



HOW TO USE TIKTOK FOR MARKETING (BEGINNERS GUIDE)

What We Will Cover

Step 1: 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?

Step 2: Getting started as a business

- How to sign up for a TikTok Account
- How to edit and brand your profile correctly
- The difference between personal and business accounts and should you switch?
- How to turn on “Analytics” and why you should do this straight away
- How the Algorithm works in the For You Page
- How to search and get found

Step 3: 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

Step 4: How to make and post videos

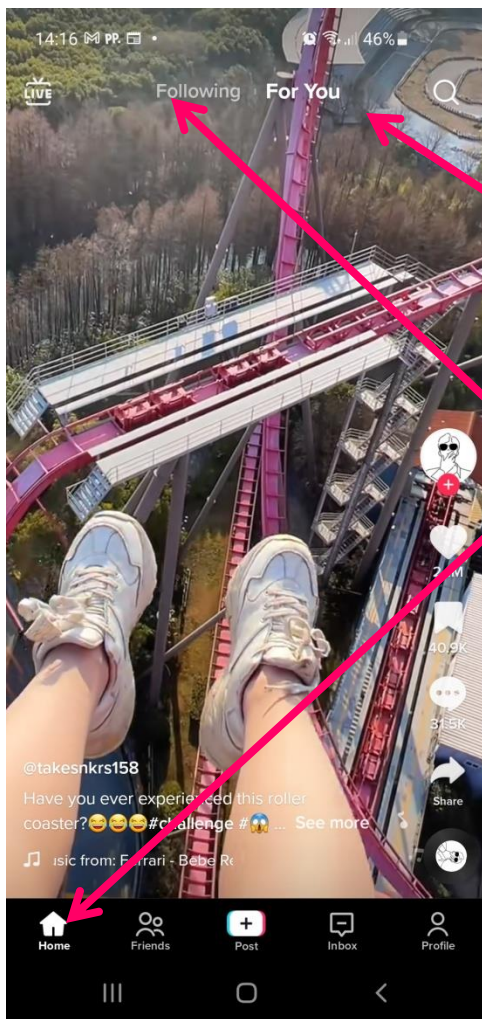
- How to make a video with video clips, music and text
- How to make a video with someone speaking to camera

Step 5: How to get more views for your videos

- Tactics for getting into the For You Page and getting discovered.

Step 6: 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)

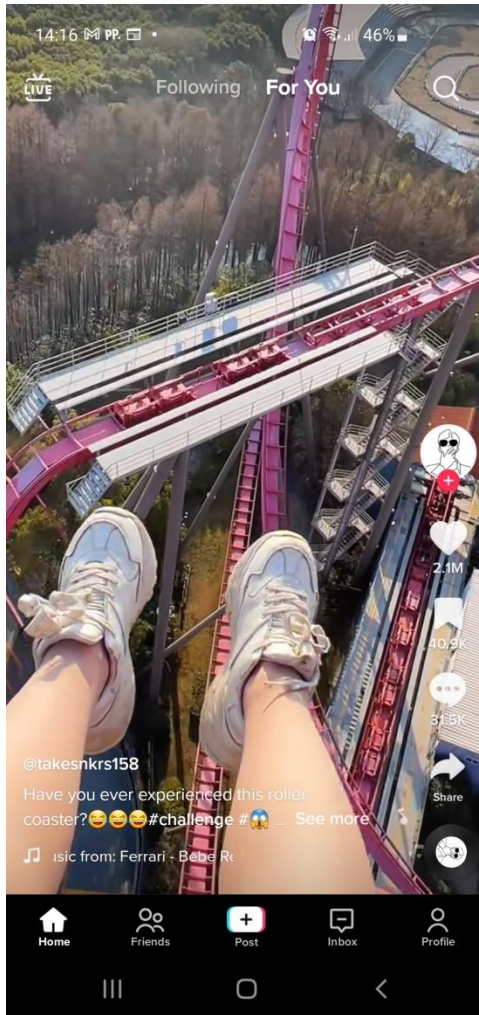
This is the default and mainly contains videos from accounts you are not following but TikTok thinks you will find interesting

2. **Following** Feed

This contains videos from accounts you are following

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

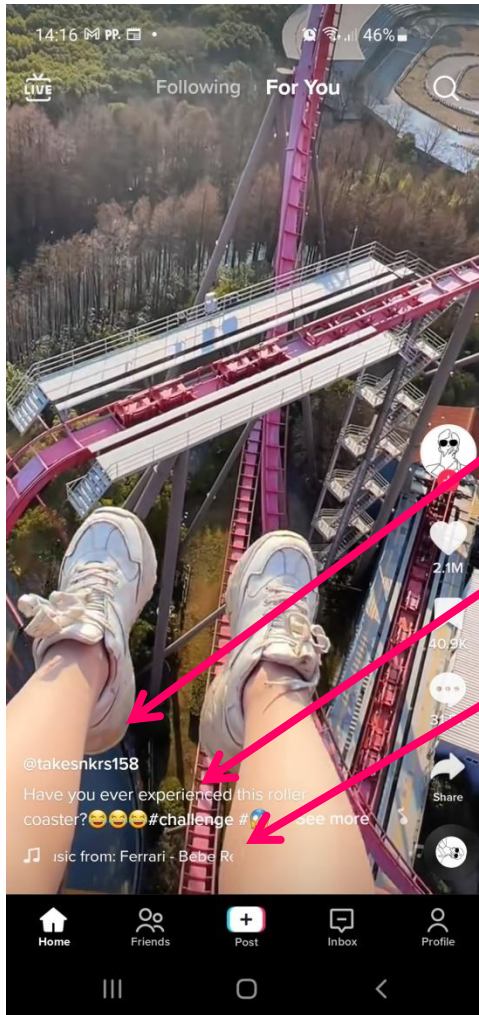
An overview of the main areas in the app - Home



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

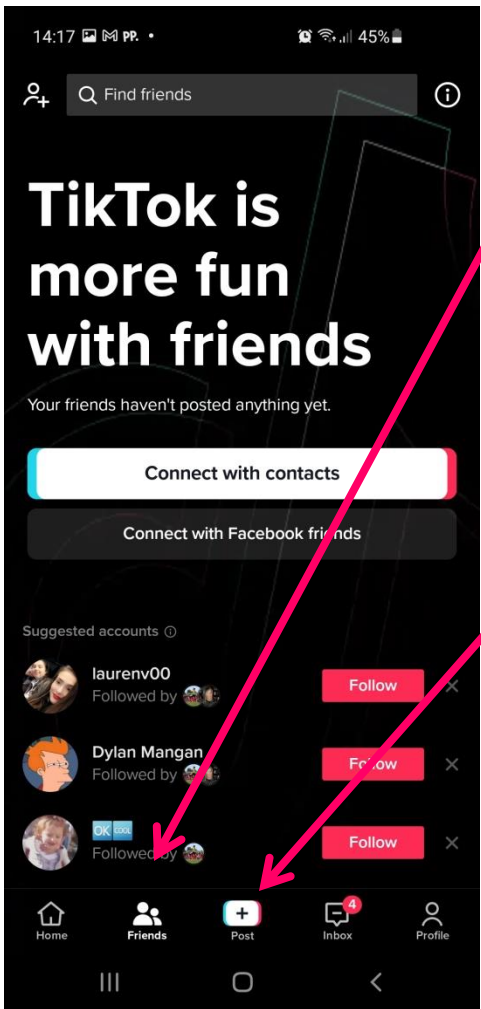
An overview of the main areas in the app - Home



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

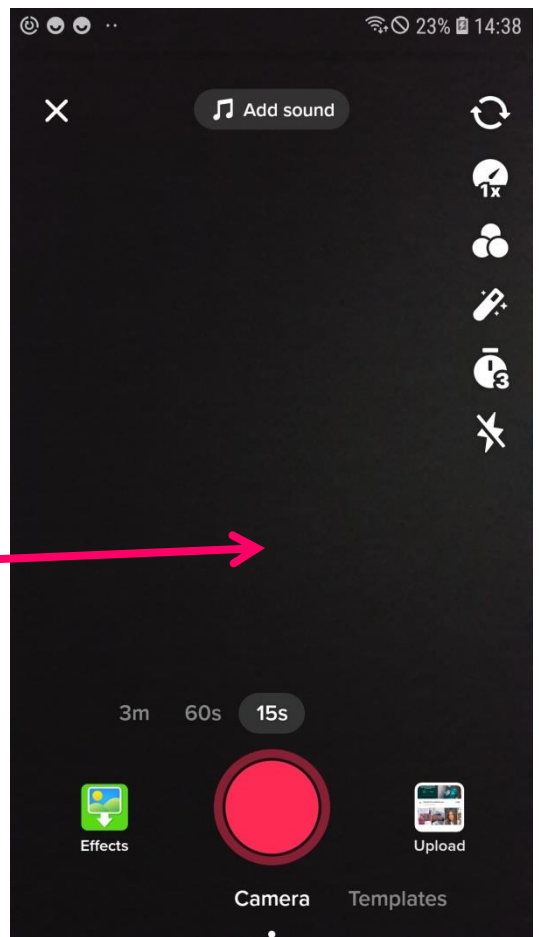
An overview of the main areas in the app – Friends and +



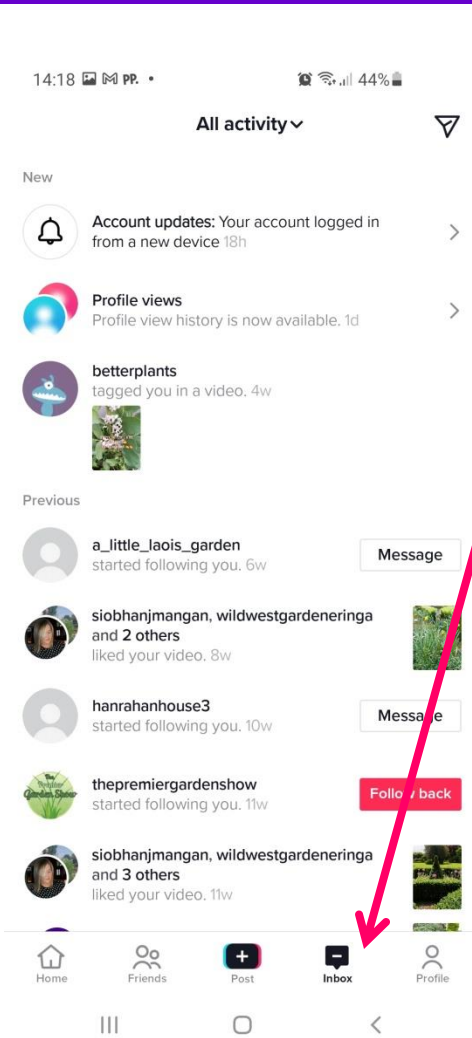
The friends tab is a feed that shows you videos from accounts you are following and your friends (contacts from your phone or Facebook friends) If you connect TikTok to your phone's contact list or FB, this feed will contain their TikTok posts.

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



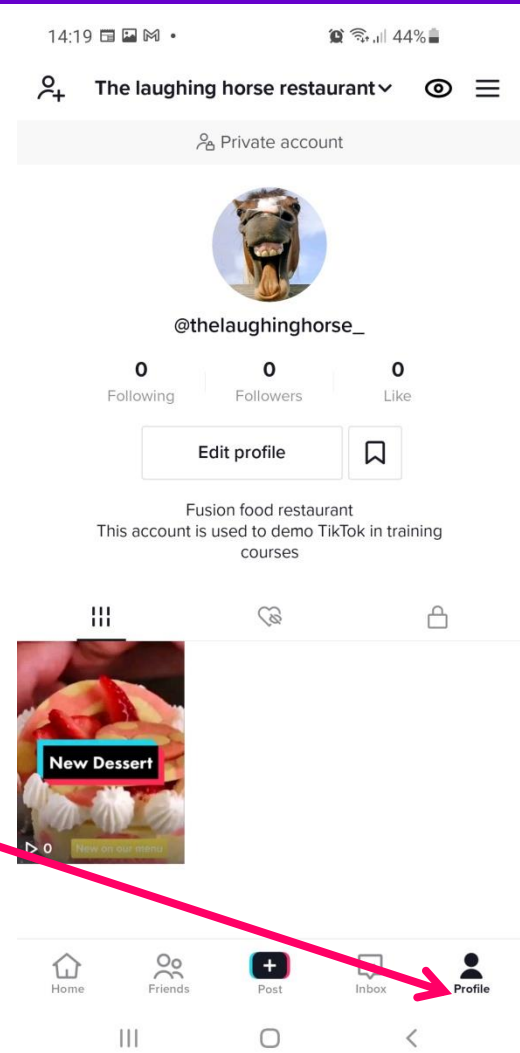
Inbox – This area shows you who has followed you, engaged with your videos

It also shows you people you might know on TikTok

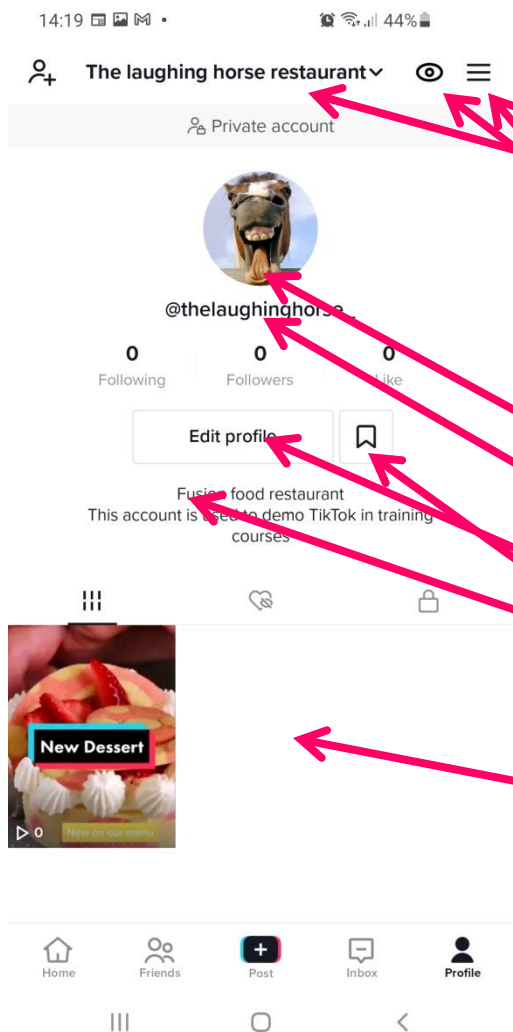
Profile:

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?

