TikTok Advertising
Strike Social

About Strike Social

Strike Social is a leading social and YouTube advertising company, leveraging technology and talent to deliver impactful social and digital campaigns. They prioritize client success with machine learning-powered solutions for improved performance and transparent media buying. The company was recognized by Inc. Magazine as one of the fastest-growing private companies in the U.S., demonstrating its commitment to continuous innovation and adapting to industry shifts. Their global team is uniquely positioned to handle your social media advertising needs.

Program Options

These are the most common buying objectives on TikTok

- **Reach**
  - Show ads to the maximum number of impressions within a targeted audience at the most efficient price.
  - Sold on a cost-per-thousand impressions (CPM) model.
- **Video Views**
  - Maximizes the plays of each video from audiences most likely to engage with it.
  - Sold on a cost-per-view (CPV) model. Charges occur when a user views the video.
- **Website Traffic**
  - Drive traffic to your website.
  - Sold on a cost-per-click (CPC) model.

Co-branding Requirement

- Each video (:06s - :15s) will appear to consumers from the Explore Minnesota TikTok account, @exploreminnesota.
- If participants have a TikTok account, they'll be tagged via TikTok's collaboration function.

Package Prices & Deliverables

Two-week lead time required

	Reach	Video Views	Site Traffic
Bidding Model	Cost-per-thousand-impression (CPM)	Cost-per-view (CPV)	Cost-per-click
Guaranteed Rate	$5.00	$0.08 6s	$1.00
Participant Rate with State Contribution	$2.50	$0.04 6s	$0.50
Tier 1: $1,500	600,000 impressions	37,500 guaranteed views	3,000+ clicks
Tier 2: $3,500	1,400,000 impressions	87,500 guaranteed views	7,000+ clicks
Tier 3: $5,500	2,200,000 impressions	137,500 guaranteed views	11,000+ clicks

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Limited Availability

One package per participant

Contact

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Price

$1,500 - $5,500
(see table above)

Savings

75%