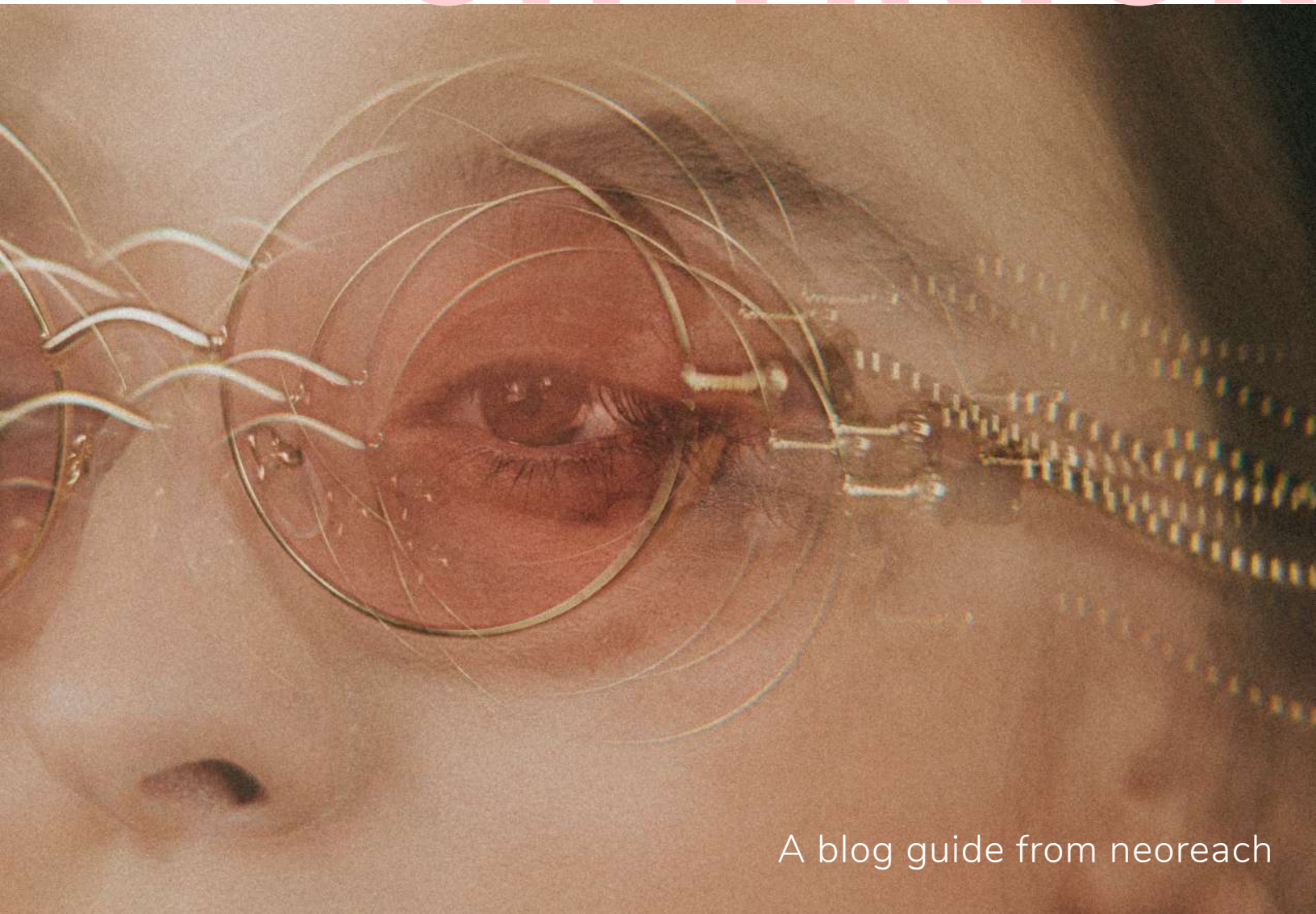


A Guide to Influencer Marketing on TikTok



A blog guide from neoreach



TikTok is a global superstorm that's changed how media is consumed and marketed. As the go-to platform for entertainment and ecommerce, consumer spending on TikTok has surpassed \$2.5 billion, with US TikTok consumers making up 23.7 million. Because of TikTok's legacy, platforms like Snapchat, Instagram, and Spotify are beginning to mimic what makes TikTok so widely popular.

