# LEO CLARE

# DIGITAL MARKETING PROGRAMME

## Week 6 – TikTok and Edits

Session Summary

Delivered by The Marketing Crowd on behalf of Local Enterprise Office Clare

## Course Overview

This session was Week 6 of the 6-week Digital Marketing Programme delivered for LEO Clare on 12 May 2026 via Zoom. It was the final session of the programme and covered two substantial topics: using TikTok for business marketing, and practical video editing using the Edits app.

Evan opened with a poll confirming that 64% of participants had never used TikTok, 36% used it personally, and none were using it for business — a typical split that shaped the tone of the first half of the session. The approach throughout was practical and demo-led, with Evan screen-sharing live from his phone to walk participants through the TikTok interface, account setup, privacy settings, TikTok Shop, and the algorithm. After a break, the session moved into a hands-on walkthrough of the Edits app, covering how to import footage, cut silences, use the overlay function to add B-roll, and access performance analytics.

---

## Key Topics Covered

### TikTok: Context and Scale

Evan addressed the common misconception that TikTok is an app for teenagers. He explained that TikTok began life as an app called Musically before rebranding, and has since grown to over one billion users — reaching that milestone two years faster than Instagram. For context, Snapchat has 280 million users, X (formerly Twitter) has 480 million, and LinkedIn only reached a billion users recently. In Ireland, approximately 30–40% of the population now uses TikTok, compared to 56% on Instagram and 66% on Facebook.

Evan also explained that TikTok's influence is already embedded in participants' daily lives: when TikTok began haemorrhaging users from Instagram, Meta simply copied the format and called it Reels. Reels is now the most popular area within both Instagram and Facebook. For participants who had never opened TikTok, this was the key insight: they had effectively been using a copy of TikTok all along.

### How TikTok Works: The Interface and Feeds

Evan demonstrated the app live, showing that TikTok is almost entirely video-based, unlike Instagram where images and videos coexist. He walked through the three feeds: the For You feed (the default, driven entirely by the AI algorithm), the Following feed (content from accounts the user has chosen to follow), and the Friends feed. He also covered the Explore and STEM feeds briefly.

The For You feed, Evan explained, is powered by an algorithm that analyses every interaction — what users watch, like, save, comment on, or skip — to map their niche interests. He drew comparisons to Instagram throughout, noting that the save icon, collection system, profile layout, bio, follow button, and share functionality are nearly identical. The key difference is that on TikTok, the name field (not the username) is what people see prominently, making it more important than on Instagram. Bio keywords also improve search discoverability on TikTok, unlike on Instagram where bios have no search value.

### Setting Up and Optimising a TikTok Account

Evan demonstrated account creation in real time, advising participants to use their phone number or email rather than Facebook or Google login, to keep accounts siloed and avoid losing access if one platform is compromised. He strongly advised saving the mobile number for the primary business account, as TikTok will notify contacts when someone joins under that number.

Within privacy settings, Evan distinguished between two types of users: those who want to explore TikTok quietly before going public (who should switch to a private account and turn off account suggestions), and those using it immediately for marketing (who should leave all default settings in place). He also covered how to switch back to a public account cleanly — by deleting any practice videos before going live, so the grid starts fresh.

### TikTok Algorithm: Training Your Feed

Evan gave a detailed explanation of how TikTok's algorithm works. When a new account is created, the AI knows only the user's date of birth. For the first 15 minutes, the user is shown a broad mix of content while the algorithm tests for interest signals. Evan explained that participants should treat this period as an opportunity to train the algorithm — liking, saving, and watching content they want to see more of, and quickly swiping past anything irrelevant.

He used the example of air frying content: if a user watches, likes, and saves an air frying video, the AI infers that interest and also begins surfacing other content that air frying fans tend to enjoy, progressively narrowing in on a highly personalised feed. This is why TikTok's algorithm is considered significantly more sophisticated than Instagram's, and why people often find the platform far more engaging — they genuinely have no idea what they'll see, but they trust it will be relevant.

For businesses, this is the critical opportunity: if a video is genuinely interesting to the right audience, TikTok will find them. Unlike Instagram or Facebook, where follower count largely determines reach, TikTok can push content from accounts with zero followers into millions of feeds if the engagement signals are strong.

### TikTok Shop and Affiliate Marketing

Evan covered TikTok Shop in detail, explaining it as TikTok's version of the Amazon marketplace model. Businesses can list products in a TikTok Shop and tag them directly in videos, allowing viewers to purchase without leaving the platform. TikTok takes approximately 7% commission on each sale.

He also explained the affiliate/creator system. Individuals with a couple of thousand followers can apply to become TikTok affiliates — they browse products available in TikTok Shop and create videos promoting them. When a viewer purchases through the affiliate's link, the affiliate earns a commission from the seller. Evan demonstrated this using a live example of a woman with 41,000 followers whose video about teeth whitening strips had received 1.9 million views. For businesses with strong margins, the affiliate model offers a way to have dozens or hundreds of people promoting products without any upfront advertising cost.

