



# Building Creative & Driving Ecommerce Growth on TikTok For Your Brand

HOSTED BY:

85SIXTY



DEER VALLEY



# Meet the Team



**Lia Chan-Man**

Director, Performance Creative

**85SIXTY**



**Leah Barnett**

Associate Director, Paid Social

**85SIXTY**



**Ryan Mayfield**

Manager, Content and Brand



# Today's Agenda

- 1 TikTok and the Consumer Journey

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- 2 What's New in the World of TikTok

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- 3 Getting Started on TikTok

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- 4 Brands Doing it Well

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- 5 Introducing Ryan from Deer Valley

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- 6 Practical Tips to Take Back to Office

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- 7 Take Advantage of Trends

---
- 8 Q&A

# TikTok drives results in the consumer journey.

Discovery

56%

Of users say that they spend time on TikTok to discover something new or interesting.

Engagement

2x

Stronger efficiency driven by TikTok compared to TV.

Conversion

59%

Of weekly users have engaged in ecom behaviors on TikTok.

Advocacy

1.3x

More likely than other platforms to convince someone to buy a product they saw on TikTok, when on a CPG journey.

**Create an efficient  
and engaging sales  
journey with...**

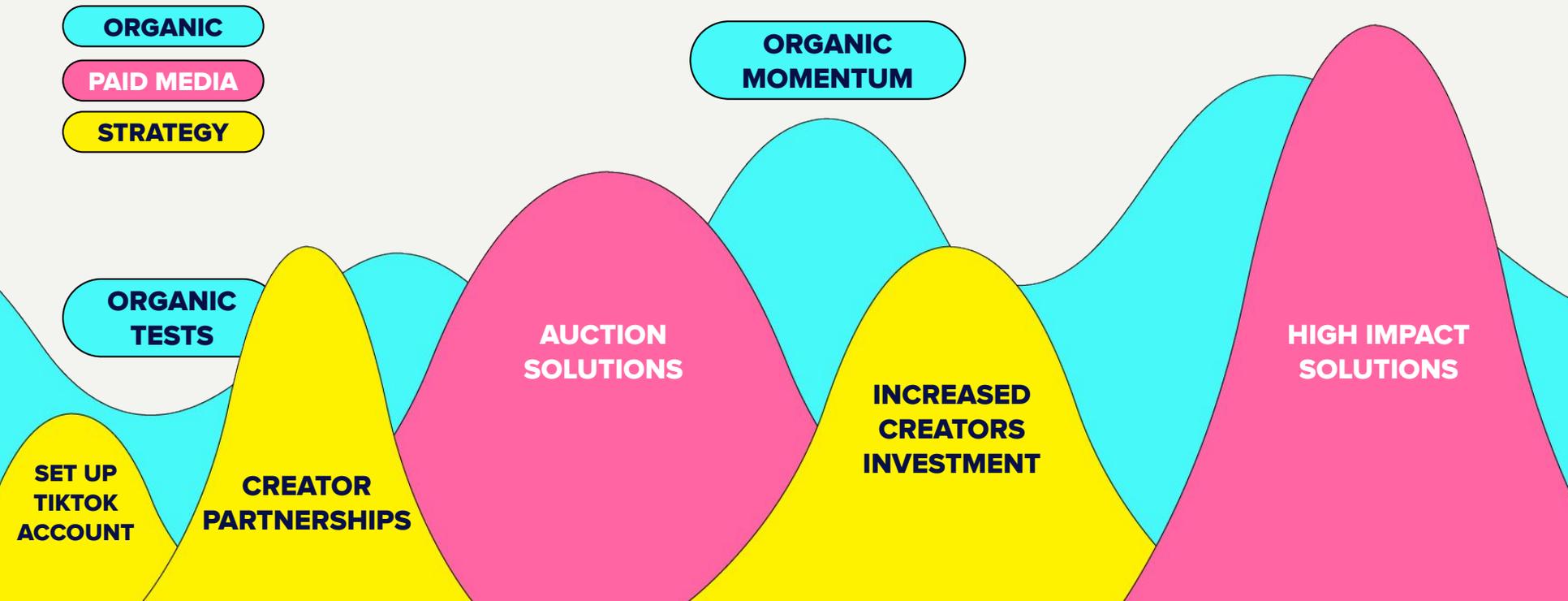
**Captivating  
creative content**

**Strategic  
paid promotion**

**Seamless  
purchase solutions**



# Use a roll-out plan to simplify your TikTok strategy



Unlike the experiences & adventures  
many of you are empowering through  
your products & services...

# TikTok isn't a **mountain** to overcome

(it's easy and effective)



Duet With Branded Mission

TikTok Shop Marketing Automation

Interactive Ads

Symphony AI

Creative Challenge

Video Shopping Ads

**What's New  
on TikTok?**

Creator Rewards

Product to Video

Search Insights

Long Form Video

Live Shopping

Smart Performance Ads

tion

TikTok Shop Tab

TikTok One

Unified Lift

Media Buying Certification

TikTok Studio

Remix Video

**spotlight**

# TikTok Shop

TikTok's new innovative shopping solution enables merchants, brands, and creators to showcase and sell products directly in-app.

