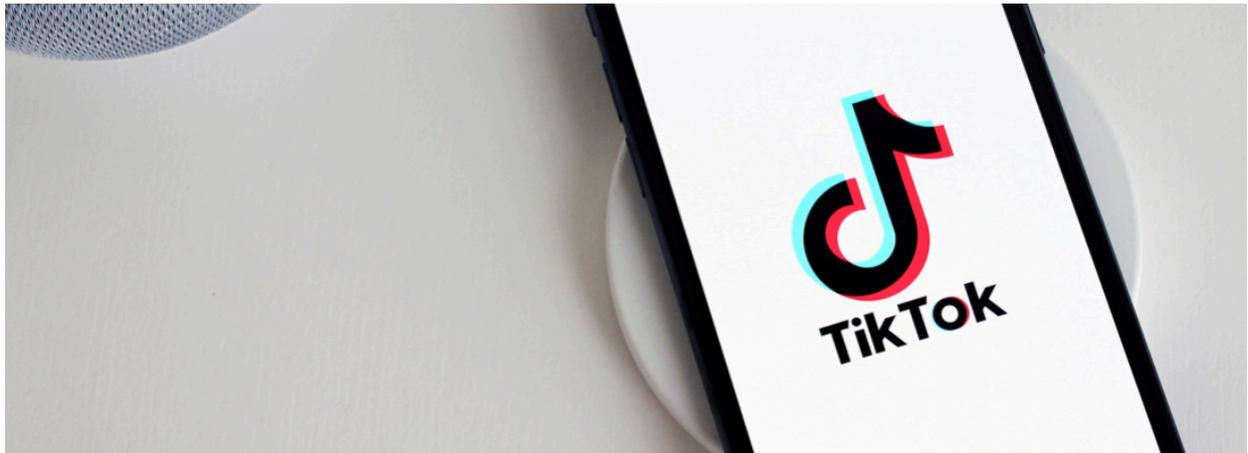


How to Get Started With TikTok Marketing for E-Commerce



TikTok has a reputation for being a hyper young media channel. Therefore, you might be finding it hard to come up with relatable ways to [market your business there](#). However, TikTok is eager to [become an e-commerce outlet](#), and there are some tried and tested methods of promoting your brand on the platform.

In this article, we'll provide an overview of TikTok marketing and why you should use it for your e-commerce business. Then, we'll offer four tips to help you get started on the platform. Let's get into it!

An Introduction to TikTok Marketing

TikTok is a social media app that centers around creating and sharing short-form video clips. While it's possible to make longer videos, most content on the platform is under 60 seconds.

The audience for TikTok is relatively young. In fact, [43 percent of TikTok's global audience](#) falls between the ages of 18 and 24 and 32 percent are 25 to 34 years old.

