





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 when using it as a person?

Step 2: Getting started as a business

- How to signup 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

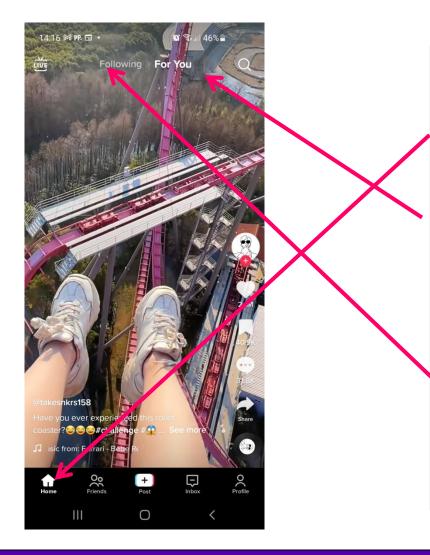
Step 4: How to make and post videos

- 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
 Step 7: Consider TikTok shop

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)

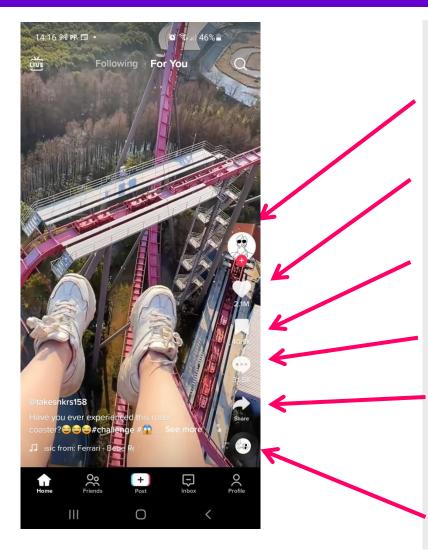
This is the default and mainly contains videos from accounts you are not following but TikTok thinks you will find interesting

2. Following Feed

This contains videos from accounts you are following

Most people look at the For You Feed

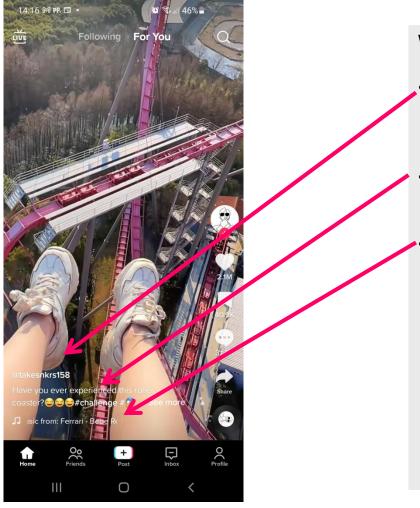
An overview of the main areas in the app - Home



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

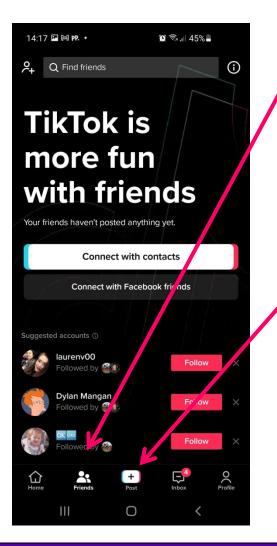
An overview of the main areas in the app - Home



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

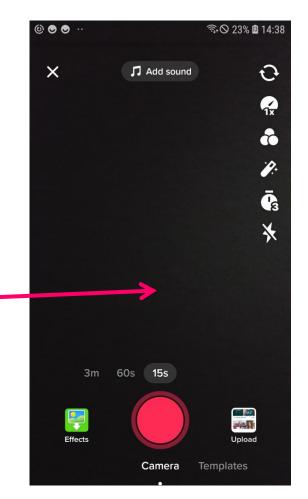
An overview of the main areas in the app – Friends and +



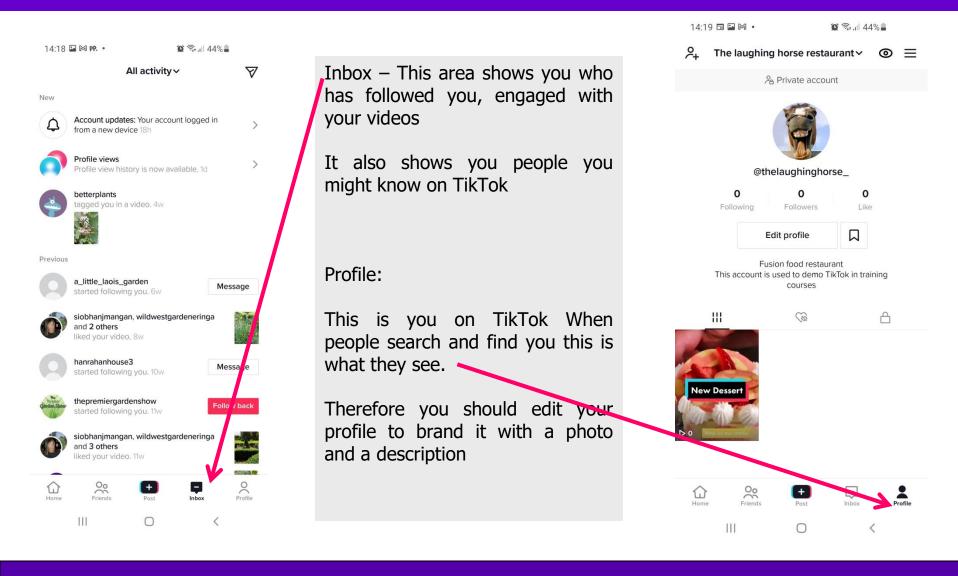
The friends tab is a feed that shows you videos from accounts you are following and your friends (contacts from your phone or Facebook friends) If you connect TikTok to your phone's contact list or FB, this feed will contain their TikTok posts.

The + symbol is to create a TikTok Video

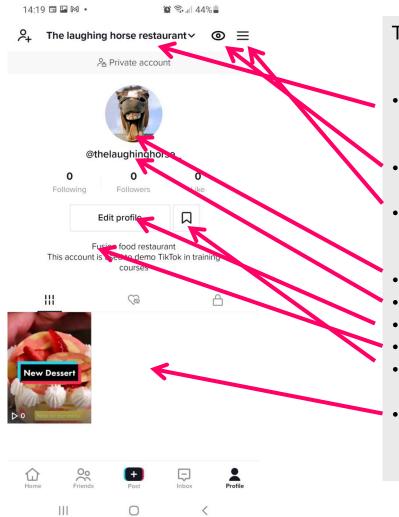
When you tap on this you can create videos using clips from your phone, videos that you shoot right now and you can add music / sounds from their library



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



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?



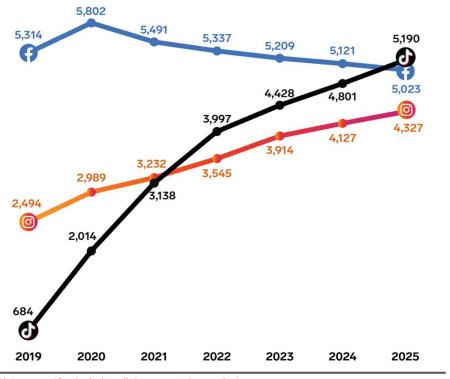
How people typically use TikTok.

