



# HOW TO USE TIKTOK FOR MARKETING (BEGINNERS GUIDE)

# What We Will Cover

## Understand How Tik Tok Works

- An overview of the main areas in the app - The For You Page, Friends, Create, Inbox, Profile
- How does a typical person use TikTok?
- How does Tik Tok compare to Facebook, Instagram, Twitter when using it as a person?
- How the Algorithm works in the For You Page
- How to search and get found

## Understand what type of videos are created on TikTok

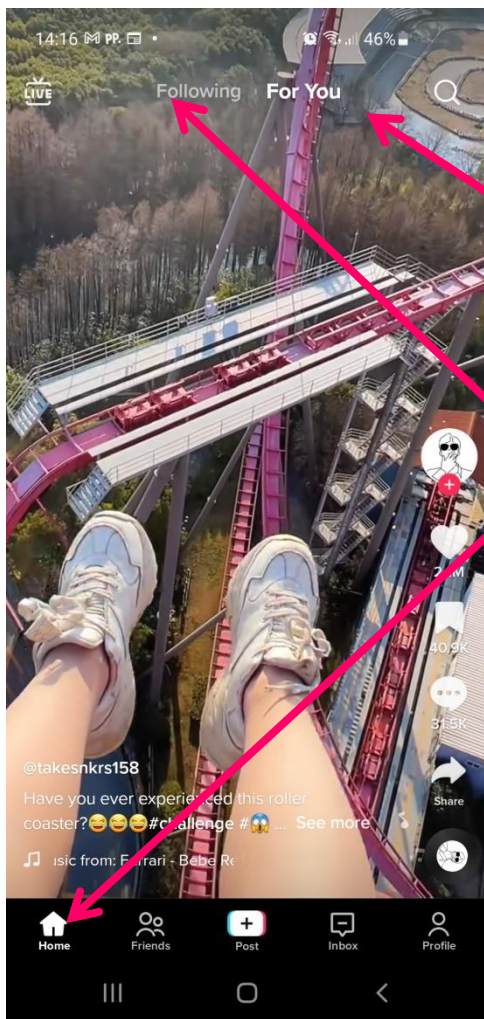
- What type of videos do People tend to make
- What type of videos do Businesses tend to make

## How to make and post videos

- How to make a video with video clips, music and text

## How to weigh up whether TikTok is a suitable marketing tool for you

# An overview of the main areas in the app - Home



Every time you login to TikTok you are taken to Home

Home is your feed.

Your feed has 2 big options.

1. The **For You** Page (feed)

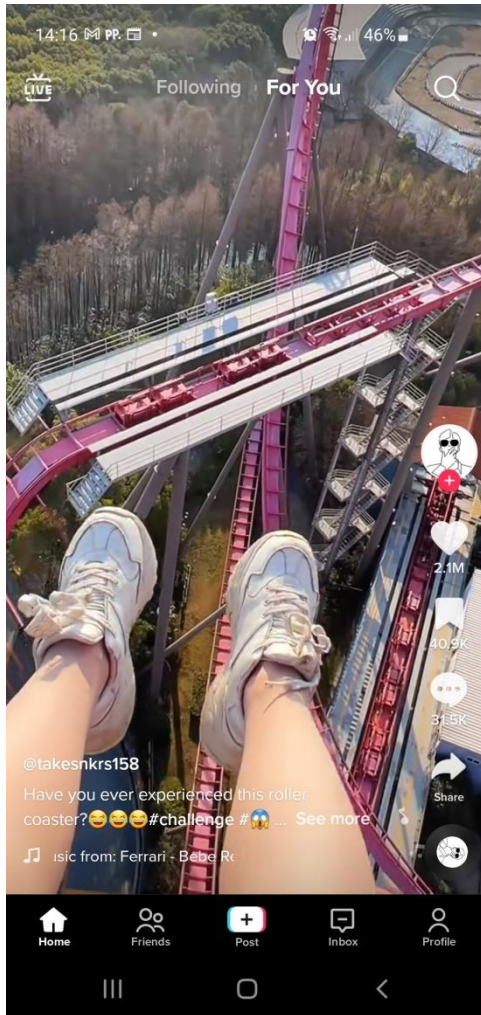
This is the default and mainly contains videos from accounts you are not following but TikTok thinks you will find interesting

2. **Following** Feed

This contains videos from accounts you are following

Most people look at the **For You** Feed

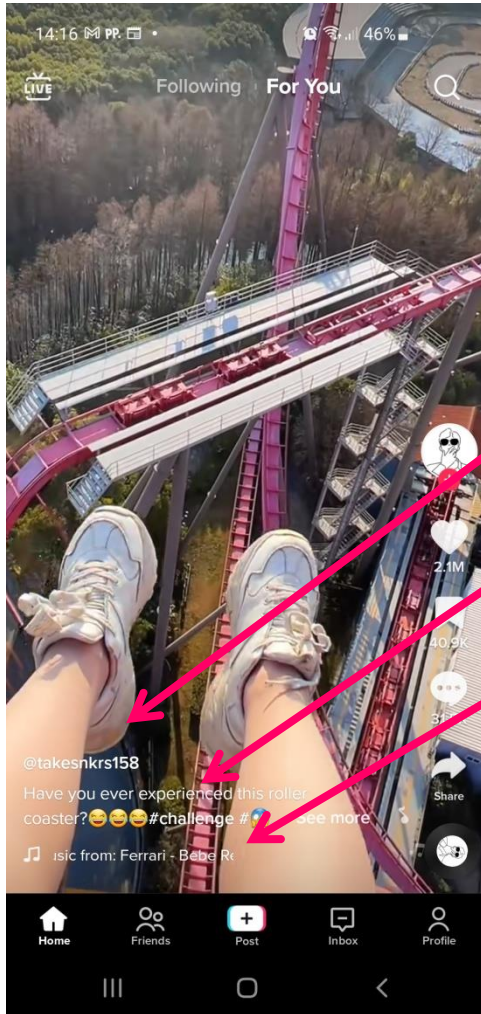
# An overview of the main areas in the app - Home



When you are looking at a video you can ...

- Tap the circle to go to the profile of the account that created the video or tap the + to immediately follow them.
- See how many likes the video has received
- Favourite the video in order to "view it again in your favourites"
- Read the comments that people have made on the video
- Tap the arrow to share the video with someone else either on TikTok or via WhatsApp. You can also save the video or add it to favourites
- Tap the revolving circle to view the sound / music that was used in the video

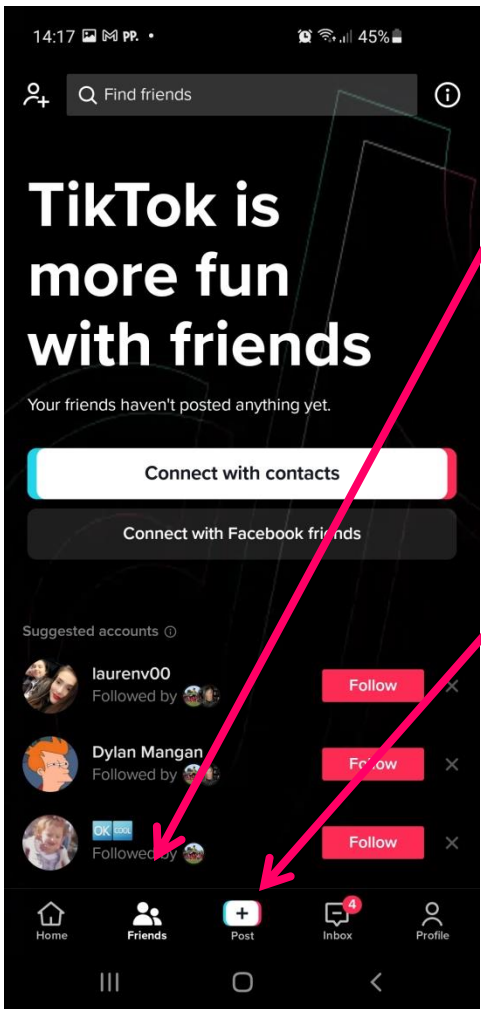
# An overview of the main areas in the app - Home



When you are looking at a video you can ...

- See who has posted the video by reading their @username. If you tap on the username it takes you to their profile.
- Read the caption/text that goes out with the video
- Read the name of the music track or sound that is being used in the video

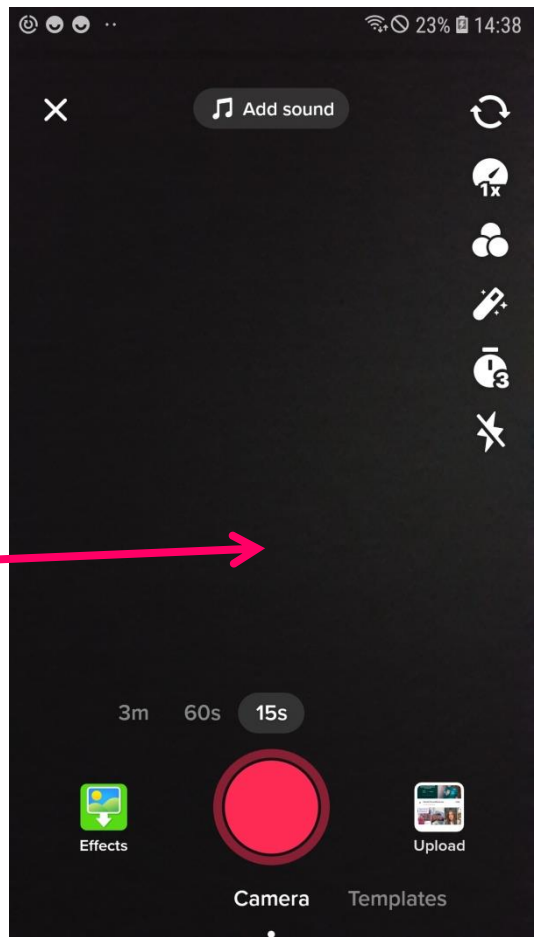
# An overview of the main areas in the app – Friends and +



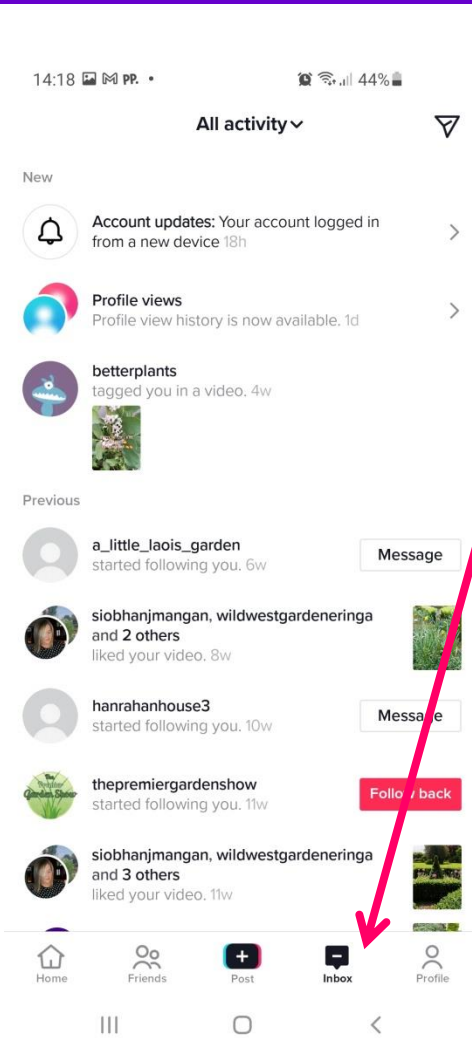
The friends tab is a feed that shows you videos from accounts you are following and your friends (contacts from your phone or Facebook friends) If you connect TikTok to your phone's contact list or FB, this feed will contain their TikTok posts.

