

2021年TikTok平台 最受欢迎的产品礼物清单

信息来源：TikTok

资料整理：又一步文化



 **TikTok**

made me buy it

《2021年TikTok平台最受欢迎产品礼物清单》来源网站 <http://tiktokgiftguide.com/>。

网站对产品基本上是文字介绍，没有提供所提及的KOL或品牌的视频案例。又一步文化翻译整理文字内容，并把提及的KOL或品牌的相关TikTok视频找出来，汇整到此PPT，给大家提供可学习的TikTok视频案例。

PPT中的视频均来自TikTok各品牌和KOL创作者的账号页面。本PPT仅供学习交流用。

SHOP THE RESTOCK

HOME IS WHERE THE HAUL IS

TECH YOURSELF

THE FOR YUM FEED

SELF-CARE DON'T CARE

NOW TRENDING

CONTENT

1. 美妆产品 (01-06)

2. 家居用品 (07-09)

3. 智能产品 (10-12)

4. 美食产品 (13-15)

5. 个护产品 (16-19)

6. 服装配饰 (20-23)



美妆产品

Shop The
Restock

当我们的内容创作者为你做完所有试用后，你无需在购买前试用。感谢#BeautyTok，你只需点击一下即可获得完美的色调。

There's no need to try before you buy when our creators have done all the work for you. Thanks to #BeautyTok, your perfect shade is only a click away.

01. 倩碧黑糖口红

CLINIQUE BLACK HONEY LIPSTICK

倩碧的 Black Honey Lipstick 凉爽、优雅，比蜂蜜还甜美，是存在已久的经典之作。而TikTok让这款产品再次成为今年夏天最热门的产品。

TikTok用户Shannon Johnson (@shanniedarko_) 发布了一支口红试用视频，她试用的色号刚好是一位著名女演员在她一部最喜欢的电影所用的色号。很快，这款口红畅销。虽然最早在1971 年就已经上市，但今年TikTok 让用户对此口红的需求在8月再次达到高峰，话题#blackhoney 和 #cliniqueblackhoney 的浏览量超过2.42 亿次。倩碧在几天内通过在 TikTok 上分享用户使用口红的视频内容来回应 #BeautyTok。TikTok上的高热度让这款产品畅销，丝芙兰、Ulta 甚至倩碧网站上该产品都被抢购一空。无论你的肤色或风格如何，都可以尝试一下这被证明是完美搭配的色调。

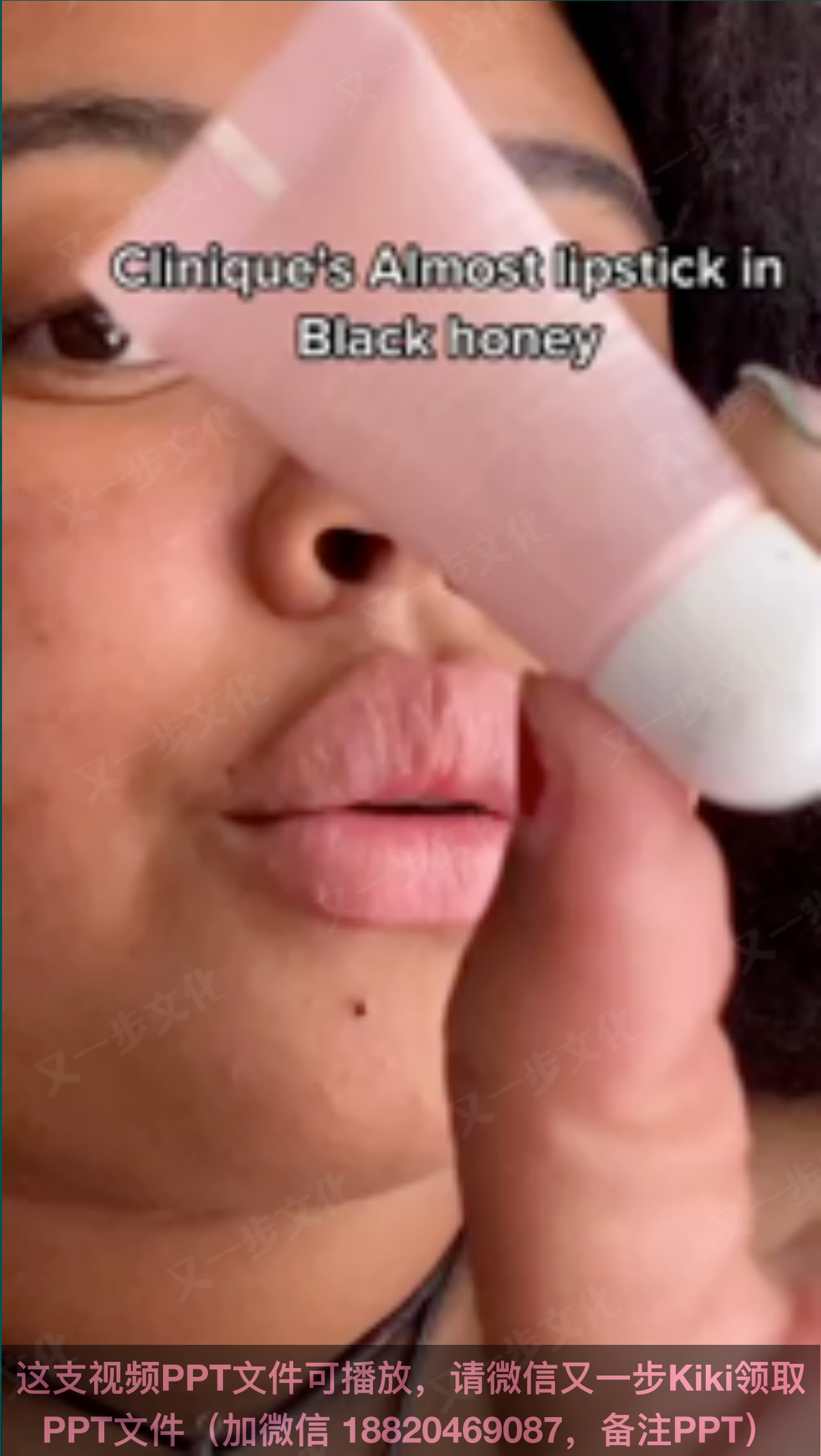
Cool, classy, and sweeter than a honeycomb, Clinique's Black Honey Lipstick was a longtime classic, but our community turned the heat up and made it this summer's hottest accessory.

TikToker Shannon Johnson (@shanniedarko_) posted a TikTok trying on the lipstick worn by a famous actress in one of her favorite movies—which just happened to be Clinique's Almost Lipstick in Black Honey. Soon, the shade became the summer's must-try lipstick. Despite being initially released in 1971, demand for the lipstick on TikTok reached a fever pitch in August 2021 with over 242 million views on the hashtags #blackhoney and #cliniqueblackhoney. Clinique responded to #BeautyTok within days by reposting user content on TikTok. That TikTok notoriety quickly translated to sales, with the shade selling out across Sephora, Ulta, and even the Clinique website. Try the one shade that's proven to be the perfect complement no matter your skin tone or style. No shade, but this gift seems like a no-brainer.

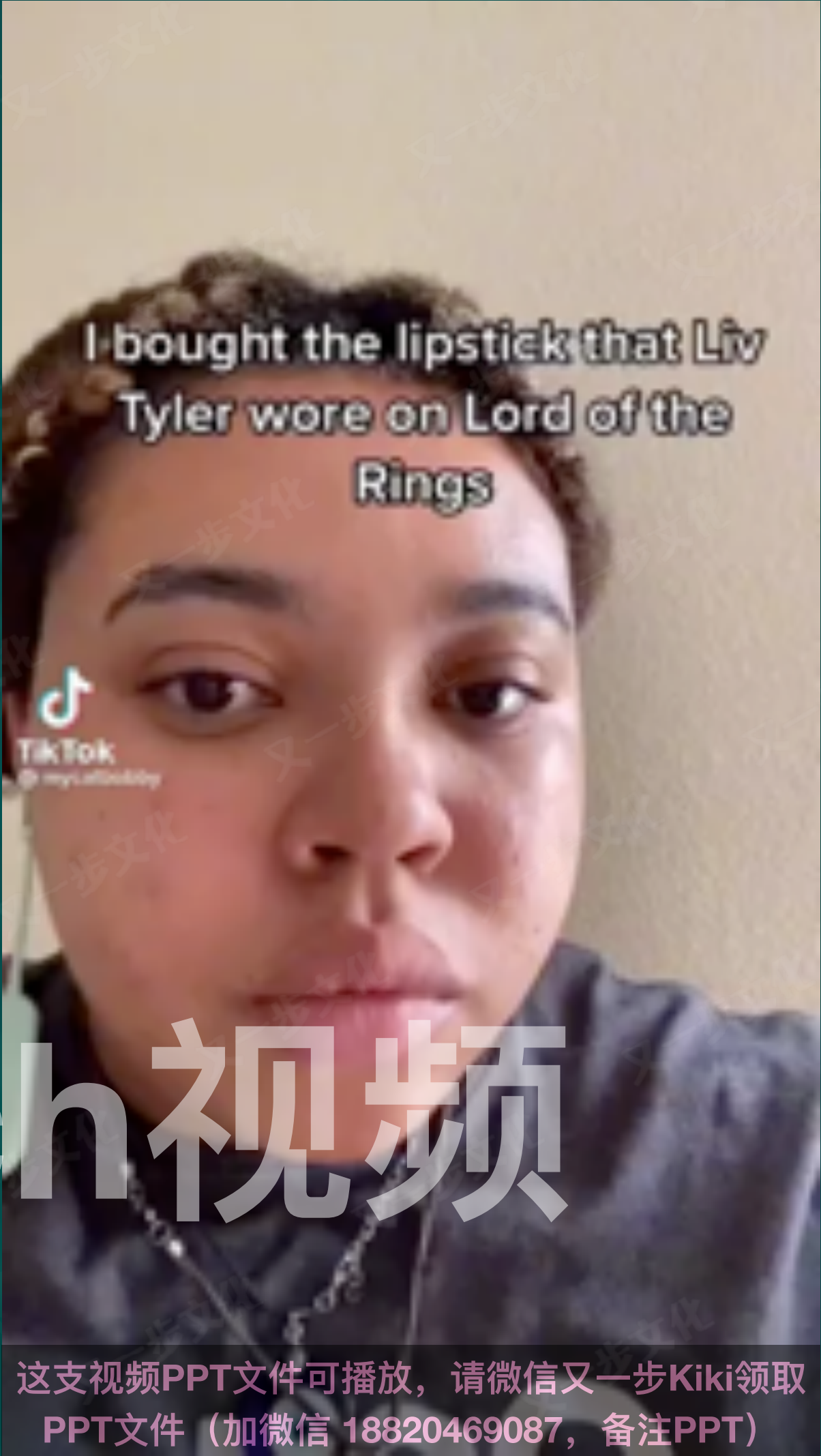


\$20, [clinique.com](https://www.clinique.com)

@shanniedarko_ 发布试用倩碧黑糖口红的视频，色号刚好是一位著名女演员在她一部最喜欢的电影所用的。之后话题#blackhoney 和 #cliniqueblackhoney 开始发酵起来，很多美妆博主发了 #stitch*（第59页有#stitch功能介绍）的视频，表达使用体验和推荐购买

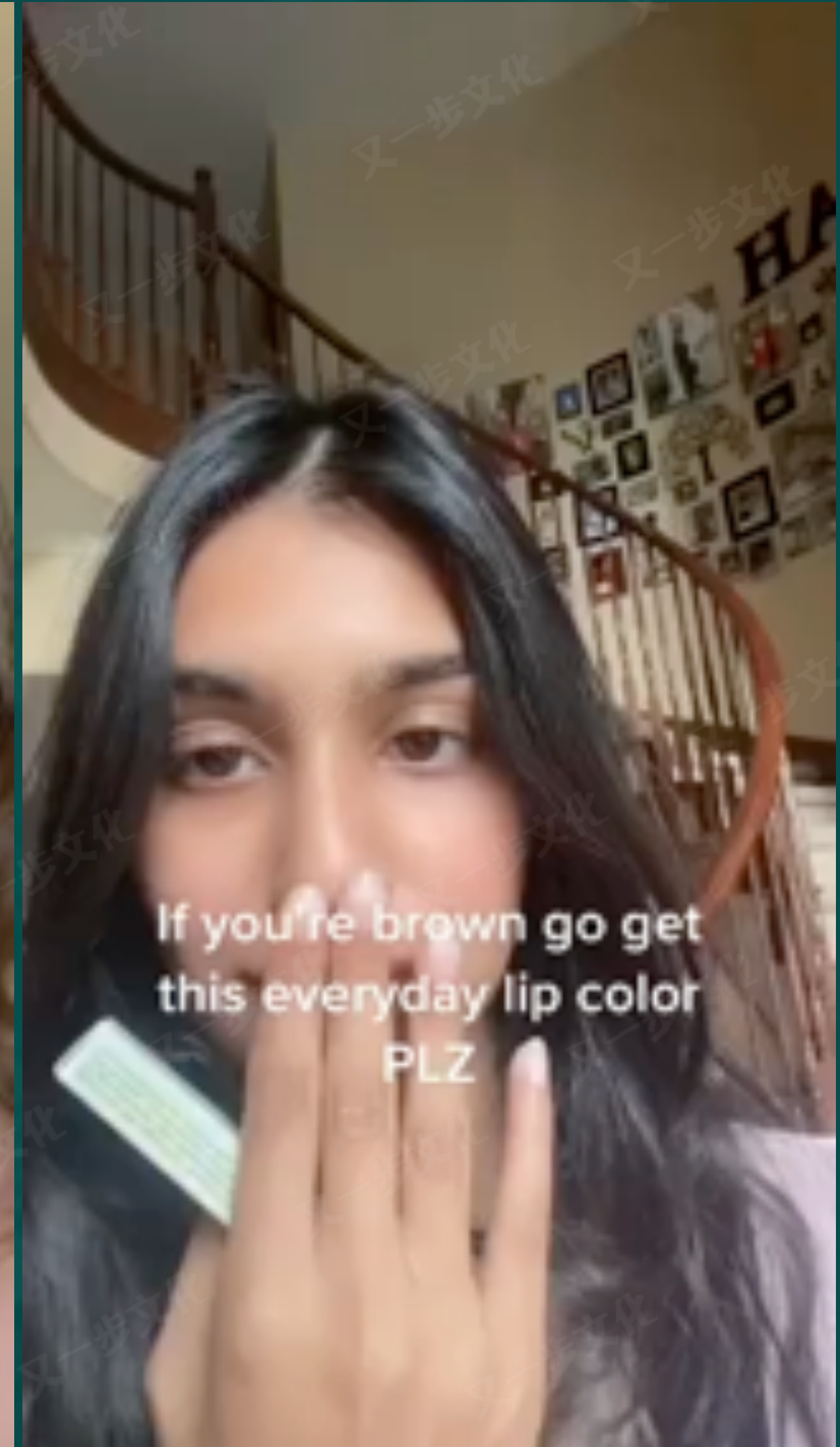


这支视频PPT文件可播放，请微信又一步Kiki领取PPT文件（加微信 18820469087，备注PPT）



这支视频PPT文件可播放，请微信又一步Kiki领取PPT文件（加微信 18820469087，备注PPT）

@clinique官方TikTok 账号发布该产品的视频



这4支视频PPT文件可播放，请微信又一步Kiki领取PPT（加微信：18820469087，请备注PPT）

02. KVD好苹果粉底霜

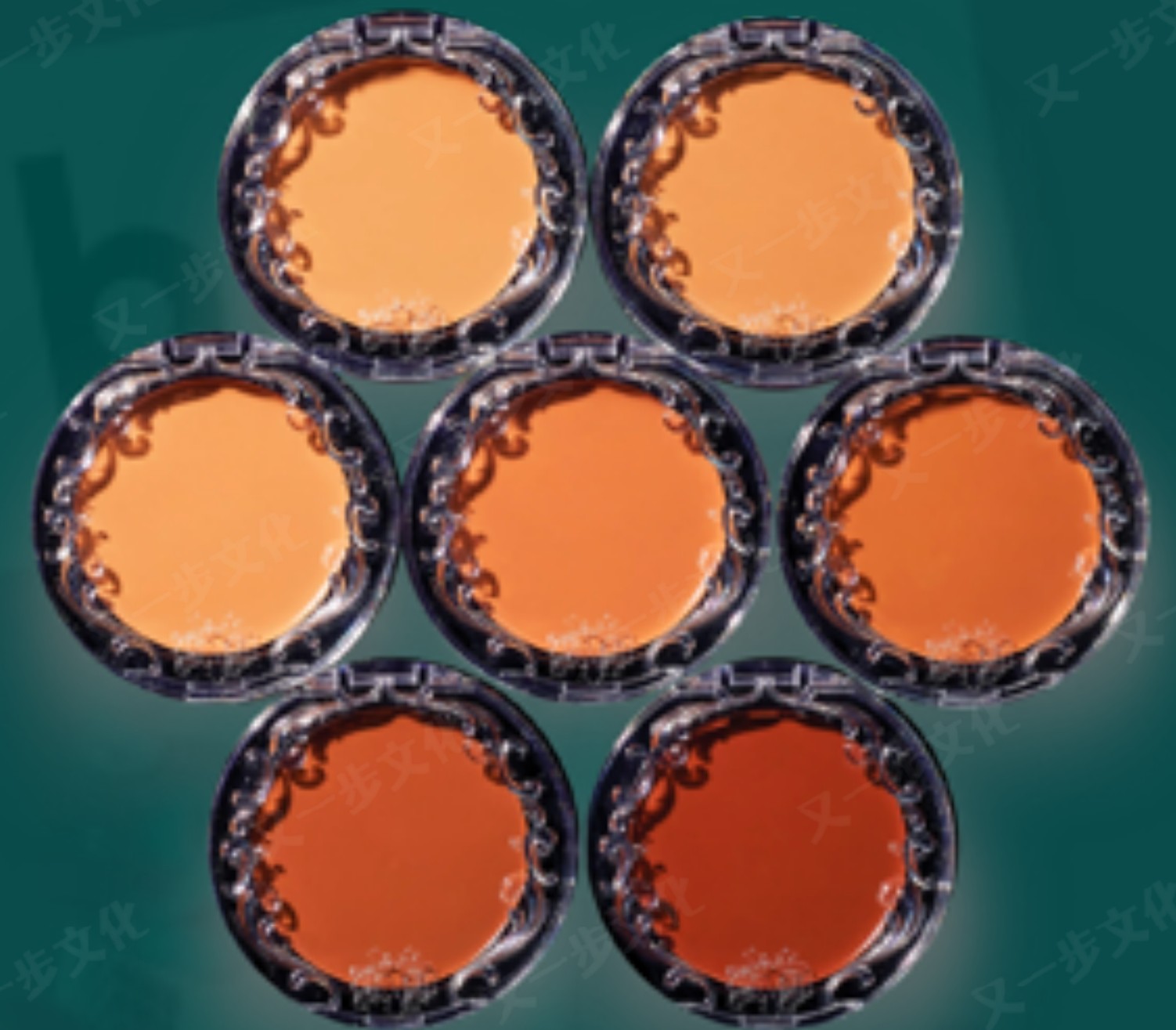
KVD BEAUTY GOOD APPLE FOUNDATION BALM

KVD好苹果粉底霜（Good Apple Foundation Balm）有40种色号。

TikTok博主化妆师 Carla Del Rey (@carladelreyy) 在3月初分享的一支上脸使用视频，她对产品上色和轻盈触感很满意。这支视频也吸引了 TikTok 上著名美妆博主 Mikayla Nogueira 和 Glamzilla的关注。之后，KVD Beauty 做了一次营销活动，Good Apple 话题获得了超过 2900 万的浏览量，并且该产品的40种色号都在KVD Beauty、Ulta 和丝芙兰网站上被抢购一空。

