



Professional Services

Playbook 2026



Turn attention
into action.

Take it
to **TikTok**.

From scroll to subscribe

The way people find and choose professional services has changed. Traditional advertising assumes people know what they're looking for, but on TikTok, discovery happens differently. **Audiences find legal advice, insurance tips and business consultants while scrolling – and they're actually taking action.**

Here's what's shifted and how you can make the most of it:

The traditional way:

Professional services relied on formal ads that emphasised legacy credentials and expertise.

The TikTok way:

Service-based businesses globally are combining their expertise with creativity, building authentic connections that actually convert. On TikTok, knowledge meets entertainment and it works.

1.9x

Consumers are **1.9x** more likely to search for products on social/entertainment platforms (vs. on search engines).¹

What's changed:

Discovery happens on the For You page, where specialists reach customers directly through engaging content.

65%

65% of TikTok users in APAC agree that TikTok is a platform that simplifies complex information for them.²

The result:

From legal to consultancy and insurance – every professional service has an audience waiting. It's not about legacy businesses, it's about creators and communities setting their own standards.



The brands that win are the ones who match TikTok's statutes to their own ethos.

**Podcast highlight,
Adam & Jamie**



Ready to engage? So is our community

Your audience is already on TikTok. Tap into these communities to reach people who are genuinely interested in what you offer:

#selfimprovement

7.7M (Posts)

#realestate

10M (Posts)

#law

1.9M (Posts)

#marketingtips

957.3K (Posts)

#tax

347.7K (Posts)

#architecture

3.1M (Posts)

#designtok

236.4K (Posts)

#businesstips

1.4M (Posts)

The case for professional services on TikTok

Feed the discovery

TikTok is where your expertise meets their curiosity. Entertaining and educational content on the 'For You' page can attract the right customers. **65%** of TikTok users in APAC agree that TikTok is a platform that simplifies complex information for them.¹



Be there for your next client

Seamless lead capture solutions let you reach high-intent prospects exactly where they are. No more hoping they'll find you – you find them first. **68%** of weekly TikTok users seek more information on products after viewing a Lead Generation ad.²



Fuel advocacy and long-term success

Content converts, then keeps converting. Build engagement and advocacy to turn one-time clients into your biggest champions. **63%** of TikTok users who use at least 1 financial service/product say they trust marketing campaigns by financial providers on TikTok.³



Your journey on TikTok

1

Audience

Find your people

2

Client education

Build trust through valuable and entertaining content

3

Creative strategy

Stand out authentically

4

Client acquisition

Convert with confidence

Lead gen made simple

Professional services businesses like yours are using TikTok to turn viewers into clients. Our lead generation solutions are designed to help businesses capture high-intent leads while maintaining the seamless user experience that they enjoy.

1 in 5

TikTok community members have submitted forms related to professional services.¹

69%

of people who submit a form actually follow through on what they signed up for.²

58%

attend appointments or take callback calls after engaging with ads.³

Website lead generation

How does it work?

Create valuable form-based actions that drive traffic to your external landing pages.

Capabilities:

- Website actions like Submit Form, Complete Registration and Contact.
- Web conversions using visitor data connections.

Perfect if you're looking for:

- More website traffic.
- Detailed qualifying info (age, credit score, etc.).
- Full control over your landing experience.

Native lead generation

How does it work?

Instant forms capture leads directly within TikTok and sync to your CRM via Salesforce, Hubspot or Custom API.

Capabilities:

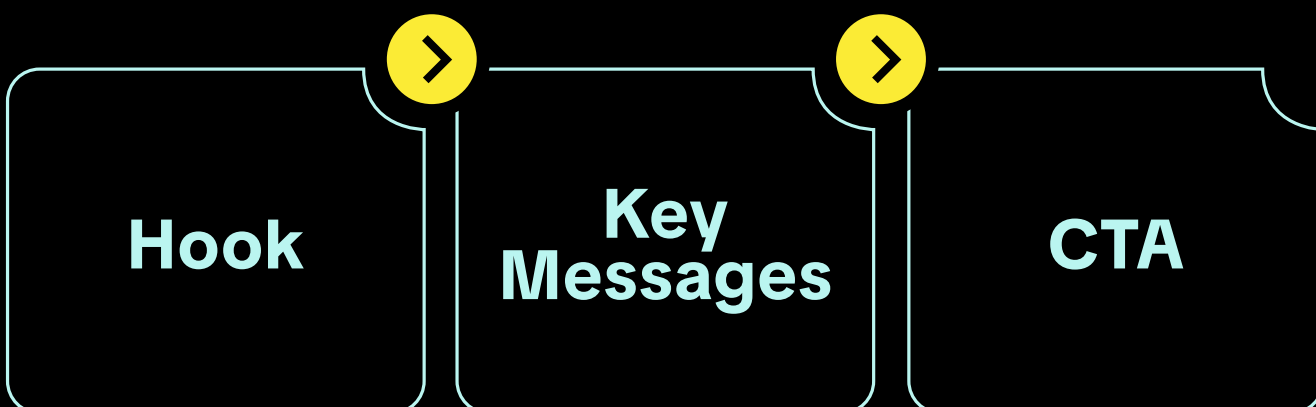
- Auto-populate contact info from TikTok profiles.
- Custom questions and logical verification.
- Direct appointment scheduling.
- Carousel messaging within forms.

Perfect if you're looking for:

- Zero-friction lead capture.
- Instant list building.
- Real-time CRM syncing.
- Quick surveys (3–10 questions).

The golden formula

Combine hooks, messages and CTAs to create content that captures attention and drives action.



Educate your audience	What do you do better than your competitors?	End with a direct call to action (CTA)
Increase awareness about your audience's problems and offer solutions	How does your service benefit your customer?	Motivation + CTA
Present a future outcome that your audiences aspire to	Why would someone want to buy your service?	Promotions + CTA

Video ads

Get maximum impact with full-screen, sound-on ads to immerse audiences in what you have to share. Experiment with multitudes of video creation across visuals, audio and pace to craft the creative formula that works for you and your audiences.

Image ads

Images can create a scroll-stopping moment and allow brands to get their messages across in a concise and direct way. It perfectly fills the puzzle of TikTok users' craving for variety in content and helps brands to achieve volume in creation with less time and fewer resources.

Carousel ads

Encourage users to engage with your content by telling a continuous story with carousels. Apply storytelling techniques and guide users through a continuous narrative. Build anticipation to engage users and encourage them to swipe through.

Popular narratives

Service brands thrive on trust and on TikTok, trust comes from showing the human side of your expertise. Creating authentic content on the platform cuts through the noise, giving businesses like yours the creative advantage.

Check out these simple video ideas to help you connect with your audience in authentic, creative ways.

Demystify the complex

Break down confusing industry concepts and jargon into plain language: e.g., "What's the difference between renovation and restoration?"

Vlogs

Document a day in the life of a professional in your industry: e.g., "What my prep looks like before a client strategy session."

Myth-busting

Debunk common misconceptions in your industry to grab attention and show off your expertise: e.g., "Myth: A perfect CV is the best way to get interviews. Reality: Tailoring it to each role matters more."

Common mistakes to avoid

Share quick "don'ts" to guide potential clients: e.g., "Don't sign a lease before checking these two things."

Quick wins and practical tips

Offer bite-sized, actionable advice: e.g., "Check out these frameworks we use with clients."



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We combine our back catalogue with new content to test what resonates.

Podcast highlight, Adam & Jamie

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All-year KPI: planned success

Perfect your TikTok strategy with an always-on approach: creating timely campaigns throughout the year to maximise impact and reach.

Q1**Q2**

Kick off the year strong and ramp up lead generation spending in Q1 to build a healthy pipeline of qualified leads. Close deals with the momentum of End of Financial Year in end of Q2.

Q3**Q4**

Transition into Q3 and Q4 with targeted lead generation efforts to grow new pipeline and build customer retention. Explore more creative activations leading up to Black Friday and Holiday seasons.

Always-on

Building your audience with an evergreen strategy is key to long-term performance. Combine data connections with retargeting strategies to maintain a healthy pipeline throughout the year.



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Creators give you angles you wouldn't naturally shoot – without losing your brand voice.

**Podcast highlight,
Adam & Jamie**

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See how other businesses are taking it to TikTok

CASE STUDY 01

Tradiespec

Tradiespec offers flexible and long-term ute rental options of premium commercial vehicles. To reach more relevant audiences and acquire new potential customers, they launched a full-funnel lead generation campaign on TikTok to identify high-intent audience and retarget them for more form submissions.

