

 **TikTok** for Business



Holidays for You 2024





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01

Sleigh the Holidays

Seize seasonal opportunities on TikTok





The ultimate Holiday hub

TikTok is a wonderland of discovery; from eager gift-givers to Holiday superfans, everyone is catered to.

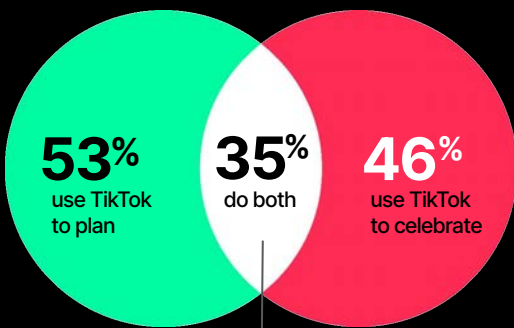


With content spanning every stage of the Holiday season, TikTok creates opportunities for small businesses from the buildup to the big day.

TikTok is the ultimate hub for holiday planning and celebration.

PLAN

CELEBRATE



+59% vs traditional platforms

Holiday starts early on TikTok

+190%

Increase in #holidayshopping videos published from the week before Halloween to the week after Halloween in 2023.

Key Takeaway: There's a major opportunity to get ahead of the curve and meet users not only where but *when* they're looking to start planning for the holiday gifting season.



Source: TikTok Marketing Science US Holiday Research 2022, conducted by Material

Source: TikTok Internal hashtag data, US, week 43 vs. week 45 2023

Join the conversation early to inspire holiday purchases across gifting, hosting & more

PRE-HOLIDAY (JUL-SEP)

68%

of TikTok users shop weeks before the holidays, with 21% shopping 1+ months before.¹



PEAK HOLIDAY (OCT-DEC)

87%

of TikTok users buy gifts for themselves during holiday shopping events, 12% more than traditional platform users.²

POST HOLIDAY (JAN/Q5)

1 in 2

on TikTok turn to the FYP for holidays & shopping events content.³



Sources:

1. TikTok Marketing Science + Material, US Holiday Research 2022, February 2022
2. TikTok Marketing Science US Holiday Research 2022, conducted by Material
3. TikTok Marketing Science [US/CA] Holiday Purchasing Research 2022 conducted by Material

Talk to the season

The Holiday hashtags you need to know:

#Thanksgiving

#BlackFriday

#CyberMonday

#Christmas

#Hanukkah

#Kwanzaa

#NocheBuena

Tool Tip:

Use the Trend Discovery Tool in TikTok Ads Manager to look for more detailed hashtags.



02

**From spooky
To sparkly**

**How to use TikTok
for your Holiday
campaigns**



Tap into the pre, peak and post-Holiday buzz

Discovery is just the beginning! TikTok connects audiences to content which captures engagement, feeding their desire to learn more, and driving them down the purchase funnel.

When TikTok is used in the holiday shopping journey, users make...



more travel-related



more makeup and hair care



more skincare & Fragrance



more gaming



more CPG food and beverage



more apparel



more tech



more home and holiday decor

... gift purchases, when compared to traditional social platforms.

48% more likely to discover new products and immediately purchase them on TikTok.



2022 Spark Ads Internal AB Test Results Data - Brand Auction

Joyful discovery leads to spirited shopping.

1 in 7

internet users purchased or subscribed to something as a result of discovery on TikTok within the last 30 days.

Source: TikTok Marketing Science Global, The Science of Search on TikTok, 2023, conducted by Material

TikTok users intend to spend!

68%

of users who purchased or subscribed to something, 68% came with the intention to do so

Source: TikTok Marketing Science US Holiday Research 2022, conducted by Material

Trends worth celebrating

Capture engagement early and tap into trends with inspiring content on TikTok's For You Page:



Outfit Ideas

+87%

of users buy gifts for themselves during holiday shopping events

Marketer tip: Help shoppers cross off holiday to-do lists with self-gifting incentives.

+80%

more travel-related purchases are made when TikTok is used for the holiday

Marketer tip: Make the most of the travel-planning surge with travel creator collabs & destination inspo.



