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How to Sell
Supplements on

TikTok

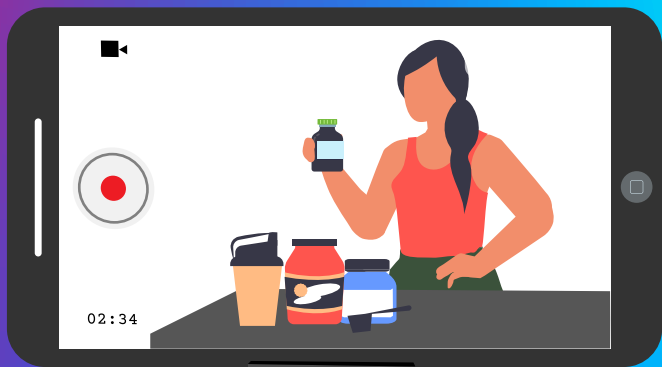
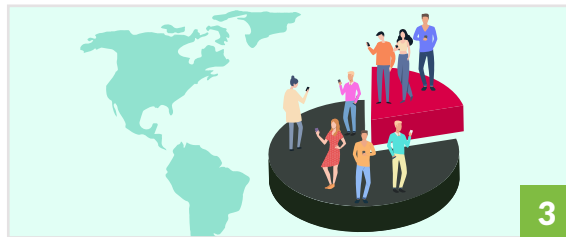
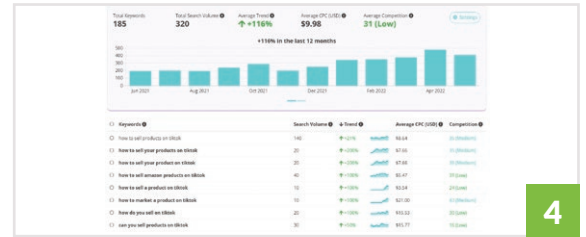


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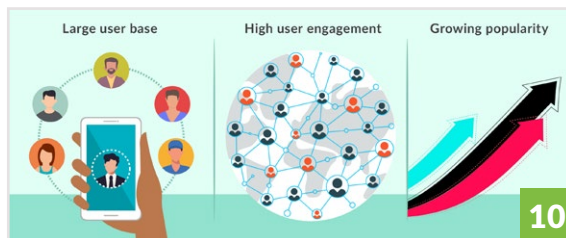
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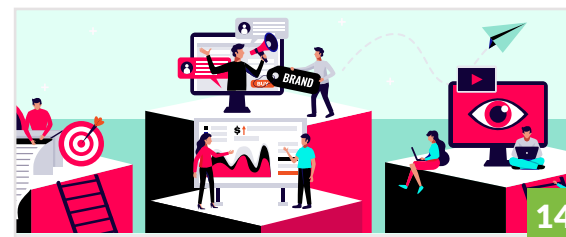
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Andrew Goldman
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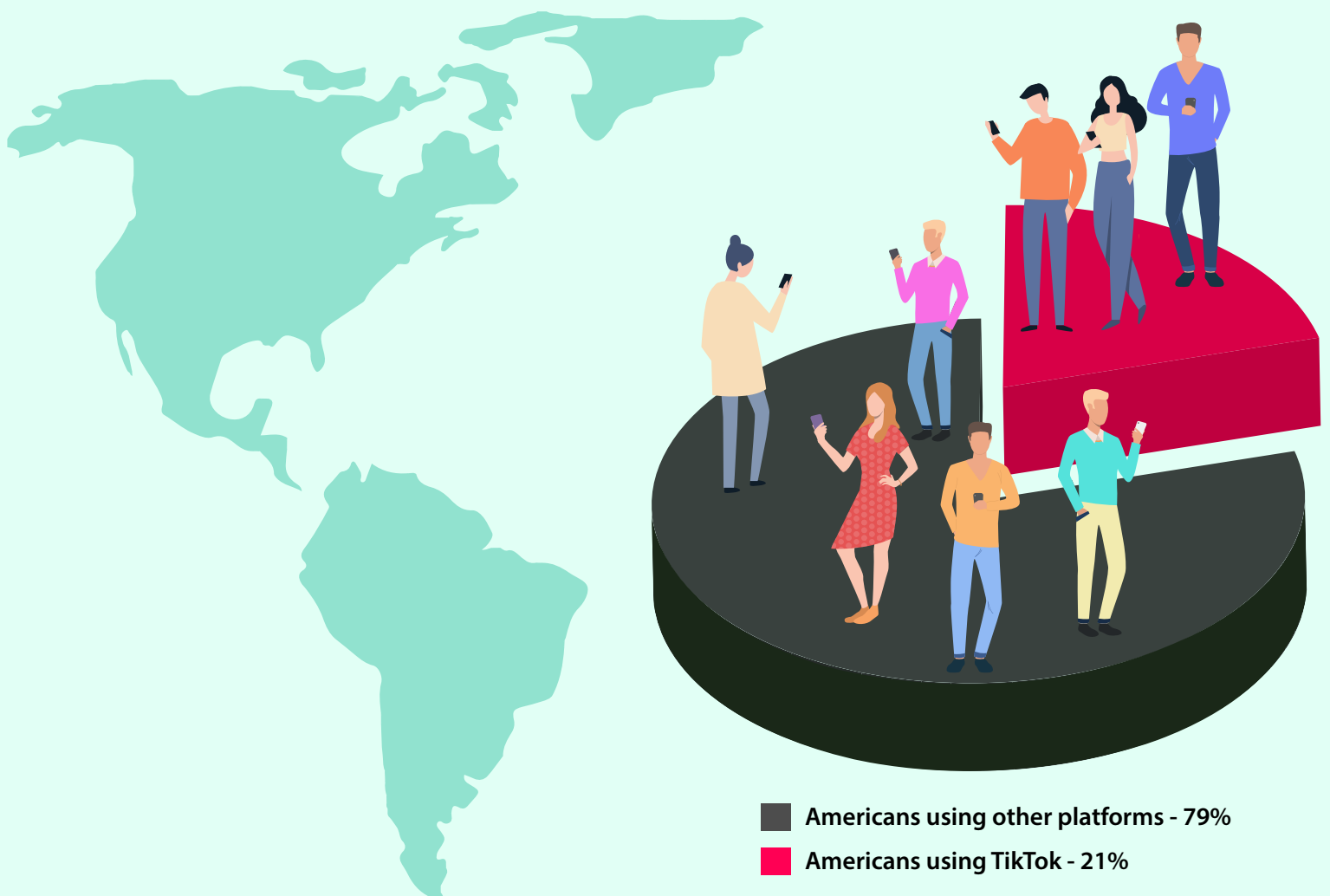
ABOUT THE AUTHOR

