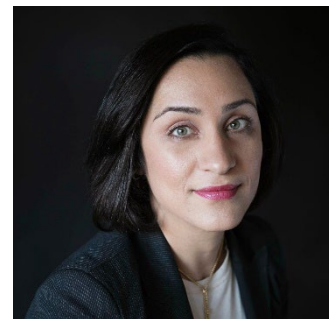


**○ Connecting
○ the dots**

**● It's Time for TikTok to Be in Your
Revenue Plan**





by **MARYAM GOLABGIR**

With 18 years of hands-on digital marketing expertise spanning telecommunications, e-commerce, IPTV, AI development, broadband, renewable energy, and financial industries, I've had the privilege of leading marketing teams for Fortune 500 companies. That journey fueled my passion for empowering small to medium-sized businesses, leading me to launch Digital Marketing Experts—a marketing agency dedicated to driving success for businesses in the Greater Toronto Area.

As a female entrepreneur, I've gained a unique perspective on the challenges faced by women business owners. I understand the struggle, the hustle, and the resilience it takes to build something remarkable. That's why I'm committed to crafting tailored marketing strategies that aren't just creative but measurable and results-driven.

I believe that sustainable digital marketing requires more than just flashy campaigns—it demands a clear vision, backed by actionable insights and the right metrics to ensure continuous growth. Our expertise lies in Social Media Marketing, Website Development, Search Engine Marketing (SEM) & Optimization (SEO), Online Advertising, and Video/Mobile Marketing.

Ready to elevate your digital presence? Visit us at www.digitalmarketingexperts.ca or connect with me on LinkedIn.

From brand awareness to direct sales, TikTok offers unparalleled opportunities for companies willing to embrace its unique content approach.



Why TikTok Is a Powerful Revenue Channel

“ The Scale and Reach of TikTok

- TikTok has over 1 billion active users, with high engagement levels.
- The platform's algorithm favors organic reach, making it easier for brands to get discovered.
- The younger demographics are spending more time on TikTok than on traditional social media.

“ TikTok's Impact on Consumer Behaviour

- 81% of TikTok users say they discover new brands and products on the platform.
- Short-form videos drive impulse buying, influencing purchasing decisions.
- The TikTok Shop allows users to buy directly from videos without leaving the app.



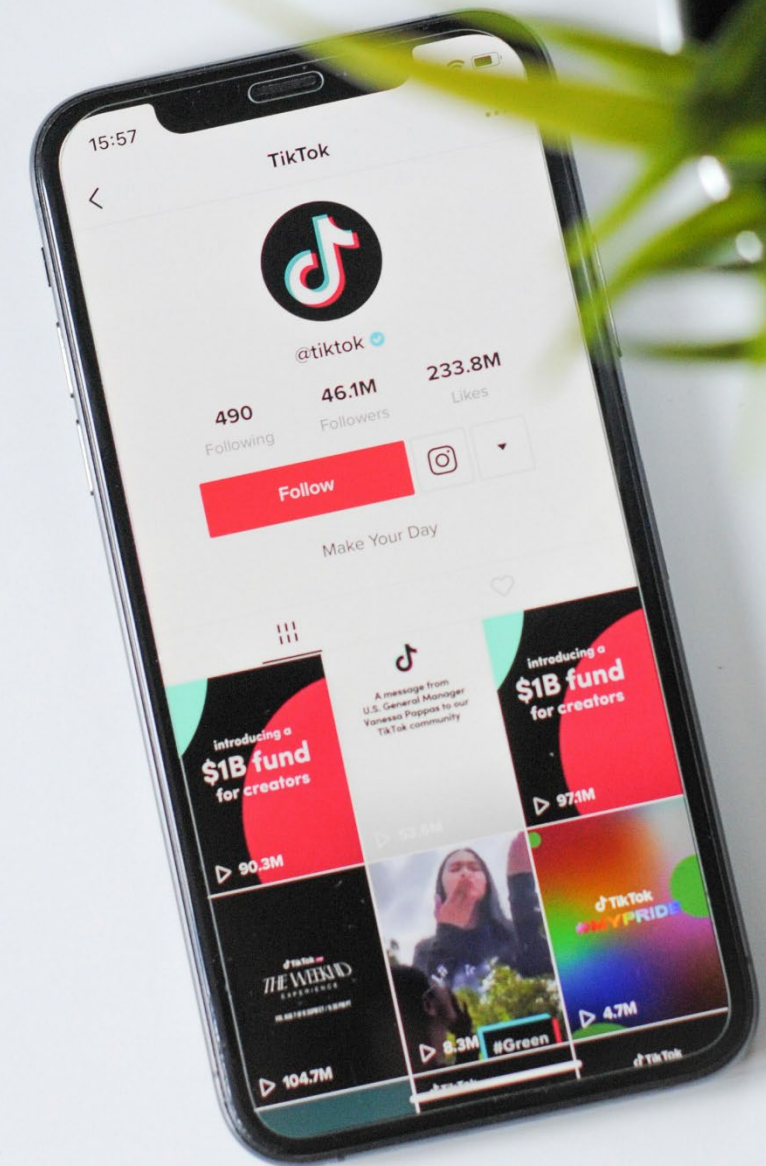
How to Use TikTok as a Revenue-Generating Platform

