

5 ways for beauty brands to secure ROI on TikTok





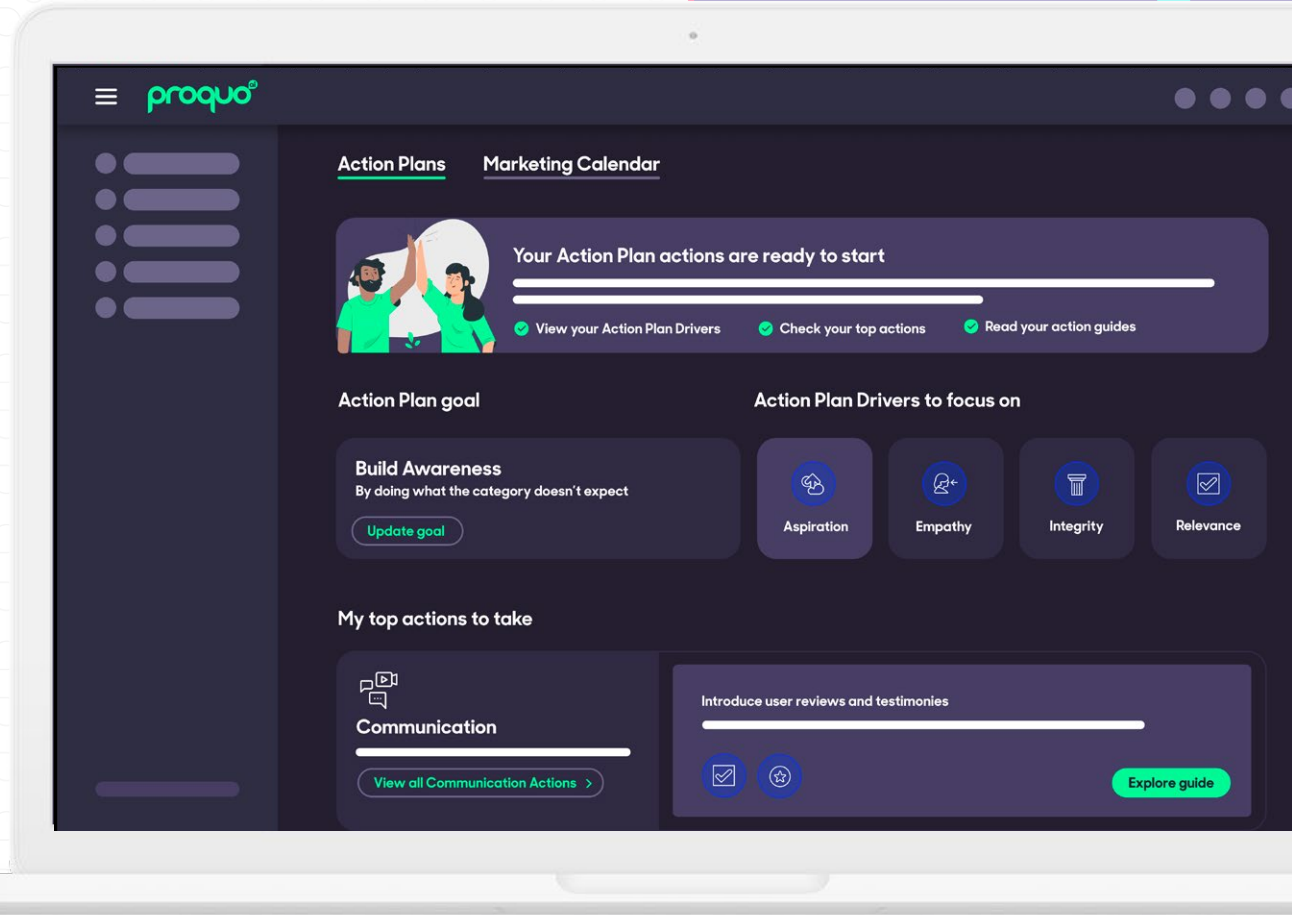
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Sh*t, how do we do TikTok?

TikTok is a confusing (but also magical) space, where things move quickly, trends come and go, and brand awareness has the potential to skyrocket.

