TikTok

Beauty

Playbook

VALID ✓

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The opportunity on TikTok

Stay on top of trends and engage with your community

Beauty on TikTok

52% of TikTok users that come across SMB content on TikTok have gone on to make a purchase[1]

Beauty on TikTok is all about spreading joy, showcasing individuality and celebrating everyone. TikTok is a place to unearth the next big thing in beauty.

Vertical hashtags:
#fragrance, #acrylicnails, #tiktokbeauty, #buzzcut, #lipcombo, #viralproducts, #tiktokmademebuyit

TikTok tribes are redefining looks around their own rules.

#glitternails | #affordablemakeup | #gluelesswigs

Showing skill is more important than perfection.

#eyeshadowtutorial | #hairstyling | #barberlife

Above all, it's discovering new trends not adopting them.

#tiktokbeauty | #diynails | #cleangirlmakeup

Positive aging lives on TikTok, embracing the beauty that comes with growing older.

#aginggracefully

Source:
1. TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting)

There is an opportunity on TikTok to connect with consumers in a meaningful way

Relative to other platforms, users on TikTok...

Spend more time watching ads

25%

more time spent viewing ads on TikTok than other platforms

Are more emotionally engaged with content & ads

29%

stronger emotional responses to ads on TikTok than other platforms

Have higher brand recall

40%

better recall for brands seen during their experience

And those meaningful connections can **have lasting impact**

Relative to other platforms, users on TikTok...

Are more likely to purchase

1.4^X

more likely than the other platforms users to buy a product they saw on our platform

Feel positive about brands for longer

+4weeks

better recall for brands seen during their experience

TikTok is an information network when it comes to beauty.

6 in 10 consumers say tutorials/how to's and trending videos are important forms of content in their product discovery journey[1].

Skincare

- Tailored skincare **routines** for all types of skins.
- New **products/brands**
- **Advice** on application techniques

Top tip: check out #skintok in the TikTok app to get some inspiration!

"I found great advice from male and non-male editors on how to take care of the skin with simple routines."

Skincare, IT, Male, 18-24

Haircare

- New **trends** and **styling** tips
- New **products/brands**
- **Haircare** tips to suit all hair types

Top tip: check out #hairtok in the TikTok app to get some inspiration!

"How to properly use certain products, what brands are vegan friendly, what brands don't do animal testing, how to style it for different occasions."

Haircare, UK, Male, 25-34

TikTok is an information network when it comes to beauty.

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Fragrance

- Specific **brand** recommendations or **new** brands
- Tips on **low cost** or **dupes**
- **Italy** focus on application and trends

"About prices, quality and stability of the fragrance."

Fragrance, UK, Male, 35-45

"I have especially found recommendations when it comes to nail health , as there are many nail designers who give advice on what can damage your nail."

Nails, ES, Female, 18-24

Nails

- How to keep nails **healthy**
- Best long-lasting nail **products** to use
- Nail **trends**, nail **art**, **inspiration**

Make-up

- Tips and tutorials on make-up **application**
- New **products/brands**
- Make-up **trends**

"I found a tip about some good deals on makeup products, a new tip to use my products in different ways and makeup tutorials."

Make-up, FR, Female, 34-45

Source:
1. TikTok Marketing Science EUI Beauty Vertical Research 2022 conducted by InSites Consulting)

What do the most successful Beauty businesses have in common?

Their tone of voice is human and likeable.

01

Resonance

Understand what resonates with your audience on an emotional level.

VALID.

02

Connection

Connect with your audiences on TikTok in new ways that make dry business products and services more relatable.

03

Approachability

Put a face to your brand - the best B2B campaigns inject emotional connection by using their senior team, employees, or creators as the face of their brand.

Thought Starters:

• People on TikTok love to learn, try providing useful knowledge and tips to showcase your expertise.

• Worked with an interesting client lately? Ask them if you can create a short TikTok case study about them.

• TikTok users love real talk. What industry jargon can you debunk to make a topic more understandable for your audience?