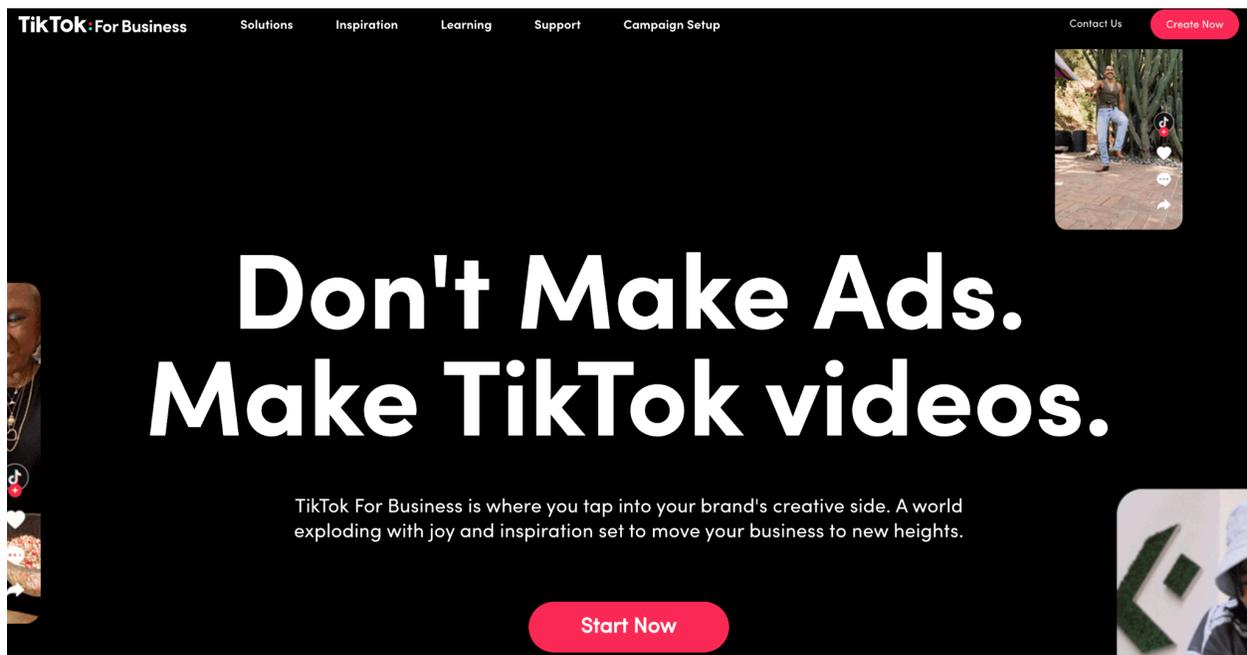
TikTok has become famous for its often humorous and entertaining clips, but now the platform is also focused on entering the world of [e-commerce](#). The video platform has a [partnership with Shopify](#), which allows users to create an in-app marketplace.

While it might not be a traditional e-commerce channel, it has a lot of potential for generating sales. This is partially due to the fact that it reaches so many people.

To give you an idea, TikTok was the [most downloaded](#) app of 2021, and it has over [one billion](#) monthly active users. Moreover, users [spent \\$2.3 billion](#) on the app in the same year. Even better, [67 percent of users](#) say TikTok inspires them to shop – even when they weren't planning to.

How To Set Up TikTok Business

To get the most out of TikTok, business owners may want to activate a [TikTok Business account](#). It's free and provides useful features, such as analytics about followers, engagement, and content performance.



You can sign up for a business account when you create your TikTok profile. However, if you already have a basic user profile, you can easily go to your settings to switch to a business account.

Once your business account is set up, there are some simple ways you can promote your online store immediately. You may want to include your business website link in your bio, post regularly to increase your following, and invest in quality equipment. However, if you're serious about using TikTok for e-commerce, you'll want a complete marketing strategy for the platform.

