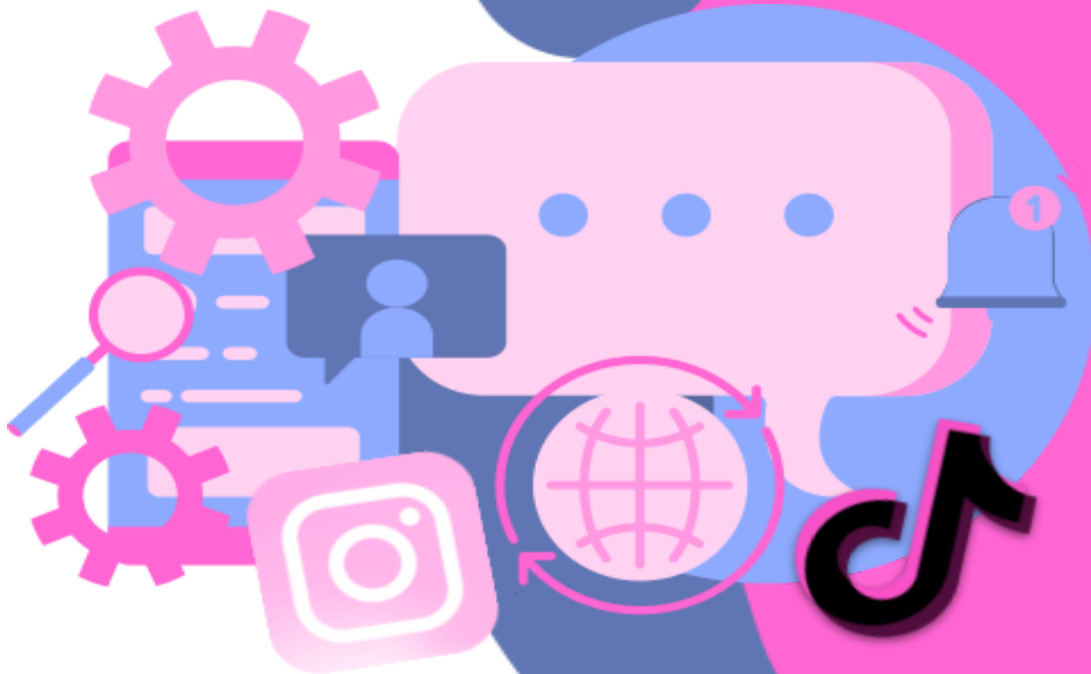


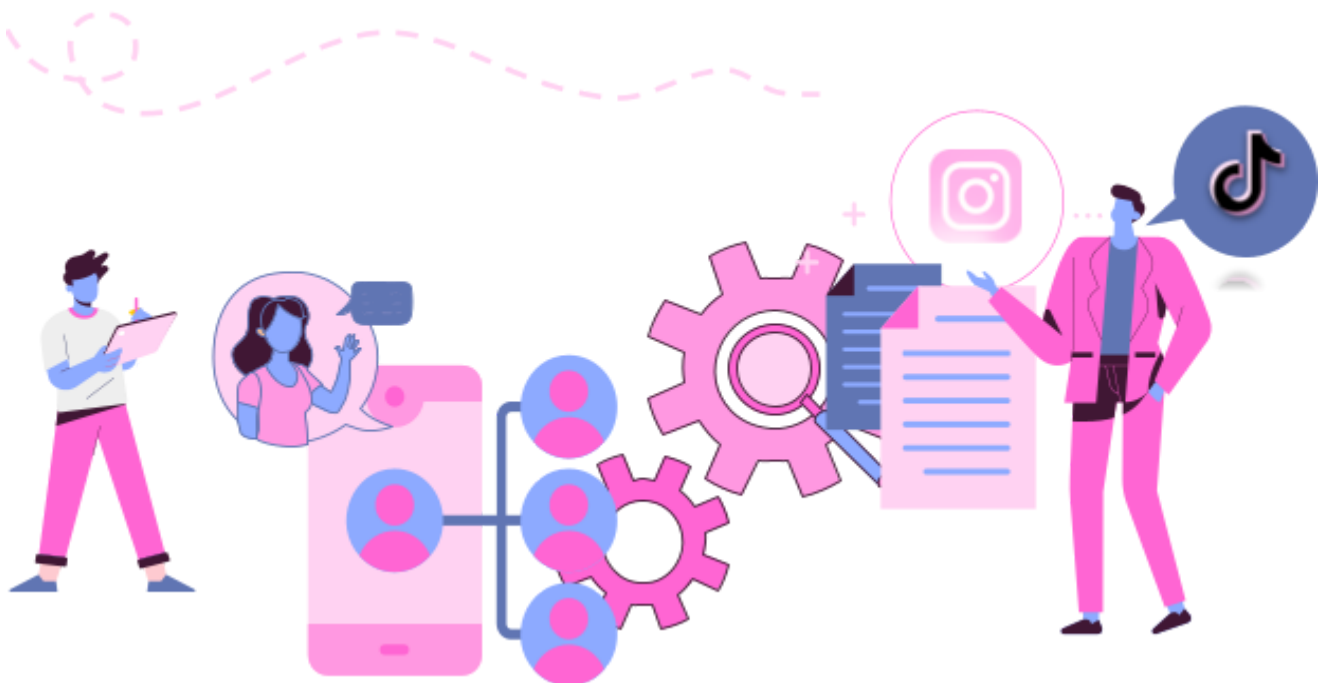
Creative Marketing on TikTok & Instagram



Elizabeth Hayek, Avery Brunton, Kaelyn Hawkins,
Bella Simokaitis, Micah Sam
Account Planning
Dr. Brown
Fall 2023

Table of Contents

Executive Summary	2
Introduction	3
Creative Marketing of TikTok	5
Creative Marketing of Instagram	7
Creativity from Brands on TikTok vs Their Instagram Approach	8
Strengths and Weaknesses of Marketing on TikTok and Instagram	14
Recommendations	17
References	19
Appendix	22



Executive Summary

Social media marketing has emerged as an essential aspect of virtually any brand or business today, with approximately 77% of businesses using platforms to reach their customers (Forbes, 2023). The innovators of platforms like TikTok and Instagram have opened the door for companies to reach an unprecedented amount of people through a variety of channels and creative strategies such as prioritizing attention and authenticity. Social media is currently being used by 4.62 billion people, representing over half of the global population and 93.4% of internet-connected people (Schaffer, 2023). Studying and becoming proficient in these platforms can bring tremendous value to a business, as it has already done for companies like Chipotle, Duolingo, and e.l.f. Cosmetics.

Successful companies have learned the landscape of these complex media structures in order to maximize attention and profit. TikTok and Instagram share similarities in use and perception, but they can be utilized in different ways. The two platforms contain different algorithms, features, and users which all play a part in how marketing objectives are met, particularly how they can be used to reach different audiences.