The + symbol is to create a TikTok Video

When you tap on this you can create videos using clips from your phone, videos that you shoot right now and you can add music / sounds from their library



# An overview of the main areas in the app – Inbox and profile



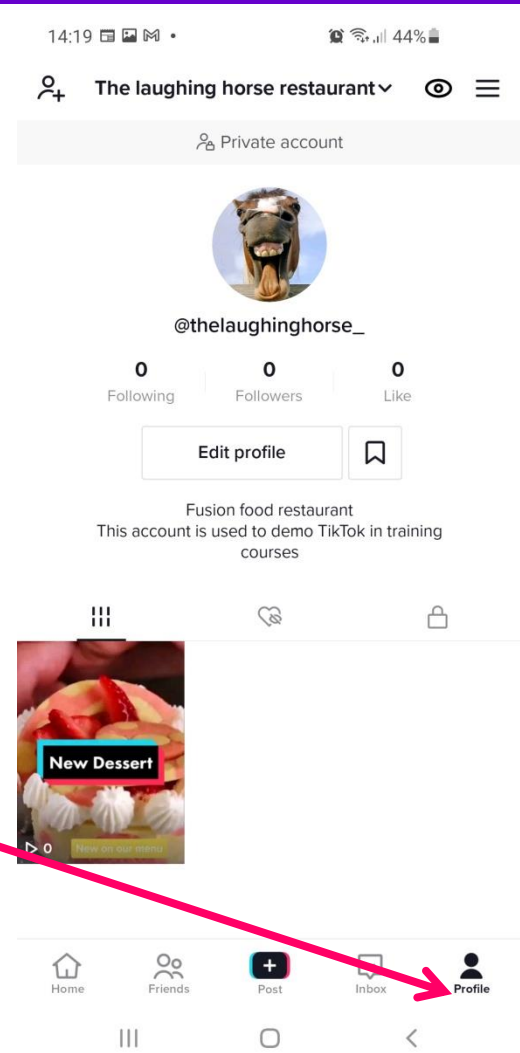
**Inbox – This area shows you who has followed you, engaged with your videos**

It also shows you people you might know on TikTok

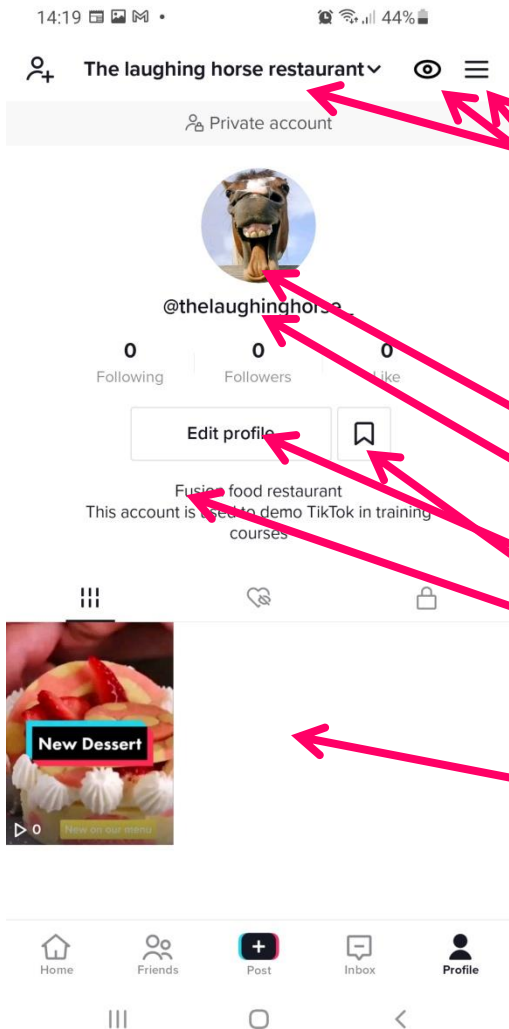
**Profile:**

This is you on TikTok When people search and find you this is what they see.

Therefore you should edit your profile to brand it with a photo and a description



# An overview of the main areas in the app – Your Profile



## The main areas of your profile are

- The name of your account. You can also tap on this to switch to another account or to create a new account
- The eye symbol allows you to see who has viewed your account
- The menu that allows you to get to Settings and creator tools
- Your profile picture
- Your @username
- Your stats
- The button to edit your profile
- The button to view videos that you have favourited
- Your grid which shows the videos that you have sent out



# How does a typical person use TikTok?

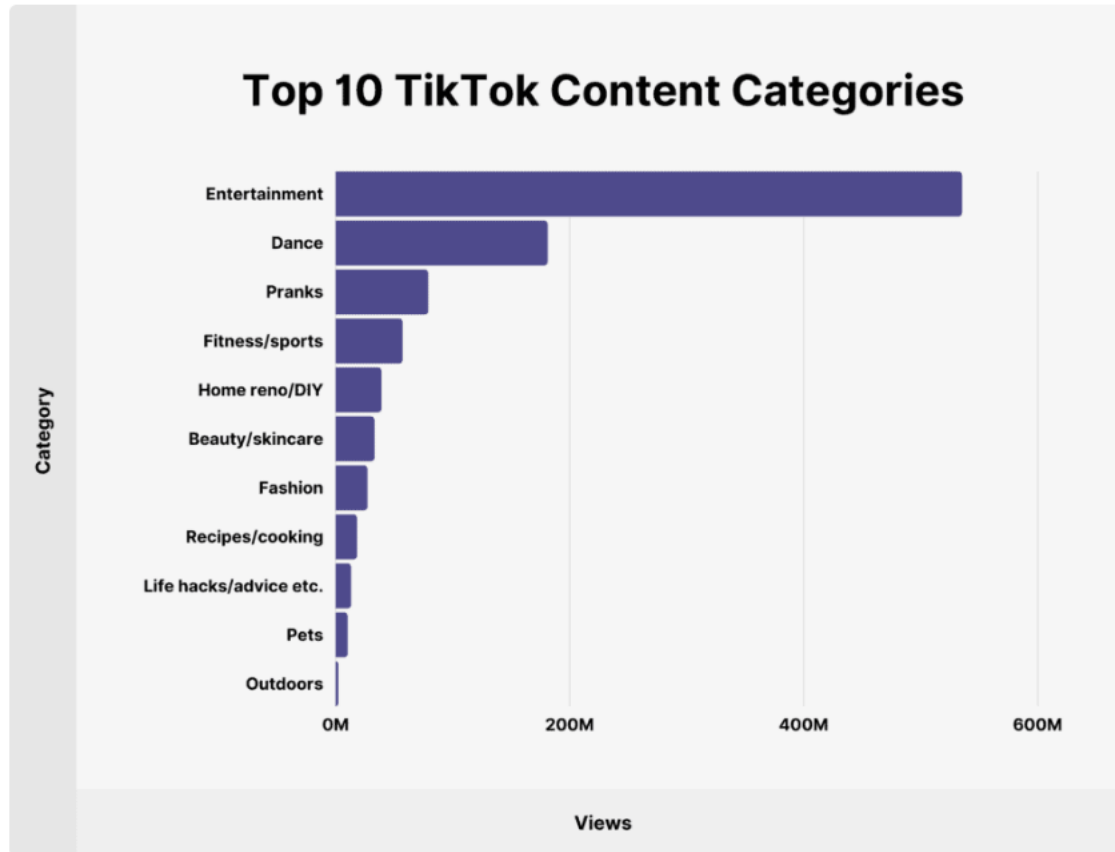


How people typically use TikTok.

1. They spend most of the time on Home watching videos in their "For you feed", swiping up to navigate through them.
2. The videos are mainly funny, entertaining or informative.
3. Users would also tap on the search icon to search for and find accounts or videos to do with a topic.
4. Users would also switch to the "**following**" feed but mainly use the **For You** feed.

# How does a typical person use TikTok?

## TOP 10: TikTok Content Categories

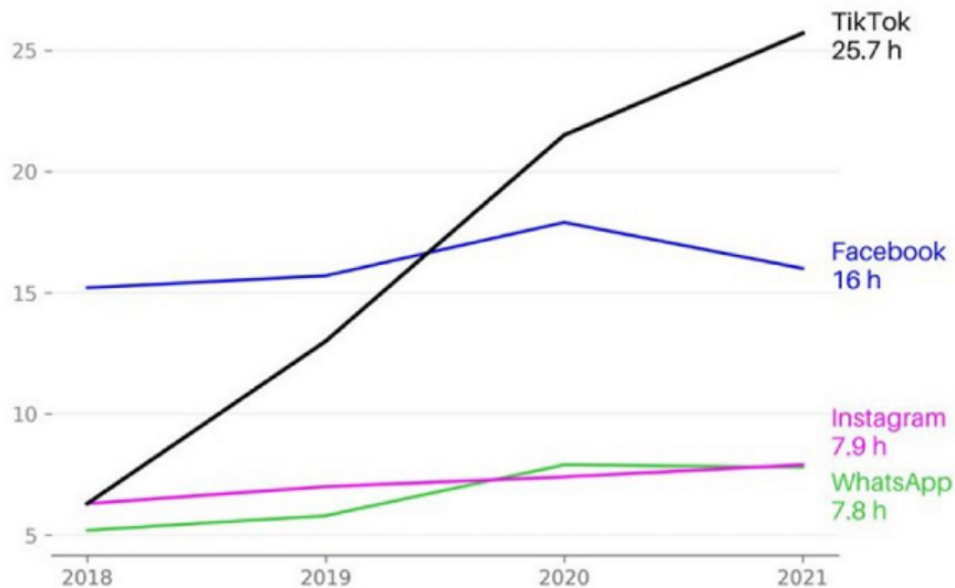


Studies show that people mainly use TikTok to watch videos that are entertaining followed by pranks, fitness, beauty (see graph)

# How does a typical person use TikTok?

## TikTok engagement keeps going up

Average monthly hours spent per user



thenetworkec.com

Studies show that people spend a lot more time on TikTok than they do on other social networks

And when people use TikTok they tend to use it more and more.

