

**Imagine a platform where any brand,
regardless of size, can go viral
overnight...**



aniccadigital

Rachel Cryan – Strategist at Anicca Digital

The Rise of TikTok For Branding

16th CIM Digital Marketing Conference

aniccadigital

 **Explosive platform growth**

+ Explosive platform growth

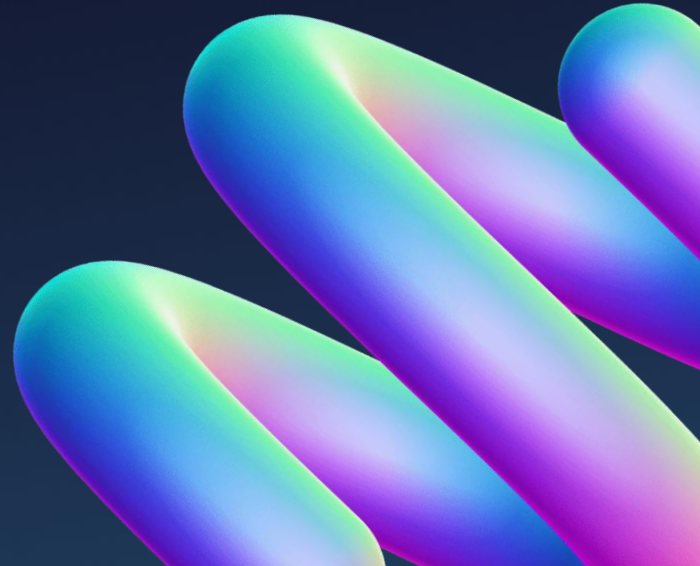
+ Why do people use TikTok?

- + **Explosive platform growth**
- + **Why do people use TikTok?**
- + **Best in class content**

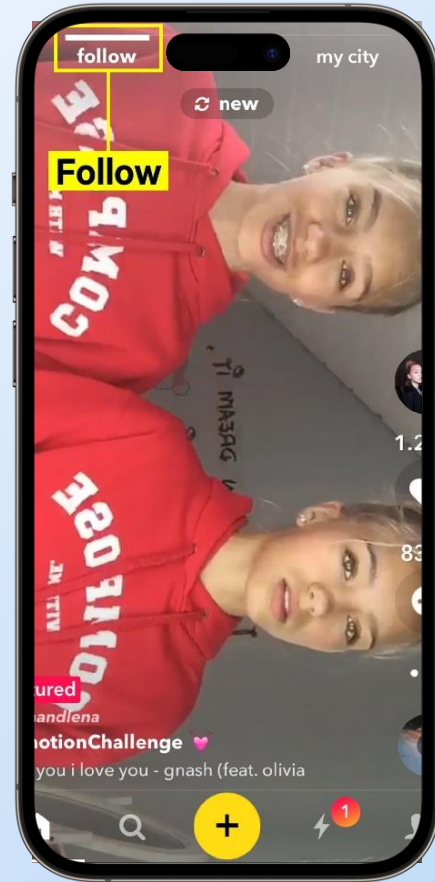
- + **Explosive platform growth**
- + **Why do people use TikTok?**
- + **Best in class content**
- + **How to go viral in 2024**

