

# Lead Finders

The Next Gen of Lead Gen

Lead Generation Playbook



# Foreword



TikTok's growing influence in the region is undeniable. As its audience base grows, it's reshaping how consumers discover and interact with their favourite brands. For savvy businesses, TikTok provides a powerful channel to nurture and engage audiences - if done right. That's why our partnership is so important. The new integration makes it easier for brands to capture, nurture and acquire leads because they can truly understand their customers. Today's consumers expect personalisation and by having a complete picture, brands can better engage with their audiences. And, with better engagement comes more loyal customers, which is vital in the current market.



**Kay Warboys**  
Senior Marketing Director  
APAC HubSpot



Asia Pacific is home to a thriving ecosystem of TikTok users, with 90% of the region's TikTok users consuming content on a daily basis. This presents an opportunity for Asia Pacific's brands to reach and turn a highly engaged audience into leads, and accelerate business growth.



**Ng Chew Wee**  
Head of Business Marketing  
APAC TikTok







# Contents

**01** Why TikTok

**02** TikTok Ad Solutions

**03** CRM & Data Integration

**04** Best Practices

**05** Creative Tips

**06** 2024 Media Plan



# 01

# Why TikTok?



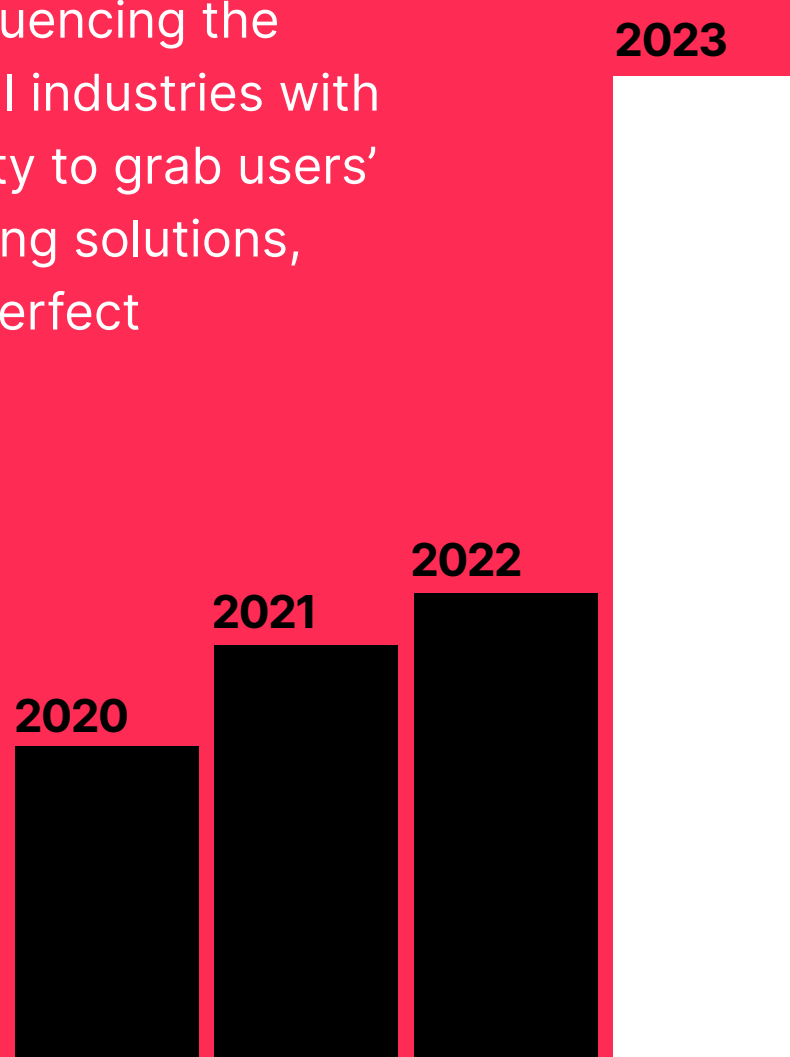
# Grow your business with us

Our hyper-growth entertainment platform is influencing the media landscape and presenting brands from all industries with unique and exciting opportunities. TikTok's ability to grab users' attention, combined with our effective advertising solutions, gives small and medium sized businesses the perfect conditions to grow.



## 1 Billion users

With over 8.5 million users and 350,000 businesses in Australia



### Momentum

TikTok is the ultimate entertainment platform powered by a community with a unique mindset.

## 70%

of TikTok users say they feel part of a community on TikTok.

