

TikTok Marketing

What is TikTok?

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

Creating Content for TikTok

- Music videos
- Funny videos
- Special effects videos
- Duet videos
- Hashtag Challenge videos
- Plan your videos
- Use the special effects
- Create engaging videos
- Be consistent with posting

Marketing Strategies for TikTok

- Engaging Hashtag Challenges**
- Create videos ideal for duets**
- Work with influencers**
- Use scarcity for greater engagement**
- Be authentic with your content**
- Build a community**
- Encourage user generated content**
- Promote your TikTok videos on other social channels**

Inspiring TikTok Use Cases

- Bailey Bakery has over 4 million followers
- Lawyer Anthony Barbuto has 1.8 million followers
- University of Florida successful on TikTok
- Lil Nas X created number one song using TikTok
- Lomile Shop has more than 2 million hearts
- Washington Post has over 4 million hearts
- Pasco County Sheriff's Office has 3 million hearts

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**

Getting Started with TikTok

- Is it right for your business?**
- Download and install the app**
- Create an account**
- Setup your profile and switch to Pro**
- Watch other videos and engage**
- Follow other TikTok users**

TikTok Hashtags

- Use the right hashtags for more exposure and likes
- Use the right hashtags to increase following
- Know your audience to identify hashtags
- Check out influencer hashtags
- Check out competitor hashtags
- Use external tools for hashtag suggestions
- Use hashtags related to your content
- Never use misleading hashtags

TikTok Ads

- Are they available in your country?**
- TikTok Ads are all short form videos**
- You can use CPC, CPM and CPV models**
- Brand Takeover Ads are front and center**
- Hashtag Challenge Ads run for 6 days**
- Branded Lens Ads have high engagement**
- In Feed Native Ads blend seamlessly**
- There are targeting options**
- You can add an external link**

TikTok Analytics

- Use to see how well you are doing
- You must have a Pro account
- Profile Overview
- Content Insights
- Follower Insights
- Use Pentos to examine other profiles