



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

This session marked the final week of a six-week comprehensive digital marketing course. Evan said that the primary goals of the entire programme were to ensure participants came away with a deep understanding of social media, felt comfortable with video editing, and knew how to leverage AI for business growth. This final module focused heavily on TikTok, professional video editing techniques, and advanced "Level 5" applications of ChatGPT.

1. The Dominance and Structure of TikTok

Evan explained that TikTok has fundamentally changed the social media landscape, forcing platforms like Facebook and Instagram to transform themselves into TikTok-like interfaces through "Reels". He noted that while many businesses might still view it as an app for teenagers, it has become absolutely mainstream and is nearing the same usage levels as Instagram. Evan said that Mark Zuckerberg himself admitted that Facebook's original model—showing content from friends—was becoming "dull and boring," leading Meta to adopt TikTok's AI-driven discovery model.

Evan detailed the three primary feeds on TikTok:

- **The "For You" Feed:** This is the default landing page where an AI algorithm shows videos from accounts the user is generally not following, but which the AI believes they will find interesting.
- **The Following Feed:** This displays content specifically from accounts the user has chosen to follow.
- **The Friends Feed:** A newer addition where users see content from people in their phone's address book or Facebook friends list.

Evan also highlighted specialized feeds like **Explore** and **STEM** (Science, Technology, Engineering, and Maths), which provide alternative ways to discover niche content. He emphasized that TikTok is now a "discovery platform" where users actively search for gift ideas and products, making it a powerful tool for retail.

2. Strategic Marketing on TikTok

Evan explained that the strategy for TikTok is identical to the one he previously taught for Instagram Reels. He advised participants to identify where their business sits on the "marketing spectrum".

- **Product-Based Businesses:** Retailers like boutiques or toy shops have "visually interesting" products and can be "salesy" about 90% of the time because users enjoy looking at those items.
- **Service-Based Businesses:** Professionals such as solicitors, accountants, and coaches cannot simply "sell" in bulk. Evan said their content should be 80% helpful, interesting, or informative and only 20% promotional. For these businesses, the individual is the product, so they must "bring themselves to life" by talking directly to the camera to build trust and credibility.

Evan used the late solicitor Richard Grogan as an example of a service provider who became a TikTok sensation by consistently sharing expert advice on employee rights, proving that even "serious" professions can thrive on the platform.

3. TikTok Shop and Affiliate Marketing

A significant portion of the session was dedicated to **TikTok Shop**, which Evan said allows businesses to sell physical products directly within the app without the user ever leaving the platform. He explained that:

- Businesses must apply and prove they are bona fide (e.g., having an active Instagram presence) to avoid scammers.
- TikTok takes a commission (roughly 8%) on sales, similar to the Amazon Marketplace model.
- **Affiliate Marketing:** Evan explained that businesses can allow "affiliates" (creators with over 1,500 followers) to promote their products in exchange for a commission set by the seller. This allows a business's products to reach massive audiences through third-party videos.

4. Understanding the TikTok Algorithm

Evan provided an in-depth look at how the algorithm functions from both a user and an uploader perspective. He said the AI "micro-watches" user behaviour to determine niche interests.

- **Training the AI:** Evan advised that the first 10-15 minutes of using a new account are for "training" your algorithm. If you swipe away quickly, the AI learns you aren't interested; if you watch to the end or re-watch, it will swamp your feed with similar content.
- **Building Authority:** For businesses, Evan said the first 6 or 7 videos are crucial for building a "reputation" with the AI. He warned against posting random content (e.g., yoga tips one day, a dog video the next), as this prevents the AI from seeing the account as an "authority" on a specific topic.

5. Professional Video Editing with the "Edits" App

Evan introduced participants to the **Edits app by Meta**, which he described as a 100% free, watermark-free rival to CapCut. He compared the standard Instagram editor to a "Ford Fiesta" and the Edits app to a "BMW 5 Series," noting that while both "drive" similarly, the Edits app has far more "bells and whistles" for professional production.

Key technical advice from Evan included:

- **Equipment:** He recommended using a tripod to hold the phone steady and a high-quality external microphone (like the DJI Mic) to ensure professional audio. Evan said that people judge a video's quality based on its audio, and "bad audio makes you look cheap".
- **Editing Techniques:** Evan demonstrated the "**Cut Silences**" feature, where AI automatically removes pauses at the start and end of a clip. He also showed how to use "**Reverse**" and "**Speed**" functions to make content more engaging.

6. Advanced AI: Level 5 Implementation

In the final segment, Evan revisited AI, explaining that most people use it at "Level 1" (like a basic search engine). He urged participants to move toward **Level 5: Projects and Gems**.

- **Deep Research:** Evan explained that users can now commission 15-25 page "Deep Research" reports within ChatGPT or Gemini. He recommended creating reports on one's own business (SWOT analysis) and the wider industry to identify trends and competitor tactics.
 - **Projects:** Evan said the most advanced way to use ChatGPT is by creating a "Project" and uploading these deep research reports as source files. He explained that when you ask a question within that project, the AI reads your custom instructions and your 25-page business report first. This ensures every answer—from social media ideas to SEO strategies—is "laser-tailored" to your specific business.
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Action Point List for Participants

- **Audit Your TikTok Presence:** Use the search function to find 10 businesses similar to yours. Evan said you should analyze their video styles, engagement levels, and what "hooks" they use to keep viewers watching.
- **Optimize Your Profile:** Ensure your **Name** (which is highly visible) and your **Bio** (which helps you get found in search) contain your primary keywords, such as "Shoe Shop Longford" or "Life Coach Ireland".
- **Switch Account Types (If Applicable):** Weigh up switching to a **Business Account** if you want to use the TikTok Shop, run ads, or include a website link in your bio. Remember that switching means losing access to some trending commercial music.
- **Produce a "Talking to Camera" Video:** Using a tripod and a microphone, record a short tip or piece of advice related to your industry. Evan said this is essential for service providers to "bring themselves to life".
- **Download and Master the Edits App:** Install the **Edits app by Meta**. Practice using the "Split" and "Delete" tools to remove "rubbish" from the start and end of your videos.
- **Utilize "Cut Silences":** For your next talking-head video, use the AI-powered **"Cut Silences"** tool in the Edits app to ensure the video starts immediately when you begin speaking.
- **Commission Deep Research Reports:** Use the "Deep Research" feature in ChatGPT or Gemini to generate a comprehensive report on your business and your industry.
- **Set Up a Level 5 AI Project:** Create a **Project** in ChatGPT for your digital marketing. Upload your deep research reports and add custom instructions (e.g., "Always write like Evan," "Always recommend affordable ideas").
- **Stay Updated:** Evan recommended signing up for his monthly newsletter to keep pace with the constant changes in AI, Instagram, and TikTok.

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