



The POV Report

# How to reach women on TikTok

Creative guidance for brands





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# Welcome to the POV Report

We're here to help the industry make better content using our creative solutions.

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## What you'll find in here

### ① Primary research

Covering user sentiment, ad effectiveness, and more.

### ② Industry expertise

From a trusted business leader and a top creator.

### ③ Creative themes

Within women's storytelling TikTok, and how they can impact a brand's creative approach.

### ④ Product info

To help ad partners build impactful, strategic campaigns.



## The goal

Connect the dots between TikTok culture and our creative solutions, so brands can make content that resonates.





# Meet this issue's experts

**Lizzy Bilasano** is the VP of Creative Strategy at global creator company, **Whalar**, where she leads the Creative Strategy Center of Excellence for the U.S. As a multi-hyphenate creative-turned-marketer, she crafts culturally rich solutions for clients and creators that break the mold of traditional advertising.



**Coco Mocoe**, TikTok creator and host of podcasts **"Ahead of the Curve"** and **"Share Your Screen,"** accurately predicts trends and identifies talent ahead of their mainstream recognition. Her contributions to the industry include viral marketing advice and comprehensive creator case studies. Coco has been featured in The Hollywood Reporter and the New York Post and has partnered with exciting names in tech, entertainment, and luxury fashion.

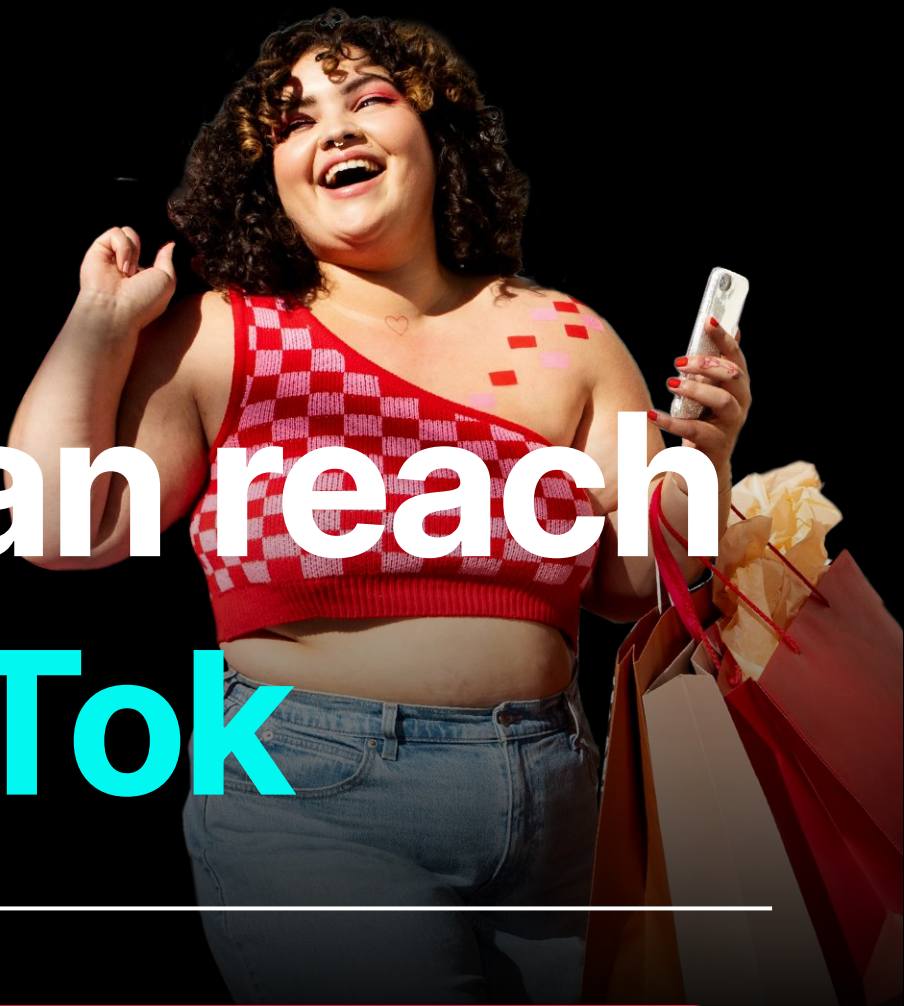






This issue's topic

# How brands can reach women on TikTok



2023 was the year of the #girl.

