



TikTok For Business

 TikTok for Business




We've had massive user
growth on TikTok

1 Billion

Global MAU
(as of Sept 2021)

TikTok in SEA


>240
million users


85%
year-on-year growth


~800
million videos created


>1
trillion views

We're an entertainment platform like no other

Anyone can sit back and watch, also join in when they're inspired.

Our platform is built for...

**Joyful
Discovery**

**Creative
Participation**

Where participation enabled by **limitless creativity**



Mobile

**Your personal,
all-in-one world**



Cinematic

**Sound first,
full screen**



Short Form

**Bite-sized
Entertainment**

Build on these 3 pillars to always be on TikTok

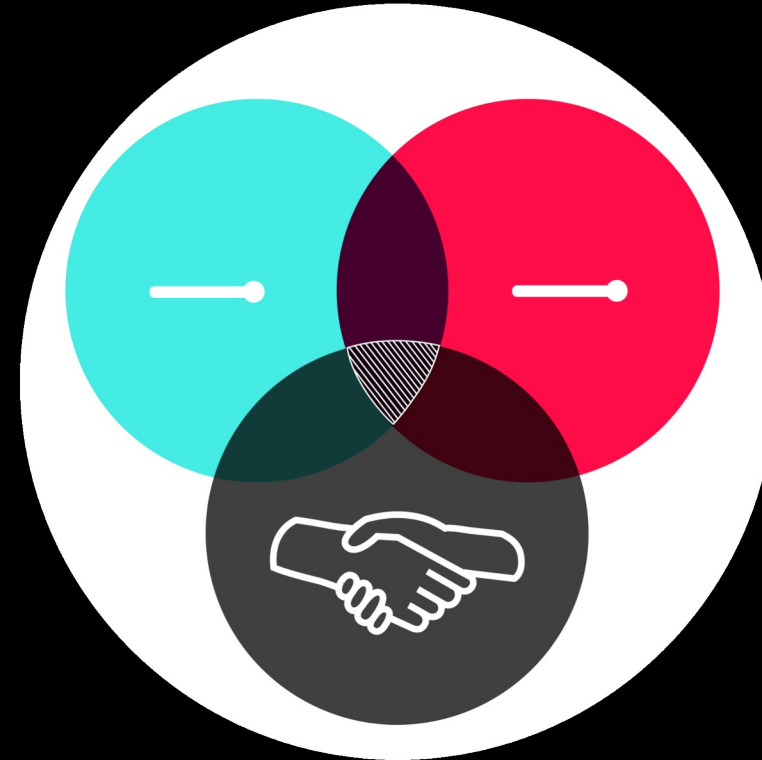
Leveraging a unique blend of Business Account, Full Funnel Ad Solutions and authentic Creator Partnerships allows for continued meaningful engagement for your clients' audience.

1

Business Account
(Organic Content)

2

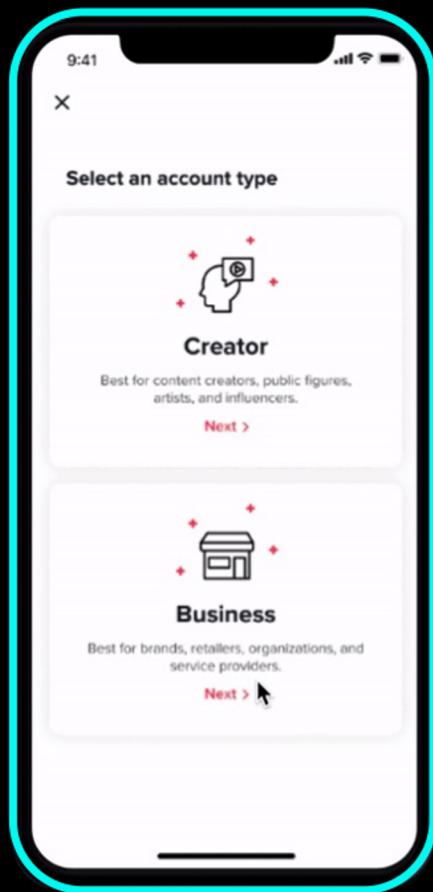
Full Funnel Ad Solutions
(Paid Ads)



3

Creator Partnerships
(TikTok Creator Marketplace)

It all starts with a **TikTok Business Account**



Audience
insights

Real-time
engagement
data

E-comm
solutions

- Free for all Business Owners and Marketers to upgrade
- Creative inspiration, guidelines, and tools to support TikTok ideation
- Performance measurement and insights for business learnings



Create:



TikTok Ads Manager Account




 **TikTok** for Business

Step-by-step guide to create Ads Manager Account

Step 1:

Go to ads.tiktok.com and create a login using an email address or phone number. Verify your login info, agree to the terms and click 'Sign Up.'



