



# Beauty

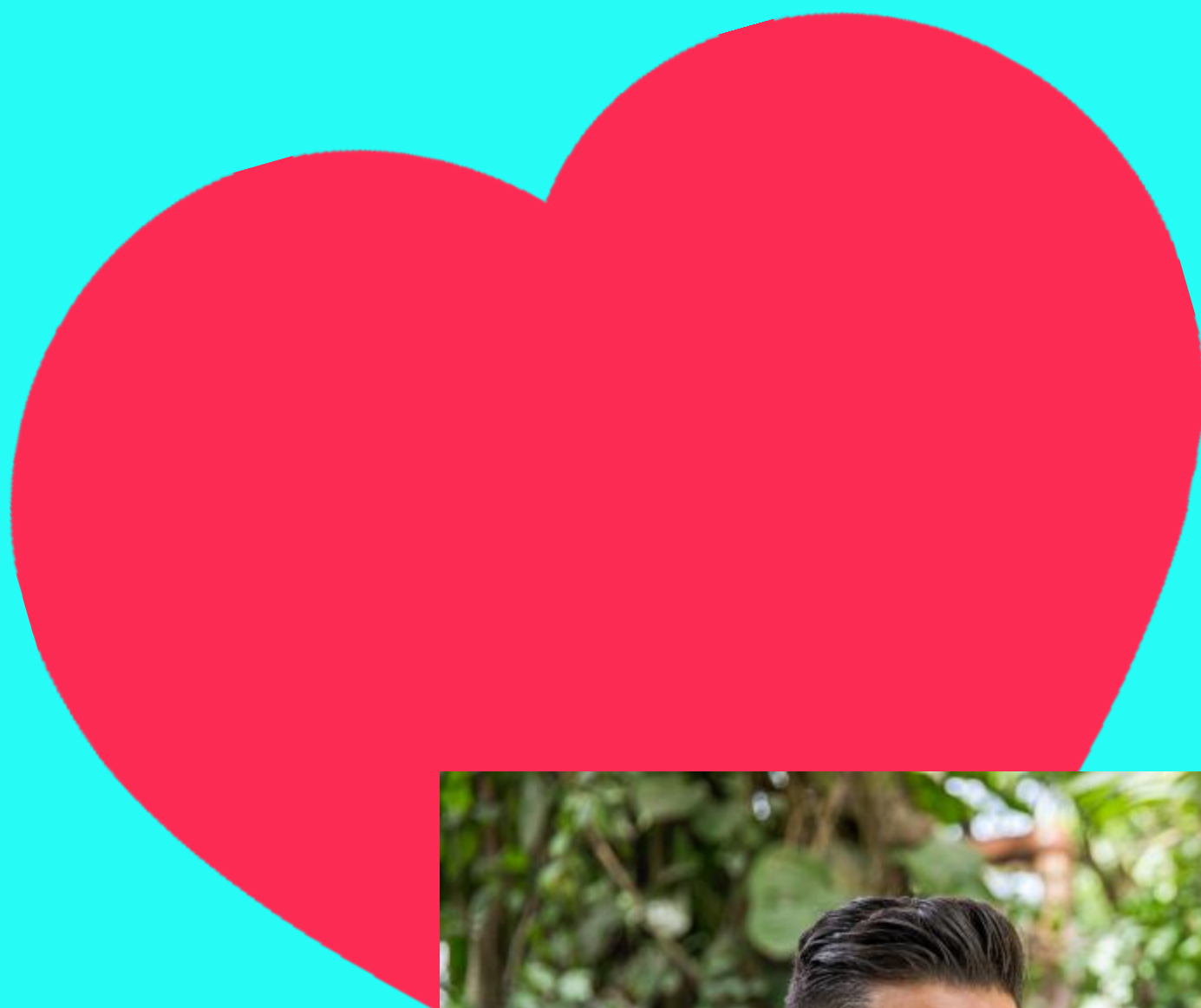
Playbook

VALID. ✓





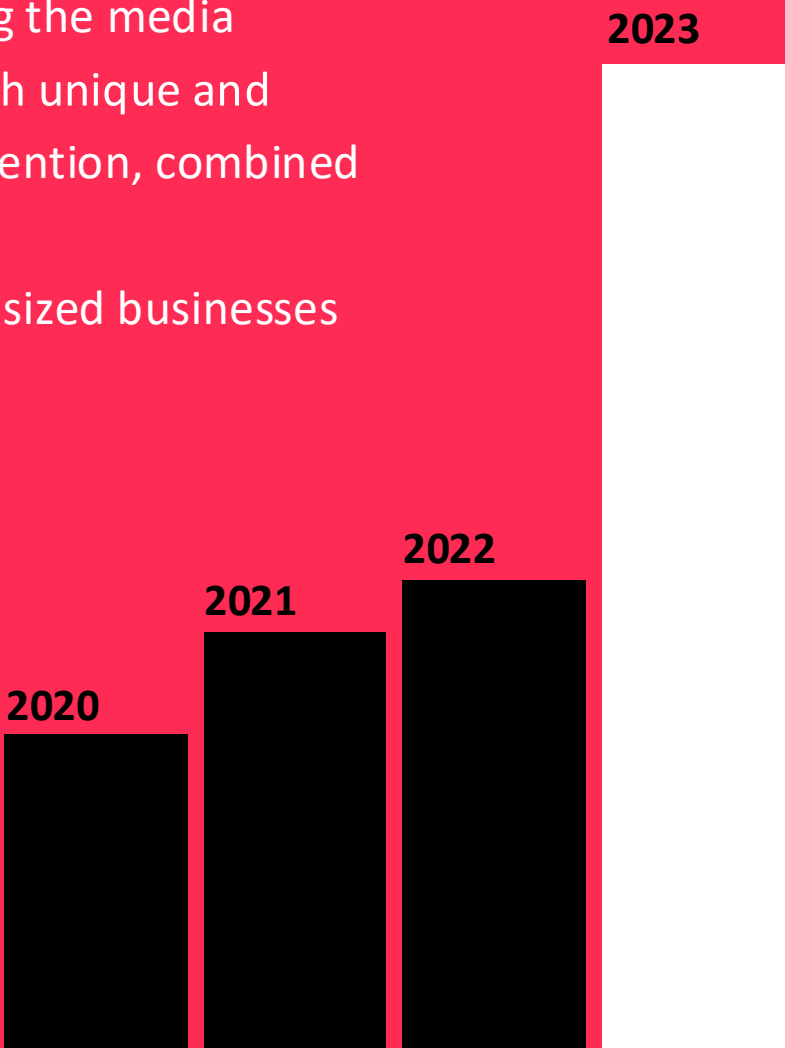
# Why TikTok



# Grow your business with us

Our hyper-growth entertainment platform is influencing the media landscape and presenting brands from all industries with unique and exciting opportunities. TikTok’s ability to grab users’ attention, combined with our effective advertising solutions, gives small and medium sized businesses the perfect conditions to grow.

 **1 Billion users**



**Momentum**

TikTok is the ultimate entertainment platform powered by a community with a unique mindset.