Travel content



Feasting Inspo

+39%

of respondents plan to use rewards and cashback this Holiday season

Marketer tip: Partner with FinServ platforms to offer more payment options and rewards for consumers.

TikTok fuels early exploration, discovery and shopping.



[Check out](#) how Hulken sold out of products and saw an increase of 43% in their return on ad spend

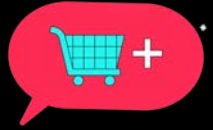
When TikTok is used for holiday...¹

1.3x

more likely to impulse shop

1.3x

more open to direct shopping (e.g. TikTok Shop)



1.2x

more likely to shop online

1.2x

more likely to shop in-store (compared to traditional platforms)

+71%

of those who found inspiration on things to do, places to travel, tips. Etc., 71% of TikTok users came with the *intention* to do so²



Travel

Inspiring across categories

During the holidays, users are...

+60%

more likely to use TikTok for Fashion & Beauty inspiration¹

+30%

more likely to use TikTok for Home decor inspiration¹

+30%

more likely to use TikTok for Travel inspiration¹

(compared to traditional social platform users)¹



1. TikTok Marketing Science US Holiday Research 2022, conducted by Material
2. TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material

Turn Q4 Gifting into Q5 Shopping

The TikTok community never takes a holiday from the FYP page. Q5 is the time between Christmas and mid January when audiences keep shopping for themselves post-holidays.

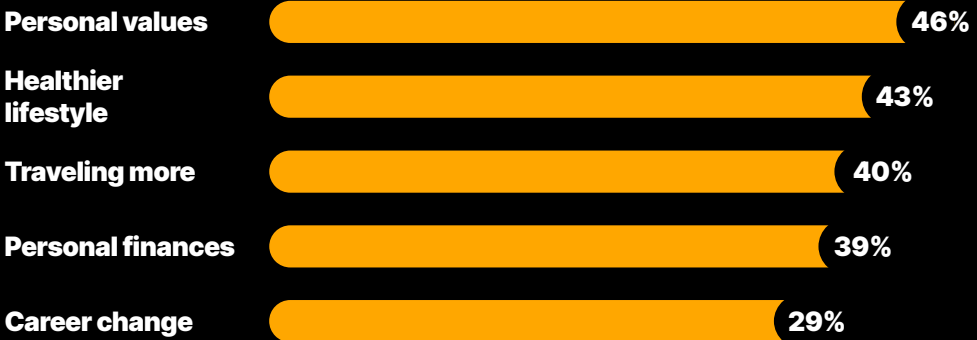
1 in 2

TikTok users plan to shop in Q5 to take advantage of post-Holiday sales.

51%

of TikTok users say they are likely to shop during Q5 to treat themselves or for self-care.

Inspire connections with TikTok users, by paying attention to their goals in Q5.



Marketer tip: Make the most of 2025 resolutions and personal goals by prospecting and retargeting shoppers with the products they're most likely to spend on.

03

Make it shine

**Creative tips &
resources for
show-stopping
content**



Pick the perfect present

Find your voice on TikTok and create content structures that sell.



The winning formula

x1 Killer Hook

(first 3-5 seconds)

- Share shopping tips and hacks
- Highlight a Holiday promo
- Call out your target audience

Unique Selling Points

(middle 10-20 seconds)

- Show why it's popular
- Solve a problem
- Entice them with visuals

x1 Clear CTA

(final 3-5 seconds)

- **Motivation:** Check it out for yourself
- **Promotion:** Get your offer now
- **Brand message:** Join the [product] gang



Time to gift wrap

Make these creative tips your North Star!

Stick to the TikTok basic format:



Sound on is integral to any TikTok video, it doesn't work without it.



Write a caption and keep the duration of your video for 12-15 secs to increase TikTok user watch time.



TikTok is built for vertical video, so keep it at 9:16 for video dimensions.



Drive clicks with a call to action because it tells the audience what to do, and boosts your content's engagement.

Check out our [SMB Creative Playbook](#) for more information on best practices and tools to make your ads a smash hit.



134%

Spark Ads have a **134% higher completion rate** than standard in-feed ads.

