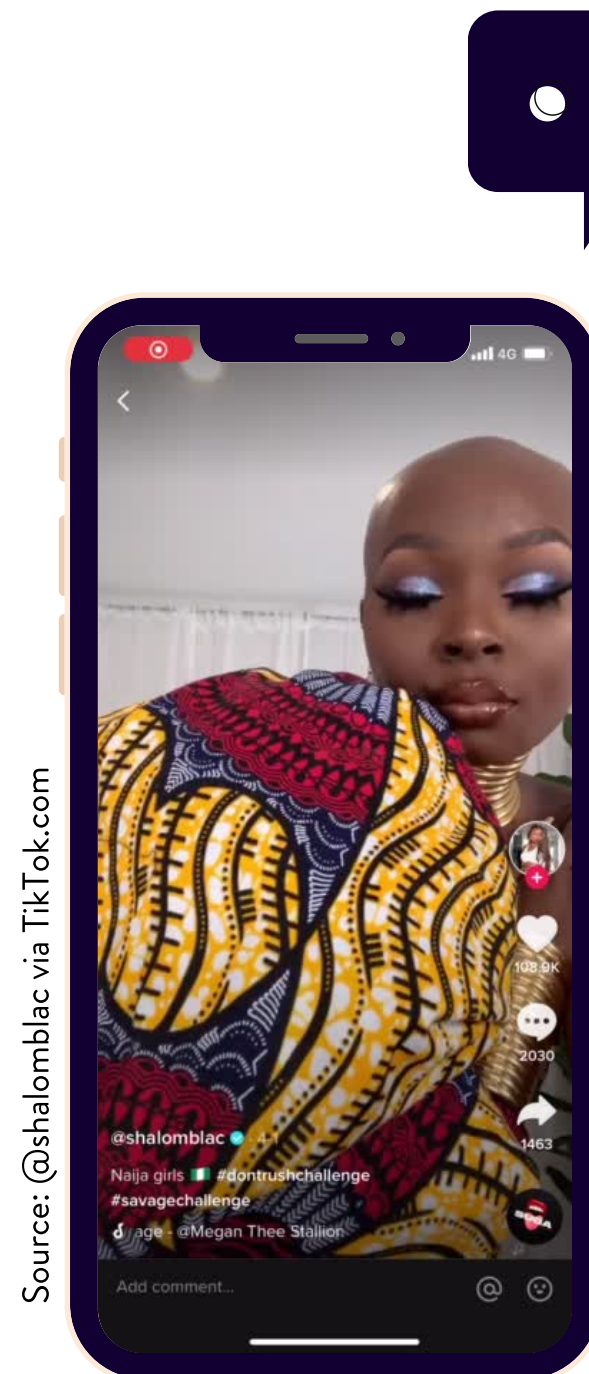
6.8B views

#raindropchallenge

995M views

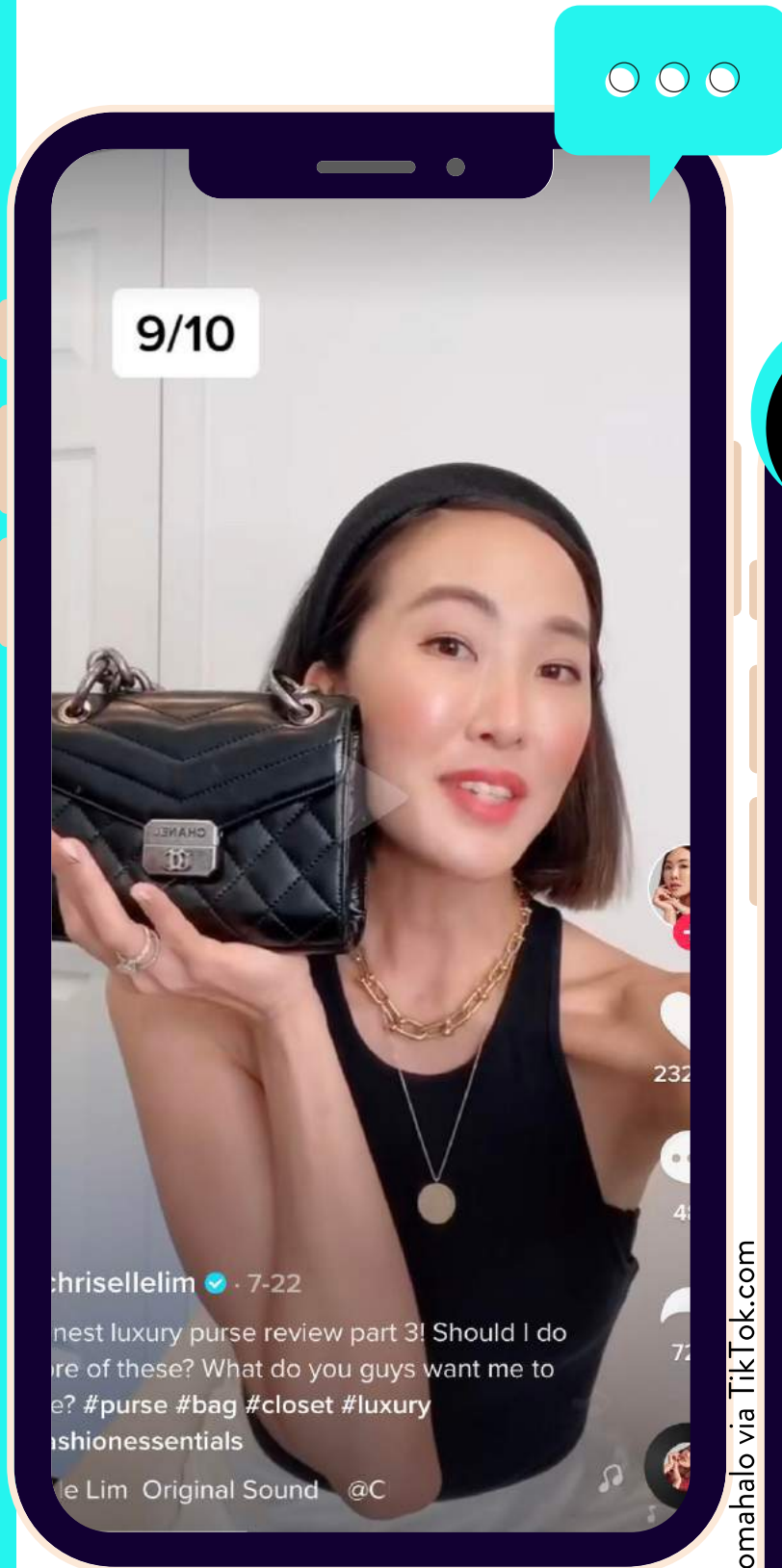
#chaoticenergy

606.7M views





Source: @chrisellelim via TikTok.com



Source: @leomahalo via TikTok.com



Which brands are doing well on TikTok?



