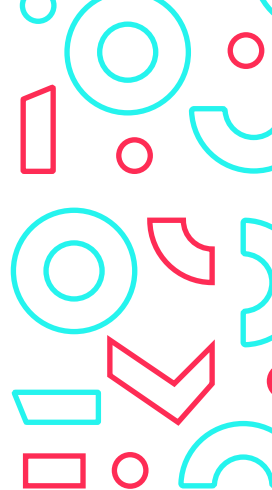


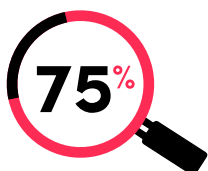


 **TikTok** for Business

Grow Your Business With TikTok



TikTok is the leading destination for short-form mobile video, with a mission to inspire creativity and bring joy. With more than **1 billion active users around the world**¹, TikTok can connect you to a broad and highly engaged community to drive a real and meaningful impact on your business.



of TikTok users use social media to research new products to buy.



of TikTok users use social media to stay current with the latest news and events.



of TikTok users view/interact with sponsored content on social media.

TikTok is the home for small businesses. To get started, create or switch to a **Business Account**. With this simple step, followers are



more likely to mention your brand name to others⁵. Get access to specialized resources to up your TikTok game and give your business videos a creative boost.

1

 **Link your company website and email**

Add website and email links to your account profile so your audience can easily connect with your business.

2

 **Access Creative Hub**

Get trending content, inspirational videos, and creative best practices to make scroll-stopping TikTok videos right from your account.

3

 **Boost your post with Promote**

For as little as a cup of coffee, turn any organic TikTok video into an ad and reach new audiences while achieving your business goals.

4

 **Video scheduler**

Schedule your posts 15 minutes to 10 days in advance to save time and stay on top of your mind.

5

 **Use royalty-free music**

Explore over 500,000 pieces of royalty-free music and sounds to capture your audiences' attention.

6

 **View Audience and Performance Data**

Get insights to understand what your audience responds well to and tailor your strategy to create top-performing content.

TikTok is an ideal place for your small business



Express your authentic self

Consumers today crave authenticity, connection, and creativity. **71% of TikTok users say they feel a closer connection to fellow TikTok users whom they interact with, compared to other platforms³.** This means your simple mobile phone videos of your business and brand stories are sufficient to make real connections with your audiences. Even better, you don't need big marketing budgets for this!

TikTok users are **1.3x** more likely to agree that videos on TikTok are more authentic than on other platforms².



Generate more sales

TikTok users are not just passive viewers; they're also active shoppers. **1 in 3 TikTok users purchased items from the advertising brands on TikTok².** With Promote and Spark ads, you can get your product or services in front of the right audiences.

67% of TikTok users agree that the platform inspired them to shop even when they weren't looking to do so².



Find your community

It is important to understand the kind of content your audience likes. Commenting on videos, replying to posts, and following relevant creators and businesses, helps build an authentic connection, which can evolve into a solid loyal customer base that advocates for your business.

72% of TikTok users use social media to experience being part of a community².



Discover and reach new audiences

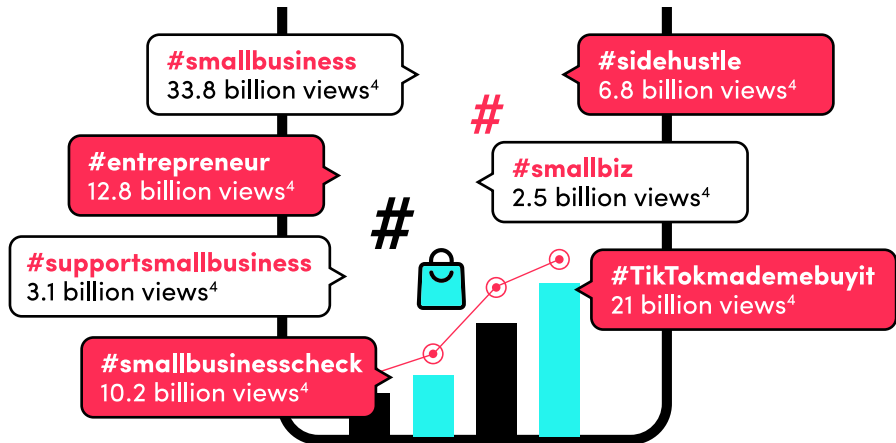
With over 1 billion monthly active users on TikTok¹, you can definitely reach newer and bigger audiences. With TikTok's hashtags and unique algorithm on the "For You" page, we provide an endless stream of personalized content that reaches out to the right audiences.

79% of TikTok users use social media to discover new businesses and products².



Small businesses are booming on TikTok

Our TikTok users love supporting small businesses. Whether you want to reach new customers or drive product sales, there's a community waiting for you. Just check out the impressive views that our small business-related hashtags below have generated.

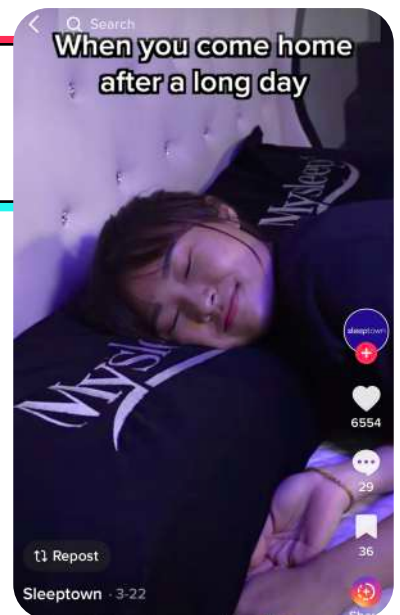


Small business spotlight: SleepTown

SleepTown is a direct-to-consumer brand that specializes in providing eco-friendly, hotel-quality mattresses at direct-factory prices. They also provide potential customers with the opportunity to test out SleepTown's mattresses first-hand at its experience centres. Their aim was to leverage TikTok's wide user base to raise awareness about its Cooling Mattress products and to drive new traffic to SleepTown's merchant sites such as Lazada and Shopee.

“The brand awareness from TikTok is very strong and there are a lot of customers that say they came to our experience centres after seeing our ads on TikTok. People on TikTok love to be entertained.”

Brandon Lee
CMO



By using **Spark Ads** to boost their organic posts or the videos of creators as in-feed ads, SleepTown achieved record highs in video views and sales.



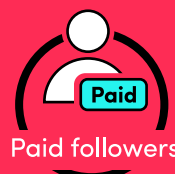
> 360K



> 2.6M



> 8K



> 1.7K



Get started on TikTok

SleepTown is a great example of why TikTok is perfect for your growing business. **Spark Ads** is an easy and budget-friendly solution that helps you achieve your marketing goals.

TikTok also offers a wide range of in-feed ads such as Collection Ads, Lead Generation, and Dynamic Showcase Ads that naturally blend into the "For You" page to increase viewership and engagement.

**Ready to see what TikTok advertising can do for your business?
Get started in five simple steps.**

Step
1

Create a TikTok Ads Manager Account.

Step
2

Select a goal you want your business to achieve, like reach, awareness, website traffic, or sales.

Step
3

Determine your audience and your budget.

Step
4

Upload or create your video ads.

Step
5

Add your payment method and launch your ads.

Scan the QR code to get started OR visit ads.tiktok.com