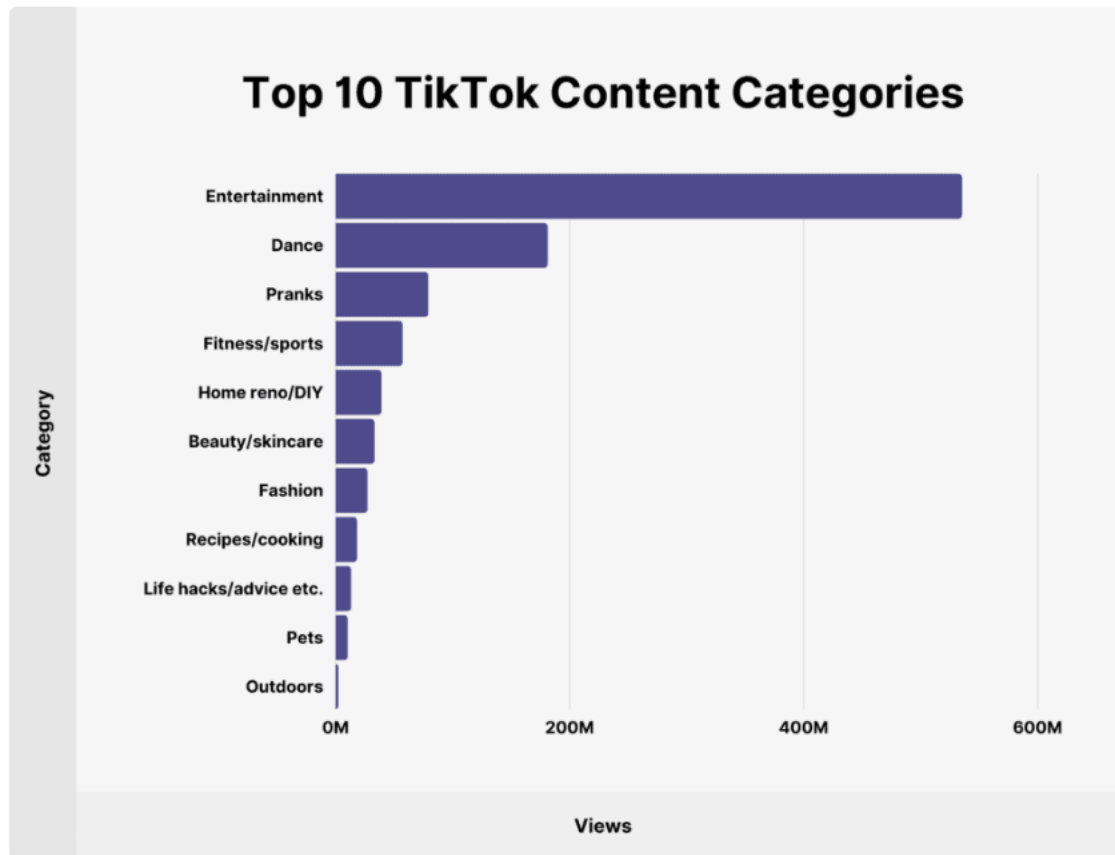


How people typically use TikTok.

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

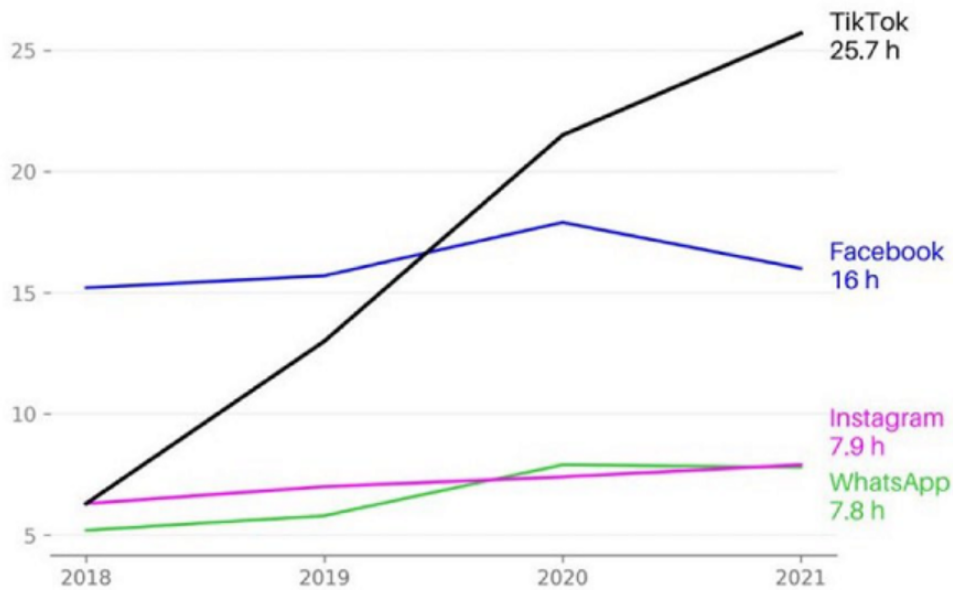


Studies show that people mainly use TikTok to watch videos that are entertaining followed by pranks, fitness, beauty (see graph)

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

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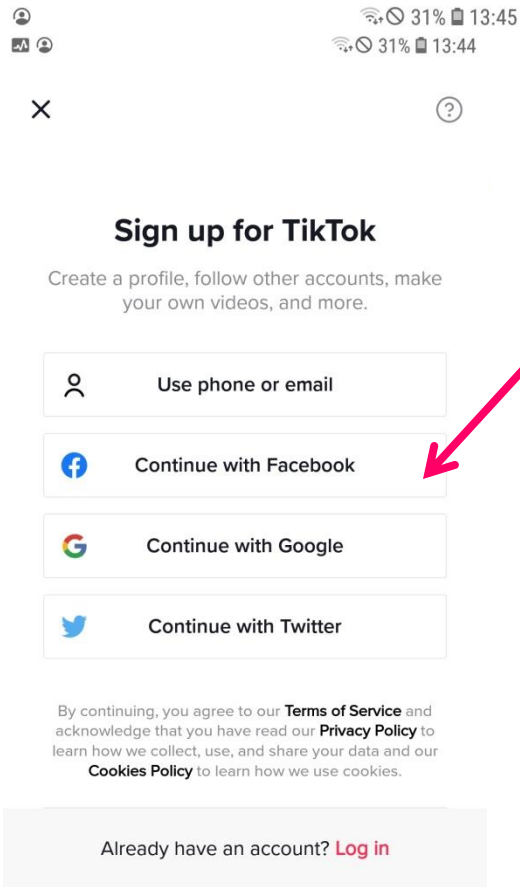
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How to signup for a TikTok Account



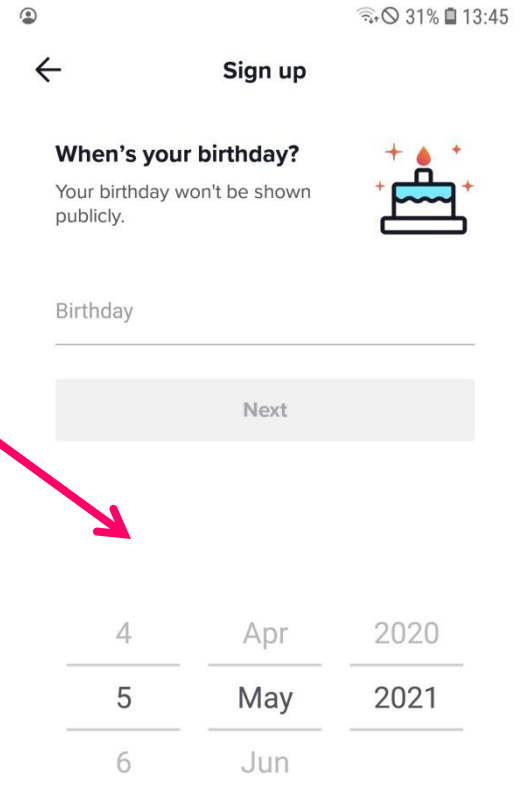
Download the TikTok app from the Play store or App store

Choose to create an account using Your Gmail Facebook login, Apple ID or use your email or phone number.

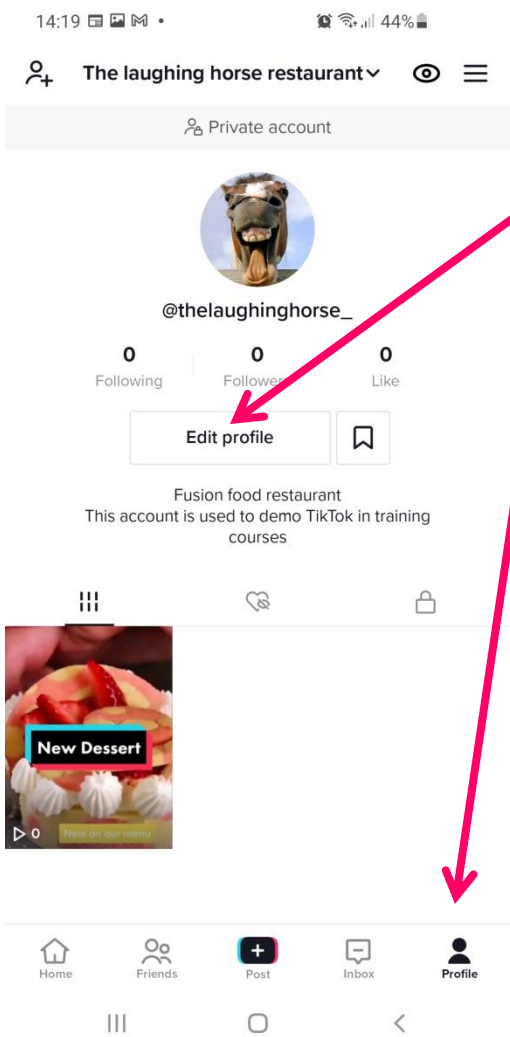
Fill in your date of birth and proceed.

They will ask you to fill in a password

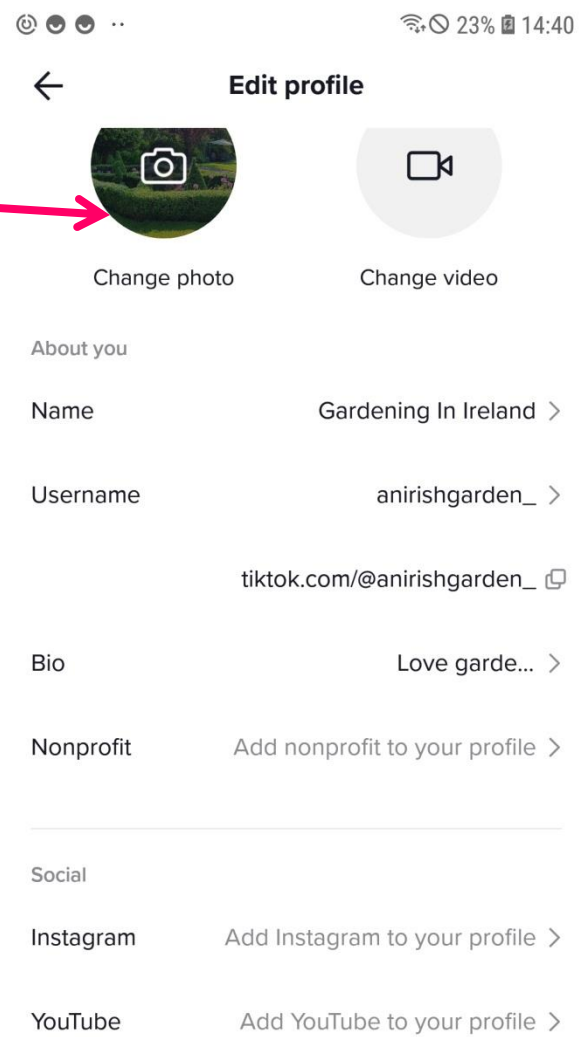
You now have a TikTok account



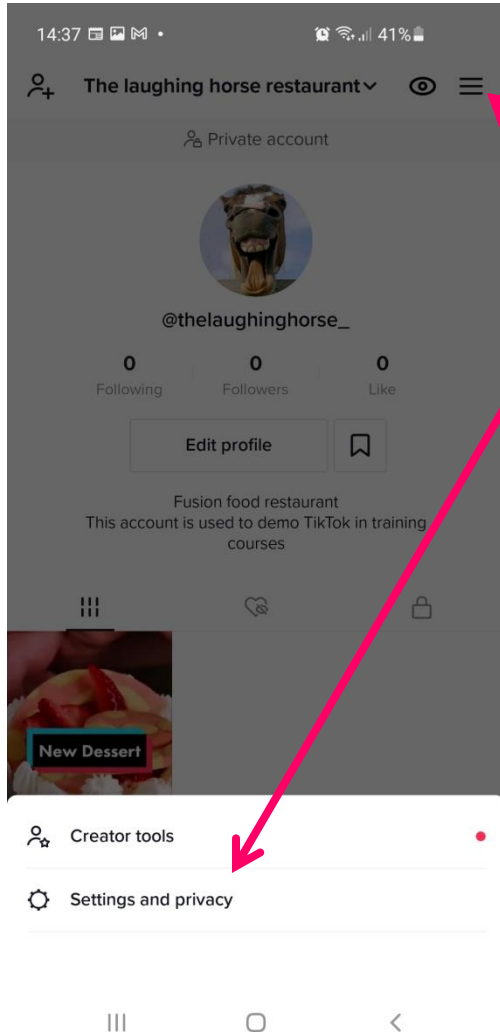
How to edit and brand your profile correctly



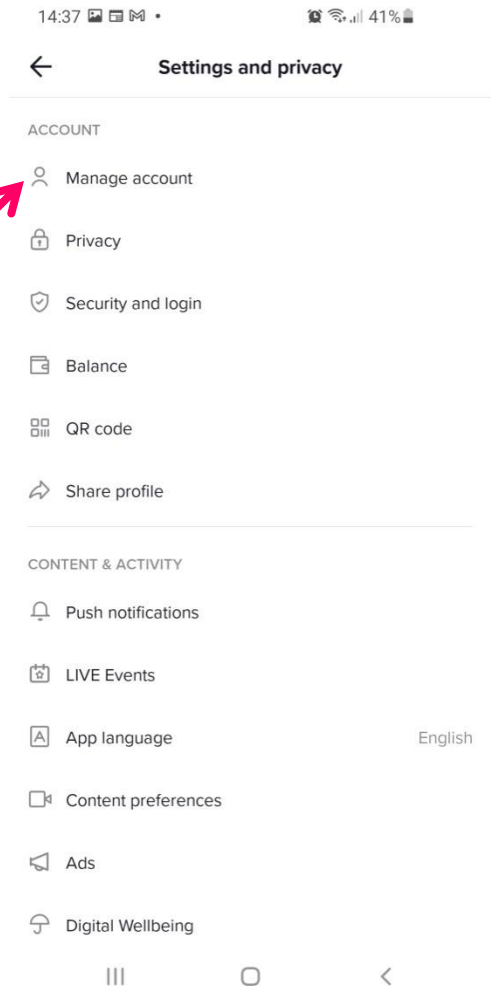
1. Tap on the profile icon to go to your profile
2. Tap on edit profile
3. Add your logo as a photo
4. Add the name of your business (you have 30 characters)
5. You can change your username. This is what you are known as on TikTok so make it as close to your business name as possible. (you have 30 characters)
6. Describe your business in your bio.(You have 160 characters)
7. You can add a link to your Instagram or YouTube accounts



How to get to your settings



1. Tap on the profile icon to go to your profile
2. Tap on the menu icon in the top right
3. Tap on settings and privacy
4. Tap on Manage account to change your email / pw or to switch to a business account
5. Tap privacy to make your account private
6. Tap security to setup 2 step verification
7. Tap share profile if you want to send your profile details to someone else



The difference between personal and business accounts and should you switch?



