

TikTok Comprehensive Research

Last Updated: 14th June, 2024

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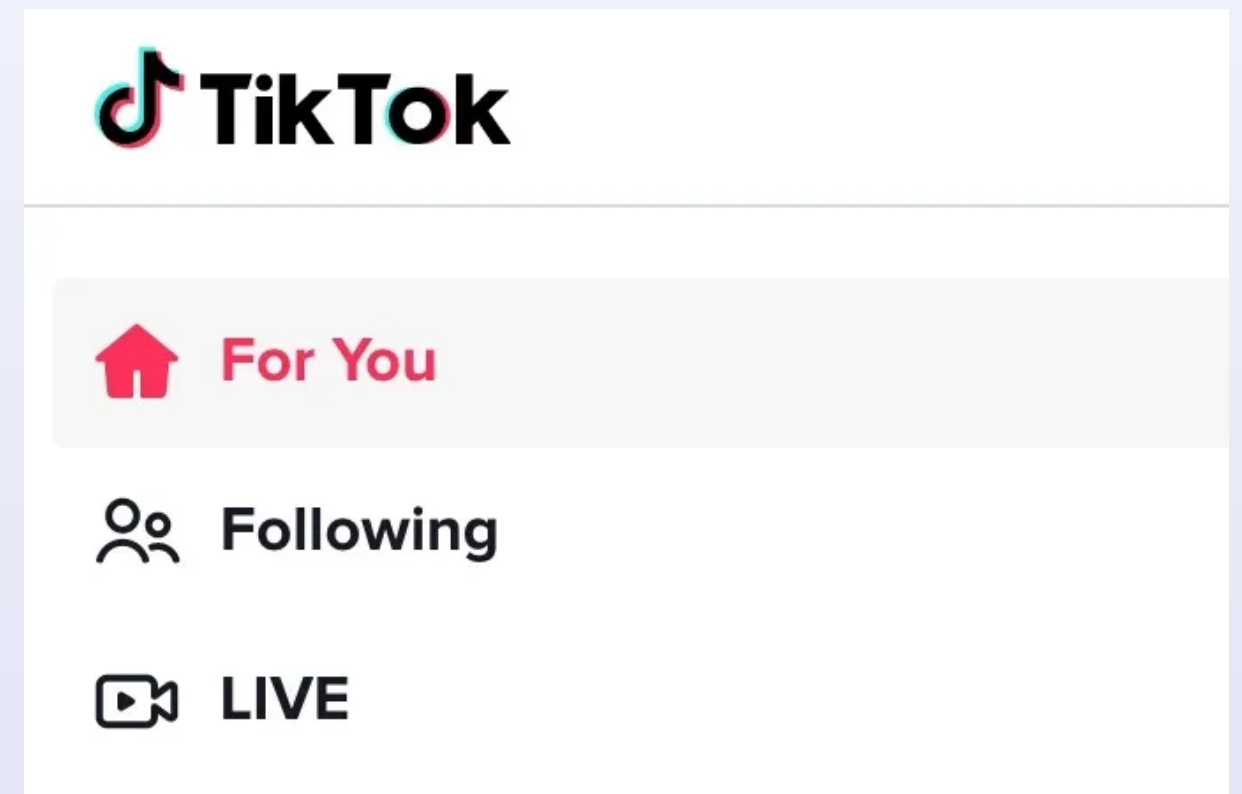
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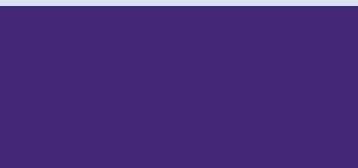
TikTok AI & Algorithm

- TikTok algorithm is powered by artificial intelligence (AI) and machine learning. It constantly **analyzes user behaviour**, such as the videos they watch, like, share, and comment on, to **create a personalized “For You” feed (FYF)** for each user.
- **Between 30% and 50% of the first 1,000 videos** TikTok users encounter are **exploiting their past interests**.
- **Recommended videos** are driven by a number of factors, most importantly whether the **user liked a similar video**, as well as who they **follow on the platform**.



TikTok AI & Algorithm

- The algorithm quickly **evaluates the user's behaviour**, such as:
 - The types of videos you interact with
 - How long you engage with them
 - The soundtracks you enjoy
- TikTok then uses this information to present you with a feed of videos that it believes you will find interesting and engaging.



TikTok AI & Algorithm

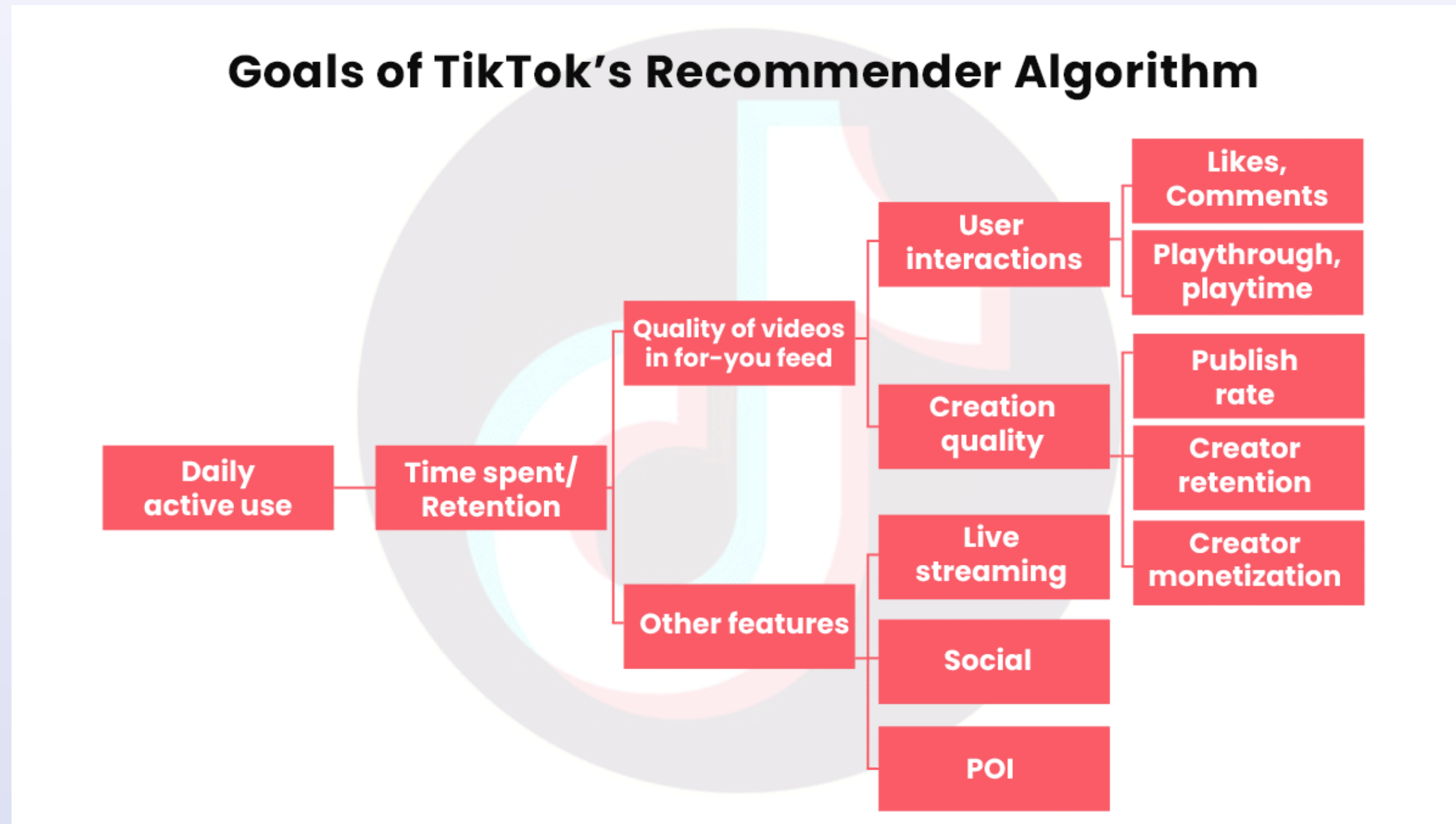


Figure: TikTok's Recommendation System

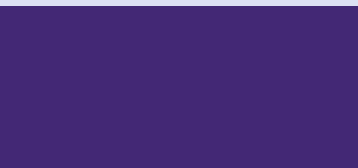


TikTok AI & Algorithm

Content-based filtering system (TikTok Recommendation System or Algorithm)

Factors that may influence **For You** feed ;

- User interactions: Content you like, share, comment on, and watch in full or skip, as well as accounts of followers that you follow back.
- Content information: Sounds, hashtags, number of views, and the country the content was published.
- User information: Device settings, language preference, location, time zone and day, and device type.



TikTok AI & Algorithm

How to Increase The Chances of Reaching Targeted Audience on TikTok

1. Create authentic and relatable content.

- Users are drawn to content that feels **genuine and relatable**. By creating videos that resonate with your target audience, you increase the chances of them engaging with and sharing your content.

2. Experiment with different video formats.

- Experimenting with different video formats, such as **tutorials, challenges, and storytelling**, keeps your content fresh and engaging.



TikTok AI & Algorithm

How to Increase The Chances of Reaching Targeted Audience on TikTok

3. Utilize trending sounds and effects

- By using trending sounds and effects, you can **enhance the entertainment value of your videos and make them more engaging**. These elements add an extra layer of creativity and fun to your content, potentially **increasing its shareability**.

4. Engage with your audience

- By **actively responding to comments and messages** from your audience, you build a connection and foster a sense of community. This engagement can lead to **loyal followers**.



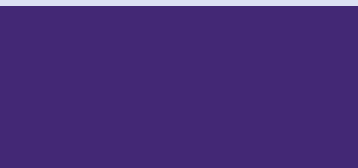
TikTok Live vs. Facebook Live Sales

TikTok Live

TikTok's **live video stream feature** is open for **mobile app users only**, and its main focus is to nurture influencers' content. **20% of the app users** watch live content.

Eligibility requirements to go live on TikTok:

- Need to have at least 1,000 followers.
- Have to be 16 years old or older to go live.
- Need to be at least 18 years old to receive gifts.



TikTok Live vs. Facebook Live Sales

TikTok Videos

- In **2021**, TikTok users spent approximately **19.6 hours per month** on the platform.
- **64% of users** say they can be their true selves on TikTok.
- **56% of users** say they can post the kinds of videos they wouldn't post on any other platform.

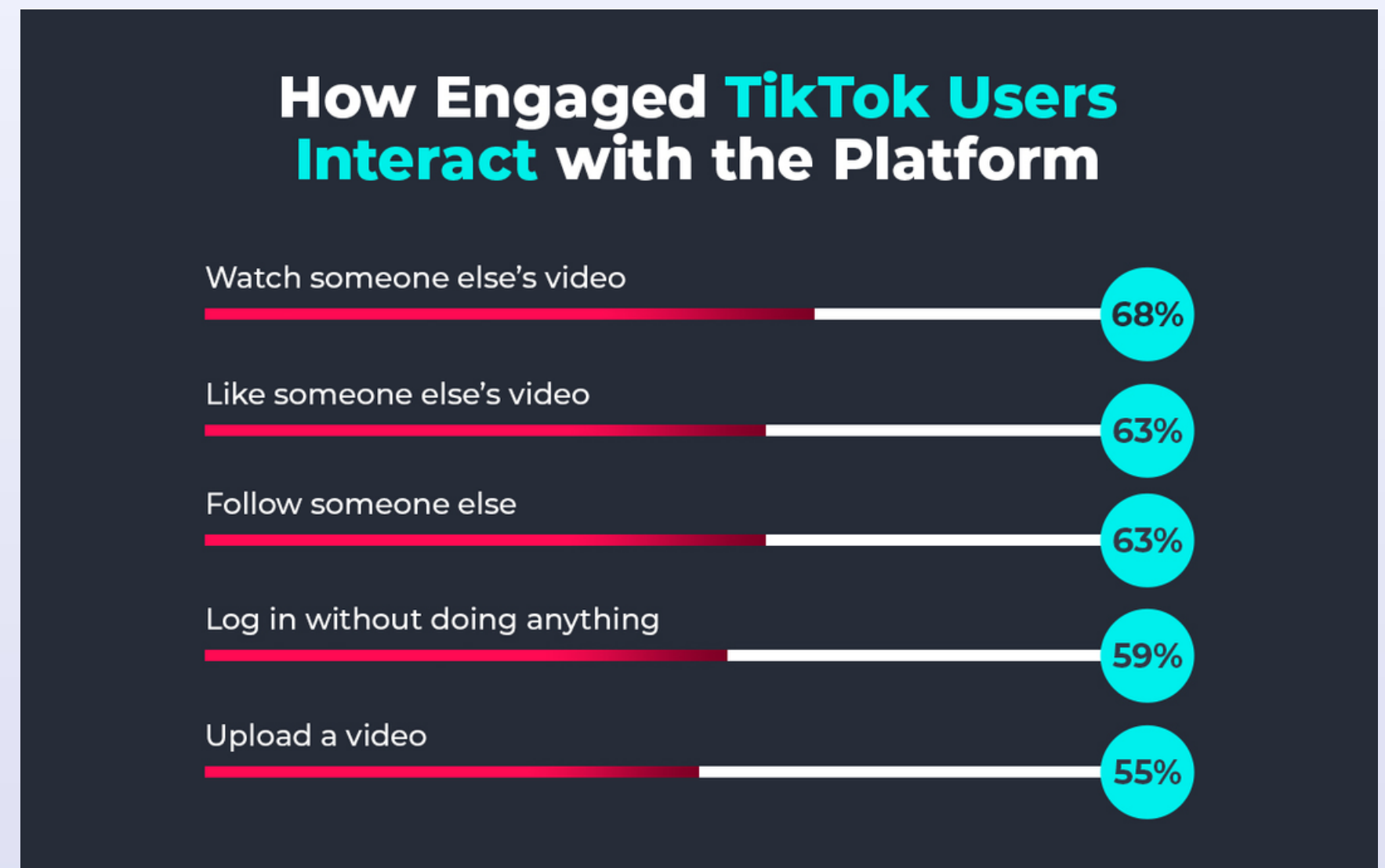


Figure: Statistics of TikTok Videos

TikTok Live vs. Facebook Live Sales

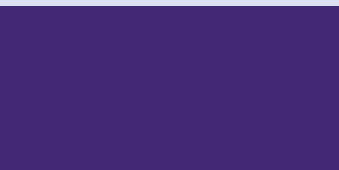
TikTok Live

Pros

- Enjoys a large and diverse audience within the younger age groups.
- Great interaction and engagement tools such as gifts and comments.
- Mobile streaming tools are user-friendly.

Cons

- Users with less than 1000 followers cannot live stream on Tik Tok.
- Somewhat limited monetization options for content creators, such as ads and brand partnerships.
- Promoting live TikTok streams outside the platform can be challenging.



TikTok Live vs. Facebook Live Sales

Facebook Live

- Facebook Live is an integrated feature within Meta's Facebook social media network that allows users and pages to live stream directly to their followers.
- **20% of the videos posted on Facebook** are live. However, in recent years Facebook hasn't published the number of live video viewers.