From 2020-2022, TikTok and Instagram were the two fastest growing social platforms with TikTok growing 100%, and Instagram growing 47.8% (Target Internet, 2023). By evaluating the features and formats of these platforms it is apparent how well they have been created for the current consumers. The popular apps have left plenty of room for advertisers to take advantage to reach their ever growing audience. There are several important strategies and tactics that we recommend companies implement in order to utilize these platforms creatively and effectively.

Create new challenges. Brands are seemingly closer to consumers than ever before through social media, explaining why connecting with the audience through interactive content can be incredibly beneficial. This has caused a spike in content created by companies that isn't directly meant to sell something, but rather develop attention and positive attitude towards a brand. E.l.f Cosmetics managed to rake in over 10 billion views on TikTok with a campaign using this strategy (Shorty Awards, 2021). Create engaging and accessible challenges and tie them to an objective to get the audience involved in a creative way.

Learn and optimize platform features. Purchasing the right advertising packages for TikTok, or taking advantage of interactive stories on Instagram, can be crucial to reaching a brand's full marketing potential. Terms such as In-feed ads, Topview, Topview Lite, Branded Hashtag Challenge, Branded Effects, First Commercial, highlights, and reels are terms that the top agencies and brands are becoming familiar with to utilize their strategies correctly.

Utilize and collaborate with other users on the app. This includes Brand Deals with popular creators for outreach, targeting Micro-influencers for credibility, and encouraging User Generated Content (UGC). With the right forms of content other creators on these platforms will participate in advertising campaigns without pay. Creating trends or providing creators with exciting products sparks interaction and content production from many users. UGC was also used by e.l.f in their "Eyes. Lips. Famous" campaign, which generated 3,300 UGC submissions (Shorty Awards, 2021).

Establish an authentic tone and lose the professionalism. Developing the understanding of how the landscape is changing is crucial for advertising growth. Companies like DuoLingo have adopted the strategy of losing their professional tone when it comes to certain content. Platforms like TikTok hold the attention of the younger generations, so the best companies are beginning to

talk like them as a tactic to appeal to them. This brings about humorous and creative interactions, which is just what the younger consumers prove to enjoy. Advertising is beginning to look different as audience involvement and new approaches rise with the internet. It's incredibly important not to fall behind.

Lastly, curate your page to the platform. TikTok and Instagram do have some differences, so we encourage brands to curate their pages accordingly. Instagram generally should include higher scale advertising such as product photos and graphics, while TikTok may contain more UGC and organic content with an emphasis on interaction. Instagram pages benefit from themes and aesthetic to add to the visual appeal of their cohesive page. TikTok accounts are more likely to benefit from more humorous content that can be consistently posted.

Introduction TikTok and Instagram are social media apps that have produced a

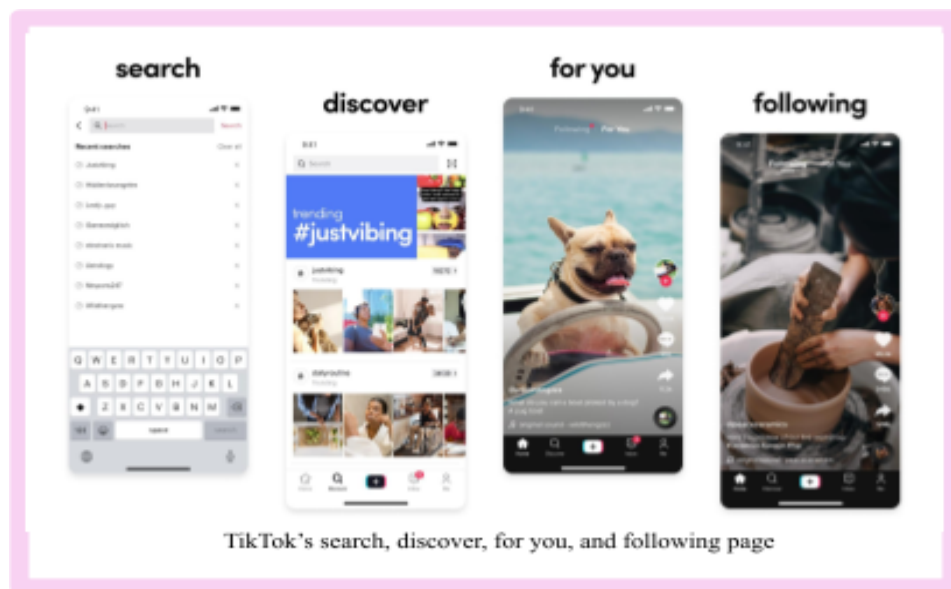
competitive market for brands to create marketing that effectively reaches and influences a target audience. TikTok provides video content with information search and services tailored to customer needs. With over 834 million active users, TikTok has become a magnet for Gen Z content creators, trends, challenges, and relatability (MeliawatiT, 2023). TikTok was one of the world's most downloaded apps in 2020, with audiences spanning over 150 countries around the world (TikTok, 2023). Instagram's feed is based more on consumer followers and account type: personal, creative, or business. Instagram has 2 billion active users with 87% users living outside of the United States (Aslam, 2023). Instagram is popular amongst millennials and Gen Z having around 62% of users between the ages of 18-34. (Aslam, 2023). Both apps have been able to aid businesses and brands by constantly updating their formats to encourage higher product engagement. Duolingo, Chipotle, and e.l.f. Cosmetics, for example, have succeeded in accomplishing creative outreach on TikTok and Instagram. Each brand has a specific creative marketing strategy that has helped them become prime examples of accounts with effective creative marketing. Duolingo's tactics on TikTok are creating videos that are entertaining, rather than educational, to reach a larger audience. Chipotle's tactics on Instagram are starting



challenges and connecting with influencers to popularize these trends. e.l.f. 's tactics on Instagram and TikTok are to influence with unbiased customer reviews and personal anecdotes. Brands have to consider the strengths and weaknesses on TikTok and Instagram when choosing to produce an advertisement on either app. This report will discuss all of these topics in depth, then conclude with recommendations of how to have successful creative marketing on TikTok and Instagram, and examine which apps advertising would be a better fit for a specific brand.

Creative Marketing of TikTok

TikTok Overview TikTok is a highly immersive social media platform with personalized and endless content. The platform uses “Likes”, “Favorites”, and “Views” to engage users. TikTok’s “For You” page (the landing page) utilizes artificial intelligence to learn user patterns and display similar entertainment (Montag, 2021).



