



# ROADMAP FOR TIKTOK MARKETING FOR CPG BRANDS

# NOT SURE IF TIKTOK IS RIGHT FOR YOUR CPG BUSINESS? OUR ROADMAP LAYS OUT WHAT TO DO BEFORE YOU SIGN UP FOR TIKTOK, HOW IT WORKS, AND HOW YOUR BRAND SHOULD PURSUE A STRATEGY ONLINE.

## **STEP 1: DEFINE YOUR VIDEO STRATEGY**

TikTok lends itself to any CPG business since people are always looking for information about various products. TikTok itself advises you not to make ads, but informative and fun content, as they've found it to be more effective.

Before you sign up for an account, answer a few questions:

- What video content do you regularly develop and promote?
- Who's the target audience of that video content?
- How does that audience access your content?
- What's the call to action in your videos?

A good example of this is [Red Bull](#), which fills its TikTok with clips from its extreme sports sponsorships, dovetailing with its broader video strategy.

Not all demographics are TikTok users, so you may not get as much out of it as another platform. That said, if you're sharing video across multiple platforms, adding TikTok might still make sense.

In addition, consider the following questions:

- Does your content lend itself to the portrait mode TikToks are generally shot in?
- Does it fit within the time constraints of three minutes?

If the answer to either of these is “no,” and your demographics don’t align with TikTok at the moment, think hard about where it fits in your strategy. Even if you skip it for now, keep an eye on it; the demographics are shifting towards a broader spectrum.



## **STEP 2: UNDERSTAND WHY TIKTOK IS SO POPULAR**

TikTok makes it reasonably easy to shoot video, edit it, filter it, add music, and get it out the door, all from your phone. In addition, while the time limit on TikToks was recently extended from sixty seconds to three minutes, it's still a platform that lends itself to short, snappy content.

This can make it appealing from a marketing perspective, as with a well-planned video, you can have it shot and on your feed within a day.

For users, part of the appeal is the “For You” page, a highly curated page full of videos from across the network. You can even download videos and make use of them.

## **STEP 3: GETTING ON TIKTOK**

Signing up for a TikTok business and ad account is a relatively simple process, so it's worth doing just to stake out your business' name.

Once you're signed up, spend a little time watching videos. Search for hashtags in your company's niche and see what people are doing. You might even see your products!

## STEP 4: LEARN HOW TIKTOK'S "FOR YOU" ALGORITHM WORKS

The key to TikTok is the "For You" page, and TikTok is unusually open about how it works. The algorithm includes a mix of the following factors:

- Accounts the user follows and hides
- Comments posted
- Likes, shares, and favorites
- Videos marked "not interested" or "inappropriate"
- "Video completion rate" or which videos you've watched all the way to the end.
- Language preference
- Country
- Type of mobile device
- Categories of interest
- And, of course, all of the above as featured in your own content.

So while you can just goof around with TikTok on your corporate account, it'll be more effective to have a content strategy aimed at your key audience. Remember, though, that sometimes lightning can strike: When Nathan Apodaca shared a video of himself longboarding while drinking Ocean Spray, set to Fleetwood Mac, the company had [a massive viral moment](#).

## STEP 5: TARGET YOUR TIKTOK AUDIENCE

Start looking for your products, and related industry hashtags, on TikTok. Look for what's most popular. Examine not just the presentation and packaging of each video, but how people react to it and what they ask for in the comments.

Consider how this fits in with your current video strategy. Is this a need you're meeting elsewhere? Or is it a need you've wanted to meet? Conversely, is there a need that isn't being met on TikTok? Can you meet it within the restrictions of the platform?

**Finally, before you shoot, remember that your content should be engaging and fun. Even a recipe or basic instructions can be entertaining with the right delivery and tone. So take a moment to ask yourself how to make your products fun to use, even if they're something your audience uses every day.**





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