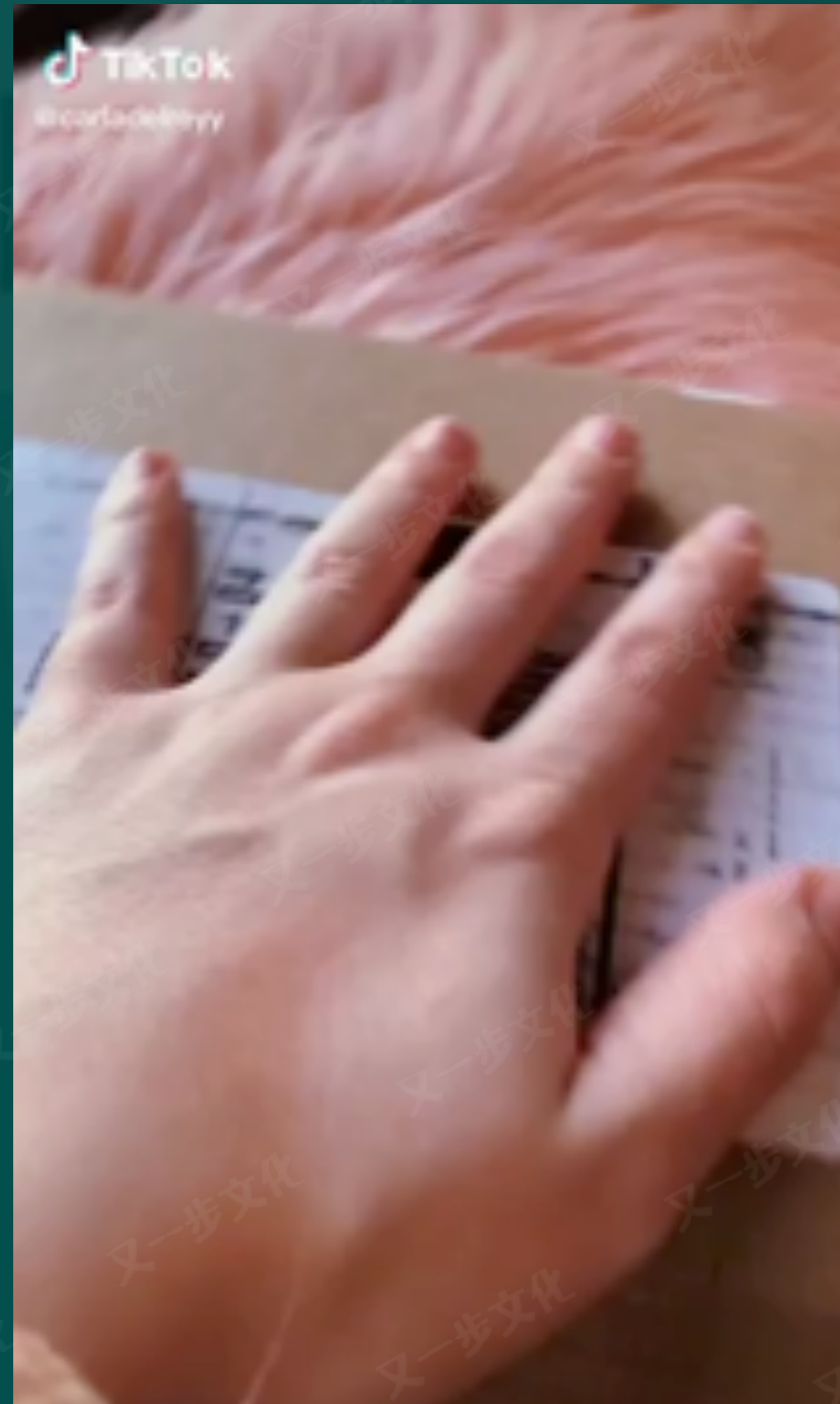
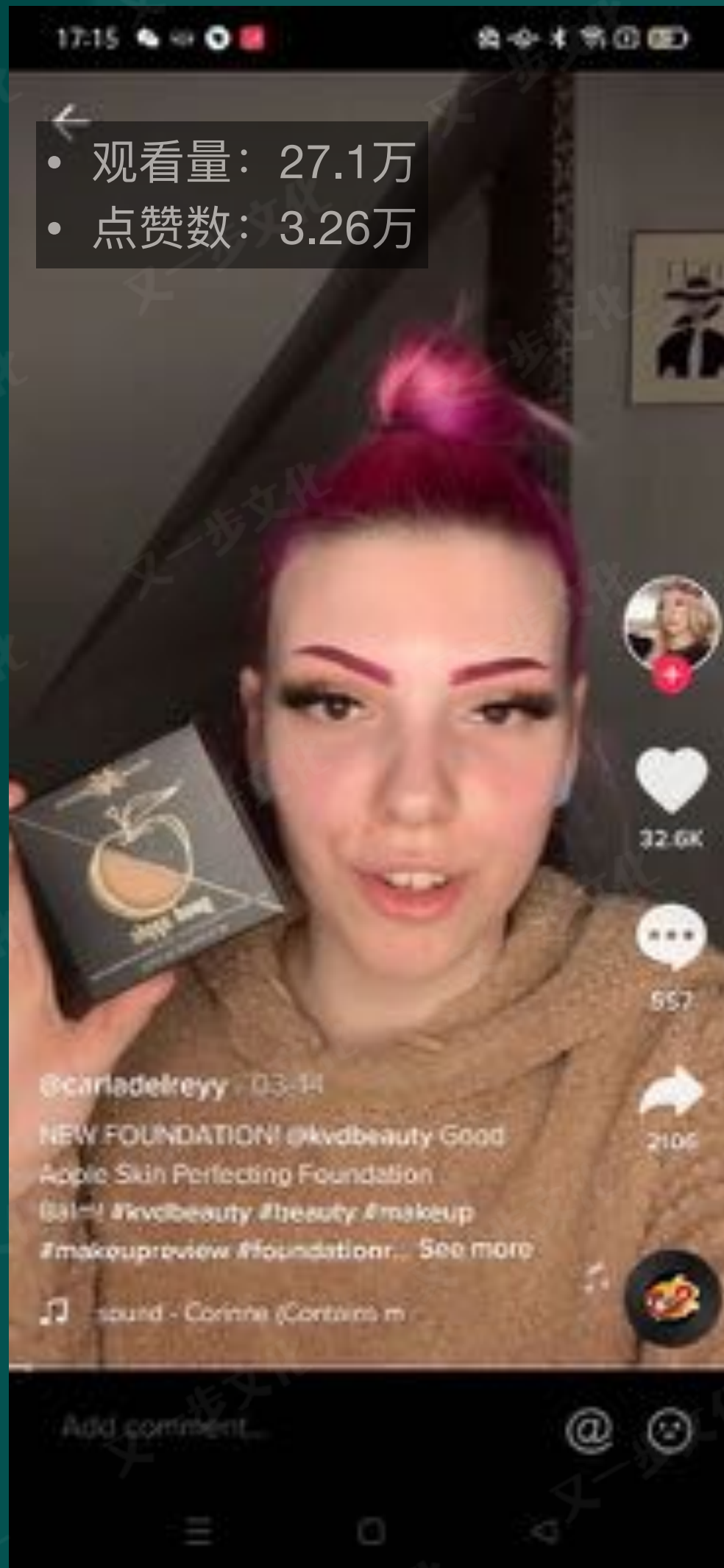
KVD's Good Apple Foundation Balm has #BeautyTok in a tizzy over its full coverage in 40 shades—and you'll be 40 shades of envious if you don't get your hands on it STAT.

Freelance makeup artist and TikTok creator Carla Del Rey (@carladelreyy) posted a makeup review in early March applying KVD Vegan Beauty's Good Apple Skin-Perfecting Foundation Balm to her face. The video ended with Carla thrilled at the foundation's full coverage and light touch and attracted the attention of prominent beauty creators on TikTok like Mikayla Nogueira and Glamzilla. From there, KVD Beauty was off to the races, with the Good Apple hashtag garnering over 29 million views and many of the product's 40 shades selling out on the KVD Beauty, Ulta, and Sephora websites. A full-coverage, long-lasting foundation? Sign us up.



\$38, kvdveganbeauty.com

美妆博主@carladelreyy 为KVD发了三支视频，一支开箱，两支Review



这三支视频PPT文件可播放，请微信又一步Kiki领取PPT文件（加微信 18820469087，备注PPT）

03. 彼得罗夫瞬即轮廓紧致霜

PETER THOMAS ROTH INSTANT FIRMx® EYE TEMPORARY EYE TIGHTENER

Peter Thomas Roth 的 Instant FIRMx® Eye Temporary Eye Tightener 是 2021 年的 DIY 紧肤护理救星。

一位 54 岁的 TikTok 新手 Trinidad Sandoval (@trinidad1967) 发布了一支视频，展示了 Peter Thomas Roth Instant FIRMx® Eye Temporary Eye Tightener 在短短三分钟内对眼袋产生的戏剧性平滑效果。她的 TT 视频火了，24 小时内这款紧致霜在多个美容网站上一售而空。因为她的 TikTok 视频，彼得罗夫(Peter Thomas Roth)在不到一周时的内销售量相当于以往在六个月的销售量。电商的补货名单足以证明，这是一款大家怎么用都不嫌多的眼霜。

No eye bags, who dis? Peter Thomas Roth's Instant FIRMx® Eye Temporary Eye Tightener is THE DIY skin-tightening treatment for 2021 and your new skincare savior.

A 54-year-old TikTok novice Trinidad Sandoval (@trinidad1967) posted a video showcasing the dramatic smoothing effects that Peter Thomas Roth Instant FIRMx® Eye Temporary Eye Tightener had on her eye bags in just three minutes. Her TikTok took off, and within 24 hours, the eye cream sold out online across multiple beauty websites. Thanks to her TikTok, Peter Thomas Roth estimated estimates that the amount of product sold in less than one week was equivalent to what would typically sell in six months. The proof is in the product inventory in the online retailer waitlists: this is one eye cream people can't get enough of.



\$38, peterthomasroth.com

TikTok@trinidad1976
8月26号发布了Peter Thomas Roth
Instant FIRMx® Eye Temporary
Eye Tightener产品使用效果的视
频，火了，点赞高达550万

- 观看量：3380万
- 点赞数：550万

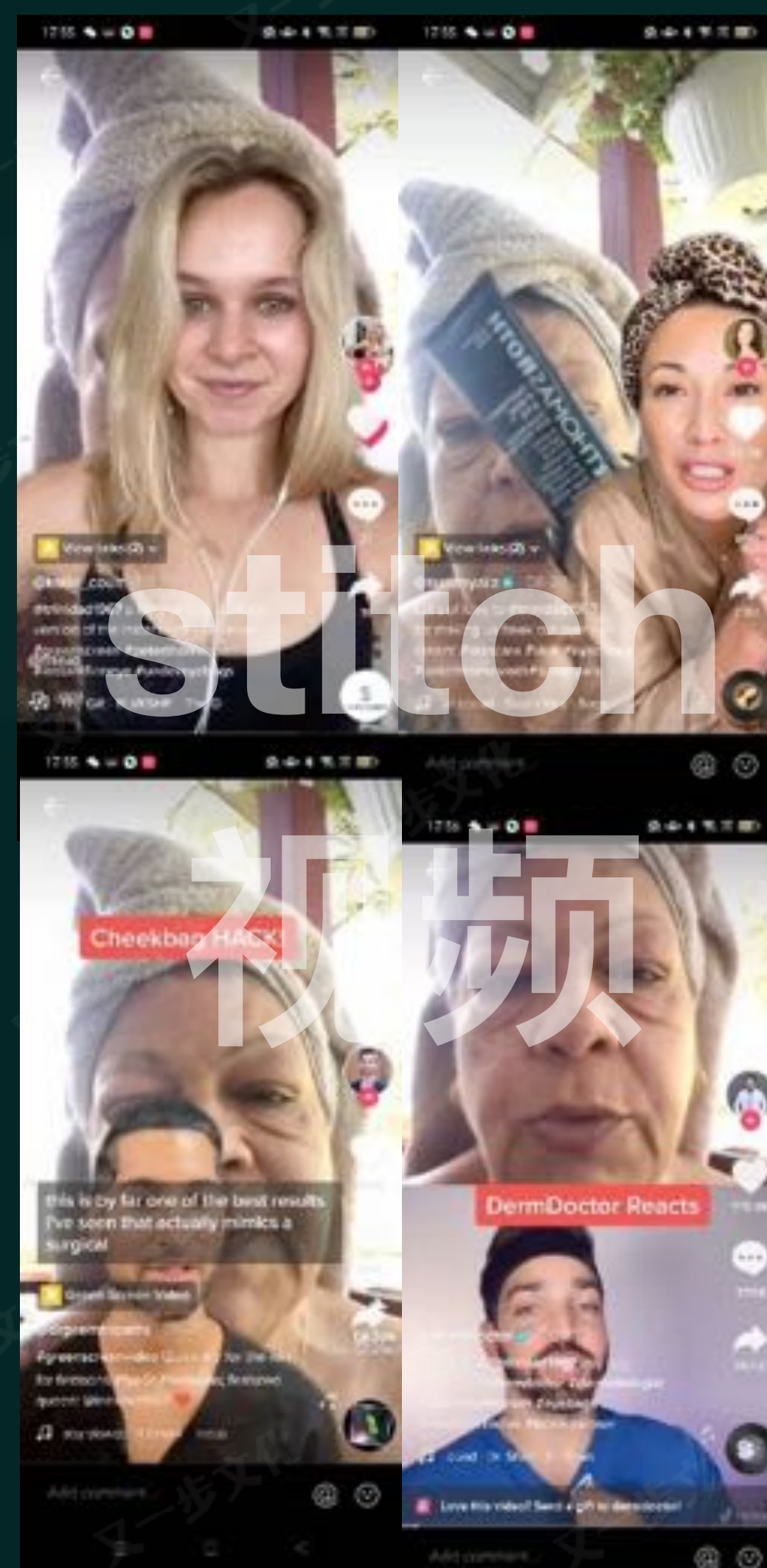


这支视频PPT文件可播放，请微信又一步Kiki领
取PPT文件（加微信 18820469087，备注PPT）

8月27号
@peterthomasrothofficial
官方转发，并在评论区回复评论会
和她合作



8/27-8/29一大波人发了#stitch
视频，并推荐该产品



10月14号，@trinidad1976发布了
感谢 Peter Thomas Roth的视频



这支视频PPT文件可播放，请微信又一步Kiki领
取PPT（加微信 18820469087，备注PPT）

04.露华浓火山石滚珠吸油棒

REVLON VOLCANIC ROLLER

露华浓火山石滚珠超级收油脂受损用户的欢迎。

Lexington (@looksbylexington) 是来自亚利桑那州的一位有执照的美容师，她发布了一支使用露华浓火山石滚珠的视频，并配文说：“如果你是油性皮肤，你需要它。”（"If you have oily skin, you NEED this."）该视频观看量超过 840 万，点赞数有 150 万，获得了 TikTok 用户的认同。这款产品似乎是护肤大神送来的，一直供不应求，每次一进货很快就卖光了。

Care about skincare? Revlon's Volcanic Roller is a viral sensation and turning oil-impaired customers into diehard devotees. Lexington (@looksbylexington), a licensed cosmetologist from Arizona, posted a TikTok of her using Revlon's Volcanic Roller with the caption, "If you have oily skin, you NEED this." Over 8.4 million views and 1.5 million likes later, and our community took her advice. This product seems to have been sent from the skincare gods and is in constant demand, selling out almost as soon as it comes back in stock. Face it: Getting oil off your face with a volcanic rock is badass—which is why it's been on the lips of #BeautyTok's best and biggest creators.



\$10, [amazon.com](https://www.amazon.com)

美容师@looksbylexington发布的一支使用露华浓火山石滚珠吸油棒 的视频，观看量达840万次，点赞150万次



05.e.l.f. CAMO CC霜

E.L.F. CAMO CC CREAM

#BeautyTok群体都很喜欢e.l.f. Camo CC霜的高性价比。

来自德克萨斯州的美容KOL Mia Anjelica (@mianjelica) 发布了她使用14 美元 e.l.f. Camo CC 霜的视频，并获得超过 32.7万个赞和 180 万次观看，观众们都被产品即时无瑕的效果迷住了。 #elfcamocccream 的TikTok话题超过 250万次观看。这款产品的好评和超低价也让大家纷纷掏出腰包。可以说，这款 CC Cream 是价格高出三倍的高端产品的完美平替。

The #BeautyTok community is absolutely obsessed with the results they get when using e.l.f.'s low-cost Camo CC Cream—and after dabbing some on, you will too.