2022 Spark Ads Internal AB Test Results Data - Brand Auction

Think TikTok-first

Elevate your ads with these best practices!

Use TikTok-native video features

Sound Text overlays Transitions Filters & Effects

Voice effects

Transitions

Voice effects

Voiceover

Green screen

Text format

Music

Trend effects

Establish your voice

How do you want users to feel after watching your video?

This will help dictate your voice.

Humorous

Informative

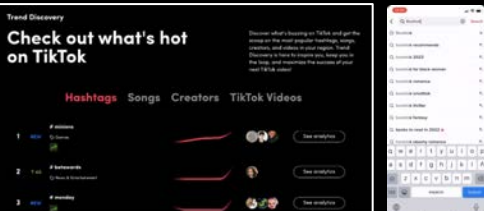
Inspirational

Aspirational

Entertaining

Emotional

Use hashtags to get discovered



Use the Commercial Music Library



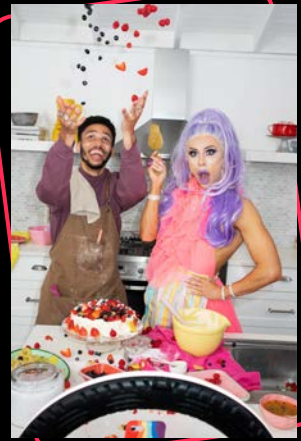
Business Accounts have full access to the [Commercial Music Library](#) – a collection of 500,000+ royalty-free sounds and songs to safely use in your business content.



Introducing TikTok Image Ads.

TikTok Ads Creation Has Never Been Easier: Using Images Directly

An Image Ad showcases products, services, or businesses through one or more images provided by you. With TikTok Image ads, getting started on TikTok is easier than ever!



Why use image ads?

Lower creative production cost

Bypassing video production, save time and money by repurposing existing image assets.

Showcase multiple products

Easily showcase multiple products or services by using each slide of the carousel to highlight them explicitly

Discover a new way of storytelling

Grab viewers attention with key product selling points, ideal for holiday promotions and competitive campaigns

Outstanding performance

Accelerate your cold start with a 120% higher pass rate compared to common campaigns and effortlessly unlock new audience



Image Ad Formats & Available Objectives



Standard Carousel

Carousel allows you to upload multiple images in a sequence as an in-feed creative that's alternative to video.



VSA Carousel

VSA Carousel allows you to leverage their catalog images as creatives.



Products Shopping Ads

Automatically use product detail page images & information provided in Seller Center for ad creatives, no additional content creation required.

Image Ads Best Practices

Highlight product benefits

Use each image to highlight a different benefit or a key message. Address users pain points and demonstrate solutions. E.g. before & after comparison.

Show promotions & offers

Highlight limited-time promotions, discounts, or special offers in one or more images to encourage immediate action.

Tell a story

Tell a coherent story or guide users through a narrative. Build anticipation as users swipe through the images.

One human model is recommended

Show single human model interacting with the products/using services to demonstrate use case and provide an authentic feel to your video.

Customers POV is recommended

Show how your product and services address pain points or solve problems and the types of benefits your customer can expect.

Start using TikTok Image Ads today! Easily import your existing image assets from other libraries with our asset migration tool.

Need some additional creative inspo?

We got you!



Get inspired by TikTok Creative Center

[Creative Center](#) is a free, public-facing website that serves as a one-stop shop for TikTok creative resources globally. It's designed to inspire, spark ideas and provide insight on how to build quality and effective content for TikTok.



What is TikTok Creative Challenge for SMB?

Receive fully funded, high-performance, creator generated content, for your always-on strategy. Built specifically with small to medium sized businesses in mind.

How?

By simply creating a creative challenge on the platform, SMB advertisers can receive 10-30 **creator generated ad creatives within ~7-10 days** and the videos are directly synchronized to their TikTok Ads Manager accounts for ad delivery.



*To be eligible for TTCC Lite, SMB advertisers must be managed by a TikTok account manager. For standard TTCC, SMB advertisers must have at least \$5,000 in ad spend in the last 30 days.

Produce TikTok Ads with CapCut

[CapCut](#) is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of experience.

