

TikTok's

2023



Holiday  
Guide

*Unbox success this holiday season*





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# The 2023 Holiday Opportunity



TikTok will be the go-to resource for finding anything this holiday season--from gifts and fashion to decor and food inspiration. There are 1 billion+ monthly active users around the world and 5 million US businesses call TikTok home. TikTok's exclusive For You Page connects your message and product with the audiences that matter most, regardless of whether you're just getting started on the platform or a seasoned trendsetter.

No matter how many followers you have or how much material you've already published, TikTok will link you with the users who are most likely to engage and become customers.

**TikTok audiences are discovering and purchasing their next product on TikTok**

**61%** of TikTok audience have purchased something directly on TikTok, or right after seeing it on TikTok

**15%** of all product discoveries begin on TikTok

1. TikTok Marketing Science Global Shopping Ad Products Study 2022 conducted by Material February 2022 (n=17,937)  
2. TikTok Marketing Science Post-Purchase Analysis conducted by Fairing, 2022

Join the conversation early to inspire holiday purchases across gifting, hosting & more



**67%** of TikTok audience start their holiday shopping at least a few weeks before



**1 in 2** people on TikTok turn to the FYP for Holiday & Shopping Events content



1. TikTok Marketing Science [US/CA] Holiday Purchasing Research 2022 conducted by Material

# Mark Your Calendar:

## Key Holiday Dates

The holiday season is just around the corner, which means it's time to start planning your holiday campaigns. Be there for your customer's key shopping moments, all season long:



**TikTok audiences continue to plan and celebrate even after the holidays**

**1.7x** more likely to create a post showing off something they bought and follow a brand account (vs. Traditional Social Platform Users)

**1.3x** more likely to buy something in preparation for next year (vs. Traditional Social Platform Users)

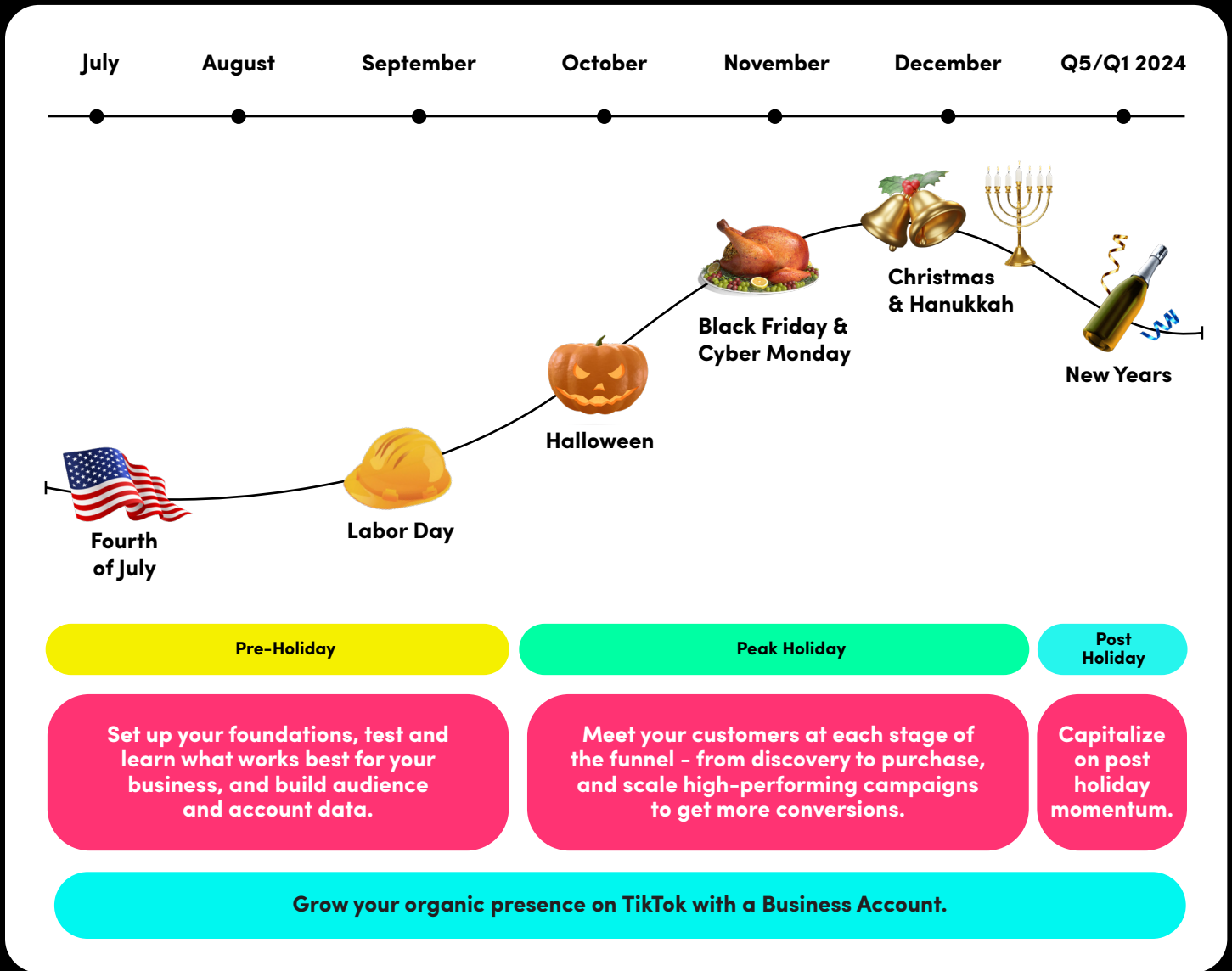
1. TikTok Marketing Science [US/CA] Holiday Purchasing Research 2022 conducted by Material