### Attention

Engagement is TikTok's superpower

## 82%

of TikTok users say they have discovered a small or medium business on TikTok before seeing them elsewhere

### Effectiveness

Small & Medium sized businesses are noticing the impact on sales from advertising on TikTok

## 52%

of TikTok users that have come across small or medium business content on TikTok have gone on to make a purchase

#### Sources:

1 TikTok internal data global, July 2021

2 TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo (n=3,500)

3 TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting

# We understand the challenges you face while attracting, collecting, and managing leads



Generating **quality or volume of leads** as per the business objectives

---



**Tedious form filling** causes high user drop-off rate

---



Prospects cool off without **immediate re-connection**

---



**Tracking ROI** of your lead generation efforts



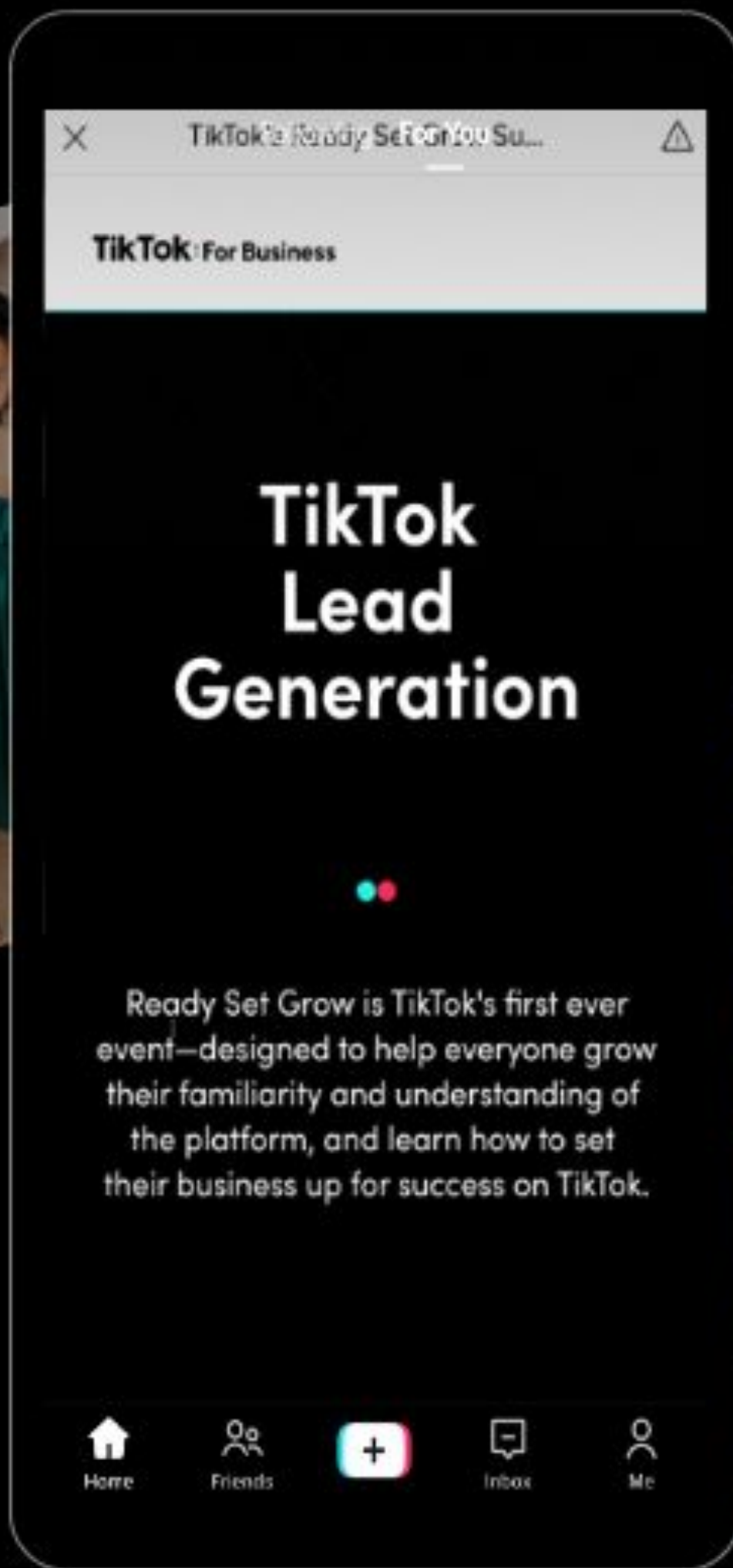
# 02

# Reach your objectives



# Meet TikTok Lead Generation

a next-gen solution built for the new way people discover and connect with businesses. Turn tuned-in audiences into high-value customers today.





# Two Lead Generation Solutions to meet your needs

## Web conversions

### What is it?

Generate Leads on your website by driving valuable form-based actions on your external landing page.

### Capabilities:

- Generate leads on your website by driving website actions (Submit Form, Complete Registration, and Contact).
- Get web conversions using signals from website events.

### Best for:

- Boosting traffic on your site
- Qualifying leads via your site
- More detailed qualifying info / questions (i.e. age, credit score)

## Native Lead Generation

### What is it?

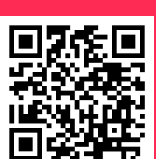
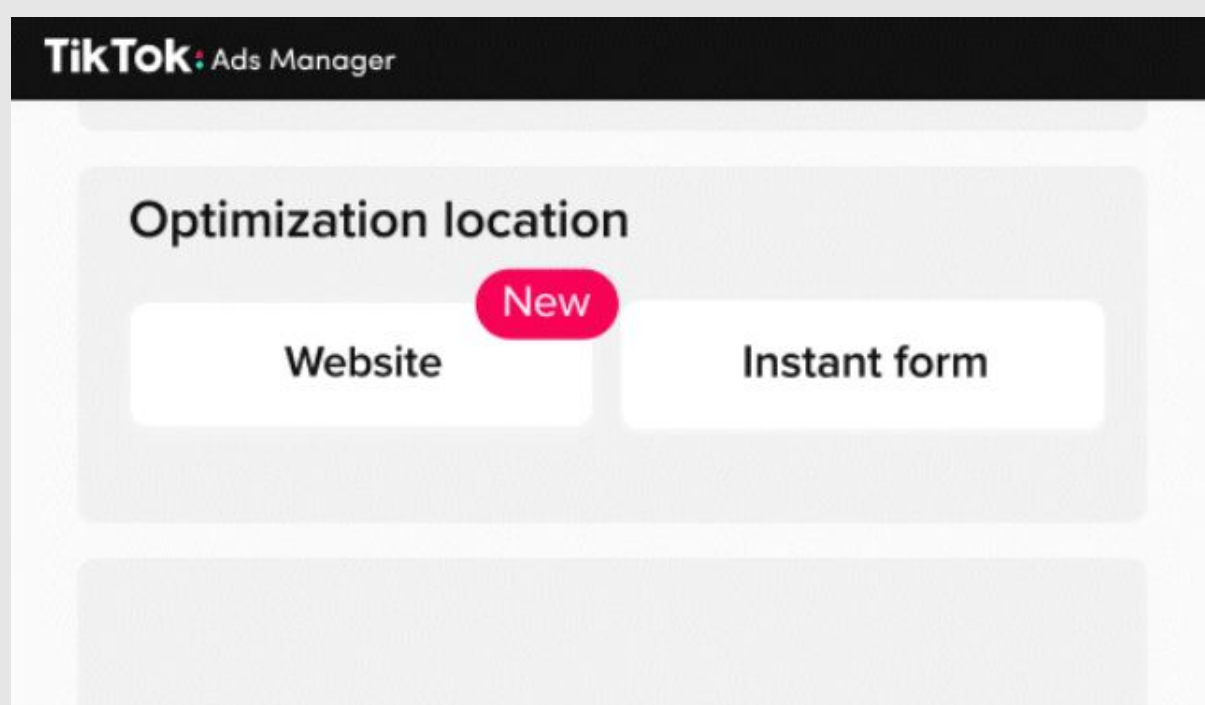
An instant form solution that seamlessly captures interest and leads on TikTok and sync leads to your CRM.

### Capabilities:

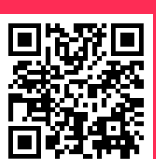
- Auto-populate Email and Phone Number based on TikTok account information
- Ask custom questions
- Qualify leads with logical questions
- Schedule appointments directly on the instant form
- Insert carousels to convey a coherent messaging

### Best for:

- Decreasing user form friction
- Building customer/email lists
- Instant lead capture
- Real-time CRM sync
- Surveys with <10 questions



Learn more about Website Lead Generation

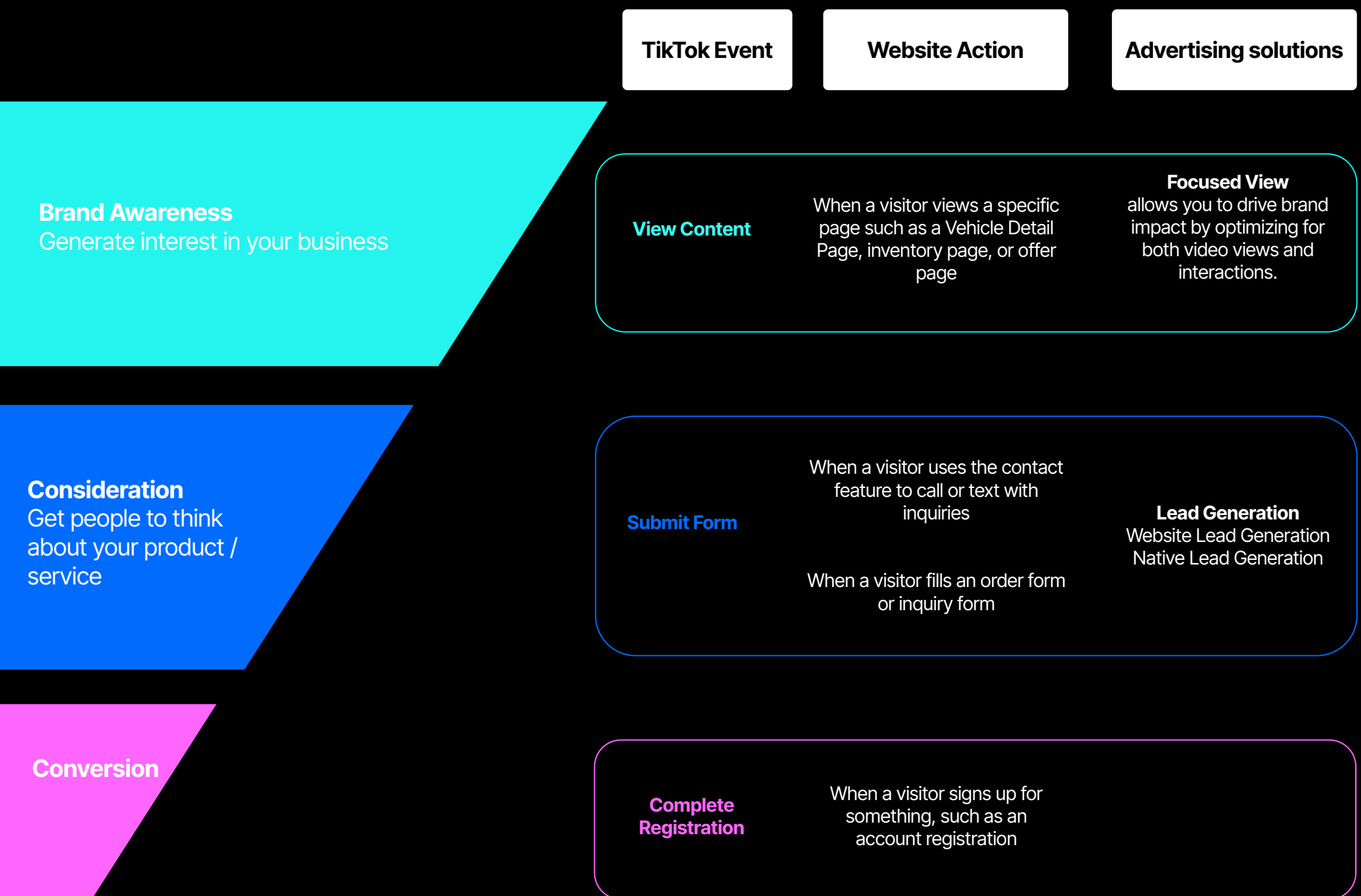


Learn more about Native Lead Generation



# Lead generation is a full-funnel process

Generate brand awareness to increase interest and move users down the funnel.



Reach out to your TikTok Sales Rep to supercharge your advertising strategy today.

Not advertising with us yet? [Sign up](#) for TikTok Ads Manager today.

## “ Pro Tips

### Video Views

Use an always-on campaign strategy to drive brand awareness and education.

### Lead Generation

Generate results for lower funnel objectives.

### Audience strategies

- Start with broad targeting to expand your reach for higher lead volume.
- Build audiences with your upper-funnel activities to test & optimize your performance campaign.



03



**CRM  
Integration**

# Lead Management

TikTok offers four options to manage your leads when using a Native Lead Generation strategy

01

## CSV Download

Access all your leads data in versatile, downloadable spreadsheets

02

## TikTok Leads Center

Easily manage and organize your leads in TikTok's Leads Center platform

03

## Partner CRM Integration

Integrate with key CRM partners, like HubSpot to instantly connect new leads. Find out more on the next page.

HubSpot

04

## Custom API Integration

Use our custom API integration with Webhooks

LOVE  
IT!

### Don't forget about the TikTok Pixel!

The [TikTok Pixel](#) can be installed on your website to establish a safe, reliable data connection with TikTok. Once installed, this allows your website visitor events to be shared with TikTok via a browser, like when someone submits a form on your website.

#### Why is it important?

The Web Conversion objective for lead generation leverages signals from the Pixel which improve performance for your campaign.





# Supercharge your lead generation

With a seamless, no-code integration, TikTok advertisers can directly transfer their leads to their HubSpot customer platform in real-time, and, with immediate actionability, achieve a higher likelihood of conversion.



## Steps to get you started

01

### Connect TikTok to HubSpot's customer platform

Log in to your TikTok Ads Manager account, go to the Tools section, and select Leads in the dropdown menu. Click the Connect CRM button at the top of the page. Search for HubSpot and click Directly Connect.

02

### Map Lead Data Fields

Select the form you want to sync leads from. Map the fields from your TikTok Instant Form to your HubSpot prospect and customer data and click Submit.

03

### Test Data Connection

Click Confirm to complete the integration process. Select the Send test data button to ensure your integration is set up correctly.



Over **8.5 million** Aussies are using TikTok everyday and they're **1.5X** more likely to immediately buy a product discovered on the platform

Source: TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting



Activate the integration today and unlock \$1500 AUD of free ad credits

\*Terms and Conditions Apply

Get Started

# 04

# Lead Ads Best Practices



# Our framework helps you decide what's best for you

01



## Your Objective

"I want leads to take qualifying action directly on the website form" (E.g., Registration, Sign Up etc.)

**Website Lead Generation**

"I want to build lists of potential customers and qualify them later"

**Next question**

02



## Amount of Information

"I plan to ask more than 10 questions to qualify my leads"

**Website Lead Generation**

"I plan to ask up to 10 questions to qualify my leads"

**Next question**

03



## Type of Information

"The information is not eligible to be captured natively"

**Website Lead Generation**

"The information is eligible to be captured natively"

**Next question**

# Lead Gen form best practices

01

## Visuals help!

Add a logo, header image, and footer image to showcase your business and products / services more effectively to users

02

## Be conscious of number of questions

If you're looking to generate more lead volume, set a maximum of 6 questions

03

## Use logic settings and custom questions

With the advanced form, use logic settings to switch up questions based on how someone responded to the first question.

04

## Link to your privacy policy

Link to your privacy policy in your form to guarantee that any personal information is collected is secure and in accordance with local laws.

05

## Include a review screen

This will help with higher intent

06

## Don't forget to say 'thank you'!

including a thank you message and specifying what the next steps are and how/when you'll get back to them



# 05

# Creative Tips On TikTok



# Beginning: the Hook

## Thought Starters for Effective Hooks.

01

### Educate your audience

TikTok users are always looking for the latest tips, tricks and hacks. Educational videos are highly effective and can cover subjects like finance, real estate, career services and more.

02

### Highlight your product or service's benefits to attract attention

Communicate your product or service's benefits right off the bat to draw audiences in. Not only is this a good way to create intrigue around how your service might be useful to viewers.

03

### Present a future outcome that your audiences aspire to

Give viewers an enticing glimpse into an aspirational lifestyle that can be attained by implementing your product or service into their routines. Perhaps it's a relaxed, easygoing lifestyle with less stress.

04

### Increase awareness about your audience's problems and offer solutions

Proactively solving the problems that your viewers relate to is a great way to get them engaged. They will be more likely to want to purchase your product or service if they know how it can help them tackle their everyday challenges.

**FIRE**

# Middle: the Key Message

Following the hook, drive trust by delivering your primary message in a clear and memorable way. Consider this the "meat" of your ad.

It should contain your product or service's selling points, key narrative, and the main highlights that your audience should take away.

Build trust in your brand's value and benefits, and get viewers interested in your product or service.

Uncover your selling points by thinking about these questions:

**What does your product or service do really well?**

**How does your product or service benefit your customer?**

**What do your competitors lack that you have?**

**Why would someone want to buy your product or service?**

# End: the Call to Action

End with a clear, compelling Call to Action to encourage viewers to take the next step. Close out with memorable closing remarks that you want your viewers to remember through text, voice-over, and/or graphics.

