

TikTok Report



@indahash #report
An international
study of over 2000
influencers 😊 😍 😍



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Intro

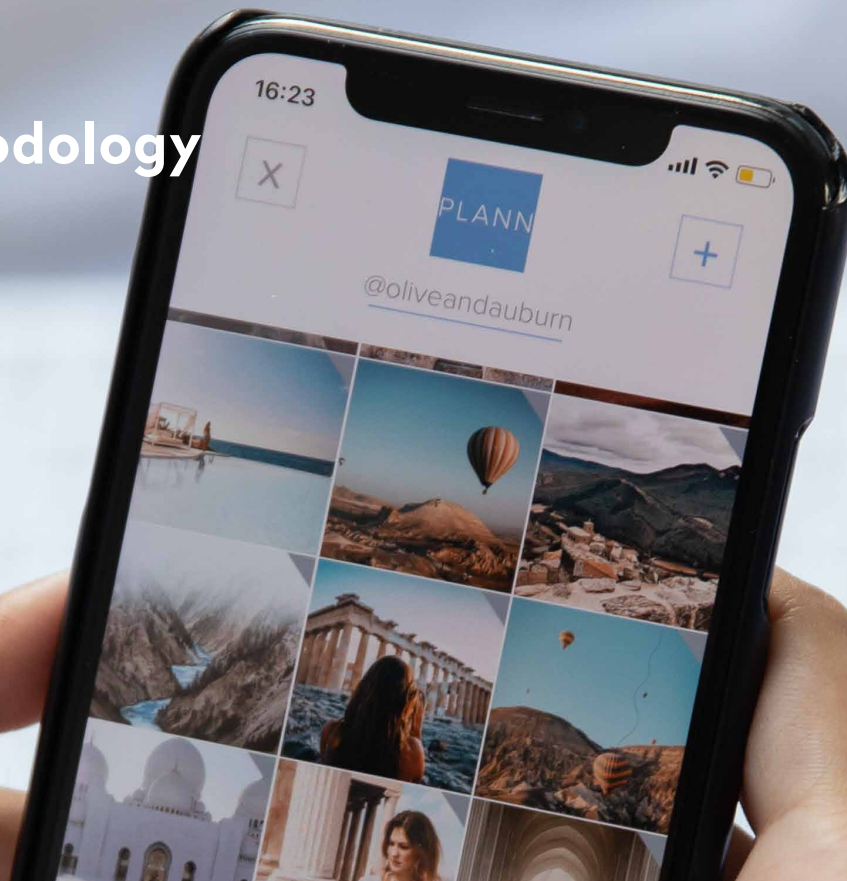
TikTok was the most downloaded app in Q1 2020, and along with its rise in popularity came confusion as many tried to understand the phenomenon behind the platform. Despite this fact, there are still a lot of open questions. Questions regards the type of content published on the platform and the mechanisms of the application.

Marketers and brands worldwide are currently analysing the influence potential on TikTok while figuring out how to create great performing campaigns and how to start successful cooperations with TikTokers.

That's why we have collated the direct knowledge of TikTokers, experts and specialists together with our own experience, in order to present a handbook containing guidelines and tips regarding one of the fastest growing mobile apps.

indatlash

Methodology



The research in this report includes both qualitative and quantitative methods. Data collection and respondent profiles

Qualitative

International survey held in May 2020
2,000 digital influencers
61 countries
age between 18-45

Quantitative

In-depth interviews held in May and June 2020 with TikTokers Ula Woźniak @ukwozniakk (2.3M TikTok followers) and Sebastian Kowalczyk @sebastiankowalczykkk (1.9 million TikTok followers) and influencer marketing industry experts Michele Tymowski and Ashwin Chandoesing.

C. Key insights

Overall TikTok has been downloaded more than **2 billion times** globally and in Q1 2020 TikTok accumulated 315 million installs, which is more than any app ever in one quarter

83% influencers state that brands could surely benefit from promoting their products and services on TikTok.

TikTok downloads increased by **96%** in 2020 and the engagement rate on the app increased by **27%**.

On average, TikTok users check the app **1-3** times a day and use it for 52 minutes.

63% of respondents agree with the statement “Content on TikTok feels more “real”, it’s more relatable and less “polished” than other social media”.

87% of influencers want to create more content on TikTok in 2020, however 60% of influencers did not use the app in 2019 at all.

69% of IndaHash survey respondents like the fact that TikTok videos are so short and don’t think they should be any longer.

70% of IndaHash survey respondents believe that TikTok helped them keep themselves entertained and raised their spirits during the lockdown”.



54% of TikTok users believe that there is space for more serious content on the app.

53% of our survey respondents stated that challenges are their favorite type of content to watch on TikTok. In 2019, HP took advantage of the trend and created a TikTok challenge that went viral and was repeated 181M times on the app.

India is TikTok’s biggest market, accounting for 611M lifetime downloads (30.3% of total app downloads).

D. What is TikTok?

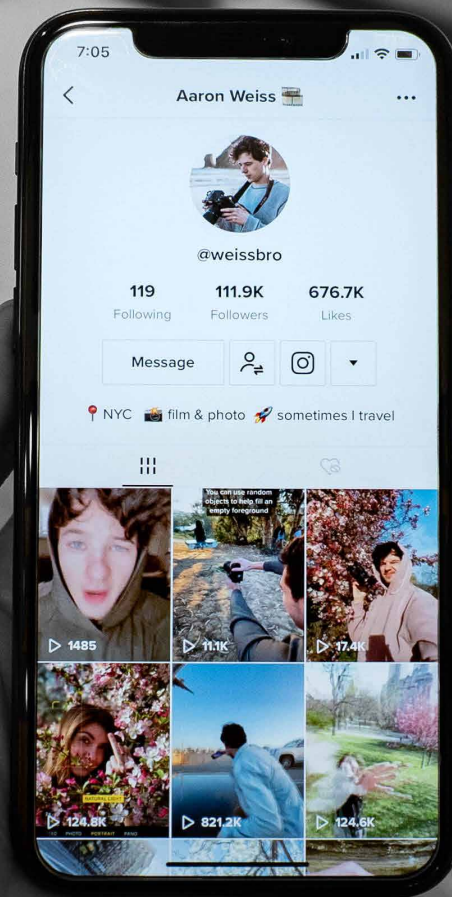
D.1 Introduction to TikTok

D.2 How is TikTok different from other social media platforms?

D.3 TikTok is a Gen Z app – true or false?

D. What is TikTok?

TikTok is currently world's fastest growing social media platform!



Quick facts

Videos last up to 1 min

800M monthly active users (to comparison Instagram has 1B)

Average daily time spend 52 min

51% of TikTok users check the app 1-3 times daily

The background:

The video-sharing app was founded in 2012 by Zhang Yiming. The app was launched on the Chinese market as Duoyin in 2016 and later TikTok was launched for iOS and Android on markets outside of China in 2017. In 2018, TikTok became available on the US market after merging with musical.ly, an app focused on short lip-sync videos. Based on indaHash's internal TikTok survey conducted on more than 2000 TikTok users, 43% used musical.ly before switching to TikTok.

The Content:

TikTok started off as a social media app with rather light, humorous and entertaining content focused on talent, comedy, dance, music or lip-sync, mainly targeted towards Gen Z. However recently, as TikTok has been growing rapidly, content on the app has become more diverse and suitable for different age groups.

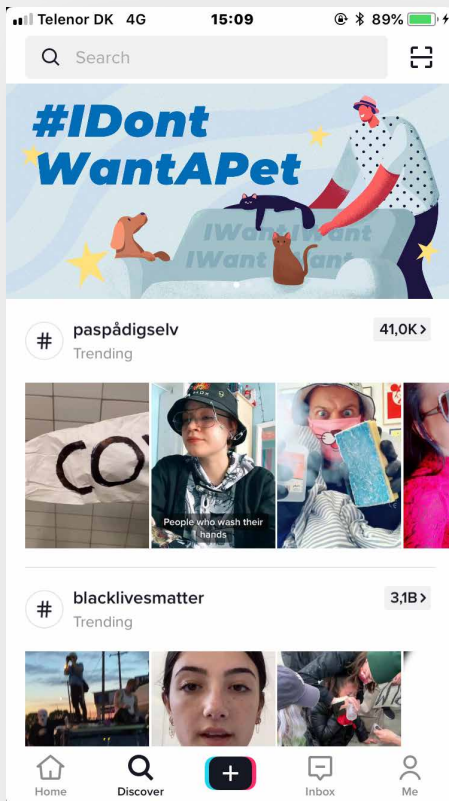
D.1 Introduction to TikTok

TikTok is a very user-friendly and intuitive app and here is a quick TikTok crash course that will help you understand how to navigate the app.

→ 1

Discover Page

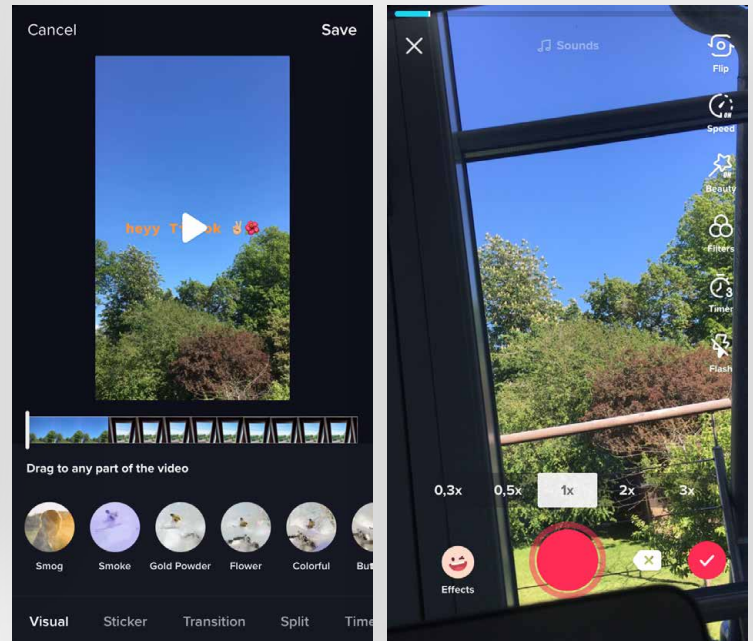
Allows you to get a quick overview of what is trending at the moment. The Discover Page shows some of the most popular hashtags



2 ↓

Creator Function

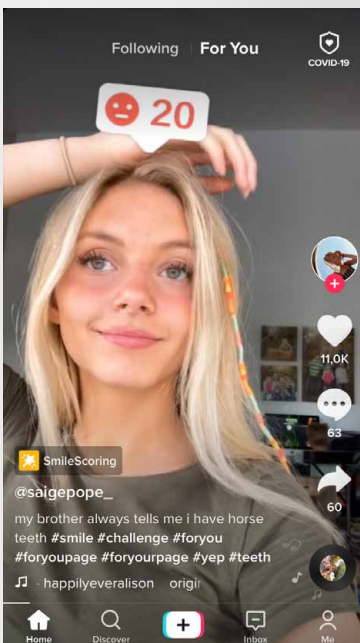
Allows you to take pictures and videos through the app and edit them. The editing tools on TikTok are quite advanced compared to many other platforms. Users can add filters, music, speed up or slow down their videos and add a variety of effects.



