



Checklist 02 - How to Define Your Target TikTok Objectives

Project:

Date:

Completed

A company/business's ability to properly define its target audience on TikTok puts a brand in a position to better harness the power of the target audience at a relatively higher rate. The TikTok app is one of the most downloaded apps globally as of 2020, and one of the app's features that makes it more suitable for marketing is its ability to connect brands and people. When defining the target audience for your ad, it is important to take advantage of TikTok's ability to connect brands to the potential target audience by using parameters such as gender, location, age, and interests, among others.

In a similar vein, when setting up your TikTok campaigns or ads, it is important to clarify your objectives in terms of the actions you are seeking from people who see your ads or campaigns. TikTok objectives are categorized as awareness, consideration, and conversion. While it is possible to select all the categorized objectives, when defining your ad and campaign objectives, it is always advisable to narrow down your objectives to your expected results. Here is a how-to guide for

Part 1 – Defining your Objectives

- 1 Have you defined your goals?
- 2 Do your set objectives match these goals?
- 3 Which position is your target market on the customer journey?
- 4 Is your set budget enough to cover your selected campaign, and, by extension, the objectives?
- 5 Are your target audiences aware of your brand?
- 6 Do your intended audiences need to know more about your brand?
- 7 Is your brand relatively new in the market?
- 8 Are you looking to expand market reach?

Part 2 – Defining Your Target Audience

- 9 What are the demographics of your target market?
- 10 What are the interests of your target market?
- 11 What are the subcultures and common beliefs of your target market?
- 12 Are you engaging with your target market on TikTok?

- 13 How often do your target audiences frequent the app?
- 14 What time is your target market likely to visit the app?
- 15 What are the most common hashtags among your target audiences?
- 16 Do you engage with your audiences' subcultures?
- 17 What are the common keywords used by your target market?
- 18 Are you creating relevant content for your target market?
- 19 Does your content boost your brand's visibility among your target audience?
- 20 Do your marketing strategies have the potential to drive deeper connections with your target market?

Notes:

- *Go for awareness objectives if your target market is not aware of your brand.*
- *Go for conversion objectives if your customers are looking to make purchases.*
- *Consideration objectives can be effective if your brand is new in the market or when trying to out-do your competitors.*

Notes: