



Elevate your social media in 2025

Hayley Wheeler, Bankwest

**TikTok for
brilliant
brokers.**

 bankwest

**We aim to be the
best broker bank
in Australia.**



What you'll see today.



- 1 Who uses TikTok?
- 2 How are people using TikTok?
- 3 How do home loans fit on TikTok?
- 4 How can brilliant brokers get involved?



Who uses TikTok?



Only Gen Z
use TikTok.



Only Gen Z
use TikTok.



Over 10 million Australians watch TikTok.

Diverse audience

43% aged 18 – 24
31% aged 25 -34
14% aged 35 -44
12% aged 45+

Huge content engine

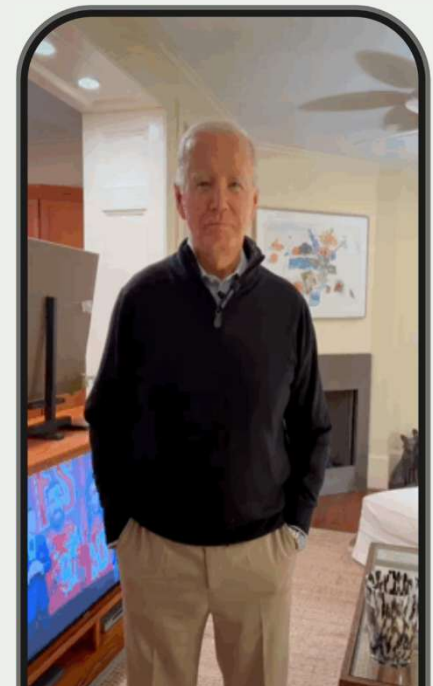
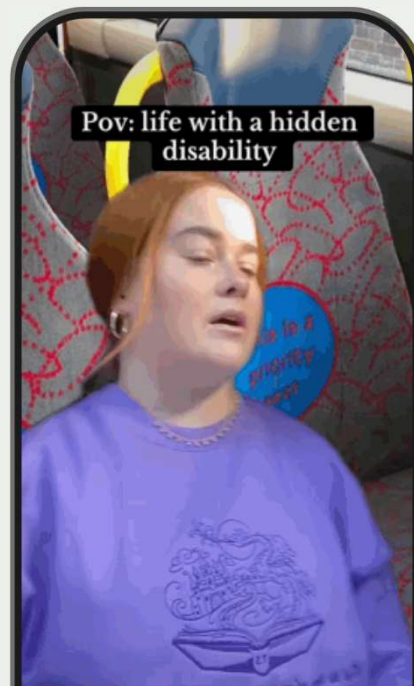
22.1 million monthly video creations
20 daily open times
61.9 billion monthly video views

Data as of Jan 2024*

Source: 1. TikTok Internal Data, Australia, Jan 2024, (NOTE : TikTok's use of this data does not equate to an endorsement)

* Monthly User Base: MUB is an estimate of devices who open or view an app at least once in the period of one month

There's videos for everyone.





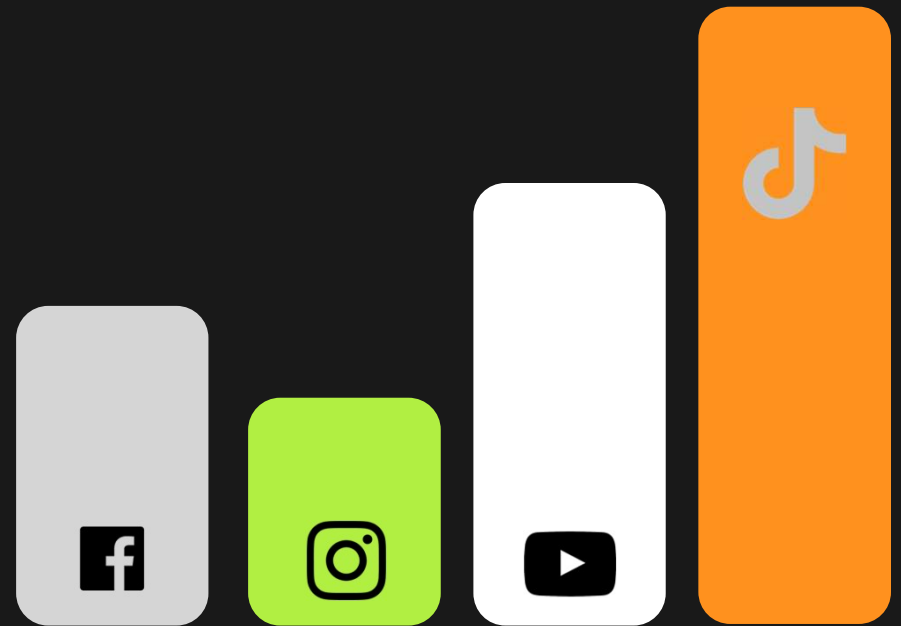
How are people using TikTok?



**Every day, Australians
are spending more
than a movie's worth
of time on TikTok.**

Source: AppAnnie, iOS & Android TikTok AU App users, Jan 2024

TikTok's daily average time spent is the highest across social media.

