

**ooh la hoop**  
DIGITAL | CREATIVES



WHY IS  
**TIKTOK**  
SO BIG AND SHOULD  
**MY BRAND**  
BE ON THIS PLATFORM?

**oohla hoop**  
DIGITAL | CREATIVES

WEBINAR SERIES EPISODE 2

# WHY

# oohla hoop

DIGITAL | CREATIVES



A **play** on words—creative use of traditional tools



Toy but also to get in shape—**fun** while working



“**Ooh**” from OOH (Out of Home Advertising)



# LUH, BAKIT AKO?

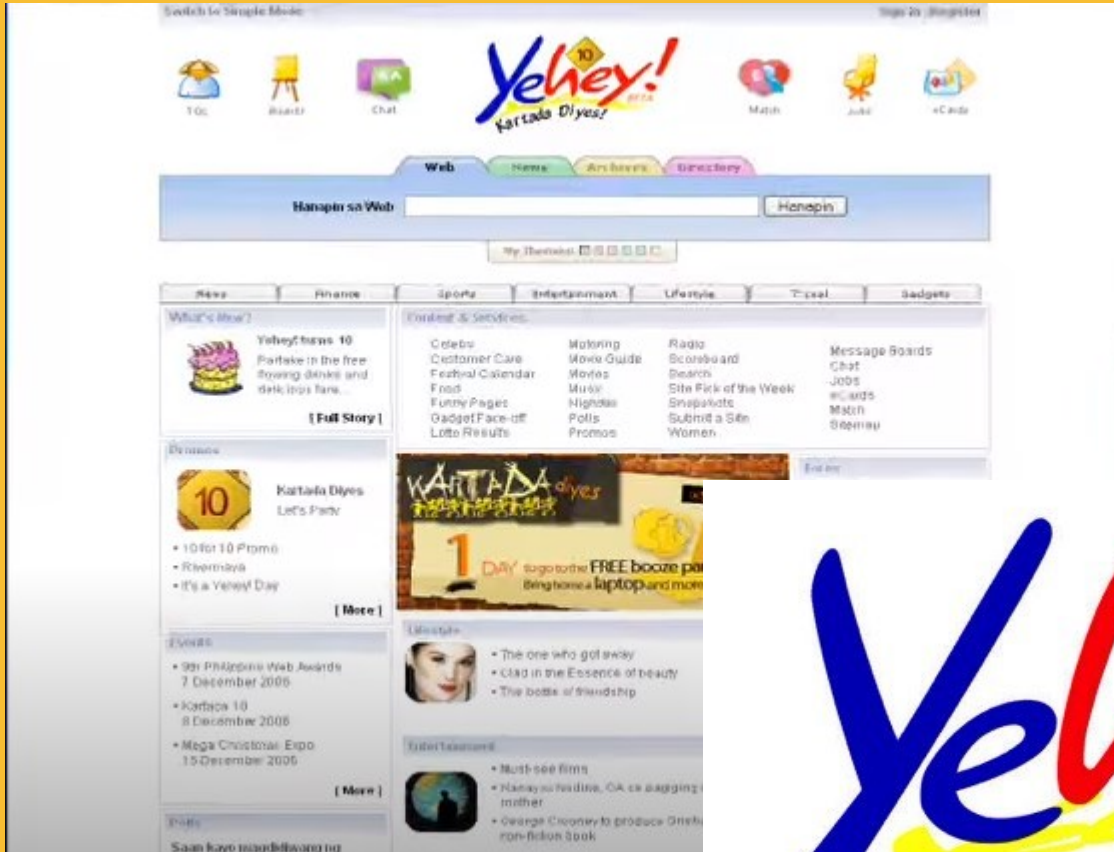
Di nga? Bakit ako? Hehe



**[visible confusion]**

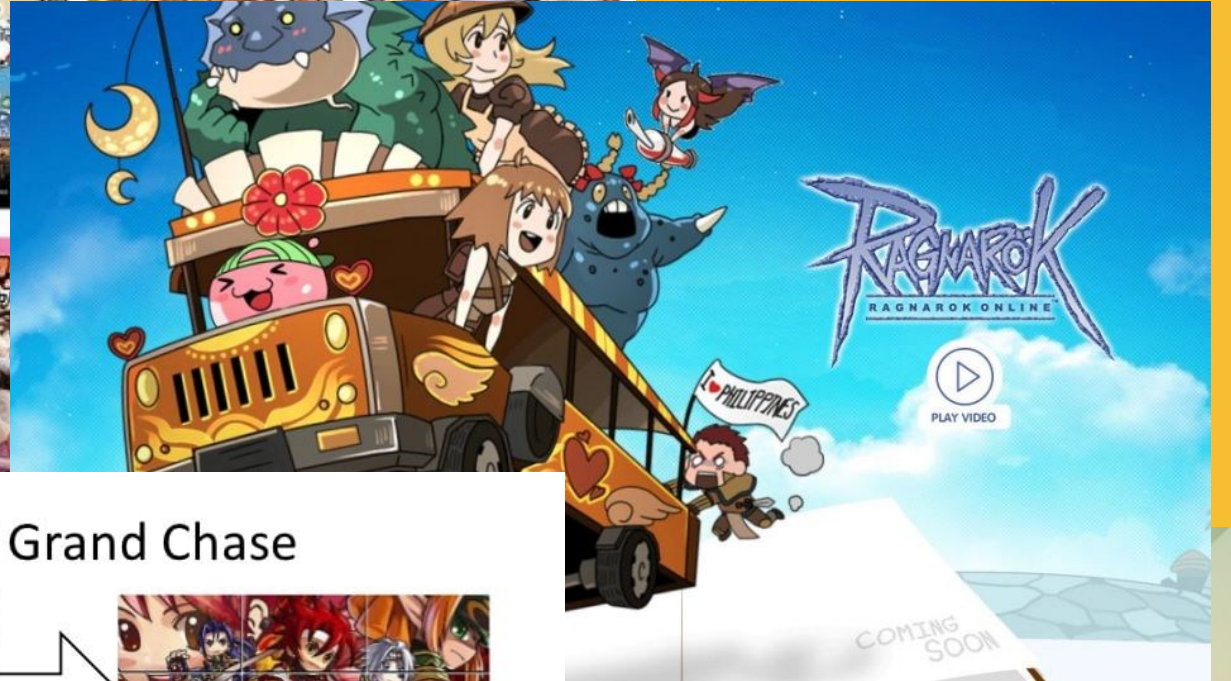


# FROM DOTCOM TO DIGITAL TO CONTENT MANAGEMENT





# ADVERGAMING AND BUSINESS DEVELOPMENT



## Slurpee / Grand Chase



Purchase a 22oz. Slurpee Grand Chase-themed Flavor



Add P2.00 and get 1 of 9 Collectible Item Redemption Cards



Get these awesome In-Game items!

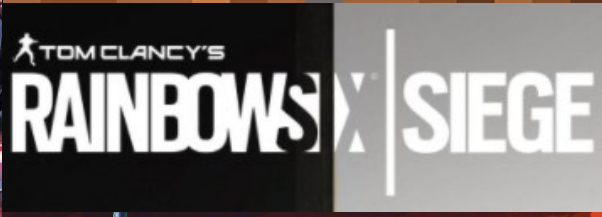
Find the Slurpee / 7-Eleven NPC within Grand Chase and enter your code



Winner of DigitalFilipino Social Networking Awards 2010 (Virtual Worlds / Gaming category)













# SO... WHY VIDEO?





TikTok  
@brittany445

## Video Content is still Best

Videos get 60% more engagement than static posts - and websites are 60% more likely to get pushed up in rankings if there's a video on the home page





**Mobile video consumption  
rises by 100% every year.**





**By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017.**





**6 out of 10 people would rather watch online videos than television**

A hand is holding a black smartphone. The screen shows a social media post from a user named 'Grace Ko'. The post features a video thumbnail with a dog and some colorful objects. Below the video, there are icons for 'Like' and 'Comment'. A yellow text box is overlaid on the bottom right of the phone's screen.

**78% of people watch online videos every week, and 55% view online videos every day.**



**81% of businesses use video as a marketing tool – up from 63% over the last year.**



**72% of customers would rather learn about a product or service by way of video.**





**75% of all video plays are on mobile devices.**



**59% of executives say they would rather watch a video than read text.**



**54% of Senior Executives share work-related videos with colleagues *at least weekly***



**92% of users watching video on mobile will share it with others.**







Check the Classification



—





**What's better? Reading a recipe? Or having this guy teach you how to cook?**



## **Have a strategy for your Videos**

- Don't just make videos because your competitor is doing it. There has to be a purpose.

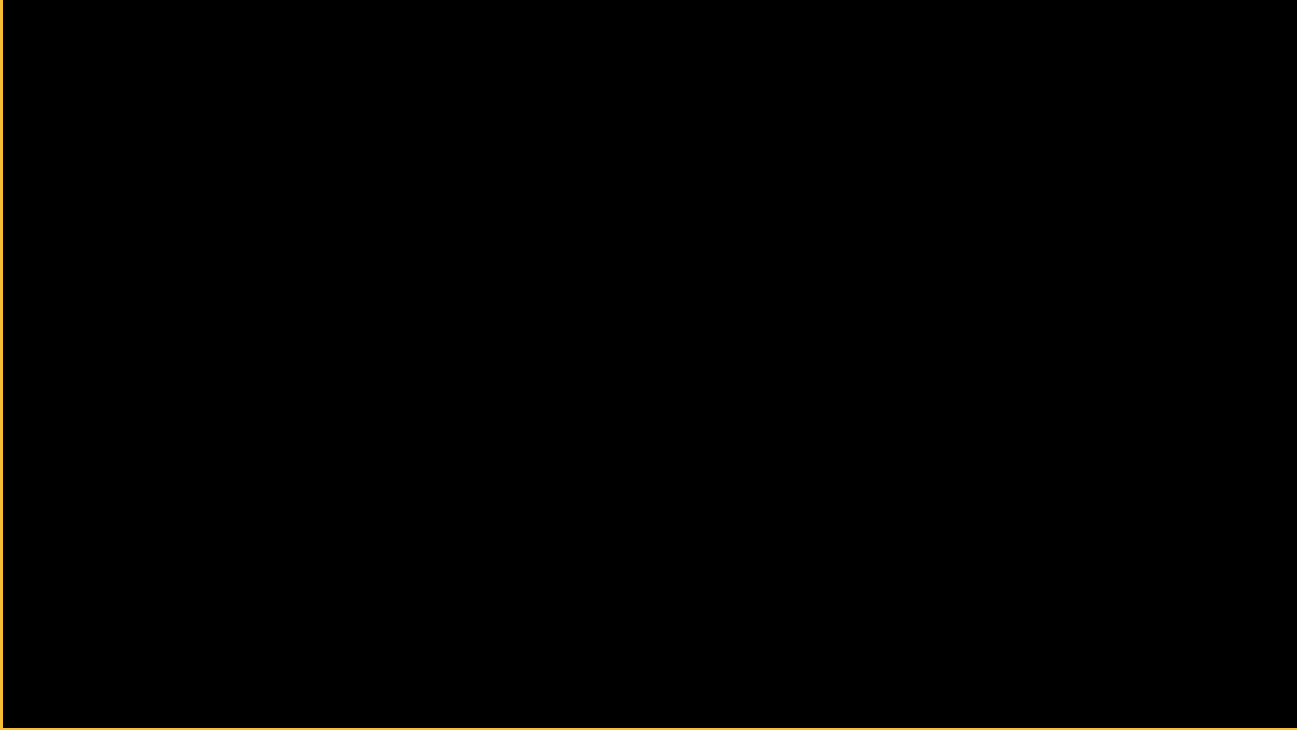


**DOCU TYPE?  
SHORT FORM?  
LIST /  
BUZZ TYPE?**

**DON'T  
THROW THESE  
AWAY**

**USE VARIOUS  
VIDEO FORMATS,  
LIKE STORIES**









Newsflare/sbgaines



This dad has a **unique** way of making a PB&J sandwich!







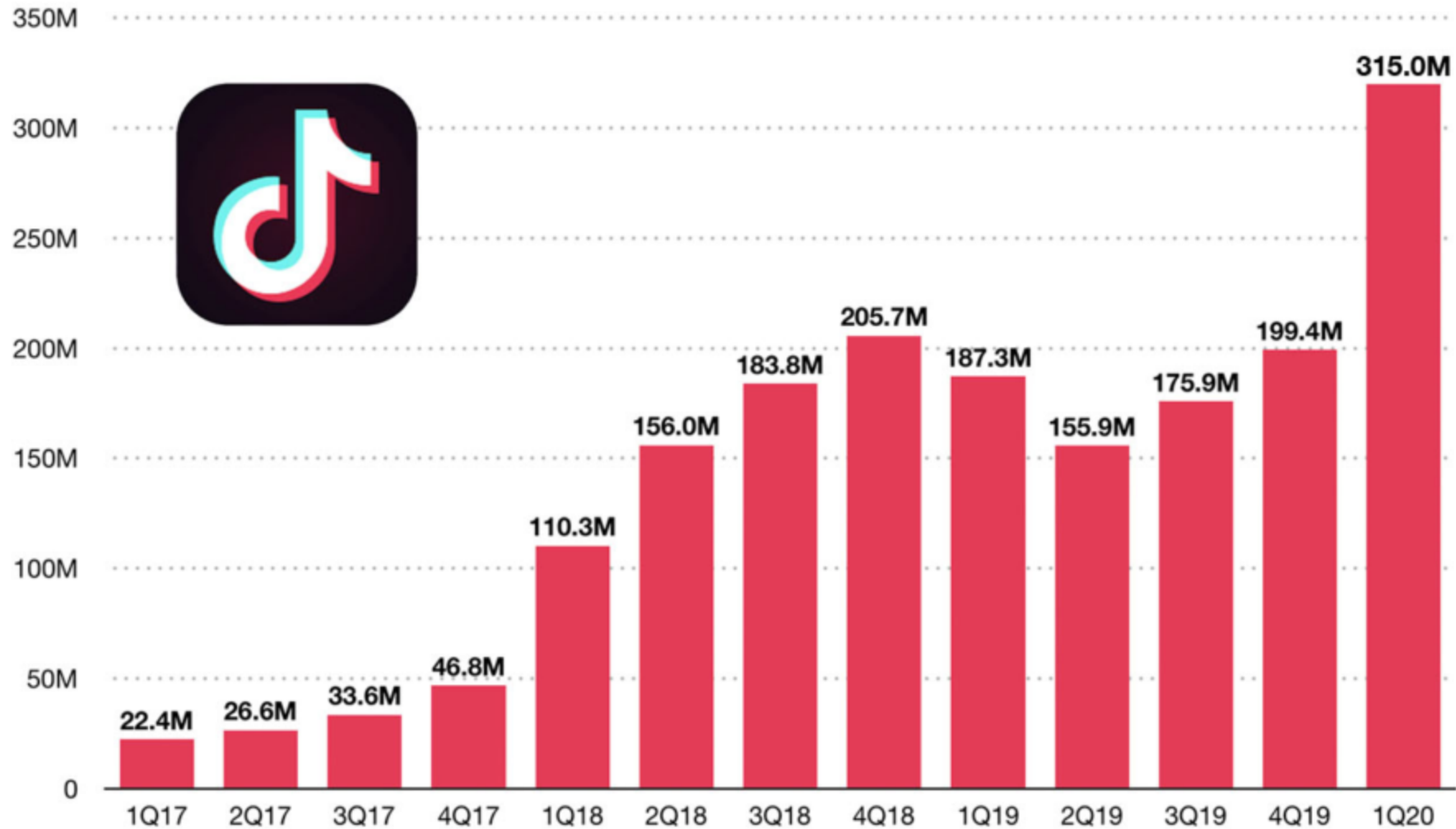


# SO... WHY TIKTOK?

What makes TikTok so special a social media platform?



## TikTok Global Downloads by Quarter



Note: Does not include downloads from third-party Android stores in China or other regions.

