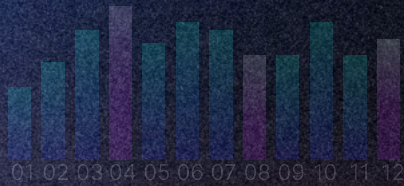


# TikTok Marketing Report 2024



45%



80

40

30



## Table of Contents

- Handpicked Trends and Findings
- The Impact of TikTok Shop
- TikTok Marketing Technology & Features
- TikTok Marketing Challenges
- TikTok Opportunities and Trends
- TikTok Marketing Stats 2024
- The Future of TikTok Marketing
- Strategic Recommendations



TikTok's vast user base and high engagement rate make it a competitive platform for marketers. The platform's fast-paced nature demands attention-grabbing content within seconds.

Our survey shows that 61.2% of marketers prioritize brand awareness. To succeed, marketers must create content that quickly captures attention and resonates with the audience.

Dive into our TikTok Marketing Report 2024 for first-party insights into how marketers are leveraging the platform and key recommendations to stay ahead in the game.



# Editorial Team's Handpicked Trends and Findings

- 01 TikTok Symphony's AI tools enable brands to deliver personalized content at scale, revolutionizing digital marketing.
- 02 TikTok Shop's e-commerce growth challenges the platform's authentic, content-first approach.
- 03 As TikTok commercializes, marketers must maintain authenticity to sustain user engagement.
- 04 Potential TikTok bans create uncertainty, urging brands to stay informed and compliant.
- 05 With Gen Z driving engagement, marketers need strategies that resonate with this key demographic.





# The Impact of TikTok Shop

With 51.9% of marketers actively selling through TikTok Shop, it's clear that this new feature is being embraced for its potential to drive direct sales and streamline the shopping experience.

Discover how marketers are leveraging TikTok Shop to boost their sales and enhance customer engagement in our new podcast conversation with Thomas Carter, Director of Paid Media at MomentIQ.

[www.youtube.com](http://www.youtube.com)





# TikTok Marketing Technology & Features in 2024



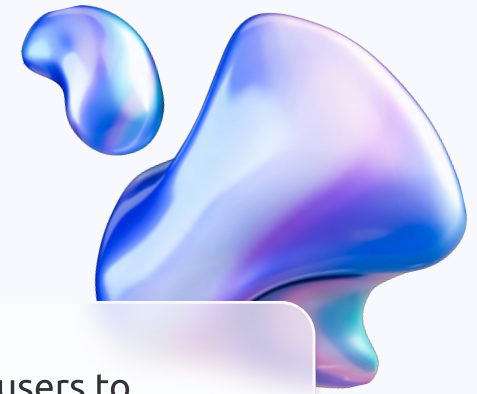
Gen Z values authenticity, immediacy, and personalization, all of which TikTok Symphony and TikTok Shop deliver effectively. AI-generated avatars combine human touch with technological efficiency, making content engaging and relatable.

TikTok Shop, meanwhile, aligns with Gen Z's love for seamless shopping, turning social interactions into instant commercial opportunities. These features not only enhance TikTok's functionality but also strengthen its bond with its core audience, keeping the platform at the forefront of social media innovation.





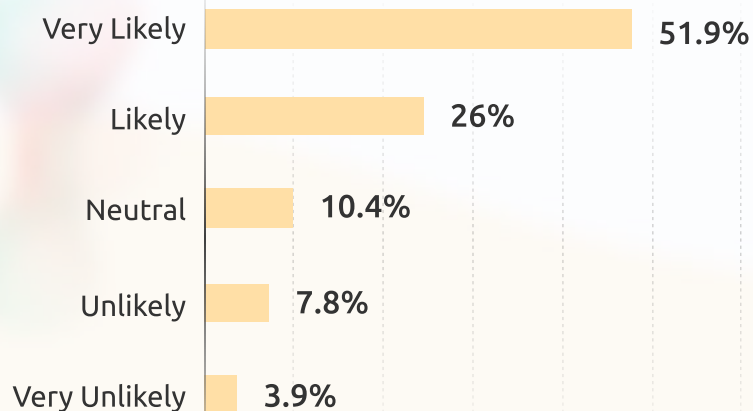
# TikTok Social Selling and eCommerce



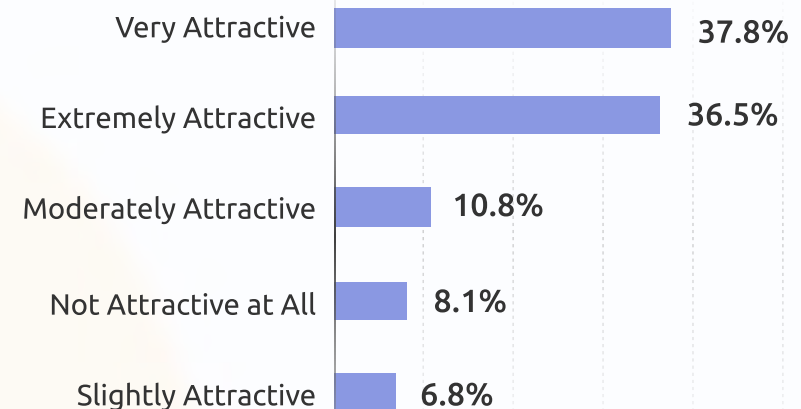
TikTok Shop is transforming e-commerce by allowing users to purchase directly through videos, with more than half of marketers already utilizing the platform, despite challenges like traffic and conversion issues.

TikTok Symphony, launched in June 2024, introduces AI-generated avatars for ads, with 51.9% of marketers likely to adopt this technology

How likely are you to incorporate TikTok's Symphony AI-generated avatars in your marketing campaigns to enhance content creation and engagement?



How attractive do you find the idea of using Symphony AI's tools for creating multilingual, customizable avatars and AI dubbing to scale and personalize your marketing content? 74 out of 83 people answered this question





# TikTok Marketing Challenges in 2024

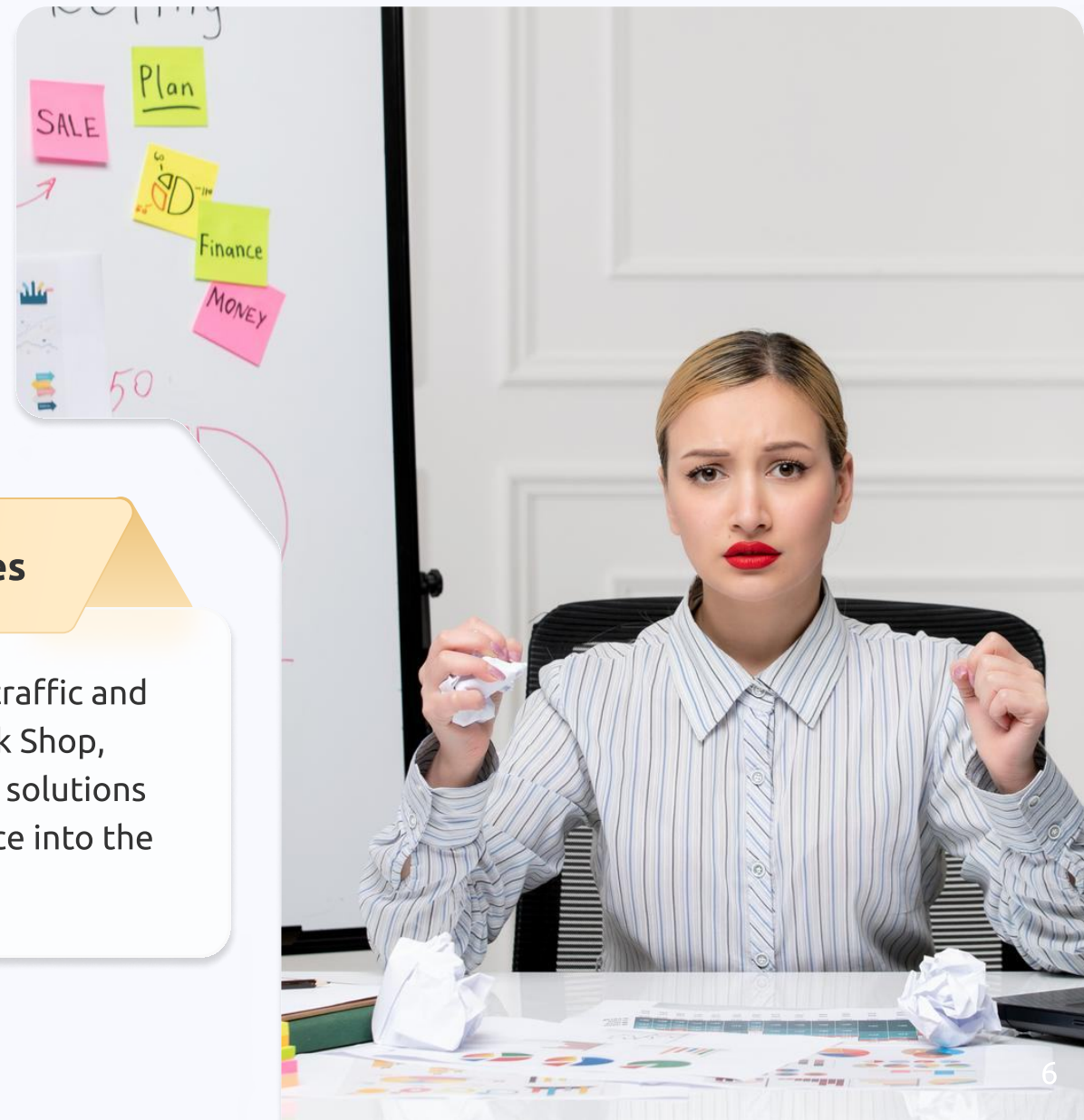
TikTok's unique appeal lies in its genuine, engaging content, but integrating e-commerce through TikTok Shop doesn't come without its challenges.

## Maintaining Authenticity

Balancing commercialization with authenticity is crucial; if users perceive ads as overly commercial, it could erode trust and reduce engagement, threatening TikTok's success.

## Driving Traffic and Conversion Rates

Many marketers struggle to drive traffic and improve conversion rates on TikTok Shop, highlighting the need for strategic solutions to seamlessly integrate e-commerce into the platform.







## TikTok Teeters on the Edge of a U.S. Ban: Major Risks for Marketers

TikTok faces intense scrutiny over data privacy and national security concerns, with the potential U.S. ban adding significant uncertainty for marketers and posing substantial risks for brands dependent on the platform.

## Potential Ban's Impact on Gen Z Engagement

TikTok's strong attachment among Gen Z makes it a crucial platform for brands targeting younger consumers, and its potential ban could significantly disrupt Gen Z-focused marketing strategies.





# TikTok Opportunities and Trends in 2024

TikTok's innovation in AR, live streaming, and AI-driven creativity offers brands dynamic opportunities to engage audiences and revolutionize digital marketing strategies on a highly engaged platform.

## TikTok's Role in Social Search

TikTok has seen a notable year-over-year increase in search activity, highlighting its growing potential as a search engine

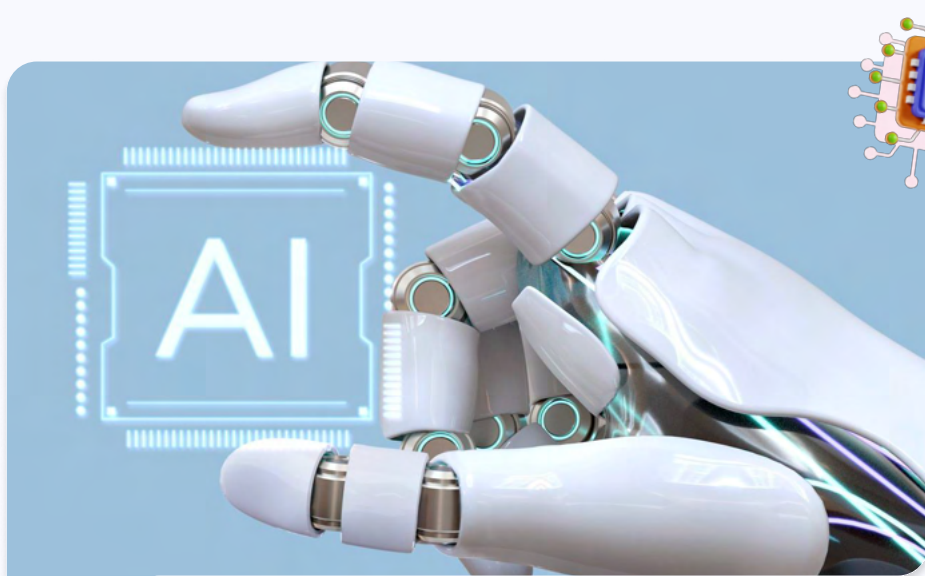


## Innovative Content Formats

The rise of AR and live streaming offers brands opportunities to create immersive, interactive experiences that drive real-time engagement, foster community, and amplify their reach globally.