**6.7M**

#TikTokMadeMeBuyIt  
Videos Created

**3 in 4**

Users say they are likely to buy from a brand they've seen on TikTok Shop

**92%**

Of users said they take action after seeing a TikTok



**TikTok Shop**

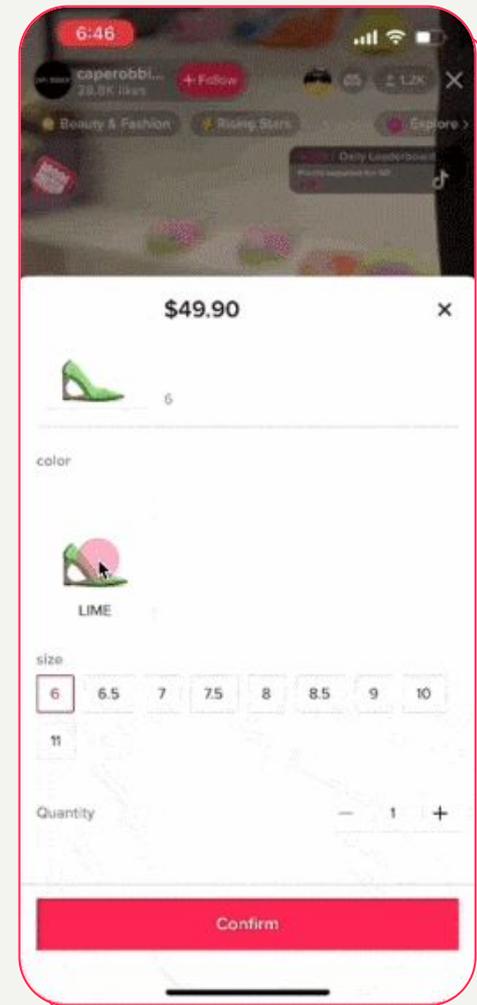
**new**

# Shopping Ad Formats

**Video Shopping Ads**

**Live Shopping Ads**

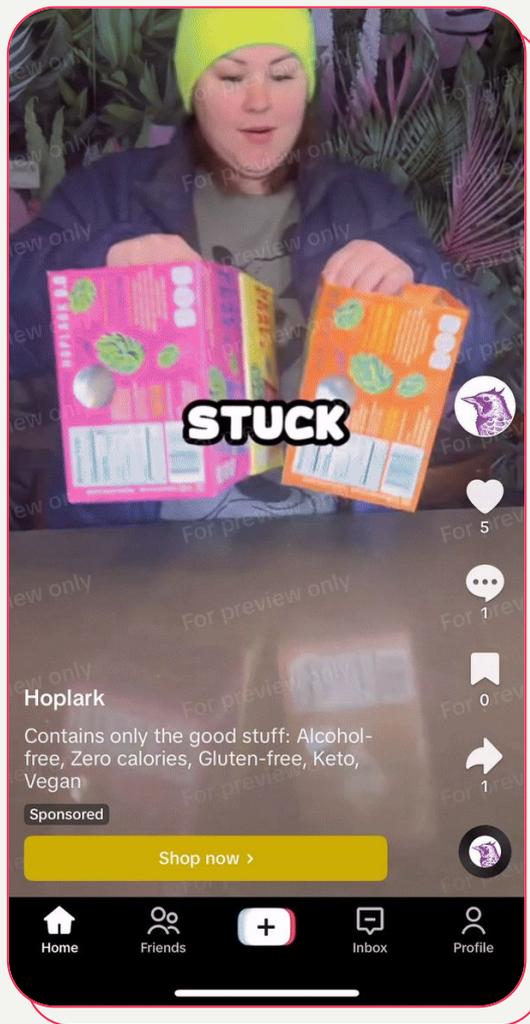
Drive seamless purchases with TikTok Shop's embedded product links.



