



Holidays



mean

business



on



TikTok

2023 Holiday Playbook

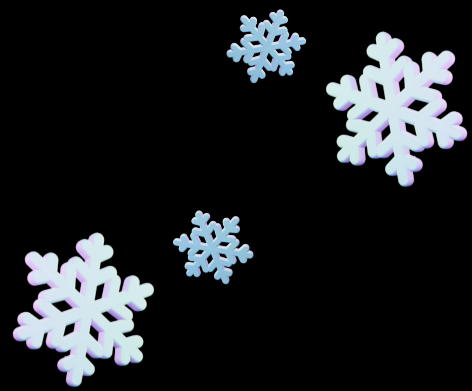
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Holidays on TikTok



Holidays are big on TikTok. So is the opportunity for your business:

During this festive season, TikTok is one of the most popular destinations for people to explore new brands and products. People are searching for the best gift ideas, culinary creations, and fashion trends of the season, as well as so much more.

Regardless of how recently you joined the platform, TikTok provides businesses with the opportunity to capitalise on the biggest shopping period of the year.

Through TikTok Ads, small-medium businesses can make the most of the holiday season by building their customer base, growing brand loyalty, and ultimately driving those all-important festive sales.

TikTok drives discovery and boosts festive sales



82%

of people say they have discovered an SMB on TikTok before seeing them elsewhere.¹

94%

of TikTok users are likely to shop ahead of Christmas.²

73%

plan to spend the same or more on holiday shopping versus last year.²



People on TikTok continue to shop and celebrate after the holidays



79%

of TikTok users are likely to keep shopping post-Christmas.²

43%

want to take advantage of the post-Christmas sales.²



Source:

(1) TikTok Marketing Science EUI SMB Consumer Research, 2022, conducted by InSites Consulting

(2) TikTok Marketing Science EUQ5 Narrative Survey via Suzy, October 2022

Key Dates

Identify the moments you want to focus on:



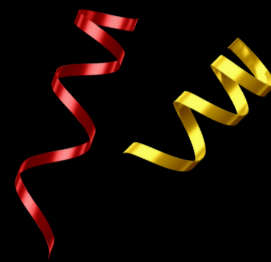
The holidays will be here before you know it, so start your planning early. Be there for your customers' key shopping moments, all season long:



49% of users agree that purchases made during niche holidays were made spontaneously.³

Source: (3) TikTok Marketing Science EUI Holiday Shopping Behaviours: Niche Holidays, 2022, conducted by GIM

How to Get Started: TikTok Foundations



If you're new to TikTok, there are a few fundamentals to get right from the beginning to unlock the full potential of TikTok and sleigh the holidays.



Website Conversions Campaign setup

1. Create your Ads Manager account

- Visit: getstarted.tiktok.com
- Set up payment

2. Set up TikTok Pixel

- Learn how **Pixel** works
- Set up **3+ tracking events**
- Turn on **Automatic Advanced Matching** and **First-party Cookies**

3. Build your first ad creative

- Pick a video for **Spark Ads**
- Check out our **creative tools for inspiration**

4. Run your first campaign

- Use **Website Conversions Objective**
- Optimise for **Add-to-Cart first**
- Start with at least £/€30 daily ad group budget
- Choose your targeting

5. Nurture your first campaign

- Monitor how many **Add-to-Cart conversions** you get in week one
- If you get **at least one** conversion, create a **Complete Payment ad group**
- If you get **less than one** conversion, create a **View Content ad group**

Check out our full
[E-commerce Starter Guide](#)

Pixel setup

TikTok 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 practices for understanding ad effectiveness, and it enables you to **retarget audiences and improve campaign performance**.

Product Catalog setup

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 one of our e-commerce partner platforms**, like Shopify, BigCommerce, WooCommerce, and more. 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 through your **Business Center**.

Pro tip:

If you're just starting out on TikTok Ads, you need to **teach the system** what types of visitors are **more likely to convert** with a mid-funnel event like **Add-to-Cart**. **Keep your Add-to-Cart ad group turned on** to drive continuous conversion volume.



