TikTok for Business

Promote Playbook

For an enhanced experience, please view the deck on desktop and have Promote open on your phone.

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01

Promote 101

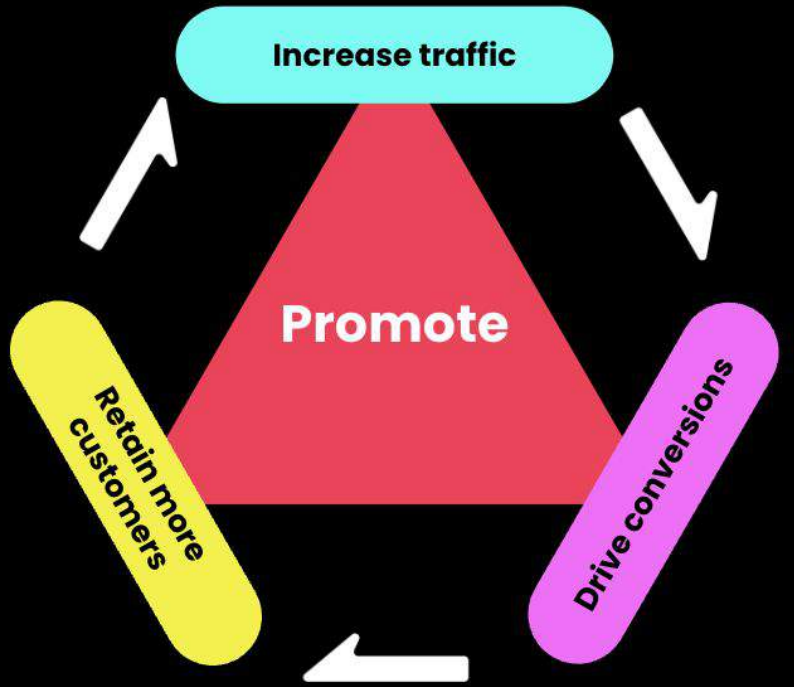
What is Promote?

Promote is a full-funnel, self-serve advertising tool within the TikTok app.

- Grow brand awareness
- Boost affiliate content
- Increase sales
- Quickly turn video and LIVE content into ads
- Easily customize campaign settings

Integrate Promote with TikTok Ads Manager to unlock more benefits!

- Conversion-focused objectives
- Unified campaign & reporting dashboard
- Simplified billing



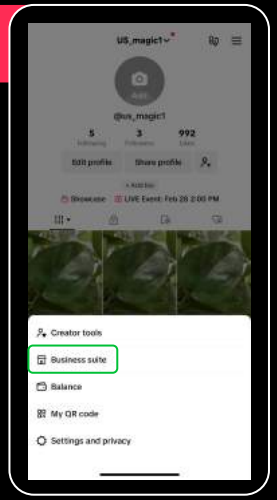
How do I access Promote?

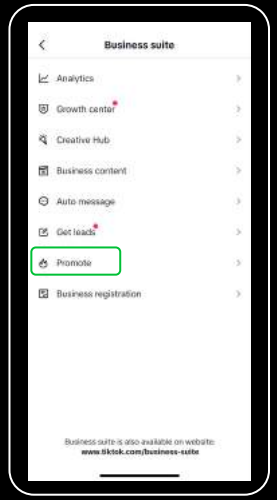
There are multiple ways to enter Promote:

Business Suite

From your profile:

1. Tap ☰
2. Tap Business Suite
3. Tap Promote

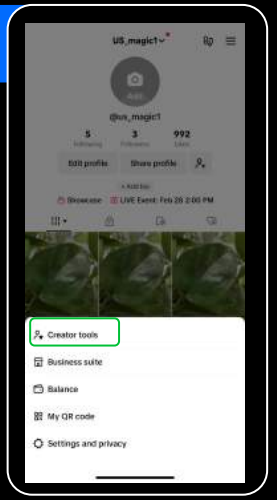


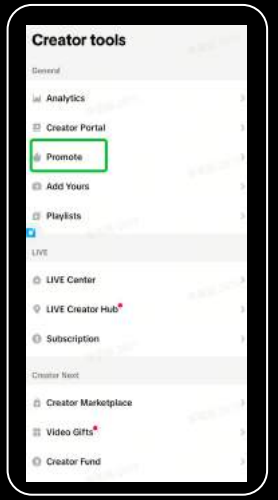


Creator Tools

From your profile:

1. Tap ☰
2. Tap Creator Tools
3. Tap Promote.

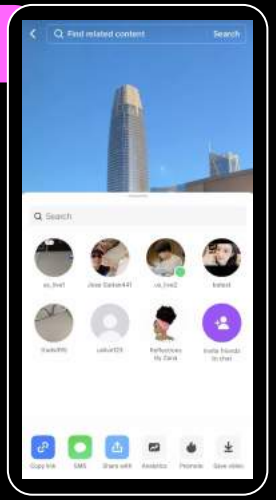




How do I access Promote?

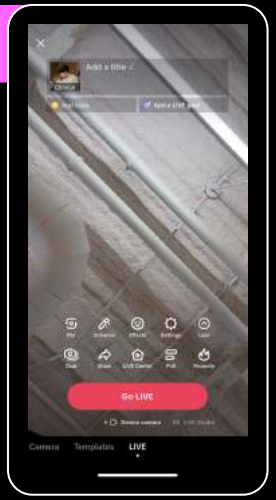
TikTok video

1. Choose the video to promote
2. Tap ⋯
3. Tap Promote



Before LIVE

1. Choose the LIVE to promote
2. Tap More on the GO LIVE panel
3. Tap Promote



During LIVE

1. Tap Share on the LIVE stream
2. Tap Promote

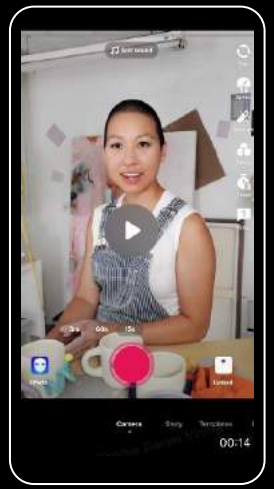
How can I use Promote?

Promote video

Easily turn your existing content into ads, driving discoverability, bringing visitors to your website and more.

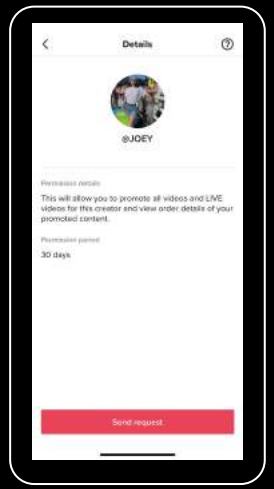
Promote LIVE

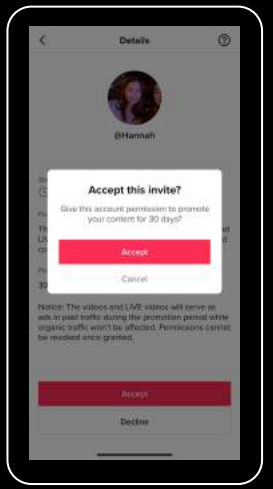
Directly engage your audience in real time to build community and form closer relationships.



Promote for Others

Leverage the work of other TikTok creators to harness the power of UGC and authenticity.





With multiple ad objectives, Promote grows your business at every stage.

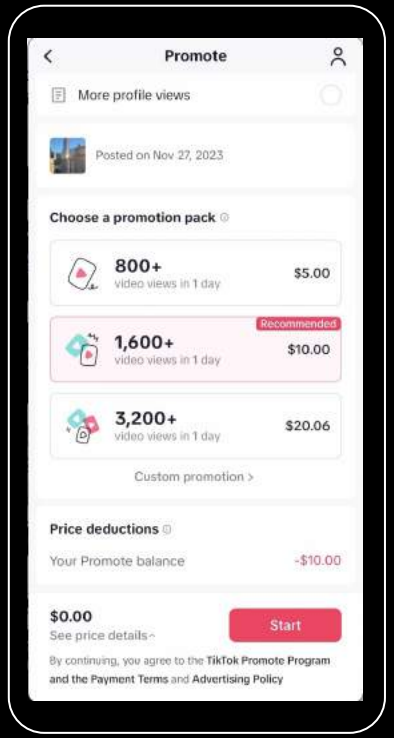
	Upper funnel	Lower funnel
Objective	Awareness	Conversions (Sales)
Goal	Video views and LIVE views Followers Profile views Website visits	Product purchases on videos and LIVEs Website visits Messages Website conversions Lead generation

In a hurry or need a quick boost?