# TikTok Opportunities and Trends in 2024



## AI-Driven Creativity

TikTok's "Symphony" creative AI suite consolidates AI tools to enhance content creation, while the platform's exploration of AI avatars offers a new dimension to e-commerce by blending technology with creativity.

## Seamless E-commerce Integration

TikTok Shop integrates social media and e-commerce, enabling direct purchases through content, and is gaining traction despite challenges in traffic and conversion rates.





# TikTok Opportunities and Trends in 2024

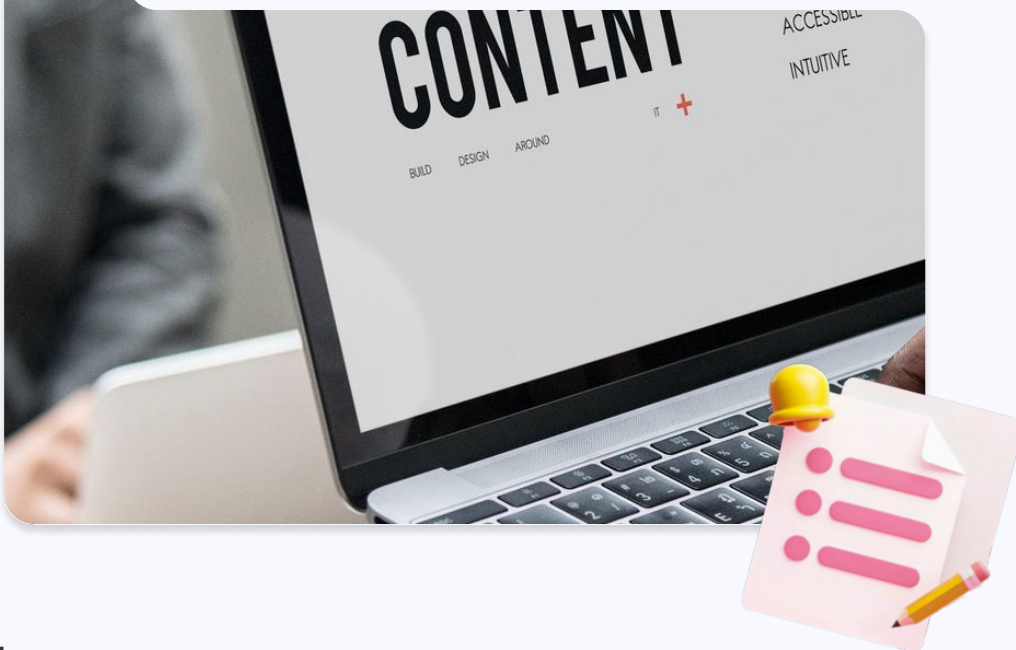
## Engagement Through Interactive Content

Interactive content formats enhance user engagement by enabling brands to invite creators to collaborate and by incorporating dynamic elements like pop-out effects and countdown stickers to capture attention and encourage interaction.



## Harnessing AI for Dropshipping

AI tools are revolutionizing dropshipping by helping brands create captivating product pages, generate TikTok video ideas, and craft compelling ad scripts, ultimately streamlining processes and boosting conversion rates.



# TikTok Marketing Stats 2024 - Behavior, Features, Technology And More

Influencer Marketing Hub conducted a survey with 397 marketing professionals across various sectors, gathering first-party data to provide insights into current trends and strategies.

The following results reflect the perspectives and experiences of these industry experts.

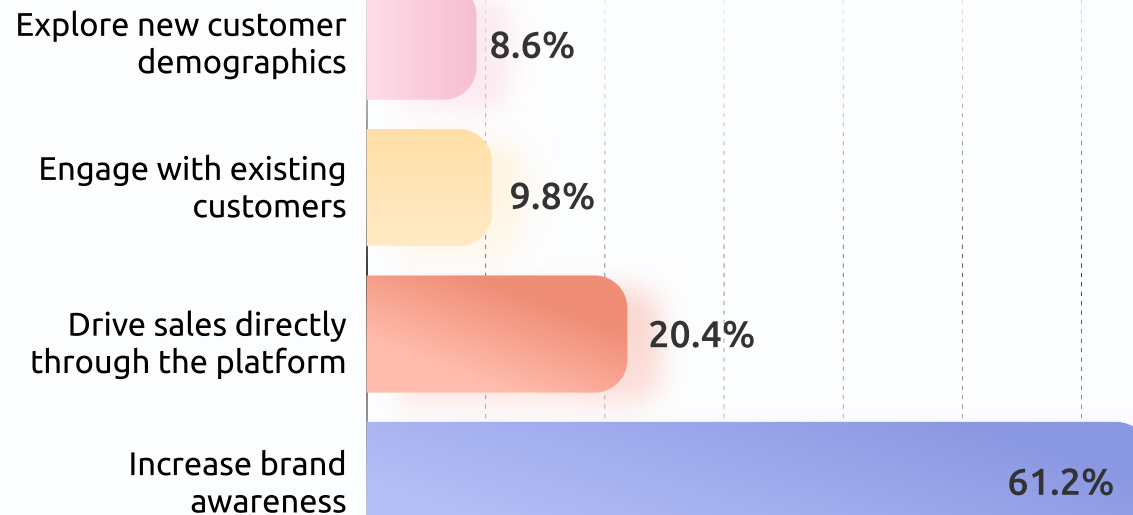




# Objectives with TikTok Marketing Campaigns

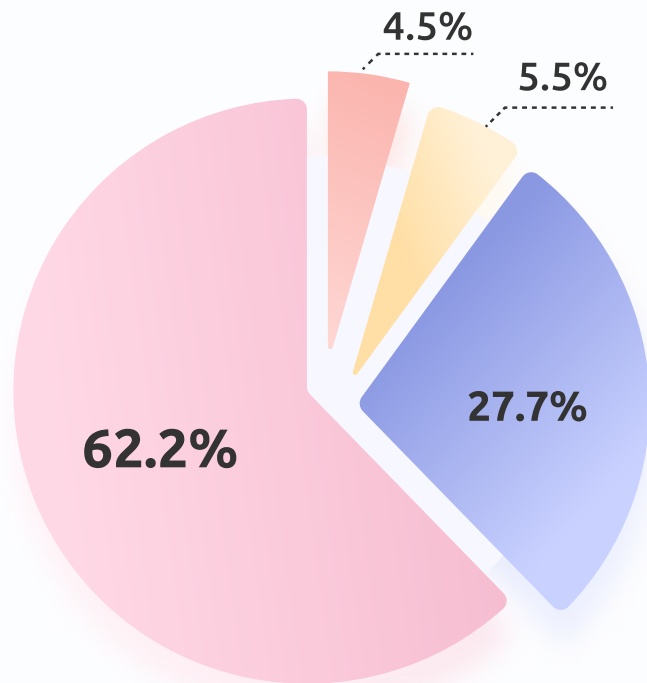
The focus on brand awareness highlights TikTok's role in building visibility and engagement. However, the significant emphasis on driving sales also indicates the platform's potential for direct conversion and revenue generation.

## What are Your Primary Objectives for TikTok Marketing Campaigns?



# Key Performance Indicators (KPIs) to Measure TikTok Success

What KPIs Do You Track To Measure The Success Of TikTok Marketing Campaigns?



- Video Views
- Likes and Comments
- Shares and Hashtag Performance
- Conversion Rates

High engagement metrics like video views and likes/comments are critical indicators of content resonance on TikTok, reflecting the platform's emphasis on virality and audience interaction. Marketers should focus on creating content that captivates viewers and encourages active participation to maximize reach and impact.

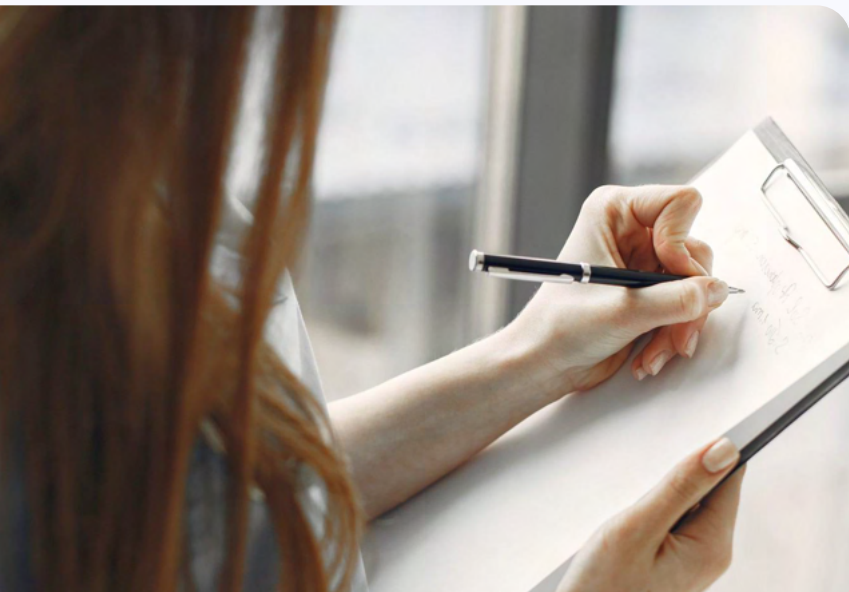
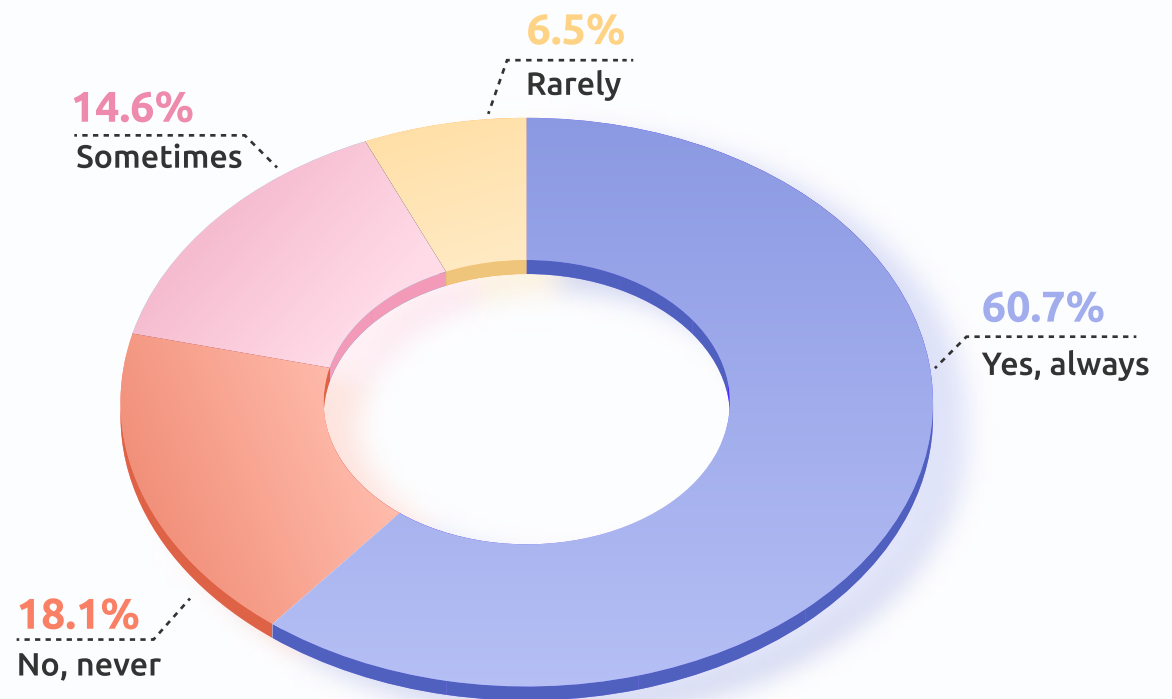




# Use of UTM Parameters to Monitor Effectiveness of TikTok Campaigns

The use of UTM parameters highlights the importance of tracking and measuring the performance of TikTok campaigns. By employing these tracking tools, marketers can gain insights into traffic sources, user behavior, and conversion paths, enabling data-driven decisions to optimize campaign performance.

