



The Buyer's Guide to  
**Creator Marketing**  
on **TikTok**

**TikTok:**  
For Business

**iab**  
europe



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This document is best read in Adobe Reader. You can swipe down, click across and jump back to this content page by selecting the icon at the top right.

We've included some links so you can get in touch with us and have deeper dives but make sure to come back to the book for more inspiration.

# Section 1: An Introduction from IAB Europe

# An Introduction from IAB Europe

Since the emergence of commerce, advertisers have harnessed the power of influence to persuade consumers to follow their brand and purchase its products. From producing a recognisable brand identity that promotes consistency, to creating memorable ads that spark action and even leveraging social proof, they have long utilised influencing techniques as tools for advertising success.

Let's face it, a decade ago, the term 'Influencer Marketing' didn't exist. We may have looked to celebrity endorsement to sway our purchasing decisions, but we weren't consumed by being online, spending on average **two hours a day** on our mobile devices scrolling through social media. Yet today, online influencers are integral to the marketing mix. Born out of our need for social interaction, they have the power to affect

purchasing decisions because of the relationships they have built with audiences online. They also often have strong followings in niche areas that enable close consumer connections. No surprise then, that the influencing industry is booming, with brands set to spend up to **\$15billion** globally on influencer marketing by 2022.

As social media platforms have given rise to influencers, so too are they paving the way for innovation, creativity, and authenticity through organic content creation. Where home video recorders were once our go-to means of producing our own content, we now all have the ability to capture, create, shape, and share content at our fingertips, with advertisers poised to tap into this new opportunity.

So, how has the rise of influencer marketing

opened the opportunity for Creators? What does the evolution of Creator Marketing look like? And how can advertisers use these new tools to engage with audiences?

This guide has been developed by IAB Europe in collaboration with TikTok to answer all these questions



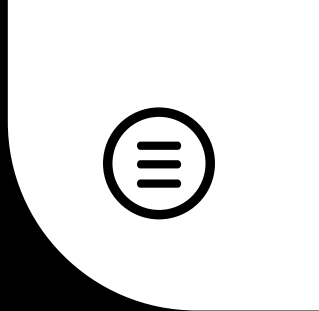
# Introducing TikTok

For those of you that don't know, TikTok is a platform where you can unleash your brand's creative side. A fully immersive, no judgement world where there's an audience for every voice. TikTok has become the world's leading destination for short-form video entertainment and information.

On TikTok, no matter how big or small your business, no matter what you're making or selling, it believes that your brand deserves to be discovered here. How? By not thinking like advertisers and behaving like Creators. By tapping into the uniqueness of its users and the space they love. By making TikToks. As such, [TikTok For Business](#) is the gateway for businesses to begin their TikTok journey.







# Section 2: Creator Marketing

# The Rise of Influencer Marketing by IAB Europe

Before we take a deep dive into the world of Creator Marketing, it's important to take a step back and look at Influencer Marketing and how it came to prominence.

Now an established form of digital advertising, Influencer Marketing is, by definition, a form of social media marketing involving endorsements and product placement from influencers, people and organisations who have a purported expert level of knowledge or social influence in their field.

But despite being a relatively fresh concept, the notion of using influential figures isn't actually new.

Take Coca-Cola for instance. Back in the [1930s](#) the soft drink brand started shaping, creating and

featuring in its ads what we now know to be the most popular image of Santa Claus. The brand created an image that resonated so well in consumers minds, that it still encourages association with Christmas to this day. What started as fictional characters then moved to celebrity endorsement, with brands looking to include famous figures and movie stars in promotional assets, to help sell products. From Chanel's celebrity perfume muses to George Clooney enjoying a smooth sip of coffee, it's a tactic marketer's have long used in print ads and on television to reach a greater audience - leveraging celebrity gravitas and fan base for engagement.

Yet when social media platforms like Facebook, Instagram, Twitter and YouTube began to arise, more and more people started to jump on the

bandwagon of sharing everyday life online., b Regular people, like us, started to accumulate large followings based on the highly engaging content we were able to create and share organically. Because of this new ability of ordinary people to influence audiences, the Influencer Marketing phenomenon was born. These influencers don't necessarily see themselves as influential in the real world, but they have a strong online presence and following that makes them ideal partners for brands looking to reach audiences in authentic and real ways. Marketing phenomenon was born. These influencers don't necessarily see themselves as influential in the real world, but they have a strong online presence and following that makes them ideal partners for brands looking to reach audiences in authentic and real ways.

# Definitions

Creators are the lifeblood and heart of TikTok. So, what is a Creator? And what does Creator Marketing actually mean?