The “Search” and “Following” features let users find specific content and keep tabs on their favorite content creators (Montang, 2021). TikTok inspires the making of creative, fun, and engaging content. Trends, hashtags, challenges, sounds, and shares have increased the popularity of the app (Montag, 2021). The two types of TikTok that a user can craft are a single video and a

single image. The main form of content that is produced for campaigns and brands is single

video. Six types of TikTok

advertisements can be

produced: In-feed ads,

Topview, Topview Lite,

Branded Hashtag

Challenge, Branded

Effects, and First

Commercial. (Spooner,

2020). To get started with

advertising on TikTok the brand needs to create a TikTok Ad Manager account. Then, it can

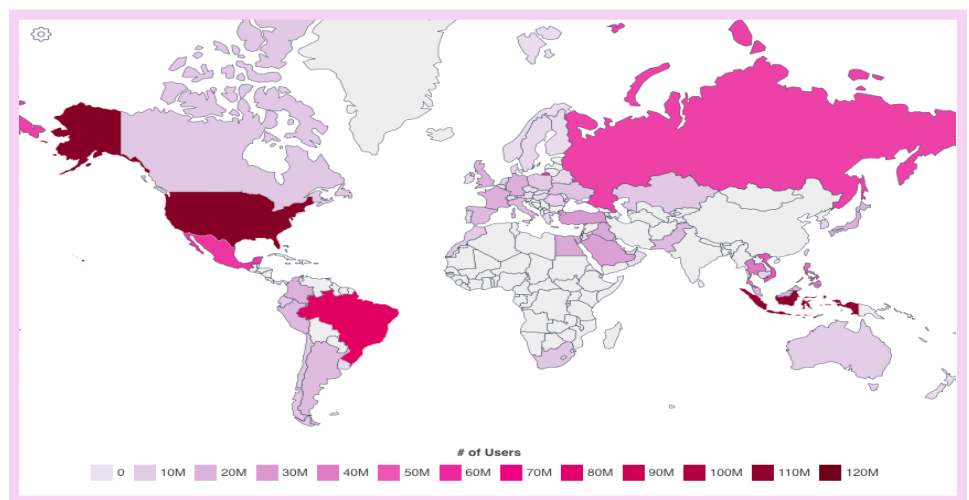
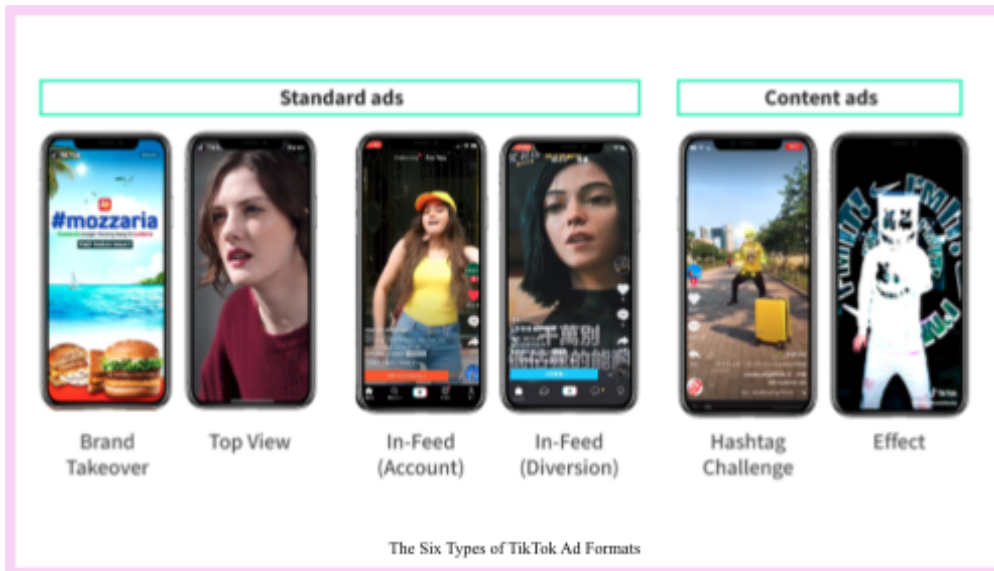
create a campaign and an ad group that defines the audience, campaign budget, and placement.

Finally, TikTok will allow you to produce an ad on their app (Sprout, 2023).

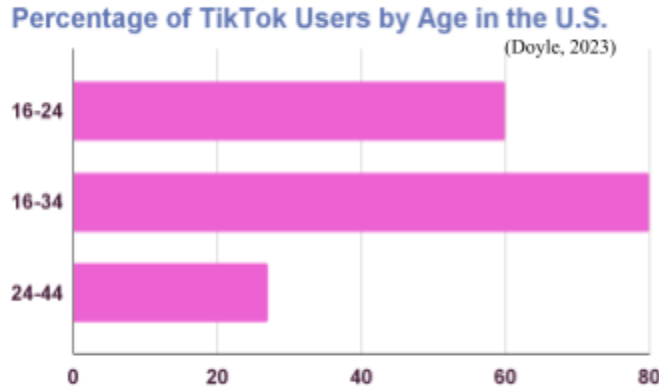
Audience The audience and demographics of TikTok vary depending on the type of campaign or brand being produced. TikTok offers several options to narrow an audience by demographics such as age, operating system, gender, carrier, interests and location (Geyser,

2022). This enables the creation or exclusion of target audiences which is essential when marketing on TikTok (Geyser, 2022).

The United States has the highest number,



approximately 136 million, of active TokTok users in the world (World, 2023). Indonesia and Brazil are not far behind, each country having over 80 million active users (World, 2023).



In the United States 80% of users are ages 16-34, and 27% of users are ages 24-44 (Doyle, B). While TikTok is largely favored by Gen Z, nearly 60%, an increasing number of older users have started jumping on the platform since 2020 (Geyser, 2022) (Doyle, 2023). TikTok's algorithmic

recommendation ensures that specific target audiences are effectively reached. When an account is producing creative marketing, having a clear classification of their campaign is important to enhance engagement and success (Peng, 2023).

Creative Strategies Used on TikTok

The creative strategies that have been successful when marketing on TikTok are following trends, entertaining users, using viral sounds, authenticity, and conciseness.

Trends are one of the creative strategies that allow brands to stay relevant, go viral, and increase watch time of advertisement by 77% (Lim, 2022). Following the wave of current trends shows that a brand is immersed in the TikTok community and being relevant helps consumers retain the information better.



Entertaining the consumer, instead of informing about the brand or mission, can boost a brand's image (Lim, 2022). About 3 in 5 users go onto the app expecting entertainment, and when brands lean into the entertaining nature of the app it leads to success (Lim, 2022). When



Example of Makeup Brands being Authentic

creating content, brands that use viral sounds have been proven to have a higher watch through rate and increased chances of going viral.

Authenticity is crucial when marketing on TikTok, consumers prefer content that feels more native to the app rather than a high quality advertisement seen on television. Around 65% of users say that

overly-professional looking videos from brands on TikTok feel out of place (Lim, 2022).

Conciseness— Clear and direct messaging is integral on TikTok. Getting the message out early, within the first 3 seconds of the video, leads to a 63% higher click through rate (Lim, 2022). Making sure that an advertisement is straight and direct will increase the odds of success.

TikTok offers a dynamic platform for effective marketing. The overarching goal when marketing on TikTok is making sure that the brand's are creating creative content that is tailored for the TikTok platform and its audience. Success lies in understanding the audience, thinking creatively, and staying authentic.

