

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, 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 [purchase tiktok followers](#) 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.

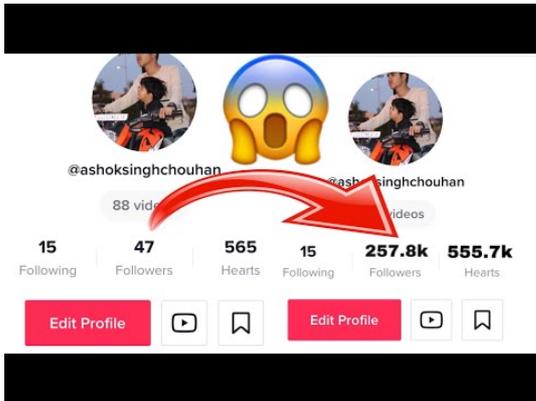
The same response is how you check whether the services you sell will or won't do well on a platform like TikTok. Service Ads, as a whole, would be less responded to on TikTok since the user journey to purchase is longer and more detail-oriented. But a potential customer never walks away if the service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

Spending the uncertain times is much more frustrating than it sounds and staying focused on whatever you are involved in these days can be depressing and anxious especially when you don't have an idea of how long it is going to last. One such uncertain pandemic is the COVID lockdowns and no matter what amount of time we are spending with families, it is getting frustrating when it comes to studies and work. Imagining a situation when students are continuously preparing for the upcoming competitive exams and suddenly it gets postponed to an unfixed date is somehow giving me goosebumps. Anyways, there is nothing much to worry about it as it is neither our fault nor we can do anything about it. What we can do is to stay focused and wait until the situations come back to normal. So mentioning some tips to stay focused on studies and exams despite the uncertainty:

GIFT YOURSELF A FRESH STUDY SCHEDULE- After some point of time, we get bored of people we used to hang

out with once, so it is still a "study routine". Just get over the schedule which was made a year ago. It's so boring. Let's take a fresh start and gift yourself a new and fresh routine and this time make it more attractive or fill it up with colors too, if possible. Hang it proudly in front of your study place and get going.

**TAKE A BREAK AND BREATHE-** One of the most important things that you need to take care of during this process is your mental peace and this is the tip to do the same. Take time to disconnect yourself from the environment in which you are living right now and sit in a quiet place. Do meditate if you like it but skip it if you don't. Tune-up to a radio channel or a shuffled playlist on Spotify and just concentrate on the lyrics. This will make your mind relaxed and will help you stop overthinking and after that alone time, you will be back to work with the same energy level.

**STOP OVERTHINKING-** Don't assume things that your parents or other family members are not saying. Your mom is not troubled by your presence, it's just your mind trying to play games with you. Your dad doesn't want you to contribute to household work, it's just your guilt trips without any reason. So, for god's and your family's sake, stop overthinking, and just focus on what you are doing. Everyone just wants that.

**SPEND YOUR FREE TIME WITH ENTERTAINMENT-** Select your entertainment according to your choice. Some find TikTok entertaining, by the way, never mind. But choose your entertainment source. Grab your copy of that fiction you always wanted to read or get your Bangalore wale bhaiya's Netflix subscription, it is completely upon you. Ludo club these days is also rescued by the way. Just occupy your mind by getting it involved in something. The empty mind will simply let you overthink.

**MAKE YOUR BUCKET LIST-** I want to spend my 30th birthday on Eiffel Tower and I am sure you people also have something like this in mind. Every one of us has some dreams without any doubt. After all, those dreams are the reason that keeps us going despite the obstacles. Some have materialistic dreams and some have non-materialistic dreams. This lockdown, think materialistically and think about your materialistic happiness. Add them in your bucket list or make one. Want a BMW? Write it down. Want to skydive? write it down. Make your bucket list and keep reading it whenever life goes down. And at last one bonus tip, put your headphones on, close your door and dance out your heart when you feel depressed or bored by studies.