Pro Tip

Keep it simple! Every business has a lot to say but try not to overwhelm your audience with information.

Creative tips to be successful on TikTok

Beginning: the Hook

Thought Starters for Effective Hooks.

01

Educate your audience

TikTok users are always looking for the latest tips, tricks and hacks. Educational videos are highly effective and can cover subjects like finance, real estate, career services and more.

02

Highlight your service's benefits to attract attention

Communicate your service's benefits right off the bat to draw audiences in. Not only is this a good way to create intrigue around how your service might be useful to viewers.

03

Present a future outcome that your audiences aspire to

Give viewers an enticing glimpse into an aspirational lifestyle that can be attained by implementing your service into their routines. Perhaps it's a relaxed, easygoing lifestyle with less stress.

04

Increase awareness about your audience's problems and offer solutions

Proactively solving the problems that your viewers relate to is a great way to get them engaged. They will be more likely to want to purchase your service if they know how it can help them tackle their everyday challenges.

FIRE

Middle: the Key Message

Following the hook, drive trust by delivering your primary message in a clear and memorable way. Consider this the "meat" of your ad.
It should contain your service's selling points, key narrative, and the main highlights that your audience should take away.
Build trust in your brand's value and benefits, and get viewers interested in your service.

Uncover your selling points by thinking about these questions:

What does your service do really well?

How does your service benefit your customer?

What do your competitors lack that you have?

Why would someone want to buy your service?

End: the Call to Action

End with a clear, compelling Call to Action to encourage viewers to take the next step. Close out with memorable closing remarks that you want your viewers to remember through text, voice-over, and/or graphics.

CTA examples to get you started:

- ***Start your _____ journey today***
- ***Try this and never have to _____ again***

CapCut for Business

All-in-one video editing platform that empowers users to effortlessly craft brand videos and ads, regardless of their editing experience.

Save time and produce top-notch content today with our intelligent features that were designed to meet the demands of businesses at every scale!

Video ad creation made easy

Innovative Features for Brand Content & Ads

-BEST SALE-
FOCUS ON-
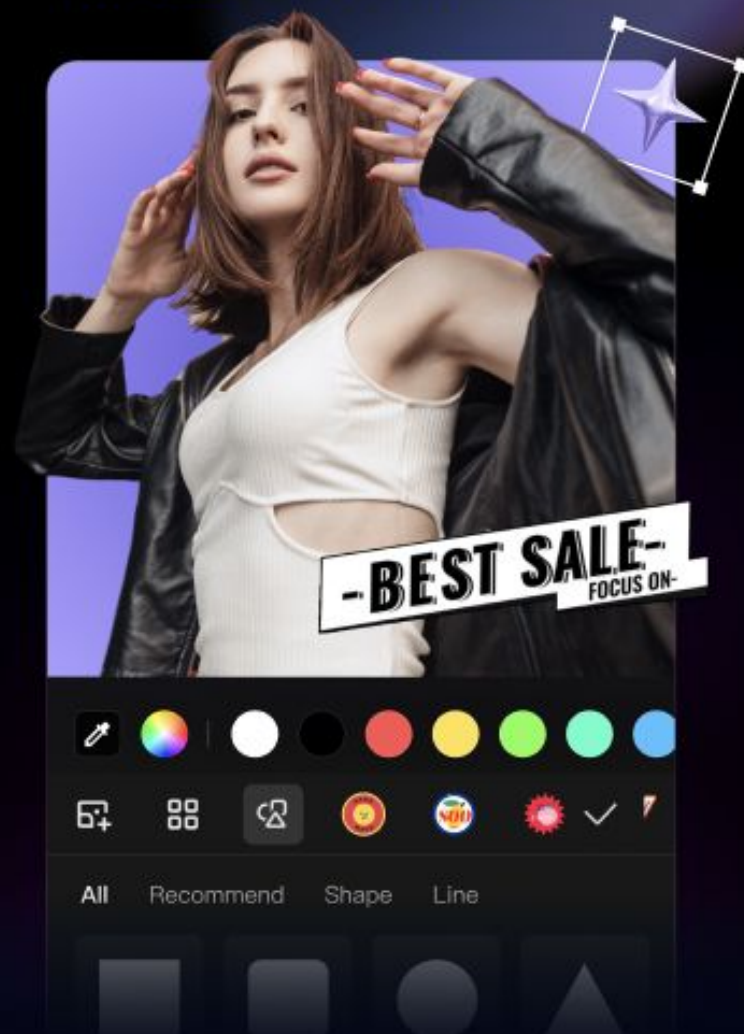
Benefits

End to end solution
Address all business content creation needs.