It's also an incredibly saturated social channel – and especially so when looking at the beauty space. All you have to do is open TikTok and you'll find hundreds of beauty brands doing amazing and innovative things – from filming customers' unboxing experiences to 'how to' videos, product questionnaires, dances, songs, and so much more. With all this competition, as well as mounting pressure on brands to 'stay relevant' – it can feel quite overwhelming for marketers who are new to the platform and haven't yet mastered the art of TikTok.

That's why this guide is here to help, diving into the dos and don'ts of TikTok to help your beauty brand thrive on the platform.

We'll explore:

- 1 **Why** it's essential for beauty brands to be on TikTok
- 2 **What** challenges your brand should be aware of when establishing a presence on TikTok
- 3 **How** to create and execute a flawless TikTok strategy that will generate ROI for your brand



Why every beauty brand should be on TikTok.

Over **1 billion people** use TikTok every month. And in a report on social media usage, a whopping **56% of consumers admitted to using TikTok at least once per week.**

If these numbers aren't enough to convince you why your brand needs to be on TikTok, consider the benefits of the app. When you nail your TikTok strategy, the possibilities are endless – helping your brand to drive stronger connections, grow brand awareness, increase the value of your products and hammer home brand loyalty.

The commercial benefits of the platform are evident, with multiple established celebs finding fame through the app – from Olivia Rodrigo to Lil Nas X. And beauty brands aren't exempt from this buzz. Charlotte Tilbury sold out of their contour wand for months due to a viral TikTok and the 'Jones Road scandal' helped to ensure that Bobbi Brown's new brand was talked about for weeks.

In fact, 61% of TikTokers said they like a brand better when they create or participate in a trend on the platform.

Think of TikTok as the younger, cooler sibling of Instagram. When this channel first emerged, it was revolutionary for brands – providing a quick, easy and cost-efficient way of engaging in Performance Marketing. For the first time, brands had actual metrics at their fingertips to help them understand if what they were doing was actually working, and to show how well they were connecting with their audiences.

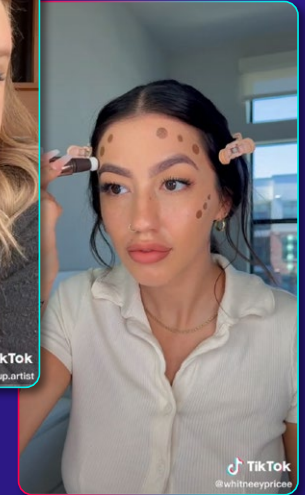
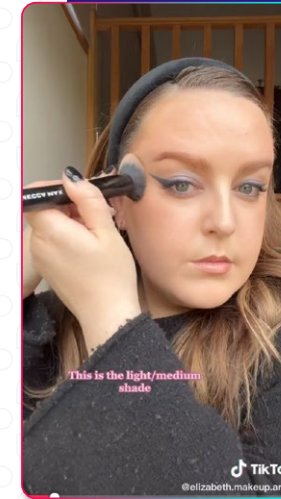
But these spaces are constantly changing, along with consumer expectations.

For example, **Facebook** started out as a place for friends to connect, comment and keep up with each other's activities. But the rebrand to 'Meta' has swiftly moved the app away from this and onto a different focus, virtual reality.

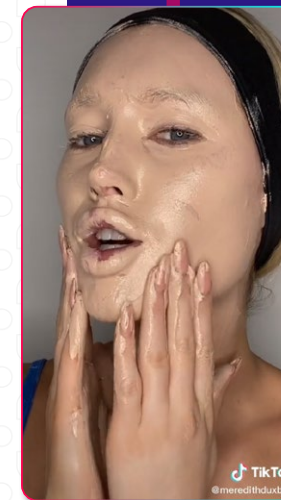
Instagram started out as a video and photo sharing app but years later it has now become one of the fastest growing influencer platforms, as well as an online marketplace.

The opportunity **TikTok** provides is huge, allowing brands to express their individuality, giving consumers a behind the scenes look into their favorite products, and connecting people with likeminded partners. All of this means that brands now have the chance to grow at a much more rapid rate.

Charlotte Tilbury



JONES ROAD



TikTok and beauty brands are a match made in heaven.



TikTok content is more authentic: TikTok is different to other social platforms because the aim is to provide a snapshot into users' actual lives. People feel more comfortable engaging in ways that feel real for them. This authenticity is a breath of fresh air for beauty brands, as your brand can just be itself - no airbrushing or heavy effects needed to emotionally connect with your audience.