**new**

# TikTok Creative Challenge

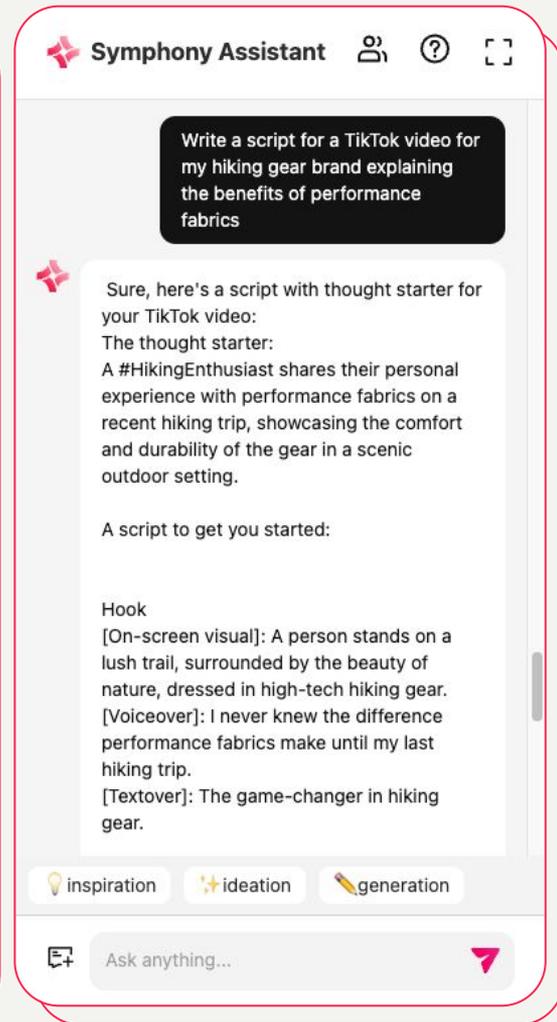
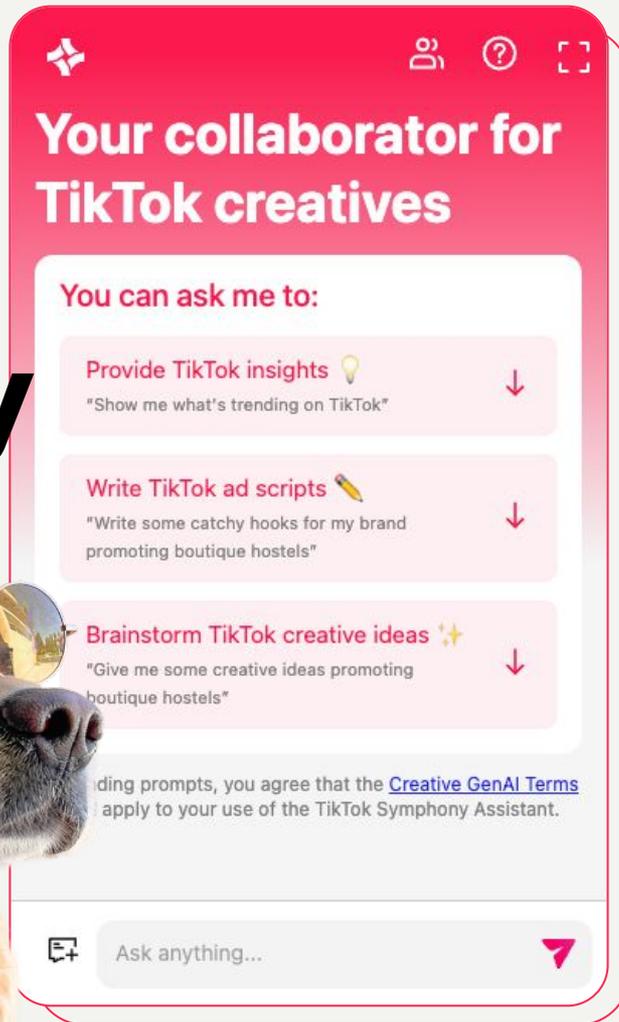
Invite & brief creators to participate in brand campaigns and submit original content.



**new**

# TikTok Symphony

TikTok's Creative AI suite to virtually assist your research & production.



# Who's doing TikTok **well?**

Prepare for shoutouts if you're in the crowd!



