



Working with Content Creators to grow Sales

Retail Ireland Skillnet & IAB



LOVE



Meet the team



Emily Flanagan
Account Manager UKI



Kate O'Neill
Account Executive UKI

Agenda

- 01 What is TikTok?
- 02 2024 Retail Trends on TikTok
- 03 Working with Creators & Creative Top Tips
- 04 Success Stories





 TikTok

1. What is TikTok? Why use it for your business?

We are an
Entertainment
Platform

powered
by the



community



They are always shopping

#TikTokMadeMeBuyIt

>198

Billion views



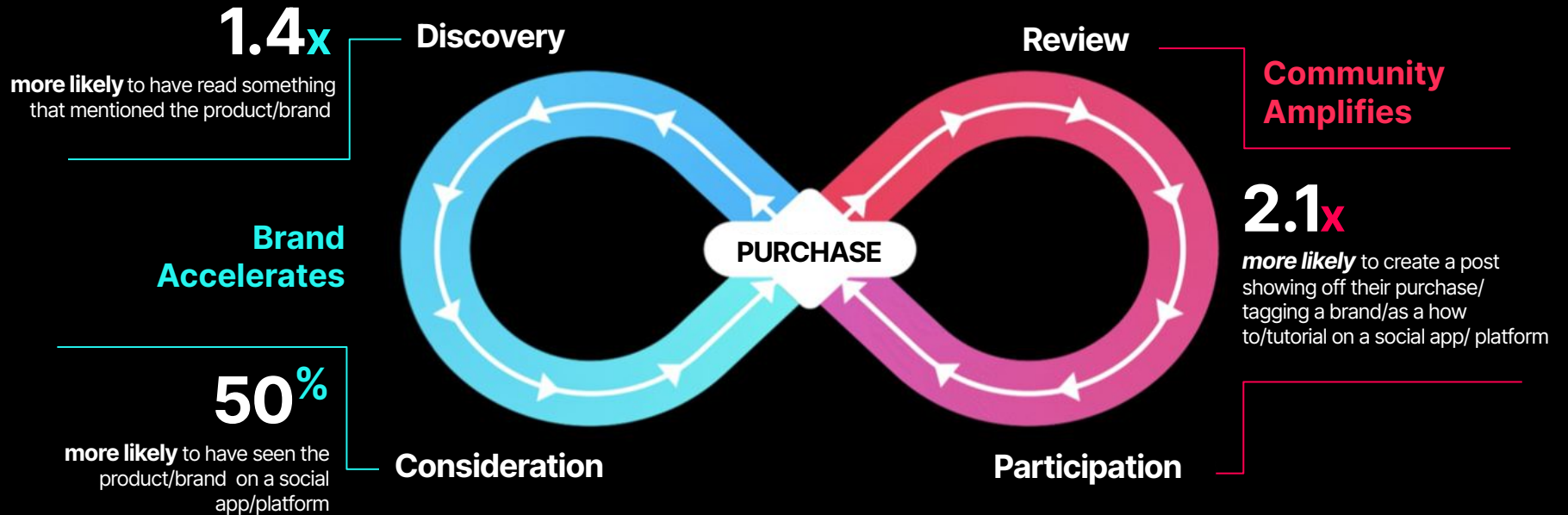


 **TikTok**

2. 2024 Retail Trends on TikTok

TikTok's influence in the **purchase** journey

When **TikTok is involved** in the retail purchase journey, **users are...**



...vs **other platform** journeys.

Unique **Narrative trends** for Retail Businesses

Founder POV

Tell the brand story from the founder's perspective

Vlog

Show interaction with products in a vlog style

Special occasions

Promote the product for special occasions, different festivals, seasons etc.

Virtual & Real

What the product looks like online and on a person



Community-Fueled Storytelling

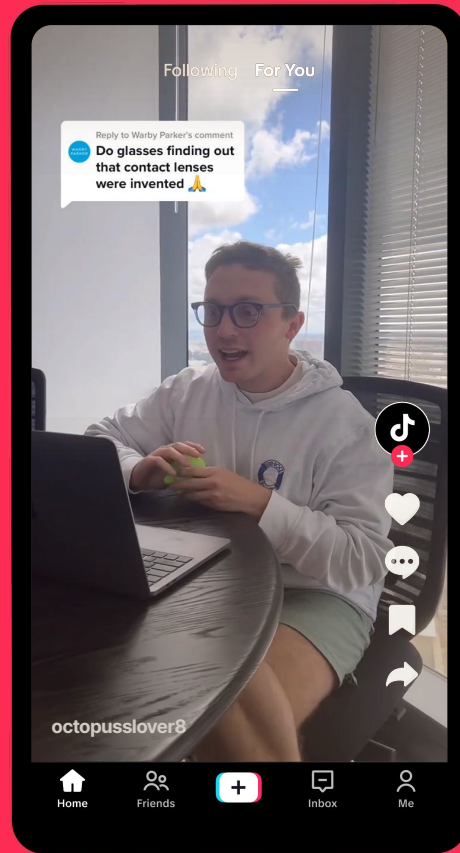
» Marketer Takeaway:

Give the community an equal seat at the table to shape your brand's identity and narrative. Explore ways of contributing to an existing conversation or invite co-creation by incorporating suggestions and comments you receive into subsequent videos.

