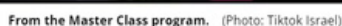
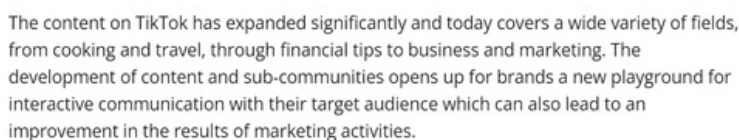


Facebook Israel is launching a dedicated MasterClass program for brands

Marketing and digital system in collaboration with TikTok Israel / 12/12/2022



The master class program from Tiktok, which is launched this week, will focus on three main verticals that have shown significant growth on the platform in the last two years: health and wellness, businesses that provide services to other businesses (B2B), and electronic commerce (ecommerce).



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The Health and Wellness vertical is growing at a tremendous rate after two years

of Corona, and at a time when awareness of quality of life is increasing and many people are recalculating their health choices. According to a study by the GWI company, two thirds of consumers testify that they are more aware of maintaining their physical and mental health than before the epidemic, and accordingly, the discourse around physical and mental health on Tiktok is also increasing.

According to Tiktok's internal information, the #Wellness hashtag has over 7.5 billion views on the platform, the #Health hashtag has 51 billion views and the #Fitness hashtag has no less than 247 billion views.

Many brands in the field are leveraging the scope of the discourse and the broad interest in the subject through TikTok activity that matches the mindset. An example of a company that has harnessed the power of the platform is the Vshred company, which adapts fitness training and nutrition to each user according to personal parameters. The company worked with the "Always On" approach, which gives Tik Tok's algorithm sufficient time to learn the brand and its content and enables precise matching to the target audience according to areas of interest, thus improving the effectiveness of promotional ads. The campaign, produced by the agency Kendago, was a great success with a 20% increase in CVR and a 50% decrease in CPA.



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Another vertical that is growing in TikTok is the **B2B vertical**. Leading companies such as Wix, Honeybook and Artlist are already active on the platform and appeal to a new generation of consumers by creating authentic content that speaks in a language they are receptive to hearing.

The new generation of decision makers in the business world adopts new habits, and

classic marketing methods are no longer always effective. It is interesting to talk about the number of channels that customers of B2B companies use to learn about business products and services before making a decision, which, according to [emarketer](#), has more than doubled in the last 6 years, which requires B2B companies to manage a variety of interfaces and constantly raise the bar of creativity in the war on attention.

In this complex world, an interesting example is the Israeli company Tailor Brands, which created a successful TikTok activity with a campaign in collaboration with leading content creators on the platform that addresses the audience of small and medium-sized businesses (SMB) and led to a 10.5% increase in conversions and a 12% increase in organic uplift for the brand.

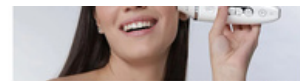
And perhaps the most interesting change is the effect of **Tiktok on the E-commerce vertical**. If you spend time on TikTok, you've probably already heard of the #TikTokMadeMeBuyIt hashtag. The hashtag, which has already become a huge global community with tens of thousands of videos, leads to a significant impact also in the world outside the platform with diverse products that are snatched from the shelves and reach sold out within weeks or even days.

Many companies in the field understand the potential of what is known as community commerce, commerce driven by the community, and promote their products through creative content suitable for the language of Tiktok. One of the main reasons for success is that Tiktok is a never-ending collection of communities and sub-communities with a high level of engagement, and especially the state of mind in which community members are found who come to the ForYou feed to discover new things every day.



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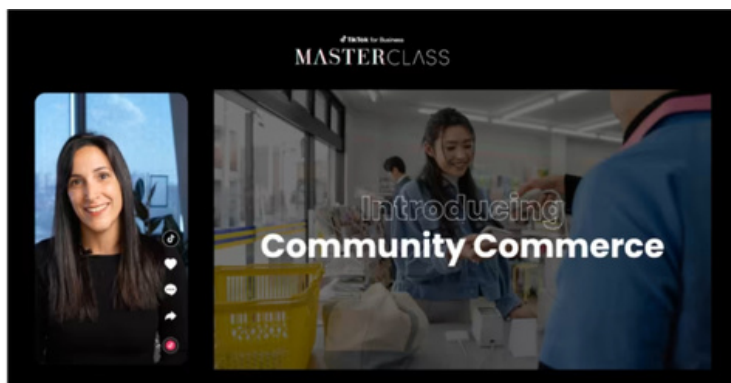
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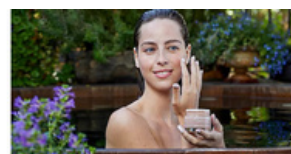


Introducing the concept of social commerce. (Photo: Tiktok Israel)

At the virtual event, which took place on Wednesday, the Master Class participants met Tiktok Israel's best platform experts who extensively reviewed the areas in question and provided knowledge and tools to achieve success on the platform, including a dedicated creative workshop and building media programs adapted to Tiktok.

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