TikTok For Business

Already have an account? [Log In](#) English

Sign up

Email Phone

Email address

Enter email address

Password

Enter between 6-20 characters

Confirm password


Enter your password.

Verification code

Enter verification code [Send code](#)

[Sign up](#)

Or

 [Sign up with TikTok](#)

☐ By continuing, you agree to the [TikTok Commercial Terms of Service](#) and acknowledge you have read the [TikTok for Business Privacy Policy](#) to learn how we collect, use and share your data.

☒ Subscribe to emails with news, events, and information from TikTok For Business and TikTok Shop. You can opt out any time in your user settings.

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[Help](#) | [Terms & Policies](#) | [Privacy](#)

Step-by-step guide to create Ads Manager Account

Step

2:

Create your account by providing some background info about your business. Then click 'Sign up.' Double-check that your information is correct, especially the time zone, because you will not be able to change it later.

Step-by-step guide to create Ads Manager Account

Step

3:

Complete the 'Billing Information' .

Set up billing information

Tax ID

Optional

Business address

State/Province

Please Select

Street Address

Street Address

Postal Code

Postal Code

Choose payment method

☒ Automatic payment

☐ Manual payment

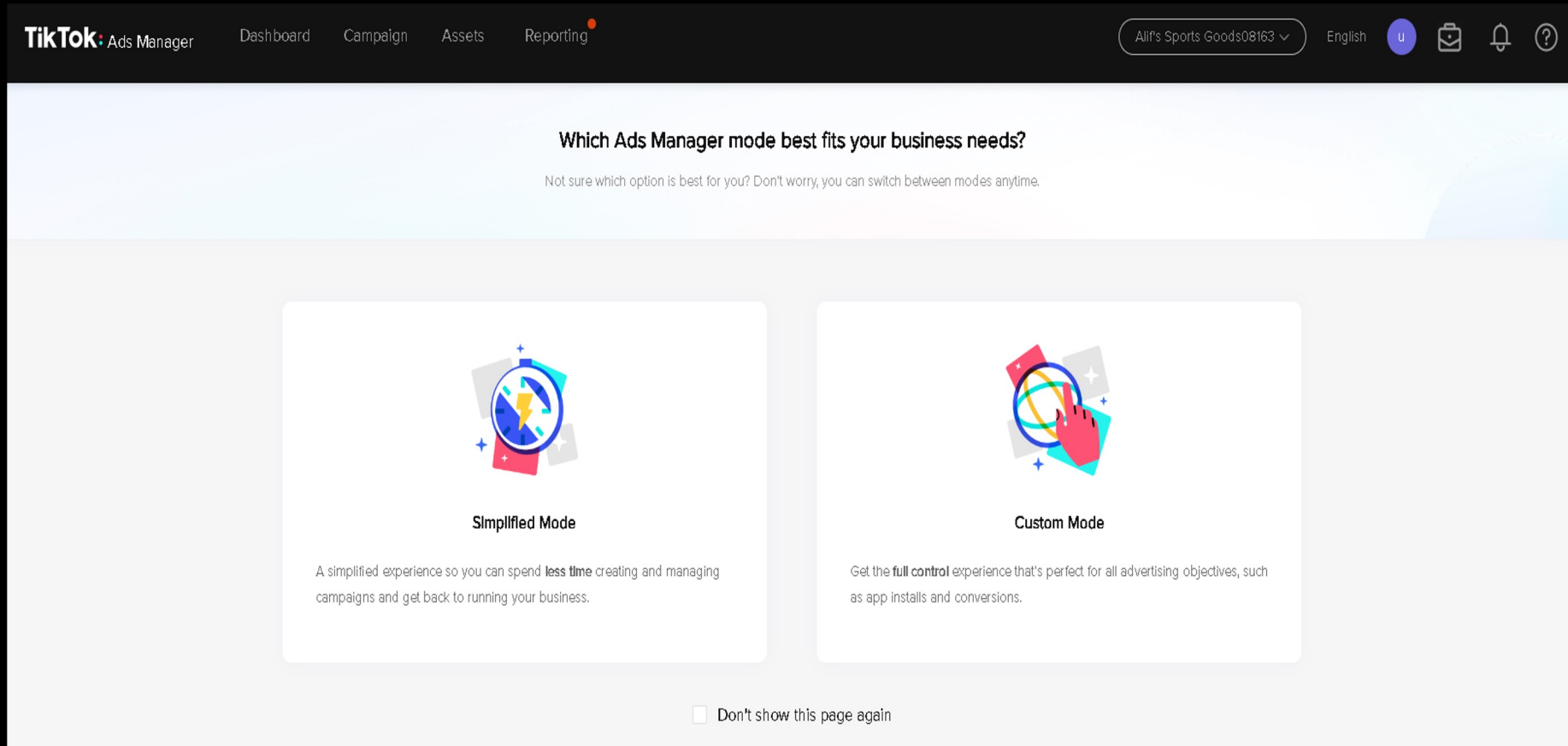

Go to Ads Manager

Step-by-step guide to create Ads Manager Account

Step

4:

Choose 'Custom Mode' and check the 'Don't show this page again' box.