It probably goes without saying—women and girls have been the central focus of major cultural moments.

They led pop culture with everything from top-grossing movies to world tours, fashion, and lingo.

Post volume for key hashtags between 2022 and 2023:

#girlypop	+350%
#balletflats	+450%
#coquette	+183%



Women also *dominate* TikTok trends:

#Girl Dinner

45666<sup>x</sup>

#Girl Math

12625<sup>x</sup>

Growth in post volume from 2022 to 2023

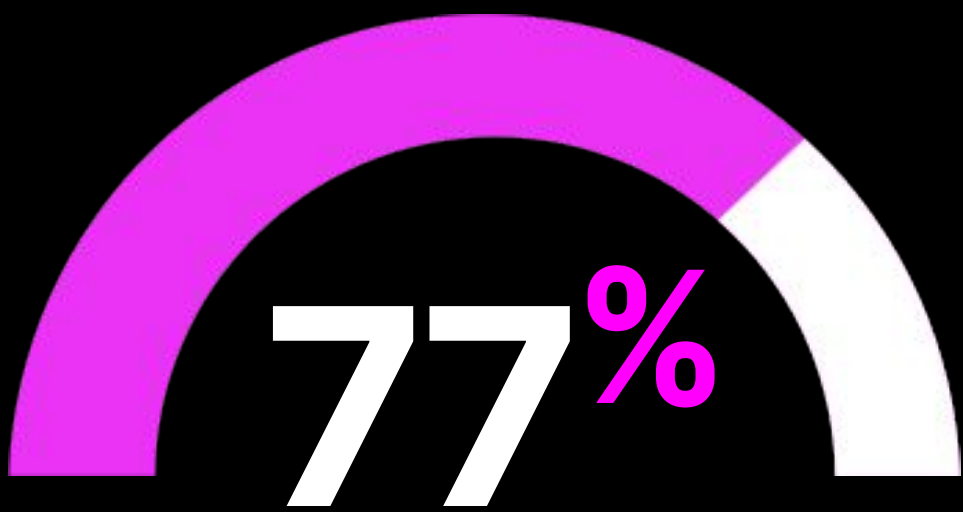
Sources: TikTok Global Internal Data, Jan 2022-Dec 2022; TikTok Global Internal Data, Jan 2023-Dec 2023



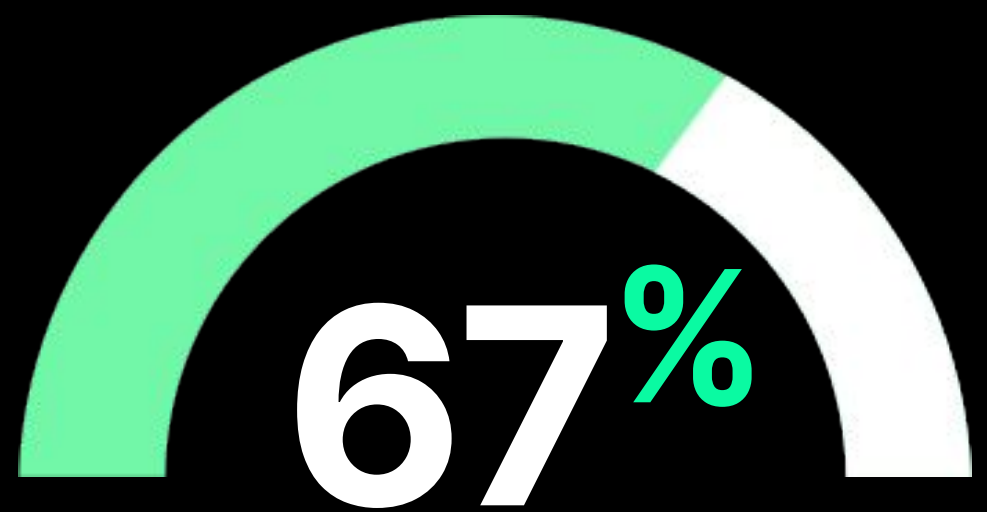


# Women are instrumental in creator marketing.

Their cultural influence is reflected in how big of a role they play in marketing, especially on TikTok. That means that women provide signals and cues to viewers that shape the way consumers view brands—and the decisions they make about what to buy.



of people who  
monetize their digital  
content are women<sup>1</sup>



of women who use TikTok  
agreed that when shopping  
online, they always rely on  
creator recommendations to  
decide what to buy<sup>2</sup>



“There’s been a resurgence of girl power. I haven’t used that phrase since the ‘90s, but it’s going to continue to grow and evolve well into 2024.

Lizzy Bilasano, VP, Head of Creative, Whalar

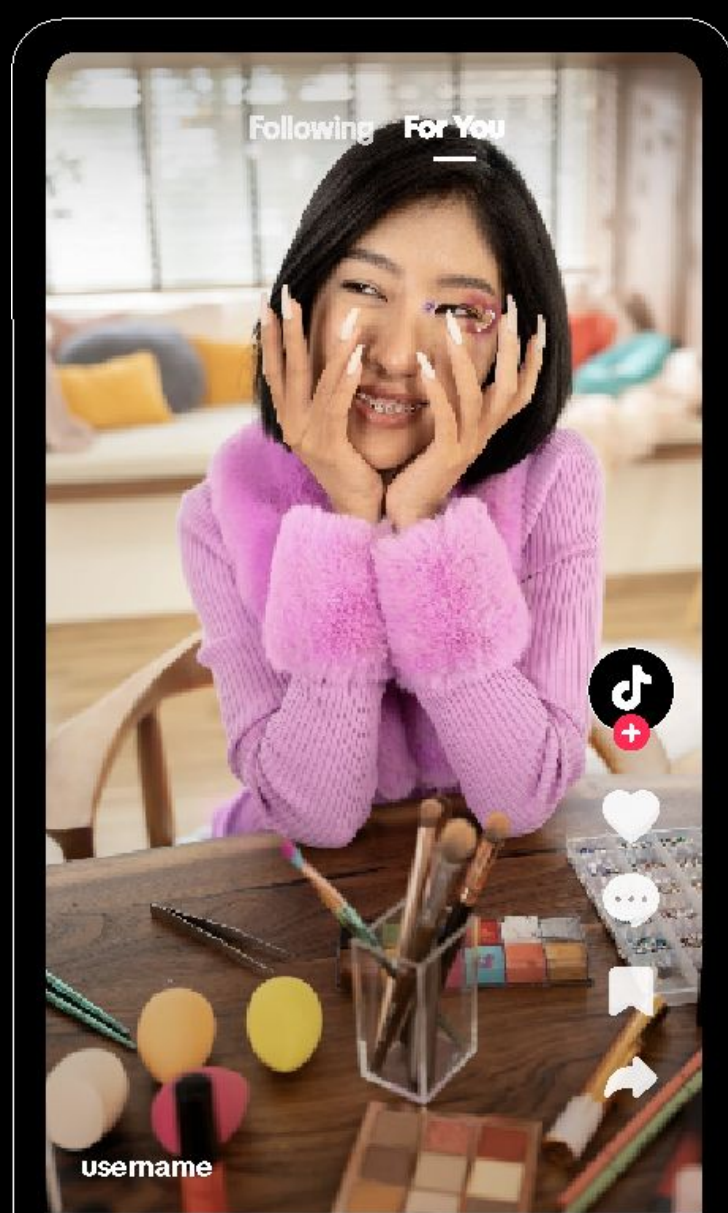




# Women's influence will continue into 2024.

**The most important thing to know:  
Women's influence isn't going anywhere.**

Off of TikTok, they'll continue to seize influence in the realms of art, business, culture, music, and beyond. On TikTok, they'll expand the kinds of things they share about their lives, how they make content, and how they expect to be viewed and treated. All of this will have an impact on the ways that marketers share messages with women.