Mia Anjelica (@mianjelica), a beauty influencer from Texas, posted a TikTok of her applying e.l.f.'s \$14 Camo CC Cream. Her video has now garnered over 327k likes and 1.8 million views, and viewers were mesmerized by the product's instant flawless skin effect. The TikTok community gave the #elfcamocccream hashtag over 2.5 million views and turned out in droves to purchase the product following the high praise and product's low price point. After discovering that this CC Cream is the perfect replacement for a high-end product that costs triple the price, the fans haven't stopped coming since. This holiday season, wearing e.l.f. is sure to make you feel like a V.I.P.



\$14, [amazon.com](https://www.amazon.com/elf-camo-cc-cream)

美容KOL Mia Anjelica（12月粉丝9.8万）在5月29号发布的使用E.L.F Camo CC霜的视频。



- 观看量：180万
- 点赞数：32.7万

这支视频PPT文件可播放，请微信又一步Kiki领取PPT文件（加微信 18820469087，备注PPT）

06.欧莱雅持久控油粉底液

L'OREAL INFALLIBLE FOUNDATION

L'Oréal 的持久控油粉底液比大牌产品便宜三倍，但是可以给你提供同样的效果。

TikTok的美容类创作者 Rocio Soria (@rocio.roses) 发布了一支使用对比视频，对比巴黎欧莱雅 Infallible 24 Hour Fresh Wear Foundation 和一支大牌产品的上脸效果，将两种产品分别涂抹在她的面部两边，结果显示欧莱雅的产品和贵三倍的大牌产品的效果是差不多的，这支视频最终获得 850 万的观看量。此后，这款粉底液在几家零售商处多次售罄，在沃尔玛和 Ulta Beauty 几乎所有 16 种色号的在线库存也都全售罄。

Why settle for a deal when you can have a steal? L'Oréal's Infallible Foundation gives you triple the results for a fraction of the price of luxe competitors.

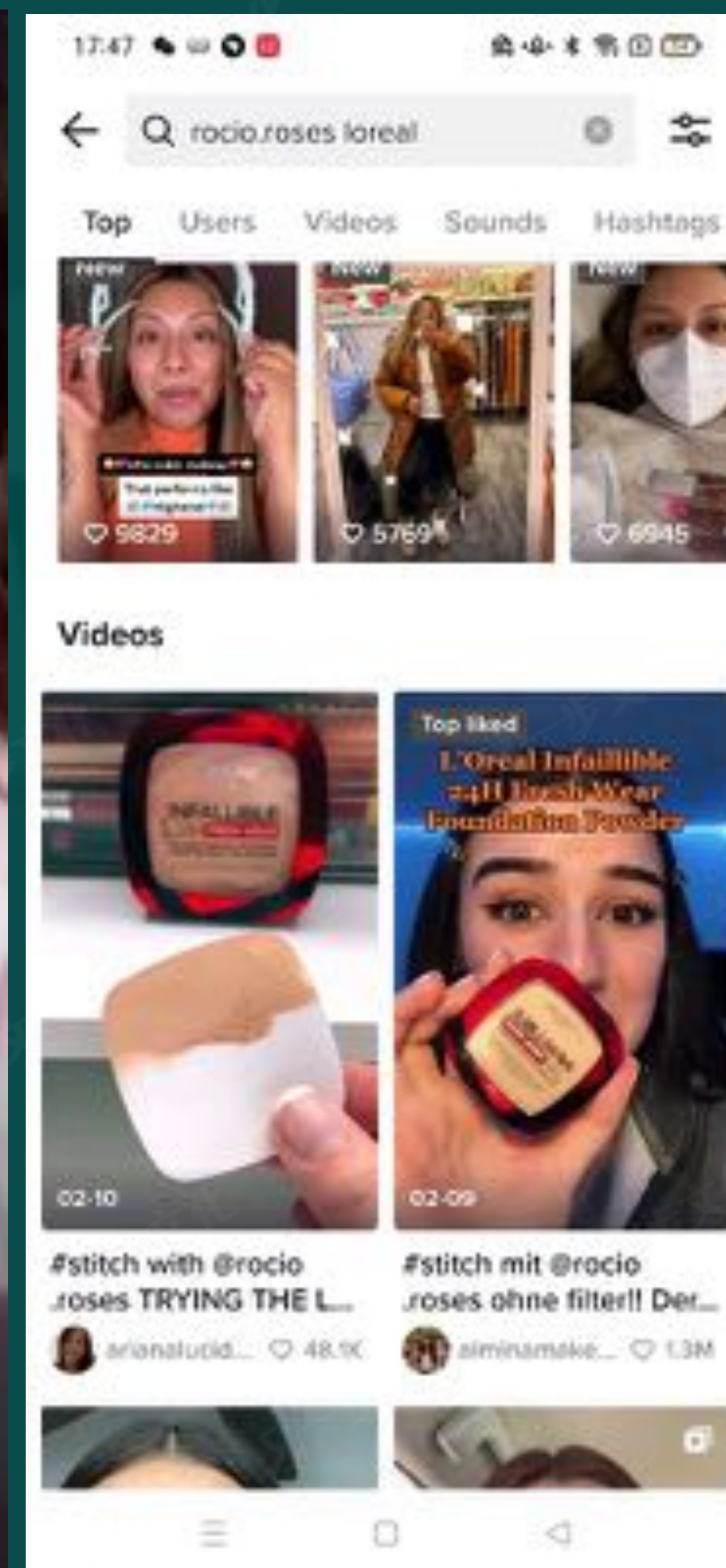
BeautyTok creator Rocio Soria ([@rocio.roses](#)) posted a TikTok comparing L'Oréal Paris Infallible 24 Hour Fresh Wear Foundation with a luxe competitor by applying both to different sides of her face. In the video, which has now racked up over 8.5 million views, L'Oréal's product looked just as good, if not better than the industry favorite that is nearly triple the price. The foundation has since sold out MULTIPLE times in several retailers, with Walmart and Ulta Beauty selling out of online stock in almost all of its 16 shades, and in-store availability also few and far between. Take it from #BeautyTok: The easiest way to look unlockable and feel incredible is to wear Infallible Fresh Wear.



\$10 (Originally \$12)
amazon.com

美妆博主@rocio.roses发布了一支使用对比欧莱雅 Infallible 24 Hour Fresh Wear Foundation 和一支大牌产品的上脸效果的视频。

很多美妆博主跟着发#stitch视频，展示这款粉底液的效果，并向粉丝推荐



这2支视频PPT文件可播放，请微信又一步Kiki领取PPT文件（加微信 18820469087，备注PPT）

家居产品

Home Is Where
The Haul
Is

金窝银窝不如自己家里的狗窝。这些是将我们的房子变成避风港的有用物品。
There's no place like home. These are the useful items transforming our community's homes into havens.



07. west elm Tencel床套

WEST ELM TENCEL SHEETS

一位主妇发现了 West Elm 的 Silky Tencel Sheet Set，在她床上做了柔软度测试，这个过程激发了消费者对这款产品的购买需求。

来自德克萨斯州的“清洁女王”兼管家 Vanesa Amaro (@vanesamaro91) 的一位客户给她介绍了 West Elm 的天丝床单。它们的柔软和丝滑让她大吃一惊，于是她去买了一套自己的 West Elm Tencel 床单，并拍了一支TikTok视频夸赞这款床单，并获得超过 450 万次观看。之后，这款床单在全国范围内销售一空，直到 West Elm 再次发售——这次有 9 种新颜色，让你可以轻松找到适合你以及你送礼物的名单上的人的完美床单。那么你会选择哪种颜色的礼物呢？

A housekeeper who discovered West Elm's Silky Tencel Sheet Set put the softness challenge to bed and fluffed up consumer demand for these bedroom buys in the process.

“Queen of Cleaning” and housekeeper from Texas, Vanesa Amaro (@vanesamaro91), was introduced to West Elm's Tencel sheets by one of her clients. She was so blown away by how soft and silky they were that she went and bought her own set of West Elm Tencel sheets. She then took to TikTok to sing West Elm's praises! Over 4.5 million views later, the TikTok community caused the sheets to sell out nationwide until West Elm re-released them—this time in 9 new colors, making it easy to find the perfect set for you and someone on your list. So which color will you choose to gift?



\$150, [westelm.com](https://www.westelm.com)

Queen of cleaning @vanesamaro91
发布的testimonial 口碑视频，为
west elm的床单产品带来很好的销售
转化。



vanesamaro91
Vanessa Amaro · 4.7M 粉絲
Queen of cleaning 🧹 Exclusive content on my Instagram ❤️



west elm
West Elm · 671K 粉絲
Modern furniture & design.



08. BLENDJET便携搅拌机

BLENDJET PORTABLE BLENDER

BlendJet 2 不只是一种混合完美的饮料，他们的广告也完美融入TikTok平台，这让他们的产品盛行，让成千上万的客户感到满意。

Morgan Marie (@themorganmarie) 发布一支视频高调传播 BlendJet 2 便携式搅拌机的所有好处时，她只是在 TikTok 上庆祝在隔离期间冲动购买却买到了超实用的省时间利器的众多人之一。BlendJet迅速抓住了这位用户的销售推动力，并在TikTok平台上开展了原生的营销活动，最终获得了丰厚的回报。在与TikTok创作者合作开发广告上，BlendJet 2在他们的产品页面上获得了 2800 万次展示和 40.7 万次点击。

没有找到这支视频

The BlendJet 2 doesn't just blend a perfect beverage—their ads blended in perfectly on our platform leading to boffo sales and thousands of super satisfied customers.

When Morgan Marie (@themorganmarie) posted a video hyping up all the BlendJet 2 Portable Blender benefits, she was just one of many taking to TikTok to celebrate impulsive purchases made during quarantine that turned out to be a practical and invaluable time saver. BlendJet quickly caught on to the purchasing power of TikTokers and enlisted help creating a marketing campaign native to our platform. The gamble ended up paying off big time. After partnering with our creators to develop TikToks advertising the BlendJet 2 that spoke to our audience, the product received 28 million impressions and 407k clicks to their product page. These numbers are sure to only increase in time as more people become aware of BlendJet 2's amazing ability to create smooth and satisfying beverages. Hop on the bandwagon now before you get left behind.



\$49.95 blendjet.com

09. 《他们都死了》书籍

THEY BOTH DIE AT THE END (BOOK)

TikTok 的图书爱好者正在决定下一本畅销书并重塑出版业——多亏了他们，作者 Adam Silvera 的生活和事业才能够与过去判若两样。

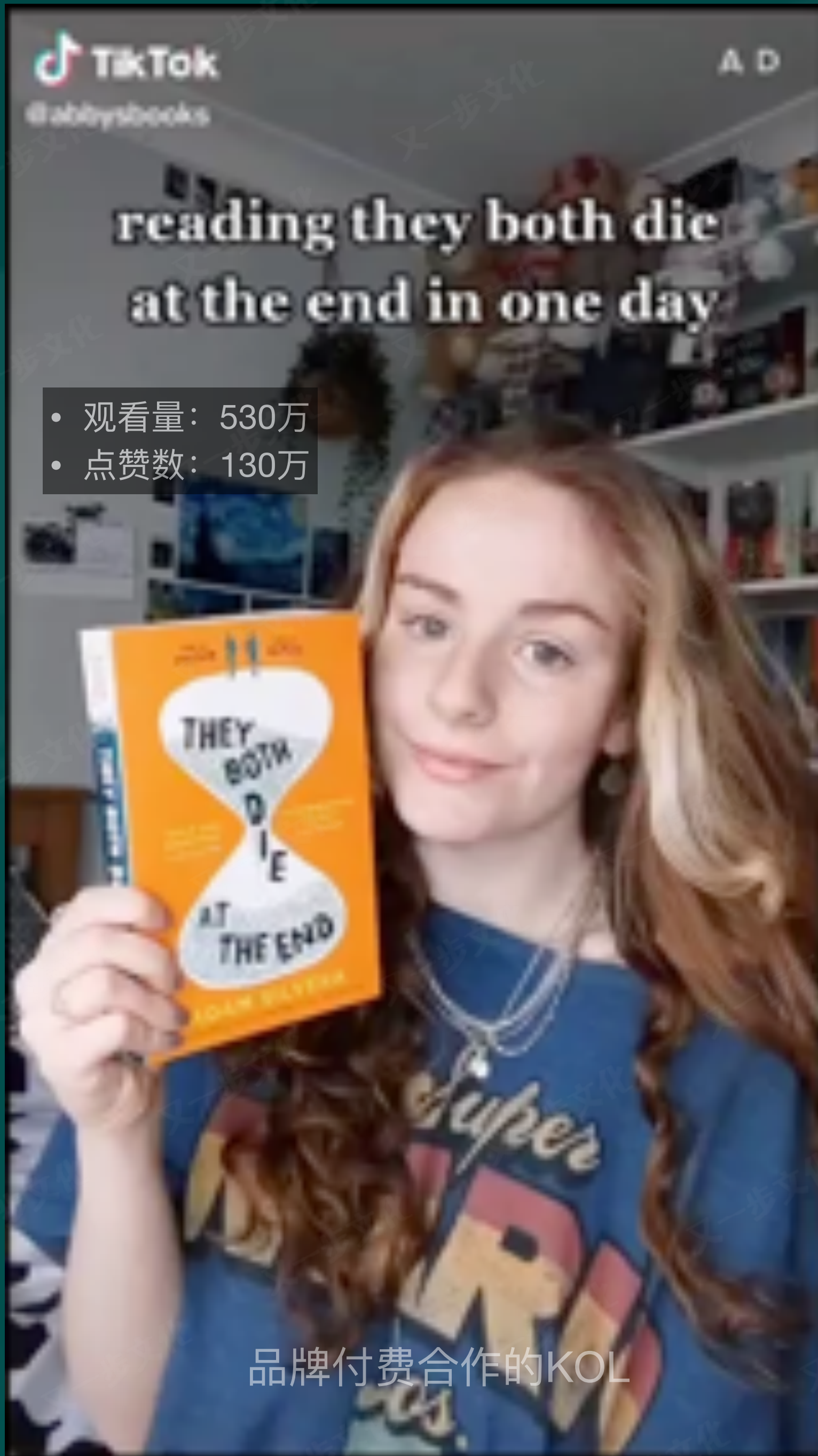
去年 8 月，作家亚当·西尔维拉 (Adam Silvera) 看到他的小说《他们都死了》的销量达到了数千本，并登上了畅销书排行榜的榜首，尽管这本书是四年前的首次发行的。直到他在 TikTok 上了解到 #BookTok 后，他才发现自己的书的话题标签已经获得了 4800 万次浏览，这也让他的书在 2021 年上半年的销售额增长了 18.5%。#BookTok 这个群体正在掀起出版业的风暴，创作者 Abby (@abbysbooks) 也是其中一员，她平时发布自己评论和推荐书籍的，而她发布的《他们都死了》这支视频则获得了 530 万观看量和 130 万点赞。

TikTok's book lovers are deciding the next bestsellers and reshaping the publishing industry—and thanks to them, author Adam Silvera's life and career will never be the same.

Last August, author Adam Silvera saw his novel *They Both Die at the End* reach sales numbering in the thousands and shoot to the top of bestseller lists—despite being an initial release four years ago. It wasn't until he learned of #BookTok on TikTok that he discovered his book's hashtag had racked up 48 million views, which translated to an 18.5% sales increase for the first half of 2021. #BookTok is a community of TikTokers that includes creators like Abby (@abbysbooks), who post videos of themselves reviewing and recommending books. And this group is taking the publishing industry by storm: The #BookTok hashtag has been viewed over 12.6 billion times, has helped new authors launch their careers, and propelled books like Adam's to newfound relevance years after the initial publication. Check it out for yourself and see what's caused thousands of bibliophiles to laugh, cry, and feel all of the feels with just the turn of a page.



\$9.99, [barnesandnoble.com](https://www.barnesandnoble.com)





3 智能产品 Tech Yourself

未来就在这里。从自动清洁到自动风味选择，这些补水小工具让#TechTok 生活更轻松。
The future is here. From self-cleaning to automated flavor-selection, these hydration gadgets made
#TechTok's life easier.

10. LARQ智能自净化水杯

LARQ WATER BOTTLE

LARQ恰当地利用紫外线技术制造了市场上第一个自清洁水瓶，以同等强度消除细菌及其竞争。

Zachary Charles (@thejunglebadger) 总能找到鲜为人知的产品，这让他拥有超过200万粉丝。他发布的一支宣传LARQ Bottle 的紫外线技术自清洁的视频后获得700 万次观看和 130万个赞。仅靠口碑和自然覆盖，LARQ 的话题已被使用超过900万次，他们的水瓶一整年都是供不应求。

LARQ is doing UV tech right by creating the first self-cleaning water bottle on the market, eliminating bacteria and its competition with equal intensity.

Zachary Charles (@thejunglebadger) is beloved by his more than 2 million followers for his ability to find little-known products that can make day-to-day life less challenging. When he posted a video hyping up the LARQ Bottle's self-cleaning UV-light technology, it made an impact—to the tune of 7 million views and 1.3 million likes. With just word-of-mouth and organic reach, LARQ's hashtag has been used over 9 million times, and their water bottles have been flying off shelves all year. TikTokers all over are learning firsthand that the key to bacteria-free water starts with one simple command: Let there be LARQ!