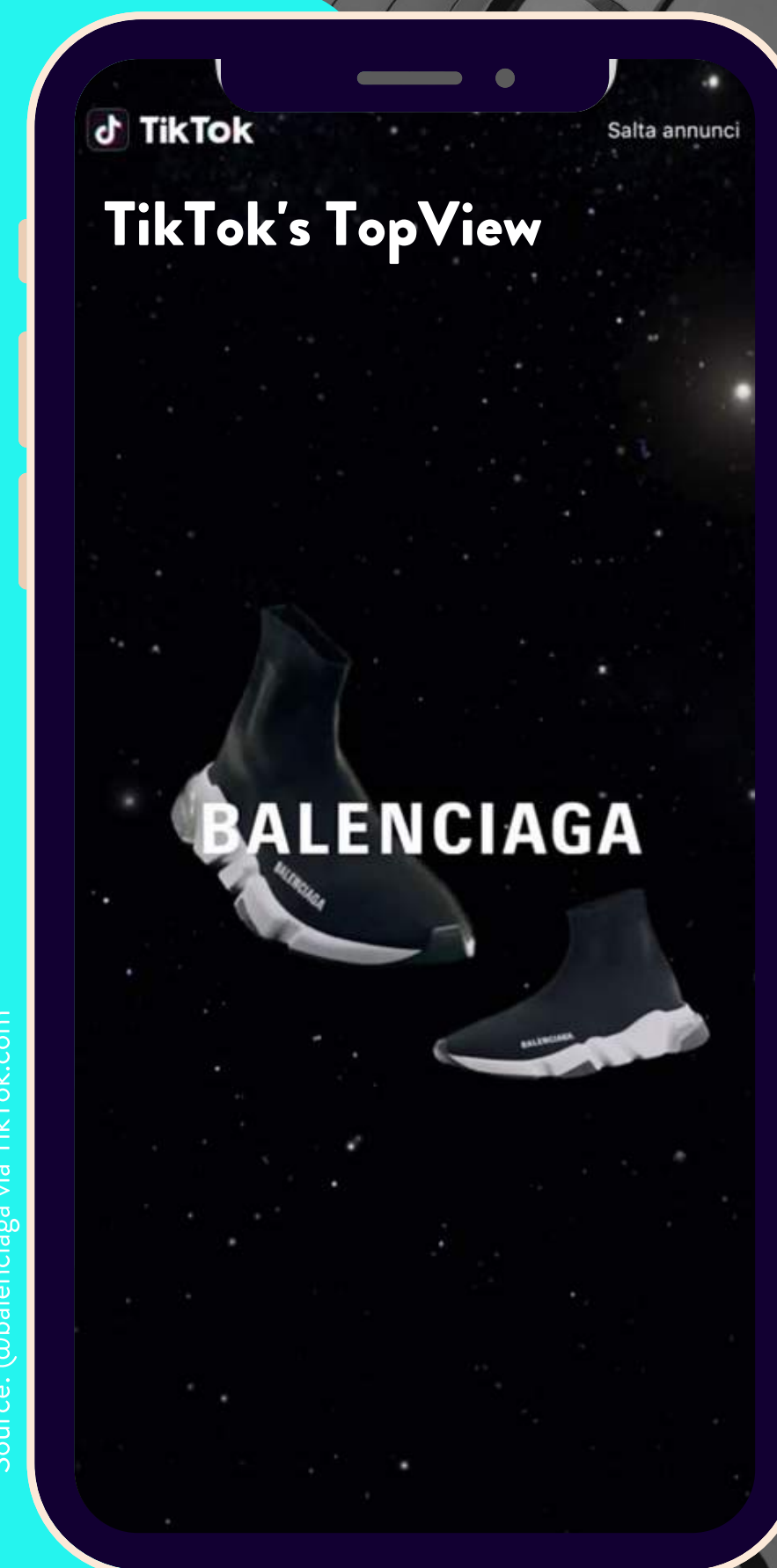
Which Brands are doing well on TikTok

✓ Balenciaga

The luxury fashion house utilised TikTok's TopView function (a video format accompanied by direct links to the retailer's website) for their 2019 christmas campaign.