**70%**

of TikTok users say they feel part of a community on TikTok.

**Attention**

Engagement is TikTok’s superpower

**82%**

of TikTok users say they have discovered a small or medium business on TikTok before seeing them elsewhere

**Effectiveness**

Small & Medium sized businesses are noticing the impact on sales from advertising on TikTok

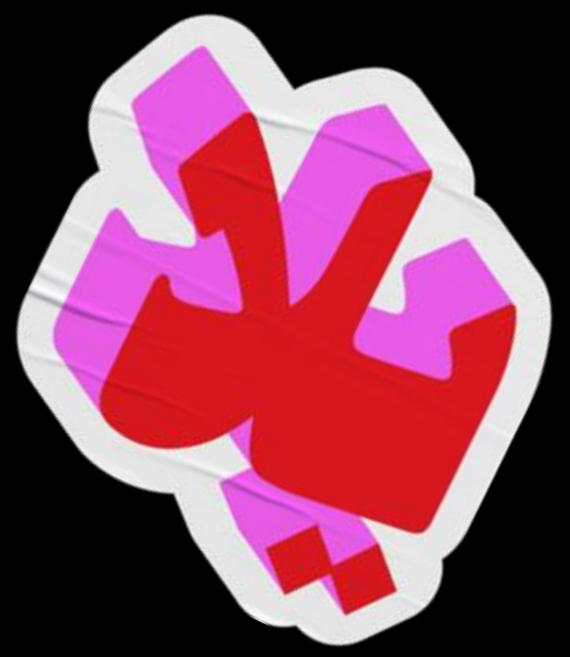
**52%**

of TikTok users that have come across small or medium business content on TikTok have gone on to make a purchase