3 ←

For you Page

The first thing that pops up when you open the app is the For You page and that is also where TikTok users spend majority their time on the app. For You page is what makes TikTok unique, because it shows you content made by creators you are not following based on what the algorithm thinks is best for you.



4 ←

Following Page

This is where you scroll down to see the content created by TikTokers you already follow.



D.2 How is TikTok different from other social media platforms?

TikTok is different to many other social media platforms out there. Its approach to content and its distribution is fresh and new, and it resonates well with today's social media users.

1

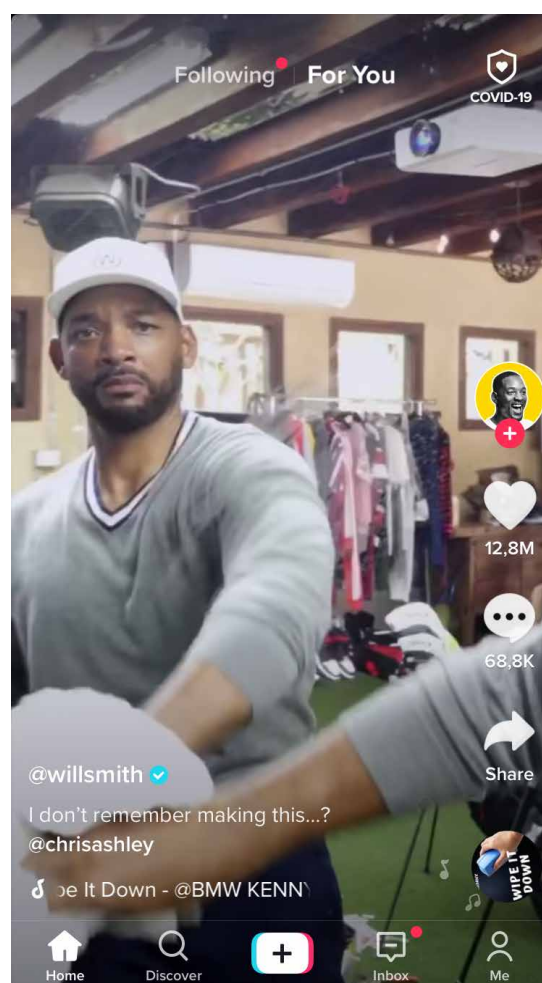
TikTok is more focused on the content itself and less on the aesthetics (in contrast to Instagram). On TikTok, what counts is not how your feed looks, but whether your content is good or not, which many consider as more authentic.

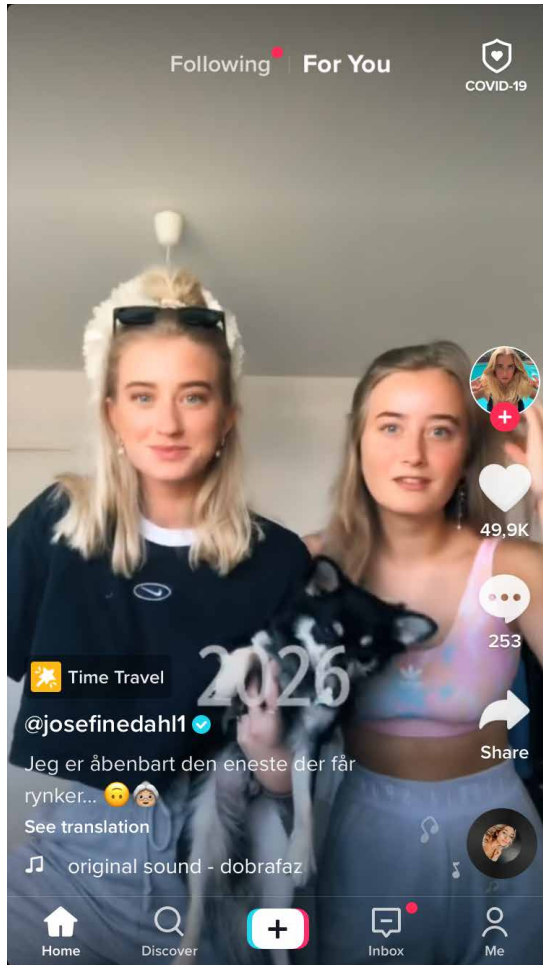
63% of our survey respondents agree with the statement "Content on TikTok feels more "real", it's more relatable

63% agrees with the statement "Content on TikTok feels more "real", it's more relatable and less "polished" than other social media."

2

Shorter format of TikToks videos works well in today's world where the average attention span is estimated to be only somewhere around 8 to 12 seconds. Plus it makes it easier to fall into the "Just one more video" mindset. The short format also forces creators to be more creative and put only their best work out there. There is no need for "fillers" in contrast to YouTube where creators often feel the pressure to publish longer videos since their income depends on it.





3

Unlike other platforms, TikTok made it really easy to edit content inside the app. TikTok's editing function is extremely user-friendly and offers a large variety of different tools, effects etc.

According to **Shira Ovide** from The New York Times

TikTok is the first entertainment powerhouse born in and built for the smartphone age – and it might change everything.

4

Thanks to TikTok's FYP - For You Page you don't need thousands of followers to be seen, and this is possibly the biggest advantage of TikTok! For You Page shows users a stream of popular content and it is the first thing you see when you open the app. For You Page is also where people spend the most of their time on the app!

69% of our survey respondents like the fact that TikTok videos are so short and don't think they should be any longer.

76% of TikTok users watch videos on FYP

What you see on the For You Page is decided by TikTok's algorithm, however you mostly still see content from creators you are not following. This is why it is easier for new creators to start from scratch, be seen and even go viral on TikTok. There have even been cases of TikTok creators going viral and getting 1M views after publishing just 1 video!

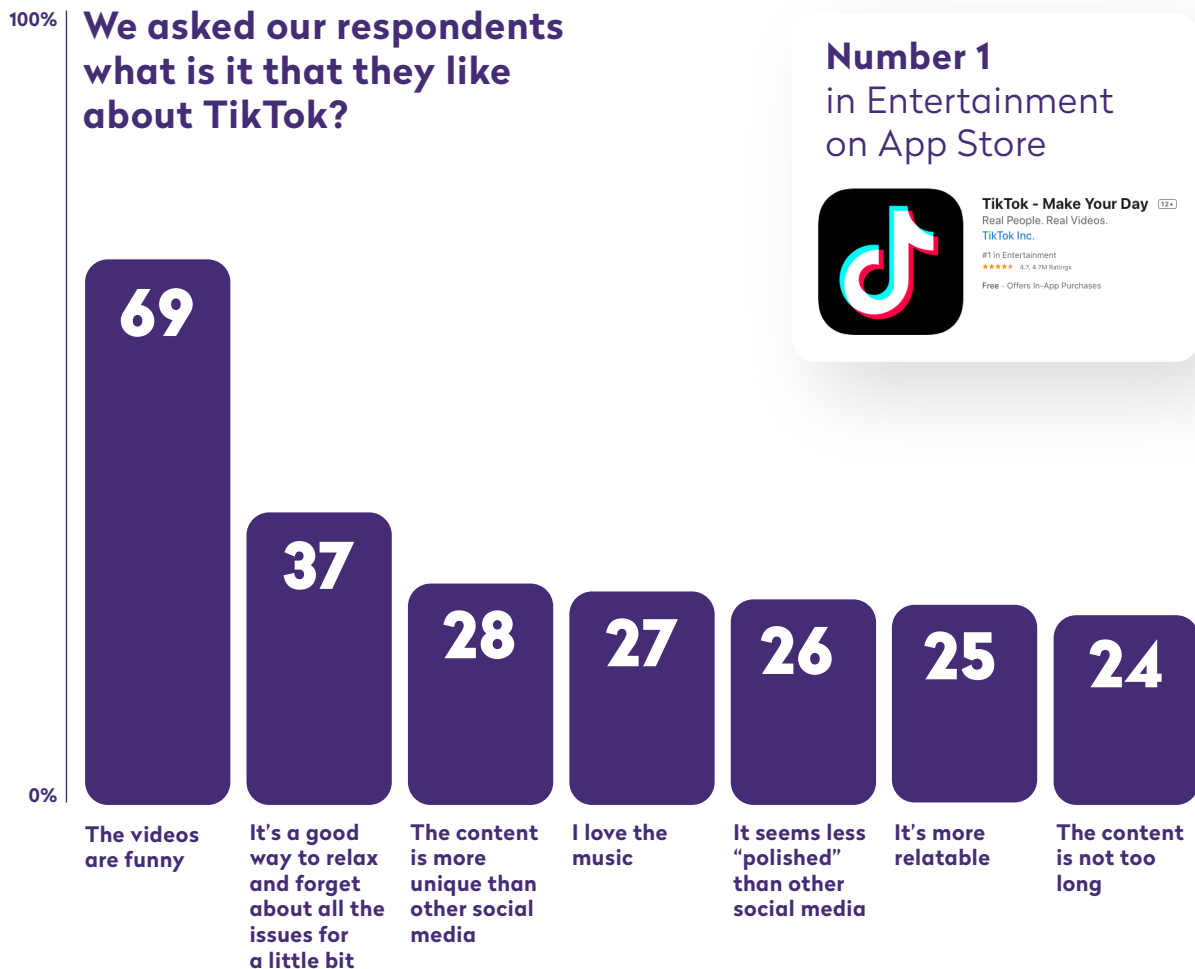
84% TikTok creators get inspired to make their own content after watching FYP

39% of TikTok creator use hashtag #FYP

D.3 TikTok is a Gen Z app - true or false?

