

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



Amanda Easter

KAIZEN

How TikTok shop is redefining search and shopping



A BIT ABOUT ME

- ★ AMERICAN IN LONDON (FOR 5 YEARS)
- ★ LAUNCHED THE SOCIAL DEPARTMENT AT KAIZEN 2 YEARS AGO 😄
- ★ AND ...



Amanda Easter

I LOVE A CHALLENGE



ARE INFLUENCERS **ACTUALLY** INFLUENTIAL?

How influencers and social media are changing
the consumer decision making process.

Amanda Easter • Influencer Marketing Manager • @amanda_easter



FROM BROWSERS TO BUYERS

Driving organic growth for lifestyle brands



MY NEW CHALLENGE

WHY YOU SHOULD CARE
ABOUT TIK TOK SHOP



**WE ARE MOVING AWAY FROM JUST
SEARCH FOR PRODUCT DISCOVERY**

WORD OF MOUTH



WORD OF MOUTH



SEARCH



WORD OF MOUTH



SEARCH



SOCIAL



WORD OF MOUTH



SEARCH



SOCIAL



LLMS



TYPE QUERY

1



**KEYWORD
RELEVANCE**

3



BACKLINKS

2



AUTHORITY

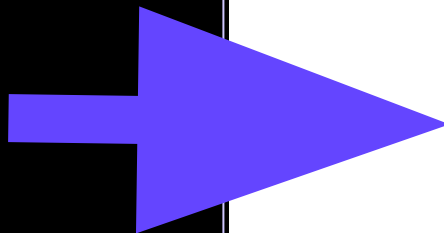
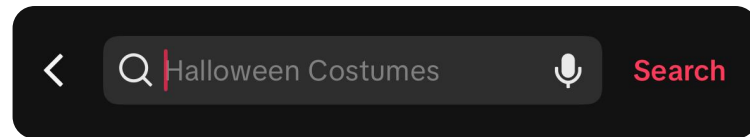
GOOGLE RESULTS