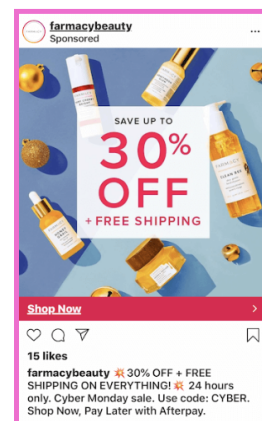


Example of Starbucks being concise with TikTok



Creative Marketing Strategies of Instagram

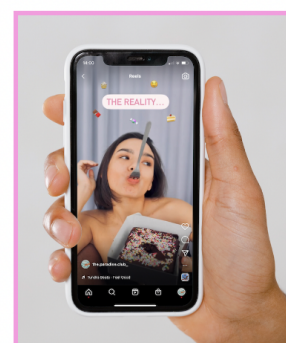
Instagram Overview Instagram is a social media platform where users can share photos and videos in many different ways. Instagram marketing strategies include organic content which are photos, videos, stories or reels. There is also paid content which includes Instagram ads and story ads. There are influencer marketing and shopping tools such as the shop tab and shopping ads (Martin, 2022). There are also three types of Instagram accounts- creative, personal, and business. With a business account, you can view account analytics and growth insights as well as have a shoppable Instagram storefront and shop insights.



Instagram, 2023

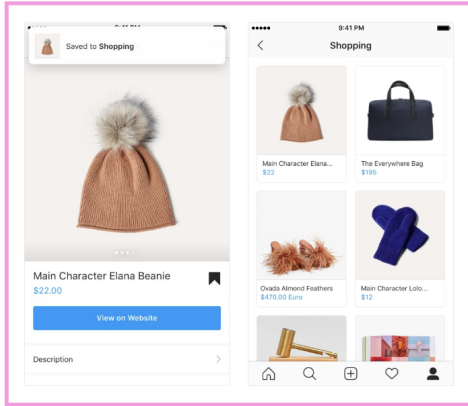
Audience and Demographics on Instagram As of 2022, the majority of Instagram's audience was Millennials and Gen Z (Mclachan, 2022). The split between male and female users of Instagram is pretty much 50-50. Instagram is favored by Gen Z, but last year Gen X became the fastest-growing group on the app. According to Hootsuite, 55- to 64-year-old males using Instagram grew by 63.6%. For location demographics, India, the U.S., Brazil, Indonesia, and Russia are the top 5 countries that use Instagram the most. India is Instagram's fastest growing market with 230 million users (Mclachan, 2022).

Creative Strategies On Instagram, many strategies can be used to grow a brand's marketing. Trends, Reels, Shop, establishing a voice, and connecting with users are all strategies that brands may use to grow their marketing. First, an important strategy businesses must follow are Instagram trends. Trends, such as Instagram Reels, are a creative strategy brands should follow to stay relevant. Instagram Reels are proven to generate more engagement than regular videos posted to Instagram. Another unique strategy that Instagram has is Instagram Shop. According to Hootsuite,



Instagram, 2023

44% of Instagram users shop weekly on the platform. By setting up your Instagram Shop, users can view a product catalog and purchase items directly from the platform. This creates more



Instagram, 2023

overall engagement and also an efficient way to sell products. Establishing a unique and creative voice for a brand is a way that helps keep the target audience engaged with posts from the brand (Sheikh, 2022). This ‘voice’ could be sharing only certain types of posts on the brand's social media or writing creative captions that engage the brand’s target audience. Another creative Instagram strategy used is actively engaging with other accounts.

Liking and commenting on other accounts creates more exposure for a brand and their posts. This could mean the brand’s Instagram account engages with competitors' posts or also responds to customer’s comments. Customers enjoy when brands respond to comments and treat them as individuals. Brands gain more traction and exposure when they recreate viral content (Sheikh, 2022). Brands should be keeping up with what videos/images are going viral and should participate in that viral trend while putting their own spin on things. By looking at trending



Instagram, 2021

hashtags or challenges, it is easy to see what video or picture trends are viral at the moment. Brands should participate in these viral trends. It is important to tailor trends and viral videos to appeal to the specific audience of a brand. That may mean adding something else into the

challenge or hashtag that has something to do with the brand and what they represent. The overall goal when advertising on Instagram is to actively engage with the brand's target audience while following trends and staying creative.

Creativity from Brands on TikTok vs Their Instagram Approach

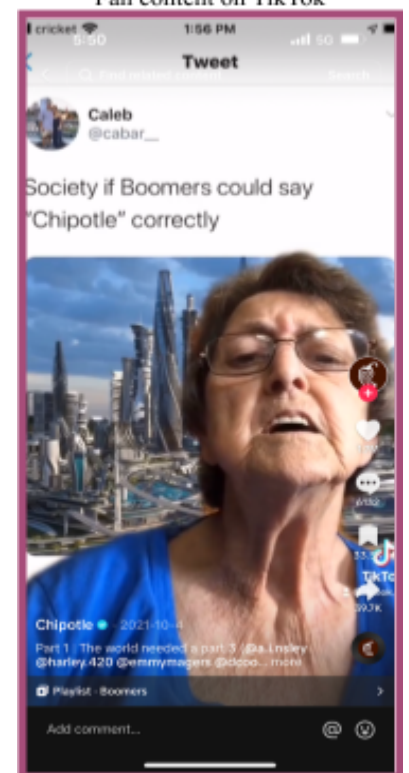
Chipotle Mexican Grill



As the first major restaurant brand to market itself on TikTok, **Chipotle Mexican Grill** uses a casual, down to earth mood and branded hashtag challenges to speak to the younger generations on the platform (TikTok for Business).

A casual, down to earth mood: The theme of TikTok is overwhelmingly more lighthearted than other social media platforms, thus, Chipotle seeks to tell real stories to act as a personal presence rather than a branded one (Pittman, 2020). They post customers sharing their favorite orders or “hacks”, fan content—like Boomers mispronouncing Chipotle—, comedy sketches, and behind the scenes footage of the kitchen and crew. (TikTok For Business).

Figure 2
Fan content on TikTok



TikTok, 2022

Highly successful Branded Hashtag Challenges: The #LidFlipChallenge launched in 2019 in collaboration with YouTube star David Dobrik to promote awareness for free digital orders on Cinco de Mayo (AdAge Staff, 2020). The challenge created a day of record-breaking digital sales and app downloads and delivery among the Gen Z audience and received over 110,000 video submissions in the first six days (Kelso, 2023). This campaign worked because Chipotle's data showed that the majority of delivery orders came from Gen Z customers. The

challenge also catered to Gen Z's love of YouTube creators.

The similarly successful #GuacDance Challenge celebrated National Guacamole Day, by using TikTok influencers Loren Grey and Brent Riviera to kick start a campaign that generated 500 million impressions from 250k fan-submitted videos (Chipotle Takes over TikTok). The

campaign became TikTok's highest performing branded challenge to run in the U.S. ever.

