

Tiktok Era

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August 2022

Where are we ?



The Live-streaming industry in China worth **\$305 billion** in 2021.

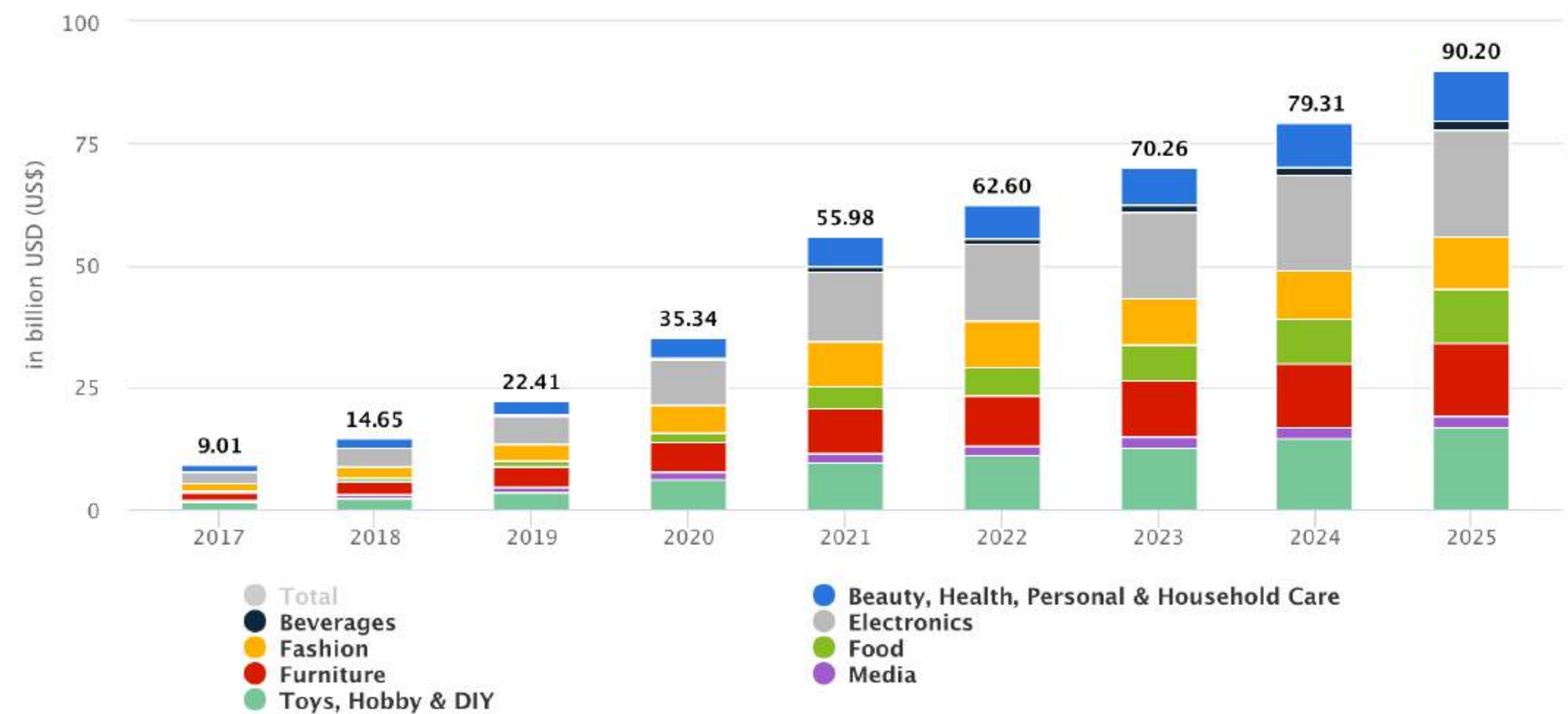
*Share of live-streaming by category = $1/2 * (\text{number in category live-streaming} / \text{total number of live-streaming} + \text{viewers of category live-streaming} / \text{total viewers})$



There's huge room for growth in eCommerce

15%

Average growth in
Indonesia eCommerce
sales 2021 ¹



Source 1: [emarketer](#), SEA Ecommerce 2020, May 2021

Source 1: <https://www.statista.com/outlook/dmo/ecommerce/indonesia#revenue>



Tiktok Indonesia, **\$5million/day** in July

*Share of live-streaming by category = $1/2 * (\text{number in category live-streaming} / \text{total number of live-streaming} + \text{viewers of category live-streaming} / \text{total viewers})$



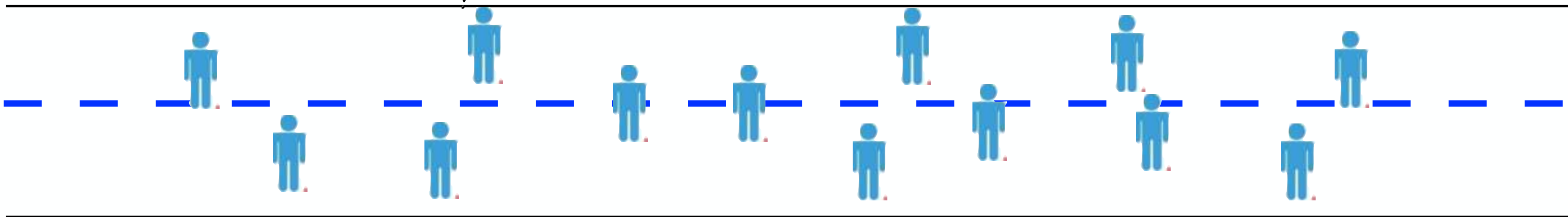
Taman Anggrek



Plaza Indonesia



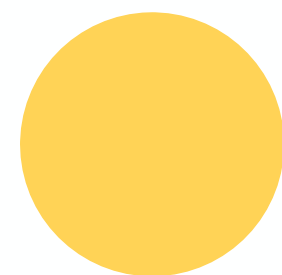
Grand Indonesia



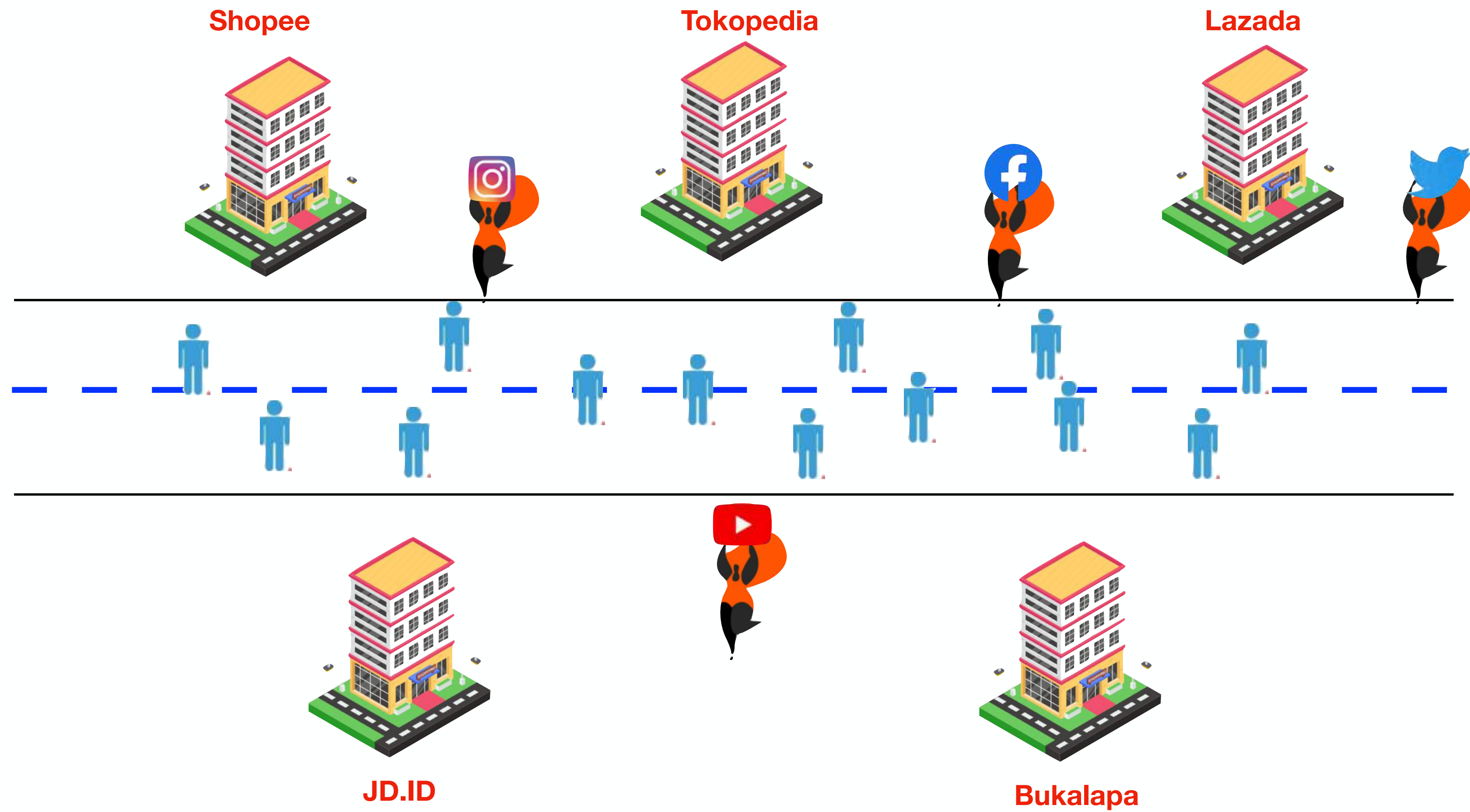
Plaza Senayan



Senayan City



V 2.0

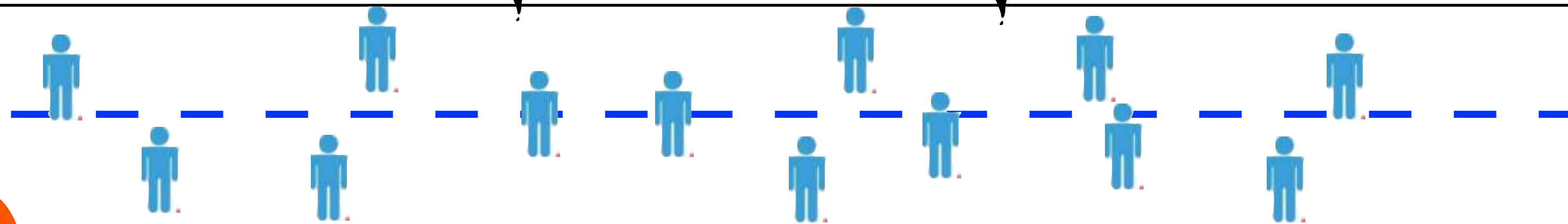
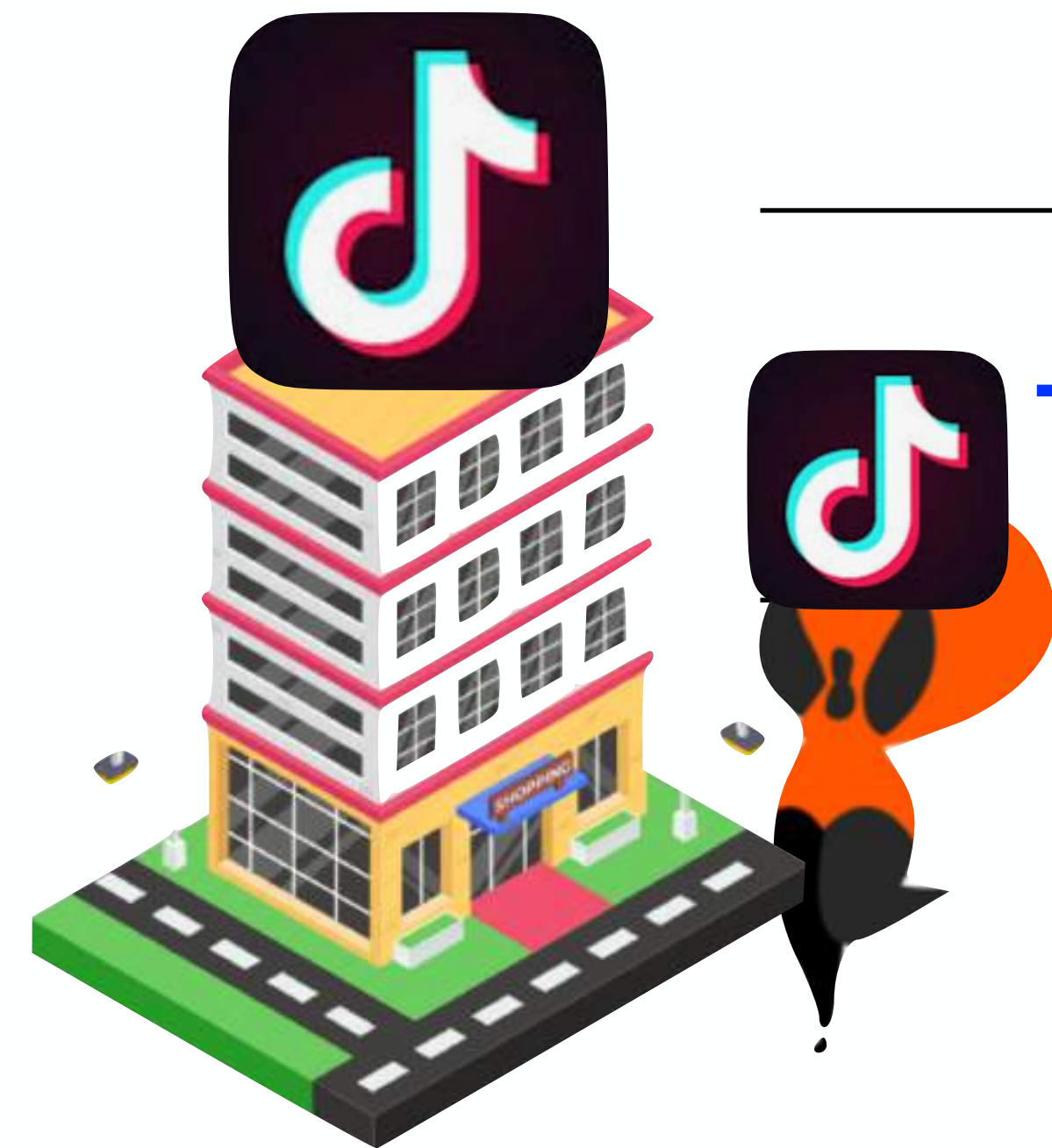


