

 **TikTok** for Business

Fashion & Beauty

Playbook 2026



Turn attention
into action.

Take it
to  **TikTok.**

Fit checks live on TikTok

Authenticity on TikTok is the ultimate flex. From beauty to fashion, striking fit checks that express individuality become the new currency to lead the crowd.

#beauty
related hashtags

> 695K
Posts

> 118M
Engagements

#fashion
related hashtags

> 1.2M
Posts

> 216M
Engagements

#shopping
related hashtags

> 213K
Posts

> 68M
Engagements

(TikTok Internal Data, AUNZ, 2024)



We post carousels, images, videos – different formats help us experiment.

Podcast highlight, Georgia & Jen



Beauty and Fashion are amongst the **top 3 categories** that Australians shop for on TikTok

The TikTok Shoppers in AU

And this is how they shop...

Shopping preference

76%

Shop online and in-store

Top 3 categories bought (P1M)

50% F&B

47% Beauty

46% Fashion

Shopping frequency

83%

Shop weekly

Avg. shopping expenditure per month

\$399

(USD)

Source: Tiktok commissioned study conducted by Kantar Profile on shopping behaviours among n=3647 TikTok users in APAC (AU results), 2024

What started as **#TikTokMadeMeBuyIt**, a community-driven movement, has fundamentally reshaped the way people discover, browse and buy, creating huge opportunities for retailers and brands. Today, TikTok is driving commerce everywhere.

- **Online:** 62% of TikTok users say they follow links on TikTok to discover products on a brand's websites,¹ and TikTok is driving 1.8x more online conversions than other media channels.²

- **Offline:** 2 in 5 users who discovered a product on TikTok went to a physical location that sells it,³ and TikTok is driving 2.6x more offline conversions than other media channels.²

68% of TikTok users agree that TikTok is unique because of the personalised content on the For You feed that allows for greater product discovery.⁴



(Sources: 1. TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material 2. TikTok Marketing Science x TransUnion 2024 Meta-Analysis (Dates Q4 2024 - Q1 2024) Verticals included Big Box, Ecommerce, and Fashion. Other media channels include: Online Display Online Video, Online Audio, Paid Search, Other Social Media Platforms. 3. TikTok Marketing Science Global eCommerce Study (Global Results) 2022, conducted by Material). 4. TikTok Marketing Science US, Commerce Landscape Study 2024, commissioned by TikTok in collaboration with Ipsos).

Meet them where they are

Between the GRWM videos and shopping hauls, brands need to tailor-fit their creative strategies to hit the right audience.

Style tribes to know (the four TikTok shoppers in AU)

	The Bargain Hunters #cheapfinds	The Inspirational Shoppers #tiktokmademebuyit	The Effortless Shoppers #selfcheckout	The Purposeful Shoppers #sustainableliving
Avg. shopping expenditure (USD)	\$489/month	\$606/month	\$438/month	\$534/month
Shopping channel	1.2x more likely to shop on ecomm marketplace	1.2x more likely to shop on social media	1.3x more likely to shop on TikTok Shop	1.3x more likely to shop on brand.com
Shopping preference	Shop online and in-store (85%)	Shop online and in-store (81%)	Shop online and in-store (81%)	Shop online and in-store (86%)
Shopping frequency	Shop weekly (87%)	Shop weekly (79%)	Shop weekly (86%)	Shop weekly (88%)
Shopping habits	88% wait for product to be on sale	84% discovered something on Tiktok	1 in 2 watch and shop on the same platform	3 in 5 pay more for a brand they know

(Sources:Tiktok commissioned study conducted by Kantar Profile on shopping behaviours among n=3647 Tiktok usersn APAC (AU results), 2024)

Retail therapy in session: Creative prescriptions

Creative principles

1

Build trust through transparency

Consumers turn to experts and real people for beauty advice, making authenticity key.

2

Align with consumer values

Today's beauty shoppers are looking for more than just results – they want brands that reflect their values.

3

Inspire with transformation & results

Beauty content thrives on showcasing real, tangible results – whether it's instant glow-ups or long-term improvements.