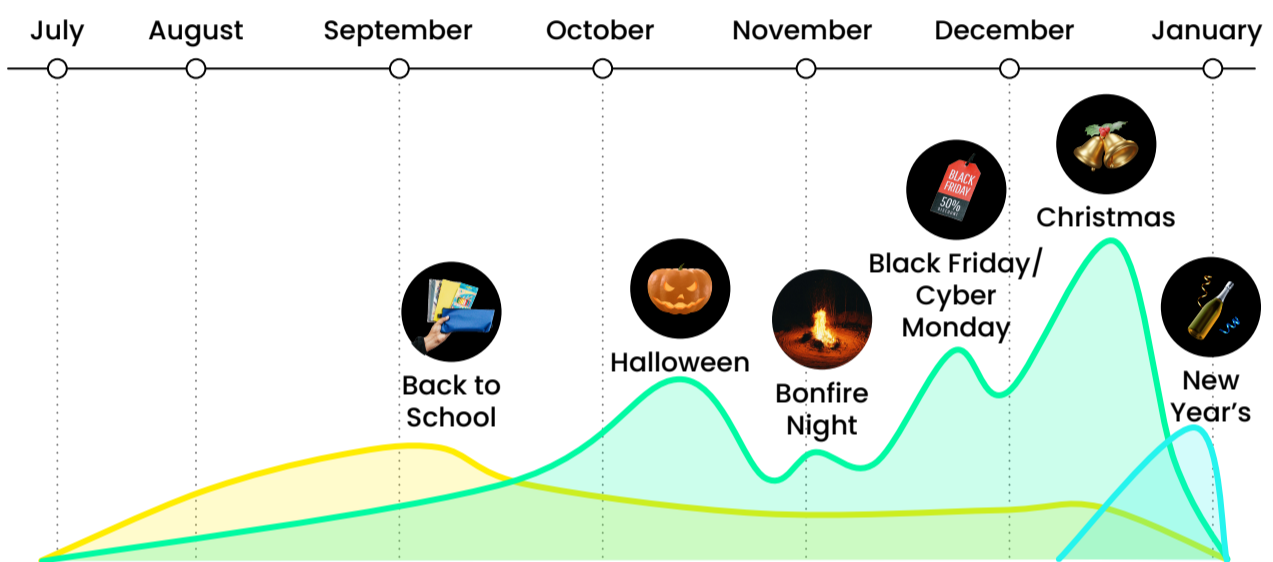
Campaign Strategies



Your holiday campaign in action

Capitalise on key shopping moments and consumer mindsets across pre-, peak-, and post-holiday shopping. If you're a new advertiser, follow our **Foundations** section and **Website Conversions Campaign setup**.

The holiday season ahead



Pre-holiday

Set up your foundations, test and learn what works for your business, and build audience and account data.

Peak-holiday

Meet your customers at each stage of the funnel and scale high-performing campaigns to get more conversions.

Post-holiday

Use this time to capitalise on post-holiday momentum.

Pre-holiday

July - August - September

Start building your audiences early in time for peak season:

- Follow our Foundations section for ad account setup and start driving conversions with your Website Conversions campaign.

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

- Try out different targeting, audience, and creative formats. See the e-commerce ad formats section for inspiration.
- Determine your KPIs for measuring success and look to build up conversion volume, decrease CPA, and improve ROAS gradually over time.

Case study: LuckyTrip

"TikTok allowed us to test our creative against the algorithm and invest our budget on the content that performed best. This meant we maximised our ROAS and achieved a phenomenal amount of app downloads in a really short space of time."

Kirk Flitton, Co-founder & Chief Commercial Officer
LuckyTrip

[Read the case study](#)

lucky trip



Peak-holiday

October - November - December

Leverage your audiences and meet them at each stage of the funnel:

- **Retargeting** those that have already engaged with your business can drive **lower CPAs and higher ROAS** with **Custom Audiences**.
- **Lookalike audiences** will find more **prospective customers** based on the audience data you've built up.
- **Value-Based Optimisation** aims 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** that match your goals to reach more users on TikTok and **feed your audience pool**.
- Continue using this time to **test different audiences, targeting, and creative formats to keep your audience engaged**.

Scale strong performing ad groups to get more conversions

- Consider **increasing budget by up to 50%** to allow for more conversions. Monitor results before adjusting again.
- **Refresh creative** where needed to expand campaign lifespan.

Case study: Vanquish Fitness

See how Vanquish Fitness **increased sales** by using a combination of **Custom Audiences for retargeting, Lookalike Audiences for prospecting, and Value-Based Optimisation** to achieve a **50% lower CPA and double its ROAS**.

[Read the case study](#)



Post-holiday

January

Capitalise on audiences who are active between Christmas and January sales:

- Review results and learnings from peak-holiday campaigns and utilise them during this time.
- Launch your post-holiday campaigns with catchy CTAs and creative.

Case study: Blue Banana

"TikTok has been a great help to us in achieving our December sales goals. It is certainly a channel in which we will continue to explore new ways to advertise and connect with our audience."

Ángel Sánchez Díaz, Head of Digital
Blue Banana

[Read the case study](#)



Can't follow this timeline exactly?

Don't worry – check out our [new advertisers' best practices](#) to launch your first ad campaign at a pace that works best for you.

Don't have the time?