Promote pointer

Ready-to-use promotion packs ensure a set number of video views:

1. Choose the number of views.
2. Pay the corresponding fee.
3. Watch viewership climb over a 1-day duration.

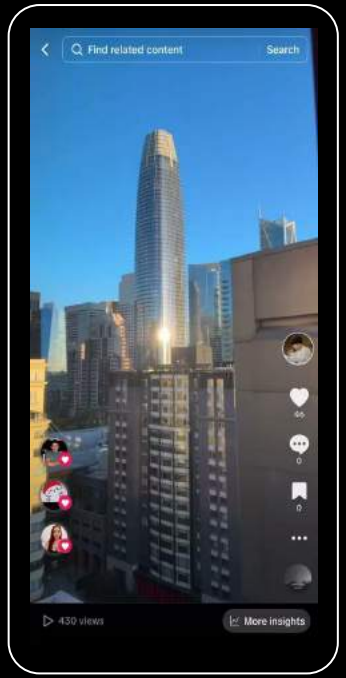


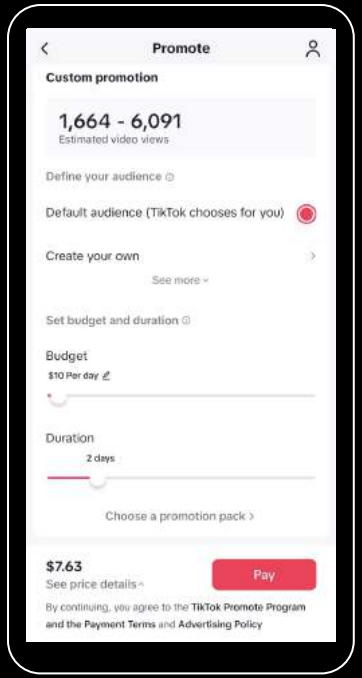
Promotion packs are a **fast path to targeted campaign results**.

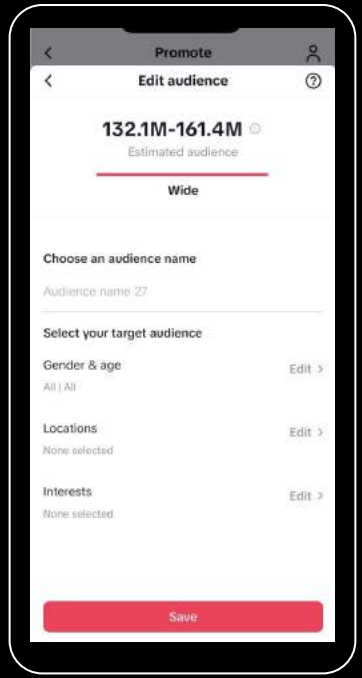
Quickly **bring more viewers to videos**, amplifying discoverability and engagement.

With Promote, you can target your desired audience or let Promote do the work for you and target a broad audience.