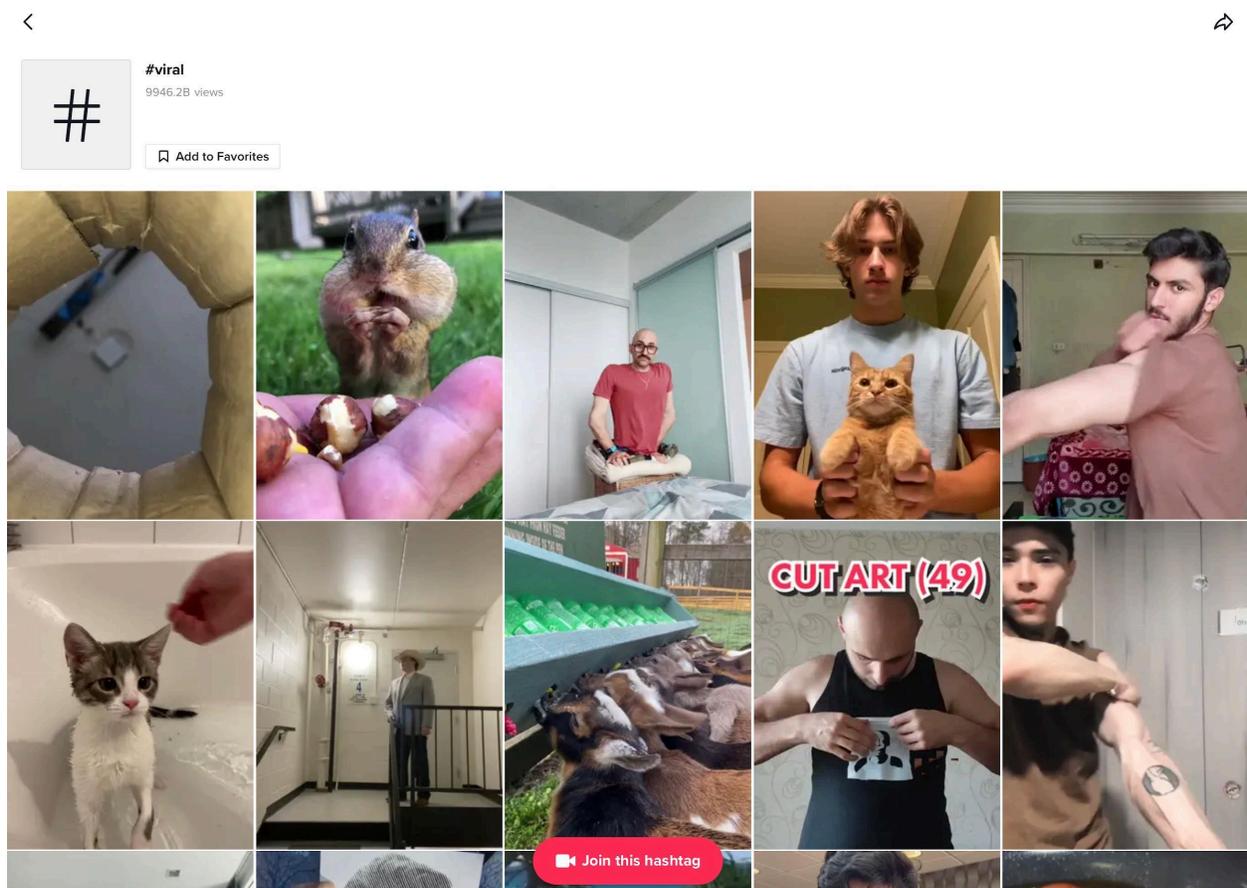
How to Get Started With TikTok Marketing for E-Commerce (4 Ways)

Now that you know a bit more about TikTok marketing, let's go over a few tips for using it for e-commerce.

1. Use Hashtags and Follow Trends

Hashtags are the key to success on many platforms. This is particularly true with TikTok.

That's because TikTok is fast-paced, and users tend to focus on what's popular. As such, it's essential to stay on top of viral content early, then quickly move on to the next trend.



Just like on other social platforms, users utilize hashtags to find relevant content. Additionally, you can easily find out what's trending on the platform by visiting the Discover page.