## Creator

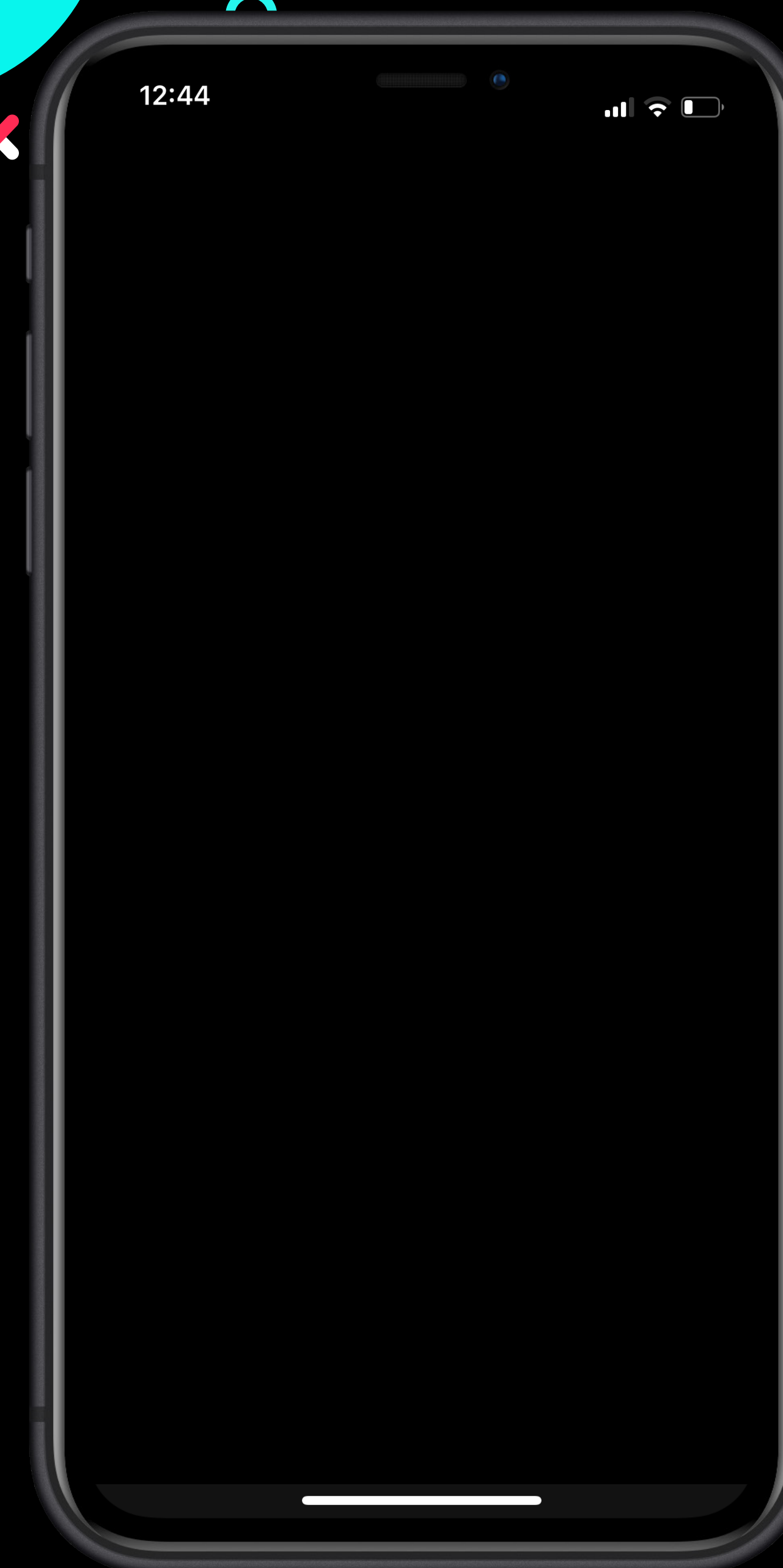
Online content creators, who create content for a meaningful purpose and build communities around themselves.

## Creator Marketing

The collaboration between an online content creator and brand to market a product or service

TikTok refers to Influencers as Creators. TikTok Creators specialise in producing original video, music, or other content in their unique style. They resonate with their followers and they drive deep engagement. Creators build supporting and engaged communities around them, they inspire their following and produce content with a purpose. When partnering with a brand, they represent the brand while staying true to their authentic style.

Creator Marketing is a type of marketing that involves working with digital Creators to promote a product or service. The Creator is involved in early stages, from the conceptualisation to the development and production of branded content, and the brand gives the Creator creative freedom. For brands, Creator Marketing opens an entirely new window of opportunity to create and share original content that speaks to people in real, authentic and joyous ways.





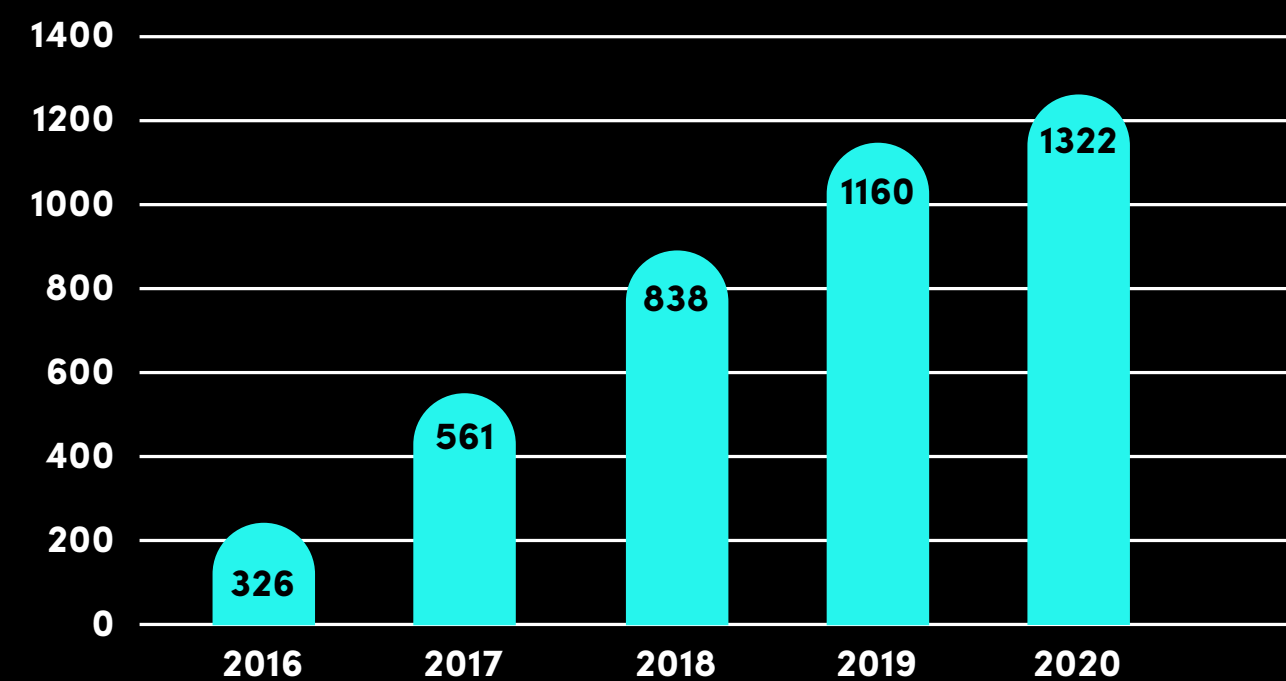
# The Creator Marketing Opportunity in Europe by IAB Europe

When thinking about Creator Marketing, it is actually a relatively new term that in part intersects with the term influencer. Yet 'Creator' is also a broader notion in that it focuses on people generating content, and not solely on the commercial power of persuasion, that is so often related to 'Influencer'.

The data shows that Creator Marketing is set to see continued growth in Europe, reaching over 1.3bn in spend in 2020, and set for continued growth in 2021, and beyond.

