

## How Gaming App Brands Can Leverage TikTok for Marketing (And Why They Should)

There are two massive social platforms for game-related content and they both begin with a T. We're sure you know all about Twitch, but have you considered marketing your app or game on TikTok?

While it may seem counter-intuitive to advertise on a platform where video ads are fast, furious, funny, and frivolous, TikTok is the perfect place to grab installs, tell your target audience about a new game or encourage in-app purchases.

In this article we'll run down the top reasons why TikTok is a potential goldmine for game app marketers, as well as making some suggestions for how best to use the platform to get your message across.

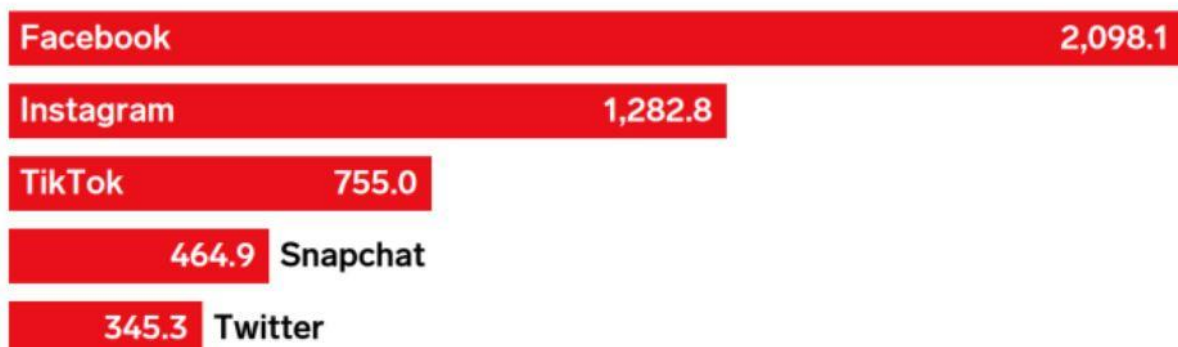
### The Meteoric Rise of TikTok

First some figures. [Insider Intelligence](#) (formerly Emarketer) has predicted that TikTok will surpass Instagram and Facebook in 2022 to become the world's third largest social media platform. Year on year growth of 41% was seen in 2021, and it has been anticipated that TikTok will have 755 million monthly users by 2022. All this from a platform that was launched less than six years ago (2016).

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## Social Network Users Worldwide, by Platform, 2022

*millions*



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*Note: internet users of any age who use a social network via any device at least once per month*

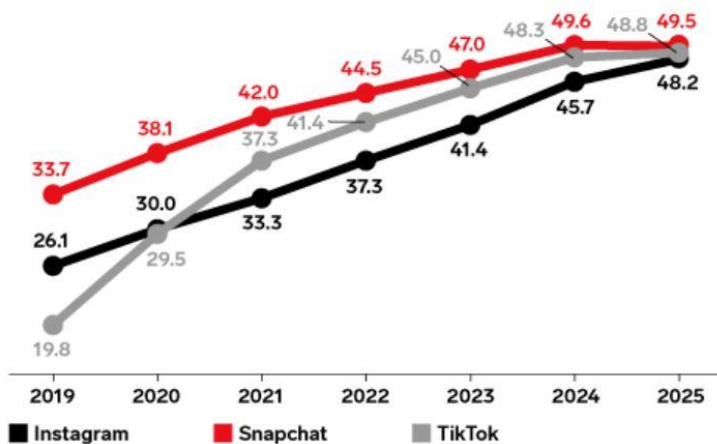
*Source: eMarketer, November 2021*

Here are some stats on the demographics of younger TikTok users:

- Over 47% of its US TikTok users are aged under 30.
- There were 37.3 million Gen Z TikTokers (born between 1997 and 2012) in 2021.
- This is predicted to rise to 48.8 million users in the Gen Z demographic by 2025.

### US Gen Z Instagram, Snapchat, and TikTok Users, 2019-2025

millions



Note: individuals born between 1997-2012 who access their account via any device at least once per month  
Source: eMarketer, May 2021

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eMarketer | InsiderIntelligence.com

Given that over 50% of [US mobile gamers](#) are under 35, this creates a highly focused audience for your product.

With the youngest demographic of any social media platform, you're not throwing your ad content in front of irrelevant eyes. Furthermore, TikTok's algorithms work to provide users with more of the content they enjoy. They place ads in users' FYP (for you page) feeds which entertain rather than irritate users, creating a seamless feed experience.

