Oifig Fiontair Áitiúil
Local Enterprise Office

The Marketing Crowd



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

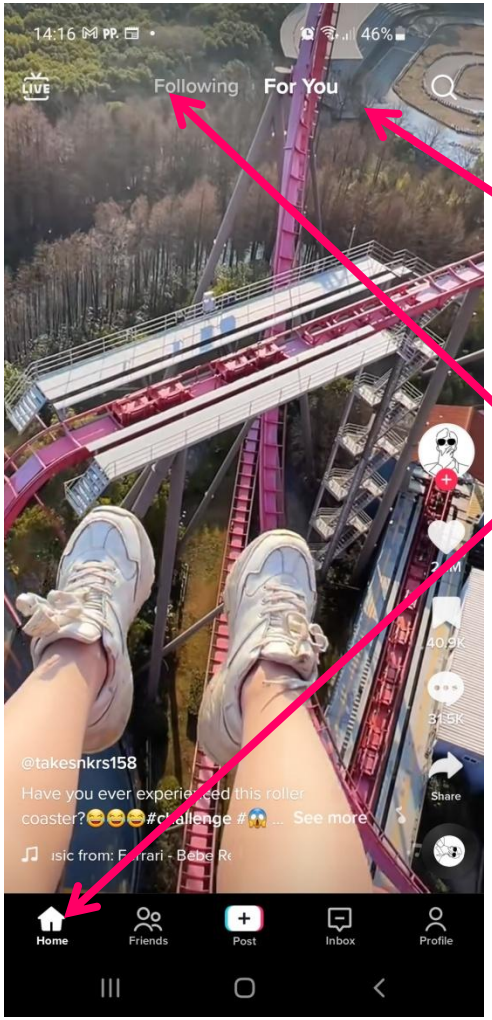
- How to make a video with video clips, music and text
- How to make a video with someone speaking to camera

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

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

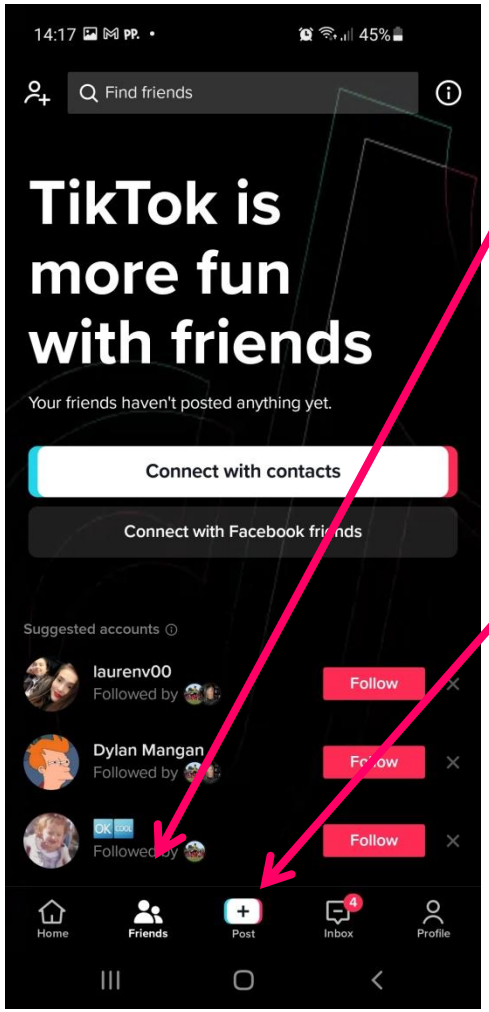
An overview of the main areas in the app - Home



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

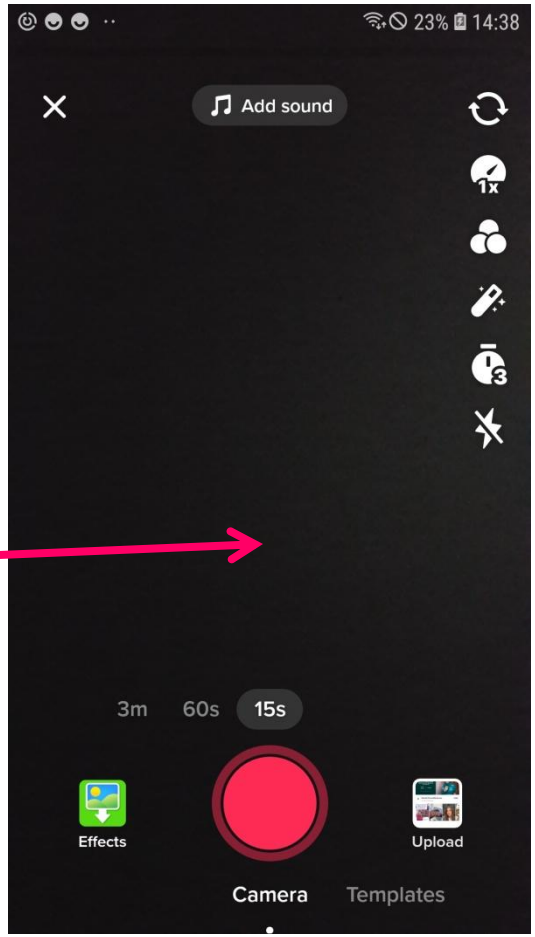
An overview of the main areas in the app – Friends and +



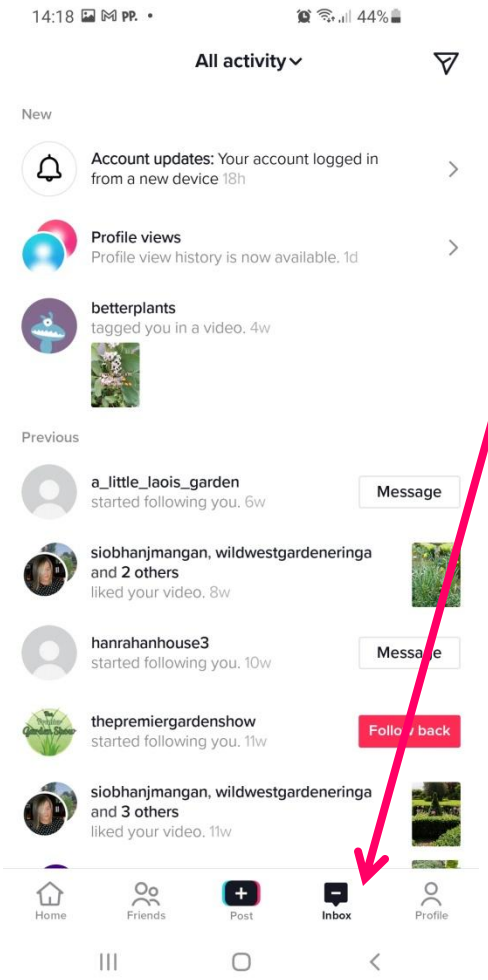
The friends tab is a feed that shows you videos from accounts you are following and your friends (contacts from your phone or Facebook friends) If you connect TikTok to your phone's contact list or FB, this feed will contain their TikTok posts.