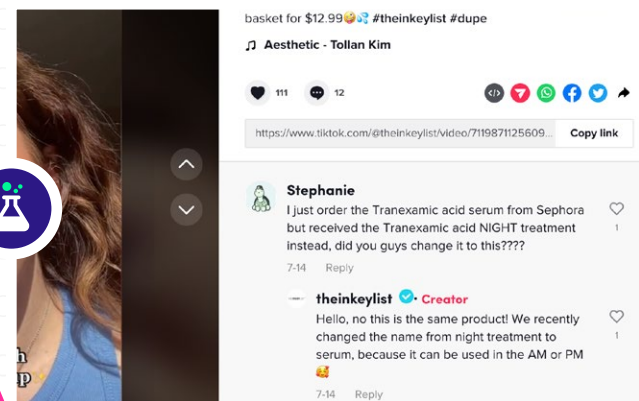
TikTok is a space for direct interaction between beauty brands and their fans. Because TikTok is such an authentic space and so heavily comprised of user-generated content, it's an invaluable space for beauty brands to tap into their consumer mindset. This is absolutely critical in an industry like beauty, where self expression is the ultimate goal. There's no better place than TikTok to understand exactly how people feel about your brand and products. As a brand, you can have direct conversations with your audience both through comments and video content.



TikTok shows consumers exactly how to use your products: The beauty space on TikTok is almost entirely made up of how-to videos. It's an incredible space to show your audiences how your products actually perform, not just how they're supposed to. Use TikTok to educate your audiences, giving them inside knowledge they wouldn't otherwise be privy to - on your processes, ingredients, application tips and more. Think of these like an FAQ that's presented in a more interactive and engaging way.



TikTok is great for experimentation: TikTok is great for testing out content styles and messaging, which is perfect in a highly visual industry like beauty. Once your brand has released content out into the TikTok sphere, it will be there for people to engage with forever. By seeing how long people are engaging, what they're engaging with, how they're commenting and whether or not they're copying your videos, you'll have a better idea of what resonates and with which audiences. TikTok is also great for experimenting with different messaging mediums - from influencers to partnerships, packaging, music, and more. It really is a blank canvas for beauty brands to use to find their niche.



What challenges should your brand be aware of on TikTok?

Challenges will vary depending on your business objectives, as well as the size of your budget and team.

If you're a small or medium size brand, for example, you might struggle with:



Brand awareness: The beauty space is highly saturated on TikTok, so getting yourself noticed won't be an easy feat if you don't yet have a large following.

If you're an enterprise brand, you may find it more challenging because:



The playing field is more open: Simply having a big budget for ads and content creation won't be enough on TikTok. It's far more important to create relevant and engaging content that connects with your audience on an emotional level.



You need to be agile: It may be tougher in a more established business to cut through the red tape and receive quick approval on your TikTok assets. But trends come and go, so acting fast is imperative in order to remain part of the conversation.

To overcome these challenges, all brands will need to keep a laser sharp focus on:

- 📍 **Staying relevant:** while remaining authentic
- 📍 **Securing ROI:** not just releasing videos randomly but ensuring there is a tangible commercial goal attributed to each video release.

To learn more about driving conversion on TikTok, we've laid out a set of best practices below.



5 ways to secure ROI on TikTok

#1: Identify your audience segment.



To ensure your TikTok strategy is a success, you must first define your audience.

Here are a few questions to get the juices flowing when nailing this down:

- 📌 What age range and gender split is your current user base made up of?
- 📌 What chunk of your user base is on TikTok?
- 📌 Does your target audience differ to your current TikTok user base?
- 📌 Is going after a new target audience part of your marketing strategy?

If you're thinking that TikTok is only a Gen Z thing, think again.

While almost half (42%) of TikTok users are aged between 18 and 24, usage is widening across age bands. The 25-34 age band now makes up 31% of TikTok's user base, and 35-54 comprising 20%.

We're seeing usage spread rapidly from Gen Z into millennials and even Gen X, Boomers and seniors. In fact, 11 million TikTokers in the US are over the age of 50, with influencers in their 70s, 80s and 90s reaching millions of followers and making over \$4000 USD per post.

So, even if your target audience is older, it's probable that some of them will be on TikTok. Even a quick search on the app for "makeup tips for older women" turns up accounts with tens of thousands of followers.

