



Week 6 – TikTok Marketing, Video editing using edits and Chat GPT Projects

This summary captures the final session of the six-week Digital Marketing Programme delivered by **Evan Mangan** on behalf of the **Local Enterprise Office Clare**. The session focused on TikTok marketing, advanced video editing with the Meta "Edits" app, and maximizing AI through Deep Research and Projects.

Part 1: TikTok as a Mainstream Marketing Tool

Evan began the session by addressing the common misconception that TikTok is merely an app for teenagers. He explained that since rebranding from Musical.ly, TikTok has become the **fastest-growing social network**, reaching a billion users two years faster than Instagram. In Ireland, Evan estimated that over **40% of the population** now uses the platform, making it a mainstream tool comparable to Facebook and Instagram.

Understanding the Algorithm Evan emphasized that the "big fundamental shift" in social media is the move toward **interest-based feeds driven by AI algorithms**. Unlike Facebook or Instagram, which traditionally prioritized content from people you follow, TikTok's default "For You" feed is an **AI-driven discovery engine**. Evan said that the algorithm micro-analyses how users react to every video, and he advised participants to view their first 20 minutes on the app as a period to **"train" their AI** by intentionally liking, saving, and watching content relevant to their interests.

For business owners, this means that even an account with **zero followers** can have its video shown to hundreds or thousands of people if the AI determines the content is high-quality and relevant to a specific niche. Evan explained that the AI scans the video, audio, and captions to understand the topic and then places it in the feeds of non-followers who share that interest.

Content and Account Strategy Evan identified **three primary types of TikTok videos** that work for Irish businesses:

1. Multiple short clips set to music.
2. Clips with a voiceover.
3. Talking directly to the camera.

For service providers like solicitors or life coaches, Evan said that **talking to the camera** is vital because "you are the product," and this format builds trust and authority. He cited the success of the late Richard Grogan, a solicitor whose educational videos on employee rights

reached hundreds of thousands of people because they provided genuine value that the algorithm recognized as "interesting".

Evan also detailed the **TikTok Shop** ecosystem. He described it as a "frictionless" e-commerce platform where users can buy products directly within the app. He explained that businesses can apply for a shop, tag products in their videos, and even partner with **affiliates (creators)** who earn a commission for recommending products to their own followers.

Part 2: Advanced Video Editing with the "Edits" App

After the break, Evan introduced **Edits**, a free video editing app released by Meta (Instagram). He described Edits as a **top-of-the-range competitor to CapCut**, designed to give creators professional tools without watermarks.

Professional Trimming and "Cut Silences" Evan stressed the importance of removing "amateur" elements from videos, such as the lag at the start before a person begins speaking or the sight of a finger reaching for the "stop" button at the end. He demonstrated a powerful AI feature in the Edits app called **"Cut Silences,"** which automatically scans a video and removes gaps where no one is talking. Evan said this is an essential tool for making videos punchy and keeping the viewer's attention.

The Power of Overlays (B-Roll) A major insight from this section was the use of **overlays**. Evan argued that a video of someone simply talking to a camera for a minute is "dull" and likely to cause viewers to swipe away. He explained that a professional video should **overlay footage (B-roll)** of what is being discussed.

Evan demonstrated how to use the Edits app to layer videos or photos on top of a main "talking head" clip. For a restaurant, this might mean showing the "Chef John" or the "Roast Beef" while the speaker is describing them. This technique stimulates the viewer visually while the audio continues to deliver the marketing message.

Part 3: Elevating AI Usage to Level 5

In the final segment, Evan returned to AI, outlining the **five levels of usage** for tools like ChatGPT:

- **Level 1:** Fast, generic answers.
- **Level 2:** Personalisation (telling the AI about your business).
- **Level 3:** Using "Reasoning" or "Thinking" models for complex tasks.
- **Level 4: Deep Research.**
- **Level 5: Projects.**

Deep Research Evan introduced the **Deep Research** feature, which allows the AI to spend 10 to 20 minutes scanning the internet to produce a comprehensive 15-to-25-page report. Evan said this is like hiring a professional analyst. He recommended that business owners

run deep research on both their own business (to identify SWOT factors and brand perception) and their industry (to discover trends and competitor strategies).

Level 5: The "Project" Hub The most advanced technique Evan shared was the creation of **Projects in ChatGPT**. A Project acts as a centralized hub where you can upload your deep research reports, internal documents, and custom instructions. Evan explained that when you ask a question within a Project, the AI reads all the attached sources and the history of previous conversations before answering.

By using Projects, Evan said the AI becomes a **highly tailored expert on your specific business**. He shared an example where his Project remembered a past marketing experiment better than he did, advising him, "You tried that before, Evan... How about we try something else?". Evan concluded that this level of context is what separates successful AI-integrated businesses from those getting generic, Level 1 results.

Action Point List for Participants

To implement the strategies discussed by Evan, participants should complete the following actions:

1. TikTok Foundations

- **Download TikTok and "Train" your Algorithm:** Spend 20 minutes intentionally interacting with content relevant to your industry to understand what the AI considers "high quality".
- **Determine your Account Type:** Decide if you need a **Business Account** (required for TikTok Shop and linking to a website) or if you should remain on a **Personal Account** to access the full popular music library.
- **Audit Privacy Settings:** If you are just "messing around" to learn the app, switch your account to **Private** so your test videos are not pushed to hundreds of strangers' feeds.

2. Content Creation and Reputation Building

- **Identify your Niche:** Commit to one specific topic for your business account to build **reputation and authority** with the AI.
- **Capture B-Roll:** Start filming 5-10 second clips of your products, your team, or your premises to use as overlays in future videos.
- **Draft a "Talking Head" Script:** Prepare a short script sharing one piece of expert advice or a "behind-the-scenes" look at your business.

3. Video Editing with "Edits"

- **Install the Meta Edits App:** Connect it to your professional Instagram account.
- **Practice Precision Editing:** Record a test video and use the **"Cut Silences"** feature to remove dead air.
- **Create an Overlay Video:** Practice layering a photo or video clip over your speaking footage to keep viewer engagement high.

4. Advanced AI Setup

- **Run Deep Research:** Use the Deep Research mode in ChatGPT or Gemini to generate a detailed report on your business and your industry's current digital marketing trends.
- **Build a Marketing "Project":** Create a new Project in ChatGPT named "[Your Business] Marketing." Upload your Deep Research reports and set custom instructions (e.g., "Always act like an expert digital marketing consultant for an Irish small business").
- **Brainstorm Future Campaigns:** Ask your new Project to brainstorm 10 innovative ideas for your next seasonal promotion (e.g., Easter or Summer) based on the uploaded industry research.

This was created with the help of one of our AI colleagues 😊