INTRODUCTION

With 1.2 billion monthly active users, of which 138 million are from the United States, the ByteDance-owned video-sharing platform TikTok represents one of the most valuable social media platforms on the Internet.

Available in 155 countries in 75 languages, this social media platform is used by 18% of Internet users worldwide between the ages of 16 and 64. With over 3 billion downloads since its inception in 2016, TikTok strongly rivals long-time giants such as Facebook, Instagram, and Twitter in terms of popularity.

Approximately 21% of Americans reported using TikTok in 2021. According to estimates, this statistic will increase to 40% by 2024. The company's self-service advertising tools proclaim that marketers can reach 884.7 million users above the age of 18 through TikTok, making the platform conducive for promoting and selling products online.



A LUCRATIVE PLATFORM FOR SELLING PRODUCTS ONLINE

In 2021, TikTok recorded \$2.3 billion in consumer spending—a marked increase of 77% from its revenue in the previous year. This statistic indicates the buying power of the app’s users, which many sellers benefit from. In fact, approximately one-third of TikTok’s audience has a household income of \$100K or more.

The increase in traffic for terms such as “Can you sell products on TikTok,” “TikTok sell products,” and “How to use TikTok to sell products” reveals that more and more marketers are using the app to boost e-commerce sales.

<input type="checkbox"/> Keywords ⓘ	Search Volume ⓘ	↓ Trend ⓘ
<input type="checkbox"/> selling products on tiktok	90	↑ +100%
<input type="checkbox"/> best selling products on tiktok	20	↑ +200%
<input type="checkbox"/> how to sell your product on tiktok	20	↑ +200%
<input type="checkbox"/> how to sell a product on tiktok	10	↑ +100%
<input type="checkbox"/> top selling products on tiktok	10	↑ +50%
<input type="checkbox"/> can you sell products on tiktok	30	↑ +50%

Source: Keywordtool.io

There has been a noticeable rise in the total search volume of some of the most prominent queries associated with selling on TikTok, such as “how to sell on TikTok” or “sell on TikTok,” highlighting sellers’ rising interest in this platform.



<input type="checkbox"/> Keywords ⓘ	Search Volume ⓘ	↓ Trend ⓘ	Average CPC (USD) ⓘ	Competition ⓘ
<input type="checkbox"/> how to sell products on tiktok	140	↑ +21%	\$8.64	35 (Medium)
<input type="checkbox"/> how to sell your products on tiktok	20	↑ +200%	\$7.66	35 (Medium)
<input type="checkbox"/> how to sell your product on tiktok	20	↑ +200%	\$7.66	35 (Medium)