Sources:

- 1 TikTok internal data global, July 2021
- 2 TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo (n=3,500)
- 3 TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting





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# The Opportunity on TikTok

Stay on top of trends and engage with your community



# Beauty on TikTok

**62%** of retail beauty product shoppers discover Beauty & Personal Care brands on TikTok.<sup>1</sup>

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 Vertical Market Analysis (United Arab Emirates) conducted by Ipsos April 2022 (n=700)



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

Relative to other platforms.....

**1.8x**

Personal care e-commerce journeys on TikTok are 1.8x more likely to be motivated by the need to lift spirits (vs. shopping directly on marketplaces).

**74%**

On average, TikTok users spend 74% more on Beauty & Personal Care products annually (vs. non-TikTok users).

Source:

1. TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022 (n=725)
2. TikTok Vertical Market Analysis (Saudi Arabia) conducted by Ipsos April 2022 (n=700)



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

**67%**

**of online beauty shoppers bought a Beauty & Personal Care product after discovering content or ads on TikTok**

**+1.5x**

**When people turn to TikTok while shopping for personal care products online, they are 1.5x more likely to write a review (vs. other social apps/platforms).**



#### Source:

1. TikTok Vertical Market Analysis (United Arab Emirates) conducted by Ipsos April 2022 (n=700)
2. TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022 (n=725)



# 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.

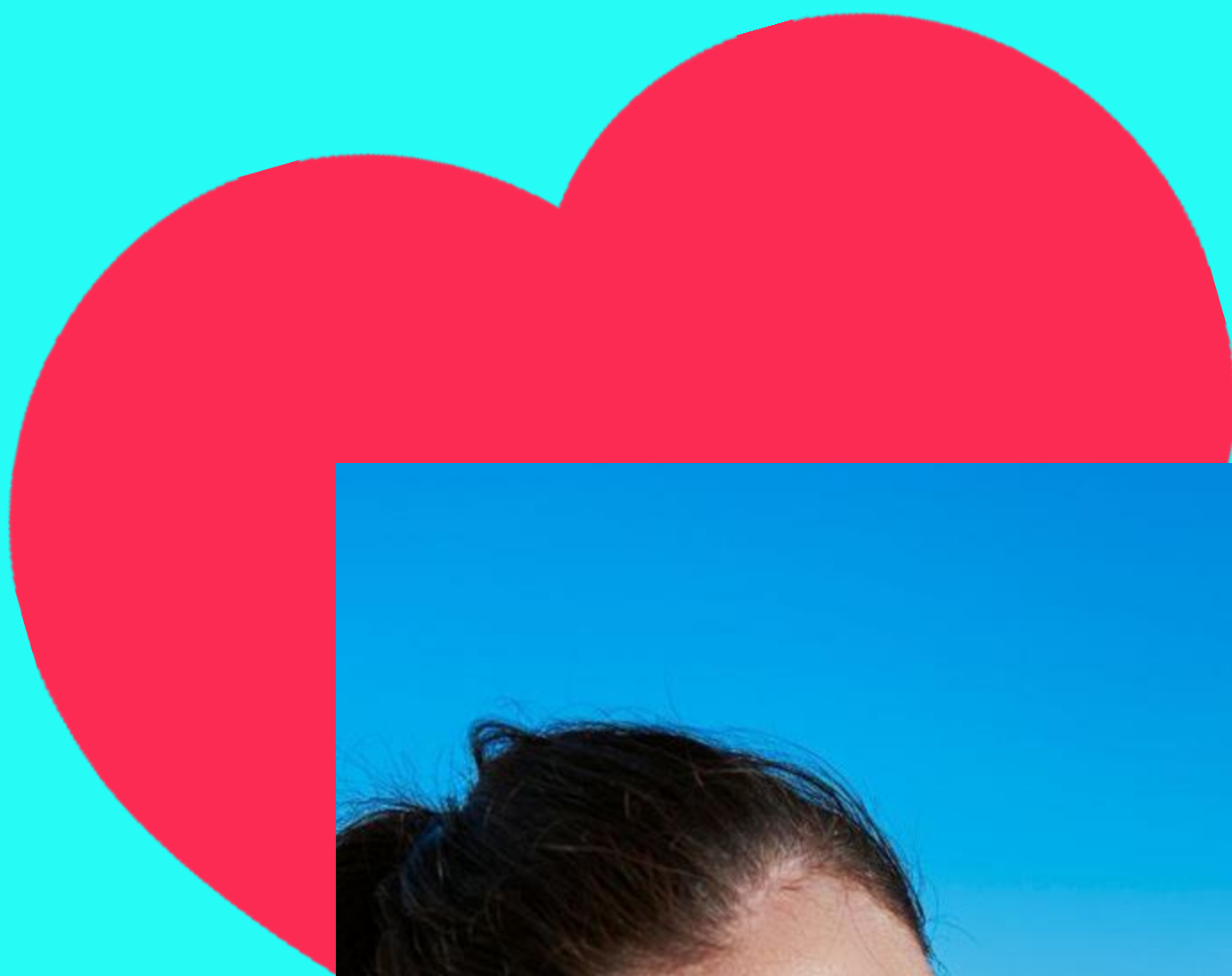
### Thought Starters:

- 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.





# 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

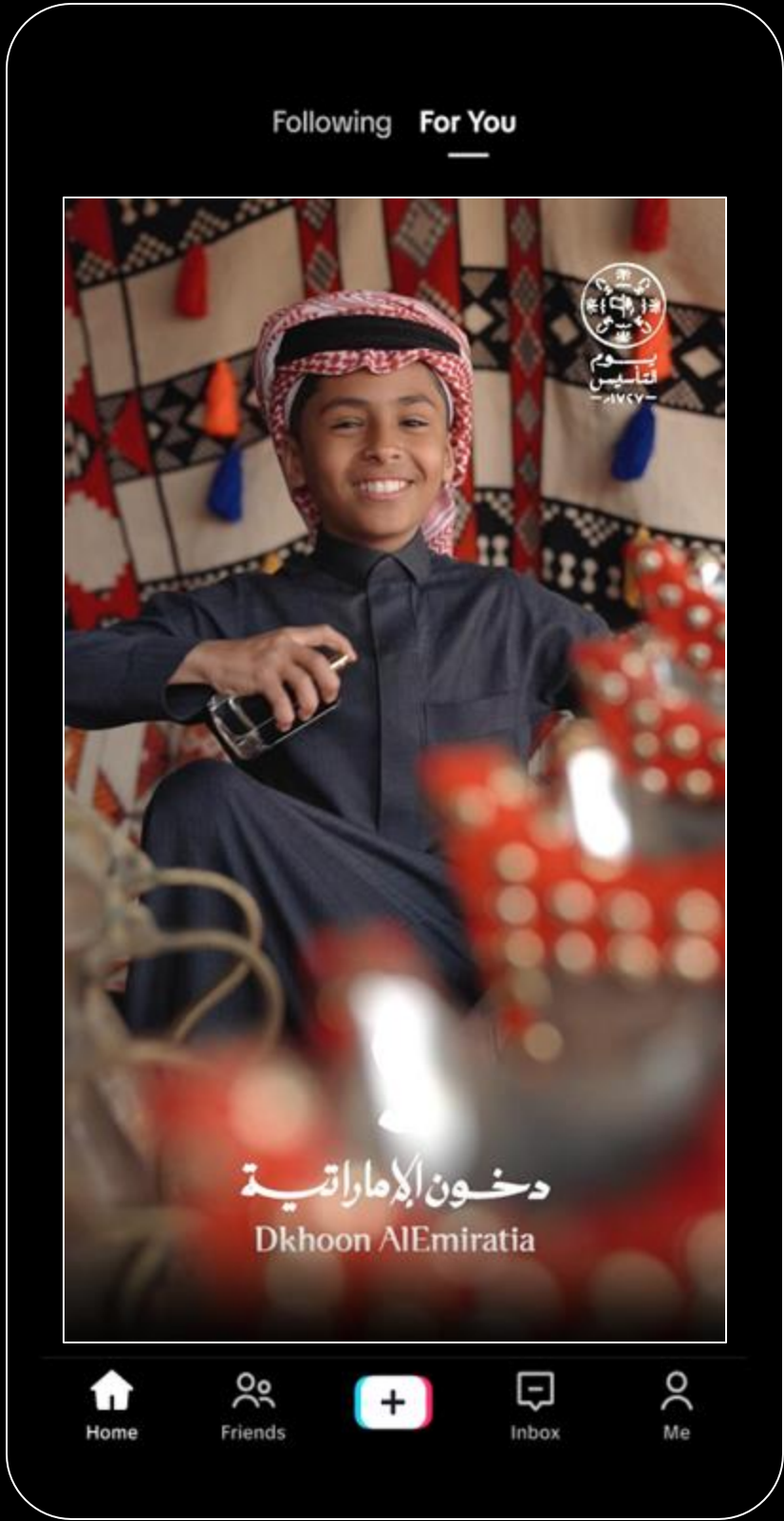
End with a clear, compelling Call to Action to encourage viewers to take the next step. Close out with memorable closing remarks that you want your viewers to remember through text, voice-over, and/or graphics.

