

TikTok Marketing – Cheat Sheet

How To Leverage The TikTok Platform For Profits

Step 1: What is TikTok?

- A short form video app
- Videos can be 15 seconds or 60 seconds
- Over 500 million users worldwide
- It has a young audience
- Generation Z and young Millennials are the main users
- User generated content
- Duet and Hashtag Challenge features
- Special effects for videos

Step 2: Getting Started with TikTok

Step #1: Assess whether TikTok is the right platform for your business

Step #2: Download and install TikTok on your mobile device

Step #3: Create an account

Step #4: Setup your profile and switch it to Pro

Step #5: Start watching other people's videos and engage

Step #6: Follow other TikTok users

Step 3: Creating Content for TikTok

- Music videos either mini clips or montages
- Funny videos
- Special effects videos
- Duet videos
- Hashtag challenge videos
- Plan your videos
- Use the special effects

- Create engaging videos
- Be consistent with posting

Step 4: TikTok Hashtags

Step #1: Use the right hashtags for more exposure and likes

Step #2: Using the right hashtags will help to grow your following

Step #3: Know your audience to identify the best hashtags

Step #4: Check out the hashtags that influencers use in their successful videos

Step #5: Check out the hashtags your competitors use in successful videos

Step #6: Use external tools for hashtag suggestions

Step #7: Use hashtags related to your content

Step #8: Never use misleading hashtags

Step 5: Marketing Strategies for TikTok

Step #1: Create engaging hashtag challenges

Step #2: Create videos ideal for Duets

Step #3: Work with suitable influencers

Step #4: Use scarcity for greater engagement

Step #5: Be authentic with your content

Step #6: Build a community on TikTok

Step #7: Encourage user generated content

Step #8: Promote your TikTok videos on other social channels

Step 6: TikTok Ads

Step #1: Check to see if TikTok Ads are available in your country

Step #2: TikTok ads are all short form videos

Step #3: You can use a CPC, CPM or CPV model

Step #4: Brand Takeover ads are front and center when the app is opened

Step #5: Hashtag Challenge ads run for 6 days

Step #6: Branded Lens ads drive high engagement levels

Step #7: In Feed Native Ads blend in seamlessly

Step #8: There are targeting options

Step #9: You can add an external link

Step 7: Inspiring TikTok Use Cases

- The Bailey Bakery has over 4 million followers
- Lawyer Anthony Barbutto has 1.8 million followers
- University of Florida successfully uses the platform
- Lil Nas X created a number one hit using TikTok
- The Lomile Shop has more than 2 million hearts for their videos
- The Washington Post has more than 4 million hearts for their videos
- The Pasco County Sheriff's Office has more than 3 million hearts

Step 8: TikTok Analytics

Step #1: You must use TikTok Analytics to see how well your account is performing

Step #2: Switch to a Pro account first

Step #3: Profile Overview shows profile and video views and total followers

Step #4: Content Insights provides very rich insights for each video

- Total hearts (likes) for the post
- Total comments for the post
- Total shares for the post
- Total video play time
- Total video views
- The Average watch time
- Sources of traffic
- Audience territories

Step #5: Follower Insights show audience by territory and age

Step #6: The Pentos tool enables you to examine other TikTok profiles

Step 9: TikTok Marketing Best Practices

- TikTok has a young user base
- Always use music
- Use the special effects
- Use multiple shots in videos
- Challenge your audience
- Look at your competitors
- Use analytics
- Plan your content
- Be consistent with posting