TikTok Ads Manager

Dashboard Campaign Assets Reporting

Alif's Sports Goods08163 English

Which Ads Manager mode best fits your business needs?

Not sure which option is best for you? Don't worry, you can switch between modes anytime.

Simplified Mode

A simplified experience so you can spend **less time** creating and managing campaigns and get back to running your business.

Custom Mode

Get the **full control** experience that's perfect for all advertising objectives, such as app installs and conversions.

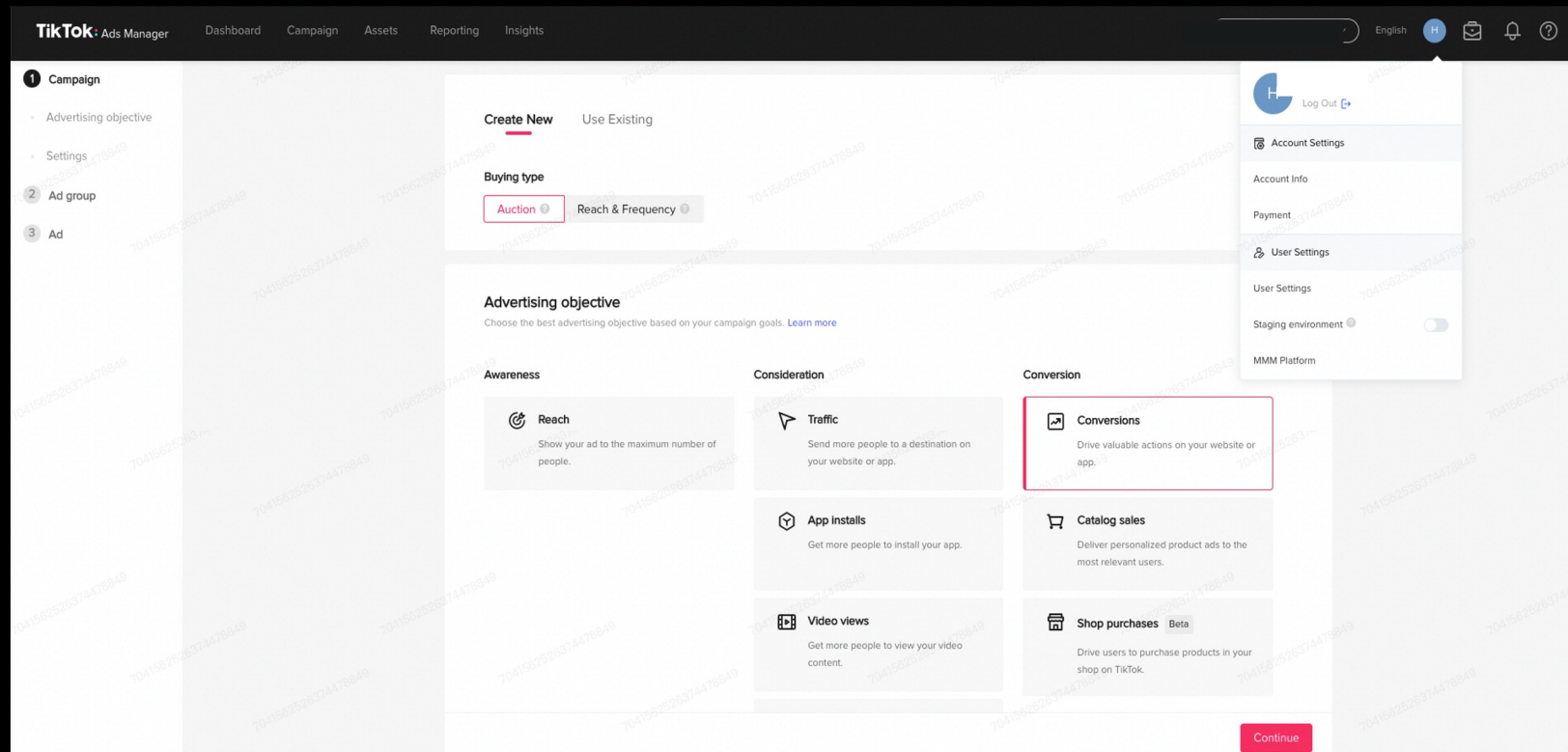
☐ Don't show this page again

Step-by-step guide to create Ads Manager Account

Step

5:

You're all set! Your account is now being reviewed and you can start creating your first campaign!