# Planning Your Best Holiday Season Yet

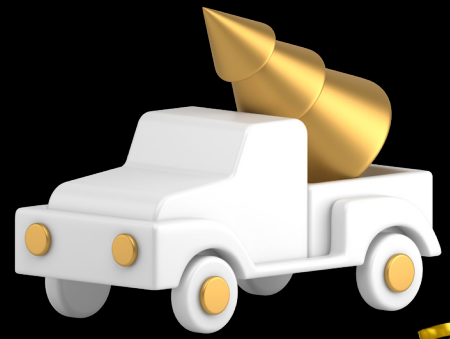
## Your Seasonal Calendar Overview

We've created a suggested month-by-month plan so that your business can reach holiday shoppers all season long.

Here's a sample guideline:



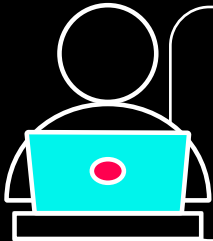
# Getting Started On TikTok



Sleigh the holidays!

TikTok is the place where people discover new products, making it the perfect destination for holiday inspiration. With our diverse community of users and a full range of e-commerce solutions, TikTok can help your business enjoy game-changing results.

We know getting started on TikTok Ads Manager can be intimidating, so we're here to help! Our research shows that top-performing advertisers implement these best practices from day 1. Also check out our TikTok for Business Starter Guide Tool [here](#).



## ✓ Setting up TikTok Ads Manager account

Create your [Ads Manager account](#) by going to: <https://getstarted.tiktok.com>



## ✓ If you're an Agency:

- Set up a Business Center at [business.tiktok.com](https://business.tiktok.com)
- From there, you can add members, create ad accounts or request access to your customer's ad accounts
- You can also manage billing, payments, assets and permissions all in one place



## ✓ Setting up Product Catalog

Bring your [product catalog](#) directly to the For You Page using ad formats like Video Shopping Ads with Catalog.

- You can [sync your products](#) directly from your [E-commerce Platform](#) and our valued partners like [Shopify](#), [BigCommerce](#), [WooCommerce](#), etc.
- Or you can manually add products, use a Data Feed, or simply upload a template with entries for each of the products in your catalog.
- Once your catalog is approved on TikTok, you can seamlessly [create ads](#) with your product images.

# Getting Started On TikTok

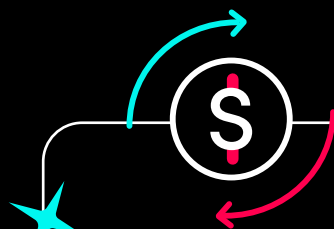


## ✔ Set up Web attribution via Pixel

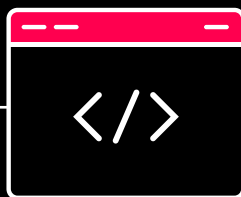
[Pixel](#) allows you to capture events for all the visitor actions you value, and informs your campaigns to find users more likely to become customers.

For e-commerce advertisers, adding [events](#) for View Content, Add-to-Cart, and Complete Payment are best practice for understanding ad effectiveness, and enables you to retarget audiences and improve campaign performance.

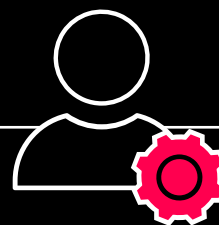
- Under "Assets" > "Events" > Web Events Select TikTok Pixel
- **[Recommended]** Turn on [Automatic Advanced Matching](#) and [First-party cookie](#) toggles
- Set up a minimum of 3 events via [Event Builder](#) or [Custom Code](#) to capture the full customer journey: View Content, Add-to-Cart, Complete Payment
- Set up parameters for events to unlock features like ROAS reporting. We recommend value, currency, content\_id, and content\_type



If you use a [TikTok E-Commerce Partner Platform](#), you can set-up your Pixel in 1-click through [our partners](#): [Shopify](#), [BigCommerce](#), [Ecwid](#), [WooCommerce](#), [Prestashop](#), and more.



You can also use [Google Tag Manager](#) to add [Pixel](#) and [Custom Code](#) events, as well [Events API](#), with minimal to no developer resources.



Have access to a developer? We recommend connecting with them to set up [Manual Advanced Matching](#) and [Events API](#), for optimal performance.

# Getting Started On TikTok



## Checklist for your first TikTok Ad Campaign

### ✓ Step #1:

Campaign Set Up In Ads Manager, select the Website Conversions Objective

### ✓ Step #2:

#### Ad Group Set Up

- Select **External Website** and your **Pixel**
- Choose **"Add-to-Cart"** as your Optimization Event
- Choose **"TikTok"** under **"Select Placement"**
- Choose your **Targeting** (we recommend starting broad!)
- Set a **daily budget** of \$30 minimum
- Choose your **Optimization Goal** as **"Conversion"** and **bidding goal** as **"Lowest Cost."**

### ✓ Step #3:

#### Ad Set Up

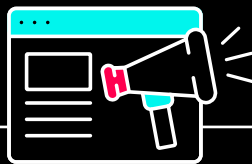
- Select **identity** to use your account to run **Spark Ads**
- Select the **organic post** you'd like to use in your ad
- Select a **Dynamic Call to Action**; such as **'Shop now'**, **'Get started'**, etc.
- We recommend **3-5 TikTok videos** per ad group
- Launch your first ad campaign!



For more information about TikTok's Branded Content Policy, [click here](#)



# Getting Started On TikTok



## Driving more conversions for your first web conversion campaign:

✓ **Start with Add-to-Cart events for better results.**

• If you're just starting out on TikTok Ads, you need to teach the system what types of visitors are more likely to convert throughout the user journey with a mid-funnel event like Add-to-Cart. Once the system understands your ideal audience, you can focus on Complete payment

### Nurture Your First Campaign

If you've made it this far, follow these tips to drive more sales and reach new milestones!

Monitor how many **Add to Cart conversions** you get in **week 1**:

**AT LEAST 1 ADD TO CART  
CONVERSION**

Start New Ad Group:  
**Complete Payment**

The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights too.