In the beginning TikTok's potential was widely underestimated, however, through research we have found out that many seem to have changed their opinion on TikTok once they actually started using the app!

52% of our survey respondents state that they thought TikTok was "just an app for kids" but then changed their mind when they downloaded the app!



E. TikTok growth in 2020

E.1 Comparison
2019 vs 2020

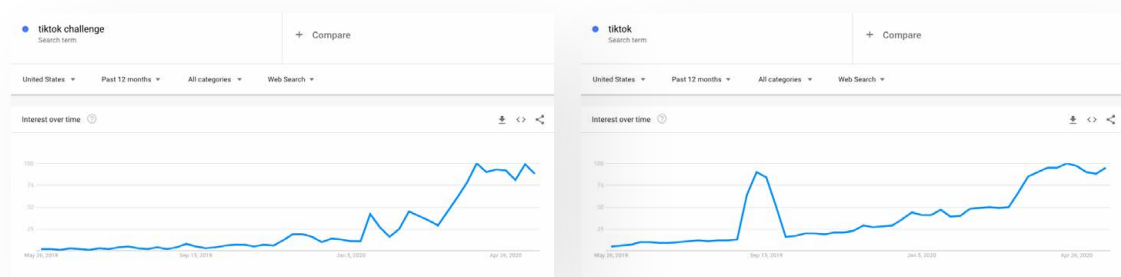
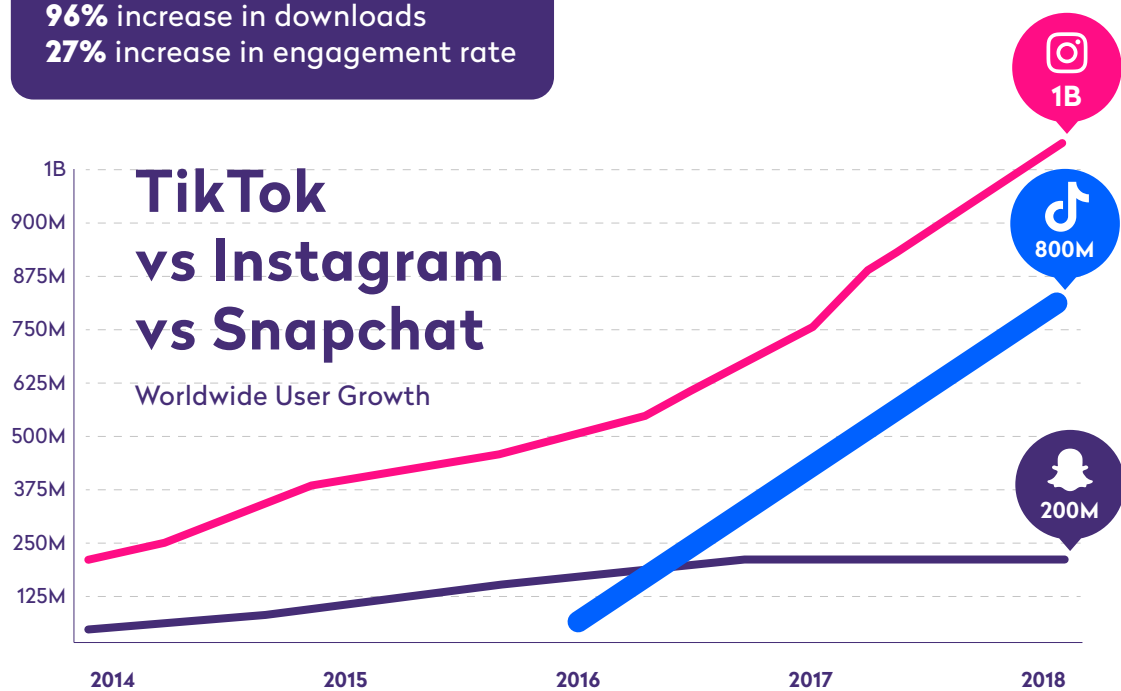
E.2 The most downloaded
app of 2020?

E.3 Lockdown's impact
on TikTok's growth

E.1 Comparison 2019 vs 2020

When TikTok entered the market in 2016 it was gradually gaining popularity and recognition, especially among Gen Z. However, in 2020 interest in TikTok skyrocketed and TikTok became of the the strongest player in the social media world! In 2020 TikTok saw:

96% increase in downloads
27% increase in engagement rate



Google trends also shows clearly the increasing interest in TikTok. Search terms "TikTok" and "TikTok challenge" have been becoming increasingly popular and growing rapidly and steadily over in Q1 of 2020 and continuing in Q2.

E.2 The most downloaded app ever?

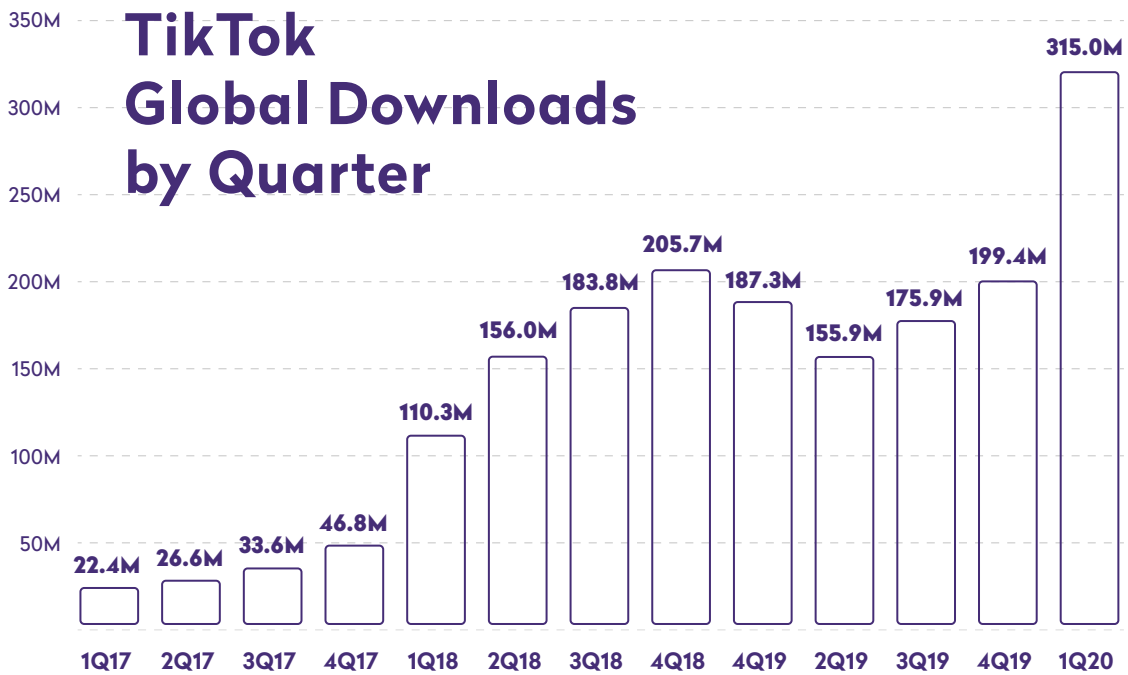


60% of influencers did not use TikTok in 2019!

87% of influencers want to create more content on TikTok in 2020!

Overall, according to Sensor Tower, TikTok has been downloaded more than 2 billion times globally on the App Store and Google Play.

In Q1 2020 alone, TikTok accumulated 315 million installs, which is more than any app ever in one quarter!



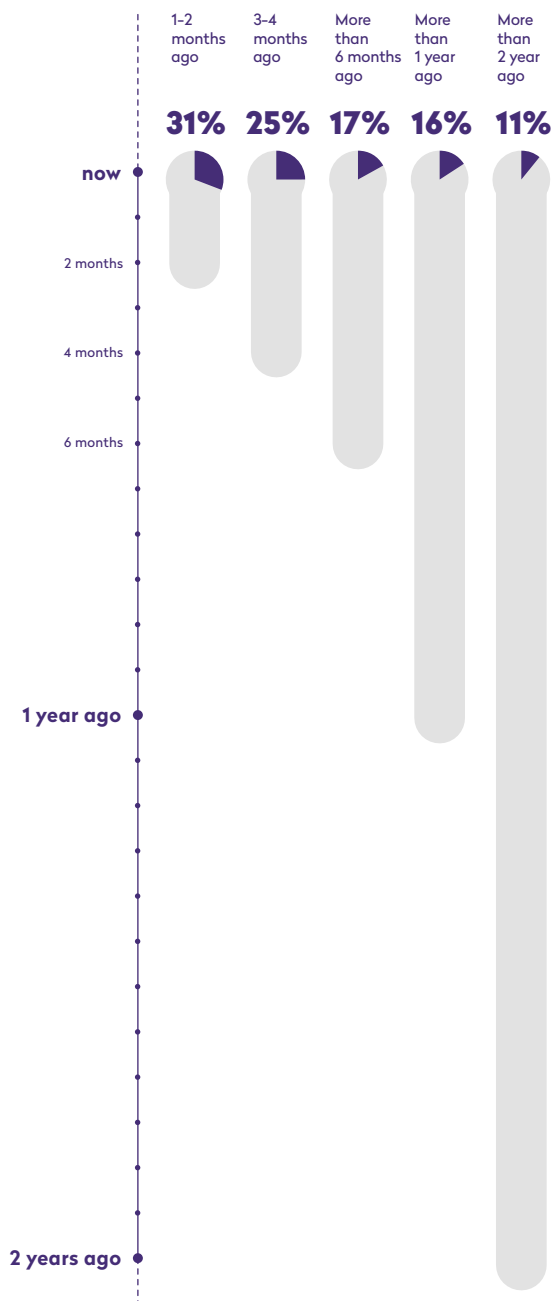
Note: Does not include downloads from third-party Android stores in China or other regions.
 Source: Sensor Tower Store Intelligence



E.3 Lockdown's impact on TikTok's growth

Lockdown had tremendous impact on TikTok's growth, 56% of our survey respondents downloaded TikTok in February - May 2020!

When did you download TikTok?



