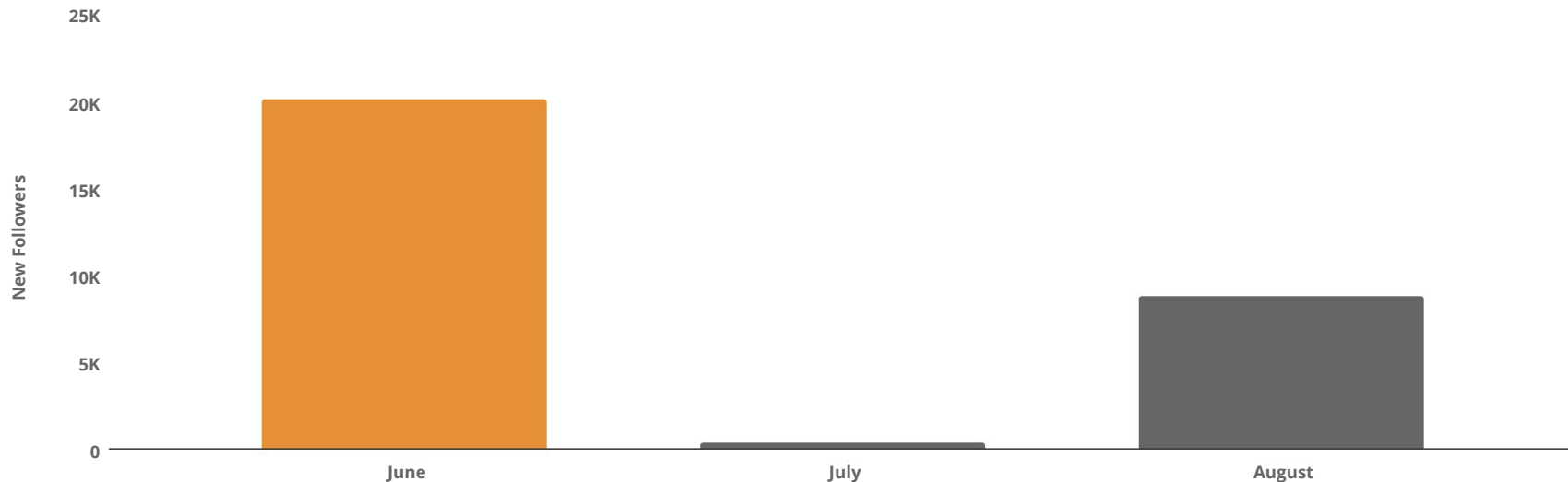


vessi

FOOTWEAR

**Gaining 80K TikTok Followers
From Giveaways & Duets
Activewear**

In June, Vessi gained +20K followers on Tik Tok which is 51x larger than their follower growth in July & 2x as high as their growth in August.



Around this time, Vessi posted a duet video featuring user-generated content and turned it into a giveaway—generating over 3M views & 815K+ engagements.



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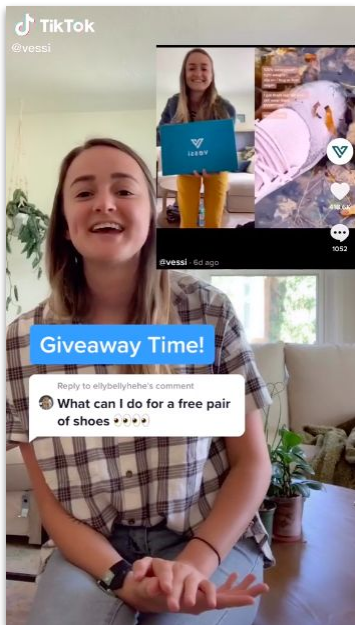
vessi
Vessi · 5-20

Follow

#duet with ▶ agajillian Show us your #vessifootwear and you could win a free pair too! #giveaway #nomorewetsocks #waterproofshoes #tiktokwellness

The video caption encouraged viewers to create their own duet for the chance the win a free pair of shoes.

As a result, Vessi has continuously hosted giveaways on TikTok. Vessi has also linked the giveaways with celebratory moments, such as reaching 2M views/50K followers or showing appreciation for essential workers.

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Views: 97K | Likes: 19K | Comments: 7K

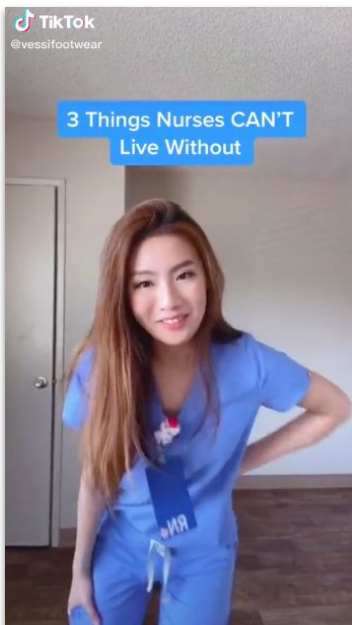
[Click to view](#)

Views: 32K | Likes: 4K | Comments: 369

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Views: 5K | Likes: 753 | Comments: 139

Vessi also collaborated with popular TikTok influencers who participated in current TikTok trends while wearing Vessi shoes.



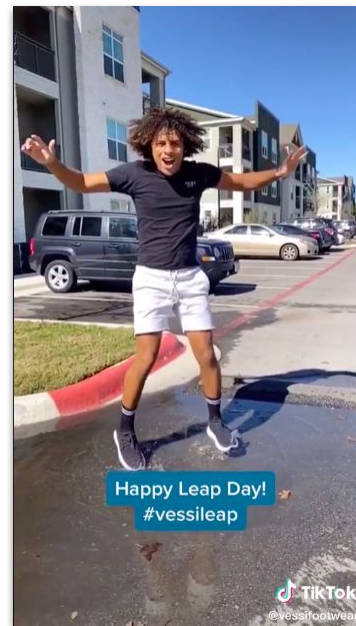
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Views: 37K | Likes: 1.4K | Comments: 30



[Click to view](#)

Views: 3K | Likes: 580 | Comments: 24



[Click to view](#)

Views: 25K | Likes: 819 | Comments: 11

Another great way to collaborate with TikTokers without having to actually sponsor a video is to create duet videos with popular creators and find creative ways to incorporate your product:

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Views: 11K | Likes: 2.3K | Comments: 53

[Click to view](#)

Views: 10K | Likes: 840 | Comments: 17

Key Takeaways

From the Tik Tok Case Study

Tactic — TikTok Giveaways: Vessi was able to generate significant TikTok follower growth in June by leveraging product giveaways & creating hype around their shoes. Vessi continuously monitors content tagged with their branded hashtag to discover trending videos about their products and rewards their content creators with giveaways.

Tactic — Influencer & Trends: Vessi partnered with influencers to create trending content in their shoes to help bolster their TikTok following. By partnering with influencers Vessi can reach a new audience and educate them organically through the influencer, while also gaining a potentially higher reach by hopping on a trend.

Tactics — TikTok Duet: Dueting with influential Tik Tokers allows brands to utilize the audiences recognition of the influencer without having to actually sponsor the video. This tactic is even more impactful when the duet incorporates a creative spin on the original video.

Tactic — Giveaways with a Purpose: Time giveaways with milestones such as reaching 500K followers or a 5 year anniversary. Celebrating milestones give purpose to giveaways, making it seem less likely as just an attempt to get new followers or sales.