

2024 Carnegie Social Media Webinar Series

Crafting TikTok Brilliance: Carnegie & TikTok's Guide to Creative Excellence

2024



PRESENTERS

Amy Orlando

- + Director, Social Media Marketing + Digital Strategy | Carnegie



Anastasia Jones

- + Brand Partnerships Manager | TikTok



- + Provide marketers with the necessary tools and insights for crafting TikTok videos that **captivate audiences**, drive **meaningful conversions**, and adhere to the latest TikTok **best practices**.

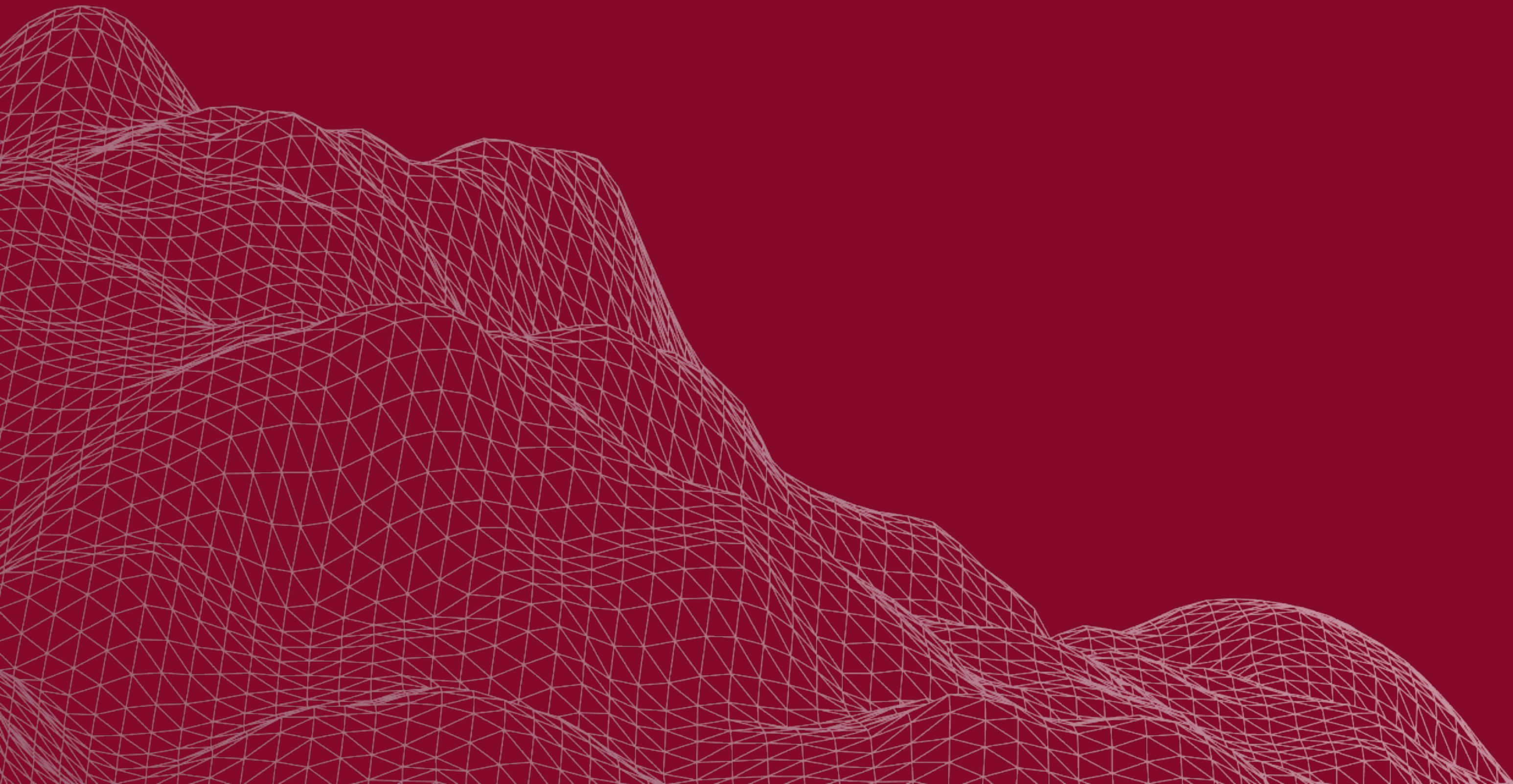


Agenda

- ① TikTok Overview
- ② Why Creative Matters
- ③ Creative Best Practices
- ④ Client Success: Colorado College
- ⑤ TikTok Resources & Creative Solutions

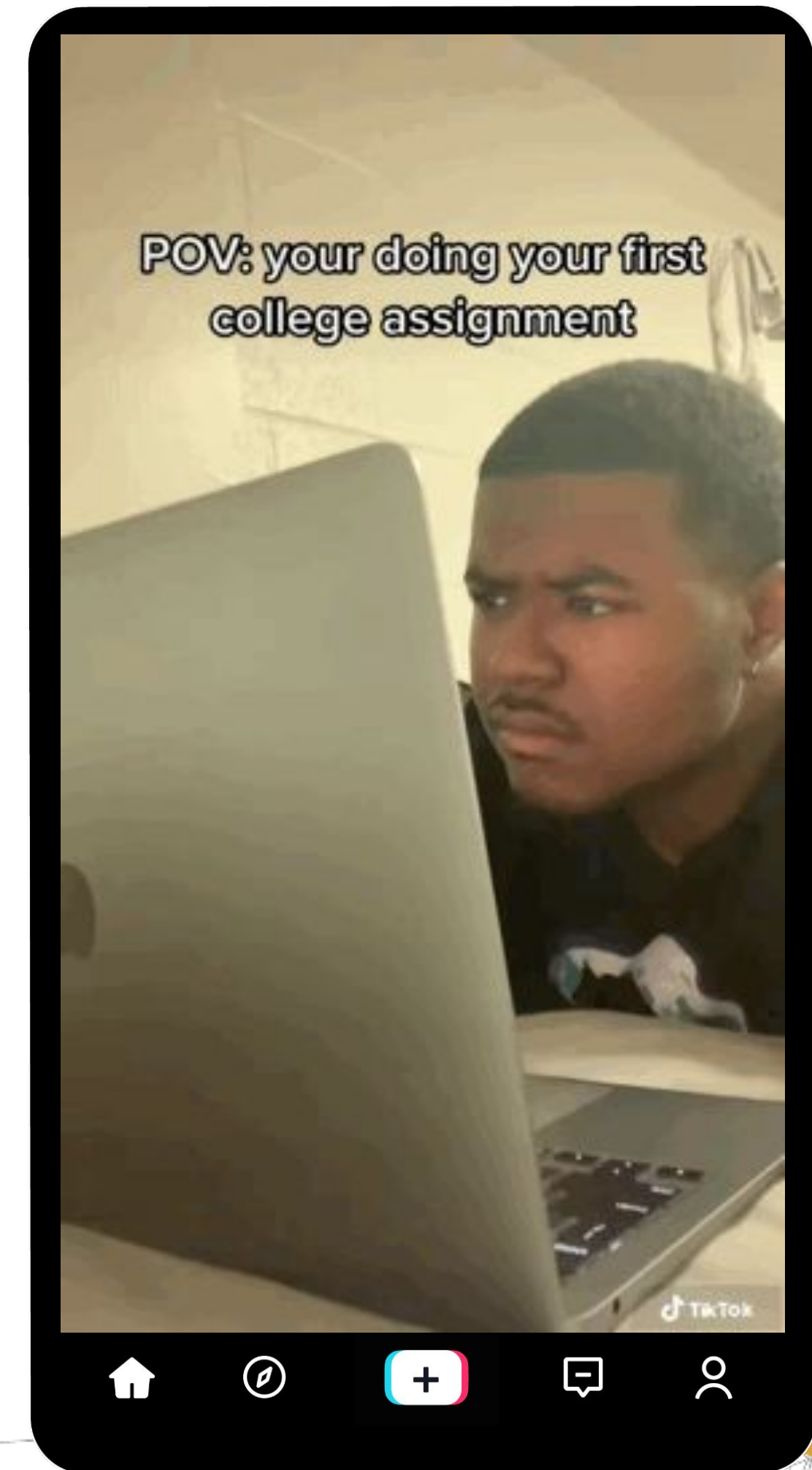
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TikTok Overview