There are 2 types of accounts on TikTok

1. Personal Account – these are for people
2. Business accounts – these are for businesses

When you join TikTok you get a personal account but you can then switch over to a business one

The advantages of switching:

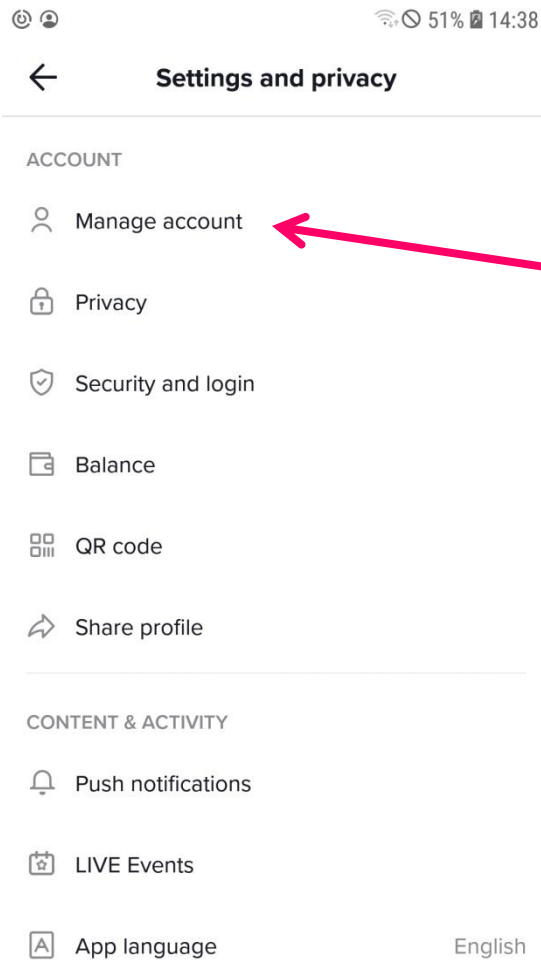
- You get more analytics and can download your analytics using the website version of TikTok
- You can add your email address to your profile
- You can add a clickable link to your website but only if you have more than 1k followers

The disadvantages of switching

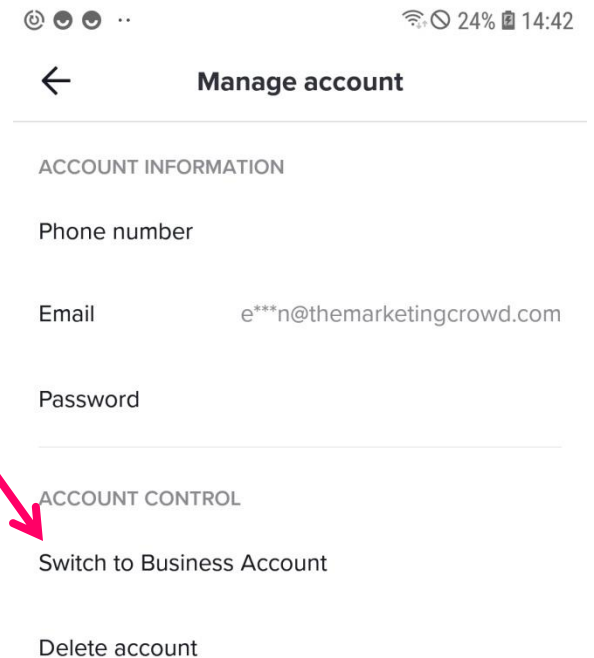
- **You no longer have access to all the copyright music – you only get to use Stock music**

If you switch you can always change your mind and switch back

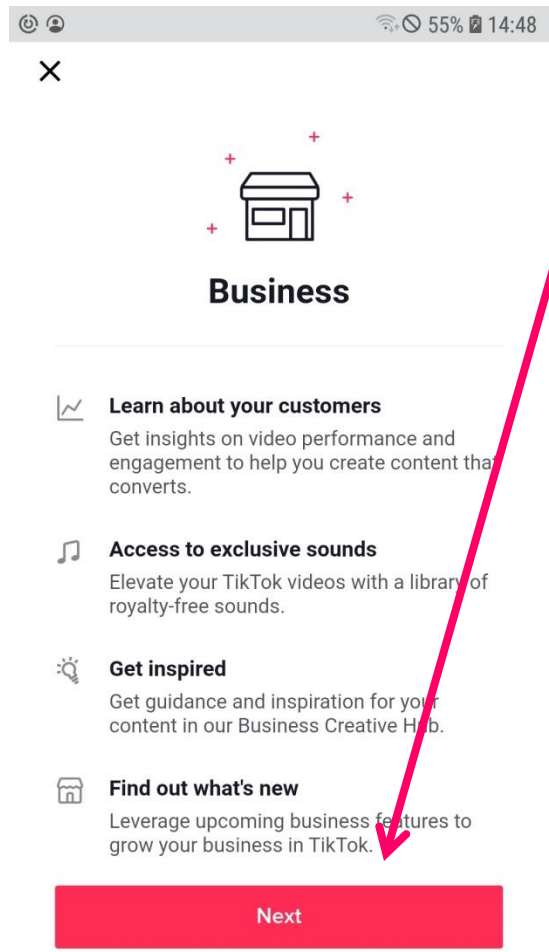
How to switch to a business account



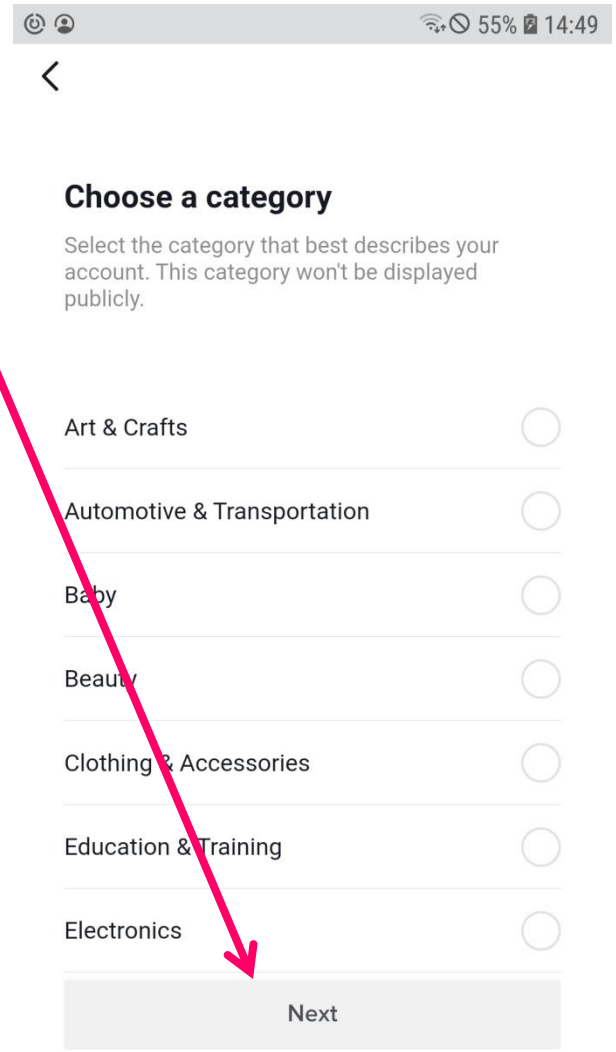
- Go to your profile
- Tap on Menu
- Select settings and privacy
- Then select "Manage account"
- Then tap on "switch to business account"



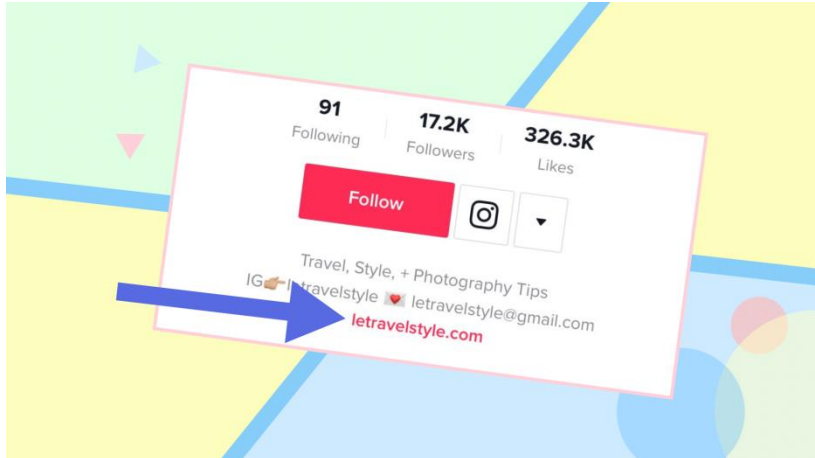
How to switch to a business account



- They explain the benefits of switching. Tap next
- Choose a category for your business and then tap next



Can you add a website link in your profile?



You will see lots of accounts on TikTok that have a clickable web address in their profile. However, it is no longer straight forward to get this and if you recently joined, when you go to edit your profile the option won't be there.

In the past ...

- It was easy to add a link. So you will see lots of Personal accounts using copyright music with a link in their profile

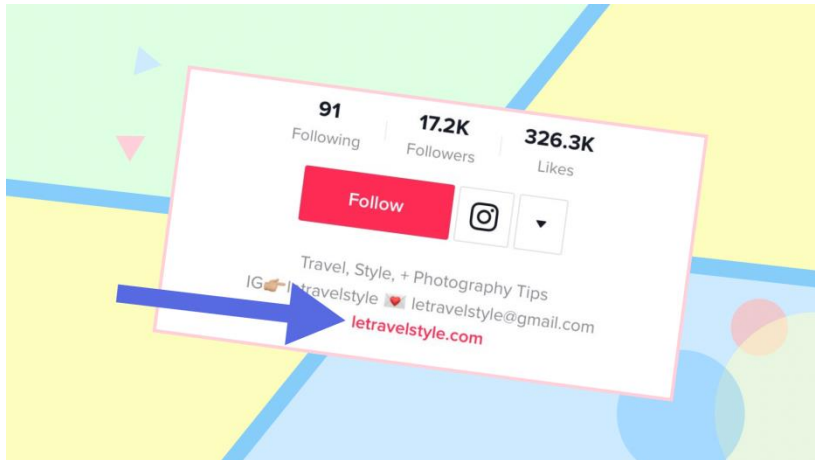
Then ...

- They changed it so that only accounts (previous called Pro accounts) could have a link - not personal accounts.

Now ...

- In order to have a link in your profile you need to have a `Business account PLUS you need to have over 1,000 followers

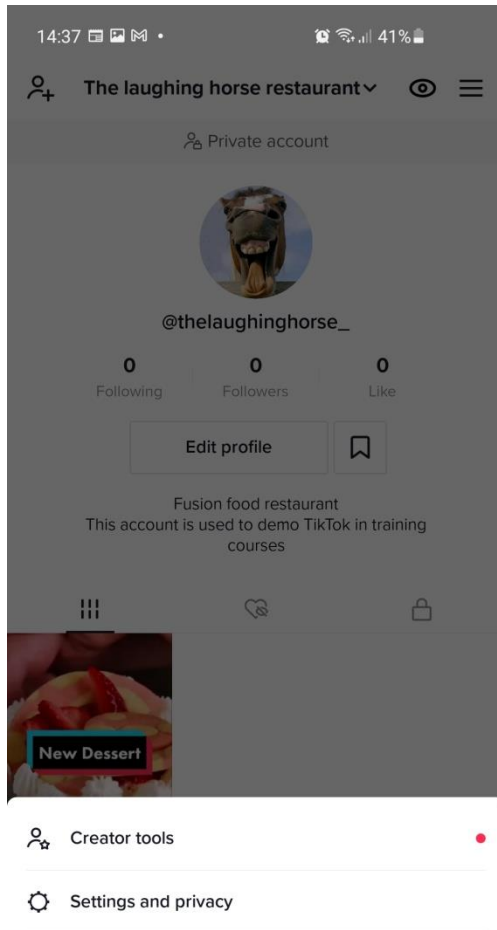
Can you add a website link in your profile?



Workarounds ...

1. You could type your website address into your bio but it won't be clickable
2. You can link to your Instagram account - this will be clickable – and on your Instagram profile people will see a link to your Website

How to turn on “Analytics” and why you should do this straight away



TikTok provides analytics for your videos and you will be able to see

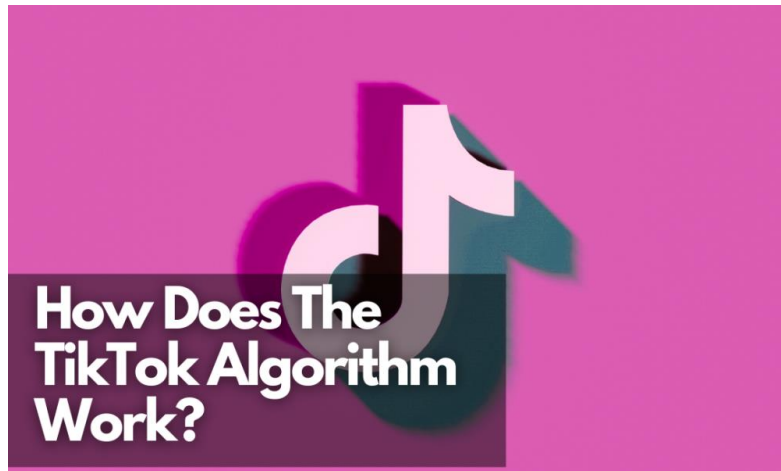
- How many people watch the video
- What geographic region they are in
- On average how many seconds of the video is being watched

This will give you a good idea as to whether people are watching your videos or just swiping up quickly.

However, you need to activate Analytics in order to get this data and you should activate it just after you send out your first video

1. Go to your profile
2. Tap the menu top right
3. Tap on Creator Tools
4. Tap on analytics and then activate analytics

How the Algorithm works in the For You Page

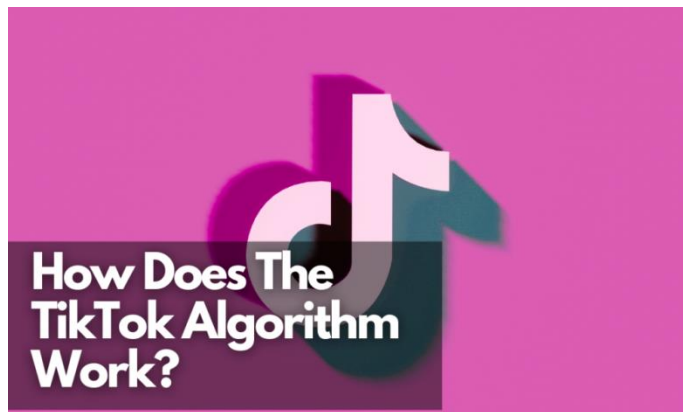


When looking at the TikTok algorithm there are two areas to consider:

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

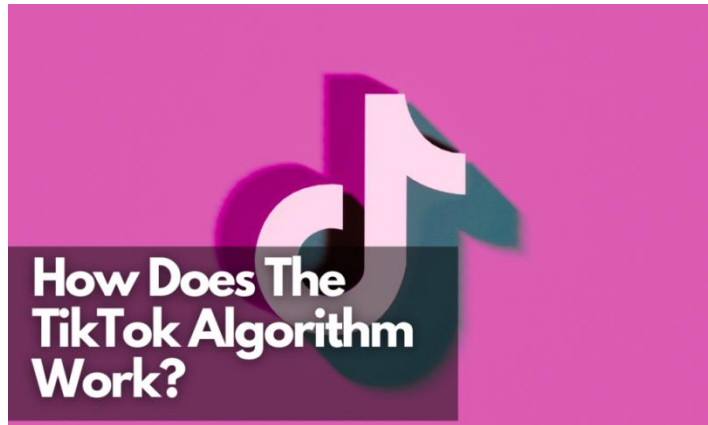


Source: Techcrunch.com

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.