CTA examples to get you started:

- ***Start your \_\_\_ journey today***
- ***Try this and never have to \_\_\_ again***

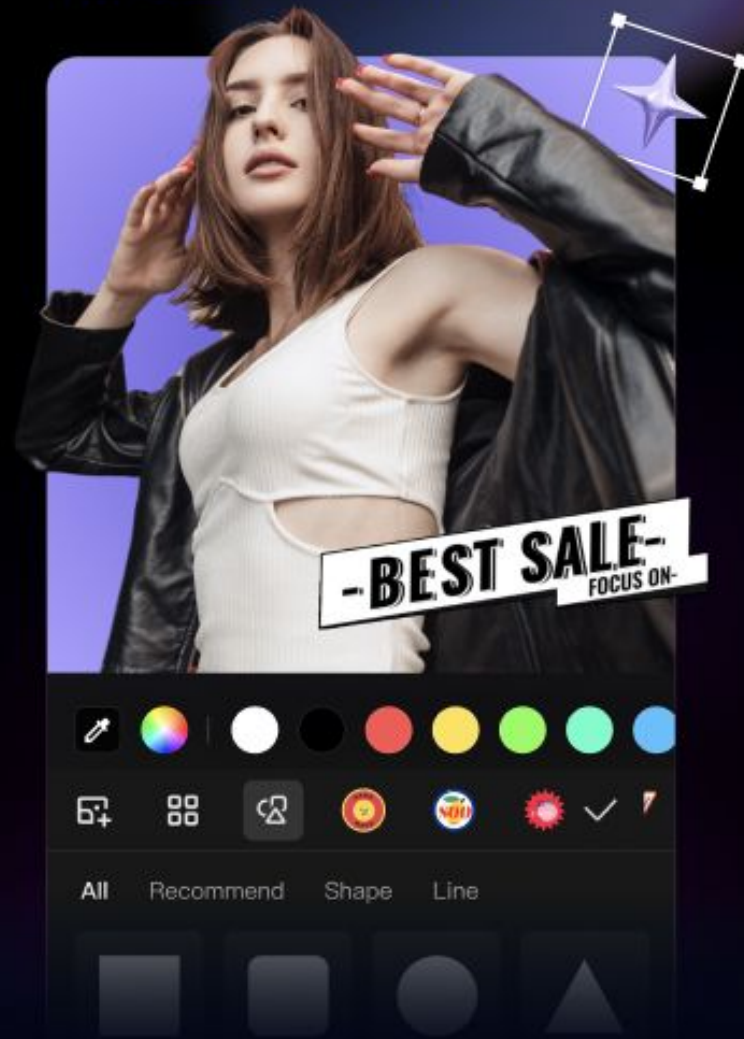
# CapCut for Business

All-in-one video editing platform that empowers users to effortlessly craft brand videos and ads, regardless of their editing experience.

Save time and produce top-notch content today with our intelligent features that were designed to meet the demands of businesses at every scale!

## Video ad creation made easy

### Innovative Features for Brand Content & Ads



## Benefits



### End to end solution

Address all business content creation needs.



### Free and easy to use

Create commercial content in minutes with CapCut for Business for free, with no editing experience required.



### Commercially-licensed elements

Empower your ad creation journey with our commercially-licensed elements.



### Cross-platform compatibility

Seamlessly integrate CapCut into your existing workflow — whether working on a desktop, mobile, or tablet.

# 49%

of creative quality is responsible for **almost half** of the incremental sales driven by advertising.

NICE

#### Source:

NCSolutions, *Five Keys to Advertising Effectiveness, 2023*

**Note:** All core features are only available in the US, Canada, UK, Australia and New Zealand with English as the only supported language so far. Consult our representatives if you want to try these features in other regions, and please keep an eye on our feature launch updates.

Scan the QR code to download CapCut and start exploring or visit our [website](#) to learn more!

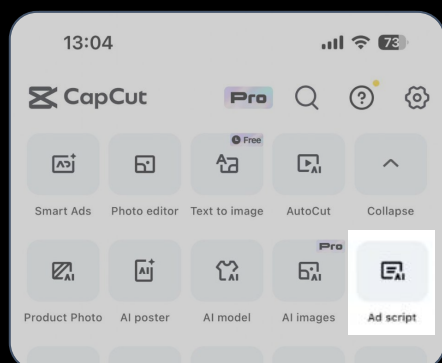




# CapCut Best Practices for Professional Services



## Ad Script



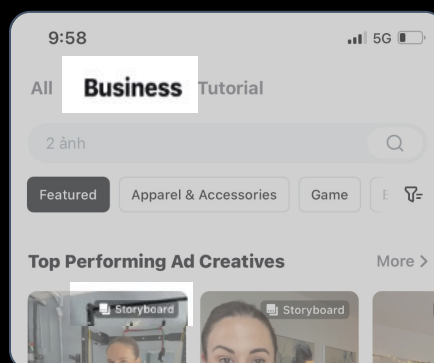
### When:

I don't have a strong idea for a video ad.  
I don't know how to develop a compelling video ad script!