Promote pointer

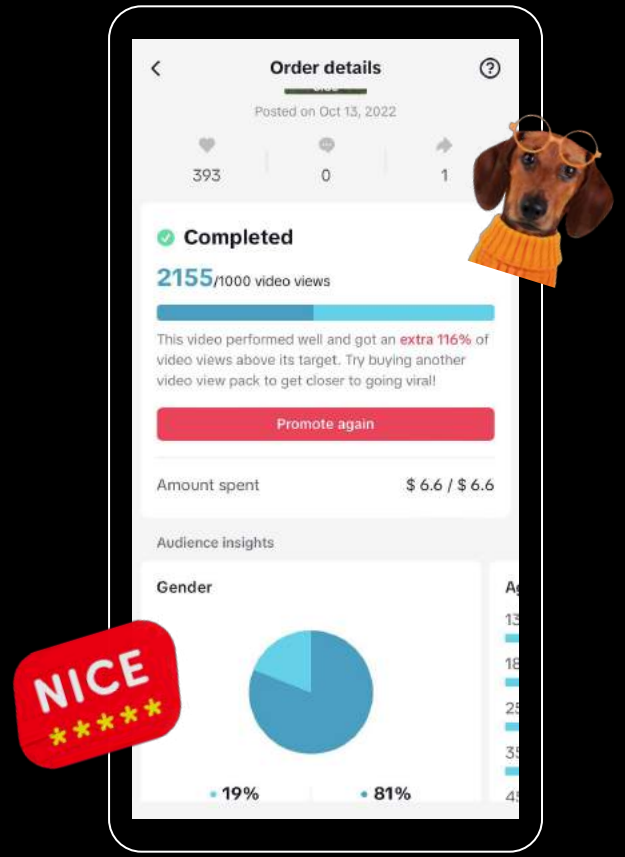






How's my data analyzed?

- **Gain audience and campaign insights** with reports analyzing an extensive array of data, including age, gender, location and more.
- **Learn what worked** and what didn't work for your campaigns.
- See how you can make tweaks to your campaigns to **improve performance and reach your goals.**



Your in-app marketing assistant, at a glance

Customize campaign objectives

Choose from a variety of goals to drive results, including awareness, leads and sales.

Set a flexible budget and duration

Set up a promotion for as brief as one day with a minimal investment required.

Define your audience

Target your audience by gender, age, interests and location – or let TikTok bring you the audience most likely to appreciate your business.

Learn and iterate

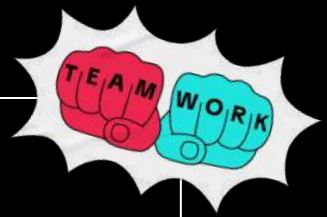
Gain valuable insights from your promotions to understand how your content performs, and apply those learnings to your future content strategy.

Upgrade to dual-platform power

Integrate Promote with TikTok Ads Manager to **better meet your business needs** from anywhere with the best of both platforms!

Enjoy in-app convenience alongside **robust desktop tools for campaign management & optimization.**

See more about the integration in our Guidance Deck here



- **Access new objectives**
- **All-in-one reporting management and simplified billing**
- **On the go**

What are the advantages of integration?

- View all campaign reporting in one place on desktop.
- Manage your campaigns with ease on mobile or desktop.
- Enjoy a shared fund pool and easily top up your Promote balance.
- Uncover robust insights and optimize performance with the Pixel.
- Access lower-funnel conversion objectives like web ads and lead ads.
- Experience the ease of autopay.*

*Only available to select users

02

Promote best practices

Ready to start your Promote journey?

Here are our recommendations and best practices for utilizing the power of Promote:

First, awareness — drive traffic to your page.

Then, use Promote for Others and LIVEs to diversify your content and grow your audience.

Finally, boost your sales!

Amplify your presence

Promote boosts your brand, establishing your story and increasing awareness.

Why create an ad from scratch?

Use Promote to make one of your top-performing videos go the extra mile.

How do I start?

1 Choose a video

Choose videos that have already performed well (with a high number of likes, comments or shares).

2 Set an ad group

In the early stages, we recommend using **[More video views]/[More LIVE views]** to drive traffic and engagement.

3 Set your targeting

If you have a limited budget and are uncertain about your audience persona, use TikTok's default audience suggestion for broader reach.

Grow your audience

Next, use Promote to build your audience and grow your followers. Get that loyal customer base!

How do I start?

1 Go for variety

Choose a few videos or LIVEs with varied content to attract people with different interests.

2 Mix and match objectives

A. Select different Promote objectives with different videos.

B. Keep an eye on your data and experiment to see what works best.

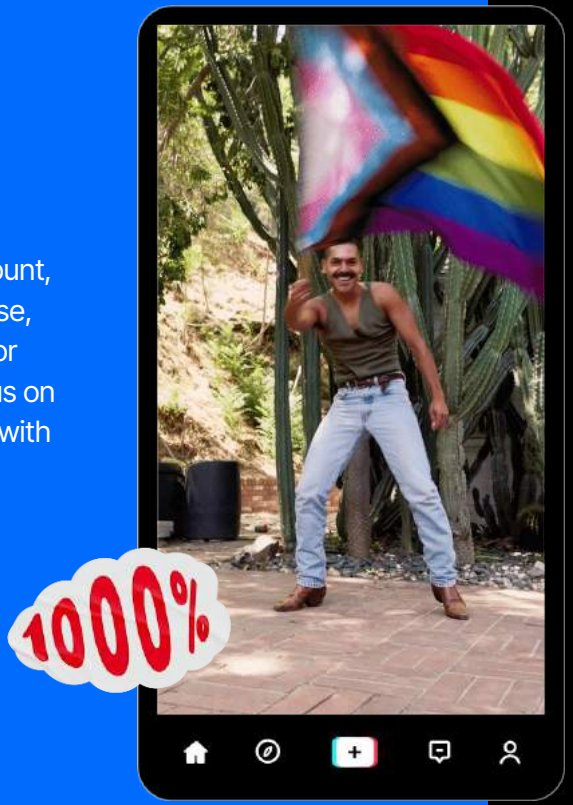
C. Distribute your budget across goals. Keep most in **[More followers]** and the rest in **[More video views]** to test new content.

3 Work around your budget and targeting

Gradually expand ad duration to grow your presence. Test different interest targeting combos to find customers.

Drive more sales

Once you've grown your account, established your audience base, and set up your TikTok Shop or store website, it's time to focus on increasing sales and revenue with Promote.



How do I start?

1 Ad objective selection

For online businesses: Drive traffic directly to your own website and gain new customers with **[More website visits].** Target higher-intent customers with lower-funnel conversions.*

For TikTok Shop sellers: Boost sales with **[More product purchases], which can be used via video or LIVE.**

2 Targeting options

If you already know your target customer demographic, try using different targeting combinations, including **gender, age, interest and geographic targeting,** to attract more potential customers.

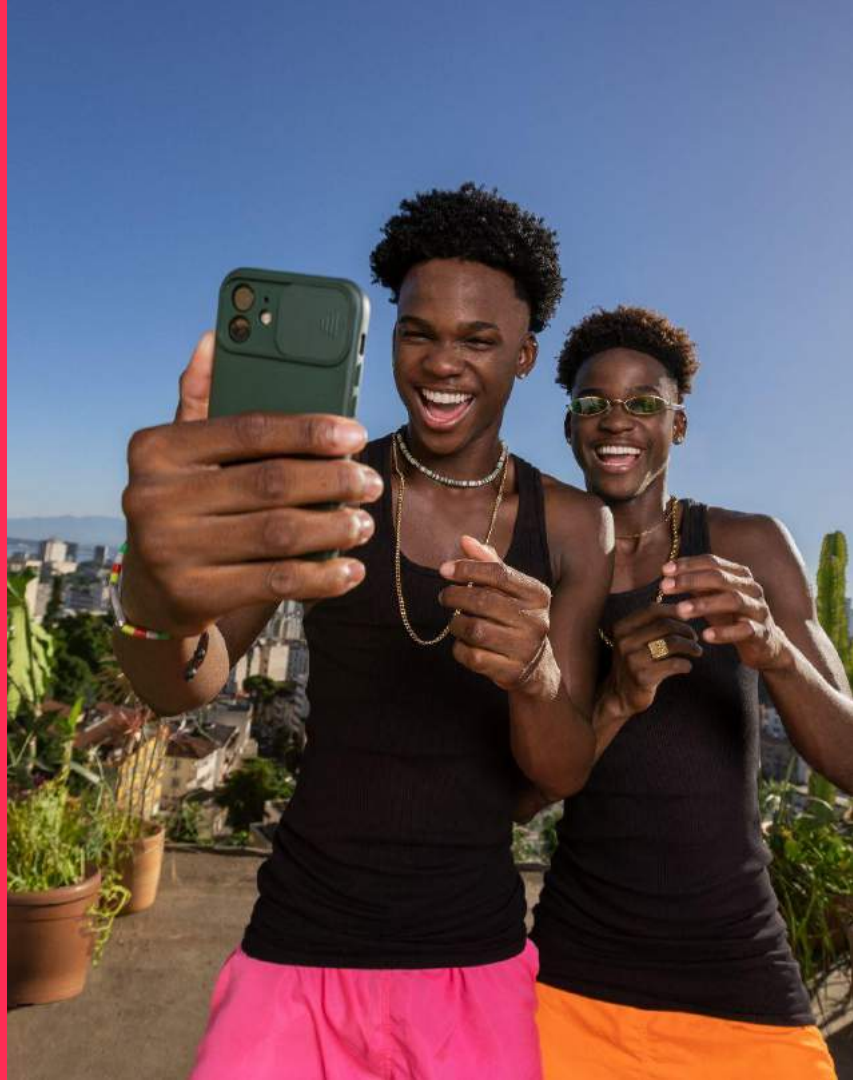
*Available in Q2 with TikTok Ads Manager integration.