# How does Tik Tok compare to Facebook, Instagram, Twitter as a person?

## On Facebook, Twitter & Instagram

- People connect with friends or they follow business pages / profiles
- They then go to their Feed and they see posts from those / people or accounts
- The Algorithm decides which of these posts the person will find interesting

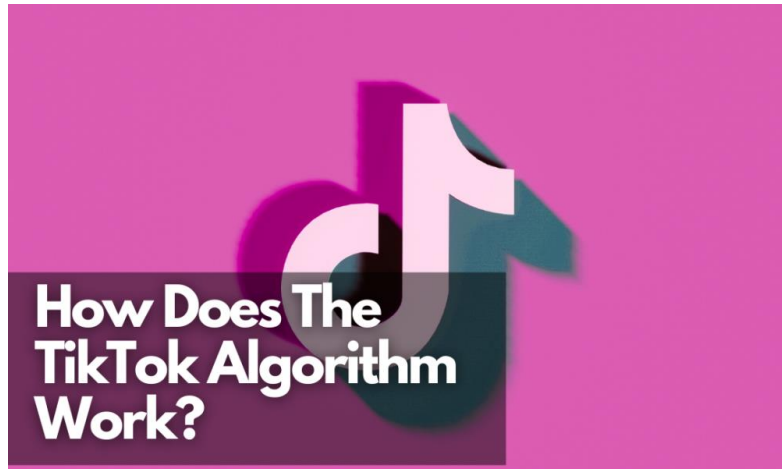
Almost everything in the feed is from people or accounts they are following (except for shares)

## On TikTok

- TikTok shows people popular videos in the feed
- People can search, find and follow accounts. However, following is far less important than on the other networks.
- There are 2 feeds – A “For You” feed and a “following” feed. People spend most of the time on the For you feed.
- Based on the topics that people search for and the videos they watch, the TikTok Algorithm will show the VERY popular and interesting videos in the for you feed

Most of what people see on TikTok is not from from people they are following. It is what the algorithm thinks they will find interesting

# How the Algorithm works in the For You Page

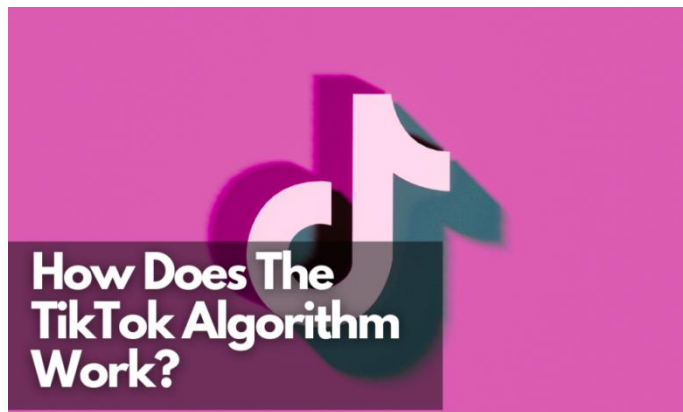


When looking at the TikTok algorithm there are two areas to consider:

1. What contributes to your authority
2. The review process and making it to the For You Page

Source: [Techcrunch.com](https://www.techcrunch.com)

# How the Algorithm works in the For You Page

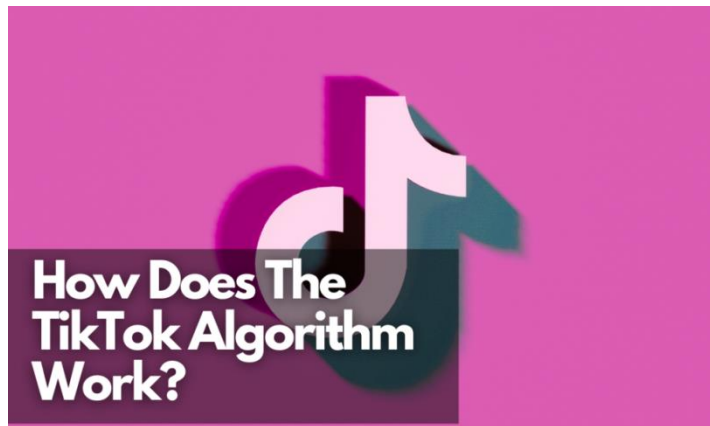


Source: Techcrunch.com

## What contributes to your authority ranking

- **For New accounts.** Understand that every post you make contributes to your authority
- **The first five videos you post are crucial.** TikTok wants you to create types of videos that stay in the same vertical. So, if you are making Yoga tips videos in your first five, TikTok will basically say, “this is a Yoga Tips account.” So, the first five are critical: you need to have a plan and focus on a niche
- **Verticality.** TikTok doesn’t want you being experimental. Pick a content vertical and stay with it. Content that varies or doesn’t have a specific theme won’t weigh well. If you start to make videos that fall into a different category, it’s like starting over because you don’t have authority on that vertical yet.
- **Views.** If your videos typically get 100 or fewer views, you’re going to have a zombie account, so lots of people recommend delete and start again. Videos that get between 1000–3000 views mean you have a mid-tier account. Videos that get 10,000+ views mean you have a top tier account.

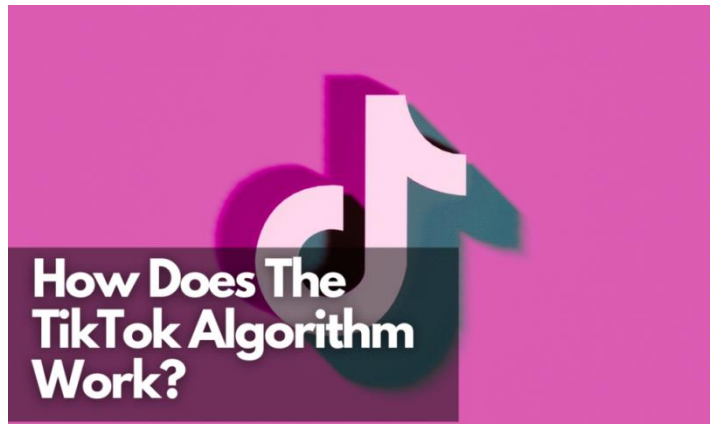
# How the Algorithm works in the For You Page



## What contributes to your authority ranking continued..

- **Viewing completion.** This is one of the most important factors. Your video needs to be viewed from start to finish to count for this metric. The key things that help with this are:
- **Short videos.** Videos can now be up to 10 minutes long, but TikTok recommends to their advertisers that they be 9–15 seconds
- **Looping videos.** If the video is watched repeatedly, then its Completion Ratio will be over 100% and will increase the overall performance rating of the video.

# How the Algorithm works in the For You Page



## The review process and making it to FYP

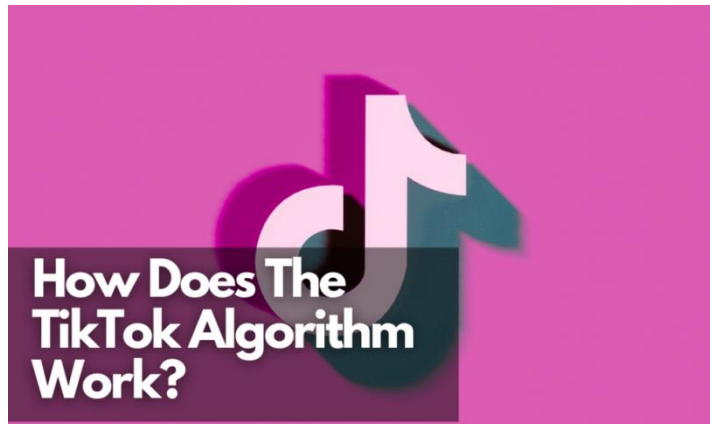
So, now that we understand authority, it's best to have a plan for the type of account / topic you will focus on and then create five high quality videos

Then you are ready to start posting and here's what will happen next.

- **Authority-based automatic distribution.** Your video goes out to a geo-local network (e.g. Mainly Ireland for us) of about 300–500 viewers.
- **Integrity-based AI review and data collection.** Shortly after this initial distribution to a few hundred people, it's being checked frame-by-frame by an AI for inappropriate content, copyright issues, etc. It's then given a new weighting (integrity rating)



# How the Algorithm works in the For You Page



## The review process and making it to FYP

**Delayed explosion.** (Without warning an old video could start to do really well and gets tens or hundreds of e.g. thousands of views).

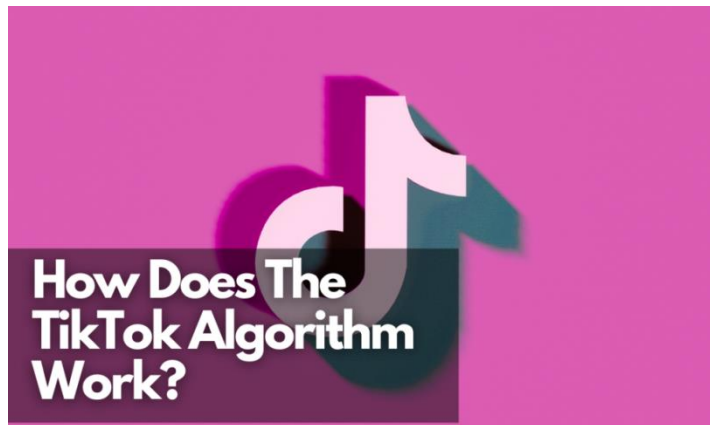
This is one of the biggest differences between TikTok and other platforms and where you have a second chance of getting onto the FYP.

Delayed explosion is why you should carefully consider whether you should delete old videos, regardless of whether it did badly.

Periodically (this could be weeks or months later), TikTok could test your older content and restart a process like..

- a) It resends your videos to a small group of people, then a slightly larger group
- b) and if it performs well then the AI is relooking at your authority and integrity ranking
- c) The AI could then decide that this could be a very popular video so send it for human review.

# How the Algorithm works in the For You Page



## The review process and making it to FYP

### Human review.

A human reviewer will see the video with these scores and decide if it has the potential to be a viral video. They'll also double-check for copyright and "bad" content that may have slipped past the AI in step two.

To be promoted to the FYP, the content must fit TikTok's idea of what is nice and popular in the geo-local region.