The creativity of Balenciaga's videos coupled with the TopView function saw the luxury house achieve 23M+ total impressions and 18% click-through rate and 25M+ views.

Millennials and Generation Z consumers alone generated 100% of the global luxury growth in 2019, TikTok's functionality enables brands to create innovative content that helps them connect with this evolving consumer base.



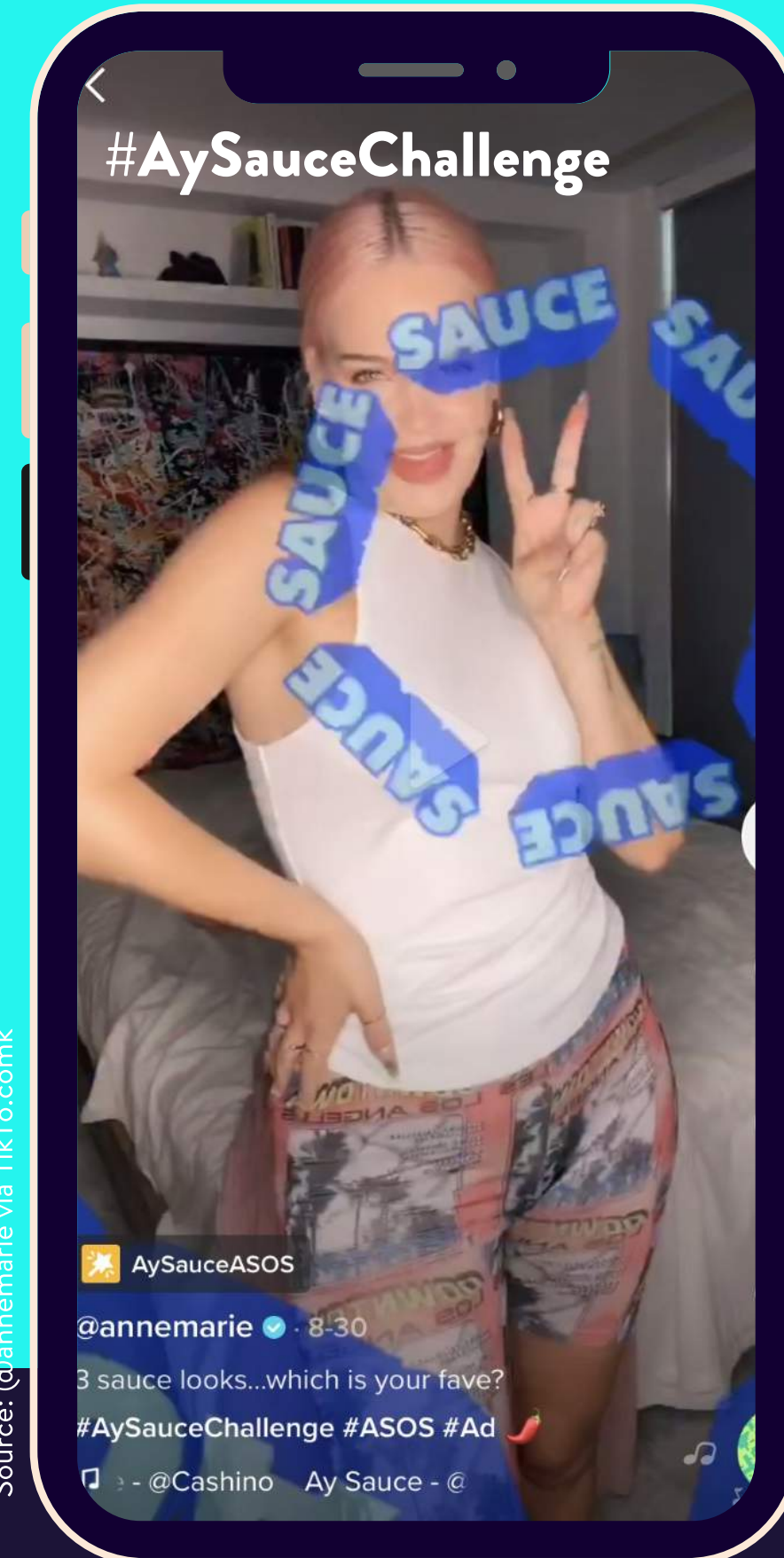
Which Brands are doing well on TikTok?

✓ **Asos**

By specifically targeting UK and US audiences with their #AySauceChallenge, ASOS generated 2.1B views and maximised their brand awareness among Gen-Z audiences in these regions.

Wearisma data identifies Michael Le, Jack Maynard and Coco Tallulah as the campaigns top influencers between September - October 2020. Each influencer generated above-average Engagement Rates relative to their follower group (12%, 23% and 137% respectively) for their #AySauceChallenge content.