As TikTok reshapes content consumption, influencer marketing emerges as a vital tool. Whether you're a seasoned marketer or new to social media, mastering TikTok collaboration can amplify your brand's visibility and engagement. This guide will delve into TikTok influencer marketing, equipping you with strategies to tap into this platform's potential for brand growth.

Why is TikTok so Successful?

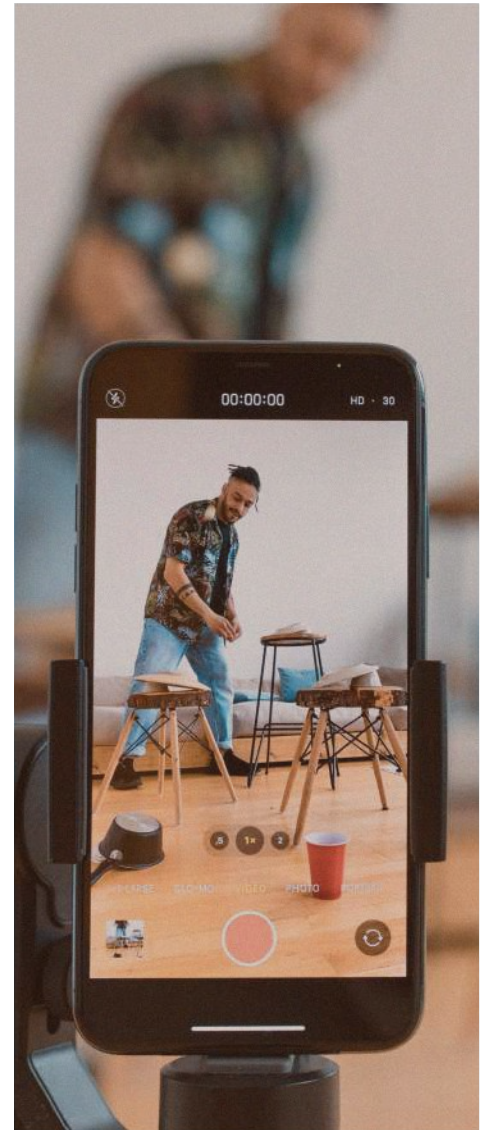
TikTok, a social media platform born in 2016, has swiftly become a global cultural phenomenon. Developed by the Chinese tech company ByteDance, TikTok's unique format centers around short-form videos, typically lasting between 15 to 60 seconds. This bite-sized content, often accompanied by music and creative effects, allows users to express themselves, entertain, and connect with others innovatively.

TikTok's rapid ascent is attributed to its inherent appeal to a younger, tech-savvy audience seeking short-form content. Powered by machine learning, TikTok's algorithm adeptly curates an individualized feed for each user based on their interactions, fostering addictive user experiences. This personalized approach and the platform's user-friendly interface have contributed to its staggering growth, making TikTok a major player in marketing.





The platform's viral challenges, dance trends, and meme culture have entertained and shaped broader internet culture. Likewise, TikTok's immense popularity has drawn attention from content creators, artists, and businesses.



This hodgepodge fuels a surge of influencer-driven content that bridges entertainment, education, and brand promotion.

Influencer Marketing on TikTok

At its essence, influencer marketing entails forging partnerships with individuals who influence audiences, shaping their opinions and purchasing decisions. TikTok's distinctive environment thrives on authenticity and ingenuity, making it an ideal arena for harnessing the power of influencer collaborations. Brands must recognize the potential of leveraging influencers' follower networks to expand reach and engage.



Before delving into the intricacies of influencer marketing, define your target audience. Dive into demographics, interests, behaviors, and emerging trends seamlessly aligning with your brand's identity. This comprehensive understanding forms the cornerstone of your influencer selection process, ensuring that the creators you partner with build authentic connections.

Are you looking to elevate brand visibility, ignite engagement, or catalyze sales? Well-defined goals guide influencer marketing, shaping your campaign's strategic direction and providing a measure for evaluating its efficacy. Each campaign objective should seamlessly mesh with your overarching marketing strategy and broader business objectives. Here are a few examples of TikTok campaigns that brands can learn from.

Case Study: Chipotle's *#GuacDance* Challenge

The *#GuacDance* challenge exemplifies the convergence of TikTok's dynamics, influencer collaboration, and brand resonance. Chipotle's ability to transform a playful challenge into record-breaking sales underscores the potential of innovative influencer marketing strategies on emerging platforms.

