

5 creative tips for small businesses to stand out on TikTok

Learn how to produce engaging and effective creative content to break through the clutter.



Why TikTok?

In this day and age, there's fierce competition for consumers' attention. The best ways for brands to reach people are to 1) meet them where they're at, and 2) target them with the most compelling, resonating creative.

With its dynamic community of **over 1 Billion monthly active users**¹, there's no doubt that TikTok is where people are at, and where they go for joyful moments and interactions. Ads on TikTok are also significantly more likely to be seen and processed, in which **99% of the time, TikTok users are focused on their screens while an ad is playing, compared to 76% of the time on other platforms**².

1B+ monthly active users around the world¹.

99% TikTok users are focused on screens 99% of the time when an ad is playing².

Kickstart your creative journey on TikTok

Tip 1

Be more authentic



71% of global TikTok users prefer brand posts that don't feel too polished, and 65% say overly professional-looking videos from brands on TikTok feel out of place³. This means that TikTok users prefer **casually shot, less polished, UGC-friendly ads** that feel native to the rest of the content on the platform. If possible, **reformat vertically** to fit with TikTok's mobile-first, immersive nature.

Tip 2

Spark joy with fun content



People go on TikTok to be entertained, and that's what they expect when they open the app. In fact, 44% say they want to see something fun from brands - that includes advertising⁴! So don't take it too seriously - successful ads **lean into the entertaining nature of the platform** to deliver messages in unique, amusing ways.

Tip
3

Sound-on to make some noise

Sound is a powerful sensory tool that is a must-have for ads since it's effective in helping the creative capture attention. 88% of TikTok users said that **sound on the platform is integral to the overall app experience**⁵. In fact, we've found that users are 15% more likely to skip an ad that doesn't have sound⁶. Explore the [Commercial Music Library](#) for free and accessible commercial music.

Tip
4

Top of trends, top of mind

Aligning your content to current trends while they are top of mind for your audience is an easy way for brands to show that they're listening to and are involved in the TikTok community. 77% of TikTok users say they like when brands **leverage trends, showcase memes, or start participatory challenges** on TikTok³. So [jump on trends](#) or better yet, start your own!

Tip
5

Partner with creators

Creators know the platform inside-out, and many have already gained the respect and trust of the community. They can serve as mentors, help build connections, and drive results. In fact, ads with creators on TikTok drove an 18% increase in recommendations among social/video platform users⁷. Creators can also play a critical role in **influencing purchase decisions** with purchase intent getting a +17% boost after users view ads from TikTok creators⁷. Explore [TikTok Creator Marketplace](#) to work with over 800,000 qualified creators across 24 countries.



Need inspiration?

Check out examples of [top-performing ad creatives](#) for ideas!

Create with a TikTok-first mindset as much as possible, by incorporating the above for maximum effect. There's a wide spectrum of effective creative that comes in all forms, and brands should take the time to experiment to understand what works and what doesn't for them. Explore our [free online tools](#) on Creative Center to optimise your next ad on TikTok.

[Get started now!](#)

Sources

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4. TikTok Marketing Science, Global Retail Path to Purchase Research 2021, conducted by Material
5. TikTok Marketing Science Cross-Platform Sound Research 2021 conducted by Kantar
6. TikTok Marketing Science, EU Music in Ads Research 2021, conducted by Hotspex
7. TikTok Marketing Science Global Creators Like Me Study 2021 conducted by Hotspex