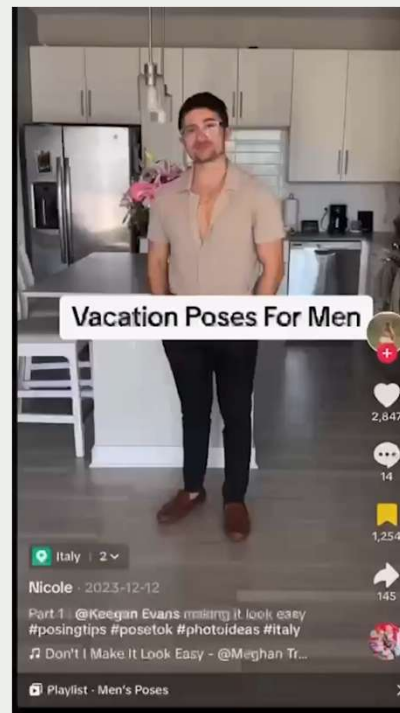


Daily Minutes spent in Australia, indexed

Data Source: data.ai average time spent Indexed data(Android Only), AU, Jan 2024

**It's a search
engine, dressed
as entertainment.**

Have a question?





Google SVP, Prabhakar Raghavan

BUSINESS
INSIDER

“Users don’t tend to type in keywords but rather look to discover content in new, more immersive ways.”

Source: Business Insider, [‘Nearly half of Gen Z is using TikTok and Instagram for search instead of Google’](#), July 14, 2022
The New York Times, [‘For Gen Z, TikTok Is the New Search Engine’](#), September 16.

People are turning to TikTok for help with their finances.





**What about
home loans?**



Financial services content has grown 27% YoY.

#Investing

2.2million views

#FirstHomeBuyer

2million views

#FinTok

930k views

#FinanceTips

351k views

#Budgeting

1.5million views

#GirlMath

1.5million views

Source: TikTok Creative Centre, Trends, Australia, Financial Services Past 7 Days



TikTok users go there for research and inspiration.

63%

Have a home loan

33%

Plan to apply for a home loan
in the next 6 months

21%

Are looking for a new lender



And when taking out a home loan, this is what counts.

43%

**Securing a
lower rate**

34%

**Ability to adjust payment
amount**

34%

**Ability to adjust overall
mortgage term**

Source: TikTok commissioned study on finance attitudes and consumption among (n=1000) TikTok users and non-users in Australia, Oct 2022

TikTok is part of the whole homeowner journey.



1. Discovery

26% of TikTok Users discovered a new mortgage provider on platform that they didn't know about before

2. Consideration

33% of TikTok users were inspired to find more about the product/provider creating opportunities for long term engagement



3. Conversion

23% of TikTok users tried/purchased the product after seeing content on platform

4. Review

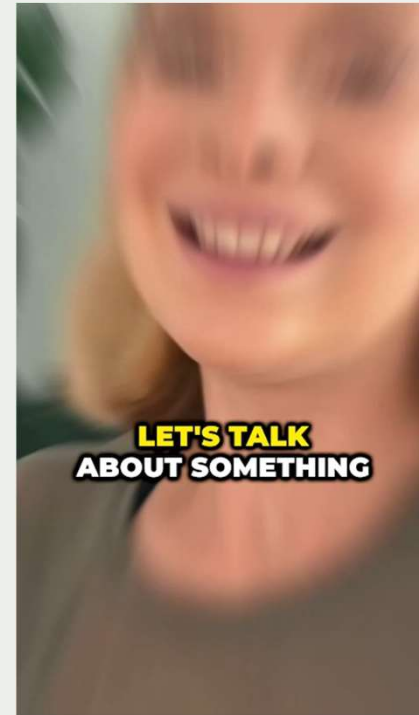
46% shared or talked to friends and family about it/shared content with them

Source: TikTok commissioned study on finance attitudes and consumption among (n=1000) TikTok users and non-users in Australia), Oct 2022



How can brokers be brilliant on TikTok?

People are turning to brokers on TikTok for help.

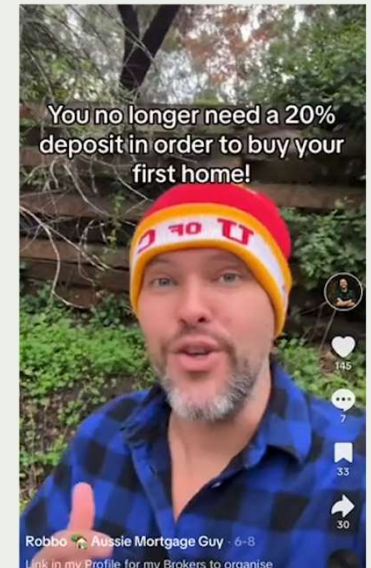


It's about bringing your personal brand to TikTok.

Brand Building



Lead Gen/Conversion





Let's recap.

Key takeaways.

- 1 TikTok has diverse content
- 2 57% of TikTok's audience is over the age of 25, and growing.
- 3 Audiences - on average - spend 90 mins with TikTok each day.
- 4 TikTok should be an extension of who you are.



Thank you.