Platform Growth

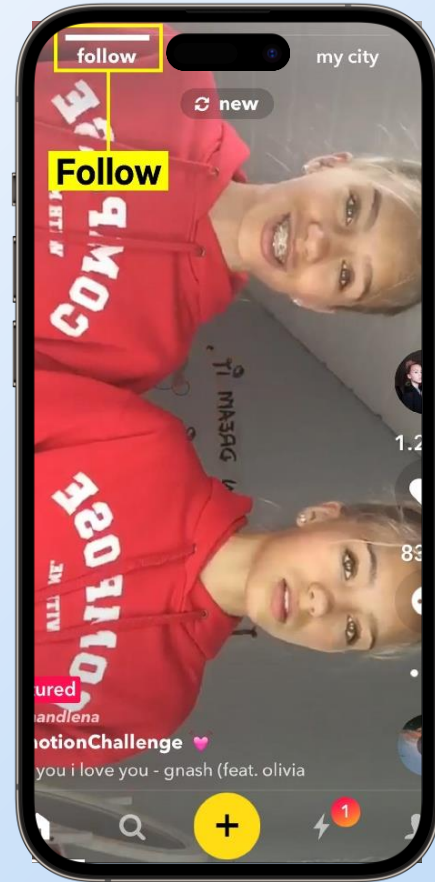
The Evolution of TikTok



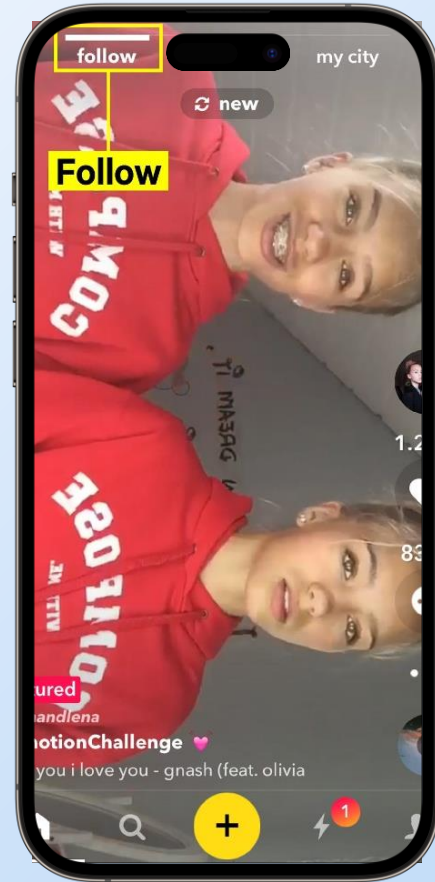
Musically was founded in 2014



ByteDance, the company who owns TikTok acquired Musical.ly in November 2017



ByteDance merged Musically with TikTok in 2018



**There's been a lot of changes
since then to establish TikTok as
its own platform**

Platform Growth

The Evolution of TikTok

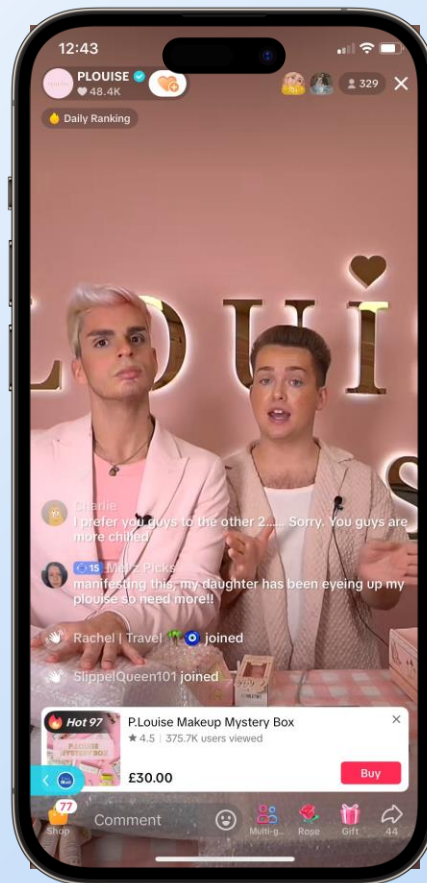
1. Algorithm enhancements



Platform Growth

The Evolution of TikTok

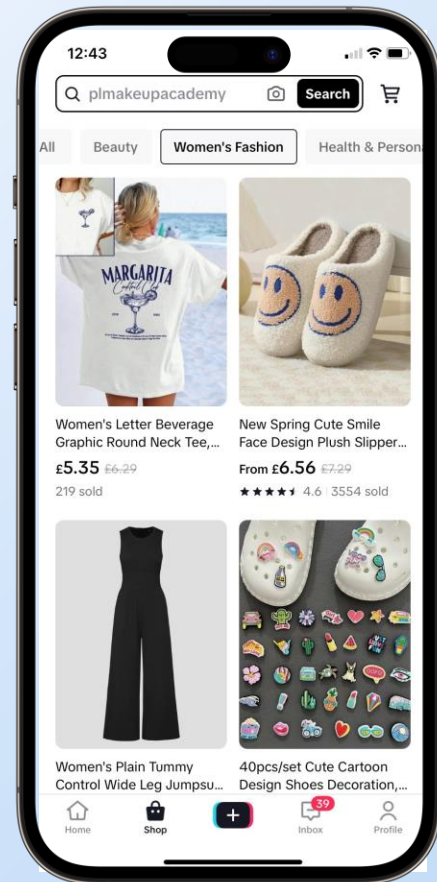
2. Live Streams



Platform Growth

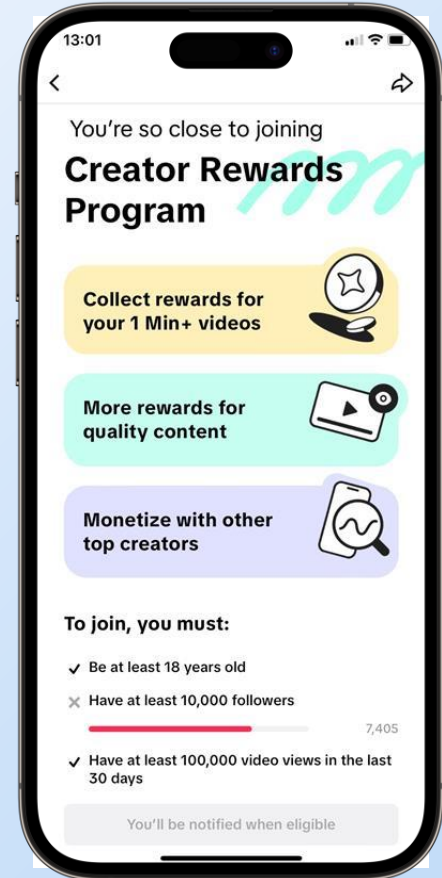
The Evolution of TikTok