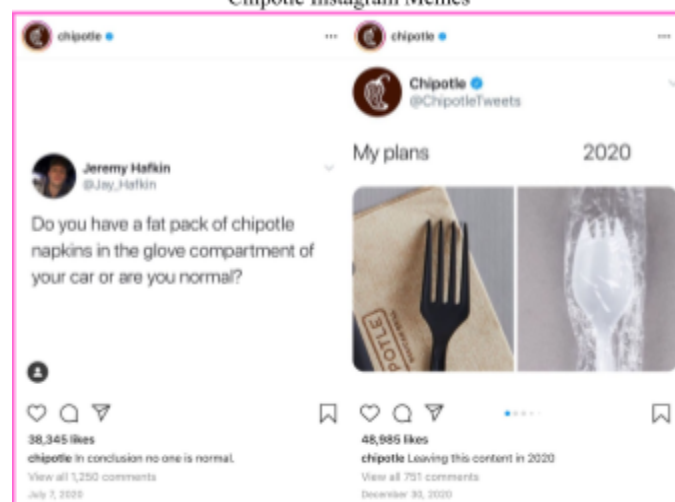
On Instagram, Chipotle's feed places more emphasis on customer reposts, aesthetic pictures, and memes, which make up for half the content on its Instagram platform (Editors, 2021). According to the senior manager of social and digital at Chipotle, memes are leveraged in their day-to-day content as well as in

Figure 3
Branded Hashtag Challenge with David
Dobrik



Shorty Awards, 2020

Figure 4
Chipotle Instagram Memes



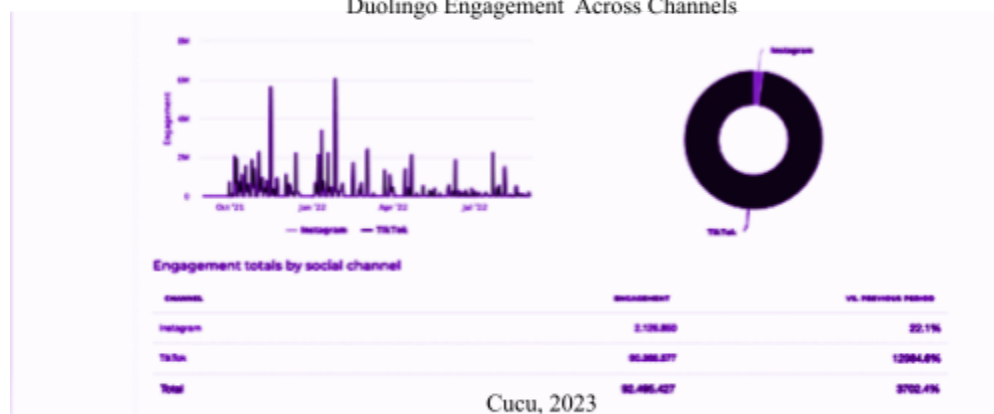
Deland, 2023

paid media, as a way to relate to consumers and tap into new insights. The brand creates original memes, reposts fan memes, and repurposes outside meme content to relate to Chipotle. Meme content works well on Instagram because it can easily be sent to users via DMs (direct messages) or reposted on stories to generate engagement and function as a user endorsement for the brand.



Duolingo is another prominent example of unique TikTok creativity in marketing. Their global social media manager defined Duolingo’s social media strategy as: “Instagram is how you would probably talk to a colleague, Facebook is how you talk to your like, grandma, and TikTok is how you talk to, like, a close friend” (Cucu, 2022). Consequently, Duolingo saw greater success on TikTok after they began to focus on being entertaining rather than promotional, jumping on viral trends, and creating exclusive content for TikTok (Cucu, 2022).

Figure 5
Duolingo Engagement Across Channels



The use of the quirky, lovable owl mascot, Duo, set Duolingo apart from other brands attempting to reach the younger audience craving authenticity and enjoyment (Wheless, 2022). Integrating popular songs and trends, one of which included the singer who almost shares a name with the app—Dua Lipa. A prime example of “unhinged contextual marketing”, Duolingo posts the hashtag #dulapeep with countless videos (Alfred, 2023). Most importantly, Duolingo employs the flash, flicker, flare strategy, or the calculated intertwining of posting reactive,



proactive, and interactive content (Gahan, 2023). Initially, most of Duolingo’s videos were *Figure 6*

“flash” content, consisting of simple how-to videos teaching viewers how to say phrases in various languages. When the brand started integrating trend videos and sketches (starring Duo) and irreverent humor, though, is when its success took flight (Gahan, 2023).

One of Duolingo’s most popular TikTok videos—with 32.5 million views and 6.1 million likes—is a take on the trend to Taylor Swift’s “Enchanted” where users express their fears about someone they love moving on (TikTok). Duolingo’s take shows Duo in anguish, sliding face-first down a glass door to the lyrics of the bridge: “Please don’t be in love with someone else.” The caption reads: “every time you open Google Translate, I lose a feather” (TikTok).

Figure 7
TikTok Trend Feature



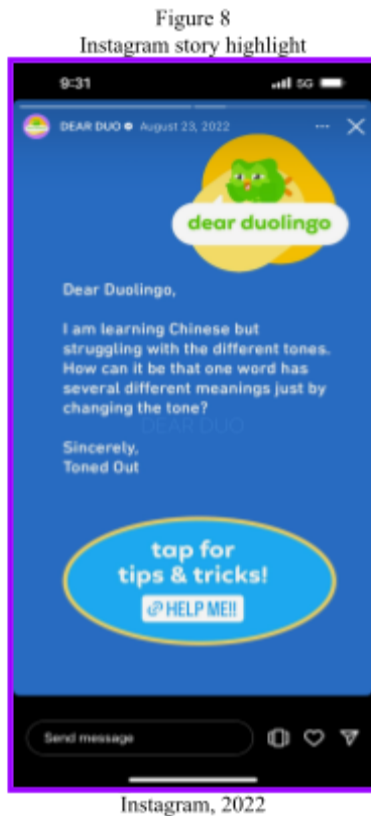
TikTok, 2021

On Instagram, Duolingo recycles lots of the content that first succeeded on TikTok via Instagram’s “reel” feature, which allows accounts to post 15-second multi-clip videos with audio, effects, and creative tools (Introducing Instagram Reels). Unique to Instagram, the brand utilizes story highlights to post informational graphics, Q&A posts, and interactive polls and

quizzes (Graham, 2023). They also meet the need for

diversity in media on Instagram’s platform by

incorporating a variety of single pictures and carousel collections for a mixed-content feed (Cucu, 2022).



Throughout all of these features is a connection to the brand’s core value that is “to make learning free and fun”.