# @kanefootwear



**Posts 3+ Per Week**



**Active TikTok Shop**



**Participating in Trends**



**Mix of UGC & Brand Content**



# @pacsun



**Frequent Posts**



**Participating in Trends**



**Active TikTok Shop**



**Mix of UGC & Brand Content**



# @arcteryx



**Participating in Trends**



**Follows Production Principles**



**Hybrid Paid + Organic Media**



**Informative Content**



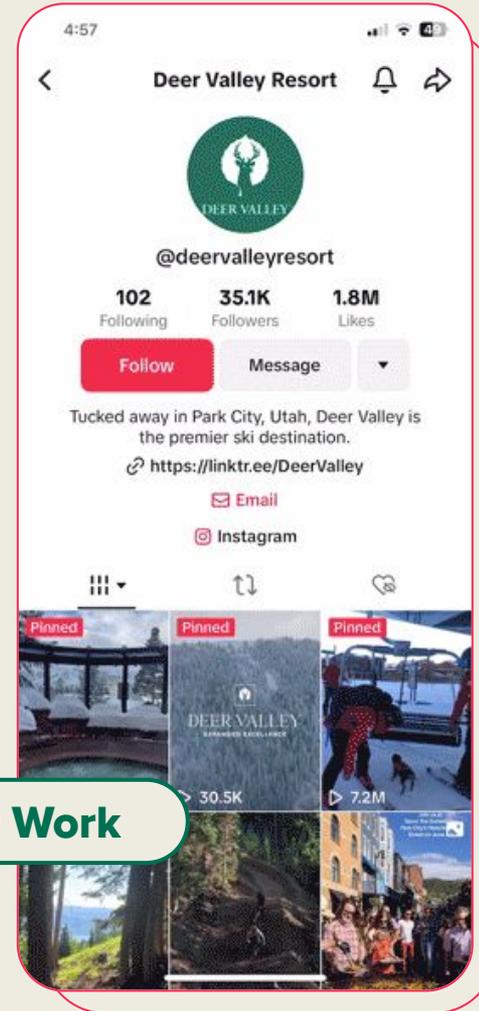
# Welcome our guest: Deer Valley Resort

Your local ski resort only 45 minutes away from this convention center.

**Proof of Success**

**Content Process**

**Influencer Work**



# Deer Valley's 3-Step Approach to Getting Started on TikTok

**#1**

**Be nimble and quick to react to emerging trends**

**#2**

**Respond to comments and engage as the brand**

**#3**

**Experiment with the opportunity to go off-brand**

# How has Deer Valley seen success on TikTok?

## Investing the Time

**4 years  
spent**

Deer Valley has been active on TikTok since December 2020

## Driving Engagement

**25M  
views**

Millions of total views since Deer Valley became active on TikTok

## Growing Community

**35.1K  
followers**

Thousands of engaged followers primarily driven by organic growth

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# Deer Valley's 3-Step Approach to Content Creation

**#1**

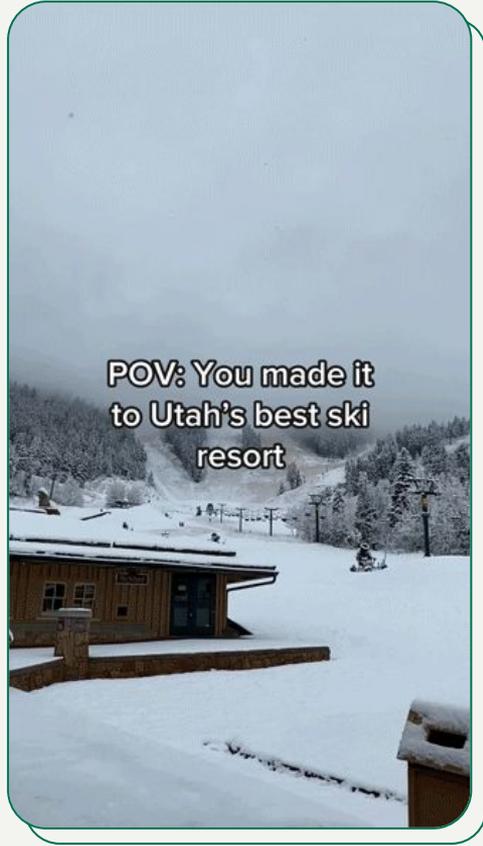
**Aggregate ideas before  
content creation day**

**#2**

**Shoot for brand and  
BTS on content day**

**#3**

**Post-production**



# 3-Step Approach to Content Creation

## #1 THE NIGHT BEFORE CONTENT CREATION



Scroll Through TikTok



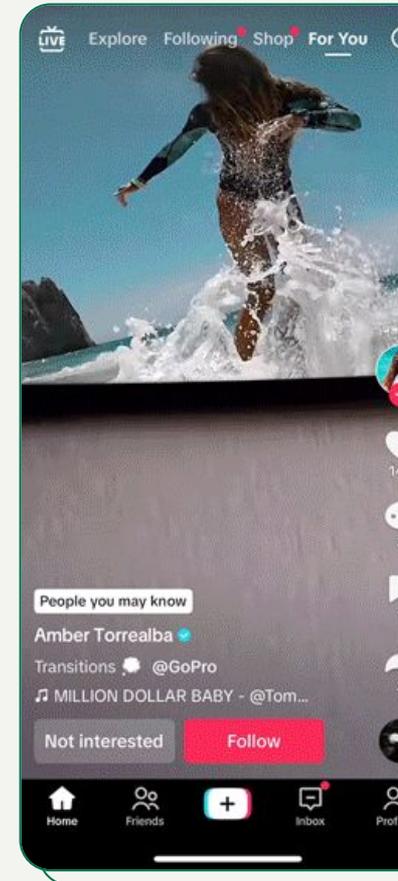
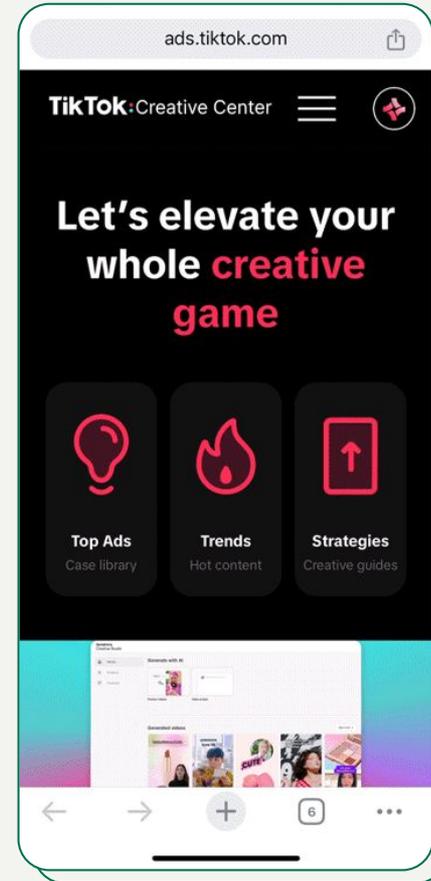
Aggregate Ideas & Inspiration