4

Create for community & conversation

Beauty on Tiktok is more than content – it's a shared experience that brings communities together.

Top picks from the wardrobe

Style your TikTok strategy with crave-worthy campaigns throughout the year to maximise impact and reach.

Q1

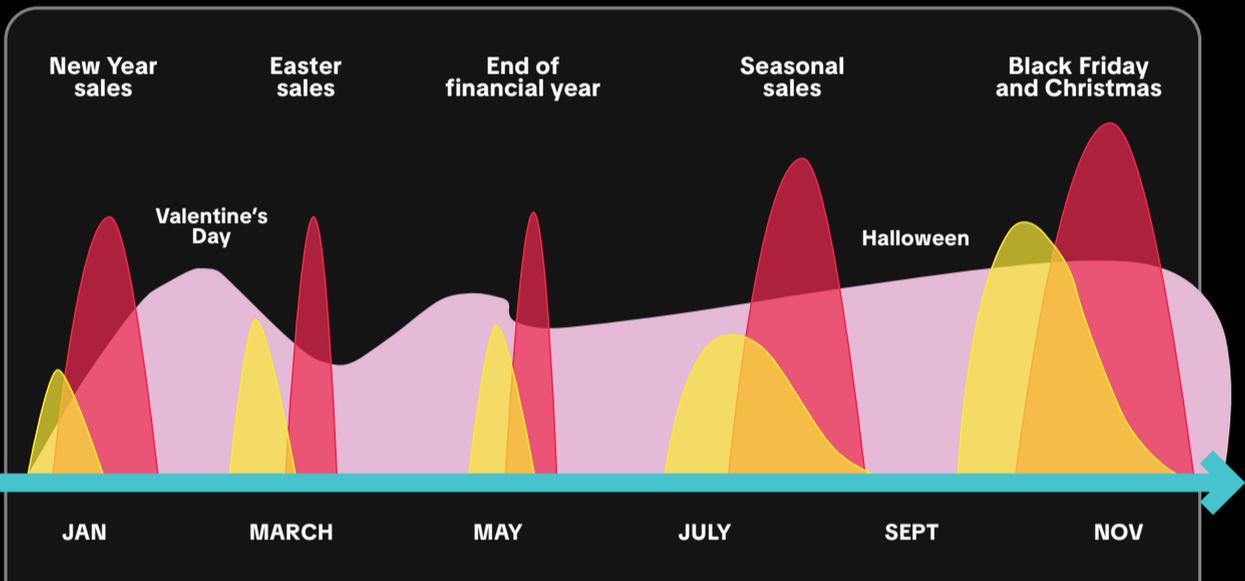
- New Year sales
- Valentine's Day
- Fashion week
- Travel shopping

Q2

- Easter sales
- Winter shopping
- End of financial year
- Mid-year sales

Q3

- Halloween looks
- Black Friday
- Cyber weekend
- Christmas shopping
- Boxing Day hauls



Signals and audiences collected can be leveraged throughout the year.

TikTok Pixel

The TikTok Pixel is a piece of code placed on your website to collect user behavior data. Advertisers can gain insights into ad effectiveness and optimise campaign performance over time.

Smart+

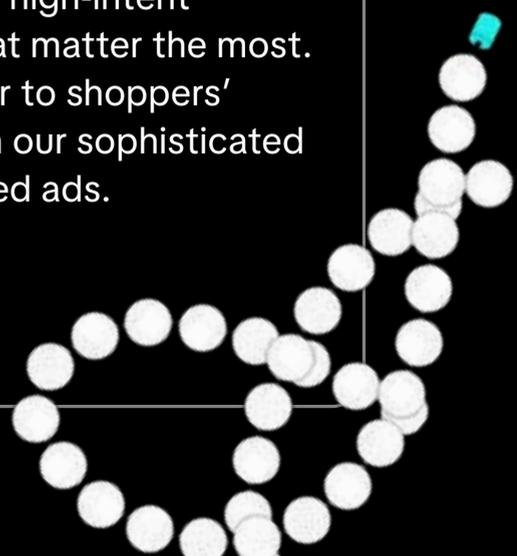
With just 4 inputs needed from you – KPI, budget, targeting and creatives, Smart+ does all the work to optimise performance so you can focus on running your business.