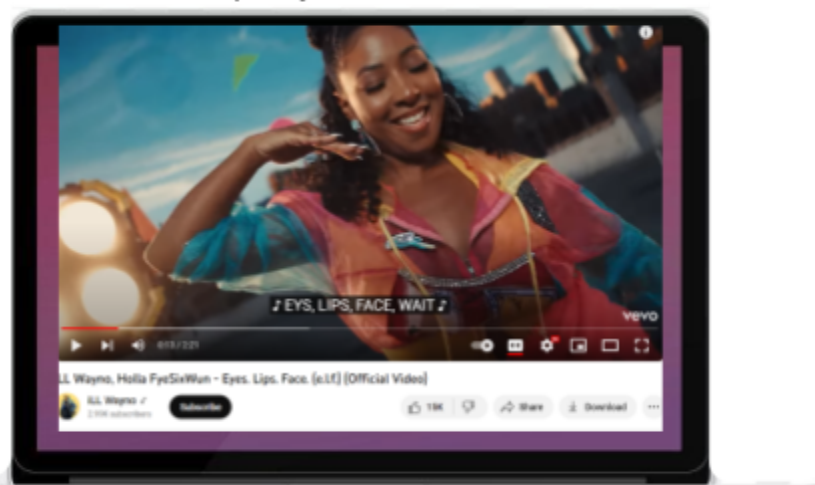
Duolingo is defined by its vibrant colors and playful character design in the app, encouraging users to enjoy learning (Pandya, 2023). These colors and animated designs are prevalent on the brand’s Instagram account, generating an aesthetic, vivid grid to engage viewers.

e.l.f. Cosmetics

What Adweek deems “the most influential campaign on TikTok”, **e.l.f. Cosmetics’** #eyeslipsface challenge is the first ad to hold the #1 trend spot on TikTok as well as the first TikTok brand challenge with original music (TikTok Case Studies, 2023). The campaign’s success was attributed to a catchy, unique song, which hit #4 on Spotify’s Global Viral charts, was added to 300,000 Spotify playlists, and even earned its own music video (Alcántara, 2019).

Figure 9 The challenge encouraged viewers to dance to the song in their own ways, promoting a fun and disruptive movement across the internet, everything the Gen Z audience loves (TikTok Case studies, 2023). Additionally, TikTok only allows brands to use royalty-free music in advertisements or acquire a commercial-use license for other tracks, making this campaign even

Figure 9
“Eyes, Lips, Face” music video



Youtube, 2021

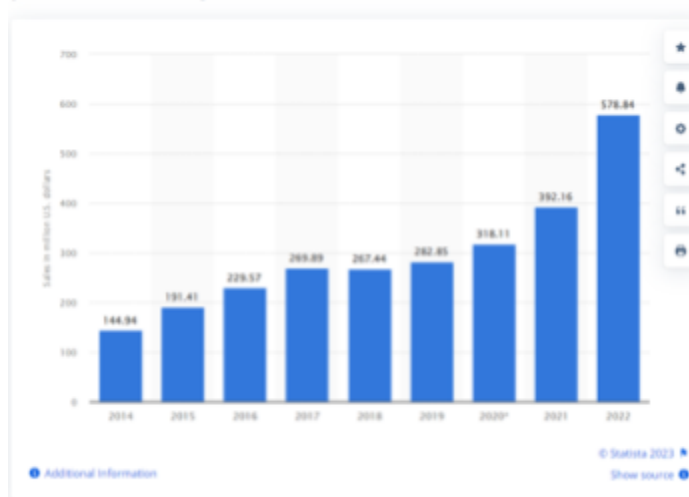
more creatively unique to viewers (Music on TikTok). The campaign became so popular that celebrities like Lizzo, Ellen, and Reese Witherspoon joined in, unpaid (Alcántara, 2019). BuzzFeed coined the campaign, “the most successful piece of TikTok marketing to date (e.l.f. TikTok Challenge).

Along with this successful TikTok challenge campaign, e.l.f. focuses on striking a balance between entertainment and promotion via standard in-feed and dynamic showcase ads delivered through the algorithm (TikTok Case Studies, 2023). Many of these advertisements take the form of authentic reviews via user-generated content. These create a form of non-biased advertising, as 69% of social media users aged 20 and under, do not trust sponsored posts about beauty products on social media (Malone, 2022). Because of this, e.l.f. forgoes endorsing big name celebrities on TikTok, instead promoting “micro influencers” whom the Gen Z audience finds more diverse, relatable, and trustworthy (Zafarris, 2021).

On Instagram, the company spends most of its marketing efforts aesthetically showcasing its products' texture and detail, enticing packaging, and extensive shade range. Photo and video ads made for the platform feature both product-focused and humorous or creative themes. Many ads that are product-focused show a woman applying a range of the brand's products. e.l.f.'s vp of integrated marketing communications says the company anticipates Instagram will continue to play a role across both customer acquisition and brand awareness initiatives.

While most prominent brands are now seen posting much of the same content between multiple channels, this is an example of how brands remain creative and relevant while supporting an effective omnichannel marketing strategy, using multiple marketing channels to create a seamless, personalized experience for consumers across all brand outlets (Deland, 2023).

Figure 10
Net sales of e.l.f. Beauty, Inc. worldwide from 2014 to 2022
(in million U.S. dollars)



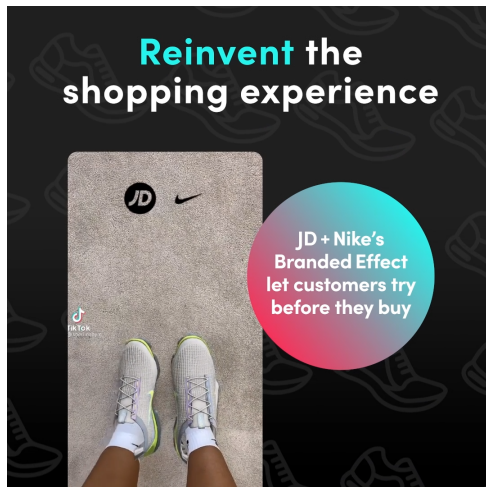
Nichols, 2023

Strengths and Weaknesses of Creative Marketing Tactics on TikTok and Instagram

TikTok Strengths and Weaknesses

TikTok has become a force in the digital world. In 2022, TikTok rose to be the highest-grossing app. This platform has given creative digital marketing a new meaning, and

with that has come many strengths and weaknesses. Factors such as audience engagement, app activity, location, and interest are all options that can be chosen to be targeted for content (Grierson, 2023). TikTok has many creative features that are easy to use. One popular special effect that is often used on TikTok is the GreenScreen. This feature allows users to upload photos into the background of videos (Creative Review, 2022). TikTok has creative features like TikTok Duet, allowing creators to create a side-by-side video (Elliott, 2022). Branded effects are a feature that allows users to support a brand while also creating their own engaging content. Branded effects can have distinct logos, songs, and even motion-triggered animations (TikTok,



2021). Some weaknesses of TikTok marketing include short video format constraints and creative limitations. While these short videos appeal to audiences wanting to see a lot when they scroll, it makes it hard for businesses to convey complex messages (Cumiskey, 2023). Another weakness is, while other platforms have multiple media options, TikTok is strictly a video format (Grierson, 2023).