We've looked at what Creator Marketing is and the opportunity in Europe. Let's now take a deep-dive into the Buyer's Journey and how you can apply it to your own marketing strategy.

## Creator Marketing Spend in Europe: EURm



**How the data was calculated:** As a fairly new concept, statistics on Creator Marketing are scarce, but the following market sizing chart has been created to demonstrate the huge potential for Creator Marketing in Europe.

*To create a baseline, IAB Europe compiled influencer estimates from 8 different sources globally and compared them. This revealed material difference in size, owned to different definitions, methodologies. In line with best practice in equity research, IAB Europe created a consensus estimate based out of the existing data. This was then benchmarked against company results from companies like Snap, Facebook, and TikTok. China was actually removed from the equation, as this market has very particular dynamics. European influencer estimates were then compared against regional revenue shares of large platforms. In the end a 'long-tail' was estimated in order to align Influencer and Creator definitions. Growth rates are blended rates based on the SEC filings of platforms and growth rates of specialist Creator agencies.*



# Section 3: The Buyer's Journey - A Step by Step Guide



# The Buyer's Journey – A Step by Step Guide

TikTok distils much of what's good about the internet – positivity, humour, knowledge-sharing and irreverence – into an essence best described in the platform's mantra: 'Inspire Creativity and Bring Joy'.

It's an adage embodied by the short-form video platform's millions of users and thousands of Creators, each of whom speaks in a unique voice to a particular audience.

As **Jo Burford**, Global Head of Marketing at Influencer Marketing agency Whalar, notes, TikTok Creators differ from traditional influencers in that they **“approach content with a more performative and light-hearted approach”**.

For any marketer considering a campaign on the

platform, Creators are a genuine alternative to the traditional model of the agency Executive Creative Director – in effect, creative directors with a level of insight into and understanding of the platform that no agency currently has.

Not only that. A recent study by marketing agency Obviously found brands that are circumventing production agencies and using Creators to produce assets, instead are slashing costs by 50%, while advertisers are seeing a 40% increase in ad performance of user-generated content in social ads.

To help marketers navigate this new platform, follow the steps below:





# The Creator Marketplace

Choosing the right Creator, who can reach the right audience is the first key step for a brand working with TikTok. Enter The Creator Marketplace (TCM), the official platform for brand and Creator collaborations on TikTok.

From foodies to fashionistas, all 15,000 Creators on the TCM are approved by TikTok based on content quality, engagement rates and other performance criteria.

You can view whitelisted Creator profiles, follower demographics and performance analytics to see who is trending with their target audience and pick the right fit based on your goals. You can also search by region, topic and reach, and filter by attributes such as content topics. Through the TCM, you can reach out to Creators directly and discuss the campaign and its terms.

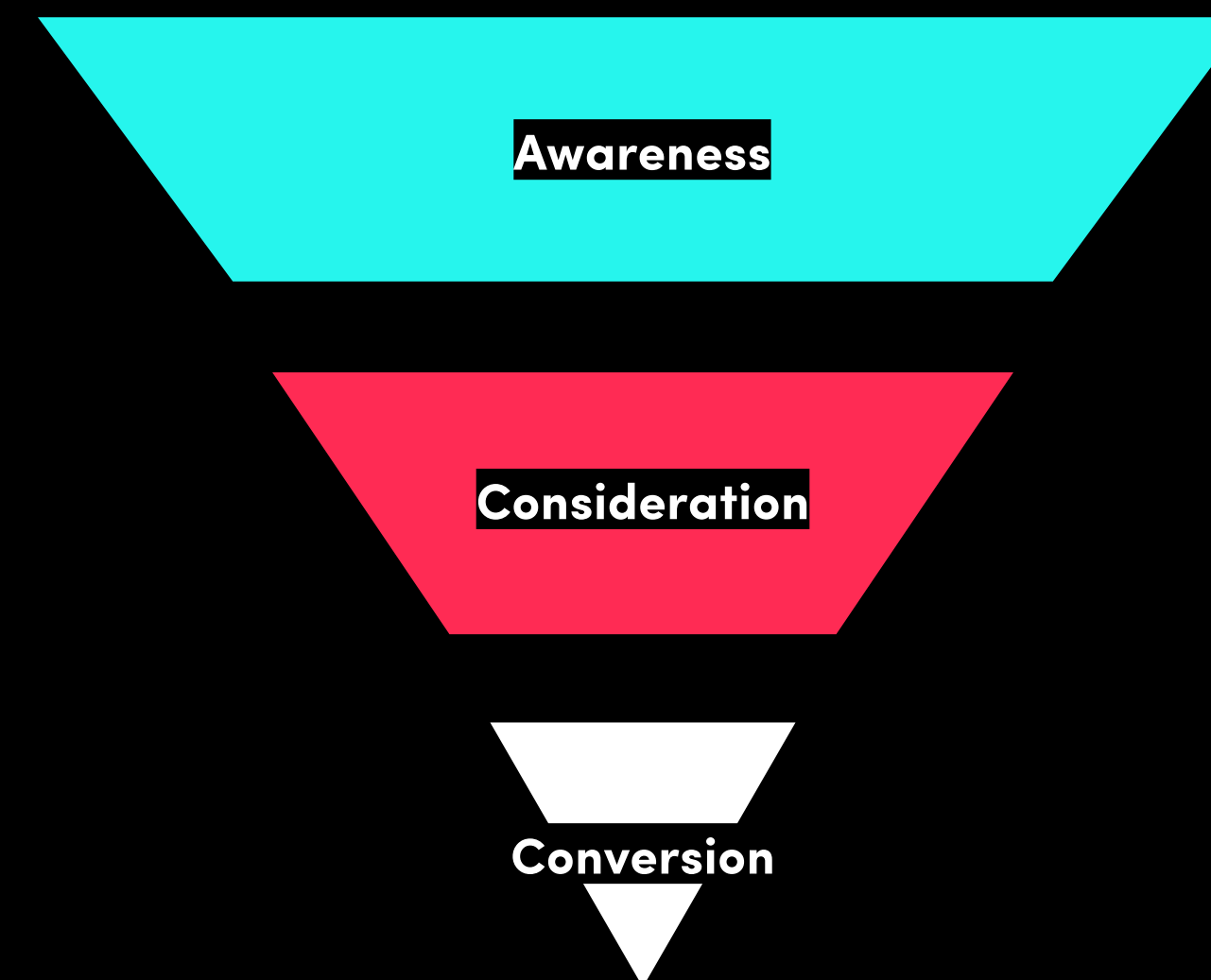
For brands, it's important to know of any previous brand collaboration the Creators have engaged with. The TCM shows previous brand partnerships in a dedicated section on the platform. With campaign reporting tools, you can track the Creator's video in real-time, and track the video's performance and the audience reached.