- 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?

TikTok Passed Instagram in Total Daily Minutes in 2022 and Will Pass Facebook in 2025

millions of minutes per day among the US adult population



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

Usage of Facebook is trending down and Instagram is not growing as much

Note: ages 18+; includes all time spent via any device Source: Insider Intelligence | eMarketer, June 2023

Insider Intelligence | eMarketer

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

On Facebook & 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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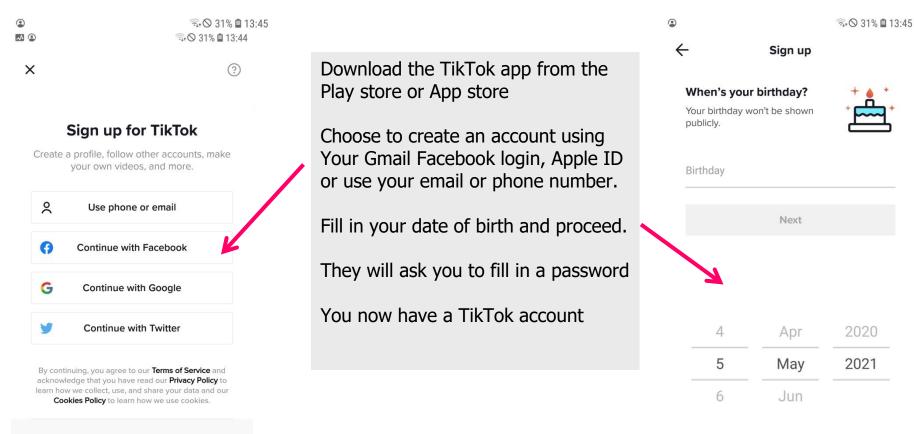
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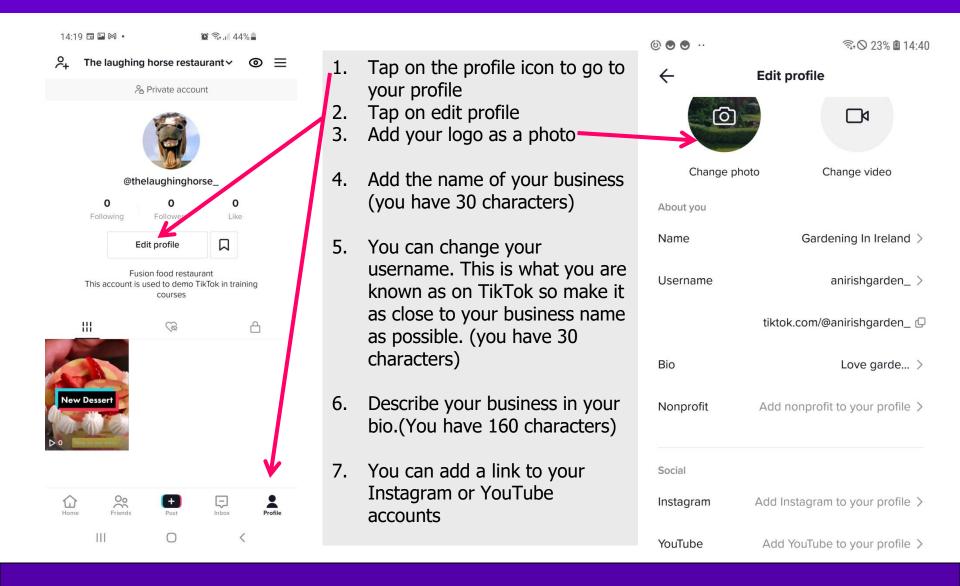
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How to signup for a TikTok Account

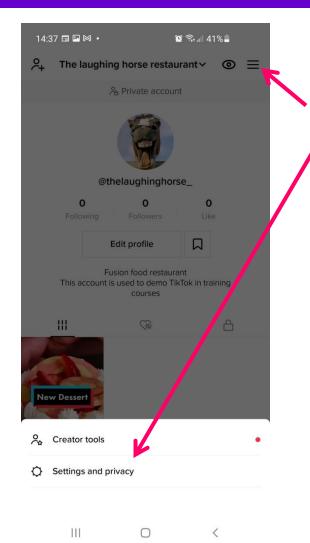


Already have an account? Log in

How to edit and brand your profile correctly



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

- 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
- Tap share profile if you want to send your profile details to someone else

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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:

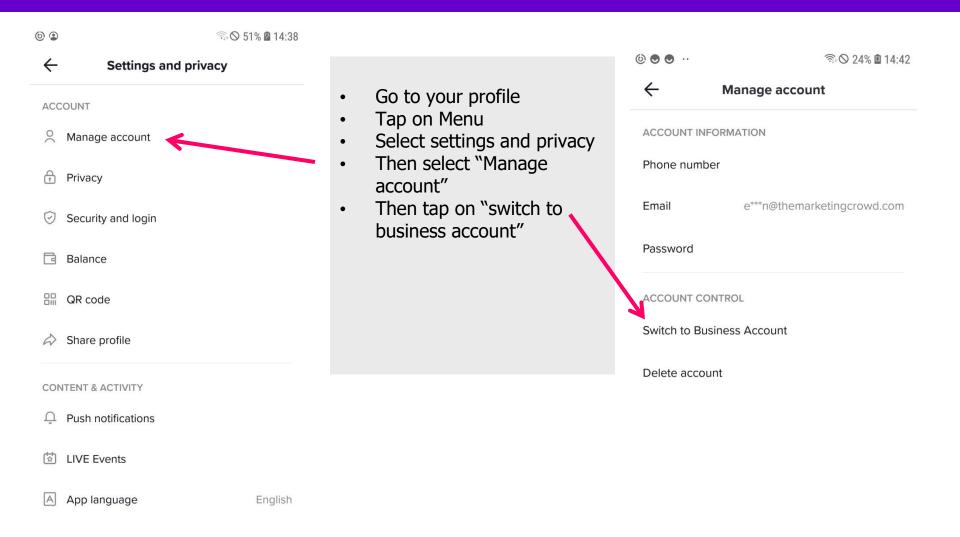
- You get more analytics and can download your analytics using the website version of TikTok
- You can add your email address to your profile
- You can add a clickable link to your website but only if you have more than 1k followers

