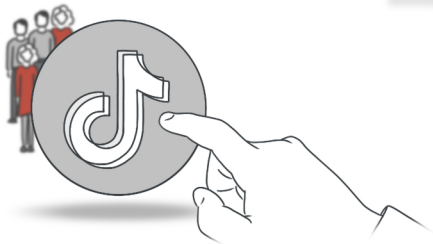
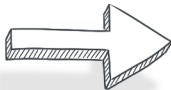


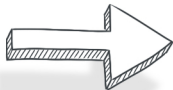
**Hey Boomer,  
download TikTok  
now or get left  
behind!**



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# Everyone's TikTok is different

Thanks to its algorithm, TikTok's For You Page will differ for each user. So seeing some of the hot topics is way better than none!

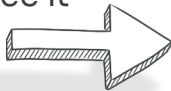


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**If you want to experience trends first-hand,  
TikTok is the place to be.**



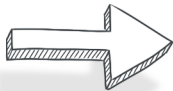
A lot of video content on other apps is a repost. You will see it first on Tiktok.



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## **There is no age limit on TikTok**

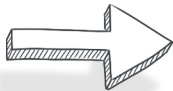
There are many older people on the creators' and users' sides of TikTok. Gen Z is dominant, but you can also find creators in the retirement age.



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## **Search is becoming more competitive, experiential and long tail.**

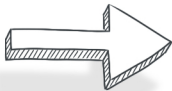
About 40% of GenZers use TikTok as a search tool before turning to Google. It is interesting to see what users are looking for and respond accordingly.



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**TikTok is driving more and more purchase decisions. Think about how you can become part of this trend.**

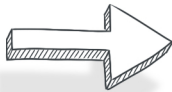
People trust TikTok creators and their recommendations. The hashtag #tiktokmademebuyit currently has 37 billion views. Putting your product in front of relevant influencers might strike gold for you.



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## **Long-time lurker, first-time poster is a valid strategy!**

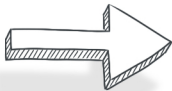
You don't need to decide to create content for TikTok just yet. It is also an excellent tool for noticing general trends.



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# **You need to understand your customers' language before speaking to them.**

It is also an excellent opportunity to catch on to the lingo of the younger generation. It is good to know if your campaign is a w or an l (you are aiming for a major w(in), of course!





Do you have the luxury of not knowin  
what matters to your customers?

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of Justyna's articles on  
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Justyna Broclawik