**So what?**

**In a landscape where women have new status, brands will need to rethink their creative approach to reaching women, and how they view them as both consumers and creative partners.**







Creative themes to watch

# How women are telling stories on TikTok

We laid out three themes we expect to see in the way women show up on TikTok in 2024. For each, we detailed what they mean for advertisers, and how TikTok's creative tools can help advertisers translate these themes into impactful campaigns.

Let's dive in.

## Theme 1

### Women's stories across generations

How women of all ages are connecting on TikTok

## Theme 2

### A platform for (self-) discovery

The role that TikTok plays in women's quests to learn about themselves

## Theme 3

### Changing definitions of real

What authenticity looks like to today's female viewers

*P.S. When we say "women," we mean all people who identify as women at any time, in any capacity.*







Theme 1

# Women's stories

## across generations

"Older" women are having a bigger impact on the economy than ever before.

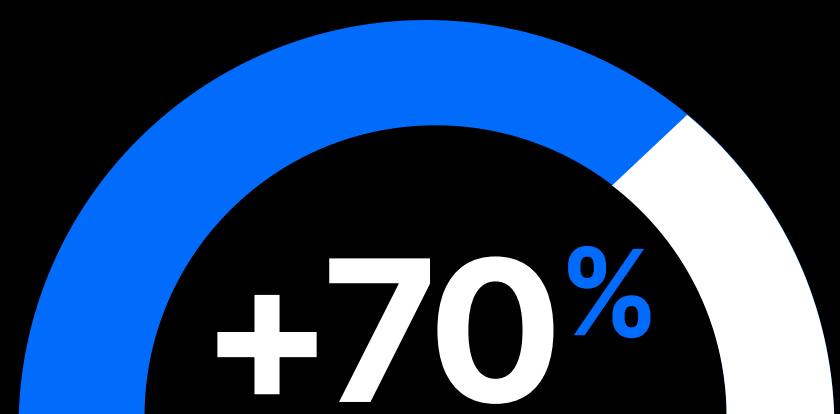
Today

1 in 10

U.S. workers are women over 55<sup>1</sup>.



By 2050 the number of over-50 women will grow by<sup>2</sup>



TikTok is where they go to  
**connect with each other**

Gone are the days where TikTok was primarily for young people. Older creators, including women, come to the platform to reminisce about shared histories and share knowledge on everything from health to work, family, fashion, and beyond.



// In the past, you had to be young to get popular online. TikTok changed that. It opened the floodgates for women of all ages to make content.

Coco Moe (@cocomoe), TikTok creator

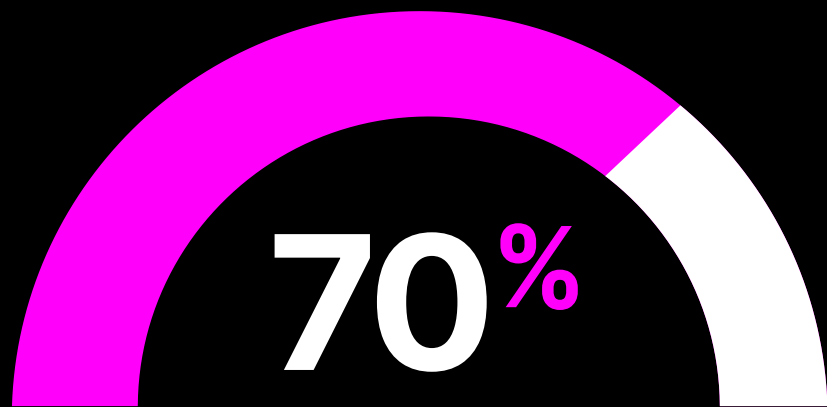
Sources: 1. (Source: AARP, "How Women Ages 50-Plus Are Driving The Global Longevity Economy", 2023, <https://www.aarpinternational.org/resources/longevity-economy/how-women-50-plus-are-driving-the-global-longevity-economy>) 2. Bureau of Labor Statistics, Labor Force Statistics from the Current Population Survey, (Seas) Civilian Labor Force Level, Series LNS11000000, and (seas) Civilian Labor Force Level – 55 yrs. & over Women, Series LNS11024232). 3. TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo





**Theme 1:** Women's stories across generations

**On TikTok, women of all ages are building communities to share their perspectives.**



**of women on TikTok agree they can join groups on TikTok that they couldn't find anywhere else<sup>1</sup>**

Here's a glimpse of how women in different stages of life share parts of themselves on TikTok.

