

TikTok moves your business to the forefront

B2B on TikTok

If you're reaching out, you're too late

Did you know that by the time B2B buyers make their first contact with a sales rep, they've already progressed 71% of the way through the purchase process?¹ Nearly 3 out of 4 buyers are starting their journeys online.²

Building a digital relationship

Today's digital-native decision makers are looking for self-service, mobile-first, quality content on platforms that allow them to learn and connect and build relationships with businesses in their own time and on their own terms.

It's time to bring long-term impact into your selling strategy

Today's B2B decision journey has grown longer and more complex with tightened wallets, more providers to choose from, and more elements influencing the overall decision. This shift is creating a need to expand your outreach mindset from focusing on short-term sales goals to also making long-term impact on the decision to buy – and buy again.

Millennials hold the buyer power and they're on TikTok

With more people jumping in and out of the decision journey at different times, creating human-fist, value-based content is essential.

More Stakeholders

11

Average buying committee size for B2B solutions³

Millennial Buyers

75%

Buyers aged 25 to 44 will make up 75% of business buying teams in 2024⁴

More Influencers

20

Average number of influencers on stakeholders during the consideration process⁵

Breakthrough B2B engagement: The Power of TikTok in Seconds

TikTok offers an impactful approach to B2B marketing, **building brand awareness and fostering long-term relationships in a flash.** While traditional B2B decisions can involve multiple decision makers and lengthy sales cycles, TikTok allows you to connect directly with them on a platform they already use.

66%

of company decision makers on TikTok say they use the platform to discover or learn about business products, software, or services⁶

5x

The most inspiring B2B brands are more than five times more likely to be buyers' first choice⁷

TikTok keeps businesses up with B2B buying culture

Tap into TikTok's unique offerings to take today's decision makers from discovery to decision.

Community of Decision Makers

TikTok is the digitally native decision maker's platform of choice

Consultative Discovery

TikTok is an entry point where ideas can be shared to inspire business communities and crowdsource solutions

Actionable Attention

TikTok's mobile-first, video can drive impactful connections across the B2B journey and keep you top of mind for new news and solutions



Sources: (1) DemandGen, Risk-Averse Buyers Expect Consistent, Personalized Experiences Throughout Complex Journey, June 2017. (2) TrustRadius, The 2021 B2B Buying Disconnect, Nov 2021. (3) Gartner, 5 Ways the Future of B2B Buying Will Rewrite the Rules of Effective Selling, 2020. (4) Forrester, Predictions 2024, Q4 2023, (5) Foundry, Role & Influence of the Technology Decision-Maker Study, Jan. 2022. (6) TikTok US Marketing Science, IT Decision Maker Preferences for Large Businesses, Via Suzy, February 2023, Base: US consumers 18+, who have identified as ITDM at companies 50-499 and 500+ (n=759). (7) Wunderman Thompson, Global Inspire Study, April 2023.

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Fuel your brand's creative voice on TikTok

Your B2B creative strategy



Not sure how to build your brand on TikTok? We've broken it down for you. It's all about building a content strategy that connects with decision makers on a human level and engages them in a way they can't on other platforms. Keep these three pillars top of mind:

Humanize

Start with the human element. Connect with decision makers on a human level and on their terms. Beyond B2B or B2C, it's Human-2-Human – and it's expected.

Edutain

Go beyond being there when a business has a need. Become the go to thought-leader with a valuable, approachable, and entertaining voice in the evolving landscape of your category to decrease a sense of risk and create future demand.

Empower

Ensure your creative is discovered by, connects with, and engages audiences. Support and empower decision-makers throughout the journey – from discovery through after point-of-sale to ensure adoption and loyalty.

Humanize

Build a brand persona to develop a human-to-human connection

Connect and inspire decision makers on a human level by appealing to them on both an emotional and logical level. To carve out your persona and unique voice in that stands apart in your category, ask:

- How can we share our brand's unique benefits in a fun and inspirational way?
- What's the tone of voice our company can take to simplify the complex in an attention-grabbing way?
- How can we develop content that is both ownable to us and centered around community and conversation?