Creating Engaging Content

Short-form videos should be engaging within the first 3 seconds to capture attention.

User-generated content (UGC) and behind-the-scenes footage enhance authenticity.

Use TikTok trends and challenges to create viral content.





Influencer Marketing on TikTok

Micro-influencers (10K-100K followers) often yield higher engagement and conversion rates.

Collaboration with influencers can boost credibility and reach targeted audiences.

Use TikTok Creator Marketplace to find influencers that align with your brand.



TikTok Advertising Strategies

In-Feed Ads: Appear between organic content and can include a CTA.

Branded Hashtag Challenges: Encourage user participation and engagement.

TopView Ads: Premium ad placement that appears when users open the app.

Spark Ads: Boosts organic content for increased visibility and engagement.





Leveraging TikTok Shopping Features

TikTok Shop: Direct shopping integration for seamless transactions.

Livestream Shopping: Allows real-time interaction and product demonstrations.

Shoppable Links & Product Tags: Feature products directly in videos.



Tools to Enhance TikTok Performance



TikTok Business Suite

The screenshot shows the TikTok Business Suite dashboard for user Anniston Ward138, who is an Admin and Finance Manager. The dashboard includes a sidebar with navigation options: Analytics, Users, Members, Partners, Assets, Advertiser accounts, Audiences, Catalogs, Shops, Pixels, TikTok accounts, Finance, Activity log, and Business settings. The main content area features a greeting, account balance information (0.00 USD), and a 'Get started' section with four tasks: Add billing info, Add contact info, Build your team, and Create an ad account. A 'My goals' section is also present, along with a 'Notifications' section at the bottom showing a low account balance warning.

TikTok Business Center Anniston

Good afternoon, Anniston Ward138 Admin Finance Manager

Anniston Manage Payment **Account balance** 0.00 USD 0.00 USD available

Get started Hide

Set up your Business Center by completing these tasks **6 steps left**

- Add billing info**
Once you add your billing info, you will be able to set up your payment and create campaigns. Start
- Add contact info**
Get insights about your business and enjoy dedicated support from our sales team. Start
- Build your team**
Invite team members and partners. Each one can also be assigned different accounts and levels of access. Start
- Create an ad account**
Start marketing your products and serve your first advertisements. Start

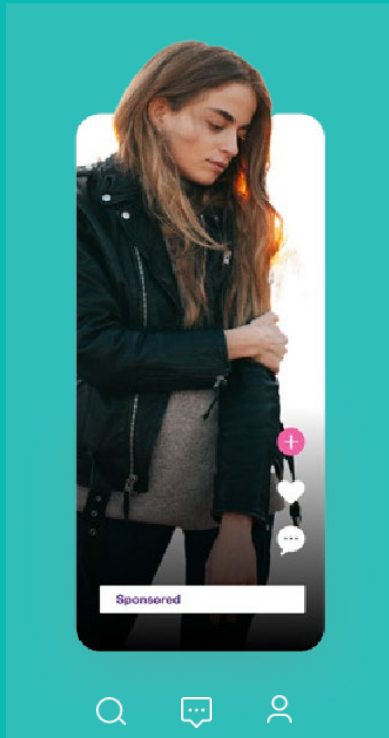
My goals
Set tangible goals for your organization and track their progress. Set up now

Notifications Hide

⚠️ Your Business Center account balance is low Add funds

Analytics tools to track engagement, reach, and conversions.

Audience insights for better targeting and content optimization.



CapCut: Free editing tool designed for TikTok creators.

InShot: User-friendly video editor with advanced features.

Canva: Helps create high-quality thumbnails and branding elements.

“ Video Editing & Content Creation Tools





AI-Powered Tools

ChatGPT: Generates engaging video scripts and captions.