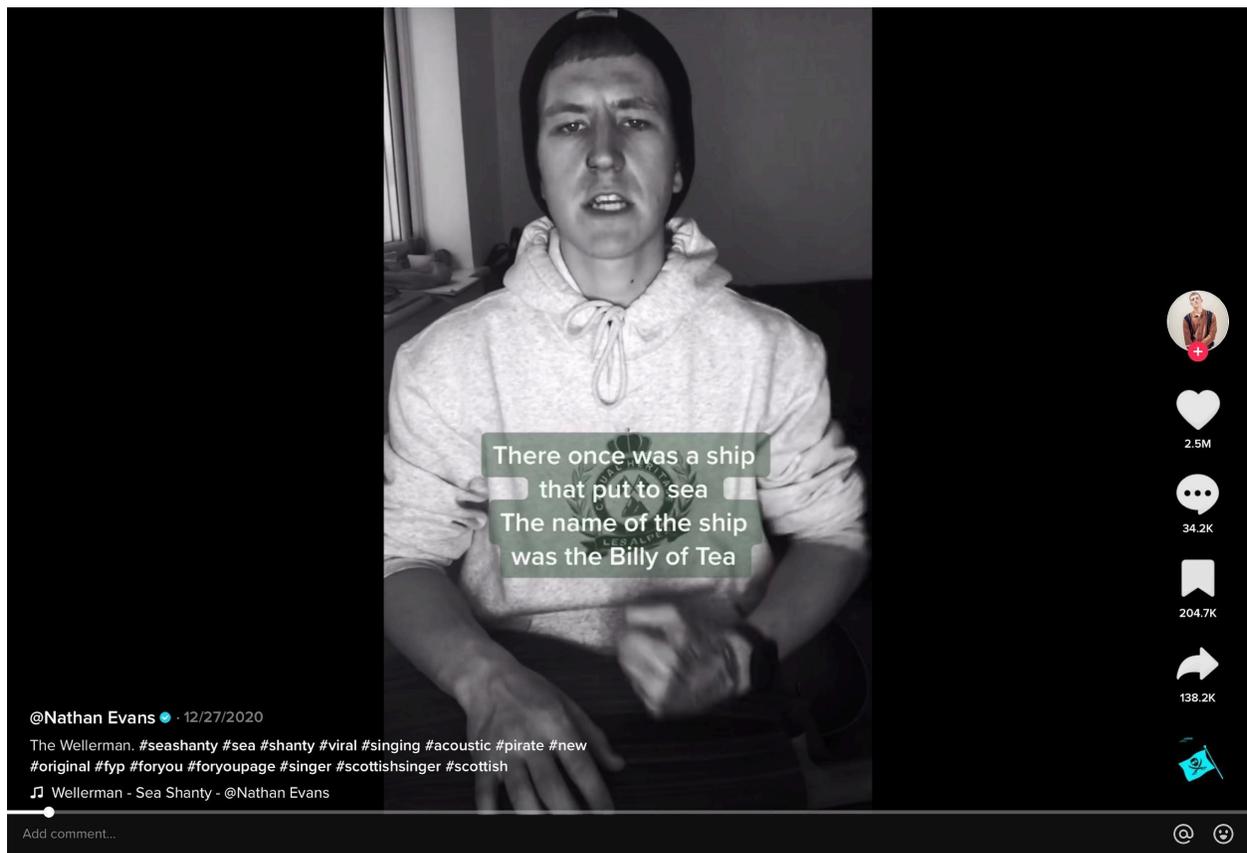
Following viral fads is key, since TikTok marketing often hinges on [trendjacking](#). You'll want to find a way to make these trends relevant to your content and include them in your promotional videos.

Also, like on other platforms, hashtags have begun to be utilized as a part of marketing campaigns. Earlier this year, TikTok launched its [Branded Hashtag Challenge](#), which allowed brands to sponsor a specific hashtag. This TikTok marketing might work well for larger or more established brands.

2. Create Content Suited to TikTok's Culture

Centered around super short video clips, TikTok's culture is fast-paced, but that's not all there is to it. While longer videos are available, many users were initially skeptical of this feature. However, this is a [changing trend](#).

Now, many are welcoming the potential for longer-form videos. So, depending on your brand and goals, you may want to try out creating lengthier content. Although, keep in mind that it may be more challenging to hold your audience's attention with this style of video.