Edutain

Consistently create edutaining content

Creating content that's educational and entertaining allows you build trust, decrease a sense of risk, and create future demands. Here are some ways you can create consistent edutainment:

Leverage employees or creators to **put a face to your brand**

Go beyond introducing your offerings and **flex your expertise as a thought-leader**

Show, don't sell your offerings and your value with testimonials from existing clients

Tap into platform trends based on behaviors and interests with longer lifespans like Answered by TikTok where audiences come to ask specific questions and discover trusted answers. (#DidYouKnow or #AskTikTok)

Empower

Connect with and empower your creative audience

Don't limit your potential to be discovered. Ensure your creative is discovered by, connects with, and engages audiences – from discovery through after point-of-sale – to ensure adoption and loyalty.

Start with Broad Targeting

By artificially limiting targeting you can leave out unique audiences that are interested in and want to take action with your brand. With Broad Targeting, our ad models have more freedom to omptally determine the right users to see you ads based on their potential to convert.

Create Lookalike Audiences

Use learnings about your audiences of interest to create custom Lookalike Audiences. This will grow your consumer base users who are similar to those you've found success with in Broad Targeting and scale your reach intelligently.

Champion your brand and drive demand on TikTok

Your B2B activation strategy



Take decision makers from discovery to decision on TikTok

Once you’ve developed your creative strategy, it’s time to bring it to life and position your business as a go-to for any problems or needs arising in your space. This means thinking full-funnel and always-on so you can connect with decision makers wherever they are in the journey. We recommend doing this in two phases.

Phase 1: Build awareness with an always-on brand base

Build your branding base and enable any business decision maker to discover your solutions

Phase 2: Maintain momentum that performs and unlocks off-platform actions

Unlock growth via dedicated solutions to generate consideration and generate leads



Phase 1: Build awareness of your brand with an always on brand base

Lay the foundation for your presence on TikTok to build awareness at scale with In-Feed Ads. Then supercharge your ads with Premium Ad Formats during tentpole moments and big launches.

23.1%

higher awareness when bundling In-Feed Video and Premium Ad Units for a campaign¹



Give your brand voice a megaphone

Reach decision makers at scale by leveraging **In-Feed Ads** with the **Reach Objective**. You can also tap into the **Community Interaction Objective** to increase followers and viewership of your content.

Supercharge tentpole moments and big launches for maximum reach

Bundle **In-Feed Ads** with a **Premium Ad Format** like **TopView** or **Pulse** to increase your potential to drive greater impact on the platform for your brand’s big moments.

Spotlight customer and community voices and engagement

Let decision makers hear from more than just you. Boost relevant content from creators, customers, and everyday users by leveraging **Spark Ads** to promote **TikTok-first content** within the For You feed.

Drive consideration of prospective buyers

Further drive consideration and brand impact by showing your ads to users who are engaged and paying attention. Use **In-Feed Ads** with the **6s Focused View Objective**.

Phase 2: Maintain momentum and unlock off platform actions

Unlock growth via dedicated solutions to generate consideration and generate leads.

Set up for success with Data Connections

Data Connections are fundamental in setting your business up to drive future conversions and deliver high performing ads with impact. It enables our system to better measure campaign effectiveness and learn from actions that consumers take on your website.

Drive valuable action on your site with Web Conversion Campaigns

Set up **In-Feed Ads with the Web Conversion Objective** drive interactions directly on your website like product detail page views, FAQs, or trial and account creations.

Drive eyes directly to resources with Traffic Campaigns

To drive decision-makers to specific resources you have such as whitepapers, blogs, or instructional videos, set up **In-Feed Ads with the Traffic Objective**.