**YOU ASK,
GOOGLE ANSWERS**

SEARCH



SCROLL



**TIKTOK'S ALGORITHM IS TELLING
PEOPLE WHAT THEY WANT TO BUY**

THE KEY DIFFERENCE S BETWEEN GOOGLE AND TIKTOK



IT'S PREDICTIVE



IT'S EMOTIONAL

**IT PUTS FORTH
CONTENT BASED
ON WHAT USERS
ARE MOST
LIKELY TO
INTERACT WITH**

01 **LIKES**

02 **COMMENTS**

03 **SHARES**

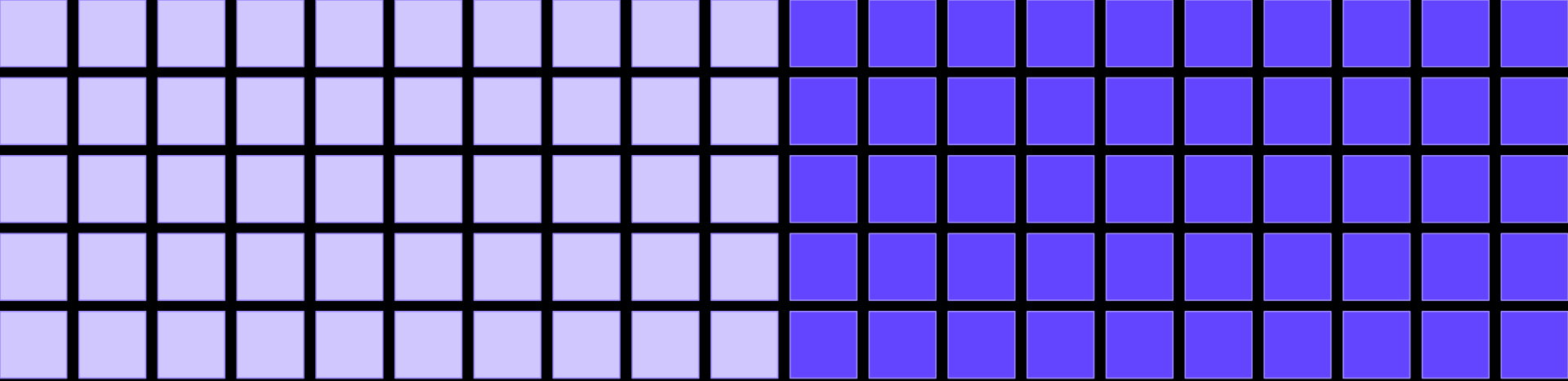
04 **VIEW THROUGH RATE**

05 **SIMILAR CONTENT**

INTERACTIONS



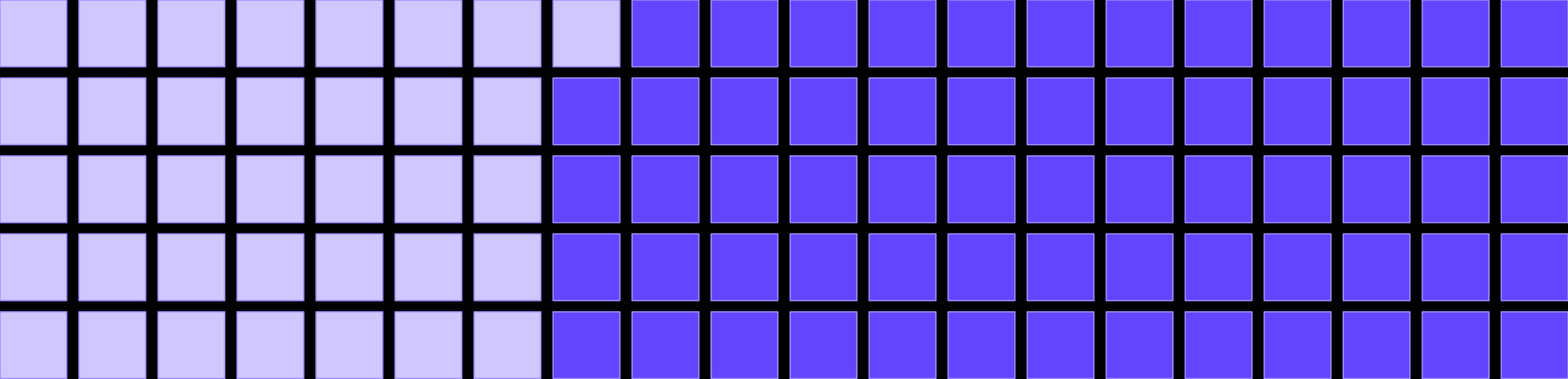
**BASICALLY,
TIKTOKS ALGORITHM IS CAPTURING
PERSONAL COMMERCIAL INTENT**



50%

**HAVE ALREADY
BOUGHT ON TIKTOK
SHOP**

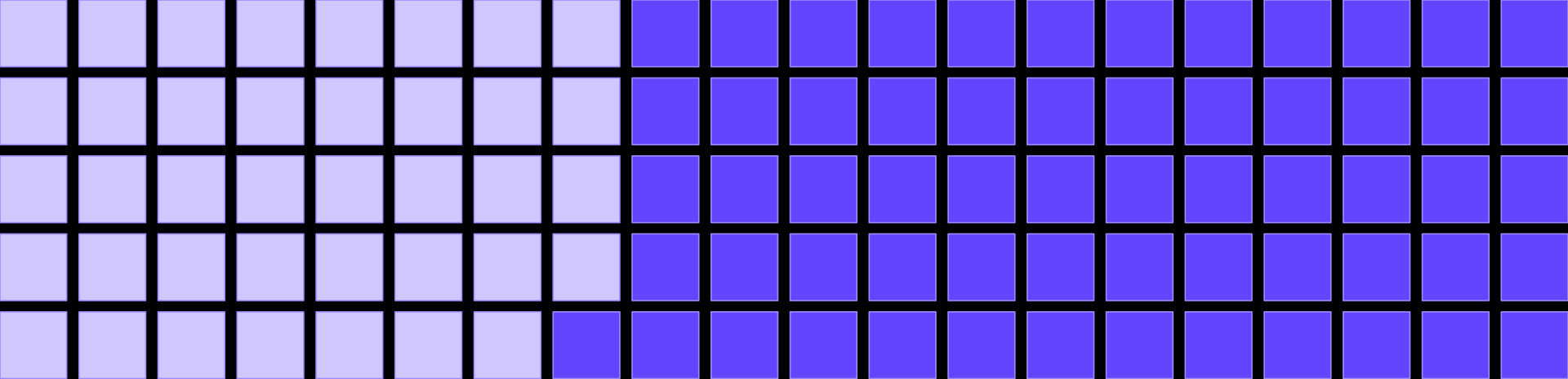




36%

**HAVE DISCOVERED
A NEW PRODUCT
AND BOUGHT IT ON
TIKTOK SHOP**





39%

**HAVE DISCOVERED A
NEW PRODUCT BUT
PURCHASED FROM A
DIFFERENT RETAILER**



TRADITIONAL

AWARENESS

(TV, OOH, WORD OF MOUTH, SEARCH)

CONSIDERATION

(EMAIL, RETARGETING, SEARCH LANDING PAGES)

PURCHASE

(LOCAL SHOP OR DTC ONLINE)



TIKTOK

AWARENESS

(ORGANIC SOCIAL, UGC & CREATOR
RECOMMENDATIONS , IN FEED AND SPARK ADS)

CONSIDERATION

(CONSUMER REVIEWS, TOP VIEW , PULSE ADS)

PURCHASE

(RETARGETING, TIKTOK SHOP , PARTNERS)