Follow these easy steps to working with TikTok Creators, to ensure success in your next campaign.

## 01 HOW TO SELECT THE RIGHT CREATOR

Set actionable goals, from awareness to consideration and conversation, along with identifying your target audience.

**Who can introduce and differentiate your brand** by creating catchy and entertaining videos that feel native to TikTok, staying true to their own



style while incorporating your brand's story and products into them.

**Who can inspire usage and recommend your products** via reviews, how-tos, and demos for people who turn to them for advice and inspiration.

**Who address the needs and pain points** of people by introducing your brand and product as a solution, while creating frictionless buying



experiences with clear CTA and deep links.

You can then use detailed analytics on The Creator Marketplace to find a Creator who can reach the right audience and create content in line with your overall goals. It's important to choose a Creator based on your campaign concept, so do ensure you have the visual direction of your campaign brief finalised before searching for Creators.

Remember to also collaborate with Creators who can orchestrate your brand messaging across the marketing funnel, to help drive conversion and brand love.

Find your perfect fit through the following pillars:

### **Brand Building**

- Perfect for providing mass reach
- Great at inserting a brand into the cultural conversation to inspire UGC
- Brand-building by association

### **1M+ Followers**

They are athletes, actors, musicians, artists, and other personalities who are well-known names in their field.

### **Educational**

- Provide high engagement and scalable audience reach
- Steer conversations through topics that highlight the features of a brand or product

### **Up to 500K Followers**

They are mid-scale creators who create content for segmented online communities.

### **Inclusivity**

- Engage real consumers at the peer level
- Bring in big business impact with true influence, value, and diversity
- Trusted and followed by a tight-knit community

### **Up to 500K Followers**

They are everyday consumers, friends, and family.

**02 HOW TO CREATE THE PERFECT BRIEF**

Embrace the fresh and unexpected by empowering Creators to speak to TikTok users in their own voice, in their own way, through their own actions. Harness their credibility, and their audience will engage with your brand.

Don't forget, TikTok is one of the few immersive 'sound-on' platforms that offers endless untapped opportunities for brands. So, make sure you select catchy tunes and bring in striking interactive effects to lay the foundation of your story.

TikTok's motto is 'Don't Make Ads, Make TikToks'. Conventional polished endorsements that put the brand before all else don't work in TikTok's world. Build on ideas that people feel are relatable and be sure to have entertainment at the core by keeping your brief light. You can inject fun into your campaigns with a Creator's friendly style and tone of voice, using TikTok built-in creative functions.

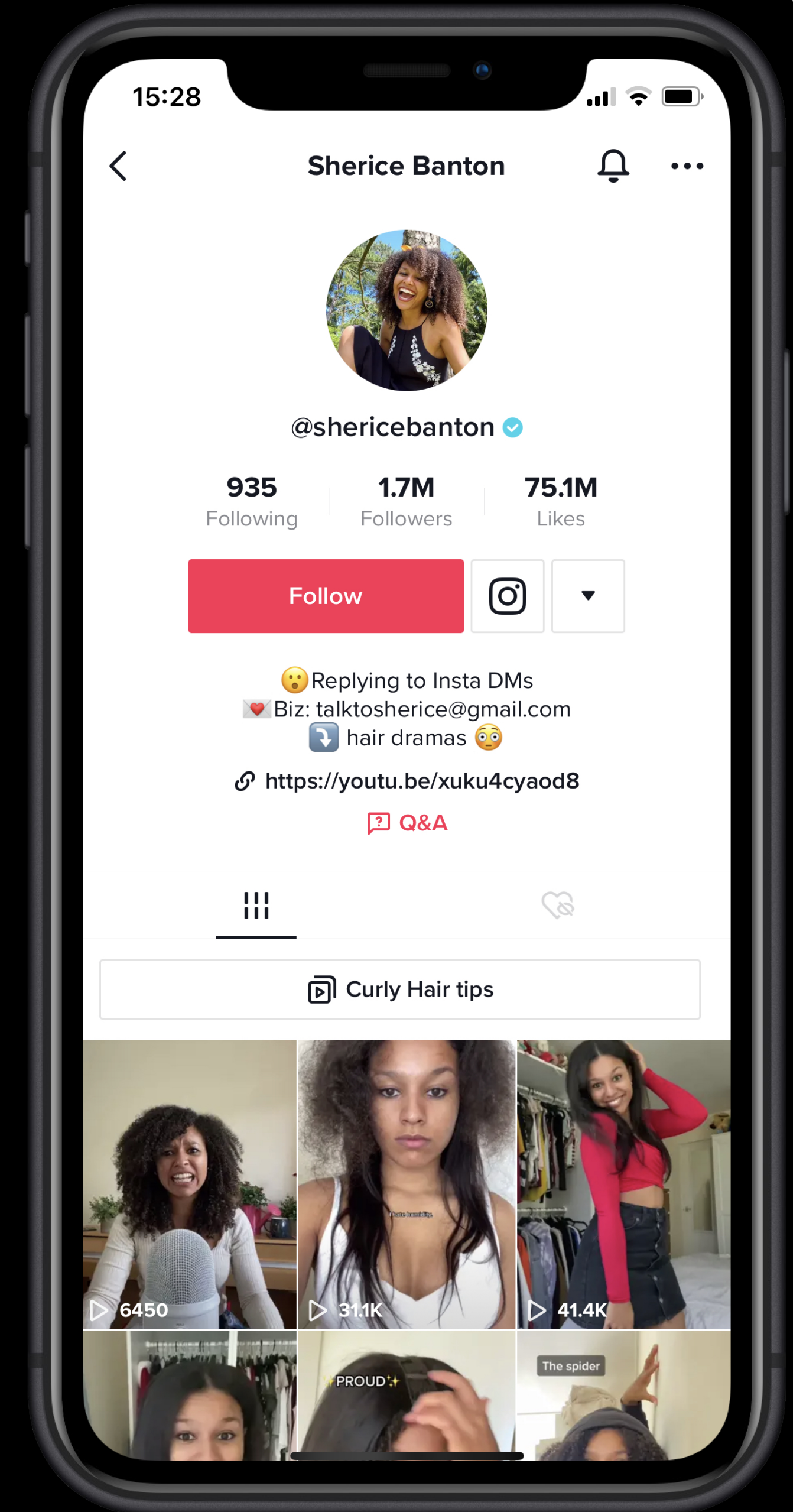


Lastly, it's good to build narrative threads with users, not for them. Creators can tease content over time to build hype. When your brand's story and product is part of a trend shaped around charming moments, people will jump on board and build the campaign with you.