What is TikTok?

- + TikTok is an **entertainment platform** that features **short-form mobile video** with **trending music and sounds** and **encourages user engagement**
- + TikTok can be used to **build awareness**, **increase event registrations**, and **drive leads and conversions**



TIKTOK BY THE NUMBERS

9000

organic TikTok videos are made **per minute**

51%

of users choose TikTok over Google for **search**

81%

of users globally said they plan on spending the **same or more amount of time** on TikTok over the next 6 months

35%

of users globally said they spend **more time** on TikTok than Netflix

TIKTOK BY THE NUMBERS

Education discovery happens on TikTok.

37%

of TikTok users learn information about **schools** on TikTok

32%

of TikTok users learn information about a **course** on TikTok

31%

of TikTok users learn information about a **training program** on TikTok

TIKTOK BY THE NUMBERS

When deciding which school to attend...

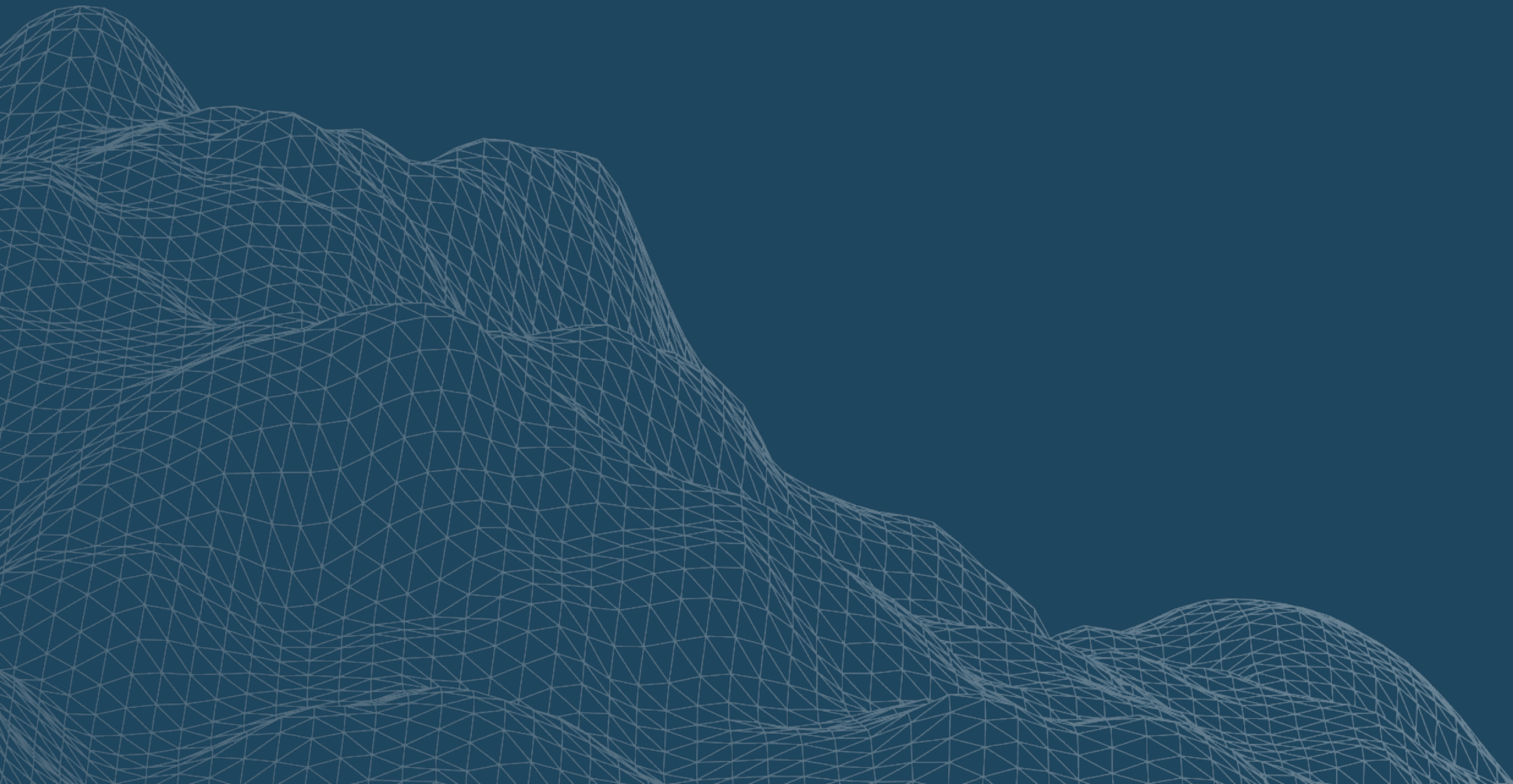
1 in 3

prospective **graduate** students look at their top schools' TikTok accounts

1 in 4

prospective **undergraduate** students look at their top schools' TikTok account

2 Why Creative Matters



WHY CREATIVE MATTERS

Creative on TikTok is a key to your business' success.