TikTok Ads Manager | Dashboard | Campaign | Assets | Reporting | Insights

English | [User Profile] | [Settings] | [Help]

1 Campaign

- Advertising objective
- Settings

2 Ad group

3 Ad

Create New | Use Existing

Buying type

☒ Auction | ☐ Reach & Frequency

Advertising objective

Choose the best advertising objective based on your campaign goals. [Learn more](#)

Awareness

- Reach**
Show your ad to the maximum number of people.

Consideration

- Traffic**
Send more people to a destination on your website or app.
- App installs**
Get more people to install your app.
- Video views**
Get more people to view your video content.

Conversion

- Conversions**
Drive valuable actions on your website or app.
- Catalog sales**
Deliver personalized product ads to the most relevant users.
- Shop purchases** Beta
Drive users to purchase products in your shop on TikTok.

Continue

Account Settings

- Account Info
- Payment
- User Settings
- User Settings
- Staging environment ☐
- MMM Platform

Log Out

Full-funnel Ads Approach

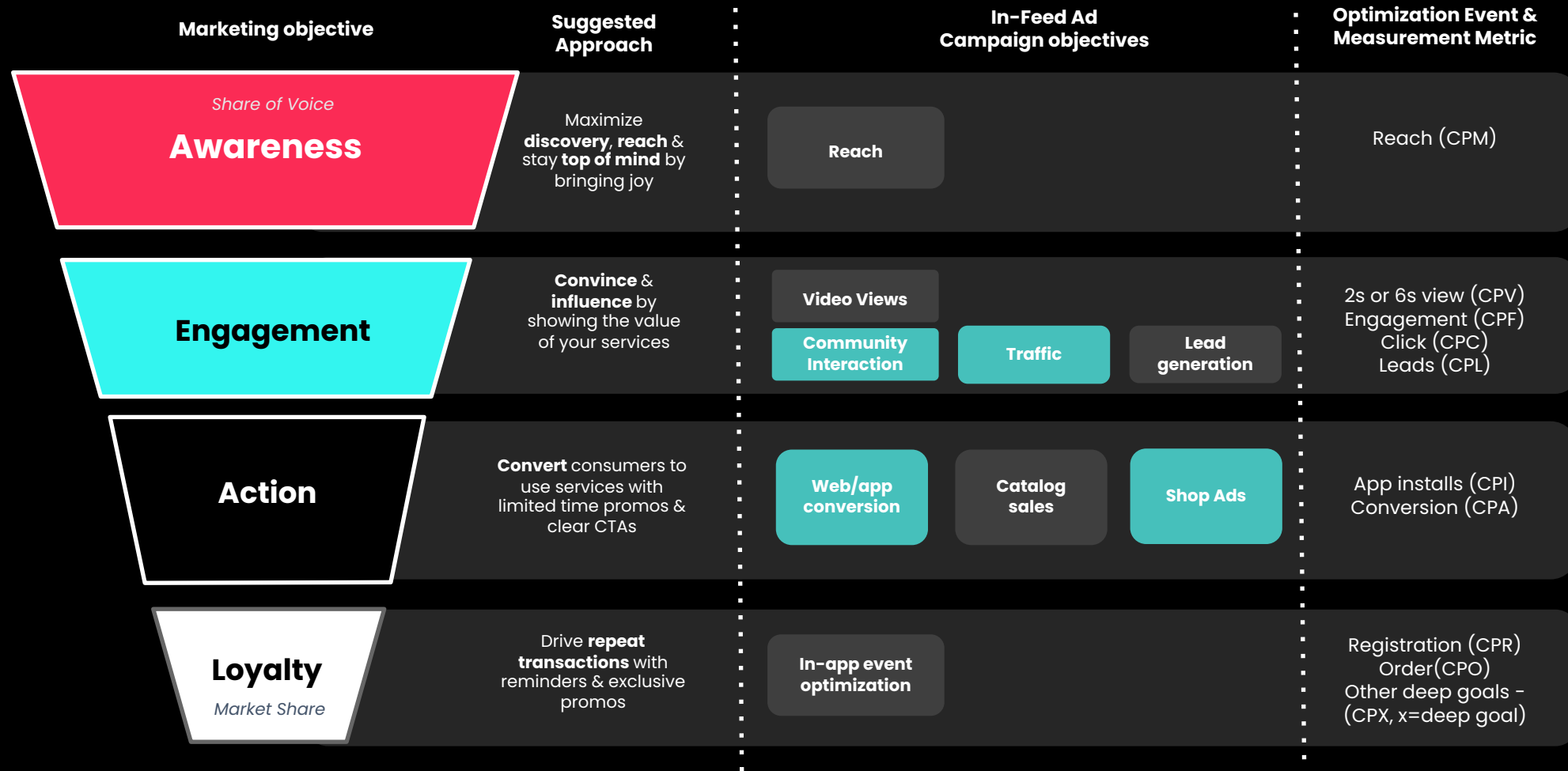
What is **Full-funnel** approach?