V 3.0

Shopee

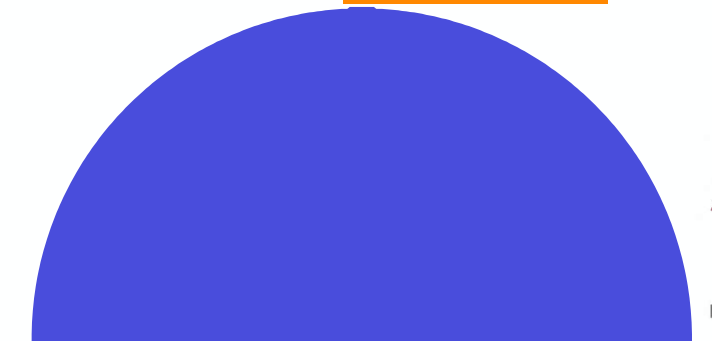
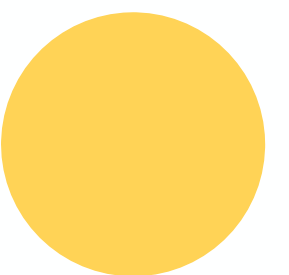
Tokopedia

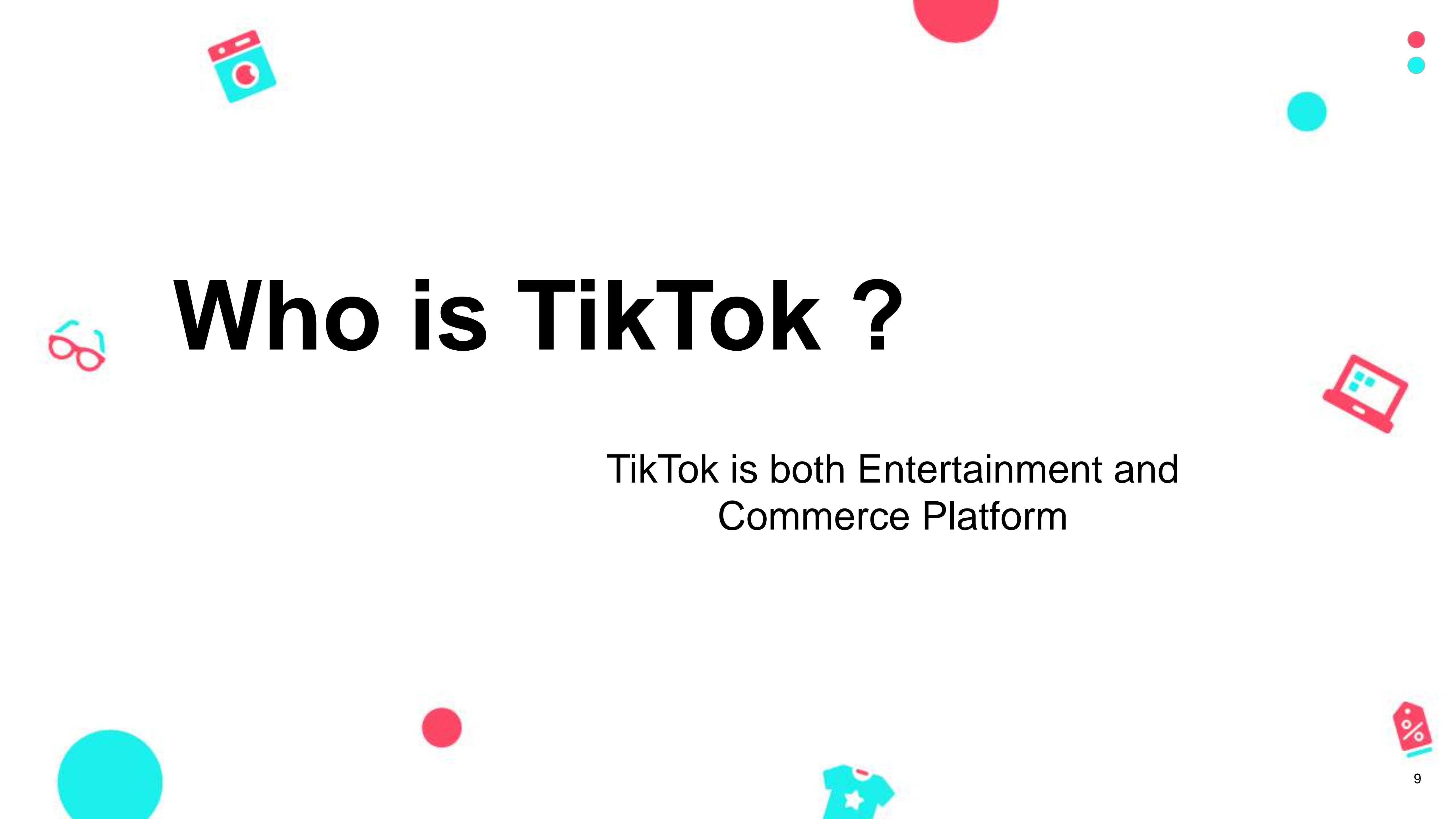
Lazada



JD.ID

Bukalapa

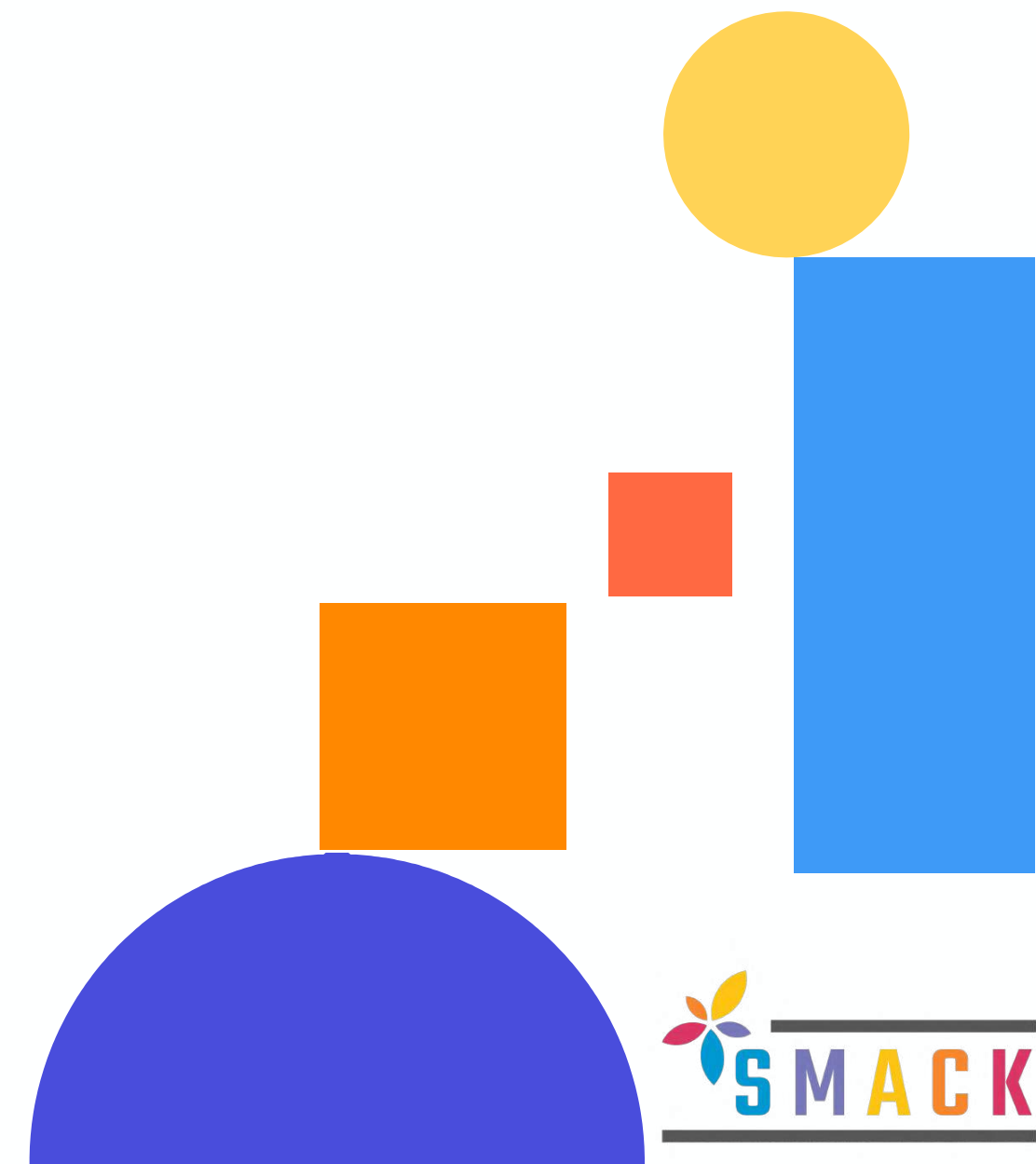




Who is TikTok ?