Free and easy to use
Create commercial content in minutes with CapCut for Business for free, with no editing experience required.

Commercially-licensed elements
Empower your ad creation journey with our commercially-licensed elements.

Cross-platform compatibility
Seamlessly integrate CapCut into your existing workflow — whether working on a desktop, mobile, or tablet.

NICE

49%

of creative quality is responsible for **almost half** of the incremental sales driven by advertising.

Source:
NCSolutions, Five Keys to Advertising Effectiveness, 2023

Note: *All core features are only available in the US, Canada, UK, Australia and New Zealand with English as the only supported language so far. Consult our representatives if you want to try these features in other regions, and please keep an eye on our feature launch updates.*

Scan the QR code to download CapCut and start exploring or visit our <u>website</u> to learn more!

Mariano Balato

Running sleek Video Shopping Ads on TikTok is always in style

Read More

The Situation

The business wanted to sell its stock to those who were already fans of the products, and to potential customers that were on TikTok everyday looking for hair-related tips and tricks.

The team got to work and started planning their first-ever TikTok ad campaign.

The Solution

Together with its TikTok Account Manager, Balato set up a Video Shopping Ads (VSA) campaign. The brand opted for a campaign retargeting two custom audiences. The first was made by people who tapped on its TikTok videos and viewed at least 75% of the content in the last 90 days. The second was made by those who visited Balato's website in the last 30 days and added products to their shopping cart.

Key results

10x

ROAS

7.62%

Conversion rate

Organic advice

Popular Narratives

Product try-on / Review

Try out the product and show the results

Unboxing

Show the process of unpacking the package and revealing the product to the audience

Listicles

Create a list of a series of benefits to highlight the various selling points of the product

User community

Show positive feedback or try on scenes from different users to help build more trust in the product

Showcase multiple colors/sizes

Show multiple colors or sizes and let the audience know that there are a lot of options

Unique Narratives

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

Tips to plan your organic 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.

Content Suggestions

- Behind the scenes
- Vlog
- Explained
- Facts
- How-to
- Transition
- Challenge
- Music/Dancing

- Tell a story
- Reactions
- Questions
- Teasers
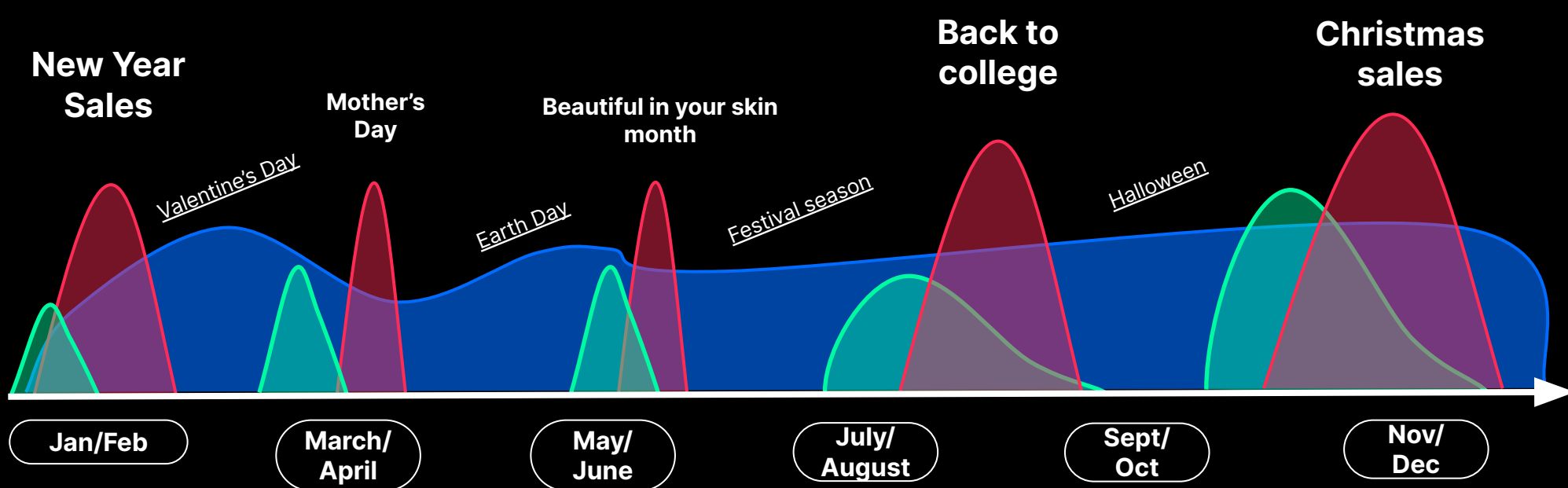- Fan submissions
- Review
- Talk
- Re-Edit
- And more!