Generate sign ups and high quality leads

To grow your customer base with high quality leads, run **Lead Generation Ads**. Lead Generation Ads show up on the FYP and prompt users to click on a CTA to share their information based on your objective (i.e., conference sign ups, webinars or training & development programs, CRM growth, or requesting calls sales reps).

Did you know? TikTok users who discovered something new on the platform are 1.5x more likely to take a lead generation action²

Don’t forget to measure your message and optimize your outcomes!

- You can measure the impact of how your brand is showing up with a **Brand Lift Study** to uncover insights about how effective your campaign is at driving brand perception, recall, and recognition.
- To correctly measure and attribute your campaign outcomes and learn about the value its driving, use a **Conversion Lift Study**. It identifies the causal impact of TikTok on your business and measures resulting conversion.

Sources:: (1) TikTok Brand Lift Study, North America. 10.2021 – 10.2023. (2)TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material.

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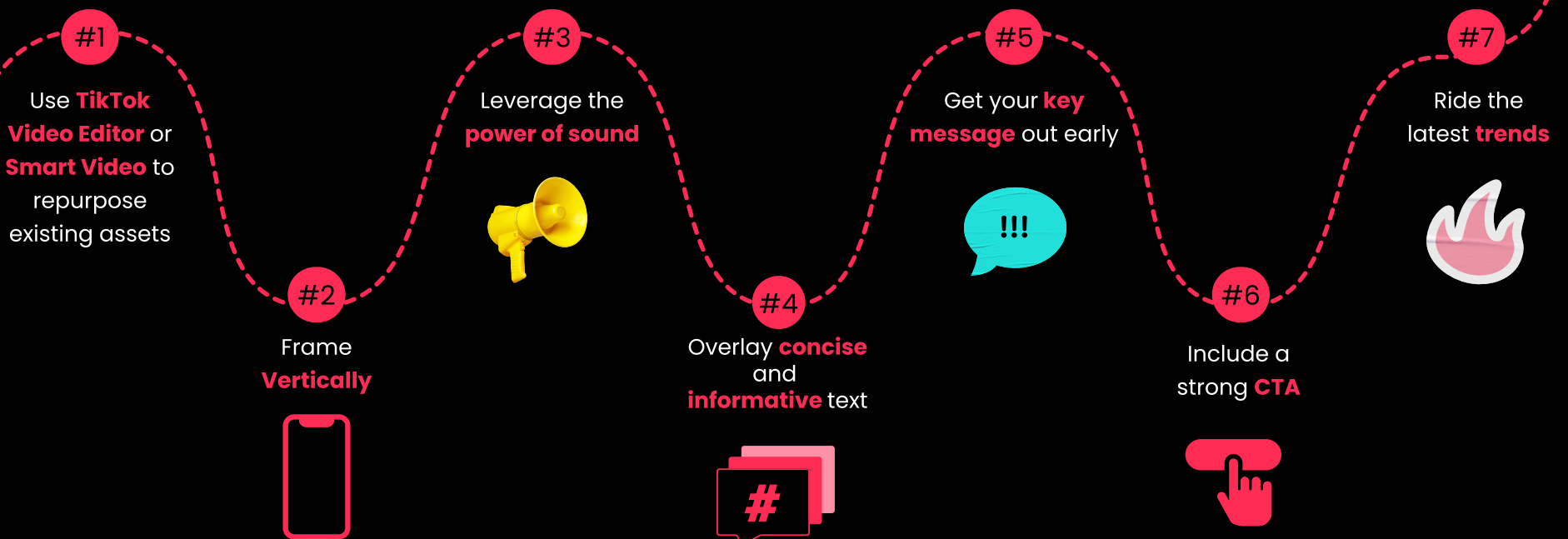
Level up your business with TikTok

Lead Generation

There are 3 key elements to deploying a best-in-class Lead Generation strategy on TikTok.

Creative

Creating video content for TikTok can be daunting, here are some **TIPS** for you!