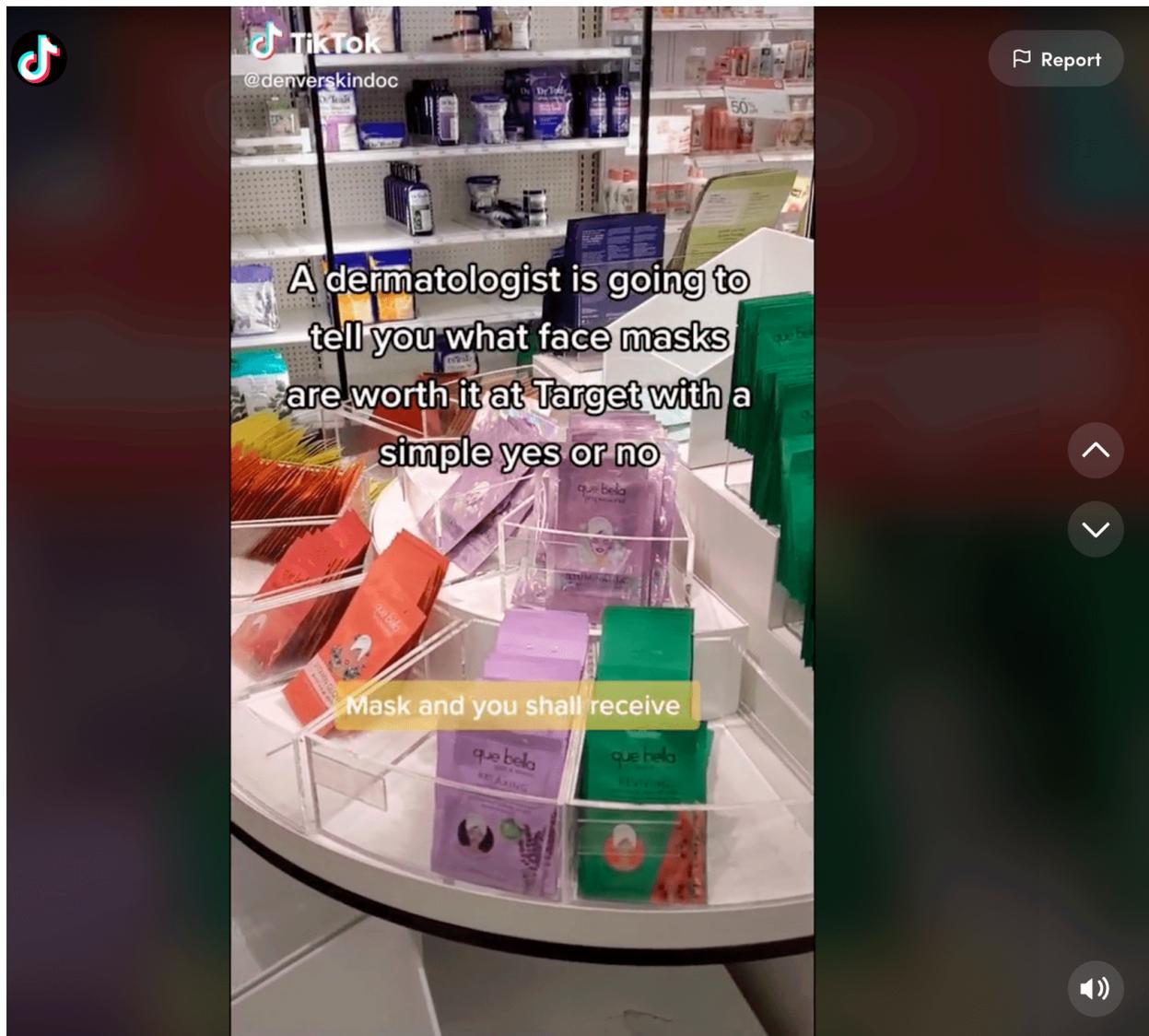
Therefore, you might want to play it safe, creating short, exciting videos, which is in-line with TikTok's culture. It's also useful to look at what tone works well on the platform. Emotional and humorous content usually does well, as do heartwarming and nostalgic videos.

Furthermore, if you're promoting a particular item, showing how that product solves a problem may be a good option. On TikTok, authenticity is also crucial, since videos are often more DIY and not as curated as on other platforms. Coming across as fake could scare people off and damage your reputation.

3. Partner With TikTok Influencers

Partnering with social media [influencers](#) isn't a new marketing strategy. Still, TikTok offers a lot of potential for this type of promotion.