He noted that TikTok Shop is best suited to physical product businesses. Service businesses and those with low margins need to factor in the 7% platform fee plus any affiliate commissions before assuming profitability.

**Video Editing: Why It Matters**

Evan introduced the video editing section by reinforcing the central argument from across the six weeks: video is now the primary organic reach mechanism on Instagram, Facebook, and TikTok. Getting comfortable with video editing is no longer optional for small businesses that want to grow through social media.

He explained that there are three main video formats: clips set to music, clips with a voiceover, and talking-to-camera videos. This session focused on the talking-to-camera format and how to improve it through editing.

**The Edits App**

Evan introduced the Edits app — Meta's free video editing app, launched as a direct competitor to CapCut. He explained the context: CapCut was built by ByteDance (the same Chinese company behind TikTok), became the world's most downloaded video editor with over a billion downloads, and then progressively moved features behind a paywall that now sits at €14 per month, with watermarks applied to free exports. Meta's response was to build Edits and make it entirely free, with no watermark and no paid tier. The app is available on iOS and Android and requires an Instagram account to log in.

Evan walked through the Edits interface: the Reels analytics view (bottom right), the saved content inspiration area (bottom left), the Reels feed for inspiration, and the central creation area. He highlighted the built-in teleprompter as a useful free tool for participants who want to use a script, though he noted he personally avoids it to keep videos feeling natural and conversational.

**The Cut Silences Feature**

One of the most practically useful features Evan demonstrated was Cut Silences. When a talking-to-camera video is imported, users can tap the clip, swipe across the edit menu, and select Cut Silences. The AI scans the video and automatically removes all silent sections — the gap before the presenter starts speaking, any pauses mid-video, and the footage after they finish. In Evan's demonstration, this removed 7.3 seconds from the clip in a single tap. He showed both the manual split-and-delete method and the Cut Silences shortcut, recommending the latter for speed.

**The Overlay Function: Adding B-Roll**

The most substantial technical demonstration of the session covered the use of the Overlay feature to add B-roll footage on top of a talking-to-camera video. Evan explained the core principle: a video where someone simply talks to camera for 30–60 seconds quickly loses the viewer's attention. Professional videographers always aim to show as much of what is being discussed as possible, and as little of the presenter as possible.

Using his Laughing Horse Restaurant example, Evan showed how to pause the main video at the exact moment a topic is mentioned, tap Overlay, select a clip from the phone gallery, resize and position it using pinch gestures, and then trim it to end when the relevant topic changes. He worked through multiple overlays live — chef footage, roast beef, Dover sole, and pavlova — to demonstrate how an ordinary talking video transforms into an engaging product showcase. He also pointed out that the same overlay feature can be used to add a smaller "picture-in-picture" video in the corner of the main clip.

**Video Performance Analytics**

Evan also demonstrated the analytics view within the Edits app, showing real data from his own Marketing Crowd account. The key metric he highlighted was the skip rate — the percentage of viewers who swiped away within the first three seconds. He showed that one recent video had a 54% skip rate (higher than average) while another had 52%. He walked participants through a frame-by-frame retention chart, showing what percentage of viewers remained at one, two, three, and five seconds. The practical takeaway: regularly review your most and least successful first three seconds, identify what was different, and replicate what kept people watching.

**Recommended Equipment**

Evan recommended two wireless microphones for talking-to-camera videos. His primary recommendation was the Hollyland LRC2 (approximately €115), which includes two clip-on microphones with magnetic attachment, windbreakers, and receivers compatible with iPhone, Android, laptop, and DSLR. A more budget-friendly alternative was the Ulanzi microphone (approximately €60), which is smaller but comes with a single receiver for either iPhone or Android (not both), and no windbreakers.

He also addressed desktop editing, pointing participants to CapCut.com as a browser-based editor for those who prefer working on a laptop, noting it is largely free in its web version and supports both portrait (9x16) and landscape (16x9) formats.

---

## Tools & Resources

**TikTok** — The primary platform covered in the first half of the session. Available via the App Store or Google Play. Used for short-form video marketing, product tagging, TikTok Shop, and reaching new audiences through the AI-driven For You feed. Evan recommended signing up with a phone number or email (not Facebook or Google) to keep accounts secure and independent.

**TikTok Shop** — TikTok's built-in e-commerce platform for businesses selling physical products. Allows product listing, in-video product tagging, and purchase without leaving the app. TikTok charges approximately 7% per transaction. Accessible by searching "TikTok Shop sign up Ireland" — the first Google result brings you to the official signup page. Requires a business account.

**TikTok Affiliate Programme** — An earn-from-home model built into TikTok Shop where creators with a few thousand followers can promote third-party products and earn commission. Also relevant for product businesses considering activating affiliates to promote their own products at a commission they set.

**The Edits App** — Meta's free video editing app, available on iOS and Android. Requires an Instagram account to log in. Key features covered: importing clips from the phone gallery, the Cut Silences AI tool, the Overlay function for B-roll, the Reels analytics dashboard (showing skip rate, retention by second, and watch time), and a built-in teleprompter. Evan's recommended primary video editing tool after this course. Searchable as "Edits app", "Instagram Edits", or "Meta Edits" in the App Store or Play Store.