- Full-funnel approach is an overall campaign approach that expands the objective selection to other upper funnel and middle funnel objectives such as Reach, Video Views or Traffic rather than Conversions objective
- With this approach, it helps to drive a better overall campaign performance, resulting in uplift of lower funnel campaigns





Meet full funnel marketing objectives with In-Feed Ads



The key benefits of using **Full-funnel** approach



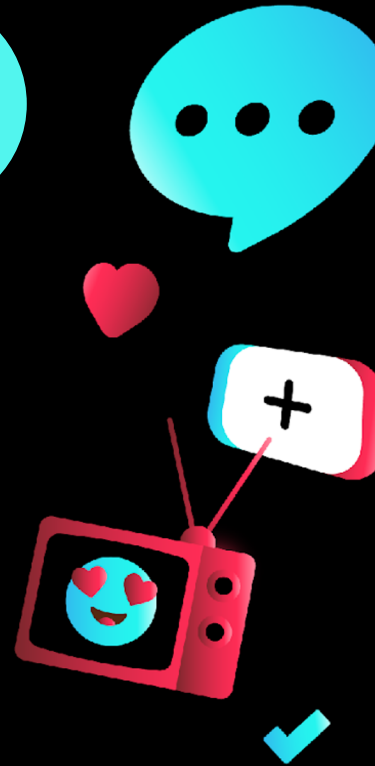
Amplify brand or product visibility and attention whilst collecting signals from interested audience



Identify and develop potential customers for targeting



Improve performance of conversions campaigns



Brand success stories

See how brands embrace
Shoppertainment on TikTok



ZUCCA generated >3.2k Initiate Checkout with 10x ROAS with LIVE Shopping Ads



BACKGROUND

ZUCCA is a Malaysian real-time e-commerce fashion business that focuses on modest fashion at affordable prices. The brand has previously grown its sales tremendously using TikTok LIVE and wanted to keep scaling its sales further.

SOLUTION

ZUCCA used **LIVE Shopping Ads** to drive more quality traffic to their livestream, with the goal of increasing sales. LIVE Shopping Ads allows ZUCCA to **show its ongoing LIVE in the "For You" feed** to relevant audiences who may have otherwise missed their livestream. **When users click on the ad's CTA, they will be directed to the livestream.**

The campaign was set on Broad Targeting for **Females aged 18 - 44** with "**Lowest Cost Bidding**" and "**Initiate Checkout**" as the optimization goal. This would widen the reach of their ad to their core target audience with high purchase intent and maximize conversions at the lowest cost.

ZUCCA used the **LIVE video** as their ad creative, because they were confident that their livestream would be highly captivating to users, making them eager to click on the ad. On top of their competitive product prices, ZUCCA also offered **exclusive LIVE deals**, enticing shoppers watching the livestream to purchase from the store immediately.

RESULTS

The results from the 3-hour livestream campaign exceeded ZUCCA's expectation, generating **>3.2k Initiate Checkout** and **>750 Complete Payment** with **10x ROAS**.



>3.2k Initiate Checkout



>750 Complete Payment



10x ROAS





TikTok Shop

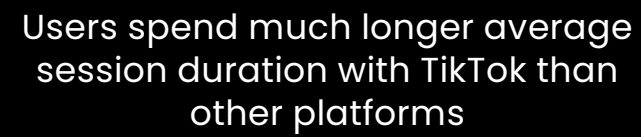
Shoppertainment:
Where Entertainment meets Commerce