Using intelligent software with accurate audience data will help you partner with the right influencers and penetrate your target audience.



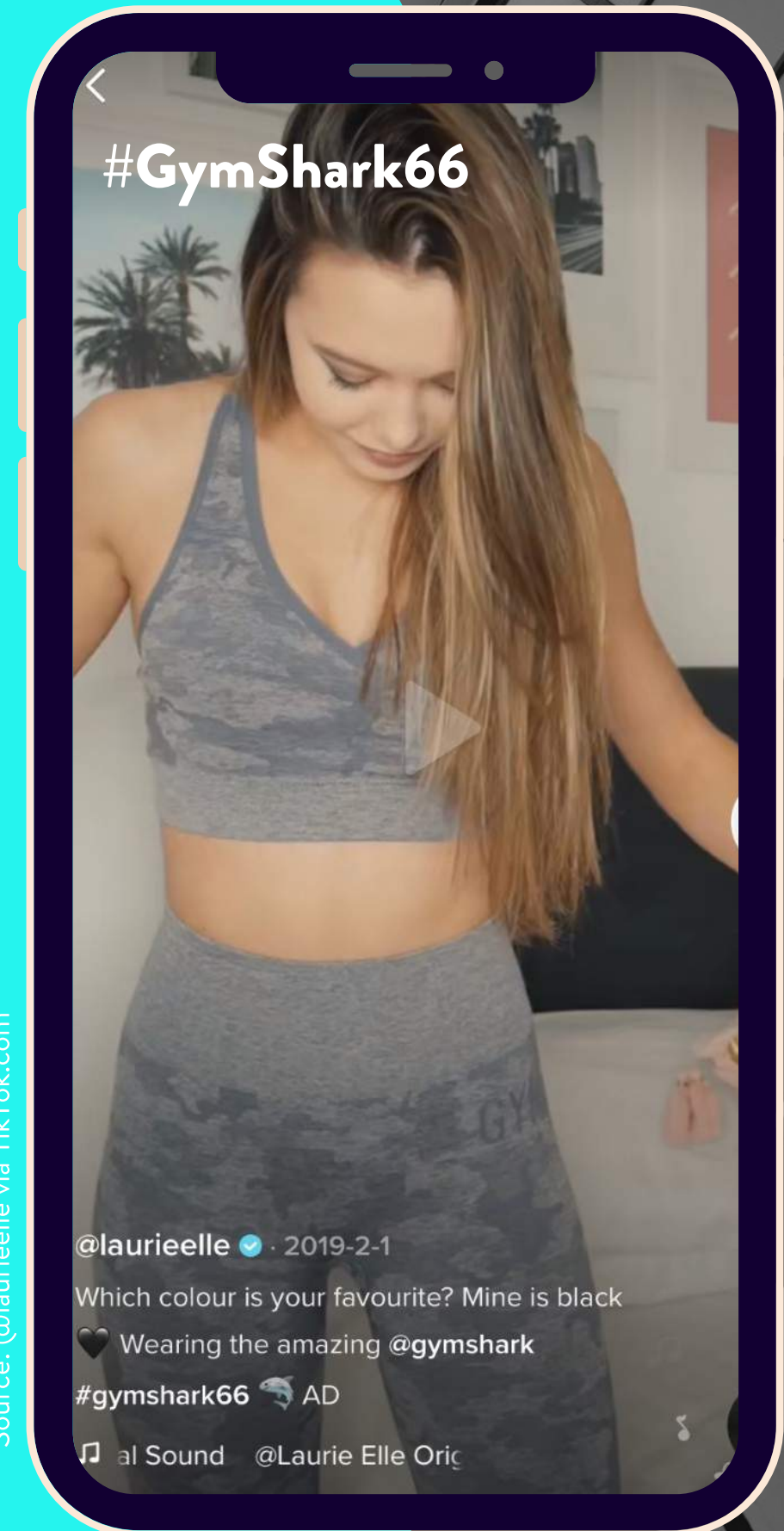
Source: @annemarie via TikTok.com

Which Brands are doing well on TikTok

✓ Gymshark

Gymshark's "66 days: change your life" challenge invited their audience to post a personal goal and the results 66 days later. The fitness unicorn partnered with TikTok specific influencers such as Miranda and Melanie Wilking who have a larger following on the video app (2.9M followers) than on rival platform Instagram (60K followers).

Utilising intelligent discovery solutions to partner with TikTok natives can maximize the success of your influencer partnerships. For example, according to Wearisma's benchmarks, the Wilking sisters generated an above-average engagement rate (20%) for their #gymshark66 content.