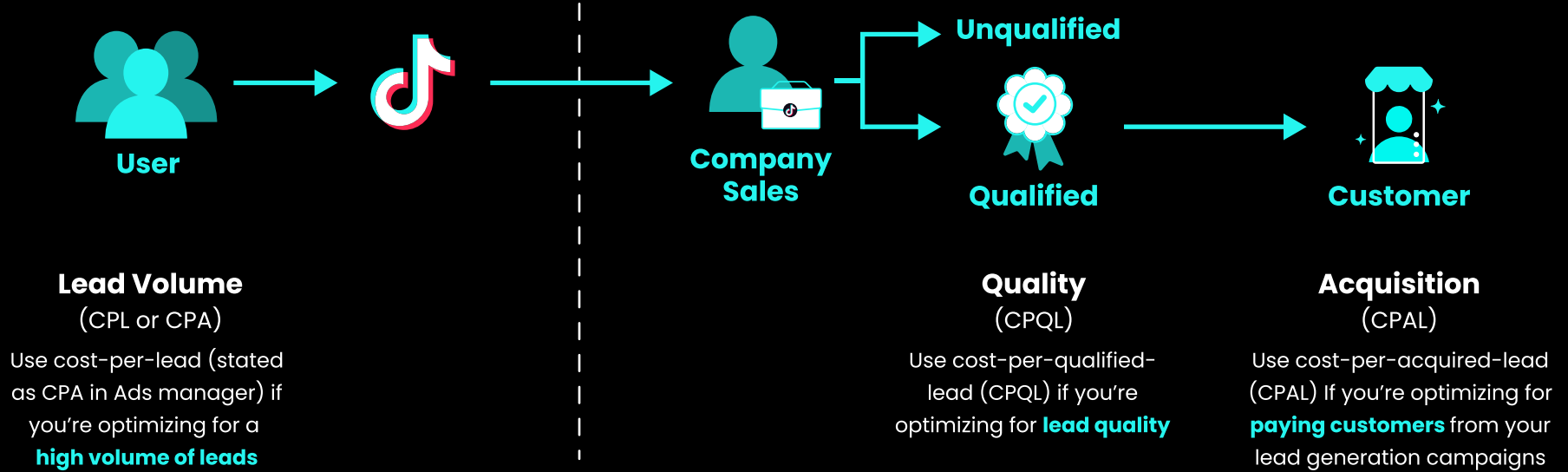


Measurement

There are 3 main metrics that Lead Generation advertisers use to measure performance. It's important to identify which metrics matter most to you.

Metrics available on TikTok Ads Manager (TTAM)

Metrics calculated by the advertiser



More on [Lead Generation](#) and [Web Conversions](#). See additional solutions for Lead Gen reporting - [Pixel Setup](#) and [CRM Integration](#) options (Instant Form only).