**SEARCH + ENTERTAINMENT + SHOPPING
ALL IN ONE ECOSYSTEM**



1 HOUR 38 MINS

AVERAGE UK USERS DAILY
TIKTOK USAGE

**THAT'S NOT JUST CASUAL
BROWSING...**



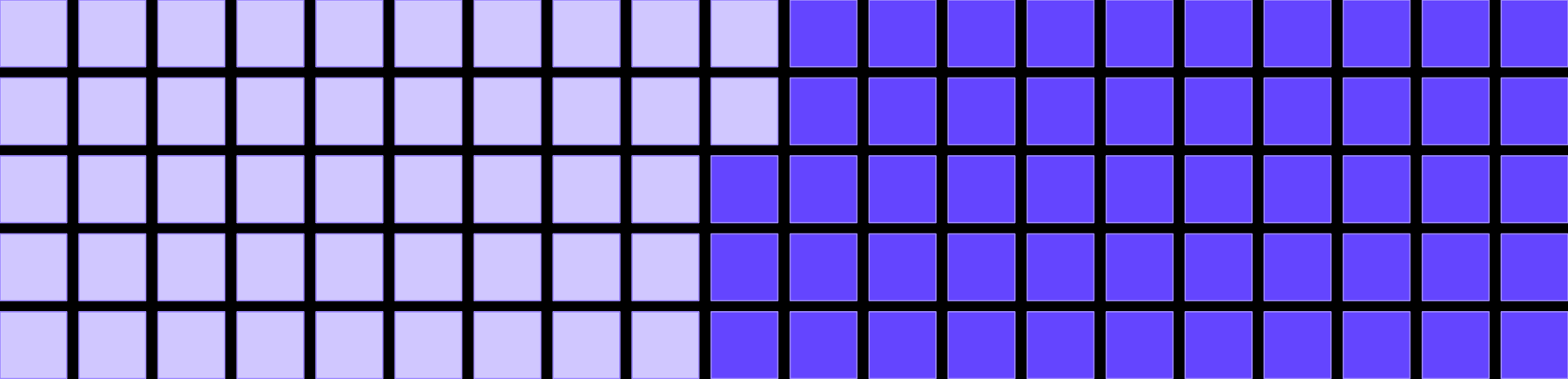
**THAT IS A FULL TIME
ATTENTION ECONOMY**



**BUT DO PEOPLE ACTUALLY
TRUST TIKTOK SHOP?**



**WE SURVEYED 2,000
UK CONSUMERS TO
FIND OUT**



47%

**SAID *NOTHING*
COULD MAKE THEM
TRUST TIKTOK
SHOP**



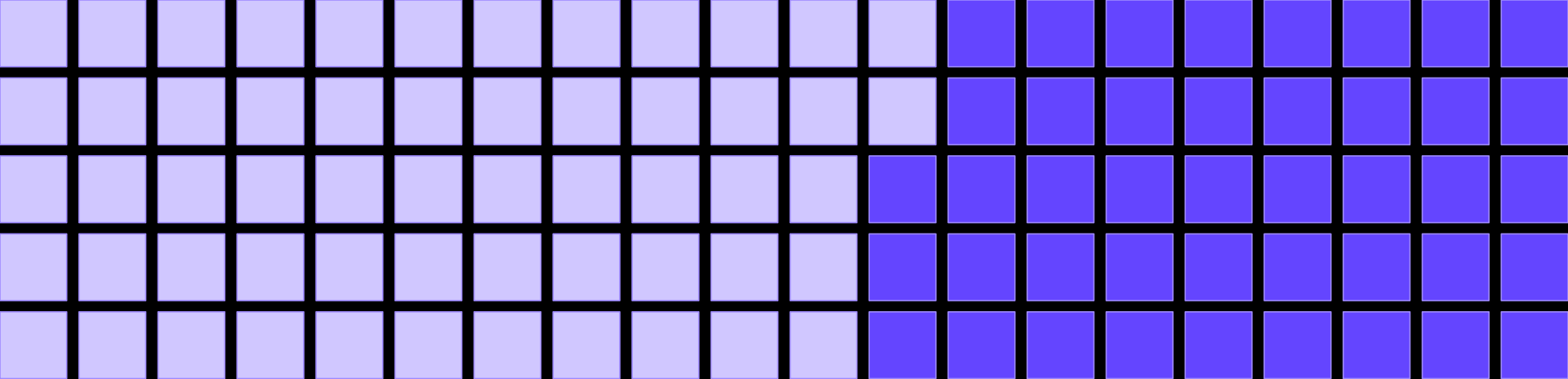
YIKES...