The disadvantages of switching

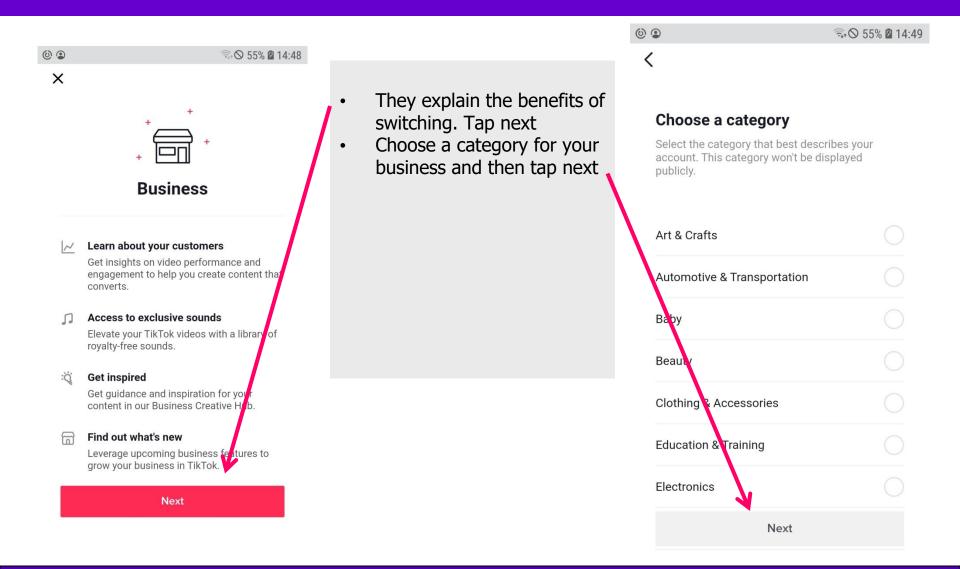
 You no longer have access to all the copyright music – you only get to use Stock music

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

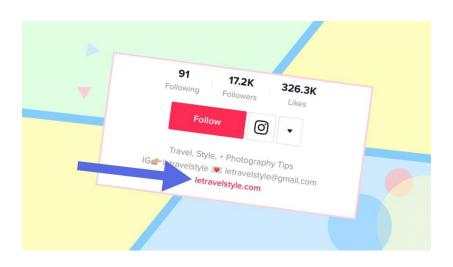
How to switch to a business account



How to switch to a business account



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

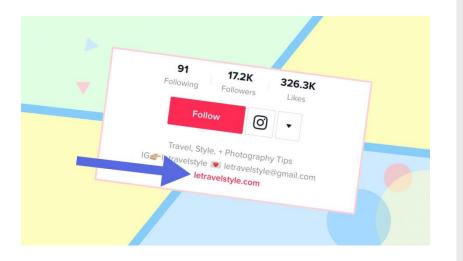
Then ...

 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

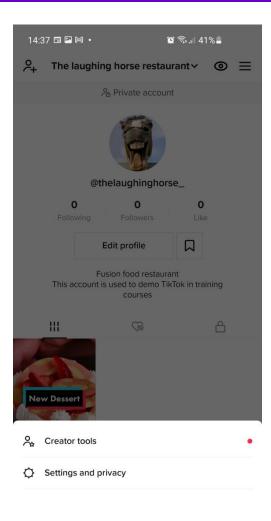
Can you add a website link in your profile?



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

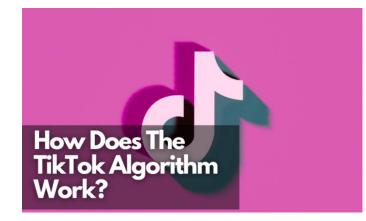
- 1. Go to your profile
- 2. Tap the menu top right
- 3. Tap on Creator Tools
- 4. Tap on analytics and then activate analytics



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

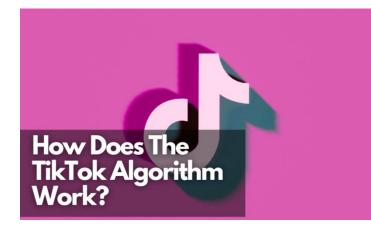
Source: Techcrunch.com



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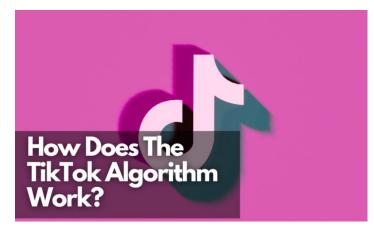
What contributes to your authority ranking

- 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.



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.

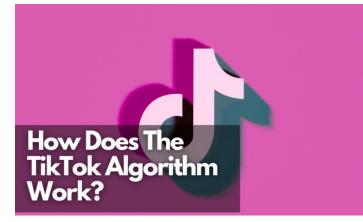


The review process and making it to FYP

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)



The review process and making it to FYP

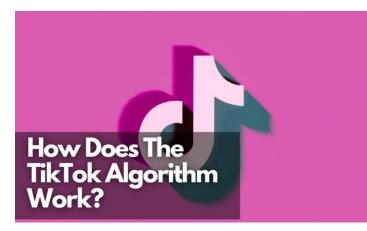
Delayed explosion. (Without warning an old video could start to do really well and gets tens or hundreds of e.g. thousands of views).

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.



The review process and making it to FYP

Human review.

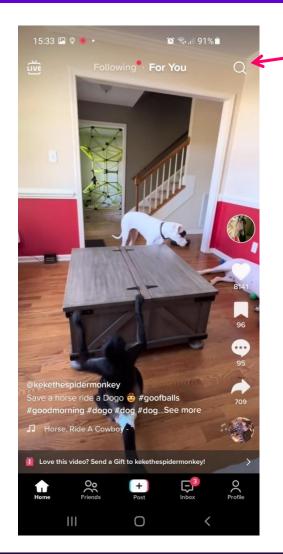
A human reviewer will see the video with these scores and decide if it has the potential to be a viral video. They'll also double-check for copyright and "bad" content that may have slipped past the AI in step two.

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

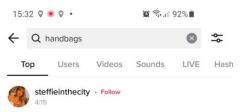


In order to find content and users tap on the search icon top right

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

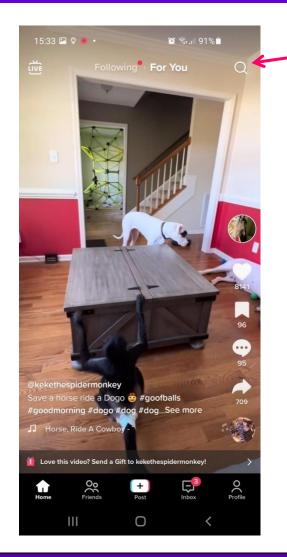


Affordable Bags Brands That Celebrities Love #affordableluxury #handbags #handbagtiktok #fashion...



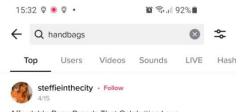
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How to get found on TikTok



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



Affordable Bags Brands That Celebrities Love #affordableluxury #handbags #handbagtiktok #fashion...



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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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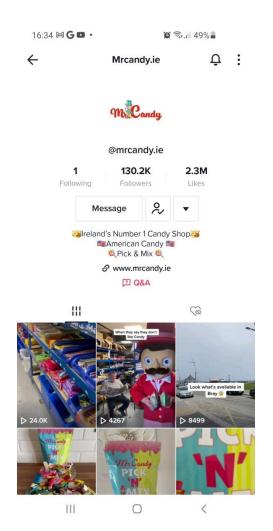
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What type of videos do People tend to make

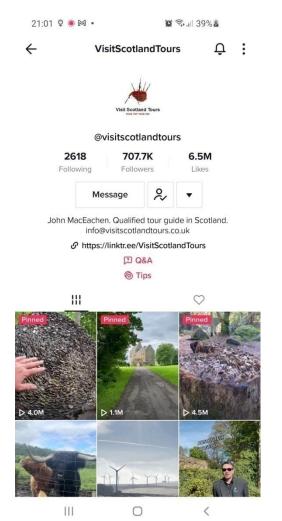


People tend to make videos of...