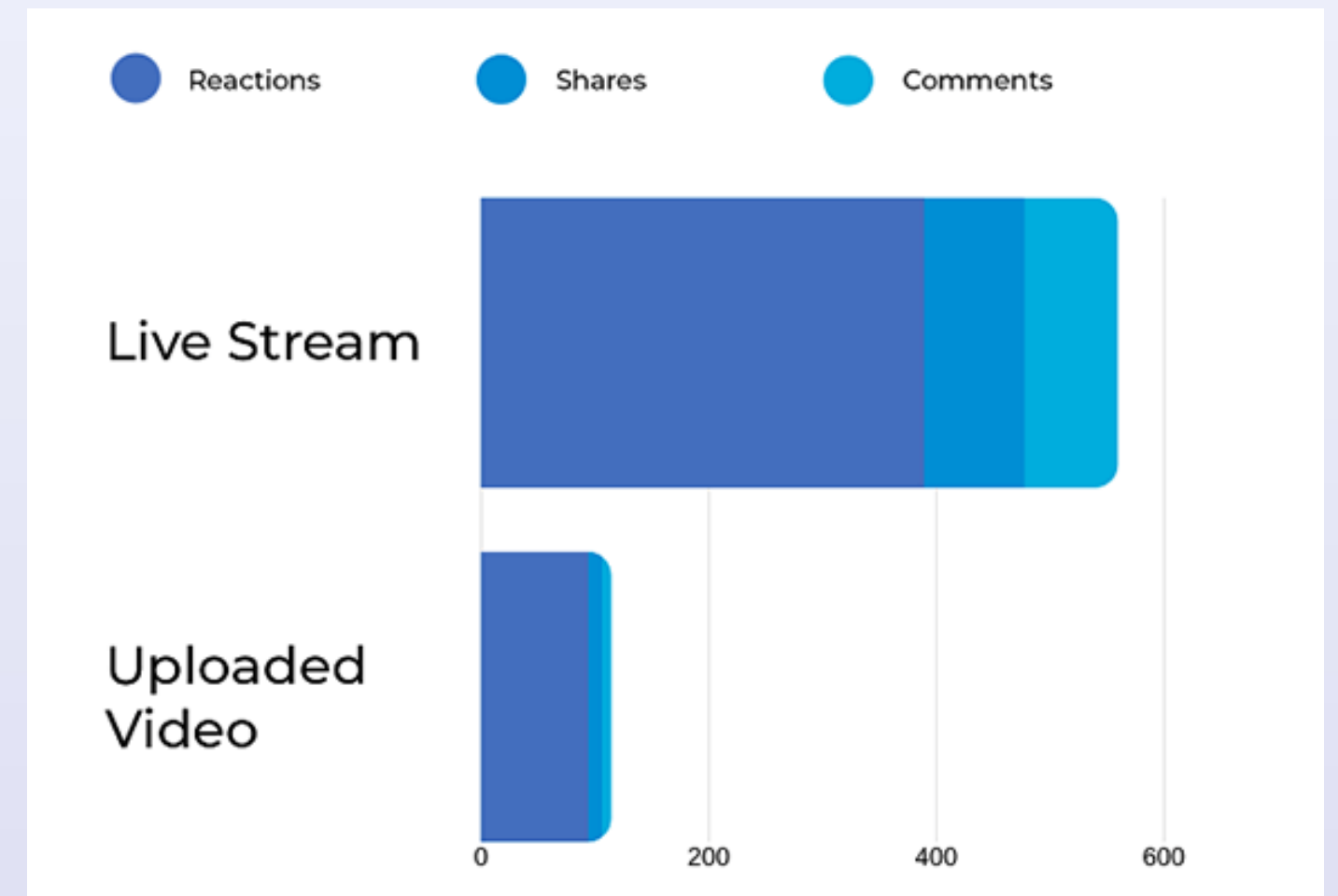


Figure: Live Reacting on Facebook

TikTok Live vs. Facebook Live Sales

Facebook Live

- Facebook live videos get better engagement if they are **at least one hour long**.
- The engagement **increases from 0.26% to 0.46%** if the live videos last over an hour.

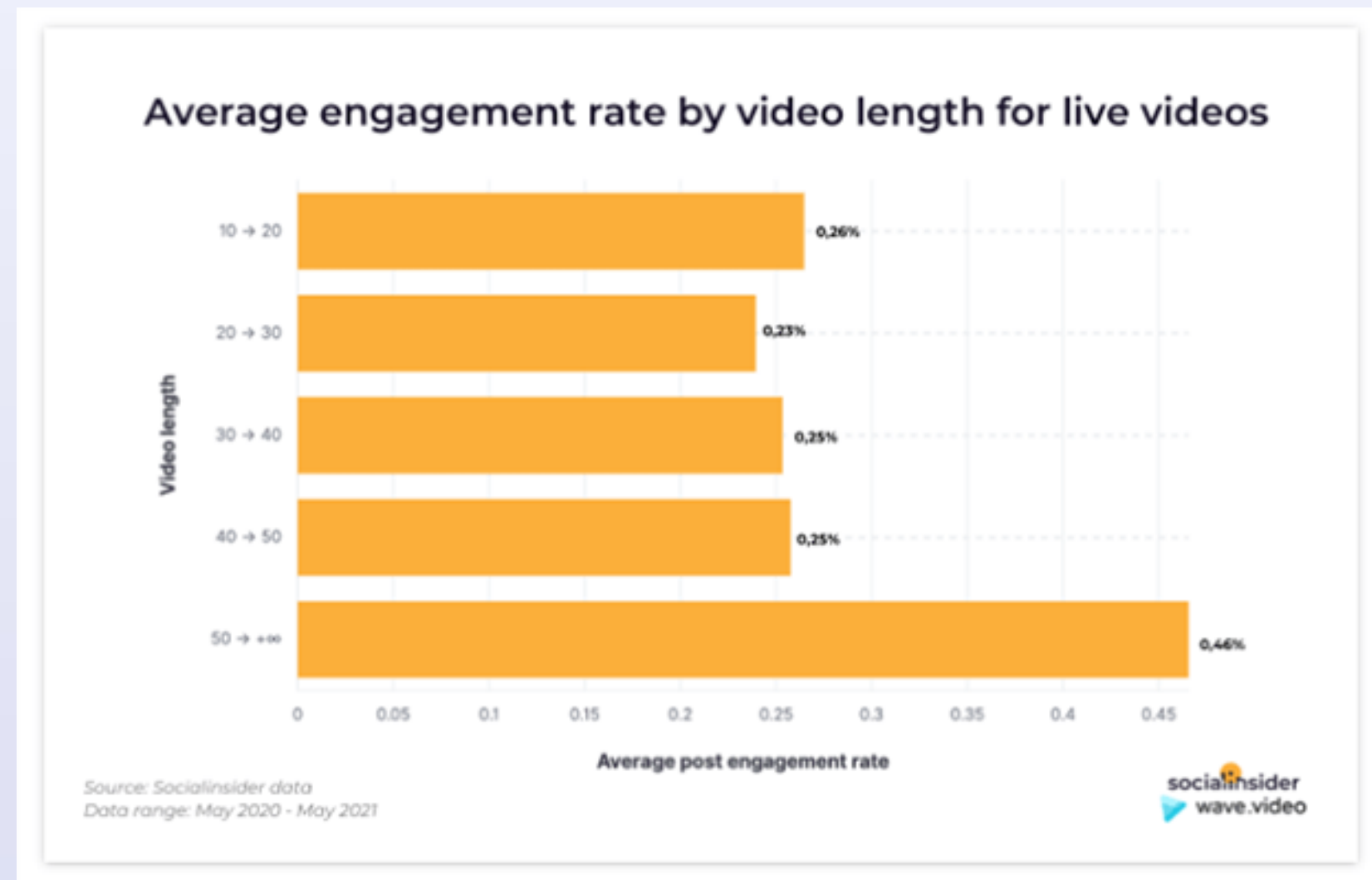


Figure: Statistics of Facebook Live Videos

TikTok Live vs. Facebook Live Sales

Facebook Live

Pros

- A large, diverse audience with a variety of interests and demographics.
- Built-in tools to increase audience engagement, including Facebook groups and pages.
- An easy-to-use interface allows the unprofessional to instantly broadcast live.

Cons

- Interaction tools for viewers are limited and need to be more intuitive in offering chat rooms or emotes.
- Analytics of viewerships could be more robust.



TikTok Live vs. Facebook Live Sales

Feasibility of Facebook Live Sales with TikTok Live Sales in Myanmar

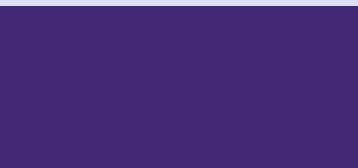
- Due to recent VPN restrictions, Facebook users in Myanmar are facing difficulties to enter the app and gradually, they became frustrated to use the app.
- As a result, the users switched to other platforms that do not need VPN to use, and TikTok is one of them.
- However, Facebook live sales that are longer than one hour get better engagement than TikTok live sales since the users use TikTok to mainly watch short videos ranging from 15 seconds to 3mins.



