

# Social media platform TikTok

TikTok is a social media platform on which users can create and share short video clips. The platform has become very important in the field of online marketing as it has a large user base, particularly among younger target groups.

Companies use TikTok to present their products and brand and to get in touch with their target group. An important strategy here is to collaborate with influencers who present products or initiate challenges, allowing companies to increase their reach and establish an authentic connection with their target group.

Advertising material on TikTok includes ad formats such as in-feed ads, which are integrated into the user's general news feed.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising                 | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✓ Self service tool, media buying platform |   |

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✓ E-commerce   | ✗ TV, cinema, moving image         | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio                     |                      |
| ✓ Mobile       | ✗ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✓ Purchase  | ✓ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✗ Advertorial                            | ✓ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✓ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✗ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✓ Mobile payment systems               | ✗ Sign, labelling                   |
| ✗ Augmented Reality                      | ✗ Newsletter                           | ✓ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✓ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✓ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✓ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✓ Survey                            |
| ✓ Contact form                           | ✗ Petrol pump nozzle                   | ✓ Telephone and video call service  |
| ✓ Content SEO-optimised                  | ✗ Postcard                             | ✓ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✓ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✓ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✗ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✗ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✓ WLAN for visitors                 |
| ✗ FAQ                                    | ✓ QR code, link                        |                                     |
| ✓ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## Connected media channels

Affiliate programme  
App (Advertising medium)  
App (Brand, topic)  
Audio streaming platforms  
Community  
Consulting, support, training  
Customer loyalty programme  
Digital signage, POS TV  
Email, email newsletter  
Event  
Field sales force  
Guerilla marketing action  
Household distribution  
Influencer marketing

Location-based service  
Messenger  
Navigation system, map tool  
Newspapers, periodicals, magazines (publishing objects)  
Online comparison portal  
Online directory  
Online marketplace (Advertising medium)  
Online shop (Brand)  
Out of Home (OOH)  
Podcast (Advertising medium)  
Point of sale (POS), Showroom  
Print mailing  
Product, service (Advertising medium)  
Product, service experience  
Public Relation  
Radio  
Recruitment platform  
Retail media platform  
Reviews, recommendations  
Search engine advertising (SEA)  
Search engine optimisation (SEO)  
SMS  
Social media platform Facebook  
Social media platform Instagram  
Social media platform LinkedIn  
Social media platform Pinterest  
Social media platform Snapchat  
Social media platform X  
Social media platforms  
Social-Media-Plattform Reddit  
TV streaming platform, Connected-TV  
Video streaming platform  
Video streaming platform YouTube  
Website (Advertising medium)  
Website (Brand, topic)