CapCut features include:

Simple Drag & Drop Video Editor Import video clips from your camera roll to trim, split, and edit the video as desired.

TikTok-Styled Elements for Commercial Use Thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

Smart Features to Help with Quick Creation Auto-adjust aspect ratios, add auto-captions and smart voiceover, edit green screen, generate script from keywords and more to boost your efficiency.





04

Festive feasting

Plan mouth-watering campaigns



Build a delicious base: Laying the Foundation for Pre-Holiday Success



If you're new to TikTok, there are a few [fundamentals](#) you need to get right to unlock your full potential.

1 Create your Ads Manager account

Visit getstarted.tiktok.com and set up a payment method to start creating ads.

2 Set up TikTok Pixel

Unlock meaningful insights by using tools like the TikTok Pixel and [E-Commerce Partner Integrations](#) to optimize, measure, target and enhance your campaigns.

3 Build your first ad

Creating for TikTok is different, not difficult. Use our [Symphony Assistant](#) for personalized creative solutions and CapCut for Business' ad creative templates for a pro-looking finish.

4 Run your first campaign

Use Website Conversions Objective, optimize for Complete Payment (or your desired outcome), start with a minimum \$100 daily ad group budget, and use Broad or Balanced targeting.

5 Nurture and optimize

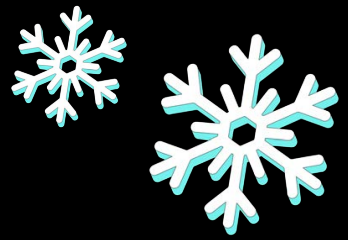
Include 3-5 creatives and run campaigns for at least 7 days before optimizing. If you have a TikTok Business Account, use Spark Ads to boost your best performing TikTok videos, and consider using Web Traffic Custom Audiences after hitting 20+ conversions.

Don't forget TikTok Shop...

Spread joy and sell more! Let your customers discover shopping moments.

[Get set up today.](#)





TikTok Shop Ads

What are Shop Ads?

TikTok Shop Ads is a simplified advertising solution that maximizes customer and **GMV** growth for your TikTok Shop by combining the powerful targeting abilities of TikTok Ads to meet customers where they are; in their For You Feed.

With TikTok Shop Ads, your products are matched to the right people at the right time to maximize your success on the platform and connect your brand with the highest potential customers.



TikTok users
Say it seems easy to purchase through a TikTok Shop Ad¹



56% of TikTok users
Say that ads on TikTok lead them to discover new products or brands²



Benefits of running Shop Ads



Reach a wider audience

When you run ads, you are building on organic efforts by reaching more TikTok users with intent-based, ROI-driven ad campaigns. This increases your brand's exposure.



Drive more traffic to your Shop

Shop Ads help you increase sales by delivering your content to hyper-relevant high potential customers.



Get discovered by **Affiliates**

Getting discovered by Affiliates is easier when you use ads. By running ads, Affiliates can discover your product in their For you Feed and instantly start promoting your product.

How to get started?

1. Go to your TikTok Seller Center, click Marketing, then Ads, and begin the setup.
2. Create a Business Center or connect an existing one
3. Create an Ad Account or connect an existing one
4. Connect your Ad Account to your TikTok Shop
5. Create your first ad campaign!



Maximize

Total ROI

on your TikTok **Shop Product GMV Max**

3 in 4

TikTok users say they are likely to buy from a brand they've seen on TikTok Shop.

Source: TikTok Marketing Science Global Growing TikTok in eCommerce Study 2022 conducted by Material May 2022

5M+

New customer sales on TikTok Shop during Black Friday & Cyber Monday

Source: Nielsen MMM study over 7 Retailers in Speciality Big Box and Beauty Big Box; Transunion MTA Study commissioned by TikTok, US Only ROAS inclusive of Big Box, Speciality Big Box, Beauty Retail, and Fashion/Luxury Retail