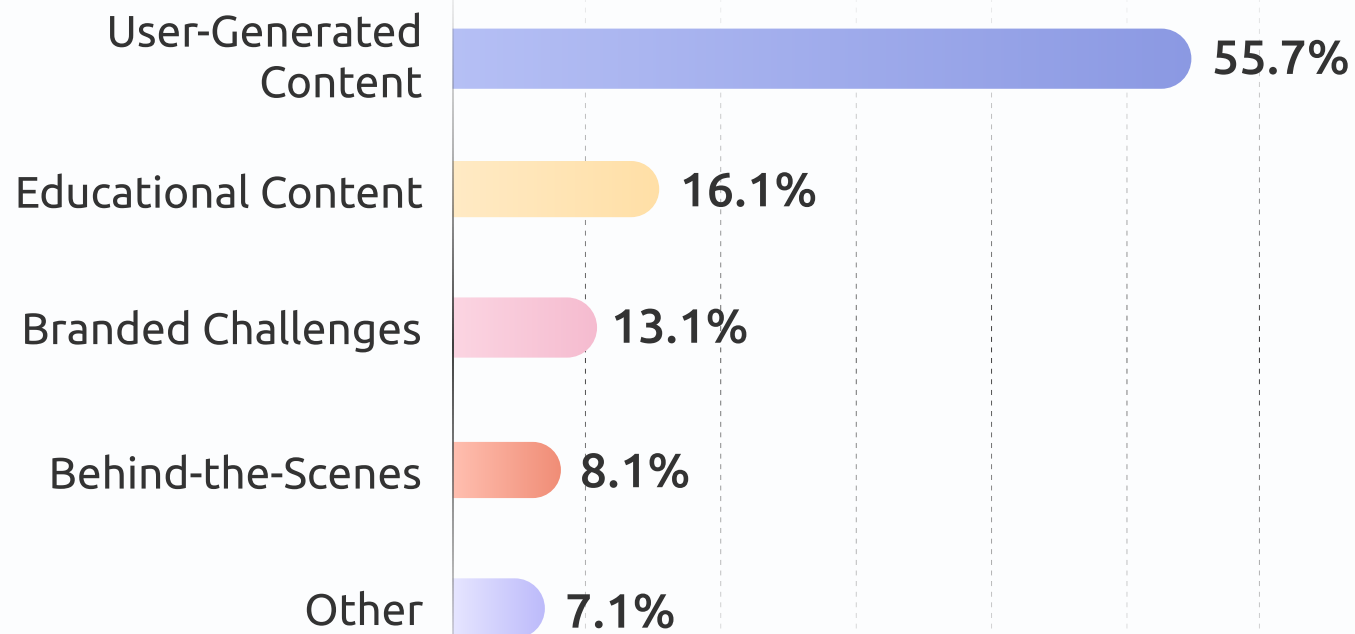
How Often Do You Use UTM Parameters To Track The Effectiveness Of Your TikTok Campaigns?



# Best Performing Content Types on TikTok

User-generated content thrives on TikTok due to its community-driven, authentic nature, making genuine engagement key to success. Educational content and branded challenges also contribute by offering value and encouraging active user participation.

What Type Of Content Have You Found Performs Best On TikTok?



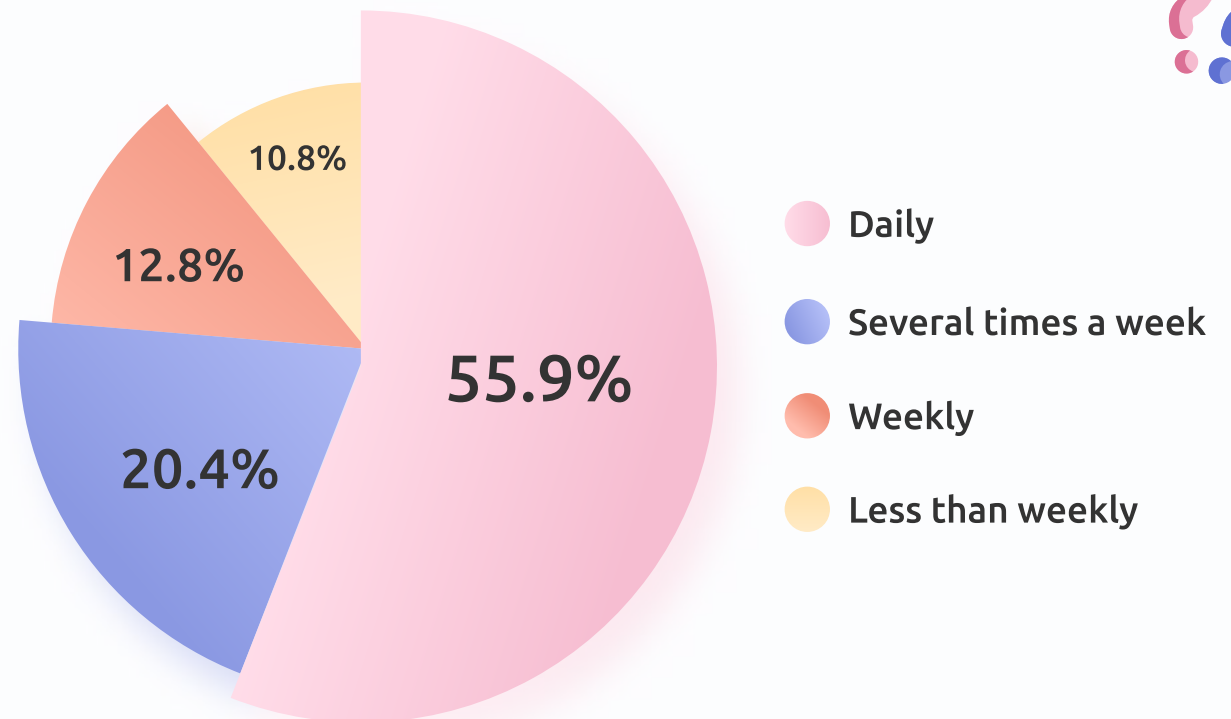


# Frequency of Posting New Content on TikTok

Consistent content creation is key to maintaining visibility and engagement on TikTok. Daily posting helps brands stay relevant and top-of-mind for their audience, leveraging the platform's algorithm to maximize reach and interaction.



How Often Do You Post New Content On TikTok?



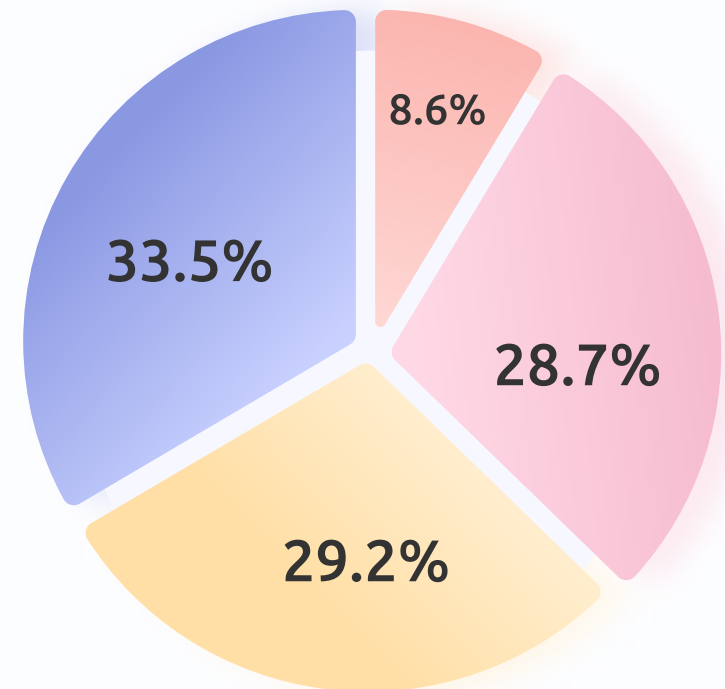
# Most Used TikTok Features for Audience Engagement

Interactive features like live videos and duets enhance audience engagement by fostering real-time interaction and collaboration, allowing brands to connect with their audience on a deeper level, creating a more immersive and engaging experience.

What TikTok Features Do You Use Most Often For Audience Engagement?



- Live Videos
- Duets
- Trending Audios
- Stitches





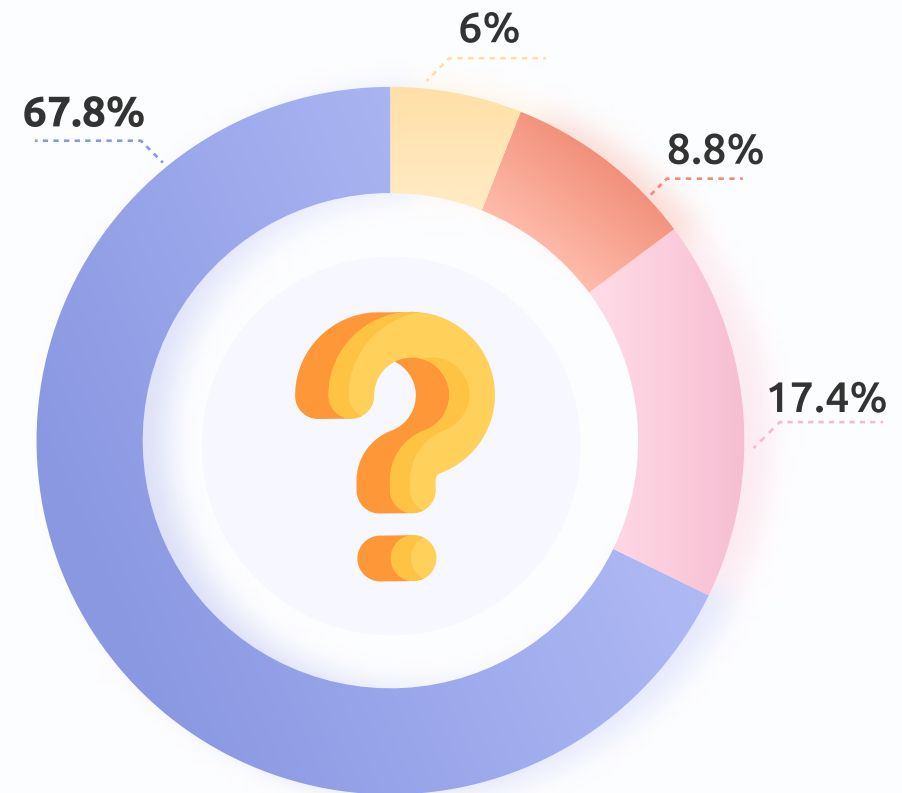
# Importance of Community Feedback in Shaping TikTok Content Strategy

Listening to community feedback is crucial for creating content that resonates with the audience. By incorporating user feedback, brands can ensure their content remains relevant, engaging, and aligned with audience preferences, ultimately driving higher engagement and loyalty.



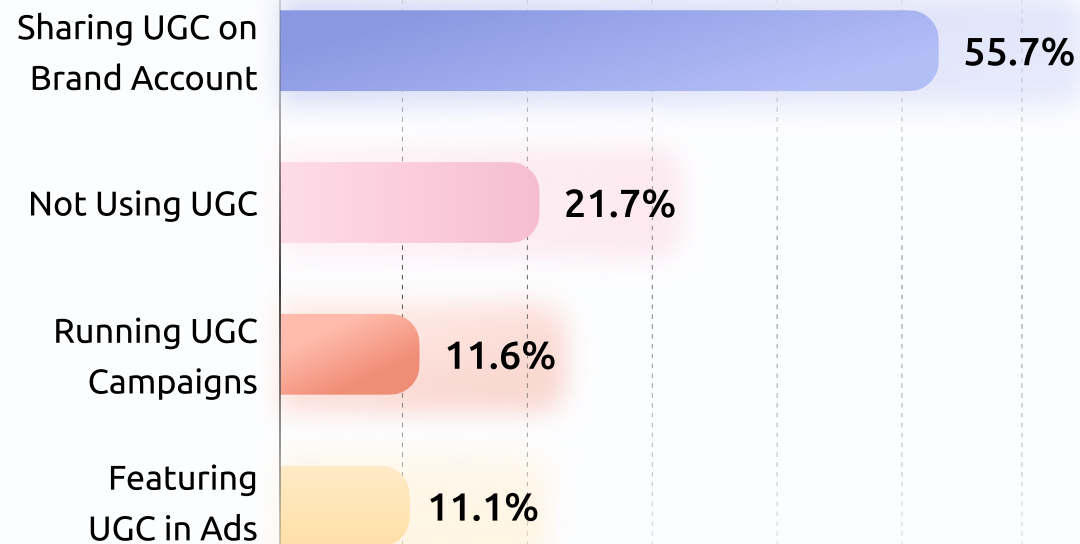
- Very Important
- Important
- Somewhat Important
- Not Important

## How Important Is Community Feedback In Shaping A TikTok Content Strategy?



# Incorporation of User-Generated Content (UGC) into Strategy

How Do You Incorporate User Generated Content (UGC) Into Your TikTok Marketing Strategy?



User-generated content is a powerful tool for building authenticity and trust. Featuring UGC on brand accounts and running UGC campaigns not only leverages the creativity of the audience but also fosters a sense of community and shared ownership.