**CapCut (Web Version)** — Browser-based video editor available at CapCut.com. Useful for participants who prefer editing on a desktop/laptop. Sign in with Gmail. Largely free in the web version. Supports portrait and landscape formats.

**Filmora** — Also mentioned as a desktop video editing option for those who prefer working on a computer.

**Hollyland LRC2 Microphone** — Wireless clip-on microphone system (two mics included), approximately €115. Compatible with iPhone, Android, laptop, and DSLR. Magnetic clip-on design with windbreakers. Recommended by Evan as his preferred microphone for talking-to-camera videos.

**Ulanzi Microphone** — Budget-friendly wireless microphone at approximately €60. Smaller design, single receiver (choose iPhone or Android at time of purchase), no windbreakers. A solid entry-level option for participants starting out.

**ChatGPT (with Project and Deep Research)** — Evan closed the programme with a strong recommendation to set up a ChatGPT Project in the next 30 days. By running Deep Research on the business and industry within a Project, participants create a persistent AI assistant that understands their specific context — making it highly effective for answering questions about SEO, Google Business Profile, TikTok strategy, and any other digital marketing topic covered across the six weeks.

---

## Q&A Highlights

**Q:** If I start with a private TikTok account to practise and then go public later, what happens to the videos I posted while private?

**A:** Those videos won't automatically flood into people's feeds, but they will appear in search and on your public profile once you switch. The clean solution is to go to your grid before switching to public, tap on each practice video, tap the three dots, and delete it. You can then switch your account to public with a clean grid and start fresh.

**Q:** Does TikTok have a direct messaging function?

**A:** Yes, it does. When you visit someone's TikTok profile, there is a Message button. Tapping it opens a private message conversation, just like Instagram DMs. If someone watches your content and wants to get in touch, they can reach you directly through the app.

**Q:** Can the Cut Silences feature in the Edits app remove pauses in the middle of a video, or just at the start and end?

**A:** It removes all silences throughout the video — beginning, middle, and end. So if you pause mid-sentence or lose your train of thought for a few seconds, the AI will identify that silence and cut it out. It makes the final video much tighter without any manual splitting.

**Q:** Is it easier to edit video on a desktop, and can you mirror your phone screen onto your laptop?

**A:** What Evan demonstrates on screen is his phone displayed through the Zoom screen share — he is using his fingers on the phone, not his mouse or keyboard. The Edits app cannot be used on a desktop. If you prefer desktop editing, CapCut.com is a good option — log in with Gmail, upload your footage, and edit using a full keyboard and mouse. Filmora is another solid desktop option.

**Q:** Is there paid advertising on TikTok?

**A:** Yes. TikTok Ads work similarly to Facebook and Instagram ads. You can target by geography (country, county, town radius), age, gender, and interests. For roughly €5–6, you might reach around 3,000 people. Paid ads are separate from TikTok Shop and completely separate from the influencer/affiliate model.

**Q:** What would you recommend as the next courses after this programme?

**A:** Two logical next steps: first, a dedicated video editing course to go deeper — covering voiceover videos, captions, text overlays, and talking-to-camera techniques not fully covered in this programme. Second, a Facebook and Instagram advertising course, since this programme covered organic (free) social media and advertising is the next major tool for accelerating growth.

---

## Action Points for Participants

1. Download the TikTok app from the App Store or Play Store and create a business account using your phone number, ensuring your business name is used as the account name and your logo is set as the profile picture.
2. Set your account to private while you explore and practice, then switch to public once you are ready to start posting — and delete any test videos before making the switch to ensure a clean grid.
3. Spend 15 minutes training your TikTok algorithm when you first sign in: swipe quickly past content that is irrelevant to your interests, and like, save, and watch content that is relevant to signal your preferences to the AI.
4. Record one talking-to-camera video for your business this week — it doesn't need to be published immediately; the goal is to practise talking naturally to camera and getting comfortable with the format.
5. Download the Edits app from the App Store or Play Store, log in with your Instagram account, and import a recent video to try the Cut Silences feature and experience how quickly it cleans up your footage.
6. Gather B-roll footage of your product, service, premises, or team — video clips and photos that represent what you talk about most — so you are ready to use the Overlay function in Edits to make your next talking-to-camera video more visually engaging.
7. Check the analytics section in the Edits app for any Reels you have already published, and review the skip rate and second-by-second retention chart to understand which first three seconds performed best.
8. If you sell physical products, research TikTok Shop by searching "TikTok Shop sign up Ireland" and assess whether your margin supports the 7% platform fee; if it does, consider setting up a shop and tagging products in your videos.
9. Set up a ChatGPT Project in the next 30 days: run Deep Research on your business and your industry, and use it as your ongoing digital marketing advisor for questions about SEO, Google Business Profile, TikTok strategy, and anything else covered in this programme.
10. Prioritise SEO and your Google Business Profile in the next 30 days — these were identified as the highest-return actions in the short term — and schedule Facebook and Instagram advertising and TikTok as goals for the following 30–60 days.

***This was created with the help of one of our AI colleagues ☺***