

Activating An Effective Always Engaged Strategy

Always Engaged is an Organic and Paid strategy that leverages creators to help brands reach unique business goals. On TikTok it's not just about running media, it's about consistently being an active member of our community while having an integrated approach of Organic and Paid.

Developing An Effective Activation & Content Strategy

An activation strategy is a blueprint to develop custom strategic plans for your business goals, using the Always Engaged framework. It starts with defining your brand goals & building Organic & Paid content strategies to help achieve those objectives. TikTok provides your brand the creative runway to experiment & optimize your campaigns to supercharge your results.

Organic Content

Questions To Consider

1. What are your brand's always-engaged content goals?
2. Knowing the TikTok audience is discovering, creating, participating, and recommending, what should your organic content strategy be?
3. What communities do you want to be a part of as a brand?
4. What do you want to test & validate?
5. What is the time period?

Paid Content

Questions To Consider

1. What have you learned from your organic content learning agenda?
2. How can you develop partnerships with creators to be your brand advocates?
3. What are your marketing objectives and how can you leverage paid solutions?
4. When should you increase media weight and/or include high impact solutions?
5. What are your KPIs & brand benchmarks?

54%

of TikTok audience say "this brand is for me" after seeing a combination of a brand's organic content and a paid ad

2x

After two exposures to TikTok content from brands, unaided brand awareness increased by 2.5x.

64%

Two thirds of TikTok audience say they would purchase a brand after seeing organic content and a paid ad from that brand

Developing A Learning Agenda

A strategic learning agenda will allow your brand to effectively develop Organic & Paid content strategies with your brand goals in mind. A learning agenda allows you to define what you want to test & optimize for your unique business objectives and how to leverage Organic & Paid content to achieve success.

Build Your Own

Use this learning agenda framework to populate your brand's unique goals & challenges. Remember to keep your strategic goals in mind but allow for room to test & learn and pivot if needed. Here is a **sample** learning agenda for inspiration.

Strategic Initiative	Organic	Paid
Marketing Objective	<i>Build awareness & Follower growth</i>	<i>Drive trial</i>
Target Audience	<i>TikTok audience in relevant CommunityToks</i>	<i>Interest-based targeting, Lookalikes, Retargeted audiences, Hashtag targeting</i>
Brand Messaging	<i>Core brand messaging</i>	<i>Product features, lifestyle benefits, contextual messaging</i>
Creative Treatment	<i>Testimonials, BTS, Comedic scenarios</i>	<i>Top-performing brand & creator content</i>
Desired Outcomes / KPIs	<i>Views, Followers</i>	<i>VTR, CR, Link Clicks, BLS results</i>
Quantity of Content	<i>2-3 times a week</i>	<i>1-2 creatives every 2-4 weeks</i>

79%

Of TikTok audience agree TikTok is a place for brands to **demonstrate a bit of personality** and **express themselves**

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