+71%

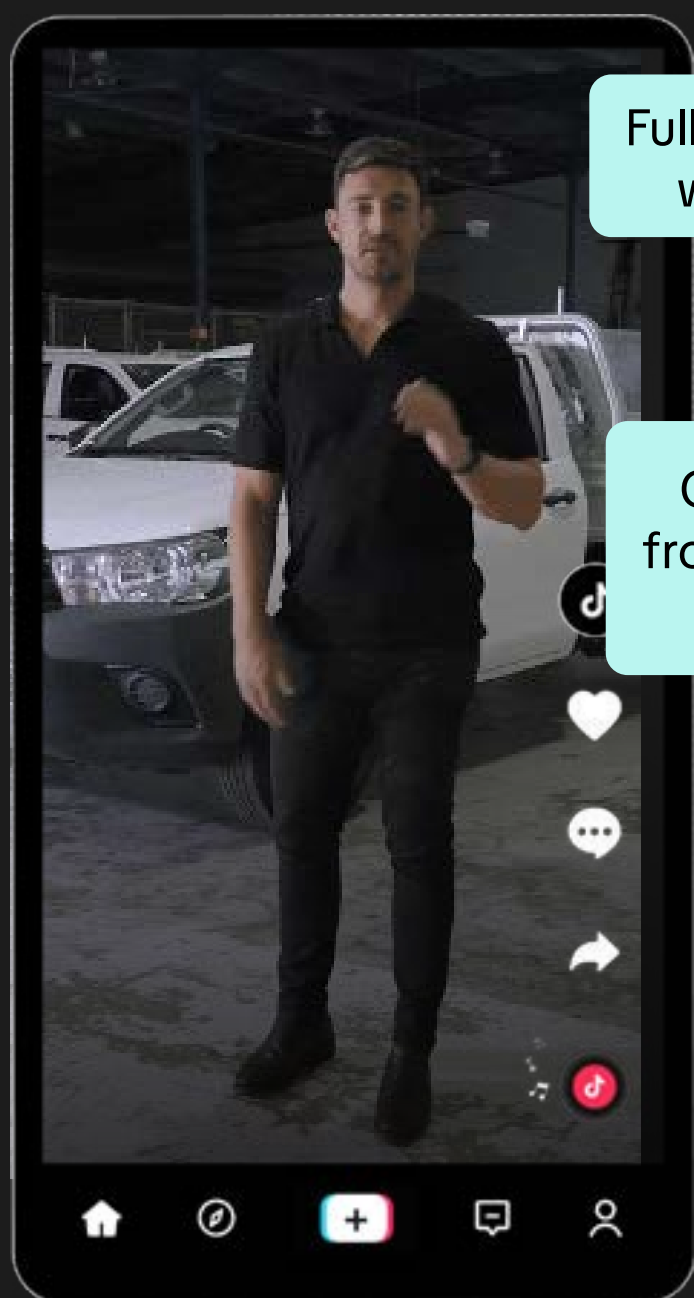
Higher CTR*

-16%

Lower CPA*

+31%

Higher CVR*

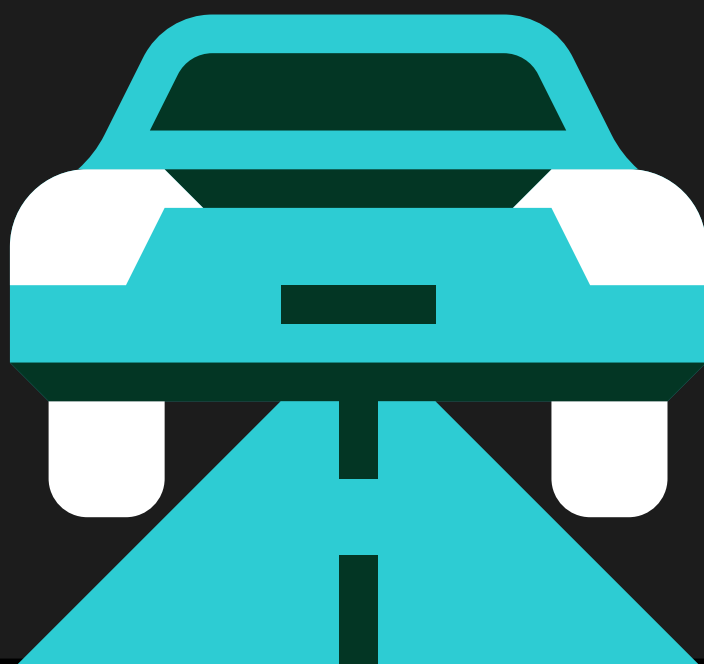


Full-funnel campaign
with retargeting

Lead generation (web)

Custom audiences
from traffic and video
views campaigns

*On web lead generation campaign from 1 to 31 Jan 2025 retargeting 'warm' custom audiences, compared to lead generation campaign prospecting new users in same period.



