

TikTok for Business

Road to Success on TikTok

Automotive Playbook 2024



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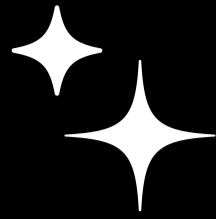
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Turn interest into action with TikTok's conversion-focused features.



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Revving Up the Opportunity

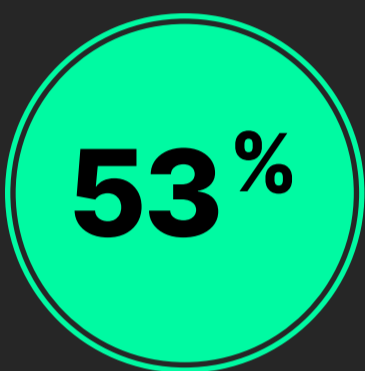
Discover why TikTok is the ultimate showroom for car lovers.



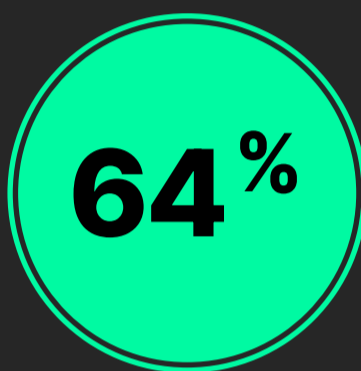
The Auto Community on TikTok is Flourishing

TikTok is fast becoming the go-to platform for car enthusiasts and potential buyers, offering a powerful blend of discovery, interaction, and influence.

For example, *Guida e Vai*, an Italian driving school network, used TikTok's Spark Ads, Full-Funnel, and Lead Generation tools to drive sales and awareness, achieving:



of total sales
via TikTok



conversion
rate



video
views

With an engaged audience eager for auto content, TikTok provides the perfect space for brands to connect, inspire, and build lasting relationships.



Here's why auto brands need to be on TikTok:

Building Trust in Digital Platforms

90%

Nearly 90% of buyers in the UAE and KSA trust digital platforms and are actively driving conversations around car content.



Interacting Purchase Journeys

91% of buyers in the UAE say digital media influenced their car purchase decisions.

91%



Encouraging Engagement

37%

37% of users in the KSA have followed up on links from car ads for more information.

Source: Redseer Consumer Research, Redseer Analysis

02 ✨

Keys to the #CarTok Community

Explore the key
segments with the
CarTok Community and
what makes them tick.



Decoding the Car Community on TikTok

TikTok's car community spans multiple types of enthusiasts:

Upgraders

Those looking to elevate their lifestyle with a new vehicle choice.

Conscious Car Drivers

Eco-conscious users exploring electric and sustainable vehicle options.

Speed Enthusiasts

Motorsport fans driven by a passion for high-performance vehicles.

Functionalists

Practical-minded users focused on reliability and utility.

Drivers of Tomorrow

Young, aspiring drivers just beginning their car journey.

Premium Purchasers

Those drawn to luxury brands and the finer details of high-end vehicles.

Cross-Pollination with Other Subcultures

The auto content on TikTok intersects with other trends, like #RoadTrip, #TravelTok, and #ASMR. By creating content that aligns with these subcultures, brands can extend their reach beyond the core car audience.

Case Study: CarPlanner

CarPlanner generated qualified leads for Fiat while simultaneously boosting its own brand presence on TikTok. Through Automatic Targeting and A/B testing, CarPlanner reached a wider audience by aligning its content with diverse interests, resulting in:



13M

impressions

2.8

x

more leads

35%

increase in engagement

03 ✨ ✨

Fueling Content Creation

Tools and tips to help
you create content that
accelerates engagement.



Tell Stories That Captivate

Engage your audience with narratives that are informative, entertaining, and authentic. These popular video styles can help your brand stand out on TikTok:

Popular

Before & After

Showcase transformations, like a car's journey from repairs to polish.