### TikTok For Business

In June 2020, the platform launched TikTok for Business. The notion was to complement traditional ad placement with branded content creation which leverages the trend-making nature of TikTok.

### Why Gaming App Brands Should Consider TikTok Marketing

TikTok provides the perfect marketing opportunity for gaming app creators. Gen Z is the first generation whose access point to the internet is primarily mobile. They are highly attuned to the mobile ecosystem. [TapJoy](#) report that 86% of Gen Z members play games on their mobile devices.

In November 2021 TikTok even worked with app creators [Zynga](#) to launch a HTML5 game exclusive to the TikTok platform. It seems highly likely that TikTok will expand its gaming offering in the years to come. Savvy app marketers would do well to get ahead of the curve.

If you have a mobile game in upright format, you'll find TikTok a perfect format to showcase gameplay, tips, highlights, facepalm-worthy fails and more. Its 16:9 format for ads means

you have space for onscreen text and accompanying music, which may trend too, or be repurposed by other creators. It's a much more organic and interactive way to market.

TikTok trends in gaming often extend beyond gameplay to cosplay, music, live action re-enactments and more. By leveraging built-in fandom, you can build a buzz around your game and TikTok's users will then promote it for you!

## TikTok for Gaming Brands

There are three ways in which to market your mobile game app content on TikTok:

- Create a branded channel and upload content intended for organic reach.
- Work with TikTok influencers to produce sponsored content.
- Advertise on the platform (a more traditional model).

We'll look at examples of all three modes below, as well as the particular advantages of each strategy.

## TikTok Marketing Examples for Gaming Brands

TikTok has a motto – "[Don't Make Ads, Make TikToks](#)". This isn't just a cute way of enticing advertisers onto their platform, it's a statement of TikTok's unique DIY aesthetic. Content which trends often has a home-made vibe about it, and speaks directly to its audience, usually by means of an engaging onscreen personality. Follow this aesthetic and you'll have the best chance to succeed.

TikTok talk about "authenticity, creativity and joy" and these three aspects should be kept in mind when designing ad content. Remember that TikTok users have the [least resistance](#) to commercial content of any platform, but that doesn't mean you should give them a standard ad pitch. Be bold and playful.

Here are three campaign examples of how you might use the platform to best effect.

### 1: Story

Using the charisma of actors or influencers, create a story which highlights game themes or memes which convey the fun of the game. The aim is to clarify the game's unique appeal and reinforce the community of players users can join.

## 2: Product Testimonial

Contact influencers and ask them to post game reviews on their profile. The influencer can highlight their favorite levels, challenging moments in the game and tips for progressing. You can work with influencers to create a loose script to which they'll add their unique style.

## 3: Screen Recording

Key meme-friendly moments from your game can be captured during gameplay and released as short clips. Funny moments, character selection screens and dramatic highlights can offer just a hint of the pleasure of playing your game, leading the user to click on your link to find out more. Gameplay highlight montages can create a sense of excitement and encourage virality.

## Tips for Designing your Organic and Paid Content

### 1: Embrace user-generated content and make it feel organic

Make sure you watch plenty of popular TikTok content and follow the same stylistics – vertical format, influencer-led, and ideally made in collaboration with a popular TikToker.

### 2: Draw users in quickly and entice them to complete a conversion with a clear CTA

Use impactful graphics and pithy text to convey your CTA. Make sure it's prominently positioned, and the message is self-evident – BUY, LEARN MORE, INSTALL et cetera.

### 3: Be mindful of space and time in your posts

Make full use of your vertical real estate but do center important elements so they aren't missed. Don't make overlong TikTok's either – the platform advises 9 to 15 seconds for in-feed content.

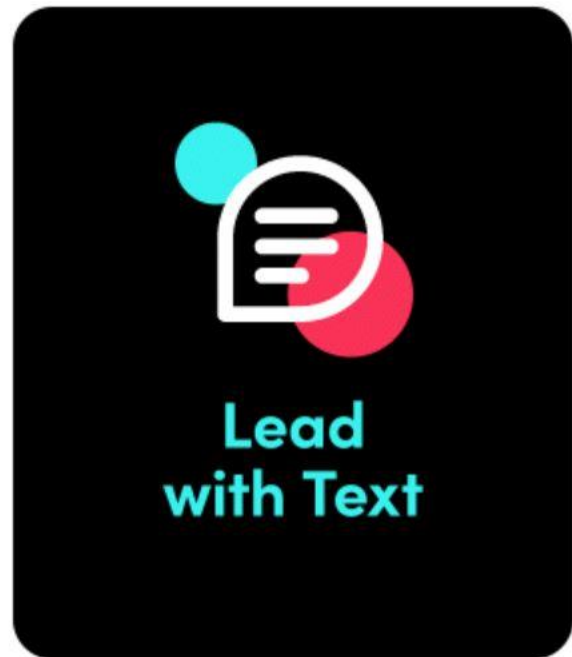
### 4: Improve conversions by encouraging user action

Here are TikTok's industry-specific best-practices for driving conversions:

- Five or more scenes generated 171% more conversions than simpler edits (in all territories bar Australia, seemingly.)
- Interactive screen taps increase viewer engagement – but no more than five.



