



Fashion & Retail

Playbook

VALID. ✓



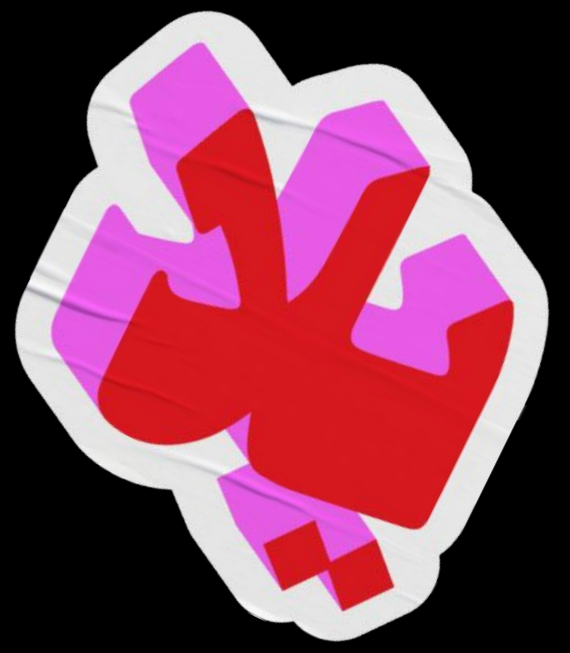


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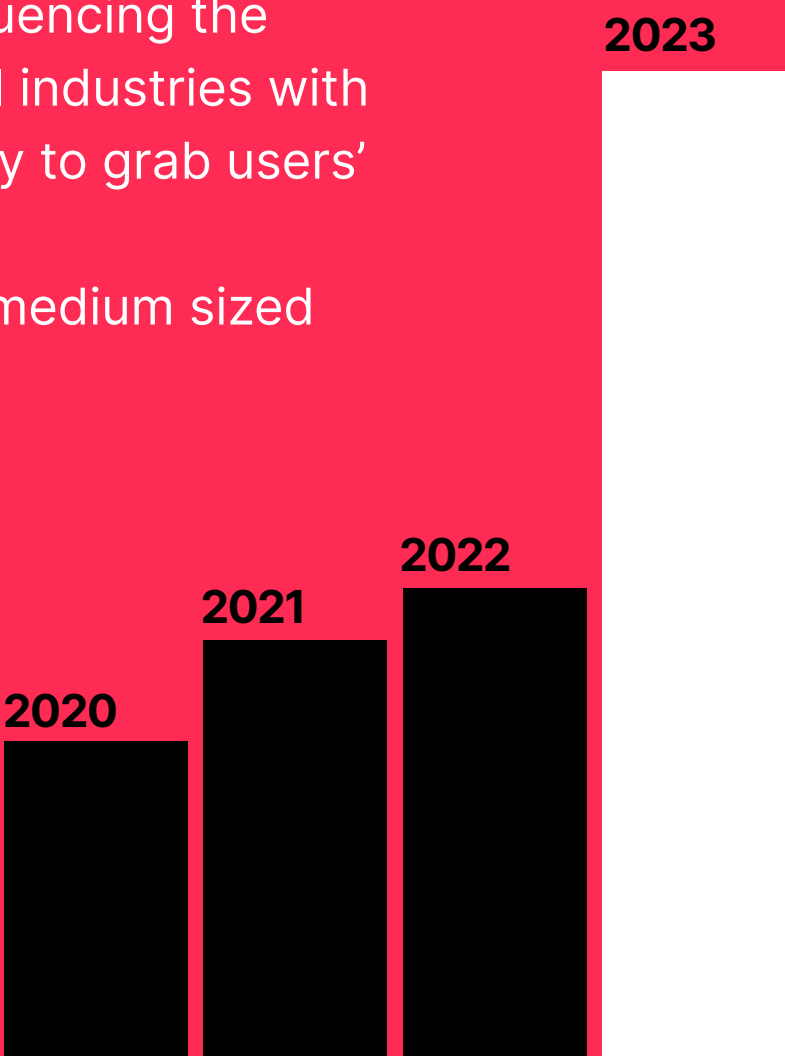
Why TikTok



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



The Opportunity on TikTok

Stay on top of trends and engage with your community



Fashion & Retail on TikTok

60% of retail fashion shoppers discover fashion brands on TikTok.

Both fashion & retail on TikTok are all about spreading joy, showcasing individuality and celebrating everyone. TikTok is a place to unearth the next big thing in fashion & retail.