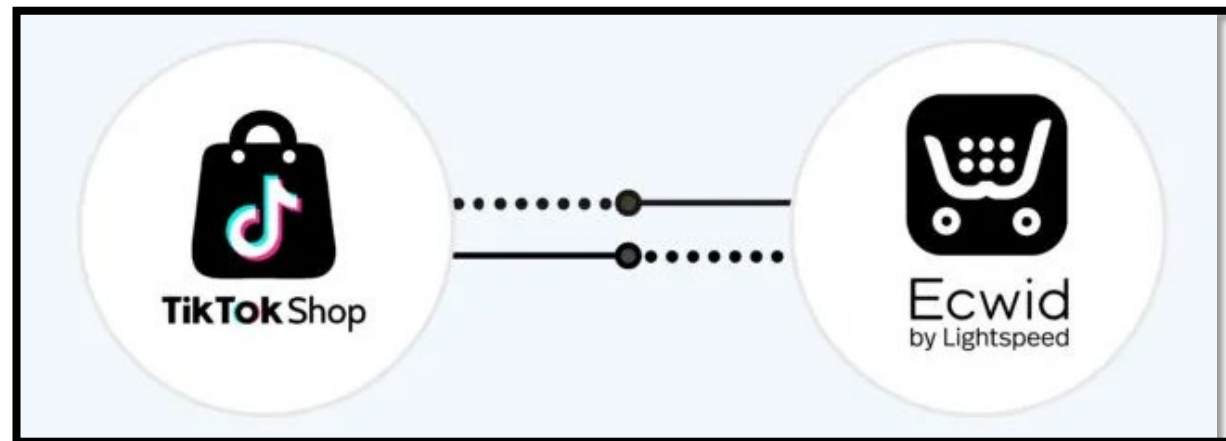
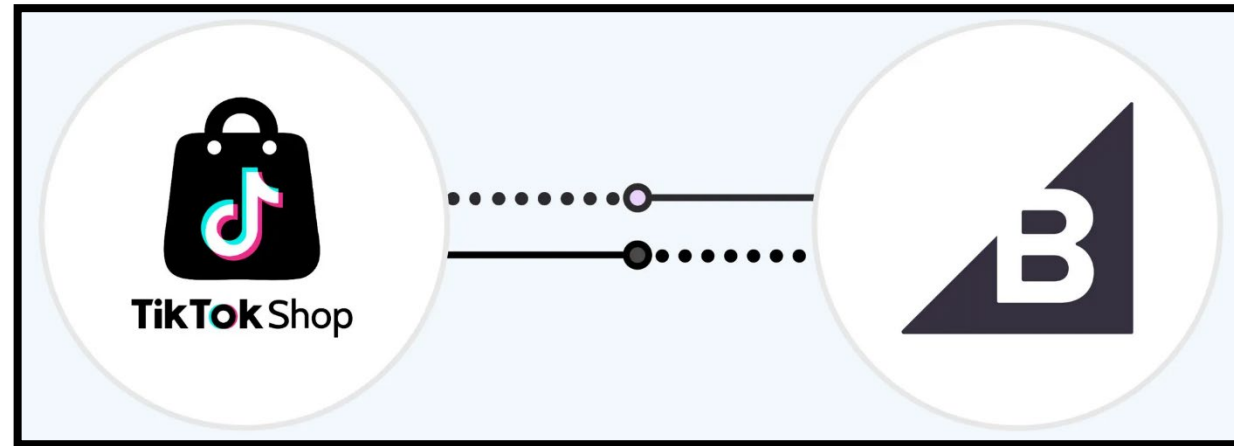
Synthesia: AI-generated avatars and voiceovers for videos.

Vidyo.ai: Auto-generates short clips from long-form videos.





E-commerce Integration Tools



Shopify x TikTok: Seamless integration for in-app purchases.

Ecwid by Lightspeed: Multi-platform e-commerce integration.

BigCommerce TikTok for Business: Optimized for in-app shopping experiences.



Case Studies: Success Stories of TikTok Revenue Growth



Challenge:

Gymshark, a fitness apparel brand, needed to expand beyond Instagram.

Solution:

The company leveraged TikTok influencer marketing, launching a branded hashtag challenge called #Gymshark66, encouraging users to work out for 66 days.

Results:

Over 250 million views on the challenge.
30% increase in online sales during the campaign.

Significant growth in brand awareness among Gen Z users.



Case Study 2: Elf Cosmetics' Music-Driven Engagement



Challenge:

Elf Cosmetics wanted to increase brand visibility and drive online sales.

Solution:

Created the original song "Eyes. Lips. Face.", combined with a branded hashtag challenge inviting users to create makeup-related content.