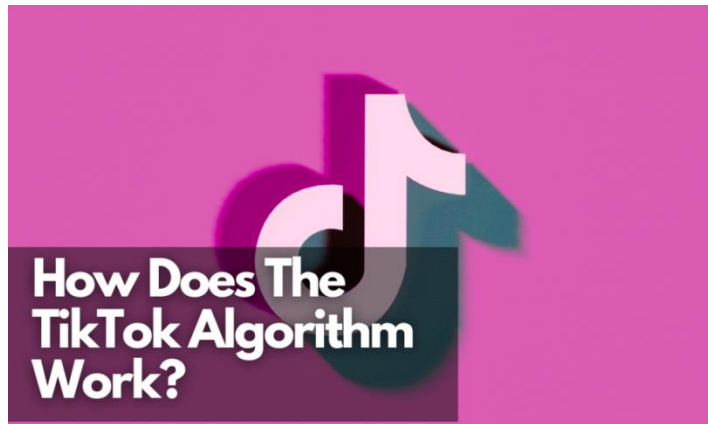
How the Algorithm works in the For You Page



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



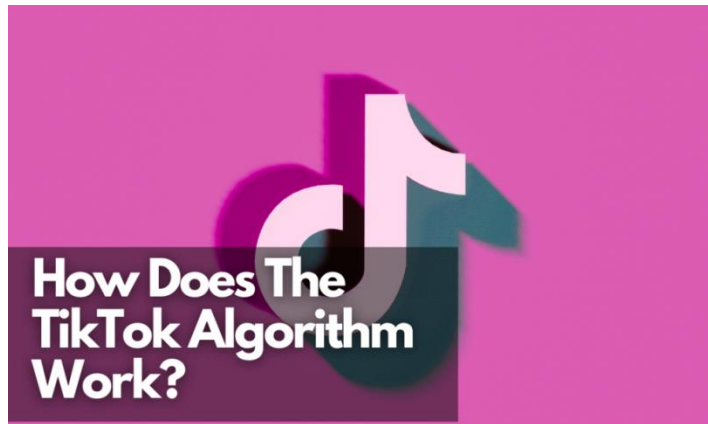
The review process and making it to FYP

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).

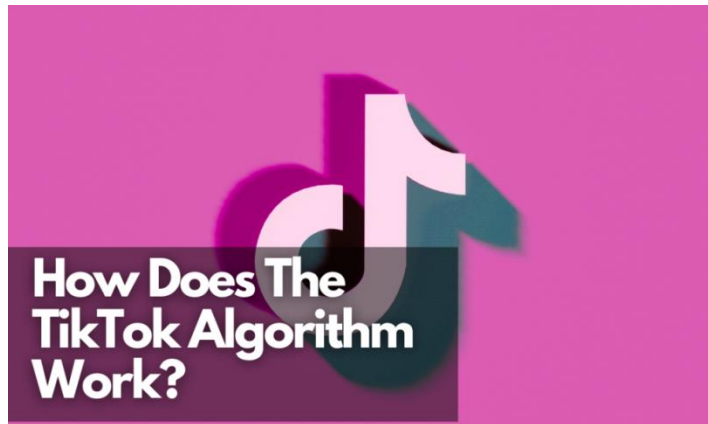
This is one of the biggest differences between TikTok and other platforms and where you have a second chance of getting onto the FYP.

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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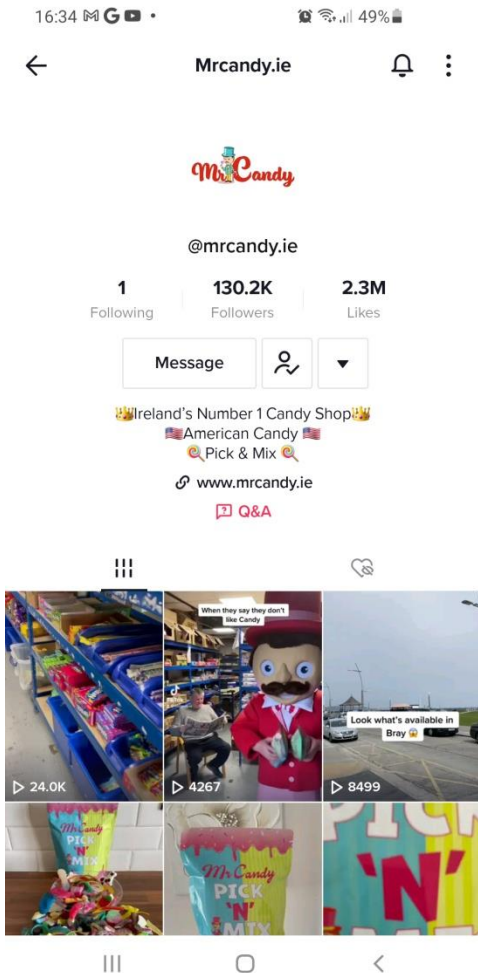
What type of videos do People tend to make



People tend to make videos of...

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

What type of videos do Businesses tend to make



Businesses that sell products

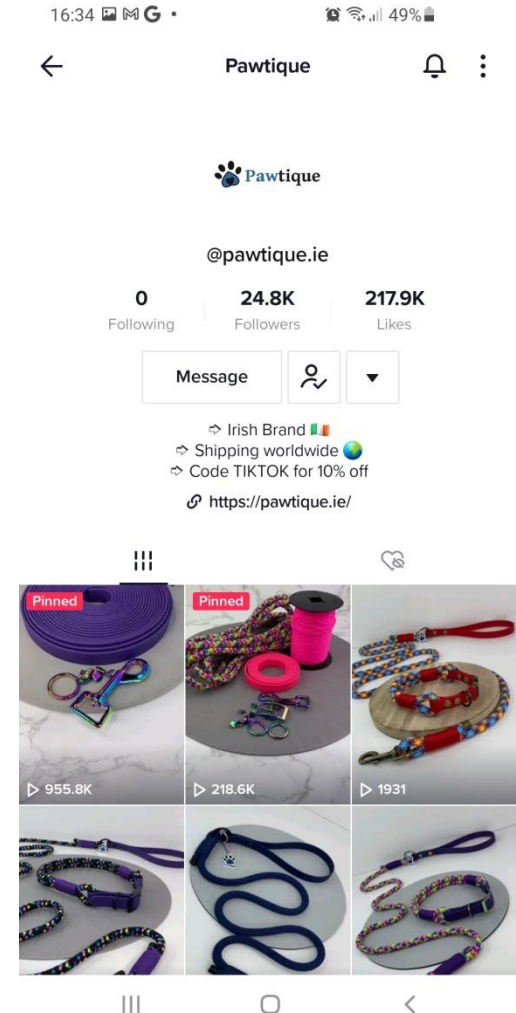
E.g. Boutiques, Florists, Jewellers, Sweets, pet products, garden centre

- 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

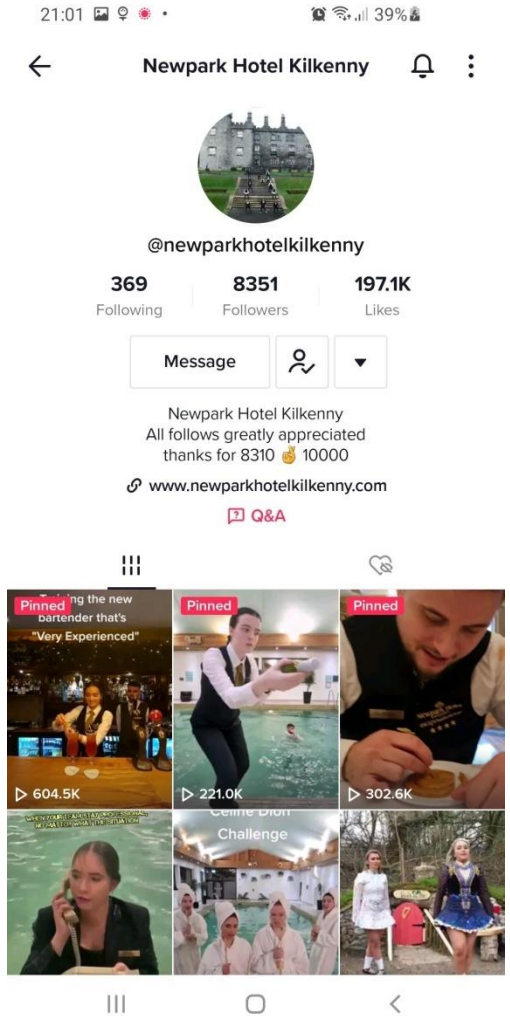
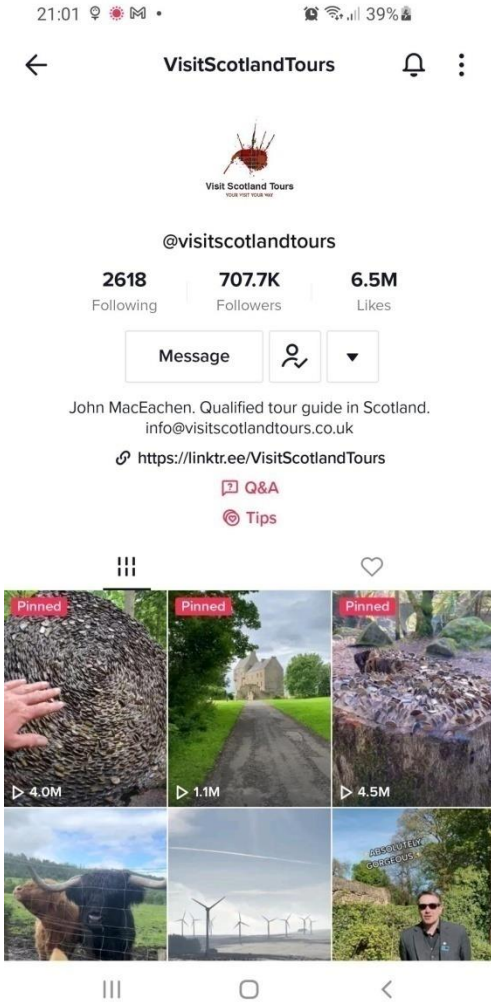
Tourism Businesses

e.g. Tour Guide, Hotel,

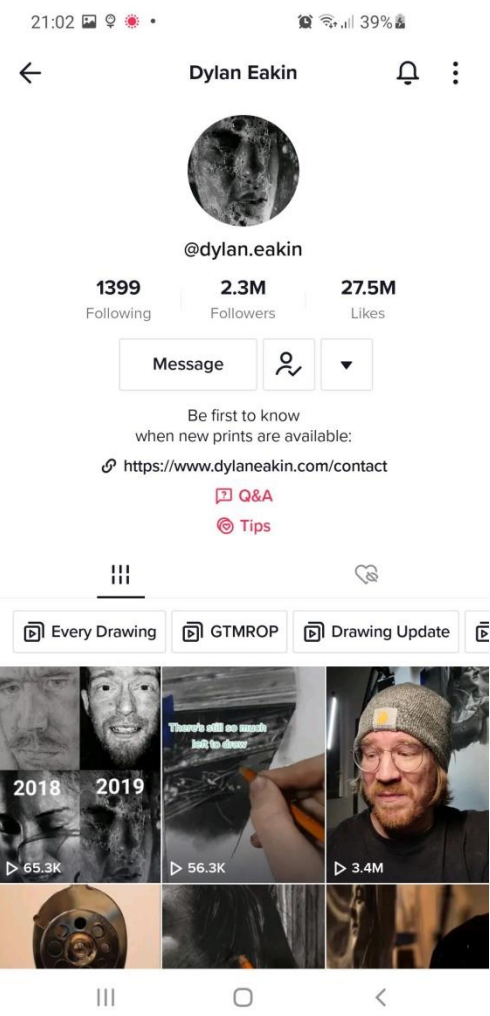
- Videos that showcase a location
- Behind the scenes in a hotel with staff

Examples:

- @visitscotlandtours
- @newparkhotelkilkenny
- @hotelwoodstock



What type of videos do Businesses tend to make



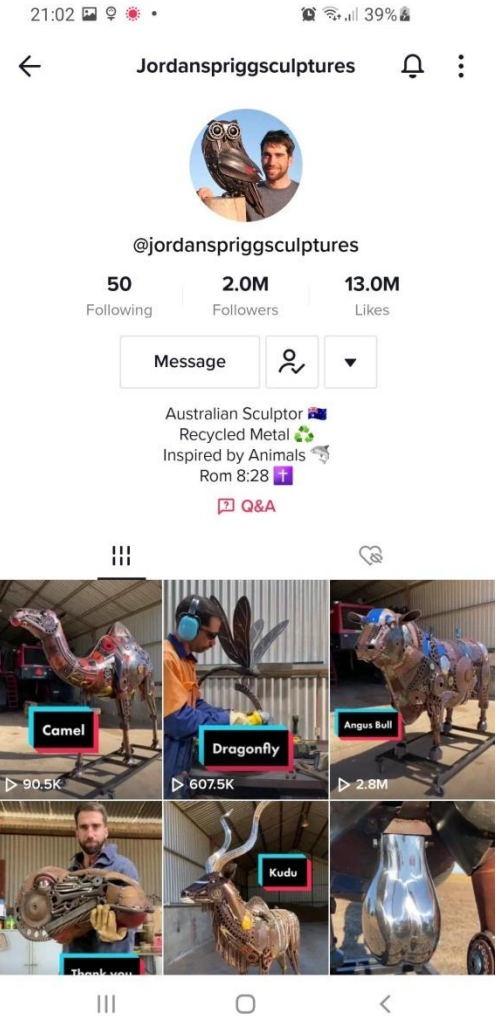
Creatives

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

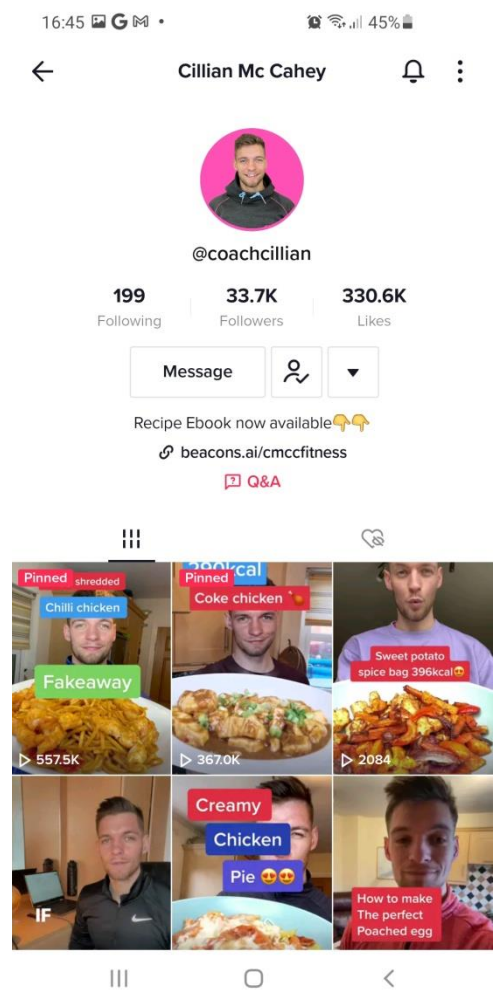
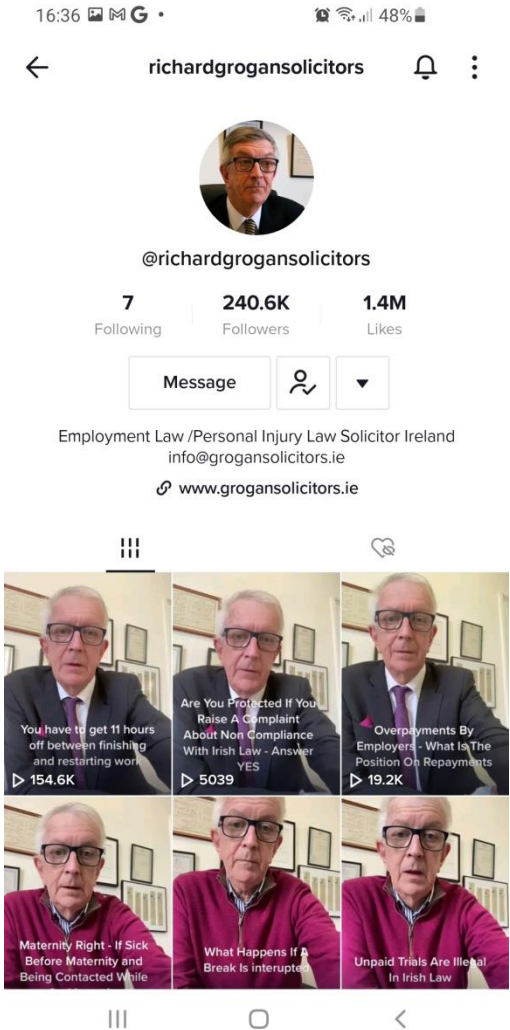
- Videos that give tips and advice

But typically

- The topics tend to be consumer oriented rather than B2B

Examples:

- @richardgrogansolicitors
- @drdoireann
- @tik_tok_counselling



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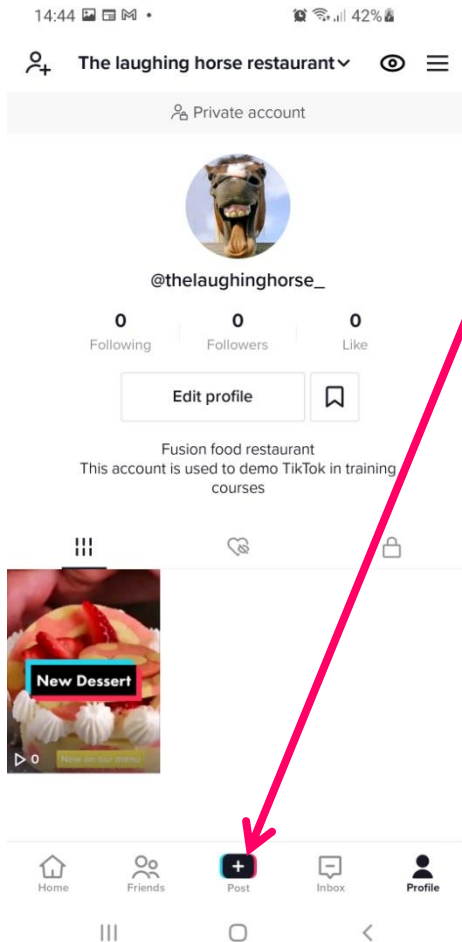
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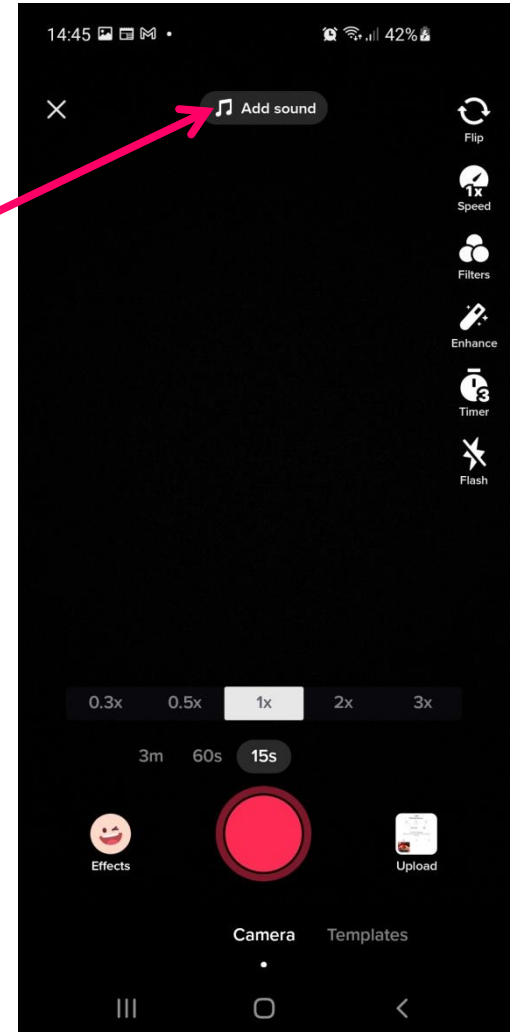
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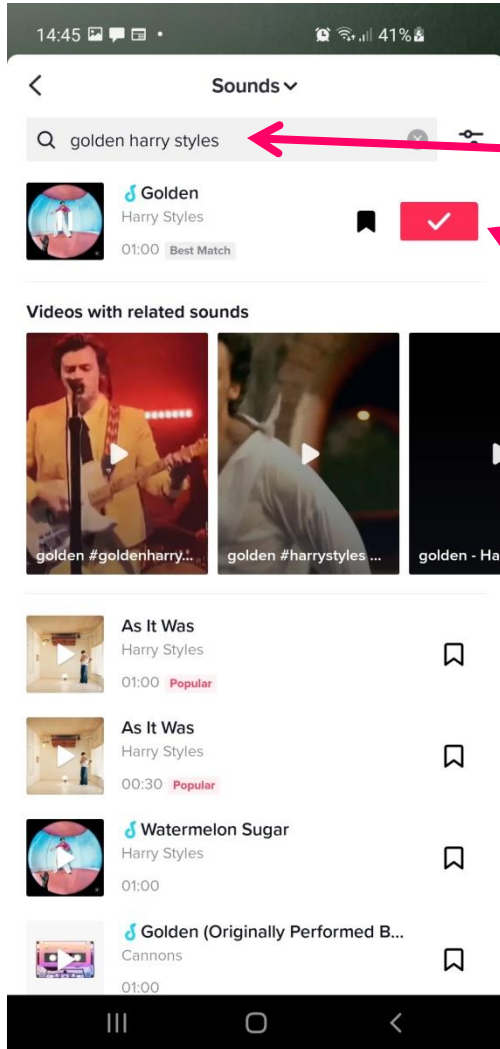
How to make a video with video clips, music and text



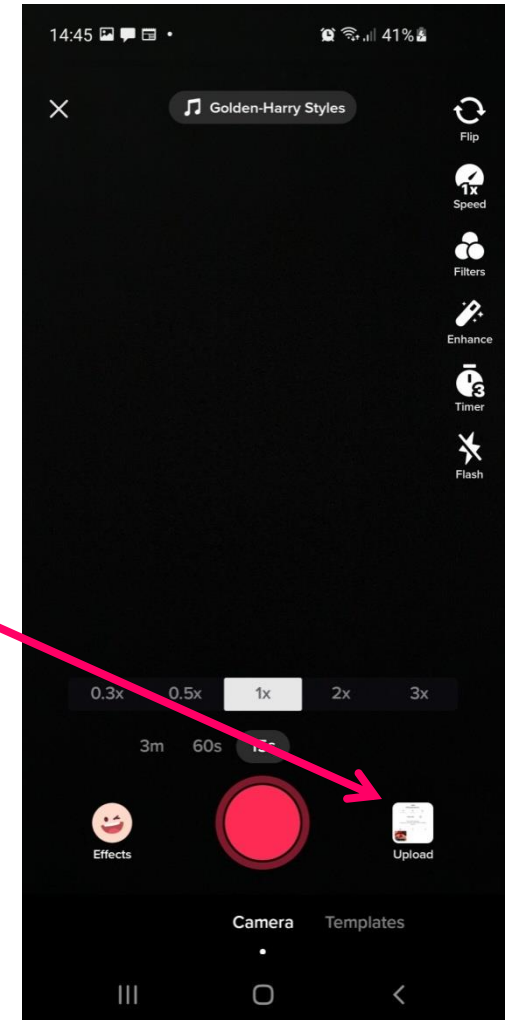
- Tap + button
- If you want to add music to your video, start by tapping "add sound"



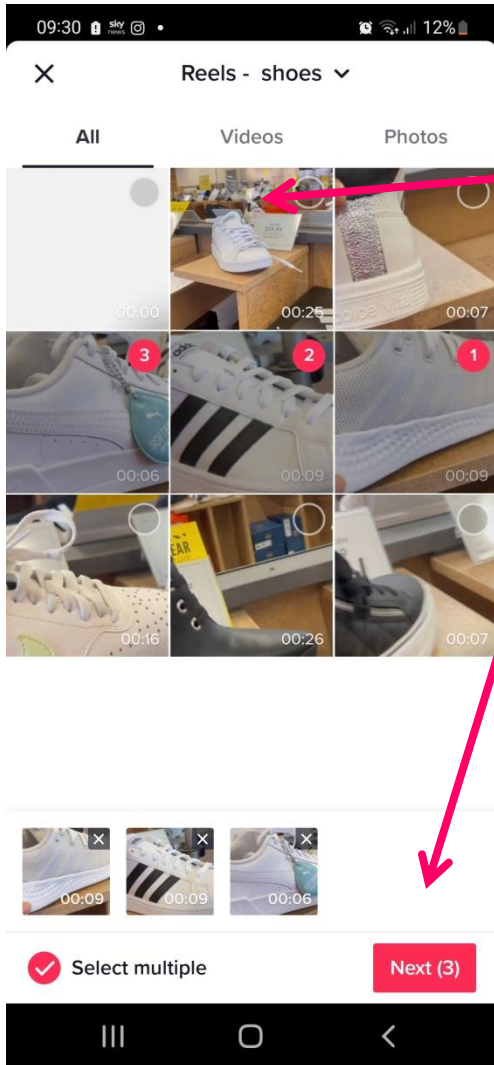
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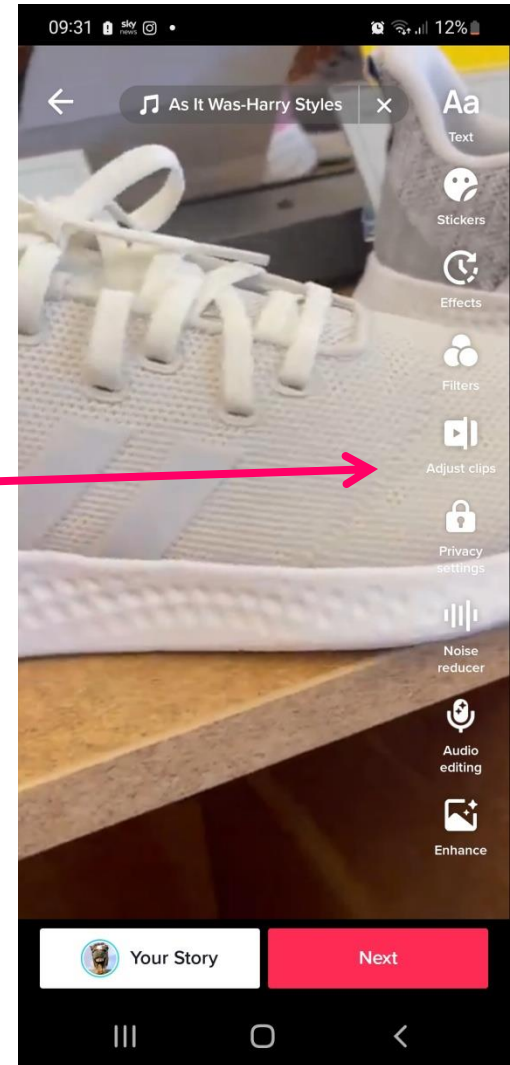
- Search for a song and choose the one you want from the results
- Then tap the red tick to proceed
- If you want to record a video right now tap the red record button
- If you want to choose video clips or images from your phone tap upload



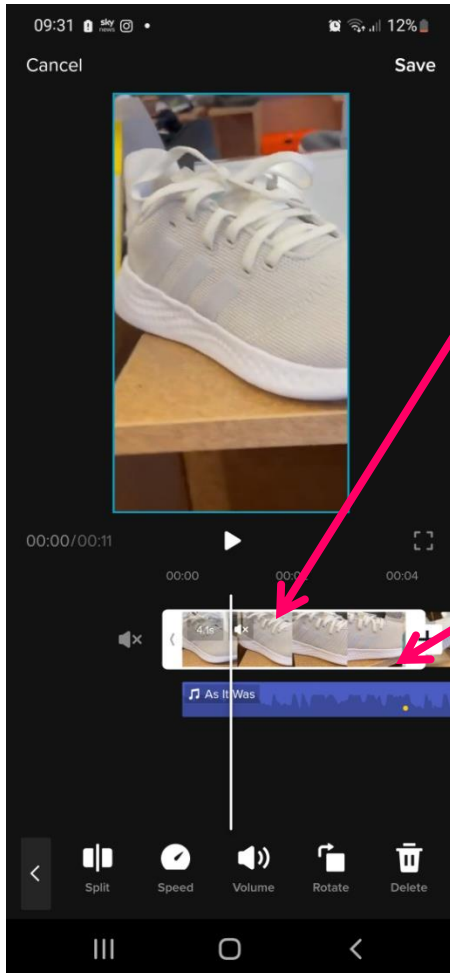
How to make a video with video clips, music and text



- 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 you wish.
- If you want to edit out parts of your clips tap on adjust clip