Vertical hashtags:

#tiktokfashion, #whitefriday, #sales, #giftidea,

When people turn to TikTok while shopping for fashion online, they are **1.5x more likely to talk about products/brands with friends & family (vs. other social apps/platforms).²**

Fashion e-commerce journeys on TikTok are **1.3x more likely to exceed expectations (vs. other social apps/platforms).²**

Sources:

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

When buying **Fashion & Retail** products online, here's what TikTok users find important...

82%

of TikTok users buy fashion products because of community recommendations.

92%

of TikTok users buying fashion products online are influenced by delivery experience & customer service.



Sources:

1. TikTok Vertical Market Analysis (United Arab Emirates) conducted by Ipsos April 2022 (n=700)
2. TikTok Vertical Market Analysis (Saudi Arabia) conducted by Ipsos April 2022 (n=700)

TikTok is where fashion discovery turns into shopping sprees...



+46 %

**Average annual
fashion spend for
TikTok users is
approximately 46%
more (vs.
non-TikTok users).**

76 %

**of online fashion
shoppers bought a
fashion product after
discovering content
or ads on TikTok.**

Sources

1. Fashion Report (United Arab Emirates) conducted by Redseer Jul 2022
(n=500)

2. TikTok Vertical Market Analysis (Saudi Arabia) conducted by Ipsos April 2022
(n=700)

Reach your objectives with TikTok advertising products



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](#).

Reach your **audience** and uncover a new one

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.