- 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



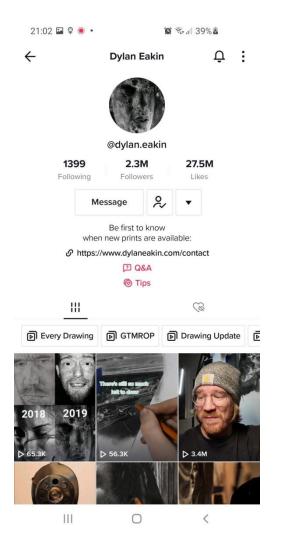
Businesses that sell products	16:34 🖬 🕅 G •	🌘 🗟 🔊 🖉	
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E.g. Boutiques, Florists, Jewellers, Sweets, pet products, garden centre	G	Pawtique	
 Videos that showcase their product /service Chaw "Babind the seconds" 	0 Following	24.8K 217.9K Followers Likes	
Show "Behind the scenes"Show how they make the product	 ⇒ Irish Brand ▲ ⇒ Shipping worldwide ⇒ Code TIKTOK for 10% off https://pawtique.ie/ 		
But typicallyThe product tends to be visually interestingThe videos are fun	Pined Pin	S C C C C C C C C C C C C C C C C C C C	
Examples: @turloughnursery @pawtique.ie @mrcandy.ie @gym.chic		18.6K D 1931	
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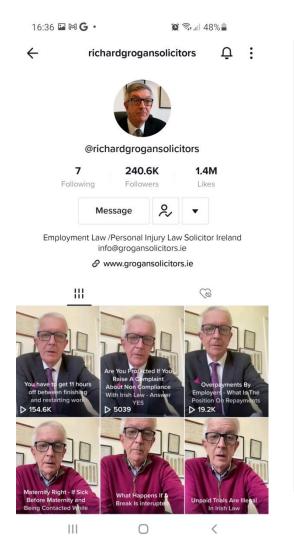
Creatives e.g. Artists, Photographers Videos that show how they make their art Videos that show behind the • scenes Examples: @dylan.eakin @jordanspriggsculptures

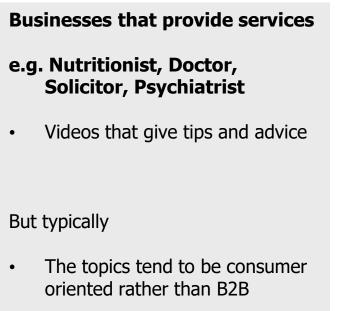
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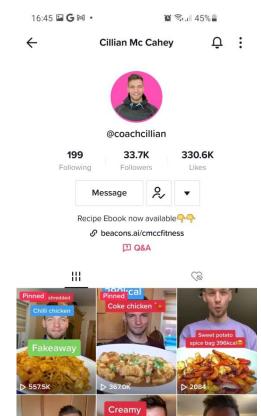
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Examples:

@richardgrogansolicitors@drdoireann@tik_tok_counselling



Chicken

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Pie 🐽 🕫

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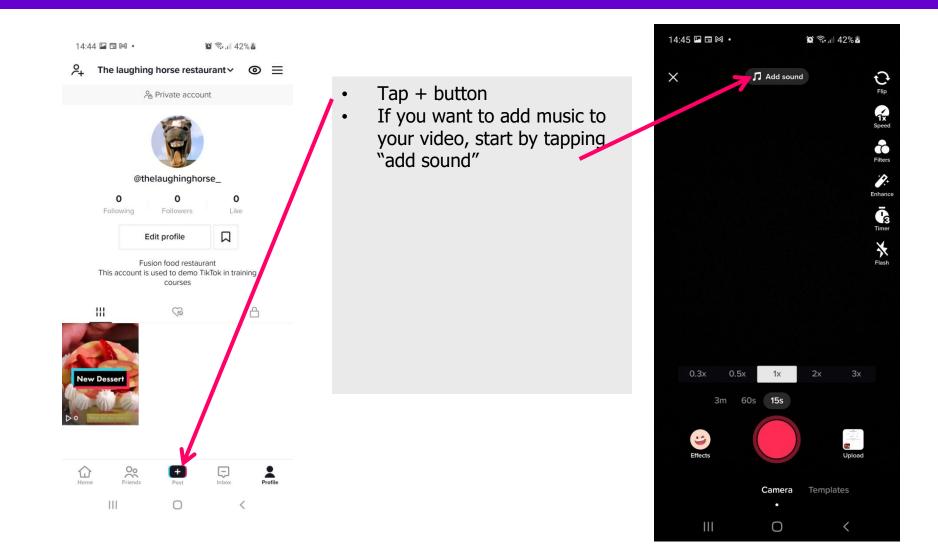
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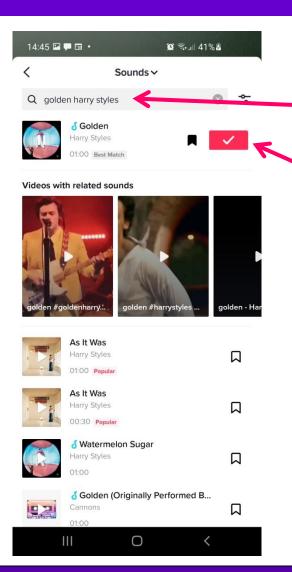
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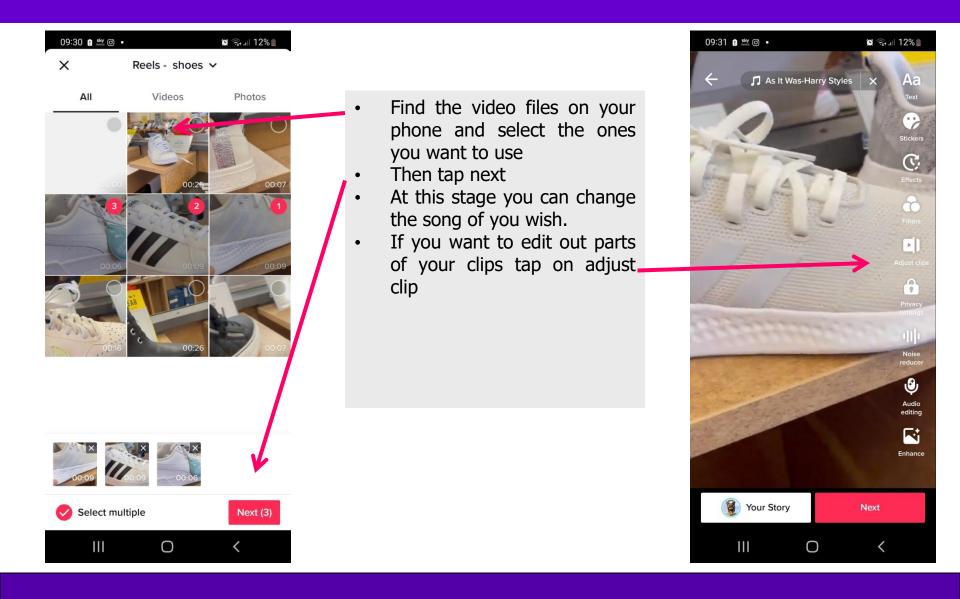


