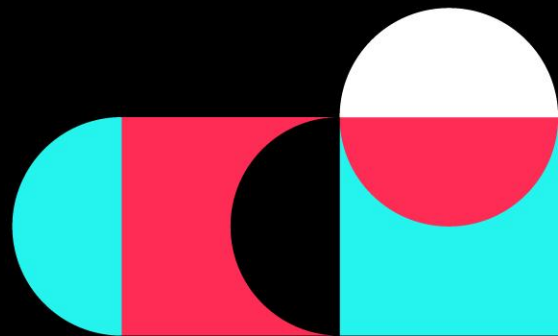# TikTok Business Account Lead Generation

March 2022

**TikTok** : For Business

Lead Generation on TikTok

Lead generation is a key tactic for businesses of all sizes to identify and cultivate customers. Here at TikTok, we offer two key lead generation solutions: paid ads and an organic tool from your TikTok Business Account.

**We're excited to share more about
the organic solution we're testing today!**

Generate Leads from your TikTok Business Account

TikTok Business Account Lead Generation is an **organic solution** via content creation to attract prospects and accelerate leads for mid-funnel objectives like interest and consideration.

This solution empowers audiences to connect directly with businesses while safeguarding the information of the community and securing user's data.
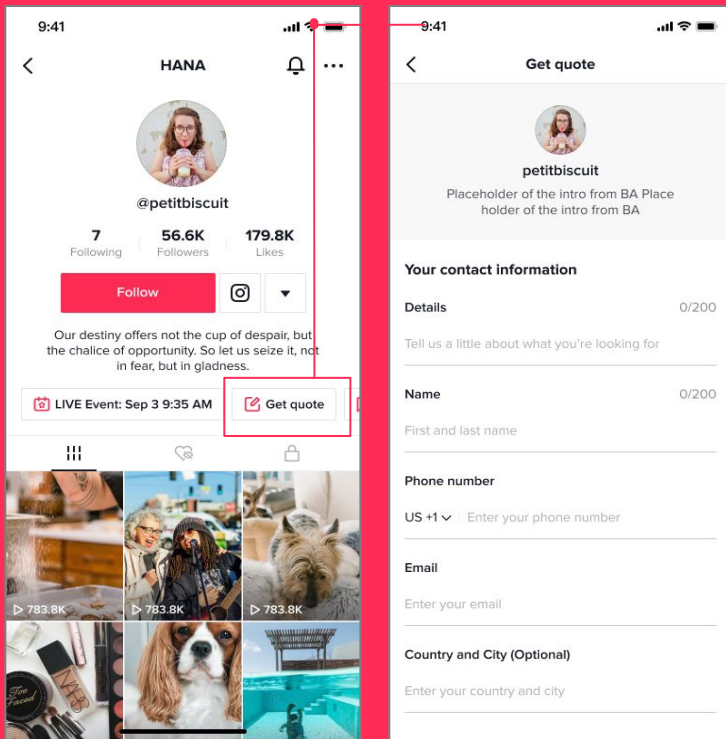
Why use Lead Generation from your Business Account?

Drive interest & consideration

Generate interest and consideration for potential business opportunities, new products/services, special co-branding opportunities & special offers

Acquire new customer leads

Capture information of valuable individuals likely to engage in business opportunities from both your followers and non-followers

Easily connect with customers

Quickly connect with potential customers right from the app

Manage your own CRM

Business Accounts can download leads to make recording and managing easier. Leads expire in 90 days and can be accessed manually on PC

Prime sales

Long term understanding is that the organic feature cultivates interest at different points in the customer journey and primes for lower-funnel sales

Product Details

How it Works

To use Business Account Lead Gen, businesses can create an Instant Form to live on their profile which serves as a CTA for prospective customers to fill in pre-populated contact information (e.g. Name, Email, Phone, Country, City) and signal their interest for the business' product or service.

Available CTAs

Get Quote, Apply Now, Sign Up, Subscribe, Special Offer.

Available Markets

US/CA/GB/DE/BR/ID/AU/NZ

Requirements

Have a Business Account + fulfill one of the following: 1K+ followers OR Registered Business Account*

Note: leads must be 18+

*Business Account registration is the official process of claiming your business as formal business entity. This should not be confused with our separate process of verification that provides businesses and users with a blue check mark.