Bonus pro tips

- **Try a longer Promote period** (≥3 days or more) for the best results (with sufficient budget).
- Use Promote **at least once a week** to keep your momentum going.
- **Review your performance data report** for opportunities to improve your campaigns.

03

Succeed with Promote



TikTok Shop

Drive sales through TikTok Shop with Promote

What is TikTok Shop?

A one-stop solution for driving sales and brand growth that lets you seamlessly sell products in-app.

How do Promote and TikTok Shop work together?

- Boost product purchases by boosting videos and LIVEs, amplifying reach and discovery.
- Use **Promote for Others** to boost content from creators selling your products. This will help to expand your reach, and drive sales directly through affiliate creator channels

How can you get the most from Promote?

- Showcase products and use upper-funnel objectives to increase brand credibility.
- Work with affiliates to harness the power of UGC and enhance authenticity.
- Use LIVE selling to connect directly with customers and your community. While at it, use Promote to drive more traffic to your stream.
- Drive sales through increased exposure and engagement by using Promote's **"More Product Purchases"** objective on both videos and LIVEs.

*The benefits above are available in US, GB, ID, TH, VN, MY, PH, and SG.

Success story: Nana Hats

Nana Hats wanted to build credibility, strengthen their brand image and ultimately drive sales of their food preservation devices through TikTok Shop.

The results

Upper-funnel Promote objectives like **"More Followers"** and lower-funnel ones like **"More Product Link Clicks"** drove traffic to their official account, fueled a massive spike in followers and garnered more than 1K product link clicks. **Promote helped build up brand image and drive sales** while boosting content and keeping the momentum going.

260K+
video views

30K+
followers

1K+
product link clicks

See the full case study here: Nana Hats

Success story: Wyze

Wyze was ready to reach new audiences and further monetize the TikTok presence of their smart home camera and device company. They made extensive use of Open Plan, TikTok Shop's affiliate selling program, providing samples to creators who made product-specific UGC and received commissions for sales driven by their videos.

The results

Knowing that younger audiences were desensitized to traditional advertising, Wyze found authentic, high-quality UGC videos and then used Promote's **"More Product Links"** objective to drive users to their TikTok Shop. By tapping into Promote's ability to **boost videos of other creators**, Wyze often gained between 5% and 10% conversions on those promoted videos.

$122K+
USD in GMV

270K+
product link clicks

2K+
sales

See the full case study here:

Wyze

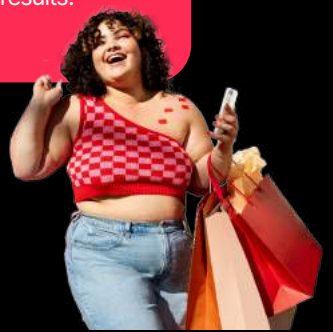
Beauty and skincare

Tap into the beauty enthusiast community with Promote

Content creation tip

Showcase your specific beauty and skincare products, whether it's a

- product unboxing
- behind-the-scenes look at production
- before-and-after demonstration with impressive results!