Receive Ideas from Agency



Build a Repository of Ideas



# 3-Step Approach to Content Creation

## #2

### CONTENT CREATION DAY



Set Up at the Scene



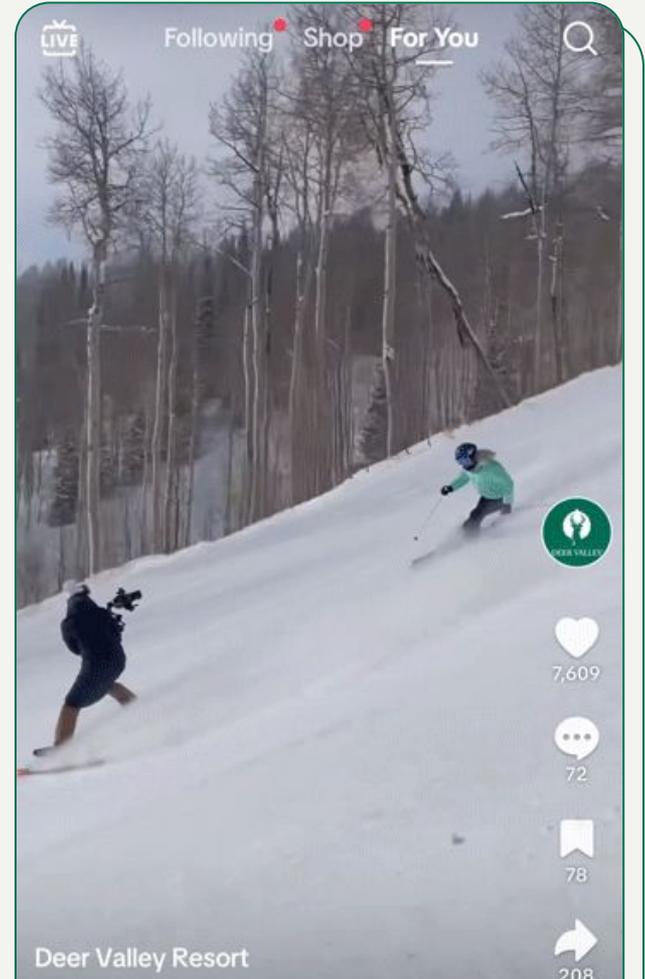
Dedicate Shoot Time for TikTok



Capitalize on Ambassadors' Time



Use iPhone to Capture Clips



# 3-Step Approach to Content Creation

## #3

### POST-PRODUCTION



Edit Clips Down to TikTok Specs



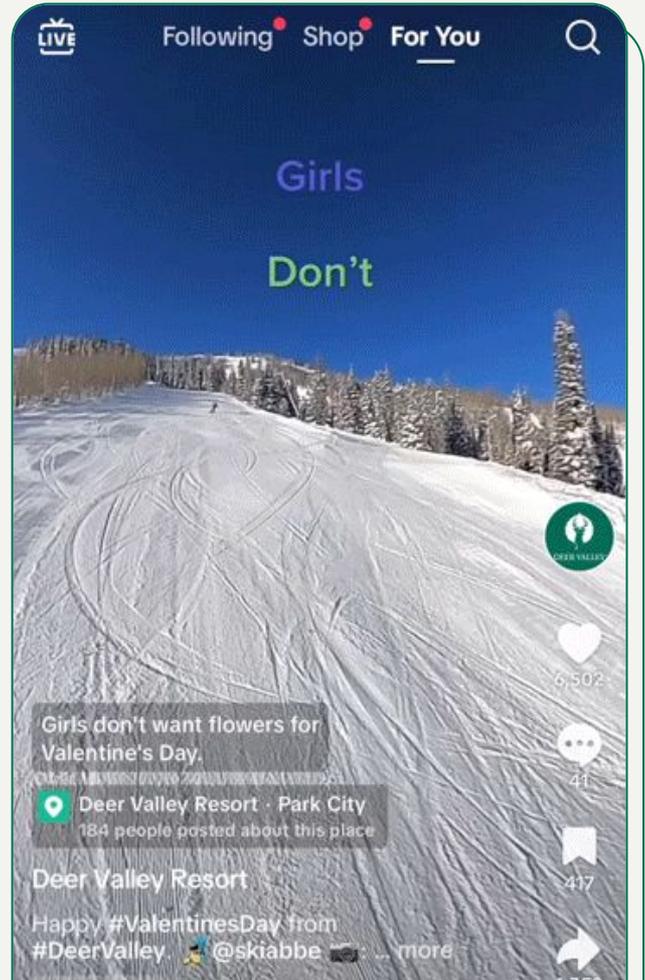
Research Suitable Trending Audio



Edit In-App for Performance



Post!



