

MARKETING



# EXPERT GUIDE TO TIKTOK



# SHOULD YOUR BRAND BE ON TIKTOK?

TikTok has seen plenty of success stories, but it isn't for everyone. Being on the platform just to keep up with trends or sporadically posting content could lead to negative backlash from users - avoid this by having a thoughtful strategy and specific goals in mind!

A recent study found that 51% of social media users have called out brands online when they notice them hopping onto trends dishonestly. Put thought into your brand's presence on any platform you engage in - remember, quality over quantity is key!

## BEFORE LAUNCHING YOUR BRAND ON TIKTOK, YOU SHOULD ASK THE FOLLOWING QUESTIONS:

- Who are your target audiences and where are they?
- What are your goals for TikTok?
- How (and can) you create enough content for TikTok?

# TIKTOK'S ALGORITHM: EVERYTHING YOU NEED TO KNOW

On TikTok, you'll never be stuck scrolling through the same content as your friends. Its tailored algorithm works to design personalized recommendations for each user; this means not even siblings will see the same videos in their FYP!

The algorithm is designed to evolve as the user's viewing behavior and interests change.

## HOW TIKTOKS ALGORITHM WORKS

TikTok decides which content to service users through a combination of ranking factors. These include:



### USER INTERACTIONS AND BEHAVIOURAL SIGNALS

In order to determine the types of videos to serve on a user's FYP, TikTok looks at the following information:

- Comments posted
- Accounts followed
- Video likes and shares
- Content created
- Videos watched all the way through
- Favorited videos



## DEVICE AND ACCOUNT INFORMATION

Device type and account settings are taken into consideration when serving content. This includes:

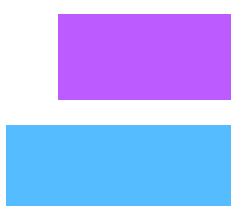
- Language preferences
- Country and location settings
- Category selection
- Device type



## VIDEO INFORMATION

Video information plays a crucial role in the discoverability of content. This includes:

- Information in the video (text, filters etc)
- Captions
- Sounds
- Hashtags



# HOW TO EFFECTIVELY MARKET YOUR BRAND ON TIKTOK

TikTok is becoming the go-to social platform for savvy brands. Whether a business has just started using it or they're looking to supercharge its existing strategy, endless opportunities can be leveraged with a practical approach tailored to this unique space.

Businesses can:

- Generate leads
- Build communities
- Reach new audiences
- Increase brand visibility and awareness
- Provide an extra level of customer service
- Advertise products, services, and promotions
- Connect with customers creating brand loyalty
- Receive feedback from customers and audiences
- Sell products or services which can increase revenue

**There are three ways brands can achieve success on TikTok:**

## 1. INFLUENCER MARKETING

Influencer marketing empowers businesses to enlist the help of highly-respected individuals or organizations. This strategy can be particularly effective for those who do not have the capacity or resources to make their own content, as well as brands wishing to target a new demographic.

Their already-established audiences and expertise with TikTok enables them to create captivating videos that engage viewers while showcasing your product/service in an attractive way!

They can also transform rigid brand messages into exciting videos that resonate with their followers while endorsing your brand.

## 2. AD CONTENT

With TikTok for Business, companies have an exciting new way to reach potential customers and engage their audience. Use the powerful Custom Audiences feature to target people who are already familiar with your brand and access valuable data on audiences you didn't even know were using TikTok!

Showcase what makes your company unique by creating in-feed video advertisements, Video filters or branded hashtags - get creative while also reaching prospects across different points of their buying journey.

TikTok advertising is also an excellent strategy for building followers at a low cost.

### LITTLE BEAR NOTE

Any accounts using tiktok for business will only have access to royalty free music - so try spark ads!

## 3. ORIGINAL CONTENT

Creating original content from scratch is a great opportunity to showcase your company's personality and get noticed. But there are also easy ways for you to join existing conversations, so don't stress about trying too hard - have some fun with it!

From using the latest emoji filters on TikTok or exploring viral trends that everyone's getting in on, keep up-to-date with what makes sense for your brand by participating and contributing something new.

# FILMING



Content should be filmed in sufficient lighting.

Avoid wearing patterns or bright colors. They are distracting and receive lower views.

Content can now be up to 10 minutes long, but for optimal performance, videos should remain under 60 seconds.

All content should be filmed vertically with no added borders or other features in order to properly optimize TikTok.

Content can be filmed both inside and outside of TikTok. This said, Tik ok does "like" content that is made entirely within the app and edited using its own features.

