

# HOW TIKTOK ADDS VALUE TO YOUR BRAND STRATEGY

## TikTok Overview

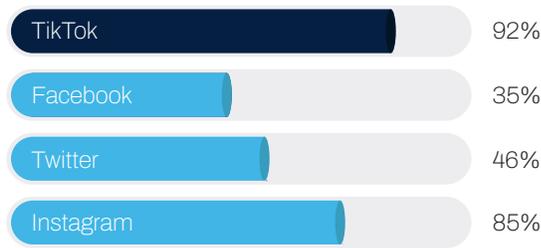
There are more than **1 billion** monthly active users as of September 2021.

Users spend more than **850 minutes** per month scrolling through their feeds

TikTok is the **second most popular** iPhone app downloaded in 2020

We completed a recent study with Academica where we asked high school students how frequently they used different platforms.

As of September 2021, TikTok has taken over the likes of Instagram as being Gen Z's favourite platform of choice.

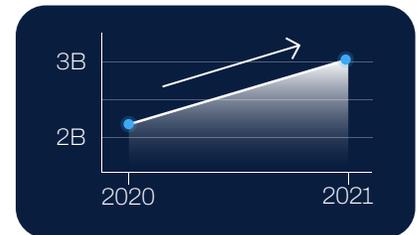


**92% of high school students said they use TikTok daily and even watch it more often than TV.**

## Why Use TikTok?

TikTok is a platform that holds a lot of power because it's where prospective students are spending their time.

Higher education advertisers have a better chance at reaching their target audiences by having a presence on the platform.



- 2.6 billion cumulative downloads in 2020
- Over 3 billion downloads as of June 2021



## TikTok Engagement

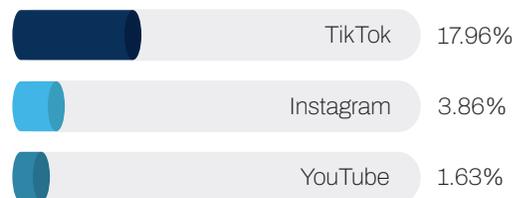


TikTok engagement rates prove to be high as the app had the highest engagement rates per post when compared to other social media platforms.

Upfluence found that TikTok influencers received an average engagement rate of 17.96%. Influencers on Instagram had an engagement rate of 3.86% and YouTube 1.63%.

\*Calculated by 5149 engagement/26,800 views

### Engagement Rate



Want to learn more about how you can get started on TikTok? Contact us today!

[info@weareglacier.org](mailto:info@weareglacier.org)

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## TikTok Advertising Formats

### Biddable Ads

Currently, the only self-service style ads available on TikTok are biddable ads. This ad format allows you to bid on ad slots, although bidding must be done manually rather than through programmatic advertising options available on platforms like Google Ads.

Biddable ads allow you to bid on placing video ads in the app's main feed.



### Lead Gen Campaigns

Hosting an Instant Form within the TikTok app is one of the best ways to gain valuable leads (for 18+ audiences only). By hosting the form in the app, prospective students can learn about your brand and fill out the form directly on TikTok rather than having to wait for a landing page to load.

There are two different pricing models:

- 1 CPC**  
Cost Per Click
- 2 CPV**  
Cost Per View

You can target your ads by **age**, **gender**, and **location** and create custom audiences and blacklists.

### Content Best Practices:



**Video is king:** When creating advertising content for TikTok, it's important to know that video thrives. It's best to use video content whenever possible.



**Entertain:** People are on TikTok because they want to be entertained. Be sure to reflect this in your content.



**Creator-generated content:** Content that performs best is usually made by the creator rather than highly edited and curated video content.

## Work With Glacier!

We're proud to say that Glacier was one of the first agencies in higher education to be granted access to the TikTok advertising platform. It means that we have been able to spend more time advertising on the app than any other higher education advertising agency.

Through our experience, we have run a variety of successful campaigns for both colleges and universities across North America and launch new TikTok campaigns daily. We're excited to work with you!

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[weareglacier.org](http://weareglacier.org)

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