
TikTok Recommendation

1 messages

Amber King <msamberking@gmail.com>

Tue, Mar 17, 2020 at 12:24 PM

To: Stephanie

Hi Stephanie,

I hope you and your team are all safe & healthy with everything going on. After some research, I wanted to provide you with a recommendation regarding the use of TikTok to support the [upcoming] initiative or any other future social projects.

Overall, at this time I **wouldn't recommend the use of TikTok** and instead to focus on fully funding Facebook, Instagram, Twitter and Snapchat. Below are the two major reasons:

- **Geo-Targeting Limited to State Level**
 - Due to the lack of more granular location targeting, I wouldn't consider TikTok at this time
 - Although much of the "location" targeting capabilities verbiage online has been vague, I came across a few instances stating it was 'state-level only' so reached out to some of my resources and they confirmed that at this time state level is as granular as TikTok can get
- **\$25k+ Spend Minimums**
 - I don't recommend including TikTok in your upcoming initiative or social strategy as media spend can more efficiently reach your goals on other platforms with more robust targeting capabilities
 - Spend minimums are between \$25k-\$150k for most ad opportunities due to recently rolled out self-serve ads manager in 2020 and still requires some "managed service" & the partner reps management/involvement
 - The In-Feed Video (\$25k per campaign) or Brand Takeover (\$50k per day) ads would be best for your business objectives & creative but should only be considered once the ads manager is 100% self serve with no, or much lower, spend minimums are required
 - There are partnership opportunities with TikTok Influencers that could be at a potentially lower cost as you negotiate them with the influencers but I wouldn't recommend this for your brand or objectives

TikTok is a new platform and advertising capabilities will continue to improve and roll out in the coming year. I'd recommend keeping an eye out for updates, as this would be a great platform to reach users 18-24 (as 66% of users are under 30 years old) in future initiatives, just not at the moment when they are in the development phases.

Hootsuite actually posted a very informative and up to date post yesterday that I recommend having your team for additional context & details of the platform.

[The Complete Guide to TikTok Advertising for Marketers](#)

I have also have some additional resources and materials for them for future use that can be downloaded [here](#). Let me know if you have any issues accessing them.

Please reach out if you have any additional questions!

Take care!
Amber

--

Amber King
815.543.2410
msamberking@gmail.com