

The Ultimate Guide to TikTok Influencer Marketing





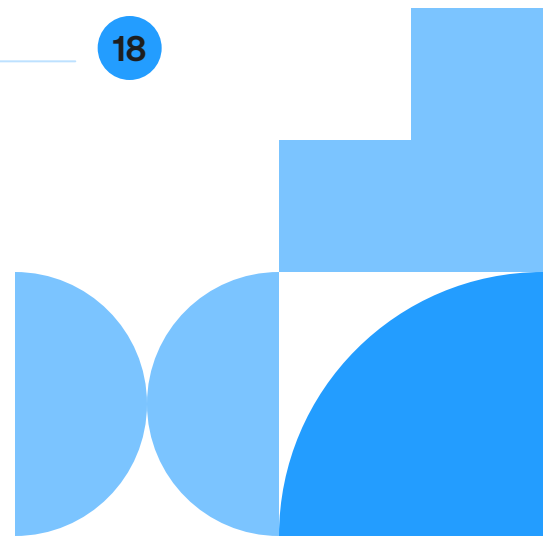
Scale Your Influencer Marketing Program Faster

Find the right influencers, manage campaigns & payments, increase your bandwidth and get real ROI.

Get in Touch >

Contents

Introduction	1
TikTok At A Glance	2
The Difference Between TikTok and IG Reels	3
Why TikTok Influencer Marketing Works	4
TikTok Do's & Don'ts	5
TikTok Algorithm	6
Creator Monetization on TikTok	8
Creator Tools	9
TikTok's Branded Content Policies	10
Totinos Case Study	14
TikTok Creator Brief Template	17
Additional Resources	18



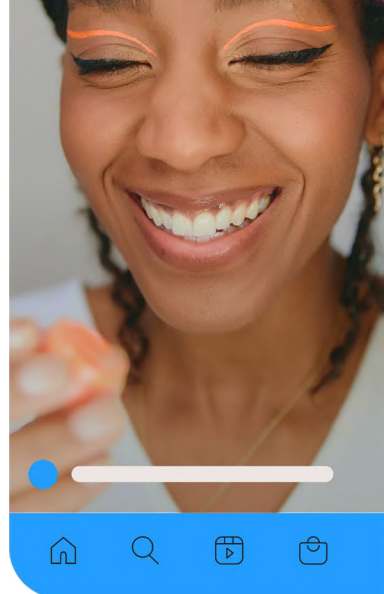
Introduction

TikTok is a destination for short-form content, with a mission to capture the world's creativity, knowledge, and moments that matter.

The platform is unique in that it seems to know everything about its users — from their likes and dislikes to the content they'll most likely find interesting. That's TikTok's algorithm at work: a data-driven process so thorough that its users have likened it to mind-reading.

Not only is TikTok's algorithm unlike any other, but it's the home of viral content, offering high potential for maximizing brand exposure. The content is also highly engaging, with built-in tools enabling both brands and creators to easily work together on brand partnerships.

Read this guide for everything you need to know about influencer marketing on TikTok.



TikTok at a Glance

Influencer Persona

Gen Z & Millennials: Comedy, skits, daily life

Influencer Marketing Social Network Maturity: High

1. High volume of creators
2. High sophistication for paid media
3. High monetization opps for creators
4. Medium benchmark data
5. Medium creator discovery or search features
6. Medium sophistication for integrations
7. Medium certainty of brand fit demographic
8. Low barrier to entry
9. Low–Medium predictability
10. Low impact on lower funnel KPIs

Creator Monetization

TikTok Creator Marketplace: A dedicated space for paid collaborations on TikTok. In it, brands and creators can seek partnership opportunities — from discovery to payment — without leaving the platform.