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



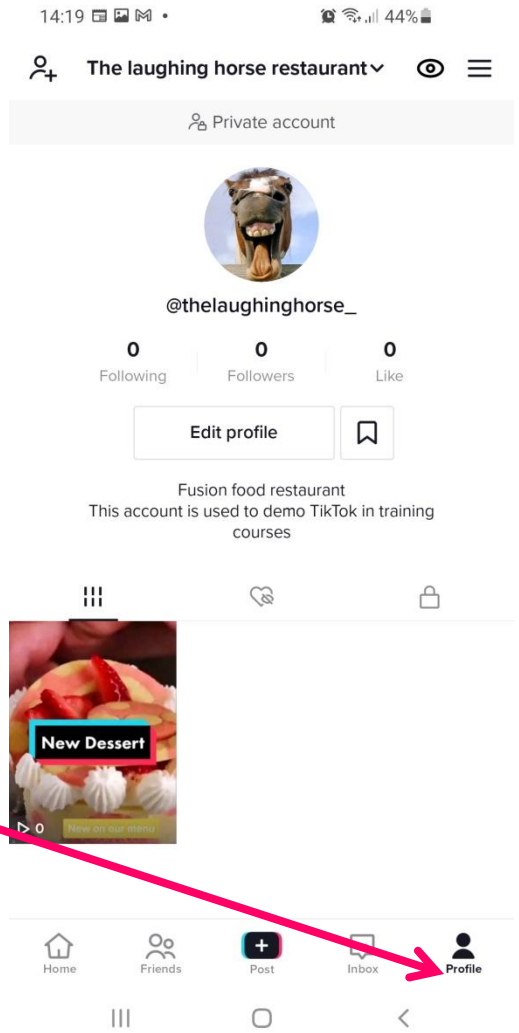
Inbox – This area shows you who has followed you, engaged with your videos

It also shows you people you might know on TikTok

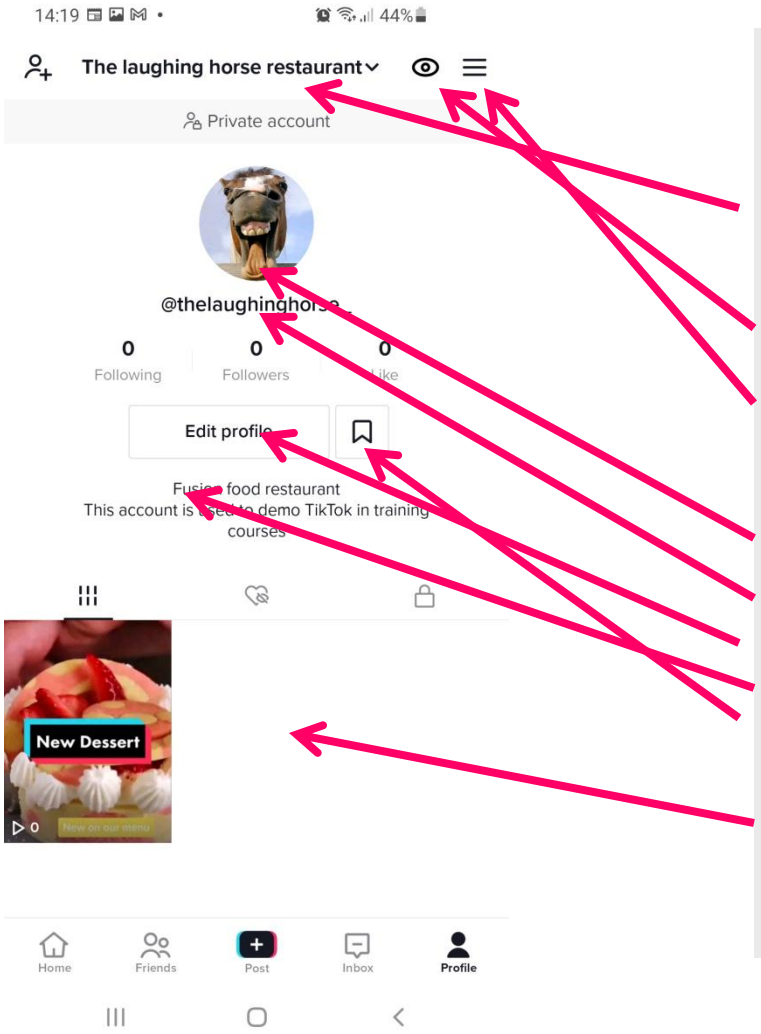
Profile:

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 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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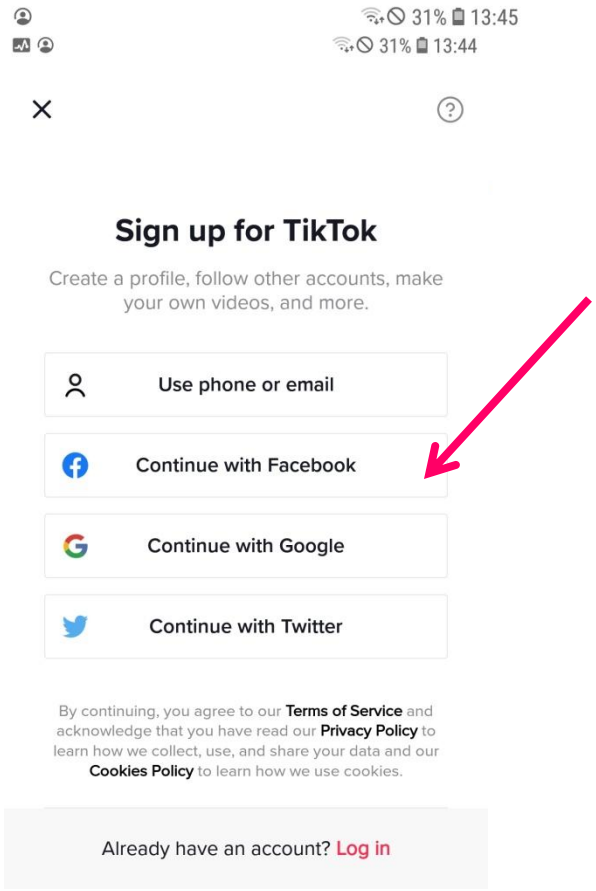