**0 ADD TO CART  
CONVERSION**

Start New Ad Group:  
**View Content**

The system may need more time to nurture your audiences. Once you hit 100 View Contents, you're ready to move onto Complete Payment.



**Pro tip: Keep your Add to Cart ad group on to drive continuous conversion volume and to let the system learn!**

• We recommend keeping an Add-to-Cart and Complete Payment ad group running at the same time to drive continuous conversion volume and let the system learn.

\*We'll touch on further Optimizations at a later stage!



For more information about TikTok's Branded Content Policy, [click here](#)

# Your Holiday Checklist



Holidays are made for giving, and we've got you covered. Leverage our holiday timeline to capitalize on key shopping moments and consumer mindsets across pre, peak and post holiday shopping.

## Don't have the time?

If you prefer to simplify campaign set-up and management, try [Smart Performance Campaigns](#). This campaign takes out the manual work from traditional campaign management and requires minimal input from you.

## July-September (Pre-Holiday)

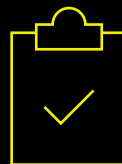
### ✓ Start building your audiences early in time for peak seasons!

Follow our foundations section for ad account set up and starting your first Web Conversion campaign [here](#).

If you're a seasoned advertiser, try a test & learn approach to see what will work during the holidays:



Determine your KPIs for measuring success and look to build up conversion volume, decrease CPA and improve ROAS gradually over time



Test & learn different targeting, audience, and creative formats



Plan your creative, and test various types of Spark Ads content to see what resonates most with your audience

### Don't forget to:

- ✓ Set up TikTok Pixel
- ✓ Set up Catalog
- ✓ Set up Business Account for organic content

### Holiday Case Study Feature

Learn how Gills Point S Auto & Tire Service built excitement and engagement ahead of the holiday season by using an always-on approach during the month leading up to the sale [here](#).

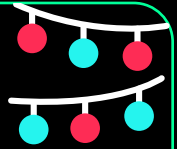


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# Your Holiday Checklist



## October-December (Peak Holiday)



### ✓ Find your audience, and meet them at each stage of the funnel

- Custom and lookalike audiences will find more of your prospective customers based on the audience data you've built up
- Retargeting people that have already engaged with your business can drive lower CPA and higher ROAS with custom audiences
- Use Value Based Optimization to find those more likely to make a purchase action with a higher value per purchase during this shopping season

### ✓ Continue to build audiences and gain more share-of-voice across TikTok

- Consider adding additional campaign objectives to reach more users on TikTok and feed your audience pool
- Continue using this time to continue testing different audiences, targeting, bidding, and creative formats to keep your audience engaged

### ✓ Scale strong performing ad groups to get more conversions

- Consider increasing budget by up to 50% every 3 days to lead up to peak seasons to capitalize on shopping season
- Refresh creative where needed to expand campaign lifespan

#### Don't forget to:

- ✓ Preview your creative on your device
- ✓ Add relevant pixel of third party tracking URLs to track your ad performance data
- ✓ Upload and QA campaigns ahead of Black Friday (Nov 24) & Cyber Monday (Nov 27) weekend

#### Holiday Case Study Feature

Read on to see how NEST New York drove brand consideration and website traffic during peak shopping season using Spark Ads, Catalog Ads, and Display Card [here](#).

## Q1 2024 (Late-Holiday)

### ✓ Keep the holiday magic going and capitalize on audiences who are active between Christmas and January sales

- Review results and learnings from Peak Holiday campaigns
- Launch your Late Holiday campaigns with catchy call to actions and creative



For more information about TikTok's Branded Content Policy, [click here](#)

# Holiday E-commerce Solutions



After you've finished running your first web conversion campaign following our best practices, or if you're a seasoned advertiser, consider the following for making sales this holiday season:



## Shopping Ads

Bring your business to life with Shopping Ads solutions that make the most of your catalog or TikTok Shop and put your product at the forefront.