TikTok helped many to keep their spirits high and fight the boredom during the lockdown months!

70% of our survey respondents agrees with the statement

"TikTok helped me to keep myself entertained and keep my spirits up during the last couple of months of lockdown"

Why did you choose to download TikTok?

I was curious about what it was

54%

I was bored with other social media platforms

25%

I was having a hard time being stuck at home and needed something light and fun content

19%

All my friends have it

13%

F. TikTok content

F.1 What do people want to see on TikTok?

F.2 TikTok trends

F.3 TikTok challenges

F.4 Who are TikTok stars?

F.5 Who are TikTok users?

F.6 TikTok analytics

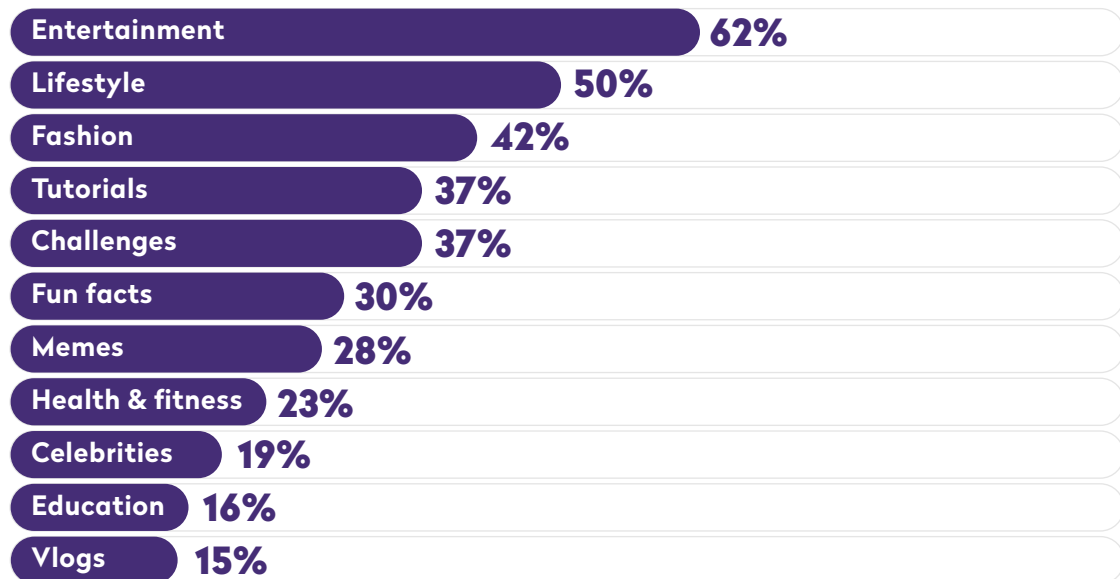
F.1 What do people want to see on TikTok?

TikTok is known for its humoristic and light-hearted content, so we asked our influencers if they think there is also space for more serious content on the platform?

46% would rather see fun and light content
69% of people love TikTok memes!

56% of our survey respondents believe that the choice of music in a TikTok video is extremely important.

What kind of content do you like the most on TikTok?



Artur Kurasiński

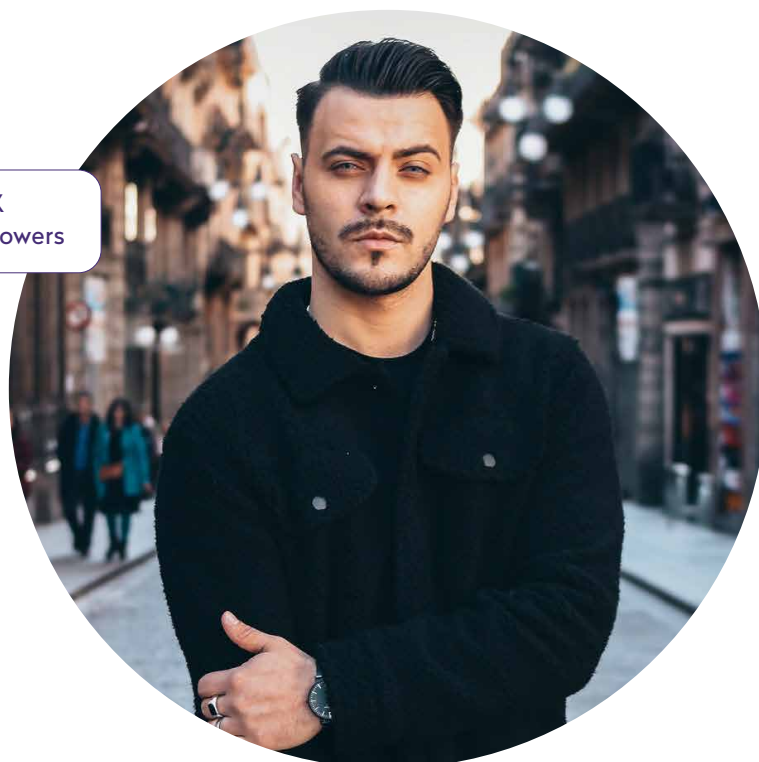
TikTok is a very interesting, rapidly growing platform, and for many

marketers, a completely undiscovered opportunity for exposure. I believe that thanks to a report like this, people's misconception of TikTok as a place where only kids hang out, can be effectively changed.

Co-Founder of Three Headed Monster and author of one of Poland's most popular tech blogs: kurasinski.com

Davide Anica

@daveanica UK
211K TikTok followers



What do you think is the key to keeping people entertained on TikTok?

You need to have a hook on your videos for something that provides value, regardless of its dance fashion you need to provide value.

What kind of content does best on your TikTok profile?

Right now I would say my cabin Crew videos or my dance challenges.

How is TikTok different to other social media platforms?

It is a people's app where people go there to find entertainment or get inspired but mostly to get away from all that is happening in the world. Do you get something out of TikTok that you don't get from other places? 1000% the engagement and exposure it's incredible and I love my followers.

What do you think brands that want to work with TikTokers should keep in mind?

Make sure you work with someone that has a very good community, and find what works for your product, but the most important is do more than one off collaboration with a content creator the followers need to see the product/service / brand multiple times.

What do you think brands that want to work with TikTokers should keep in mind?

Make sure you work with someone that has a very good community, and find what works for your product, but the most important is do more than one off collaboration with a content creator the followers need to see the product/service / brand multiple times.

What advice would you give to influencers who want to start out on TikTok (what they should keep in mind? how often to post?)

Consistency is the key to success. Make sure you post multiple times a day and that you have fun with the followers you get along the way.

What are your best tips for How to create a successful advertising content on TikTok?

Let the creator tell you what works for him/her, and keep in mind that every account is different.

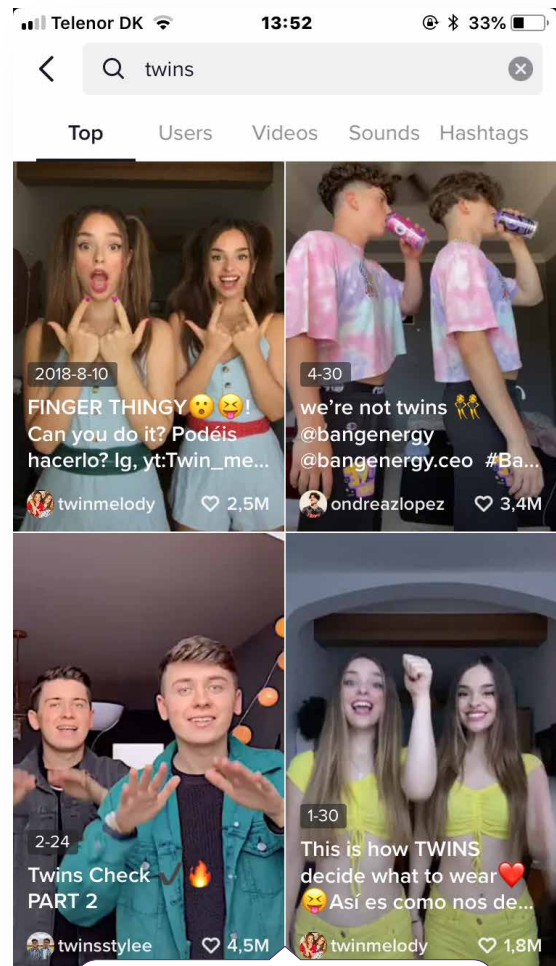
F.2 TikTok trends

TikTok is all about the trends, and understanding TikTok trends is crucial for succeeding on the app. There are two ways to go about it. Either you choose to create content that aligns with current trends or you attempt at create your own trend.

47% of influencers from our survey attempted to start their own challenge and create a new TikTok trend!

What are the current Trends on TikTok?

TikTok is a very dynamic platform and we see many trends come and go. If you want to stay up-to-date and find out what the new TikTok trends are, check the TikTok Trending page, Discover page and scroll through For You page. The app is designed to highlight any big trends happening at the moment so spotting the trend is usually not a difficult task!