Catalog ads

Powered by Smart+ and a simple catalog integration, you can reach the right shoppers with the right products.

Search ads

Connect with high-intent audiences that matter the most. Be the answer to shoppers' searches with our sophisticated keyword-based ads.



10 tips for Glam that Converts

- 1.** Know your style tribe – Streetwear besties hit different than luxury lovers. Match your energy to your audience.
- 2.** Be authentically you – No one wants corporate vibes. Show your brand's real personality and see that watch time and engagement glow up.
- 3.** Squad up for content – Get your whole team in on the brainstorm sesh for fits and transitions that feel relatable.
- 4.** Hop on trends, but make it fashion – That viral sound + your unique style twist = instant algorithm love.
- 5.** Full-screen or no screen – Your OOTDs deserve the spotlight! Full-screen content gets up to 40% more eyeballs.
- 6.** Sound on, engagement up – Silent fashion content? So last season. Sound-on videos drive 2x more add-to-carts!
- 7.** First 6 seconds = everything – Hook 'em fast or they're scrolling to your competition.
- 8.** Keep it real with phone footage – Overproduced = overlooked. Clean phone shots feel more authentic (just keep it crisp!).
- 9.** Buddy up with Creator collabs – Fashion creators already know how to make your pieces pop for up to 5x the engagement.
- 10.** Text + transitions tick all the boxes – Help viewers catch the vibe with on-point captions and smooth transitions between looks.



The content is intentionally casual. That's how people want to engage with us.

Podcast highlight,
Georgia & Jen



See how other businesses are taking it to TikTok

CASE STUDY 01

Who is Elijah

To expand its Gen Z and Millennial customer base, Australian fragrance brand Who Is Elijah partnered with e-commerce marketing agency, Ecom Nation, to launch a full-funnel TikTok campaign during the peak holiday season – including Black Friday, Cyber Weekend and year-end gifting moments. The strategy combined TikTok's Spark Ads to boost viral UGC and trend-driven videos, with Catalog Ads to drive add-to-carts and conversions.