Supported Formats

Organic: Video, Live Stream, Chat

Paid: Image, Video, Spark Ads, Playable, Carousel, Collection

User Demographics

Gender: 48% Female, 52% Male (Statista, Feb 2024)

Age: 44.7% Gen Z; 33.7% Millennials (eMarketer, Dec 2023)

Location: Global; US 150M users (TikTok Newsroom, March 2023)

Global MAUs: Global MAUs: 1B+ (Backlinko, Feb 2024)

Avg. Time Spent Per Day: 55.8 mins (Backlinko, Feb 2024)

Best Brand Fits

Target Consumer: Millennial, Gen Z

Brand Verticals: Beauty, Fashion, Home, Travel, Food, Drink, Lifestyle, Service, Music

Goals: Campaigns should be focused on driving views, awareness, and engagement

Prohibited Verticals: TikTok's branded content policy prohibits promoted content for industries such as alcohol, financial services, food supplements, and more

The Difference Between TikTok and IG Reels

TikTok Overview

TikTok, formerly Musical.ly, is one of the most popular video sharing apps. With over 1 billion MAUs worldwide, TikTok consistently attracts talented creators producing highly engaging and addictive content making it an ideal platform to activate influencers on.

Creators gain traction by posting entertaining, inspirational, or educational videos that are given a bigger lift when paired with a trending hashtag, keyword, or sound.

Audience

- 1B monthly active users (MAUs) worldwide
- 52% of users are male and 48% of users are female
- 78.4% of US users are Gen Z or Millennials

Video Length

3 seconds - 10 minutes

IG Reels Overview

Launched in August 2020, Instagram Reels are short-form Instagram videos with their own tab on the feed.

Users have access to various audios, effects, and creative tools to edit and use in their videos.

Users can share Reels to their main profile (or Reels) grid, in Stories, and in Direct Messages.

And with a dedicated Reels section in the Explore Page, users have the opportunity to reach new audiences.

Audience

- 2B monthly active users (MAUs) worldwide
- 71.4% of US users are Gen Z or Millennials

Video Length

Up to 3 minutes

Why TikTok Influencer Marketing Works

1 Get Direct Access to Your Target Audience

Especially if you're new to TikTok, handing the reins to an influencer in your niche is the definition of going directly to the source.

And when almost half of TikTok users are Gen Z who crave “authentic” recommendations — collaborating with the creators they already love and trust is key.

2 Enhance Social Proof

Building a rapport with an influencer and their engaged audience is the best way to spread the noble word about your brand.

The cherry on top? A long-term partnership for maximized results.

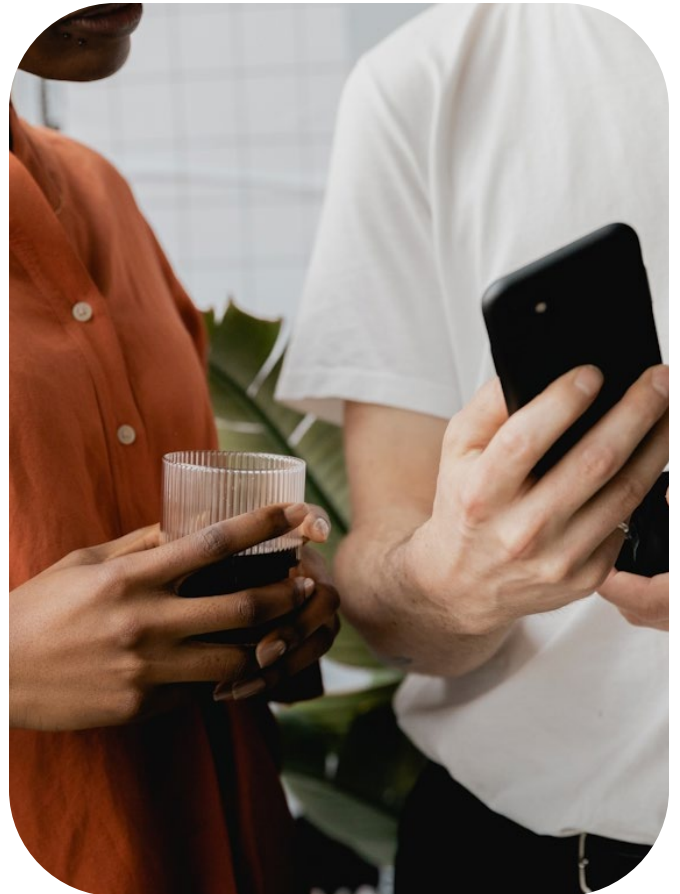
3 Increase Sales

According to data from [Digital Marketing Institute](#), 49% of consumers depend on influencer recommendations.