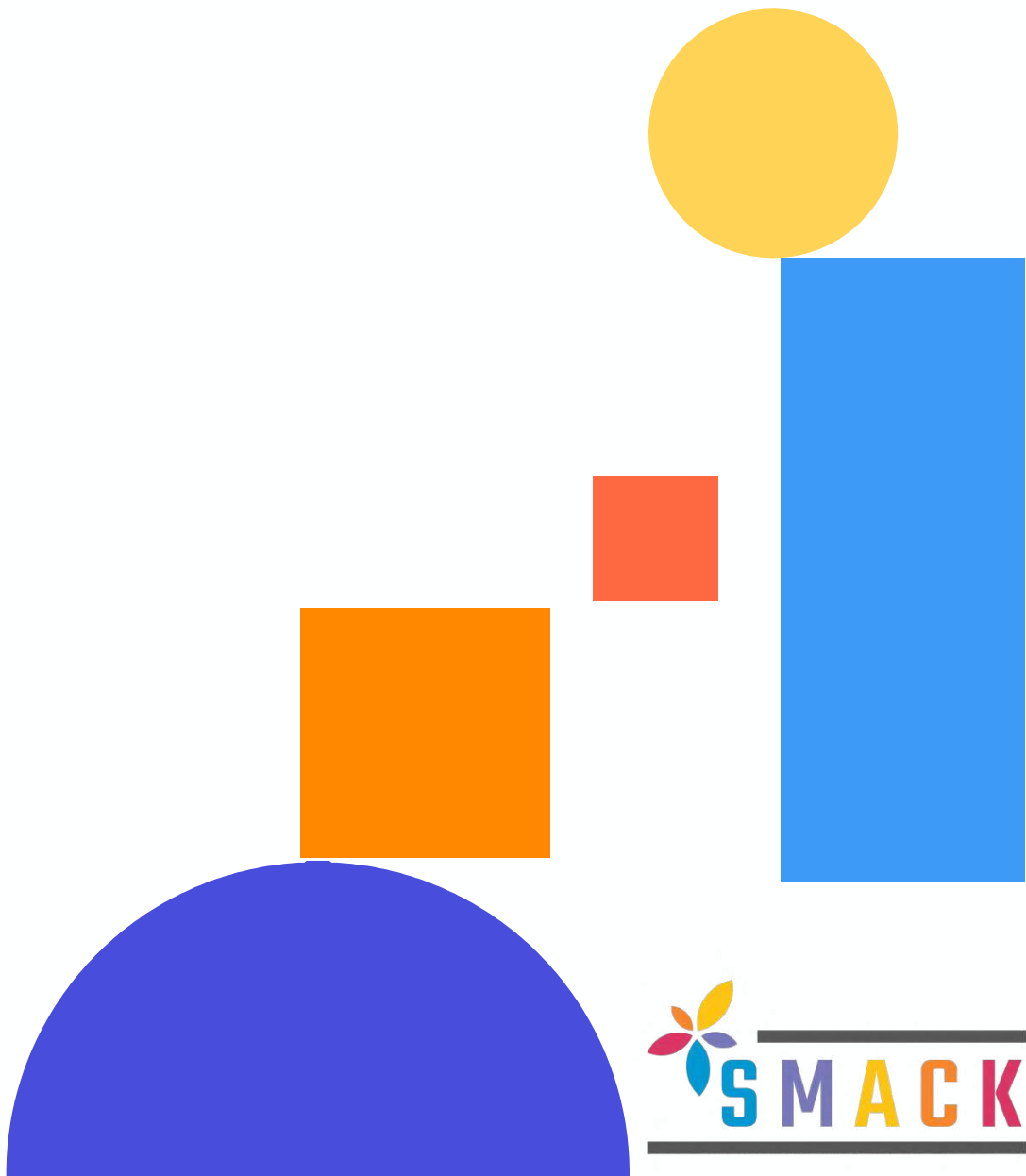
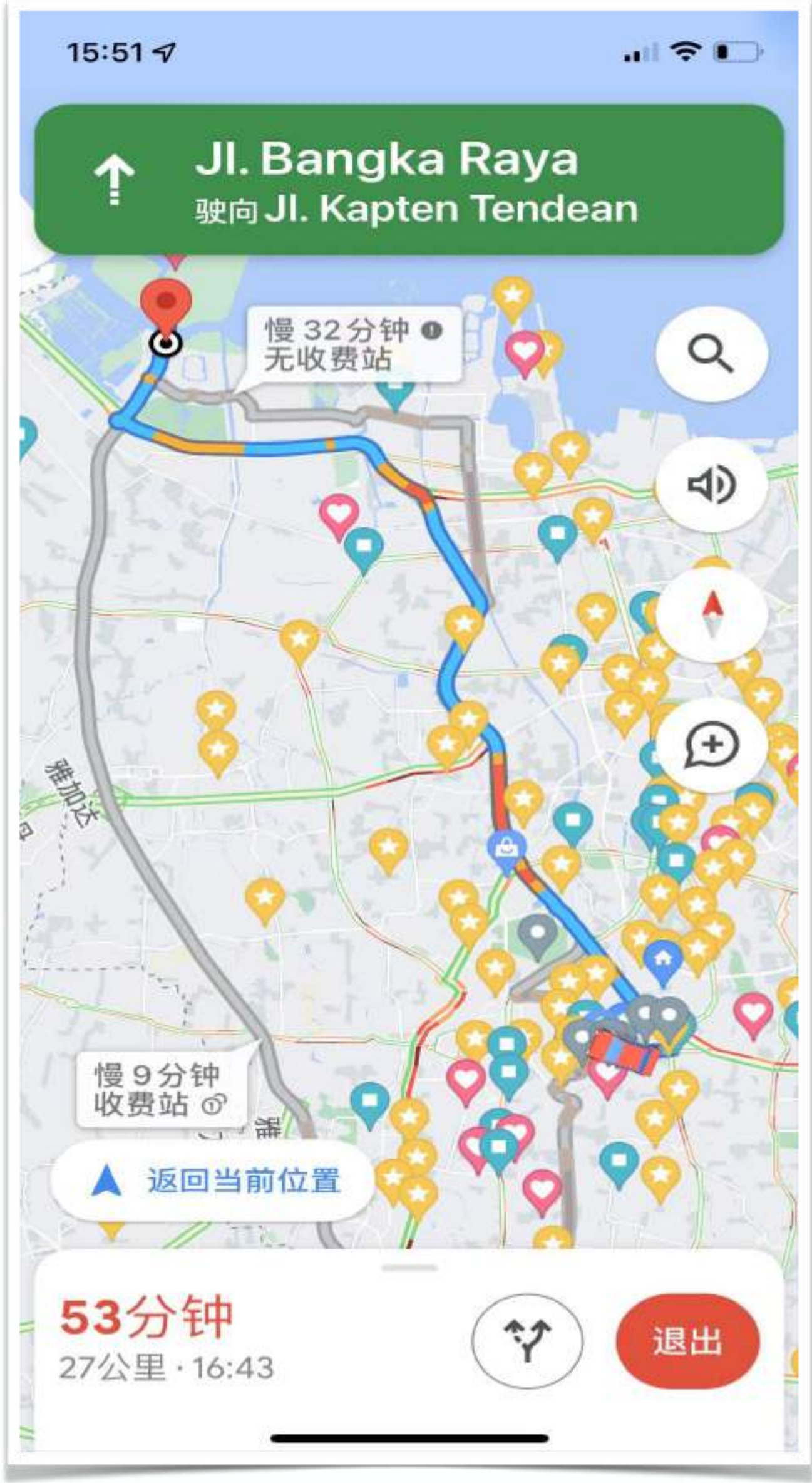
TikTok is both Entertainment and
Commerce Platform

**A excellent promotor who opens a
mall next to the previous employer**



Why TikTok ?