**DON'T MAKE ADS.**  
**Make Tiktoks.**

**03 TOP TIPS FOR WORKING WITH TIKTOK CREATORS**

TikTok Creator campaigns should be a two-way partnership. Popular Creator **Sherice Banton**, who has over 1.5 million followers, shares some of her top tips:





- **Help them love the brand like you do and understand the culture, history and messages – give them as much knowledge as possible. Creators are TikTok experts, but you’re the expert on your brand.**
- **Let the Creator be themselves. Within the campaign concept and brief, let them put their spin on it and do it in a unique way, to get the right connection between the brand message and the Creator’s audience. The result will be more natural and successful.**
- **Tap into Creators’ TikTok expertise. No one obsesses over TikTok trends more than they do. If you want to make an idea ‘more TikTok’, let them tell you how to do that, as they have the experience of what content engages and resonates with their audience.**
- **Think TikTok first, rather than treating it like an ad.**

#### 04 STAY TRANSPARENT

As with any influencer marketing campaign it’s important to ensure your content is in line with the relevant industry rules and regulations. Below is a list of must-do practices to help you ensure transparency to audiences and compliance with regulations:

##### DISCLOSE SPONSORSHIPS

Ensure Creators comply with national advertising regulations by including #ad and/or #sponsored clearly and in a visible portion of their captions. Only use the relevant regional disclosure.

##### OWNERSHIP CLAUSE

Define clear permissions for resharing and repurposing Creator-generated videos. Explicitly state in the contract how and when they can be reused, as well as for what purpose.

##### PROHIBITED INDUSTRIES

Ensure Creator content complies with [TikTok’s Advertising Guidelines](#) to ensure the community

remains in a safe shared space.

##### CREDIT CREATORS

Disclosing a partnership goes both ways. People appreciate brands who credit the Creators and state partnerships clearly.

##### EXCLUSIVITY CLAUSE

Negotiate product exclusivity before starting a collaboration to prohibit a Creator from forming partnerships with competitors in the near future.

##### MUSIC RIGHTS

Ensure that you have the necessary license to use audio or provide your own music.

## 05 SETTING THE PRICE

Creative work comes in a lot of shapes and forms, and TikTok wants its Creators to be paid fairly and equally.

Here is a simple 5 step checklist, to help you set the price for your Creator:

- 01 Check the Creator's overall social presence: A Creator who has a large online, or celebrity presence will tend to charge a higher rate.**
- 02 Always equality-check your offer: Are you paying Creators equal amounts across gender, age, race, ability and sexuality?**
- 03 Consider possible expenses the Creator might incur to create your video (buying a product and props, travel, etc.).**
- 04 Consider the timeline that you are asking Creators to work towards. If you are asking Creators to turn a video**

**around in a few days rather than a few weeks, consider the additional work and expense this could incur for them.**

- 05 Remember that your initial brief is what Creators will use to determine their fee. If you add additional edits, amend your brief, or move the deadline for a project, you need to consider you are asking for more work from Creators, and their fee should be adjusted accordingly.**

## 06 HOW TO INCLUDE CREATORS IN YOUR MEDIA PLAN

TikTok recommends putting Creators at the heart of your campaigns. It has seen significant positive impact in multi-product media plans, where Creators help brands direct traffic to an event happening within the app, such a Livestream or Hashtag Challenge.

Its ad products are built around its community and Creators. Ready to start a viral movement? The

Hashtag Challenge, is your brand's viral moment. With this ad format you can watch as TikTok's creative community responds to your challenge by making and sharing videos of their own.

## 07 HOW TO MEASURE SUCCESS

Engagement rate has been widely accepted as a core metric for measuring success of a Creator campaign.

TikTok has observed something it calls "The Creator Effect" - substantial and consistent better performance in Creator-led campaigns across different verticals from beauty, gaming to entertainment.

Using Creators effectively in campaigns has shown an uplift in Ad Recall of up to 50%. Above benchmark performance has been observed across Awareness, Brand Association and Purchase Intent - when using Creators correctly.



Using Creators contributes to the native look and feel of the Ad on the platform. Creators know the platform best, they are storytelling-experts, and they know the type of content which performs on the platform best.

In order to track your campaigns, TikTok offers Brand Lift Studies, which will give you detailed insights on the performance of your creatives.





# Section 4: Key Considerations



# Regulations

We all know that users need to know that they're watching an ad. You must, therefore, ensure you use the "sponsored video function" within the app by selecting the campaign when prompted, as per the screenshots below. This will ensure "#ad" or the local equivalent is automatically added to your posts.

Some products are, understandably, not appropriate for you to advertise on TikTok and advertisements featuring them will be rejected. Please do take note of the prohibited and restricted products below, and be reminded that this list is not exhaustive, and could change in the future.

