

Today we're discussing the hottest app in India and what advertising on it can do for your business in 2020.

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TikTok is a video-based social app. While Indians, young and old, use it to lipsync to trending tracks and watch humorous content, for smart business owners it's a gold mine.

According to Republic World, till November 2019, TikTok globally has 1.5 Billion downloads. And out of those 1.5 Billion, [Instagram Kommentare kaufen](#) 433 Million of those are from India!

That alone should tell you how many potential customers the app has waiting for you...

Stop drooling, greedy.

Before you start running ads on TikTok, it's better to understand the nature of businesses that can do well on this platform.

Firstly, TikTok Ads are mostly for brands that sell directly to customers and not businesses.

Second, the demographics play a major role in this since the culture, income, and age of TikTok users are varied across the globe. These 3 factors decide how receptive this humongous user base can be for any business.

It hasn't even been a year since TikTok launched Biddable Ads, so the insights to this platform are fairly new and limited but the logic can be drawn from the information available.

From what we've researched and understood about the platform, 3 types of businesses have the potential to do well:

Apps

If you've used TikTok, chances are you've seen an App's Ad at least once. Why?

Easy-to-download, simple-to-signup apps with attractive features do well on any platform, not just TikTok. One such brand in India is the etailer, Club Factory, which has been using TikTok, testing and acing all formats of marketing related to TikTok.

So if you've got an app that you're looking to promote, try TikTok. You just might find the relevant community there!

Products for Masses

This one's pretty simple.

TikTok, while luring in A-grade Bollywood stars, still doesn't attract high earning Indians as a majority. In fact, according to information available on scroll.in, approximately 52% of Indian TikTok users have a monthly income of INR 25,000 or lesser.

And if you're making products that are for the masses, it by default means the pricing will be lighter and friendly. So have at it! Give TikTok a shot. You might just end up selling a million units.

Happy/Rewarding Services

Imagine how you feel when you see a home loan ad. Now imagine how you feel when Make My Trip shows you cheap packages that'll get you to Thailand next week.

The same response is how you check whether the services you sell will or won't do well on a platform like TikTok. Service Ads, as a whole, would be less responded to on TikTok since the user journey to purchase is longer and more detail-oriented. But a potential customer never walks away if the service is happy, rewarding and pleasing.

So if you're in the business of making people happy and leave them feeling rewarded, TikTok might just be where you find the next hundreds and thousands of customers.

TikTok recently activated Biddable Ads as an option, then there is Influencer Marketing and third is organic viral content. Let's talk about all 3 in a little detail:

Biddable Ads

All the social media platforms offer various ad formats where you, a business owner, can setup and run ads on your own. But the audience targeting remains completely with you to customise as you see fit.

This format is so awesome that brands on TikTok have even merged biddable ads with influencer marketing by having an influencer star in the ad. Something you wouldn't see on other platforms. This makes sense because TikTok, unlike an Instagram or Snapchat, is a dedicated short video entertainment platform.

If you're selling products/services that need to be explained/displayed, this is a good opportunity.

Influencer Marketing

Just like any other platform, TikTok, in every country, every city, has an A-list of TikTokers who are widely celebrated and followed. Their authority on their followership is something that's dictated by engagement ratio for every upload and organic reach of content.

Here, instead of promoting an ad that's shown to a new audience, you get to curate content and promote it to the influencer's existing followership. An authentic, personality-driven, mass outreach which may convert to higher sales if the influencer's followership directly mirrors the kind of people you're trying to sell to.

Viral Content

This is the old school technique that doesn't require a budget rather a whole lot of testing and experimenting. TikTok is a content platform that thrives on viral content. If you've made a video that's loved and shared by millions and your brand/product just happens to be in the frame, it's hard to not bag a few thousand purchases. Your brand doesn't have a TikTok account? Not creating content that's relatable, lovable, and worthy of people's time? Let's get going!

Here are a bunch of Global and Indian stats on TikTok!

A list of facts that'll leave you with a fair idea of what TikTok would look like in 2020:

Those are some heavy facts, should be enough to let you assume what TikTok 2020 would look like.

Marketing remains ever-evolving, irrespective of platforms.

As for TikTok, it's the platform where most of the digital world is right now. And it's a golden opportunity for businesses to bag more than a few bucks.

In 2020, we're expecting:

Heavy UGC Campaigns

Hashtag challenges have been doing well since the beginning but now one can expect better and more widespread campaigns by brands that push the envelope. UGC creates more engagement than any brand. Because it's content made without exertion, by users for other users, giving it potential for virality and indirect popularity for the brand.



Influencer Marketing x100

Influencer Marketing has been a driving factor in TikTok's marketing universe. And it's only expected to scale as more brands and companies try TikTok marketing. Having influencers kick start a campaign, a hashtag challenge or just promote your brand/product is enough to get you going if you don't have a follower base. This is expected to tenfold during 2020.

Diversity in Ad Formats

Biddable ads on TikTok are fairly new, and just like Facebook, Instagram or any other social platform, TikTok will improve and is expected to introduce more engaging, experience-driven and consumer-centric ad formats that help brands make the most of their marketing experience on TikTok.

This is one of the heavyweights when it comes to global downloads and the year 2020 doesn't look like it's going to stop TikTok from disrupting Industries. So be sure to use it to your benefit, before your competitor captures a market share that could have easily been yours!

By taking this simple advice into account, you will improve the presence of your channels on social networks. Social networks are fast-moving. What is in demand today can be forgotten tomorrow.

The competition does not sleep either and uses social media channels for their marketing purposes. But if you want to perform successfully on Facebook, Instagram, and Co., you should heed the following advice. You can get the best Social Media Management services by clicking it.

1. KNOW YOUR TARGET GROUP!

For a successful social media strategy, you should, first of all, determine your target group: Who do you want to address? Which platforms does your target group use? What content is interesting for the fan base? And what

needs does the content have to meet?

2. CHOOSE THE RIGHT CHANNELS!

Only use the social platforms that you can fill with relevant content in the long term. It isn't easy to use an Instagram account without the corresponding image material. Conversely, the network to be used should also match the corporate culture.

3. USE EDITORIAL PLANS!

A social media calendar helps you plan your content in the best possible way. Day, time, format, channel - can be checked, appointments and campaigns can be integrated with the appropriate lead time.

4. POST REGULARLY!

There is no one-size-fits-all answer to the question of how often you should post on social networks. Try - individually, depending on the platform and content - with how many posts and at what time you use your channels. Observe what works and what doesn't and adjust the posting rhythm accordingly.

5. USE YOUR BUDGET WISELY!

Say goodbye to the internet is all free mentality. To create a successful social media strategy, it is necessary to develop the required resources. In addition to the time factor, a fixed budget for ads is essential.

6. CHECK YOUR STRATEGY!

Use the reporting options of social media platforms to optimize your strategy. Analysis tools for a fee can also help you to keep an eye on the statistics of your social media performance.

As good as the target group definition, relevant content, and the best possible timing are - for a successful social media strategy, the content should make a difference. To be able to keep up with the times of digitization and to bring your company forward in social media, our digital training team offers you practical and exciting workshops on all aspects of digitization and social media. Don't miss the boat and be there when the world goes online!

TIPS FOR PROFESSIONAL SOCIAL MEDIA MANAGERS

By following these steps, you will lay the foundations for significant social media marketing success.

Tips for online PR with social media integration

How do you combine online PR with social media?