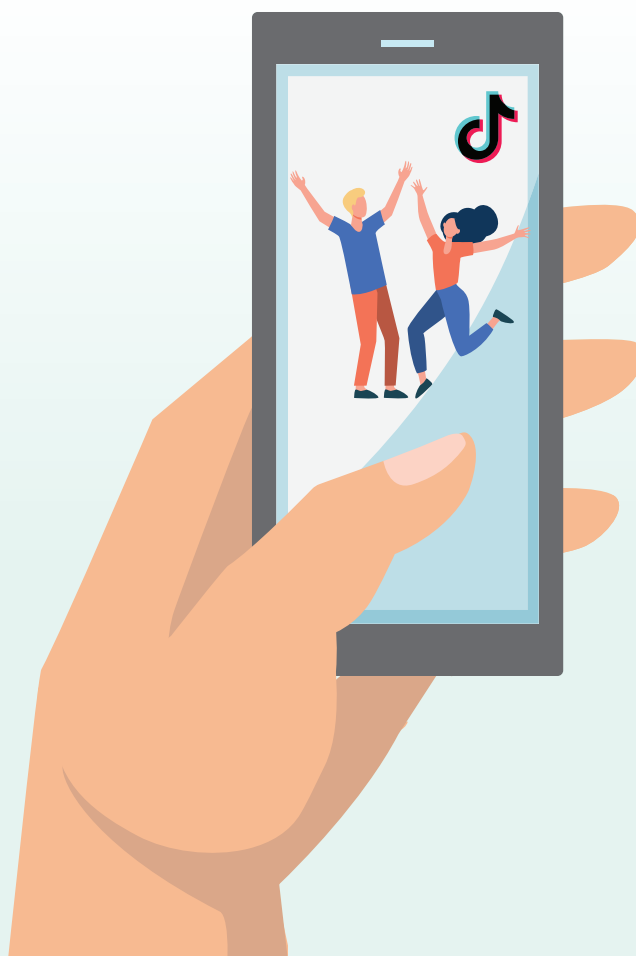
Source: Keywordtool.io

Between March 2021 and January 2022, the number of Internet users looking to learn about “selling products on TikTok” went up from approximately 150 to above 300.



Source: Keywordtool.io

Supplement brand owners, too, should tap into TikTok’s diverse market and open their brands to lucrative marketing opportunities. A leading supplement brand launched a dance challenge on TikTok to encourage users to move toward a healthy life, which was a huge success.



UNDERSTANDING TIKTOK'S AUDIENCE

Understanding the app's audience is critical before selling products on TikTok. According to the social networking service's usage statistics, most users are between 10 and 19 years, followed by people aged 20–29 years and 30–39 years.

A significant number of U.S. TikTok users fall in the age bracket of 30–49 years, and this demographic will only populate the app further in the coming years.

Targeting specific demographic groups is easy on TikTok, as the platform facilitates niches formed around shared interests. Supplement brand owners can leverage the platform's ability to target users enthusiastic about health and fitness to promote their products on the app.



WHY TIKTOK MARKETING?

As the most downloaded social media app globally, TikTok offers unparalleled visibility. The following benefits of TikTok marketing make it a profitable platform for supplement brand owners:

High User Engagement

Many trending apps that Internet users download, are ultimately uninstalled and completely forgotten. Not TikTok! Considering 90% of the app's users access the app daily, TikTok is not a fad in people's social media lives.

According to a study, with an average engagement rate of 17.99%, TikTok beats all other platforms regarding engagement

levels across accounts. Users typically clock 32 minutes on the app daily, with each visit lasting an average of 10.85 minutes. The graphic below demonstrates how TikTok has managed to keep users on the platform longer than other social media apps such as Instagram and YouTube—a commendable feat in today's day and age where netizens' attention span is minimal.

54% of U.S. TikTok users reported browsing through the app more than twice a day, indicating that TikTok is great at keeping users engaged on the app. Supplement brand owners can consistently utilize TikTok's high user engagement to reach their targeted demographic.

Average No. of Minutes/Day Clocked by Users



Source: <https://influencermarketinghub.com/tiktok-stats/>

Low Competition

The competition on TikTok is relatively low compared with other social media platforms. Many business owners are hesitant to adopt TikTok marketing under the assumption that the app has a “young” user base.

However, by virtue of exponentially increasing popularity, this characteristic of TikTok is fast changing, with the app attracting a broad range of users. Approximately 38% of TikTok users in the United States are above 30 years.

Unlike Instagram and Facebook, TikTok is not often used as a marketing tool. Given brand owners’ general reluctance to join the app, your supplement brand can get ahead of the competition and gain traction before the trend catches on.

Increased Likelihood of Virality

Unlike other social media platforms that push content by friends and content creators that users already follow, TikTok prioritizes videos from creators that users have never seen before. TikTok’s unique discovery algorithm allows every video an equal opportunity to go viral, irrespective of the number of followers a creator has.

Using this app feature, supplement brand owners can leverage and rapidly scale their social media presence to enjoy rapid growth on the platform.