Instagram Strengths and Weaknesses

Instagram has a massive user base and can be very successful when effectively used for marketing. One strength of Instagram is its diverse audience, which comes from a wide age range and user base. Some other strengths include hashtags, stories, and reels. Instagram users often utilize hashtags to find related content, and similar hashtags will appear in their feeds (Staci, 2022). Instagram stories are photos, videos, or even text that can be shared to a user's

account for 24 hours. (Instagram, 2023). Reels are videos under fifteen minutes that are posted



on Instagram. Reels include editing tools such as combining video clips, applying filters and sounds, interactive backgrounds, and more (Kutuchief, 2022). Weaknesses on Instagram vary in areas such as algorithm changes, reduced organic reach,

and content saturation. According to Hootsuite, organic reach on

Instagram has decreased by more than 50% since 2015 (Raiyyan, 2022).

Instagram has become filled with advertising and suggested posts. The platform has become aggressively saturated with ads, filling users' algorithms with content they are not interested in (Schroeder, 2022). This factor causes user frustration. This frustration can result in users ignoring ads, defeating marketing effectiveness. Regarding creative marketing,

TikTok and Instagram have their strengths and weaknesses. The choice

between TikTok and Instagram depends on campaign goals and target audiences. TikTok excels in interactivity, while Instagram offers versatility. Success in creative marketing on either

platform requires a distinct understanding of their strengths and weaknesses.





Create new challenges.

Chipotle used their #GuacDance Challenge to celebrate National Guacamole Day. They launched this challenge to announce their promotion of no extra charges for guacamole for the day. The challenge generated 500 million impressions from 250k fan-submitted videos. This concept can be repeated and utilized by coming up with ideas that relate to what your company sells. Restaurants may produce an eating or ordering challenge that is specific to their brand. A makeup company could create a challenge around using their products to fit a certain theme. These types of trends should be easily accessible, interesting, and challenging enough to get creators to make interesting content. These challenges are best utilized when tying them to specific promotions such as a new item, product, or special deal. Creating a trend or challenge leads to the possibility of millions of free marketing videos. The creation of an engaging trend entices other users of the platform to participate, and put the company's name on it.

Learn and optimize platform features.

It is important to become familiar with these six types of TikTok advertisements: In-feed ads, Topview, Topview Lite, Branded Hashtag Challenge, and Branded Effects. If your goal is to create engagement and blend in, use an In-feed ad for a more casual promotion. In order to stick out and be remembered, use Topview and Topview Lite so that your advertisement is shown to users as soon as they open the app. When following the trends and challenges strategy, it is helpful to occupy a spot on the Branded Hashtag Challenge landing page. Another useful strategy for interaction is TikTok's Branded Effects. Use your creative design team to make fun TikTok filters to entice the audience to make branded content. Studying specific features of Instagram will also elevate marketing to a new level. For example, Instagram's stories feature opens the door for plenty of interactive creative marketing. Use stories to easily produce polls for understanding audience opinion as well as creating interaction. Having such an easily interactive experience makes the user feel like they are contributing. Similarly, you can also easily post questions and quizzes. Direct your audience with easily created links, and add music and photos to stories to grab attention. If these features go unnoticed, it is likely that growing an account will take much more time and effort.

Utilize and collab with creators.

The terms “Brand Deal” and “User Generated Content” have become extremely significant during the rise of platforms like TikTok and Instagram. Collaborating with influencers or enticing users to make content about a product is one of the most effective ways to gain credibility and overall attention. Creators and influencers ultimately rule these platforms. They gain such large followings because they have achieved the task of both attracting attention, and retaining it. This is why following their lead and working with them is the best way to connect with an audience. Content consumers generally don’t trust advertisements nearly as much as they trust their favorite influencer, or a fellow TikTok or Instagram user that seems like a regular person enjoying a product. In the new age of media, essentially anyone can go viral or attract millions of eyes from one post. This is why even “micro influencers” are worth targeting. Testimonials from everyday users of the platforms is how you establish a solid and credible reputation with the online community.

Establish an authentic tone and lose the professionalism.

One of the most common themes amongst successful branded social media accounts in recent years is the abandonment of a professional tone in certain moments. Both new and previously established companies have found themselves building an online presence based on public audience interaction, edgy humor, and thinking outside of the box. Come up with a more creative tone that is different from everyone else’s. Once this new tone is established, make content and respond to consumers to catch attention. The Duo Lingo Owl has drawn in millions of fans due to a relatable sense of humor and shock factor. In the past, it wasn’t uncommon to be faced with automated messages or unenthusiastic customer service workers when trying to reach a company. The new ability to watch interactions with companies in their comment sections creates a much more personal feeling towards the brand. The majority of TikTok and Instagram users enter the apps to have fun, laugh, or be distracted. Therefore, mimicking the professionalism of everyday advertising simply does not satisfy their needs or catch their attention. Instead, talk the way they talk and make the things they would make.

Curate your page to the platform.

Although TikTok and Instagram share many similarities, taking advantage of their key differences can be beneficial in making the most of a marketing strategy. This lies in the fact that the two platforms are formatted differently, and oftentimes have different uses for consumers. TikTok is more surrounded by a fast paced quantity of content. In order to keep up with this, create attention grabbing and simple content. Your TikTok posts should not be long, and should



avoid an overload of information. For Instagram however, content generally lives a little longer. Posts will be at the forefront of your page that people will visit often. These posts add to the overall aesthetic of a company's whole Instagram page. This means a cohesive look and theme is valuable for pages. With these factors in mind, it is a good idea to prioritize quantity and hits on TikTok, while attempting maximum quality and brand identity on Instagram. It is also beneficial to note the differences in demographic between the two platforms. While similar, Instagram does tend to attract older users than TikTok does. Create your town accordingly by appealing to the humor and fast paced nature of TikTok, while making your Instagram clean and professional.