Source: Sensor Tower Store Intelligence

# **TikTok DATA**

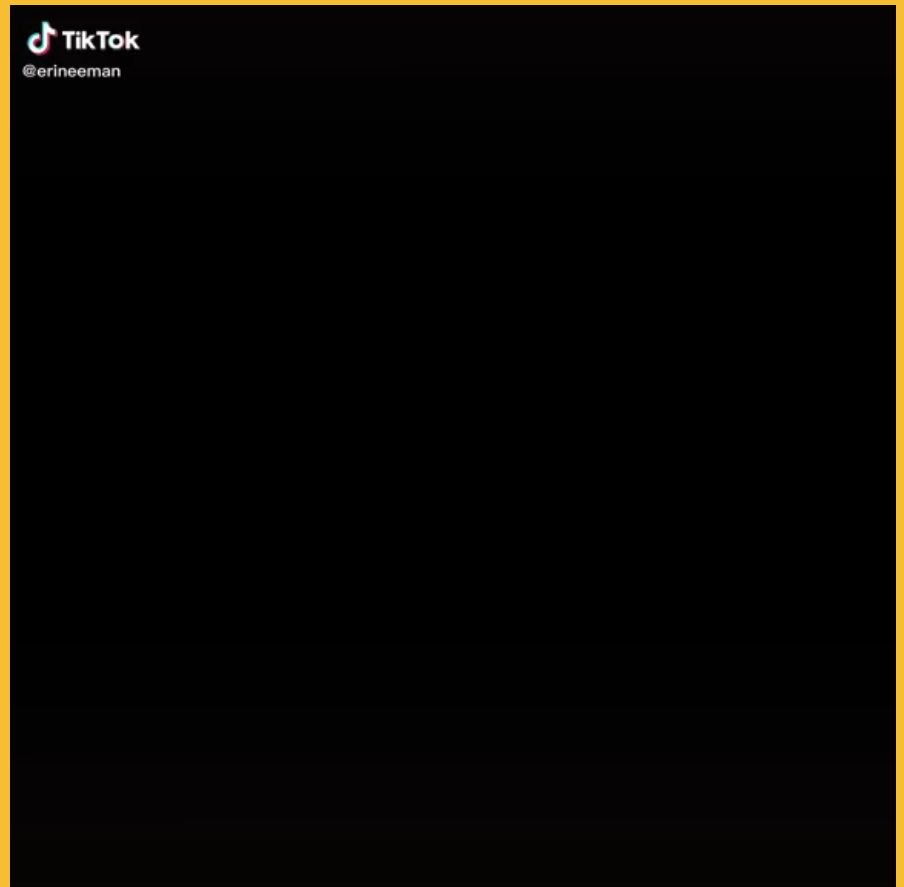
**1.1B Active Users as of Feb 2021**

**78% of TikTok users are aged 16 to 34**

**35+ Year Old Bracket = fastest growing Creator Category**

**TikTok users spend an average of 58 minutes per day**

**TikTok users open the app 8 TIMES daily**

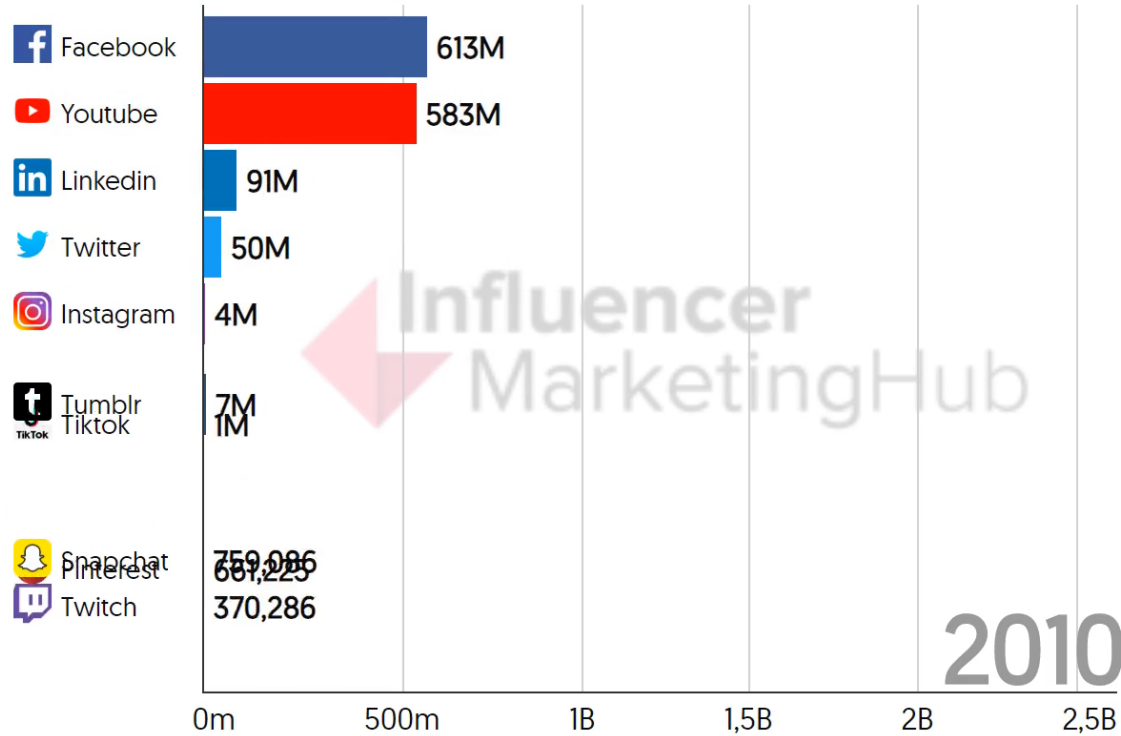






this interesting look at TikTok's rise in a few years.

# The Explosive Growth of TikTok



2010

## Behaviors of TikTok Engagers

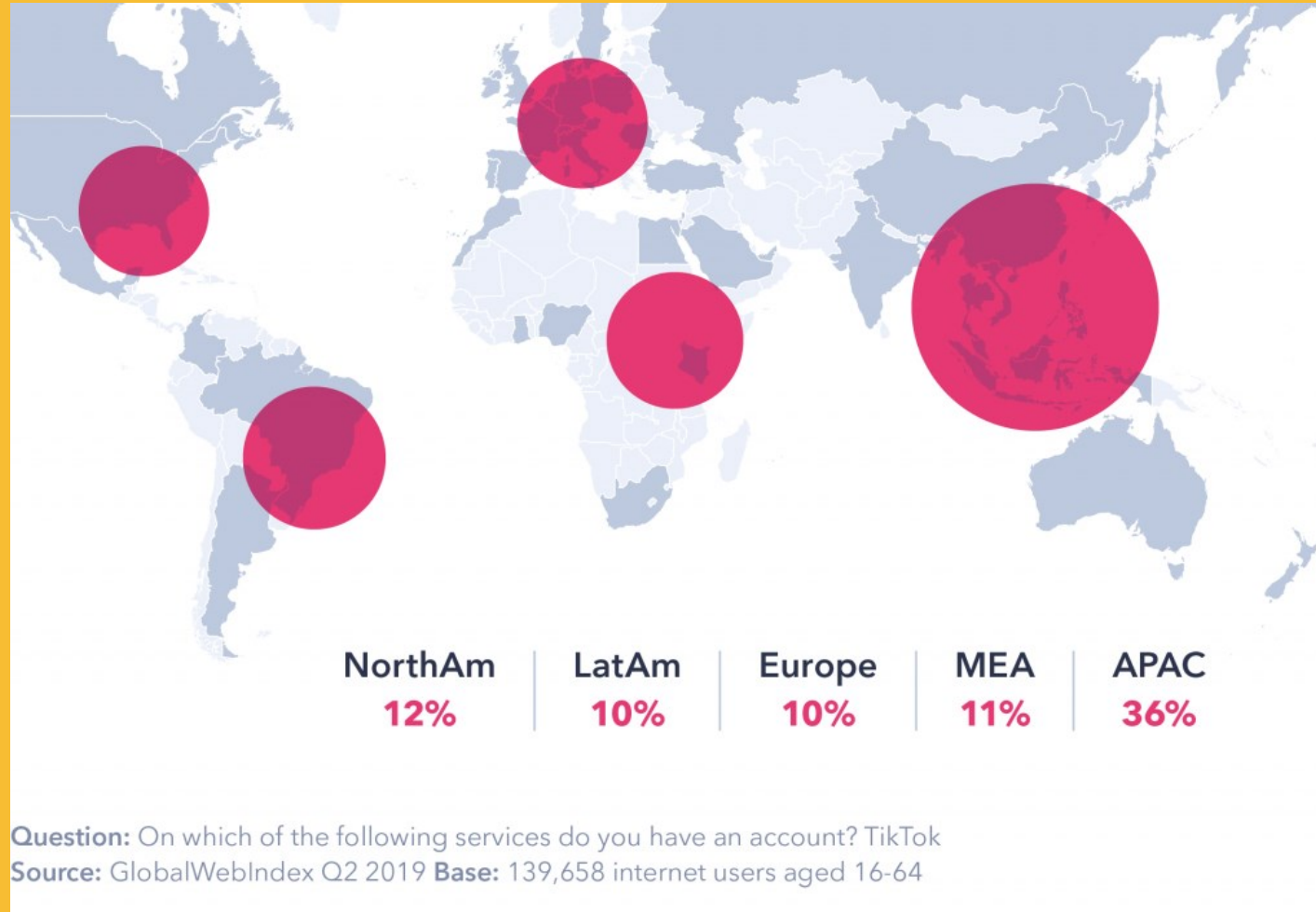
% of TikTok Engagers\* who have done the following in the past month



\*TikTok Engagers are defined as internet users aged 16-64 who have actively engaged/contributed to TikTok in the past month

Question: Which of the following have you done on TikTok in the past month? Please select all that apply.  
Source: GlobalWebIndex November 2018 Base: 263 TikTok Engagers in the UK and U.S. aged 16-64

# % OF INTERNET USERS WHO ARE TIKTOK USERS



A young woman with curly hair and a young man with a beard are shown from the chest up, wearing headphones and dancing joyfully. The woman is on the left, wearing a black t-shirt and yellow headphones. The man is on the right, wearing a yellow t-shirt and black headphones. They are both smiling broadly and have their hands raised in a dancing motion. The background is a solid yellow color with a large, semi-circular cutout that frames the two people.

# INFLUENCE IS REAL

A top trending song on TikTok typically becomes a top trending song on Spotify as well



# SO AGAIN... WHY IS TIKTOK SO IMPORTANT?

1. It's "training wheels" for future influencers and content creators who don't know where to start
2. It is paving the way for other platforms that give people a "FRAMEWORK" to create content!



# TIKTOK IS MORE THAN JUST AN APP FOR 'KIDS' TO SING AND DANCE TO

TikTok provides a platform for users to express themselves in a very creative way.



# TIKTOK USERS ARE STATUS SEEKERS

52% of TikTok users can be categorized as status seekers, 1.3 times the global average

## Behaviors of TikTok Engagers

% of TikTok Engagers\* who have done the following in the past month

Uploaded a video 55%



Uploaded a "Duet" video 43%



Uploaded a "React" video 41%



- **Strive to achieve more in life,**
- **Tend to buy premium versions of products**
- **Are brand conscious**
- **Like to be respected by their peers.**



# TIKTOK'S MISSION:

- "...to capture and present the world's creativity, knowledge, and precious life moments, directly from the mobile phone. TikTok enables everyone to be a creator, and encourages users to share their passion and creative expression through their videos."