Buying Power of Consumers

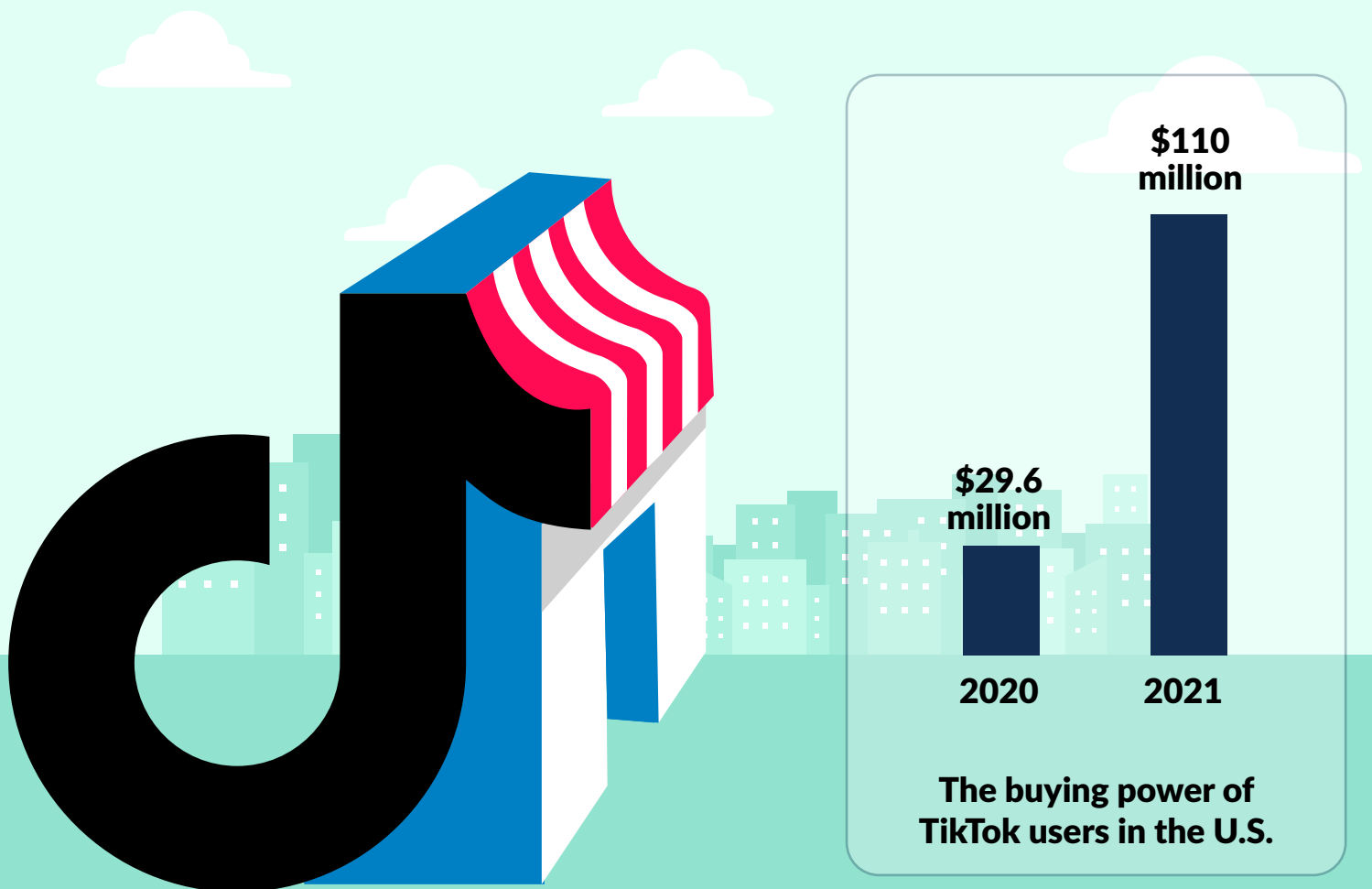
U.S. consumers spent approximately \$110 million on TikTok in 2021, which is four times higher than the consumer spending of \$29.6 million recorded on the app in 2020. These statistics bear testimony to the increased buying power of TikTok users, especially in the United States. This means that consumers buy what they see on the app, and this can work as a massive advantage for supplement brand owners.

Furthermore, new research suggests that consumers find advertisements on smaller channels like TikTok more engaging than those on more extensive networks like

Instagram. Data also reveals that a significant percentage of TikTok's audience is not on other platforms such as YouTube or Facebook, making reaching them possible through TikTok alone. Therefore, it is no surprise that the number of businesses that think TikTok is the most effective platform for achieving their business goals has increased by 700% since 2020.