References

- Ad Age Staff. "Chipotle Fans Flip Their Lids over Viral TikTok Challenge." *Ad Age*, 24 Apr. 2020, adage.com/creativity/work/chipotle-mexican-grill-lid-flip-challenge/2252301.
- Alcántara, Ann-Marie. "How Elf Cosmetics Changed the TikTok AD Campaign Game." *Adweek*, Adweek, 5 Dec. 2019, www.adweek.com/brand-marketing/how-elf-cosmetics-created-the-most-influential-campaign-on-tiktok/.
- Alfred, Lestraundra. "How Duolingo Struck Social Gold by Going Unhinged." *The Hustle*, 26 July 2023, thehustle.co/how-duolingo-struck-social-gold-by-going-unhinged/.
- Bradley, Diana. "How the 'corn Kid' Helped Chipotle Create Its Top Instagram and TikTok Video of All Time." *PR Week*, PR Week Global, 31 Aug. 2022, www.prweek.com/article/1797688/corn-kid-helped-chipotle-create-its-top-instagram-tiktok-video-time.
- "Chipotle Mexican Grill Takes over Tiktok - the Shorty Awards." *The Shorty Awards - Honoring the Best of Social Media*, 2020,
- Cucu, E. (2023, May 24). *Duolingo's tiktok strategy: Insights & Data: Socialinsider*. Socialinsider Blog: Social media marketing insights and industry tips. <https://www.socialinsider.io/blog/duolingo-tiktok-strategy/>
- shortyawards.com/12th/chipotle-mexican-grill-takes-over-tiktok.
- Deland, Ashley. "Council Post: How to Build an Effective Omnichannel Strategy." *Forbes*, Forbes Magazine, 19 Apr. 2023, www.forbes.com/sites/forbesbusinesscouncil/2023/04/19/how-to-build-an-effective-omnichannel-strategy/?sh=181a41155c46.
- Doyle, B. (2023, August 25). *TikTok Statistics - Everything You Need to Know [August 2023 Update]*. Wallaroo Media. <https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=60%25%20are%20between%20the%20ages>
- Editors, eMarketer. "How Chipotle Mexican Grill Leverages Memes on Social Media." *Insider Intelligence*, Insider Intelligence, 8 Feb. 2021, www.insiderintelligence.com/content/how-chipotle-mexican-grill-leverages-memes-on-social-media.
- "E.l.f. Cosmetics." *Instagram for Business*, business.instagram.com/success/elf-cosmetics. Accessed 21 Sep. 2023.

“E.l.f. TikTok Challenge - Movers+Shakers: Connecting Brands to Culture: Driving Brand Love: Creative Agency.” *Movers+Shakers | Connecting Brands to Culture | Driving Brand Love | Creative Agency*, moversshakers.co/elf-tiktok-challenge. Accessed 21 Sep. 2023.

Gahan, Brendan. “Deconstructing Duolingo’s Secrets to Success on TikTok.” *Sprout Social*, 29 Aug. 2023, sproutsocial.com/insights/duolingo-tiktok-success/.

“How to Use Music on TikTok: Copyright & Other Rules to Follow.” *Cloud Cover Music*, 2021, cloudcovermusic.com/choosing-music-guide/how-to-use-music-on-tiktok/#:~:text=Currently%2C%20TikTok%20only%20lets%20businesses,popular%20songs%20to%20your%20videos.

“Introducing Instagram Reels.” *About Instagram*, Instagram, about.instagram.com/blog/announcements/introducing-instagram-reels announcement. Accessed 21 Sept. 2023.

Lim, Michelle. “5 Creative tips for TikTok ads that break through the clutter.” *TikTok*, 20 Nov. 2022, https://ads.tiktok.com/business/creativecenter/quicktik/online/5_creative_tips/pc/en

Malone, Maddie. “Market Research Reports and Industry Insights.” *Mintel*, 22 Aug. 2023, www.mintel.com/products/reports/.

Nichols, Tai. “E.l.f.’s Engaging Content: An inside Look at Strategies and Impact.” *PRNEWS*, 21 Aug. 2023, www.prnew

Pandya, Parita. “Duolingo’s Game Changing Marketing Strategy: Unlocking Success.” *Digital Agency Network*, 2 July 2023, digitalagencynetwork.com/duolingos-game-changing-marketing-strategy-unlocking-success/.

23

Pittman, Rachel. “How Chipotle Took over TikTok.” *QSR Magazine*, Jan. 2020, www.qsrmagazine.com/fast-casual/how-chipotle-took-over-tiktok.

Sheikh, Mahnoor. “How to go viral on Instagram: Proven strategies for your brand.” *Sprout Social*, 24 Oct. 2022, <https://sproutsocial.com/insights/how-to-go-viral-on-instagram/>

TikTok Case Studies: #eyeslipsface Challenge. Elf Tiktok Campaign and case study. (n.d.). <https://www.chatdesk.com/tiktok-campaigns-and-case-studies/elf-eyeslipsface-hashtag-challenge>

Wheless, E. (2022, April 26). *How duolingo conquered brand TikTok*. Ad Age. <https://adage.com/article/special-report-agency-list-creativity-awards/creativity-awards-2022-winner-duolingo/2410666sonline.com/e-l-f-s-engaging-content-an>

inside-look-at-strategies-and-impact/.

Zafarris, Jess. "10 Brands and Organizations Rocking TikTok Marketing." *Adweek*, Adweek, 23 Mar. 2021, www.adweek.com/brand-marketing/10-brands-and-organizations-rocking-tiktok-marketing/.

9Number9. (2021, October 22). Instagram rolls out branded content ads for Reels. *Adweek*.
<https://www.adweek.com/social-marketing/instagram-rolls-out-branded-content-ads-for-reels/>

Battisby, A. (2023, August 30). An in-depth look at marketing on TikTok. Digital Marketing Institute. <https://digitalmarketinginstitute.com/blog/an-in-depth-look-at-marketing-on-tiktok>

Content, S. (2020a, June 5). Creativity on TikTok: How brands are embracing the popular video app. *Creative Review*.
<https://www.creativereview.co.uk/creativity-tiktok-brand-campaigns/>

Content, S. (2020b, December 10). TikTok's in-app Creative Toolkit takes content to the next level. *Creative Review*. <https://www.creativereview.co.uk/tiktok-creators-campaign-engagement/>

Cummiskey, A. (n.d.). The Pros and cons of TikTok for businesses: A comprehensive analysis. LinkedIn. <https://www.linkedin.com/pulse/pros-cons-tiktok-businesses-comprehensive-analysis-anna-cummiskey>

Elliott, J. (2022, April 25). Interactive TikTok features that boost engagement. <https://www.uschamber.com/co/>.
<https://www.uschamber.com/co/grow/marketing/tiktok-features-that-boost-engagement>

Instagram introduces new candid stories, notes, group profiles features; all you need to know. *Business Today*. (2022, December 15).
<https://www.businesstoday.in/technology/news/story/instagram-introduces-new-candid-stories-notes-group-profiles-features-all-you-need-to-know-356454-2022-12-15>

24

Instagram stories: Create Quick and memorable content. Instagram for Business. (n.d.). https://business.instagram.com/instagram-stories?content_id=EgRUv9KMP51c8Nu&ref=sem_smb&utm_term=dsa1876982531654&gclid=Cj0KCQjw06-oBhC6ARIsAGuzdw3QGCivQRD0f7xVj4ngZpuUuOHegyNTprJok92MspL9LLBkrS0-7caApBaEALw_wcB

Raiyyan, S. (2022, December 25). Instagram: Is organic reach dead?. *Medium*.

<https://medium.com/new-writers-welcome/instagram-is-organic-reach-dead-7c2a3dae190a>

TikTok For Business. (2023, March 27). Branded effect: Place your brand center stage: TikTok for Business Blog. TikTok For Business.
<https://www.tiktok.com/business/en-US/blog/branded-effect-place-your-brand-center-stage>