TikTok Media Buying

Types of TikTok Ads

1. In-Feed Ads
2. TopView Ads
3. Brand Takeovers
4. Branded Hashtag Challenge (HTC)
5. Branded Effects
6. SparkAds
7. Playable Ads
8. Image Ads
9. Carousel Ads
10. Video Shopping Ads

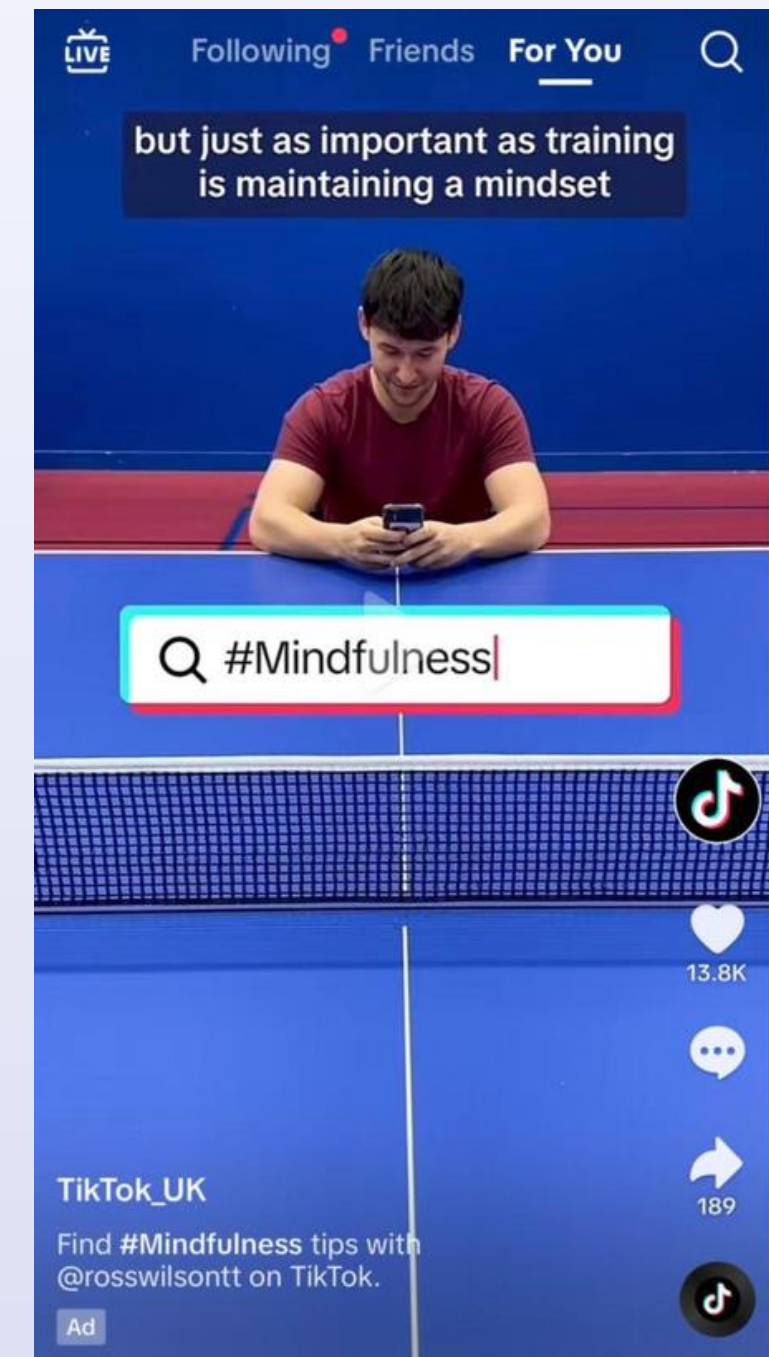


TikTok Media Buying

Types of TikTok Ads

In-Feed Ads

- In-Feed Ads appear in users' 'For You Page'.
- **Engagement:** Ideal for brands seeking high user interaction with likes, comments, and shares.
- **Flexibility:** Allows up to 60 seconds of video.
- **Native Experience:** Blends seamlessly into the user's feed.



TikTok Media Buying

Types of TikTok Ads

TopView Ads

- TopView Ads are videos that appear as soon as users open the app.
- **High Visibility:** Appears when the app is opened, ensuring maximum exposure.
- **Impactful:** Combines a 3-second takeover with a native video experience.
- **Interactive Elements:** Users can engage through likes, comments, shares, and more.

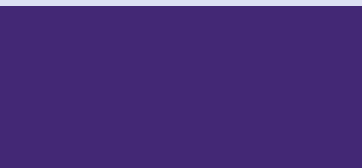


TikTok Media Buying

Types of TikTok Ads

Brand Takeovers

- Brand Takeovers are similar to TopViews Ads as they also appear when a user opens the app.
- **Immediate Attention:** Dominates the screen upon app opening.
- **Versatile Content:** Supports images, GIFs, and videos.
- **Direct Engagement:** Includes calls-to-action directing users to landing pages or challenges.



TikTok Media Buying

Types of TikTok Ads

Branded Hashtag Challenge (HTC)

- A Branded Hashtag Challenge (HTC) is a TikTok ad that boosts awareness, drives engagement, and builds a large fanbase.
- **User Participation:** Encourages users to create and share content.
- **Awareness and Virality:** Promoted by TikTok's algorithm for increased visibility.
- **Community Building:** Builds a loyal fanbase around your brand.

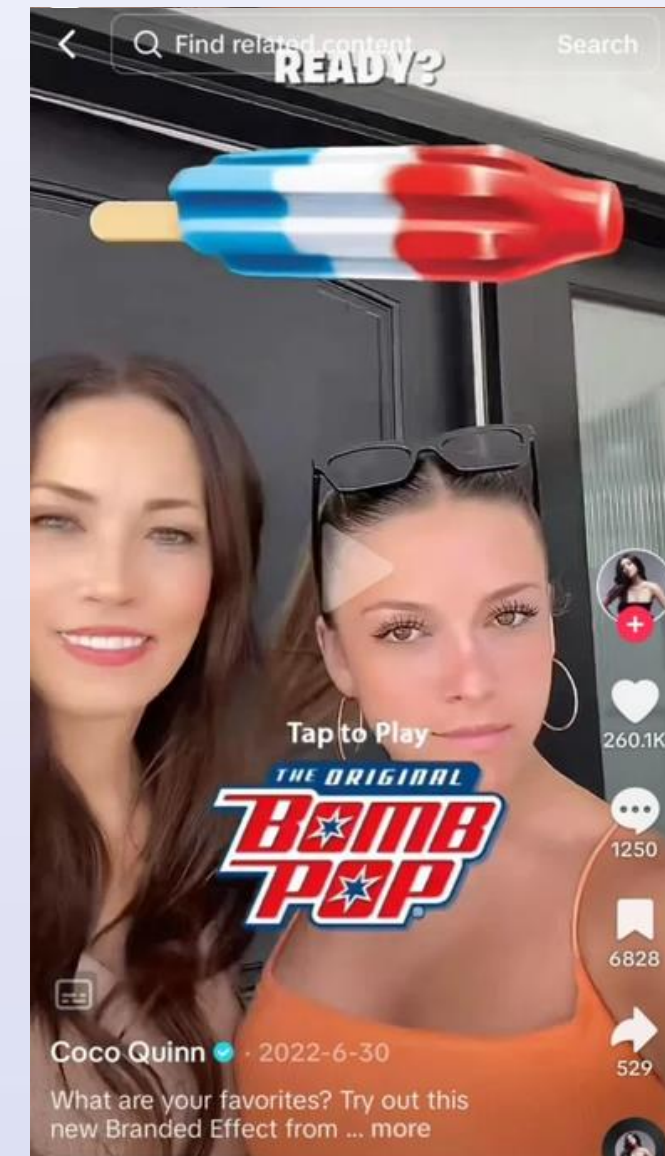


TikTok Media Buying

Types of TikTok Ads

Branded Effects

- Branded Effects allow advertisers to create custom stickers, filters, and special effects that users can apply to their videos.
- **Interactive and Fun:** Custom stickers, filters, and effects enhance user engagement.
- **High Engagement:** Users enjoy experimenting with effects, leading to more shares.
- **Enhanced Visibility:** Increases brand visibility through user-generated content.