3. TikTok Shop

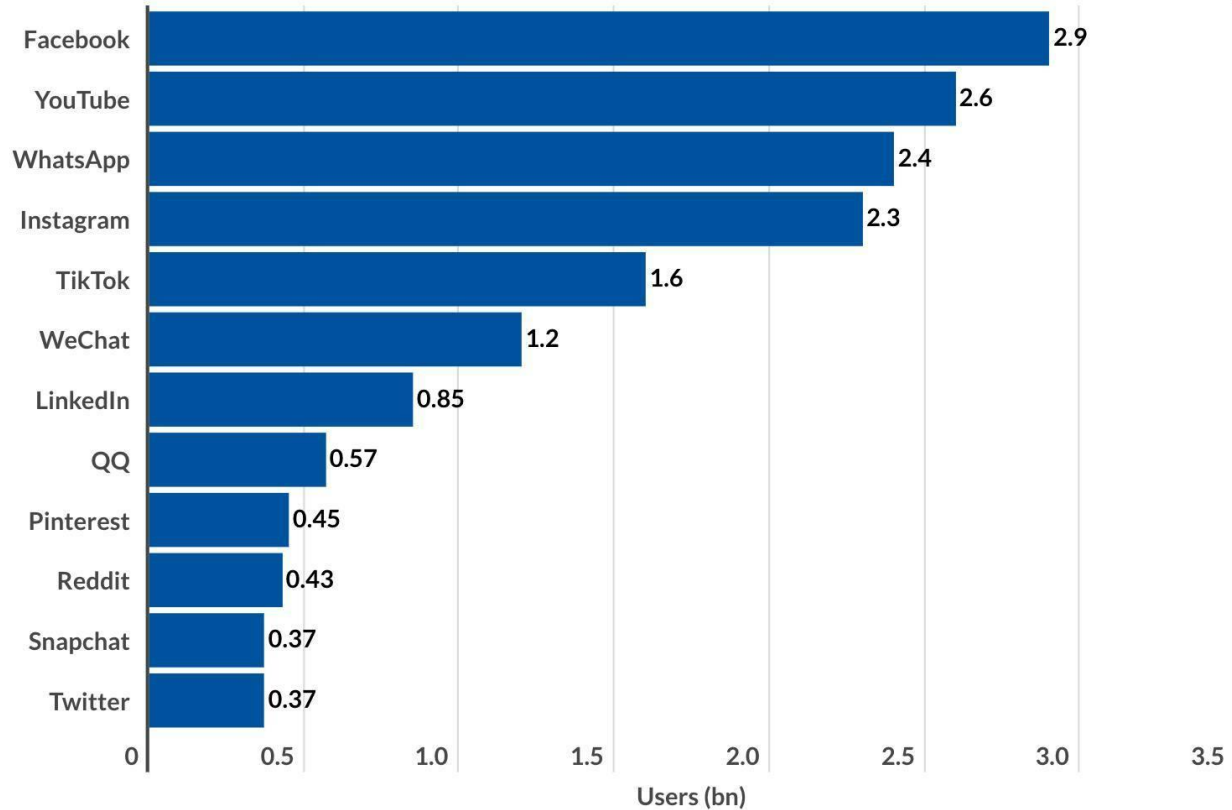


The Evolution of TikTok

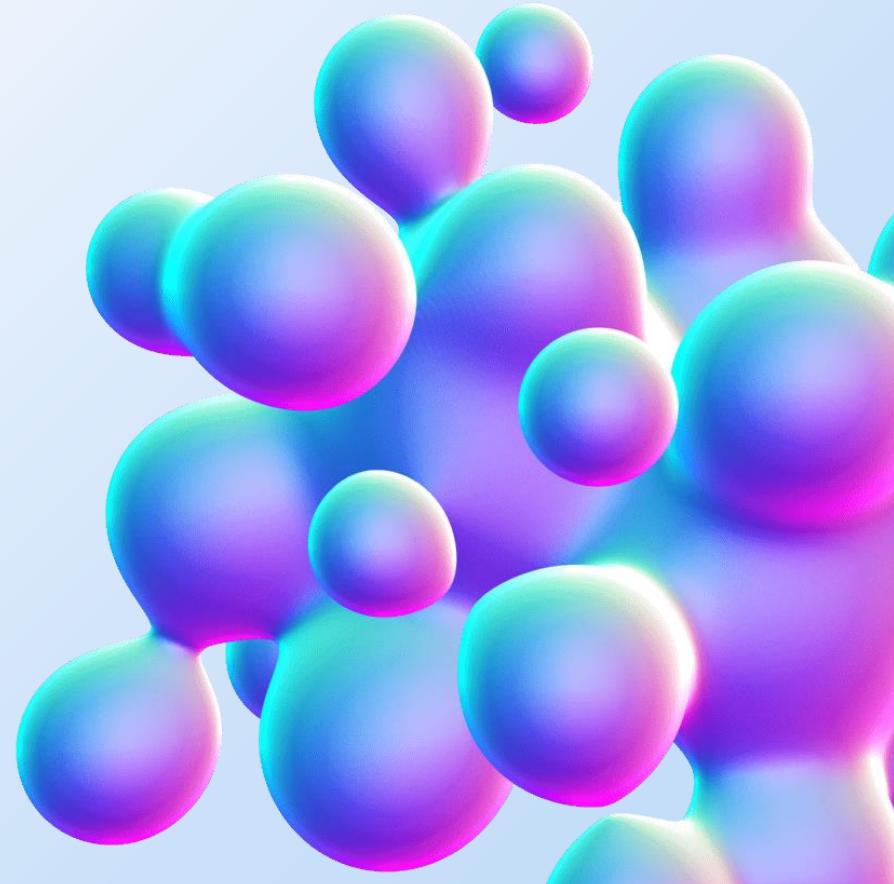
4. Creator Monetisation programmes



TikTok vs social apps: users



**It's projected there
will be 15 Million UK
TikTok users in 2025**



Audience Analysis

Why do people use TikTok?



Tailored FYP

A feed entirely personalised on your behaviors and interactions



Entertainment

**In the UK, users spend around 49
hours on average per month using
TikTok**

Ease of content creation

TikTok's suite of editing tools is incomparable to other platforms. They even have their own editing tool, Capcut.



Creativity