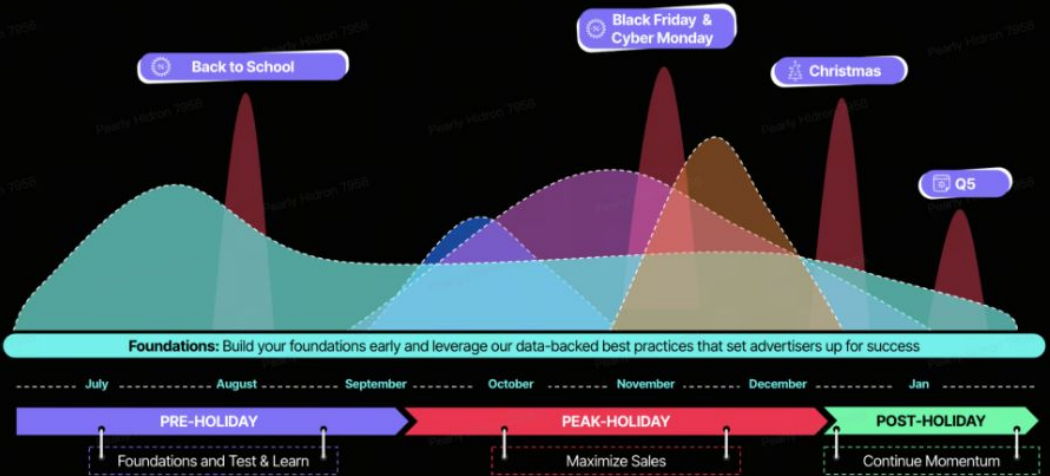
¹Source: TikTok Marketing Sciences Global Shopping Ad Products Study, conducted by Material 2022

²Source: TikTok Marketing Sciences Global Retail Path-To-Purchase Study, conducted by Material Aug 2021

Your Holiday campaign: celebrate each moment

Capitalize on key shopping moments and consumer mindsets across pre, peak, and post-Holiday shopping.

New here? Follow our [Formula 4 Success guide](#) and [Website Conversions Campaign](#) setup to get clued up.



Build your audiences before peak season hits



Get your account ready by following these steps and start driving conversions with your Website Conversions campaign [here](#).

1. Create your Ads Manager account.
2. Set up TikTok Pixel.
3. Build your first ad.
4. Run your first campaign with at least \$100 for daily ad group budget and use broad or balanced audience targeting.

Seasoned advertiser?

- Try out different targeting, audience, and creative formats – check out the ad formats section for inspiration.
- Choose your KPIs and look to build conversion volume, decrease CPA, and improve ROAS gradually over time.

Feast in full swing

PEAK-HOLIDAY

OCTOBER - DECEMBER

Meet your audience at each stage of the funnel during peak Holiday season:

- ✓ Retarget existing customers using Custom Audiences to drive lower Cost-Per-Acquisition and higher Return on Ad Spend.
- ✓ Build Lookalike audiences to widen your reach based on your existing audience data.
- ✓ Use Value-Based Optimization to find users who are most likely to purchase and generate the highest value per conversion by buying higher-priced products or multiple items in a single transaction.
- ✓ Optimize ad spend by creating an Exclusion Audience of those who have already purchased your product.

+14%

The YoY rise in consumers who said they intend to start holiday shopping in November

Source: [McKinsey](#)

Hungry for more?

POST-HOLIDAY

JAN/Q5

Take advantage of lower cost per views and cater to audiences who are active between Christmas and January sales (Q5):

- ✓ Review results from peak-Holiday campaigns and feed learnings into new campaigns.
- ✓ Launch post-Holiday campaigns with eye-catching creative and catchy Call-To-Actions.
- ✓ Use Audience Insights & Video Insights tools to hone in on top-performing audiences, discover your audience's interest and analyze your creative.

The (conversion cherry on the cake)

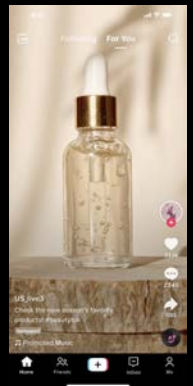


Once you've nailed Website Conversion campaigns, add Video Shopping Ads to supercharge Holiday performance with personalized product recommendations, creative solutions and catalog-exclusive features.