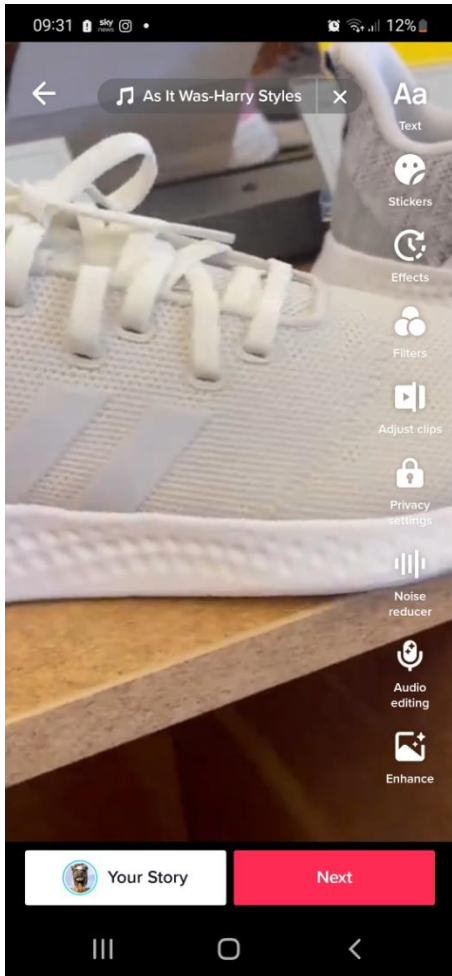


How to make a video with video clips, music and text



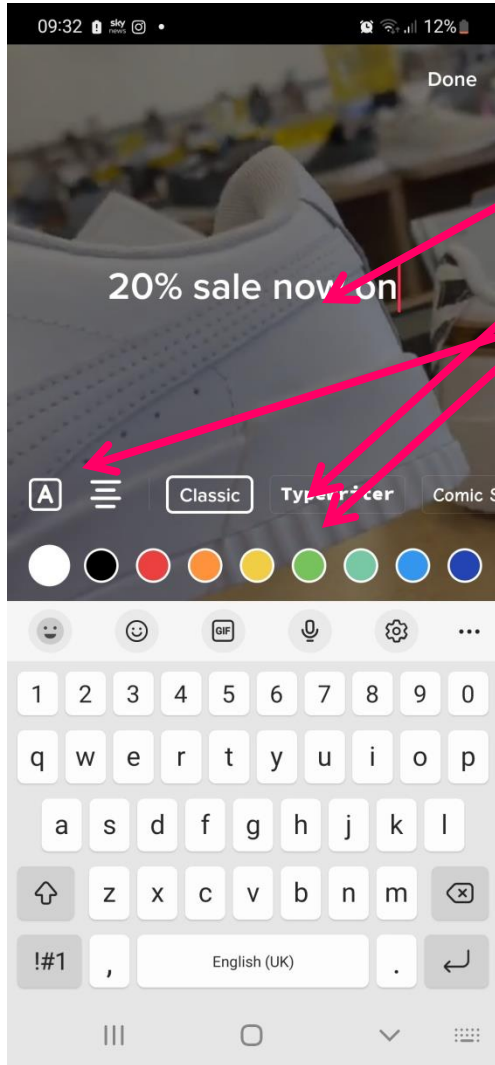
- To edit a clip, tap on the clip you want to edit
- Then drag the sliders to remove parts from the start and end of the clip. Do this for each clip
- Tap save to confirm

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



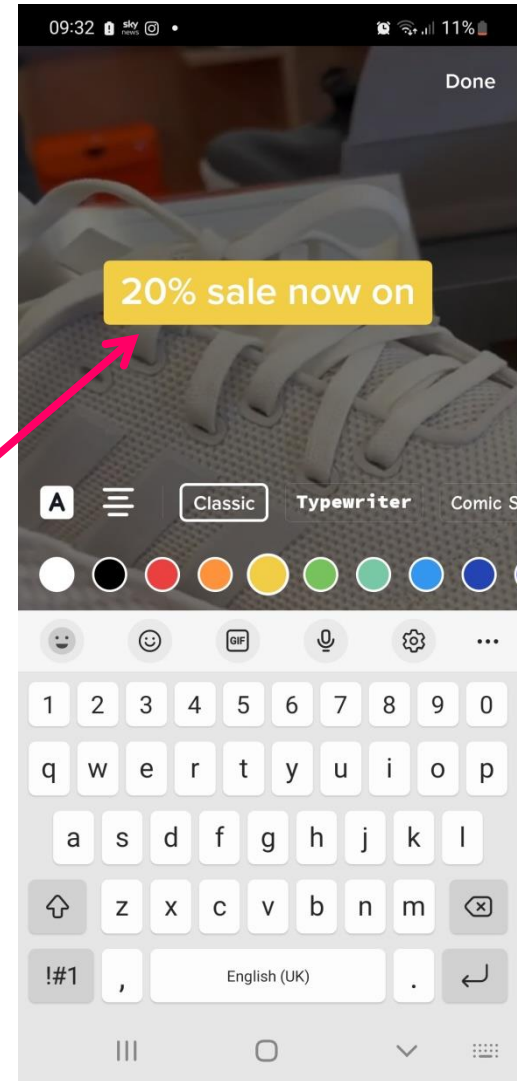
• If you want to add text tap on Aa

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

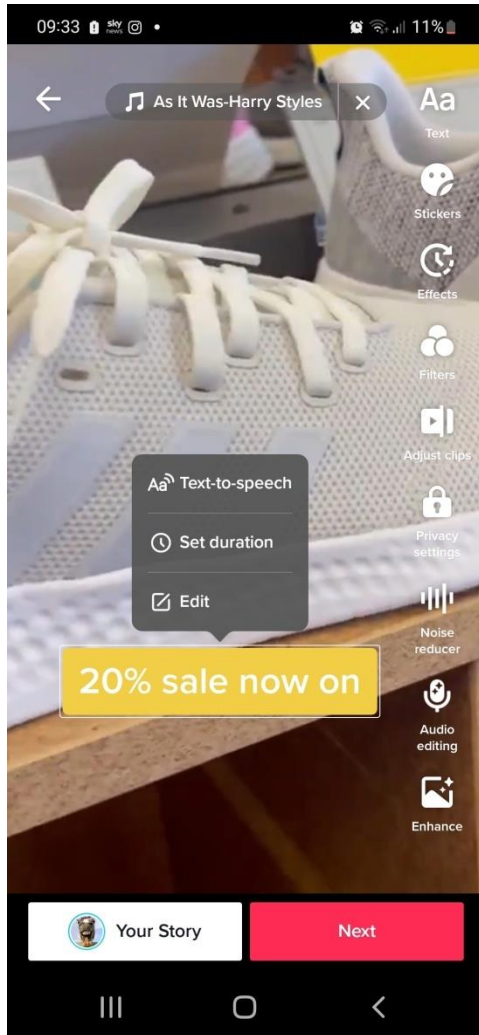


- Type your text
- Change font
- Add a background colour
- Change the background design
- When you are happy tap **done** top right

- You can now position the text anywhere you want on the video

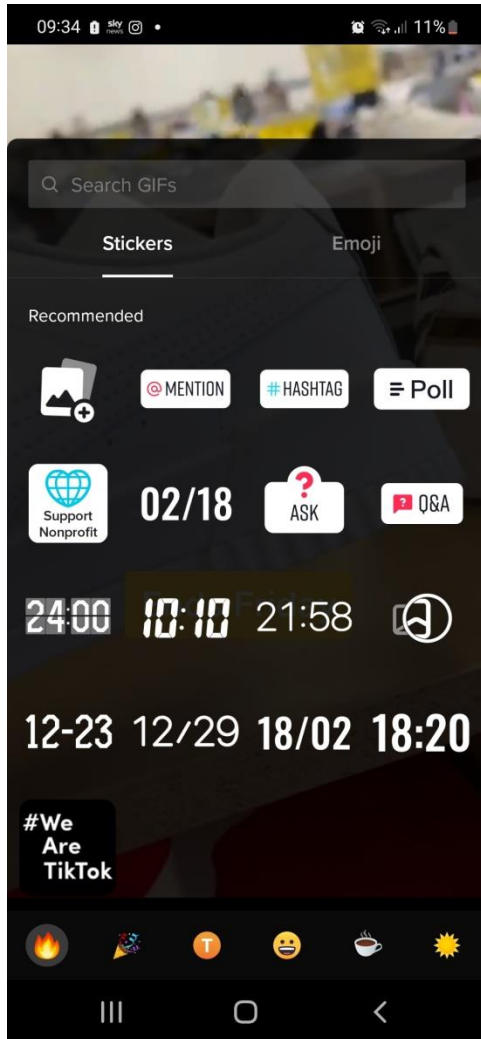


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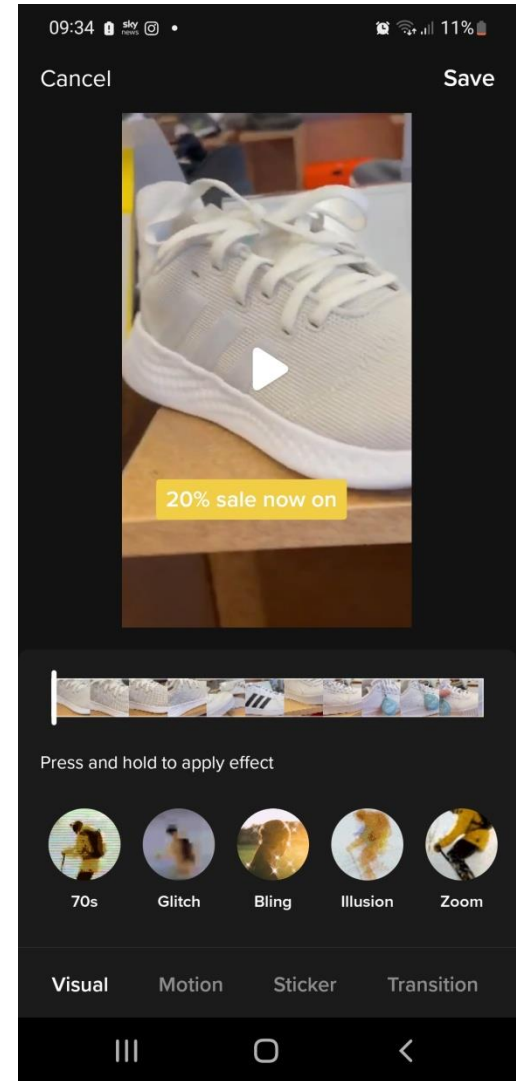


- Press down on the text box and you can edit the text or you can set the duration (when you want it to appear and disappear) and you can turn the text into spoken words

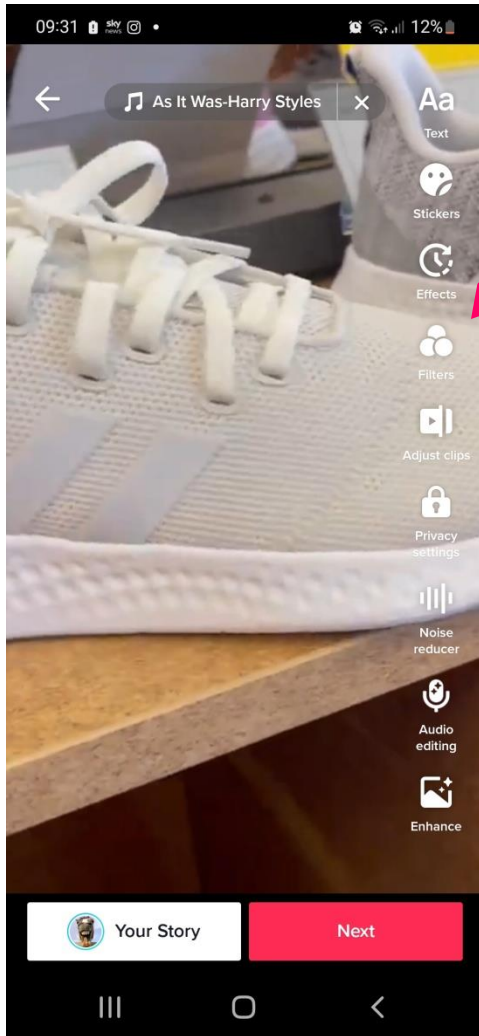
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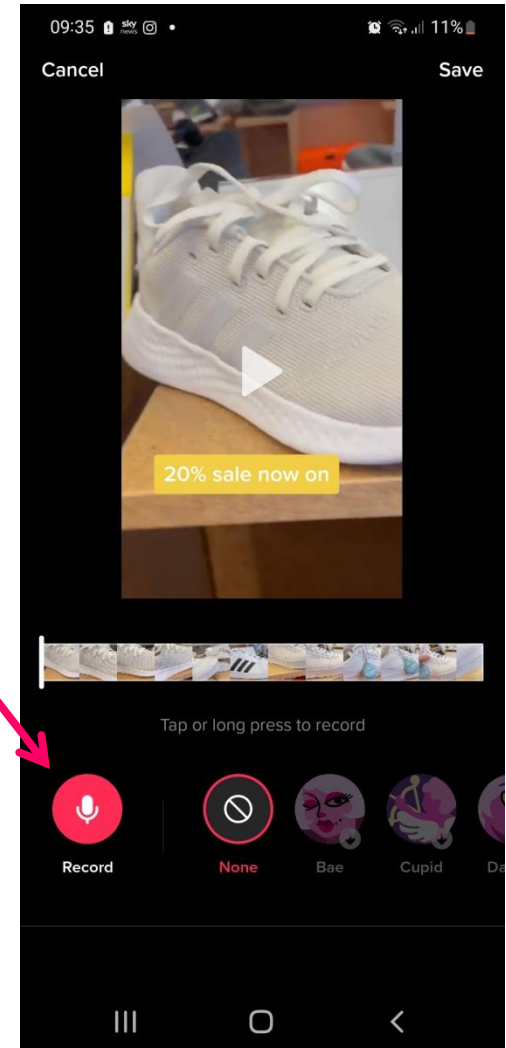
- There are lots of stickers you can add. Browse through them.
- When you choose a sticker press down on it and you can choose the duration
- There are also lots of interesting effects including some nice transition effects. You can set the duration of an effect by pressing on it



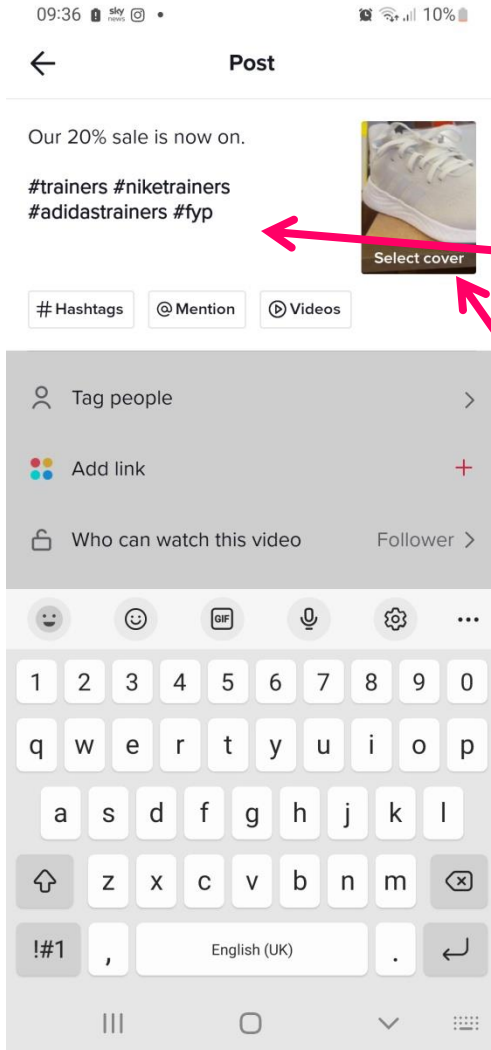
How to make a video with video clips, music and text