Who tells who

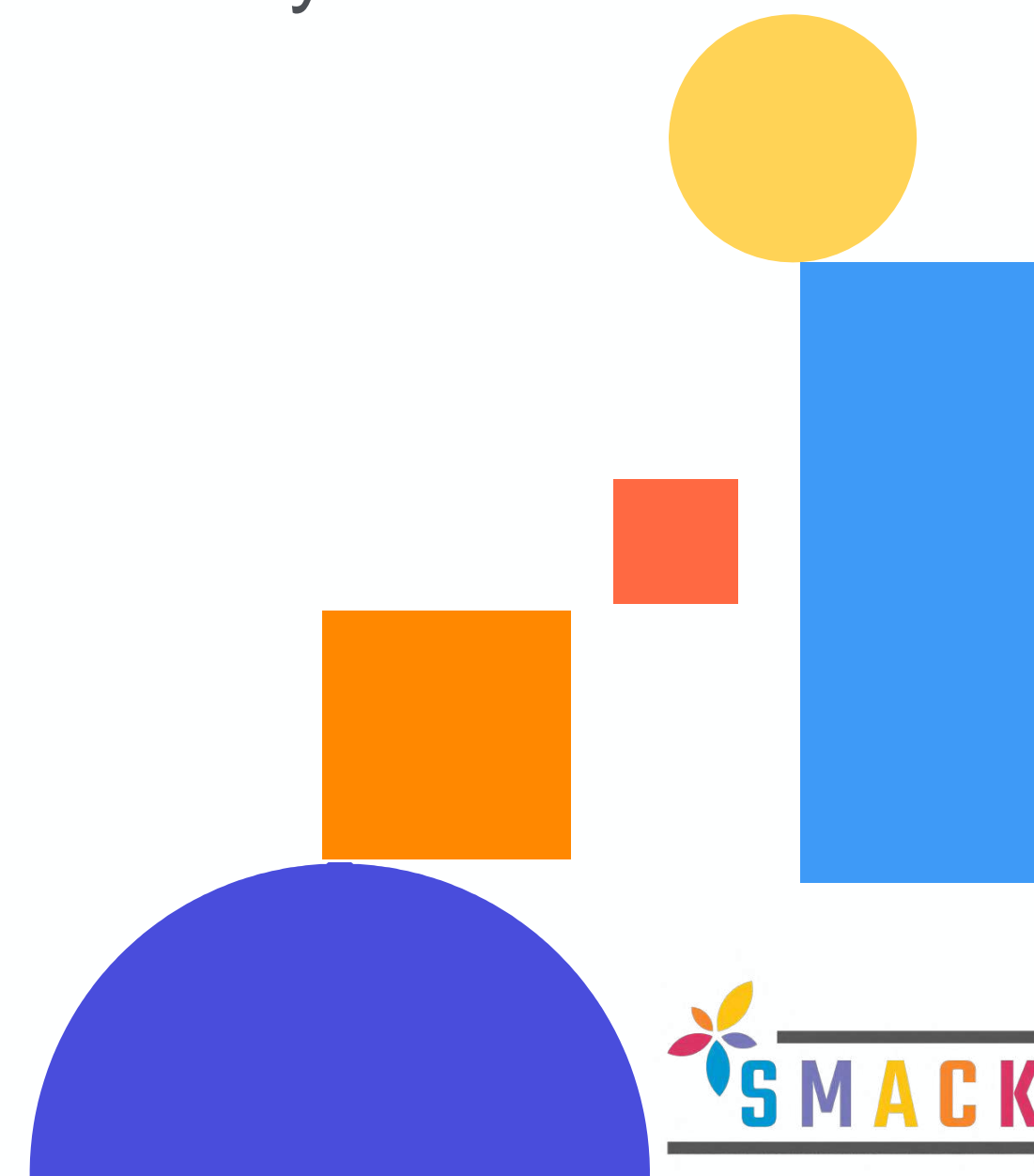


Who tells who

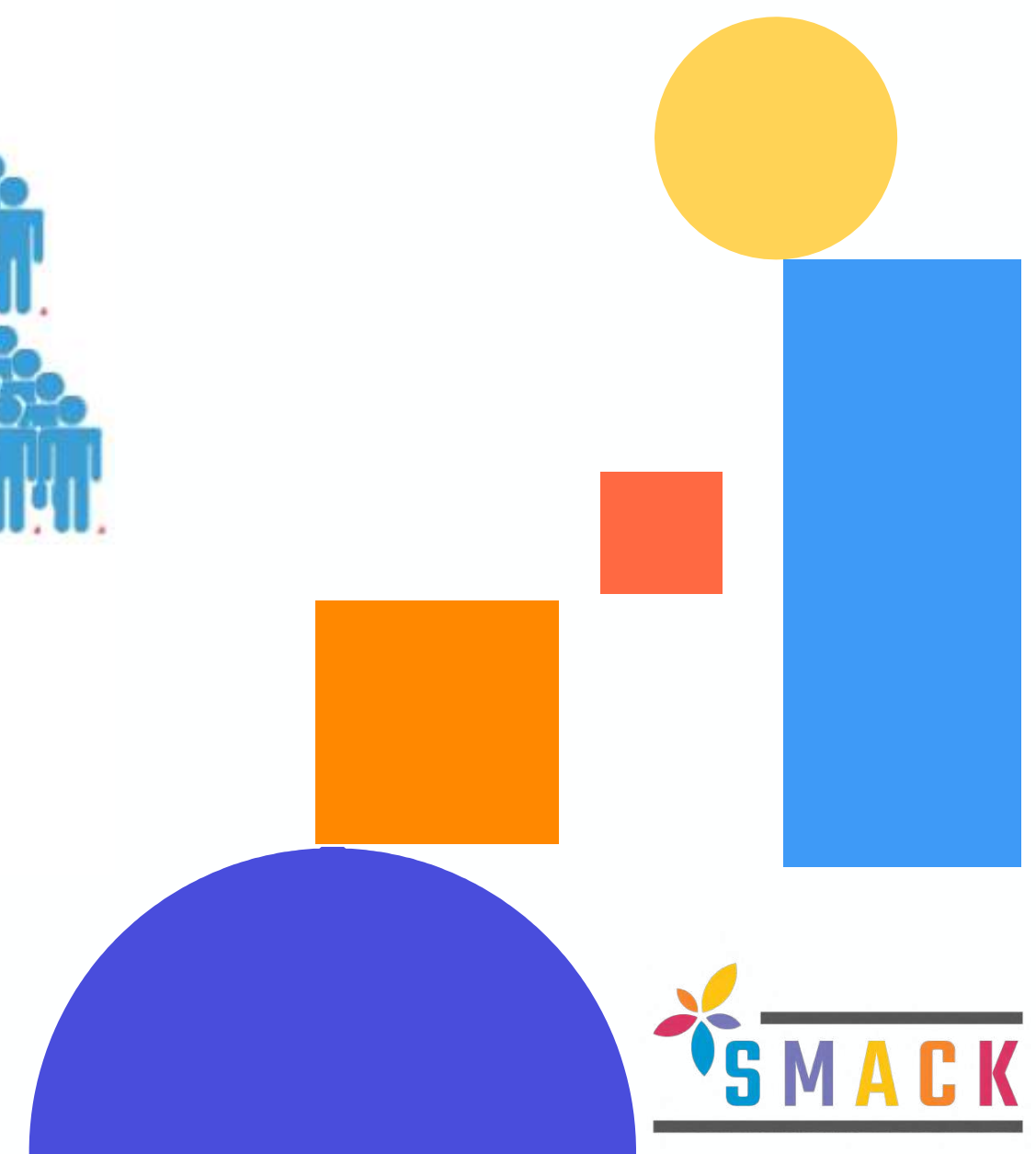
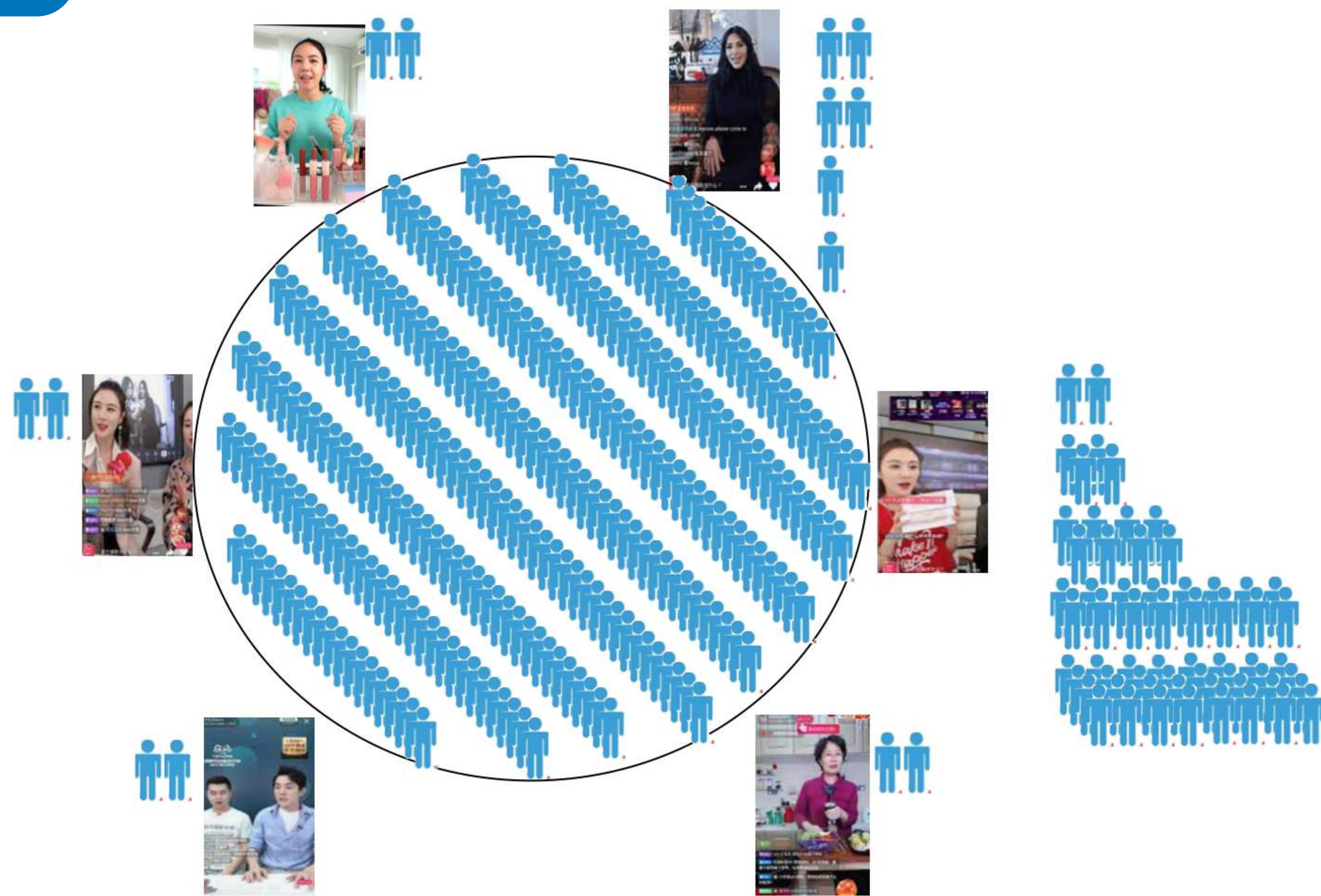


“A consultant is someone who borrows your watch to tell you the time, and then keeps the watch”