Use Cases

Cultivate & Identify Prospects

Drive interest and understand audience sizing

Automotive

User interested in a car and needs summary description to understand product/service available

Professional Services

User interested in a service and needs summary description to understand product/service available

Gaming

User wants to pre-register for a new product

Real Estate

User wants to pre-register for a open house event

Entertainment

User is interested in your platform and wants to learn about available subscription offerings

CTAs:
Get Quote
Sign Up
Special Offer

Additionally, businesses can use TikTok audience interest information to help determine the volume of future products

Use Cases

Spark Consideration

Drive consideration of product or service

Automotive

User is interested in a car and wants to receive a quote

Professional Services

User wants to sign up to be added to a waitlist or receive a quote

Real Estate

User wants to sign up for an agent contact list

CTAs:
Get Quote
Subscribe
Apply Now
Sign Up

Use Cases

Convert Prospects

Prime organic conversion

Entertainment
User wants to sign up for a new subscription/trial or take advantage of a special promotion

Professional Services
A new user wants to unlock special offer

### Real Estate
Inquiry submission & consultancy request

CTAs:
Get Quote
Subscribe
Apply Now
Sign Up

Let's get started!

How to set up Business Account Lead Generation

1 Go to Profile

2 Click on the top right corner **"..."**

3 Click on **"Business Suite"**

4 Select **"Get leads"**

5 Click Terms box & select **"Start Getting Leads"**

**6** Once you've clicked the box, you will be taken to a new "Get leads" page

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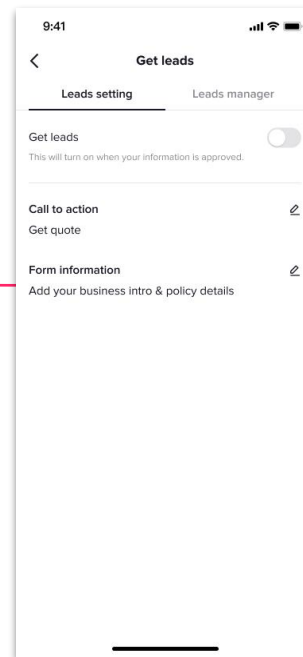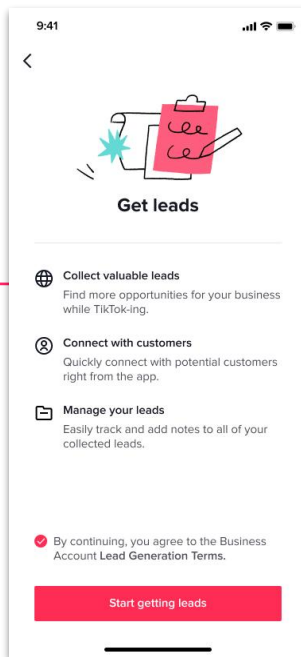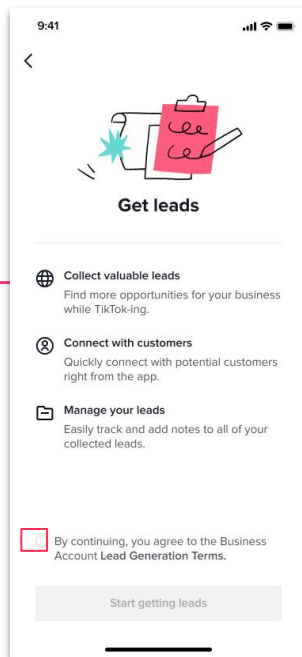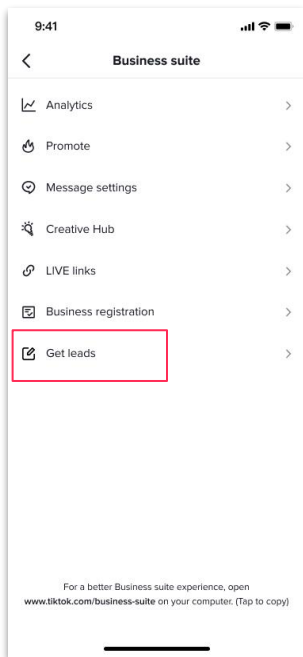
Create a new Lead Generation Instant Form

1 Click on the top right corner **"..."**

2 Click on **"Business Suite"**

3 Select "**Get leads**"

4 At top left, select **"Leads settings"**

5 To set up a new form, choose your preferred **"Call to Action"** (this is what will appear in your Profile)

6 Choose your form questions. The form is **"flexible"** meaning businesses can select 1~5 preferred and non-editable questions.

7 Next, complete Form information* & submit. Include an introduction with business description (200 character limit) and enter in Privacy Policy manually or via URL
 *Business description must be in line with our Ads Creative Policy. Learn more [here](#).

8 Check the status of your Instant Form. Once submitted, the instant form is reviewed by TikTok moderation. To check the status, check Business Account Inbox message.

9 If approved, you will receive an approval message & the process is complete! Click into the arrow to see the approved form. (If rejected, see next step)

10 If the instant form is rejected, edit form and re-submit.

Note: Instant Form review can take up to 24 hours during standard operating hours.

How to manage your leads

1 Go to Profile

2 Click on the top right corner "..."

3 Click on **"Business Suite"**

4 Select **"Get leads"**

5 On the top right, select **"Leads manager"** and the **"Leads"** information will be displayed

6 Click **">"** on the **"Details"** area of a specific lead

7 Complete content of **"Details"** will be presented
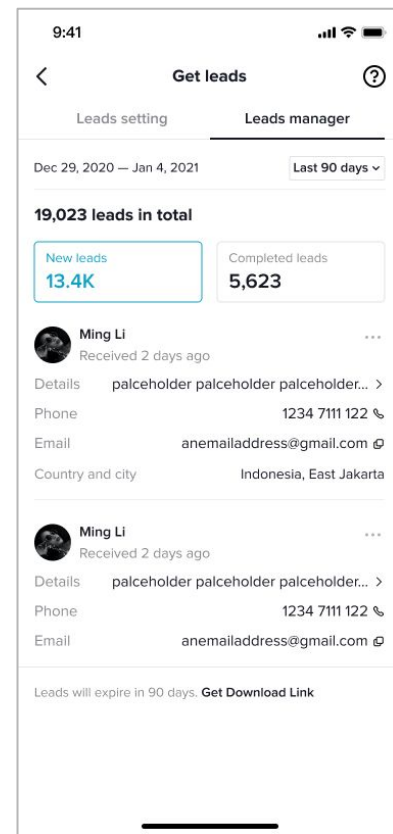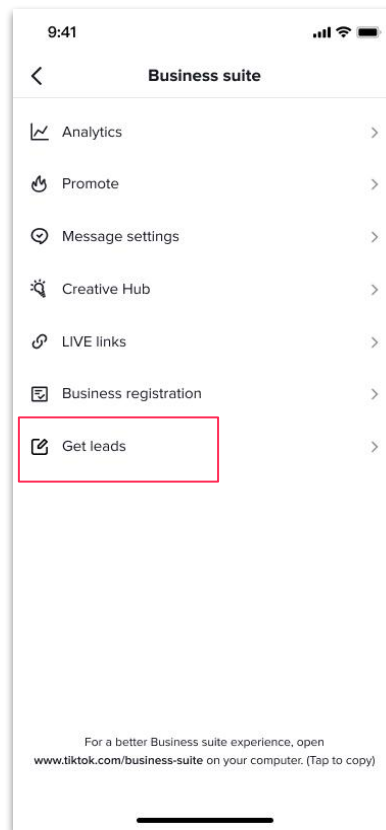
How to manage your leads (continued)

To copy email address

Click **"copy"** button on the **"Email"** area of a specific lead

Within the leads management center, businesses can leverage features that add
to the value of the lead. For example, businesses can:

Filter by date range

Apply a date filter to view leads in specific lookback window

- Select either **"New Leads"** or **"Completed leads"** based on preference
- Select **"Last 90 days"**
- Choose date range preference
- If custom, select and **"Apply Dates"**

Delete notation

- Select **"..."** on specific lead with notation
- Select **"Delete notation"**
- The notation of the lead will be deleted

Mark as complete

- Select **"New Leads"**
- Select **"..."** on specific lead
- Select **"Mark as complete"**
- The lead will be marked as **"Completed leads"**

Mark as new leads

- Select **"Completed Leads"**
- Select **"..."** on specific lead
- Select **"Mark as new leads"**
- The lead will be marked as "**New leads"**