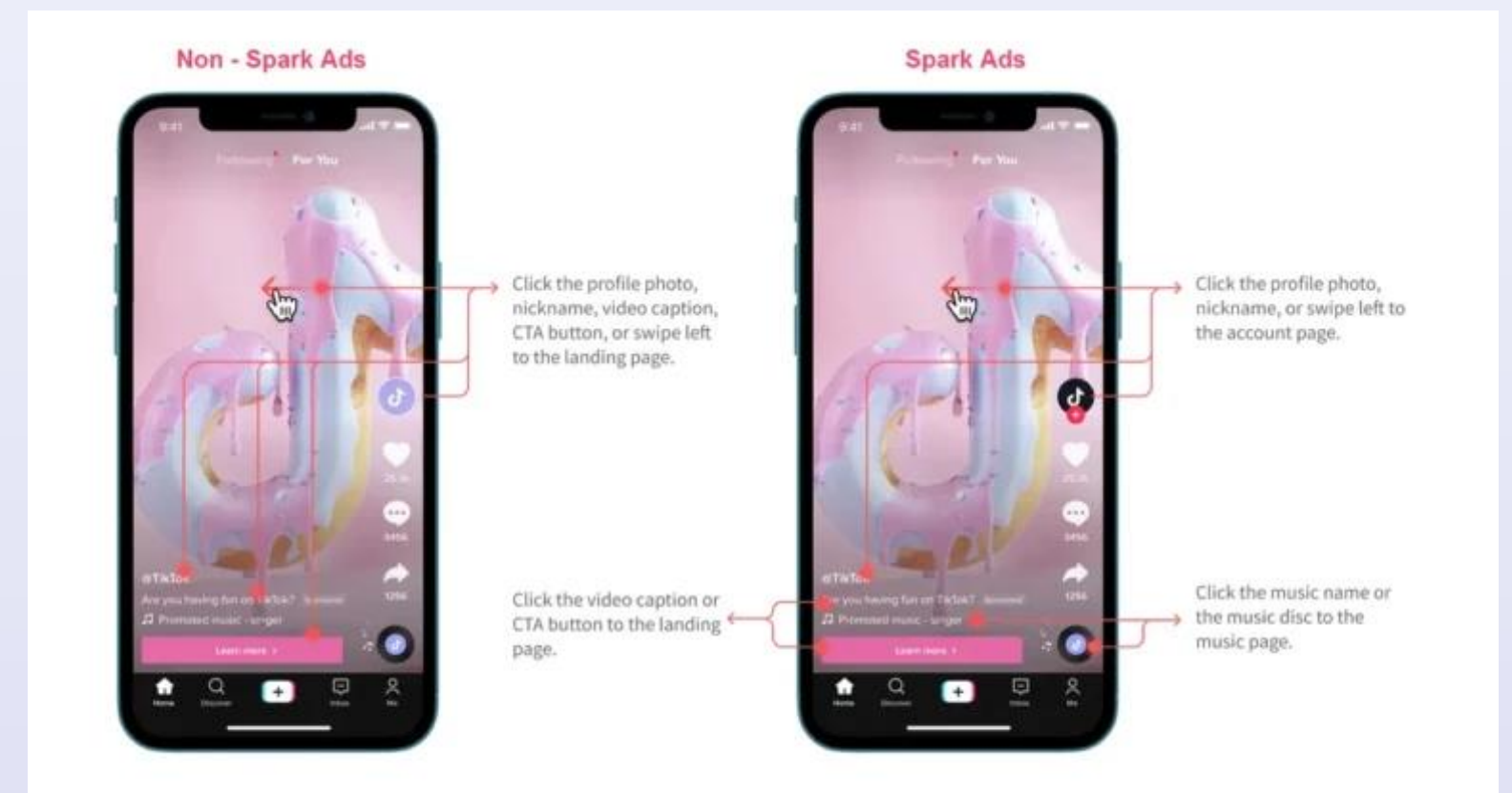


TikTok Media Buying

Types of TikTok Ads

Spark Ads

- **Organic Feel:** Uses real TikTok content for authenticity.
- **Extended Reach:** Promotes your own or user-generated content for higher engagement.
- **Continuous Use:** No limit on content reuse, maximising creative efforts.



TikTok Media Buying

Types of TikTok Ads

Playable Ads

- **Interactive Experience:** Allows users to try games before downloading, ideal for gaming companies.
- **High Conversion Rate:** Engaging experiences lead to higher download rates.

Image Ads

- **Simple and Effective:** Great for straightforward messages and brand awareness.
- **Global Reach:** Available through Global App Bundle and Pangle Placements.

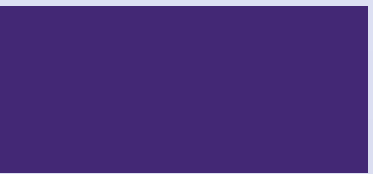
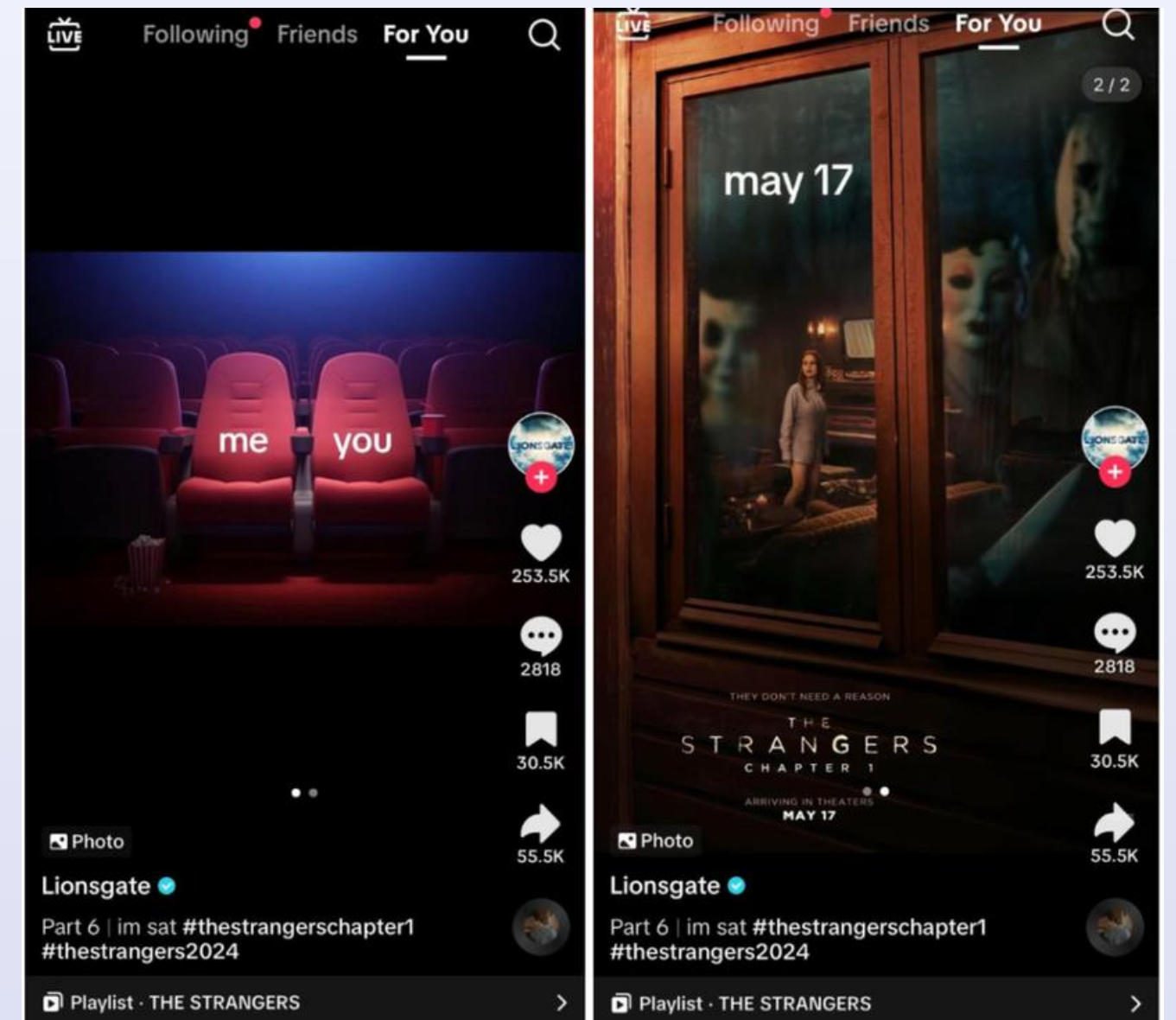


TikTok Media Buying

Types of TikTok Ads

Carousel Ads

- Carousel Ads allows brands to post up to 10 images all in one ad.
- **Multiple Messages:** Showcase different products or tell a story within one ad.
- **Detailed Engagement:** Each image can have its own caption.