Advertising executive Carl Ally in 1965

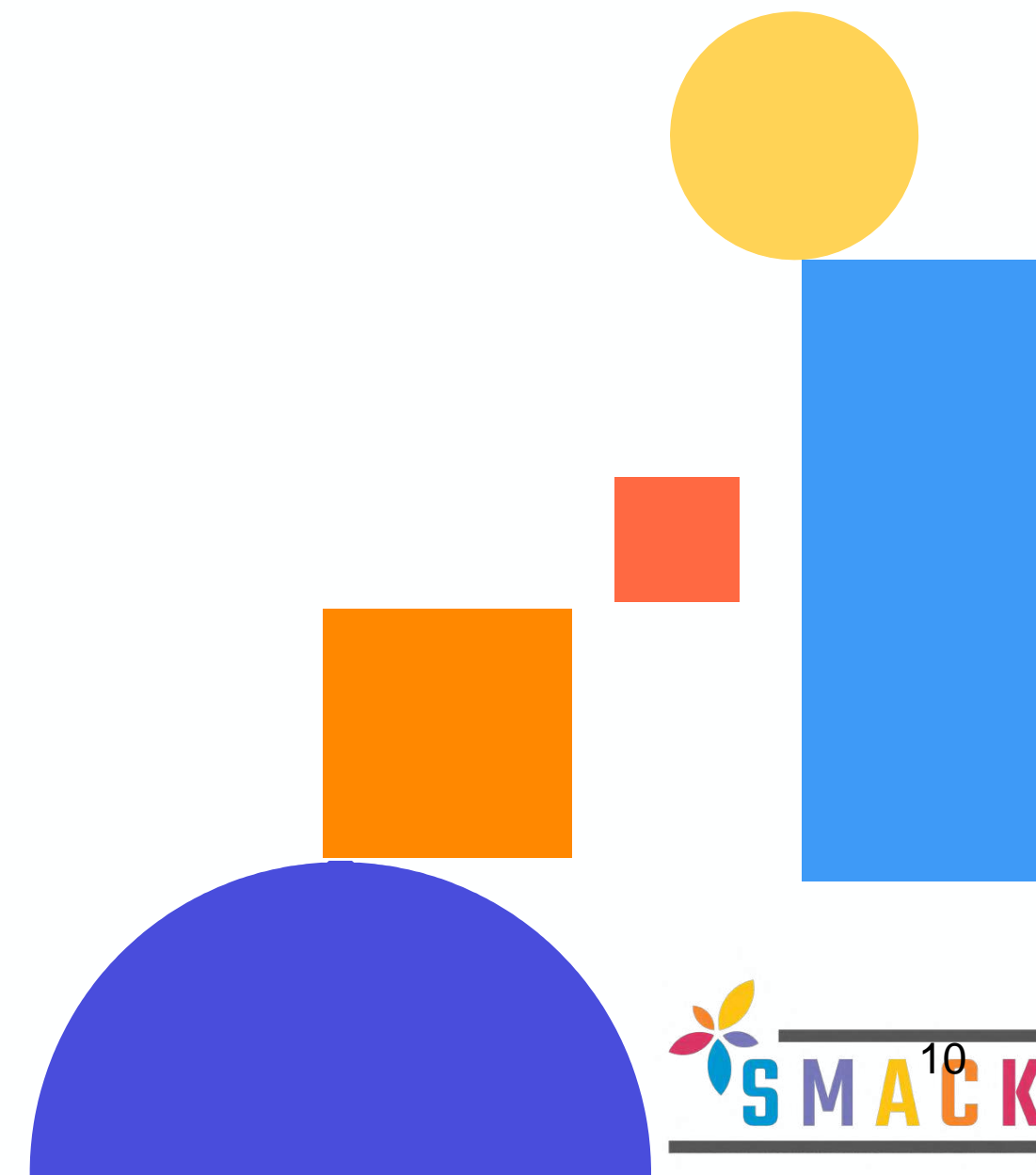


Why Tiktok

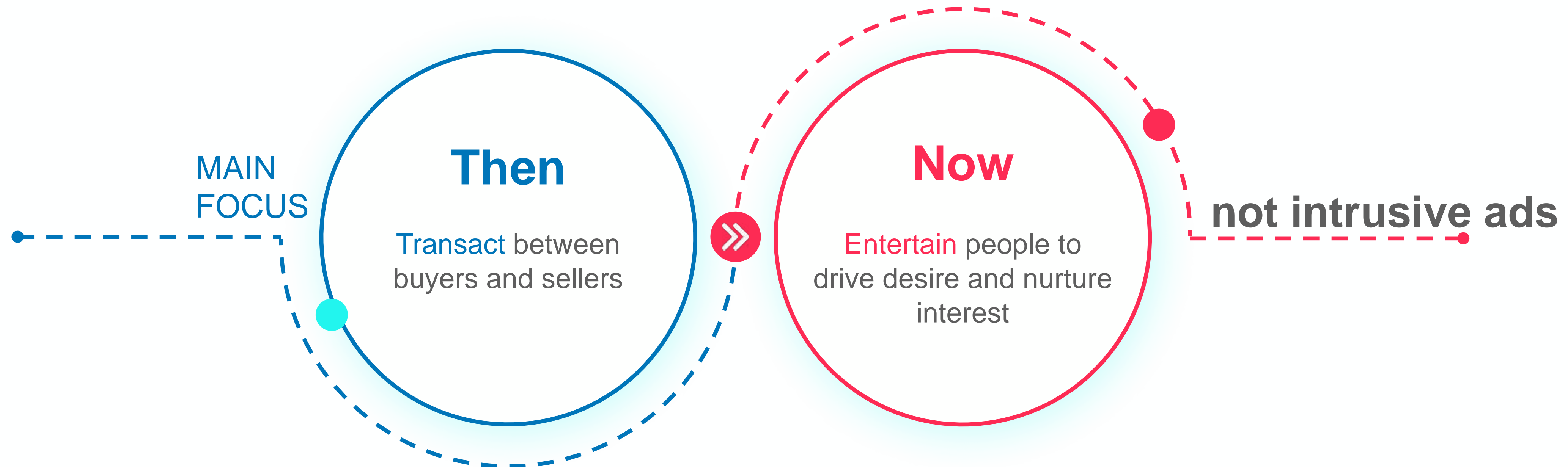


Shoppertainment

Entertainment drives Shopping on TikTok



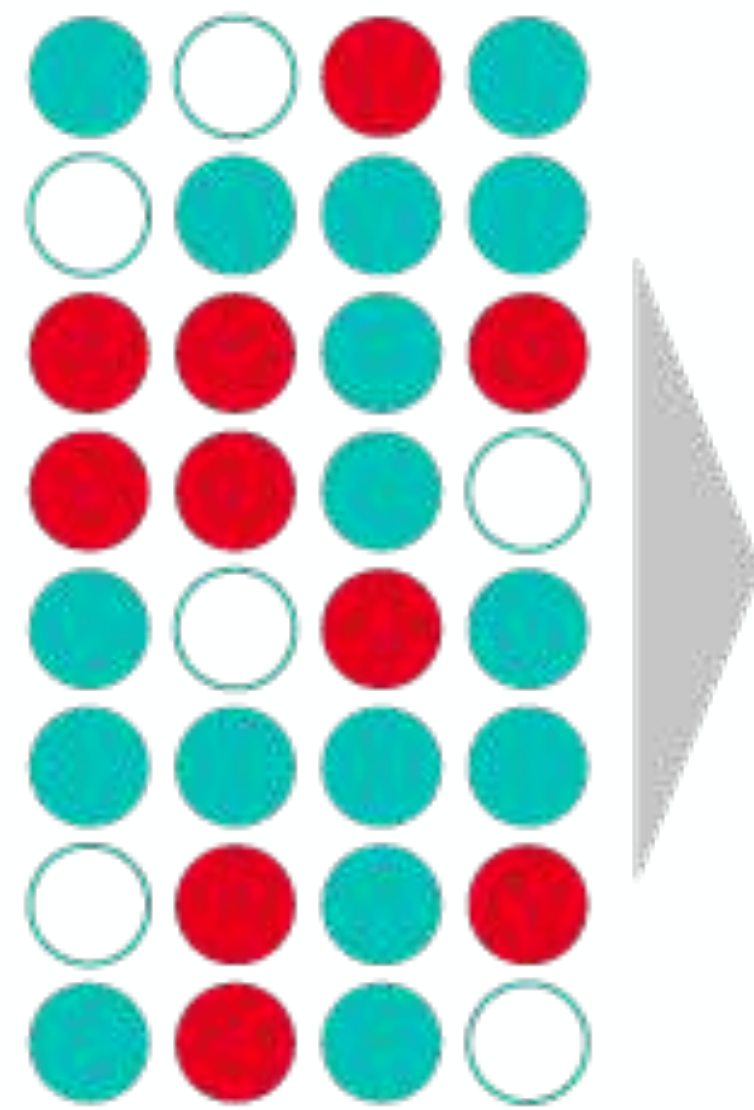
More direct



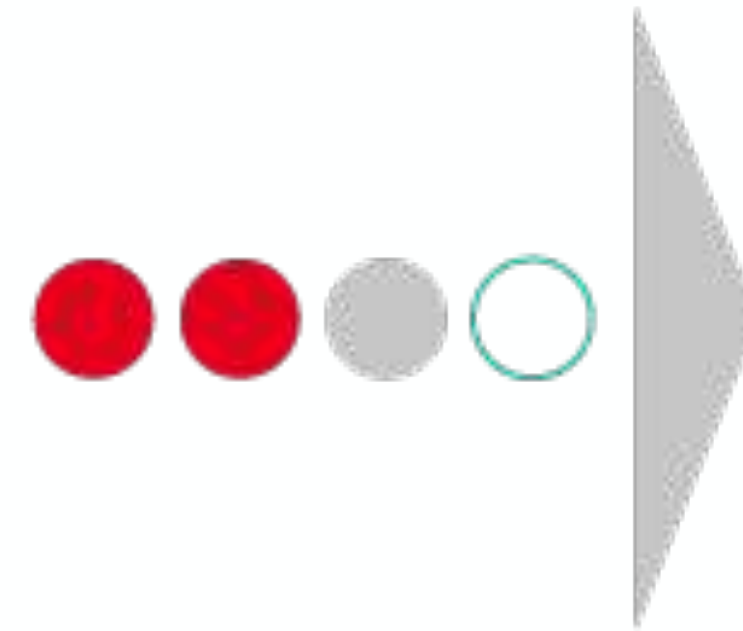
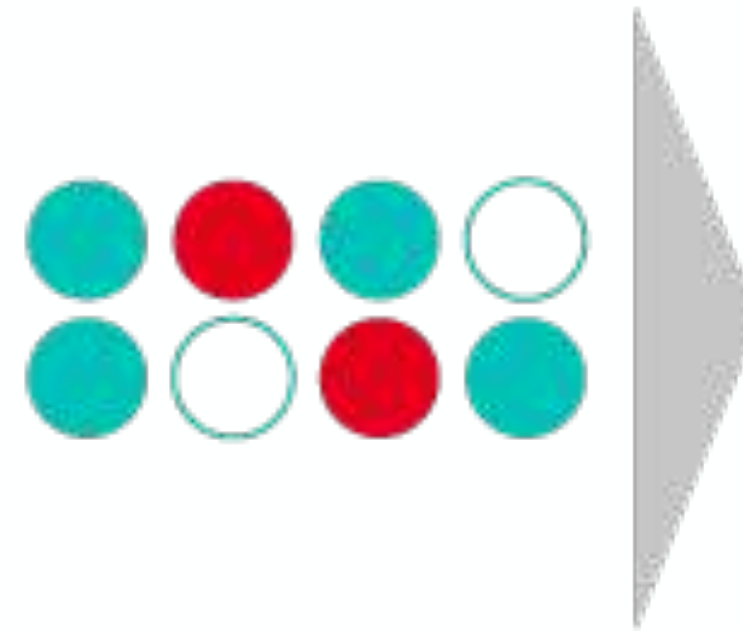
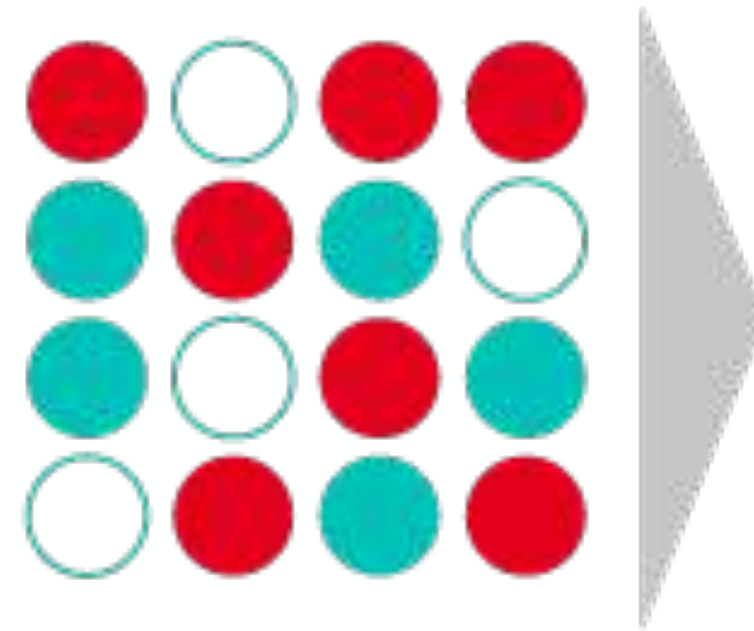
“You can go through the whole marketing funnel in one step on TikTok.”

- Lex Bradshaw-Zanger, [CMO of L'Oréal U.K.](#)

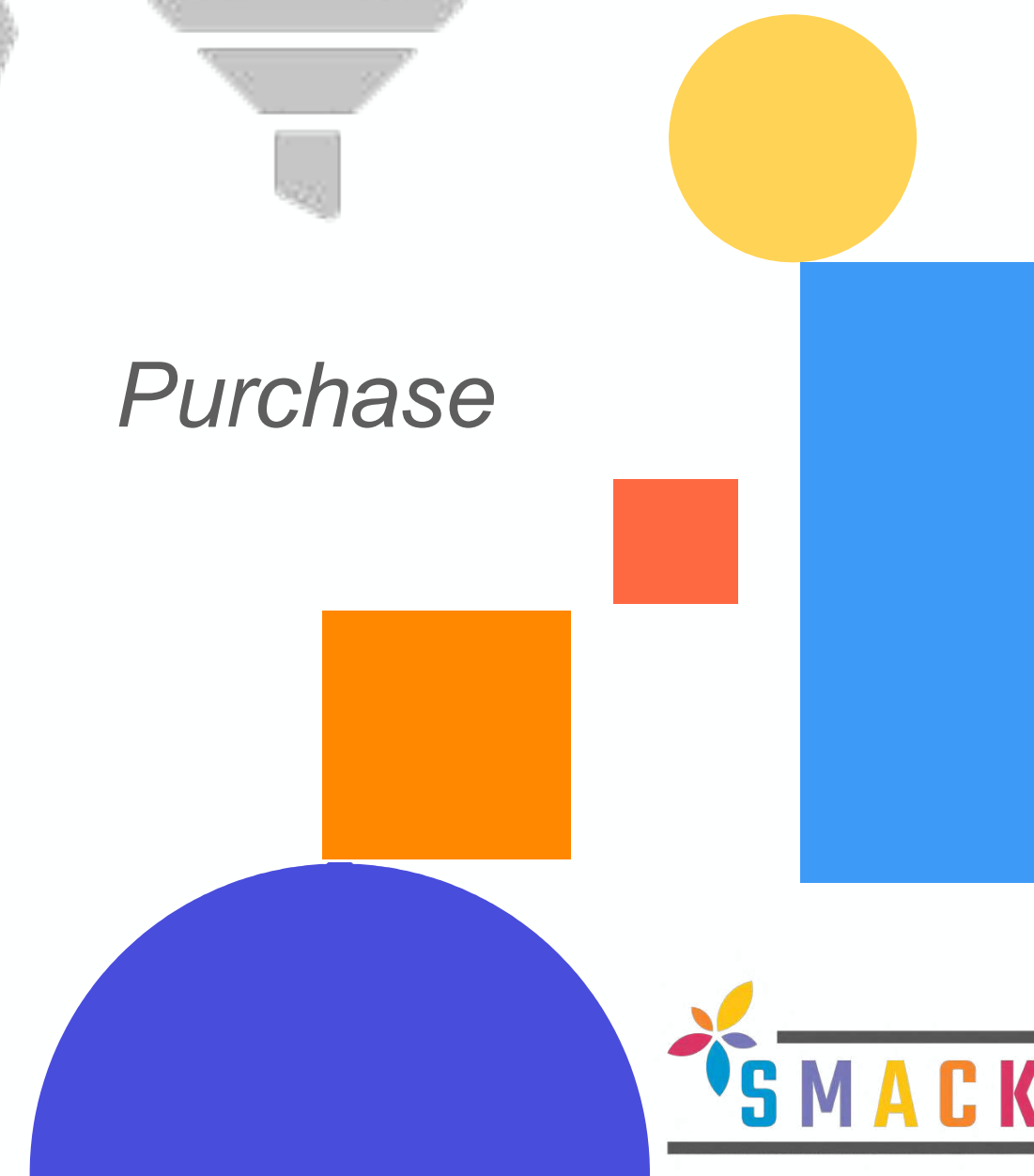
The Linear Consumer Journey is now **Disrupted**.