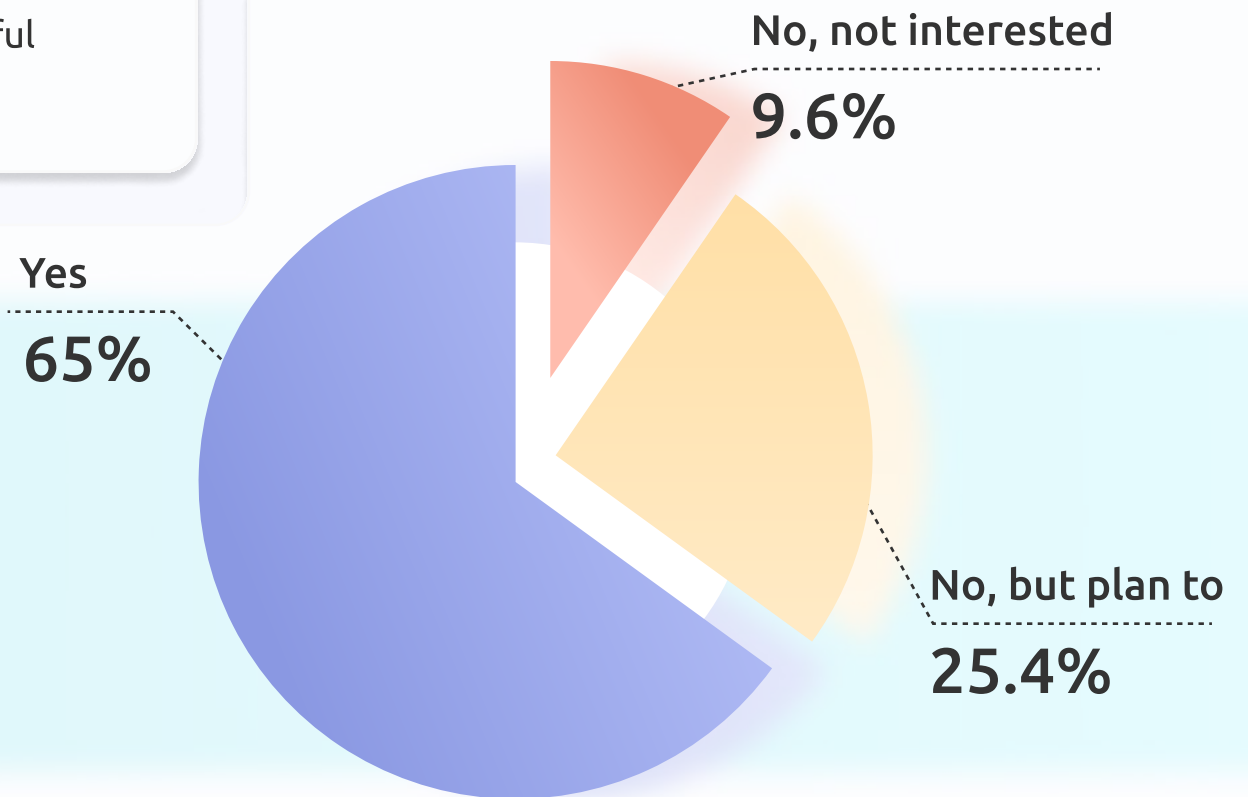


# Collaboration with TikTok Influencers to Promote Brand

Influencer collaborations are a key strategy for reaching new audiences and enhancing brand credibility. By partnering with influencers who align with their brand values, marketers can tap into established communities and drive meaningful engagement.



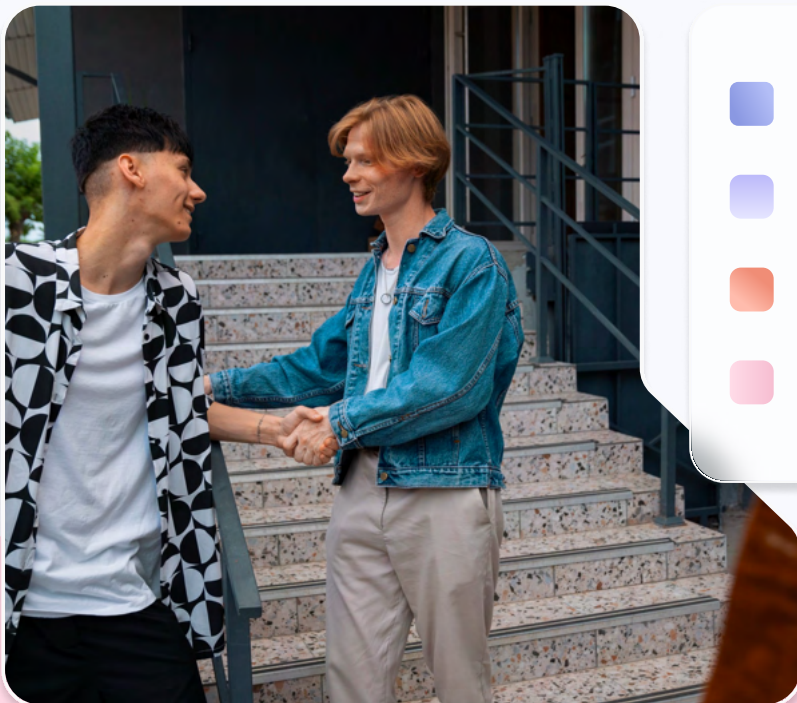
### Do You Collaborate With TikTok Influencers For Brand Promotion?



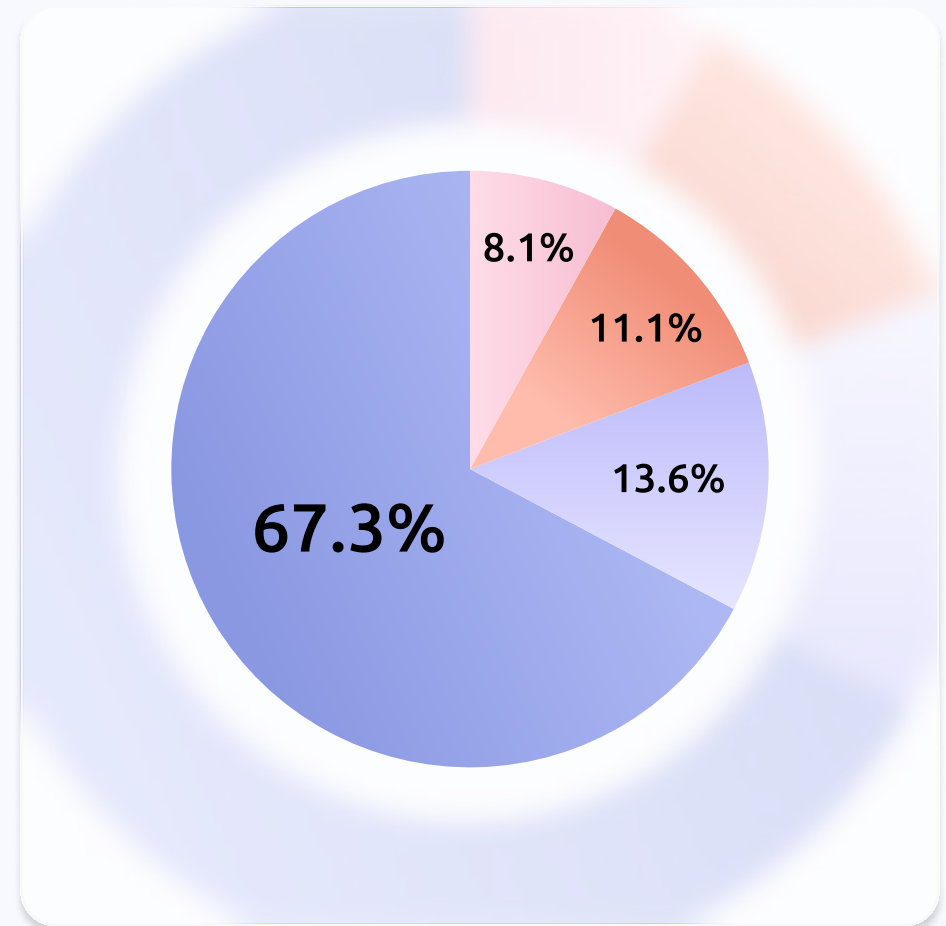
# Criteria for Selecting TikTok Influencers for Collaboration

What Are The Primary Criteria For Selecting TikTok Influencers?

While follower count is a key consideration, engagement rates are equally important for assessing an influencer's ability to connect with their audience. Brands should prioritize influencers with high engagement to ensure effective and authentic partnerships.



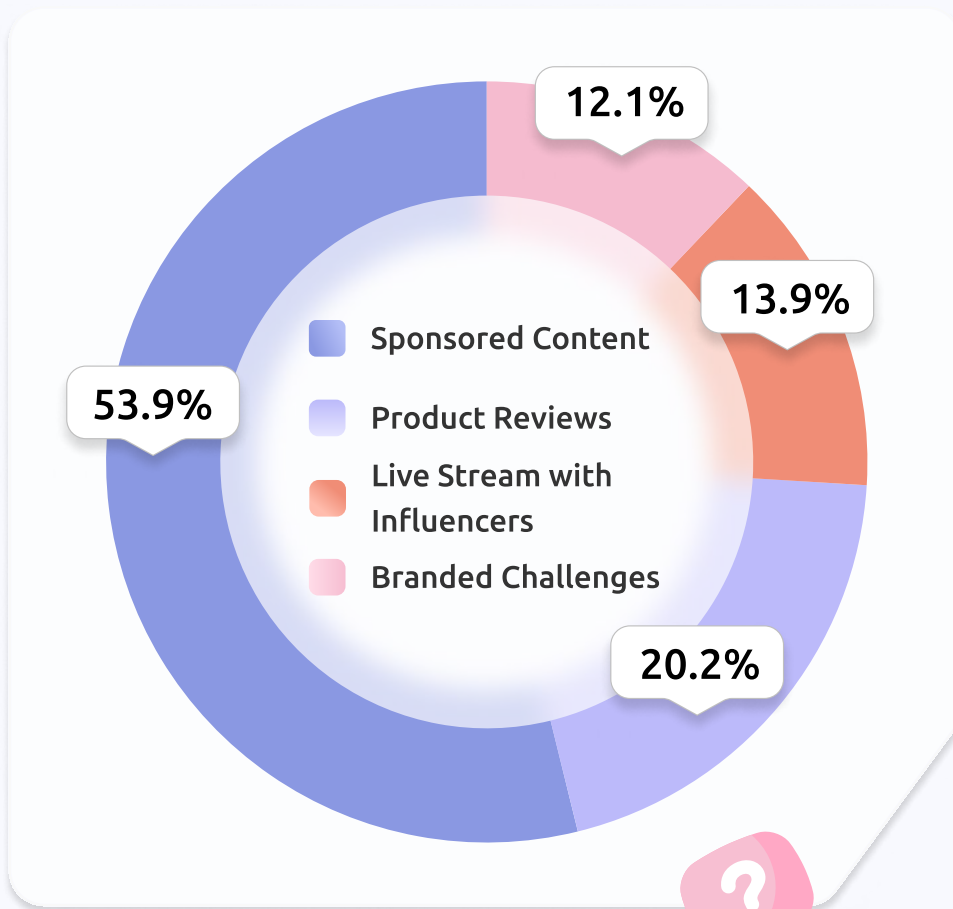
- Follower Count
- Engagement Rates
- Content Style
- Brand Alignment





# Preferred Types of Influencer Collaborations

What Are Your Most Preferred Types Of Influencer Collaborations?



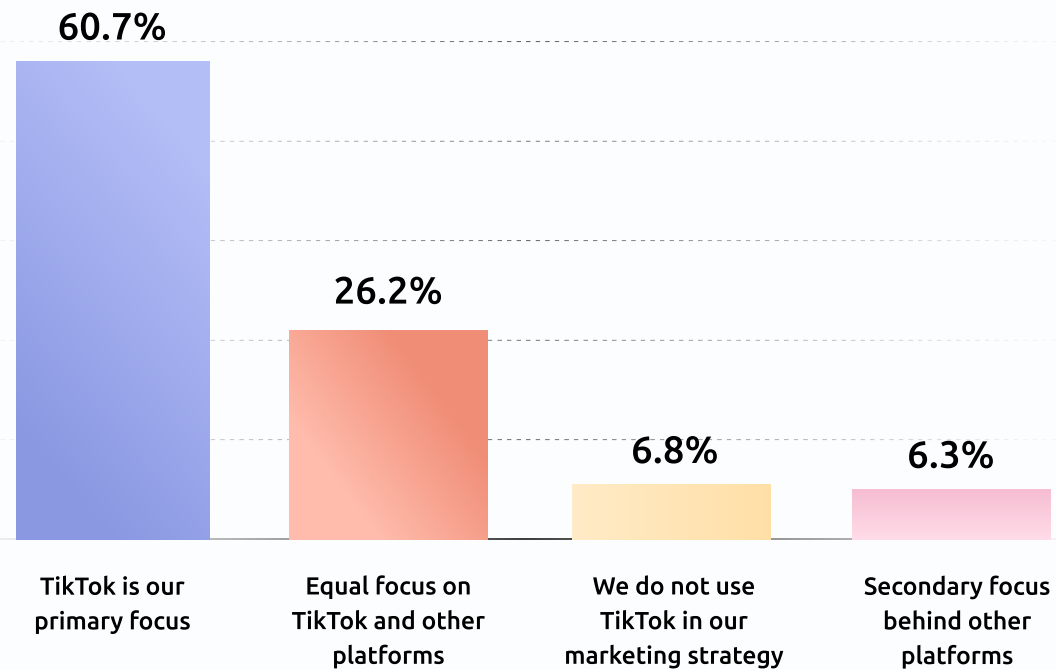
Sponsored content and product reviews allow influencers to showcase brands in a relatable and authentic manner, driving higher engagement and conversion rates. These collaborations help build trust and credibility with the audience



# Integration of TikTok in Marketing Strategy Compared to Other Platforms

The significant focus on TikTok underscores its importance as a key platform for engaging with younger audiences. Marketers are integrating TikTok into their broader social media strategies to maximize reach and impact across multiple channels.