Common things that have been noticed are

- Pretty people in videos tend to do well
- No strong political videos

# How to search on TikTok



In order to find content and users tap on the search icon top right

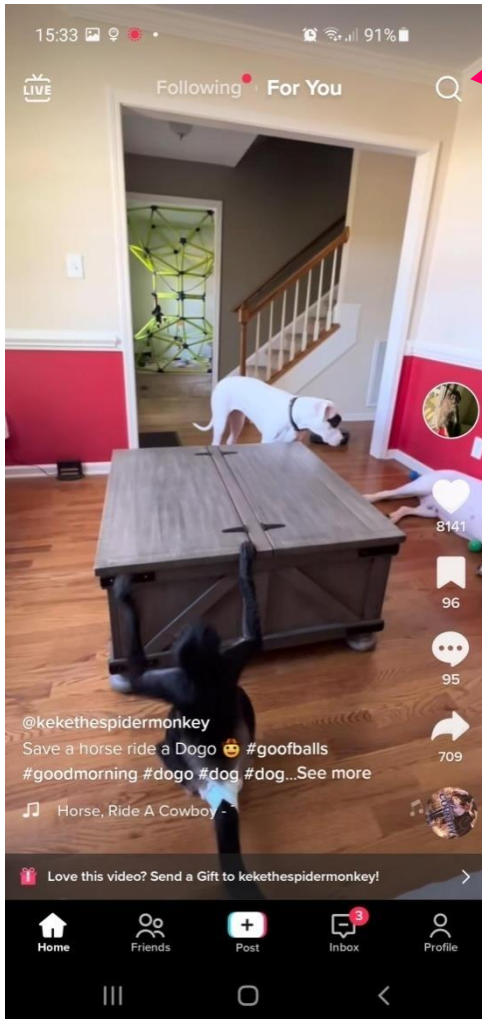
Type in the topic you are interested in e.g. "Handbags"

Then you can select

- Users** = Accounts relevant to handbags
- Videos** = relevant handbag videos
- Sounds** = Songs to do with handbags
- Live** = Relevant live videos
- Hashtags** = Hashtags to do with Handbags



# How to get found on TikTok



In order to get found ...

1. To get your account found in search choose 2-3 key search words and ensure they are in your name or username
2. To get your videos found ensure you are using relevant hashtags in the captions of your videos



# How does Tik Tok compare to Facebook, Instagram, Twitter as a marketing tool?

## On Facebook, Twitter & Instagram

- Businesses create a page / profile and post interesting content – mixture of images and videos
- They then grow their followers so that followers will see their posts in the feed
- Where possible, they try to drive followers to their website
- Once they send out a post the lifespan of the post is quite short – after a day or so it is has reached most people.

Almost everything that they post will be seen by followers, unless they can get posts found in search and by hashtags.

## On TikTok

- Businesses create videos
- Their videos will then be put into the For You page of non followers and some followers. It will also go into the “following” feed of followers
- If the Algorithm thinks that people find the video interesting it will get into the For You feed of thousands more non followers.
- The video could be presented to non followers months after it was originally posted.

Most of the people who see your videos could be non followers who TikTok think would have an interest in the topic

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## Understand what type of videos are created on TikTok

- What type of videos do People tend to make
- What type of videos do Businesses tend to make

## How to make and post videos

- How to make a video with video clips, music and text

## How to weigh up whether TikTok is a suitable marketing tool for you

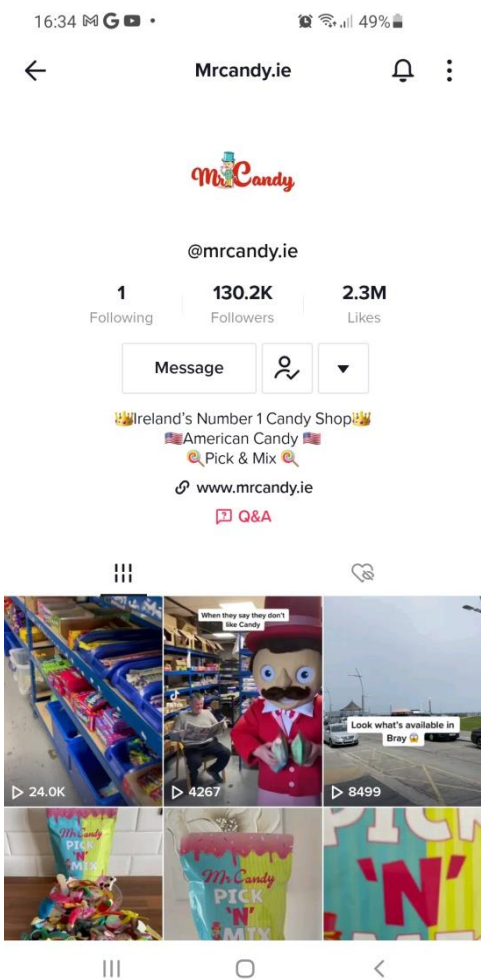
# What type of videos do People tend to make



## People tend to make videos of...

- Pets doing funny things
- Pranks/practical jokes
- Social experiments
- Cleaning tips/hacks
- House renovations/DIY
- Garden makeovers
- Power-washing
- Sports achievements (race wins, goals)
- Challenges
- Lifetime events (births, marriages, divorces, deaths)
- Celebrations/parties
- Movie clips
- Breakout Musical Artists (Olivia Rodrigo)
- Demonstrations

# What type of videos do Businesses tend to make



## Businesses that sell products

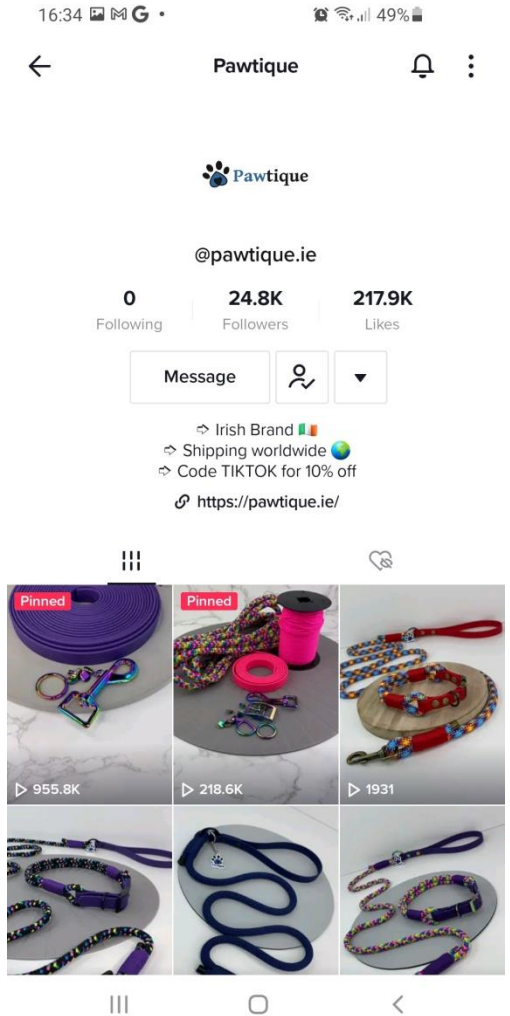
E.g. Boutiques, Florists, Jewellers, Sweets, pet products, garden centre

- Videos that showcase their product /service
- Show "Behind the scenes"
- Show how they make the product

But typically

- The product tends to be visually interesting
- The videos are fun

Examples:  
@turloughnursery  
@pawtique.ie  
@mrcandy.ie  
@gym.chic





# What type of videos do Businesses tend to make

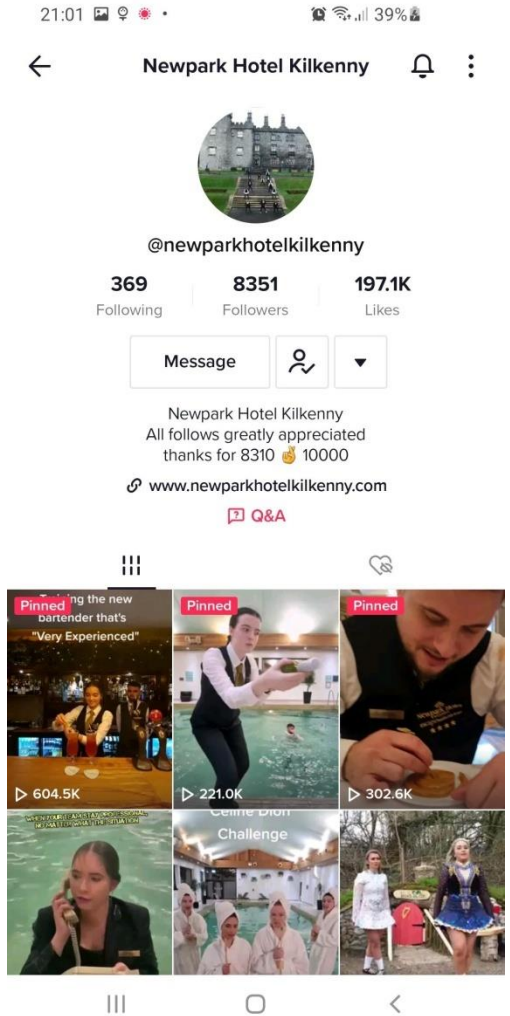
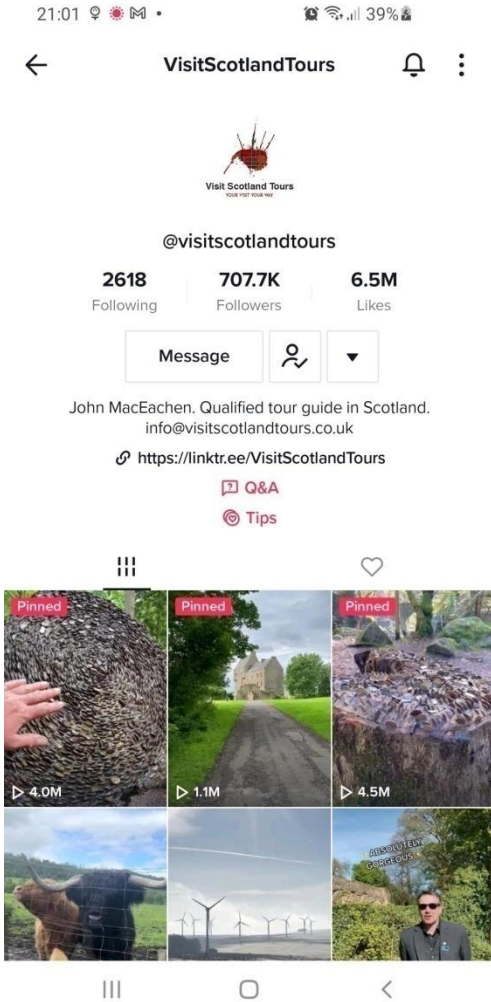
## Tourism Businesses

e.g. Tour Guide, Hotel,

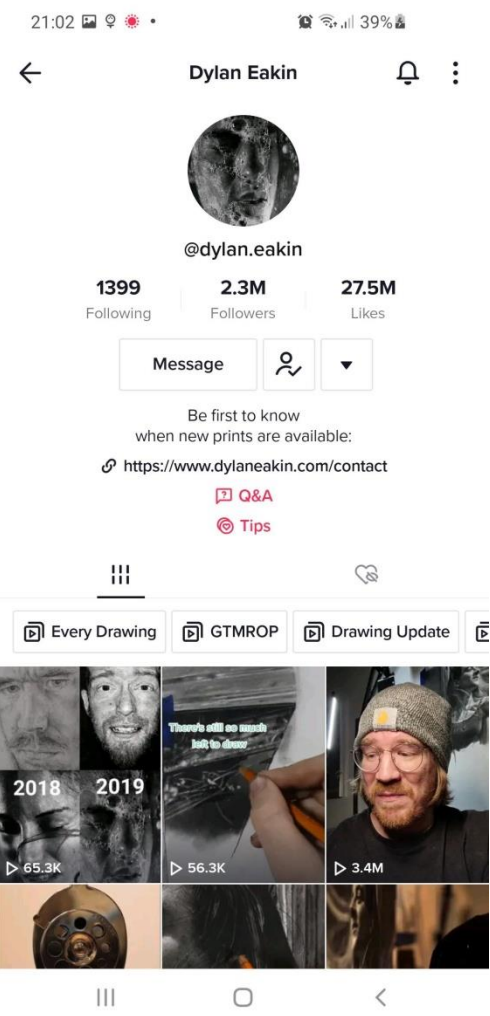
- Videos that showcase a location
- Behind the scenes in a hotel with staff