- Tap this icon if you want to add a filter to your video
- Tap Audio settings and then the red record button if you want to record a voice over
- When you are happy tap next

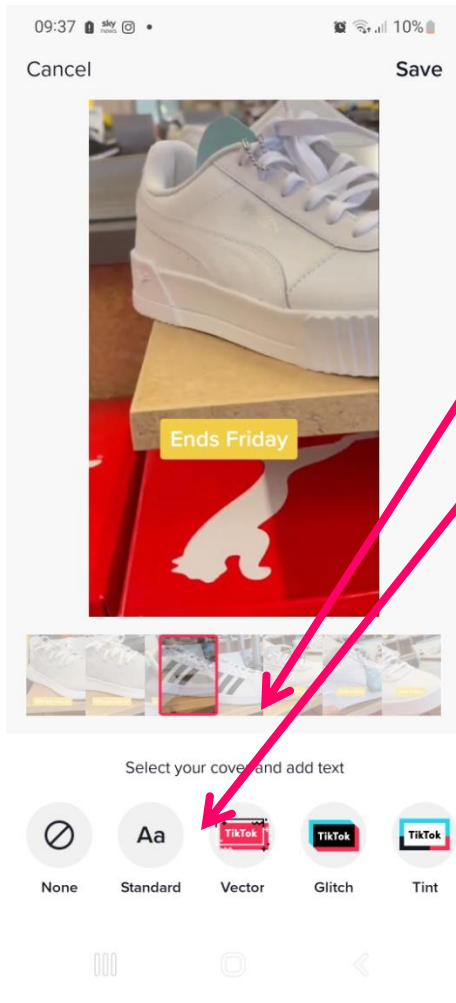


How to make a video with video clips, music and text

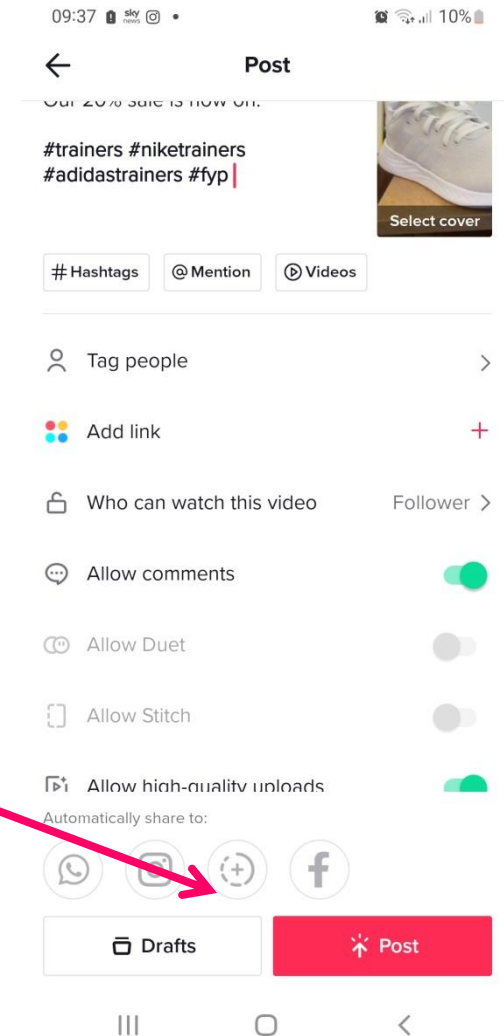


- Write a caption to go out with your video (max 2,200 characters)
- Also add hashtags (the 2,200 characters include text and hashtags)
- Tap select cover to add a cover image for your grid

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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How to make a video with someone speaking to camera



If you are going to make marketing videos where you are appearing on screen or speaking to camera you should invest in equipment that will make your videos look and sound more professional.

If you can find this equipment locally please shop local. If you can't find it locally, you can get it on Amazon using the links.

RØDE Wireless Go

Wireless microphone that you can use up to 70 metres from the camera.

Cost: Approx €170



Rode Wireless GO

€199.00

Colour: *

Please, select one ▾



SKU:

RODE-WG

Watch a video overview here

<https://www.youtube.com/watch?v=BOQpi1YSFGI>

**Links to
Irish
Websites**

<https://berminghamcameras.ie/rode-wireless-go.html>

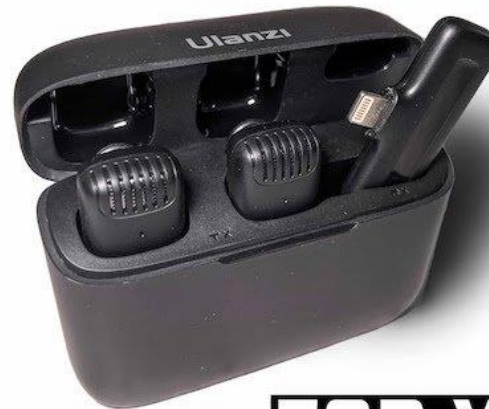
Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the
charger port of your phone

2 microphones

Works up to 65 feet away from
the phone

Cost: Approx €70



**DUAL
WIRELESS
MIC
FOR YOUR PHONE**

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

This is the version for iPhones: <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

This is the version for Android: <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY>

Tripod

INCA IN3530D 3-Way Head QR Tripod

Cost: Approx €40



Links to Irish Websites

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/tripods/inca-in3530d-3-way-head-qr-tripod-black-10218727-pdt.html>

Tripod Adjuster mount

[Back to results](#)

Neewer Cellphone Holder Clip Desktop Tripod Mount with Mini Ball Head Hot Shoe Adapter for 14-inch and 18-inch Ring Light and iPhone, Samsung, Huawei Smartphone within 1.9-3.9 inches Width
by Neewer



Roll over image to zoom in



★★★★☆ 200 ratings

Price: **£13.99** **prime**

Note: This item is eligible for **click and collect**. [Details](#)

New (2) from **£13.99** **prime** **FREE** Delivery

Style Name: **Style I**

- **KIT INCLUDES:** (1) Vertical Bracket Smartphone Holder; (1) Mini Ball Head with Lock and Hot Shoe Adapter Camera Cradle; **NOTE:** Smartphone is NOT included
- **360 DEGREE ROTATABLE:** 360 degree rotation design is perfect for rotating your phone into portrait mode (vertical) or landscape mode (horizontal) without taking the phone out of the adapter
- **EASY ADJUSTMENT:** Screw the 2 thumb screw knobs to adjust the phone clip's direction and width, easy to secure your phone into the mount without causing damage to your phone; Suitable for smartphones within 1.9-3.9 inches width, such as iPhone X 8 7 plus 7 6 plus, Samsung S8 S7 S6, Huawei, etc
- **DETACHABLE SMARTPHONE CLIP:** Mount smartphone to a tripod, monopod, selfie stick, video slider, ring light, stabilizer, handle grip with 1/4-inch thread; The Smartphone Holder is detachable to use alone with 1/4-inch screw tripod mount
- **MINI BALL HEAD:** This ball head adapter fits onto a standard accessory shoe and locks into position; Can be used to mount accessories onto a flash bracket

[See more product details](#)

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[Report incorrect product information.](#)



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If you're buying on Amazon for work, we recommend creating a FREE Amazon Business account for downloadable VAT invoices, business-only pricing, greater payment flexibility and more. [Create a free account](#)

 Fine Tip & Microfiber Stylus (2 Pack)		ISOU Fine Tip Stylus, Disc Stylus Pen, (2 PACK) Universal Capacitive Stylus Pen for Smartphones... ★★★★☆ 17 £8.98
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[Ad feedback](#)



https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr_1_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8

Lights

Neewer Camera Photo Video
Lightning Kit: 18 inches/48
centimetres Outer 55W 5500K
Dimmable LED Ring Light

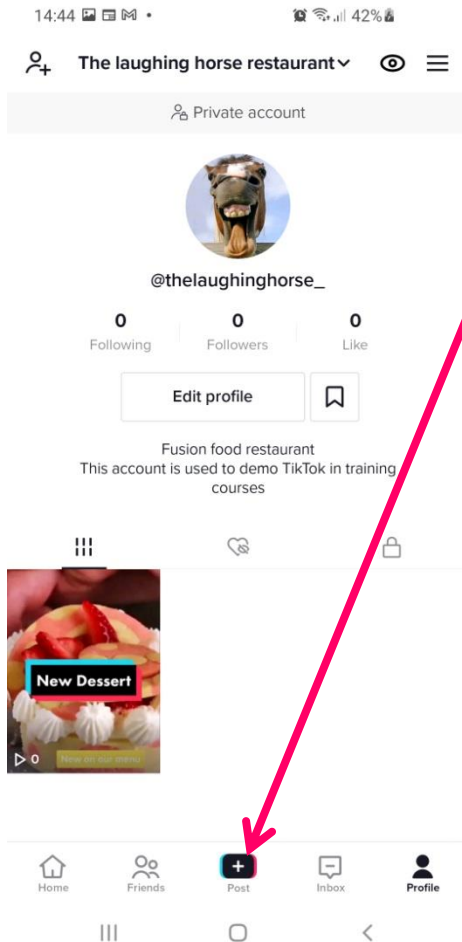
- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials, company videos where you require good lighting



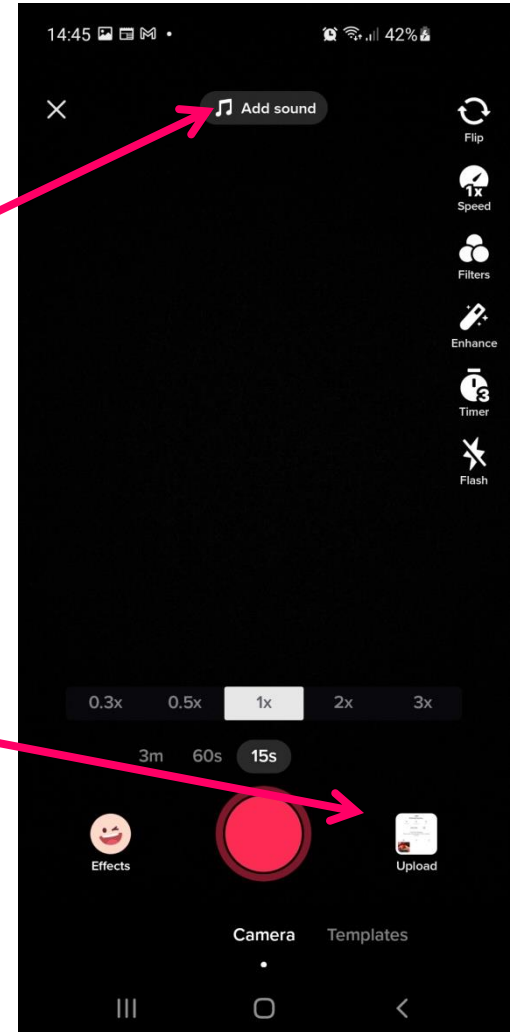
amazon

https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1

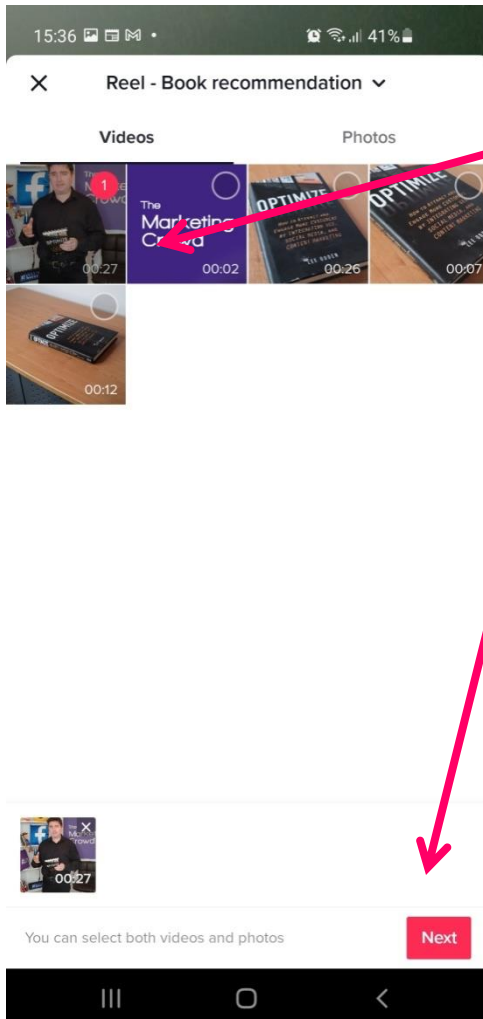
How to make a video with someone speaking to camera



- Tap + button
- If you want to add music to your video, start by tapping "add sound" and follow the instructions provided in the previous example
- If you don't want to add music to your video, either press the record button or choose pre-recorded videos from phone by tapping upload



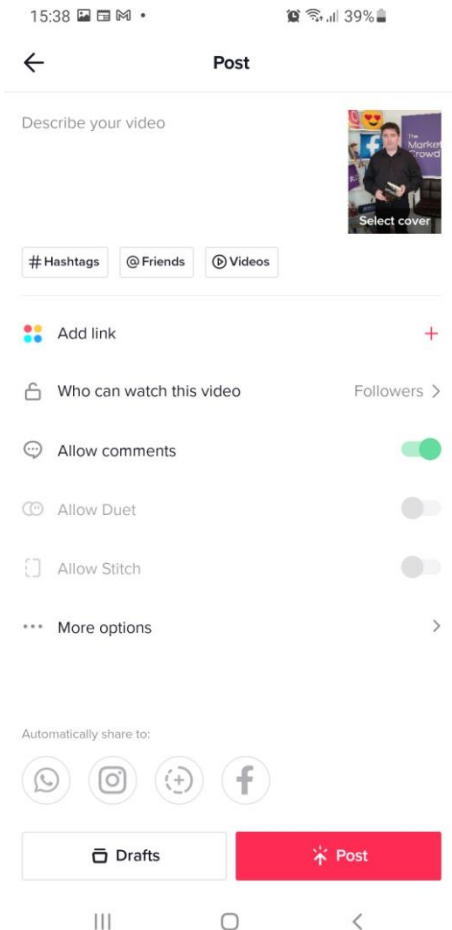
How to make a video with someone speaking to camera



- Select the clip or clips from your phone
- Tap next
- You can now edit the clips if you wish
- Plus you can add text, stickers, effects – see the directions in the previous example



How to make a video with someone speaking to camera



- You can now add caption text and hashtags (up to 2,200 characters)
- You can add a cover and text to the cover (see previous example)
- Then either post or save as draft