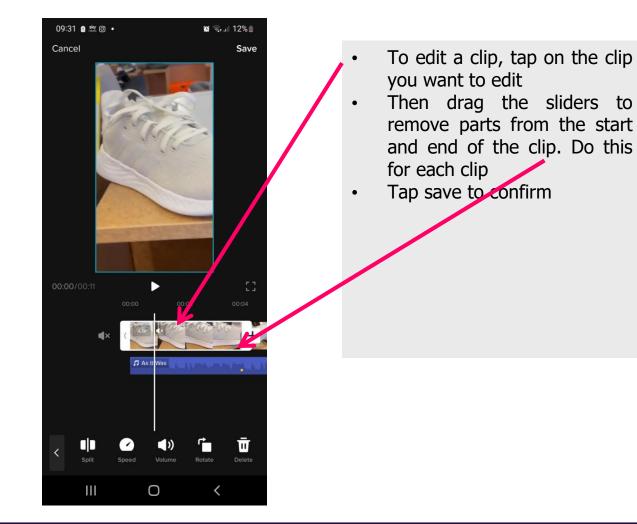


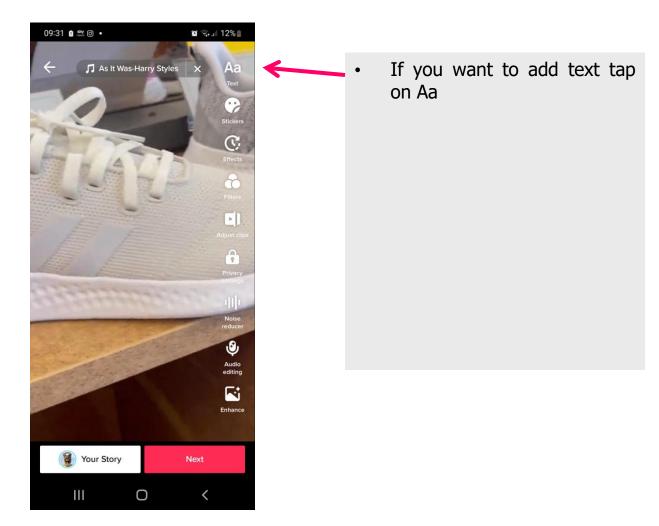
Search for a song and choose the one you want from the results

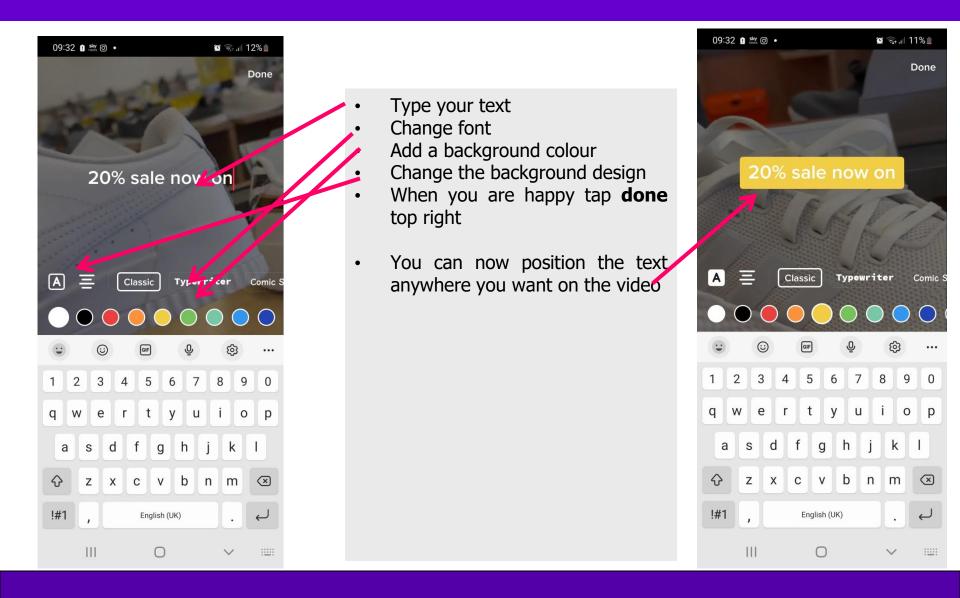
- Then tap the red tick to proceed
- If you want to record a video right now tap the red record button
- If you want to choose video clips or images from your phone tap upload