Promotion Support

TikTok helps brand owners through the entire process of marketing their products, from creating advertisements and setting budgets to reaching the target audience and analyzing campaign data.



WHY TIKTOK ADVERTISING?

Over 2021, TikTok's search demand increased by 173%, whereas that of Instagram stories, TikTok's competitor in the short-form video format, decreased by 33%. This shows that more and more consumers with buying power gravitate toward TikTok. Moreover, TikTok's unique algorithm makes it possible to achieve virality with little to no expense.

TikTok's large user base, high user engagement, and growing popularity show no signs of slowing down, making this platform the best avenue for word-of-mouth advertising. Furthermore, TikTok's introduction of short in-feed ads and other inexpensive promotional tools such as branded augmented reality content has made marketing on this platform increasingly affordable.

BlendJet leveraged TikTok's Discover page to find fitness and food enthusiasts to collaborate

with on a campaign that helped them achieve 12,000 conversions, with just a little help from paid ads. TikTok may have taken a while to enter the formal ad market space, but that also means that the competition to reach the top advertising spot is less cut-throat than on Facebook and Instagram.

In a recent study that asked marketers which social media platform they are more likely to invest in, 52% said they planned to pay more attention to TikTok. Moreover, 46% of them had the impression that TikTok yielded the highest ROI among other well-known players such as YouTube and Twitter. Supplement brand owners should take note of these developments to make an informed decision about the best platform to invest their advertising budget in.

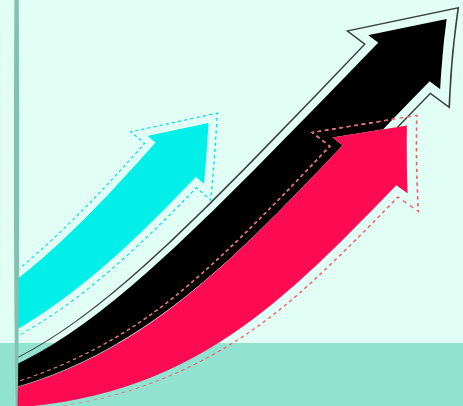
Large user base



High user engagement



Growing popularity



HOW TO SELL SUPPLEMENTS ON TIKTOK

Understanding the nuances of how to sell on TikTok is crucial for supplement brand owners to leverage this social media platform properly.

SET UP A TIKTOK BUSINESS ACCOUNT TO BOOST SALES

TikTok can help your small business access a wider audience, drawing more potential clients and, as a result, increasing sales and helping your bottom line. Creative, short-form video is sweeping the social media marketing scene in the digital age.

This section will be helpful for supplement brand owners looking to learn how to set up TikTok business accounts.

Move to a Business or Pro Account

All TikTok accounts are tagged as personal post creation, so you will have to move to a business account that will grant you the following features:

- **Performance and User Data:** The pro account that costs no additional fee

provides detailed analytics on your videos, such as the number of views, likes, and shares and whether users watched the video to completion. Utilize these insights to understand the type of content your targeted audience engages with.

- **Business Content Guide:** This exhaustive content guide is a treasure trove of information on content creation, from selecting video topics to choosing the most appropriate hashtags and audio.
- **Video Showcase:** Pro accounts can access trending content from other content creators and businesses.
- **Commercial Music Library:** A library containing 150,000+ already pre-cleared sounds is available to business account holders for commercial purposes at no royalty fee.
- **Web Business Suite:** With this suite, you can download analytics data and access Business Creative Hub for content creation tips and insights

Performance and User Data



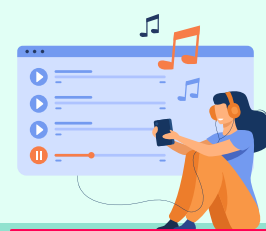
Business Content Guide



Video Showcase



Commercial Music Library



Web Business Suite



OPTIMIZE YOUR PROFILE

When exploring how to sell products on TikTok, consider your channel your e-commerce homepage. Optimizing your profile is vital for driving sales. Here are some effective tactics to do the same:

- **Define Your Brand in the Bio:** Since TikTok bios introduce your audience to your brand and products, making it engaging and providing accurate information is crucial. Make sure the bio is short, appealing, and highlights the USP of your supplement brand. Using keywords in the bio can help you elevate your TikTok SEO game.
- **Add a Call to Action (CTA):** Adding a CTA to your TikTok account will guide users toward actions you wish them to perform
- **Link Your Products or E-commerce Shop to Your TikTok Account:** Add a link to your e-commerce shop on your account for improved selling on TikTok. Subsequently, sync your product catalog with your channel and add a shopping tab. Including product links in videos can direct users to your product page, prompting purchases. TikTok has also entered into partnerships with various e-commerce platforms such as Shopify, Exwid, PrestapShop, and more, and many big names such as Wix are set to join the mix soon.