# BRANDS ARE ALREADY ON TIKTOK

TikTok is rife with influencers, and brands are already finding ways to connect and collaborate with them

TikTok also has a TON of advertising options already available



# BRANDS ARE ALREADY ON TIKTOK

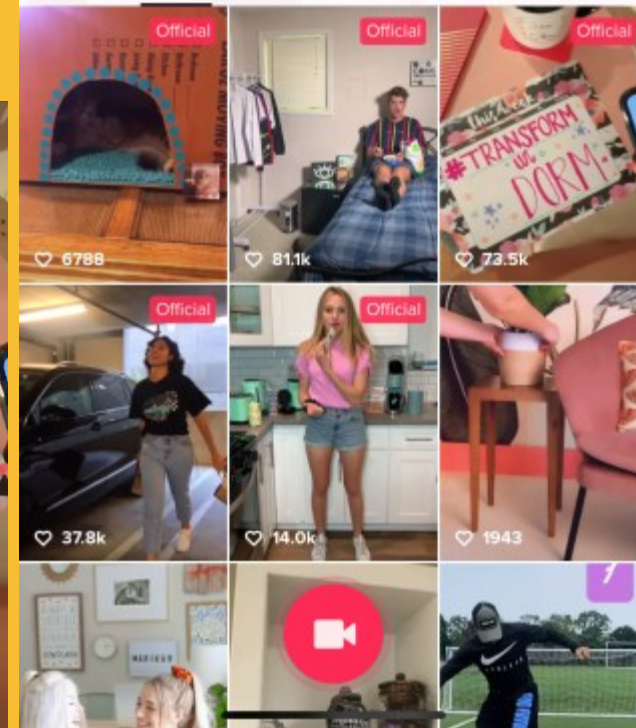
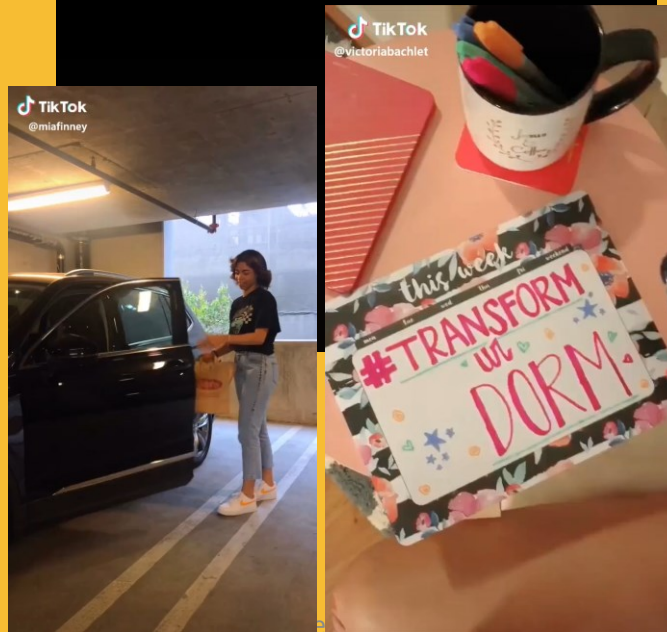
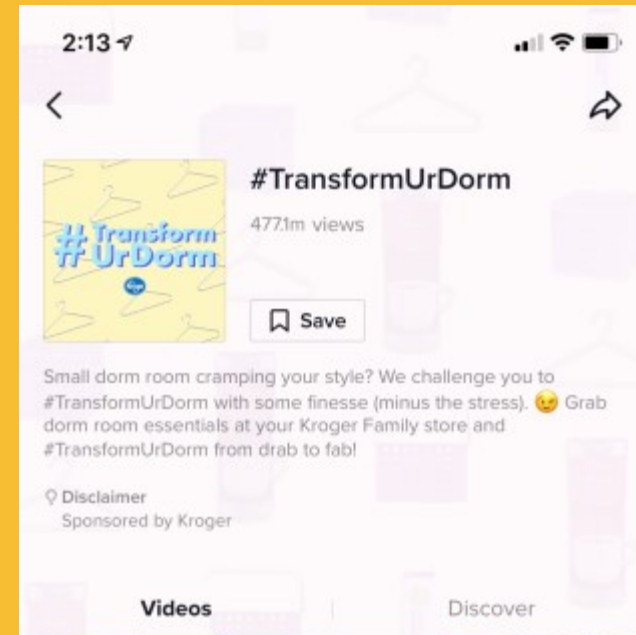
Brands are also working with Content Creators who are already making huge amounts of content on the platform





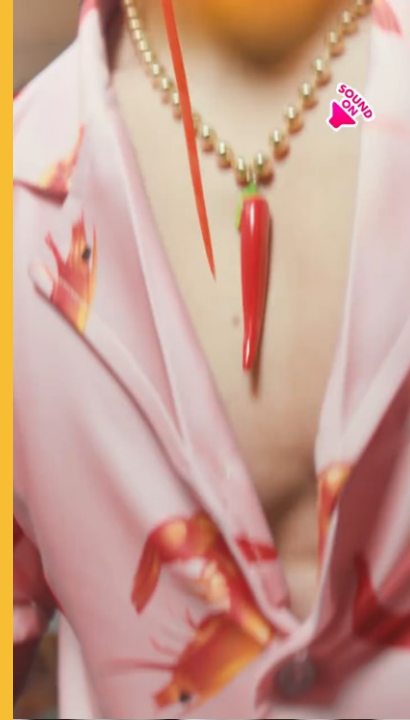
# TIKTOK'S NEW FEATURE: HASHTAG CHALLENGE PLUS

- Kroger was the first brand to try out the new feature globally back in August via the #TransformUrDorm challenge
- Tapped GenZ Influencers
- End of Two Month Campaign: 900M+ views



# OISHI'S HASHTAG CHALLENGE E PLUS

Oishi used the #HOTtawChallenge, garnered 308M+ views





# ENGAGEMENT IS THROUGH THE ROOF

- Video was released on TikTok (8M followers) and Twitter (45M followers)
- Uploaded back in March
- Twitter - 1.8M views, 87K likes
- TikTok - 134M views, 10.8M likes