If a trusted influencer in your niche recommends your product, it's fair to assume you're the real deal.

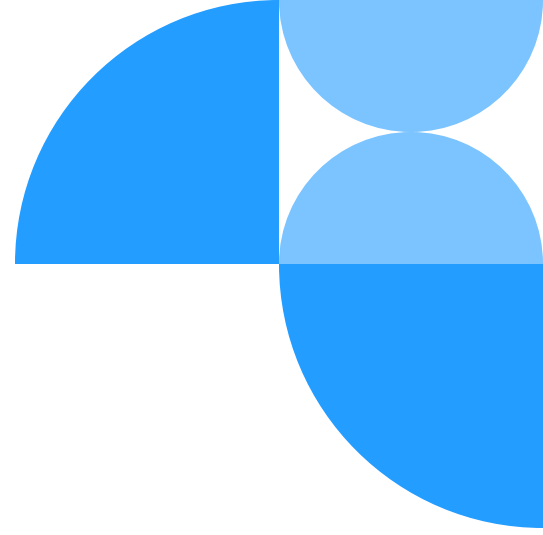
TikTok Do's

- ✓ Create creative briefs for TikTok specifically (scroll to the end for a free template).
- ✓ Create challenges or campaign concepts that are simple. Leave a ton of room for the creator to be creative and original.
- ✓ Base your campaigns off relevant topics and leverage trending hashtags, sounds, and songs.
- ✓ Work with creators who align with your brand.
- ✓ Remember not to take yourself too seriously on TikTok. Focus on how your brand voice can come to life on the platform.



TikTok Don'ts

- ✗ Don't try to repurpose campaigns from other platforms. Look at TikTok as its own entity.
- ✗ Don't stifle creative freedom. Remember that the creator is the expert on what content will perform best. Allow them the space to create viral-worthy concepts around your campaign.
- ✗ Don't focus on sales or conversion with an organic campaign and partnership. Instead, focus on driving awareness and engagement.
- ✗ Don't think of TikTok as a one-off tactic.



The TikTok Algorithm

The TikTok algorithm is a complex system designed to serve users content on the app’s homepage — the For You page (FYP).

According to TikTok: “The system recommends content by ranking videos based on a combination of factors — starting from interests you express as a new user, and adjusting for things you indicate you’re not interested in.”

The algorithm considers videos you’ve interacted with in the past, accounts and hashtags you follow, your location and language preferences, and even the type of content you create.

So instead of being populated entirely with videos from the people you follow, your FYP is filled with videos TikTok’s algorithm thinks you’ll enjoy — mostly from creators you don’t already know.

No two FYPs are the same.

Customize Your Later Influence Plan

Click below for a platform demo to learn more.

[Get in Touch >](#)

What Impacts the TikTok Algorithm

1 User Activity

The more engagement and views a TikTok video receives, the more likely it will be served to larger audiences.

Positive indicators include:

- Likes
- Comments
- Shares
- Completions and re-watches
- Account follows

2 Location and Language

The algorithm recognizes device settings (including location and language) when deciding who may be interested.

These include:

- Posting location
- Language preferences
- Type of mobile device

3 Subject Matter - Video Information

TikTok is great at categorizing content based on user interests, so subject matter is an important factor when it comes to reach potential on the app.

TikTok determines subject matter from:

- Caption keywords
- Sounds & Effects
- Hashtags
- Content (i.e video transcripts)

4 Audio

When a video includes a trending sound or song, the algorithm will use this to categorize your content and serve it to relevant audiences.

Tapping into trending audio is great for landing on more FYPs — especially if you jump on the new trend early.

What Doesn't Impact the TikTok Algorithm

There are a few factors that do not influence how the TikTok algorithm ranks your content.