📢 **Get the most out of your content:**
Boost your best performing organic content as a Spark Ad in your next Web Conversion campaign.

Work your Macro & Micro Moments into a <u>holistic media plan</u>

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- 🟦 **Build:** Always On Prospecting throughout the year to have new audience for each peak

- 🟩 **Capitalize:** Retargeting your custom Audiences and focusing on lower funnel optimisation events

- 🟥 **Seize:** Peak spikes to take all your learnings and strategies and maximize return

Example media plan for a skincare brand with products targeting uni students & mothers:

New Year Sales   Valentine's Day   **Mother's Day**   Earth Day   **Beautiful in your skin month**   Festival season   **Back to college**   Halloween   **Christmas sales**

| Jan/Feb | March/April | May/June | July/August | Sept/Oct | Nov/Dec |

Build: Always-on Prospecting campaigns to build your brand & Audiences

Start building audiences early. This will help you increase account learnings, test & learn before peak seasons, and encourage brand recall later

Capitalize: Retargeting collected audiences

Remember brand recall? Retargeting audiences can drive lower CPA and higher ROAS & CVR. Continue to <u>build</u> as necessary.

Seize: Maximize opportunities during Sales spikes & Peak Moments

Time to use all learnings across audience, targeting, creative and format strategy to drive max ROAS & spend at this peak.

!! Signals and audiences collected can be leveraged throughout the year

TikTok
Ads
Manager

Budget best practices

Users who are more likely to purchase from you (ie: higher intent users) may cost more to reach. Spend the right amount based on your desired Event Optimization to maximize your campaign's performance.

If you're using a lower-funnel event like Complete Payment, we recommend at least **€50** per daily ad group.

If you're using a mid- or upper-funnel event like Add-to-Cart, we recommend at least **€30** per daily ad group.

Make sure to set your budget by daily ad group and to run your campaign for at least 7 days.

Set up your Pixel

If you don't have an e-Commerce integration set up, make sure to set up the TikTok Pixel.

The Pixel is a piece of code that you can place on your website that allows advertisers to share website visitor events to TikTok via a browser.

Whether your goals are conversions, traffic, or awareness, setting up your TikTok pixel will help you find new customers, optimise your campaigns and measure ad performance.

You can track important events throughout the entire customer journey, from page view to purchase.

Find out more about the TikTok Pixel **here.**

Using TikTok Custom Audiences

Custom Audiences is an ad targeting option that lets you find people who already know or have engaged with your business. Use your own audience lists or audience's from your TikTok ads.