How can you succeed organically?

- Partner with beauty-focused creators on TikTok through TT Creator Marketplace to create compelling UGC content that demonstrates your product's efficacy
- Conduct livestreams to build and strengthen your community of fans and potential customers. Answer questions directly, engage with white-glove treatment, and show the effectiveness of your product in real time.

How can you get the most from Promote?

- Use Promote's **"More Video Views"** objective to boost affiliate creators' content for more reach and attention.
- If you sell products on TikTok Shop, use **"More Product Purchases"** to drive sales through your own content and your affiliate creators.
- Take advantage of Promote's **customized targeting options** to reach particular age groups. Use "Beauty & Personal Care" interest targeting to access potential customers already interested in your niche.

Success story: Alluora

This aspirational skincare brand targeted brand awareness, community growth and sales as their Promote goals. To get more eyes on their products, they leveraged an affiliate marketing strategy and lengthy LIVEs, sometimes streaming for up to 12 hours a day.

The results

Within the first few months of selling on TikTok Shop, Alluora saw massive sales and more than 1,000 customers. Promote lets the brand focus on creating informative, entertaining videos while seeing huge **increases in video views, followers and conversions.**

$19K+
USD in GMV

400+
product link clicks

48K+
LIVE viewers

See the full case study here:

Alluora

Success story: Dr. Michael Ang

When dermatologist Dr. Michael Angriawan opened Mikaderma clinic, he needed to boost his brand's visibility, particularly with the launch of their skincare line. He turned to Promote to expand his audience reach and drive growth by sending more traffic to his TikTok Shop.

The results

Promote helped find a massive audience for Dr. Angriawan's videos, and his **audience engagement expanded** exponentially. He also saw a sixfold increase in sales, enabling the establishment of 8 new product lines and the opening of two new clinics.

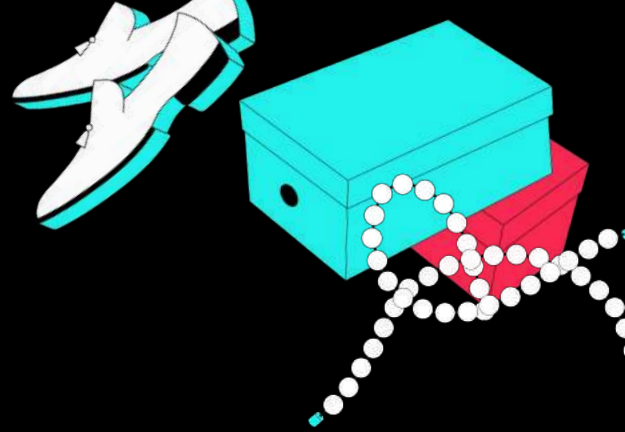
3.2M+
video views

500K+
product link clicks in 10 months

6x
increase in sales

See the full case study here: **Dr. Michael Ang**

Fashion and retail



Reach prospective shoppers for your fashion brand – both in-person and online

Post a combination of product-driven content and tips and tricks on fashion styling for less of a "hard sell" and more of an authentic, TikTok-native feel.

How can you get the most from Promote?

- Utilize **"More Followers"** to expand your follower base and build credibility for your brand.
- Once you've built an engaged community, use lower-funnel objectives like **"More Website Visits"** to direct traffic to your store website and convert interested followers into paying customers.
- Leverage Promote's **custom targeting** to send foot traffic to your brick-and-mortar store. You can now target geographically by state and city.
- If your online brand is restricted in shipping and delivery, utilize Promote's **geographic targeting** features to reach your optimal customer base.
- Run Promote campaigns focused on driving attention and sales during key seasonal moments, such as e-commerce events like 11.11 or Black Friday, to tap into consumers with purchasing intent.

Success story: Lady Black Tie

This dress store was ready to increase access to its gorgeous gowns beyond its Massachusetts home base. They needed Promote to help unlock next-level growth and spread the word both locally and nationally, increasing followers and supercharging sales.

The results

Customers constantly tell Lady Black Tie they found them through TikTok. The incredible **increase in sales facilitated by Promote** has taken them from an 800 sq ft store to a 12K sq ft warehouse space in just two years, completely changing their business.