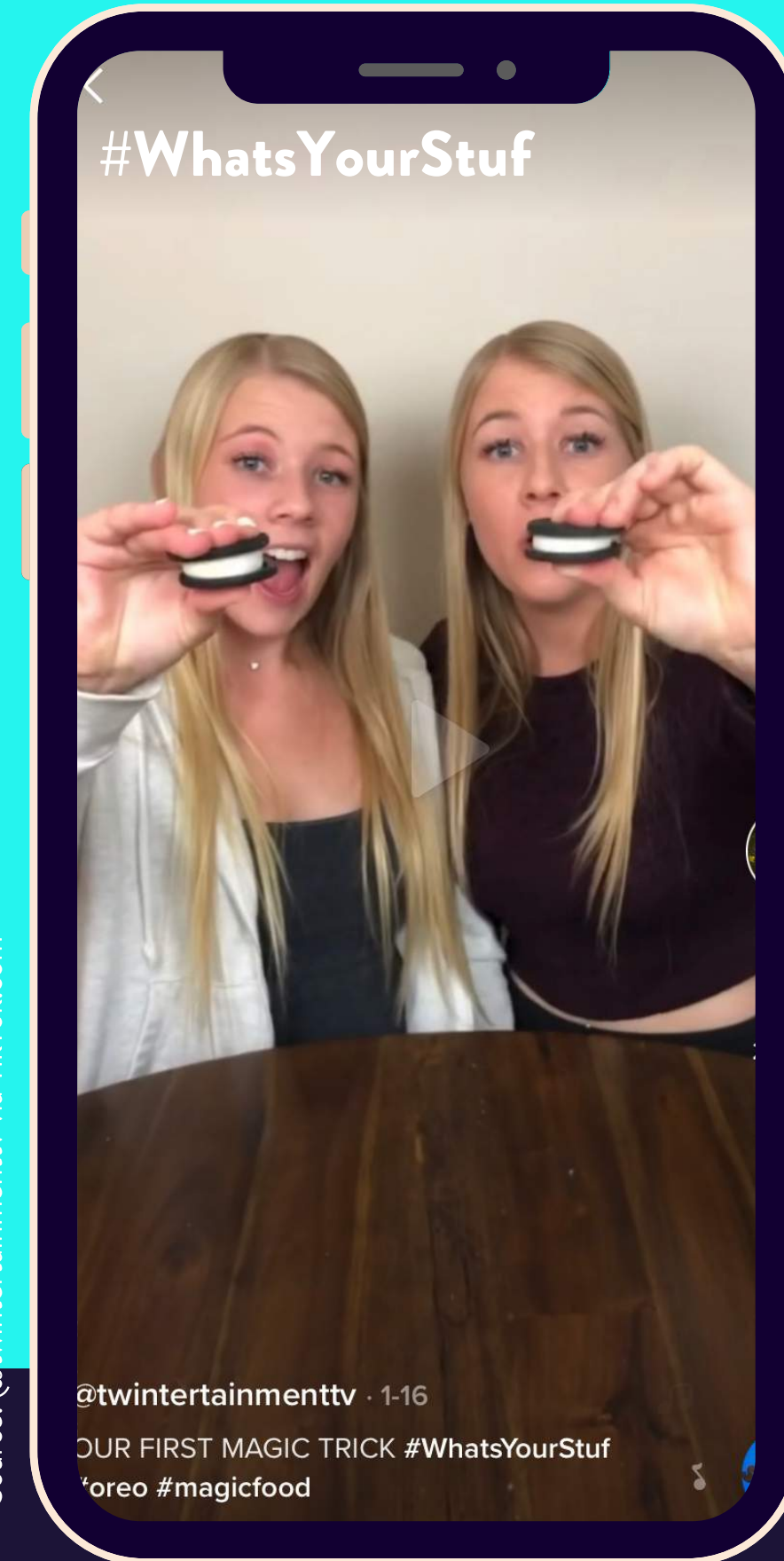


Which Brands are doing well on TikTok?



With an aim to reach younger audiences, TikTok launched the #WhatsYourStuf TikTok campaign in January 2020 to celebrate their new Mega Stuf cookie.

The campaign generated 4.2B views and the creativity of TikTok's mostly Gen-Z audience helped Oreo with their chief goal of "communicating the brand's playful purpose through on-target activations".



Source: @twintertainmenttv via TikTok.com

Which Brands are doing well on TikTok

✓ American Eagle

An early adopter to TikTok, denim brand American Eagle partnered with TikTok powerhouse Addison Rae (@addisonre) to launch the #InMyAEJeans campaign in Q3 2020 which generated a whopping 3.6B views to date.

American Eagle saw their shares increase by 17.4% in September 2020, which has been attributed to the brand's effort in "pushing the digital retail envelope."