How Is TikTok Integrated Into Marketing Strategies Compared To Other Platforms?



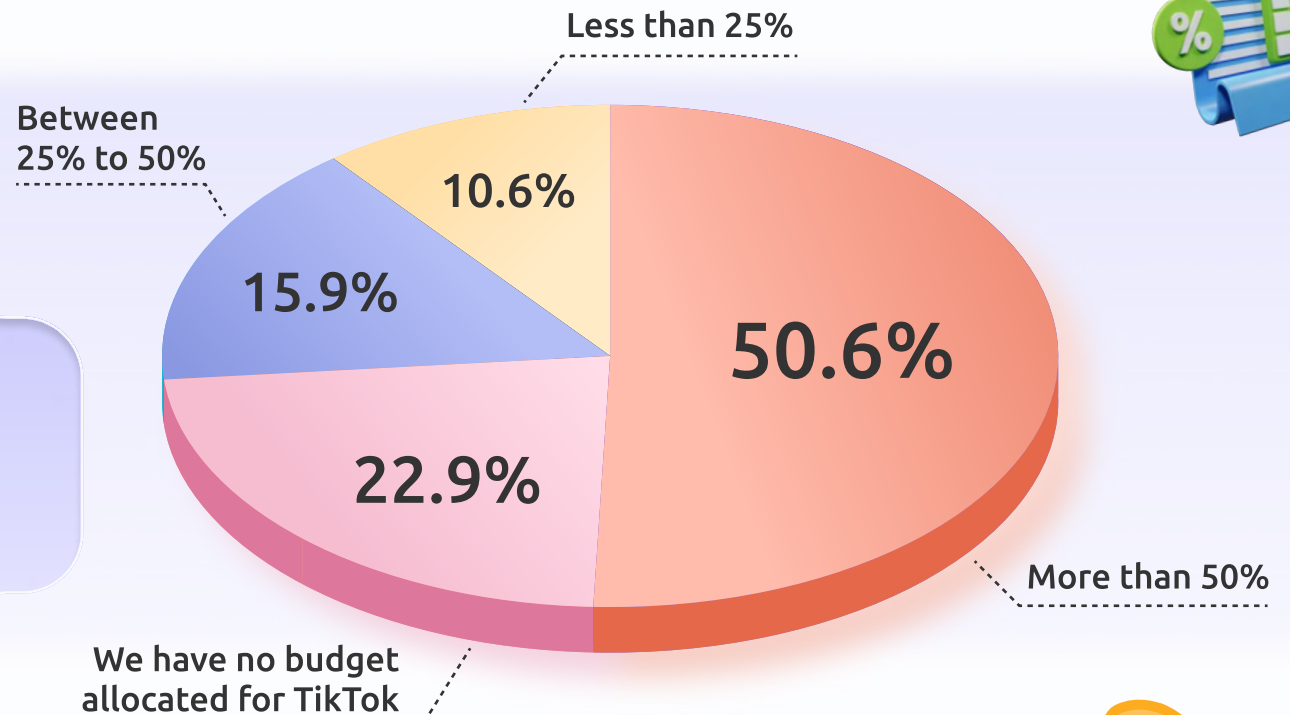


# Marketing Budget Allocation to TikTok

The substantial budget allocation towards TikTok reflects its perceived value and potential for high ROI. Marketers are investing heavily in TikTok to leverage its unique features and reach a highly engaged audience.



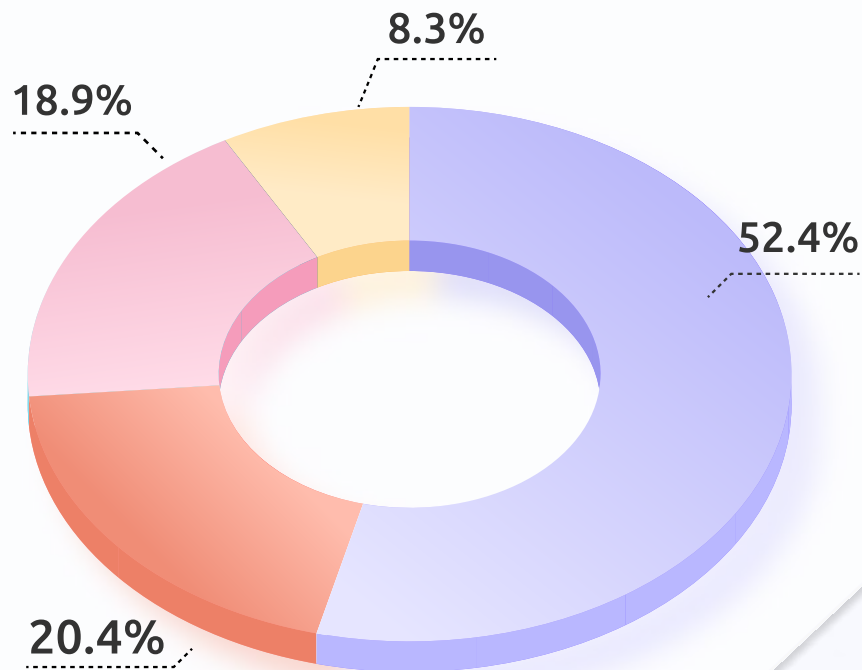
## How Much Of The Marketing Budget Do You Allocate To TikTok?



# Ensuring Content Aligns with TikTok's Culture

What Strategies Do You Use To Ensure Your Content Aligns With TikTok's Culture?

Aligning content with TikTok's culture is essential for maximizing engagement. By participating in popular trends and creating authentic content, brands can connect with the audience in a relatable and engaging manner.



- Participate in popular trends
- Create authentic original content
- Focus on user-generated content
- Use influencers to promote our brand

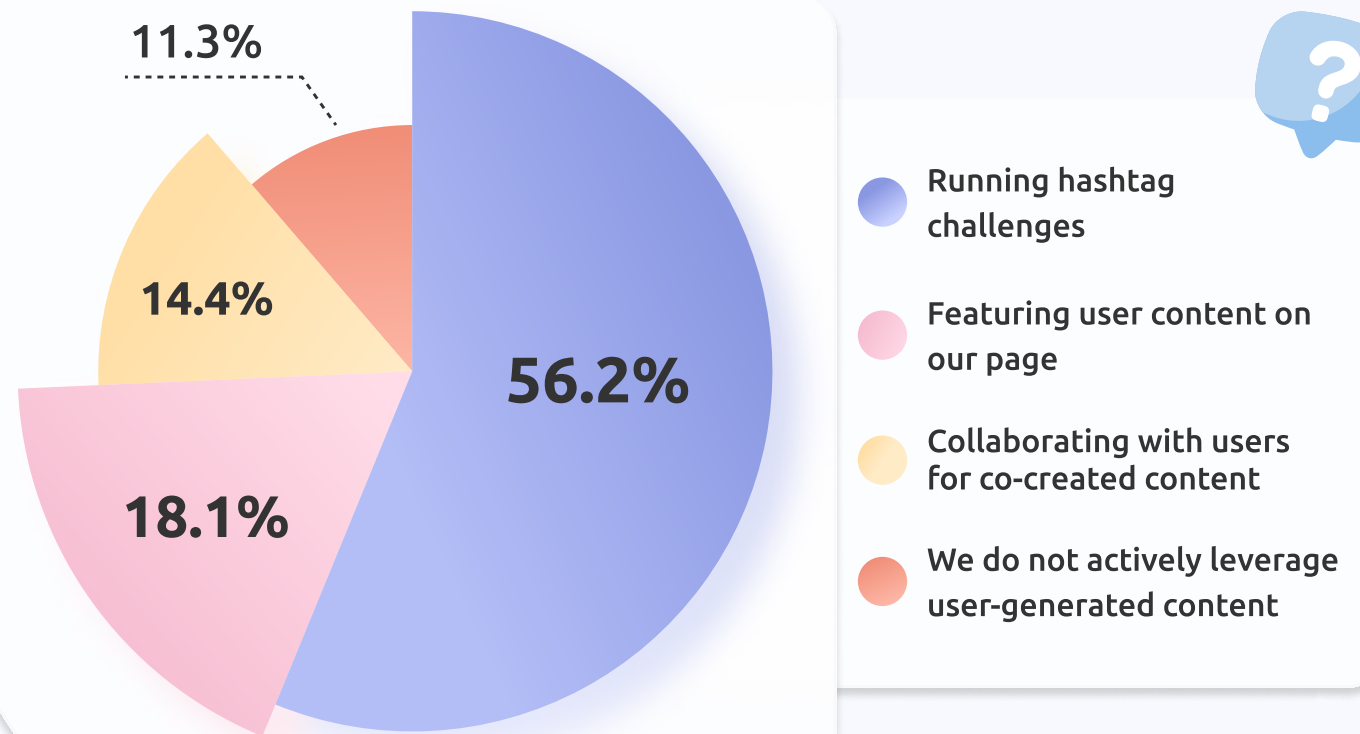




# Leveraging User-Generated Content and Trends

How Do You Leverage User-Generated Content And Trends In Your TikTok Marketing Strategy?

Hashtag challenges and user-generated content are powerful tools for driving engagement and building community. These strategies leverage the creativity of the audience to create viral content and enhance brand visibility.

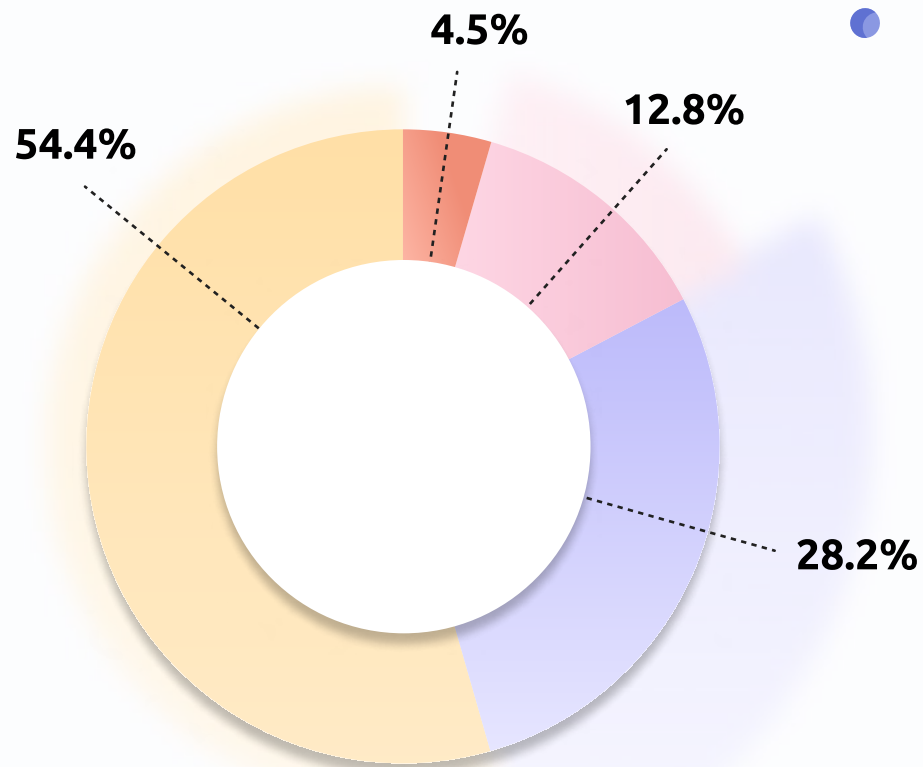


# Metrics Used to Measure Success for TikTok Campaigns

What Metrics Do You Use To Measure The Success Of Your TikTok Campaigns?



High engagement and reach metrics are critical indicators of campaign success on TikTok. These metrics reflect the platform's emphasis on virality and audience interaction.