65%

of TikTok users watch
whatever the algorithm suggests

55%

of TikTok users say the
platform helps them
discover new things

WHY CREATIVE MATTERS

75%

of a campaign's success
is **attributed to creative**

47%

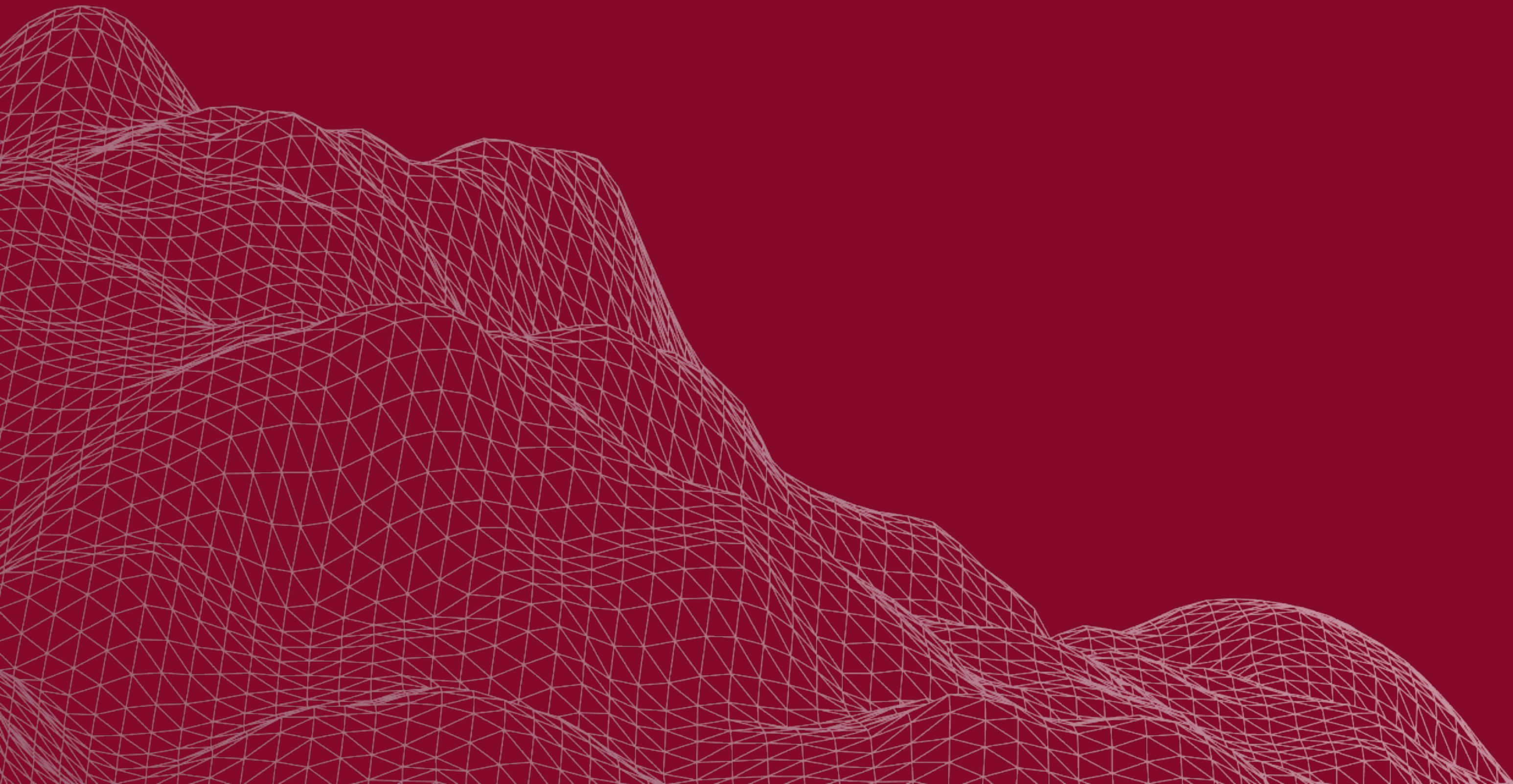
of **brand sales lift** is
brought by creative

1.1x

conversion intent is
driven by TikTok-first
creatives compared to
repurposed creatives
used across social media
platforms

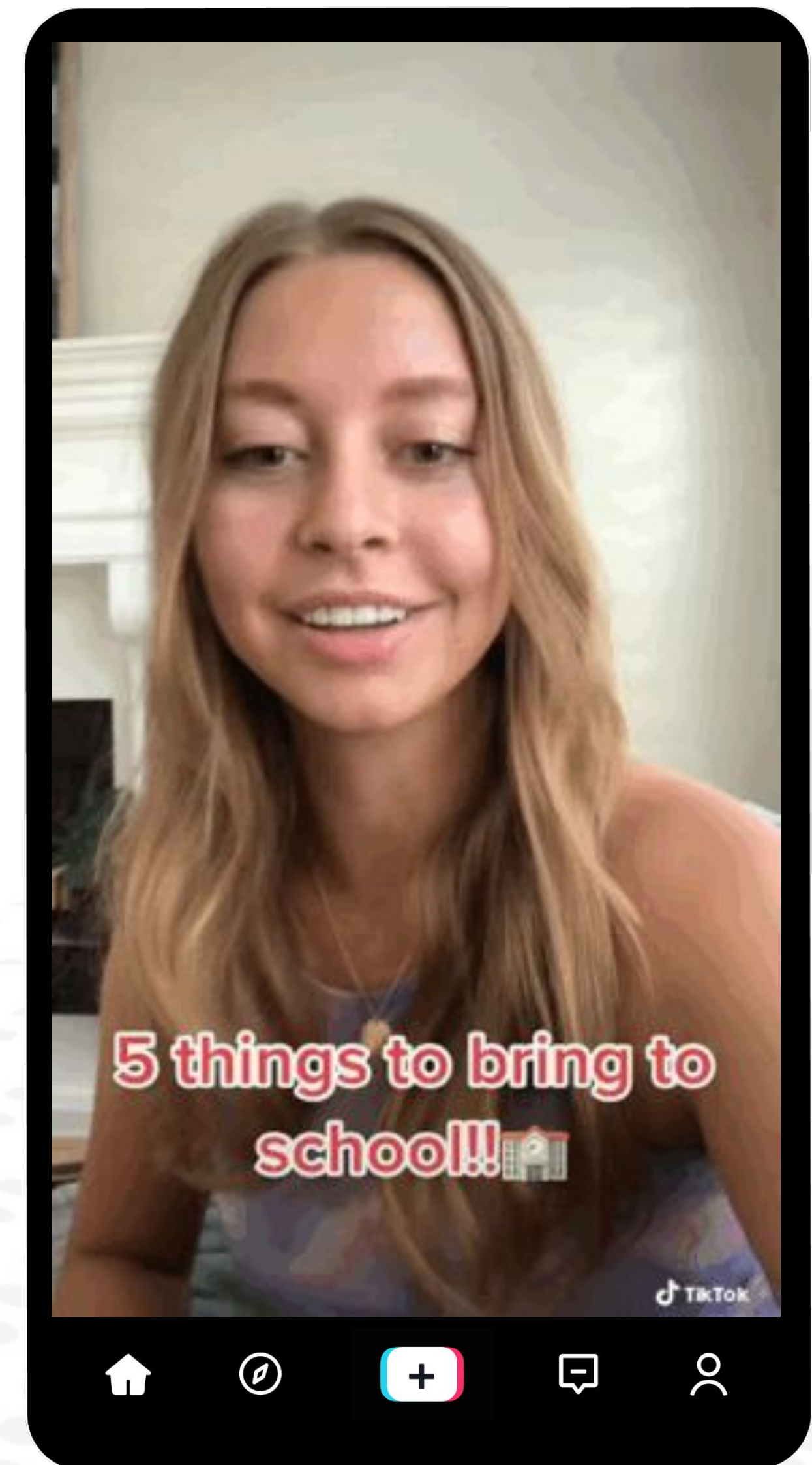
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Creative Best Practices