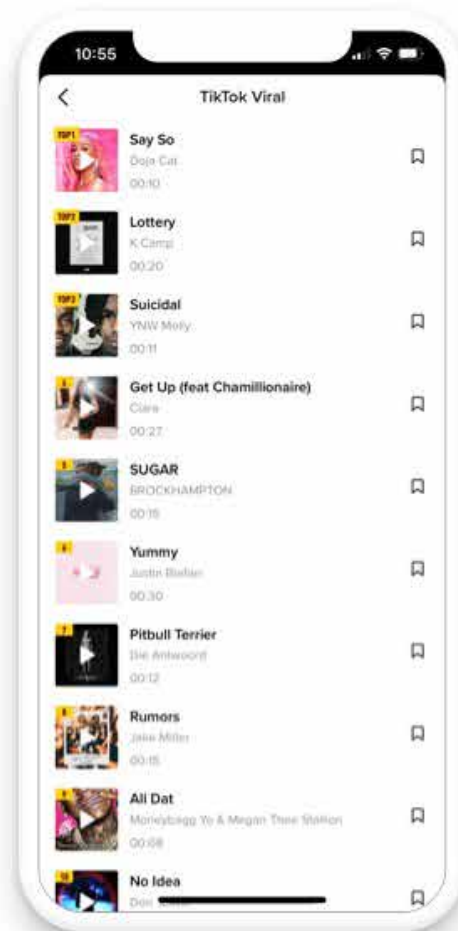
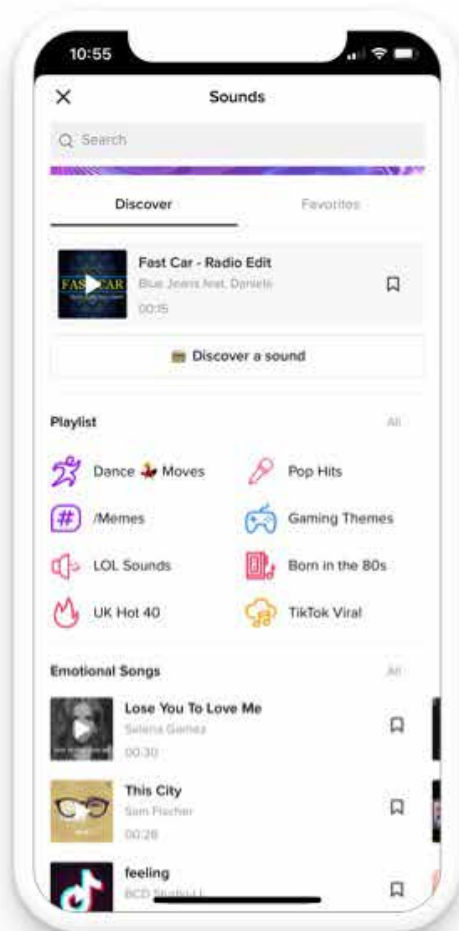


“Twins” was a big trend on TikTok that accumulated billions of views.

The right music is the key?

Based on our analysis of how TikTok trends come about, the right song with the right lyrics is often what stars a new TikTok trend

56% of our survey respondents believe that choice of music in a TikTok video is extremely important.



Jannik Pehlivan:



Everybody should post the content that they personally like. When it comes to TikTok, there is no such a thing as

posting too much or too little. A good start would be one video a day and after that 1-2 videos daily. Plus it is as important, as on other platforms, to interact with the community as much as possible. It is also important to keep in mind that the talent on TikTok should always be shown in a free, open way. For me personally it's football. All my videos are on the sportsfield, I am showing for example battles or new shoes, but also how to shoot better goals, it all depends.

@Jannikpehlivan, Germany
154K TikTok followers

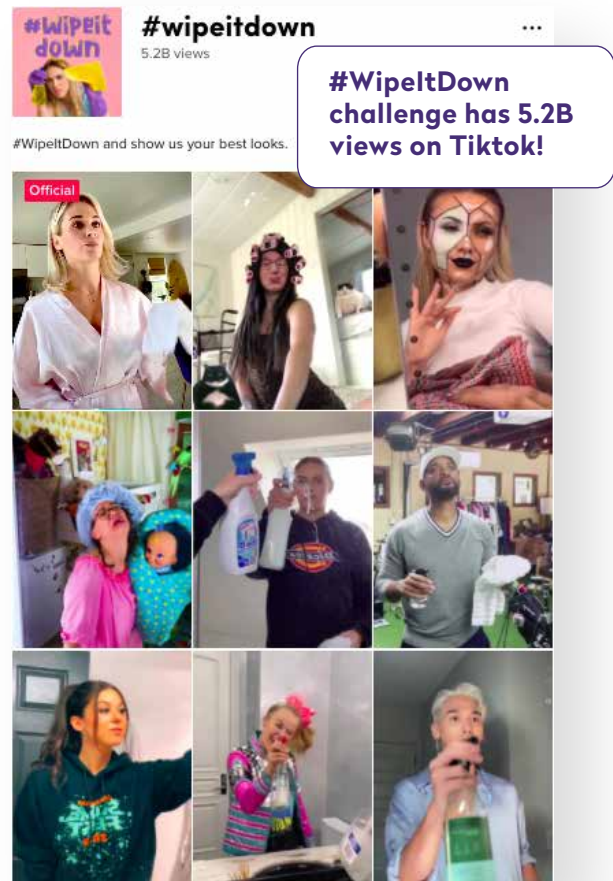
F.3 TikTok Challenges

You cannot talk TikTok without mentioning the challenges. TikTok challenges are one of the biggest trends on the platform and have made many TikTokers go viral in no time. 53% of our survey respondents stated that challenges are their favorite type of content to watch and 51% say challenges are their favourite content to make on TikTok.

The idea of a TikTok challenge is simple, something intriguing enough to get people's attention and easy enough for anyone to participate.

Participating in a challenge and using the unique hashtags assigned to that particular challenge (e.g. #FliTheSwitchChallenge) can help users get discovered on the platform and boost their engagement.

As TikTok is growing rapidly, we are witnessing a birth of a new challenge almost everyday. Some challenges, just like trends, come and go in a blink of an eye, but some stay for longer and are constantly updated by new creators who put their own twist on it. We created a list of some of the most popular TikTok challenges worth checking out if you want to understand what TikTok challenges are all about:

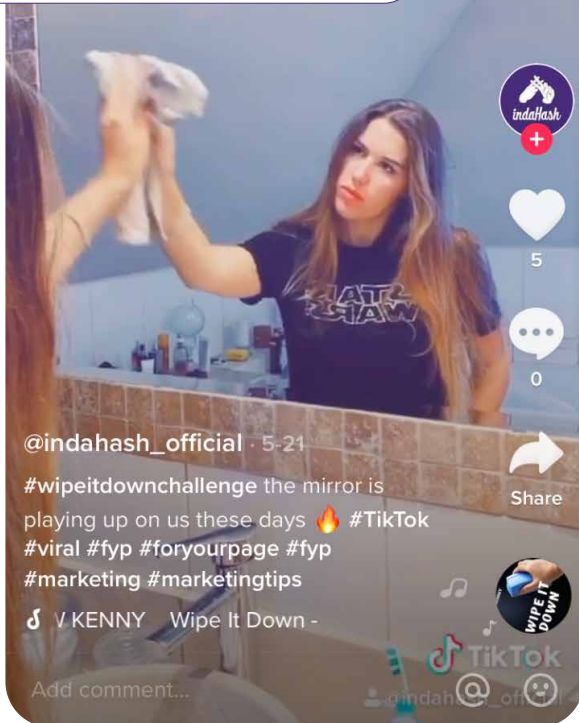


#FlipTheSwitch
#StairsChallenge
#SavageDance

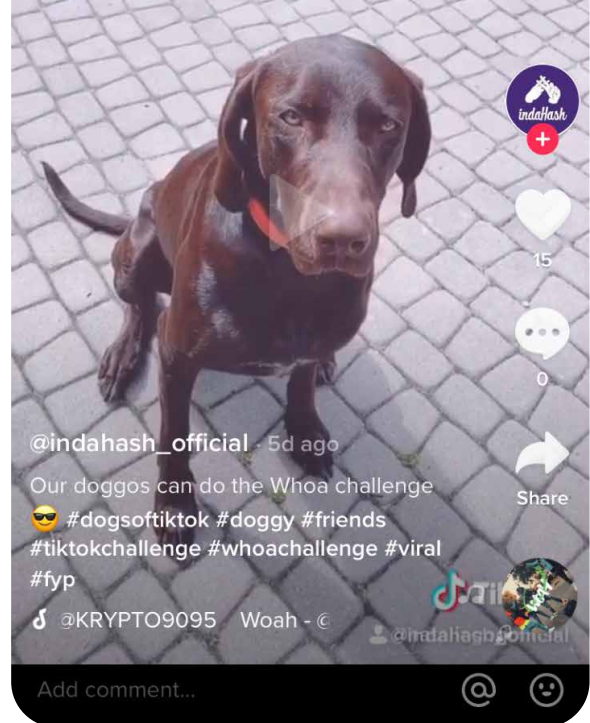
#KUWTKChallenge
#HeroineChallenge
#TheFridgeChallenge

#HariboChallenge
#RaindropChallenge
#JustAKid

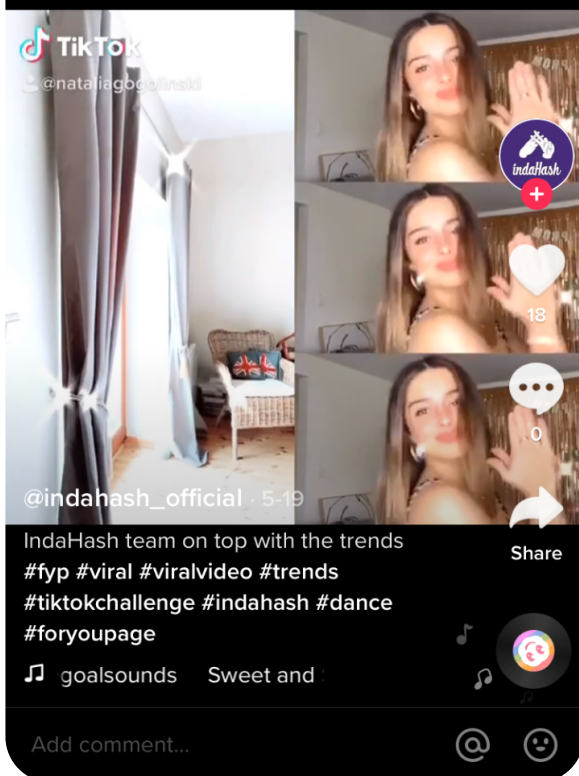
#WipeItDown Challenge 5.3B
 Huge viral TikTok trend! One wipe is enough to turn you into a completely different person or turn an ugly duckling to a beautiful princess and so on.



#Whoa Challenge 146M
 Sometime one single word from a catchy song is enough to create a viral challenge! It is all up to you how creative you get with it.



#SweetAndSalty Challenge 32M
 Another trend based on a catchy song and cool editing effects, used by many to collaborate with different TikTokers.



#FakeTravel Challenge 190M
 We might not be able to travel for a while but TikTok creators came up with a great alternative for travel content creators!



F.4 Who are TikTok stars?

TikTok created a whole new generation of influencers– TikTok stars. TikTok stars have communities of millions dedicated fans that cannot get enough of their content. Here is a run down of some of the most popular TikTok stars at the moment.