 <b>Cigarettes/ tobacco/ecigs</b>	 <b>Drugs</b>	 <b>Porn/Sexual Content (sex toys, contraception)</b>	 <b>Weightloss pills</b>	 <b>Counterfeit Goods</b>	 <b>Police/Military Equipment</b>	 <b>Illegal Products</b>
 <b>Weapons/ Guns</b>	 <b>Age Restricted Films/Games</b> <small>(Any films rated 15+)</small>	 <b>Virtual Currencies</b>	 <b>Political Advertising</b>	 <b>Children's products or services</b> <small>(ads targetting children)</small>	 <b>Infant Formula</b>	 <b>Dating Services</b>
 <b>HFSS Foods (UK Only)</b>	 <b>Over the counter medicines</b> <small>(Prohibited in Italy/ Restricted in other markets)</small>	 <b>Healthcare/ Pharmaceutical products</b> <small>(medicines, &amp; medical devices such as dental appliances &amp; contact lenses, health supplements)</small>	 <b>Financial Services</b> <small>(Such as insurance &amp; loans) - Licensed, regulated products aimed at younger audiences, such as student bank accounts would be allowed</small>	 <b>Predictions Apps</b>	 <b>Gambling</b>	 <b>Alcohol</b>

# Music Rights

TikTok is a creative hub with music in its veins.

When working on brand partnerships with TikTok Creators, you will have to supply the Creator with a track, which has been cleared for advertising usage. This is important, as your video can otherwise be subject to royalty fees. TikTok also offers a royalty-free library, which is called "Promo+" Playlist. This playlist is available to all Creators who are part of the Creator Marketplace.

# Brand Safety

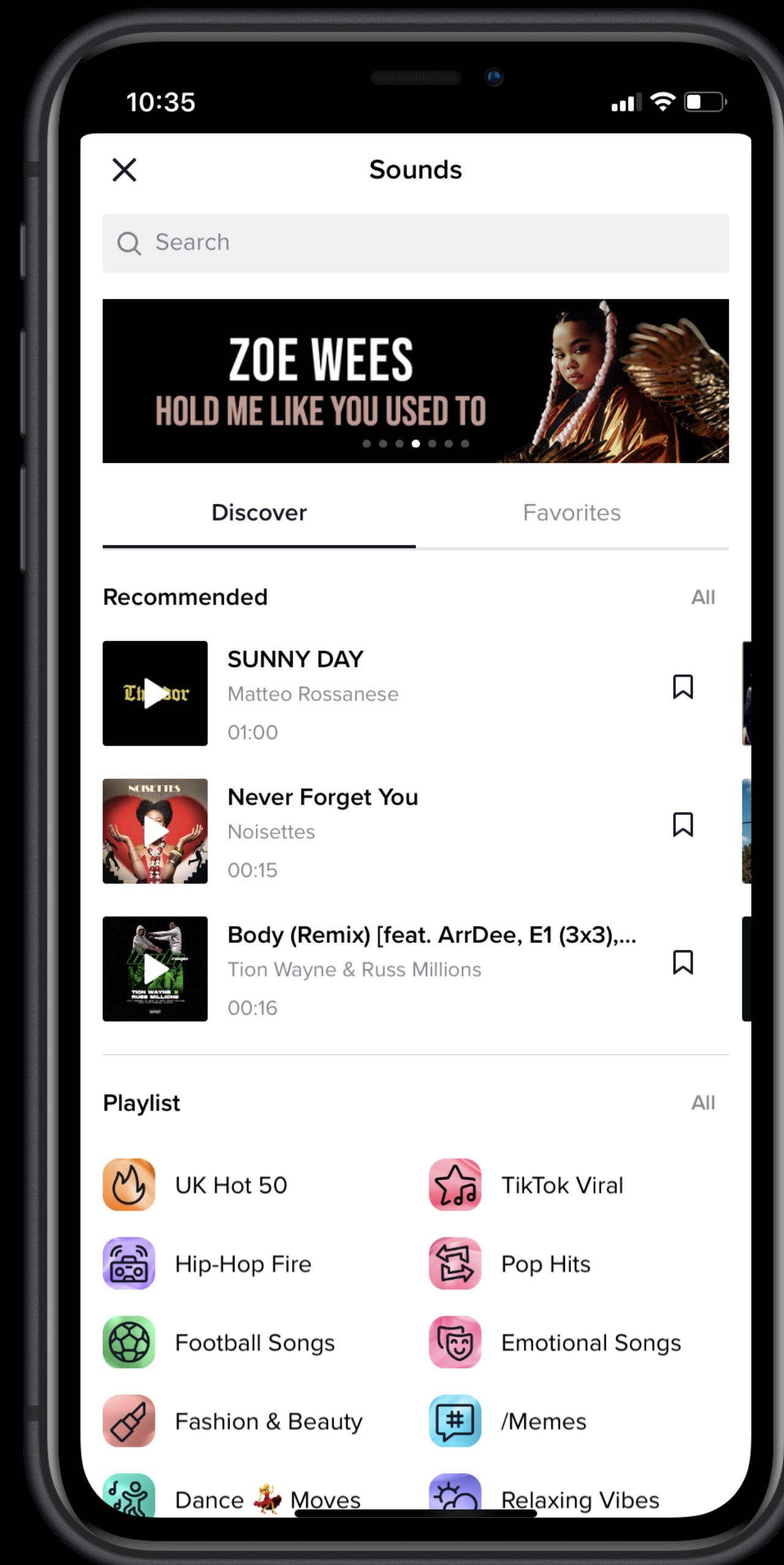
It's very important to ensure digital messages appear in suitable environments, not solely to avoid risk, but also to reach the right consumers effectively. All brands are unique and their definition of brand suitability is driven by their

values and goals. There is no one-size-fits-all approach to brand suitability, and using blunt instruments such as avoiding or blocking all news related content may not be appropriate and can even lead to missed opportunities.

## Start off by considering the following as baseline best practices:

- Apply your brand values to understand and establish clear brand suitability guidelines.
- Constantly ask key questions such as, "Is there any content that our brand would want to avoid?"
- Leverage and recognise the purpose of each tool to refine your strategy.

TikTok's partnership with [OpenSlate](#), enables you to feel comfortable and confident that your





ads are served alongside brand safe content, by mitigating risks around content and helping protect brand reputation by:

- **Filtering organic content around your ads**
- **Providing you with a transparent reporting system post-campaign**

TikTok understands the importance of not only integrating robust third-party brand safety solutions, but also meeting industry best practice, which is why it is a signatory to the Global Alliance for Responsible Media Charter, and the Trustworthy Accountability Group, recently achieved TAG's Brand Safety Certification.

In the second half of 2020 (July 1 - December 31), **89,132,938** videos were removed globally for violating our Community Guidelines or Terms of Service, which is less than **1%** of all videos uploaded

on TikTok. Of those videos, we identified and removed **92.4%** before a user reported them, **83.3%** before they received any views, and **93.5%** within 24 hours of being posted.