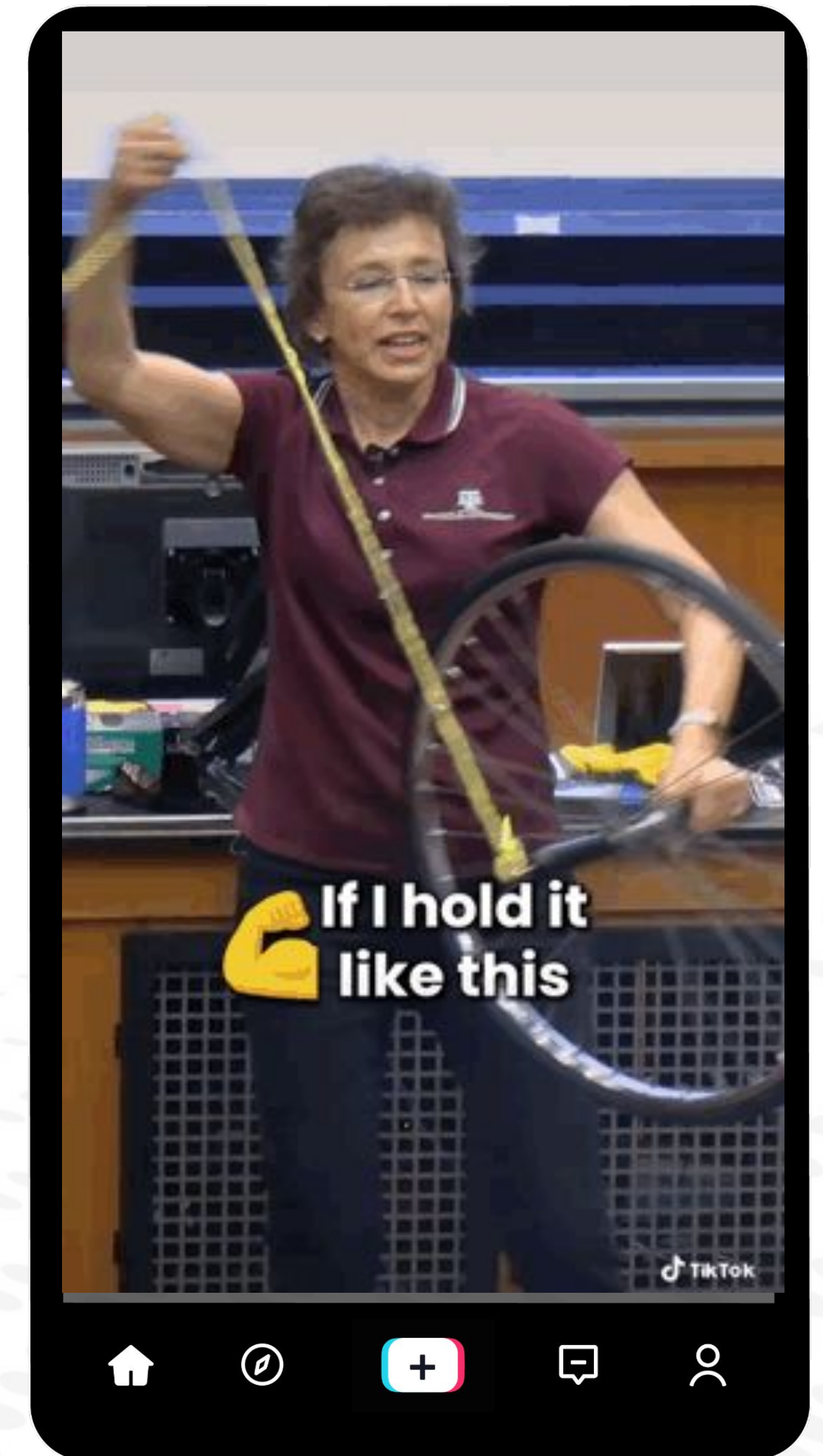
Creative Best Practices

- Leverage the **power of sound**
- Overlay **concise & informative** text
- Get your **key messages** out early
- Keep **branding consistent** throughout
- Include a **strong CTA**
- Break the 4th wall by **addressing viewers directly**
- Keep your story **real** and **entertaining**
- Incorporate the latest TikTok **trends**