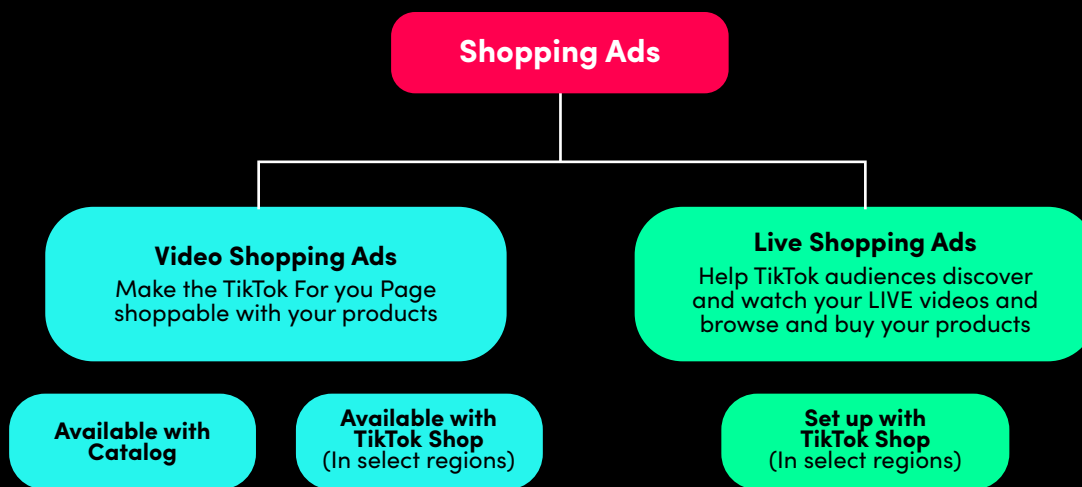
- Available as [Video Shopping Ads](#) or [Live Shopping Ads](#), and via your product catalog or [TikTok Shop](#).



## TikTok Shop

Capture the full shopping journey all within the TikTok app. TikTok Shop is your in app e-commerce solution for driving sales on TikTok. Product discovery, product details, checkout, and post-payment activity are powered and performed all within the TikTok App.

*For eligible shops only.*



## Lead Generation for E-Commerce

Utilize Lead Generation on TikTok as an upper-funnel tactic to identify users most likely to convert and/or encourage account or subscription sign-ups:

- Build an email list for product launches or early access to sales
- Share product samples or discount codes and retarget users who engage with conversion campaigns
- Drive subscription signups or account registrations

Check out this case study on [Represent Clothing](#) that utilized Lead Generation for e-commerce.

# Creative Tips for Success



Cheers to creative made simple. Learn how to make joyful yet impactful video content for your business this season.

## 6 Creative Best Practices as You Spread Holiday Joy on TikTok

1. Build TikTok-Ready Content
2. Structure Your Storytelling
3. Use Attention Triggers
4. Think Sound-On
5. Optimize with Trends
6. Diversify Your Content



### 1. Build TikTok-Ready Content

TikTok is a place to come as you are, so leave perfection on other platforms. Here are some ways to create natural feeling content that's authentic to TikTok and the For You Page.

- To leave an impression, videos should always be **above 10 seconds**
- Lean into lo-fi video. **You don't need fancy cameras.** Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos.
- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**
- To capture attention, videos **should always include audio**



### 2. Structure Your Storytelling

When creating content for TikTok, think about splitting up your videos into **three sections**:

**The Hook:** The first 3–6 seconds of your video are crucial\*. Captivate your potential customers with a powerful, attention-grabbing hook that draws them into the video and sets the overall tone.

**Unique Selling Points:** Following the hook, highlight your key selling points in a clear and memorable way. Showcase product details in engaging ways, like try-ons, unboxing, and lists.

**Call to Action:** End with a statement that encourages interaction from the viewer and inspires action.



### 3. Use Attention Triggers

Grab users' attention with editing techniques, like **music, transitions, movement, text, and interactive display cards**. Research shows that **the first six seconds are vital for attention, impact and attribution**.