Try [Smart Performance Campaigns](#). This setup takes the manual work out of traditional campaign management and requires minimal input from you.



E-commerce Ad Formats

After you've finished running your first **Website Conversion campaign**, following our best practices – or if you're a seasoned advertiser, consider the following formats for making sales this holiday season.



Video Shopping Ads

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

From promoting holiday gifts to retargeting decorations left in cart – Video Shopping Ads is the solution for finding new customers and driving revenue during your biggest brand moments and sales periods this holiday.

Video Shopping Ads can be set-up through the **Product Sales objective** via your TikTok Shop (UK only) or with your Product Catalog.

PLOUISE

Case study

Video Shopping Ads with Shop (UK only)

See how P.Louise drove a 21x ROAS using Video Shopping Ads with TikTok Shop over the Black Friday period.

[Read the case study](#)



blue banana

Case study

Video Shopping Ads with Catalog

Discover how Blue Banana achieved a ROAS of 9.45x and hit its December sales goals using Video Shopping Ads with Catalog.

[Read the case study](#)



Pro Tip:

If you're in the UK, use [TikTok Shop](#) for product discovery, product details, checkout, and post-payment. This also gives you exclusive access to [Live Shopping Ads](#).

Lead Generation for e-commerce

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

- Share **product samples or discount codes** and retarget users who engage with **Website Conversions** campaigns.
- Drive **subscription sign-ups** or **account registrations**.
- Build an **email list** for product launches or early access to sales.

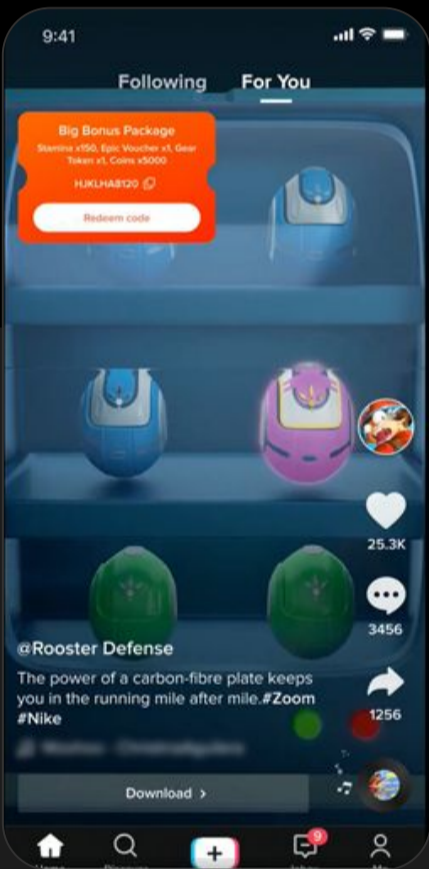
Case study: **Represent Clothing**

“TikTok was great at generating high-quality leads for us. Even better, these resulted in substantial purchases and increased revenue for our business.”

Harrison Kirkness, Digital Marketing Executive
Represent Clothing

[Read the case study](#)

REPRESENT



Gift code stickers

Share seasonal promotions with this interactive add-on for **Website Conversions**. Users can save the promo code to their phone's clipboard before visiting your site to help increase redemption.

Spark Ads

Boost organic content, reach new audiences, and build loyal communities with this powerful ad format. Like with organic videos, users can comment, like, and share, as well as visit your brand's profile by swiping left, or clicking the handle name or profile picture.



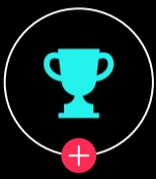
TikTok Creative Made Simple



Today, video content has the advantage. It's faster, relevant, and memorable. However, video content is often perceived as complex, cumbersome, and expensive. TikTok is dispelling these perceptions. Creating for TikTok is different, not difficult.

Getting started: Learning the basics

It's important to understand the basics of TikTok creative before diving into content creation. This will equip you with the knowledge needed to create best-in-class content for TikTok.



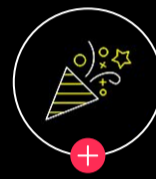
1. TikTok-First

Create holiday content that's seamless and feels organic to the For You page.



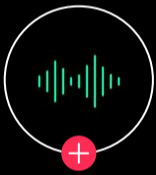
2. Structure

Focus on grabbing attention, building value, and driving action with your holiday storytelling.



3. Attention

Harness attention with editing techniques that put your brand at the forefront of the holidays.



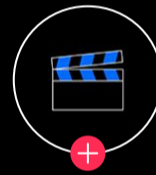
4. Sound-First

Explore the sounds that are already a part of the holiday conversation. How can they add to your story?



5. Trends

Put your own spin on the season's holiday trends to connect with new communities of shoppers.