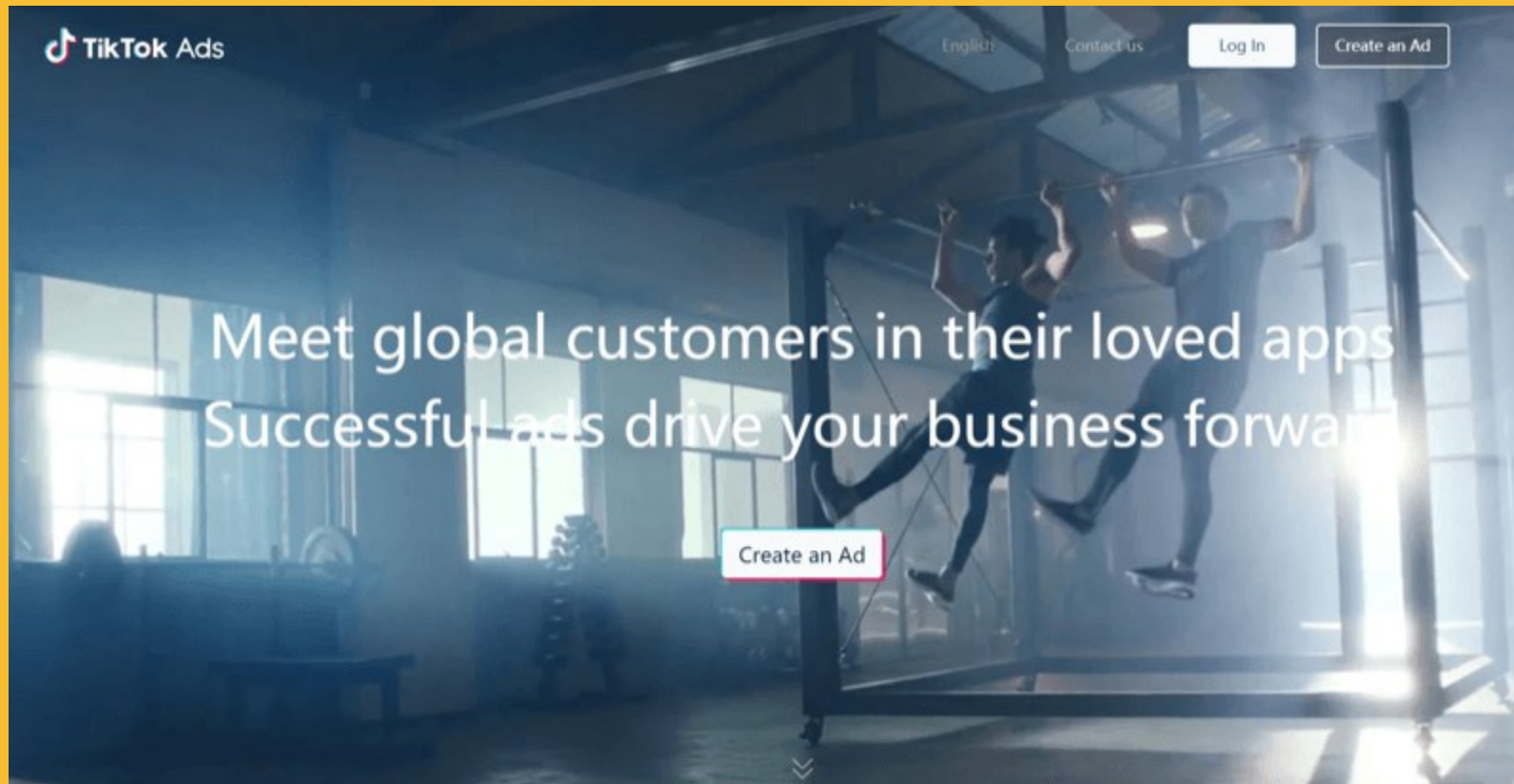
# HOW TO ADVERTISE ON TIKTOK

Quick Step by Step on how to get started  
you want to Advertise on TikTok



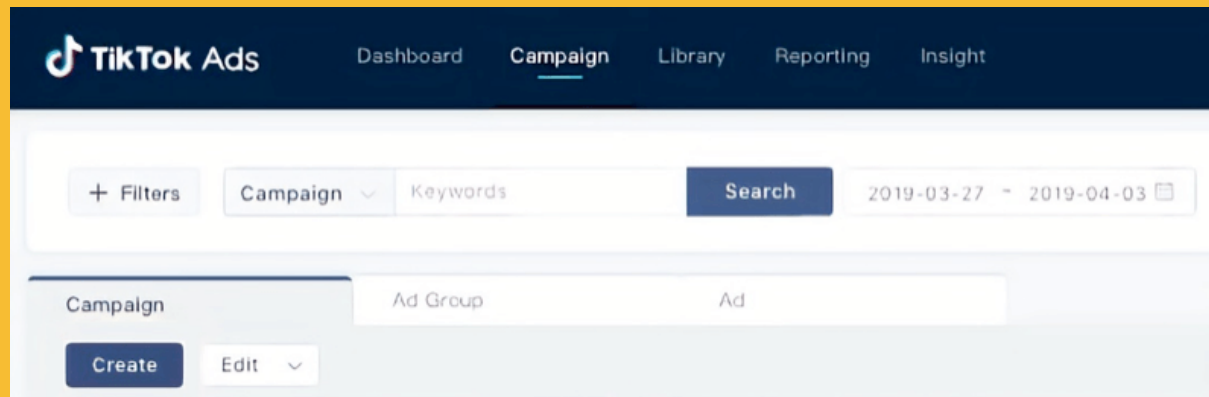
# 1. CREATE A TIKTOK ADS ACCOUNT

- Go to the [TikTok Ads homepage](#)

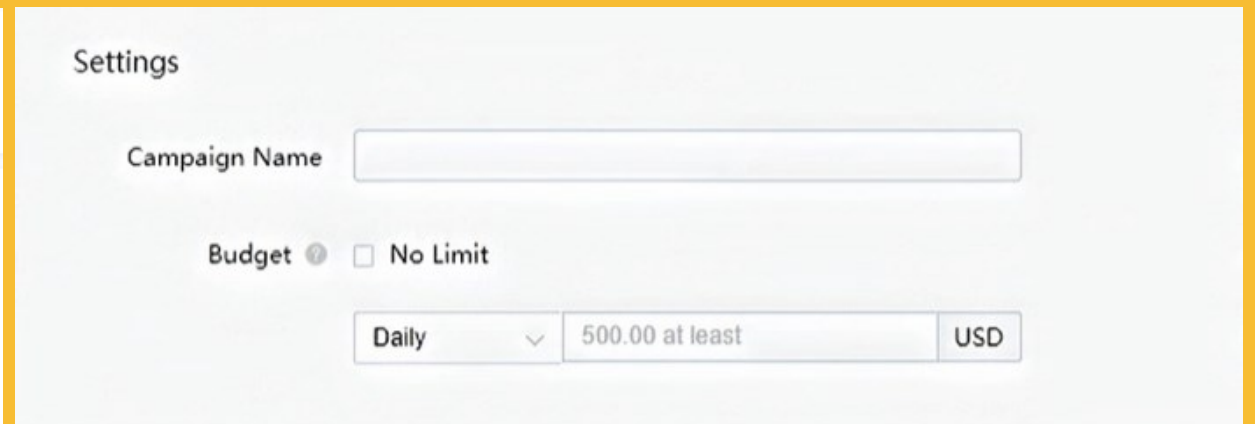
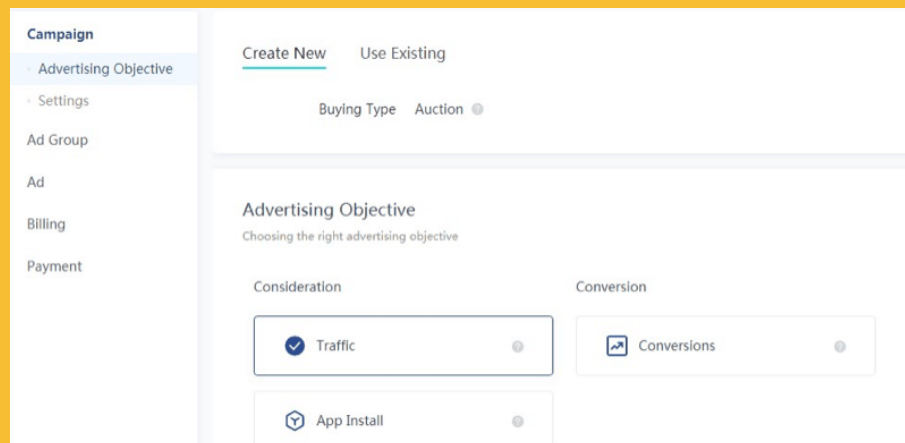


# 2. CREATE A TIKTOK AD CAMPAIGN

- Click the Campaign tab at the top of the page and then click the Create button.



- Choose a campaign objective, which is the primary goal of your ad. Currently, you can choose from these options: Traffic, Conversions, and App Install, and then set a budget





# 3. SET YOUR TIKTOK AD PLACEMENTS, DETAILS, AND TARGETING


- Choose your preferred platform, and then define your preferred audience


**Placements**


Placement Types

Automatic Placement  
Distribute your ads across supported placement automatically

**Select Placement**

 **TikTok**  
TikTok

 **News Feed App Series**  
TopBuzz/BuzzVideo/News Republic



TikTok

**Targeting**

Audience  [Create New](#)

Excluded

Gender

Location

The actual ads delivery may vary depending on the supported locations of different placements. [Learn More](#)

Age

Languages

Interest Category

Connection Type

OS Versions

# 4. CONTROL YOUR AD SPEND, AD DURATION, AND CAMPAIGN GOALS

- You can set a budget, schedule, and define your campaign goal

**Budget & Schedule**

Budget: **Daily Budget** 50 at least USD

Schedule: 2019-10-08 15:25  
Time Zone: UTC+8

Run continuously Your ad group will run continuously after the start.

Dayparting: **All Day** Select Specific Time

**Create App Conversion**

Conversion Name: Please insert your conversion name

Store Link: **Android** App Store/Google Play link of your App

Tracking Settings

Measurement Partner: Please Choose a Partner [How to find tracking URL?](#)

Click Tracking URL: Please paste your Click Tracking URL from your partner

Default Impression Tracking URL: Please paste your Impression Tracking URL from your partner

We highly recommend you to use view-through attribution, which would help improve your ad performance. [Learn More](#)

**Create**

- You can also set a pacing option (i.e. how slow or fast your budget is used)
- And select your optimization goal as well (Turn ON Smart Optimization if you want the platform to optimize for you)

# 5. DESIGN YOUR VIDEO AD USING TIKTOK'S VIDEO CREATION KIT

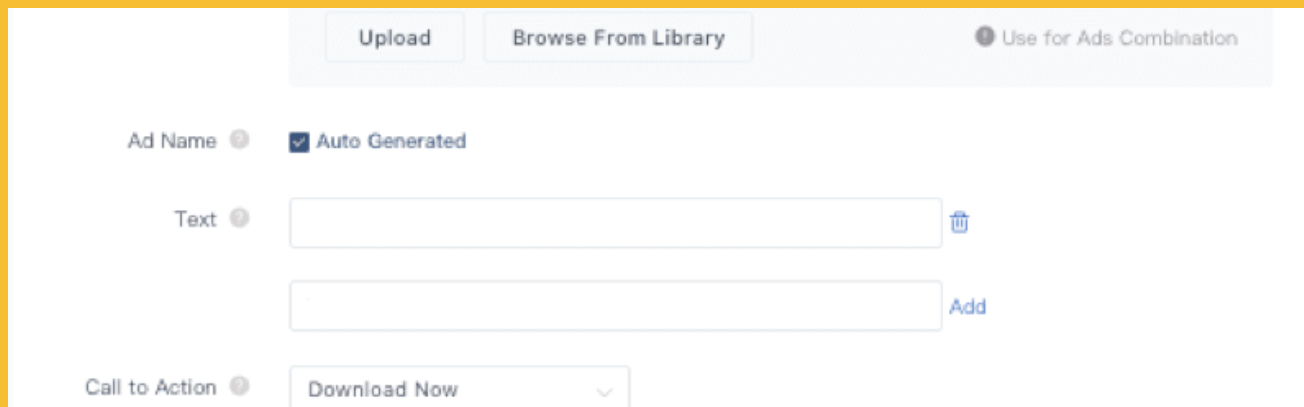
- Brand Takeovers
- In-Feed Ads
- Hashtag Challenges