CTA examples to get you started:

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

Case study

# Dkhood AlEmiratia



[Read More](#)

## The Situation

Dkhood AlEmiratia needed to innovate how they advertised to acquire new, and re-engage existing customers— while also seeking to hit higher revenues.

## The Solution

The brand had a goal to boost awareness, reach, consideration, and conversions in KSA of people between the ages of 24 and 45, planning to reach its goals by implementing Spark Ads on TikTok.

The brand created videos that felt native to TikTok, which showcased their products and how unique scents can make every occasion special.

## Key results

300%

increase in conversions

37%

decrease in cost per acquisition

10.4m+

impressions



# 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!

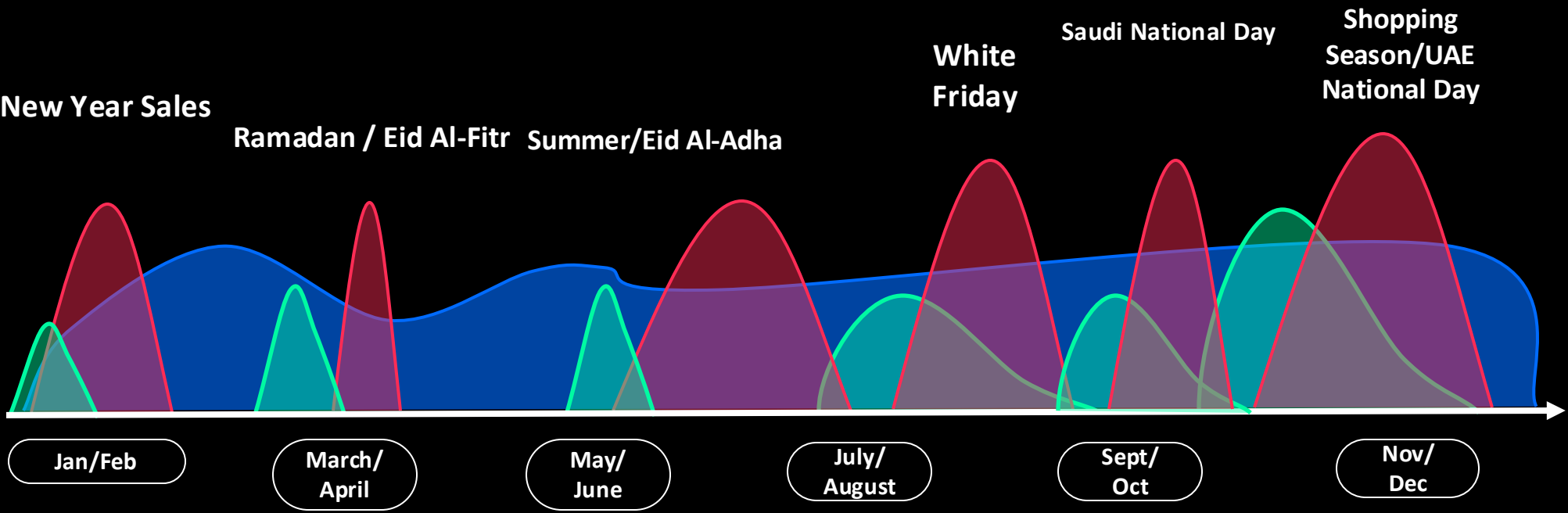


### **Get the most out of your content:**

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

# Work your Macro & Micro Moments into a holistic media plan

- 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