Singapore
2022

CONFIDENTIAL & PROPRIETARY



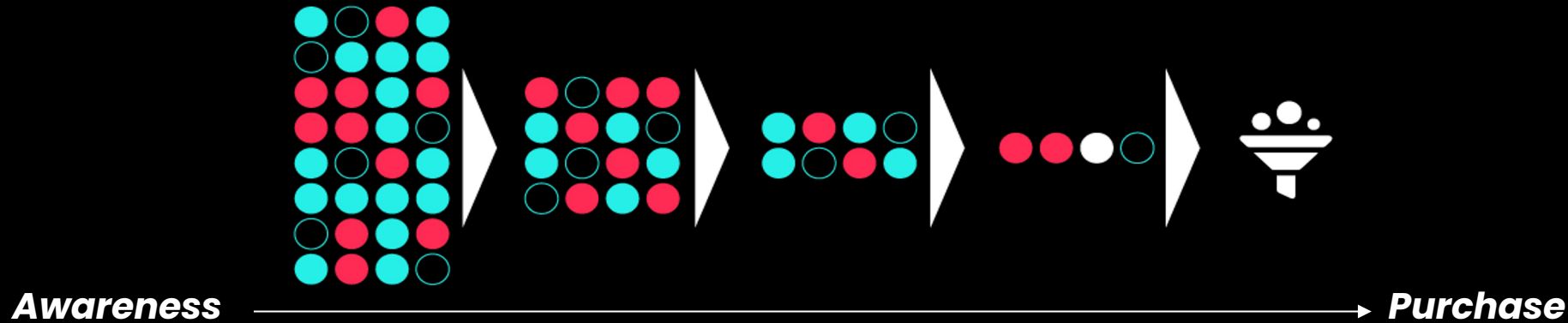
#1
most
downloaded
app in the
world



Users spend much longer average
session duration with TikTok than
other platforms

The Linear Consumer Journey is now **Disrupted** to an **Infinite Loop** on TikTok Shop

Traditional Model



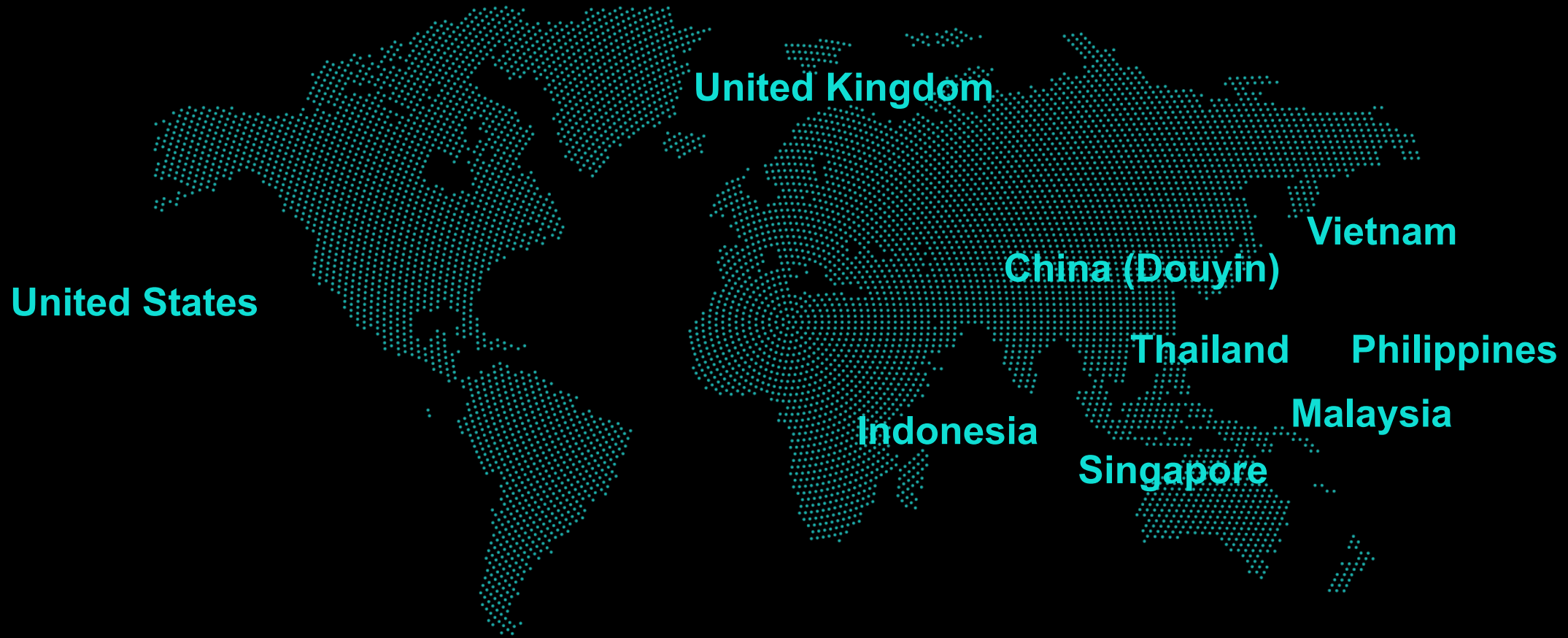
Social Commerce Model


**Brand
Accelerates**




**Community
Amplifies**

TikTok Shop in **SEA** has expanded and grown **rapidly** :