CREATE AN ADVERTISER ACCOUNT

Create an advertiser account through TikTok Ads and fill out basic information about your brand. Once your account is up and running after the company whets it, create ad campaigns by setting the following elements:

- **Aim:** Specify whether you wish to generate traffic to a specific page, gain conversions, or invite users to buy your product by optimizing your ads by impression, conversion, or click, respectively.

- **Group:** Segment your ads based on user location, gender, interests, and type of device.
- **Length:** Specify the number of days you wish to run the campaign.
- **Payment Data:** Set your daily and total expenditure limit and whether you want to spend your budget at a standard or accelerated pace.

Aim



Payment Data



Group



Length



USEFUL TIKTOK MARKETING STRATEGIES

Your TikTok marketing strategy greatly influences your audience reach, product promotion, and sales. To maximize the marketing potential of this platform, opt for the following strategies:

CREATE ENGAGING CONTENT

Keeping in mind that TikTok users want entertainment or information, not product promotion, is critical when creating content on the app. More than the type of product being promoted, what holds importance is how you can blend your brand with the app's existing viral content.

Ditch highly edited content that sounds akin to sales pitches in favor of raw, engaging videos that make use of trending audio and TikTok's special effect features. TikTok is a unique marketing tool because it does not require high-quality polished content to exert impact.

Users are looking for originality, creativity, and honesty in promotional materials. Simple

and authentic content with just a hint of marketing goes a long way on this platform.

If you are struggling to develop content ideas, adopt the same approach as you would when selecting topics for blog posts. Employ the autosuggest feature within Google search or SEO tools such as Ubersuggest to find trending topics.

Alternatively, you can browse through the Discover page to look for trends, challenges, or songs that are popular at the time to create content that is noticeable by TikTok's algorithm. The hashtags you add to your video's caption can significantly influence its discoverability on the app. Choose trending hashtags that represent your video's central themes.

Finally, select a striking cover for your video to attract views.



COLLABORATE WITH INFLUENCERS

TikTok influencer marketing is popular for being one of the fastest and most effective means to attract attention on the platform. Partnering with an influencer who fits the product category of supplements and has followers interested in buying what you are offering is crucial for this strategy to work.

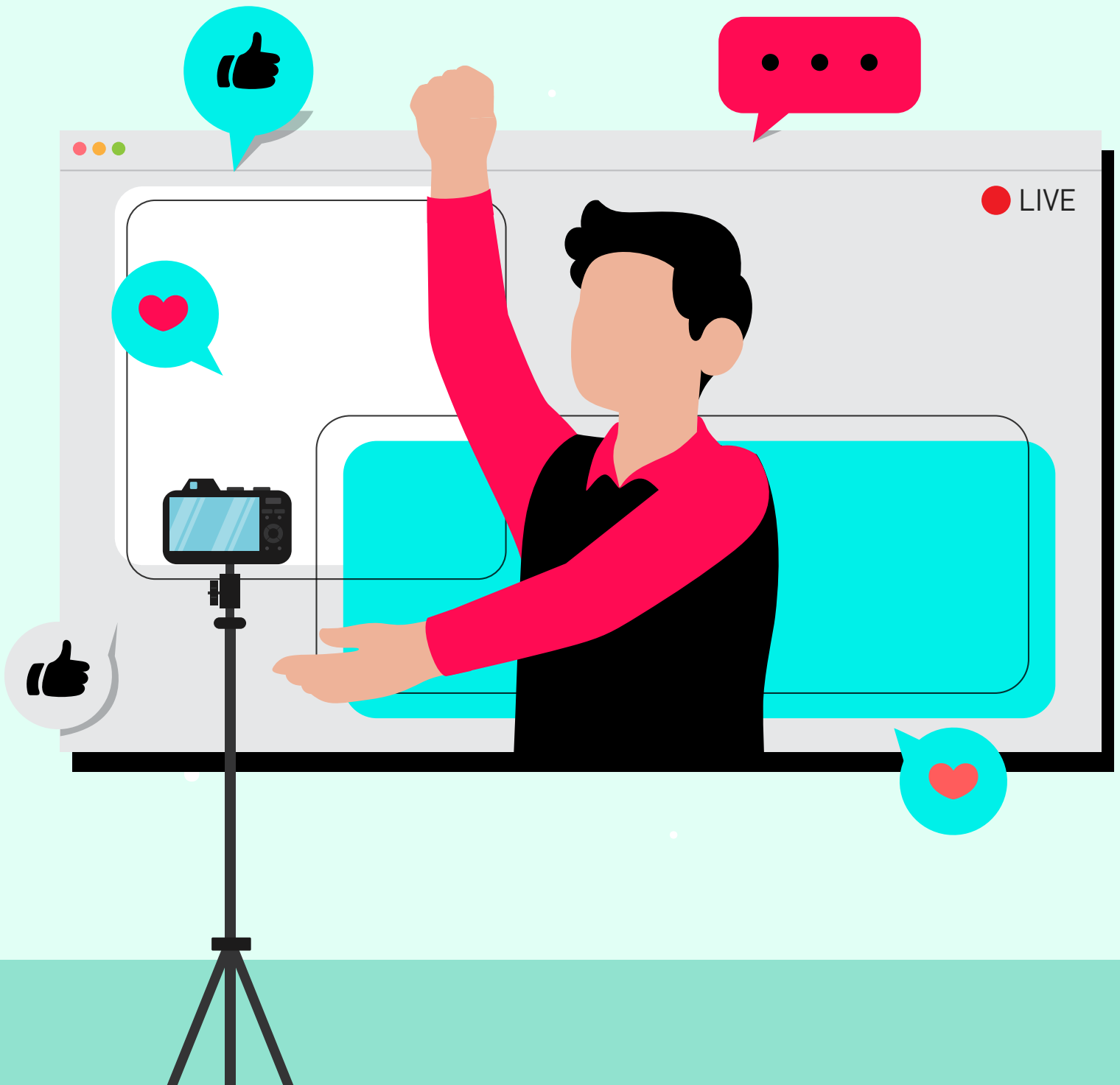
Research health and fitness niches on TikTok and spend time getting to know your community to find the right influencer to promote your supplement brand. Additionally, you can take the help of the TikTok Creator Marketplace for viewing metrics associated with a given influencer to determine if they are a right fit for your brand.