Source: TikTok data, @addisonre via TikTok.com

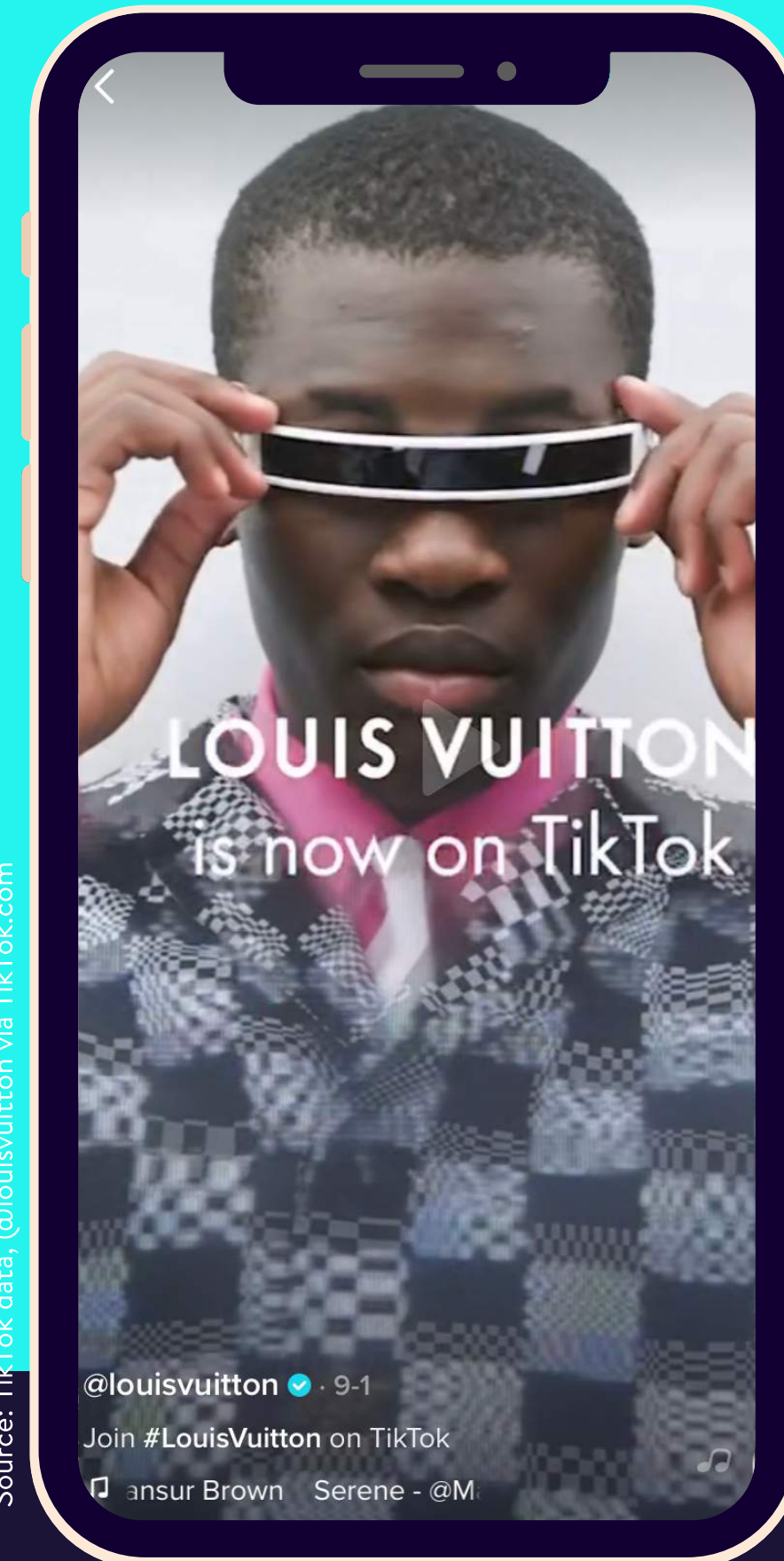
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