Video Shopping Ads

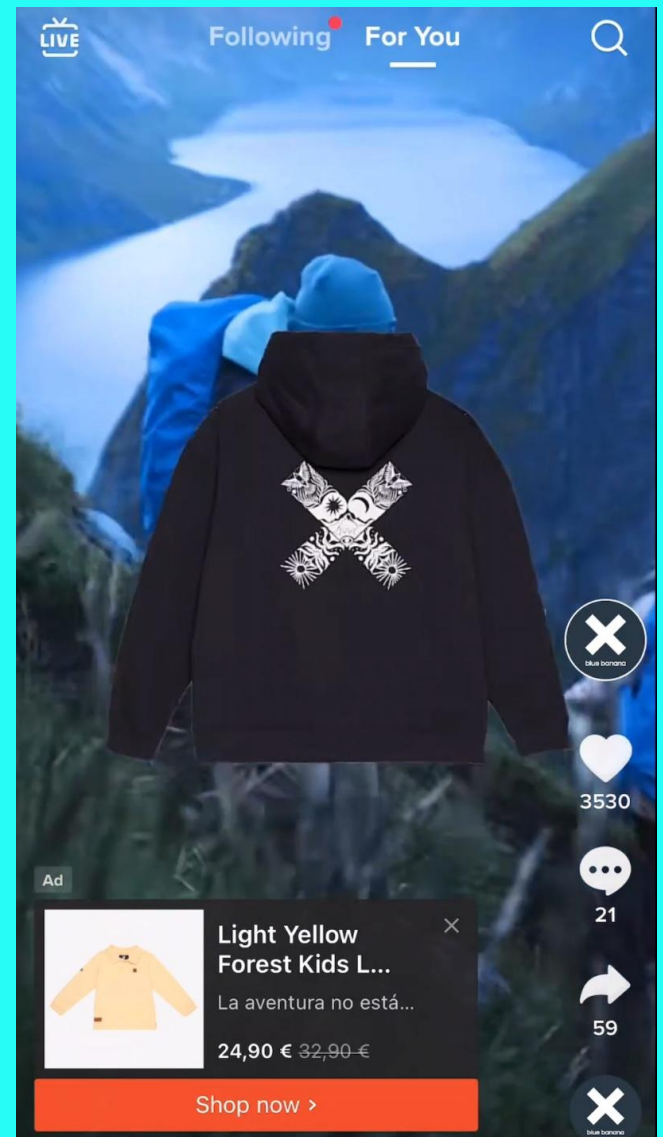


Shoppable videos in your FYP

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

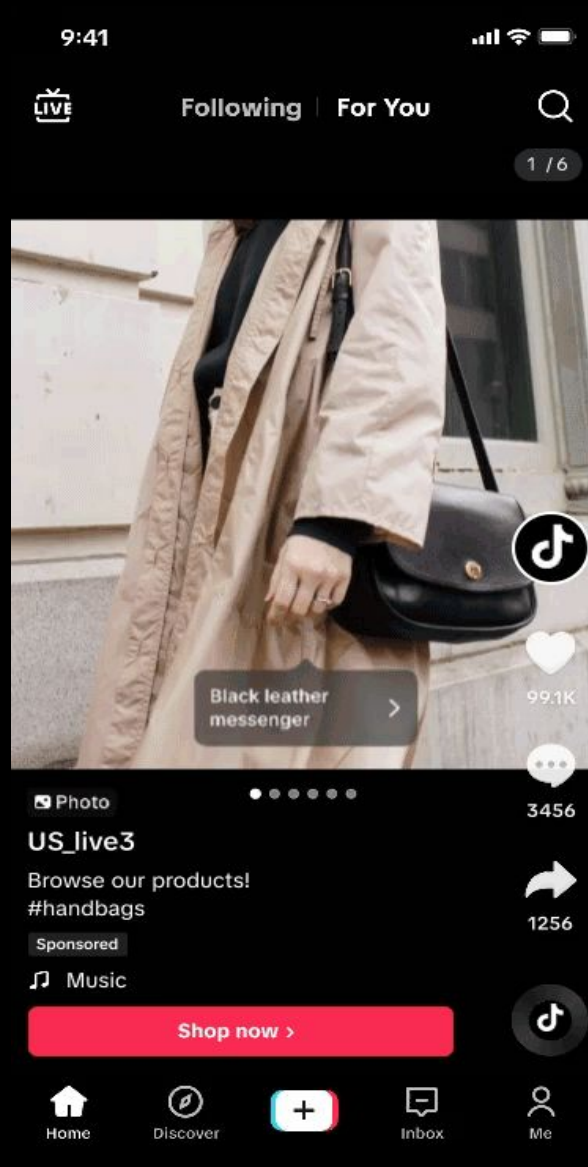
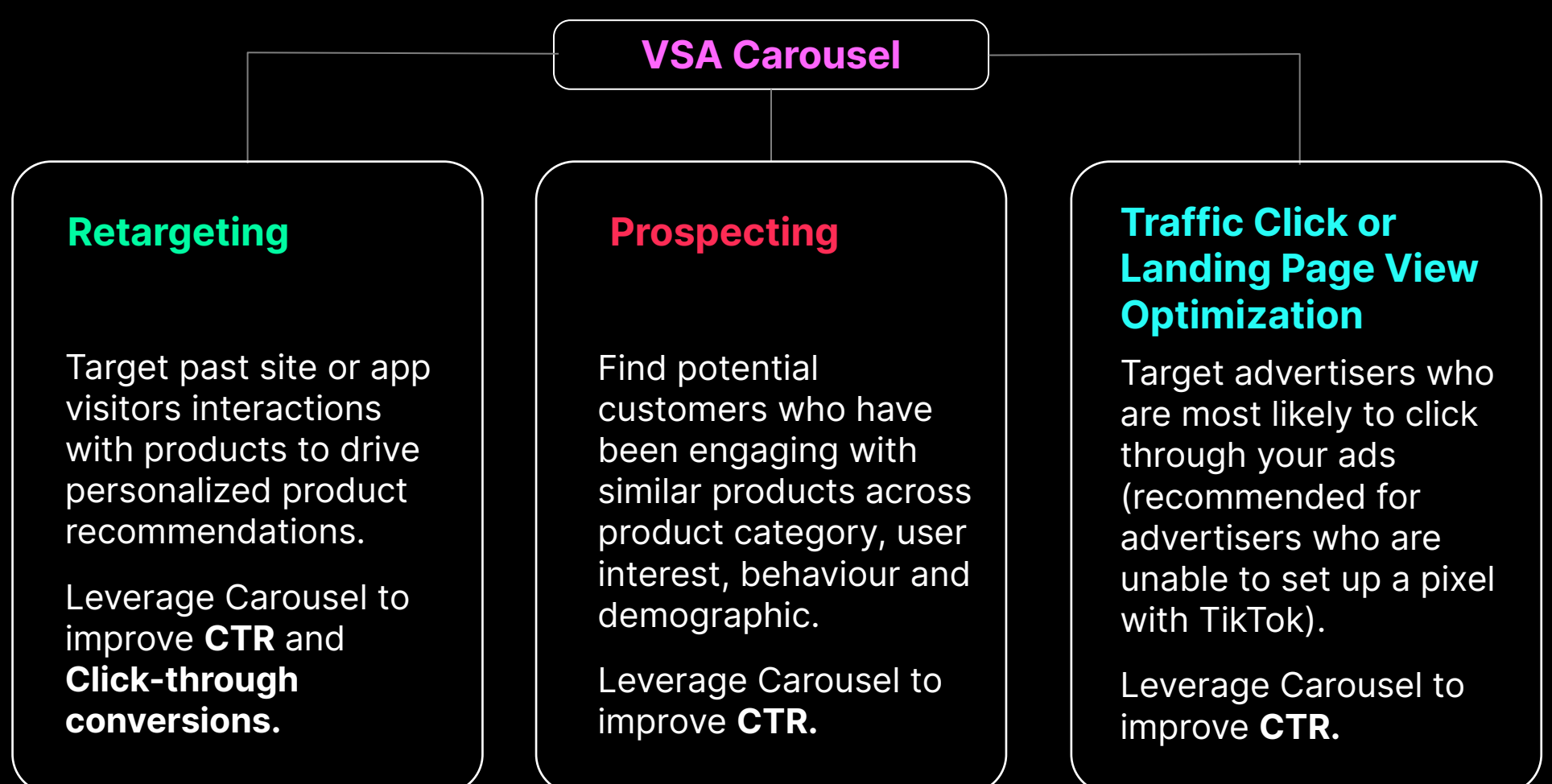
How do I integrate?