**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 build 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



# How can TikTok Ads Manager help your fashion or retail brand?



**It allows you to reach your target audience and increase direct web traffic**



**With flexible budgeting and bid systems built in, TikTok Ads Manager gives you complete control of how much you spend**



**Easily optimize your campaigns to suit your business goals, whether you want to build a community, grow your brand awareness or drive towards conversions/app installs!**

**Plus, with a quick and easy set-up process, what's not to love?!**

# 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 **\$50** per daily ad group at a minimum.

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

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

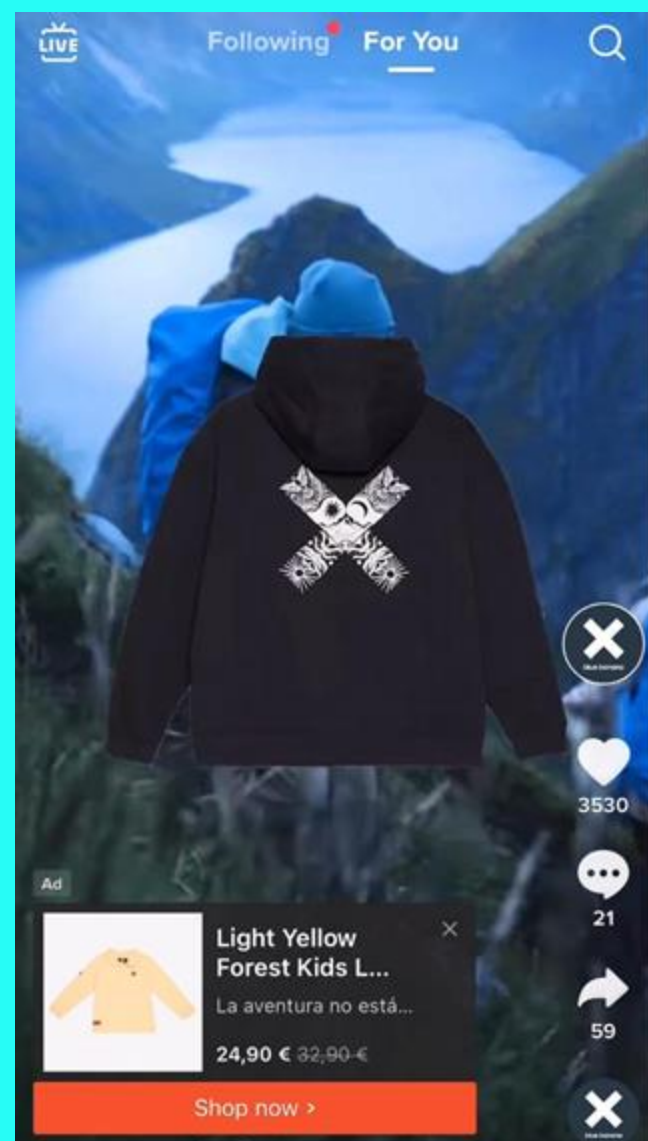


## Shoppable videos in your FYP

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



# Promote Integration

## Get ready to take your TikTok ads on the go

### Why integrate TikTok Ads Manager and Promote?

- Create ads on both mobile and desktop based on objective (e.g., use Promote to boost LIVEs)
- **Use existing Promote creatives** in TikTok Ads Manager
- **Compare performance in one spot** with historical & new Promote data in TikTok Ads Manager
- **Top up using TikTok Ads Manager** & use the shared fund pool across platforms