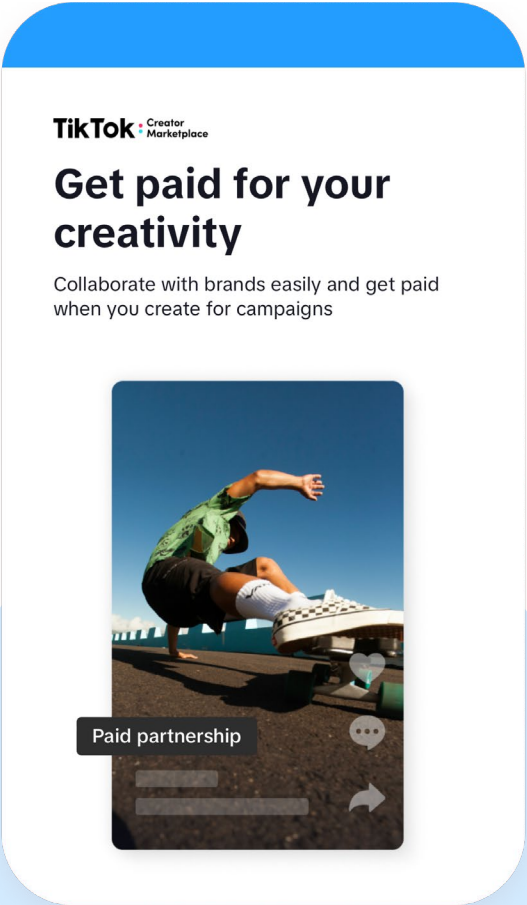
These include:

- Follower count
- Whether you've had previous high-performing videos

This means that even if you only have a handful of followers, or have never posted to TikTok before, there's still an opportunity for your video to go viral.

Creator Monetization on TikTok

Content creators have a host of options when it comes to monetizing their work. Many brands offer at least one avenue for creators to earn revenue, in the form of one-off or long-term collaborations.



TikTok Creator Tools

Social platforms also offer payments to creators, encouraging them to continue producing a strong portfolio of work — like the Creator Marketplace, Creator Rewards Program, and Video Gifts.

Here's a High-Level Breakdown of Each Tool:

1

Creator Marketplace

Where creators and brands set up collaborations on TikTok.

2

Creator Rewards Program

Creators must have at least 10,000 followers and at least 100,000 video views in the last 30 days to be eligible.

3

Tips

When enabled, viewers can send their favorite creators a monetary tip on their profile.

4

Video Gifts

When enabled, viewers react to TikTok videos and gift Diamonds for their favorite videos. Creators can redeem Diamonds for money.

5

Live Gifts

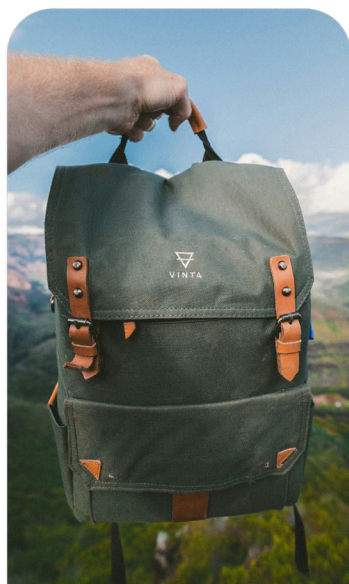
If available on your TikTok account, viewers can react to your live videos and give Diamonds this way too.

TikTok's Branded Content Policies

As TikTok grows, the platform continues to make changes to their Branded Content Policies as it applies to influencers and advertisers for their user base.

What Is Branded Content on TikTok?

Branded Content on TikTok is considered what most would call sponsored content, or content created for a third party such as a brand in exchange for something of value (most often product or monetary compensation).



#ad #sponsored



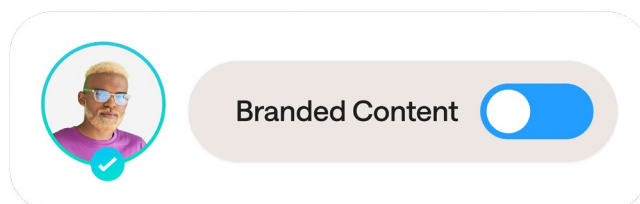
#foamskincare



#quoll #ad #sponsored

In July 2021, TikTok introduced the Branded Content Toggle, a tool that enables creators to disclose partnerships with brands on branded or sponsored content.