Awareness

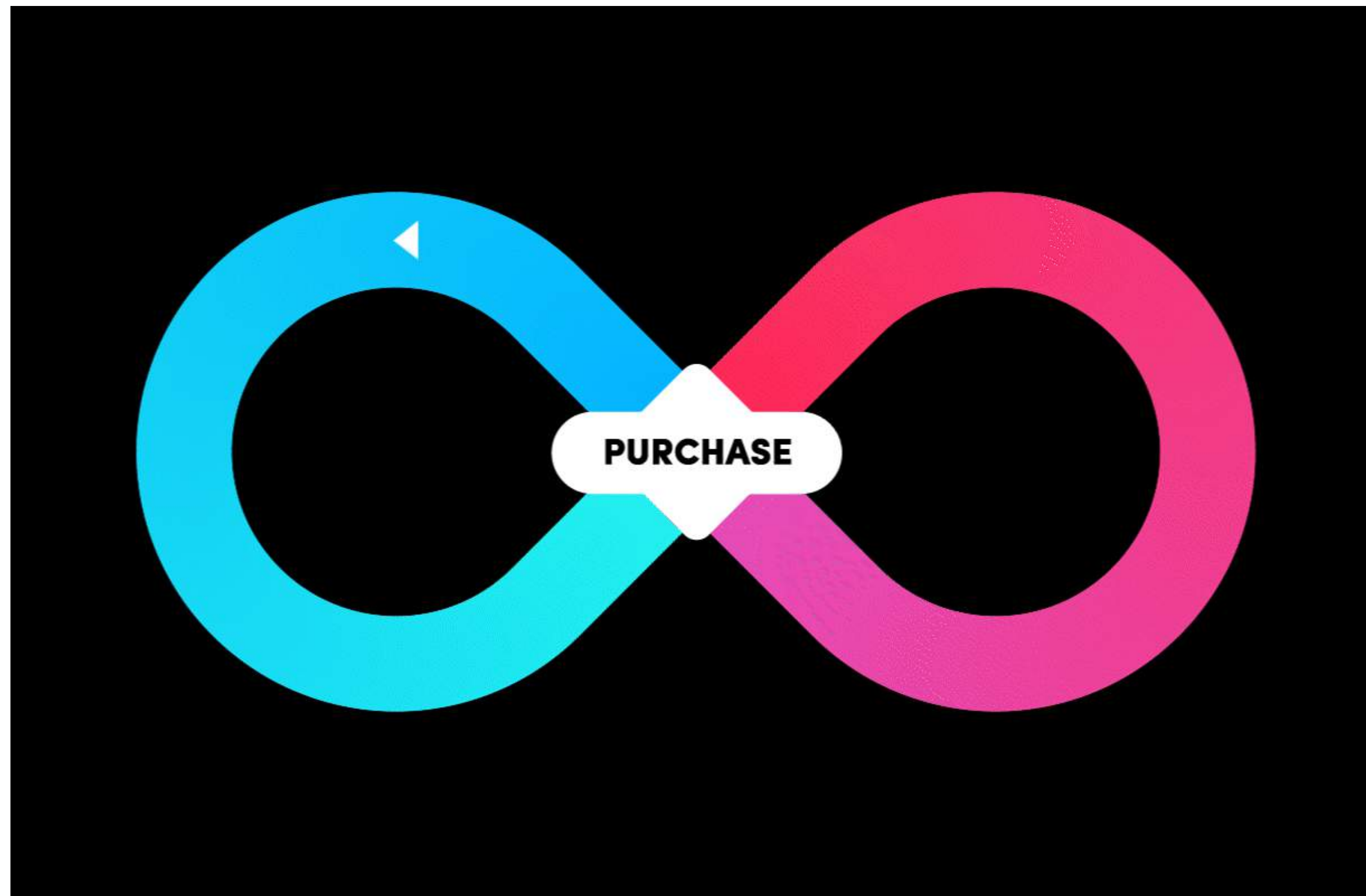


Purchase



The Path to Purchase on TikTok

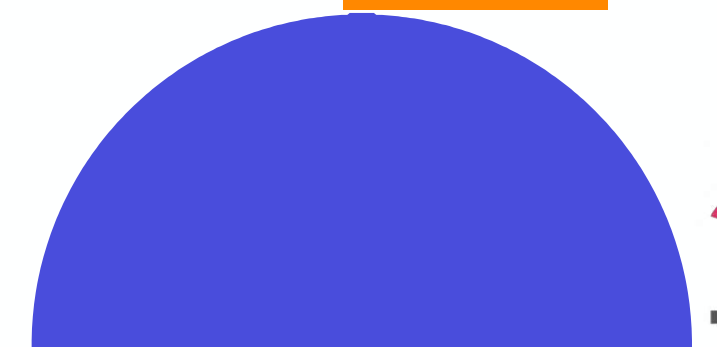
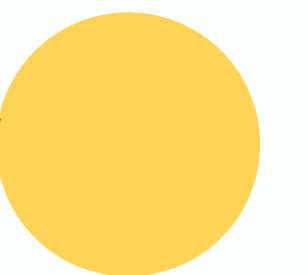
It's an Infinite Loop.



Brand
Accelerates



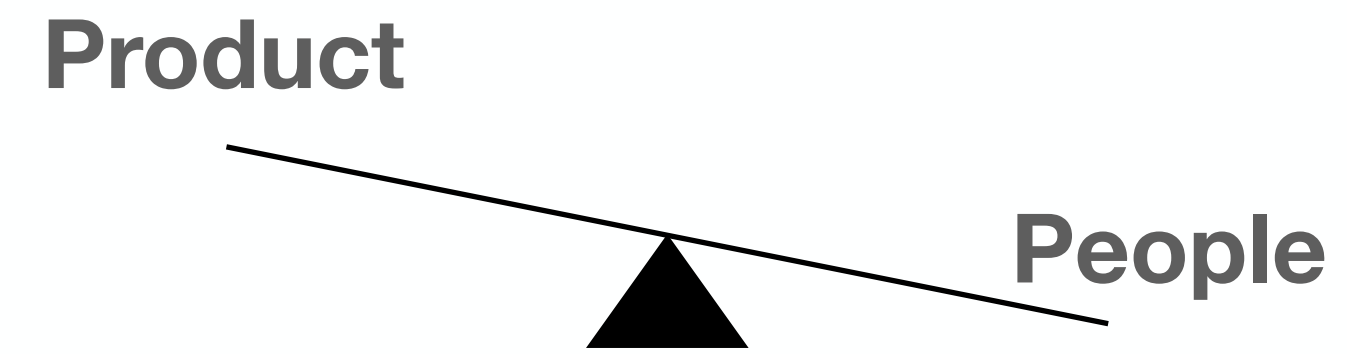
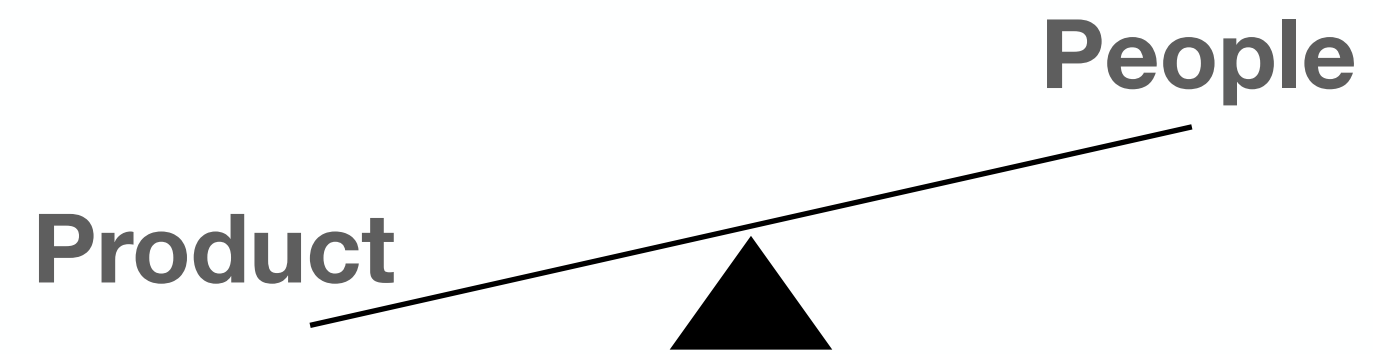
Community
Amplifies



TikTok Shop

TikTok commerce solution
See - browse - buy - pay - delivered

The Key Elements



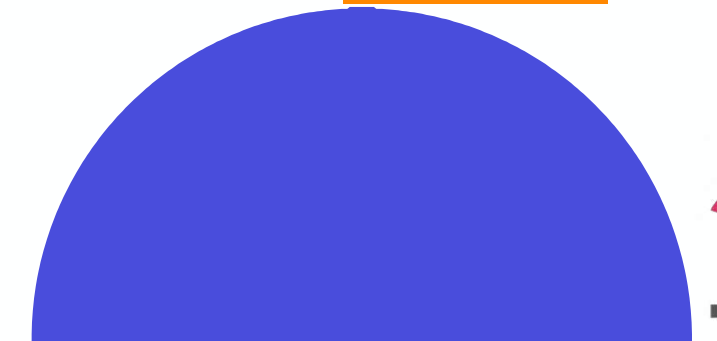
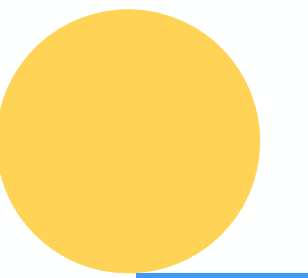
People