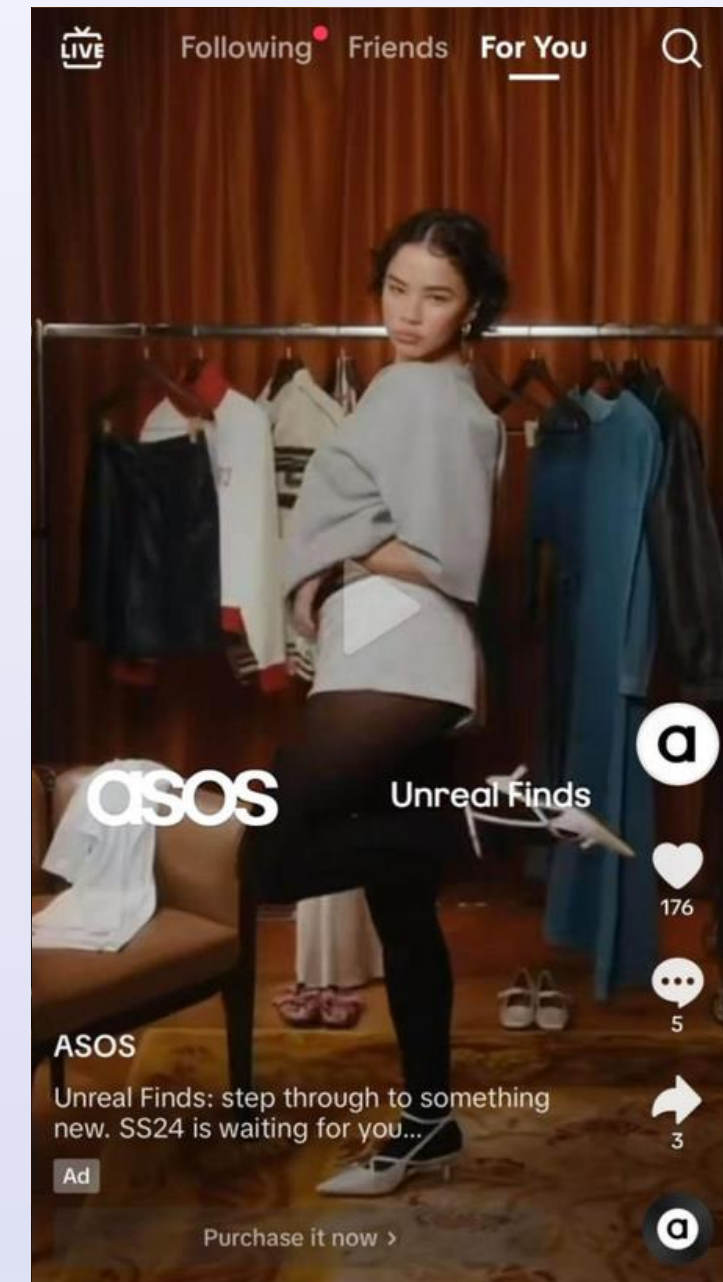


TikTok Media Buying

Types of TikTok Ads

Video Shopping Ads

- This type of Ad format helps users discover products and drive them to your website for purchases.
- **Product Discovery:** Helps users find and learn about products directly within the ad.
- **Direct Sales:** Drives traffic to your website for purchases.



TikTok Media Buying

TikTok Ads Costs

For the **campaign level**, the minimum budget is \$500, equivalent to \$50 per day, and for the **ad group level**, the minimum budget is \$50.

TikTok charges fees based on each type of campaign.

For example:

- TikTok Ads CPM (Cost per 1000 ad views) => Average Cost - \$10 per 1000 impressions
- TikTok CPC Ads (Cost-Per-Click) => Average Cost - \$1 - \$2 per Click
- TikTok Ads CPA (Cost Per Action)
- TikTok Advertising CPI (Cost Per Install)



TikTok Media Buying

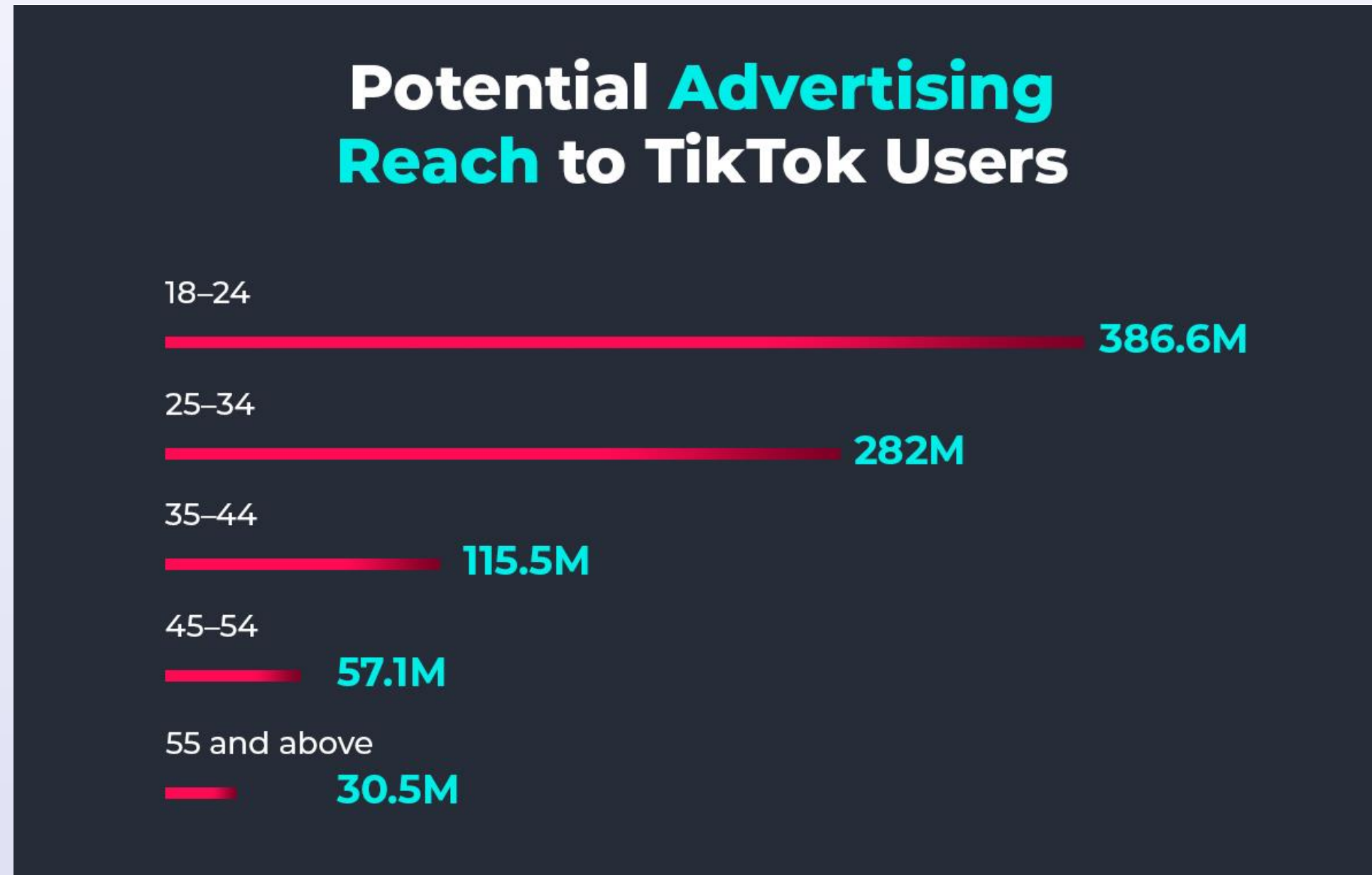


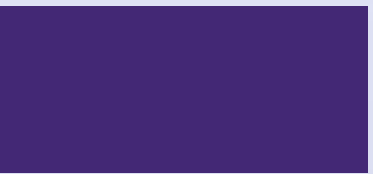
Figure: Potential Advertising Reach to TikTok Users by Age



TikTok Media Buying

The Launch of TikTok's Media Buying Certification

- The certification allows digital marketers to highlight their expertise in TikTok advertising, fostering professional development and opening doors to new opportunities.
- The exam is geared towards **marketers familiar with TikTok for Business** who have experience running campaigns using [TikTok Ads Manager](#).
- TikTok recommend candidates to **have at least one or more years of experience** working at an agency and performing the media buying function on TikTok, or have equivalent experience through formal or informal training to take the exam.