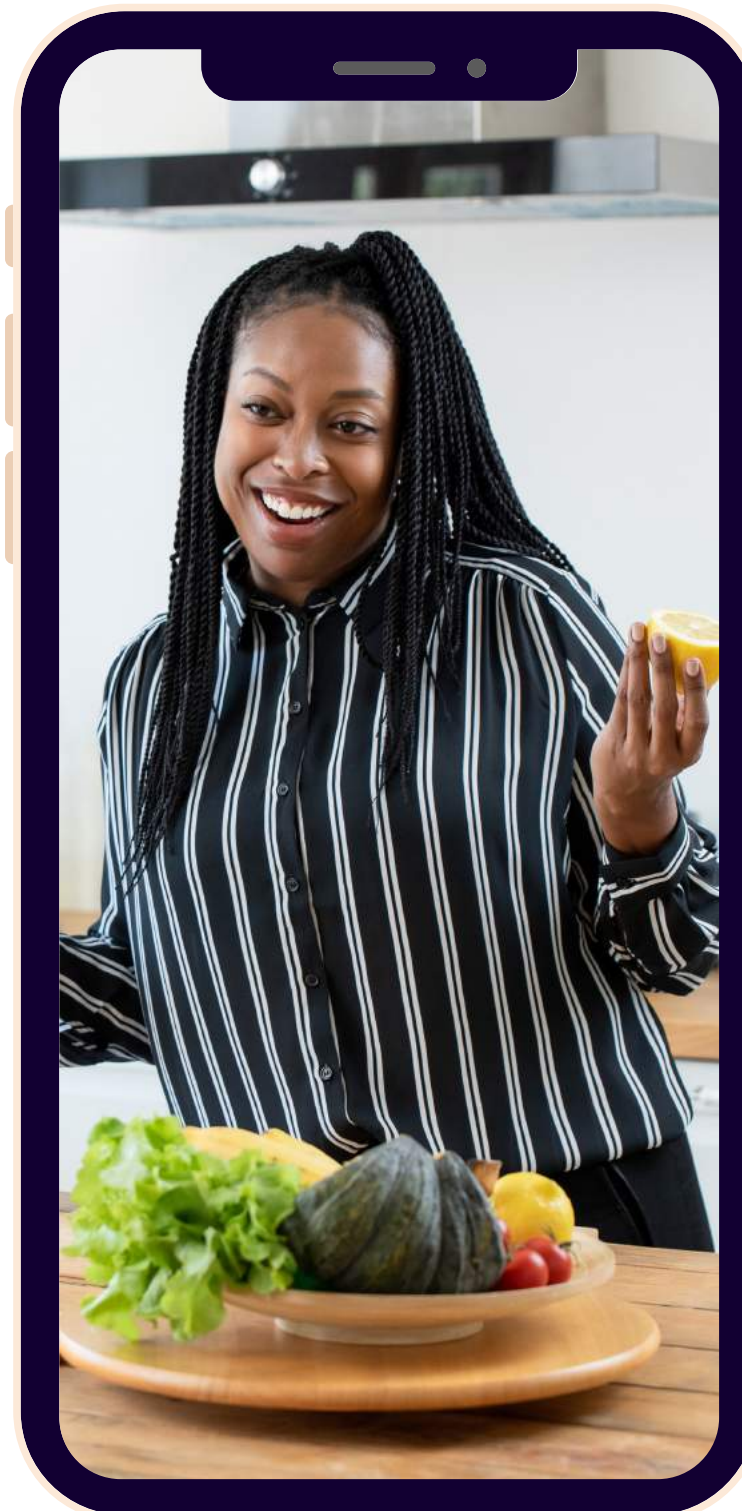
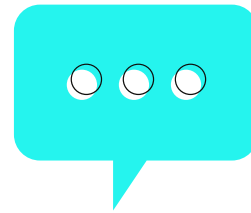
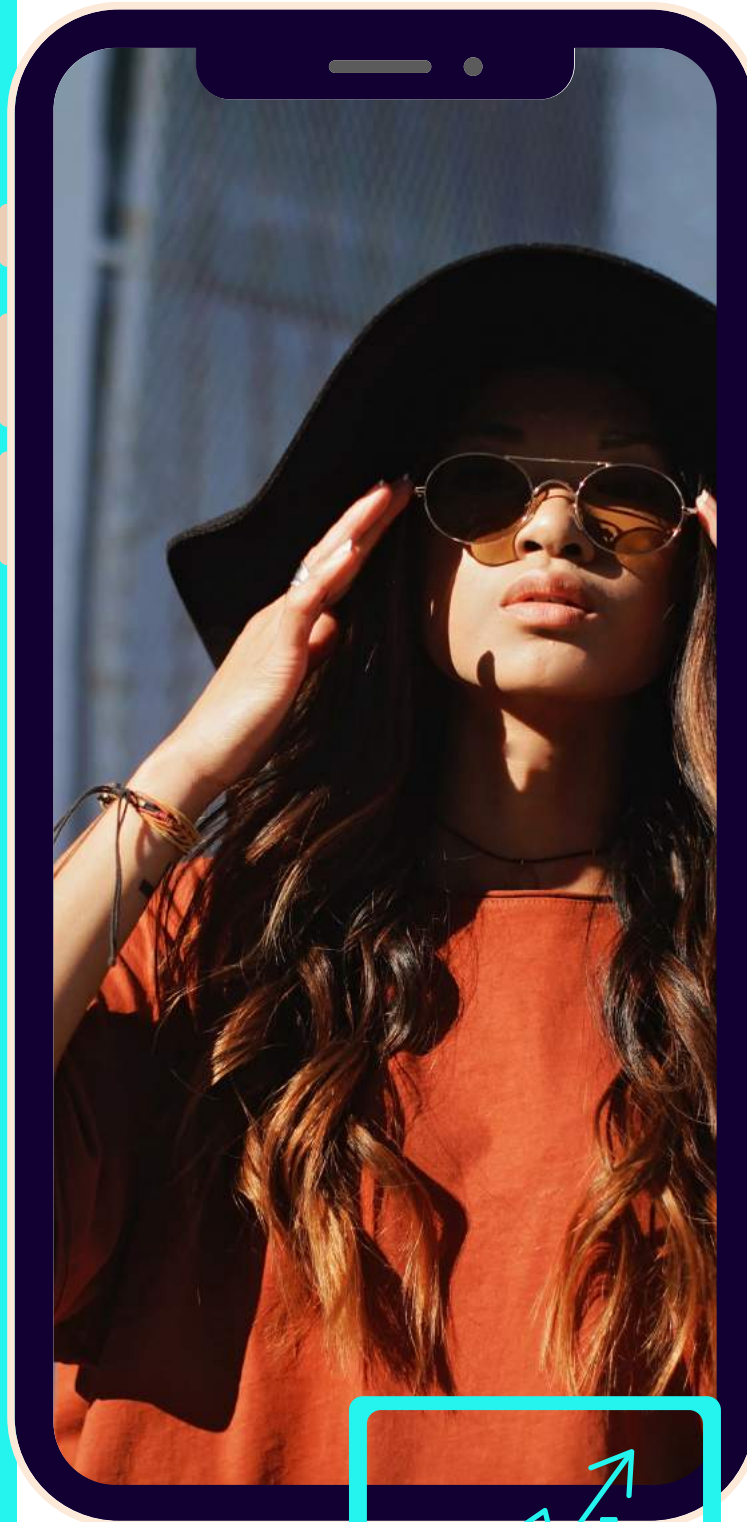
✓ Louis Vuitton