\$79, livelarq.com

TikTok
@theamazonbadger

AMAZON PRODUCTS YOU NEED

PART 7 OF 100

- 观看量：700万
- 点赞数：130万

品牌付费合作的KOL



官方产品宣传视频

11. Cirkul水瓶

CIRKUL

在尝试了来自 Cirkul 水瓶的 40 多种美味无负担的口味中的一种后，你可能会成为忠实用户。

TikTok可以让任何事情变得病毒式传播，尤其是当它把喝水这样的平凡任务变成一天的亮点时。在一个现在有 670万次观看和 160万个赞的视频中，Alyssa Casatelli (@alyssacasatelli) 在尝试了 Cirkul 水瓶并看到它如何通过转动表盘改变饮料的味道后，超激动。这只是一个开始，#Cirkul话题标签的视频现在的观看次数已超过10 亿次！凭借其从普通水转变为 40 多种无卡路里美味的独特能力，可以肯定地说 Cirkul 水瓶已经改变了我们社区的饮用水方式。一个水分充足的人是一个快乐的人，所以这是一份不会让你出错的礼物。

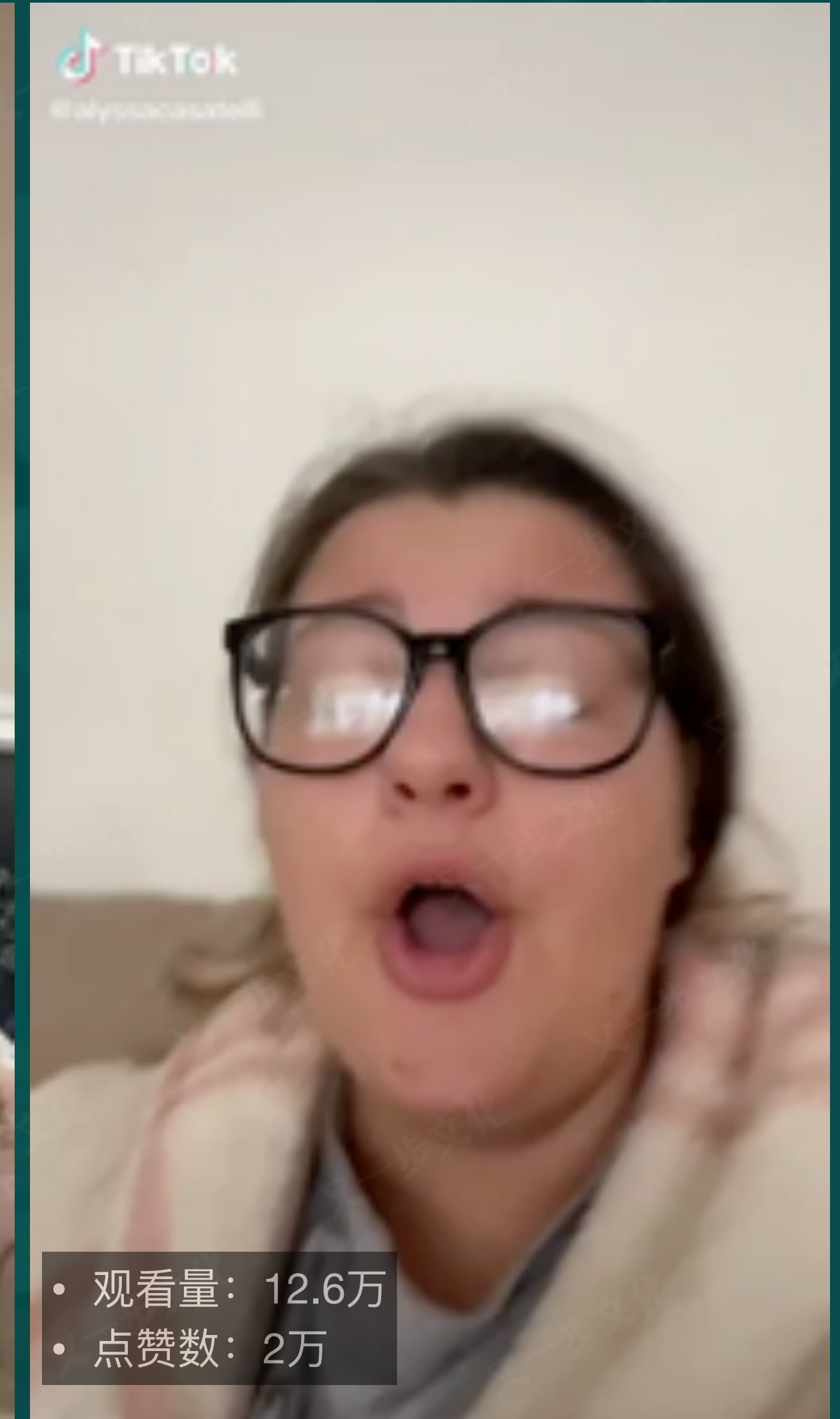
Do you believe in magic? After trying one of the 40+ delicious and guilt-free flavors from the Cirkul Water Bottle, you might become a believer.

TikTok can make anything go viral, especially when it transforms a mundane task like drinking water into the highlight of your day. In a video that now has 6.7 million views and 1.6 million likes, Alyssa Casatelli (@alyssacasatelli) took to TikTok to cry sorcery after trying the Cirkul Water Bottle and seeing how it can change a beverage's flavor with the turn of a dial. That was only the start - #Cirkul videos now have over 1 billion views! With its unique ability to transition from regular water to any one of more than 40 delicious and calorie-free flavors, it's safe to say the Cirkul Water Bottle has transformed the way our community is drinking water. A hydrated person is a happy person, so this is one gift where you can't go wrong.



\$12-18, drinkcirkul.com

TikTok KOL在2月9号同一天发布了4支关于Cirkul水瓶的视频，尝试这个水瓶通过一个旋转头把普通水变成不同味道的水。她在第一个视频和第四个视频都讲到这次的视频是not sponsored（非付费广告）的，给观众的感觉是真实的尝鲜口碑视频。



12. Ember智能温控马克杯

EMBER MUG

起床了！Ember马克杯将彻底改变你早起的一杯咖啡，让你开始新的早晨。如果你是咖啡爱好者，而你早上的那一杯咖啡总在喝完之前就已经凉了，欢迎来到这个俱乐部。TikTok用户Valerie H (@valerie_hhouse) 和她的粉丝分享了一个视频，完美解决了这个问题：Ember 杯子。她称赞自加热杯的视频获得了超过43.92 万次观看和 61.4个赞，而且她并不是唯一一个喜欢这款产品的人。Ember Mug搜索页面现在有近6000 万次观看——TikTok用户的所有自发视频都分享了这项技术如何确保他们的咖啡整个早上都保持在理想的温度。

Rise and shine: The Ember Mug is here to revolutionize your early cup of coffee so that you can start your morning off right. If you're a coffee lover and have experienced a morning where your cup of Joe goes cold before you can finish it, welcome to the club. TikTok user Valerie H (@valerie_hhouse) made a video sharing with her followers the perfect solution for this exact problem: the Ember Mug. Her video praising the self-heating cup garnered over 439.2k views and 61.4 likes, and she's not alone in her love for this product. The Ember Mug discovery page now has nearly 60 million views—all organic videos of members from our community sharing how this technology ensures that their coffee stays at its desired temperature all morning long. This holiday season, whether you're staying inside with coffee, hot chocolate, or a Hot Toddy, buy the mug that brings the heat and keeps it at just the right temperature for as long as you need.



\$129.95, ember.com



@valerie_h14

- 观看量：44万
- 点赞数：6.2万

Reply to kathywassonpayne's comment

Is the drink table plugged in?
(Electrical cord in picture)

TikTok用户@valerie_hhouse
分享这款 14 盎司的智能杯子
是如何让她的咖啡保温到她喝
完为止。

2支视频PPT文件可播放，请微信又一步Kiki领取PPT
(加微信：18820469087，请备注PPT)

4 美食产品

The For
Yum
Feed

我们希望您不要空腹滚动此部分。 尽情欣赏 TikTok 帮助商店销售一空的产品。
We hope you aren't scrolling this section on an empty stomach. Feast your eyes on the bites TikTok helped sell out of stores nationwide.



13. 麦当劳脆皮鸡排堡

MCDONALD'S CRISPY CHICKEN SANDWICH

真爱难寻，但美食易求。#FoodTok 让每个人都知道他们在麦当劳发布新的脆皮鸡肉汉堡中找到他们喜欢的那一款。

对完美鸡肉三明治的追求在多年前就引起了#FoodTok的很强劲的关注。作为全球最大的快餐连锁店之一，麦当劳今年宣布推出自己的脆皮鸡肉汉堡时，引起了一场不可阻挡的轰动。一经发布，口味测试视频就如野火般蔓延到了TikTok平台，Sarah Sandlin (@sarahmargaretsandlin) 等用户发布了尝试麦当劳脆皮鸡肉汉堡的视频，并给予了肯定的评价。汉堡的搜索页面现超过了1560 万次观看，并且这个数字还在上涨中，我们的社区似乎已经正式认可麦当劳，让成千上万的满意客户感到满意。在这个假期，把你的最爱带到金色拱门下，让他们尝一尝这个汉堡吧。

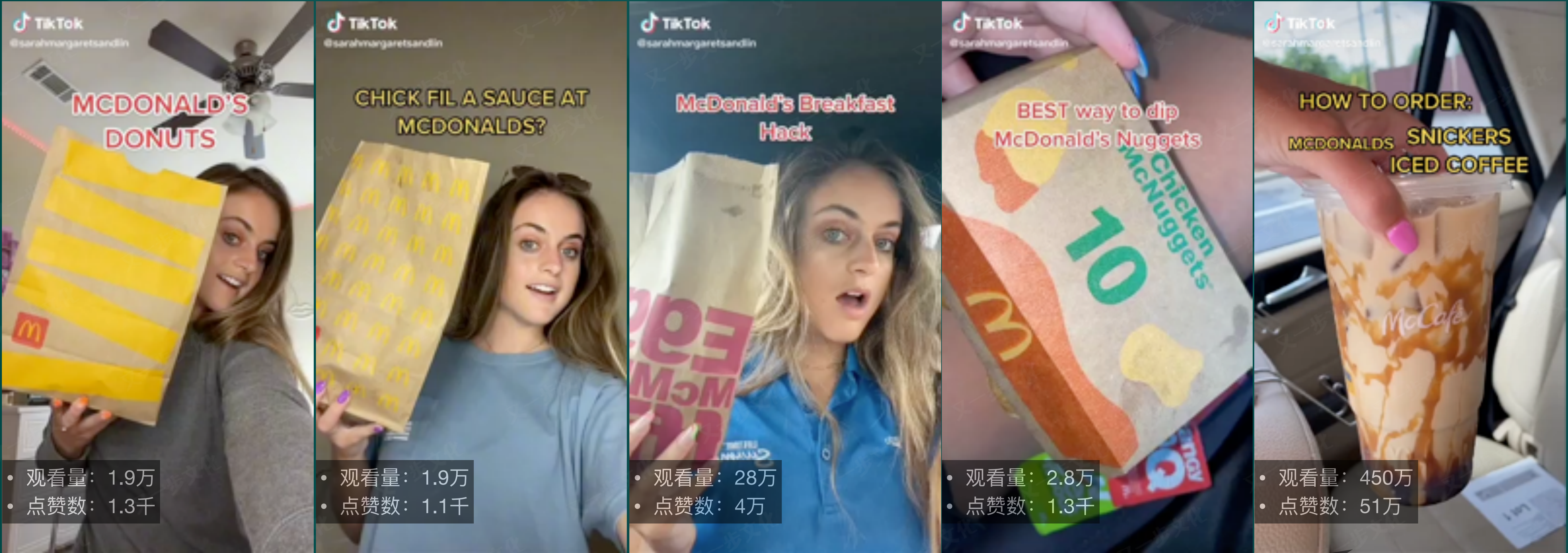
True love is hard to find, but #FoodTok let everyone know they found The One when McDonald's released their new Crispy Chicken Sandwich.

The quest for the perfect chicken sandwich captured #FoodTok's attention years ago and is still going strong. As one of the biggest fast-food chains globally, McDonald's inevitably created waves when they announced the arrival of their very own Crispy Chicken Sandwich this year. Upon release, taste testing TikToks spread like wildfire across our platform, with users like Sarah Sandlin (@sarahmargaretsandlin) posting videos trying McDonald's Crispy Chicken Sandwich and giving it glowing reviews. With the sandwich's Discover page now at over 15.6 million views and counting, it seems our community has officially given McDonald's their seal of approval, to the tune of thousands of satisfied customers. This holiday season, take your faves under the Golden Arches and give them a sandwich worth savoring.



\$6.90

没找到@sarahmargaretsandlin吃麦当劳脆皮鸡肉汉堡的视频，不过她是麦当劳常合作的美食KOL，有很多麦当劳相关视频可供参考



5支视频PPT文件可播放，请微信又一步Kiki领取PPT（加微信：18820469087，请备注PPT）

这个产品官方做了推广，有很多stitch视频，所以观看量远远高于其他视频。

14. 邓肯冰淇淋

DUNKIN' HOLIDAY LINE UP

从查理冷泡（The Charli Cold Foam）到苹果蔓越莓冷饮（Apple Cranberry Dunkin' Refresher），邓肯在TikTok平台上全年无休——他们美味的假日菜单肯定会让TikTok用户冲到距离最近的商店。

TikTok创作者Charli D'Amelio (@charlidamelio) 是TikTok上最受关注的明星之一，当她与一个品牌合作时，意味着「大事发生」。她与Dunkin'合作推出了一种新饮料The Charli Cold Foam，结果令人振奋。#CharliDunkinRemix 话题标签现在拥有超过2.35亿的浏览量，她的数百万粉丝纷纷涌向该连锁店，想要尝尝Charli的滋味。随着假期的临近，Dunkin'刚刚宣布了他们的假期阵容，包括烤白巧克力特色拿铁（Toasted White Chocolate Signature Lattle）和假日混合热咖啡（Holiday Blend Hot Coffe）等美味饮品。Dunkin'自从在TikTok平台上推出以来，每一款新产品都在TikTok上流行。

From The Charli Cold Foam to the Apple Cranberry Dunkin' Refresher, our platform has been running on Dunkin' all year—and their delicious holiday menu is sure to send TikTokers sprinting to the nearest store.

Creator Charli D'Amelio (@charlidamelio) is one of the most followed stars on TikTok, so when she partners with a brand, big things happen. She worked with Dunkin' to release a new drink, The Charli Cold Foam and the results were electric. The #CharliDunkinRemix hashtag now has over 235 million views, and her millions of followers have flocked to the chain to get a little taste of Charli. With the holidays around the corner, Dunkin' just announced their holiday line-up, featuring delicious drinks like the Toasted White Chocolate Signature Latte and Holiday Blend Hot Coffee. Given that Dunkin' has been trending on TikTok with every new product drop since their start on our platform, we recommend buying these drinks ASAP before they get sold, sipped, and savored straight out of stock.



\$3.59 for a small

\$3.89 for a medium

\$4.09 for a large

社交媒体红人/舞者
Charli D’Amelio和
Dunkin’合作推出一款饮
料 The Charli Cold
Foam，还有一首专属的
歌曲。



15. 肯德基鸡肉汉堡

KFC'S CHICKEN SANDWICH

#FoodTok 已经将他们的鸡肉粉丝带到了肯德基的门口——让该品牌在竞争中占得先机。

在 TikTok 用户 Jen.Eats (@jen.heifer) 做了一场以肯德基纳什维尔辣鸡 (Nashville Hot Chicken) 为主题的吃播节目后, ASMR 的粉丝嗨起来了, 那个视频观看次数超过 1120 万次。需求如此之高, 以至于很快在任何地方都很难找到他们的纳什维尔辣酱。Jen 的视频只是揭示了一个真实情况: 肯德基粉丝在 TikTok 上遍地都是。因此, 当肯德基在和 TikTok 创作者 Lili Hayes (@lilihayes) 一起推出令人兴奋的新鸡肉汉堡时, 肯德基的狂热达到了新高度: 她的 TikTok 系列视频观看次数超过了 1300 万次, #TrytheKFCSandwich 等话题标签的观看次数高达 2.426 亿次。肯德基汉堡迅速成为 TikTok 观众梦寐以求的商品, 并打破了该品牌的新品记录。

#FoodTok has taken their chicken fandom right to KFC's doors—giving the brand a (chicken) leg up on the competition. ASMR fans went wild after TikToker Jen.Eats (@jen.heifer) did a mukbang (aka eating show) featuring KFC's Nashville Hot Chicken that has garnered over 11.2 million views. Soon, the demand was so high it was hard to find their Nashville Hot sauce anywhere. Jen's video was just a sign of a bigger truth: KFC fandom is widespread on TikTok. So when KFC launched their exciting new chicken sandwich with the help of TikTok creator Lili Hayes (@lilihayes), KFC mania reached new heights: Her series of TikToks racked upwards of 13 million views, and hashtags like #TrytheKFCSandwich generated up to 242.6 million views. The KFC Sandwich quickly became a hotly coveted item for the TikTok audience and broke launch records for the brand. Spice up your life this winter and see what has the #FoodTok community sizzling with anticipation—we promise that satisfaction is only a bite away.