Results:

4 billion views on #EyesLipsFace challenge. Sales increased by 68% after the campaign. The song trended on Spotify and Instagram as well.



Challenge:

Chipotle aimed to reach younger customers and boost digital orders.

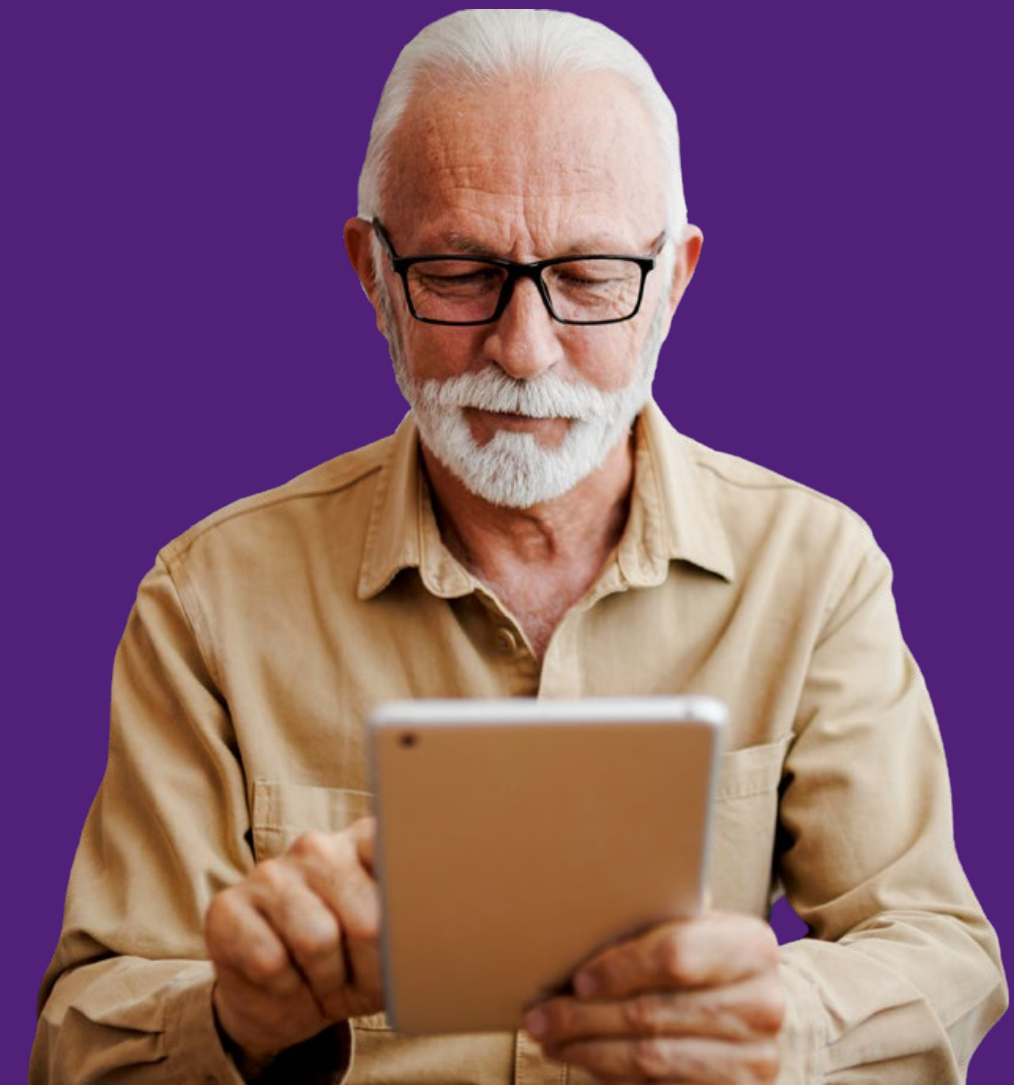
Solution:

Launched the #GuacDance challenge, encouraging users to showcase their best dance moves in celebration of National Avocado Day.