**70% of users see brands using
TikTok First creative on TikTok as
innovative.**

Variety of content creators

Content shared is more genuine and unfiltered. Also, from an array of different users, backgrounds, experiences etc.



Authenticity

7 in 10 Gen Z users find TikTok creator content to be believable.

A sense of belonging

Due to the collaborative formats on TikTok, users can join stories and tell their own experiences. Comments are hugely engaged with compared to other platforms



Community

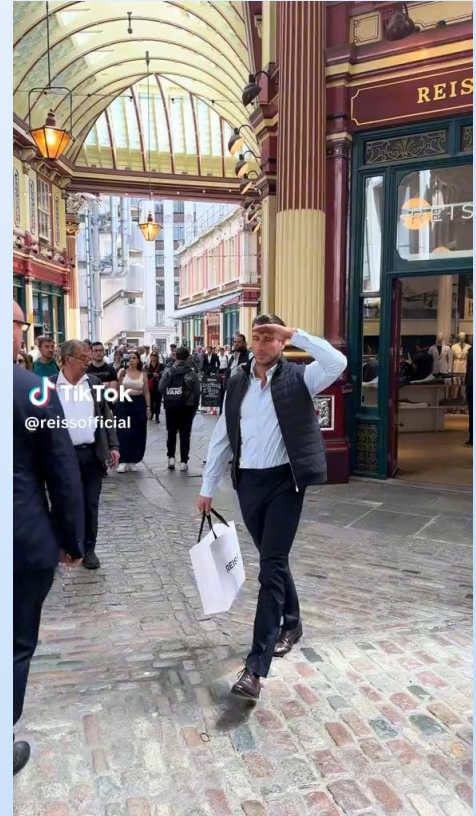
37% of SMB users have been able to gather authentic reviews and feedback from users in the comment section on TikTok.