\$3.99, Sandwich only
\$7.99, combo

肯德基 (@kentuckyfriedchicken) 在和 TikTok创作者 Lili Hayes (@lilihayes) 一起推出一款新的鸡肉汉堡。

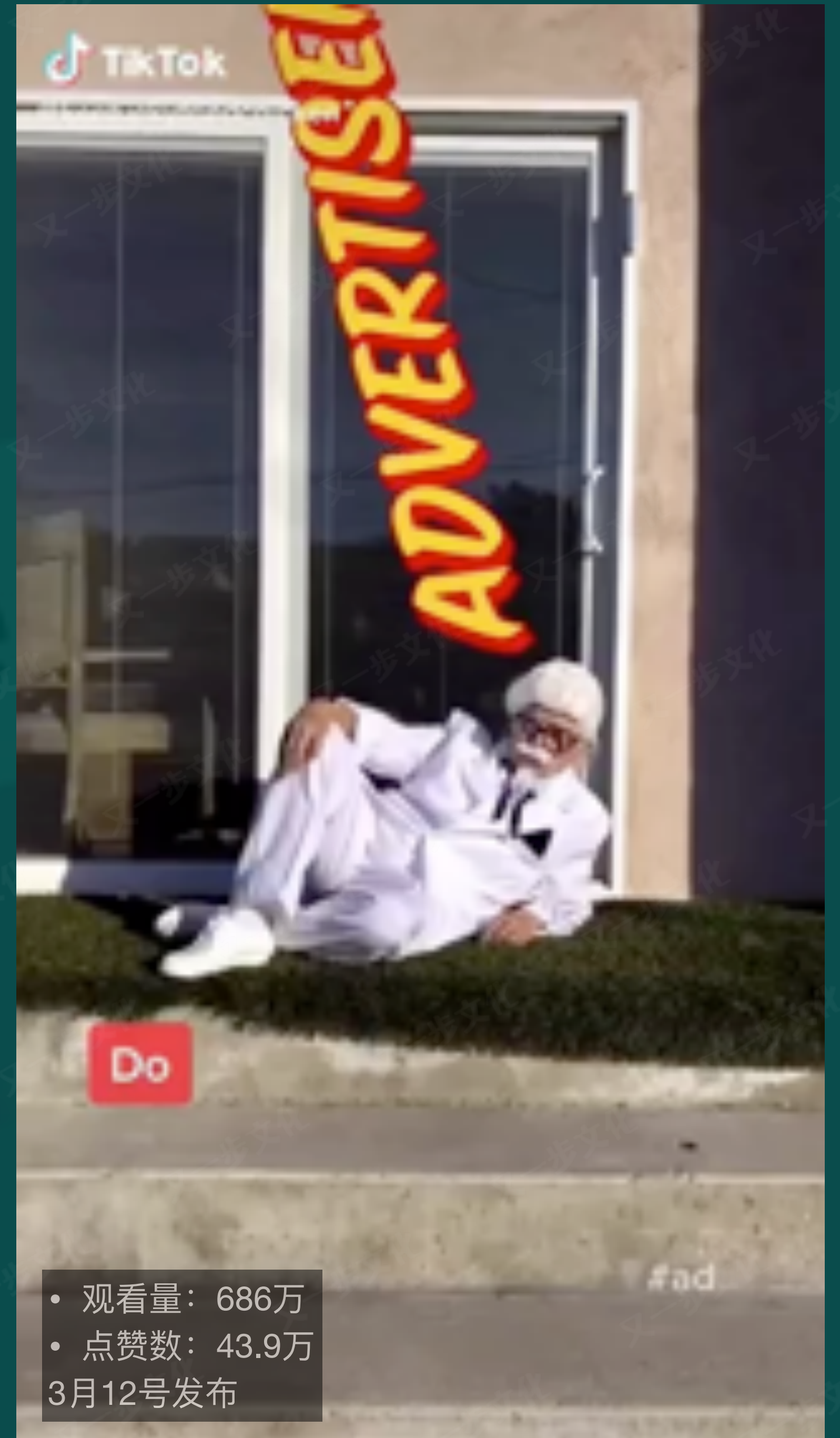
Lili Hayes为此次合作发布了7支视频。

官方文案：

3月5号：Get ready. @lilihayes is launching the new KFC Sandwich. (Cuz we paid her to!)
#TryTheKFCSandwich #ad

3月12号：Are you a Cole-Un-Nell @lilihayes
#satisfiedcustomer ? @dillonfrancis is in. You gotta #trythekfcsandwich #ad

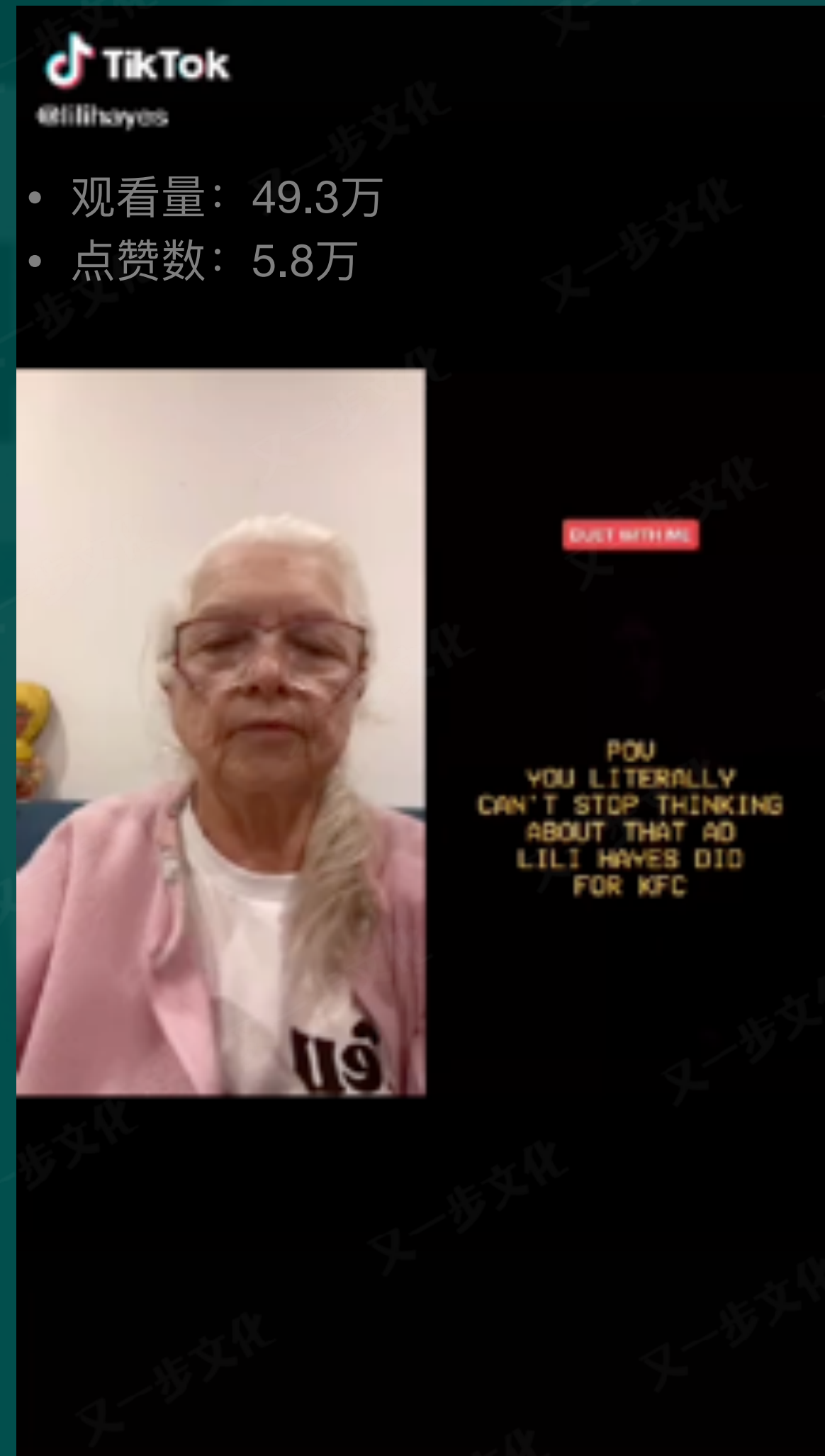
• 观看量：835万
• 点赞数：110万
3月5号发布



• 观看量：686万
• 点赞数：43.9万
3月12号发布

Lili Hayes从3月5号和KFC同步发布了一支视频，之后在3月7、12、16、17号，4月2、9、14号分别发布了一支相关视频。







5

个护肤产品

Self-Care

Don't Care

有很多护肤选择。但只有一些获得了令人梦寐以求的 TikTok 认可。看看#SkinTok的产品吧。
There are many skincare options. But only some have have earned the coveted TikTok seal of approval.
Behold the creams of the crop #SkinTok swears by.

16. EOS刮须泡

EOS SHAVE CREAM

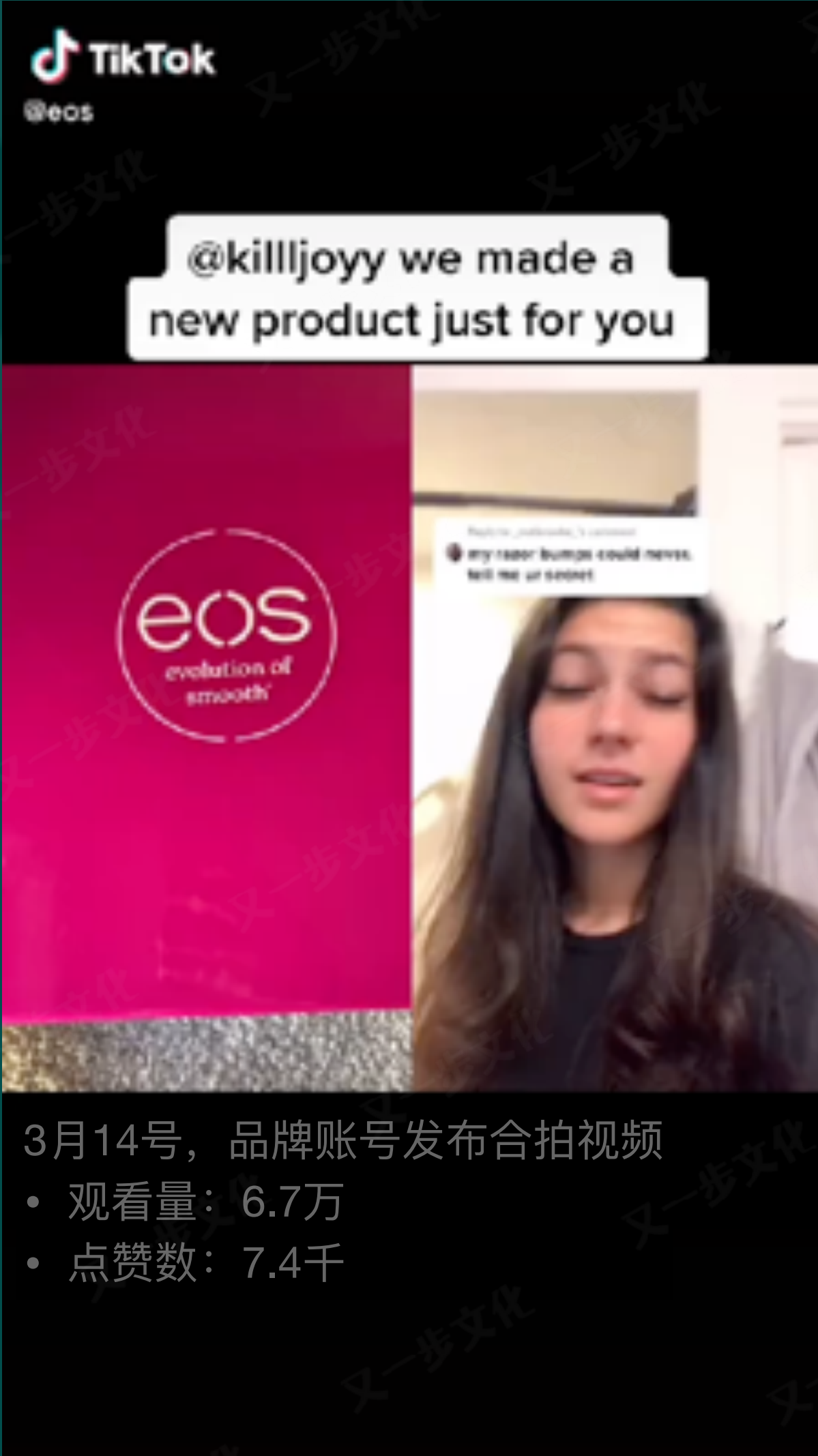
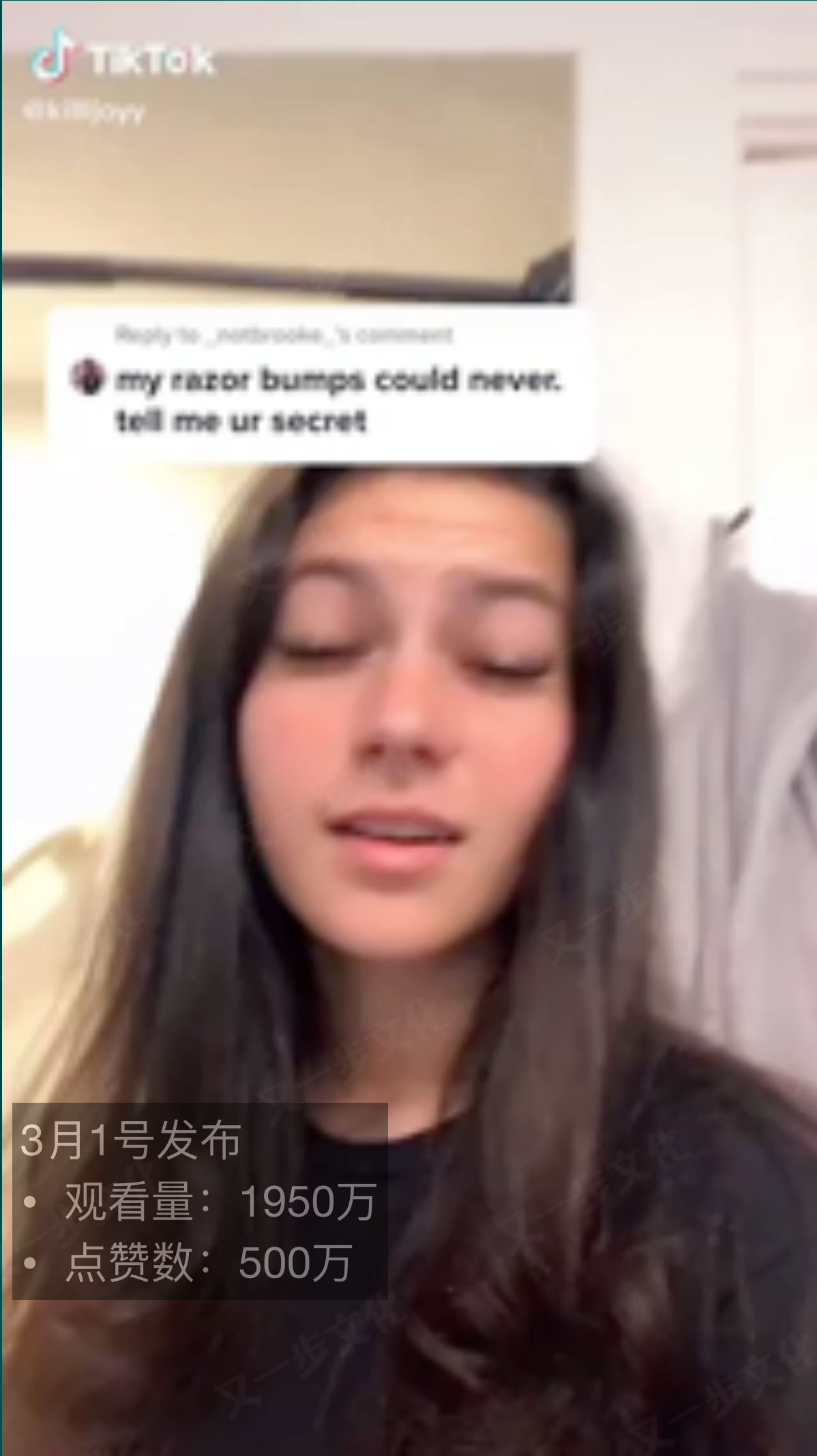
“脏话”代言中必须有eos Shea Better Shave Cream的名字。在创作者 Carly Joy (@killjoyy) 制作了一个视频后，用她的话来说，提升了eos Shea Better Shave Cream的能力，“祝你 f#*%ing cooch”，该公司迅速搭上了TikTok 这辆火车。Eos 签Carly为品牌大使，并发布了一款受她的 NSFW 视频启发的限量版剃须膏。从那时起，eos以销量达、消费需求旺盛给竞品巨大的压迫，这款产品也是这个假期最受追捧的剃须膏之一。

An expletive-filled endorsement put eos Shea Better Shave Cream on the map. After creator Carly Joy (@killjoyy) made a TikTok exalting eos Shea Better Shave Cream's ability to, in her words, "bless your f#*%ing cooch," the company quickly hopped onboard the TikTok train. Eos signed Carly as a brand ambassador and released a limited edition shave cream inspired by her NSFW video. Ever since, eos's impact on the competition has been immense, with big sales and intense consumer demand making it one of the most sought after shaving creams this holiday season. This is one situation where curses have never been a bigger compliment. Try some eos shave cream for yourself and we'll guarantee you'll be feeling the #coochblessings.



\$3 (Originally \$6), [amazon.com](https://www.amazon.com/eos-shea-better-shave-cream)

TikTok KOL @killjoyy 跟她粉丝说用剃须膏“祝福你的 f#*%ing cooch” ("bless your f#*%ing cooch")，因为它会你的皮肤光滑，也不会留下剃刀刮痕。该视频病毒式传播开了，随后 eos 也采用了这个口号，并推出了限量版系列。



17. CeRave泡沫洁面乳

CERAVE FOAMING FACIAL CLEANSER

TikTok 护肤类KOL推广与皮肤科医生共同开发的经济实惠的CeraVe 护肤解决方案，不仅帮助人们清洁皮肤，还震撼人心。现在，他们的洗面奶是整整一代人的毛孔护理产品。

CeraVe 一直是护肤KOL Hiram Yarbro (@skincarebyhyram) 的最爱，而他本人一直因其对护肤品的诚实评论而受欢迎。他发布了一支对 CeraVe 的泡沫洁面乳的诚实评论的视频后，该品牌的流量立即激增。很快，CeraVe 价格实惠但有效的产品就在#SkinTok 社区散播开来。从 CeraVe 的基础洁面产品到保湿产品，都售罄了。现在你仍然能看到CeraVe 产品在你所在地的药店销售迅速的境况，因为CeraVe 的Earned Media价值同比增长 128%。

A TikTok Skinfluencer blew minds and cleansed skin by promoting CeraVe's affordable skincare solutions developed with dermatologists. Now, their face wash is a whole generation's pore-fect product.

CeraVe has long been a favorite of Skinfluencer Hiram Yarbro (@skincarebyhyram). When he posted an honest review of CeraVe's Foaming Facial Cleanser, the brand saw an immediate spike in traffic. Soon, the #SkinTok community made advocating for CeraVe's affordable but effective products their mission. Everything from CeraVe's basic cleansers to moisturizers flew off the shelves. Nowadays, you'll still see CeraVe products selling quickly at your local drug store, but there's a reason for that: CeraVe's earned media value is up 128% year-over-year. Don't call it a comeback, but nowadays, CeraVe's products have everyone coming back for more.