42K+
followers

400K+
video views

510%
increase in annual dress sales

See the full case study here: **Lady Black Tie**

Success story: Dranatha Shoes

Female-owned women's brand Dranatha Shoes wanted to stand out in Indonesia's crowded market. To stay ahead of the competition, they turned to Promote to get more followers, video views and product purchases.

The results

Dranatha Shoes saw results right after they started using Promote, with a **dramatic increase in followers** that accounted for almost 95% of their total following. They also saw a sharp rise in **video views and sales**, leading to estimates of a 50% sales increase by the end of the year.

642K+
followers

2.8M+
product link clicks

19M+
video views

See the full case study here: DIVES Shoes

Media and entertainment

Take your career to the next level with Promote

Pro tip

Go LIVE regularly to show off your musical and artistic talents and connect directly with fans in real time.

Unlocking the power of Promote and LIVE

- Use Promote to drive additional viewers to your LIVE stream. To take your LIVEs to the next level:
  - Boost your LIVE continuously throughout the session to keep a consistent viewer count.
  - Target different users to find the right audiences for different topics.
- Use Promote's **"More Followers"** objective to take your account from 0 to 1 and hit 1,000 followers so you can begin livestreaming on TikTok and build your community of engaged fans.
- Use the **"More Website Visits"** objective to direct traffic to your website to increase ticket sales, subscriptions and more.
- Leverage Promote's **geographic targeting** capabilities. Target viewers in locations where you're hosting in-person events or shows.

Success story: Chris Mitchell Jazz

Acclaimed jazz saxophonist Chris Mitchell set out to grow his social media presence and drive visits to his website. With Promote, he was able to set specific ad goals, customize his target audience and boost his LIVE performances.

The results

Chris quickly saw a lift in **global viewership for his LIVEs,** as well as an increase in website subscribers that beat standards on other platforms. Promote was responsible for 40% of his likes, helped him **gain new followers** and brought an **uptick in overall sales.**

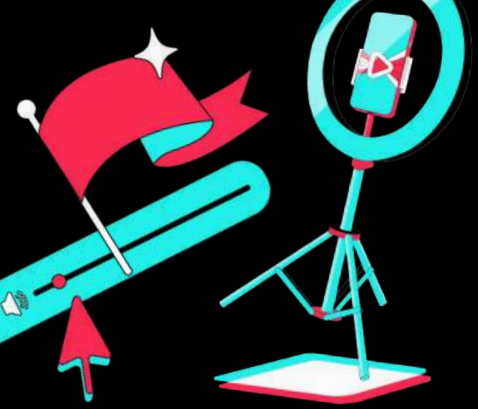
+17%
website subscribers

104K+
video views

3K+
landing page visits

See the full case study here:

Chris Mitchell Jazz



Services

Generate leads for your business with Promote

Pro tip

Experiment with a variety of formats, including video, LIVE, and carousel, to figure out what content resonates most with your target audience.

How can you get the most from Promote?

- Use Promote's upper-funnel objectives, like **"More Video Views"** and **"More Followers,"** to keep the momentum going on evergreen content such as general strategy, tips and tricks and dos and don'ts for your specific niche.
- Use **Promote for Others** to boost customer testimonials or other organic content from customers that recommend your services.
- Use Promote's lower-funnel objectives on content that directly features your brand and services.
- Use **"More Messages"** to generate leads from Promote and send potential customers and opportunities directly into your TikTok direct messages!

Success story: Beamed Media

Todd Collins, a strategic consultant and marketing expert at Beamed Media, wanted to continue expanding his personal brand by growing his following on TikTok. He chose Promote to set specific ad goals, customize his audience and boost his daily LIVE appearances.

The results

Using Promote, Todd saw massive growth in **video views and landing page visits,** as well as a substantial swelling of his **LIVE session visitors**. These increases helped grow overall revenue for his business and opened up global opportunities and connections that continue to pay dividends.

233K+
video views

6K+
landing page visits

36K+
likes

BEAMED MEDIA

See the full case study here:

Beamed Media

Thank you

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