**[#Dating In Your 30s](#)**

**82.9k** posts<sup>2</sup>

**[#Moms Over 40](#)**

**771.9k** posts<sup>2</sup>

**[#Fashion Over 50](#)**

**24.4k** posts<sup>2</sup>

**[#Women Over 60](#)**

**26.5k** posts<sup>2</sup>

**Takeaway**

## Rethink who can be influential

Creators from all age groups all hold unique storytelling skills—and are valuable in helping brands reach women through TikTok campaigns.

**Product tip**

## Get pitches from women from all generations

Using **TikTok Creator Marketplace**, advertisers to get content ideas from creators within specific groups—from corporate girlies in their 20s, newly-single women in their 60s, and everyone in between.

**[Learn more](#)**



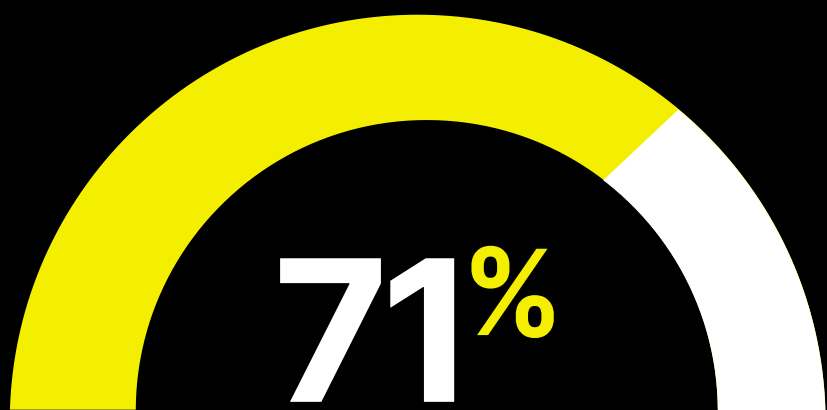


## Theme 2

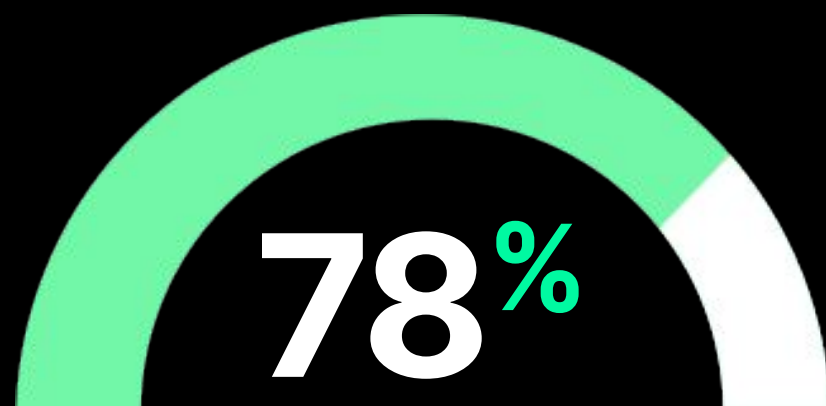
# A platform for (self-) discovery

TikTok is a discovery engine for users. That gives them opportunities self-discovery, too. Women find new facets of themselves by stumbling upon new concepts, perspectives, and stories on TikTok.

This has created a shift in what they want to see on TikTok; **the best content is the kind that helps people understand something about themselves and shares new information.**



**of women on TikTok feel it's easy for strangers to connect and bond around shared life experiences on the platform<sup>1</sup>**



**of women on TikTok say they are always discovering new and interesting things on TikTok<sup>2</sup>**

**Through TikTok, women are able to discover new truths about:**



**How they speak**

[#VocalFry](#)  
[#ValleyGirl](#)

**How they work**

[#MentalLoad](#)  
[#DomesticLabor](#)

**How they travel**

[#FemaleSoloTravel](#)  
[#WomenWhoTravel](#)





**Theme 2:** A platform for self-discovery

# What makes these stories so powerful?

Women on TikTok are seeing stories coming from authentic people who look like them, which sparks a “big sister” effect—they’re learning new concepts and getting advice from a trusted figure.