Examples:

- @visitscotlandtours
- @newparkhotelkilkenny
- @hotelwoodstock



# What type of videos do Businesses tend to make



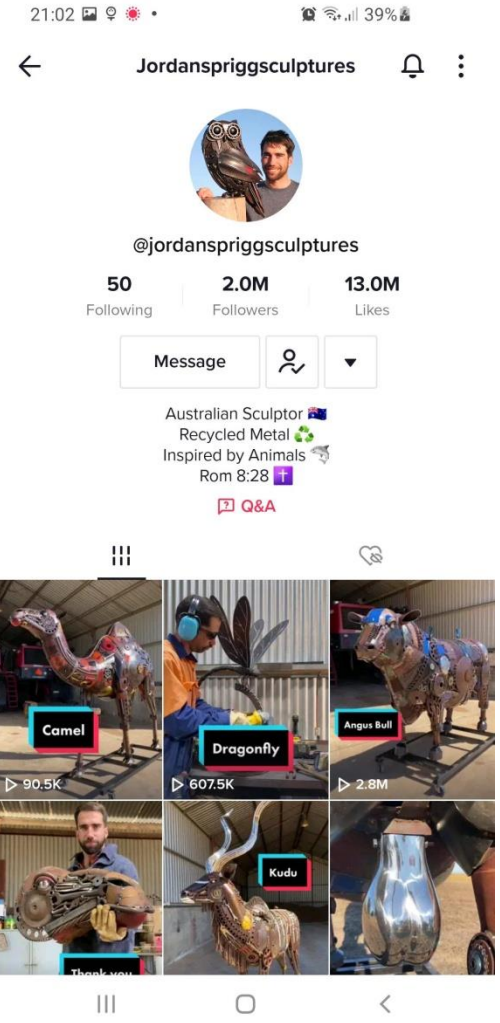
## Creatives

e.g. Artists, Photographers

- Videos that show how they make their art
- Videos that show behind the scenes

Examples:

@dylan.eakin  
@jordanspriggsculptures



# What type of videos do Businesses tend to make

## Businesses that provide services

e.g. Nutritionist, Doctor, Solicitor, Psychiatrist

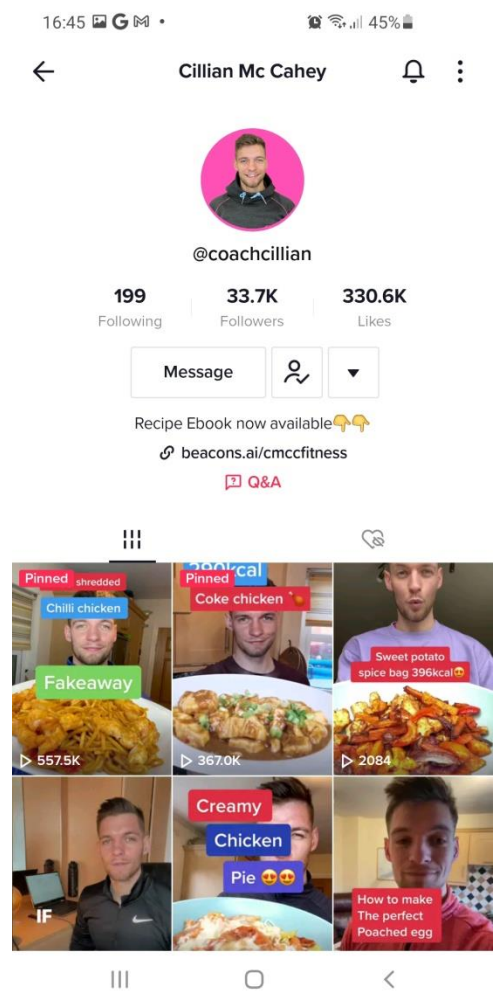
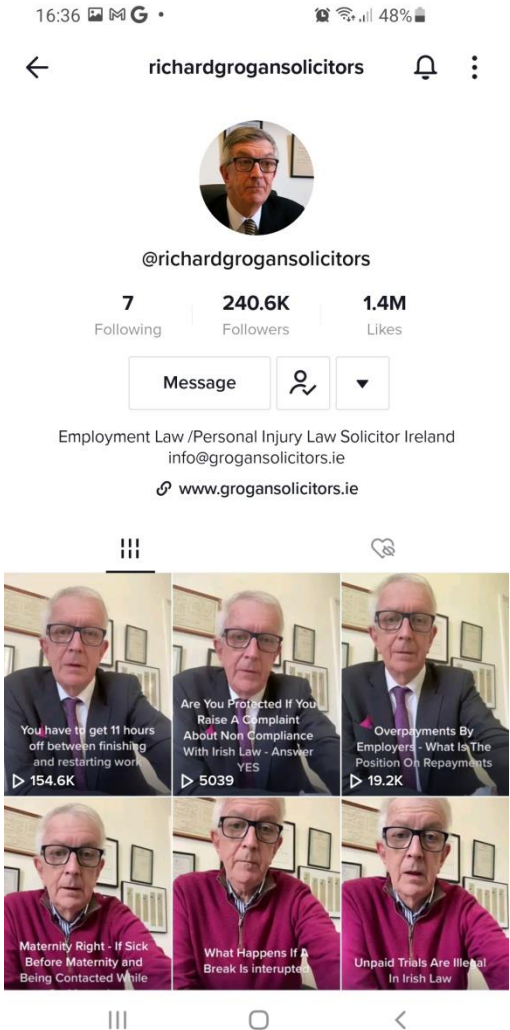
- Videos that give tips and advice

But typically

- The topics tend to be consumer oriented rather than B2B

Examples:

- @richardgrogansolicitors
- @drdoireann
- @tik\_tok\_counselling



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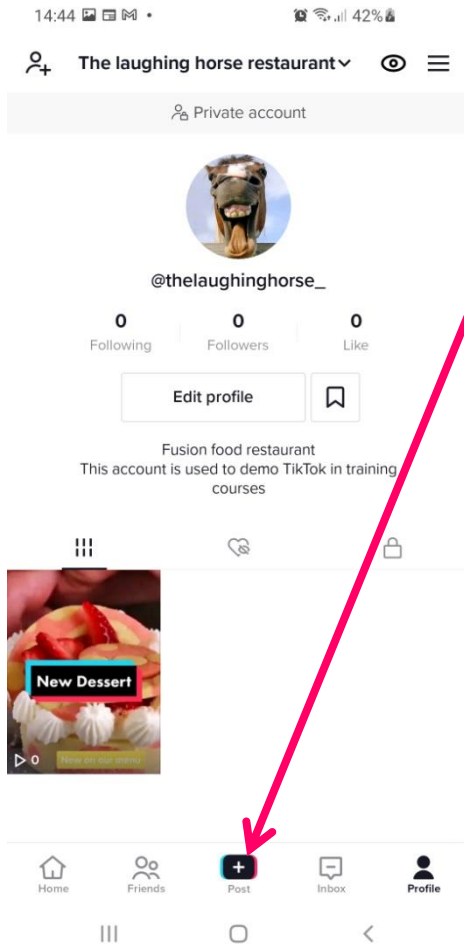
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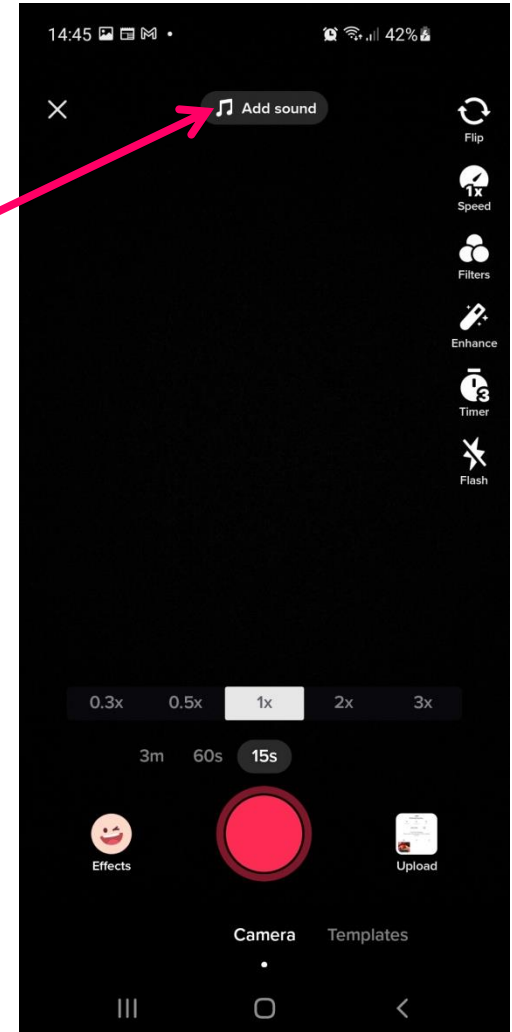
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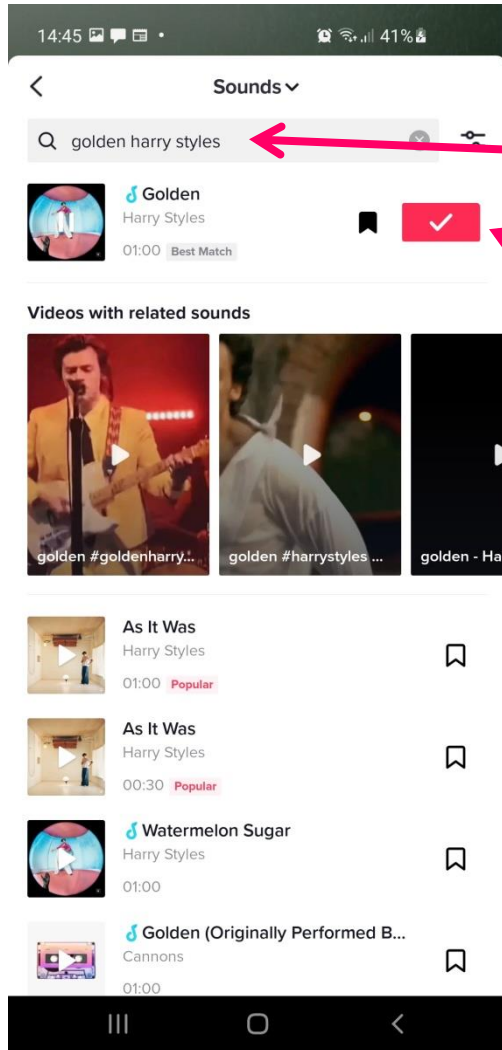
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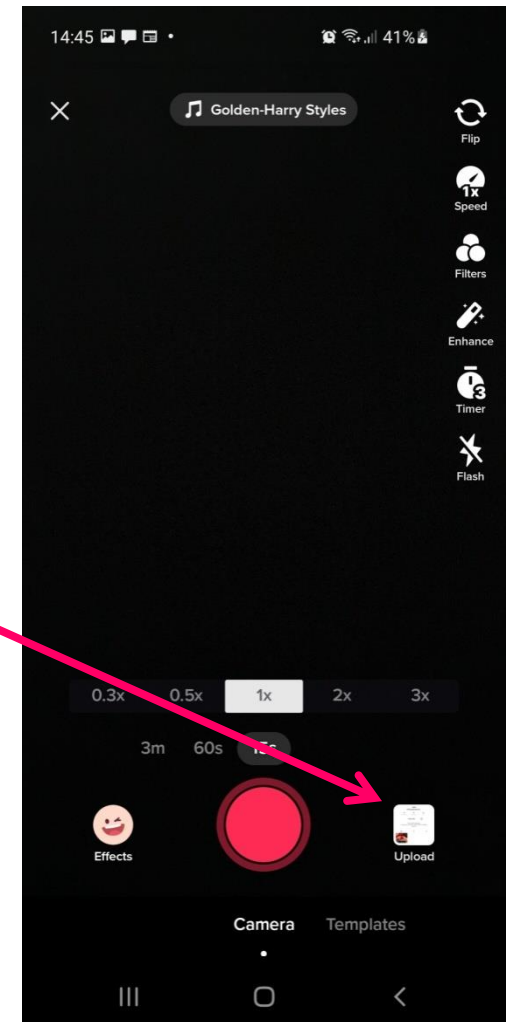
- Tap + button
- If you want to add music to your video, start by tapping "add sound"