★ Charli D'Amelio

@charlidamelio, 59M TikTok followers,

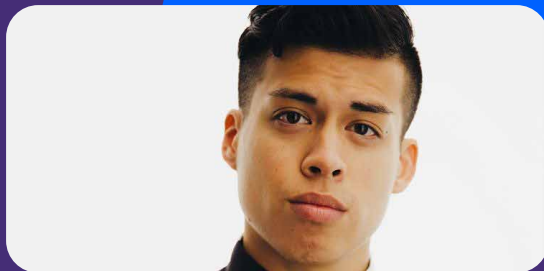
16-year-old Charlie is the biggest TikTok star, called the “reigning queen of TikTok” by The New York Times. She started her TikTok account only in June 2019 and went viral in a couple of short months mainly thanks to her choreographed dances to popular songs! Beside dance routines she also creates memes, comedy and lip-sync content.



★ Loren Gray

@lorengray, 43.6M TikTok followers,

Loren started by posting lip-syncing videos on musical.ly in 2015 and later switched to TikTok. She used to be the most followed person on the platform (but has been recently surpassed by Charlie). She is currently 18 and her content is mostly focused on dance, comedy and music.



★ Spencer Knight

@spencerx, 31M TikTok followers

27-year-old Spencer gained huge following on TikTok thanks to his beatboxing skills. His main focus are his beatboxing videos often accompanied by his family members or other TikTokers, but he also creates popular TikTok content as memes and comedy sketches.



★ Ariel Martin

@babyariel, 33.2M TikTok followers

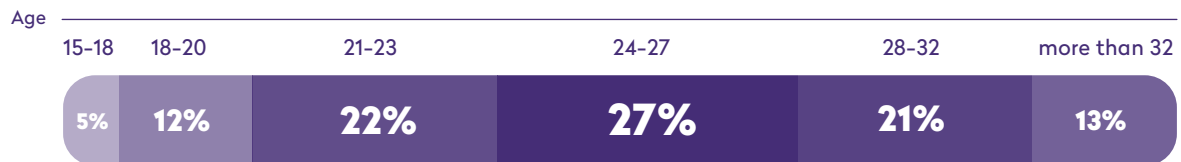
19-year-old Ariel was the first ever user to surpass 20M followers on musical.ly. After switching to TikTok her career continued to grow and beside TikTok, she starred in Disney Channel and Nickelodeon shows and released a couple of singles.

F.5 Who are TikTok users?

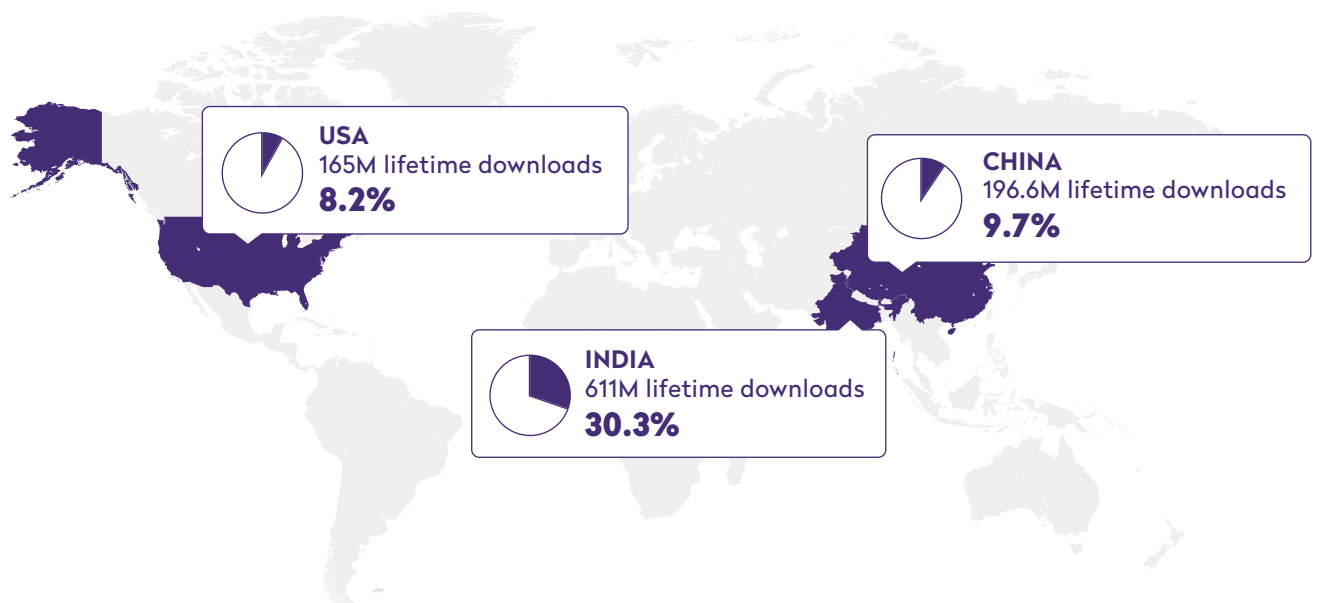
TikTok started of as app targeted towards Gen Z, but lately we have been noticing a rapid increase when it comes to popularity of the app among all different age groups.

How old are TikTok users?

(based on indaHash internal TikTok 2020 survey)



What are the biggest markets for TikTok?



Who spends the most on TikTok? (total lifetime user spending)



CHINA
\$331 million
72.3%



USA
\$86.5 million
19%

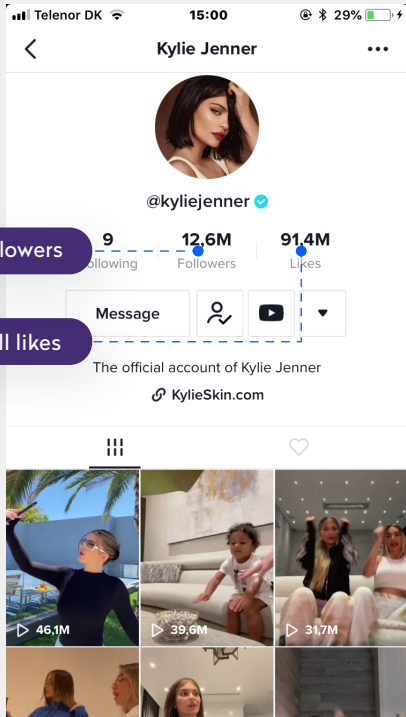


GREAT BRITAIN
\$9 million
2%



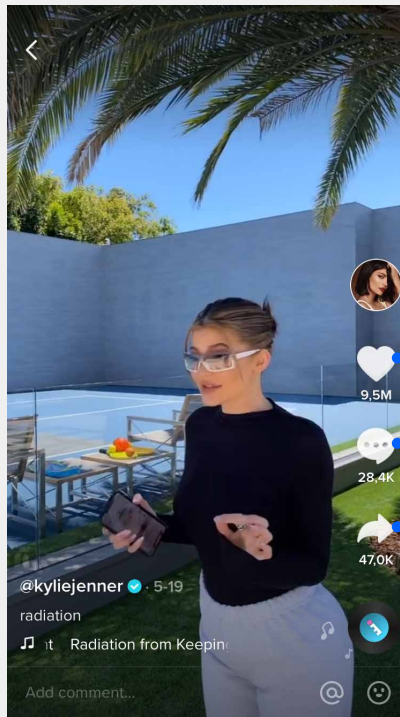
F.6 TikTok analytics

What does TikTok tell you about the audience through its analytics?



Followers

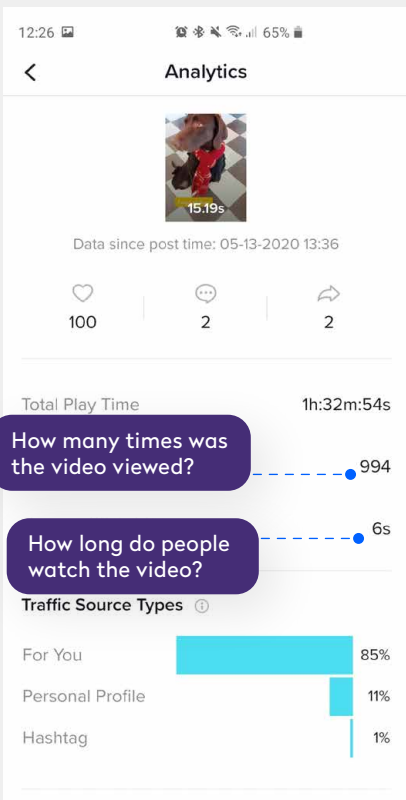
Total overall likes



Likes

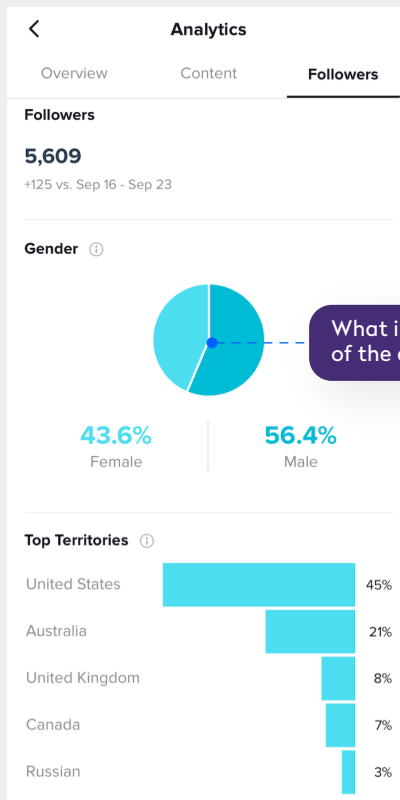
Comments

Shares

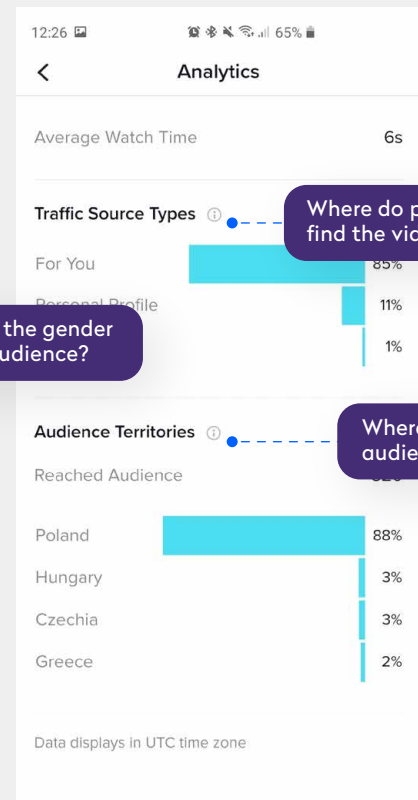


How many times was the video viewed?