77%

of women on TikTok agree that brands that post or reply to comments on TikTok feel like part of the community <sup>1</sup>



Videos feel like love letters; something personal you’re intentionally sharing with a familiar friend. There’s such a joyful undertone.

Lizzy Bilasano, VP, Head of Creative, Whalar

## Takeaway

### Joining nuanced conversations can make brands more discoverable to women

It can help your brand show up alongside the illuminating content that women find—or seek out—on TikTok.

## Product tip

### Connect in the comments

Tools like video comment replies or **comment anchor**, a feature of TikTok Creator Marketplace, helps advertisers truly integrate into the town hall of TikTok: the comments.

[Learn more](#)





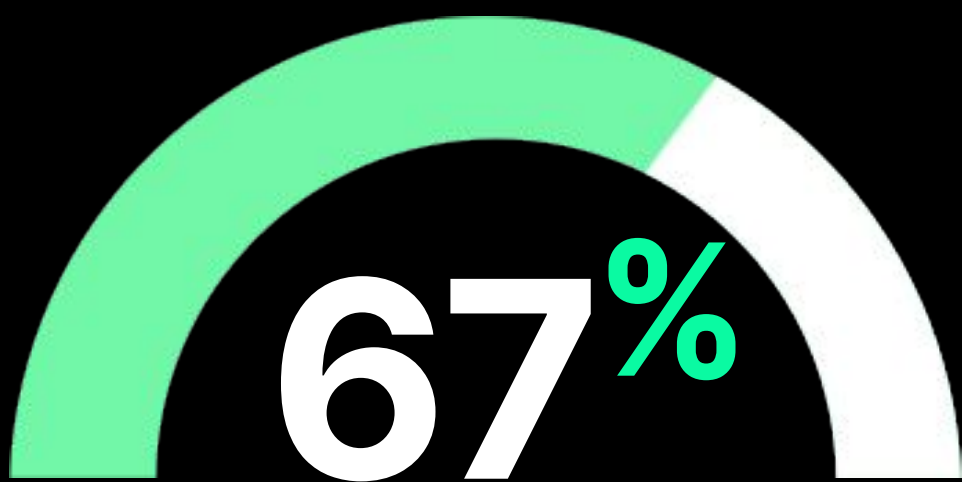
Theme 3

# Changing definitions of “real”

On TikTok, viewers say both ads and organic videos are authentic<sup>1</sup>. But being “real” looks different to each user. A woman in Japan who grew up in the 2000’s and loves pop music will view authenticity differently than a full-time mom in Brazil who grew up in the 1980’s and binge-watches reality television.

Plus, today’s TikTok users are embracing a more professional-looking approach to content. While TikTok is still not a destination for TV-style spots, things like 10-minute videos are taking the platform by storm, and premium-style content is on the rise, appearing alongside the very casual videos many users are used to.

LOVE IT!



of women on TikTok agree that the platform feels like a safe space.<sup>1</sup>

## The result?

The definition of “real” is evolving on TikTok, leaving women—and advertisers trying to reach them—more chances to make content that matches their vibe.



“Marketers use the word “authentic” as if it’s synonymous with in-the-moment and lo-fi. But, using me as an example, I’m a perfectionist - so lo-fi content wouldn’t be authentic to who I am.”

Lizzy Bilasano, VP, Head of Creative, Whalar



Theme 3: Changing definitions of “real”

# Formats that show us the changing definition of “real”

#UntouchedFace

Authentic videos about beauty standards.

#BeCringeBeFree

Stories about embracing uncool-ness.

#Deinfluencing

Real talk about what is (and isn’t) worth getting.



If you’re someone who creates really high-quality content, then do that. Even if it’s not “cool” right now. The pendulum will swing back eventually.