**Land your key selling point early**, or risk losing out on users' attention.

*\*Sources:*

*TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo.*

*TikTok, "Creative Guide: Driving Brand Equity", 2020 (TikTok "Value of View" Analysis)*



# Creative Tips for Success



## 4. Think Sound-On

What role does it play in your content? How can sound be additive to your brand? Here are some ways to use sound on TikTok:

### Music:

Set the mood and rhythm for the video

- Explore the Commercial Music Library in-app or [Audio Library](#) on desktop to explore thousands of royalty-free tracks cleared for use in paid advertising.

### Voiceovers:

Reveal more details about the story

- Use in how to/guides, reviews, or commentary/narration
- Keep it clear and concise

### Sounds:

Parallels or amplifies the actions in a video

- Use in ASMR, demonstrations, candid camera
- Ensure sounds are high-quality

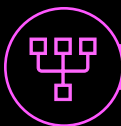
Include subtitles for users who have sound off!



## 5. Optimize with Trends

Capitalize on the natural hooks and structural templates of TikTok trends.

Apply your brand to platform trends to connect with wider users. Get inspiration from what you see on your own For You Page and start creating. Visit the Trends page on [Creative Center](#) to stay up to date with what's hot on TikTok this holiday season.



## 6. Diversify your Content

Increase your chance at maximizing performance by upping the quantity and diversity of your ad creative.

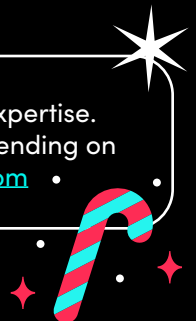
- **Creative Quantity:** A high number of creative assets allows for better optimization of asset selection. We recommend spreading your creative assets throughout multiple Ad Groups, while maintaining **3-5 ads per ad group**. This enables you to utilize each creative, allowing the system to learn what works best for you.
- **Creative Diversity:** TikTok's unique approach to content, and a nuanced audience means that there is no simple rule for what's going to resonate. Exploring different content approaches and video formats will increase your chances of finding a winner.



**Pro Tip:** Creative Center is an excellent free, public-facing resource to deepen your TikTok expertise. Get creative inspiration with **Top Ads Dashboard**, check out the **Trends** page to see what's trending on TikTok, and find the best music for your ads on the **Audio Library**. Visit [creativecenter.tiktok.com](https://creativecenter.tiktok.com)



For more information about TikTok's Branded Content Policy, [click here](#)



# Easy production with with CapCut



Bring your creative assets to life with [CapCut](#). CapCut is an all-in-one video ad editor that empowers anyone to create incredible video ads for TikTok, regardless of video editing expertise. Available on desktop and mobile.

## Editing your Videos with CapCut

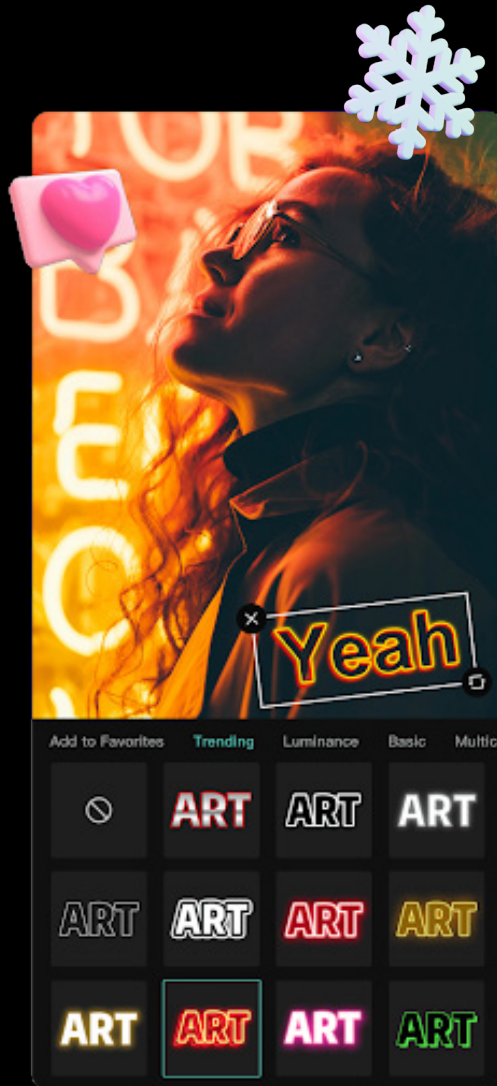
CapCut is an all-in-one video ad editor that empowers anyone to create incredible video ads for TikTok, regardless of video editing expertise. Available on desktop and mobile.