Pro-Tip: Utilize Spark Ads

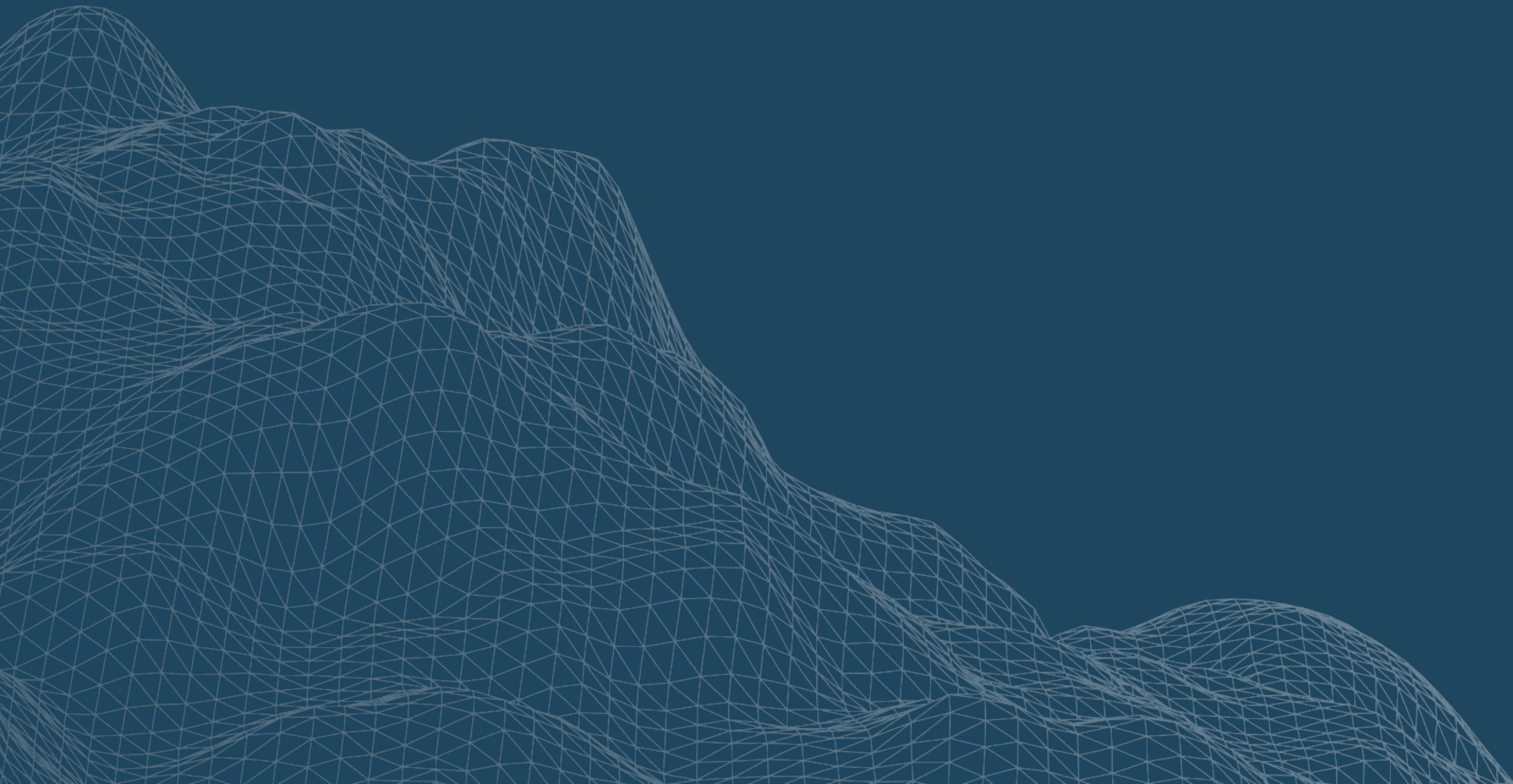
- Spark Ads don't always have to be your own institution's posts! You can Spark other TikTok Creator's posts with their permission, such as students, student-athletes, professors, alumni, etc.



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Carnegie Client Success Story

Colorado College & Spark Ads



COLORADO COLLEGE & TIKTOK SPARK ADS

The Strategy

Carnegie worked with Colorado College to target prospective undergraduate students in CA, NY, MA, CO, TX, and IL through a TikTok campaign utilizing Spark Ads.

The campaign aimed to increase the number of inquiries through RFI's submitted on the designated landing page

The Results

84

lifetime conversions

32,715

Paid likes

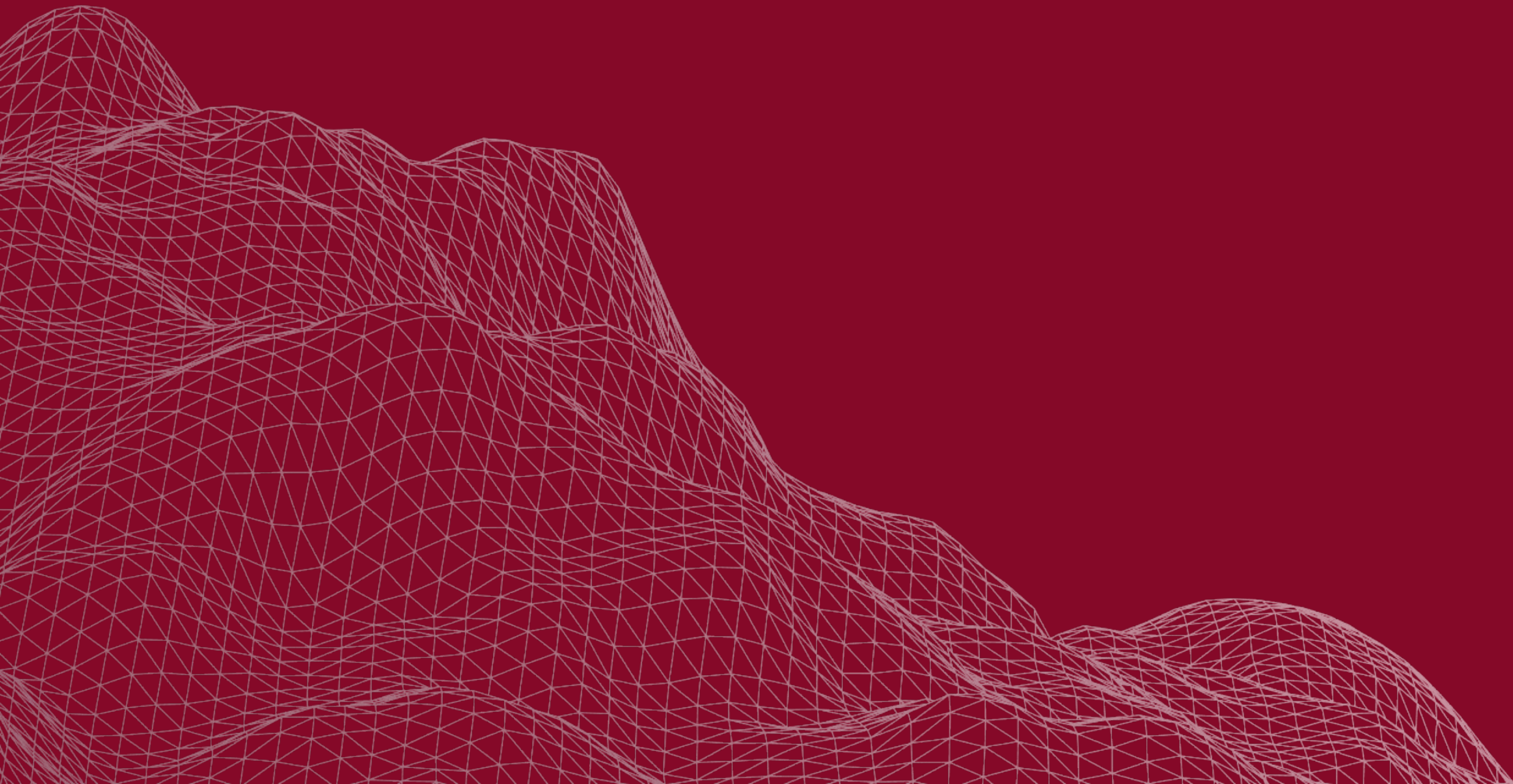
14,608

Paid profile visits



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TikTok Resources & Creative Solutions



TIKTOK CREATIVE CENTER & COMMERCIAL USE LIBRARY

INSPIRATION

Top Ads Dashboard
Keyword Insights
Creative Tip Finder

TRENDS

Top Hashtags
Trending Songs
Popular TikTok Creators
Viral Videos

**TOOLS &
RESOURCES**

Video Editor & Templates
Commercial Music Library

TIKTOK CREATIVE CENTER & COMMERCIAL USE LIBRARY

The screenshot shows the TikTok Creative Center website. At the top, there is a navigation bar with the following items: 'TikTok Creative Center', 'Inspiration', 'Trends', 'Creative Tools', 'Audio Library', 'Top Products *New*', 'English', and a user profile icon. The main heading reads 'Let's elevate your whole creative game'. Below this, there are three primary sections, each with a 'Get started' button:

- Looking for examples of top ads?** This section features a 'Top Ads Dashboard' card with a search bar and a red TikTok logo icon.
- Wondering what's hot on TikTok?** This section features a 'Trend Intelligence' card with a line graph showing an upward trend and a red flame icon.
- Seeking creative guidance?** This section features a 'Creative Strategies' card with a play button icon and a speech bubble icon.