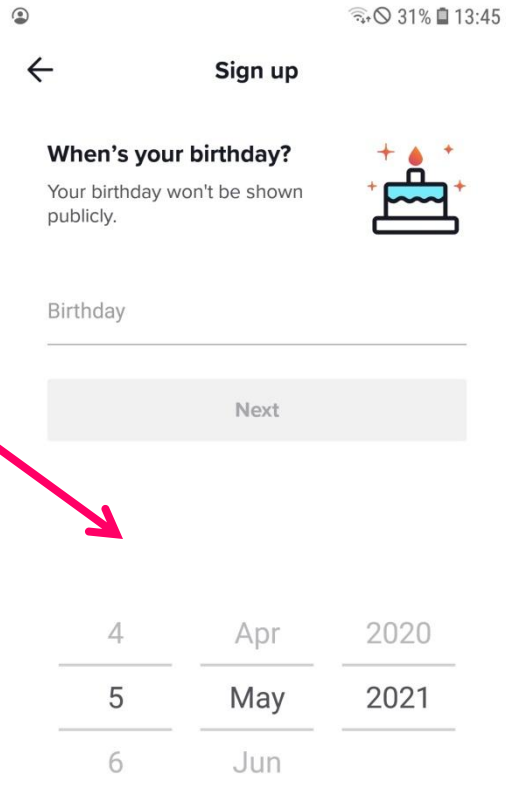
Download the TikTok app from the Play store or App store

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

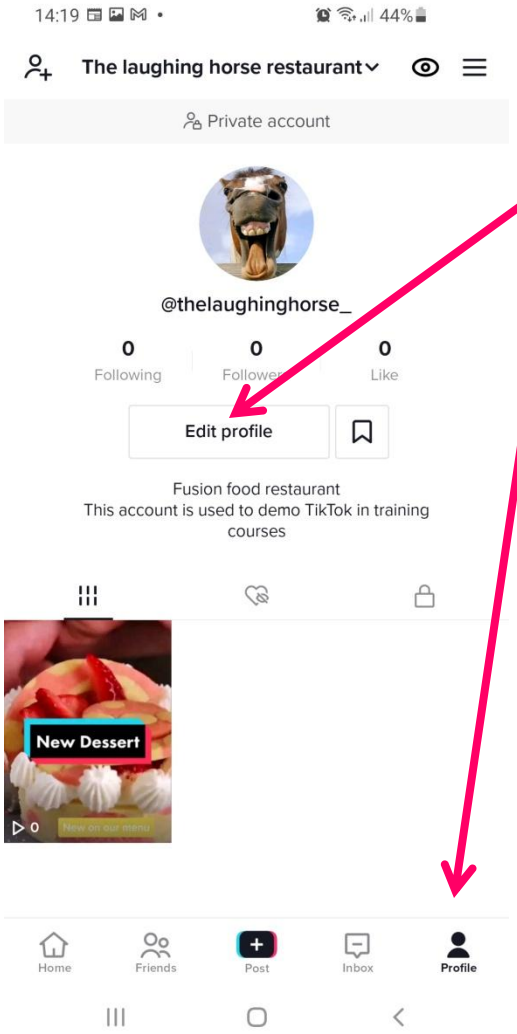
Fill in your date of birth and proceed.

They will ask you to fill in a password

You now have a TikTok account



How to edit and brand your profile correctly



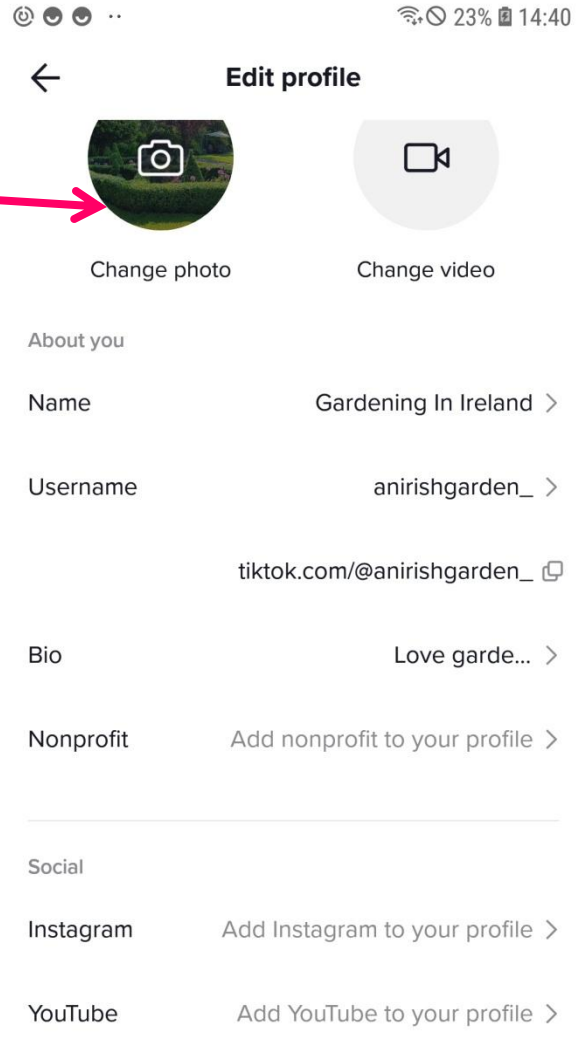
1. Tap on the profile icon to go to your profile
2. Tap on edit profile
3. Add your logo as a photo

4. Add the name of your business (you have 30 characters)

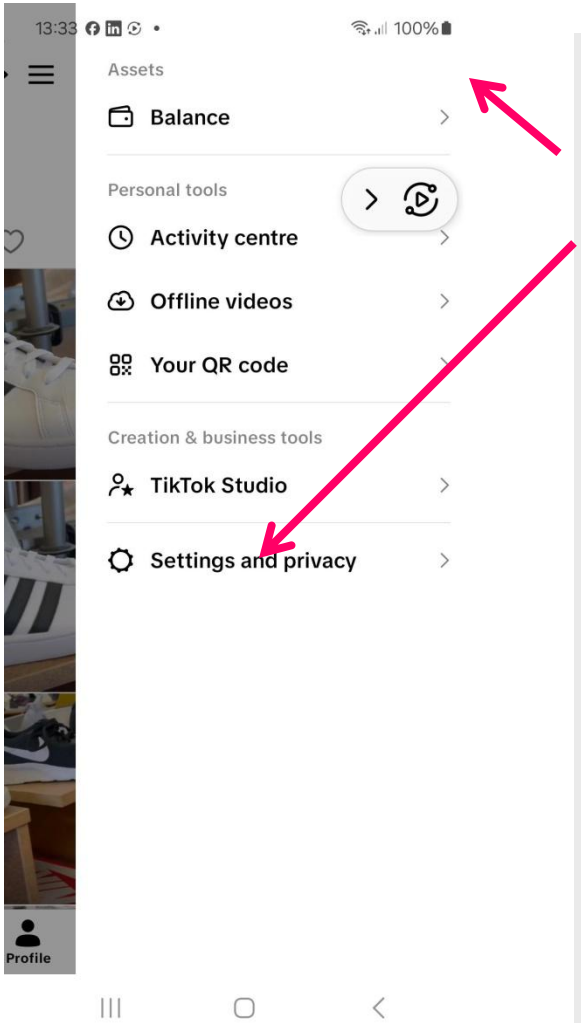
5. You can change your username. This is what you are known as on TikTok so make it as close to your business name as possible. (you have 30 characters)