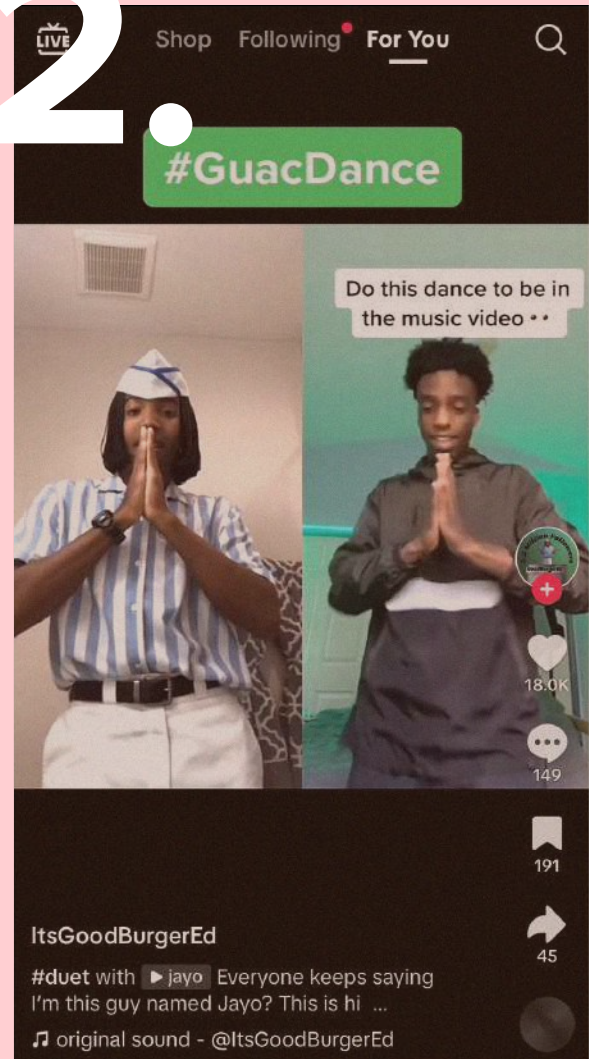
1.



Chipotle's #GuacDance challenge in 2019 celebrated National Avocado Day on TikTok with a dynamic fusion of guacamole and dance. The challenge urged users to sync their dance moves to the infectious "Guacamole Song" by Dr. Jean, creating a vibrant collection of lively dances and memes.

<https://www.tiktok.com/@aminalcracker/video/6738902160647507206?q=%23GuacDance&t=1692819168984>

2.



Aligning the challenge with National Avocado Day was an incredibly successful marketing strategy, capitalizing on the event's theme and TikTok's penchant for creative content. Chipotle leveraged the influence of YouTube personalities Brent Rivera and Loren Gray to promote their campaign, igniting a wave of community participation and duets.