Size 8.0 oz, \$13.99

Size 12.0 oz, \$14.99

Size 16.0 oz, \$16.99

ulta.com



3支视频PPT文件可播放，请微信又一步Kiki领取PPT（加微信：18820469087，请备注PPT）

18. The Ordinary 30%果酸+2%水杨酸换肤精华

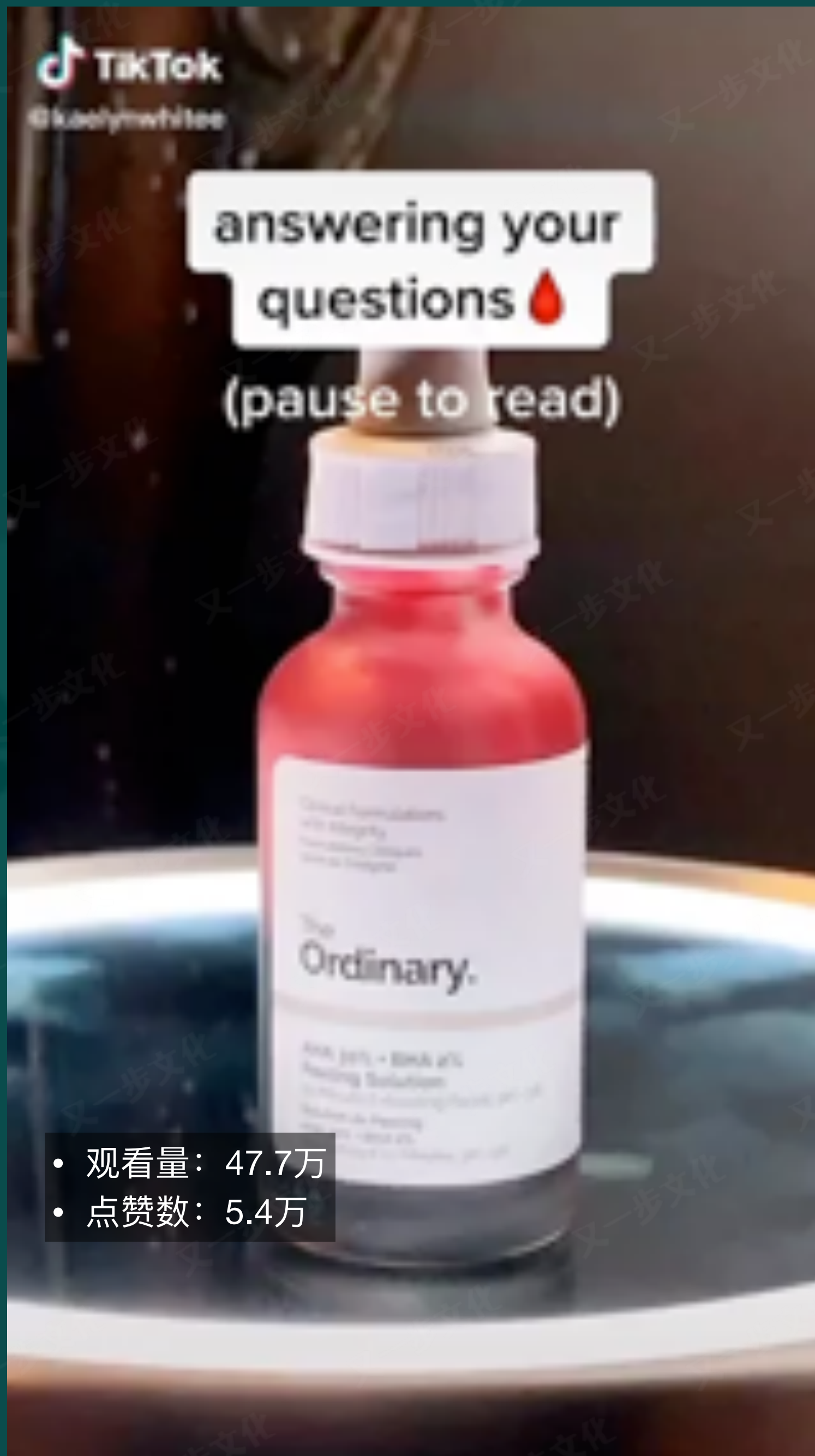
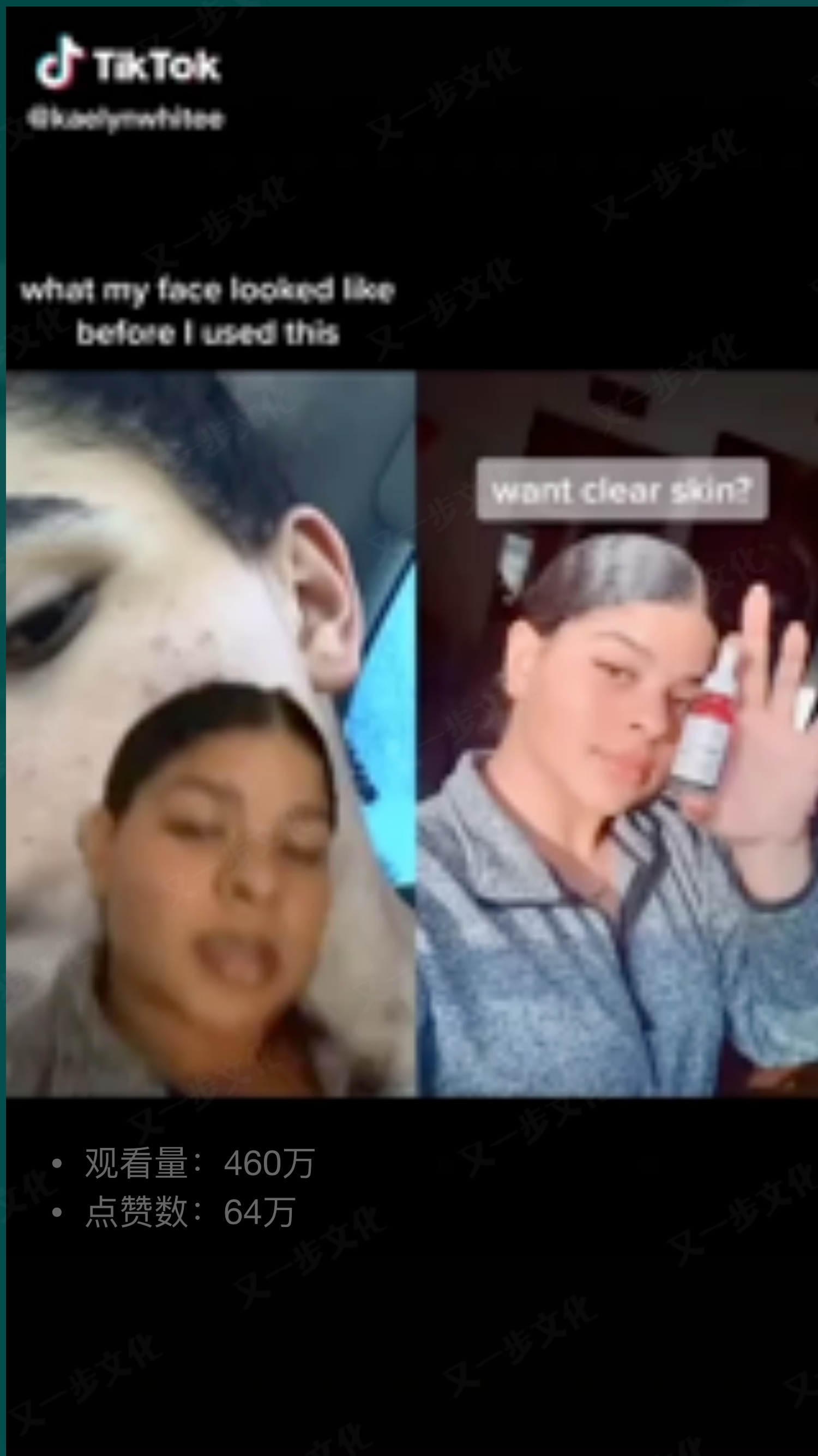
THE ORDINARY AHA 30% + BHA 2% PEELING SOLUTION

#SkinTok的人都说，这种去角质的方法是将你的毛孔解决的可靠方法。TikTok用户Kaelyn White (@kaelynwhitee) 发布了一支展示The Ordinary 30%果酸+2%水杨酸果酸焕肤精华改善她皮肤的视频，并获得 460 万次观看和 63.9万个赞。该品牌的报告显示在短短两周内售出了 52,000瓶果酸焕肤精华。今天，这产品在丝芙兰的网站上有超过 1,000 条好评和超过16万的点赞。

The response from #SkinTok is unanimous: This peeling solution is a surefire way to transform your pores from troubled to terrific. TikToker Kaelyn White (@kaelynwhitee) posted a video showing the effects The Ordinary's AHA 30% + BHA 2% Peeling Solution had on her skin. Now 4.6 million views and 639,000 likes later, the company reported 52,000 units of the exfoliator sold in just two weeks. Today, the product has over 1,000 near-perfect reviews and more than 160,000 hearts on Sephora's website. Take your skin from ordinary to extraordinary with this game-changing peeling solution



\$7.2, *deciem.com*



19. Isle of Paradise脸部美黑精华

ISLE OF PARADISE SELF TANNING DROPS

Isle of Paradise 的 滴管美黑精华成为今年每个人都需要焕发光彩的即时生活秘诀。

TikTok用户Ava Ganz (@avaganz) 在一支视频中分享了她最喜欢的护肤技巧，其中包括Isle of Paradise的美黑精华，该视频获得了超过75 万次观看和 10.6万个赞。有了#BeautyTok的口碑支持，该产品销量起飞，让Isle of Paradise成为丝芙兰第一大美黑品牌，也是护肤品类别中搜索量最高和最畅销的品牌之一

Isle of Paradise's Self-Tanning Drops became the instant life hack everyBODY needed to glow this year. Sorry folks, we can't help but spill a secret this good.

Want to achieve a flawless, just back from vacay glow? TikToker Ava Ganz (@avaganz) shared her favorite skincare hack, featuring Isle of Paradise's Self-Tanning Drops, in a video that garnered over 750K views and 106K likes. The product then took off, and thanks to the support of the #BeautyTok community, Isle of Paradise is the No. 1 self-tanning brand at Sephora and one of the top-searched and top-selling brands within the skincare category. This holiday season, give yourself the confidence to OWN YOUR GLOW with just a few quick drops.



\$29, [sephora.com](https://www.sephora.com)



其他KOL合作视频

TikTok KOL @avaganz 通过一支视频展示 Isle of Paradise Self Tanning Drops 如何快速轻松地获得tanned肤色。

6 服装配饰

Now **Trending**

什么在流行？别再找了。从高档优雅的到宅家别致的，一应俱全，让我们的社区成为你的造型师。
What's on trend? Look no further. From upscale elegance to couch potato chic, let our community be your stylist.



20. Aerie 紧身裤

AERIE LEGGINGS

一个 TikTok 用户引发了 OFFLINE by Aerie 的 Real Me 高腰紧身裤的购物狂潮。TikTok 用户 Hannah Schlenker (@hannahschlenker) 发布了一支她在厨房里运动的视频，结果出乎意料：她穿着的 Aerie 的 Real Me 高腰交叉紧身裤在她的粉丝中大受欢迎。在她的视频发布后，需求猛增，Aerie 的 OFFLINE 交叉紧身裤已售罄近两个月。Hannah 的帖子让 Aerie 网站上对该产品的搜索超过 700,000 次，谷歌搜索量增加了 200,000% 以上。在收到来自客户的 130,000 封要求补货的电子邮件后，Aerie 以现在这款出名的紧身裤为灵感设计了 Crossover Bike Shorts。

A TikToker let OFFLINE by Aerie's Real Me High Waisted Crossover Leggings speak for themselves—and what they said set off a shopping frenzy.

TikToker Hannah Schlenker (@hannahschlenker) posted a video of her vibing in her kitchen that had an unexpected result: The OFFLINE by Aerie's Real Me High Waisted Crossover Leggings she wore were a hit with her followers. Following her video, the OFFLINE by Aerie crossover leggings were sold out for nearly two months due to overwhelming demand. Hannah's post led to over 700,000 searches for the product on Aerie's website and an increase of over 200,000% in Google searches. After receiving 130,000 emails from customers asking to be put on the product waitlist, Aerie designed Crossover Bike Shorts inspired by the now-legendary leggings. You can't spell legendary without L-E-G, so buy a pair for yourself and see what all the hype is about.



\$44.95, [ae.com](https://www.aerie.com)

@hannahschlenker穿着Aerie的高腰紧身裤在厨房跳舞爆火的视频，这种视频有很多合拍（#duet）视频，之后@Aerie继续保持和她定期合作推广



21. Gap连帽卫衣

GAP HOODIE

所有 90 年代的粉丝可以感谢 TikTok 将这款连帽衫从“回忆”变成“回归”，现在各处的Gap商店都重新进货并销售这款产品。

在创作者 Barbara Kristoffersen (@barbarakristoffersen) 发帖后，Gap 这款棕色连帽衫引起了 TikTok 社区的关注，#gaphoodie 标签的自然浏览量超过 700 万次。尽管十多年前停产了，但这种兴趣狂热让这款Gap连帽衫回归。Gap 商店的收入同比增长 29%，其母公司的股价在过去一年中上涨了 107% 以上，他们的CEO将其部分归因于最近的营销。就在今年，GAP 与 TikTok 合作开展了一项活动，允许 TikTokers 众包 GAP 下一款标志连帽衫的新配色……获胜的颜色“TikTok Super Pink Neon Logo Hoodie”现已在实体店和网上发售。

For all the '90s fans out there: You can thank TikTok for turning this hoodie from a throwback to a comeback, restocking and selling out of The Gap everywhere.

Following a post by creator Barbara Kristoffersen (@barbarakristoffersen), Gap's Brown Logo Hoodie caught the TikTok community's attention, with the hashtag #gaphoodie reaching more than 7 million organic views. This feverish increase in interest led Gap to bring the hoodie back, despite ending production on it over a decade ago. Gap store revenue rose 29% year-over-year, and its parent company's stock has jumped more than 107% in the past year—something its CEO attributed partially to recent marketing. Just this year, GAP partnered with TikTok on a campaign allowing TikTokers to crowdsource the new colorway for GAP's next logo hoodie drop...and the winning color, "TikTok Super Pink Neon Logo Hoodie" is now available in stores and online. This holiday season, wrap yourself in a warm hoodie with all the '90s iconic vibes.

\$39.99, [gapfactory.com](https://www.gapfactory.com)





@barbarakristoffersen没有专门给Gap连帽卫衣单独拍一支视频，而是一支视频里面好几身搭配中的一件。

22. Kendra Scott轻奢首饰

KENDRA SCOTT JEWELRY

Kendra Scott珠宝成为每个感受到#BamaRush* 的女孩的必买之物，而在南方联谊会在全国范围内传播到 For You动态上，将销售推向了最高峰。在#BamaRush上TikTok热榜后，阿拉巴马大学的女性分享她们的 OOTD中所穿的品牌名字，Kendra Scott 等品牌开始受益。该品牌网站的新访问者增加了 17%，比上一年增加了 11%。并且该网站在首次访问者中的转化率上升，带来了每周收入20%的增加。

Kendra Scott Jewelry became a MUST-buy for every girl feeling the #BamaRush, and that Southern Sorority stanning spread onto For You feeds across the country, sending sales into the stratosphere. Following the #BamaRush trend on TikTok, which saw women at the University of Alabama sharing the brand names they were wearing in their OOTD (outfits of the day), brands like Kendra Scott Jewelry started reaping the benefits. The website saw a 17% increase in new visitors, which was an 11% increase from the year prior. And the site's conversion rate rose among first-time visitors, leading to a 20% increase in weekly revenue.

\$35-150, kendrascott.com



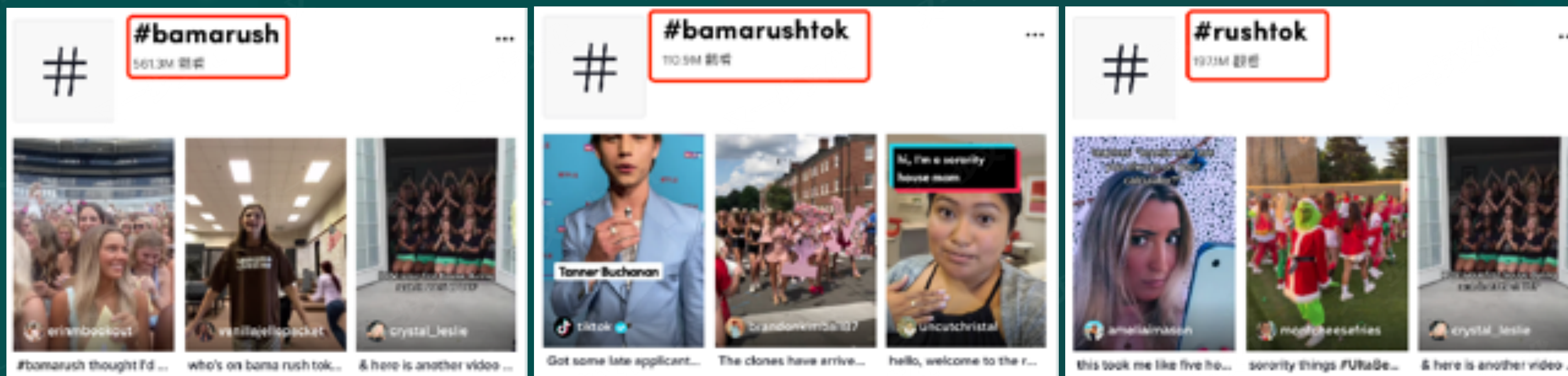
*#BamaRush

#BamaRush活动是阿拉巴马大学女学生联谊会（sorority）开学前一周进行的招新会，整个招新过程有四轮主要的活动：开放日（an open house）、慈善日（Philanthropy Day）、姐妹会回合（a Sisterhood round）、Pref Night。

许多新生在 TikTok 上以“OOTD”视频的形式记录了整个体验，这些视频在平台上获得了数百万次观看，因此Bama Rush OOTD就变成了热门话题。

视频统一都是简单介绍今天是什么日子，她们全身上下从耳环到鞋子穿着什么品牌。经常被提及的品牌包括各种快时尚和设计师品牌，如Michael Kors、Shein、Steve Madden、Kendra Scott、LoveShackFancy 和 Hello Molly。由此，#BamaRush不仅仅是一个联谊会招新活动，还是一个成功的带货活动。

在非常多RushTok视频中被提及的珠宝品牌 **Kendra Scott** 通过发布自己的半病毒式视频来充分利用本次活动的影响力。此后，该品牌报告称，他们网络18至24 岁的人群流量有所增加。



@kendrascott在8月12号-8月14号追#BamaRush热门话题的视频播放量明显远远高于平时所发的视频。

TikTok

@kendrascott

Choose Your
#BamaRush
Jewelry Look

(because we know you're
as invested as we are)

观看量：83.8万

点赞数：8.7万

TikTok

@kendrascott

POV: you've been
influenced by all the
girls going through
Bama Rush

观看量：51.8万

点赞数：5万

TikTok

@kendrascott

THE
Kendra Scott ON
Bama
Rush Tok

观看量：89.3万

点赞数：8万

Which Taylor Swift era
are you?