# @nnapples

TikTok star known for trying out new jobs, including as a Deer Valley ski instructor!

**3 videos**

**2,000,000+  
views**

**160,000+  
engagements**

example

# @mtn.brit

TikTok micro influencer who creates content in Deer Valley's niche.

**10 videos**

**1,000,000+  
views**

**27,000+  
engagements**

example

# Case study of working with Deer Valley TikTok influencers

**Metric**

**Description**

**Metric**

**Description**

**Metric**

**Description**

Nnapples

- Got her a DV uniform and really leaned into her brand
- This is the practice with how they partner with all their influencers is to lean into the influencer's brand
- 3 videos over 2,000,000 views and over 160,000 Engagements

<https://www.tiktok.com/@nnapples/video/7081311786783362347?lang=en>

**Here are 3**  
**practical tips** to  
**bring back to**  
**the office**

**Plan out your  
TikTok strategy**

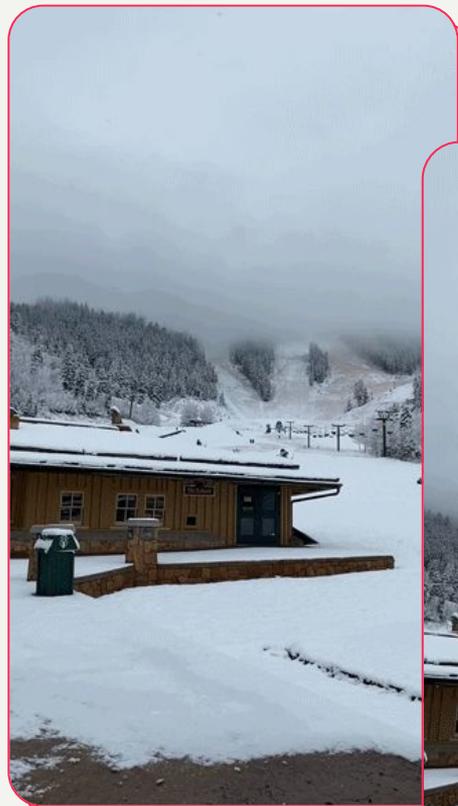
**Plan out how to  
create content**



# #1

## Schedule a B-Roll Day

At the start of each quarter, **schedule one day dedicated to capturing B-roll** to use with trending audio, ideas, and video templates throughout the season

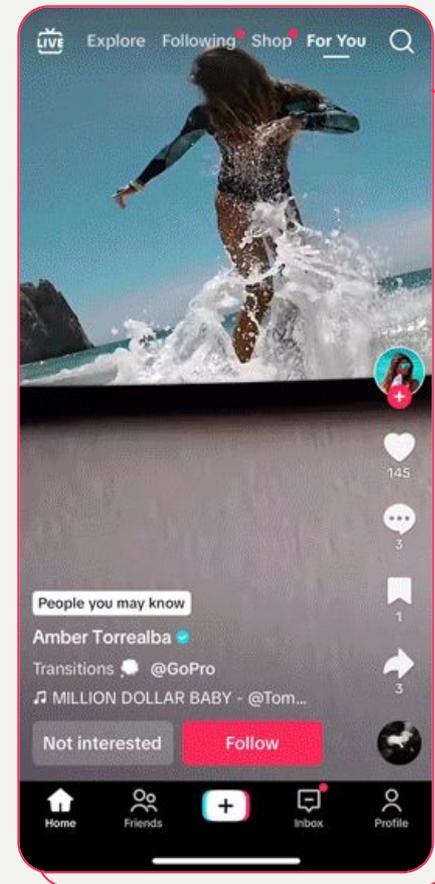
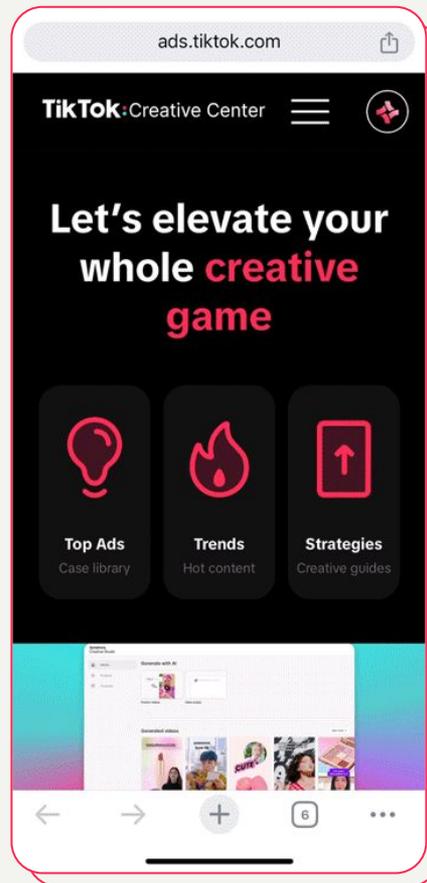