6. Describe your business in your bio.(You have 160 characters)

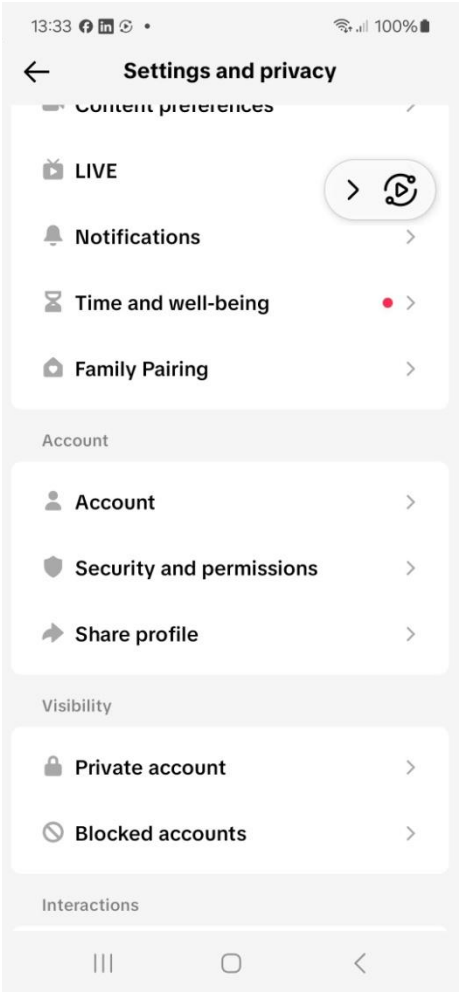
7. You can add a link to your Instagram or YouTube accounts



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 Account to change your email / pw or to switch to a business account
5. Tap Private account to make your account private



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:

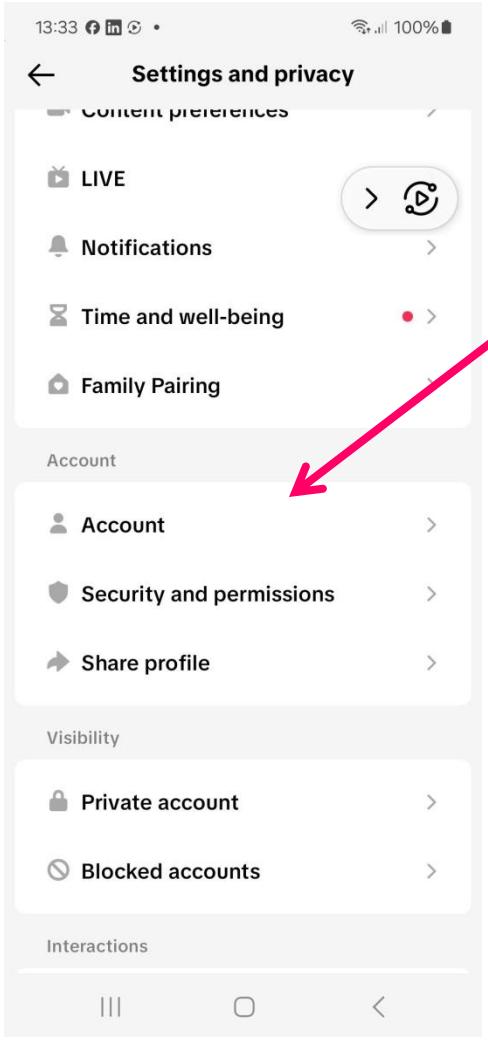
- You get more analytics and can download your analytics using the website version of TikTok
- You can add your email address to your profile
- You can add a clickable link to your website but only if you have more than 1k followers

The disadvantages of switching

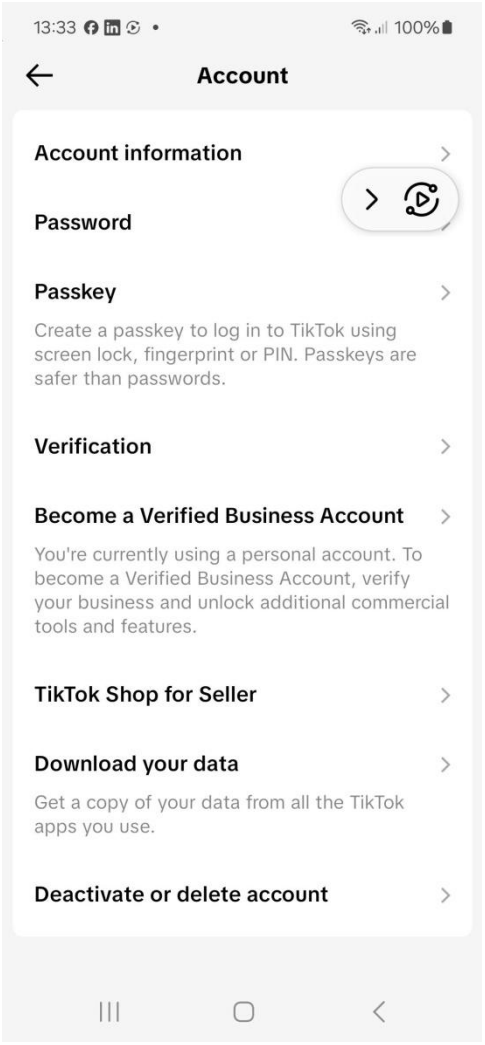
- You no longer have access to all the copyright music – you only get to use Stock music

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 "account"
- Then tap on "become a verified business account"



What is TikTok Shop



TikTok Shop is an in-app ecommerce feature that allows users to browse and purchase products directly within the TikTok platform. 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 https://seller-ie-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
- Your business must be based in Ireland, as TikTok Shop is exclusively available to Irish-based businesses

