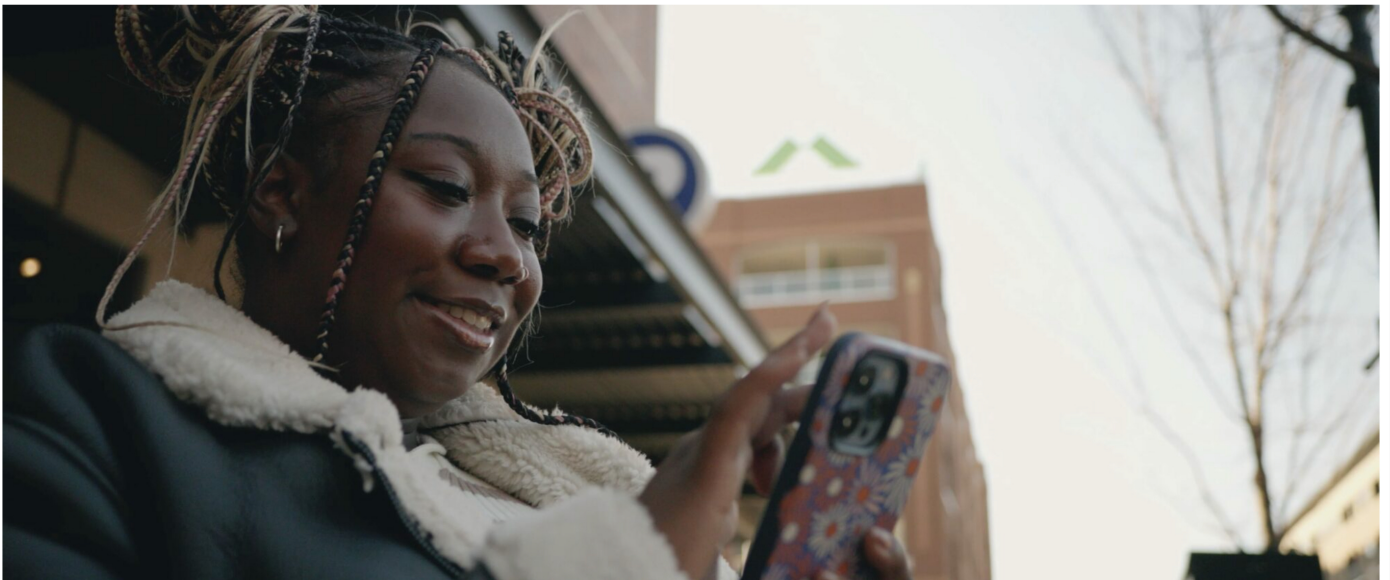


INSIGHTS

TikTok Takeover: A Powerful Tool for B2B Marketing



by Zahria Hart

As TikTok's popularity continues to skyrocket, it's becoming impossible for B2B marketers to ignore. With a user base projected to reach 2 billion by the end of 2024, the social media platform offers an enormous—and diverse—potential audience. The fact that 40% of younger Americans prefer to use TikTok and Instagram as a search engine further underscores its potential as a marketing channel, as does its status as the most downloaded app in more than 40 countries.

Video performs well on social media—everywhere, really—and the endless scrolling of TikTok's video format, which proved to be so popular that other platforms adopted it as their own approach, is why we now have Instagram Reels and YouTube Shorts, among others. If you use videos on other platforms, it makes sense to cross-post on TikTok, too.

TikTok's massive user base is also highly-engaged, so the platform presents a prime opportunity for B2B marketers to showcase their products and services. If your B2B enterprise has previously dismissed TikTok as a viable outlet for social media marketing—perhaps because you assumed it doesn't cater to your target audience—now might be a good time to reconsider.

Why TikTok Stands Out

Compared to more traditional social media platforms such as Facebook and Instagram, TikTok offers a unique approach: Instead of using a “social graph” that links you to familiar faces, TikTok's algorithm employs an “interest graph,” connecting you to content tailored to your preferences and interests, which generates a one-of-a-kind feed for each user.

While the innovative algorithm is key to recommending content, B2B marketers can further enhance the visibility of their efforts by incorporating SEO strategies. The smart use of keywords, hashtags, engaging video descriptions, and captions can significantly boost your content's reach. A blend of hyper-personalization and SEO proficiency can enable businesses to connect with their target customers in a more direct and captivating manner.

TikTok “Cheat Codes”

Moving your B2B enterprise into yet another social media space can seem daunting, but following these organized best practices can help the transition to TikTok:

Embrace the Platform's Spirit: Businesses—especially those in tech, digital marketing, and creative industries—should create content that highlights their products or services in an engaging and entertaining way to align with TikTok's light-hearted spirit.

Repurpose Existing Content: If you have the content, work smarter and not harder—repurpose some of your blog content that might fit into TikTok's unique style and connect with its user base. If your business lacks informative blog content, consider repurposing material from other social media platforms. By transforming existing videos or graphics into content suitable for TikTok, you can optimize time and resources.

Monitor and Leverage Trends: Trends on TikTok can offer valuable opportunities for B2B enterprises. For instance, IBM successfully jumped on the “[Throwback Thursday](#)” trend by sharing old footage of their technology, gaining significant engagement. However, timing is crucial. Trends on TikTok tend to move quickly, so it's important to act fast. Once the majority of users have moved on to a new trend, it's generally considered too late to hop on the old one. Keeping a close eye on trending hashtags and popular content can help businesses identify and capitalize on trends in a timely manner.

A B2B Success Story

Plenty of businesses have made good use of TikTok in their [B2B marketing efforts](#), including Adobe, Square, and Shopify. Another good example is Grammarly, which has a division devoted to selling its services to other businesses. The popular SaaS company uses humor and relatability in its social media efforts to connect with its audience, posting content about the challenges of last-minute projects and making jokes about common grammatical errors. Such an approach allows them to demonstrate their product's value while also engaging with anyone who has ever had to write something—which is essentially everyone.

The key takeaway from Grammarly's strategy is that [B2B marketing](#) on TikTok doesn't have to be dry, and that businesses can expand their definition of “professional” in this context. By using humor and addressing common problems potential users might face, Grammarly creates a connection with their audience and reminds potential customers that their product is a good solution. Even in B2B marketing, companies should strive to create relatable, authentic, and engaging content to connect with their audiences.

The Bottom Line

Reservations about adopting TikTok for B2B marketing persist. Critics raise [legitimate worries](#) about data protection and privacy, echoing skepticism of social media's societal impact. In response, TikTok touts its dedication to safeguarding user data and enhancing security, though businesses should scrutinize these measures.

If the [average social media user](#) spends nearly two and a half hours on platforms like TikTok every day, it's worth looking to see if the platform offers unique opportunities for B2B marketers to deepen engagement in ways conventional marketing channels can't. Combining innovative marketing approaches with a mindful stance on privacy and security concerns can empower businesses to tap into this vibrant landscape effectively, revolutionizing marketing strategies while ensuring responsible digital engagement.

If you're ready to talk about how social media marketing—TikTok or otherwise—might be right for your business, reach out today. We're ready to have that conversation. You can also [sign up for Bird Feed](#), our free monthly newsletter, for a fresh perspective on the latest trends and insights in the industry.

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