TIPS & TRICKS

**LBIF  
TIPS**

**TOP PERFORMING VIDEO LENGTH RANGES FROM 24-31 SECONDS**

# TIKTOK BEST PRACTICES

1

## QUANTITY MATTERS

On TikTok, success is all about the numbers. Your goal should be to post around five times a week - one or two videos each day will help your account reach its highest potential and make sure it remains on top of the algorithm rankings!

2

## DON'T OVERTHINK IT

To keep up with the demands of creating weekly videos, it's important to go for your ideas confidently. Don't get bogged down in second guessing or perfectionism - capture that idea and give it a shot! The audience will let you know if they love what you did.

3

## TEST, TEST AND THEN TEST AGAIN

Launch a variety of content and find out what resonates! Try something fresh that aligns with your brand, then use the successful styles to create more engaging videos. Be adventurous in developing unique visuals for your audience - you never know when one will become the next big hit.



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## STUCK FOR INSPIRATION? COPY, WITH A TWIST!

To find the spark of inspiration, try diving into your niche's hashtags. With a little detective work and research you can identify what kinds of videos have been successful in that area and use them as building blocks to create something new! The more time spent exploring tags could result in an abundance of inventive ideas - so why not get started?

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## CONTENT IS KEY!

TikTok is the perfect platform for anyone with an idea to express themselves and start creating content, no matter your background or experience. With nothing more than a smartphone, you can let loose those inner creative juices - so why not take advantage of this incredible opportunity?

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## JUMP ON EXISTING TRENDS (THAT ARE RELEVANT)

TikTok ranks content that's popular and has amassed views so it's important for marketers to make the most of this and jump on any sounds, hashtags, memes or formats that are relevant to them. This means new audiences will discover your brand when they look for content under the trending sound, filter or hashtag, giving you more visibility.

**LBITF  
TIPS****Click below to see what's trending:**<https://ads.tiktok.com/business/creativecenter/inspiration/popular/music/pc/en?from=001115>

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## DON'T BE TOO SALESY

If you want to connect with your viewers, consider adding more life and personality into your content! Find a balance between fun and informative activities that won't feel like an advertisement. This way, you can create lasting relationships with new audiences without compromising on creativity or engagement.

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## USE FULL-SCREEN FOCUS

Utilize the 9:16 video format to put your brand front and center on TikTok! This portrait mode feature will ensure your content fills up a user's entire phone screen, so you can confidently reach audiences with maximum impact.

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## TIMING IS EVERYTHING

When it comes to creating successful videos on TikTok, choosing just the right length is key. You don't want them to be too long and risk users scrolling away before getting the most important info; nor do you want them so short that vital information gets lost in a fleeting moment of time.

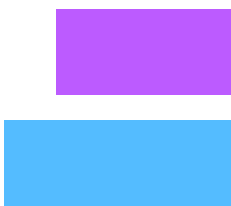
Finding an optimal balance can take some trial and error - but generally speaking 8-25 seconds works best for delivering your message clearly while keeping viewers engaged until completion!

# ANALYZING



Understanding how to effectively analyze data is vital for making informed decisions in the future - here are a few tips on getting started!

- 1.** The TikTok analytics feature within the app is the best place to determine successes and areas to improve on all content posted.
- 2.** Similar to Instagram, reporting includes follower increase, engagements, likes, shares, comments top content posted and insight into promoted posts.
- 3.** Consider what questions you want answered, decide which types of analysis can help provide those answers, and make sure your results are communicated clearly.



# OUR SERVICES



We have had the pleasure of growing social channels for brands in a number of industries such as:  
**Ecommerce, Kids Toys, Gaming, Maternity, Fashion, Biotech, Fintech & Wellness.**

**IT'S NOT ABOUT WHAT WE DO. IT'S ABOUT WHAT YOU NEED.**



## CONTENT CREATION

We expertly craft engaging videos that captivate your target audience, enhance brand visibility, and drive remarkable growth.



## PARTNER MANAGEMENT

Strategically identify, nurture, and maximize collaborations, ensuring mutually beneficial alliances.



## HASHTAG RESEARCH

We analyze trending topics, industry-specific keywords, and user behavior to identify the most impactful hashtags.



## ORGANIC GROWTH

Optimize your online presence, and engage with your target audience authentically, resulting in increased brand awareness.



## DATA REVIEW & EXECUTION

We'll dive deep into your analytics for key metrics and uncovering valuable insights. Then tailor strategies and execute.

# CONTACT US



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