1.3x

Users are 1.3x more likely to feel **TikTok lets users co-create content** and feed off each other (compared to traditional social media)

TikTok Marketing Science Global Entertaining Ads Study 2022, conducted by Marketcast



TikTok creator **@octopuslover8** puts his community in the driver's seat of his content development, crafting skits based on user (& brand) comments, like this one in collaboration with eyeglasses brand Warby Parker.

#blindreact

8.3B vv

On TikTok, great videos are a launchpad for joyful and unexpected reactions to our community's wide-ranging talents and masterpieces.

#mukbangvideo

+600% YoY vv growth

This growing content style where creators eat while filming creates a comfortable environment for audiences to casually watch and engage.

#npc

13.5B vv

The TikTok community has transformed this character into a breathable archetype, pretending to be an npc in real life scenarios, and reacting to TikTok LIVE audience participation.



 TikTok

3. Working with Creators on TikTok and Creative Top Tips

LOVE
IT!



Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience. By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

SHARE 

- Ditch the Script
- Pick the Right Community
- Be Strategic with Trends
- Build Trust
- To learn more, check out this simple [Creator campaigns guide](#) for advertisers.





Editing your Videos with CapCut

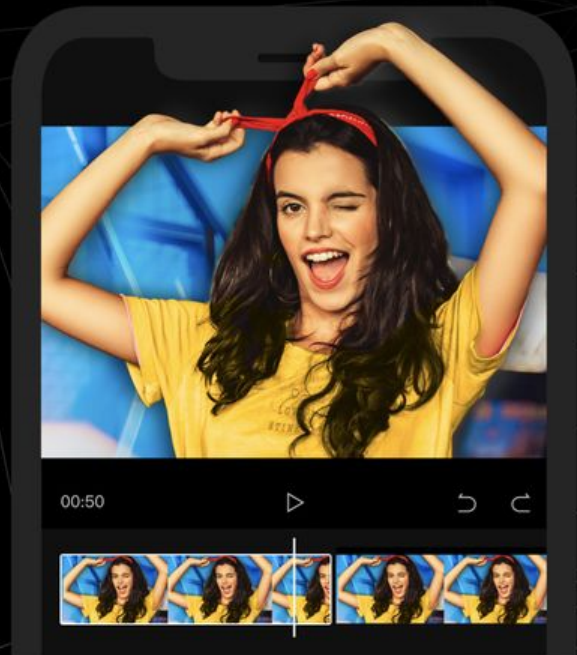
How to Access: CapCut on desktop or mobile

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of video editing expertise. CapCut features include:

Simple Drag & Drop Video Editor

TikTok-Styled Elements for Commercial Use

Smart Features to Help with Quick Creation





Kickstart Ideation on Creative Center

How to Access:

ads.tiktok.com/business/creativecenter

Looking for inspiration?

- **Top Ads Dashboard** – A collection of top-performing ads
- **Top Ads Spotlight** – Creative success stories
- **Keyword Insights** – Trending keywords from TikTok ads
- **Creative Strategies** – Insights for creative success
- **Creative Tips Finder** – Tips to elevate your creative proficiency

Hottest Trends on TikTok right now? Visit the **Trends** section for insights on trending hashtags, songs, Creators and TikTok videos.

Best music for your ads? Visit the **Commercial Music Library** to browse TikTok's library of music

Explore popular products? Visit **Top Products** featured in TikTok ads to help identify which products to showcase in your creatives.

Tips to plan your TikTok content strategy

Post frequently and vary your content

Posting Frequency



Avg. posting frequency of verified Business Accounts on TikTok is 2.8 posts per week.*



The top 100 brands with the highest engagement rates post an avg. of 4.2 posts per week.*



Get the most out of your content:

Boost your best performing organic content as a Spark Ad in your next Web Conversion campaign.

Content Suggestions

- Behind the scenes
- Vlog
- Explained
- Facts
- How-to
- Transition
- Challenge
- Music/Dancing
- Tell a story
- Reactions
- Questions
- Teasers
- Fan submissions
- Review
- Talk
- Re-Edit
- And more!



4. Success Stories



AE Ooh & Aah Cookies

Mouth-watering content and creator collaboration drives conversions for the UK's Ooh & Aah Cookies

The Objective

Increasing reach, revenue, and demand for Ooh & Aah cookies thanks to TikTok advertising

The Solution

To find new creators to take and appear in their content, Ooh & Aah ran a **Creator Competition**. They engaged with creators to create content with their products. The top creator videos were then used in their ad campaigns. To support and share their creative partnerships, they utilized [Spark Ads](#) to boost visibility of their brand videos and creator-generated content, all while driving directly to their [TikTok Shop](#) for greater conversion opportunity.



The Results

Ooh & Aah Cookies campaign boosted sales and drove:

6%

Conversion Rate

8.81

ROAS

+29M

Video Views

What are the **three key takeaways?**



TikTokMadeMeBuyIt

Users love shopping on TikTok and now is a great time to start if you have not already



Content is Key

Content is the key to performance on TikTok use the tools to support your creative strategy. Creators can help unlock new audiences and revenue



TikTok Ads help boost discoverability

Boosting your content using TikTok Ads is recommended to ensure your content is getting in front of the right audience

**Follow our new
TikTok channel
dedicated to
SMBs in the UK &
Ireland**



[@tiktoksmallbusiness_uki](https://www.tiktok.com/@tiktoksmallbusiness_uki)





**Join our
On-Demand
Hub for lots
more sessions
like this one!**



Thank



You!