### Where:

Find **Ad script** within the **Edit** user interface, and input the necessary information to start.

## Storyboard Editor



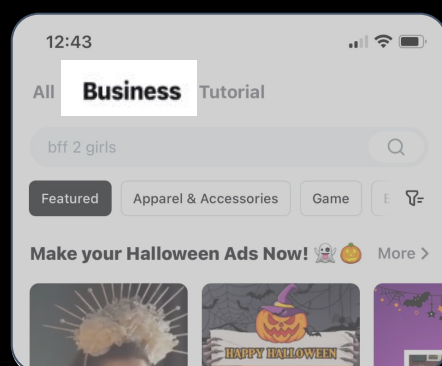
### When:

I don't have a strong idea for a video ad.  
I need hands-on guidance to create a video ad.

### Where:

Find or filter the templates with the **Storyboard** label under **Business** tab and follow the guide to create on your own.

## Business Video Templates



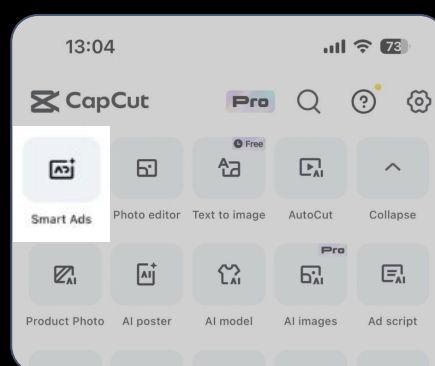
### When:

I want to create video ads more easily and in less time.

### Where:

Find **Templates** under the **Business** tab that best suit your needs and unlock your imagination.

## Smart Ads



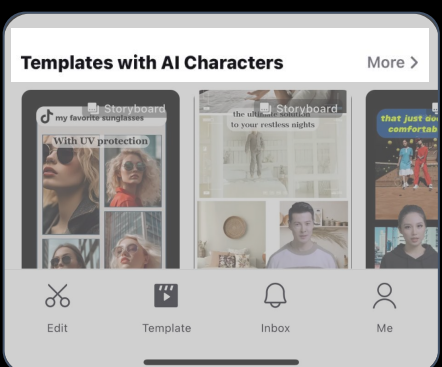
### When:

I want to create video ads easily and in less time.

### Where:

Find **Smart Ads** right within the **Edit** user interface, select the option that suits you most and follow the steps.

## AI Characters



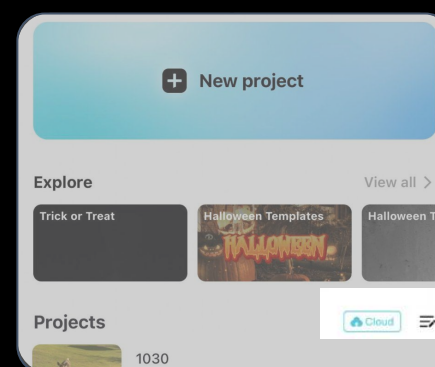
### When:

I don't have a presenter to demonstrate our products in front of the camera.

### Where:

Find **Templates with AI Characters** under the **Business** tab and follow the steps to create on your own. Or find it under **Text** in the multitrack editor directly.

## Collaboration



### When:

I want to collaborate with others effectively during the video creation process.

### Where:

Go to the **Cloud** space to collaborate on tasks together with others.



## Customers love Capcut

"CapCut For Business has refined my content, expanded my reach, and revolutionized my content game. Video views increased by 179% compared to our previous content creation methods."

**Tatiana Londono @tatlondono**, Real Estate Coach and Investor

## Case study

# Driva

Automobile financing firm paves the road to discovering new audiences and greater conversions through lead generation ads on TikTok



@driva

## The Objective

Driva wanted to expand their reach and effectively acquire leads through driving more page views, 'contact' actions and form submissions.

## The Solution

Driva launched a campaign with the Lead Generation objective, with multiple ads covering top, middle and bottom funnel goals such as 'View Content', 'Contact' and 'Submit Form' respectively. To focus their ad spend on new audiences, Driva also utilised Custom Audiences to exclude audiences who have declined or submitted their forms previously. Their campaign drove a high conversion rate at 16%, reduced Cost per Lead (CPL) by 19% and made more than 720K impressions.