6M

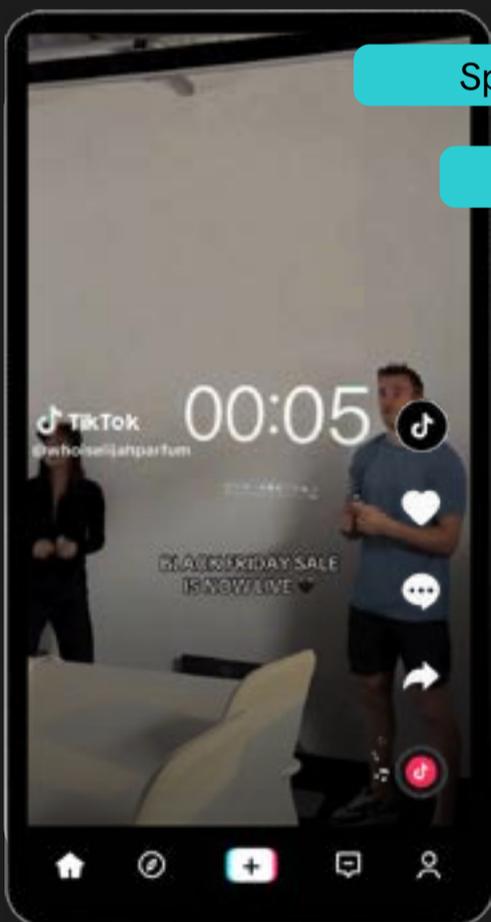
Impressions*

+39%

AOV**

7x

ROAS*



Spark ads

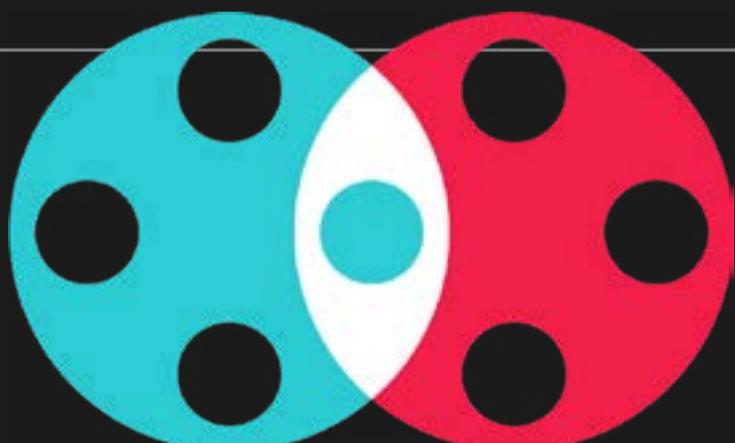
Full funnel campaign

Catalog ads

Interest targeting

"Black Friday is so much more than just a discount. The team at Ecom Nation have been incredible for us as we worked through brand identity, sale planning, how to stand out on the platform. After 30,000 orders – 85% dispatched – we still have some late nights ahead of us!"

Adam Bouris, Chief Executive Officer



*Campaign from 8 Nov 2024 - 27 Dec 2024.

**Compared to target

See how other businesses are taking it to TikTok

CASE STUDY 02

Lust Minerals

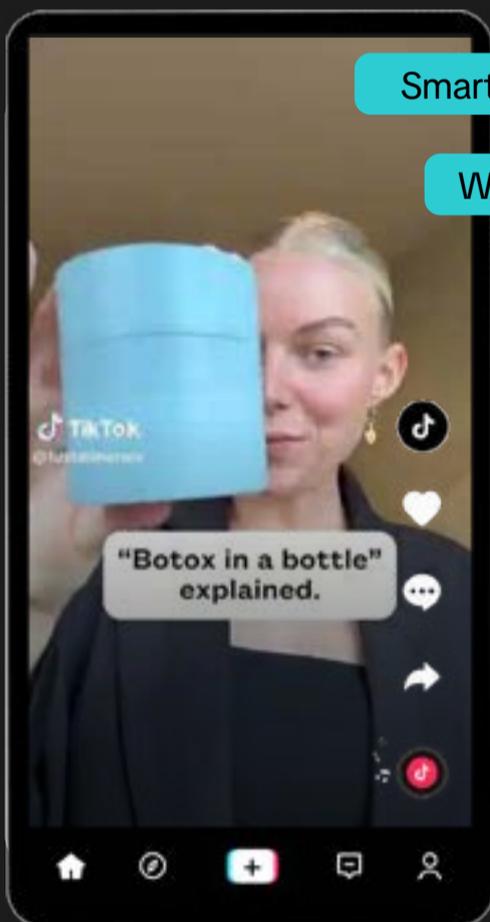
With their mission of marrying 'clean beauty' with high-performing makeup and skincare product, Lust Minerals partnered with eCommerce Media to implement a TikTok strategy that would allow them to lower cost per acquisition (CPA) while maintaining a strong return on ad spend (ROAS). In January 2025, they launched a Smart+ campaign, leveraging automated solutions on TikTok Ads Manager to drive more cost-effective growth across new customer segments.

-39%

Lower CPA*

+44%

Uplift on ROAS*



Smart+ campaign

Web conversion objective

"TikTok has allowed our clients to diversify marketing channels and reach their new potential customers where they are spending time online."

Leanne Van Rensburg,
General Manager, Ecommerce Media

*On Smart+ campaign from 22 Jan - 29 Jan 2025, compared to custom video shopping ad campaign during the same period.

 **TikTok** for Business



Thank you



Explore more resources on our all-new hub –
Peer to Peer chats, Creative Starter Pack and
industry tips.

Not advertising with us yet?
Get started with Smart+ today.

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into action.

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