



**IS TIKTOK  
IDEAL  
FOR MY BRAND?**



With TikTok now being the fastest-growing social platform, several brands are under immense pressure to move or extend their marketing efforts to the platform. TikTok is known to have a higher percentage of the younger demographic.

And top brands like the NBA, Washington Post, Gymshark, Red shark, and crocs [\[1\]](#) are doing exceptionally well on the platform.

You're probably wondering, "How do they do it?", "Can I do the same?", and "Do I really have to take my brand to TikTok?" Read on to find out if TikTok is ideal for your brand.

## **Your Audience**

25% of TikTok users are between the age of 10 – 19, 22.4% belong to 20 – 29 age group, 21-7% belong to 30 – 39 age group, 20.3% belong to 40 -49%, and 50+ age group are the remaining 11% [\[2\]](#). Using this stat, you can tell if your target audience is on TikTok and make your decision based on this.

If you're looking for the younger generations, Gen Z and millennials, this platform is a good choice, but you may want to consider other options if your audience is aged 35 and older.

## **Your competitors**

Are your competitors on the platform? If they are and they see traction, then the platform may be good for your brand, but if they aren't, then it may not be a good choice for you too. If a legacy brand like the Washington Post can be on TikTok, then there's nothing stopping you.



# Quality TikTok Content

Finding your audience on the platform is one thing; it is also important to produce TikTok content that engages them and keeps them coming back for more. You have to evaluate if your brand can produce top-tier thought-out 25 seconds videos.

TikTok thrives on genuine, fun memes, humor, unfiltered videos, and viral trends. Any video content or ad that looks too professional or perfectly manicured hardly does well on TikTok.

So, if you show up thinking you can use the Instagram or YouTube marketing strategies on TikTok, then it's not going to work. Before you hop onto the platform, decide to create quality TikTok content that resonates with your audience on TikTok. If you can't, skip the platform, if you can, then go ahead.

## Sure Signs You Should Be On TikTok

1. You have a younger target audience (ages 16-30).
2. You're looking to build a younger audience for your brand.
3. You can easily showcase your product or services in a video.
4. You can make light-hearted content.
5. You love trying new things.
6. You don't mind keeping up with new trends.



# Why Your Brand Should be On TikTok

TikTok requires only fun videos and not serious marketing videos. It is an unsaturated platform, especially for brands and businesses, so if you love to explore, then you should be on TikTok. All you may likely need is a mobile camera and your content. This means your audience can have the opportunity to see your brand culture without the cover-ups.

Also, you can build your brand awareness through different cost-effective options, and drive traffic from your TikTok page to your website, blog, or other social media pages.

There are several brands already on TikTok; take a look at what they do for inspiration. This will help you know if your content appeals to your audience's desire and interest on TikTok. You'll never find the Washington Post giving a boring news report on TikTok; they have found ways to keep their audience engaged on the latest news in a fun way. Notwithstanding who your target audience is, if you can create content that resonates with the TikTok style, your brand should be on TikTok.

## References

- [1] Nogood. [Brands-killing-it-on-TikTok](#)
- [2] Statista. [Tiktok-us-users-age](#)