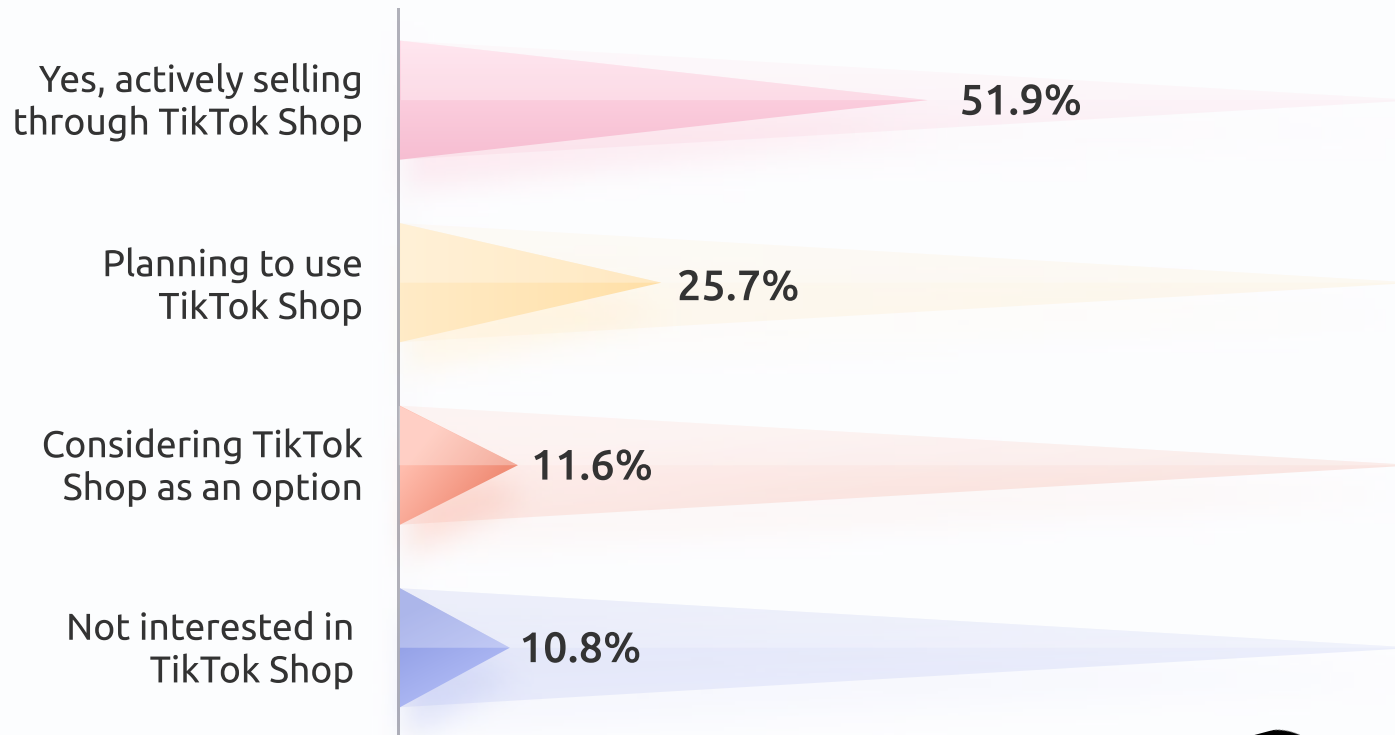
- Views and reach
- Engagement (likes comments shares)
- Follower growth
- Conversion rates





# Utilization of TikTok Shop for Products

How Do You Utilize TikTok Shop To Promote And Sell Your Products?



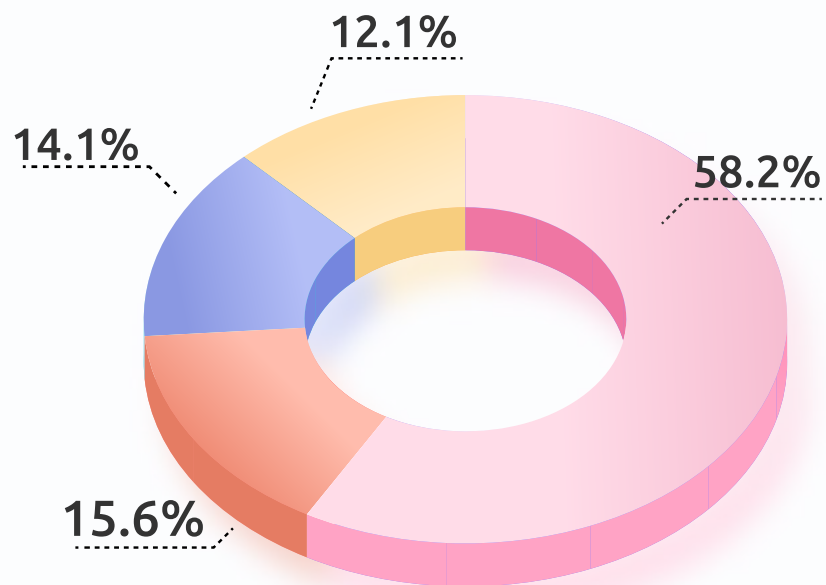
The integration of e-commerce through TikTok Shop highlights the platform's potential for direct sales and revenue generation. Marketers are leveraging this feature to create seamless shopping experiences and drive conversions.



# Challenges Faced with Monetizing

## Content on TikTok

What Challenges Do You Face When Monetizing Content On TikTok?



Monetizing content on TikTok presents challenges, particularly in driving traffic and conversions. Marketers need to develop strategies to overcome these obstacles and maximize the platform's e-commerce potential.

- Difficulty driving traffic to TikTok Shop
- None – We haven't faced significant challenges
- Low conversion rates
- Content production costs

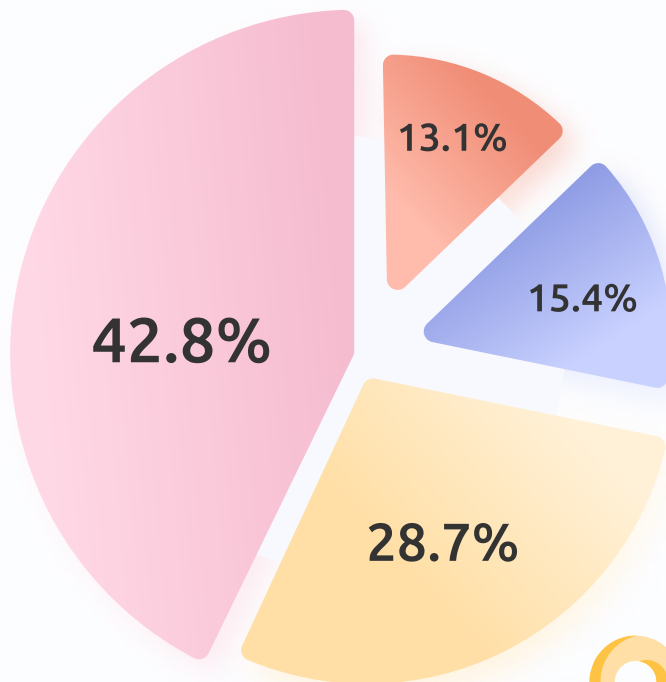




# Measuring ROI on TikTok

Monetizing content on TikTok presents challenges, particularly in driving traffic and conversions. Marketers need to develop strategies to overcome these obstacles and maximize the platform's e-commerce potential.

## How Do You Measure ROI On TikTok Campaigns?

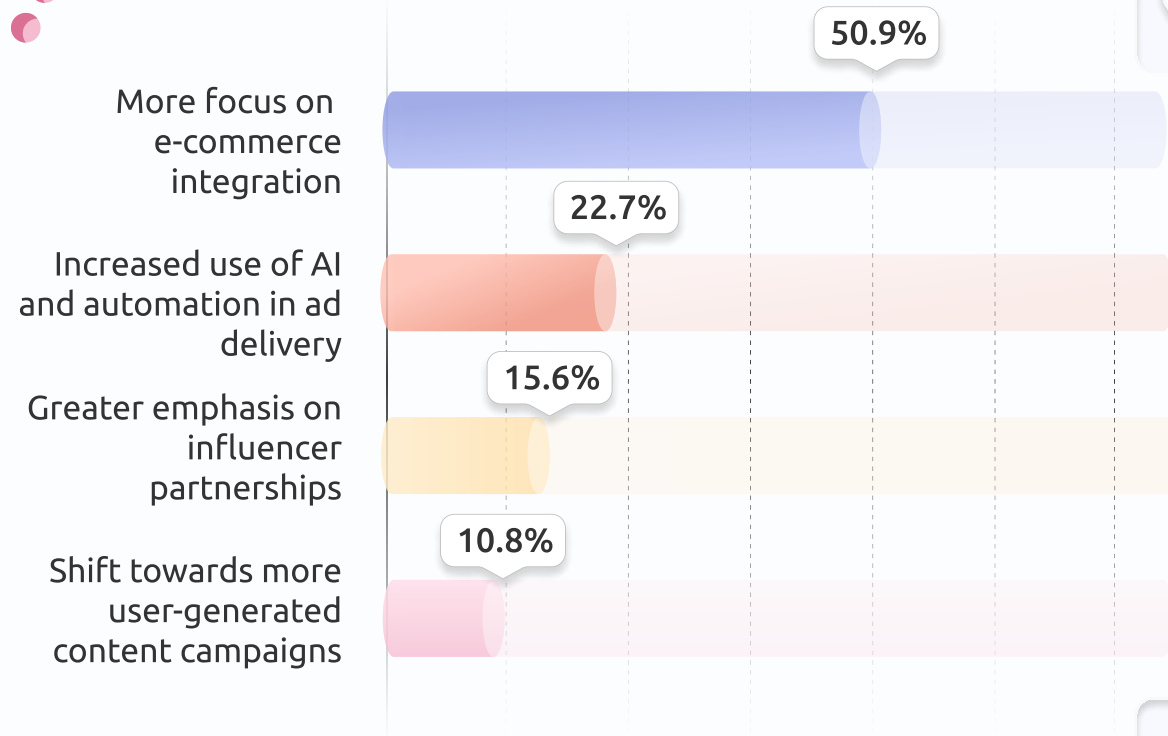


- Direct sales and conversion tracking
- Follower growth
- Engagement and reach
- Not measuring ROI currently



# Predictions for the Evolution of TikTok Marketing

## What Are Your Predictions For The Evolution Of TikTok Marketing?



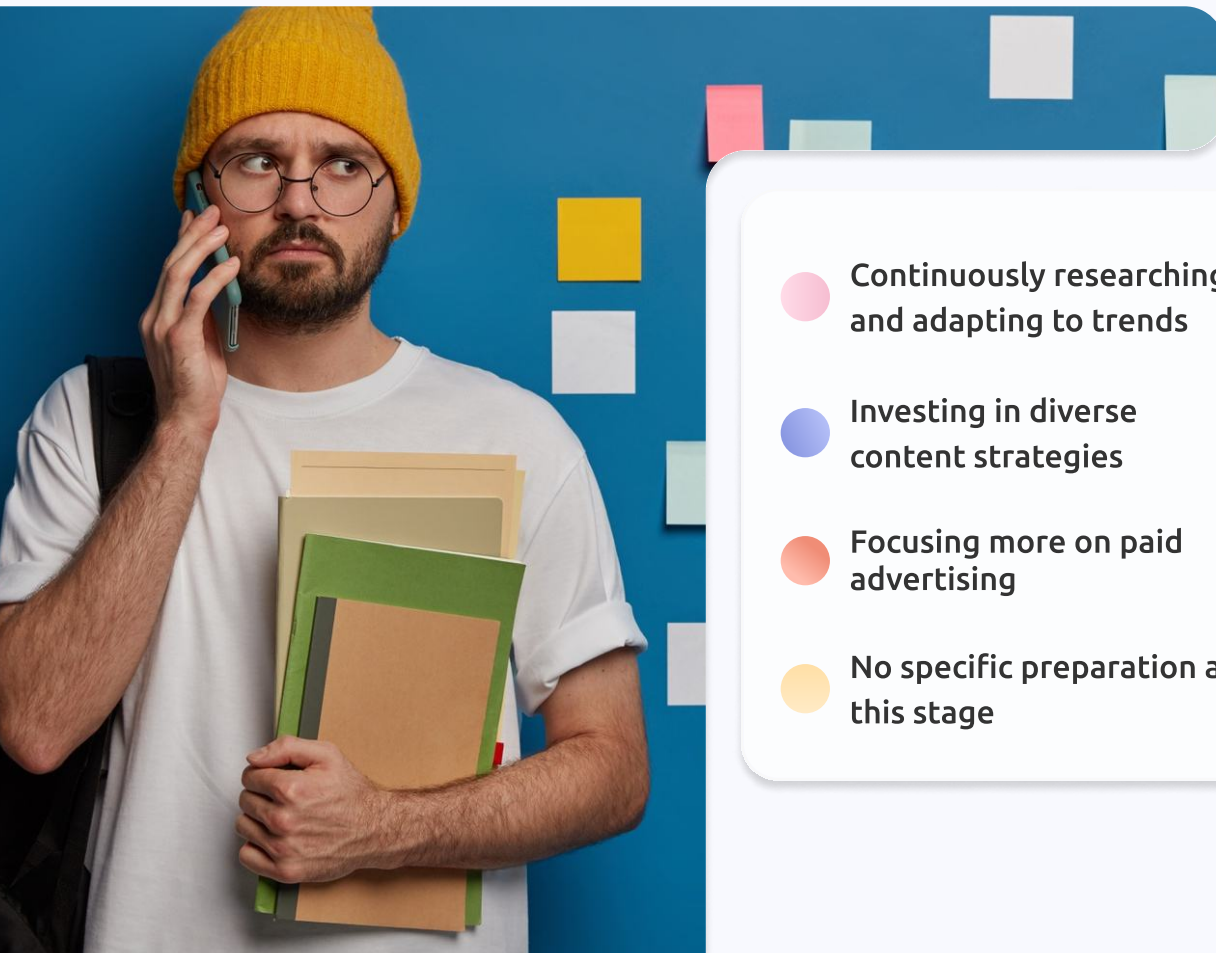
The future of TikTok marketing will likely see a greater emphasis on e-commerce and the use of AI to enhance ad delivery and personalization. Marketers need to stay ahead of these trends to maximize the platform's potential.