# How to make a video with video clips, music and text



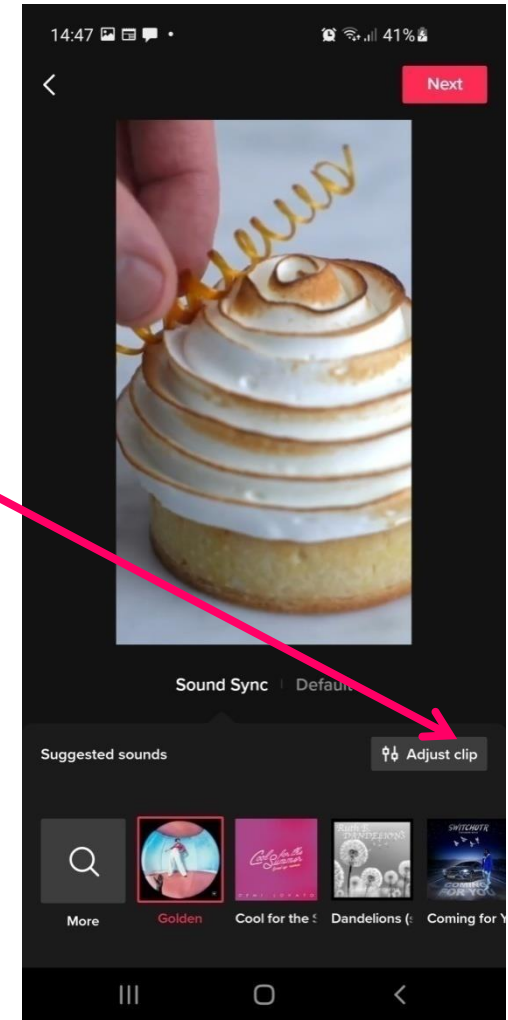
- Search for a song and choose the one you want from the results
- Then tap the red tick to proceed
- If you want to record a video right now tap the red record button
- If you want to choose video clips or images from your phone tap upload



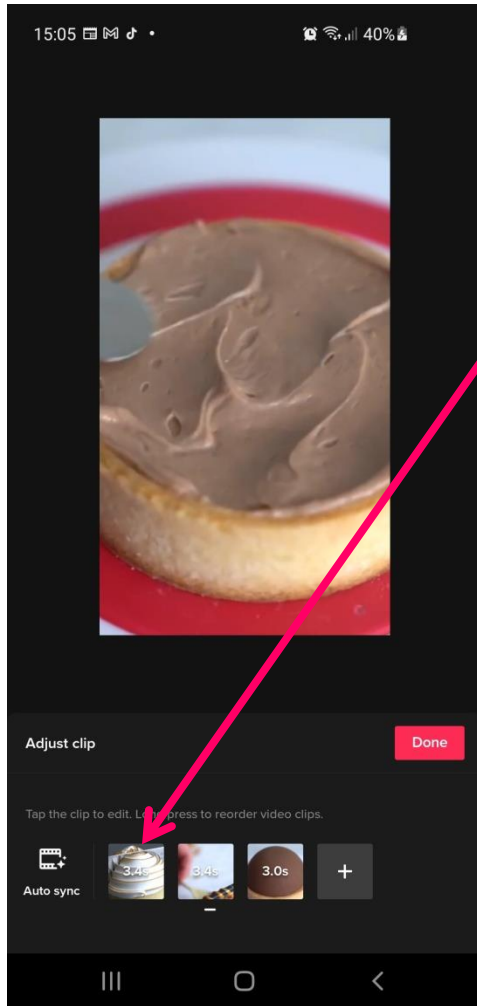
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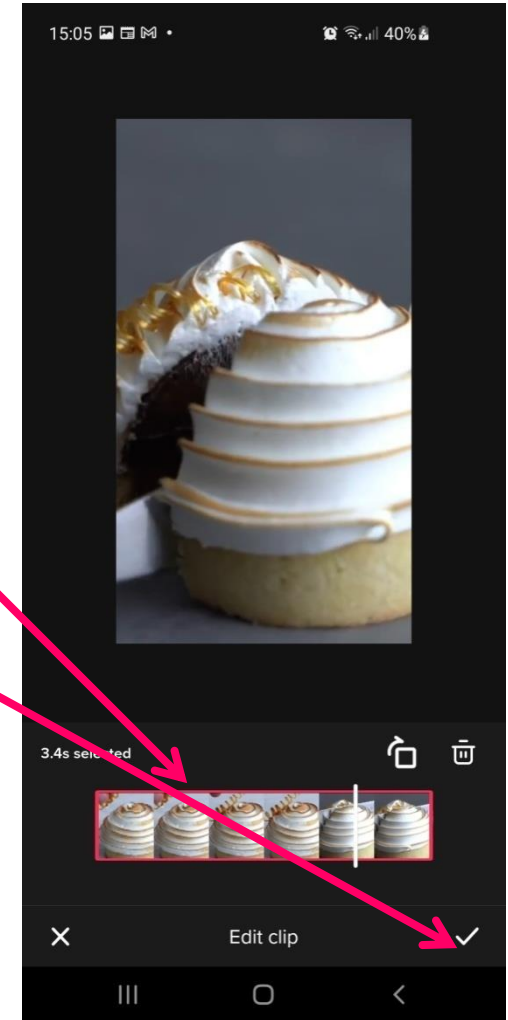
- Find the video files on your phone and select the ones you want to use
- Then tap next
- At this stage you can change the song of your wish.
- If you want to edit out parts of your clips tap on adjust clip



# How to make a video with video clips, music and text

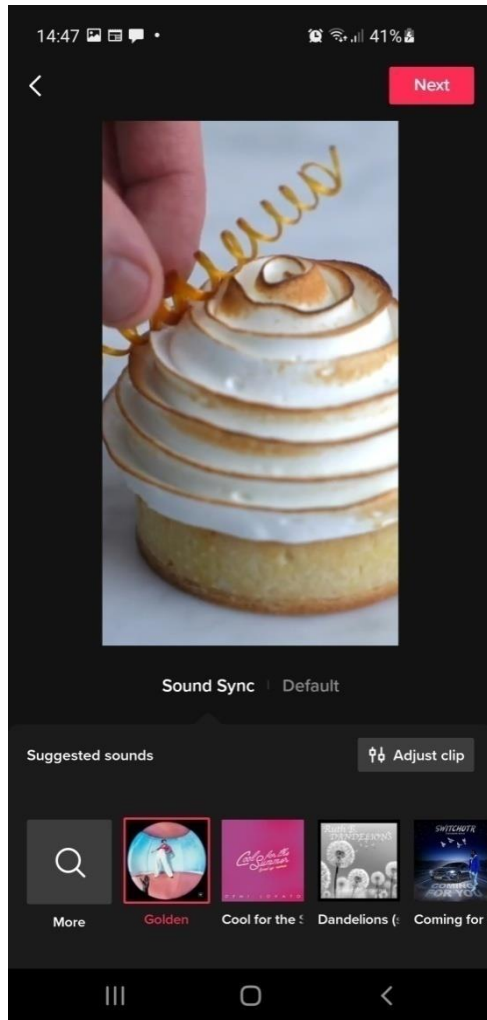


- To edit a clip, tap on the clip you want to edit
- Then drag the sliders to remove parts from the start and end of the clip. Do this for each clip
- Tap the tick to confirm