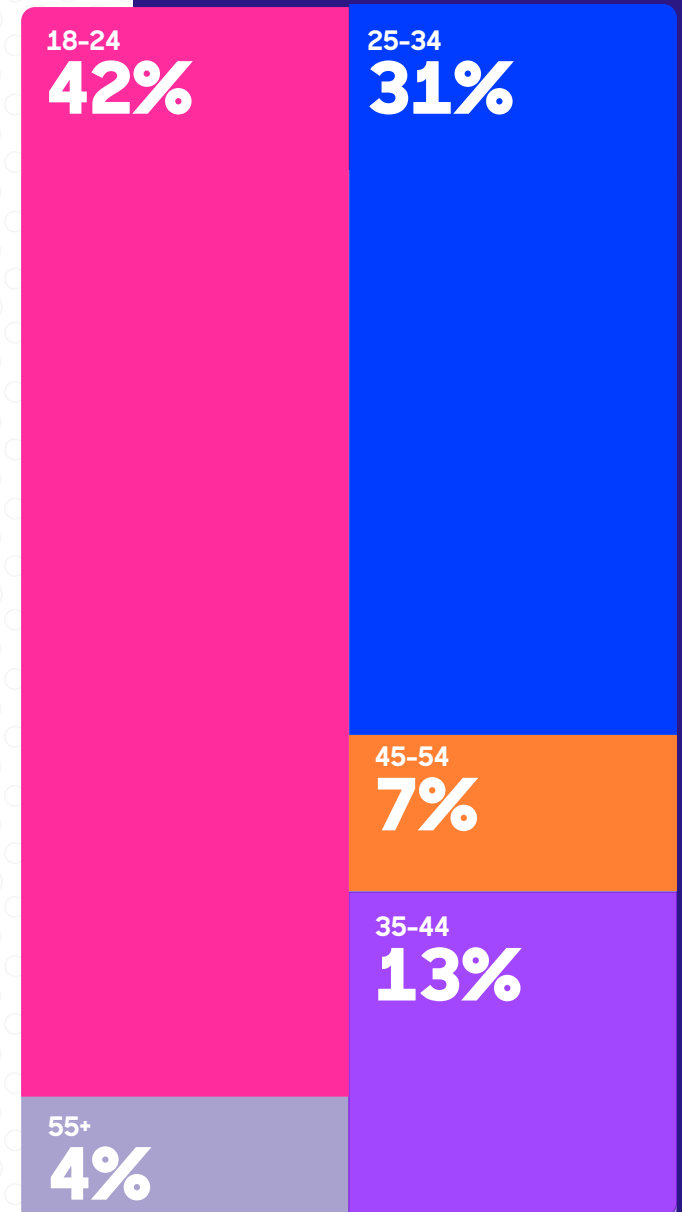
If your customer base is mostly millennials but your goal is to broaden reach to Gen Z, prioritizing TikTok within your social media strategy is the way to go.

If your brand is geared towards an older demographic, with most of your range centered around products like anti-aging and skin rejuvenation, it makes more sense to invest a more highly targeted, but smaller portion of your budget into TikTok.

With your target audience nailed down, ask yourself:

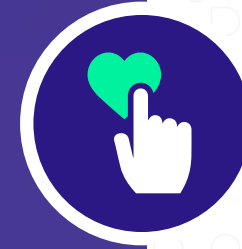
- 📌 What value will this group gain from interacting with your brand on TikTok?
- 📌 How can you authentically translate your brand's value proposition and core product benefits into the small, easy-to-digest video clips TikTok requires?

It's ok if you can't fully answer these questions yet, but keep them in mind as we move through the next four points.



5 ways to secure ROI on TikTok

#2: Find out what your target audience expects, wants and hasn't yet seen on TikTok.



Without first taking a step back and narrowing down who your target audience is, it's going to be pretty challenging to know what content will resonate most with people and lead to the kind of engagement that drives ROI.

That being said, there are some universal factors on TikTok that resonate across the different demographics.

These are:



Transparency: TikTok is all user-generated content, even if that content is in the form of paid ads from big brands. People feel they're getting a real glimpse of another TikToker's life, rather than a curated and filtered highlight reel like you'd find on Instagram. That's why TikToks involving everyday scenarios and self-deprecating humour are so popular – they're real.