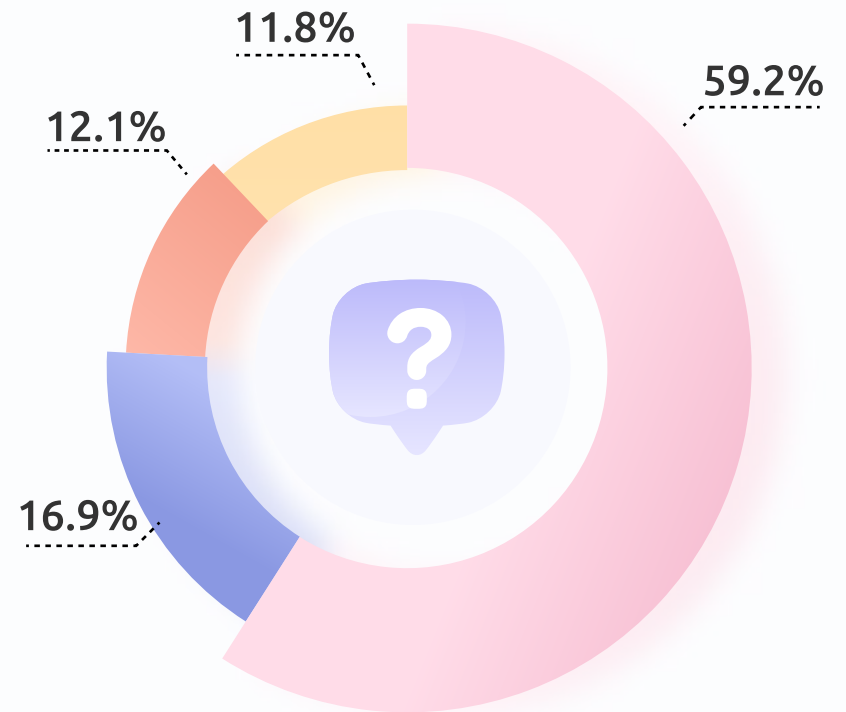


# Preparation for Shifts in TikTok's Algorithm or User Trends

Staying informed about algorithm changes and user trends is crucial for maintaining effectiveness on TikTok. Marketers should invest in diverse content strategies to remain adaptable and responsive to shifts in the platform.



### How Do You Prepare For Shifts In TikTok's Algorithm Or User Trends?



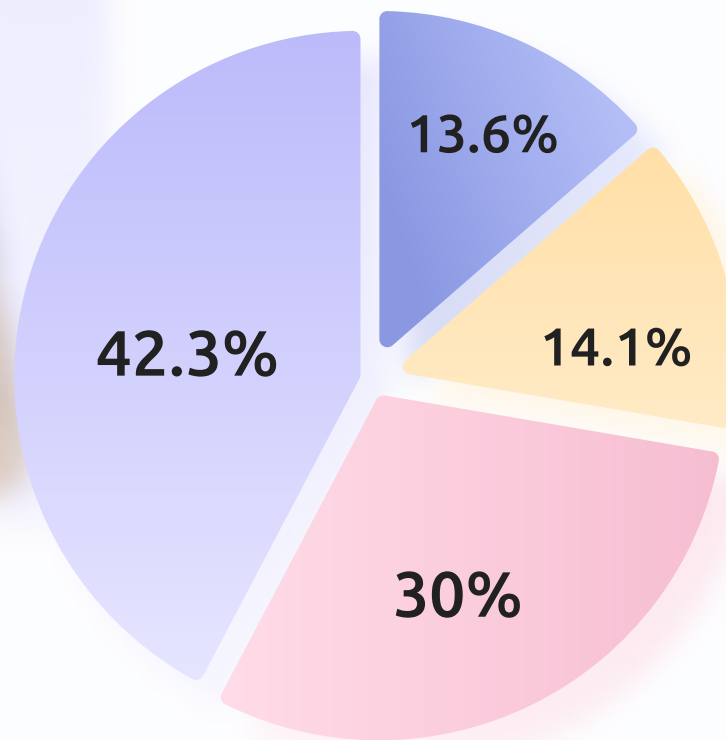
- Continuously researching and adapting to trends
- Investing in diverse content strategies
- Focusing more on paid advertising
- No specific preparation at this stage

# Untapped Opportunities in TikTok Marketing

The integration of e-commerce through TikTok Shop highlights the platform's potential for direct sales and revenue generation. Marketers are leveraging this feature to create seamless shopping experiences and drive conversions.



What Untapped Opportunities Do You See In TikTok Marketing?

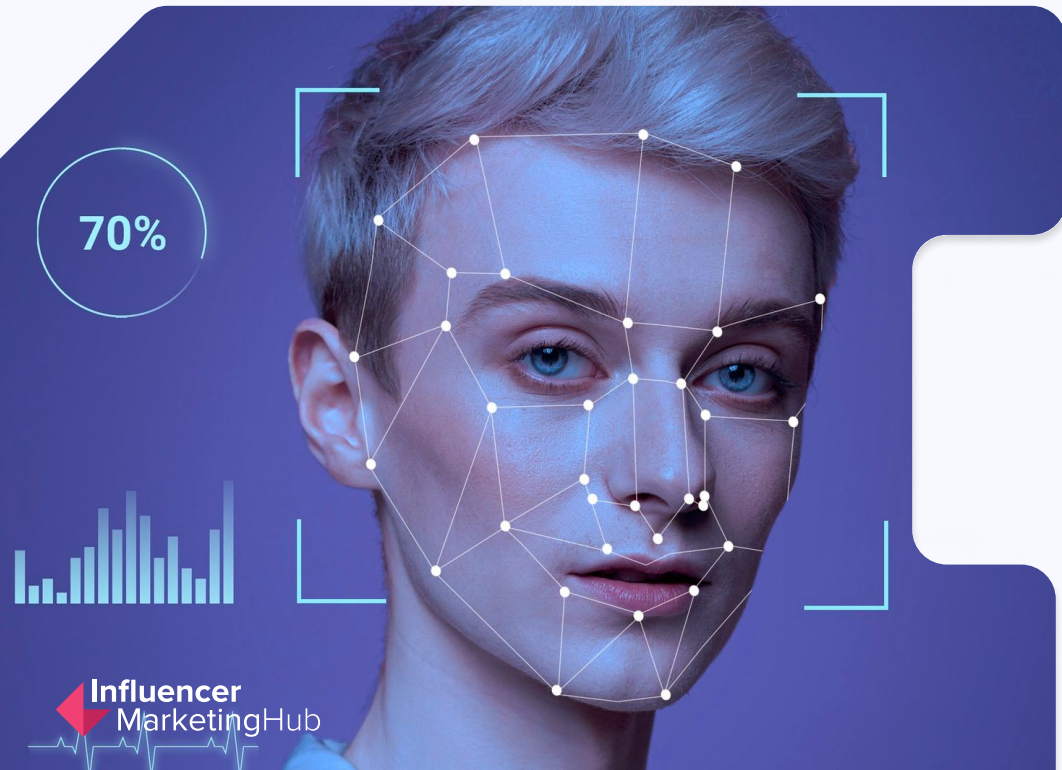
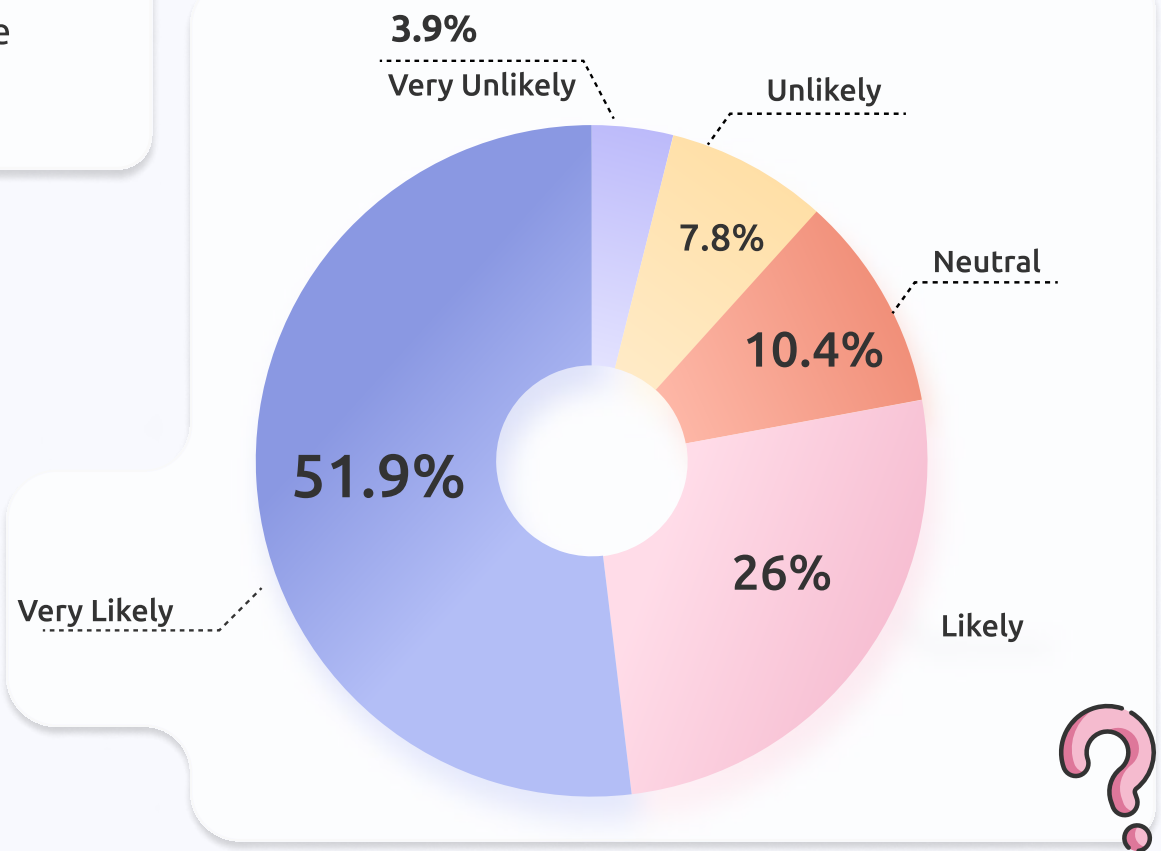


- Augmented reality (AR) content
- Live streaming for direct sales
- Expanding into new international markets
- More sophisticated influencer collaboration models

# Likelihood of Incorporating TikTok's Symphony AI-Generated Avatars

A significant 51.9% of respondents are very likely to use Symphony AI-generated avatars, indicating strong interest in AI for content creation on TikTok, with a total of 77.9% showing confidence in AI's marketing potential. The small percentage of skepticism suggests that further education and demonstration of AI's benefits could convert more marketers to adopt these tools.