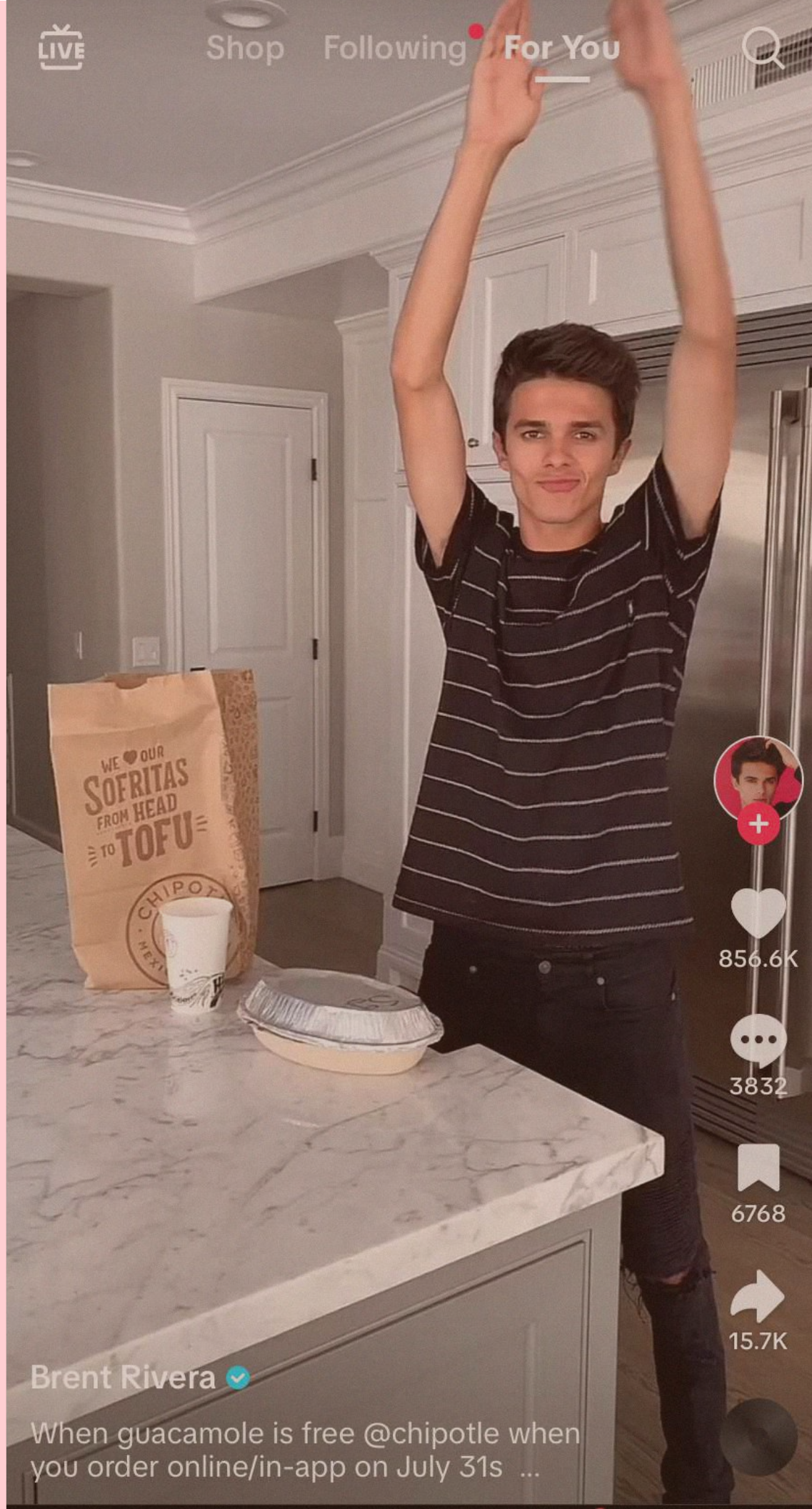
[<https://www.tiktok.com/@goodburgered/video/6813873417104690437?q=%23GuacDance&t=1692819168984>]

3.

In a whirlwind six days, the challenge amassed 250,000 video submissions and a staggering 430 million video starts. The campaign's success translated into a remarkable 65% increase in guacamole orders, propelling Chipotle to serve over 800,000 sides of guac in a single day!

Chipotle's campaign demonstrated an astute blend of digital trends and real-world impact. By harmonizing TikTok's vibrancy, influencer endorsement, and culinary celebration, Chipotle showcased its adeptness at merging modern marketing with tangible outcomes.

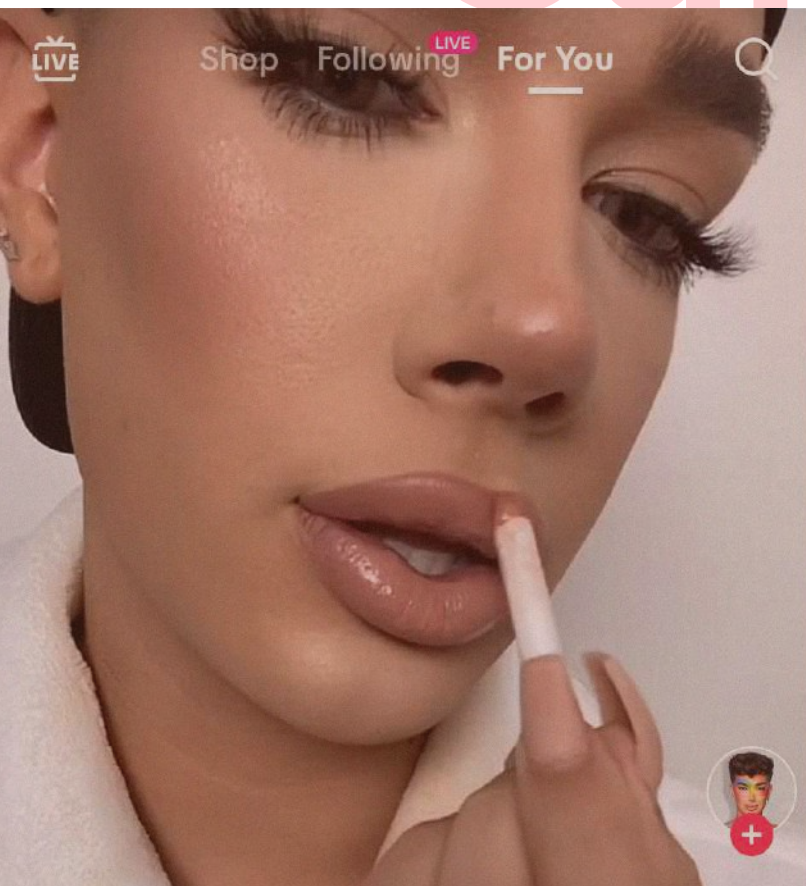
[<https://www.tiktok.com/@brentrivera/video/6717324567502703878?q=%23GuacDance&t=1692819168984>]