It is currently available for creators with more than 10,000 followers in select regions and triggered when creators include disclosures in their captions including #ad and #sponsored.



Branded Content Prohibited Industries

TikTok rolled out policy changes to globally prohibited industries. These changes impact the following verticals and prohibit brands from creating branded content with creators (pulled directly from TikTok Branded Content Policies):

- **Age-rated Films, TV Shows, and Games**

Films, TV shows, and games that are restricted to certain audiences.

- **Alcohol**

Alcoholic beverages (wine, beer, spirits), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events. This includes alcohol-free or no-alcohol alternatives, and soft drinks presented as mixers for alcohol.

- **Animals**

Buying or selling animals, live animals, livestock, and pets. Animal body parts/products from rhino, orangutan, elephant, or any endangered or threatened animals, including but not limited to organs, horns, ivory, bone, skin, fur, wool, leather, or teeth.

Exceptions:

- Products for animals (toys, clothes, collars, cages, food)
- Pet services like dog walking, pet care, pet cafes, pet grooming, training
- Advertising content related to the adoption of animals is permitted for NGOs, NPOs, and stray animal shelters

- **Cigarettes and Tobacco products**

Cigarettes, cigars, tobacco, e-cigarettes, cigarette containers, shisha and other related products and services.

- **Contraceptive products**

Any products, artificial methods or other techniques to prevent pregnancy as a consequence of sexual intercourse such as condoms except for family planning.

- **Professional services**

Accounting & taxation services, legal services and immigration services.

- **Weapons**

Use of dangerous weapons, including guns, explosives, knives, swords and other objects that are designed to cause harm to individuals.

- **Drug-related products and services**

Illegal drugs, drug paraphernalia, recreational and prescription drugs, CBD supplements.

- **Pharmaceuticals, healthcare, and medicine products**
Including any pharmacological product claiming health benefits, over-the-counter medicines, prescription drugs, vitamins, and powders, shakes or gummies claiming to have vitamin or health benefits designed to cause harm to individuals.
- **Dating and live video applications or services**
Services which are focused on generating connections between people who are interested in romance, casual sex, or friendship. Live video services are defined as services where the primary feature is a live video chat.
- **Financial services and products**
Including foreign exchange, loans, credit cards, buy now pay later services, debt consolidation services, investment services, lending and management of money assets, trading platforms, pyramid schemes, multi-level marketing, credit repair, bail bonds, penny auctions, virtual currencies and “get rich quick” schemes.
- **Gambling**
Including online gambling, casinos, sports betting, and branded content promoting fantasy sports, bingo, lotteries, or other gambling related content.
- **Political content**
Referencing, promoting, or opposing a candidate for public office, current or former political leader, political party, or political organization. They must not contain content that advocates a stance (for or against) on a local, state, or national issue of public importance in order to influence a political outcome.
- **Other**
International brides, hazardous chemical products, trading of human organs and transplants, abortion, services of prenatal sex determination, protected wildlife, wild flora, and funeral services.
- **Products and services that enable dishonest behavior**
Products that may infringe upon individual privacy, products that may steal other people’s personal information, products that may infringe upon a third party’s properties, products that may steal other people’s properties, or products or services assisting with falsification.
- **Sexual products and services**
Adult entertainment and paraphernalia including pornography, sex toys, lubricants, and fetish costumes, including some underwear like corsets and micro-thongs.

Along with the above, there are also country-specific restrictions that should be adhered to, as shown on [this legal page from TikTok](#).

So, What Can Brands in These Verticals Do?

These policies apply to the branded content application and toggle, and are different from the Ad Policies. Because TikTok ads offer more robust targeting capabilities, including age restrictions, this will allow many of these prohibited brands to still create content on TikTok. Any posting of restricted content as branded content by a creator will be removed.