# 6. MAKE SURE YOUR TIKTOK AD IS EFFICIENT AND OPTIMAL

- Use great footage / hi-res images - blurry / pixelated images will be an eyesore on a mobile phone!
- Create a clear Call to Action - don't have multiple CTAs in one ad
- The caption only has 80 English characters, so use the video ad space and integrate some of your copy there
- Take advantage of other built-in Tools (such as the [Automated Creative Optimization](#) tool or the [Landing Page to Video](#) tool)



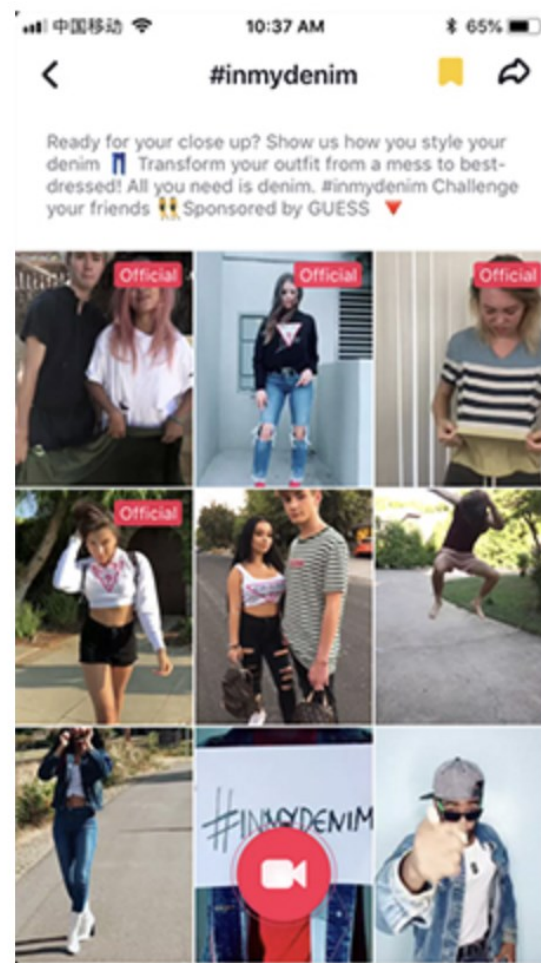
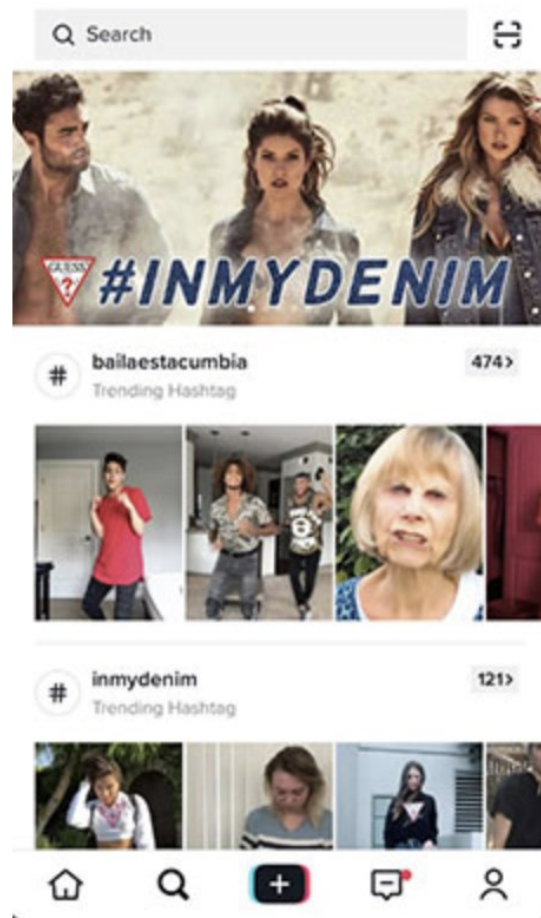
The screenshot shows a portion of a TikTok ad creation interface. At the top, there are two buttons: "Upload" and "Browse From Library", and a toggle switch labeled "Use for Ads Combination" which is currently turned on. Below these, the "Ad Name" field is checked for "Auto Generated". The "Text" field is empty and has a trash icon to its right. Below the text field is an "Add" button. The "Call to Action" field is set to "Download Now" with a dropdown arrow.

# TIKTOK CASE STUDIES

Some case studies that might give you a better idea why this platform is great



# GUESS

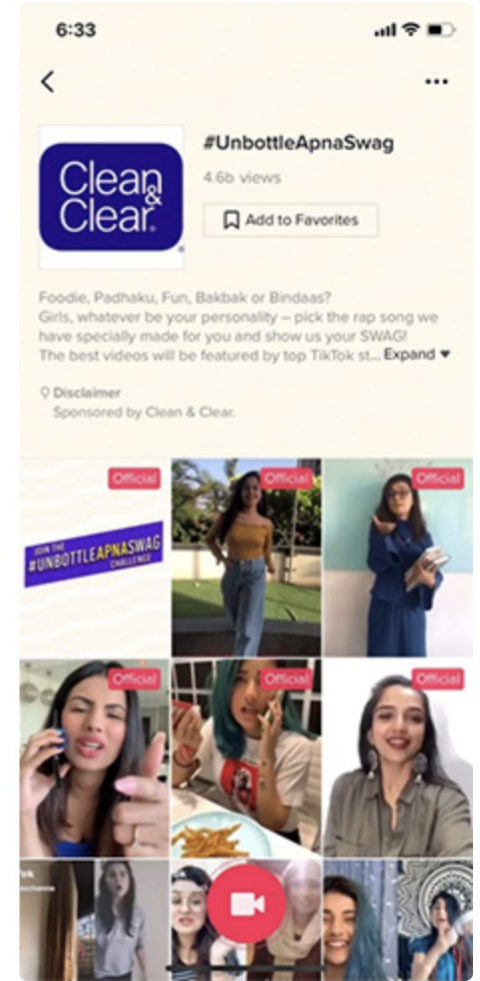
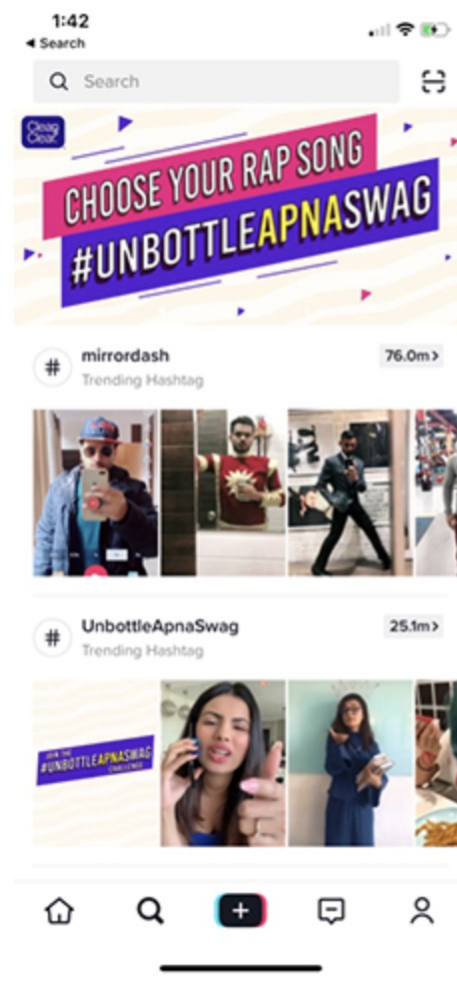


5,550 user-generated videos | 10.5M video views

14.3% Total Engagement Rate | 12K+ Increase in Business Account Followers | 16.5% CTR of Brand Takeover

