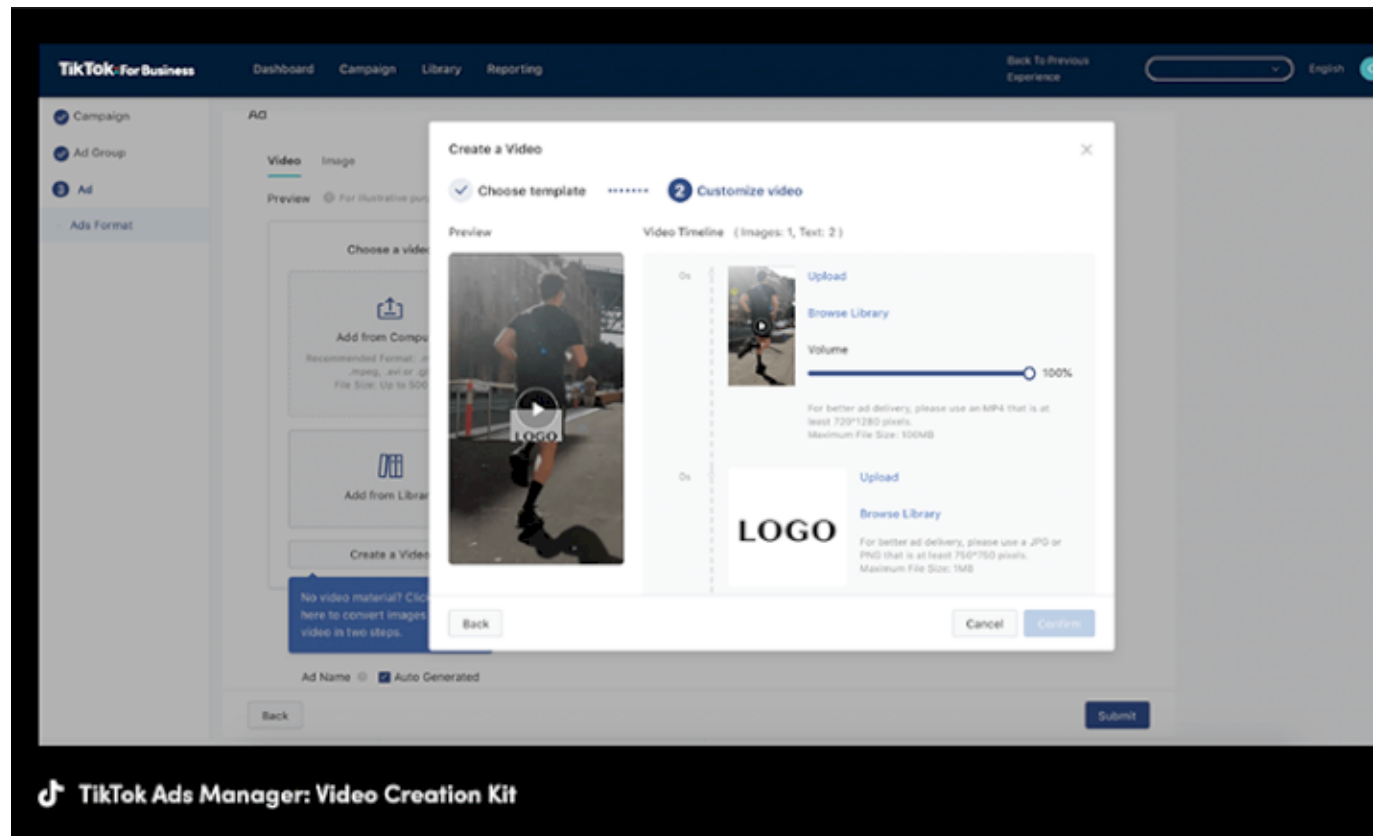


## TikTok For Business launches new solutions to help small businesses in MENA connect and grow with the TikTok community

3992 Views / Press Release by Advert on Click / 21 July 2020

Source: CampaignME



TikTok, the short-form video app, has launched new advertising solutions to empower small and mid-size businesses throughout the Middle East region to tap into the power of TikTok For Business to grow their brand. The global availability of TikTok's self-serve advertising solutions gives marketers the tools to tap into the creativity of the TikTok community, reach new audiences and optimize their marketing campaigns with an easy-to-use platform. At a time when small businesses have been severely impacted around the world, TikTok is also introducing its Back-to-Business ad credit program, including \$100 million in ad credits for small businesses worldwide, inclusive of the MENA region, to use on their journey to rebuilding.

Today marks a significant milestone in the evolution of TikTok For Business with the introduction of self-serve tools designed to support advertisers at each step of the campaign creation process. TikTok, a platform that celebrates creativity and storytelling from its users, aims to give marketers innovative tools with which to create authentic, creative content unique to the app. More and more brands are realizing TikTok's unique ability to reach and engage

with a broader audience, and today's launch of new advertising solutions for SMBs makes it seamless, easy, and efficient for all brands to now meaningfully connect with the TikTok community.

"TikTok's immersive, short-form videos give businesses a platform to participate and engage with a community known for its creativity, ingenuity, and joy," said Blake Chandlee, Vice President, Global Business Solutions at TikTok. "As our marketing solutions scale and evolve, we're continuously building for the future and aiming to meet the growing needs of our partners. We're excited to continue supporting our community by providing the tools and resources for SMB owners to navigate these challenging times."

"The MENA region is a big focus for TikTok's efforts in the Small and Medium Businesses space. SMBs play a vital role in communities across the region, and we are working very hard to ensure that those businesses can leverage the power of the platform to further build brands in a new, authentic and engaging way. Brands will also have the flexibility to expand their reach beyond the current media ecosystem and tap into those consumers and opinion leaders that cannot be reached on other platforms." said Shant Oknayan, General Manager of Global Business Solutions MENAT.

**Tags:** TikTok, advertising, MENA, Blake Chandlee, Shant Oknayan