**SO I STARTED ANALYSING THE
DATA...**

BECAUSE... I LOVE A CHALLENGE

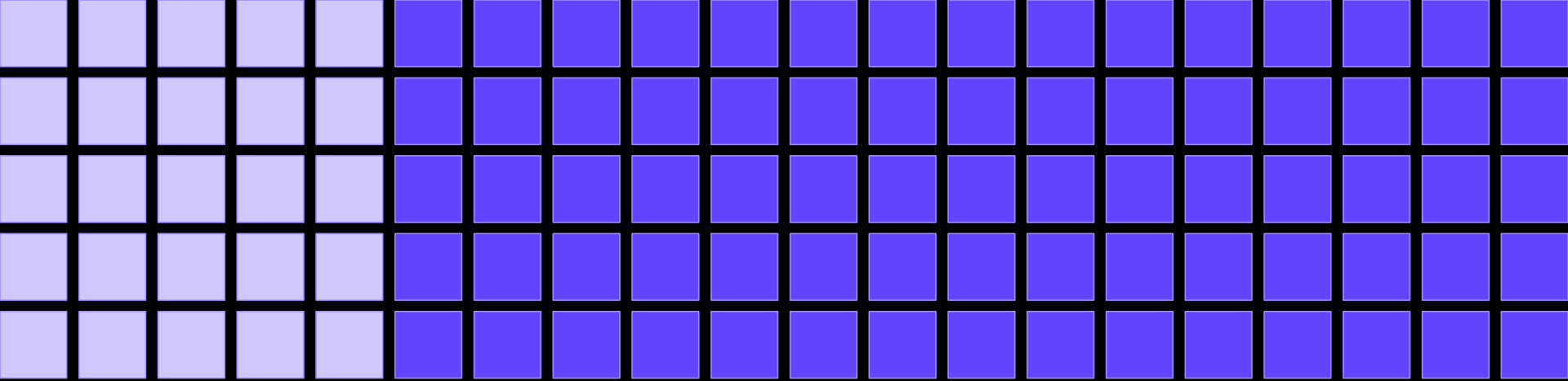




57%

AGE 45+

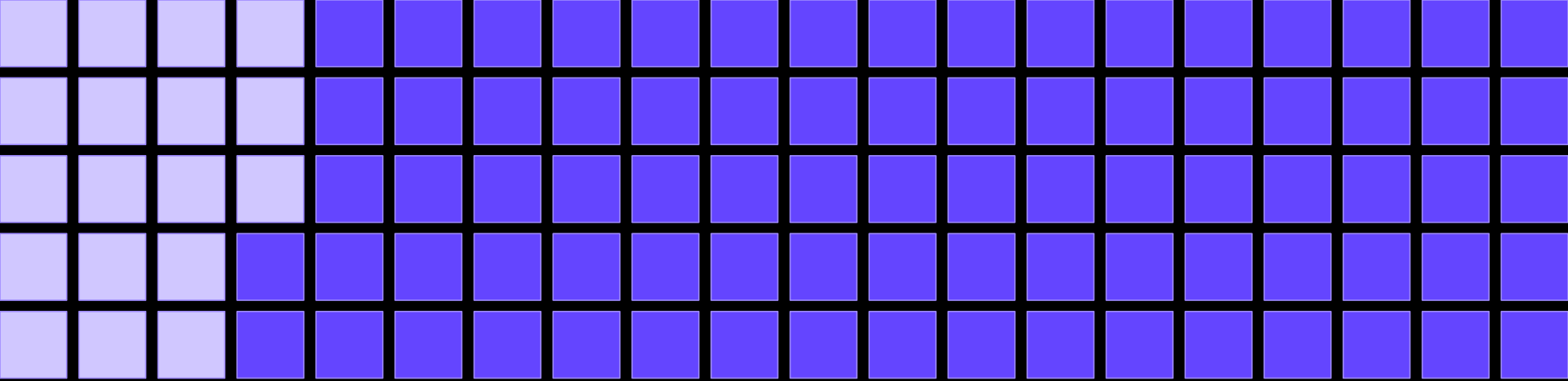




25%

25-44





18%

UNDER 24'S



ME LOOKING AT THE MILLENNIAL AND GEN Z NUMBERS



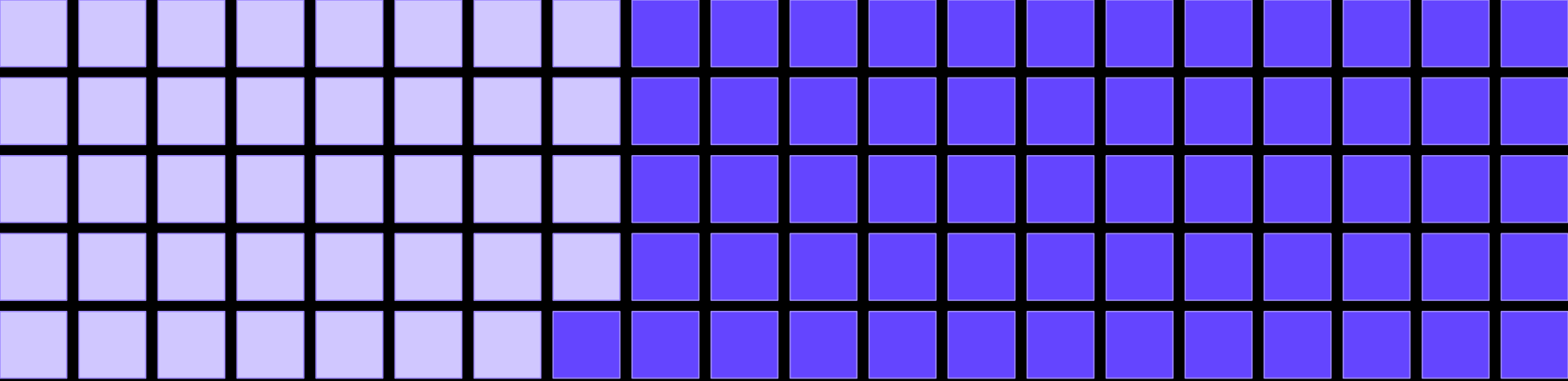
**WHY DOES IT SKEWING TOWARDS GEN Z
AND MILLENNIALS MATTER?**





GEN Z HAS \$450 BILLION IN WORLDWIDE INCOME

[Source](#)