Getting Video Shopping Ads Ready

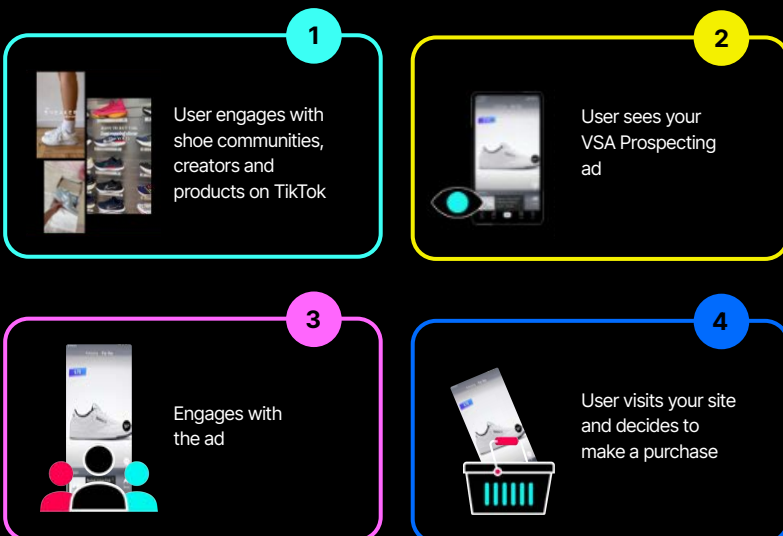
- Put your best foot forward and showcase your top products via your Product Catalog or TikTok Shop.
- From promoting holiday gifts to retargeting past cart abandoners, drive revenue and increase ROAS during the biggest sales periods.
- Set up your ads through the Product Sales objective via your [TikTok Shop](#) or your [Product Catalog](#).



Video Shopping Ads Prospecting

- Find new customers & drive sales: Reach new customers with dynamic, interest-driven product discovery based on the communities, creators and products they engage with.
- Unleash your catalog's power: Unlock the potential of your product catalog with scalable creative solutions, catalog-exclusive features and seamless checkout experiences.

How VSA Prospecting works

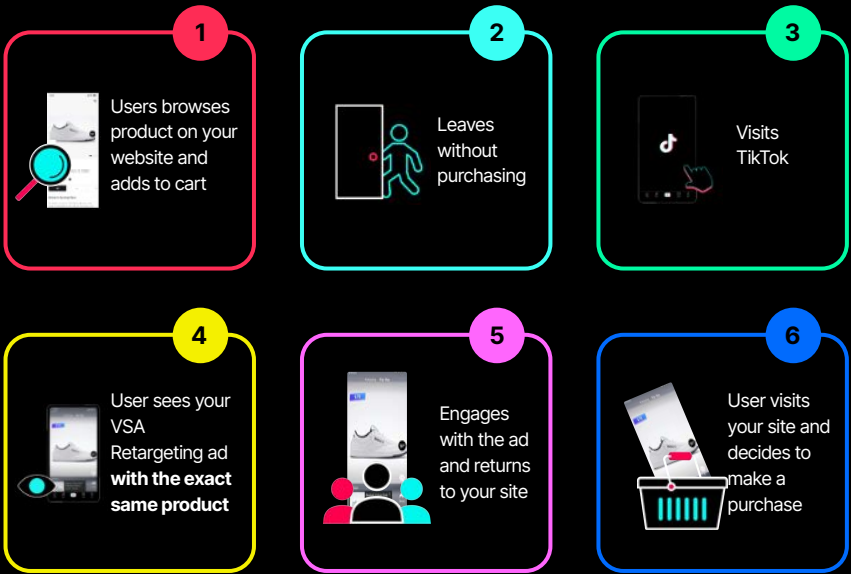




Video Shopping Ads Retargeted

- **Re-engage audiences:** Engage with past website visitors and cart abandoners. Remind them of the products that they didn't purchase with and drive them to convert and increase ROAS.
- **Personalized product recommendations:** Use VSA Retargeting for dynamic product recommendations, showing audiences personalized products to drive better performance.

How VSA Retargeting Works



 **TikTok** for Business



**Happy
Holidays**



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