TikTok Business Accounts

- **TikTok business** is designed for brands to launch campaigns and engage with audiences at scale.
- **TikTok personal** is created with individual users and creators in mind.

Pros of TikTok Business Account

- Personalize your profile.
- Run ad campaigns.
- Engage customers.
- Collaborate across teams.
- Sell online.

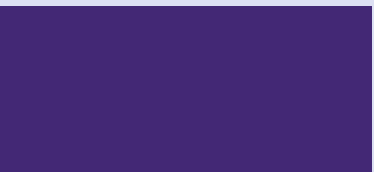
Cons of TikTok Business Account

- Limited Sound and Music Options
- No Ability to Monetize Content



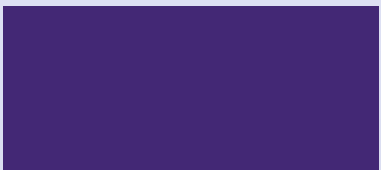
TikTok Business Accounts

FEATURES	TIKTOK BUSINESS	TIKTOK PERSONAL
Account privacy	Public only	Public and private
Music/Sounds available	Commercial sounds only	Full library
Analytics	Advanced (including reach and audience demographics)	Basic only
Ads Manager	☒	☒
Business Center	☒	☒
Action buttons (e.g., "Sign up")	☒	☒
Messaging capabilities	Unlimited	Friends only
Email button in profile	☒	☒



TikTok Business Accounts

FEATURES	TIKTOK BUSINESS	TIKTOK PERSONAL
Business creative hub	☒	☒
Lead generation	☒	☒
Auto-messaging	☒	☒
Post scheduler	☒	☒
Integration with third-party platforms	☒	☒
TikTok Shop	☒	☒ (affiliate only)
Creator Next (Creator Fund, Live gifts and diamonds, Tips)	☒	☒
Creator Marketplace	☒	☒
Creativity Program Beta	☒	☒



TikTok Business Accounts

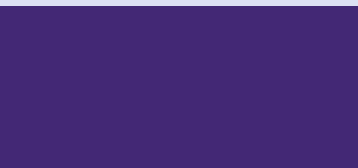
- **63% of users** like it when brands show TikTok creators in their videos.
- **66% of users** enjoy it when brands sponsor creators to show off their products.
- **61% of users** like brands better when they take part in or start trends on the platform.
- **56% of users** feel closer to brands they encounter on TikTok.



Figure: Statistics of TikTok For Business

Best Practices For Follower Growth on TikTok

1. Know your target audience and create for them
2. Watch and participate in trends
3. Include the right hashtags
4. Cross-promote with other TikTok creators
5. Share user-generated content
6. Strictly Follow a Content Calendar
7. Publish TikTok videos at the right times



Best Practices For Follower Growth on TikTok

- **Best times to post on TikTok:**

- Tuesdays from 4 to 6 p.m.
- Wednesdays from 9 to 11 a.m., noon, and 2 to 6 p.m.
- Thursdays from 9 to 11 a.m. and 2 to 6 p.m.
- Fridays from 4 to 6 p.m.

- **Best days to post on TikTok:** Wednesdays and Thursdays

- **Worst days to post on TikTok:** Sundays



Best Practices For Follower Growth on TikTok

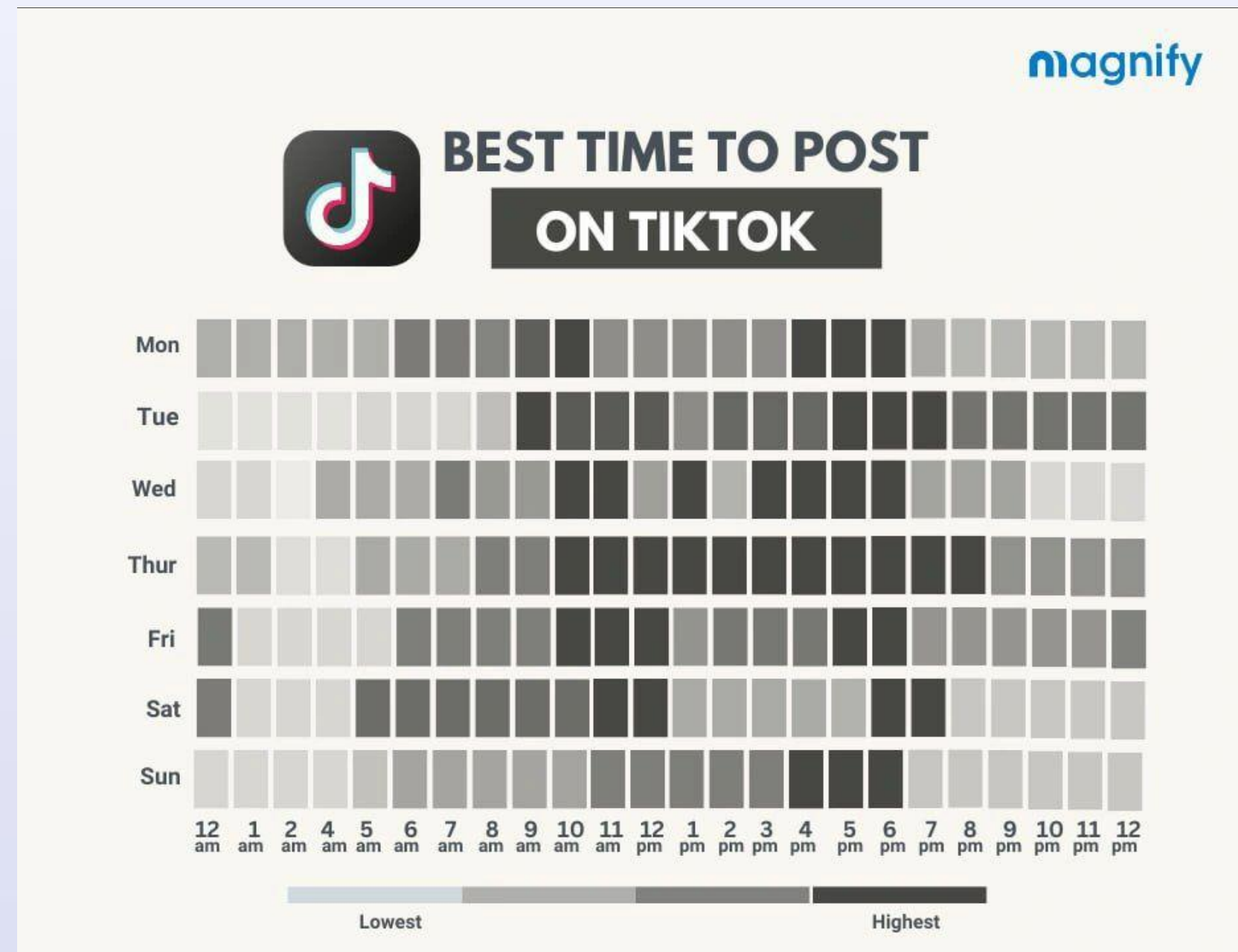
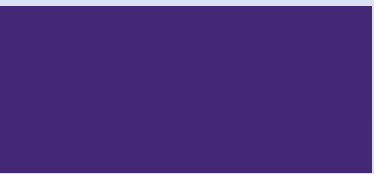


Figure: Best Time To Post On TikTok



Successful TikTok Campaigns

Sterra

- Country: Singapore
- Singapore's No. 1 Air & Water Purifier Brand
- In Singapore, Sterra was a big champ as it **won gold for best performance** and **silver for best local hero** for its **innovative air purifier campaign** that resonated with pet owners, using the hashtag **#PetsofTikTok**.
- Within the prevalent hashtag, the brand inspired **creators to share their pets' shedding habits**, linking them to the **brand's air purifier and dehumidifier products**.