# Diversity & Inclusion

At TikTok, one of our core values is to champion diversity and inclusion on our platform. Driven by this shared vision, we are working towards a more diverse and inclusive industry.

We work directly with brands on campaigns to ensure fair representation of creators from different backgrounds, including physical abilities, sexual orientation, religious beliefs, ethnicity, gender, body type and so on.

Having a diverse group of creators represent your brand will resonate with the TikTok community and will be celebrated, but that's not the only advantage, the brands will also broaden their reach, leading to increased brand awareness and eventually ROI.

Thinking about representation in your brand campaign is the first step, but if your brand really wants to make an impact you also need to think about your budget in a more equal way. For every offer you send out to a creator, make sure you are paying them the same amount as you are paying another creator with a similar following and engagement rate. You can find our core metrics in our creator market place, which can help you determine a fair price for your creator campaign.



# Section 5: Discover Creator Marketing - Case Studies

# Small Business Success Story Lancaster University

10M+ impressions | 9M+ engagements | 90K+ clicks

As the digital landscape and an audience of young people continues to evolve, [Lancaster University](#) evolved its advertising strategy to promote 'online open days'. The university sought to boost brand awareness of its community and promote the online event to the TikTok community.

**Cat Prill**, Marketing Coordinator at [Lancaster University](#), said: "The results of the campaigns have really surpassed Lancaster University's expectations. We've loved sharing the great work our students create and allowing them to speak for the brand, and having flexibility and control over the campaign has meant we can really maximise performance and spend."



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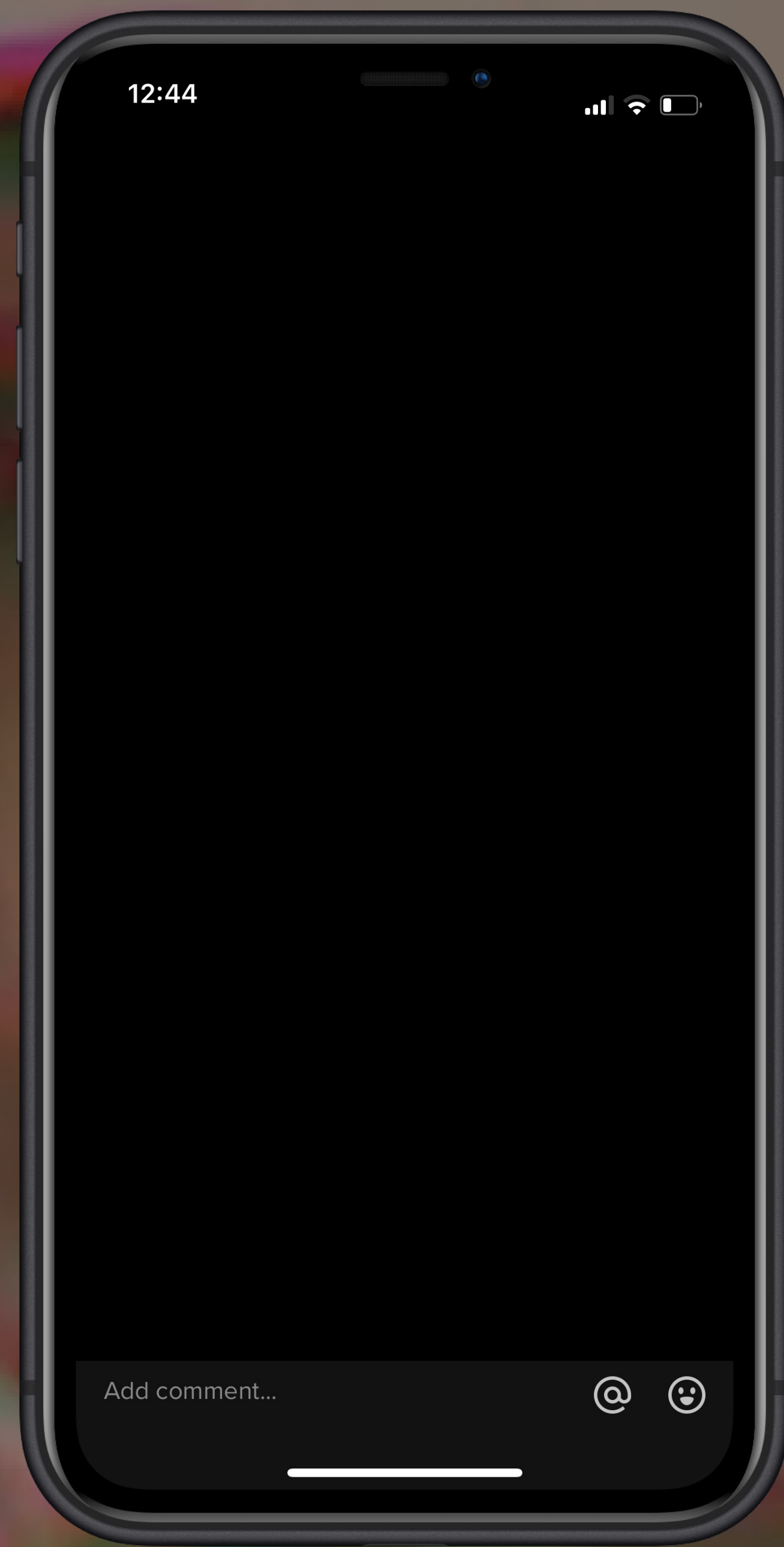
# Leading Brands Case studies



# Tangle Teezer #Powersintheteeth

364.5M video views | 297.6K videos created | 50.19M+ engagements

**Tangle Teezer** is a hairbrush that uses innovatively-designed teeth that detangle hair without damaging or breaking it. In 2020, the brand set out to promote the product in the UK, augment its ongoing “*Power in the Teeth*” campaign and engage the TikTok community to show how **Tangle Teezer** can tame unruly hair.





# ASOS #AySauceChallenge

1.2B+ video views | 488K+ videos created | 15.79% engagement rate

ASOS saw incredible results in its [#AySauceChallenge](#), collaborating with top Creators such as [Abby Roberts](#), [Estare](#), [Elmo](#), and [Loren Gray](#). The campaign invited the TikTok community to “channel their ASOS vibe” and show off their three best outfits with a series of outfit changes over three weeks in the U.K. and U.S., set to bespoke music and an interactive augmented reality [Branded Effect](#).