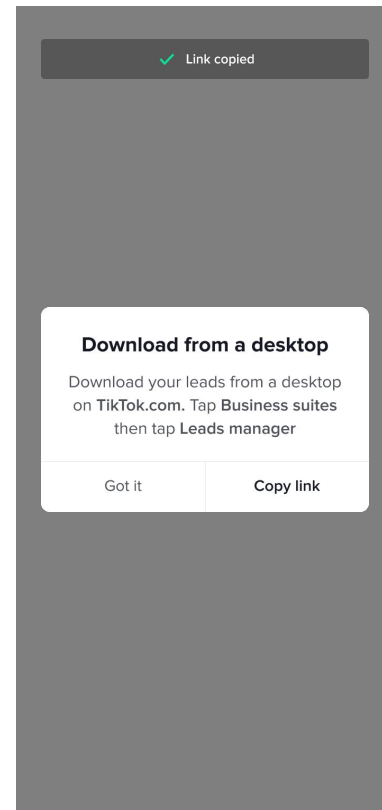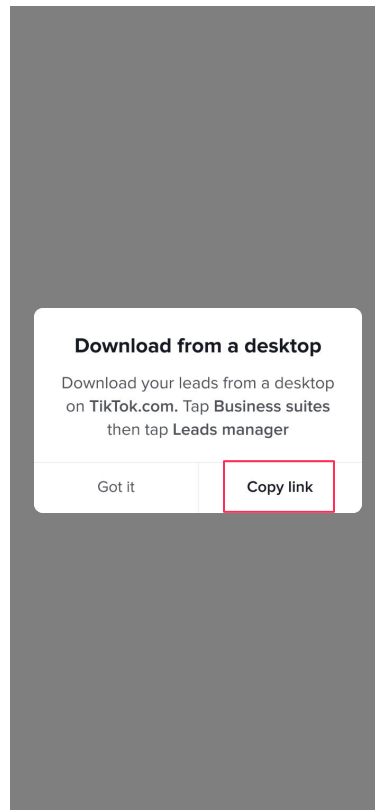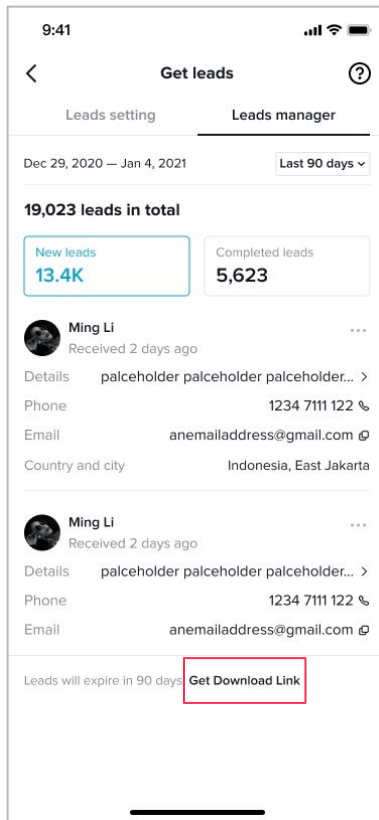# How to download collected leads information (1 of 2)

1 Click **"Get Download Link"** on the bottom of Leads manager page

2 Click **"Copy link"** on the popup message

3 Open link from your desktop

How to download collected leads information (2 of 2)

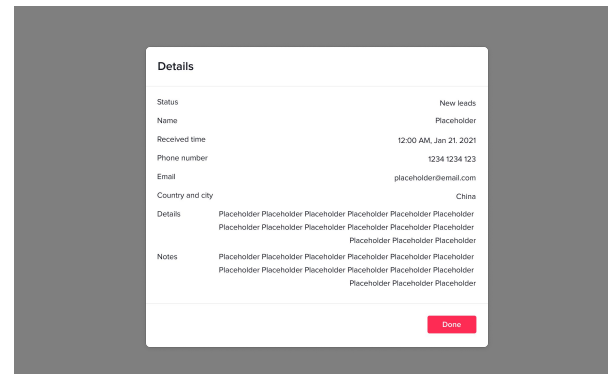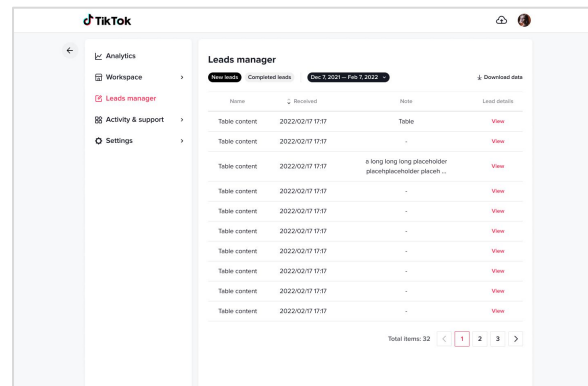**4** At this stage, businesses are viewing the [Business suite website](#).*

