

TikTok vs Reels: What's Better For Your Marketing Strategy

Whether you're a plucky Gen-Z kid or a Millennial struggling with the aging process, you've likely heard of both TikTok and Instagram. Depending on which group you ask, one is better than the other. While Gen-Z hangs out on TikTok, Millennials seem to be sticking with Instagram. But for businesses, both platforms offer a host of opportunities to market and sell to a customer base.

Here's what you need to know about which app will work best for your marketing strategy.

The Differences

Although the two apps seem similar at first glance, there are some notable differences that could impact which you choose for your next marketing campaign.

Networking vs. Content

This one is fairly simple: Instagram Reels focuses on a network while TikTok is focused on content. Instagram users will likely see the content posted by their network - friends, family, favorite acquaintances. On the other hand, TikTok users will end up seeing content mostly from people they don't know. Instead, they will be presented content based on what they've previously engaged with.

The advantage here goes to TikTok, as far as businesses go. You'll have a better chance of getting your content in front of people if users don't have to share it for it to make the rounds.

Views vs. Community

When it comes to views, Instagram Reels is the way to go. You can quickly boost your views and go viral by making the right content and getting it in front of the right people. For a community feel, you'll want to turn to TikTok. There, you'll find your content getting more likes and shares, as well as comments.

Analytics

Here, the clear winner is TikTok. With each video you post, you'll get detailed analytics to see the performance. Meanwhile, Instagram Reels is a little behind the data-centric times, currently not offering analytics to users who post videos on the site.

Engagement

Without engagement, your content isn't working for you. By gathering likes, comments, and shares, your content will become more widely spread, regardless of which app you focus your efforts on. How does each measure up? Here's what the data says.

Views

If you're focused on just getting more views than the competitor, you'll do well to post on Instagram Reels. When comparing 60 profiles on both platforms, the Instagram users brought in a little over 1.2 million views on their combined videos. On TikTok, the 60 profiles brought in about 10,000 fewer views.

Likes

To gauge how your content is tracking with your customer base, likes are an important metric to keep track of. You'll get more likes on your TikTok content than Instagram, the study of 60 profiles showed.

Comments

By and large, you'll get more commentary on TikTok content than on your Instagram Reels. While this may not seem important, it's a measure of engagement and that should be paid attention to.

Demographics & Content

Much of what will determine which platform you choose to focus on is what your demographics are and what your goal for your content is. If you're aiming to attract a younger crowd - looking at you, Gen-Z - go with TikTok. Described as "anti-aesthetic" where the users are more concerned with the content itself than how it looks, TikTok is the place for viral trends, insane dances, and the up-and-coming generation.

Instagram, on the other hand, will be the place to target millennials who statistically are more likely to have professional jobs and more income than Gen-Z. As you post on Instagram, remember the focus is on the aesthetic. Instagram users have an idea of what they want their feed to look like. So, align your branding with your target customers' preferred vibe.

Paid Advertising & E-Commerce

When it comes to advertising and e-commerce, the two apps are fairly split. TikTok is still not the popular option for smaller brands but a new partnership with Shopify is bringing them into the e-commerce space. This teaming-up is meant to make it easier for the Shopify merchants - more than 1 million of them - to reach the TikTok audience and ultimately drive sales. Merchants are also now able to connect to their TikTok for Business accounts to sell products on TikTok using an in-feed shoppable video ad.

As for advertising, TikTok does have some options for businesses to choose from, including:

- In-feed ads
- Brand takeovers
- Topview
- Branded hashtag challenges
- Branded effects

Over at Instagram, branded content is key, but now creators and influencers have to use a branded content tag. This ensures that they are transparent when their content is branded. They are using the branded content in place of paid ads on Instagram Reels. Instead, brands have to work with creators and influencers to advertise their companies and products.

While this seems like it could be frustrating, it's actually a great way to make creating, sharing, and amplifying branded content easier while staying honest.

The Algorithm

How your content gets in front of people is another consideration to make. On TikTok, the users are met with content that meets certain qualifications based on their previous engagement with similar content. On Instagram Reels, however, you are getting a grab-bag of whatever Instagram deems worthy of being "featured."

So, how does this affect your brand? If you have a distinct target customer, your content is more likely to find them on TikTok based on their previously engaged-with content. However, if you are able to be "Featured" on Instagram Reel's Explore feature, there's a great chance your brand or your product will go viral, getting you in front of potentially millions of people.

So, Which Is Better?

If you are focusing on e-commerce, a younger crowd, and engagement, go with TikTok. Gen-Z will not disappoint you. If you want to go with a more mature crowd who has money to spend and respects your #aesthetic, Instagram Reels is the way to go.

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