Successful TikTok Campaigns

McDonald's Malaysia

- Country: Malaysia
- The world's largest fast-food restaurant chain
- In Malaysia, **McDonald's surpassed 50 competitors** to clinch **gold in the best branding category**.
- The brand leveraged TikTok-native content by showcasing **Malaysia-based singer Alyph's rendition of a viral song**. The campaign was successful in **engaging Gen Z audiences** with interactive ads and the **#DoDaDip challenge** to promote the brand's McNuggets sauces.
- Overall, McDonald's gained a 16% boost in ad recall and a 6% increase in nuggets purchases among teens.



Successful TikTok Campaigns

Chipotle Mexican Grill

- Country: Denver, Colorado, United States
- An international chain of fast-casual restaurants specializing in bowls, tacos, and burritos
- Chipotle keeps it casual on TikTok by sharing content that has **a distinctly low-key and down-to-earth feel.**
- The brand has run two branded hashtag challenges to further engage its audience, but **relies heavily on comedy sketches and reposting fan content.**
- Since Chipotle's TikTok debut, they have gained over 1.3 million followers and over 20 million likes on their 100+ videos.



Noteworthy Social Media Campaigns of Myanmar

KFC Myanmar

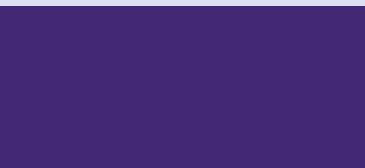
- KFC, with its **chicken dance campaign**, ingeniously targeted a **youthful audience** that revels in dance challenges on social media platforms like TikTok.
- The campaign invited everyone to join in with **simple yet infectious choreography**.
- In doing so, it successfully curved KFC's identity into the hearts of the Burmese audience, making it a brand that knows how to have fun.



Noteworthy Social Media Campaigns of Myanmar

Tiger Beer

- **“Tiger: Uncage Your Tiger”** is a campaign that has resonated profoundly with the **younger generation**.
- This campaign employed a strategic pre-launch phase and an ambitious program, **targeting individuals passionate about makeup, art, fashion, styling, and photography**.
- By weaving emotional marketing elements into its fabric, the campaign effectively catered to the desires and preferences of its target demographic, earning its title as a social media sensation.



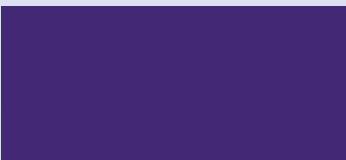
Noteworthy Social Media Campaigns of Myanmar

Grand Royal Smooth Whisky

- Grand Royal Smooth Whisky- "XXXXXXXXXXXXXXXXXXXX"
- Launched in 2022, the campaign revolves around a heartwarming contest where participants **perform cover songs of the late singer Raymond's classics**, often in collaboration with other vocal talents.
- The campaign masterfully taps into the **emotional and nostalgic chords of the Burmese audience**, a testament to the impact of emotion-driven marketing.

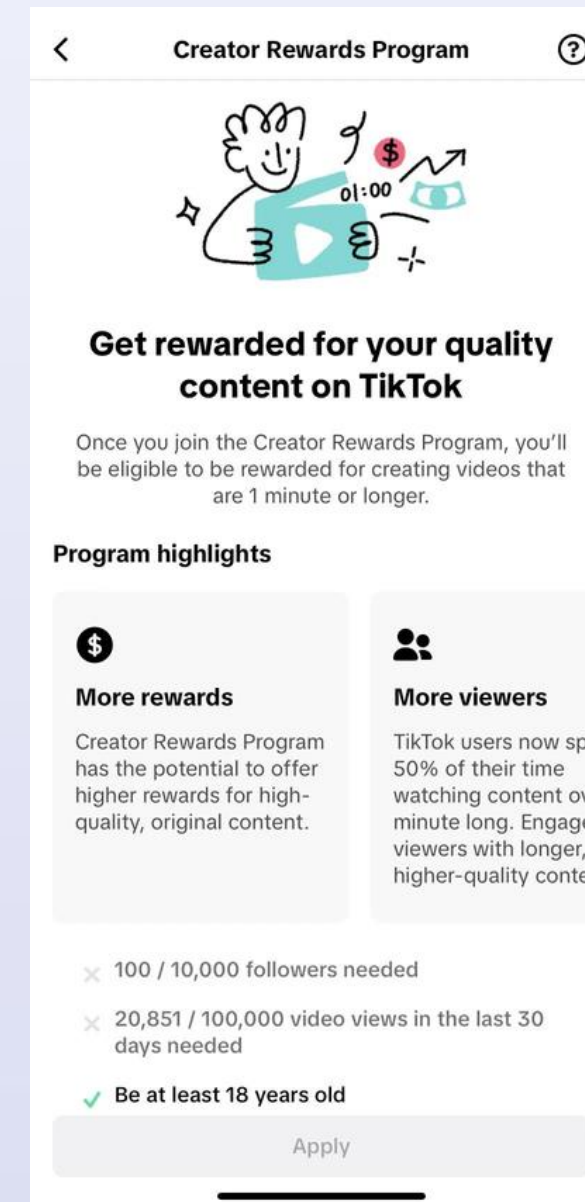


Limitations and Restrictions in Myanmar



TikTok Monetization Limitations in Myanmar

- **Myanmar region is officially not included** in the list to join the **TikTok Creator Rewards Program**, so the creators in Myanmar cannot monetize from their TikTok accounts unless they change their regions which is included in the official list.
- Some creators in Myanmar are changing their accounts' regions to monetize from their TikTok accounts.
- Some of the popular regions where the TikTok Creator Rewards Program is available are **the US, Brazil, France, Germany, Japan, Korea, and the UK.**



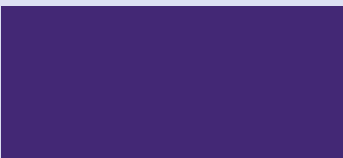
TikTok Monetization Limitations in Myanmar

- However, changing the TikTok account region is not very simple as **TikTok track the location by IP addresses and SIM cards.**
- According to the creators in Myanmar, we have to use VPNs and remove the SIM cards, and after that, there are certain steps to follow carefully if we want to change the region.
- They also said that using a premium VPN is the best way to change the region of the TikTok account.



TikTok Advertisements and Feature Restrictions in Myanmar

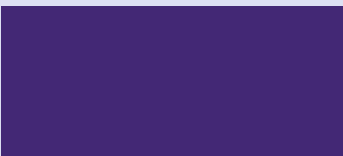
- TikTok Ads allow to tailor messages and offers to specific locations including countries, regions, states, provinces, metro areas, cities, zip codes and more.
- However, not every Placement is supported by all countries/regions, and Myanmar is one of them.
- Although there are generally no restrictions on Placements, **the countries/regions we can target using Location will *depend* on the countries/region we used to register TikTok For Business account.**



TikTok Account Created With Thailand Region

If we open TikTok account with **Thailand (TH) region**, the ads will reach to the following countries meaning that we can target the following locations.

- Cambodia (KH)
- Egypt (EG)
- Indonesia (ID)
- Korea (KR)
- Kuwait (KW)
- Malaysia (MY)
- Philippines (PH)
- Qatar (QA)
- Saudi Arabia (SA)
- Singapore (SG)
- South Africa (ZA)
- Thailand (TH)
- Turkey (TR)
- United Arab Emirates (AE)



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Thank You

Feel free to approach us if you have any questions.