*In China, every 1 in 2 person purchase products on **social commerce**.*

Immersive and native ways to encourage people to browse and buy on TikTok

Organic formats

 **LIVE Shopping**

 **Video Shopping**

 **Product Showcase**

 **Shopping Center (New)**

Ad formats

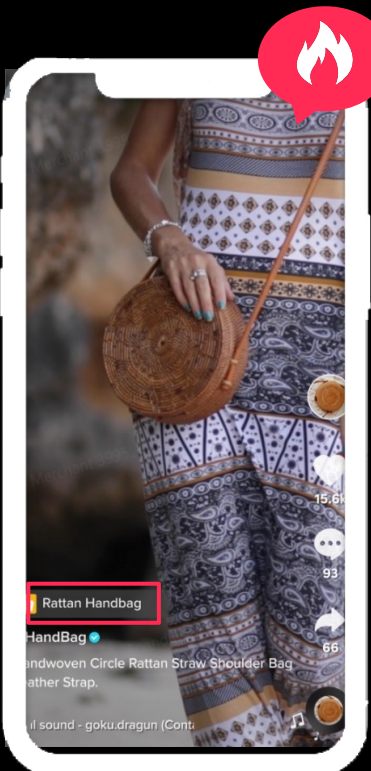
LIVE Shopping Ads

Video Shopping Ads

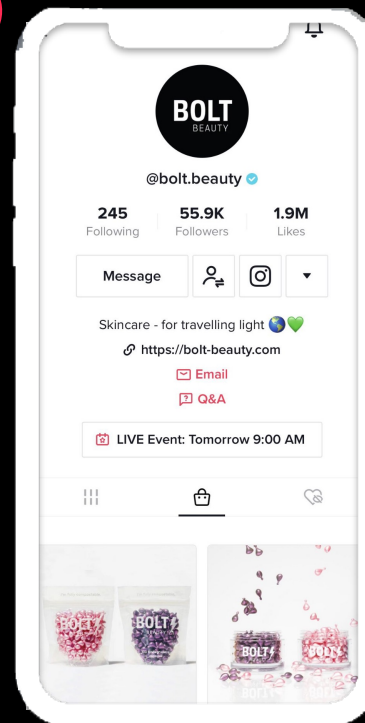
Spark Ads with Ecommerce Anchor Link



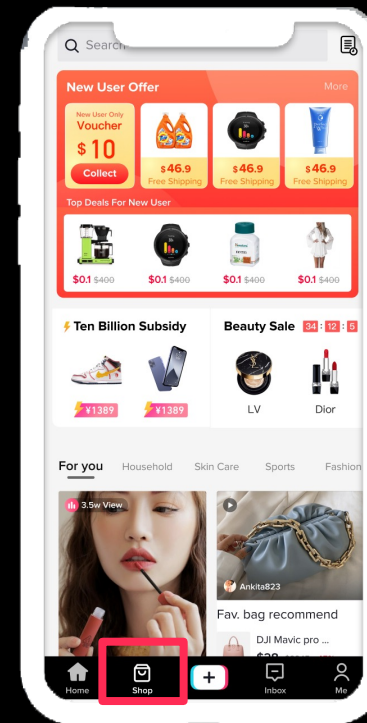
LIVE Shopping



Video Shopping



Product Showcase



Shopping Center*


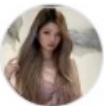


Creator Marketplace is a powerful tool for C2C conversion

Creators connect brands to users, and are the key to leverage trust in community.

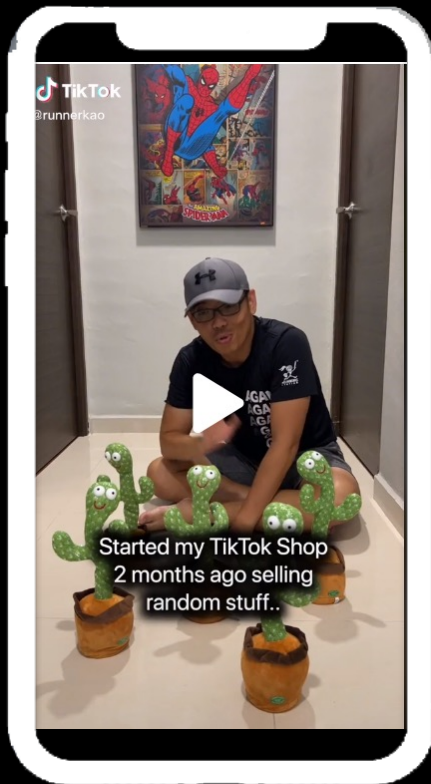
Build trust between followers and brands