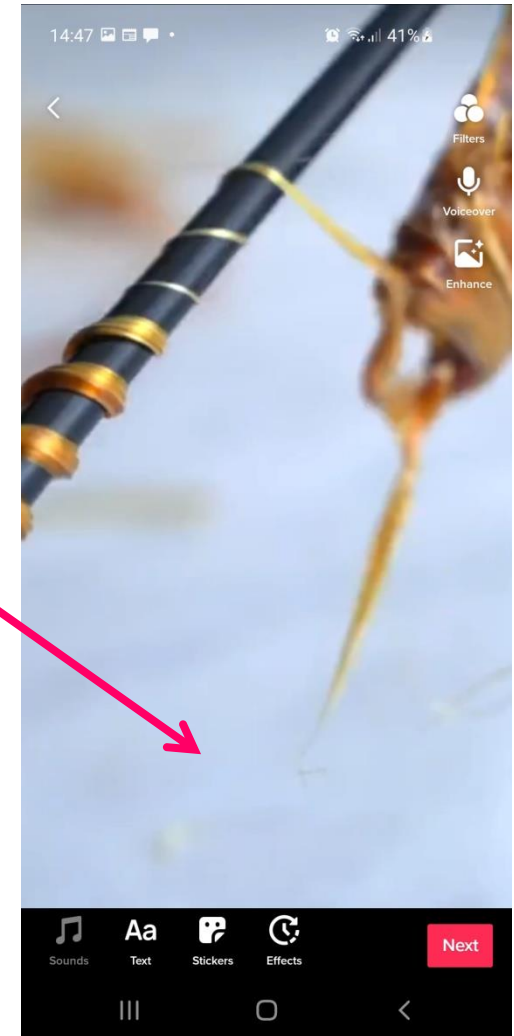




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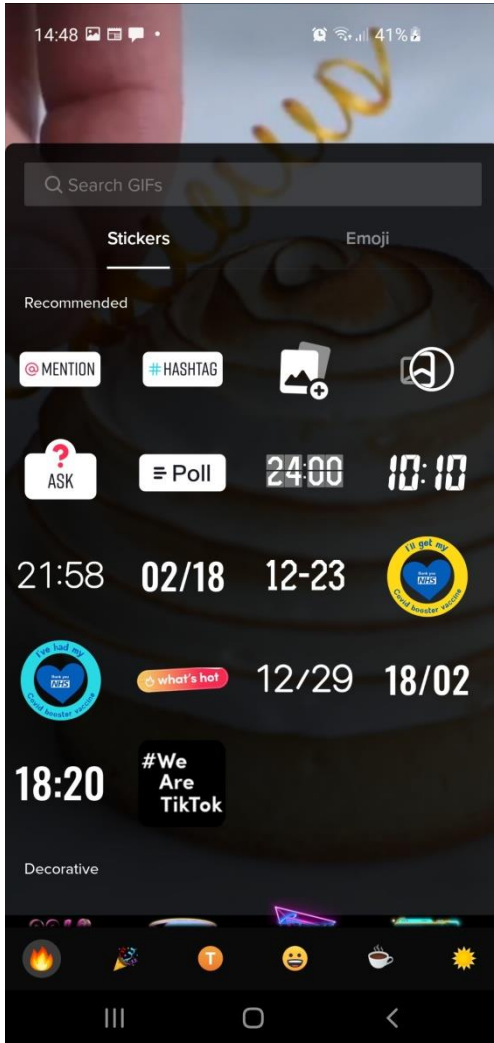


- Once you have edited your clips and you are happy with the music, tap next
- If you want to add text tap on Aa

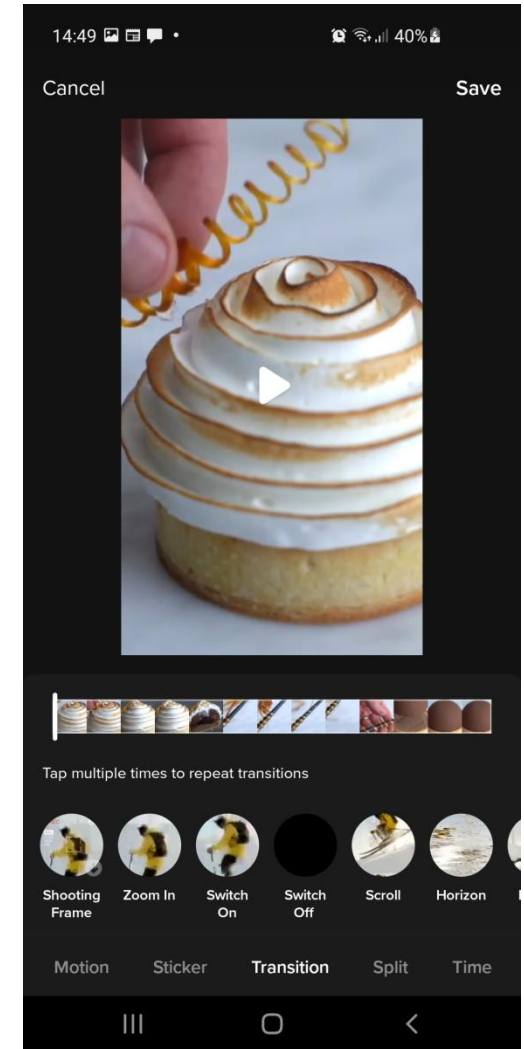




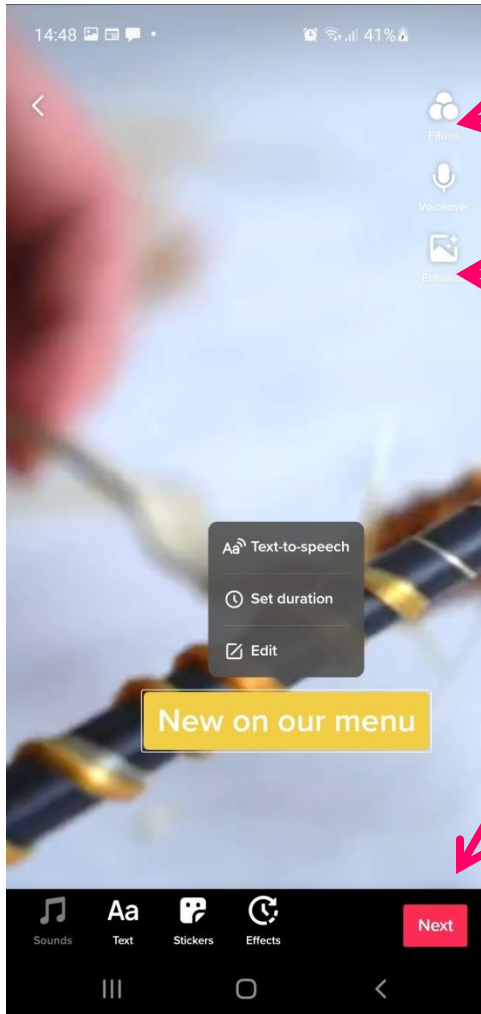
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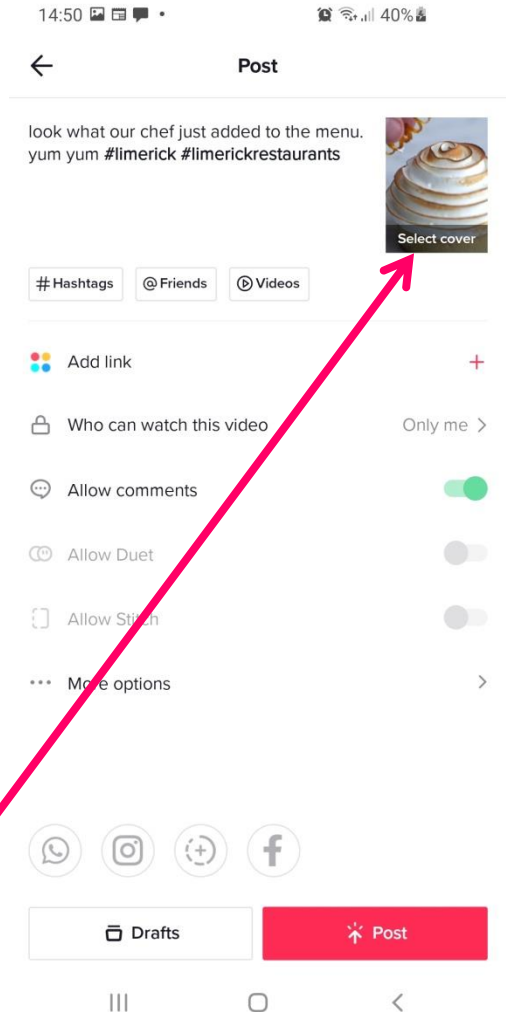
- There are lots of stickers you can add. Browse through them.
- When you choose a sticker press down on it and you can choose the duration
- There are also lots of interesting effects including some nice transition effects. You can set the duration of an effect by pressing on it



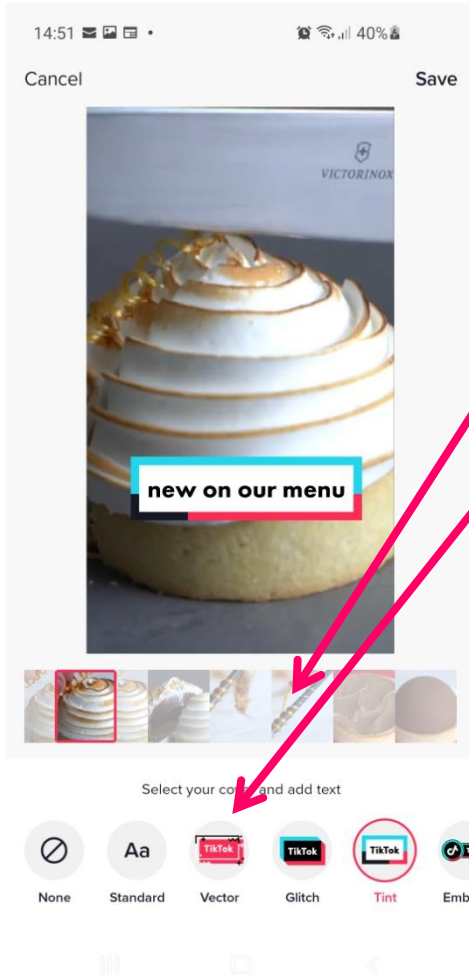
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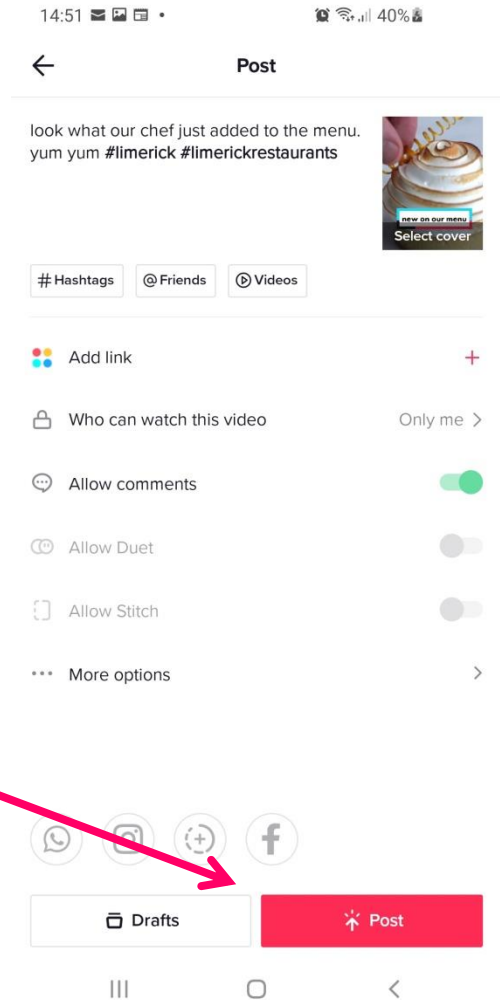
- Tap this icon if you want to add a filter to your video
- Tap the mic icon if you want to add a voice over
- Tap the enhance icon to enhance the colour
- When you are happy tap next
- Write a caption to go out with your video (max 100 characters)
- Also add hashtags (the 100 characters included text and hashtags)
- Tap select cover to add a cover image for your grid