A chat icon is visible in the bottom right corner of the interface.

TIKTOK CREATIVE EXCHANGE

Basic Package

4 Unique Videos

- 1 Concept
- 1 Talent
- 1 Round of Edits
- No Reshoots

20 Business Days

\$20,000 USD minimum campaign spend** on in-feed formats in the auction platform, in 30 calendar days upon receipt of creatives

Standard Package

8 Unique Videos

- 2 Concepts
- Up to 2 Talent
- 1 Round of Edits
- No Reshoots

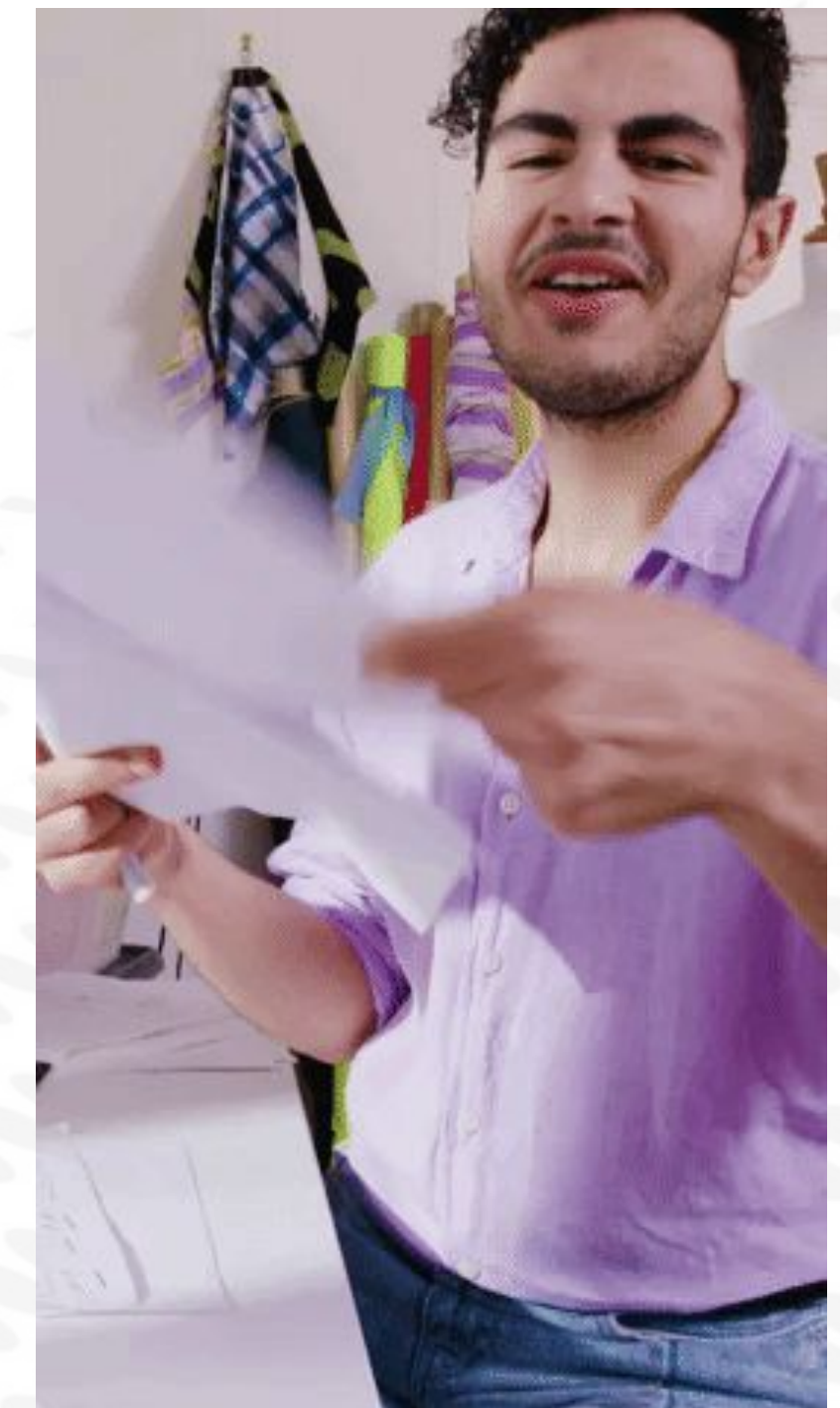
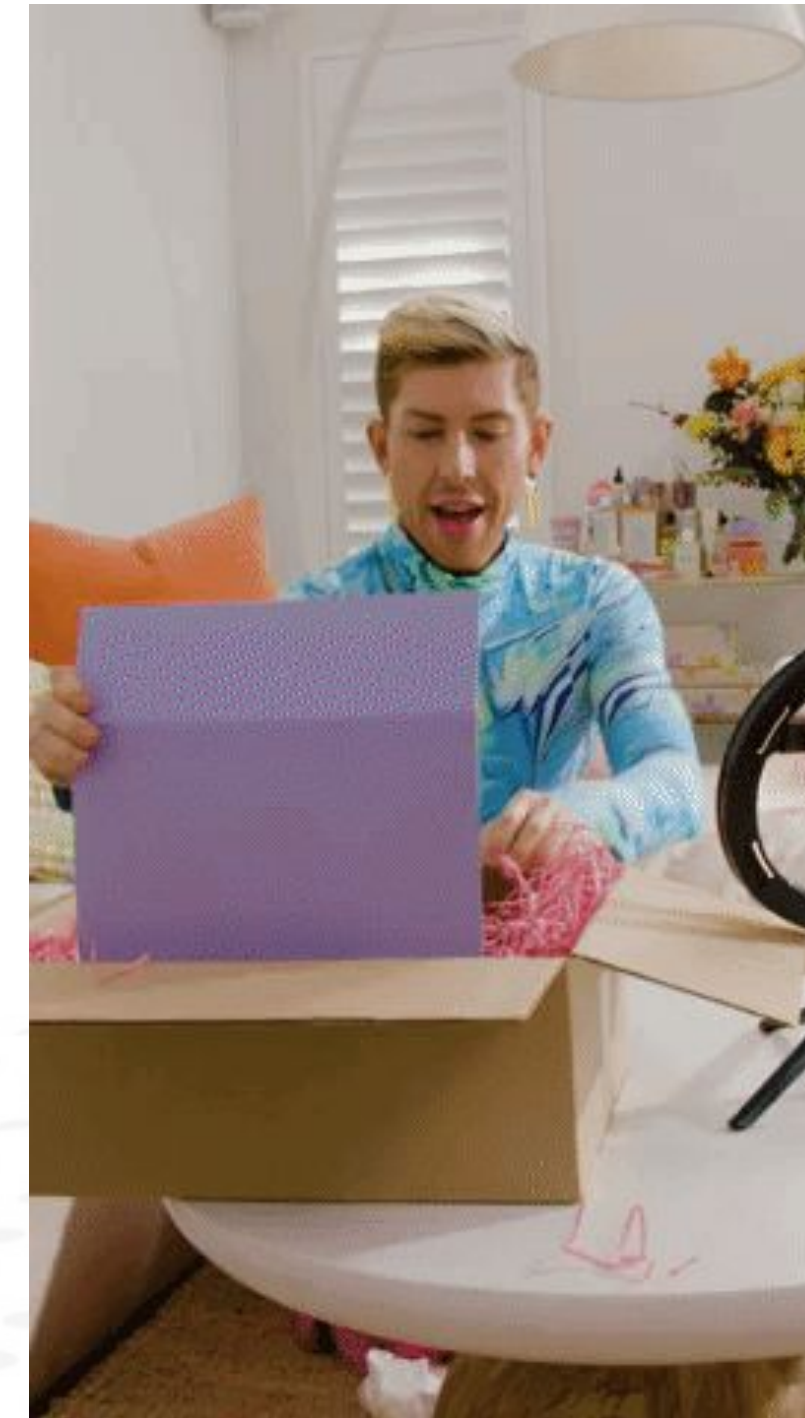
20 Business Days