Brent Rivera ✓

When guacamole is free @chipotle when you order online/in-app on July 31s ...

Case Study: e.l.f. Cosmetics' *#EyesLipsFace* Campaign



e.l.f. Cosmetics embarked on their influencer marketing campaign on TikTok through their #EyesLipsFace challenge. At the campaign's core resided an original music track that echoed contemporary hits, serving as the driving force behind the #EyesLipsFace challenge.

The campaign's impact transcended the digital realm, with faces like Lizzo, Ellen DeGeneres, and Reese Witherspoon joining the challenge organically. Their involvement propelled the campaign into the realm of pop culture, traversing platforms such as Instagram, YouTube, and Twitter.



In a remarkable milestone, the campaign accumulated nearly 5 million user-generated videos, amassing a staggering 7 billion views within the TikTok universe. This feat crowned the #EyesLipsFace challenge as TikTok's swiftest-ever endeavor to reach the coveted one billion views mark. The campaign's original music garnered over 20 million streams across Spotify, iTunes, and YouTube.

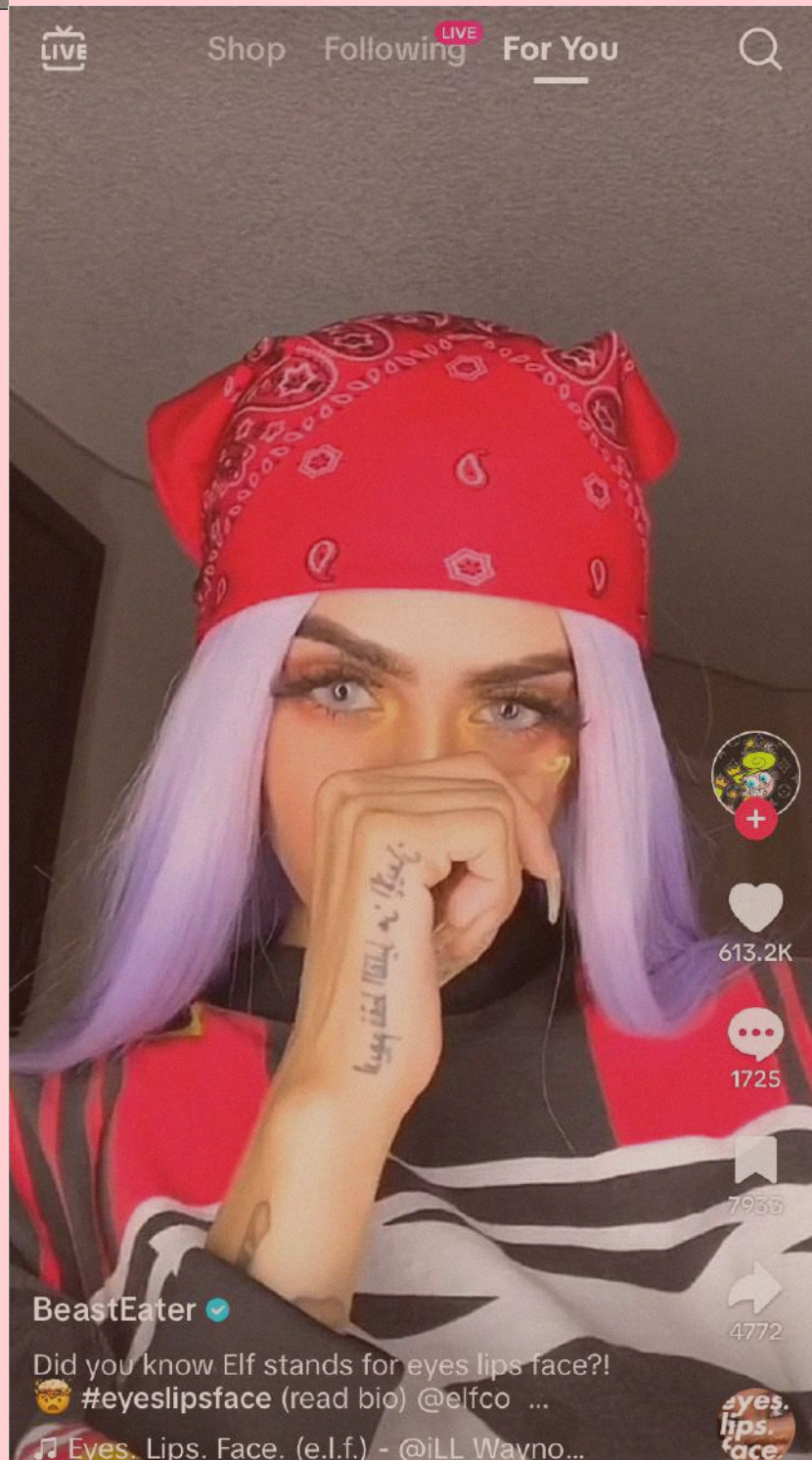
<https://www.tiktok.com/@jamescharles/video/6750781155731180806?q=%23EyesLipsFace&t=1692819056035>