6. Diversify

Combat creative fatigue by refreshing creative often. Be sure to go hi-res with your content to improve performance.

Think authenticity

TikTok is a place to come as you are, so leave perfection at the door. Here are some ways to create content that's authentic to TikTok and the For You page:

- **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.
- Keep **videos at a 9:16 vertical aspect ratio** to make content optimal for a phone screen.
- Include **people** in your videos, like yourself, creators, employees, or customers.
- Draw **inspiration** from creators or other businesses in your category/vertical.
- **Tip: Check out Creative Center's [Top Ads Dashboards](#).**

Structure your content

Create content that shows value and drives effectiveness, all while hooking your audience in. Focus on grabbing attention, conveying value, and then driving action.

- Split the structure of your creative into **three sections: the hook, the body, and the close.**
- Use messaging across all three to guide your audience, and weave your branding throughout so that the brand naturally drives impact.
- Your **hook** should drive audience engagement, before the **body** pulls them into your key selling points.
- And finally, the **close** should have a clear **call-to-action**, such as **Buy Now**.

Video ads made simple with CapCut

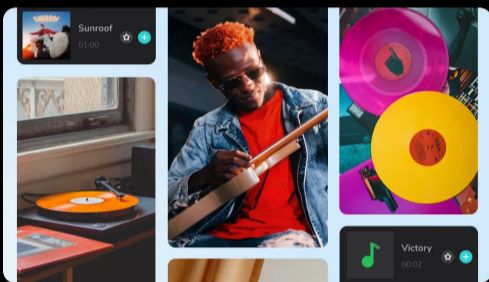


CapCut is an all-in-one video editor for desktop and mobile that empowers anyone to create incredible ads for TikTok, regardless of video-editing expertise.



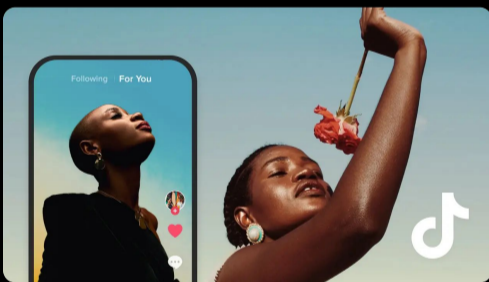
Simple Drag & Drop video editor

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



TikTok-styled elements for commercial use

Make your videos pop by tapping into CapCut's extensive library of commercially licensed music and sounds, filters, animations, stickers, fonts, and more – all cleared for use in ads. (UK only)



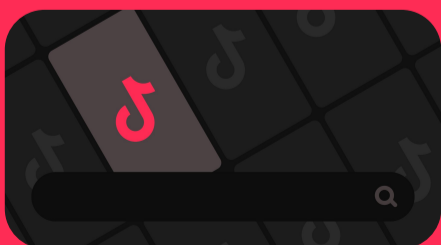
Smart features to help with quick creation

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

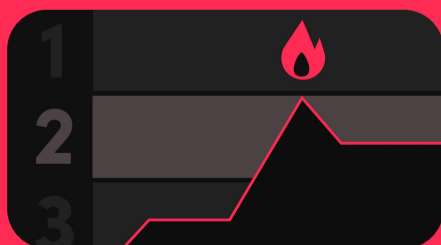
[Learn more about CapCut](#)



Build your TikTok knowledge with Creative Center



Top Ads Dashboard



Trend Intelligence



Creative Strategies

Optimisations

Once you set up your campaign, check out these best practices to boost performance.



1 Keep your initial audience-targeting broad

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

2 Optimise towards mid-funnel events like Add-To-Cart

Increase your chances of success by starting with “Add-To-Cart” and then gradually progress towards “Complete Payment”. This teaches the system what types of visitors are more likely to convert.

3 Allow ad groups time to adjust between changes

Be patient when making changes to your ad groups. Avoid modifying targeting, bidding, budgets, and tracking more than once every two days.

4 Don't make adjustments during the learning phase

Avoid adjusting your targeting bid, budget, and creative before your campaign exits the learning phase. Give ad groups time to readjust between changes.

5 Regularly refresh your creative

Keep your campaigns exciting and fresh. Brands see the best performance when refreshing creative every seven days throughout a campaign.

6 Make incremental changes to your bid and budget

Increase your budget by up to 50% (ideally before the weekend), then wait two days before changing again. Don't change the bid by more than 20% from the previous bid setting.

Additional optimisations

Adjust target audience

Broad audiences tend to perform much better than narrow targeting. Try targeting expansion to increase the audience size.

Simplify account structure

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

Expand your audience

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

Diversify creative options

Try to have three to five creative options per ad group.

**Thank
You!**