Case Studies

Best in Class Content



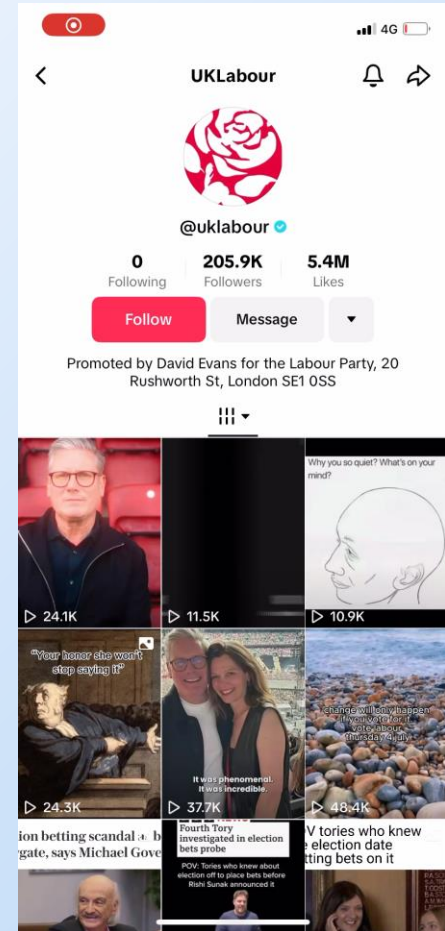
Best in Class Content - Reiss



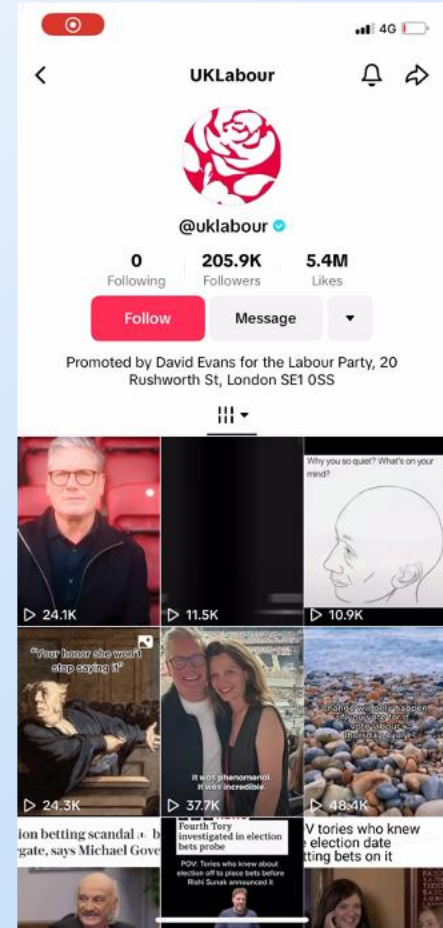
- 2 Million Views
- As of June 20, the video has been viewed over 661K times, compared with the previous week of posts that have ranged from 1,000 to 3,000 views.
- Very quick to jump on a trend