How long do people watch the video?



What is the gender of the audience?



Where do people find the video?

Where is the audience from?

G. Influencer marketing on TikTok

G.1 Influencer marketing campaigns on TikTok?

G.2 Brands that are killing it on TikTok

G.3 TikTok's algorithm

G.4 How to create a successful influencer marketing campaign on TikTok?

G.5 Legal details regarding TikTok campaigns

G.1 Influencer marketing campaigns on TikTok?

Is there room for influencer marketing on TikTok? We asked influencers and a big majority said yes!

77% of influencers believe that TikTok is a great platform for advertising and 83% states that brands could surely benefit from promoting their products and services on the app.

89% of influencers are interested in collaborating with a brand on TikTok.

TikTok videos are often very shareable and engaging.

66% of TikTok users share their TikTok videos to their other social media platforms and 68% leave comments on their favourite TikTok videos.

What kind of industries/products would be the best to be promoted on TikTok?



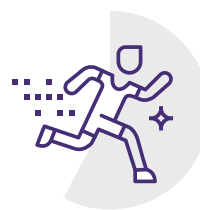
Beauty 78%



Fashion 76%



Food 69%



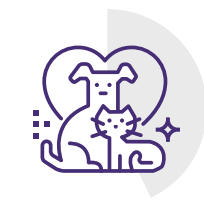
Fitness 59%



Self-care 58%



Health 46%



Pets 43%



Parenting 34%

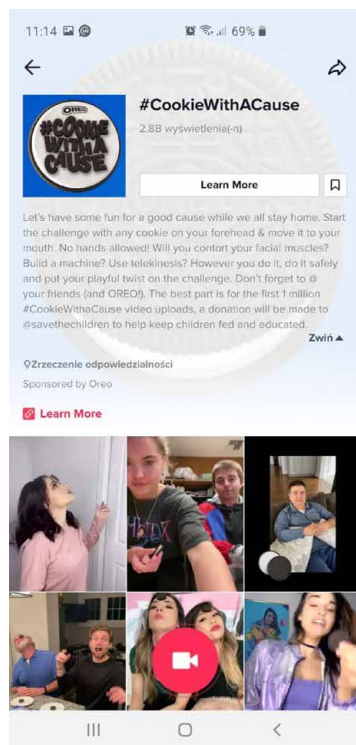


Charity 29%



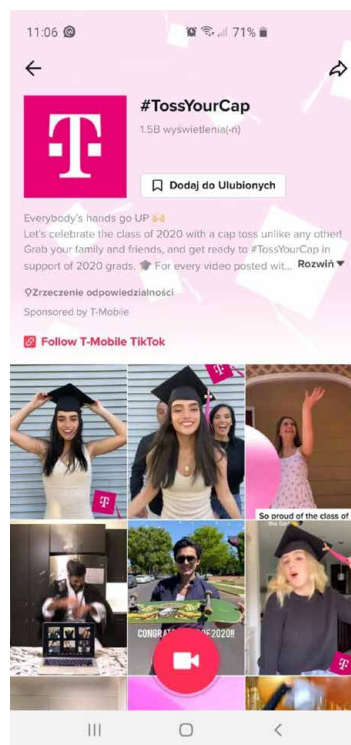
G.2 Brands that are killing it on TikTok

Here are a couple of brands that understand how to use TikTok's potential to create a successful campaign! Instead of waiting for the next big challenge to jump on the bandwagon, they decided to take matters into their own hands, and create their own custom-made TikTok challenges!



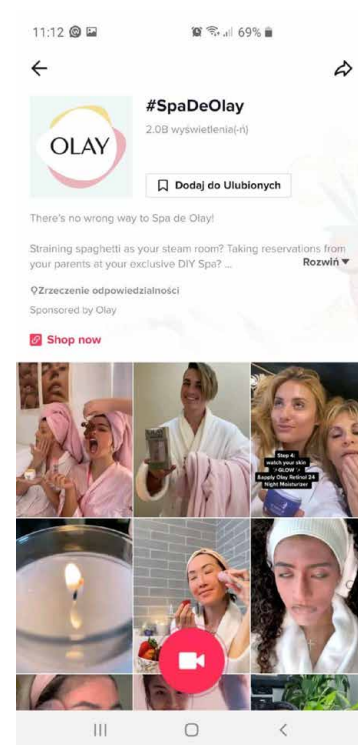
#CookieWithACause
Oreo - 2.8B views

Oreo combined a challenge with a good cause. The challenge, place the cookie on your forehead and then try to move it to your mouth. Oreo committed to make a donation depending on the number of video uploads!



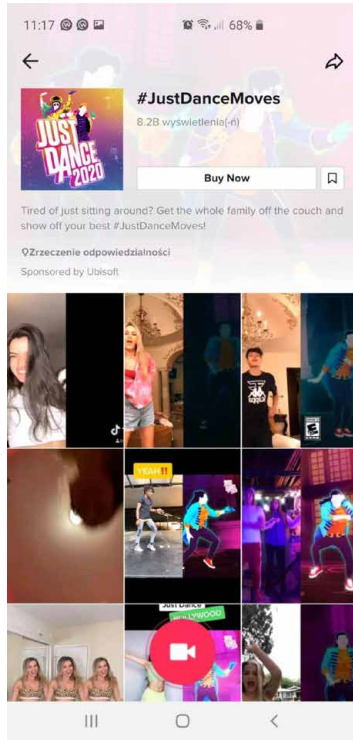
#TossYourCap
T-mobile - 1.5B views

T-mobile wanted to help Class of 2020 to celebrate their graduation while staying at home during quarantine. The brand encouraged TikTokers to post video with the #TossYourCap hashtag, and in exchange, they will donate \$5 for every video posted to Jobs for America's Graduates.



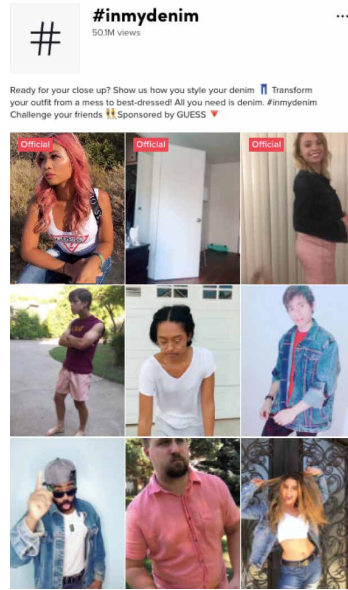
#SpaDeOlay
Olay - 2.0B views

Olay understood that the right music can be the key to a successful TikTok campaign. Especially, music that contains lyrics with a pinch of humor. Olay encouraged TikTokers to create their own DIY Spa Day at home using the popular line from a song trending on TikTok "I used to be so beautiful, now look at me".



#JustDanceMoves
Ubisoft - 8.2B views

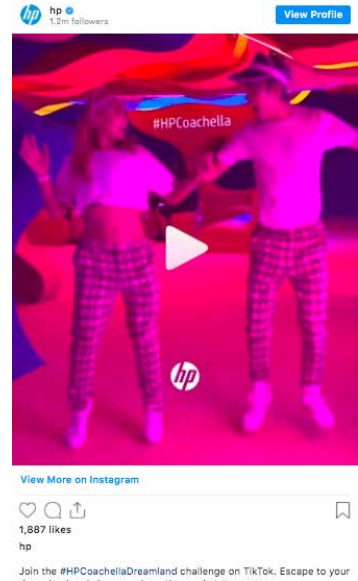
French gaming company Ubisoft challenged TikTokers to recreate dance moves from their video game and put their own spin on it. Dancing content tends to do very well on TikTok and the campaign was a huge success.



GUESS

#InMyDenim
Guess - 50M views

Guess was one of the first clothing brands on TikTok and they created the #InMyDenim challenge. The brand asked TikTok users to show how they style their denim and how (thanks to their denim) they transform themselves from "a mess to best-dressed". Guess showed their understanding of the platform by using the popular element of "transformation".



#CoachellaDremland
HP - 181M views

In 2019, HP took advantage of the social media buzz around the popular festival, Coachella, and created the hashtag #CoachellaDremland challenge. Here the element of "transformation" was used as well, as users were supposed to show how music can transform them to their own dreamland.

G.3 TikTok algorithm

Just like every other social media platform, TikTok has its own algorithm. Hashtags, time of the upload, engagement rate, music, it all can affect how well your TikTok video will perform.

During one of indHash's webinars, we talked to TikTok stars Ula Woźniak (@ukwozniakk, 2.3M followers) and Sebastian Kowalczyk (@sebastiankowalczykkk, 1.9 million followers) to find out what are the most important things you should know about TikTok's algorithm in order to succeed on the platform.

1. Watchtime is everything

According to @ukwozniakk:

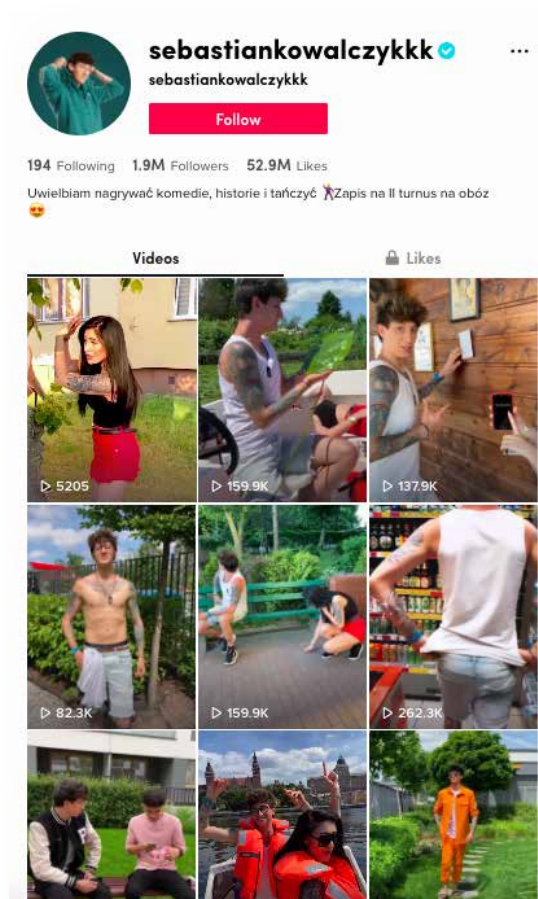
The longer people watch your video the bigger the chance that TikTok's algorithm will put your video on the For You Page (...) or even better, sometimes it happens that the same people are re-watching my video a couple of times. That's what can make a video go viral!