In fact, [35 percent of users](#) discover products and brands thanks to TikTok Creators, and 65 percent enjoy it when they post about products and brands. You might say that many TikTok users *expect* this type of content.



Furthermore, [influencer](#) marketing might be a good alternative to [paid advertising](#). The biggest advantage is that it's more affordable than traditional marketing.

While most influencers won't promote your products for free, they typically expect some sort of incentive, such as freebies, or joining an [affiliate marketing](#) program where they gain commissions.

You can find influencers related to your niche through the [Creator Marketplace](#). Here, you're able to choose from thousands of influencers. Alternatively, you can let TikTok recommend the best influencers for your existing audience based on data insights.

Then, you can utilize the [Seller Center](#), which is an all-in-one solution, providing everything you need to run a business on TikTok. This includes the ability to build a promotion plan and share affiliate links.

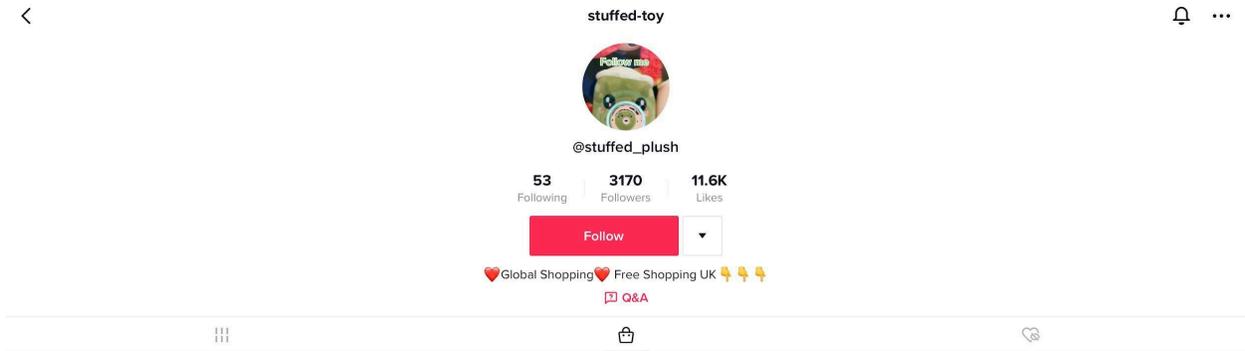
Lastly, TikTok is also known for collaboration, with joint videos often going viral. The platform's features make it easy to piggyback off other trends by creating 'reaction' videos. Therefore, you can even leverage an influencer's audience simply by engaging with their content in this way.

4. Utilize TikTok's Shopping Features

Although TikTok is primarily a social media channel, it's also a growing e-commerce solution. There are several essential business features that you'll likely want to use.

For example, you can [live stream shopping events](#) to make a direct connection with customers. These live shopping events allow you to guide the conversation and engage with your audience via comments.

You need 1000 followers to host a live video and show off your product. Therefore, you'll need to do a little work to reach this stage.



Before that, you can upload your catalog to your shopping page. There are some restrictions on who can do this. You'll need to be a seller, creator, partner, or affiliate.

The only sellers who can currently use TikTok shopping are those located in the UK, China, or Indonesia. While partners and affiliates must be registered in certain countries. However, creators can also utilize this feature and apply through the [TikTok Shop Creator Application](#).

If successful, you can set up a TikTok shop through the Seller Center. You'll need to upload verification documents and connect a bank account before becoming a merchant.

Conclusion

Some may think that TikTok is just a place for young people to share entertaining videos, but that's not always the case. The platform offers a worthwhile opportunity for e-commerce marketing. By staying up-to-date with the trends, partnering with the right influencers, and leveraging TikTok's shopping features, you can easily use it to boost your online business.

Do you have any questions about TikTok marketing for e-commerce? Let us know in the comments section below!

Image Credit: [Pixabay](#)