Audience Types:

01 Customer File
Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.

02 Engagement
Create a list of people who saw, clicked, or engaged with your content.

03 Business Account
Create a list of people who followed or interacted with your Business Account on TikTok.

04 Website Traffic
Use TikTok Pixel to create a list of people who visited or took specific actions on your website.

05 Lead Generation
Create a list of people who viewed or submitted an instant form in a lead generation ad.

06 More types are available on TTAM...

What can I use them for?

Inclusion
use custom audiences for retargeting purpose & continue to activate your customers on TikTok.

Exclusion
use audience as a suppression list to minimize media waste on converted customers.

Lookalike (LAL)
use audience to build lookalike audience to find similar users on TikTok with efficient media spend.

What is
Split Test?

Split Test is the best way to set up a scientific test to determine which ad strategies work the best.

Commonly referred to as A/B testing, Split Test is a tool available on TikTok Ads Manager where you can test two different ad groups and see which one performs better, helping you optimally scale your spend.

The Split Test toggle can be found on the campaign settings page

Create split test:

Get more insights into your ads by split testing your strategy. We'll show your split test to 2 separate audiences to give you data-driven results.

01   **Complete the ad group and ad settings for your control**

02   **Select a variable and create your test ad group**

03   **View results for insights into your strategy**

Use Value-Based Optimization to drive higher ROAS

Value-Based Optimization for Web Conversion ads (VBO Web) aims to help advertisers find the most relevant audiences who are likely to generate **a higher return on ad spend (ROAS).**

In addition to optimizing towards Complete Payment events, VBO Web helps advertisers directly optimize towards ROAS by matching their ads with users who are **likely to make a purchase** and/or **generate a higher value per purchase event,** by either **buying multiple products in one go** or buying products with **higher price points.**

Note: To gain access to Value Based Optimization for a campaign, the campaign must have reached 20 Complete Payments within a 7 day period.

Conversion Optimization (Quantity)

TikTok ads delivery system will look for users who are more likely to convert, value per purchase is not taken into account.

Value-Based Optimization (Quantity+Quality)

TikTok for Business ads delivery system will look for users who are more likely to convert and/or with a higher value per purchase event.
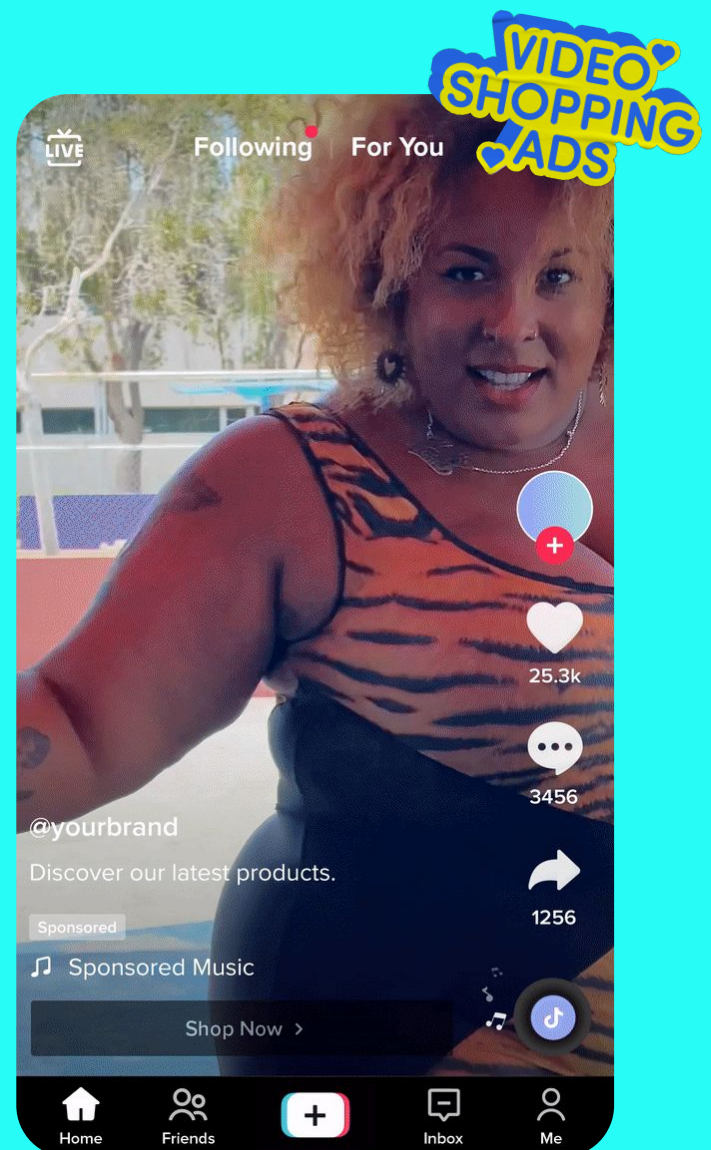
Video Shopping Ads