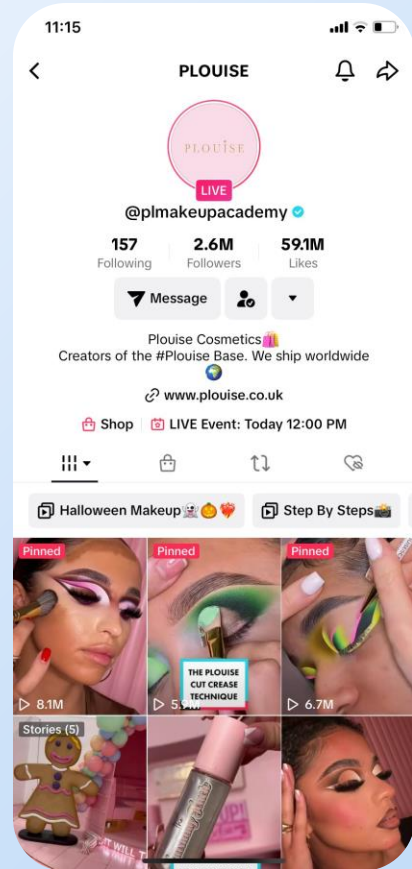
Best in Class Content – UK Labour Party



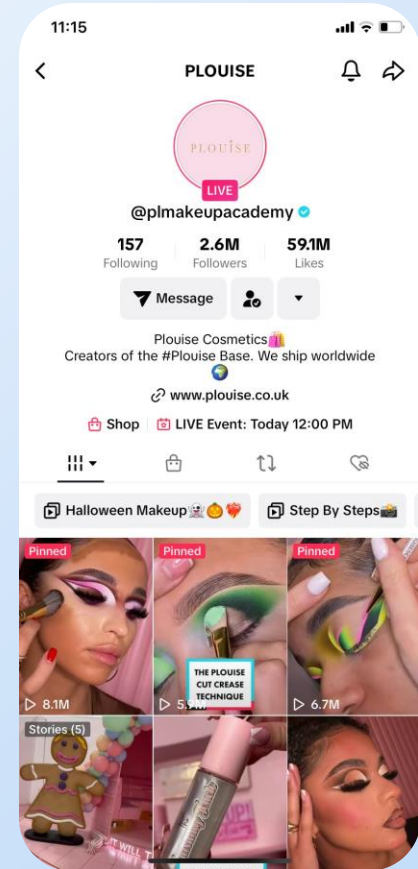
- Content is designed for a young audience
- Unhinged
- Very quick to jump on trends
- Authentic



Best in Class Content – PLouise



- Face of the brand
- Utilises all best practices in videos
- Community centered – works with customers to create new products



Content Creation

How to go viral in 2024



Content Creation

How to go viral in 2024

***Hopefully!**



**Your content should be primarily
evergreen**

Entertaining ✓
Creative ✓
Authentic ✓
Community building ✓

Curiosity Peaked

People love going down rabbit holes and discovering new information. Try to tap into curiosity and provide a unique experience.



Trend Signals

Unhinged Storytelling

Ends of stories are starting first. It's the most intriguing narrative structures that guide viewers past the first few seconds and deeper into the story.



Trend Signals

Bridging the Trust Gap

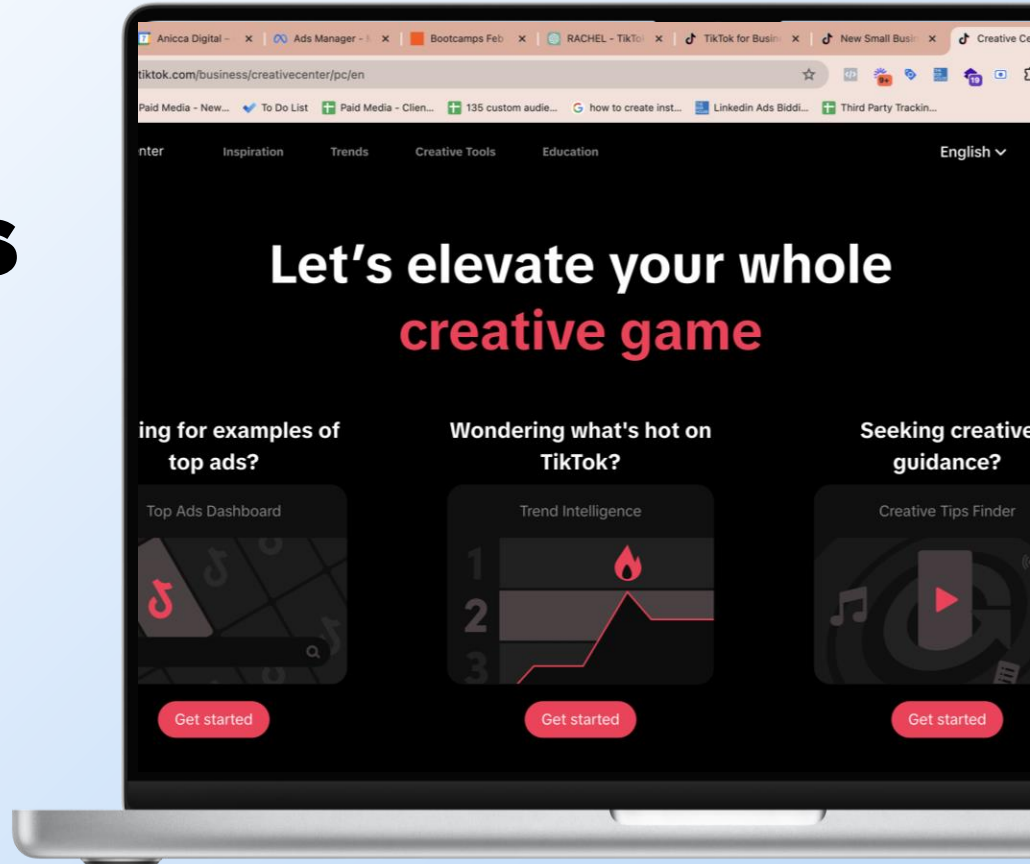
For brands, it's key to consider each piece of content as an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.