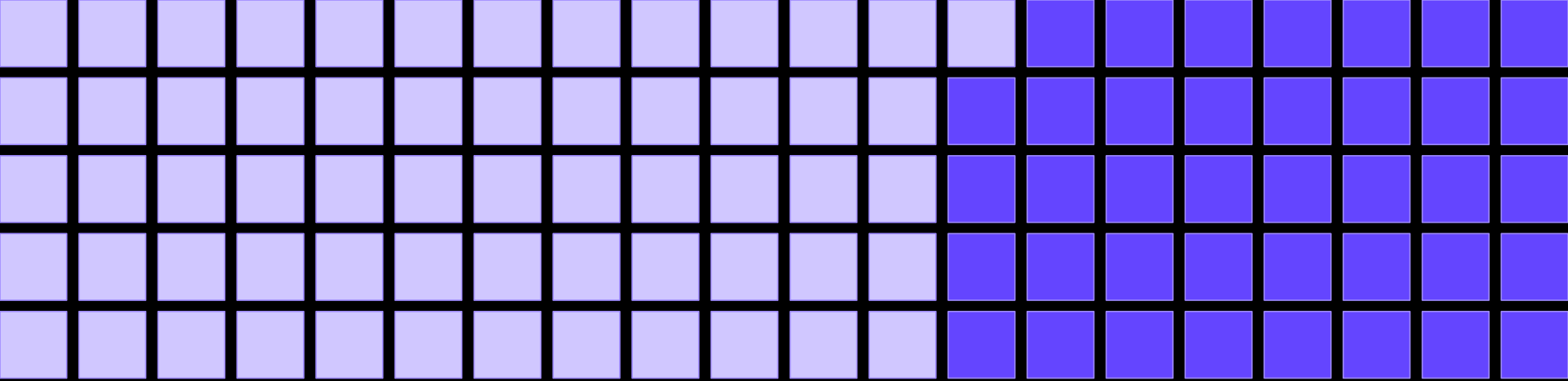


39%

**OF RETAILER
SPENDING BY
2030**

GEN -Z =
DIGITAL NATIVES

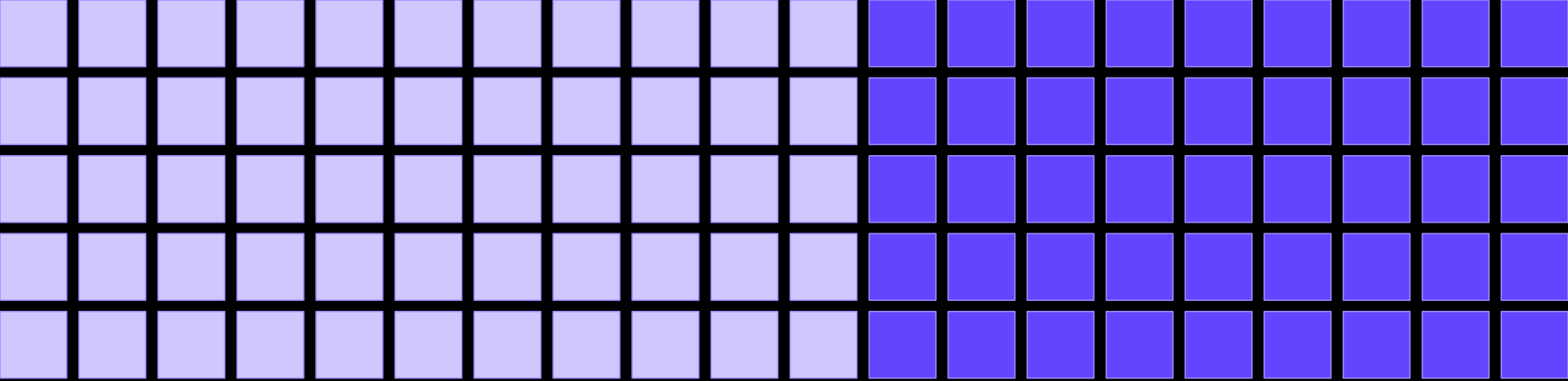




61%

OF GEN-Z





55%

OF MILLENIALS

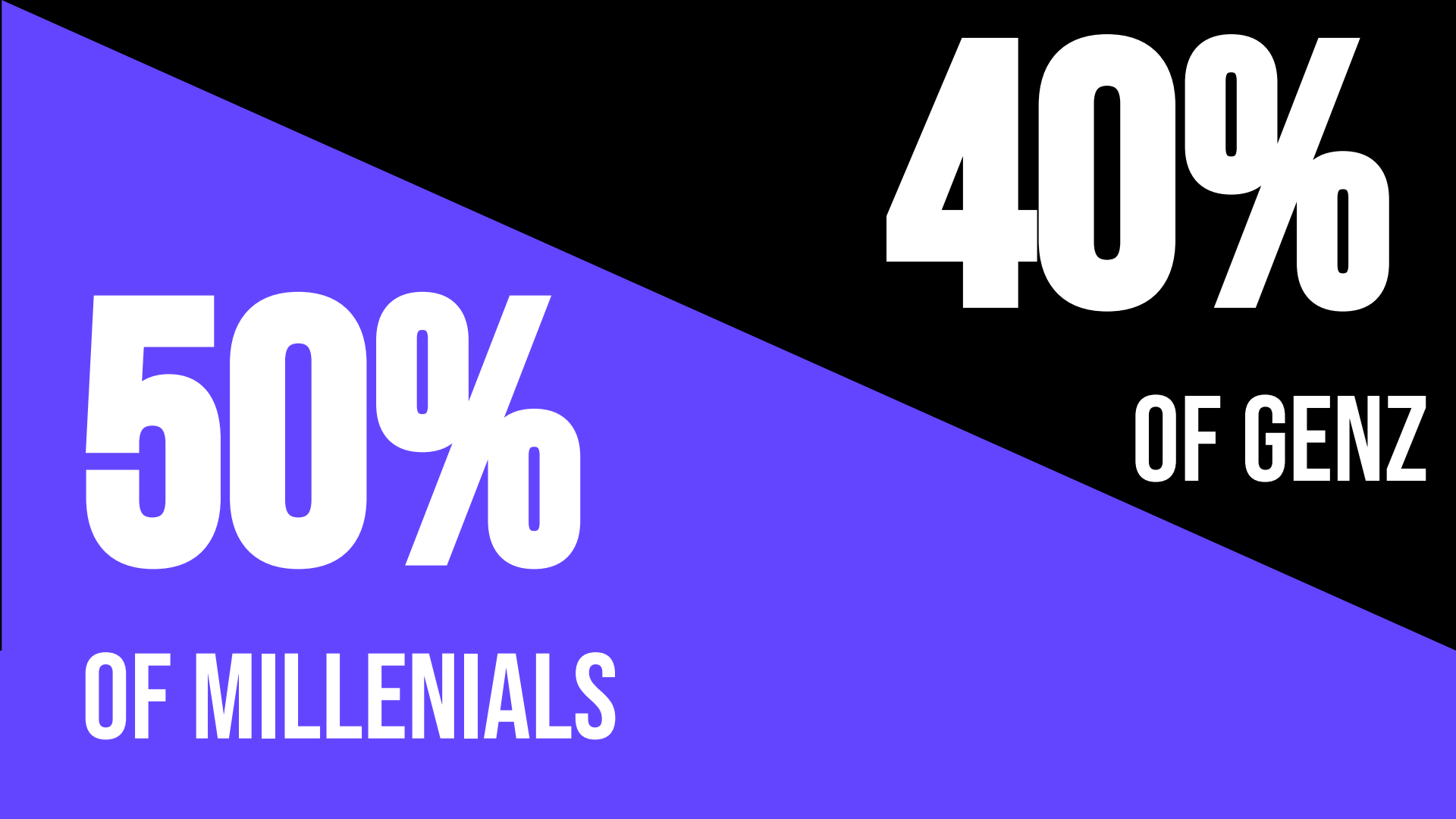


**NOT ONLY ARE GEN Z AND
MILLENIALS CHRONICALLY ONLINE**



**THEY ARE LIKELY TO STOP DOOM
SCROLLING TO WATCH CONTENT
ABOUT PRODUCTS**





50%

OF MILLENNIALS

40%

OF GEN Z

**AND ARE LIKELY TO USE THE
PLATFORM TO SHOP**



55%

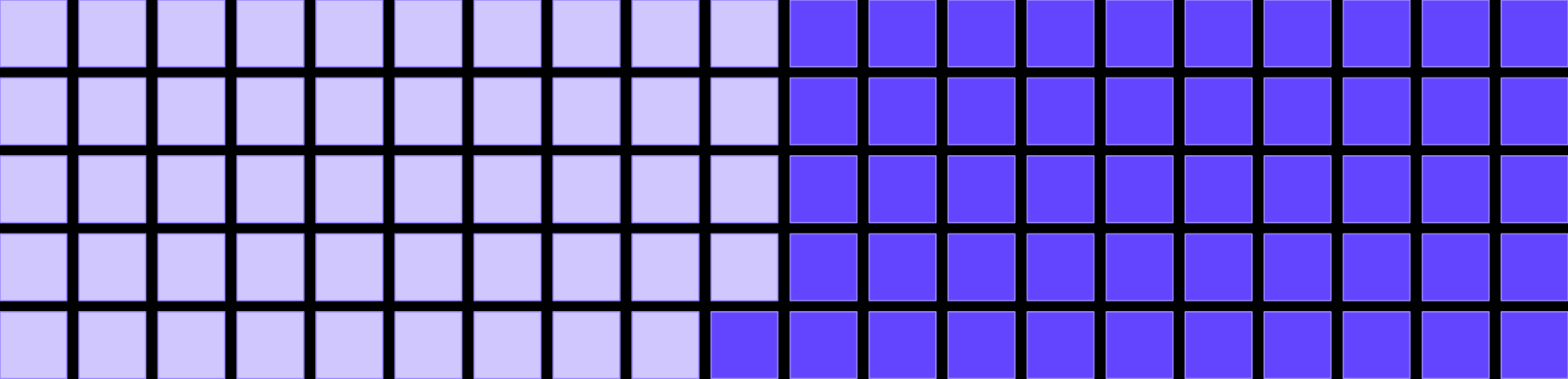
OF MILLENIALS

44%

OF GENZ

**NOT ONLY ARE YOUNGER GENERATIONS
USING TIKTOK SHOP**





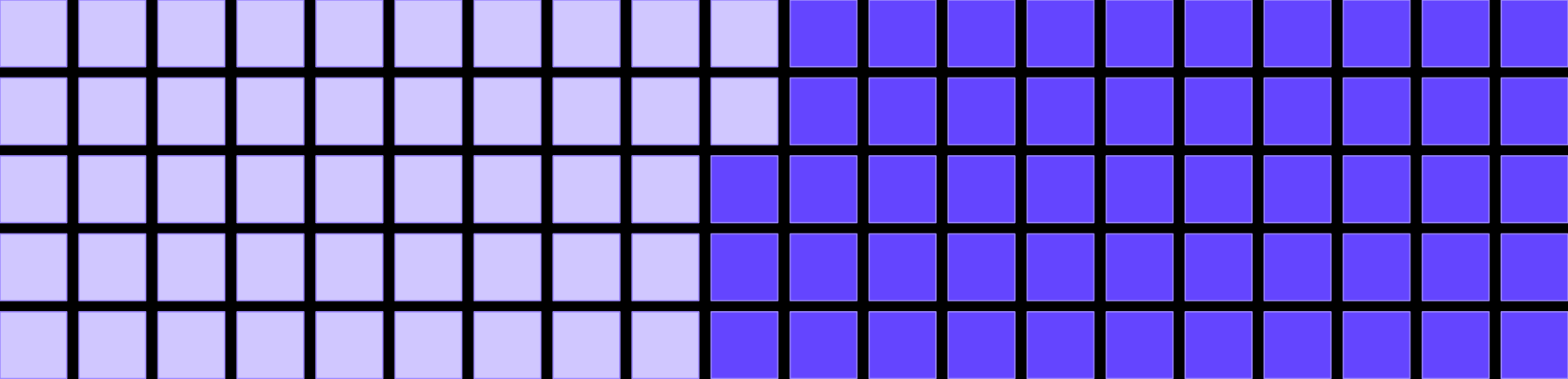
49%

**OF UNDER 35S
BELIEVE IT WILL
RIVAL AMAZON IN THE
NEXT 5 YEARS**



**AND CONSUMERS AREN'T THE ONLY ONES
THINKING IT**



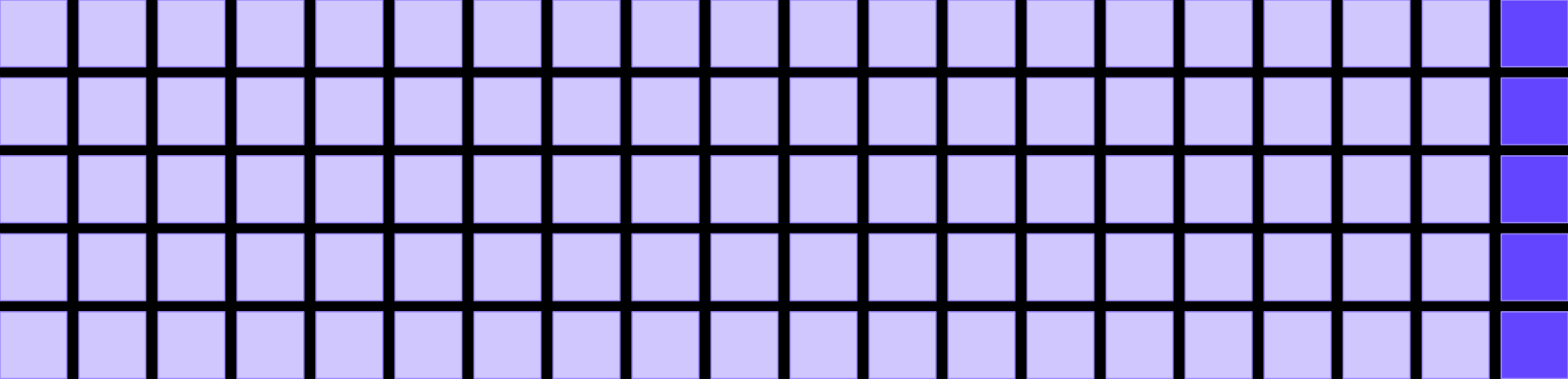


47%

**OF E COMMERCE
BUSINESSES
SURVEYED FEEL THE
SAME**







90%

**OF E COMMERCE
BUSINESSES SAY
THEY ARE ALREADY
SELLING ON TIKTOK
SHOP**



**SO AS GEN Z AND MILLENNIALS AGE INTO
BUYING POWER AND YOUR COMPETITORS
JOIN THE PLATFORM...**



**HOW CAN YOU CAPITALIZE ON
SOMETHING THAT IS INHERENTLY
UNIQUE PERSON TO PERSON?**



**HOW CAN YOU CAPITALIZE ON SOMETHING
THAT IS INHERENTLY UNIQUE PERSON TO
PERSON? / HOW DO YOU MAKE A STRATEGY
THAT SHOWS YOU TO THE RIGHT PEOPLE AT
THE RIGHT TIME?**



**THE FUNDAMENTALS STILL
MATTER**

A vertical stack of four textured, spherical objects, possibly stone or ceramic, on a light beige background. The spheres are arranged in a slightly offset, ascending manner. The word "INTENT" is overlaid in white, bold, sans-serif capital letters across the middle of the stack.

INTENT

A stack of four smooth, light-brown spheres, possibly stones or eggs, arranged in a slightly offset vertical column. The spheres have a matte, textured surface and are set against a solid, muted brown background.

INTENT

A close-up photograph of a bright red scallop shell partially buried in white sand. The shell is positioned in the center of the frame, with its ridges clearly visible. The sand is bright white and appears to be a beach or dune. The background is a clear blue sky.