Shoppable videos in your FYP

VSA is designed to **maximize performance** combining the best features of our existing products with improved technology like **fully automated, smart functionalities** for creative automation and dynamic product landing pages.

Key Benefits:

- Personalized recommendations to users based on interactions

- Fully automated, smart functionalities including creative automation and dynamic product landing pages

- Optimized delivery strategies to drive maximized impact

- VSA for Catalog allows an advertiser's conversion happens offsite on your website or app. Leverage TikTok Shop for shop integrated solutions

LIVE Shopping Ads

## Drive engagement to Your Shoppable Live

Campaign strategy

- Drive incremental traffic to LIVES and amplify product discovery, viewership, purchase intent and transactions.
- Full-funnel solution that simultaneously achieves branding impact of a live shopping event with real time feedback & interaction, through to seamless checkout.
- Drive tactical promotions with limited time offers and exclusive products.

Optimisation goals

- Shop Purchases Objective
- Can set objectives based on Clicks, Viewer Retention, Product Clicks in LIVE, Initiate Check Out, Complete Payment
- Target & re-target custom audiences

Creatives

- Video to LIVE
- LIVE creative - boosting a piece of content in real time
- TikTok brand handle or creator handle
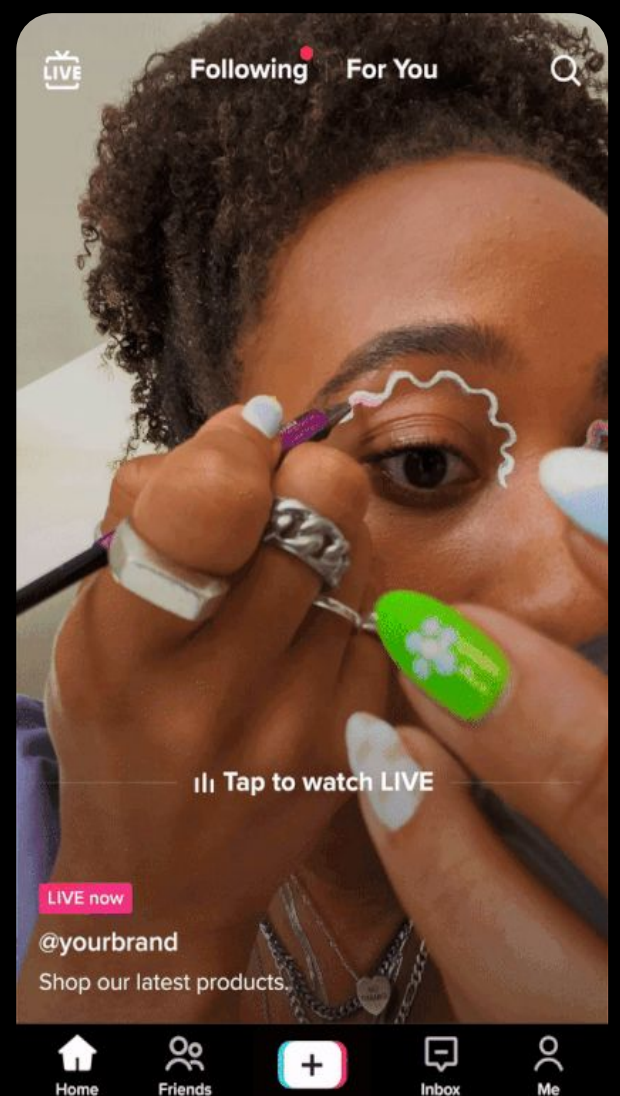
Increase creative production efficiency through **Catalog Carousel**

VSA's latest ad format that allows you to leverage catalog images as your creative. Your potential customers may swipe and browse across multiple product images and have full control on their preferred viewing pace.