**More  
Action**



**Lead  
with Text**

5: Lead with text in the opening seconds of the ad.

TikTok have found that when text appears in the first seven seconds of an ad, there's a 43% uplift in conversions. It appears that getting text onscreen as soon as possible allows users to identify what the ad is for, and whether it's worth their time.

6: Win Friends and Influence People

Influencers are key on TikTok. If you can get known gamers, reviewers, and celebrities to endorse your game, you'll see big returns. But even comparatively unknown TikTokers, when they have sufficient followers, can help promote your game to the next level.

The best TikTok ads are very much personality driven. Duets between TikTokers are popular, where one user comments on, or mimics another. You could use this side-by-side format to showcase your game, as well as a TikToker playing it.

If your game features engaging characters, why not highlight them in your ad? You might just get users mimicking their moves, outfits, or style.

How to Maximize the Exposure of your Game

1: Use Hashtags

Hashtags trend better on TikTok than any other platform, including Twitter. At time of writing, for instance, the gaming hashtag [#freefire](#) has been used over 36 million times.

TikTok encourages the use of [branded hashtags](#) and boasts a median engagement rate of 17.5%.

Here are some of the top gaming hashtags trending at time of writing:

[insert current top ten here]

## 2: Add Trending Background Music

Music is a huge part of TikTok, with certain tracks trending alongside accompanying memes (dances, challenges, lip synching). TikTok boasts a library of thousands of licensed tracks you can use to accompany your content. Pick the right one and you could see a huge viral boost.

Here are the currently top trending tracks on TikTok:

[insert top ten tracks here]

## 3: Offer a Demo

TikTokers don't see ad content as intrusive, the way it can sometimes appear on a legacy platform like YouTube. They simply scroll past ads that don't interest them to the next clip. While this might seem a negative, it means that engagement levels are high when the ad content delivers real value. Get it right and users will certainly give you 15 seconds of their time.

Offer a trial, tip, demo or install link and you could see conversions as high as the 36% [MadBox](#) enjoyed on the platform. One of their recent campaigns enjoyed over 10,000 installs in the first week.

## 4: Consider Boosted TikToks and Branded Hashtag Challenges

TikTok occasionally runs Sponsored Hashtag Challenges(HTC). By means of a HTC, a brand "owns" a unique challenge designed to go viral on TikTok. The best of these can reach millions of users, who enjoy taking part in the challenge and sharing their attempts.

Cosplay, screen-recorded gameplay, dances or other activities linked to your game world can be shared by users with their followers, helping spread the word about your app.

A word of warning though – this route can be expensive. TikTok's Sponsored Hashtag Challenge will set you back \$150,000 per week. In-Feed ads are more affordable, and a paid boost will push key content into more user feeds.

If you're clever, you can use individual creators to help promote your products through influencer arrangements. A blend of official advertising and influencer support can make the comparatively high investment you'll make pay off very well indeed.

If you have a relatively tight budget, you can create your own hashtags and campaigns within In-Feed formats to combine creativity with affordability.

And remember those engagement figures, which are so far in advance of other social media platforms. Get your ad content right and watch your campaigns take off.

### Adopt a Mindset of Continuous Testing and Optimization

In a sense, TikTok is a giant social laboratory. It's therefore imperative to test creative alternatives and tweak content to optimize your TikTok campaigns. A/B testing lets you compare different tactics and ensure your assets are performing.

Use a blend of paid advertising and influencer-led content creation to get the most out of the platform.

### TikTok is the Perfect Platform to Hit the Gen-Z Demographic

To reach those teen-to-twenties gamers, there's no better platform than TikTok. It's by far the best platform to directly reach the Gen-Z audience, by providing them with creative content they enjoy, promote and share.

Partner with Craftsman+ to reach this engaged, unique audience. We have years of expertise helping app and game companies reach their favored audience on TikTok and are proud to be TikTok Preferred Partners.

Why not [contact us](#) to set the ball rolling?