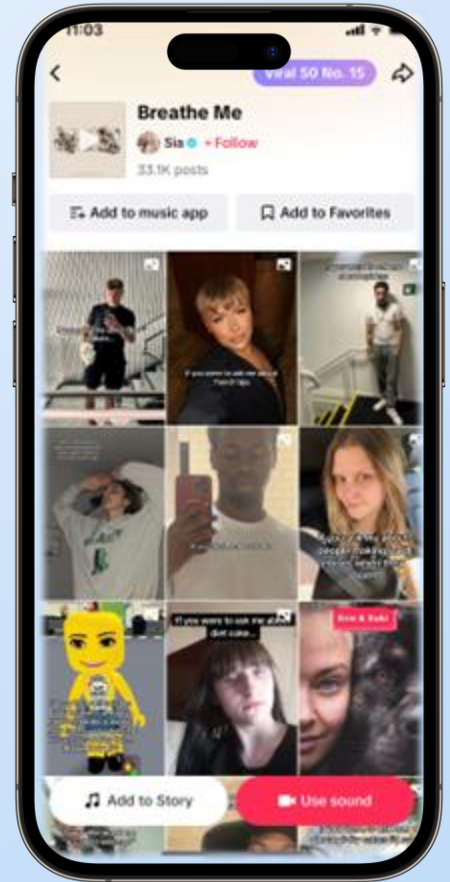
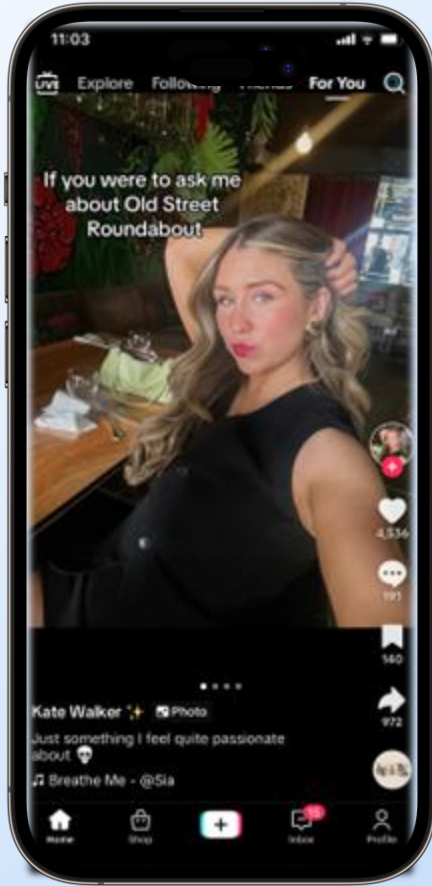
Trend Signals