## TikTok-Styled Elements for Commercial Use

Make your videos pop by tapping into CapCut's extensive library of thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

## Get a Head Start with CapCut Ad Maker's Library of Business Templates (US)

Refresh your TikTok creative with CapCut's Library of Business Templates, featuring hundreds of ready-made business templates and storyboards. Upload clips and photos directly from your camera roll, or shoot new video content directly in the CapCut app.



## Simple Drag & Drop Video Editor

Import video clips from your camera roll, and use the Drag and Drop function to trim, split, and adjust your videos with ease -- all in an intuitive timeline format.

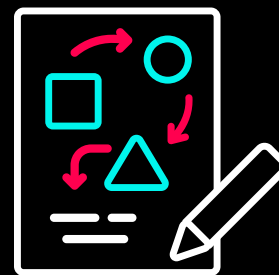
## Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.

## Instantly Generate TikTok-ready script with AI-Powered Ad Script (US)

Using AI and TikTok's data on top performing ads, Ad Script instantly generates different versions of ad scripts to get you started. Simply fill in the scenes, and our smart features auto-generate your script for voice-over.

# Optimization Strategies



## 1 Keep your initial audience targeting broad

When ready, you can launch additional ad groups using the Custom and Lookalikes Audiences you have built to retarget and find new customers.

## 3 Allow ad groups time to adjust between changes

Avoid modifying targeting, bid, budget, and tracking more than once in every two continuous days.

## 4 Don't make adjustments during the learning phase

Refrain from making any adjustments to your targeting, bid, budget, and creative before your campaign exits the learning phase. Be sure to give ad groups time to readjust between changes.

## 6 Make incremental changes to your budget and bid

We recommend increasing *budget* by up to 50% (ideally before the weekend) and then waiting 2 days before another adjustment. Don't change the *bid* by more than 20% from the previous bid setting.

## 2 Begin by optimizing towards mid-funnel events like Add-To-Cart

In order to teach the system what types of visitors are more likely to convert, our internal research has shown that e-commerce advertisers have a higher chance of success when they start with Add-To-Cart and then gradually progress towards 'Complete Payment'.

This strategy helps our system learn what types of customers are converting throughout the user journey to find more users who are likely to convert. Move further up the funnel if you want to increase conversion volume.

## 5 Regularly refresh your creative

Brands see the best performance when refreshing creative every 7 days throughout a campaign.



## Additional Optimizations

### 7 Adjust Your Target Audience

Broad audiences tend to perform much better than narrow targeting. Try targeting expansion to increase the audience size. [Learn more here.](#)

### 9 Expand Your Audience

Use [Audience Insights](#) & [Video Insights](#) tools to hone in on top-performing audiences, discover your audiences interest and analyze your creative.

### 8 Simplify Account Structure

Consolidate ad groups and campaigns that target similar audiences to maximize reach and performance.

### 10 Diversify Creative Options

Try to have 3-5 creatives per ad group. We also have a tool called Automated Creative Optimization that will help you combine your creative assets into multiple ads for your campaign. This will help you save time! [Learn more here.](#)





**Happy  
Holidays  
and  
Happy  
Advertising**