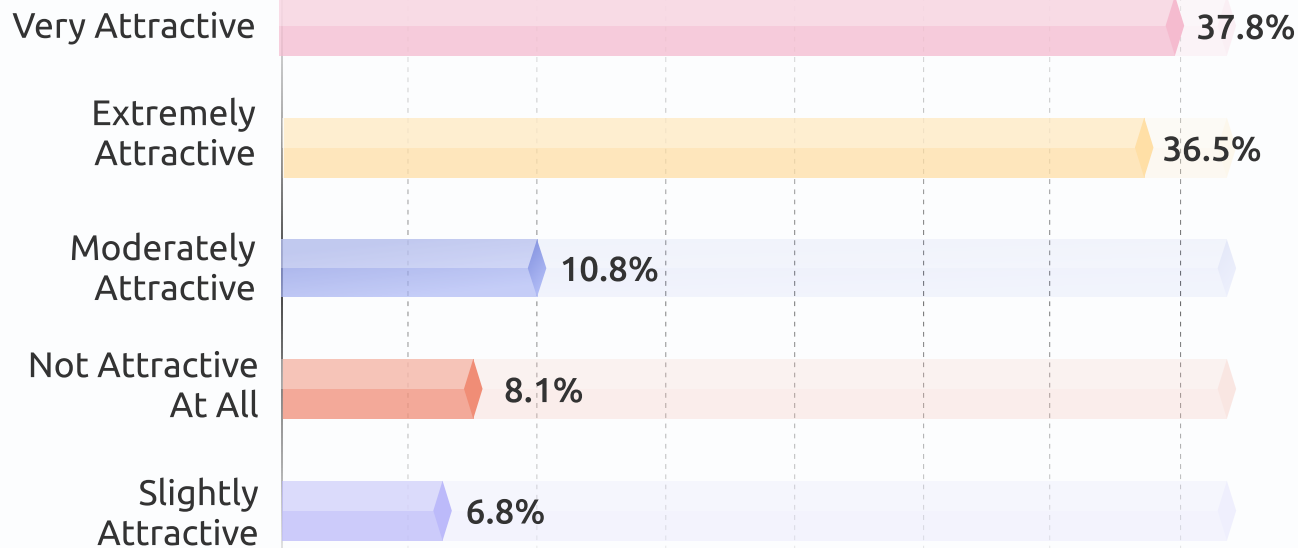
### How Likely Are You To Incorporate TikTok's Symphony AI-Generated Avatars Into Your Marketing Strategy?



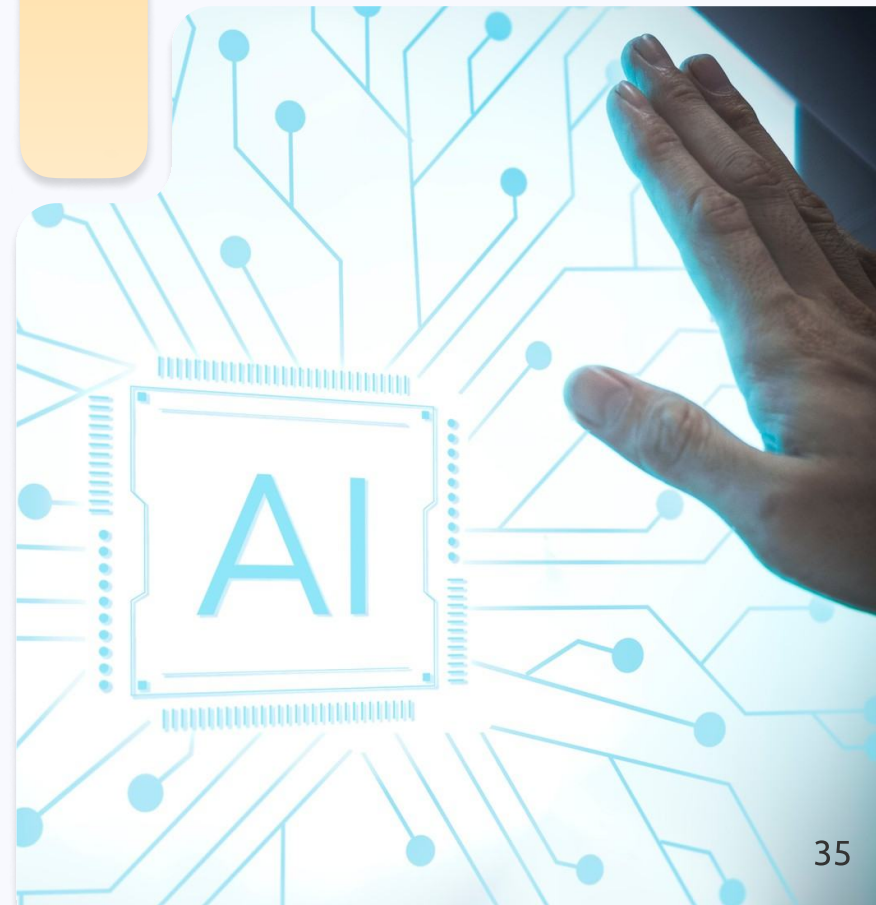


# Attractiveness of Symphony AI's Tools

How Attractive Are Symphony AI's Tools For Enhancing Your Marketing Efforts On TikTok?



A strong 74.3% of marketers find Symphony AI's tools very or extremely attractive, suggesting high potential for adoption to enhance content creation and personalization. With only 8.1% expressing resistance, there's a clear trend toward embracing AI-driven innovations in TikTok marketing.



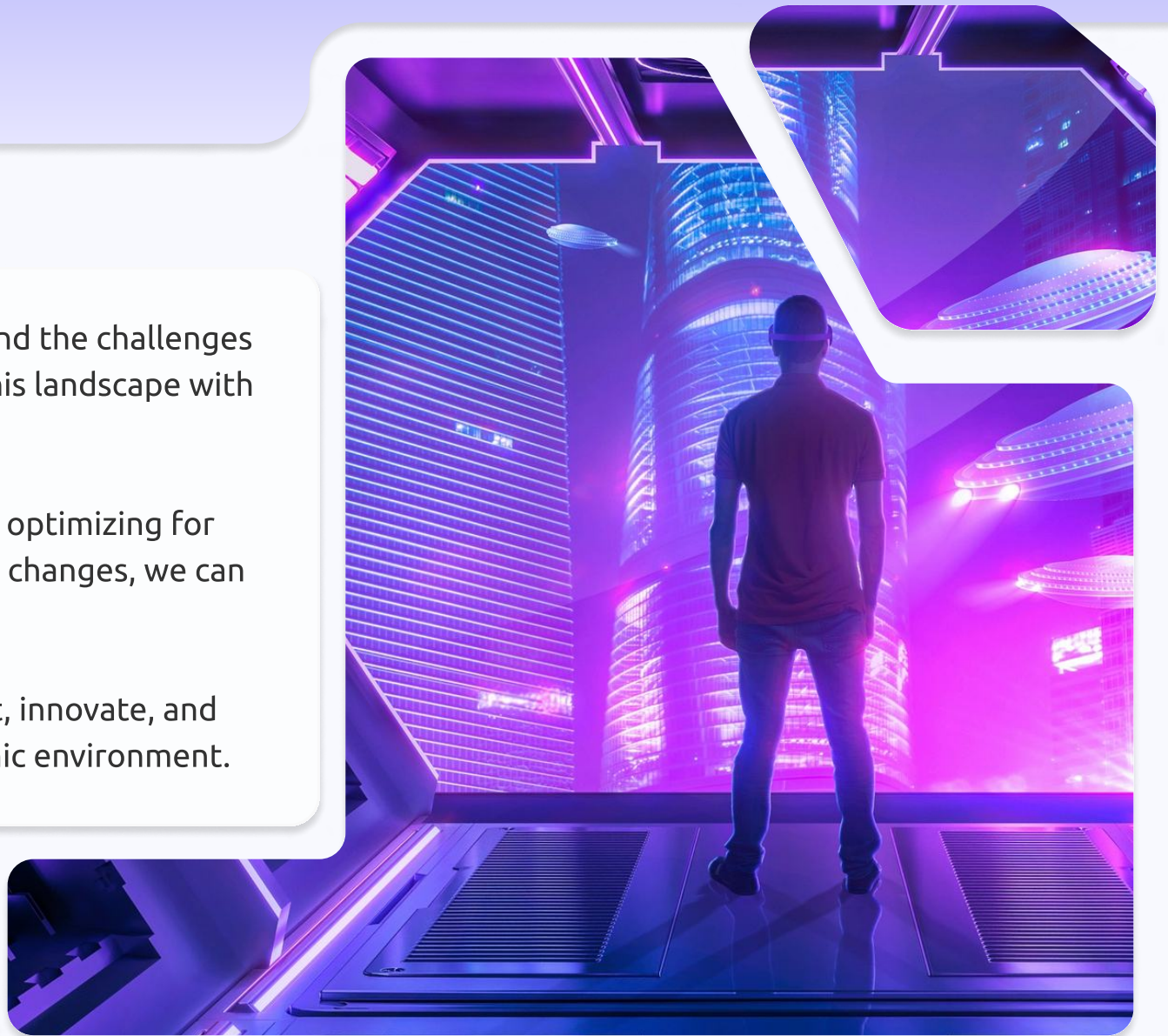
# The Future of TikTok Marketing



TikTok's future hinges on its innovations and the challenges it faces, requiring marketers to navigate this landscape with precision.

By embracing AI, maintaining authenticity, optimizing for social search, and preparing for regulatory changes, we can fully leverage TikTok's potential.

Success will depend on our ability to adapt, innovate, and stay true to our brand values in this dynamic environment.



# Strategic Recommendations: What Marketers Must Do Now

Given the insights from the TikTok Marketing Report 2024, marketers should approach their strategies with foresight, agility, and precision, using the OKR (Objectives and Key Results) framework to align teams with goals and ensure measurable outcomes.

The following strategic actions, enhanced with tactical recommendations and specific OKRs, are essential for achieving sustained success on TikTok.





# Integrate AI Thoughtfully

## Objective

Seamlessly integrate AI to enhance content personalization while preserving authenticity.

## Key Result

Achieve a 20% increase in user engagement on AI-generated content within 6 months.

## Key Result

Limit AI-generated content to 30% of total output to maintain the human touch.

## Strategic Action

Use TikTok's Symphony AI to personalize content but ensure authenticity with human storytelling.

## Strategic Action

Use AI for ideas and optimization while creatives oversee content to preserve brand voice.

## Strategic Action

Collect user feedback on AI content for improvements and align with audience expectations.

# Balance Commercialization with Authenticity



## Objective

Integrate e-commerce features into TikTok strategy without compromising the platform's core appeal of authentic, engaging content.

## Key Result

Boost TikTok Shop conversion rates by 15% next quarter while maintaining engagement metrics.

## Key Result

Reduce perceptions of ads as "intrusive" by 25% through user feedback and sentiment analysis.

## Key Result

Launch 3 influencer campaigns to achieve a 10% increase in follower growth and product sales.

## Strategic Action

Partner with influencers connected to your audience for authentic integration of commercial content.

## Strategic Action

Create TikTok Shop experiences as valuable content using live events and interactive demos.

## Strategic Action

Clearly label sponsored content, providing genuine value through exclusive deals or authentic endorsements.

# Optimize for Social Search



## Objective

Optimize TikTok content to leverage its role as a search engine, boosting discoverability and engagement.

### Key Result

Increase organic search-driven traffic to your TikTok profile by 30% in 6 months.

### Key Result

Rank in the top 3 for 50% of your brand's target keywords or hashtags.

### Key Result

Double the average session duration on TikTok content found through search next quarter.

### Strategic Action

Use SEO best practices for TikTok by optimizing video descriptions, captions, and hashtags.

### Strategic Action

Align your content calendar with trending TikTok search terms and create evergreen, niche content.

### Strategic Action

Promote TikTok content across platforms, embedding it on your website and social media channels.



# Prepare for Regulatory Changes



## Objective

Ensure business continuity and adaptability in the face of potential regulatory challenges affecting TikTok's availability.

## Key Result

Develop and execute a contingency plan for TikTok disruptions within the next two months.

## Key Result

Boost cross-platform audience engagement by 25% to support diversification.

## Key Result

Ensure 50% of TikTok content is adaptable for use on other social platforms.



## Strategic Action

Build a presence on platforms like Instagram Reels and YouTube Shorts to diversify content.

## Strategic Action

Set up a team to monitor legal developments impacting TikTok and prepare alternative plans.

## Strategic Action

Design content that easily adapts to different platforms to maintain consistent brand messaging.



# Engage Gen Z Authentically



## Objective

Deepen engagement with Gen Z by creating content that aligns with their values of authenticity, transparency, and social responsibility.

## Key Result

Increase Gen Z engagement (comments, shares) by 20% within 3 months.

## Key Result

Increase Gen Z brand sentiment by 15% using insights from social listening tools.

## Key Result

Launch two social responsibility campaigns resonating with Gen Z values, achieving 500K views each.

## Strategic Action

Create authentic, actionable content on sustainability, social justice, and mental health to engage Gen Z.

## Strategic Action

Utilize TikTok's interactive features to engage Gen Z and encourage them as co-creators.

## Strategic Action

Use user-generated content to demonstrate social responsibility and build trust with Gen Z audiences.



The logo for Influencer Marketing Hub features a stylized red arrow pointing left, composed of two overlapping shapes. To the right of the arrow, the text "Influencer" is stacked above "MarketingHub" in a white, sans-serif font.

**Influencer**  
MarketingHub