# #2

## Research to Win

**Scroll through TikTok for 15 minutes per day** to stay in touch with content trends.

**Leverage existing insights**, like keyword trends, to tailor creative strategy for your consumer's journey.



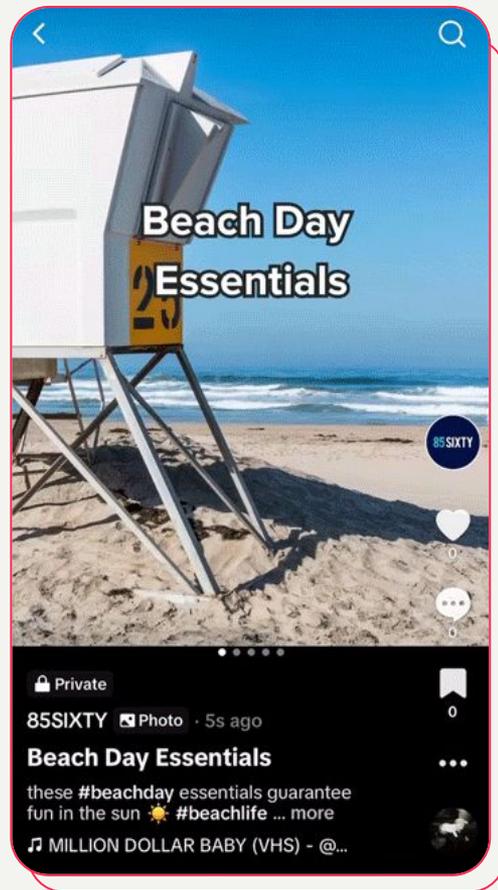
# #3

## Use AI to Streamline

Use **TikTok's Symphony Assistant** to simplify the creative ideation process by brainstorming concepts, writing scripts, and keeping track of trends. Make your workflow easier.

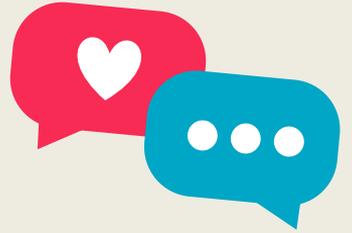
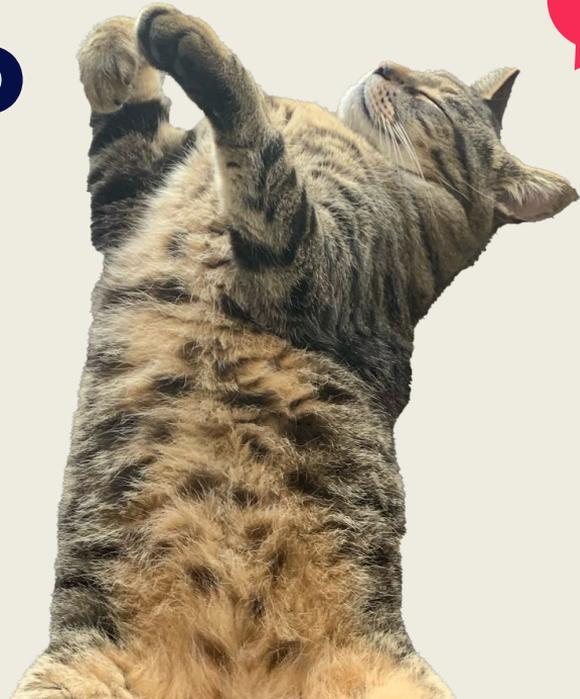
What's trending around the outdoors?

**"Beach Essentials"** is trending.



Here are 3  
**easy trends** to  
bring back to  
the office

**wow!**



**Can we borrow some trends to get started?**

**You sure can!**

Day in the life of...

I'm looking for a man in finance...

Would you choose between...

Normalize naming your child after...

POV...

If I won the lottery, there will be signs...

This initial owes you...

Eyes mouth filter

I'm a \_\_\_\_, of course I...



Day in the life of...