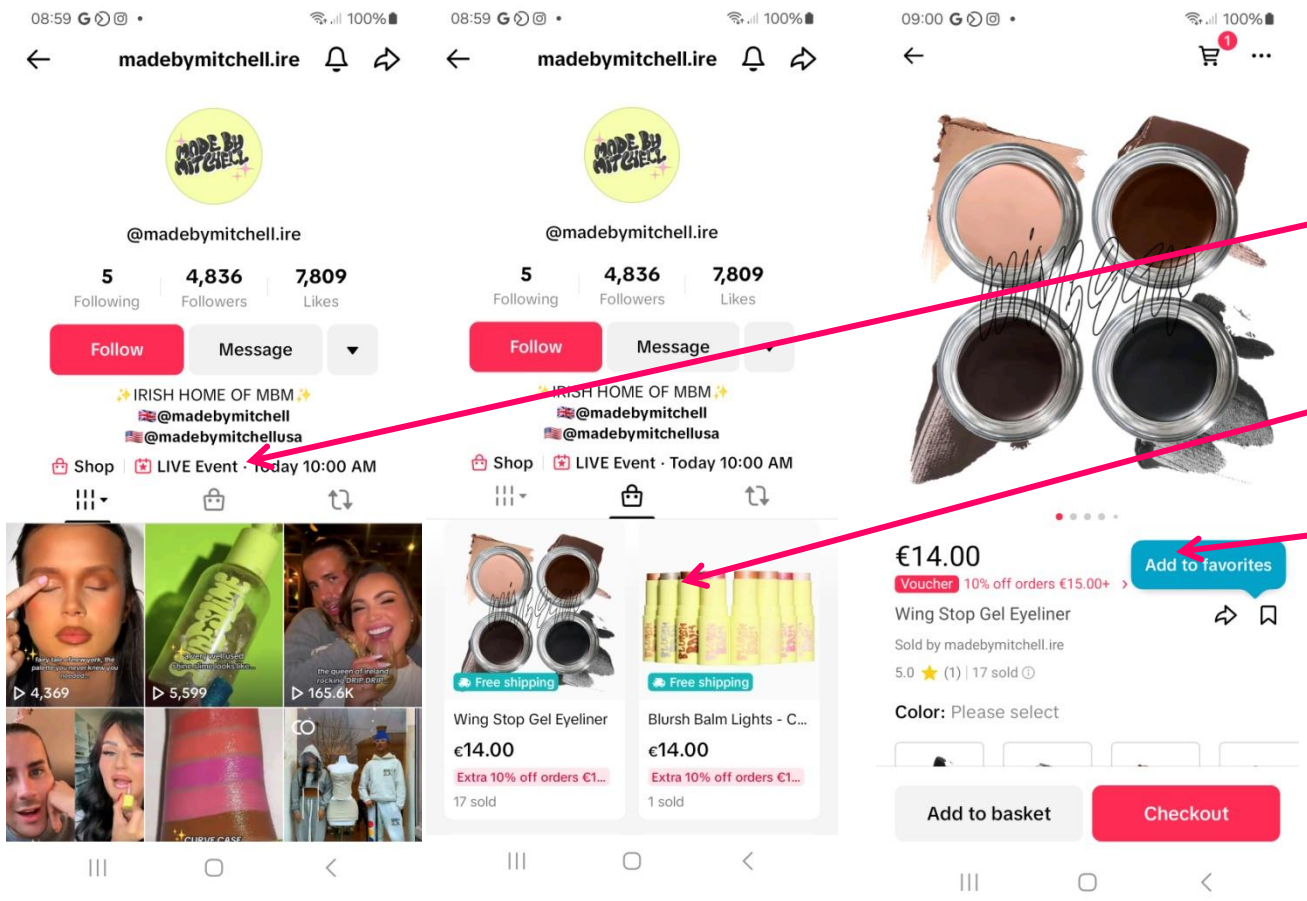
How to get started



- Set up a business account on TikTok if you haven't already
- 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



Made by Mitchell

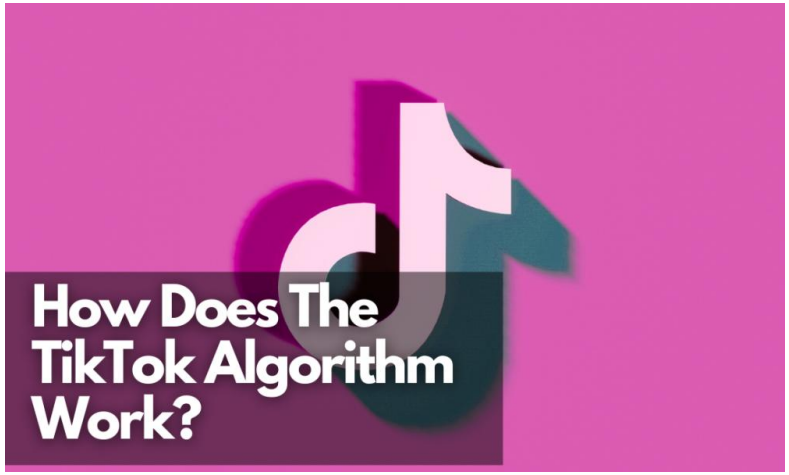
Shop icon on the profile
Also, most videos have a shop option when you view them

Shop then has the products

Product has the option to add to cart

Also, visit Chapters Bookshop in Ireland as an example

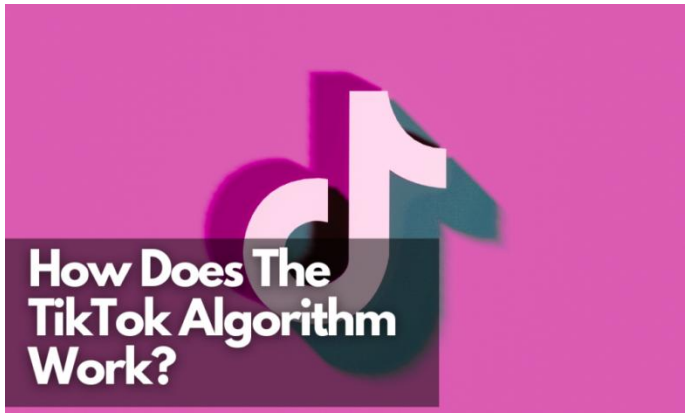
How the Algorithm works in the For You Page



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

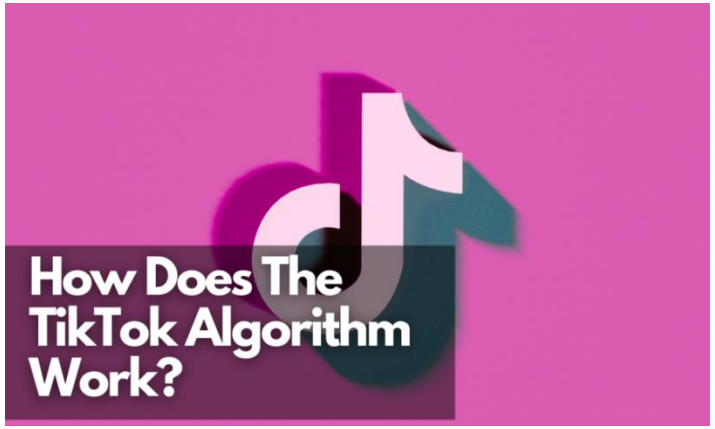
How the Algorithm works in the For You Page



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.