Empathy: TikTok's algorithm is so sophisticated that it serves up what users want and need – before they're even aware of these wants and needs. The purpose of TikTok's "For you" page is to serve up relatable content that gets people scrolling into a TikTok "rabbit hole". Why does this happen? Because people feel like the app understands them so well.



Clarity: Because TikTok videos are so short, it's clear what their purpose is within the first few seconds. What's more, people know the exact role TikTok plays in their lives – whether that's entertainment, a steady drip feed of relatable videos to send to friends, or the perfect place to learn how to do a smoky eye or fake freckle application.



Connection: People connect with TikTok and the content creators on the app because what they watch evokes an emotional response. People expect content they can relate to, content that's memorable and different from what they'd usually see.



Accessibility: Anyone can jump on the latest TikTok dance trend or stitch. That's why trends take off so quickly and spread like wildfire – anyone can get involved.

To get eyes on the TikTok content you create, your brand will need to consider all of the above.

But to cut through the noise and drive ROI, you'll need to make your audience feel strong enough about the content you create. So much so, that they'll want to engage with it – and your brand. The trickiest part? You'll have to achieve this in a matter of seconds.

Understand what your audience is feeling and thinking both on and off TikTok.



Here's some tips to help you get there:

Find out how users and non-users feel about your brand: What emotions pop up for your consumers and target audience when they think of your brand? Figuring this out is critical, because there may be a drastic difference between what your marketing team thinks your brand evokes and how consumers actually perceive it. If you go full steam ahead on TikTok and only present your brand and products the way you see them, you'll come across as inauthentic, irrelevant, and you may miss a lot of opportunities for engagement.

Find out what people like and dislike the most about you: Reviews and directly asking your consumers are great ways to figure this out. What people like the most is your brand's IT factor – areas you can focus on to cut through on TikTok. What people dislike or feel most neutral about are the areas where you can deepen connection and two-way engagement.

Find out who your audience like on TikTok. It's time to dive into the platform and see for yourself. If you're already on TikTok – who else do your followers follow? What else are they into, other than beauty and skincare? What content and hashtags are they already engaging with? Spending sufficient time on this step will show you what bases you need to cover to evoke the right emotional response in your target audience and do something that really stands out. Don't be afraid to get a little sneaky either, and see what interests your competitors' TikTok followers.



5 ways to secure ROI on TikTok:

#3: Make content for TikTok that evokes an emotional response.



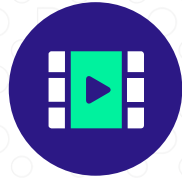
The average user spends **45 minutes a day** on TikTok, opens it **8 times** and watches **180 videos**.



45 mins/day



8 times



180 videos

So, what can you do to make sure your brand's TikTok is one of those 180 that your target audience gives a like, share or CTA hit?

TikTok moves fast. Users decide within a few seconds, most times even less, whether they want to keep watching a video or swipe down.

This decision is triggered by a person's instinctive, subconscious gut feeling. And there's a way for your brand to tap into this.

Neuroscientists have known for decades that there's two modes of human thinking - System 1 and System 2. System 1 happens automatically and requires no effort because it's subconscious - for example, detecting hostility in someone's voice or pulling a face when you eat something bad. System 2 is less instantaneous and requires effort - for example, completing a math problem.

As logical as we like to think we are, 95% of decisions are made subconsciously in the System 1 feeling state.

So, to make TikToks that hold people's attention, you have to trigger a strong emotional response - engaging people's System 1.

How can beauty brands do this?

Do:

- ✓ **Show viewers exactly what the video is about from the offset with text, a voiceover or both.** For example, "3 ways to treat breakouts", "People always get my age wrong because of this one product" and "Me blindly using products without understanding skincare".
- ✓ **Use "how to" videos.** People come to TikTok to see what their peers think of products they're already using or are about to purchase. What better social proof could a brand want?
- ✓ **Show real people using your products.** It's frustrating when the people featured in skincare ads are applying products to already flawless skin. This is why beauty brands have seen such success when they choose real people to use and review their products on TikTok.
- ✓ **Jump on trends.** Get your audience involved by commenting or stitching your original videos.
- ✓ **Partner with influencers and brands that match your values** - even if they're completely outside the beauty industry.
- ✓ **Use strong CTAs that make accessing your products easier.** Beauty brands can't get any more concise than placing a 'Shop Now' CTA in their ads.