See how other businesses are taking it to TikTok

CASE STUDY 02

Granny Flats WA

Granny Flats Western Australia specialises in custom-designed granny flats. They wanted to win the trust of prospective homeowners through content on TikTok. Using Smart+ Lead Generation campaigns, they hoped to drive form submissions through combining quality story-led videos with high volumes of creative asset to maximise conversions.

-76%

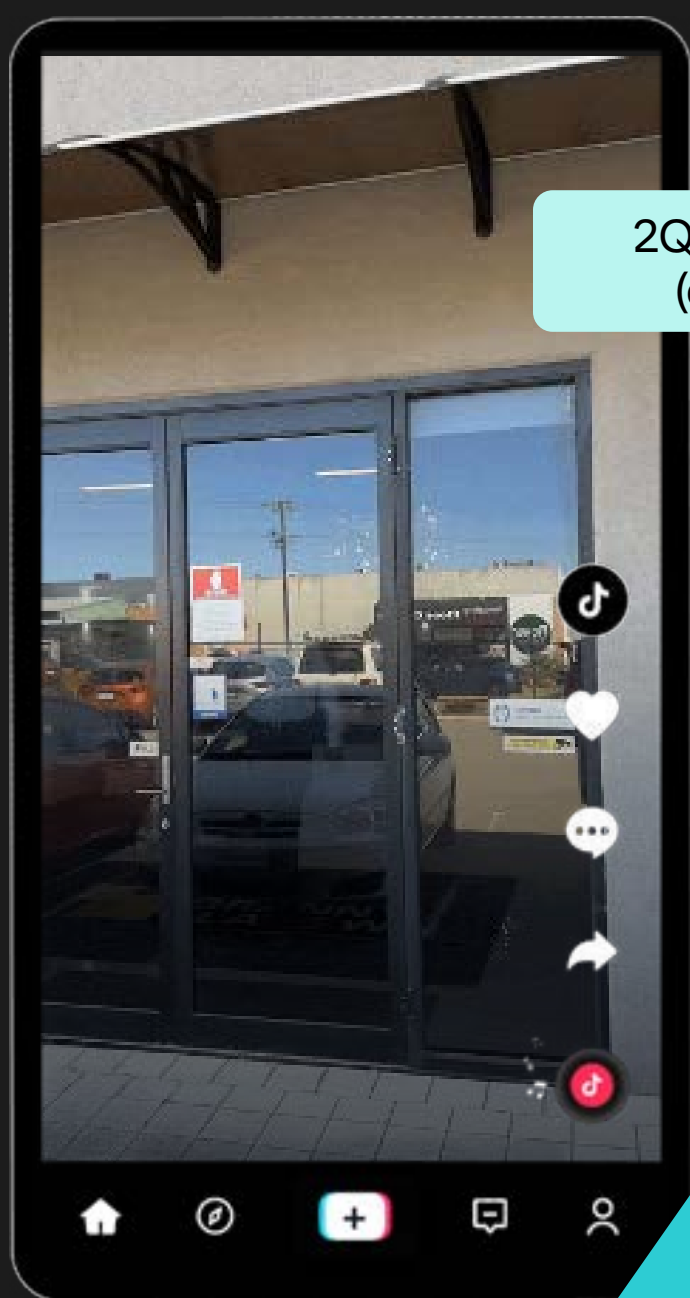
Lower CPA*

+20%

Higher CVR*

6x

Higher impressions*



2Q creative framework
(quantity + quality)

Smart+ Lead Generation

*Performance based on a comparison between Smart+ and non-Smart+ campaigns run from 1 Jan 2025 to 28 Jan 2025.



Thank you



Explore more resources on our all-new hub –
Peer to Peer chats, Creative Starter Pack and
industry tips.

Not advertising with us yet?
Get started with Smart+ today.

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