DISCOVERABILITY



INTENT



DISCOVERABILITY



TRUST

TIKTOK ISN'T REPLACING SEARCH ITS REDEFINING WHAT INTENT LOOKS LIKE

01 LIKES

02 COMMENTS

03 SHARES

04 VIEW THROUGH RATE

05 SIMILAR CONTENT

INTERACTIONS



HOW DO YOU GET INTENT SIGNALS?

ENTERTAINMENT FIRST CONTENT



5X

CONVERSION RATE

MAKE SURE YOU ARE DISCOVERABLE

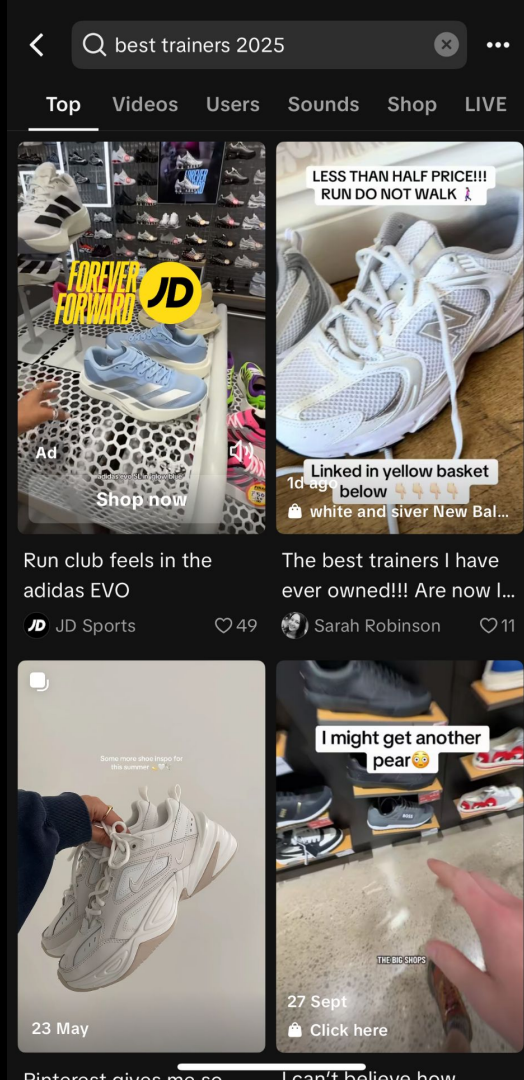
01 AUDIT YOUR VISIBILITY

02 LOOK INTO TIKTOK

KEYWORDS

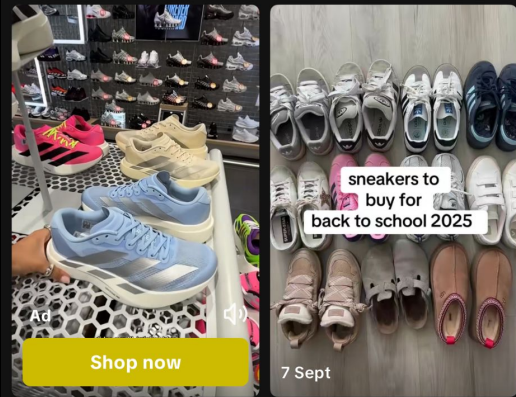
03 INTEGRATE YOUR STRATEGIES





28 UK WOMAN PERSONAL ACCOUNT





Run club feels in the
adidas EVO

JD Sports

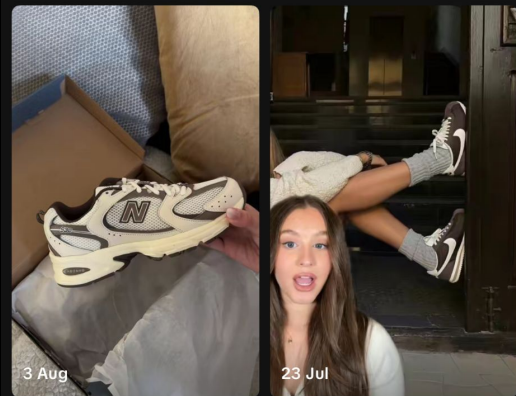
49



GRACE



86.8K



The perfect trainer for

Replying to @paulib

STUDENT ACCOMMODATION BUSINESS ACCOUNT



SHOW UP WHERE YOUR AUDIENCE IS

01 EDUCATIONAL CONTENT

02 CREATOR PARTNERSHIPS

03 COMMUNITY MANAGEMENT





SO WHAT'S NEXT?

**TIKTOK IS TRAINING THE NEXT
GENERATION OF SEARCHERS, NOT JUST
SHOPPERS SO WE NEED TO MEET THEM
WHERE THEY ARE**

DO

- ❑ Discover your #Tok
- ❑ Create TikTok first content
- ❑ Use influencers and creators
- ❑ Shop now integration
- ❑ Use paid to amplify

DON'T

- ❑ Keyword stuff
- ❑ Over control creative and create content silos
- ❑ Treat tiktok shop as an isolated platform
- ❑ Ignore platform data



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TIKTOK SHOP MASTERCLASS

An in-person masterclass on how TikTok Shop is reshaping ecommerce, with top tips for brands, the latest data on consumer adoption, and why investing now is critical to future growth.

 **06th of Nov**  **9 AM - 12 PM**  **London**



AMANDA EASTER,
SOCIAL LEAD