Joyful and friendly interaction increase brand affinity

Entertain users which drive users to shop

 jeraldine.j Queen J	 melissawix Melissa Wix	 leeteng0530 Lee Teng 李騰	 ryanxgo Ryan Tan
Food Home & Lifestyle +1	Electronics Home & Lifestyle	Fashion Beauty	Home & Lifestyle Electronics
Followers 14.1K	Followers 20.8K	Followers 24.1K	Followers 20.7K
Video Views 6.8K	Video Views 8k	Video Views 3.6K	Video Views 41.6K
Livestream Views (UV) 965	Livestream Views (UV) 6.2K	Livestream Views (UV) 3.9K	Livestream Views (UV) 3.8K
Send Message	Send Message	Send Message	Send Message

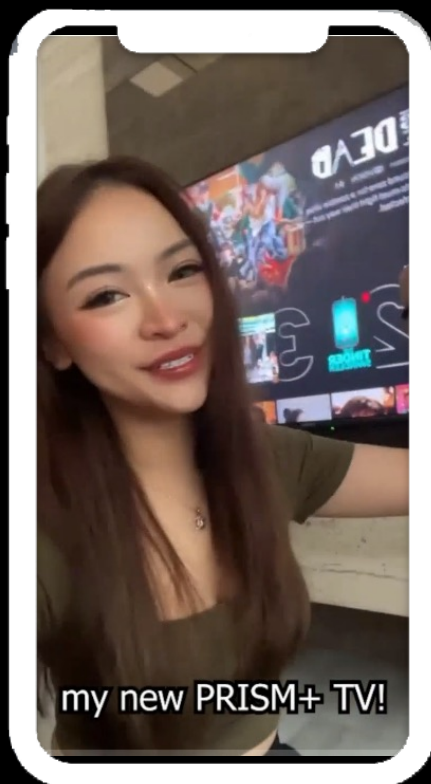
Success Stories



[Wahkaoshop SG](#)

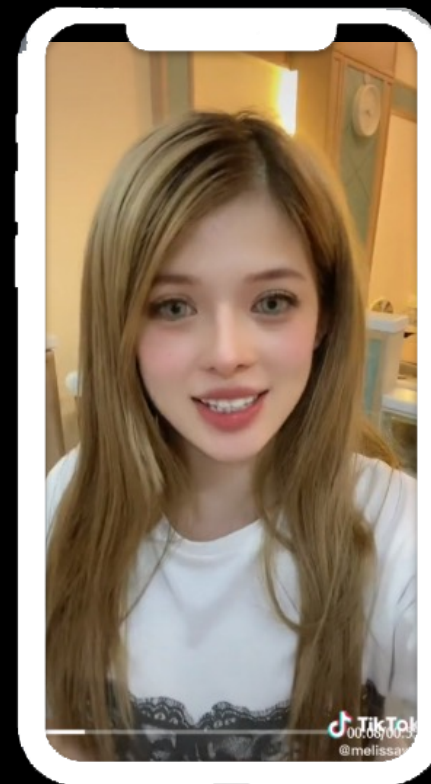
from <5 viewers to now
>100 orders a day!

Note: Click to play video



[PrismPlus](#)

Achieved phenomenal
sales in just 2 weeks



[Melissawix](#)

Top creator on TikTok
Shop (views & GMV)

Sell on TikTok Shop

0% Commission
1% payment fee

0%

Sell to >1 million of Consumers
in Singapore



New User Voucher
to unlock 1st order

VOUCHER

Enjoy 200%
Traffic Boost & Subsidy



Sign up now at <https://seller-sg.tiktok.com/>



Stellar Lifestyle New Merchant Incubation

- **Exclusive** for Stellar Lifestyle merchants & net-new advertisers and net-new sellers
- **Limited** slots, First come first serve basis, sign-up by W2 of Mar 2023.

Support		Entry Kit	Tier 1 Package
Requirements / Criterion		USD\$50	USD\$1,000
<ul style="list-style-type: none"> Min. incremental ad spend (USD)(30 days) Only net-new advertisers and net-new sellers (Not on TikTok Ads Manager and TikTok Shop) 			
Ads Credit Rebate VALIDITY PERIOD APPLIES - (Spending Period: 3.3 to 4.15) Credits expire on 5.15		USD\$50 ads rebate	USD\$1,000 ads rebate
Dedicated Account Manager Support (TikTok Shop)		Yes	Yes
Dedicated Account Manager Support (TikTok For Business)		No	Yes
Livestream	Session (Host & Professional Studio)	2	4
	Traffic Boost	Weekly	Weekly
Short Video	Video Creation	1	2
	Traffic Boost	Weekly	Weekly
Platform Voucher Subsidy		Yes	
Tenant Product Placement		1	1
Physical Phase 2 Training Programme by TikTok Trainer		Yes	
Package Value Worth		\$5,000	\$7,000
Complimentary Slot		for first 20	for first 10

Merchants onboarded via this package must be tied with Stellar Lifestyle's TSP, when it launches