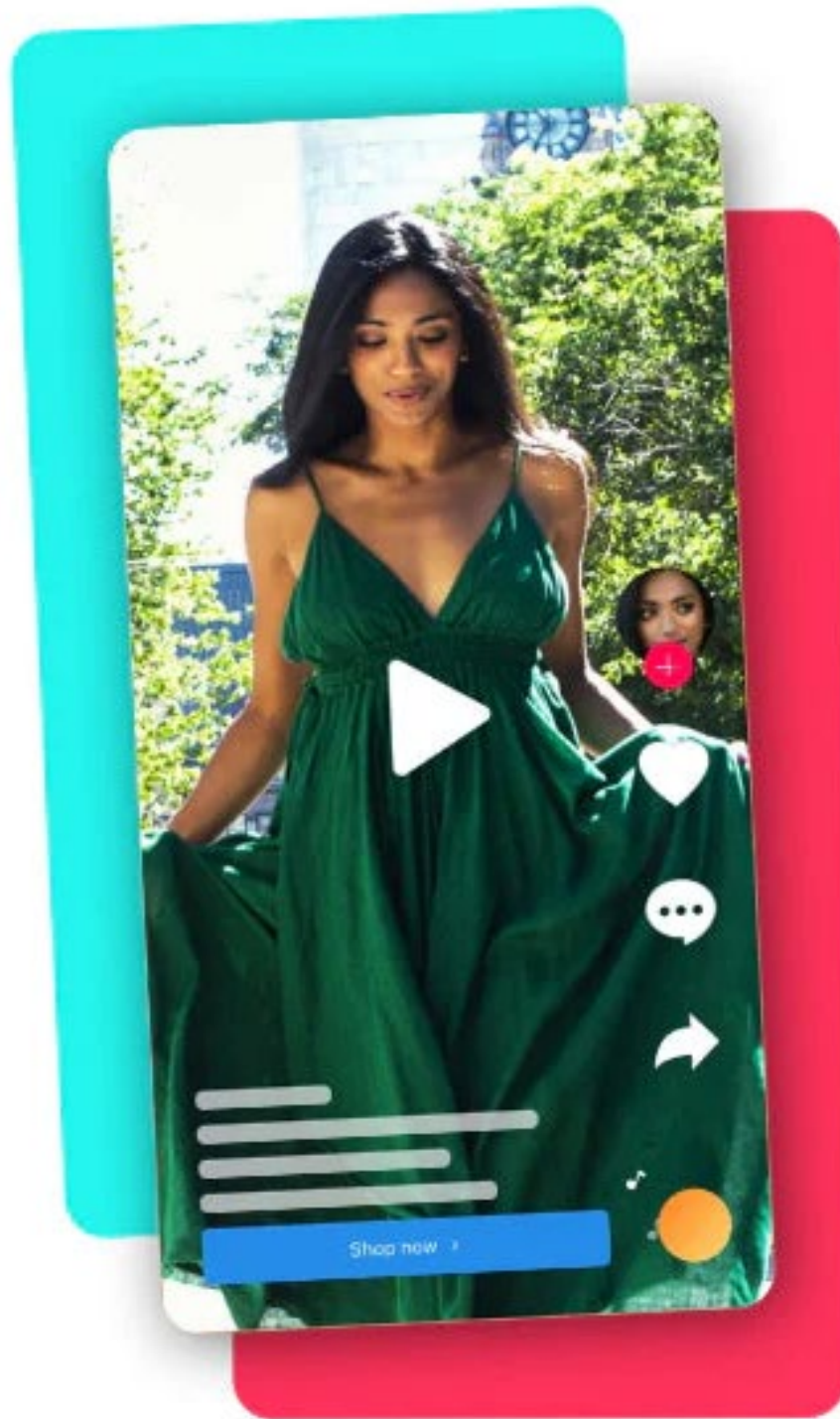
Results:

Over 250,000 submissions in six days.
Highest digital sales day in Chipotle history.
Generated 800 million impressions.

Case Study 3: Chipotle's TikTok Challenges for Customer Engagement



Best Practices for a Successful TikTok Revenue Plan



Stay Authentic

Avoid overly polished content; authenticity wins on TikTok.
Engage with comments and create duets to foster community.

Use Data to Optimize Performance

Track analytics to see what type of content performs best.
Experiment with different posting times and content formats.

Leverage UGC and Community Engagement

Encourage followers to create content featuring your products.
Run contests or giveaways to increase participation.

Test and Scale Winning Strategies

Identify high-performing videos and boost them with ads.
Repurpose successful content across multiple platforms.

Future of TikTok in Revenue Generation



The Rise of AI-Driven Personalization

AI-powered recommendations will enhance ad targeting.

Brands will use AI-generated content to scale marketing efforts.

Evolution of Social Commerce

TikTok will continue integrating seamless e-commerce features.

Live shopping experiences will become mainstream.

The Expansion Beyond Gen Z

TikTok's audience is expanding to millennials and older demographics.

Businesses targeting a wider age range will find new revenue opportunities



**Do you have any
questions?**