Coco Moe (@cocomoe), TikTok creator

Takeaway

## Don’t fake the funk

Branded content doesn’t have to be lo-fi or spontaneous to work on TikTok. It just has to make sense for that brand, while following the basic creative tenets of TikTok. Content that’s true to a brand’s identity will resonate best.



Product tip

## Crowdsource the best content from creators

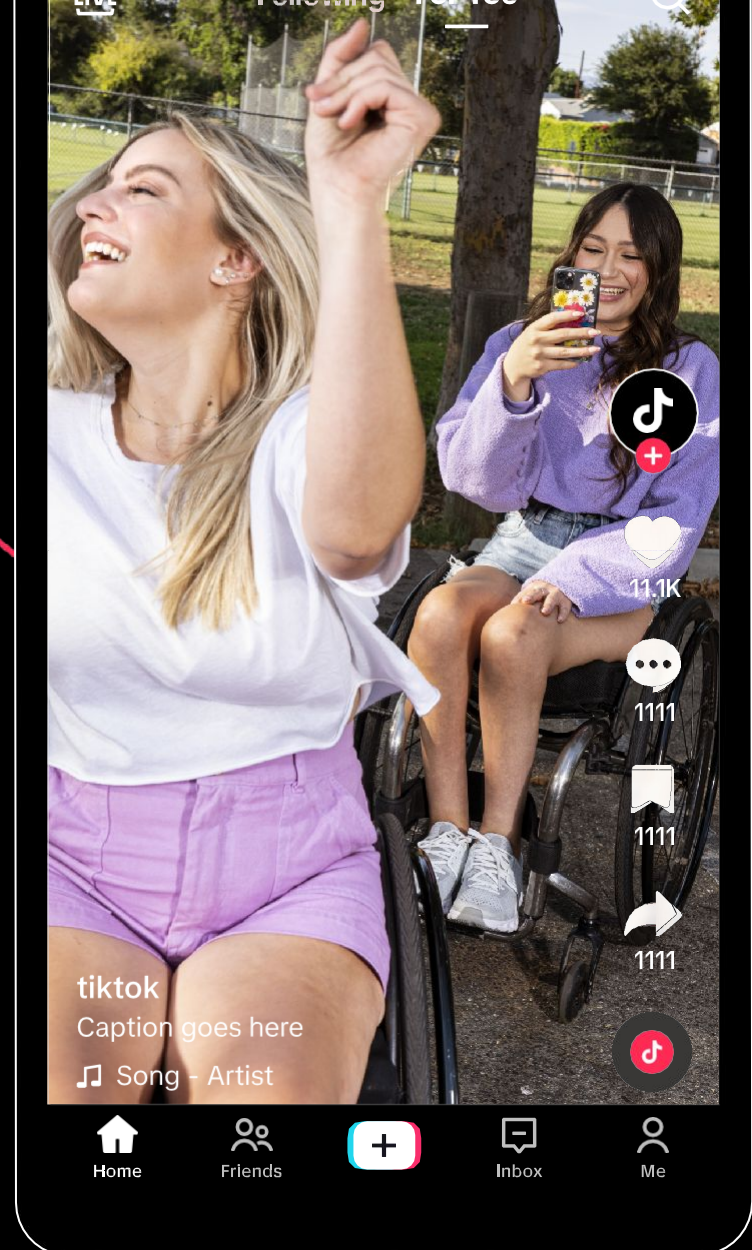
TikTok Creative Challenge allows creators to quickly make ads for brands based on a brief. Through Creative Challenge, creators can bridge the gap between a brand’s message and TikTok’s evolving definitions of “real.”

[Learn more](#)





# How to get started



**With our creative solutions, advertisers can use the knowledge from this report to:**

- 1. Make the next top TikTok creator campaign.**
- 2. Find the perfect match for a creator-brand collaboration that speaks directly to women.**
- 3. Flex their production skills.**
- 4. Easily, effectively, and efficiently make creative content geared toward women by using tools like video editor and video templates.**
- 5. Dive deeper into TikTok insights.**
- 6. Create better videos with help from today's latest trend data, music, and insights.**

**Start today**