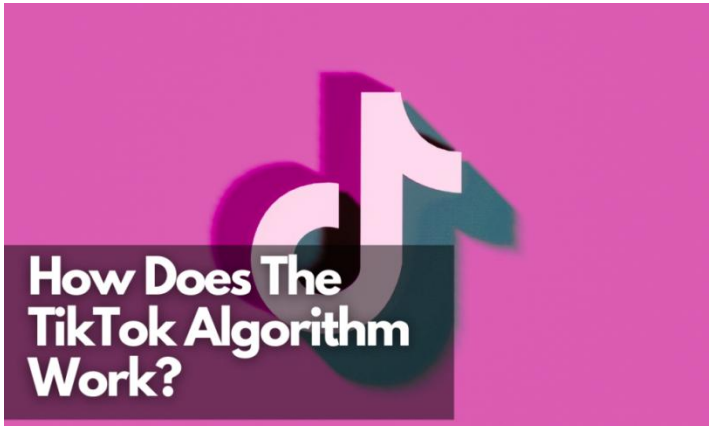
How the Algorithm works in the For You Page



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



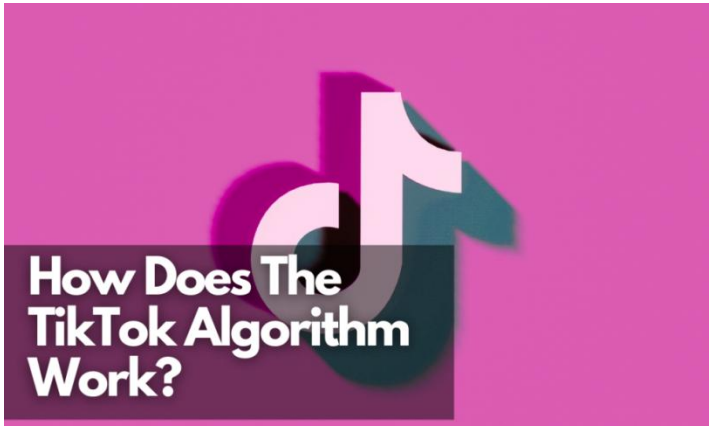
The review process and making it to FYP

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).

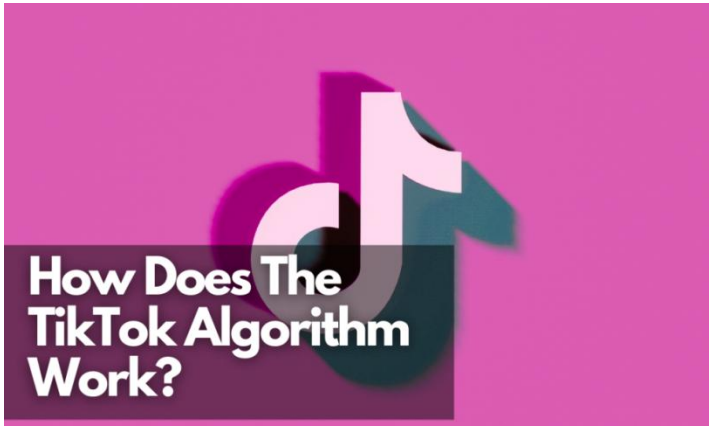
This is one of the biggest differences between TikTok and other platforms and where you have a second chance of getting onto the FYP.

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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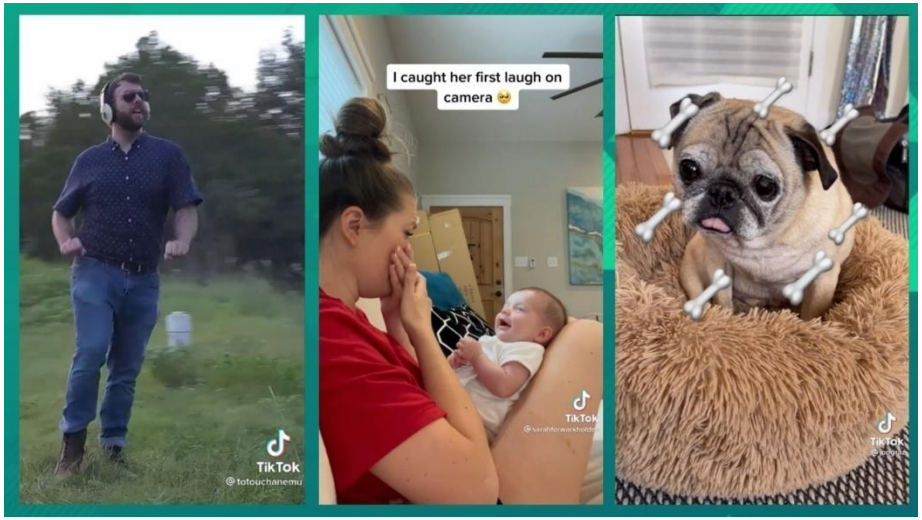
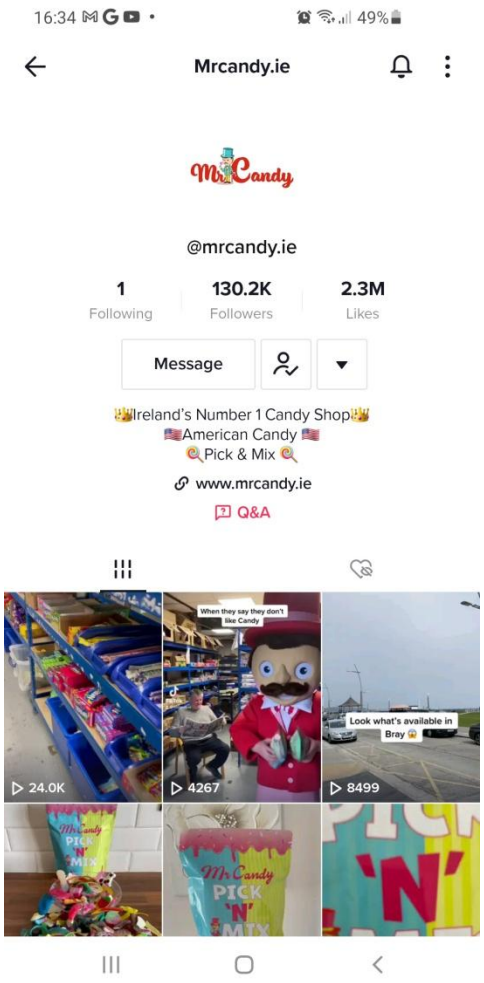
What type of videos do People tend to make