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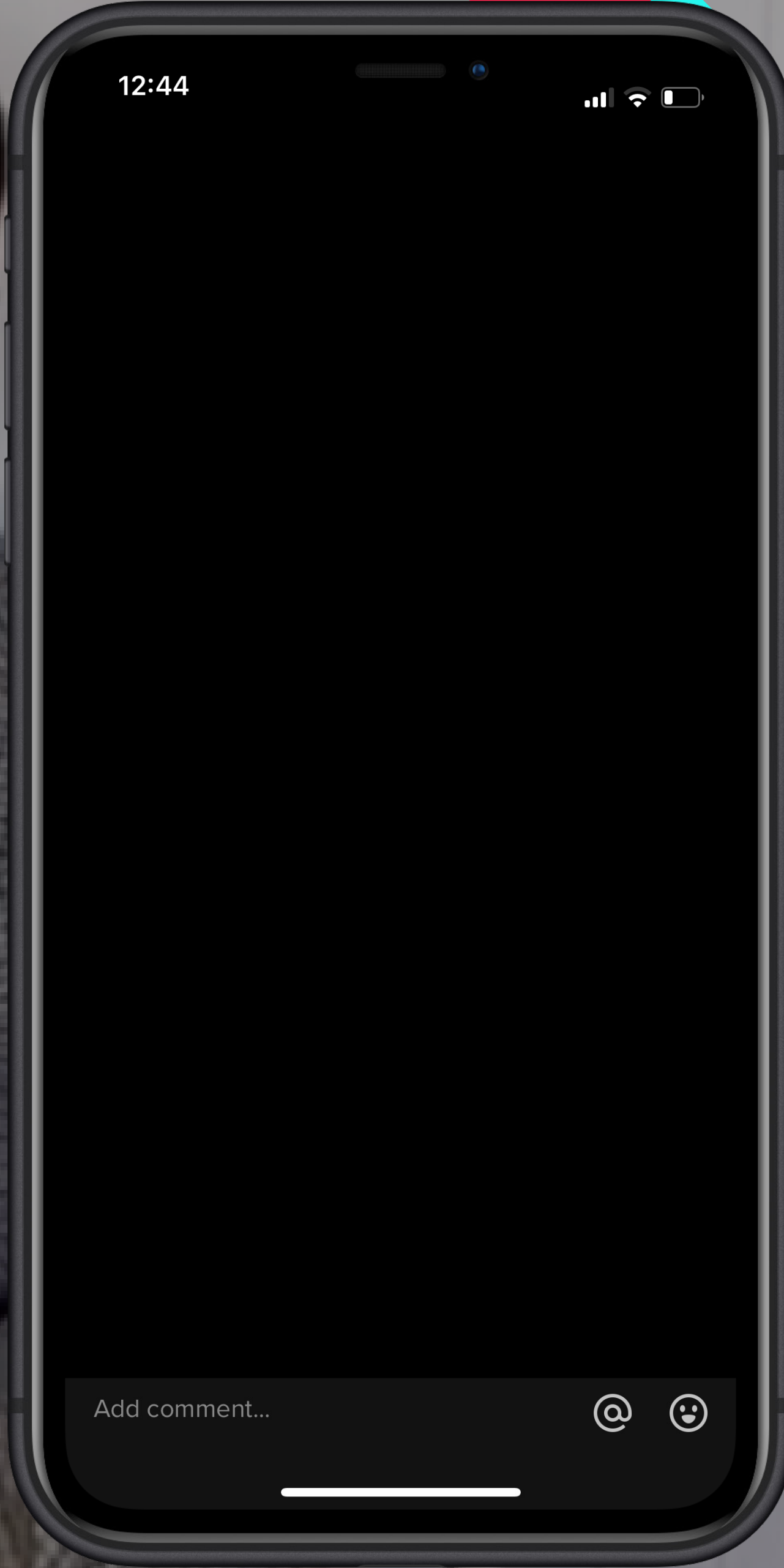


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# Section 6: Creator Profiles



# Creator Profiles

For added inspiration, why not check out some of TikTok's top Creator profiles below:



[You 1st London](#)



[Grandad Joe](#)



[Cat Burns](#)



[Tim Dessaint](#)



[Arshdeep Soni](#)



[Leonie Hanne](#)



[Max Klymenko](#)



[Let's Munch](#)



**Section 7:**  
**Summary: The Future  
of Creator Marketing**

# Summary: The Future of Creator Marketing

As we make our way through 2021, and reflect back on everything that happened in 2020, it is safe to say that authenticity and community are now more important to us than ever before. Whilst influencer marketing will remain one of the most important strategies for brands to master in the coming decade, it is the power of influence and the sense of belonging instilled in the Creator Marketing world that brands will look to for creating a truly impactful relationship with new and existing audiences.

The unparalleled growth in consumers seeking, creating and sharing organic short-form content on

video and social platforms has, undoubtedly, opened up a whole new world of advertising opportunity. However, the landscape in Europe is still nascent with much room for innovation and growth. We are now at a pivotal moment, where Creator Marketing has the chance to evolve and expand across the European Digital Advertising ecosystem, with great success.

This guide draws on some of the key considerations for advertisers to understand and undertake Creator Marketing in brand campaigns, and to leverage the opportunity that this new category brings. Now is the time for Creator Marketing to thrive, and it will be exciting to see how this will continue to evolve across 2021 and beyond. Going forward, Creator Marketing will enable brands to not only help create more meaningful connections with consumers but add real value through engaging and innovative content.

*“TikTok is moving incredibly fast, and at TikTok we believe that we are creating a flourishing, global Creator ecosystem around us. TikTok has changed*

*and shaped the industry - as brands are starting to adapt to the new environment of transparency and authenticity with social media powered by interest based feeds, content is moving into the center and content creators are becoming a more important foundation of content marketing. Brands will increasingly bring content creators in-house as content strategists and consultants, or develop in-house content creators. This will lead to more integrated campaigns, where brands are moderating and leading conversations, but the narrative will be owned by the community and the creators.”*



**Julien Wettstein**  
Head of Creator Solutions