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



Put your products in the spotlight with Catalog Carousel

Want to leverage some of the most eye-catching products in your catalog? With Catalog Carousel, your potential customers can swipe and browse across multiple product images and have full control on their preferred viewing pace.



Best Practices for Catalog 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 Video Shopping Ads (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 helpful guide](#) for setting up your catalog

How to tell a great story 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 product or 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 product or 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 product/service do really well?

How does your product/service benefit your customer?

What do your competitors lack that you have?

Why would someone want to buy your product/service?

End: the Call to Action

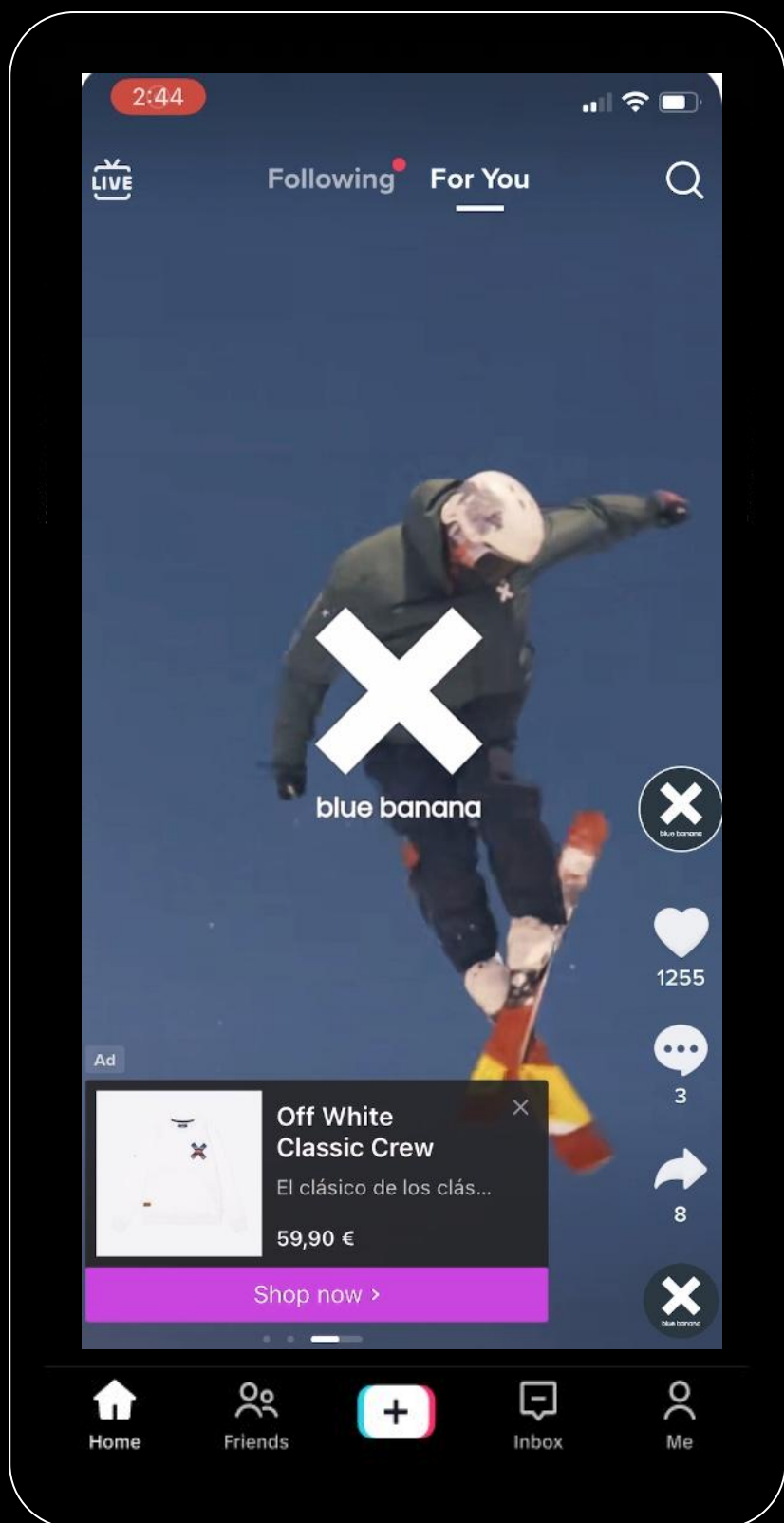
End with a clear, compelling Call to Action to encourage viewers to take the next step. Close out with memorable closing remarks that you want your viewers to remember through text, voice-over, and/or graphics.