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

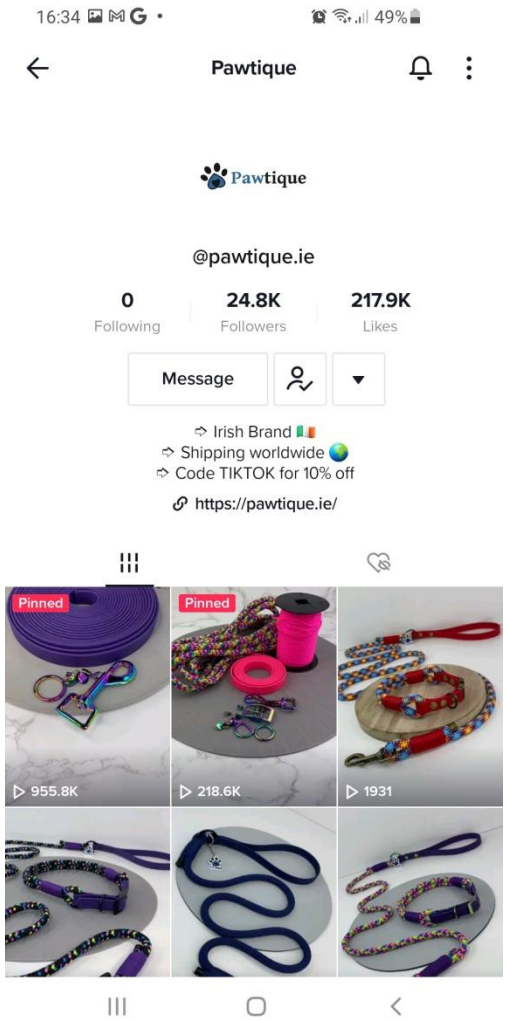
E.g. Boutiques, Florists, Jewellers, Sweets, pet products, garden centre

- Videos that showcase their product /service
- Show "Behind the scenes"
- Show how they make the product

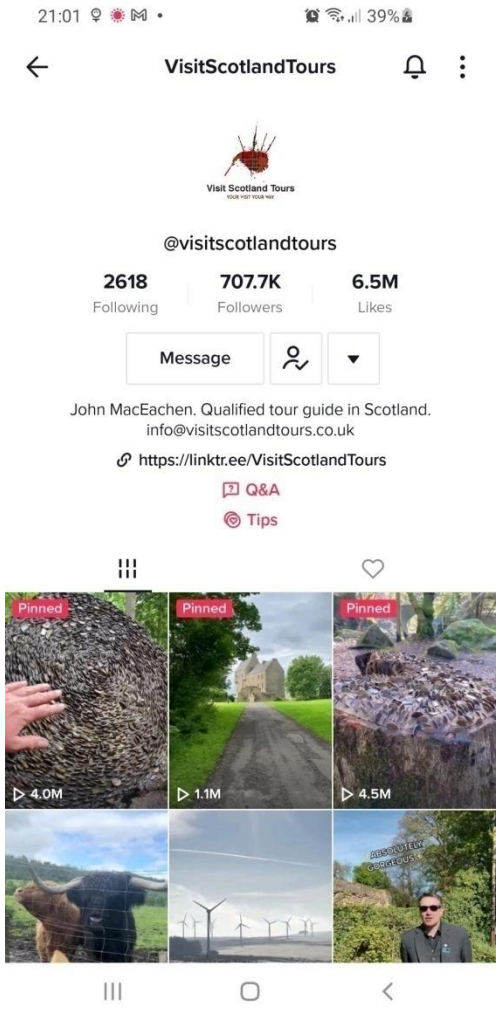
But typically

- 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



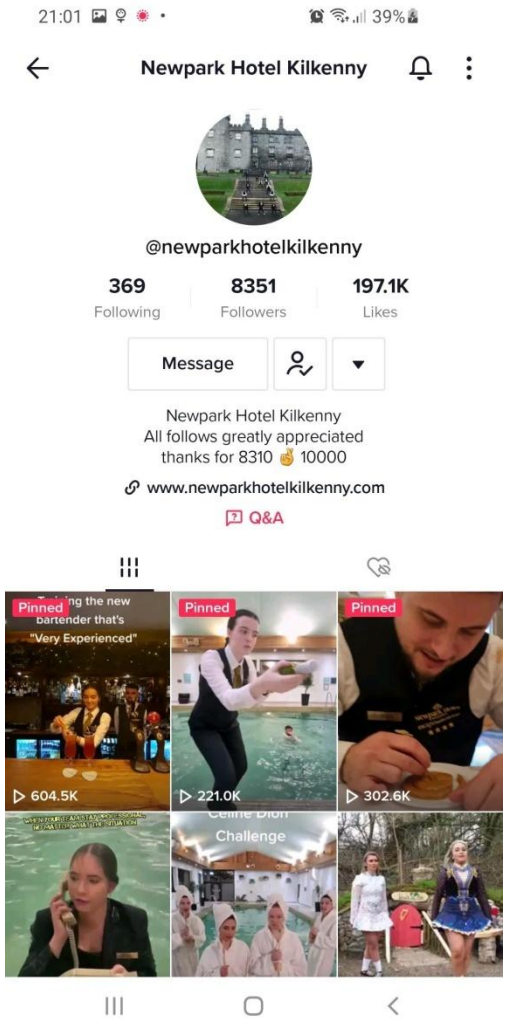
Tourism Businesses

e.g. Tour Guide, Hotel,

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

Examples:

@visitscotlandtours
@newparkhotelkilkenny
@hotelwoodstock



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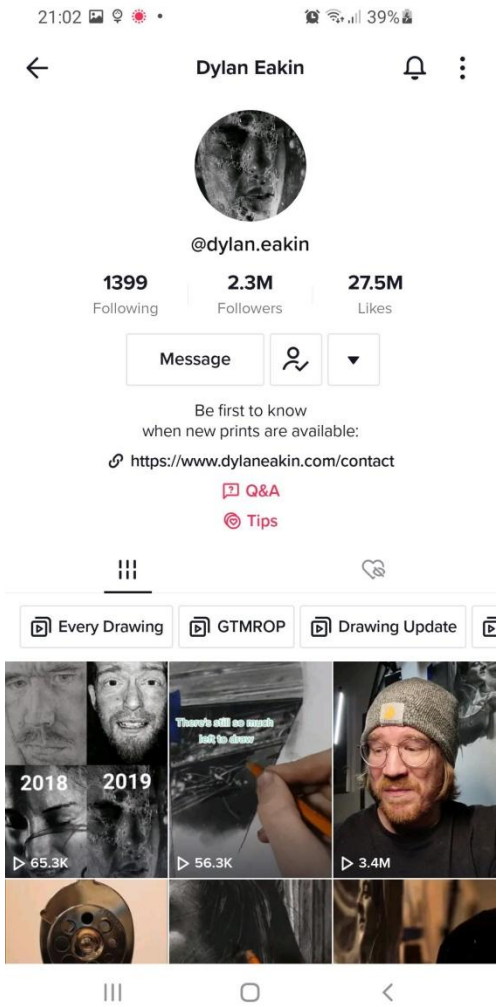