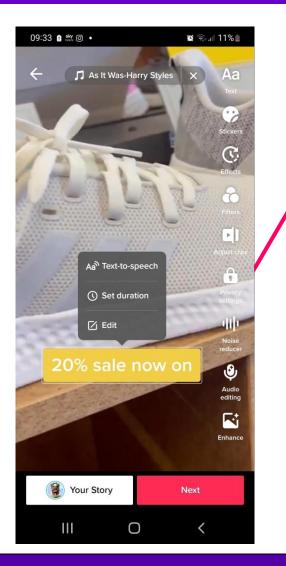








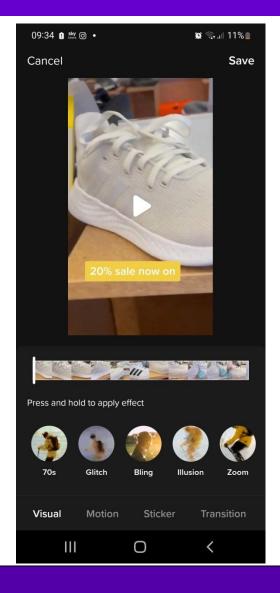


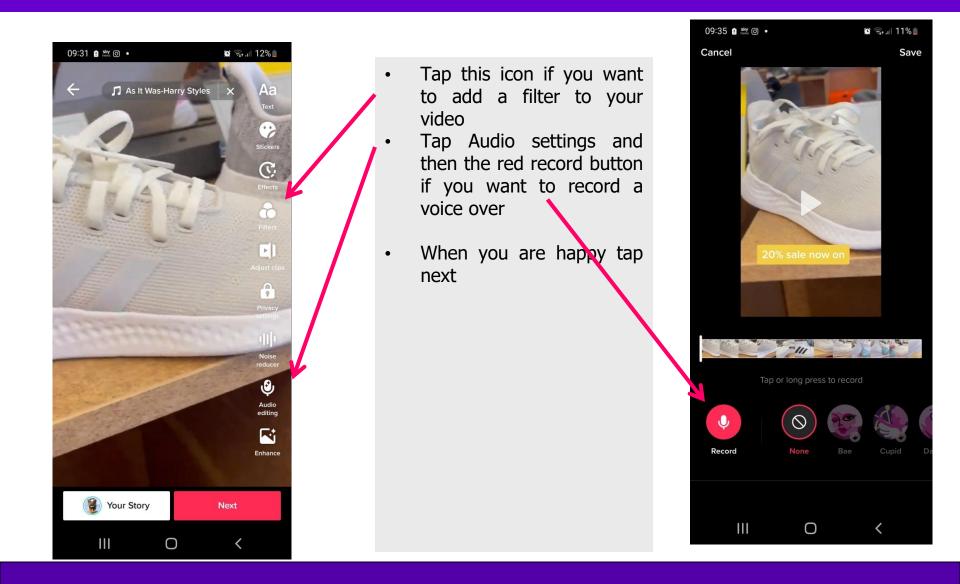


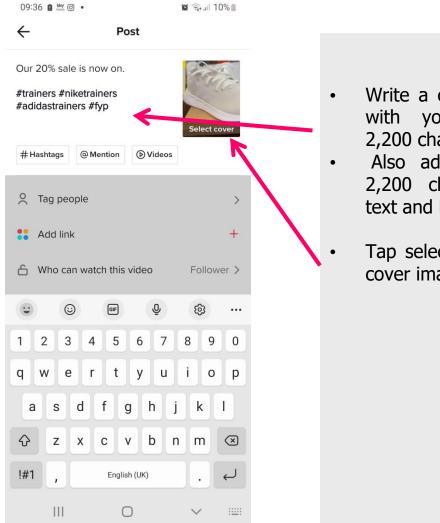
Press down on the text box and you can edit the text or you can set the duration (when you want it to appear and disappear) and you can turn the text into spoken words



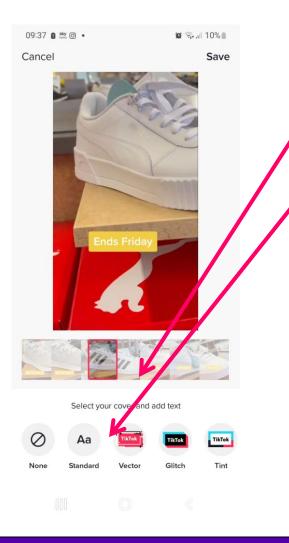
- There are lots of stickers you can add. Browse through them.
- When you choose a sticker press down on it and you can choose the duration
- There are also lots of interesting effects including some nice transition effects.
 You can set the duration of an effect by pressing on it







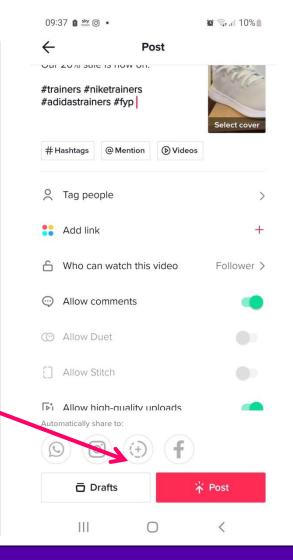
- Write a caption to go out with your video (max 2,200 characters)
- Also add hashtags (the 2,200 characters include text and hashtags)
- Tap select cover to add a cover image for your grid



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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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.

Option 1: RØDE Wireless ME

Back to results



Roll over image to zoom in

RØDE Wireless ME Ultra-compact Wireless Microphone System with Builtin Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation Visit the RØDE Store 4.3 ***** 6,157 ratings

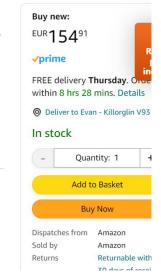


EUR**154**91

√prime

Save up to 8% with business pricing. Sign up for a free Amazon Business account

May be available at a lower price from other sellers, potentially without free Prime shipping.

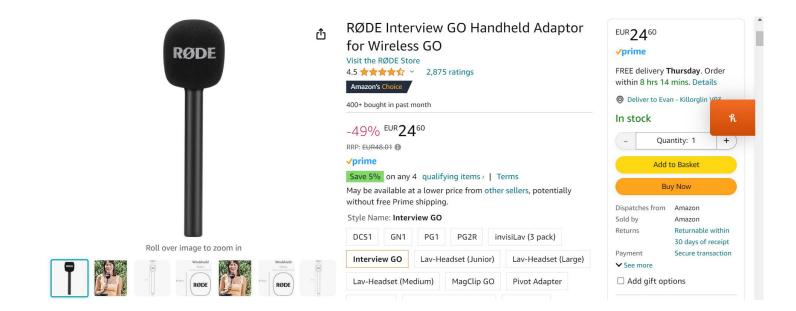


Watch a video overview here

https://www.youtube.com/watch?v=NoaPPQQtgtQ

Links to Irish	https://www.whelancameras.ie/rode-wireless-me
Websites	https://camerakit.ie/product/rode-wireless-me/
Plus	https://www.cocces.co.uk/D0/ C20/ 00DE Liltre compact Microphene Microphene
Amazon	https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones- GainAssist/dp/B0BQLB596V/

Useful accessory that turns your Rode wireless mic into hand held mic



Links to Irish Websites

https://camerakit.ie/product/rode-interview-go/

https://www.camera.ie/products/rode-interview-go

Option 2: Hollyland Lark 2



Watch a video overview here

https://www.youtube.com/watch?v=PQUi8RgkB oM

For iphone or Android only €170 For Camera / Laptop + Iphone + Android combo €200

What is great about this mic

- 1. The size and weight small and light
- 2. Two mics
- 3. Excellent sound
- 4. Long range
- 5. Windbreaker
- 6. The versatility of combo pack it works with everything
- 7. Charge the box and it charges everything

Android version: <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-</u> Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ

Links

Iphone version : <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-</u> Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1

Combo version: : <u>https://www.amazon.co.uk/Microphone-Compatible-Cancelling-</u> Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1

Option 3: 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 (However, does not come with windbreakers)



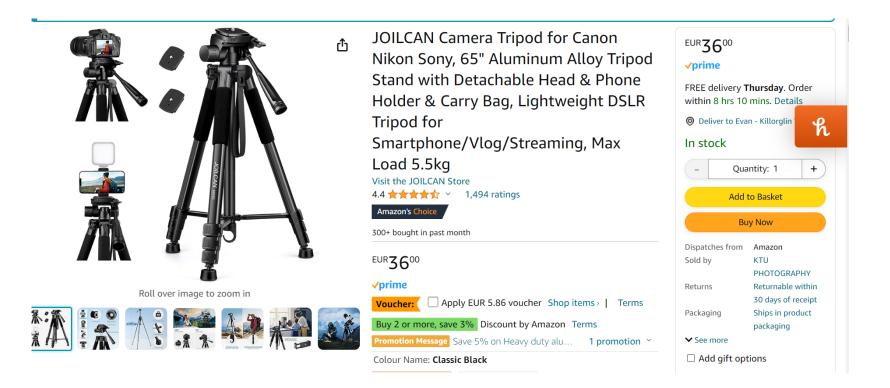
Cost: Approx €70 - €80

Watch a video demo https://www.youtube.com/watch?v=o6F0IZzmnX4

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

This is the version for Android: <u>https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY</u> or <u>https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957</u>