The campaign's immense resonance caught the attention of notable media outlets, including Vogue, Rolling Stone, Bustle, and Forbes, generating an impressive 1.5 billion impressions. This media recognition further solidified the campaign's global impact and acclaim.

The triumphant campaign ultimately fostered a partnership with Republic Records, home to industry giants like Drake, Taylor Swift, and Ariana Grande. Together, they released an official music video that showcased the campaign's cross-media influence and propelled its legacy to unparalleled heights.

e.l.f. Cosmetics' #EyesLipsFace campaign is a paradigm of how influencer marketing can transcend boundaries, ignite viral movements, and cultivate deep brand connections. The campaign has redefined the landscape through a strategic blend of acumen, ingenuity, and cross-platform engagement. The aftermath? E.l.f cosmetics left an indelible mark on TikTok and the ebb and flow of social media trends and challenges.

<https://www.tiktok.com/@beasteater/video/6743747000208035078?q=%23EyesLipsFace&t=1692819056035>





Conclusion

TikTok has emerged as a powerhouse for influencer marketing, revolutionizing how brands engage with their audience. The campaigns discussed in this guide underscore the art of crafting compelling narratives that resonate with viewers. From Chipotle's clever methods of user engagement to e.l.f. Cosmetics' viral triumph, both campaigns exemplify the potential of TikTok's dynamic platform.

These success stories offer invaluable insights for marketers navigating influencer marketing on TikTok. By leveraging the power of creative challenges, original music, and authentic endorsements from influencers and celebrities, brands can cultivate engagement, virality, and resonance.

As the digital landscape continues to evolve, TikTok's influence will strengthen, making it a pivotal platform for brands to foster genuine connections with their audience. The lessons from these campaigns forge the path toward innovative, impactful, and authentic influencer marketing on TikTok, enabling brands to captivate, inspire, and elevate their reach.

Sources

<https://www.socialpilot.co/tiktok-marketing/tiktok-statistics#:~:text=TikTok%20ads%20reach%2017.9%25%20of,of%20male%20Gen%20Z%20users.>

<https://www.nytimes.com/2019/03/10/style/what-is-tik-tok.html>

<https://www.alistdaily.com/lifestyle/chipotle-tiktok-guacdance-campaign/>

<https://www.marketingdive.com/news/chipotle-smashes-tiktok-records-with-guacdance-challenge/560102/>

<https://www.modash.io/blog/tiktok-influencer-marketing-examples>

<https://moversshakers.co/elf-tiktok-challenge>