

**TikTok Influencer Marketing** has become a popular trend in recent years. With over 1 billion active users worldwide and a reach of over 100 million in the United States alone, TikTok has become a prime platform for businesses to advertise their products and services. The short-video sharing platform has gained immense popularity among the younger generation, making it a perfect platform for brands looking to target this demographic.

Brands have been collaborating with TikTok influencers to create unique and impactful marketing campaigns. In this article, we will take a look at the top 5 TikTok influencer marketing campaigns of 2021 and analyze what made them so successful.

## 1. Crocs x Post Malone

TikTok has been a hub for dance challenges, and the Crocs x Post Malone collaboration capitalizes on this trend. The collaboration features a unique and colorful limited-edition Post Malone Crocs. The marketing campaign leveraged influencers, including Post Malone himself, to create a dance challenge that went viral. The campaign generated over 3 million video submissions and 4 billion views, making it one of the most successful influencer marketing campaigns on TikTok.

## 2. E.l.f. Cosmetics #eyeslipsface

E.l.f. Cosmetics embraced the power of TikTok Influencer Marketing by creating a viral challenge called #eyeslipsface. The campaign required influencers to create videos that showcased the brand's products, highlighting their quality and affordability. The challenge became a hit on TikTok and generated over 4 billion views. The success of the campaign is credited to the brand's ability to tap into the platform's unique culture and create content that resonated with the users.

## 3. Fenty Beauty House

Rihanna's Fenty Beauty collaborated with multiple TikTok influencers to create the Fenty Beauty House. This was a campaign that showcased the brand's new products and reached out to a young and diverse audience. The marketing campaign included creating a house for influencers to live in for a week, where they would showcase the brand's products and create videos that would promote the products. This campaign generated over 2 billion views, and the unique concept of the Fenty Beauty House was what made the campaign successful.

## 4. Dunkin' Donuts x Charli D'Amelio

Charli D'Amelio is a TikTok sensation, and her collaboration with Dunkin' Donuts was one of the most successful TikTok influencer marketing campaigns of 2021. The campaign involved Charli creating a custom Dunkin' drink that was available for a limited time. The campaign generated over 2 billion views, and the unique aspect of the campaign was the personalized touch it had, which resonated with the TikTok audience.

## 5. Gymshark x Holly H

Gymshark is a fitness apparel brand that has used TikTok Influencer Marketing to its advantage. The brand collaborated with Holly H, a popular fitness influencer, to create a campaign that showcased Gymshark's product line. The marketing campaign featured Holly H creating fitness challenges and wearing Gymshark clothing, the campaign generated over 500 million views. The success of the campaign was due to the brand's ability to leverage the influencer's expertise in the fitness industry to create content that resonated with its followers.

## Conclusion

These are just a few examples of successful [tiktok influencer marketing](#) campaigns. These campaigns showcase the power of influencer marketing and how it can be leveraged to create unique and engaging content. The key to a successful influencer marketing campaign is to understand the platform's culture, the target audience, and the type of content that resonates with them. TikTok is a platform that has the potential to reach a large and engaged audience, making it an attractive platform for businesses to showcase their products and services.

## References

- [tiktok influencer marketing](#)