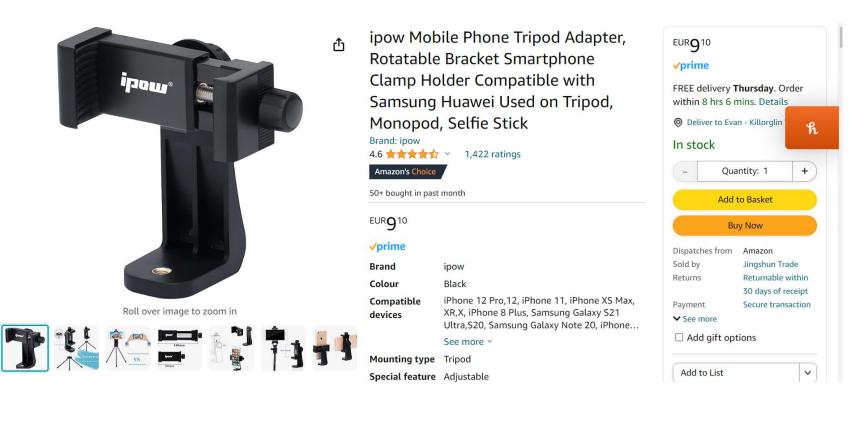
Tripod (I use this one all the time and it's excellent plus very reasonable)



Link to amazon

https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/

Tripod Adjuster mount





https://www.amazon.co.uk/gp/product/B01N193MHD/

Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12





https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p sc=1

DJI Osmo Mobile Gimbal

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth aa a drone video

Cost: €120



Links to Irish Websites

https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorderaccessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html

Lights

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

- Very good lighting kit for a beginner on a budge
- Ideal for "how to" videos, customer testimonials company videos where you require good lightin



€115



https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_a ui_detailpage_o05_s00?ie=UTF8&psc=1



- A good budget alternative
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

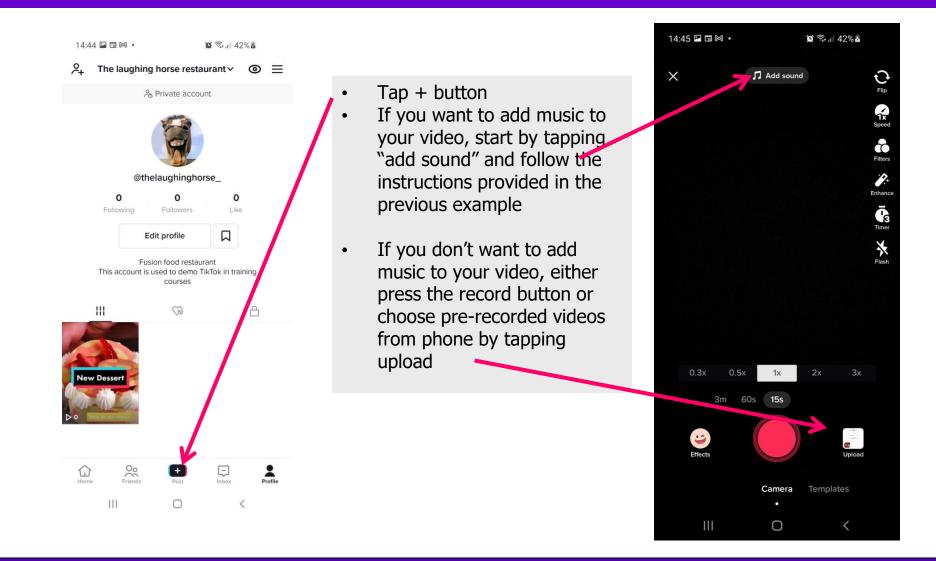
Cost: Approx €35

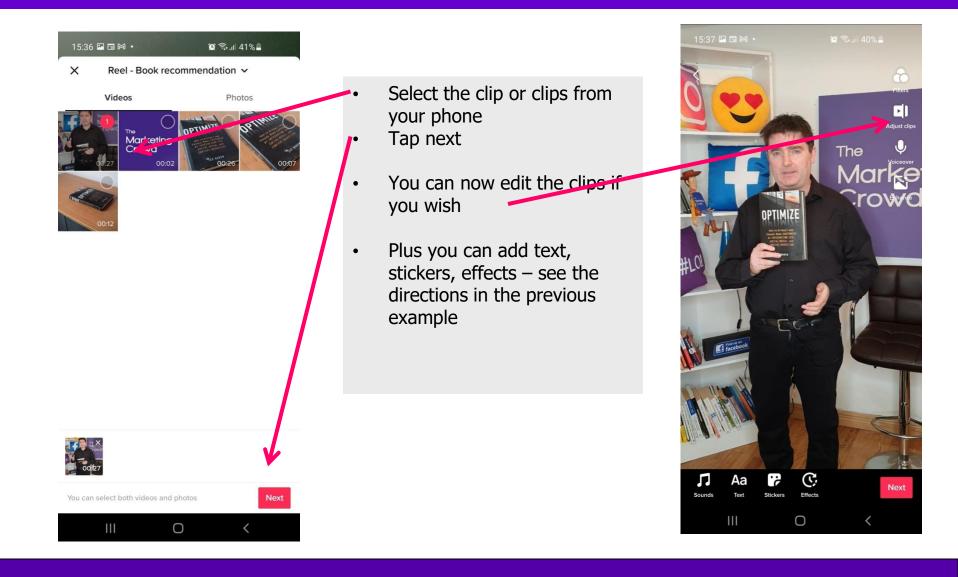


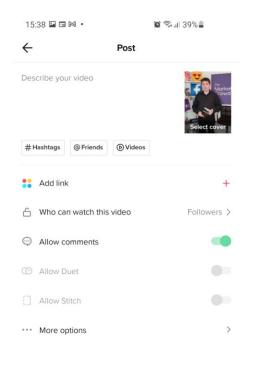
12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness Visit the GerTong Store 4.4 ***** 5,898 ratings #1 Best Seller (in Cell Phone Selfie Lights 2K+ bought in past month -26% EUR3308 RRP: EUR44.91 @ **√**prime Exclusive Prime price Voucher: Apply 10% voucher Shop items | Terms Save up to 10% with business pricing. Sign up for a free



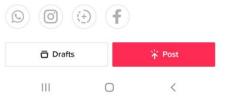
https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1







Automatically share to:



- You can 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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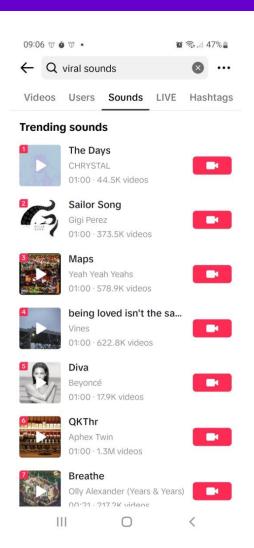
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Tactics for getting more views and getting discovered.



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.

Use trending sounds – Tap on search on the home screen and then search for "viral sounds". Then tap on the sounds search results.

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
- Post regularly ideally once a day when starting out to build authority with the algorithm. But ensure they are high quality videos – not posting for the sake of posting
- The more often you post high quality videos on TikTok the more the algorithm tends to reward you.