FOCUS ON USER-GENERATED CONTENT

TikTokers value each other's opinions. Showcasing user-generated content on your live feed is the best form of word-of-mouth advertising and can instill trust in your brand's

customers. Inviting users to create content for you that highlights your products and their creativity through sponsored hashtags is a proven way to achieve virality on TikTok.



INCREASE SALES WITH TIKTOK'S

PAID ADS

Paid ads provide an excellent avenue for penetrating TikTok's diverse market. Create TikTok ads in the form of images, GIFs, squares, and horizontal or vertical videos. Select the format that best suits your product and ensure you adhere to the concerned parameters and specs listed here:

- **Image files:** PNG or JPG
- **Video files:** MOV, MP4, 3PG, AVI, or MPEG
- **Aspect ratio:** 1:1, 9:16, and 16:9
- **Image resolution:** 1200 by 628 pixels (recommended)
- **Video resolution:** 720 by 1280 pixels, 640 by 640 pixels, or 1280 by 720 pixels

- **Video duration:** 5–60 seconds
- **Brand name:** Your displayed brand name must be from 2 to 20 characters and 4 to 40 characters if you advertise your app.
- **Ad description:** Your ad description must be between 12 and 100 characters and should not contain emojis.

If you opt for video ads, ensure they have high resolution and limited text. Utilize the Video Creation Kit by TikTok to use existing templates and trending music. You can also employ the Automated Creative Optimization Tool to create an automated combination of ads.



HOW DOES TIKTOK'S ALGORITHM WORK?

Unlike other social media platforms, TikTok employs a unique discovery algorithm conducive to virality, irrespective of the content creator's popularity. According to the company, TikTok's algorithm does not consider past performance and profile status.

High-profile users enjoy more reach due to the millions of people following them; however, TikTok utilizes individual video statistics and engagement to select content for populating users' feeds.

TikTok prioritizes the following factors:

- **User Interaction:** The algorithm considers user interaction, including how often users watch your video to completion.

- **Video Information:** TikTok groups videos based on similar characteristics to expose users to content similar to what they usually watch. Hence, using the right SEO tools such as appropriate hashtags and keywords is critical.
- **Account or Device Settings:** TikTok takes information on user account and device settings into consideration to showcase videos in the same language from nearby locations.

TikTok's algorithm does not guarantee virality, but gaining traction on this app is definitely easier than on competing platforms such as Instagram or Facebook.