Real People Introduction

Introduce real people who share personal stories about cars or services.

Tips & Hacks

Offer useful car maintenance tips or industry insights that add value.

Skits

Share information through humorous or relatable skits to keep it light and fun.

Unique

Car Dancing

Make cars "dance" to music, showcasing impressive driving skills.

Music Video

Turn ads into music videos with catchy, original lyrics.

Close-up of Specific Features

Focus on key car details, like polished finishes or sleek interiors.

Memes

Bring humor to your content with meme-inspired videos.



The Golden Formula for TikTok Success

Follow this three-step formula to structure your videos effectively and keep viewers engaged:

The Hook (First 3–5 Seconds)

Capture attention immediately. Use elements like:

1. Empathetic questions
2. Callouts to target audiences
3. Eye-catching “Before & After” visuals
4. Unique, relevant music

Key Messages (Middle 10–20 Seconds)

Build trust by showcasing what makes your brand unique:

1. Affordable prices, quality, or wide selection
2. Features like powertrain warranties or professional service
3. Unique selling points, such as a quick response time or huge inventory

Call To Action (Final 3–5 Seconds)

End with a clear CTA to drive action. Options include:

1. “Visit us today!” + Address or contact info
2. “Book a test drive now!” or similar direct CTAs

Cross-Pollination with Other Subcultures

With **CapCut** and **Symphony**, you can create high-quality TikToks that capture attention and drive results without needing a massive production team!

Here's how these tools make a difference:

 **CapCut**

CapCut enables you to create polished videos quickly, with easy-to-use editing features, music, and effects that are TikTok-ready.

 **TikTok
Symphony**

Symphony brings AI into your workflow, helping with everything from ideation to video localization, allowing for hyper-personalized, high-volume content production.

These easy-to-use tools make TikTok content creation efficient, affordable, and accessible for every business!

04

Driving Conversations

Turn interest into
action with TikTok's
conversion-focused
features.



Accelerate Every Stage of the Car Buying Journey on TikTok

TikTok influences car buyers from discovery to advocacy, guiding users through each stage of their journey: making it an essential platform for brands to reach, engage, and convert car buyers.

1

1. Discovery

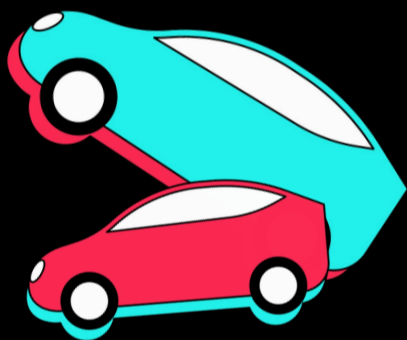
Many users discover or learn new things about cars through digital platforms.



2

2. Engagement

Users actively interact with car-related content.



3

3. Consideration

After viewing car content, users explore further, researching or considering making a purchase.

4

4. Conversion

Some users take action, like booking a test drive or trying a car-related idea.

5

5. Advocacy

People share, discuss, or create their own content about cars after interacting with online car content.

TikTok Solutions to Accelerate the Path to Purchase

To capture attention and drive conversions, TikTok offers a suite of tools tailored for each stage of the customer journey:

Awareness

Solutions: Video Views, Traffic Ads (Website, Apps), Video Shopping Ads

Consideration

Solutions: Video Views, Community Interaction, Traffic Ads (Website, Apps), Video Shopping Ads

Conversion

Solutions: App Promotion, Lead Generation, Web Conversion, Product Sales

Loyalty

Solutions: Retargeting (spanning upper and lower funnel solutions to re-engage customers and build brand loyalty)

TikTok's 360-degree ad solutions ensure that all engines are firing, capturing hearts and accelerating the path to purchase. From building awareness to driving loyalty, TikTok helps brands create an infinite loop of engagement and advocacy.



Drive safely

Eager to put your brand
in the fast lane on TikTok?

Reach out to your TikTok Sales
Rep and shift into high gear!