VSA Carousel

Retargeting

Target past site or app visitors interactions with products to drive personalized product recommendations.

Leverage Carousel to improve **CTR** and **Click-through conversions.**

Prospecting

Find potential customers who have been engaging with similar products across product category, user interest, behaviour and demographic.

Leverage Carousel to improve **CTR.**

Traffic Click or Landing Page View Optimization

Target advertisers who are most likely to click through your ads (recommended for advertisers who are unable to set up a pixel with TikTok).

Leverage Carousel to improve **CTR.**
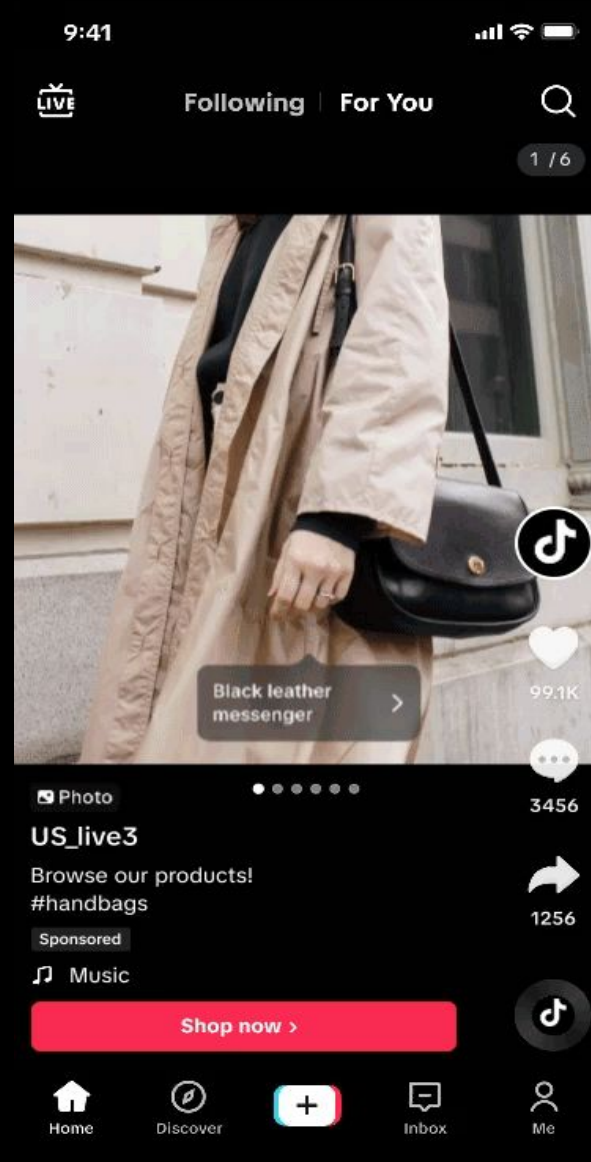
Best Practices for VSA Carousel

Product Selection

- Businesses opting in for Carousel format should ensure that there are at minimum 4 products chosen for their promoted catalog.

- For retargeting:
  - If advertisers select a wider pool of products (such as their full catalog), this will enable VSA to have a larger pool of products to display in the ad and allow for more retargeting conversions vs a smaller pool of products.

Music Selection

It is mandatory to upload or select a music track to accompany the Carousel ad.

Catalog

- Ensure product images in catalog are of high quality and of the same aspect ratio.

- Images are recommended to be in square aspect ratio (minimum 500×500).

- Check out this help guide for setting up your catalog

THANK YOU

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

Not advertising with us yet? Sign up to TikTok Ad Manager today.