CTA examples to get you started:

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

Blue Banana

Boosting Winter Sales with Video Shopping Ads



The Challenge

With over 400,000 followers on TikTok, the Spanish clothing brand was looking to turn any adventure-seekers into potential customers around the holiday season.

The Solution

Blue Banana trialled TikTok's **Video Shopping Ads with Catalog**. This solution not only secured a generous return on ad spend, but also **increased the engagement** with its organic content by **30%**.

[Read More](#)

Key results

9.45x

ROAS

0.16€

cost per click

6.98€

cost per
conversion

Organic content best practices to establish your brand presence on TikTok



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:

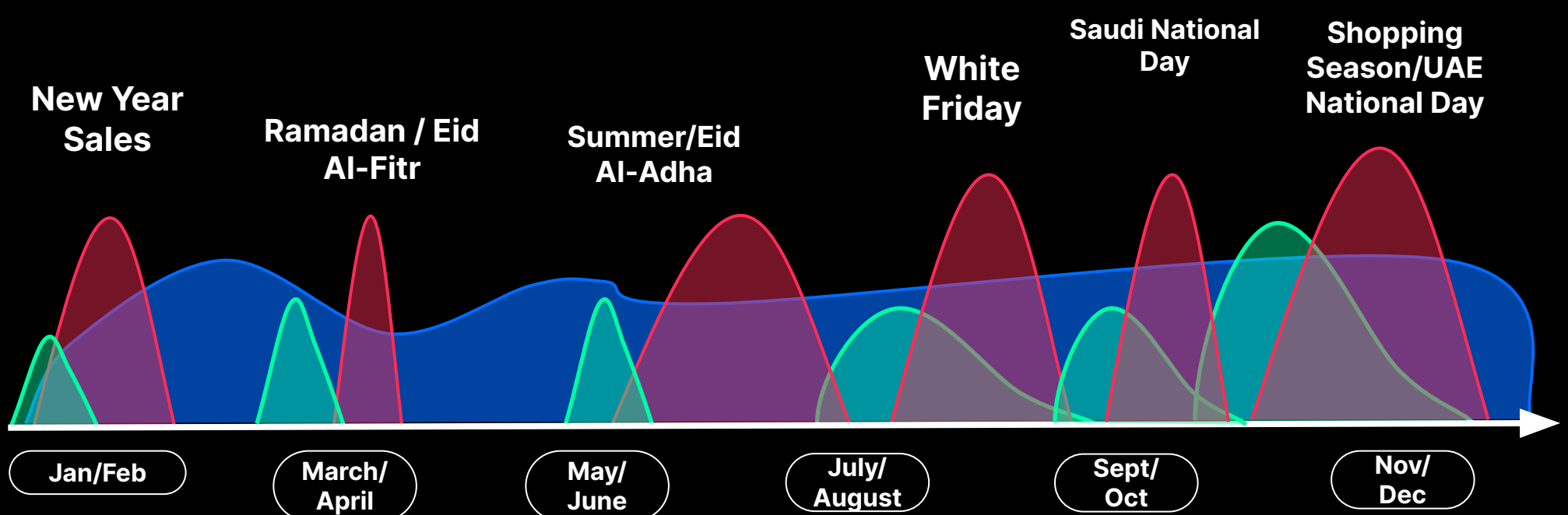
Boost your best performing organic content as a Spark Ad in your next Web Conversion campaign.

Your 2024 media plan



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

ANK YOU

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THANK Y

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.

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