12.9K

47.3K

104K

COLLEGE

79.5K

283.3K

55.9K

POV: you've been
influenced by all the
girls going through
Bama Rush

518.3K

837.5K

Statement
Stylers

11.5K

38.8K

33.7K

38.9K

NEW

15.8K

222.4K

23. ARITZIA 皮裤

ARITZIA LEATHER PANTS

TikTok的姐妹淘 the Vegan Leather Pants敢发誓，如果你正在寻找一条款式合身的皮裤，那Aritzia 的 Melina 皮裤就是你的最佳选择。通常我们很难找到一条合身的皮裤，这就是为什么当Lauren Wolfe (@laurenwolfe) 发布一支Aritzia Melina 皮裤好评视频的时候，TikTok用户马上注意到了。该视频获得了160 万次观看和 18万赞。#AritziaMelina 话题标签现在已获得 510 万次观看。如今，这些裤子几乎每次上架后都会售罄，所以请尽快购买噢。毕竟，每个人都应该至少拥有一条完美的皮裤。

TikTok's own Sisterhood of the Vegan Leather Pants swears that if you are on the lookout for a pair that fit just right, look no further than Aritzia's Melina Leather Pant.

It's hard to find a pair of leather pants that fit just right—which is why when Lauren Wolfe (@laurenwolfe) posted a video praising Aritzia's Melina Leather Pant, TikTok took notice. The video racked up 1.6 million views and 180,000 likes, with the #AritziaMelina hashtag now at 5.1 million views. Nowadays, these pants sell out after nearly every drop, so get them while you can. After all, everyone deserves at least one perfect pair of leather pants.

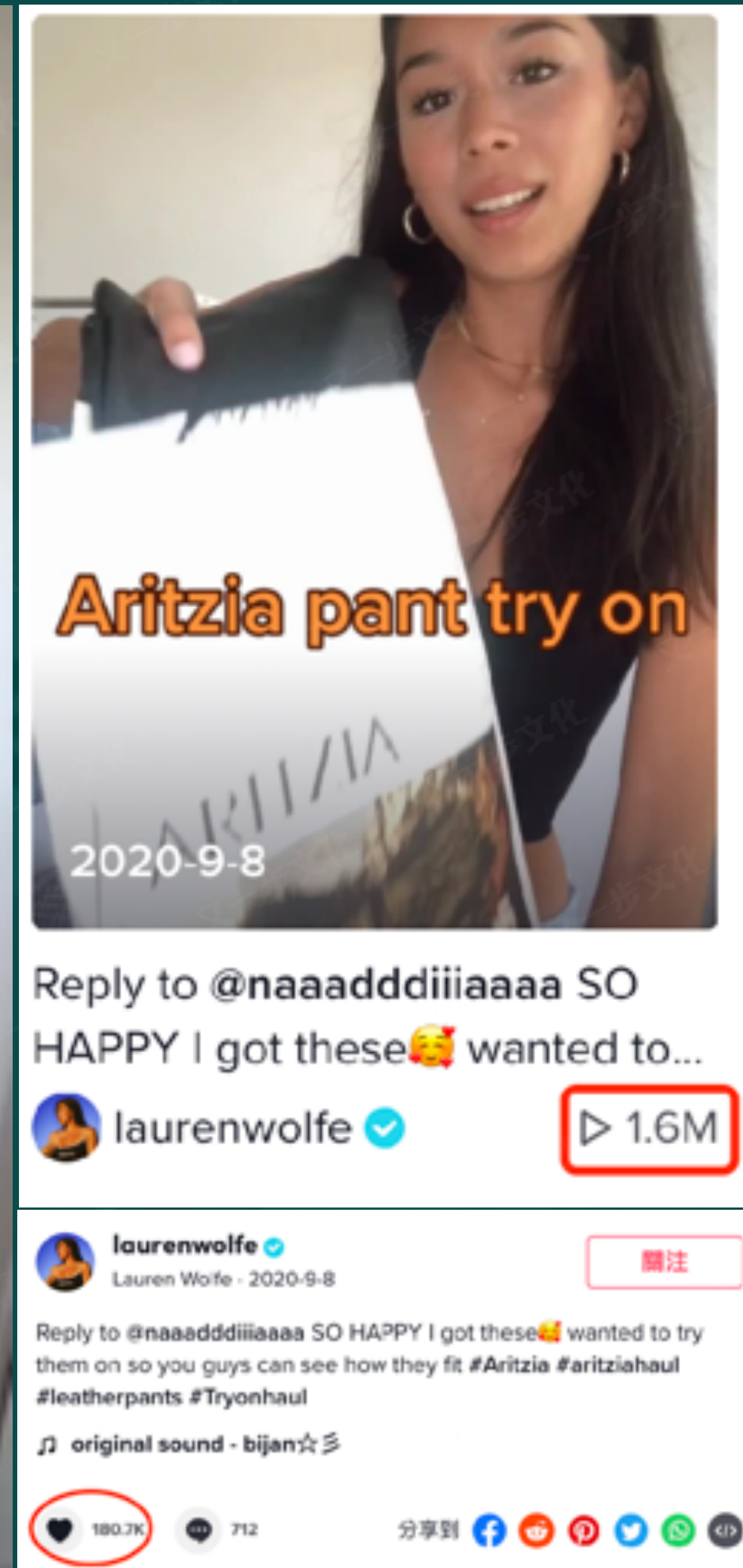


\$148, aritzia.com

@laurenwolfe发布一支试穿Aritzia Melina 皮裤的测评视频，视频中她对这条皮裤赞不绝口。



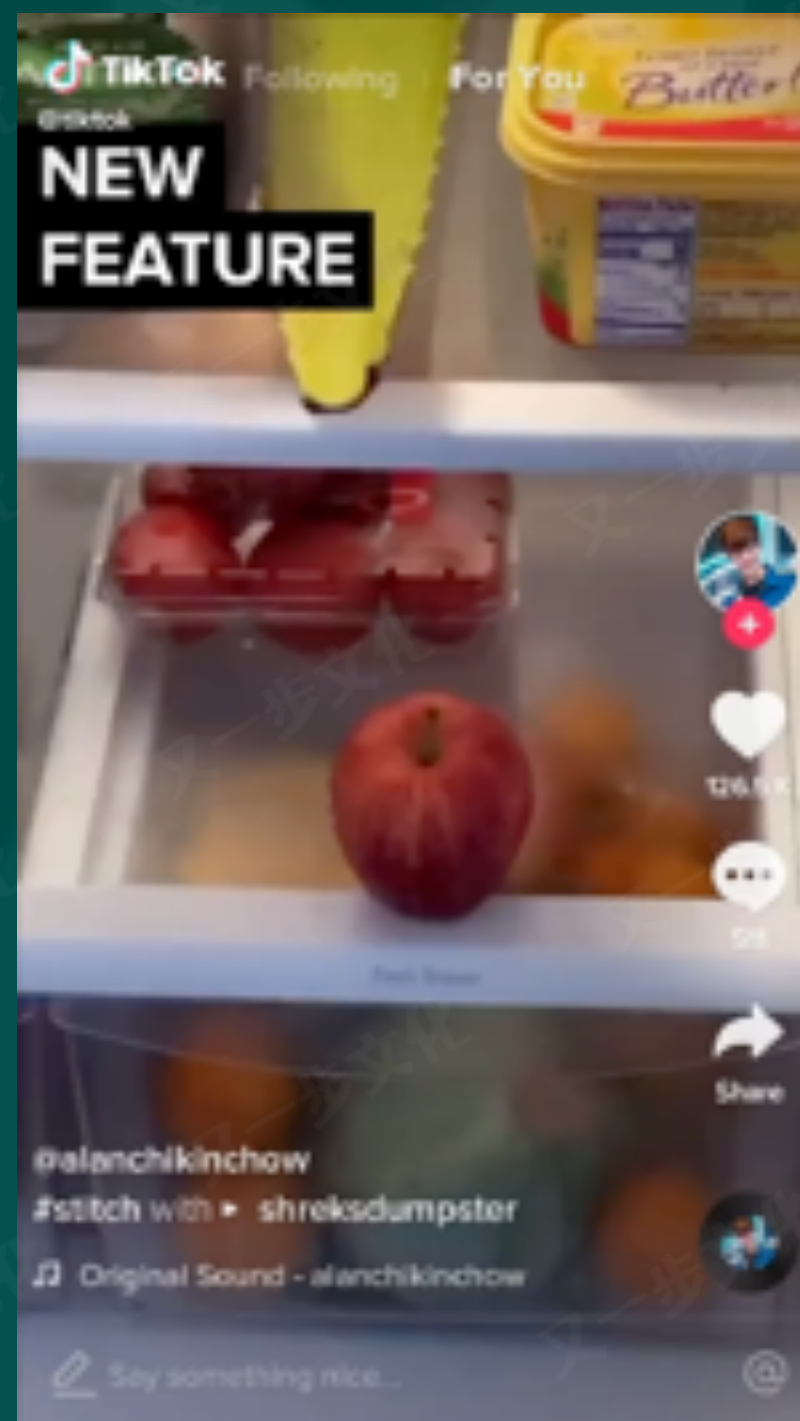
- 观看量：160万
- 点赞数：18万



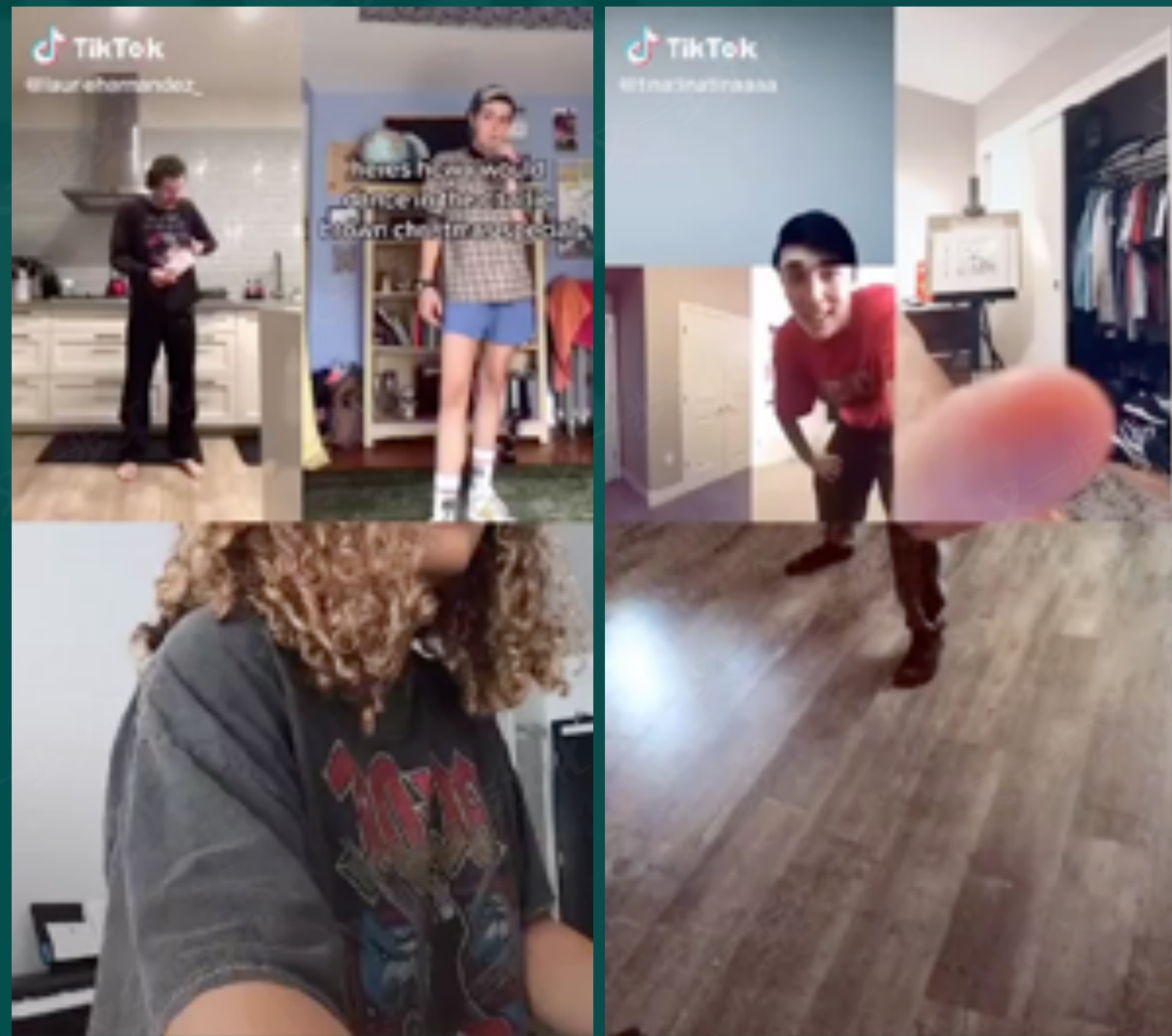
这支视频PPT文件可播放，请微信又一步Kiki领取PPT（加微信：18820469087，请备注PPT）

*#stitch

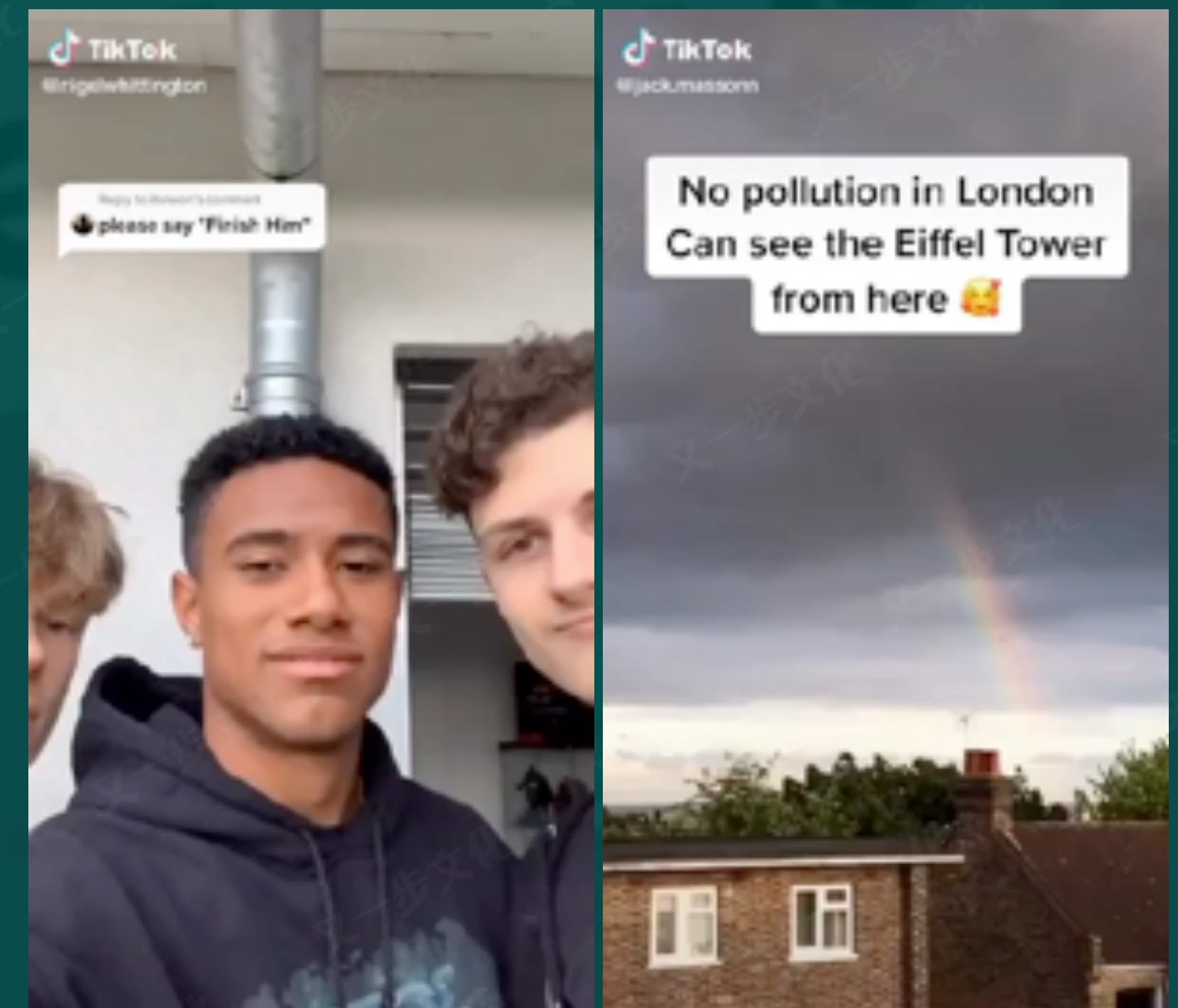
Stitch是TikTok的一个功能（目前抖音没有），类似Duet（抖音的“合拍”）功能，用户可以选择一个别人已经发布的视频进行合拍。与Duet（合拍）不同的是，Duet需要拍和原视频同样时长的视频，而stitch则只能截取原视频的5秒，你可以任意截取你想要的5秒片段。很多品牌用duet或者是stitch功能和KOL合作，来给产品炒自然讨论的热度。