Based on Ula's experience, the ideal length of an average TikTok video is about 10-12 seconds.

2. Shares, Likes and Comments

As other social media platforms TikTok decides what is worth recommending to its users based on the amount and timing of shares, likes and comments. @sebastiankowalczykkk says:

The more people share, like and comment on your video the bigger the chance that the video will go viral. It also makes a difference how fast after you post a video people are engaging. The sooner the better.



Amine Adele

Founder of Producer Sources, UAE



According to you, can TikTok be used for advertising?

Yes, as any channel that has influence on people and where impressions are generated, but the way to approach ads will be different of course.

What are the most important things to keep in mind when creating TikTok Content?

Important things can be to be brief to match the length of videos allowed. Use advanced filters, effects, editing even out of TikTok (using after effects or a similar programs).

Have you done any collaboration with influencers on TikTok? if yes why if no why?

Yes, because I work in Music and TikTok is becoming one of the best platforms to make songs go viral, because of the added sound feature.

Are you still hesitant when it comes to advertising on TikTok because you're not sure if the message will reach the right audience?

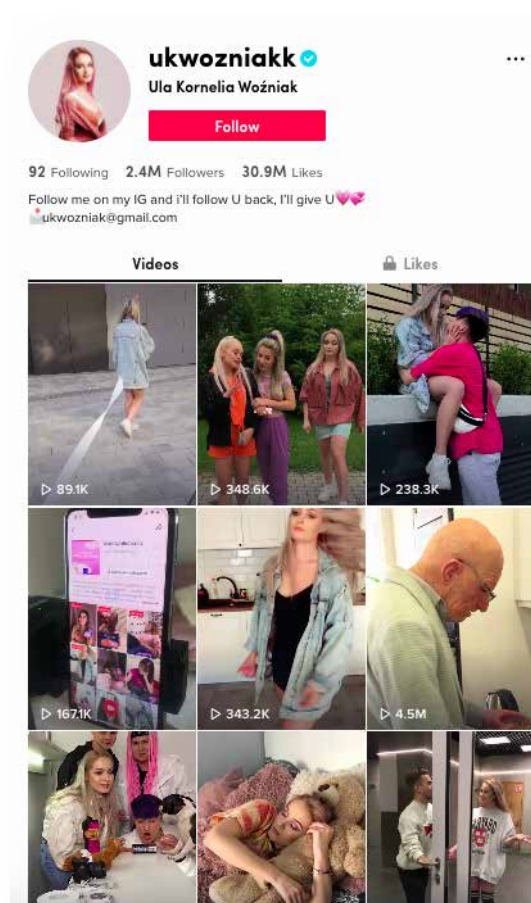
I tried advertising on TikTok using their in feed ads but the experience was bad, very high Cpc and low conversion rate, so the influencers stay the best way to advertise on TikTok.

What would you like to know before starting your first TikTok advertising campaign?

I would like to know more about the targeted audience.

What are your best tips for brands who want to expand their presence on TikTok?

The best tip for now is to have some influencers as ambassadors to include placements in their content + on a bigger scale develop and launch an official challenge.



2. The content is still THE KING

TikTok is still a relatively young platform and according to many creators, producing good quality, entertaining content can still be enough to gain recognition on the platform (in comparison to other platforms that are already oversaturated). Plus the way TikTok is designed, with the For You Page in the center, makes it easier for content to be seen. @ukwozniakk says:

What I love the most about TikTok is that it's an app where everything is possible and where the good content still counts. About 70-80% of my views come from the For You Page.



3. Jumping on the trend-wagon

As mentioned earlier, staying up to date with TikTok trends is crucial. However, according to @sebastian-kowalczykkk it is also extremely important to be authentic and stick to your own niche:

My audience knows me and the kind of content I create. They know what to expect, and if I would all of a sudden start jumping on every trend it would feel inauthentic and fake. If i trends go viral and received millions of views I might consider doing it, but most of the time I just stick to trends in my own niche.

G.4 How to create a successful influencer marketing campaign on TikTok?

Ula Woźniak:



Aggressive product placement does not do well on TikTok. TikTok does not tend to recommend videos where a product is constantly visible throughout the whole video and the description is filled up with advertisement related hashtags.

@ukwozniakk,
2.3M TikTok followers

Michele Tymowski:



In Q1 of 2020, we delivered a multi-platform influencer marketing campaign for one of the world's leading gaming brands. The activity ran across four European markets, and by far in each country, Tik Tok generated the best results. 29 influencers from France, Germany, Poland and the UK, overdelivered each of their individual KPIs on TikTok and this is thanks to the fact that the content did not appear to be an obvious ad, only it was perfectly in line with the current TikTok clothing challenge. Instead of asking the influencers to create product led posts, the brand really understood the value of the platform and aligned it's messaging to fit the trends. This is what made the campaign truly successful.

Influencer Marketing Team Leader
at indaHash



Ashwin Chandoesing:



Running (influencer) marketing campaigns on Tik Tok comes with a lot of opportunities and pitfalls and might not be for everyone.

Most marketers are attracted by the young audience and the potential to go viral, but there are many other aspects that need to be considered as well. Unlike IG and FB, Tik Tok is predominantly an entertainment channel, the audience follow specific types of content rather than people or personalities.

While on IG and FB you can easily find influencers of all kinds that could fit your brand and messaging, with Tik Tok you have to find the right trend and time. Therefore before we run Tik Tok campaigns with our clients, we always look at the current trends and see if a product or service can fit in well, if not we can still try to start a new trend but the likelihood of success is significantly lower.

Above all, the content needs to fit Tik Tok as a platform, which means that content needs to be much more entertaining than on other platforms. Additionally Tik Tok needs more of a natural fit between product and content than on other social media platforms.

Vice president APAC & China
at indaHash

Sebastian Kowalczyk:



It's very important to choose the right creator that matches your campaign. I was once offered to do lip-syncing content for a brand and I normally never do lip-syncing. My content is mostly focused on comedy and dance, so I think that seeing sponsored content that doesn't match what my followers usually see on my profile wouldn't be very beneficial for me or for the brand.

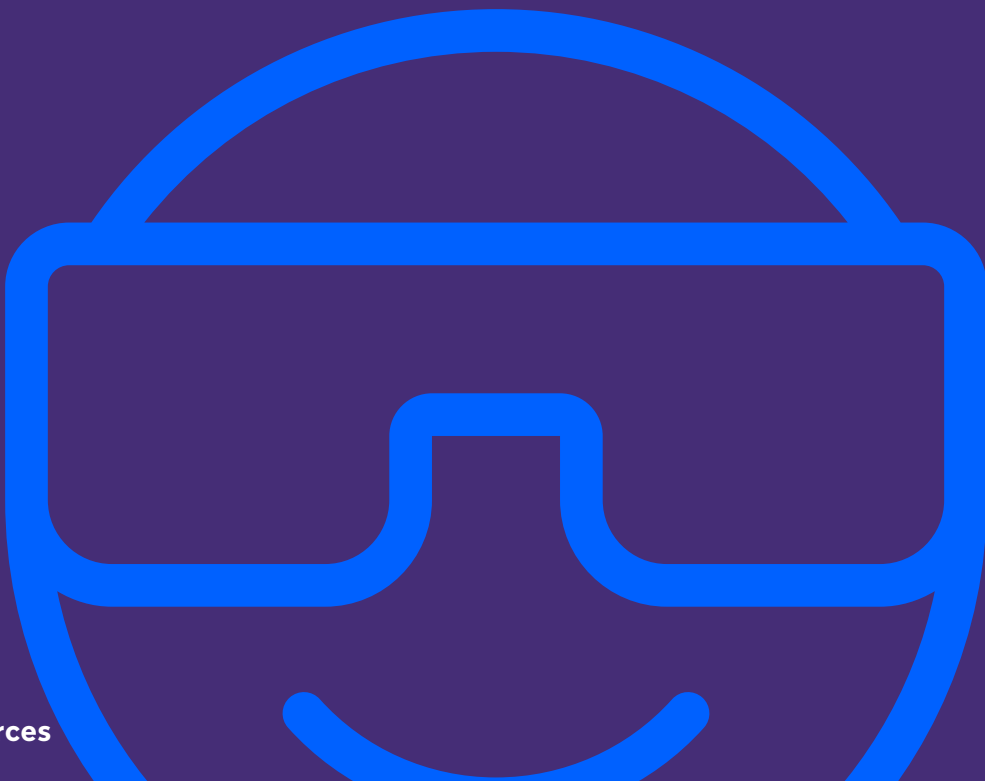
@sebastiankowalczykkk,
1.9M TikTok followers



G.5 Legal details regarding TikTok campaigns

You want to give TikTok a chance? Here are a couple of things you must keep in mind.

1. Influencers, in scope of advertising campaign, can't use music/audios/other content made available by TikTok in their content. Additionally, they can't use any music/audio/other content which is not created by them UNLESS they have a relevant licence to do so. Even if the generated content is published somewhere else (Instagram for example).
2. Influencers should be aware that the content they are creating may be used and modified by TikTok and/or other users and/or third parties.
3. If the influencer is affiliated to any performing right organisation (such as ASCAP or BMI) then the influencer is obliged to inform such organisation (or any other entity - if applicable) that (s)he grants a royalty-free licence under TikTok's T&Cs



Sources

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How can we support your brand?

indaHash is the global leader in influencer marketing with more than 5 years of experience, running over 9,000 successful campaigns for over 600 brands in 83 markets worldwide with offices in London, Tokyo, Dubai, Singapore, Warsaw, Johannesburg, Dusseldorf, Lagos, Bucharest, and Jakarta. Combining technology with human support, indaHash offers automated end-to-end solutions which underpin and strengthen your marketing efforts.

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