Virality requires research

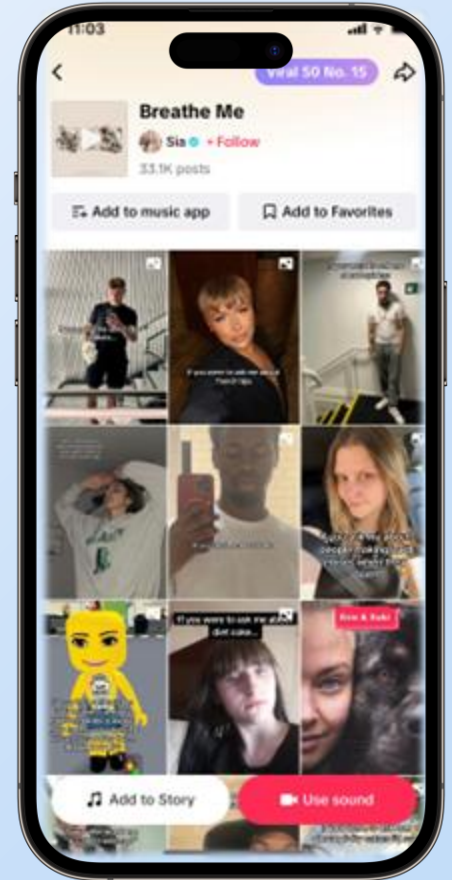
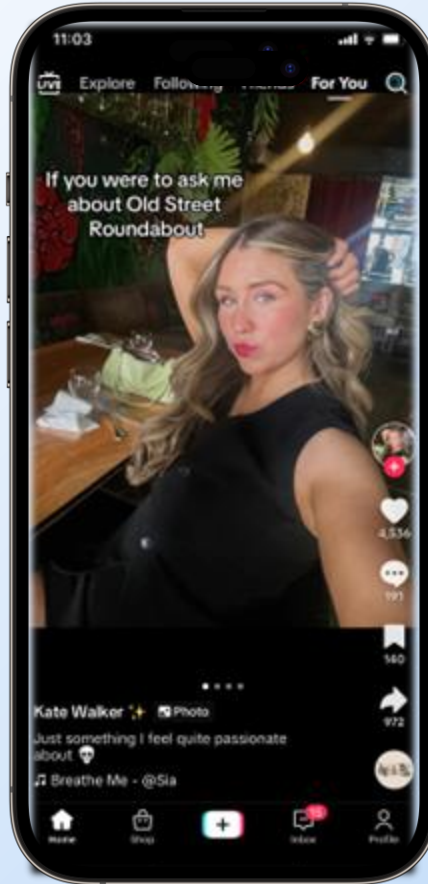
- **Trending sounds**
- **Search trends**
- **Top products**
- **Top hashtags**



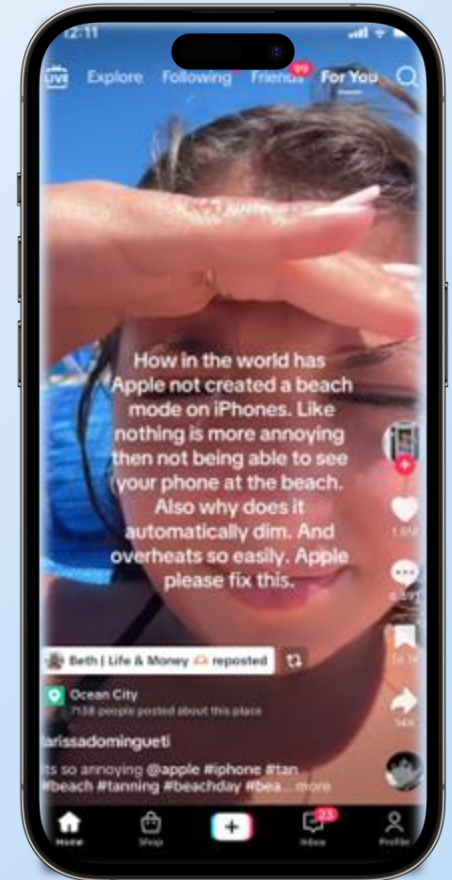
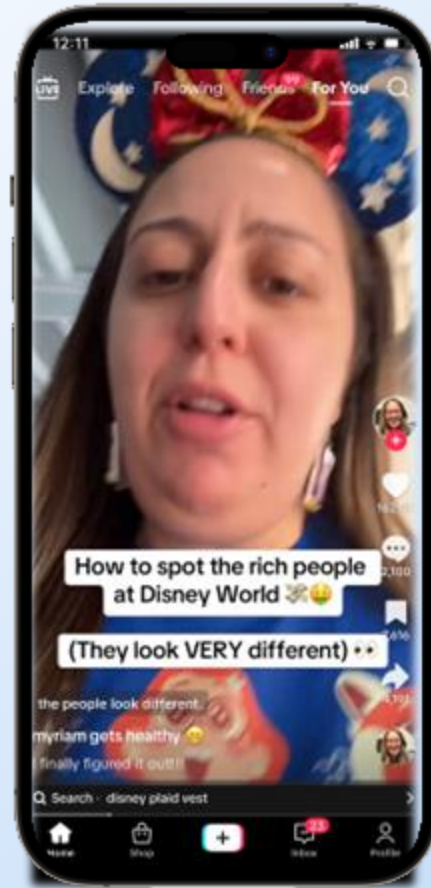
If you spot a video which seems to be gaining traction with a new sound you've not heard..



**This could be a
chance to go viral**



Try 'on the go' angles for authenticity



If all else fails, try the below:

- Voiceovers vs speaking to camera
- Short videos vs 1 min+ videos
- Tagging products vs not
- Using hashtags vs not
- Using a big keyword filled caption vs not
- Posting good quality vs quantity
- Go live and see how that affects results

Thank You

Any questions?