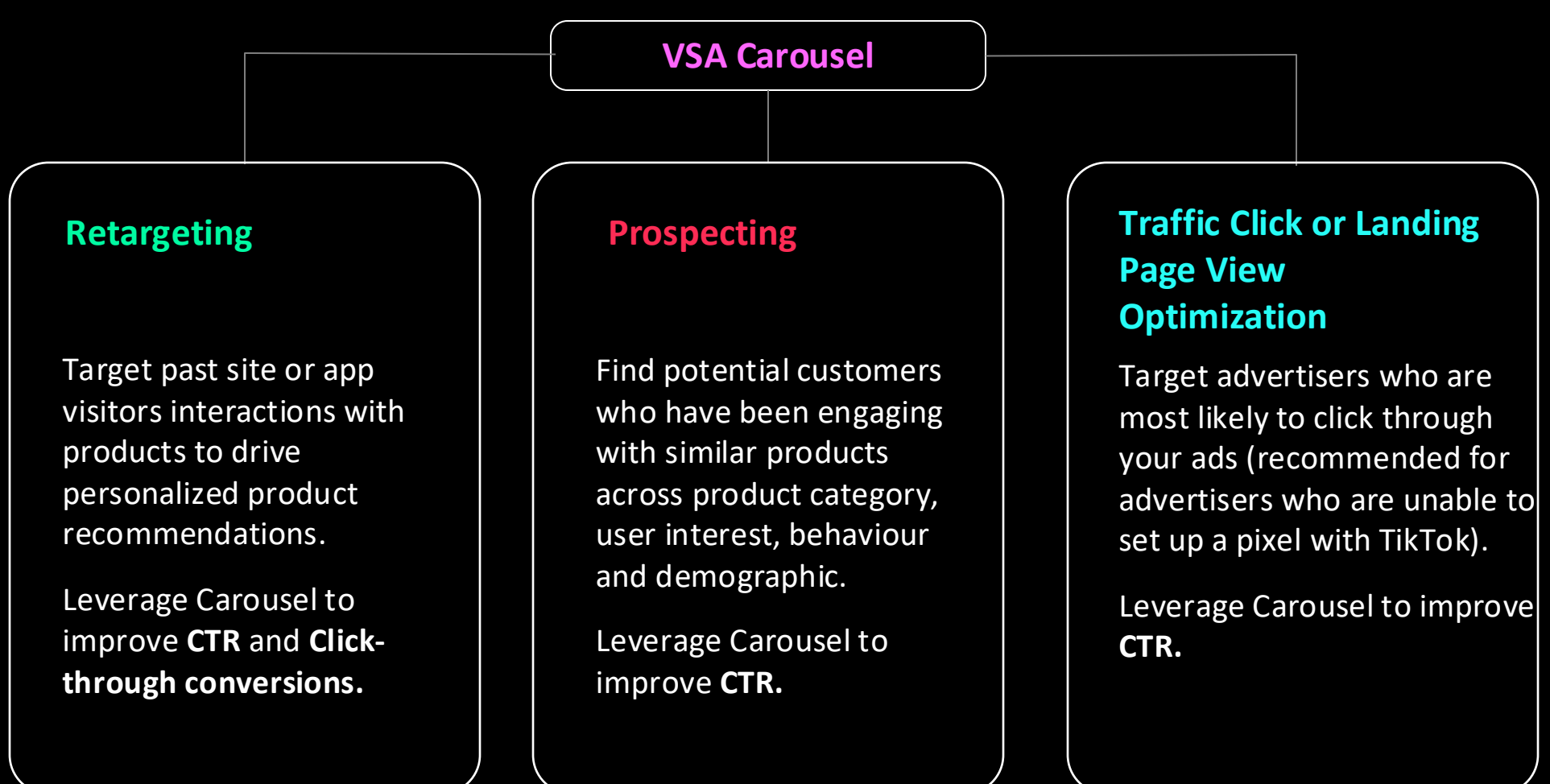
### How do I integrate?

1. Start the integration via an in-app pop-up or through an option delivered after a Promote campaign.
1. Authorize TikTok for Business to access your TikTok account.
1. Create a new TikTok Ads Manager account or connect with an existing advertiser account. If prompted, fill in your business and billing info.



# 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.



# 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.

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## 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 500x500).
- Check out [this helpful guide](#) for setting up your catalog



THANK YOU

THANK YOU

# 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.

THANK YOU



THANK YOU