## Key results

16%

CVR

-19%

Lower CPL with custom audience exclusions

>720K

Impressions

[Read More](#)

06



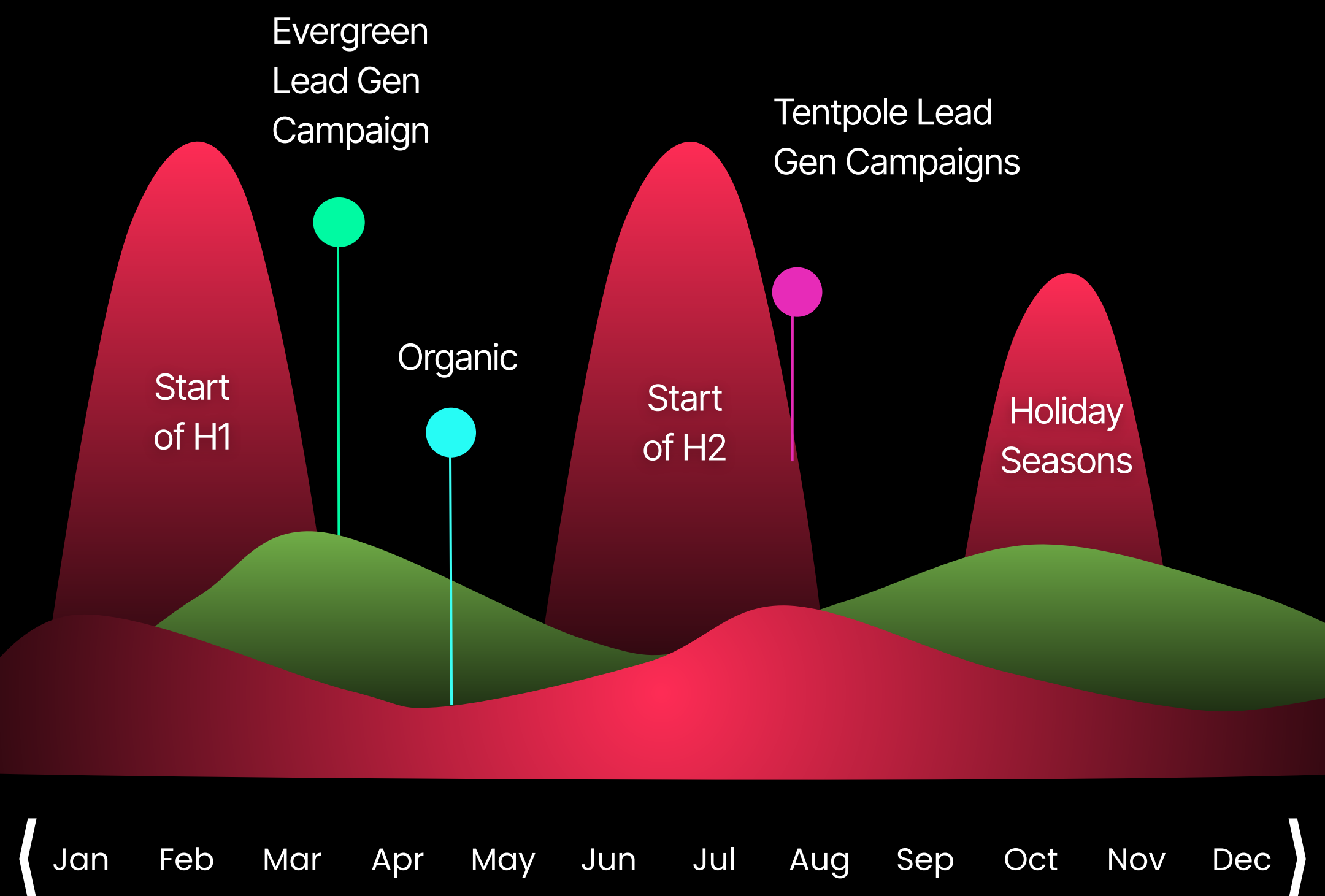
# 2024 Media Plan

# An **always-engaged** strategy **supercharges** your impact.

Kick off the year strong and ramp up lead generation spending in Q1 to build a healthy pipeline of qualified leads.

Transition into H2 with targeted Lead Gen efforts to sustain you through the final months of the fiscal year.

For non-B2B advertisers, use the holiday season to promote offers and promotions that can boost your lead count.





ANK YOU

K YOU

THANK Y

**THANK YOU**

Activate the integration today and unlock  
\$1500 AUD of free ad credits

\*Terms and Conditions Apply

**Get Started**

THANK Y

ANK YOU

THANK Y