

# TikTok's guide for auto marketers highlights how the platform drives purchasing from discovery to ignition

Article

According to TikTok, 44% of users are planning to buy or lease a car in the next six months. And TikTok is playing a role in those experiences:

- In 2022, over three-quarters of TikTok users looking to buy a car used the platform for online research, according to the company. Almost as many (67%) discovered a new auto brand or product on the platform.
- Over a third of users talked about purchasing a car with friends or family after seeing auto content on TikTok, according to a 2021 survey, while 12% actually made a purchase or lease after viewing TikTok's auto content.

It's with that in mind that the platform recently released its "**Auto Dealers Playbook**," which aims to help marketers leverage the platform to engage the auto community and boost sales. TikTok's playbook shares four approaches that marketers can use:

### **Approach 1: Inspiring discovery**

- **Who's it for?** Marketers seeking to reach and inspire new customers
- **What are the key performance indicators (KPIs)?** Ad reach or video views
- **How to define the audience:** Cast a wide net. Use city, designated market area, and age information to target.
- **Advertising tip:** Use a display card to add dealer branding or increase the call to action.

### **Approach 2: Find and engage your community**

- **Who's it for?** Marketers who want to build brand love through community involvement
- **What are the KPIs?** Community interaction, traffic, or conversion
- **How to define the audience:** Start to retarget users who have previously engaged with your brand, explore interest, behavior, and hashtag targeting.
- **Advertising tip:** Use ads to send users to your website for discovery of full inventory.

### **Approach 3: Convert in-market TikTok users**

- **Who's it for?** Marketers who want to grow their customer base and increase purchases
- **What are the KPIs?** Lead generation or conversion

- **How to define the audience:** Keep retargeting. Upload a list of users who have visited your site. Create look-alike audiences.
- **Advertising tip:** Create a lead ads form for collecting information from interested users.

#### **Approach 4: Retain and service a loyal customer base**

- **Who's it for?** Marketers who want to shift focus from new customer acquisition to maximizing customer lifetime value
- **What are the KPIs?** Conversion or value-based optimization (enables advertisers to deliver ads to people who are likely to spend more)
- **How to define the audience:** Use first-party data for targeting or exclusion. Continue retargeting and creating look-alike audiences.
- **Advertising tip:** Use ads to send users to specific parts, services, or accessories order pages.

**Why we care:** This year, we estimate that digital ad spending for the automotive industry will hit \$16.98 billion. Though that's less than 7% of total digital ad spend, we predict that the category will see double-digit growth through 2024, meaning there's lots of room for growth.

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