



TIKTOK ADS EXPLAINED

TikTok has been growing significantly over the years and it's looking like it's only onwards from here. With over 689 million active monthly users as of January 2021 [\[1\]](#), the app has garnered a loyal audience. Recently, TikTok went a step further to launch a solution targeted at marketers and brands. TikTok For Business is a platform that provides tailored marketing solutions for brands and businesses. So, if you're a marketer or you run a business, you might want to look into this.

With TikTok users spending an average of 52 minutes daily [\[2\]](#), it's only normal for marketers to want to leverage the platform. TikTok For Business provides solutions such as the ability to create ads. With the option, businesses can take their video marketing strategies to the next level. If you're wondering what there is to know about TikTok ads, we're breaking down the necessary details in this article.

Who Should Use TikTok Ads?

TikTok ads aren't exactly for all businesses. Looking at statistics on the distribution of users, it's important to consider if your audience uses the platform. Although various age groups use the platform, the larger part of the users is young people. In the United States, 47.4% of users fall within the ages of 10-29 [\[3\]](#). Those within the 30-39 age bracket account for 21.7% of users. From these statistics, brands that target generations z and y would get the best out of TikTok ads. You can also leverage the app if your audience lives in different parts of the world. TikTok is available in 154 countries with 75 different languages available [\[4\]](#).

Types of TikTok Ads

TikTok offers five types of ads formats for businesses and marketers to choose from.

In-Feed Ads

In-feed ads allow you to integrate your video ads into the 'For You' page on a user's feed. In-feed ads blend well with regular videos on the 'For You' page so you should make your video stand out. As a rule of thumb, it's important to catch the audience's attention within the first few seconds.

With this ad format, users can comment, like, share, follow and record their own videos with your music. In-feed ads allow you to share up to 60 seconds of videos that play automatically on the user's feed.

Top View Ads

Top View Ads on TikTok show up at the top of a user's 'For You' page after 3 seconds. This helps marketers attain brand exposure through videos that can be up to 60 seconds with sound integration.

Brand Takeover

The Brand Takeover format is a pop-up that users immediately see when they open the app on their phones. You can use either a dynamic or static display to capture your audience's attention. Brand Takeover offers a full screen display of 3 to 5 seconds before switching to the in-feed content. Through the in-feed content, you can attach a clickable link to your video.

Branded Hashtag Challenge

Using the Branded Hashtag Challenge format is a great way to gain both sponsored and organic traffic. Similar to regular hashtag challenges, you can create branded hashtags specific to your goals. This offers the audience a fun and exciting way to become aware of and engage with your brand.

With this format, users record videos of themselves and share them with the required hashtag. Simply create a campaign theme and mobilize the audience to create content around it.

Branded Effects

Similar to Snapchat filters, Branded Effects allow you to create tailor-made filters, special effects and shareable stickers. This allows brands to create and share their designs for people to have fun with. It's a creative way to get people talking about your business.

How Much Do TikTok Ads Cost?

With TikTok ads manager, you can choose either the daily or lifetime budgeting options. The costs for ads largely depend on the results a business is looking for. For instance, taking into account the scope of the campaign. However, to ensure you get results, TikTok has a minimum budget of \$50 for campaigns and \$20 for each ad group. TikTok also has a bid option that allows you to indicate the amount you're willing to pay for certain actions from the audience.

Getting Started with TikTok Ads

You need to set up a business account with TikTok to get started.

1. Click the [‘Get Started’](#) button on the TikTok For Business page and fill in the required details.
2. Once you’re set up, click on ‘Campaign’ and then ‘Create’.
3. Choose your advertising objective, set up your campaign name and choose your budget.
4. Set up an ad group and complete the required details such as placements, ad details, creative type, targeting, budget and schedule.
5. Finally, create your ad and be creative with it.

Conclusion

TikTok Ads are a great way to reach a wide audience. With the user base and engagement rate consistently increasing, TikTok can be useful in your video marketing strategy. If your ideal users or customers are prominent on the platform, this is a good time to utilize the ads feature.

References

- [1] Mohsin, M. [10 TikTok Statistics That You Need To Know In 2021 \[Infographic\]](#)
- [2] Iqbal, M. [TikTok Revenue and Usage Statistics \(2021\)](#)
- [3] Statista Research Department. [Distribution of TikTok Users in the United States as of March 2021, by Age Group](#)
- [4] Wallaroo. [TikTok Statistics](#)