Full-Funnel

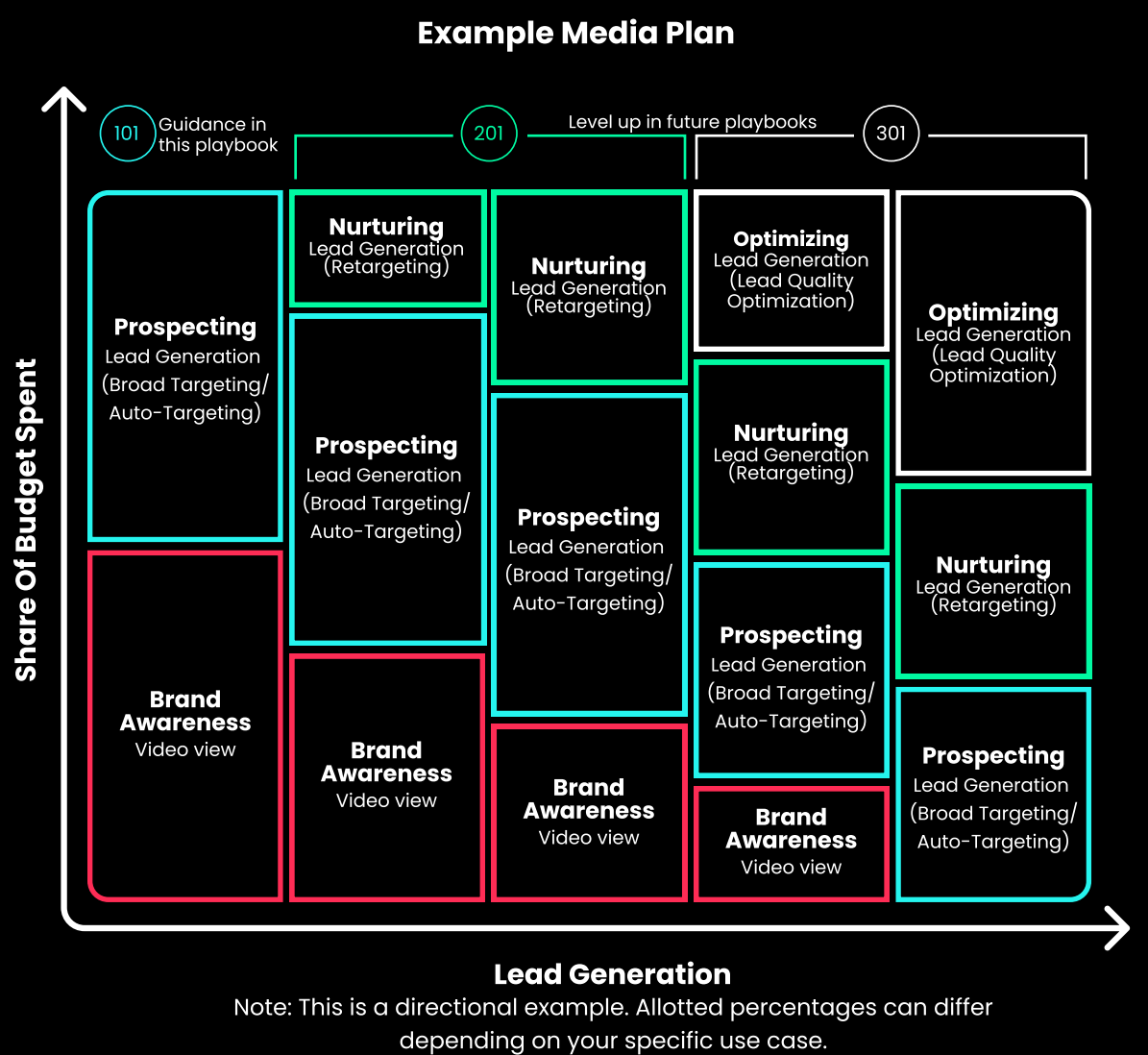
Conversions ARE a #1 priority

We know driving conversions is often the #1 priority for advertisers like you.

However, it's important to highlight the benefits of diversifying your media budget across the marketing funnel, since a full-funnel strategy can help generate a consistent pipeline of potential leads to complement lower-funnel campaigns.

Don't have the budget to run Video View Campaigns?

Try building organic awareness by regularly posting new content.



101 Solution Set

1000%

- Optimization Event** (web conversion)
- Contact
 - Submit Form
 - Complete Registration

- Measurement**
- Pixel
 - CRM Integration (Native Instant Form)

- Targeting**
- Broad Targeting with targeting expansion
 - Automated Targeting

- Bidding Strategies**
- Lowest Cost Bidding (budget set to 20x your target CPL)
 - Campaign Budget Optimization (with >1 ad group)

- Creative**
- Spark Ads
 - Dynamic CTA
 - Video Templates
 - Smart Video

Lead Generation (Broad Targeting)



Video View