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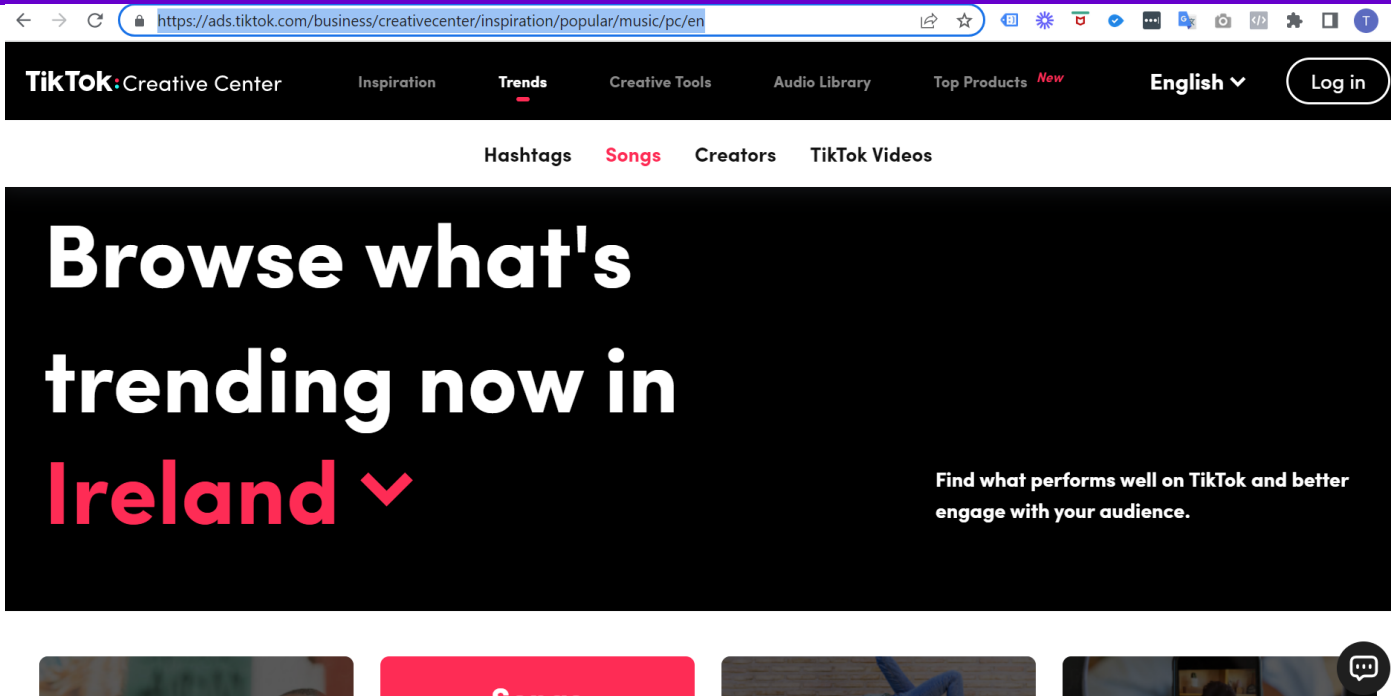
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Tactics for getting more views and getting discovered.



Studies and have shown the following tactics can result in more people engaging with your video, so the algorithm shows it to more people in the FY feed.

1. Look at trending sounds – Go to this link and you will see what songs are trending. The algorithm tends to show videos with trending songs to more people.

<https://ads.tiktok.com/business/creativecenter/inspiration/popular/music/pc/en>

Tactics for getting more views and getting discovered.



2. Ensure the first 3 seconds gets people's attention. Either very visually interesting or add text that piques curiosity e.g. "This is the best tip I ever received"
3. Ensure your thumbnails have text that is easy to read. When people browse your profile it will increase viewings of older videos
4. Find accounts posting about similar topics to yours. Observe what type of videos have worked best for them.
5. Engage with them. Leave comments. People will click through to your profile
6. Add a short caption that is immediately readable and will resonate and then add relevant hashtags

Tactics for getting more views and getting discovered.



7. Try and close your video with "For more like this visit my profile" or "Follow for more "
8. Engage with comments and this will encourage more comments
9. Post regularly – ideally once a day. The more often you post on TikTok the more the algorithm tends to reward you.

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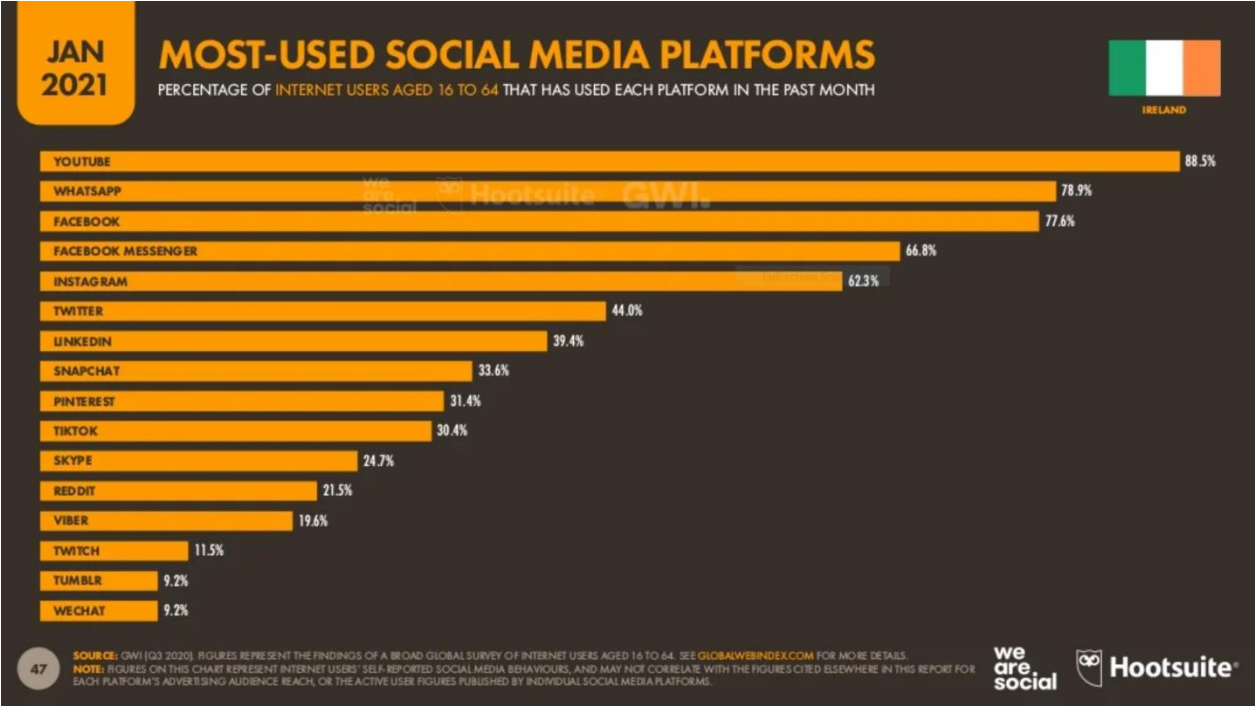
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How to weigh up whether TikTok is a suitable marketing tool for you



30% of Irish people use TikTok

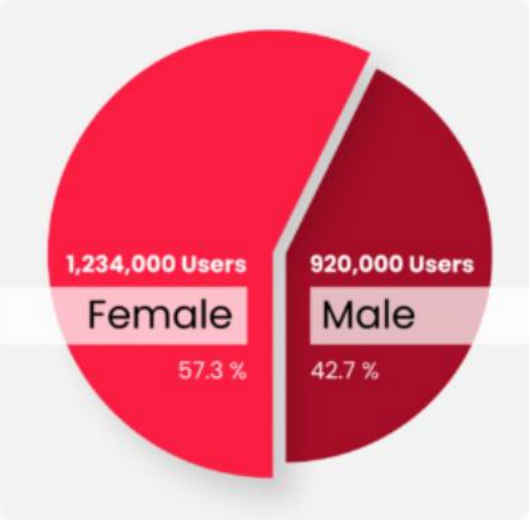
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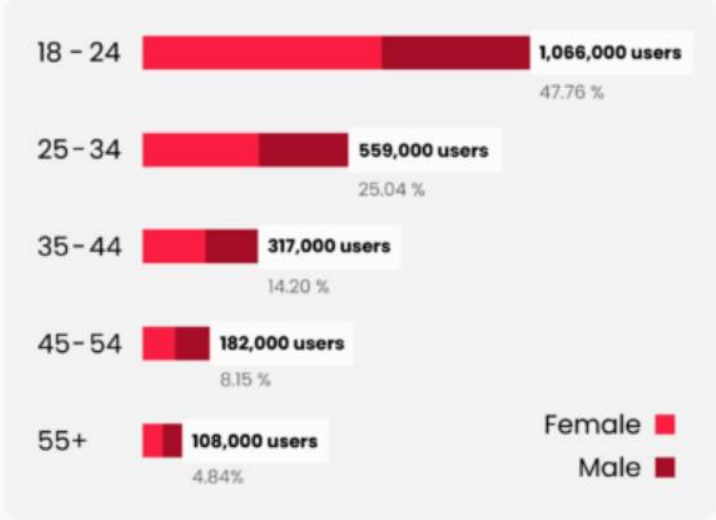
Irish User Demographics

2.3 M
Total users

By Gender

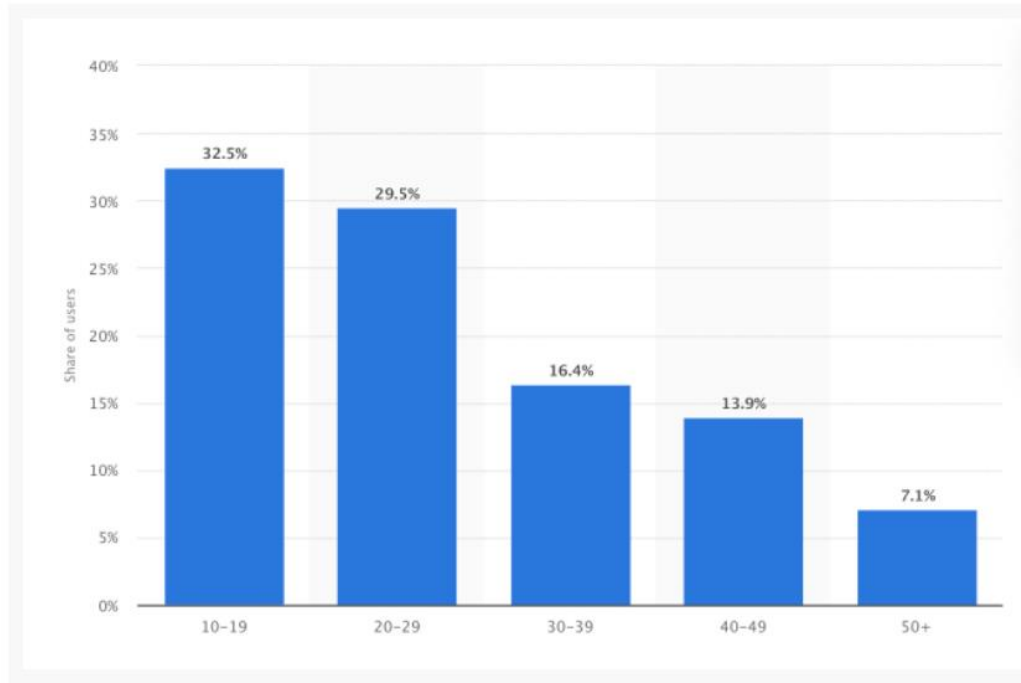


By Age Group



Source: <https://www.friday.ie/blog/its-2022-irish-businesses-need-to-be-on-tiktok/>

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



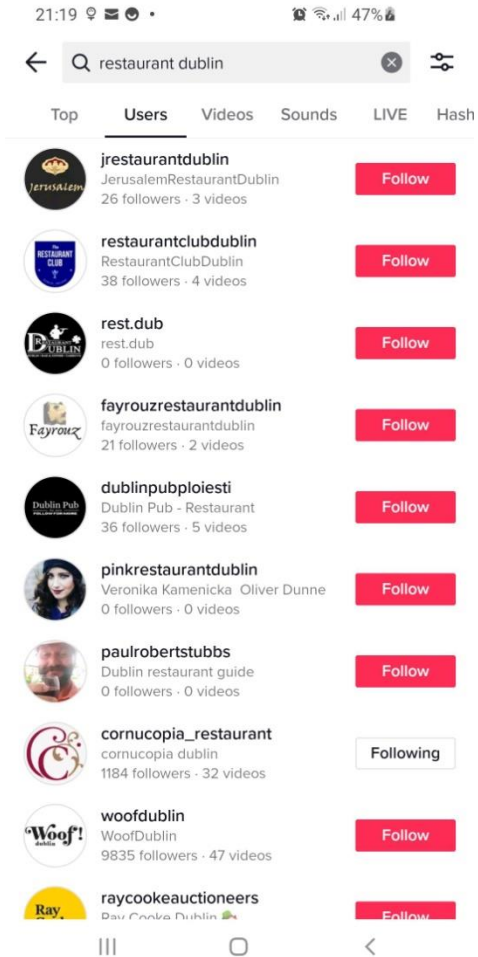
Source:

<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 ...

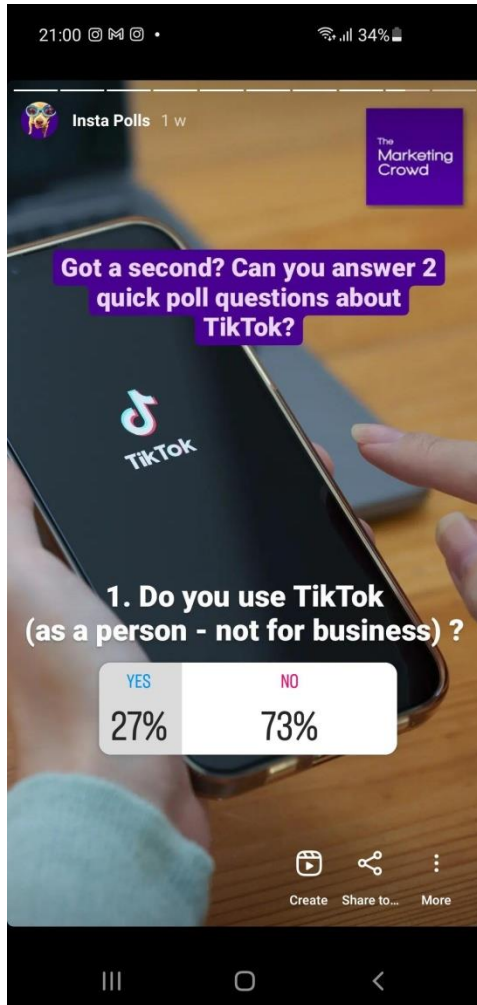


Are the accounts active?

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 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



Oifig Fiontair Áitiúil
Local Enterprise Office



Clár Chisti Eorpacha Struchtúrtha
agus Infheistíochta na hÉireann
2014–2020

Co-funded by the Irish Government
and the European Union



European Union

European Regional
Development Fund