User Interaction



Video Information



Account or Device Settings

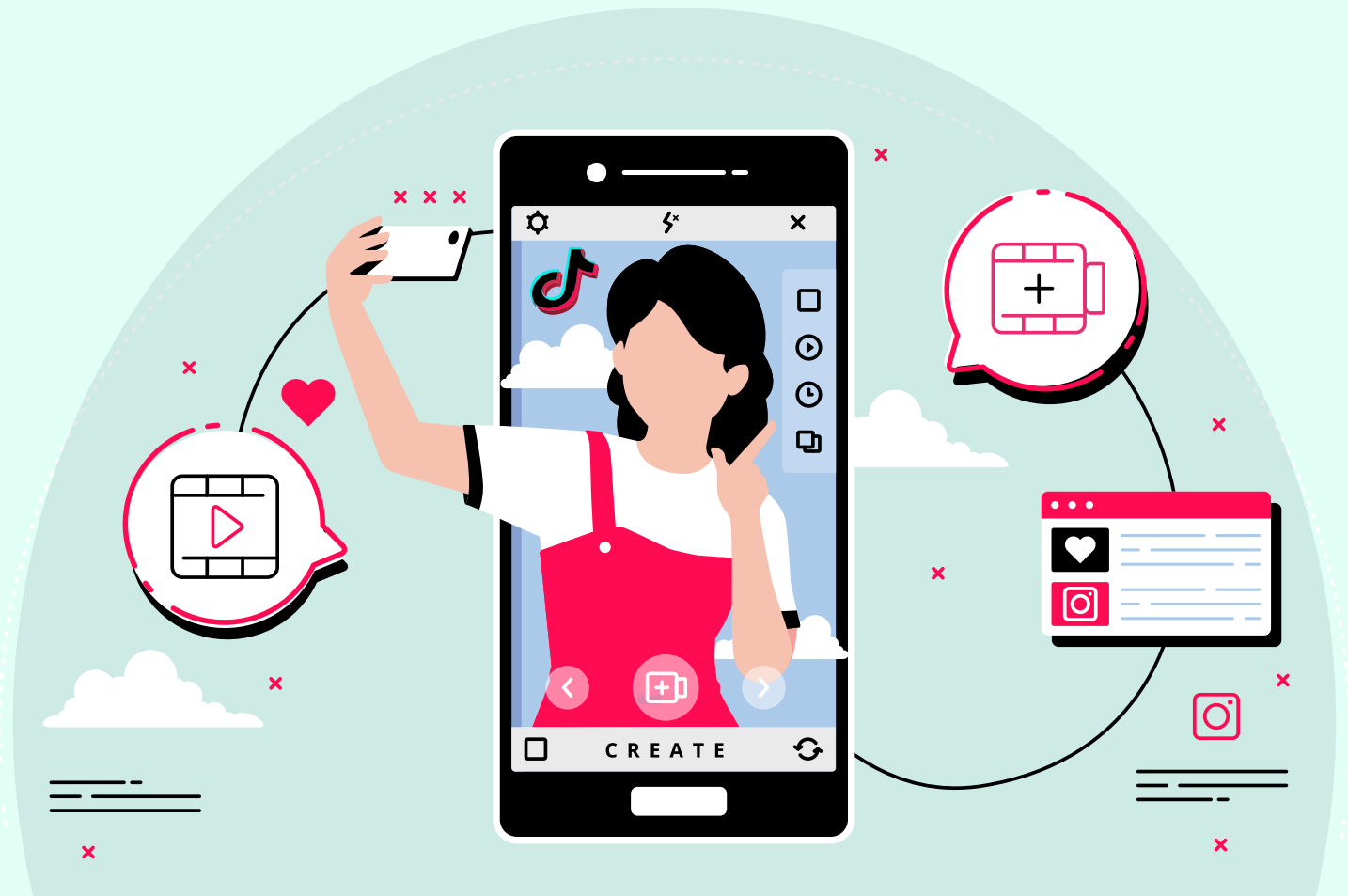


THE TAKEAWAY:

TikTok is constantly in a state of evolution, making it a brilliant app for marketing experimentation. Furthermore, the TikTok community is hugely encouraging. Create the right kind of content, use appropriate

marketing strategies, and invest in advertisements to transform followers into fans and boost your supplement brand's e-commerce sales.





ABOUT THE AUTHOR:

Andrew Goldman is the Vice President of Digital Marketing for NutraScience Labs and Twinlab Corporation. In these roles, he leverages his 15+ years of B2B and D2C marketing experience to develop cutting-edge digital and social marketing strategies and implementation road maps. Besides being a two-time **Best in Biz Silver Award winner for Marketing Executive of the Year**, Mr. Goldman and his team won the **Stevie Award for Marketing Team of the Year** in 2012. Over his long career, his search engine, content, public relations, and email marketing initiatives have won him accolades and generated millions of dollars in new and recurring sales.



Andrew Goldman

Vice President, Digital Marketing
– NutraScience Labs



ABOUT NUTRASCIENCE LABS

With over 120+ years of nutraceutical industry experience, NutraScience Labs has provided more than 2,300 dietary supplement brands located in the United States and around the globe with full-service contract manufacturing, packaging, labeling, and fulfillment services.

Headquartered in Farmingdale, New York, we have an award-winning reputation for delivering outstanding customer service, competitive pricing, and rapid product lead times. All our capsule, powder, and tablet contract manufacturing services are completed in state-of-the-art, GMP Certified laboratories located in the United States.

Contact us today to learn how we can help you create a high-quality dietary supplement customized to your exact specifications while saving you time, money, and stress so you can focus on growing your business.

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