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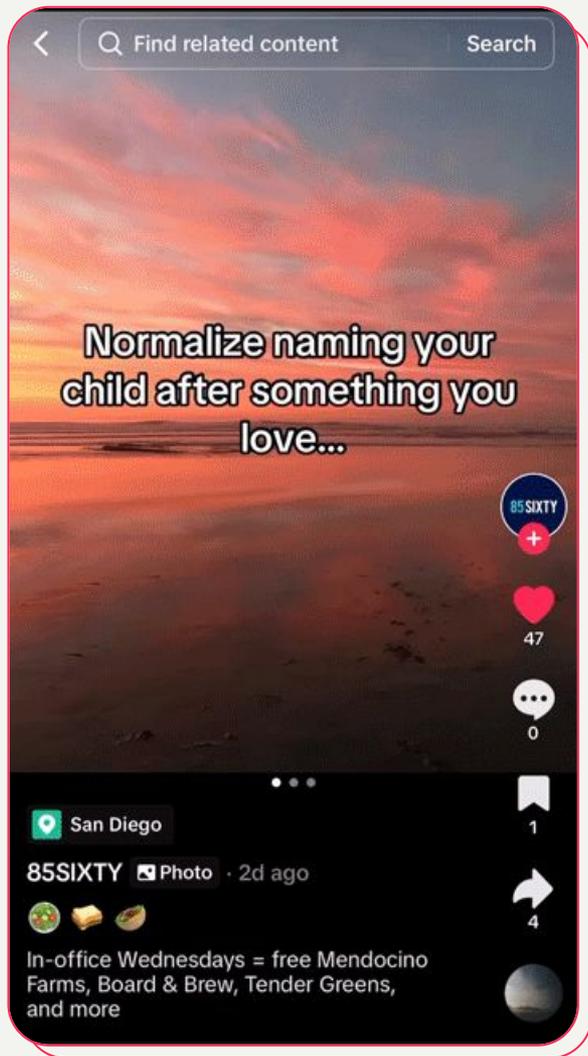
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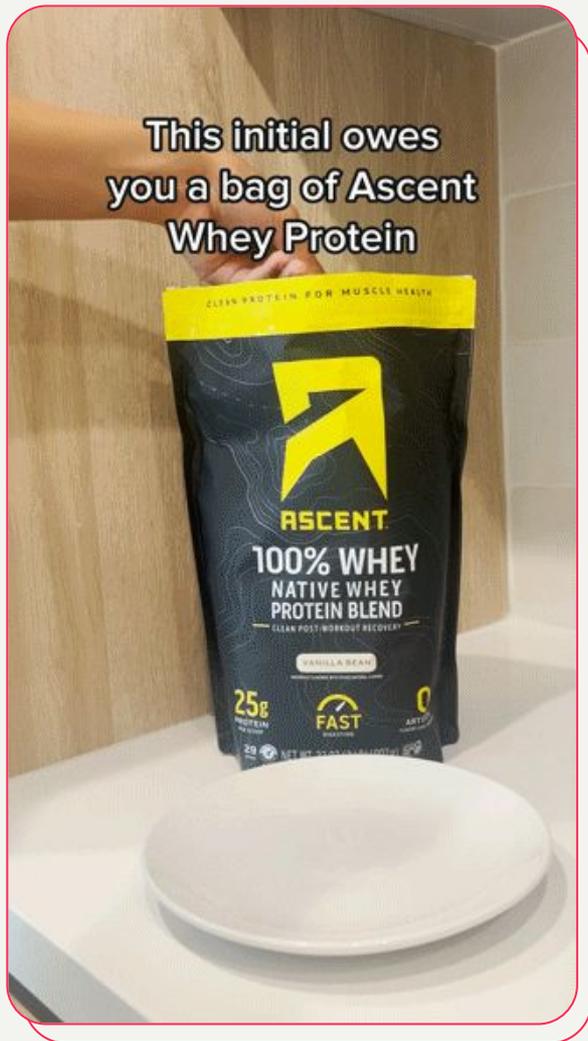
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# How do we get started on TikTok?

## Create Accounts

- 1** Create your organic TikTok profile
- 2** Set up a TikTok Business Center
- 3** Apply for TikTok Shop through Seller Center

## Plan Your Strategy

- 1** Plan your organic content calendar
- 2** Amplify your reach with paid ads
- 3** Drive sales with Shop Ads and Conversion campaigns

## Learn and Iterate

- 1** Produce a variety of content to diversify creative rotation
- 2** Analyze what trends work for your brand
- 3** Continue to test & learn to grow engagement and revenue

# How do you **set up** TikTok Shop?



**HINT: Talk to the  
TikTok Shop team @  
Booth 27018E**

## **Installation**

**Find and install the TikTok for Shopify App**

## **Onboarding**

**Choose TikTok Shop Onboarding**

## **Create Account**

**Create a new or log into TikTok Shop account**

## **Verify Business**

**Enter business information**

## **Sync Product Catalog**

**Automate product and warehouse sync to TikTok**

## **Launch**

**Finalize your setup in Seller Center to start selling**

# Q&A



**Have more  
questions?**

**contact us**