After joining TikTok in September 2020, Louis Vuitton became the latest luxury brand to see potential in the growing platform, with their first post racking up 31K views in the first couple of hours of posting. The move follows comments from LVMH chief executive Bernard Arnault who in November 2019 stated that targeting Gen-Z audiences was important “for the future.”


Luxury content on TikTok saw a +717% YoY growth in the US and 913% YoY growth in the UK. UK audiences specifically saw a sharp increase in luxury related video consumption from mid-2020 onwards.

Source: TikTok data, @louisvuitton via TikTok.com





**How can
Wearisma help
you manage
your cross-
platform
activities?**



These are just some of the insights that you can access with Wearisma's powerful influencer marketing software.

Set up a [free 10-minute consultation](#) with our research team today to see how our insights can help you make intelligent decisions.

With its global reach, growing user numbers and high engagement rates, TikTok provides a world of possibility in interacting with a target audience and reaching new exposure numbers.



Jessica Berry

Growth Executive, Wearisma

“

“Wearisma’s data has opened my eyes to TikTok’s magnitude; there really is no platform that compares in regards to audience reach or “going viral” quite like on TikTok.

Wearisma’s integration is designed to help you master this from start to finish, allowing you to always stay one step ahead of the competition.”

”

Why do you need Wearisma's Solutions? →

01

Wearisma provides accurate data and tracking

Having access to accurate metrics beyond Earned Media Value means you can conduct data-driven influencer selection and make your partnership and investment go further.

02

Wearisma helps you partner with the right people

Wearisma can find the best influencers for cross-platform-promotion by identifying those who perform well across all popular social media platforms. Partnering with these influencers can increase the exposure and range of your campaign.

03

Wearisma can help you drive organic engagement

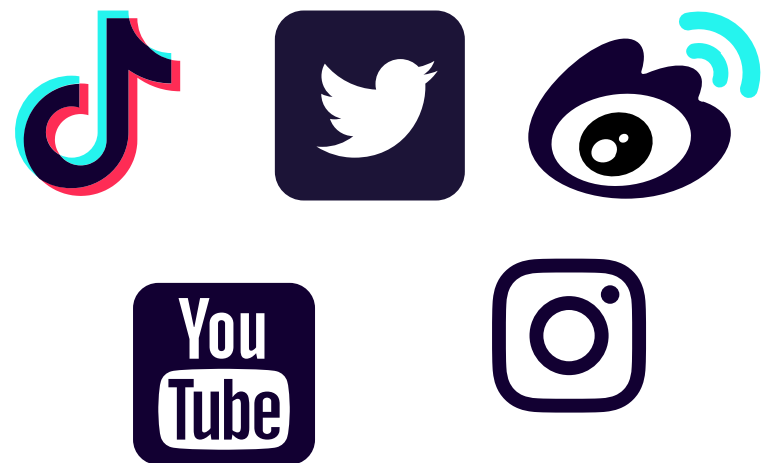
Our solution can be used to plan future campaigns by giving you insight into the influencers who are already organically promoting your brand to great success.

With TikTok rapidly growing, the users performing well for your brand can change by the day. Wearisma can help you easily stay on top of the increase in users and keep track of them.

How will Wearisma's solution save you time?

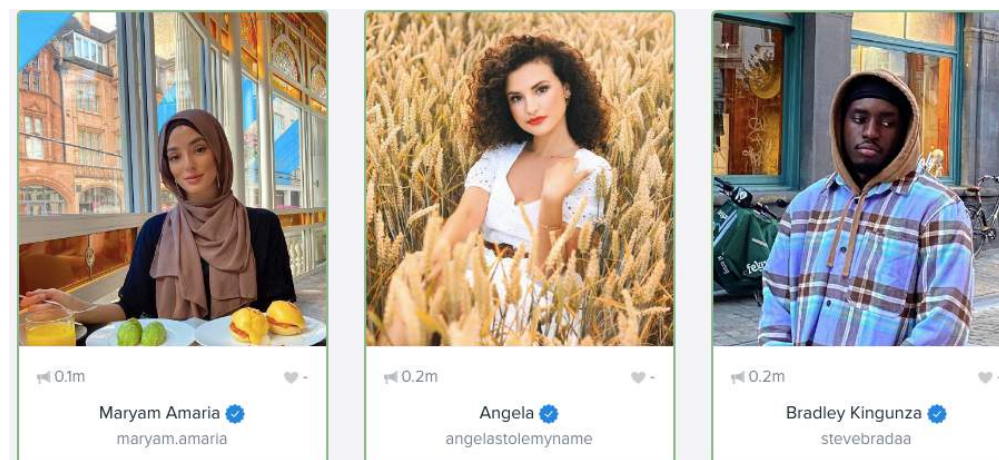
On our platform you can:

Have access to countless vetted influencers across the 5 major social media platforms (Instagram, Youtube, TikTok, Twitter and Weibo) handpicked for you to begin discovering.



Create lists of influencers to watch/ potentially collaborate with.

Any influencers you partner with can be added to your list under the “My Influencers” tab, so everything is easily accessible and organised.



Download comprehensive reports that feature your influencers across all platforms.

Create activities to track your chosen influencers.





Thank you

Set up a free [10-minute consultation](#) with our research team today to see how our insights can help you make intelligent decisions.