

How TikTok Can Help Your Business Get Discovered

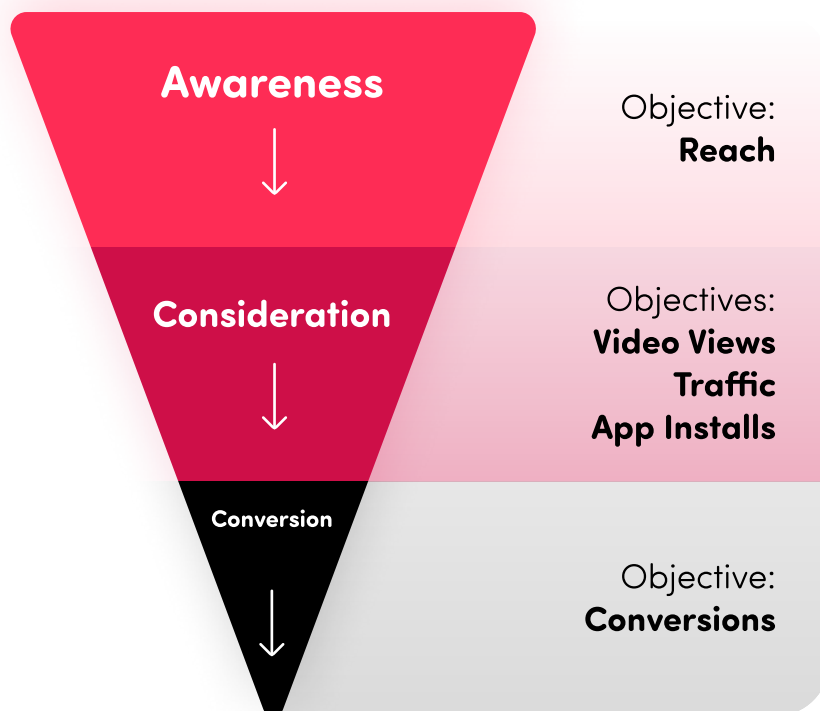
TikTok opportunity in changing times

2020 has been a year of incredible change for all, especially small businesses. It has also been a pivot for customers too, with people spending more time online^[1] and heightened brand expectations^[2]. For brands, this means the need to create content that is inspiring (gets people to try new things), fresh (something new to see) and real (doesn't feel like an ad).

That is where TikTok For Business comes in. TikTok is a fresh and unique platform for businesses of all sizes to be discovered. We have the branded solutions needed to help you reach your advertising objectives and connect with the TikTok community.

Make TikToks easily

Globally available, our TikTok Ads Manager is a self-serve platform for business of all sizes to achieve various advertising objectives. Whether your goal is to get discovered by your exact audiences (Awareness), spark the interest of your audiences to learn more (Consideration) or drive important actions for your business (Conversion), TikTok Ads Manager makes the process of establishing and maintaining a presence on TikTok straightforward and easy.



TikTok Ads Manager provides small businesses owners with the following solutions to help make fun and effective TikToks:

Creative tools

TikTok's suite of **creative tools**, including [video templates](#), [AI-driven video editor](#) and [smart video soundtrack](#), streamline the creative process and make video production fast and simple. These editing tools are designed to provide businesses with the creative spark needed to create truly captivating content that fits the platform and appeals to the TikTok community.

Business Accounts

[Business Accounts](#) are a type of TikTok account designed for businesses of all sizes. Business Accounts help brands promote their brand and measure engagement with real-time analytics on posts, insights into followers, additional call-to-action buttons and a pin-to-top feature to highlight your best content. You can also feature additional information about your business, including your official website, contact information, and an app download link.

Flexible budget and performance targeting for Auction Ads

TikTok Ads Manager's Auction Ads offers a **flexible budget**, giving brands the space to quickly adjust spending based on shifting needs. Paired with intelligent **performance targeting**, any business can be discovered by fresh eyes, maximizing the impact of your brand's creative output and paving the way for long-term relationships with new customers.

TikTok is a source of entertainment, delivering joyful and diverse experiences, where brands of all sizes can be discovered, and where any product is just one video away from going viral and landing in the hands of consumers around the world.

[Join us](#) and have your brand embraced by the TikTok audience now.

[1] 70% of global internet user increased mobile phone usage during the pandemic (Source: Statista, Global; March 16 to 20, 2020;

[2] With 67% saying perception of brands has been impacted by pandemic – consumers expect businesses to be more empathic and human (Source: US study by Hubspot)