+

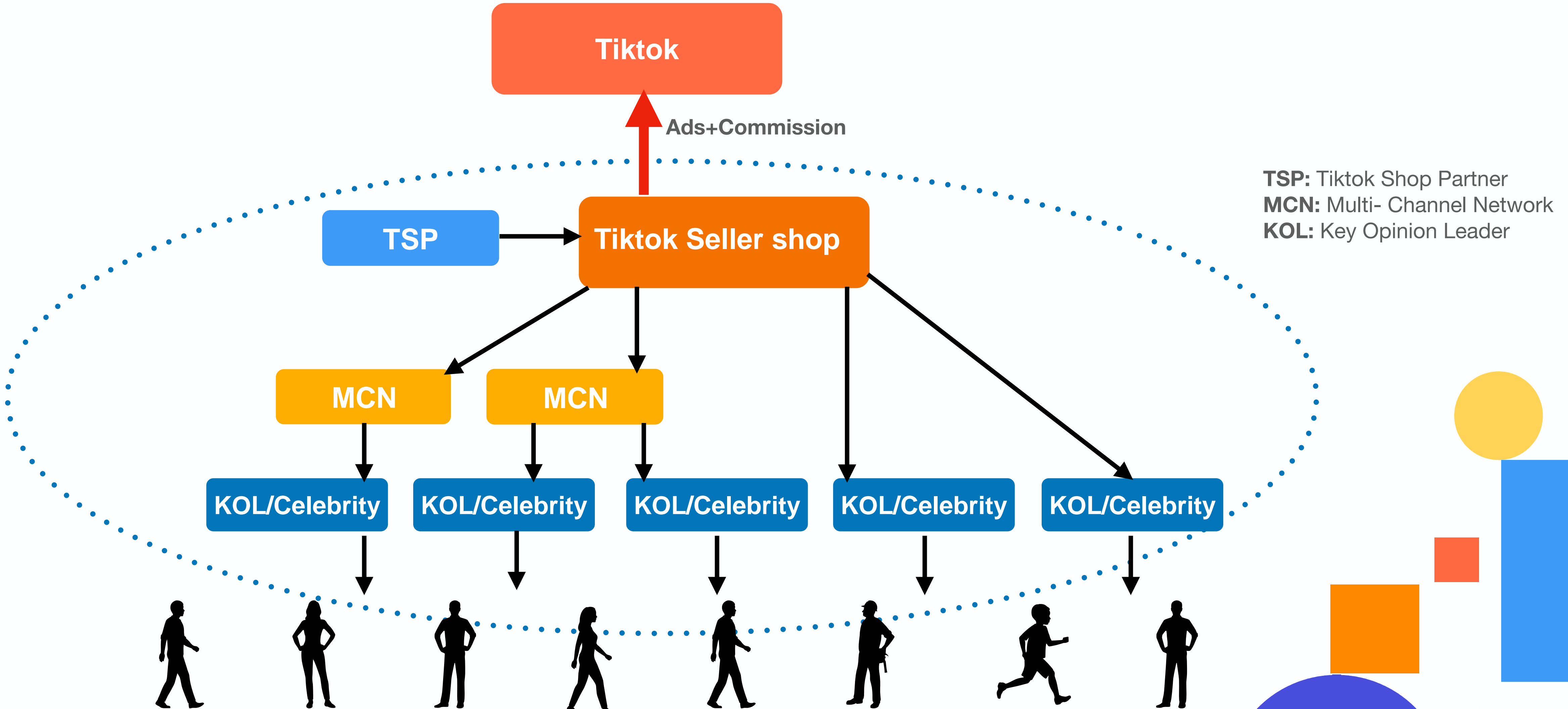
Place

+

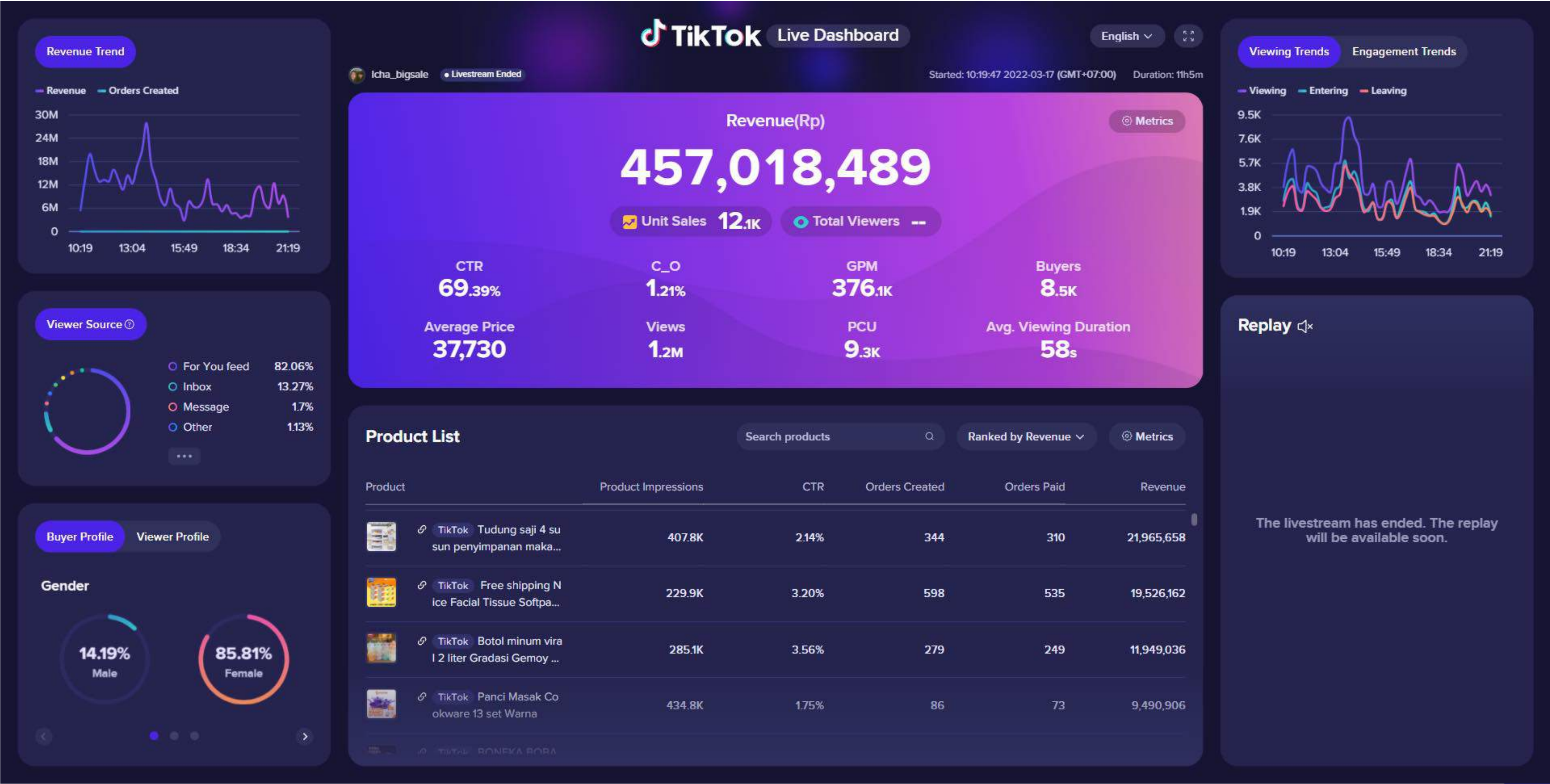
Product



The Flow



“Traders’ Desktop”



In China



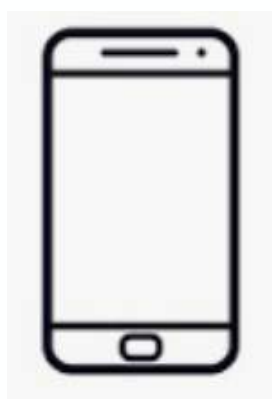
36.5%
Apparel and Fashion



7.6%
Beauty



7.4%
Fresh food



4.6%
Consumer Electronics



3.6%
home decor



3-5%
Digital Products

In Indonesia



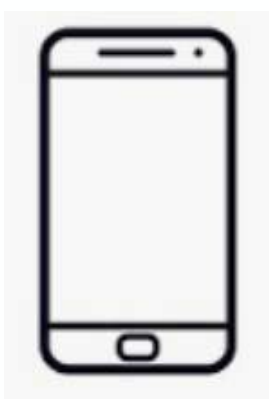
50%
Apparel and Fashion



24%
Beauty



3%
Fresh food



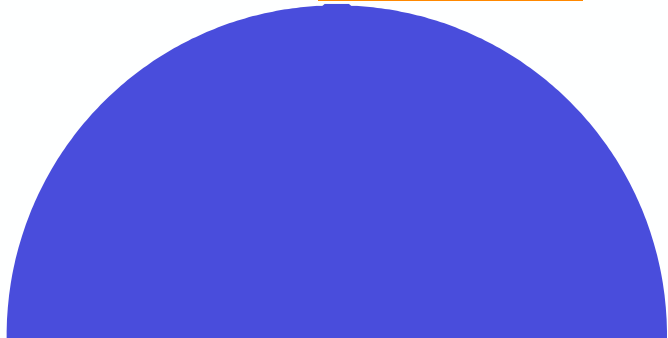
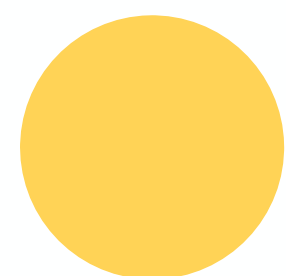
2%
Consumer Electronics



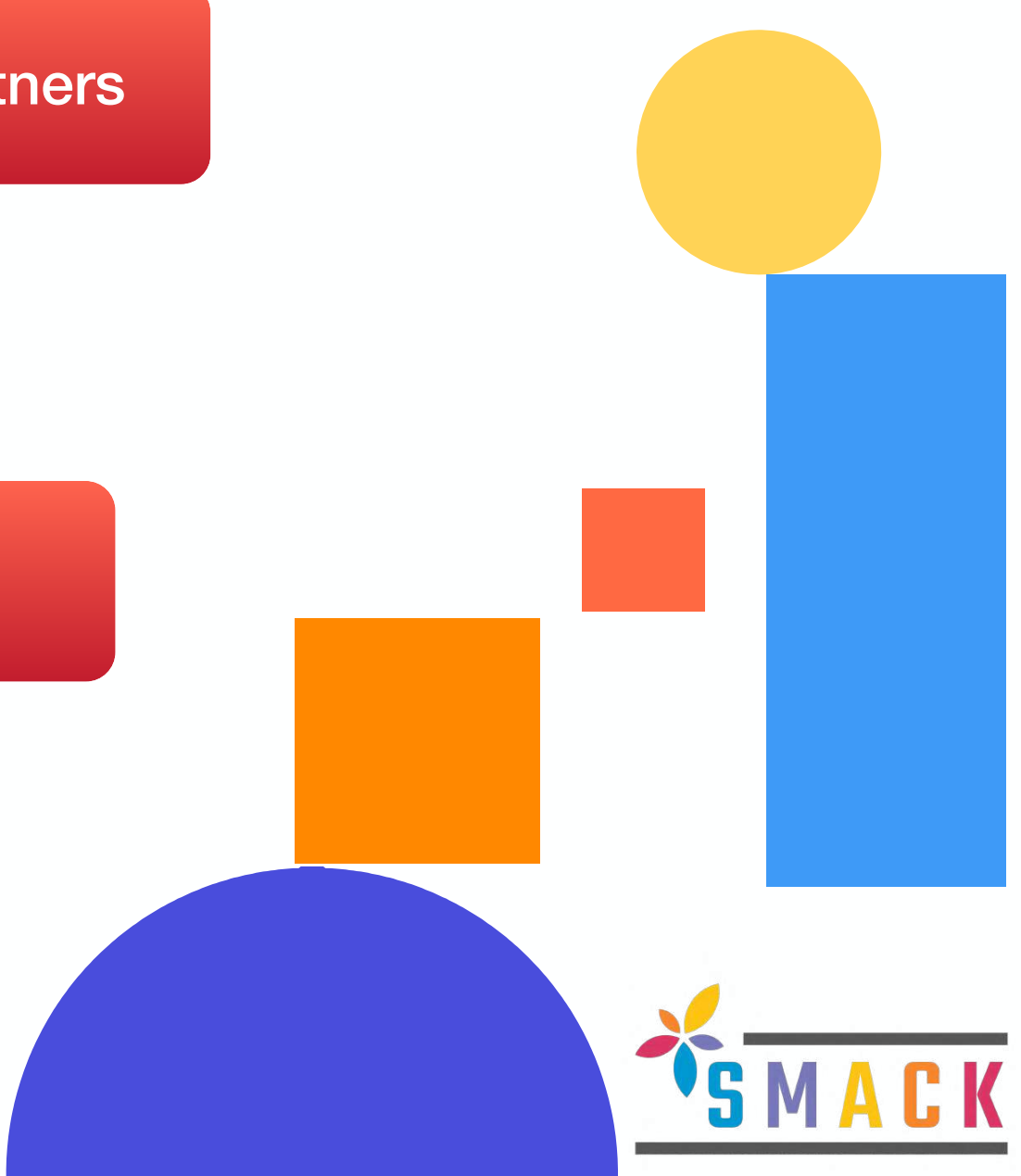
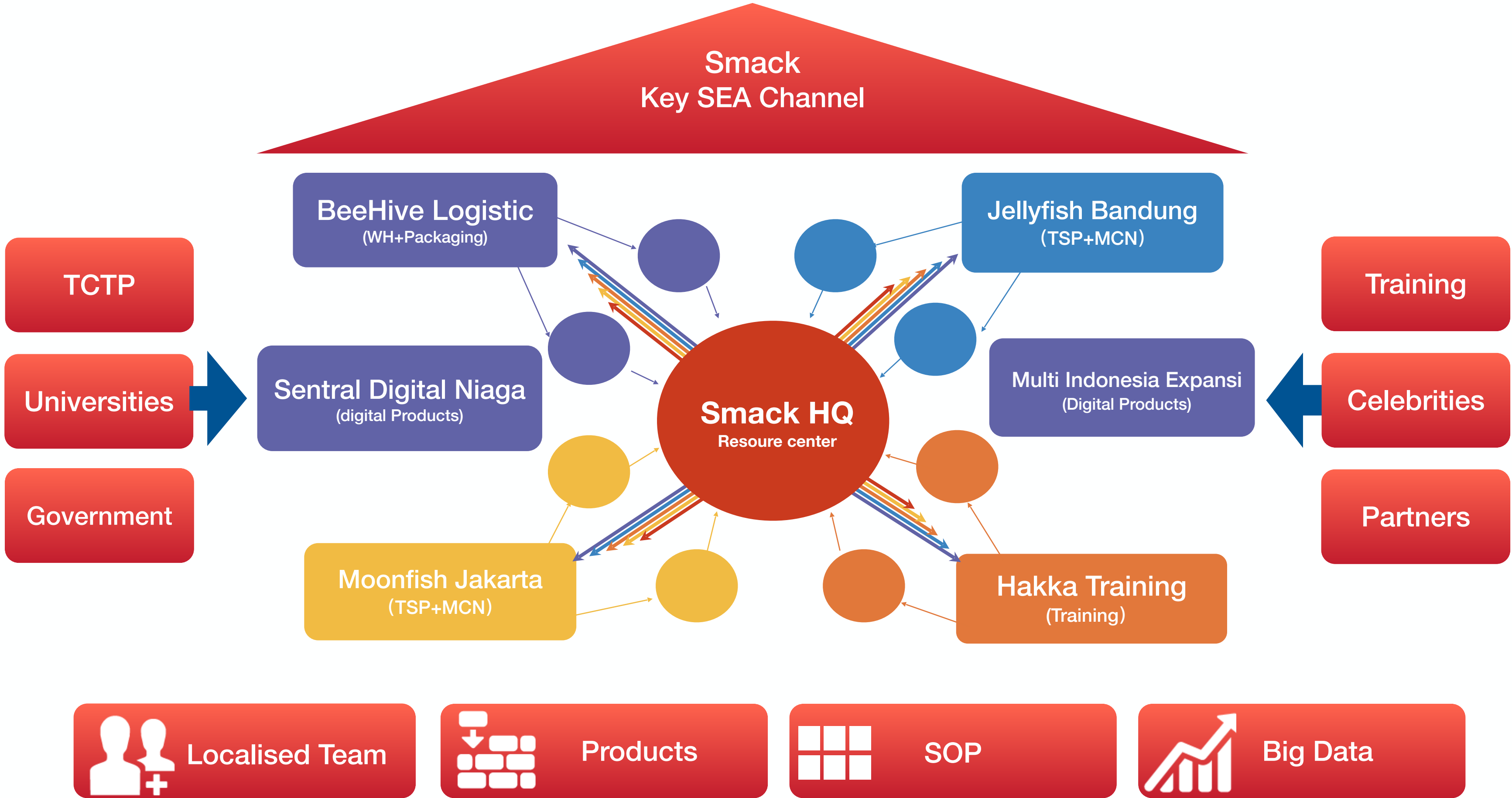
3%
home decor