Don't:

- ✗ **Try to go viral for the sake of going viral** - no matter what your boss says. The TikToks that go viral are the ones that have the strongest and most instantaneous emotional connection with people.
- ✗ **Prioritize followers when choosing which influencers and brands to partner with.** The result will be inauthentic content that your audience can smell from miles away. Instead, identify partners that fit with your core brand values.
- ✗ **Jump on a trend just for the sake of it.** Consider how that trend relates to your brand and what value your brand will be providing its audience by engaging with it. Hopping on a bandwagon risks your brand's authenticity.

5 ways to secure ROI on TikTok:

#4: Constantly test and optimize content to find out what secures the most ROI.



Like we've said before, TikTok moves *fast*. Fast enough that you can expect to see your latest ad or video skyrocket in engagement right off the bat.

But that also means that those ads you invest so heavily in will be quickly forgotten if they don't resonate.

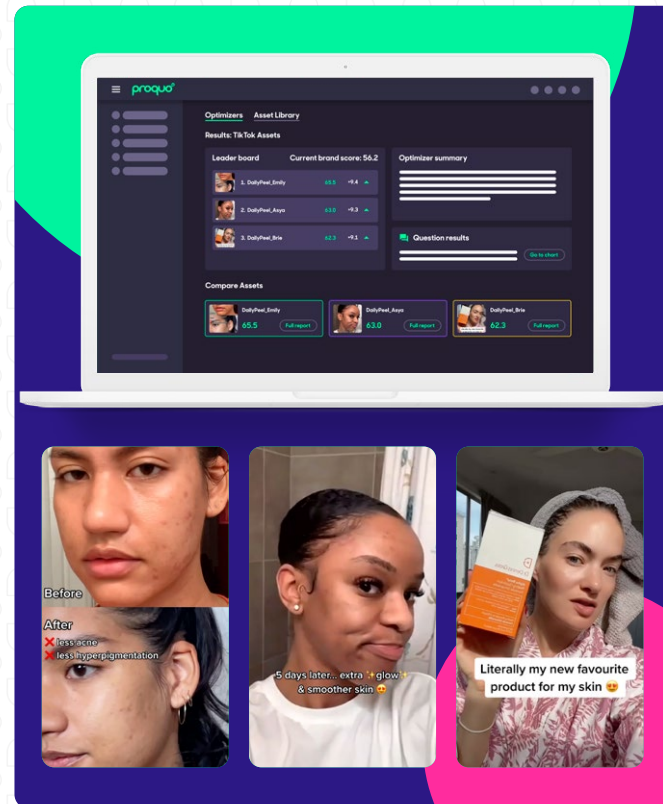
Even worse, if you put something out there that rubs your audience the wrong way, your brand could go viral – for all the wrong reasons.

And then there's the matter of budget. TikTok content that doesn't land well wastes budget. And in a time when marketing budgets are already being stretched so thin, this is less than ideal.

TikTok may be great for experimentation but when it comes to an ad, it's critical to know if the concept evokes the right response **before** you hit go.

Fortunately, technology has developed to such an extent that it can now show us whether an ad or concept is going to land before it's launched. AI-powered testing platforms, like [ProQuo's CreativeLab](#), allow your brand to show fully formed assets or half-baked ideas to your audience first – so you can gauge their reaction before you go all in on a campaign.

This is exactly what hyper-personalized skincare brand, Dr. Dennis Gross did before they moved onto TikTok. By testing 3 different ads on a creative optimization solution first, the brand was able to know what type of ad would land best with their audience – before investing spend.



And testing really paid off for this beauty brand, as the TikTok ad in question quadrupled their average order value and increased their add-to-cart rate by 5x.

If you want to find out more about what Dr. Dennis Gross did, you can read the full story [here](#).

Having a space where you can test and optimize your content is so important for beauty brands to be able to experiment and try out new ideas in a risk-free way.

But if you don't yet have access to this, here's some best practices to help you create content that's bound to generate ROI for your brand:

Save the high-production ads for Instagram. Even if you're creating an ad on TikTok, your audience wants to see real people using or talking about your product, not something that looks like it belongs in a commercial break.

Invoke audience participation. Creating a catchy song like e.l.f cosmetics or an augmented reality effect that TikTokers use to show off their complexions, like Too Faced, doesn't just make people want to engage with your brand – it boosts your following too.