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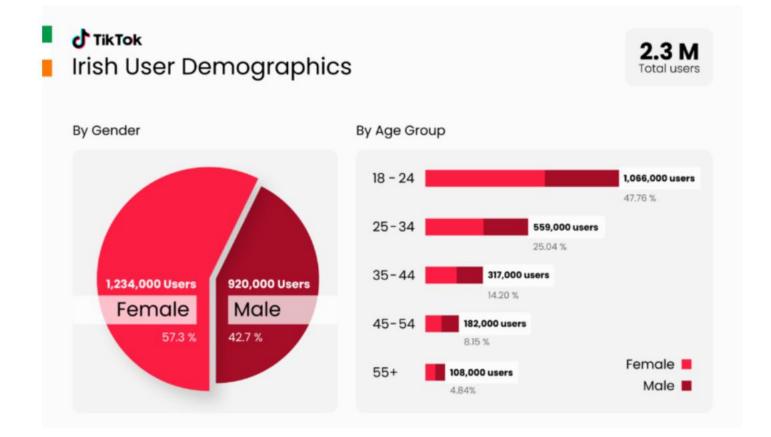
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How to weigh up whether TikTok is a suitable marketing tool for you

JAN 2021		DCIAL MEDIA PLA D 16 TO 64 THAT HAS USED EACH PLATFO		IRELA	IND
YOUTUBE	1100				88.5%
WHATSAPP		Hootsuite GWI.		78.9%	
FACEBOOK				77.6%	
FACEBOOK ME	ESSENG ER		66.8%		
INSTAGRAM			62.3%		
TWITTER		44.0%			
UNKEDIN		39.4%			
SNAPCHAT		33.6%			
PINTEREST		31.4%			
TIKTOK		30.4%			
SKYPE	24.7%				
RED DIT	21.5%				
VIBER	19.6%				
TWITCH	11.5%				
TUMBLR	9.2%				
WECHAT	9.2%				
47 NOTE: HOURE	S ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORT	GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE G ED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE IGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORM	WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR	we are social 🏾 Hoot	suite

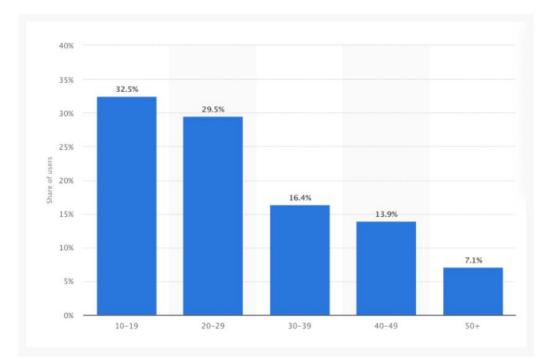
30% of Irish people use TikTok

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



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

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



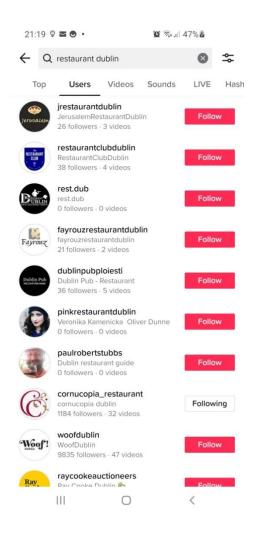
Source:

https://wallaroomedia. com/blog/socialmedia/TikTokstatistics/

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)

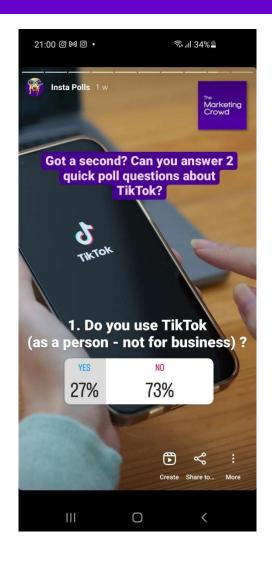
Search on TikTok to see whether there are many businesses similar to yours using TikTok and then check ...



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

- 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. If you have an email list send out an email prompting people to follow you on TikTok
- 5. Do you use Linktree or link in bio on Instagram? Put a link to TikTok
- 6. Put a link to your TikTok on account on your website

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What is TikTok Shop

TikTok Shop

TikTok Shop is an in-app ecommerce feature that allows users to browse and purchase products directly within the TikTok platform<u>12</u>. Here are the key details:

Users can buy products through:

In-feed videos Live streams Dedicated Shop Tab

How It Works

- Users can purchase products without leaving the app
- Brands can tag products directly in their content
- The platform charges an 8% commission on sales

What is TikTok Shop



Seller Options

Businesses can participate in TikTok Shop in two primary ways:

- Merchant: Sell your own products
- Affiliate: Earn commission by promoting other brands' products

It is available in approx 10 countries including US, UK and Ireland

How to get started



It was only introduced in Ireland in December 2024 and hasn't fully rolled out yet.

TikTok has partnered with Guaranteed Irish to introduce the platform, offering local businesses like Chapters Bookstore, Cocoa Brown, and Smooth Company the opportunity to sell directly through the app. The platform aims to provide Irish businesses with a new digital marketplace that blends entertainment and shopping

How to get started



To apply for TikTok Shop in Ireland and meet the eligibility criteria, follow these steps:

Register your interest at the TikTok Shop Seller Center <u>https://seller-ie-</u> accounts.tiktok.com/account/register

Ensure you meet the basic eligibility requirements:

- Be at least 18 years old
- Have a TikTok account that is at least 90 days old
- Possess a valid business license or tax ID number<u>5</u>
- Your business must be based in Ireland, as TikTok Shop is exclusively available to Irishbased businesses

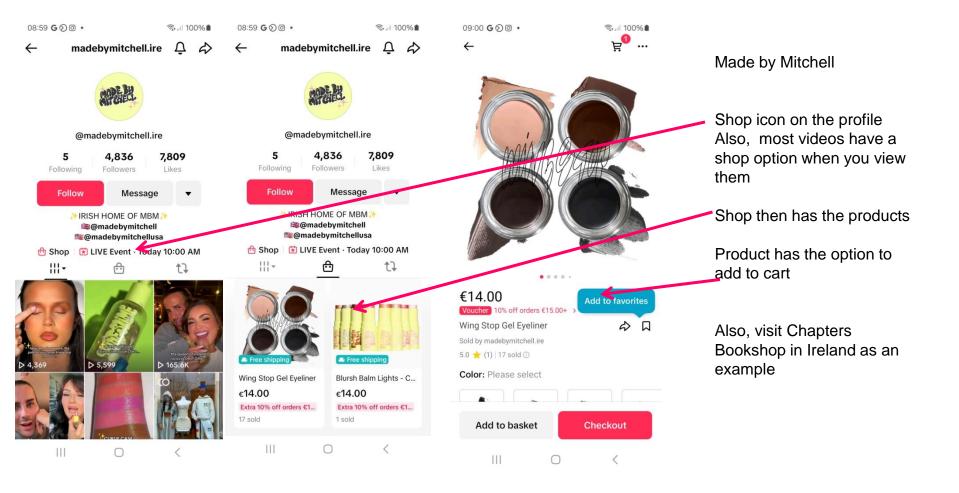
How to get started



- Set up a business account on TikTok if you haven't already7.
- Prepare the following documents for verification:
 - Business license
 - Tax ID number
 - Bank account details for payments
- Complete the registration and onboarding process using the instructions provided in the TikTok Shop Academy for Ireland

Once you've submitted your application, TikTok will review your documents. The review process typically takes less than 24 hours

Example







European Union European Regional Development Fund