\$35,000 USD minimum campaign spend** on in-feed formats in the auction platform, in 30 calendar days upon receipt of creatives

** Advertisers who do not meet the minimum campaign spend requirement will be charged the 'TTCX Affiliated Media Services' fee via invoice.

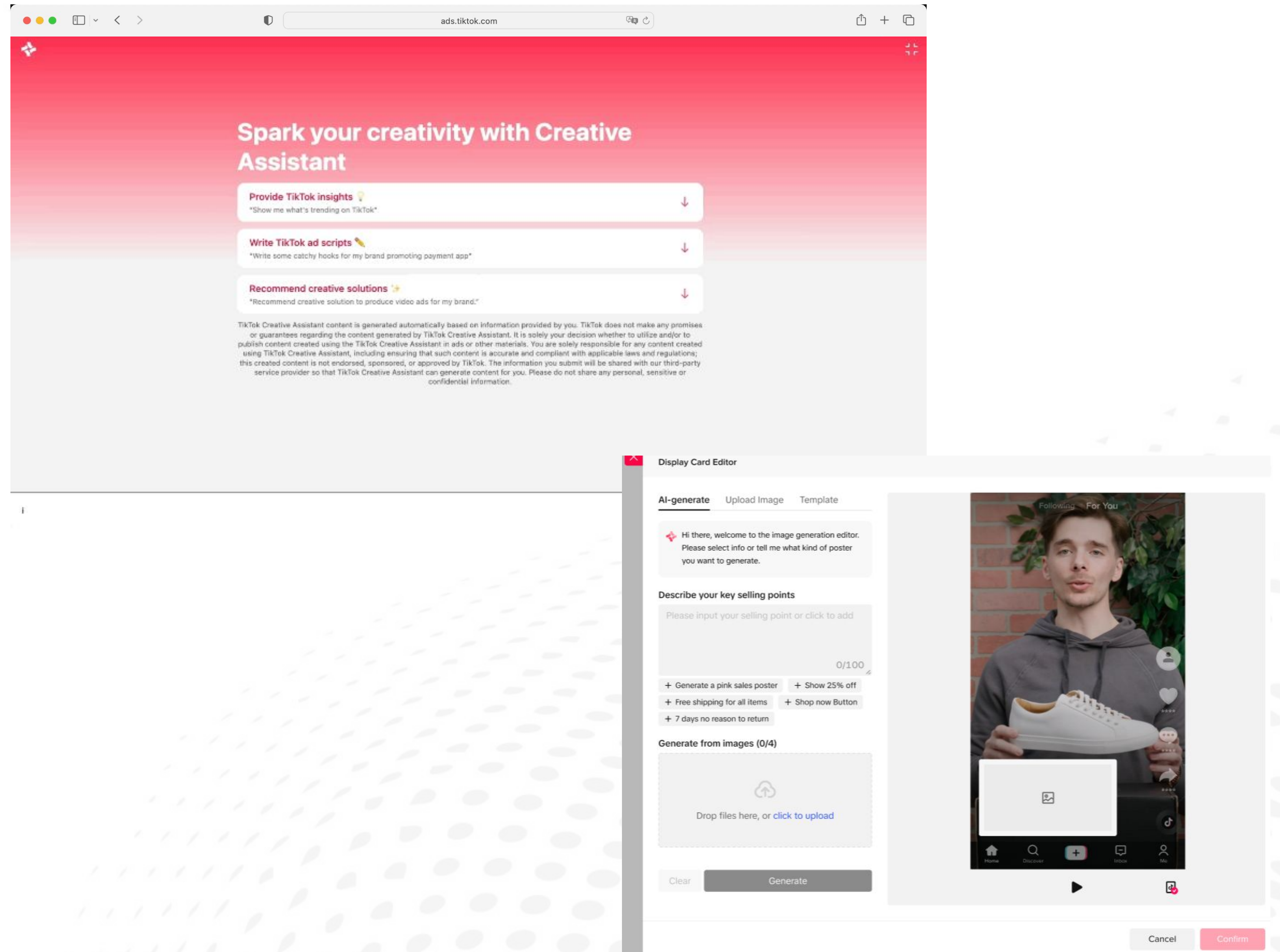
TIKTOK CREATIVE CHALLENGE

Receive authentic video ads at scale with creator generated content



TIKTOK AI CAPABILITIES: INSPIRE CREATIVITY & BRING JOY

- Brainstorm with **TikTok Creative Assistant**
- **Auto-generate images** to add to TikTok Ads
- Utilize **Smart Creative** to fight creative fatigue
- Create scripts with TikTok's **Script Generator**
- Explore suite of generative AI solutions with **TikTok Symphony**