Shine a spotlight on what makes your brand different. For science-based brand, The Original, this meant giving a behind-the-scenes tour of products being made. For K-beauty brand, Kaja Beauty, this meant showing off innovative packaging while tapping into the ASMR hashtag.

What does every TikTok that generates ROI have in common?

An in-depth, constantly evolving understanding of what evokes an emotional response in your target audience.

5 ways to secure ROI on TikTok:

#5: Monitor and measure the ROI of your TikTok strategy and execution.



TikTok isn't just a 'set it and forget it' platform. It's a living, breathing community, and trends emerge and die off just as quickly as users swipe from one video to the next.

That's why your brand needs to have a finger on the pulse at all times to stay on top of this to continue being relevant to your audience.

There's no better way to keep your finger on the pulse of TikTok by actually being ON TikTok. Dedicate some time every week (or every day if your brand is investing heavily in the channel) to swiping through the app. Check up on what your followers are engaging with, what content your competitors are putting out there, and what trends everyone is jumping on – even if they have nothing to do with the beauty space whatsoever.

It's also important to have a solid method to measure the success of your strategies – to ensure your brand plans are always on the right track, and you're constantly learning from what's been done before.

When it comes to TikTok, there's so much you can be measuring. Here's 3 key areas to look out for:

How well your content is emotionally resonating with your audience:

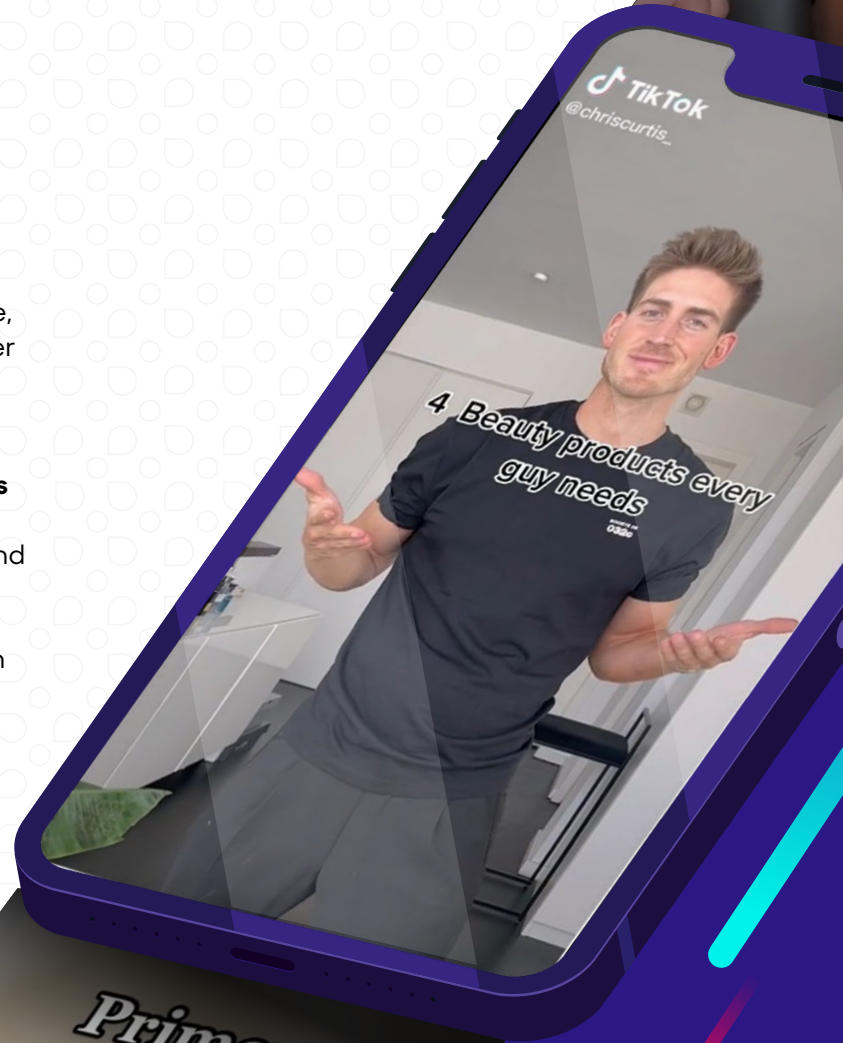
This can be monitored by reviewing changes in followers, likes, video views, profile views, comments, shares, and conversions on your ad CTAs.