On the left hand side, select **"Leads manager"**

5 Businesses can click **"Download data"** on the right hand side to download leads information collected within the last 90 days

Note, businesses can filter by **"Date"** or **"Status."** If the business makes a change to a filter, the page will go back to the initial page

- Date: leads will be filtered by the date when BA received leads

- Status: Select **"New Leads"** or **"Completed Leads"**

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*Once redirected, the user will need to log into the web business suite with their TikTok business account instead of their TTAM account

Questions?
We've got you covered...

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How does TikTok lead generation collect and use personal information?

We are constantly improving and building for the future to safeguard the information of our community, and secure our platform and user's data. The personal information collected via lead generation will only be accessible by the Business Account. TikTok will only obtain the encrypted information and will not use the information collected for any other purposes.

How long will the data be stored?

After users submit the data in Lead forms, lead information will be available for 90 days post collection.

Is there a quota limit on the number of leads I can collect?

Yes, users can collect up to 420 leads per week. Once users reach that number, a pop-up message will appear communicating the quota has been met. The message will also encourage users to check back every Monday when the quota limit resets. If you have any questions reach out to your TikTok rep. For unmanaged accounts, please email the customer representative email at leadgen_businessaccount@tiktok.com

How to create my privacy policy?

You can add a privacy policy by manually pasting your privacy text or uploading a URL which redirects to your privacy policy usage. For additional support, please reach out to a professional legal consultancy or through online privacy policy generators such as TermsFeed, Termly, GetTerms, and Privyr.

PLEASE NOTE: that we are only giving these service providers as a suggestion and they are not affiliated or a partner of TikTok. Under no circumstance shall TikTok and/or its affiliates, subsidiaries, employees, agents, partners be held liable for any damage directly or indirectly arising in connection with your use of any of these service providers.

How long does review take of the Instant Form?

Instant Form review can take up to 24 hours during standard operating hours.

Can I edit the Instant Form after it's live?

Edit capability is supported, however, the form will need to be re-submitted and reviewed post edit.
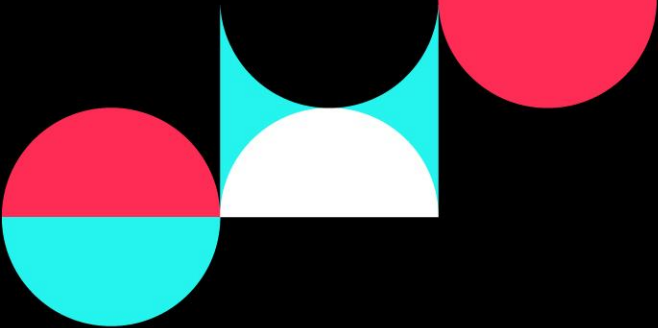
Can I just edit the CTA option (without making changes to the form itself) and not have to resubmit?

Yes, you can edit the name of the CTA without changing the form, To do so, turn off the CTA first before changing the name.

Is this format different than the TTAM Ads Lead Gen Objective?

Yes, TikTok currently has two solutions that support Lead Generation - BA Lead Gen which is an in-app organic solution & a paid Ads Lead Gen objective in TTAM. The BA leads gen & paid ads leads gen are two different products with different product capabilities. BA are encouraged to work with their TikTok managed representative to understand which product best delivers on their needs.

	TikTok Business Account Lead Generation	TikTok Lead Generation Ad Format
Launch Status	Early Testing	Full GA
Model	Organic Solution	Paid Ad Solution
Platform	In-App (on your profile)	TikTok Ads Manager
Marketing Objective	Mid funnel: Interest & Consideration	Mid/lower funnel: Consideration/Intent/Purchase
TikTok Business Account Required?	✓	×

Thank you!

TikTok: For Business