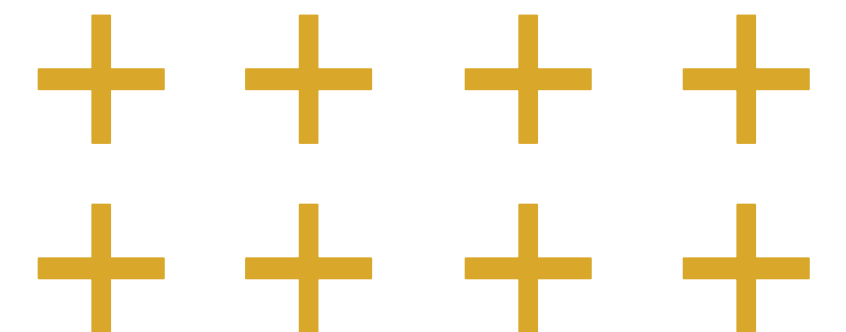


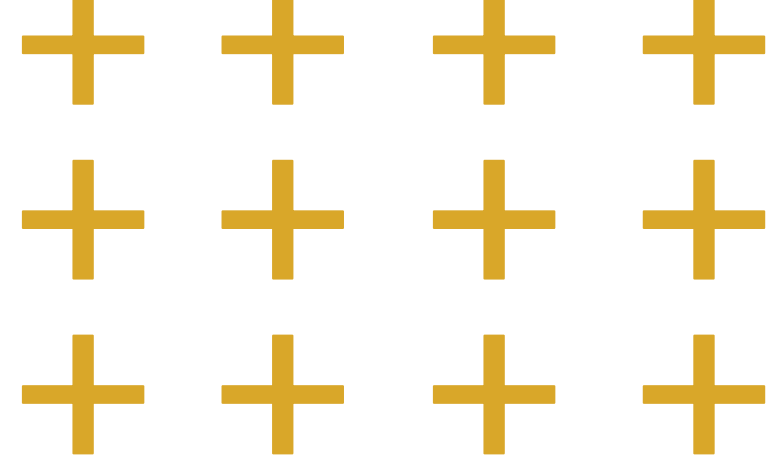
FAQ - Does Carnegie offer any solutions to help clients create TikTok videos that follow creative best practices?

+ **Yes!**

- Carnegie offers TikTok video editing services, where our in-house creative team uses client-provided videos and edits them/adds enhancements to make them ideal for TikTok!

Our creative team is versed in TikTok creative best practices and are experts in taking creative used for other platforms and transforming them to fit more seamlessly into TikTok.





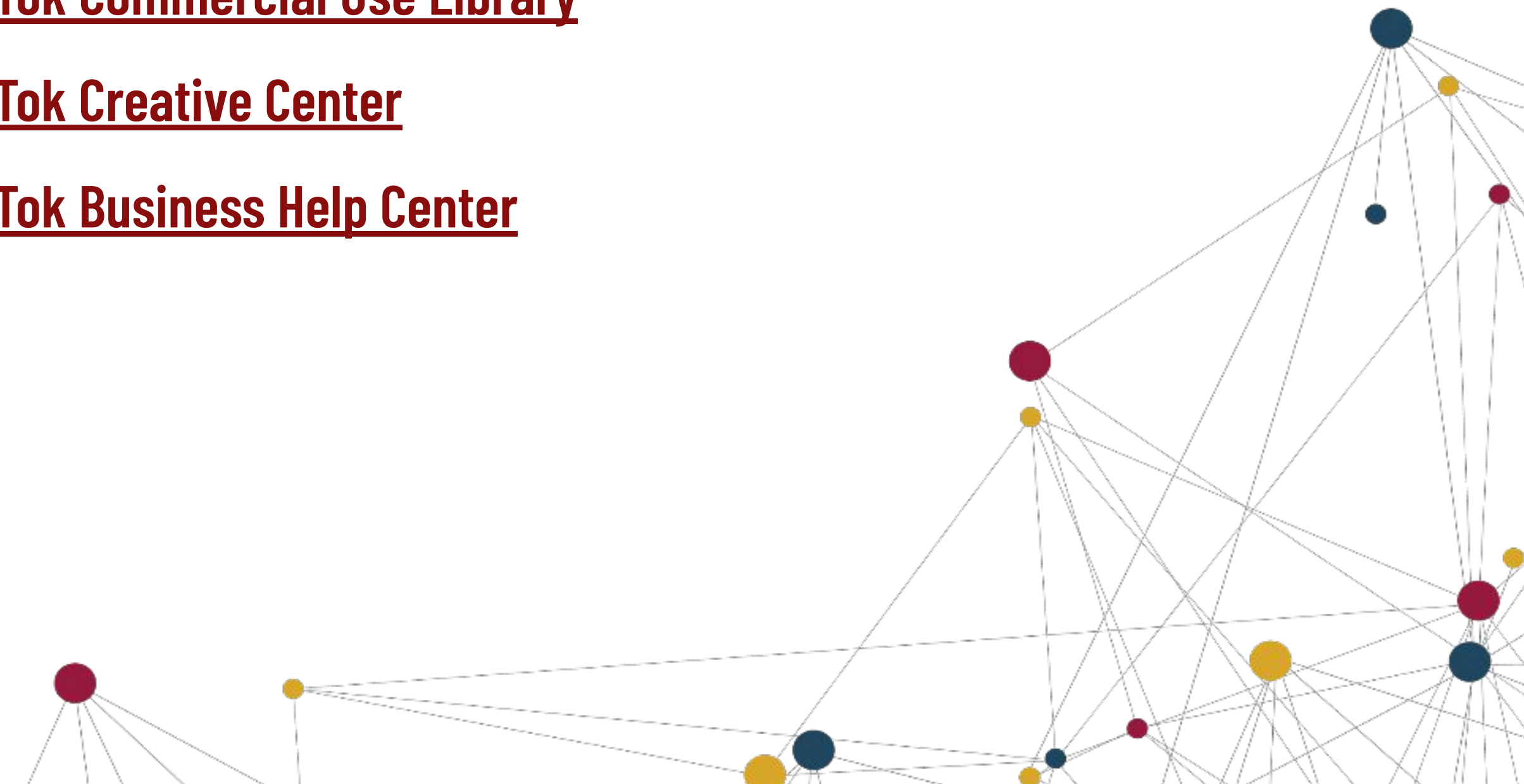
Resources

CARNEGIE BLOGS

- [TikTok vs. Snapchat: Which One is Better for Advertising](#)
- [Organic Videos: TikTok & Snapchat](#)
- [Leveraging TikTok Spark Ads in Higher Ed](#)
- [New TikTok Features & Potential Advertising Ban](#)

TIKTOK RESOURCES

- [TikTok Commercial Use Library](#)
- [TikTok Creative Center](#)
- [TikTok Business Help Center](#)



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Thank You!



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