How your content is impacting your brand's overall performance:

This can be monitored by tracking changes to add-to-cart rate, average order value, conversion rate, customer lifetime value, customer acquisition cost, and prompted and unprompted brand awareness.

How your strategy is changing consumer perceptions of your brand:

This can be monitored by tracking changes in sentiment across customer reviews and comments. But for a better understanding, you'll want to try out Brand Management platforms like ProQuo AI, which give a daily read on the strength of a brand's relationships with its consumers.



Primer

Key takeaways.

A TikTok strategy that really knocks it out of the park is one that builds stronger relationships between your brand and your consumers. In the same way that a TikTok engages a person's System 1 feelings and sparks a strong emotional response that gets them hooked, the right TikTok strategy for your brand will cause consumers to have stronger positive sentiments about your brand overall.

Here are 5 ways to make that happen:



Identify your target audience



Find out what emotionally resonates with them on TikTok



Create content that evokes an emotional response



Test and optimize content to find out what secures the most ROI

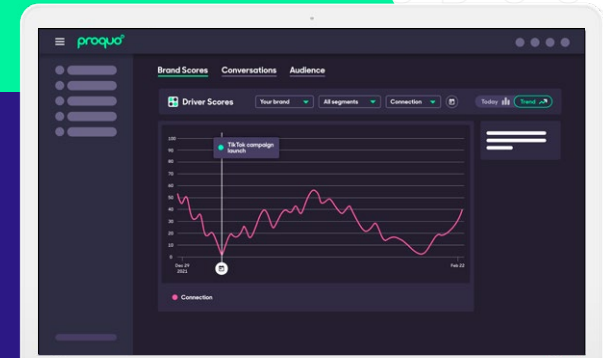
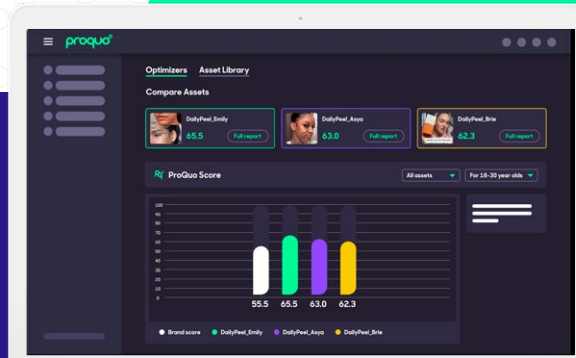
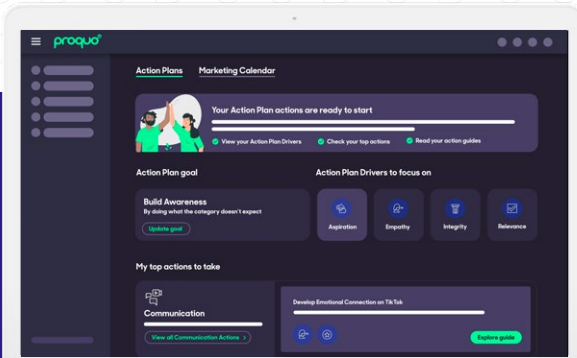


Monitor and measure your TikTok strategy and execution



About ProQuo AI.

ProQuo's AI-Powered Brand Management platform can help your beauty brand secure ROI from TikTok by combining brand strategy, creative development and performance monitoring into a single platform.



With ProQuo, you'll get a custom AI-powered marketing strategy based on your growth goals. Simply tell ProQuo what you want to achieve for your brand, and the platform's AI will crunch all the data it's gathered on how people feel about your brand, competition and category to tell you what to focus on to get there. And since ProQuo gathers consumers' feelings daily, you can refine your TikTok strategy in real-time, so it always maximizes ROI.

With ProQuo's CreativeLab, beauty brands can test and optimize their creative assets in a risk-free environment before taking them live on TikTok. CreativeLab tests anything from creative concepts and videos through to messaging and packaging, getting feedback from 300 people in just hours.

ProQuo can help you understand what emotionally resonates with your audience by monitoring your brand in real-time against Drivers that are the basis of the relationships people have with brands. 8 of these Drivers are emotional, ranging from Integrity and Transparency through to Empathy and Connection. If your beauty brand is looking to deepen your emotional connection with your audience on TikTok, ProQuo's always-on brand monitoring solution can help you achieve that.

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