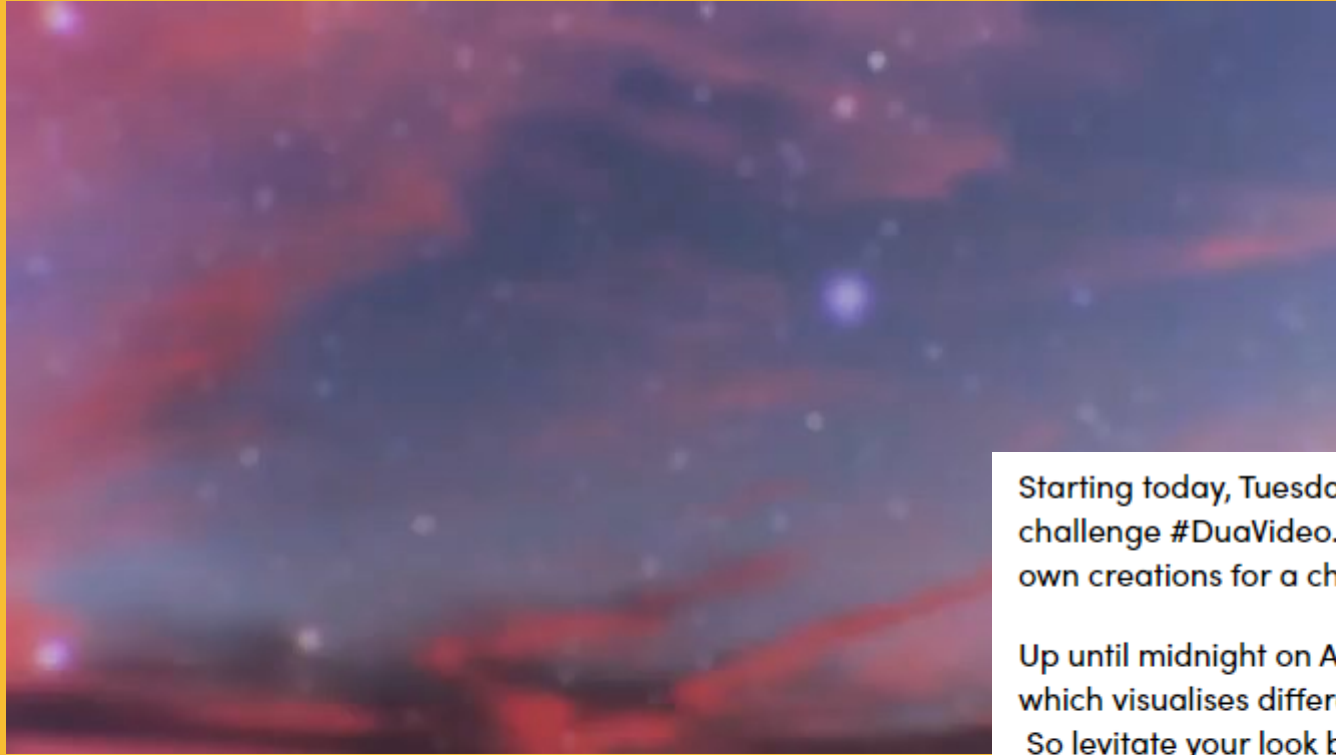


# CLEAN & CLEAR



1.96B Video Views | 172M likes / comments / shares | 2.62M user-generated videos  
10.4K increase in Followers | 9% Lift in Purchase Intention | 100.9% Lift in Message Association

# DUA LIPA - LEVITATING



Starting today, Tuesday 25 August, you can enter the competition via the hashtag challenge #DuaVideo. The competition will run for a week and invites you to share your own creations for a chance to be included in the final video.

Up until midnight on August 31st, TikTokers can participate in the #DuaVideo challenge, which visualises different themes in the single: Dance, Animation and Cosmic Make Up. So levitate your look by designing animations that will feature on her galactic dance floor or show us your best out-of-this-world choreography.

Now go and give it your all - we want to see your creativity shine through!

New to TikTok and fancy joining the competition? Getting involved couldn't be easier - just download the app for free via [the Apple App Store](#), [Google Play](#) or [Amazon](#).

**150,000 VIDEOS CREATED | 300M VIEWS**





## SO, HOW CAN I USE TIKTOK EFFECTIVELY?

If I didn't have a big advertising budget, what would be the best way to utilize TikTok? How do I get the most out of this platform?





# 1. *Be Meaningful*

# STATUS SEEKERS ARE NOT AFRAID TO VOICE THEIR OPINION

- Anything that can enhance TikTok users online reputation or status is likely to be evaluated positively



- I am Christine** ❤️  
Genuine heart 💎🥰 labyu mamidam! 🙄🙄  
3h ago
- natalia22**  
god blessed poh. sana poh madaming tao ang tulad u n kayang tumolong. panotice poh with vid.  
3h ago
- Jolina Cristobal Lej**  
Saludo ako sayo madam napakabuti niyo pong tao 🥰  
sana mas dumami pano ang katulad niyo GODBLESS PO 🥰  
Lahat po ng yan may magandang kapalit din sainyo  
1h ago
- Shiela Krystle**  
THANK YOU MISS GLENDA 🥰🥰🥰 GODBLESS YOU MORE  
2h ago
- Maan Hortelano**  
Maganda na matulongin pa. The best Ceo for mee ❤️  
loveyousooo much mamidammm 💕  
3h ago



# DISTINCTIVE ATTITUDES OF TIKTOK USERS

% of TikTok members globally who agree with the following statements (sorted by index)

	<b>Index</b>	
I would buy a product to be part of the community built around it	<b>1.40</b>	52%
I tend to buy brands I see advertised	<b>1.35</b>	61%
I am easily swayed by other people's opinion	<b>1.34</b>	49%
I am comfortable borrowing money	<b>1.33</b>	41%
I feel positive about the global economy	<b>1.32</b>	61%
I feel positive about the future of the environment	<b>1.31</b>	64%
I am a brand conscious person	<b>1.27</b>	63%

**Question:** To what extent do you either agree or strongly agree with the statements below?  
**Source:** GlobalWebIndex Q2 2019 **Base:** 22,915 TikTok members aged 16-64





## 2. Be Collaborative

# COMMUNITY AND COLLABORATION

- TikTok members are 1.35 times the global average to say meeting new people and making new connections is an important reason for them using the internet.





# MAKE VIDEOS WITH FRIENDS

- You can do a lot more with the help of your friends and family—IF they're willing to do so!



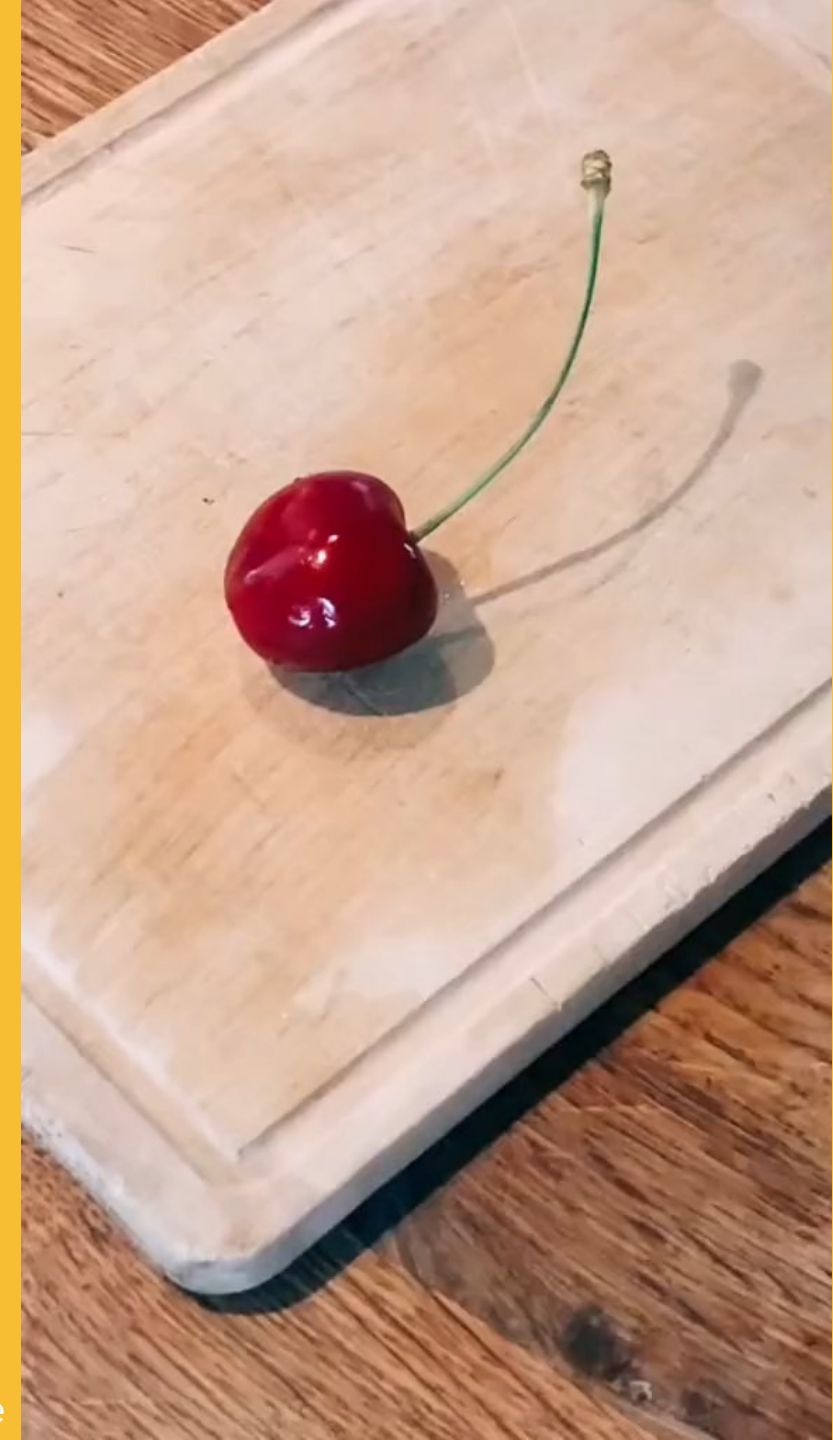


# 3. Be *Resourceful*



# CONTENT THAT WORKS ON TIKTOK

- Some of the more common, “high return” types videos that have high engagement or views
  1. Song Imitations / Lipsyncing
  2. “Radio Drama”
  3. Cute Videos
  4. Interesting Videos / Art / Satisfying / Calming Videos
  5. Humor / Answer Questions / Funny Reaction Videos
  6. Voiceovers
  7. Science Experiments
  8. Makeovers and How To Videos
  9. Workout Videos
  10. Food / Cooking Videos
  11. Day in the Life / VLOGs





