

TikTok Marketing - Resources

Report

Resource #1

Assess whether TikTok is the right platform for your business

Download and install the TikTok app for your Android or iOS device

Think about a good username that reflects your brand

Write a compelling profile description

Switch your account to Pro for accessing TikTok Analytics

Learn how the app works and how users interact with each other

Start watching videos and liking (hearts) if you enjoy them

Follow other TikTok users each day so they will follow you back

Goal: Get yourself setup on TikTok and learn how the app works and the best way to interact with other users. Start getting followers by following others

Resource #2

Identify the most popular TikTok videos and determine why they are popular

Learn how to use all of the special effects

Learn how to create a video "on the fly" from within the TikTok app

Learn how to edit your video and add special effects

Learn how to add a music clip to your video

Look at videos suitable for Duets and come up with your own ideas

Look at successful hashtag challenge videos and come up with your own ideas

Identify and use an app to schedule your video creation and posting

Goal: Familiarize yourself with the different types of content on TikTok and learn how to create these yourself.

Resource #3

Find out everything you can about your audience and the hashtags they search for

Identify successful influencers and look at the hashtags they use for their popular posts

Identify your competitors and look at the hashtags they use for their popular posts

Checkout Seekmetrics and All Hashtag for additional hashtag suggestions

Goal: You need to identify the right hashtags to use with your video posts. They must be related to the content you are posting.

Resource #4

Think about how you can start a hashtag challenge for user engagement

Come up with ideas that are suitable for videos that encourage user Duets

Identify those influencers you believe are a right fit for your brand and contact them for a potential collaboration

Add time limits to all of your challenges to encourage participation

Create a voice for your brand so that your content comes across as authentic

Look at ways to build your community on TikTok

Look at other brands to see how they have used TikTok to successfully market themselves

Check out to see if you can use TikTok ads in your country

Change your account to Pro so that you can check how you are doing using TikTok Analytics

Goal: Create a marketing strategy for TikTok to get the best results from the platform