# How to make a video with video clips, music and text



- Slide your finger to choose a part of the video to be your cover
- If you want to add text to your cover so that people visiting your profile can immediately see what the video is about choose a design and add your text.
- Once you are happy either send the post out or save it as a draft (so you can post it later)



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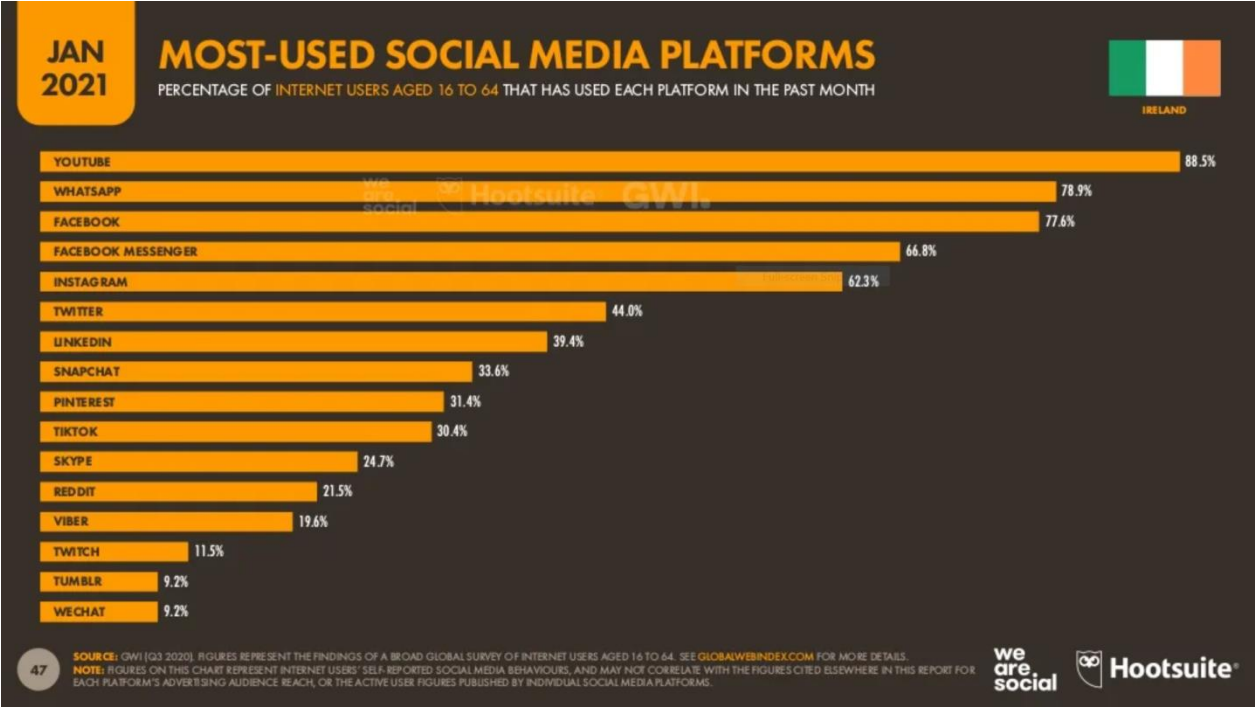
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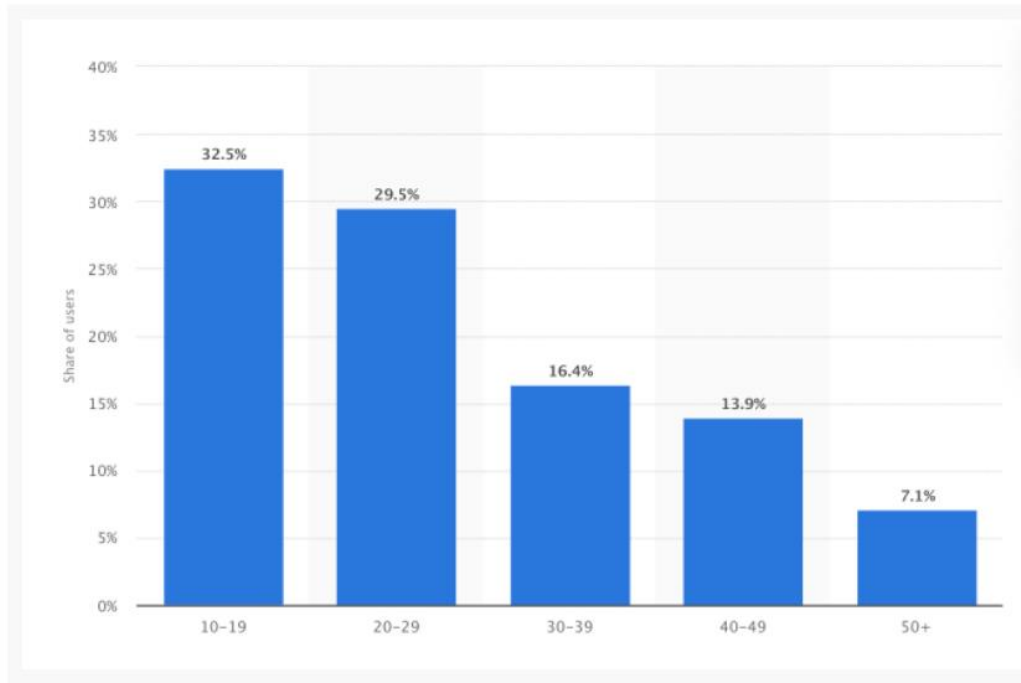
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# How to weigh up whether TikTok is a suitable marketing tool for you



30% of Irish people use TikTok

# What age are your customers and do they tend to use TikTok



Source:

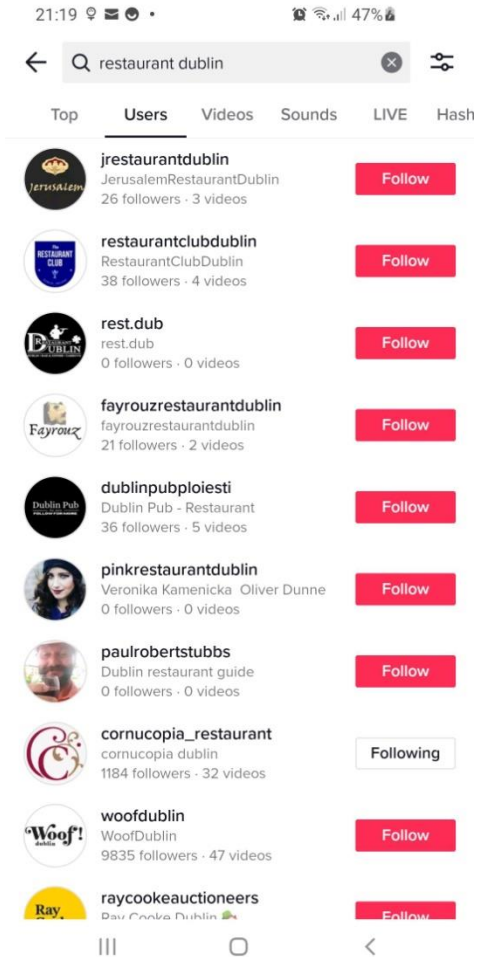
<https://wallaroomedia.com/blog/social-media/TikTok-statistics/>

62% of TikTok users are between 13 and 29  
80% are younger than 39

*(Over 90% of The Marketing Crowd's customers are aged over 40 but only 20% of TikTok users are over 40)*



# Search on TikTok to see whether there are many businesses similar to yours using TikTok and then check ...

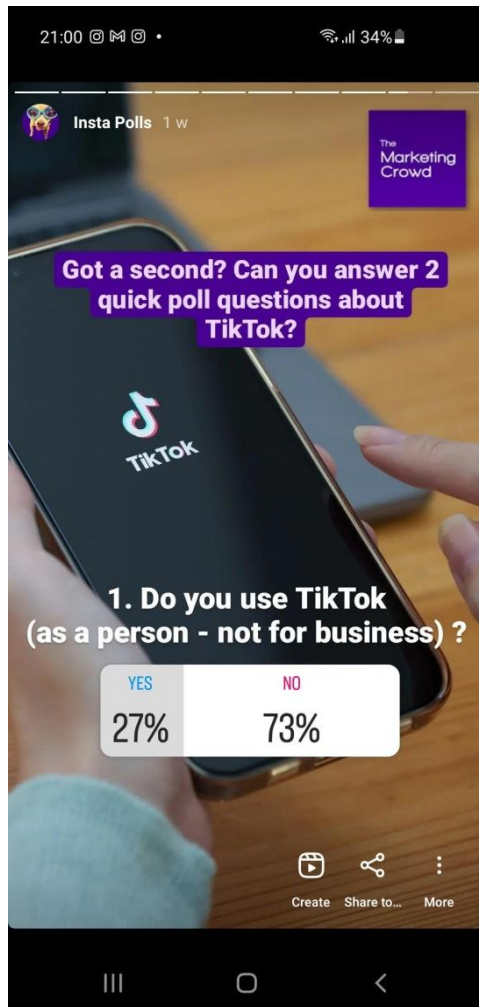


Are the accounts active?

Are their videos getting a lot of views?

What type of videos are they making and are these the type of videos you would like to make?

# Run a poll on Instagram stories asking your Instagram followers if they use TikTok



Send out a few polls on Instagram Stories asking your followers

1. Do they use TikTok?
2. Do they follow businesses like yours on TikTok?

*(When I ran some polls on Instagram, 73% of our followers said they don't use TikTok.*

*20% of our followers use TikTok for Marketing )*

# Ask yourself - are you comfortable making videos?



Are you comfortable making videos or do you find it difficult?

If you enjoy making videos and you think it's a good fit for your business, TikTok is definitely worth trying

## Ask yourself – Will you be able to make LOTS of videos?



When you use Instagram or Facebook for Marketing you will probably post a lot of images and also some videos

On TikTok it is ALL videos

And to do well you would need to post videos 3-5 times a week at the start in order to grow your Account

Will you be able to make that amount of videos a week?

# If you decide that TikTok is a good fit ....



## Tactics to grow your followers

1. Connect with your phone's contact list and follow your contacts – they will get a notification and might follow back
2. Connect with your Facebook friend list
3. Send out a post on Facebook and Instagram prompting your followers to follow you on TikTok. Ensure you also turn this post into an ad
4. Send out a Tweet prompting your followers to follow you on TikTok
5. If you have an email list send out an email prompting people to follow you on TikTok
6. Do you use Linktree or link in bio on Instagram? Put a link to TikTok
7. Put a link to your TikTok on account on your website



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