0.05%
Digital Products

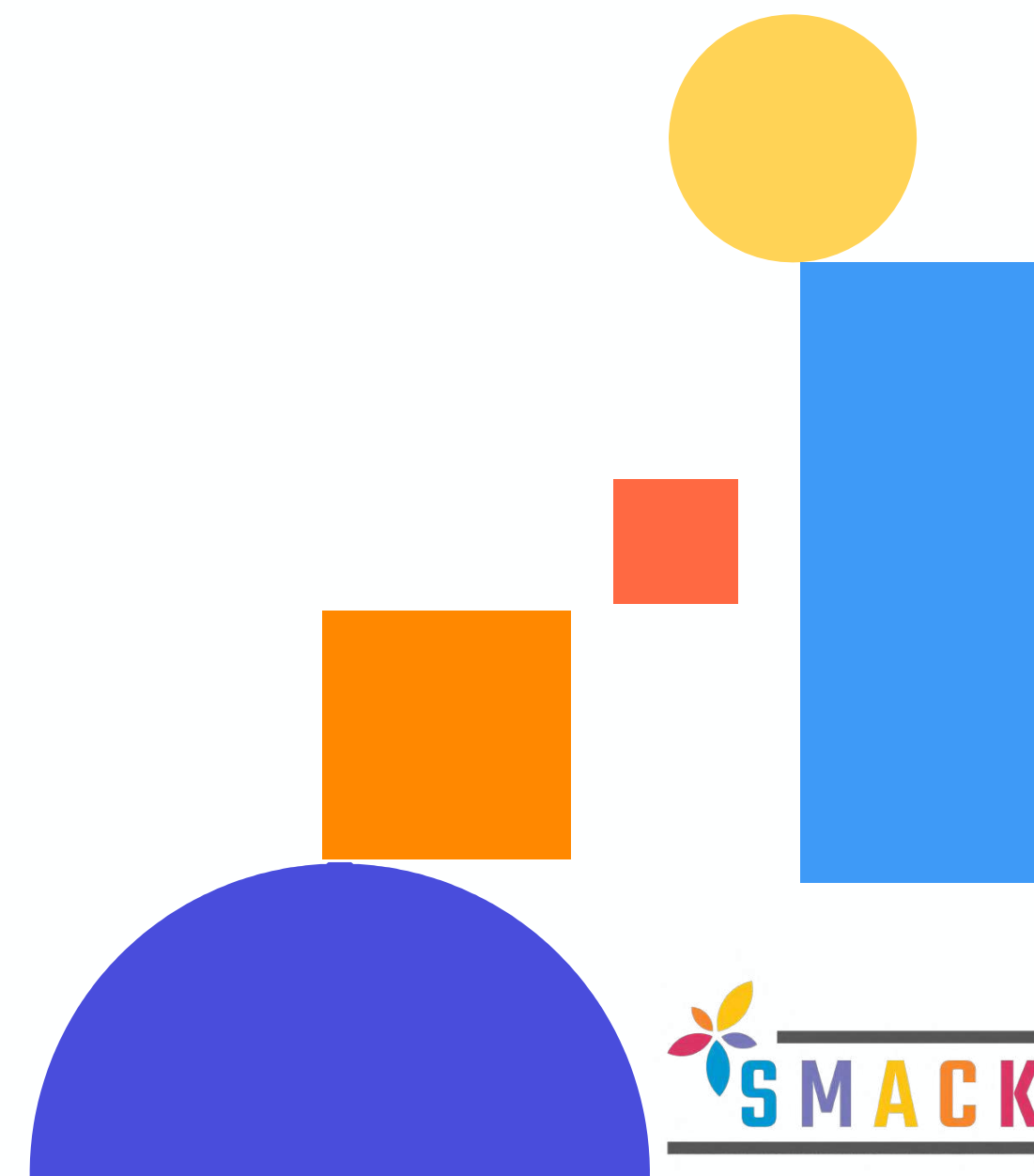


Opportunities or What I'm doing

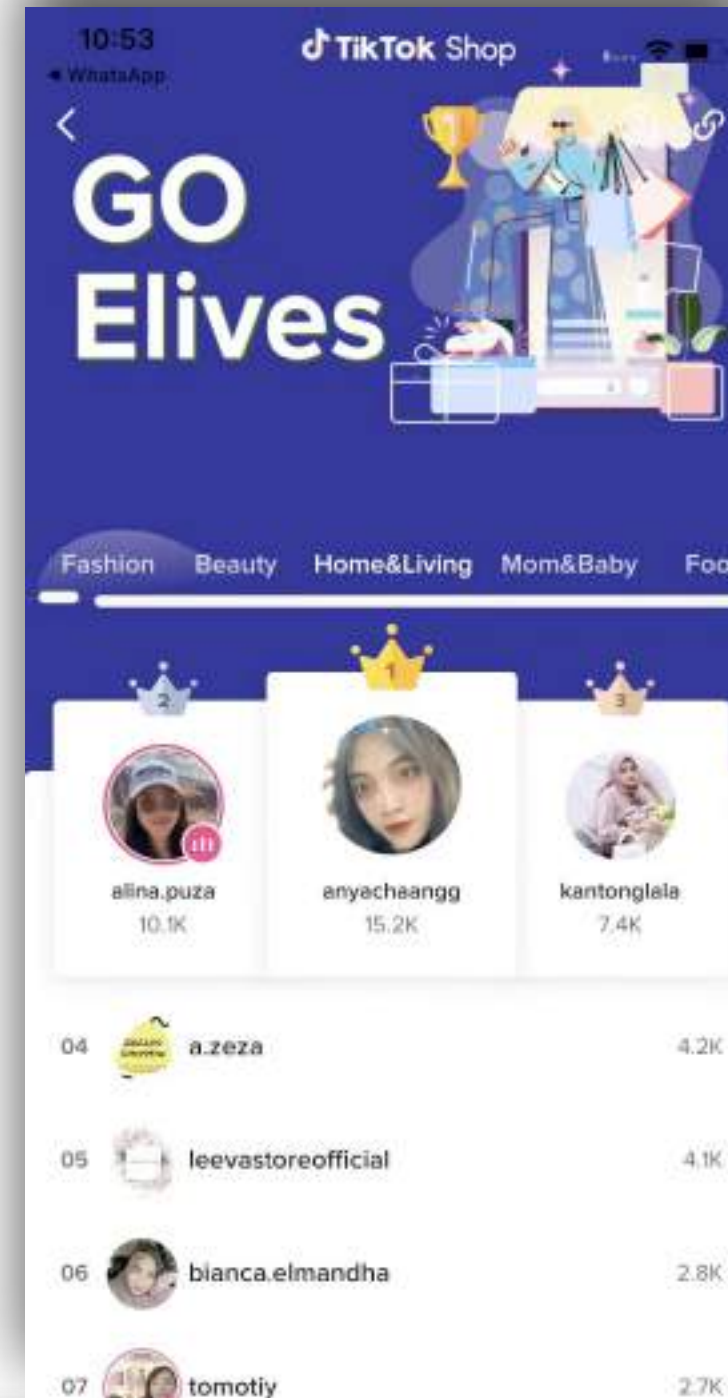
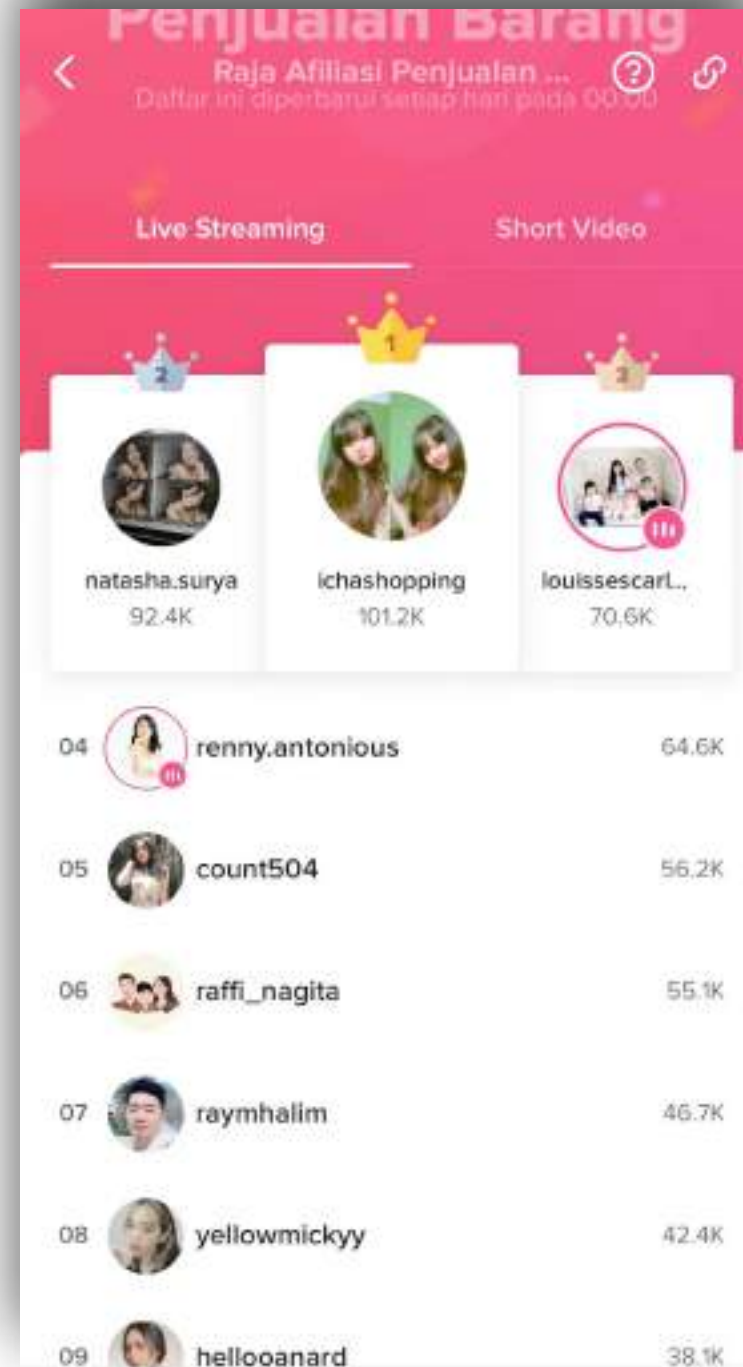


We hold the world record of single day sales on Tiktok globally

We are the only one from the Top 10 not using investors money yet



Cases SMACK



Thank you !



Wechat



Whatsapp