How to use the new
Stitch feature



Duet layouts in action



stitch in action

又一步文化

又一步文化，专注为出海品牌提供数字营销服务，主要提供海外社交媒体代运营、海外KOL红人合作、海外社交媒体素材内容等服务。团队有6年以上海外数字营销实战经验，可为客户提供专业高效的服务。我们的两大核心资源是可随时合作的美国KOL、KOC资源库，以及美国的创意内容制作资源。

合作咨询请电话或微信 18820469087（Kiki）、邮件 kiki.m@yybmore.com。

办公地址：深圳市南山区海德三道15号 海岸大厦东座B区14层

三大核心服务，两大核心资源

社交媒体代运营

Facebook、Instagram、TikTok等

海外KOL红人合作

美国Instagram KOL资源1万+

海外社交内容套餐

由美国内容创作者拍摄制作

又一步文化·内容套餐服务

	内容套餐	具体内容	用途	套餐价 (RMB)
1	生活场景图套餐 The Lifestyle Package	• 15张生活场景图 • 10张产品场景图	展示产品在生活中存在的风格 • 社交媒体 / digital广告 / 官网 / 邮件营销	请 联 系 我 们
2	产品展示视频套餐 The Demo Package	• 10支产品展示视频	展示你的产品如何使用 • 社交媒体 / digital广告 / 官网 / 邮件营销	
3	产品开箱测评视频套餐 The Discovery Package	• 10支测评testimonial视频 • 10支开箱unboxing视频	展示人们对产品的反应、想法和评价 • 社交媒体 / digital广告 / 官网 / 邮件营销	
4	TikTok视频套餐 The TikTok Package	• 40支TikTok-style视频	在TikTok上为你的产品展现social proof, 内容可以包括testimonial/ fun demo或者是讲述品牌/产品故事 主要为官方TikTok账号准备, 也可以用在其他的社交平台	
5	节日内容套餐 The Holiday Package	• 45张生活场景图 • 30张产品场景图 • 20张节日相关视频	用来提升您的假期产品销售转化 • 社交媒体 / digital广告 / 邮件营销	
6	季度图片套餐 The Endless Photo Package	• 150张生活场景图 • 100张产品场景图	建立季度内容库, 充实平台内容 • 社交媒体 / digital广告 / 官网 / 邮件营销	电话/微信咨询 18820469087



Lifestyle Images参考图

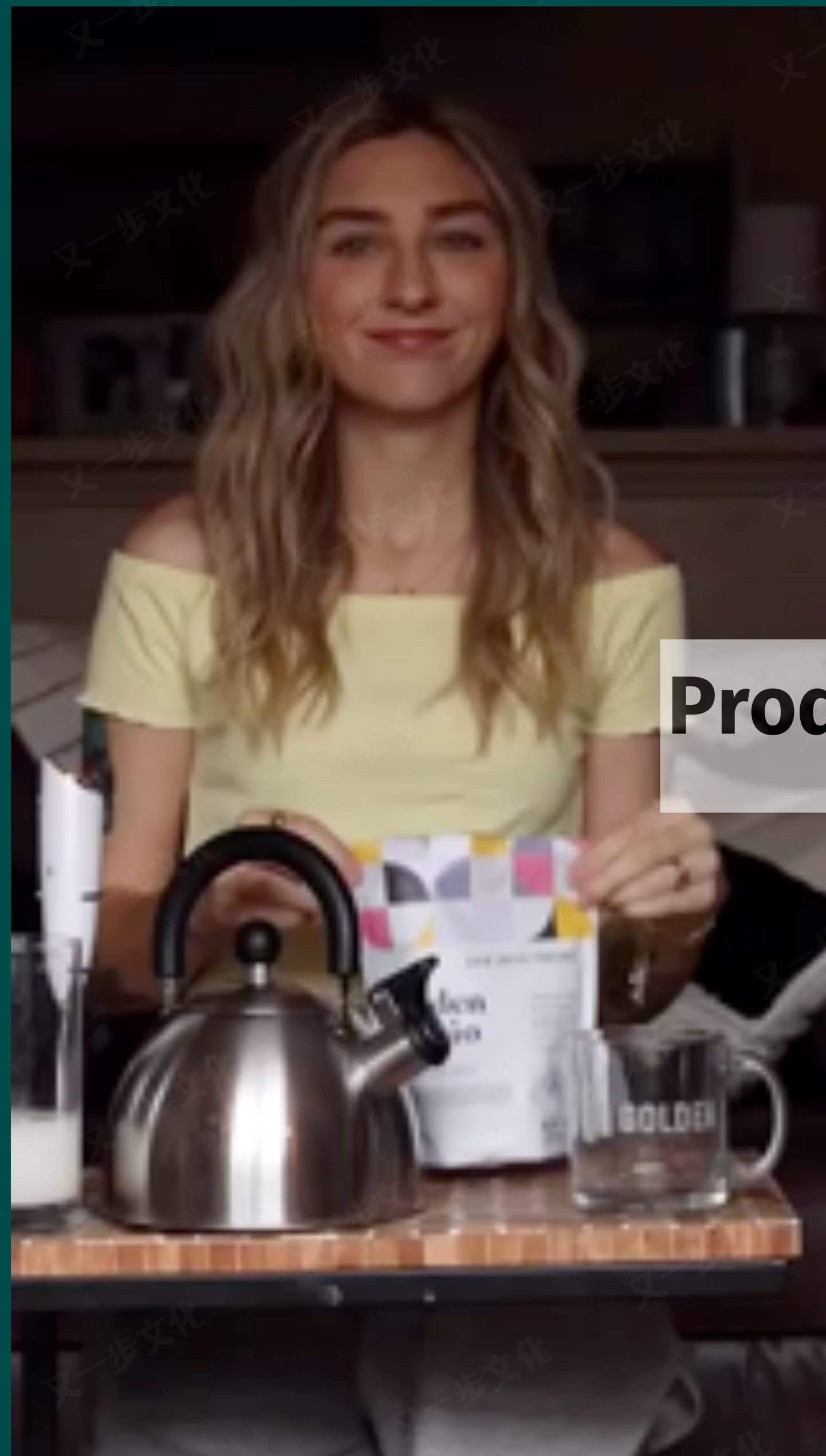
合作咨询，请微信15820489087



Product Shots参考图

合作咨询：请私信18020469087





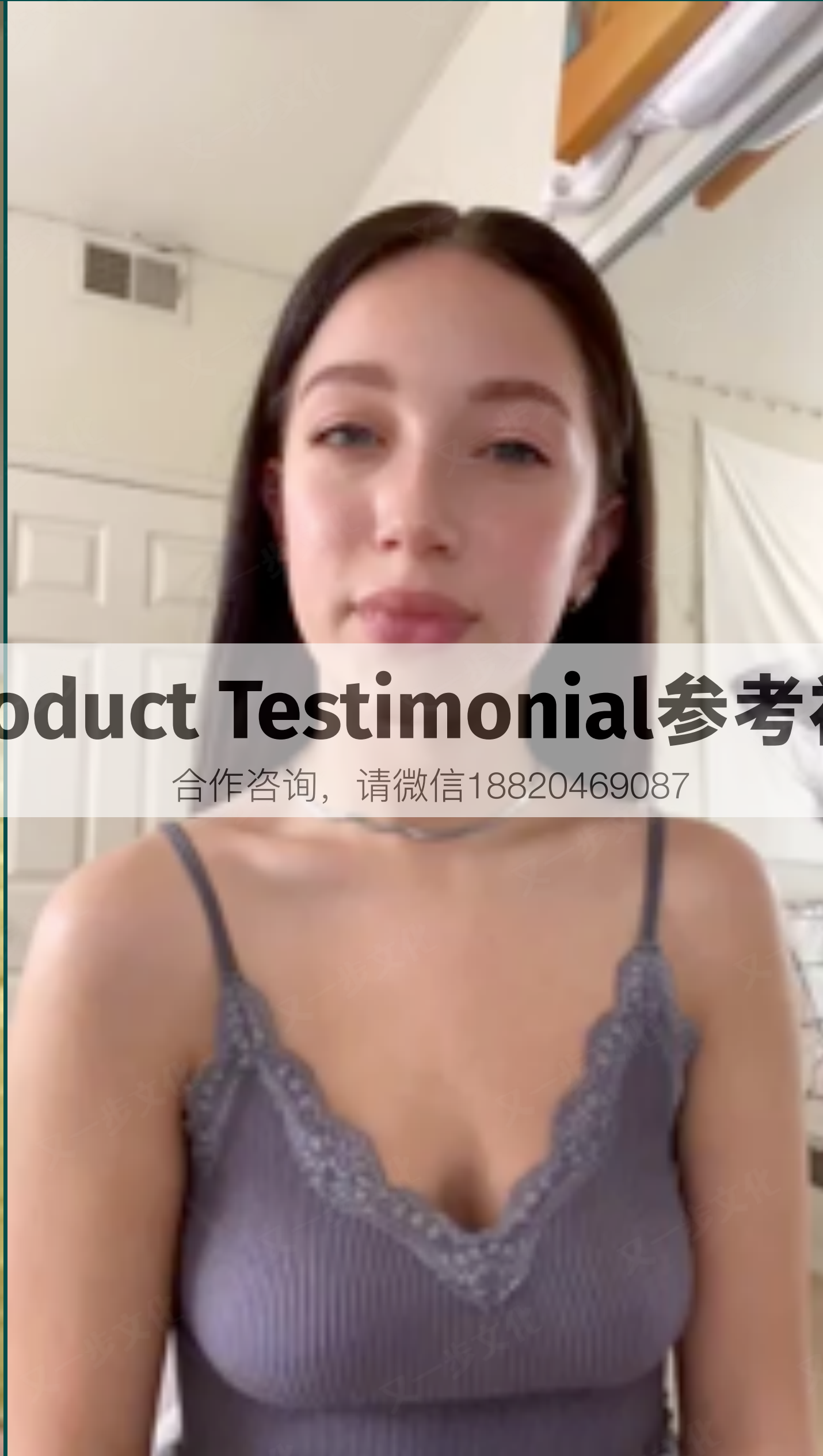
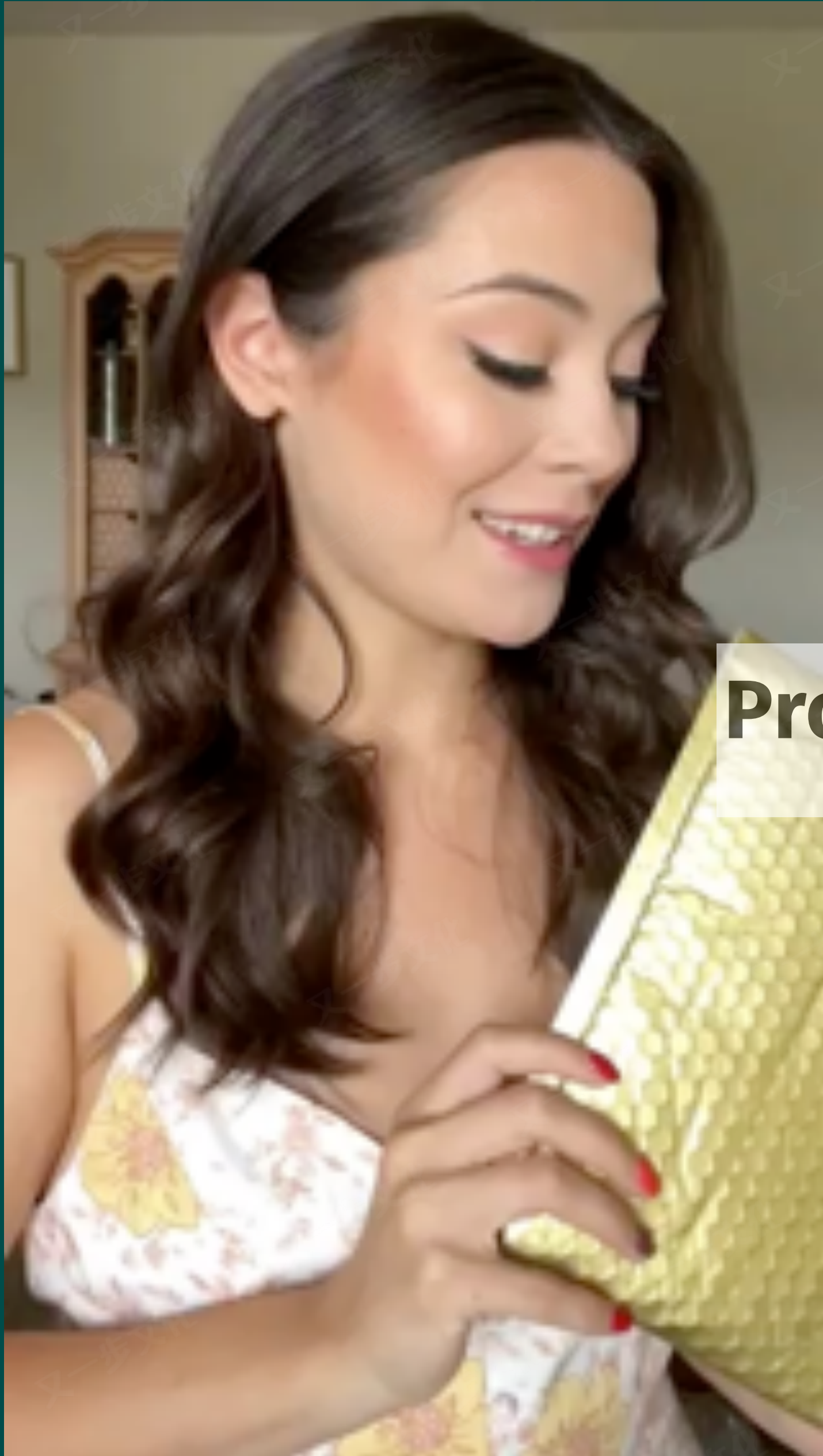
Product Demonstration参考视频

合作咨询，请微信18820469087



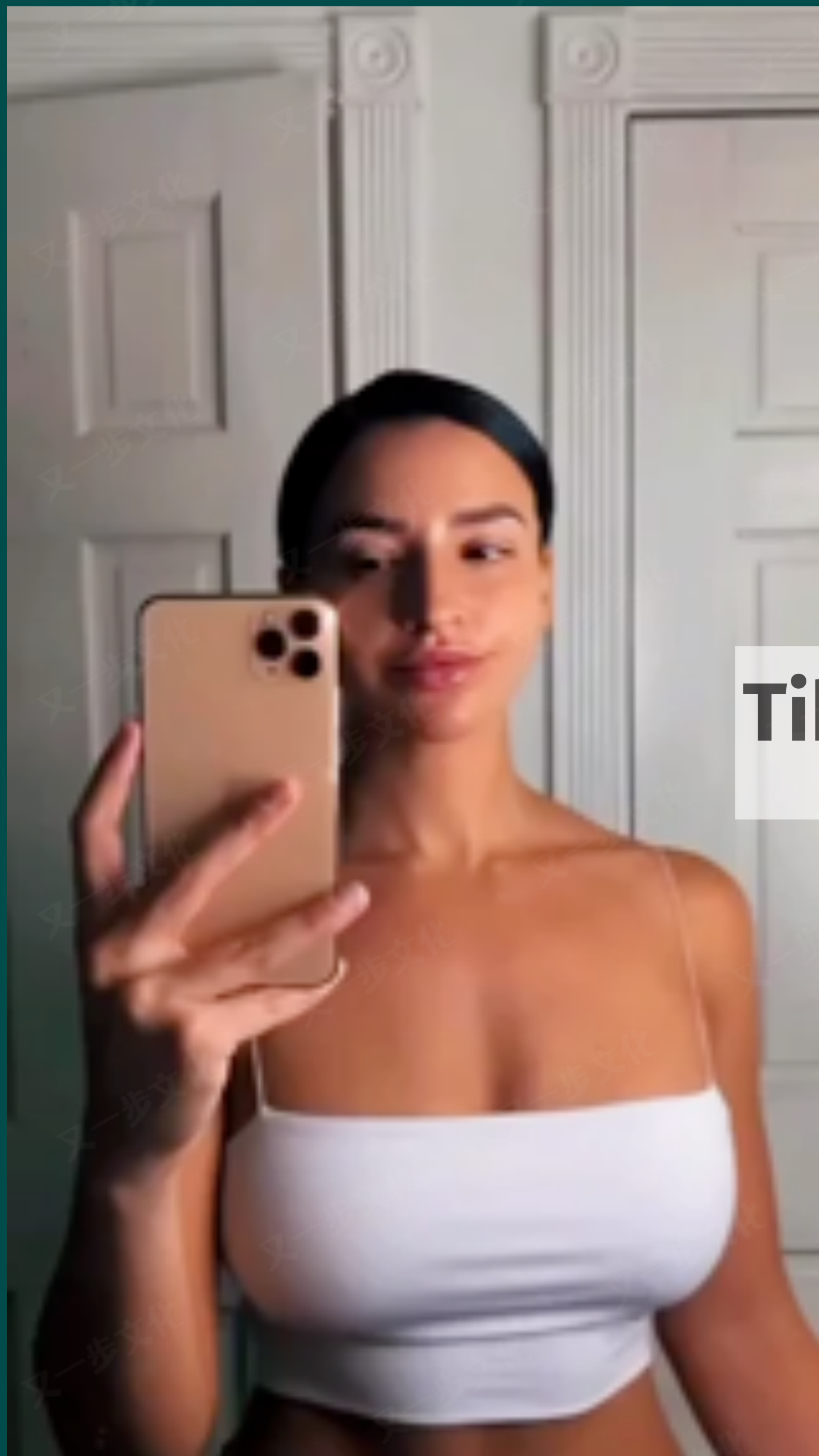
Product Unboxing参考视频

合作咨询，请微信18820469087



Product Testimonial参考视频

合作咨询，请微信18820469087



TikTok Style Video参考视频

合作咨询，请微信18820469087





Thank You

电话/微信: 18820469087 / 15811809087

邮箱: kiki.m@yybmore.com

- 又一步文化, 专注为出海品牌提供数字营销解决方案 -

· 社交媒体代运营 & 社交广告代投放 · KOL红人合作 · 海外社交内容制作