# USE THE AVAILABLE TOOLS

- From filters, to sound or music, to flashy effects, fiddle around with TikTok's wide array of features





# USE THE AVAILABLE TOOLS

- From filters, to sound or music, to flashy effects, fiddle around with TikTok's wide array of features



# FIND A NICHE and POST OFTEN

- If you want to grow your brand online, you need to post regularly.
- Best if you can plan ahead—create content in advance and plot when it comes out



# USE WHAT YOU KNOW AS INSPIRATION

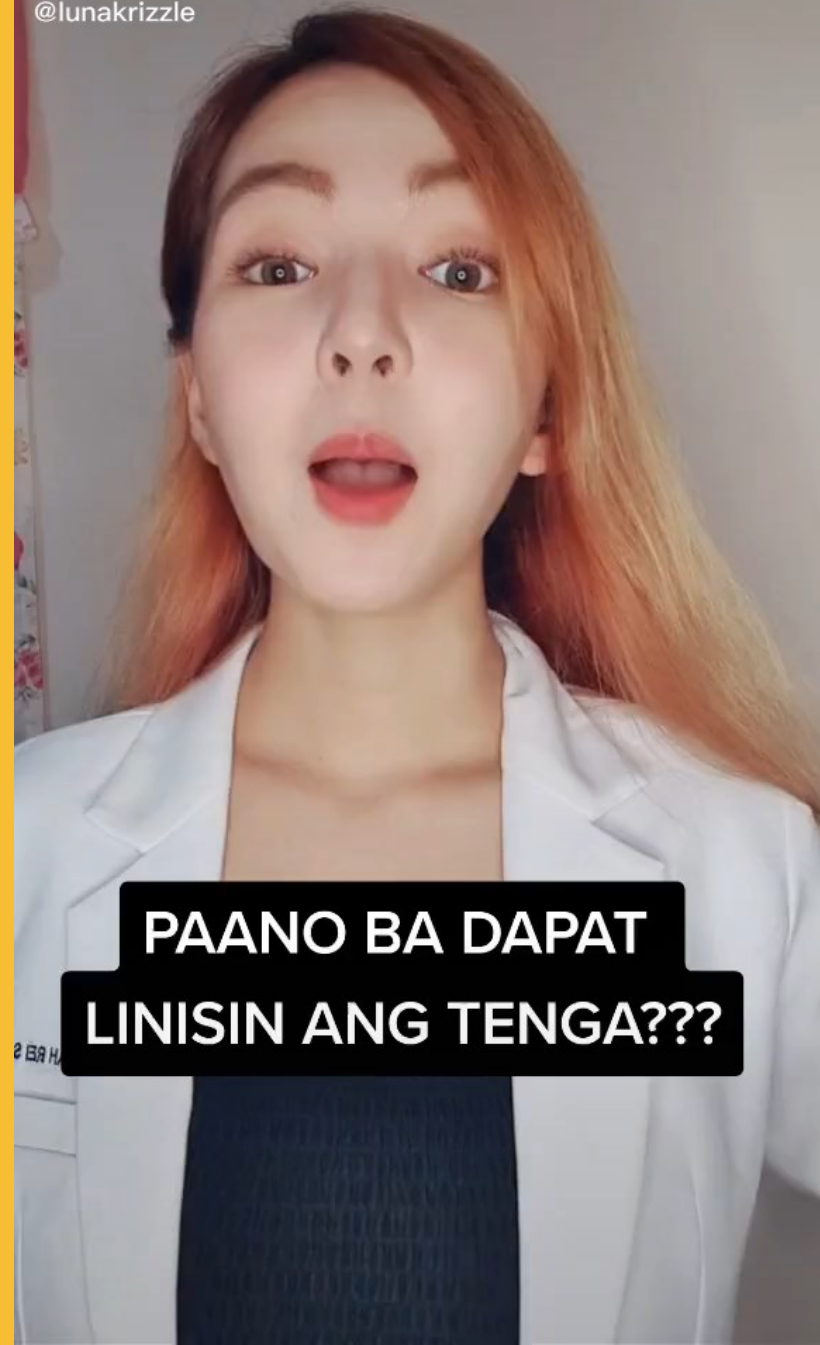
- One easy way to create content is to share your knowledge. Create content based on what you know!





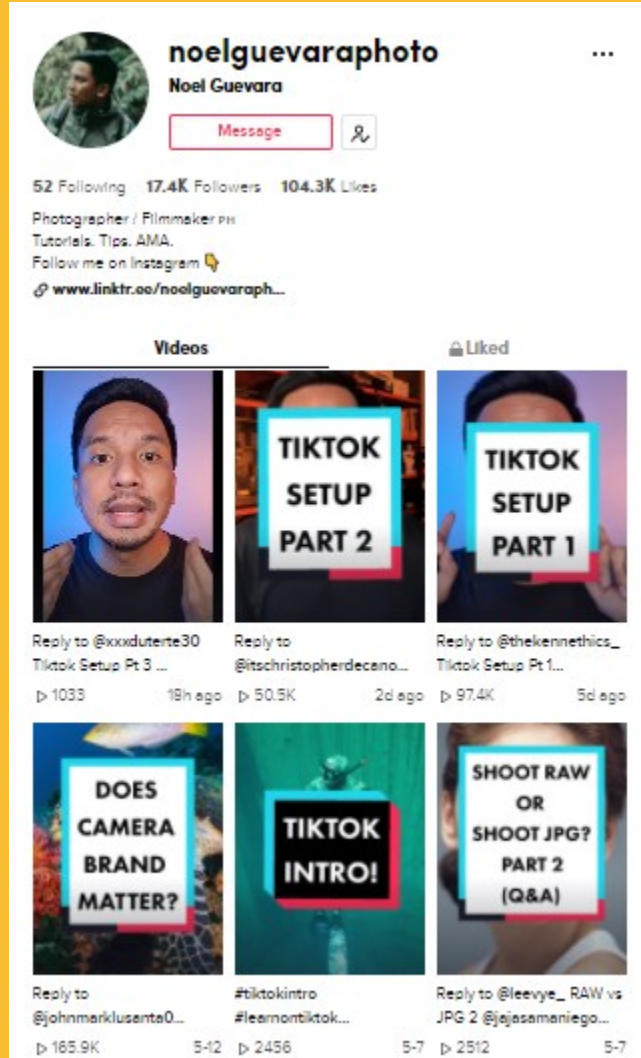
# USE WHAT YOU KNOW AS INSPIRATION

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**PAANO BA DAPAT  
LINISIN ANG TENGA???**

# NOEL GUEVARA



**noelguevaraphoto**  
Noel Guevara

52 Following 17.4K Followers 104.3K Likes

Photographer / Filmmaker PH  
Tutorials, Tips, AMA.  
Follow me on Instagram 📸  
[www.linktr.ee/noelguevaraph...](http://www.linktr.ee/noelguevaraph...)

**Videos**

Video Title	Reply to	Views	Time
TIKTOK SETUP PART 2	@xxxduterte30	1033	19h ago
TIKTOK SETUP PART 1	@itschristopherdecano...	50.5K	2d ago
DOES CAMERA BRAND MATTER?	@johnmarkluisanta0...	165.9K	5-12
TIKTOK INTRO!	#tiktokintro #learnontiktok...	2456	5-12
SHOOT RAW OR SHOOT JPG? PART 2 (Q&A)	@leeiye_ RAW vs JPG 2 @ejasamaniego...	2512	5-7

TikTok  
@noelguevaraphoto

Reply to thekennethics\_'s comment  
How to achieve this Bi-lighting in the background. 🤔

TIKTOK SETUP  
PART 1

TikTok  
@noelguevaraphoto

Reply to itschristopherdecano's comment  
tiktok studio set-up nmn po

TIKTOK SETUP  
PART 2





## 4. *Be Funny*



# YOU DON'T NEED A HIGH END SETUP

- Just yourself, your phone,  
and your ideas



**DON'T BE SHY**



kamukha ko daw si  
james reid?

**HAVE FUN!**

TikTok  
@princess18princess



No  
v1  
7  
20  
20



# 5. *Be Authentic*



# JUST MAKE CONTENT... AUTHENTIC CONTENT

- If you're unsure what to do—just go out and do what you enjoy! Capture it! Post it! JUST DO IT!





# JUST MAKE CONTENT... AUTHENTIC CONTENT

- If you're unsure what to do—just go out and do what you enjoy! Capture it! Post it! JUST DO IT!





Download link:  
[Oohlahoop.com/talks](https://Oohlahoop.com/talks)



# HEINEKEN "WORLD'S APART"



Heineken® UK

@Heineken\_UK

Follow

Worlds Apart: an experiment. Can two strangers divided by their beliefs overcome their differences? #OpenYourWorld



5:29 AM - 26 Apr 2017

3,524 Retweets 5,738 Likes



160



3.5K



5.7K



Tweet your reply

'WORLDS APART'



# **FREE** ASSESSMENT WORTH \$200.00

First **FIVE (5)** attendees to email [ahoy@oohlahoop.com](mailto:ahoy@oohlahoop.com) will receive an ASSESSMENT and RECOMMENDATION of their DIGITAL MARKETING efforts (worth \$200.00)--**FOR FREE!**







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**THANKS!**

[ahoy@oohlahoop.com](mailto:ahoy@oohlahoop.com)

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