Another potential avenue for restricted brands is to partner with creators to create content for the brand that is then only posted on the brand's organic TikTok page and feed or in advertising. For brands who are still keen on using TikTok to reach consumers, they should still take advantage of their own brand channels, and repurposed creator content. TikTok also teases it could offer age-gated organic content in the future, though time will tell.

How Totino's Leveraged Later Influence™ to Activate TikTok Creators & Reach Gen Z Gamers



The Challenge

The Totino's brand team had been experiencing challenges in finding a strong cohort of content creators to champion their Totino's Pizza Rolls. They also wanted to supplement their existing in-house content with more variety from **TikTok content creators**. To aid their efforts and drive towards their goals, they partnered with the Later team and utilized our platform to launch their campaign.

Totino's wanted to increase their reach and relevance among gamers, and Gen Z overall.

So they decided to take a new approach with the end goal of driving product sales and becoming "the official snack of gaming and good times."

The Idea

Totino's knew that they wanted to reach a target audience of **young people (primarily males) between the ages of 15 and 17**. To accomplish this goal, they narrowed down their creator pool to partner with a specific group that would connect with their audience: **gaming and comedy influencers**.

With this target audience in mind, TikTok was the clear go-to platform to activate influencers and generate content using Later Influence's platform. The teams at Totino's and Later knew that it would be important to find the best balance of creators to stand out in the super-competitive gaming content landscape, while also coming across as authentic and funny. The creators were compensated for their work according to their quotes and content concepts.



Results

"The Official Snack of Gaming & Good Times" Campaign

11.7M

Total Impressions

538.4K

Total Engagements

9

Total TikTok Videos

4.5%

Av. Engagement Rate

The Activation

Sourcing the best creators that would fit with the brand's goals and voice was the top priority for Totino's.

It was important that the content was fun and engaging and didn't feel like an ad. In addition, the brand relied on the creators to drive the content with original ideas and did not box them in with creative restrictions, save for guidelines on logo usage. This creative freedom helped to encourage a **variety of content that was entertaining and engaging for the Gen Z audience.**


Regular communication was also key for this campaign. The brand focused on the **quality of creators** that they partnered with rather than quantity, which allowed for **more focused content.** Totino's collected creator interest using the Later platform over the course of a three-wave campaign, which allowed them to tweak and adjust their communication over time so that by the final wave they were attracting more creators than ever.

Totino's activated **7 creators** to generate a total of **9 videos** for their three-wave influencer marketing campaign on TikTok. This content generated an astounding **11.7 million total impressions** and **538,400 total engagements**, with a **4.5% average engagement rate** and **\$0.61 average cost per thousand impressions.**


The final TikTok content performance impressed Totino's so much that they plan to integrate similar ideas for future advertising.



TikTok Creator Brief Template


 **Project Title:**
.....


Project Overview:
.....
.....
.....

 **Program Goal:**
.....


Program KPIs:

- Awareness Engagement
- Views Testing/Innovation
- Other:


 **Campaign Concept:**
.....
.....
.....
.....
.....

 **Sounds:**

- Original Sound
- TikTok's Music Library
- Other:

 **Content Copy:**

- FTC Disclosure Hashtag:
.....
- Campaign Hashtag:
.....
- Brand Handle:
.....
- Caption:
.....
.....

 **Dates:**

Content Due Date:
.....

Draft Due Date: (If Required)
.....

Deliverables:

- TikTok Video Post
- Original Video File

 **Video Direction:**

Brand Integration:
.....
.....

Key Talking Points:


- 1)
- 2)
- 3)

Read More



Later Blog

The Ultimate Guide to TikTok Influencer Marketing

TikTok influencers + brands = 

Want Some Additional Resources?

Check out these Influencer Marketing Blogs and Free Resources:

- [Ultimate Guide to the TikTok Creator Marketplace](#)
- [What Brands Need To Know About Earned Media Value](#)
- [How Influencers Make Money With Premium Content](#)

Get Real Returns on Influencer Marketing

Power up your Influencer marketing strategy with Later Influence

Learn More



Trusted By

HYPEBEAST



 LTK

 Adobe