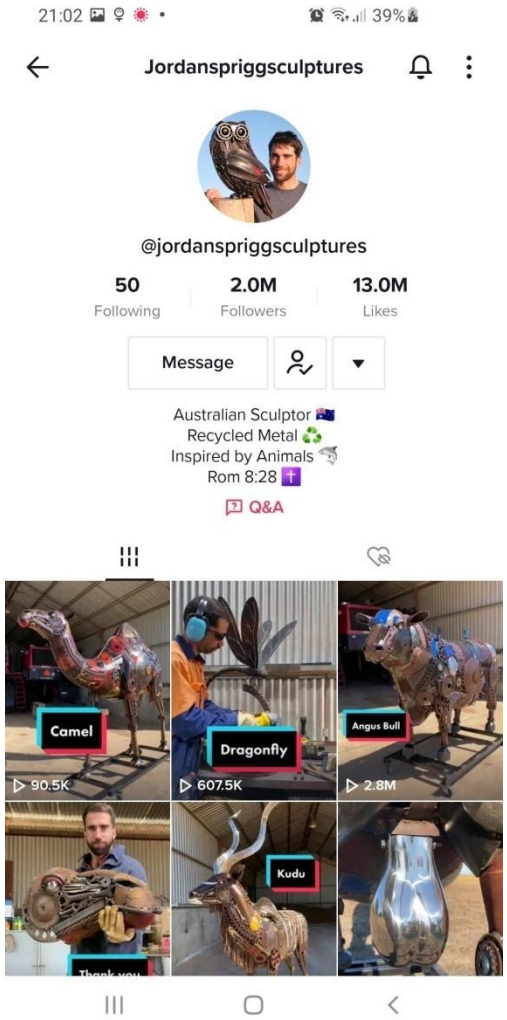
Creatives

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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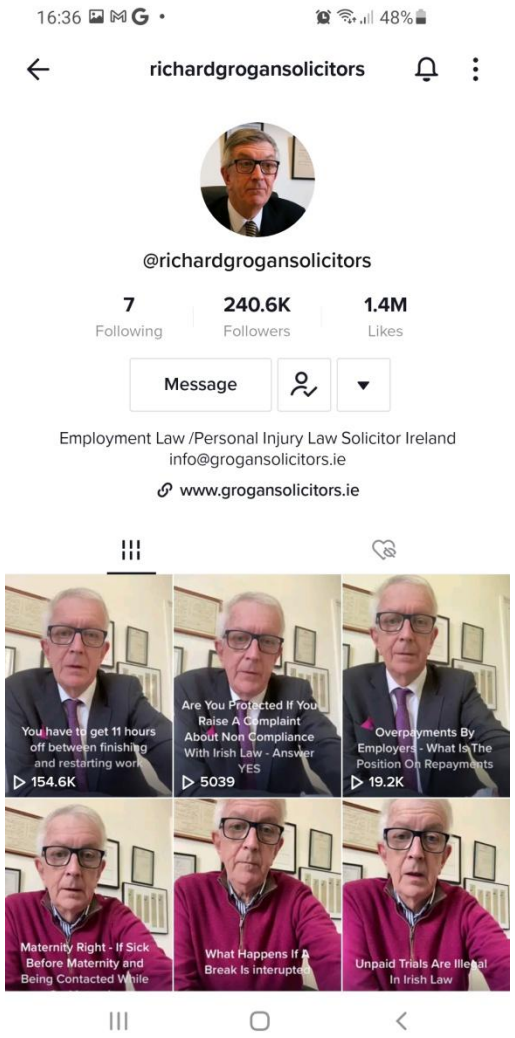


Businesses that provide services

e.g. Nutritionist, Doctor, Solicitor, Psychiatrist

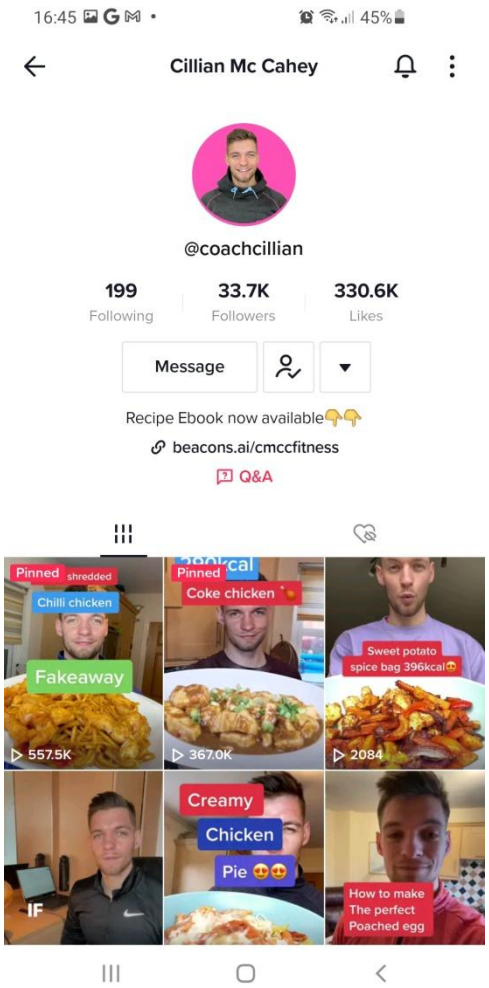
- Videos that give tips and advice

But typically

- The topics tend to be consumer oriented rather than B2B

Examples:

@richardgrogansolicitors
@drdoireann
@tik_tok_counselling



What We Will Cover

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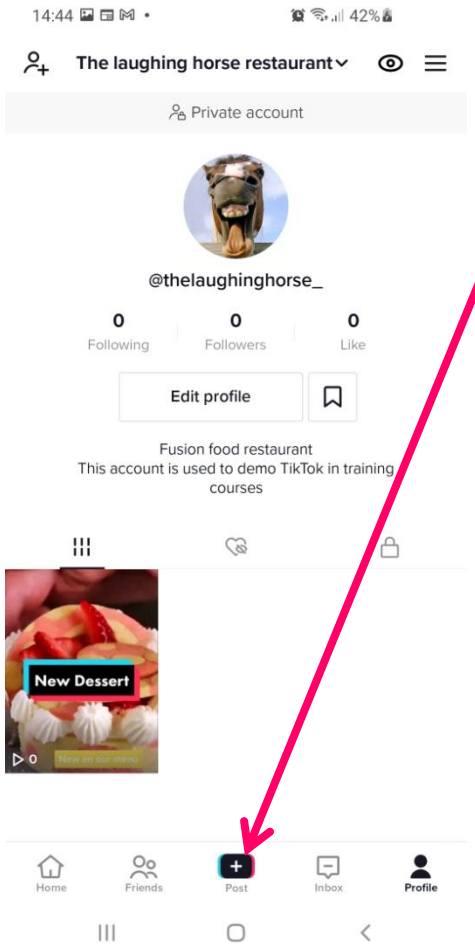
- How to make a video with someone speaking to camera

Step 5: How to get more views for your videos

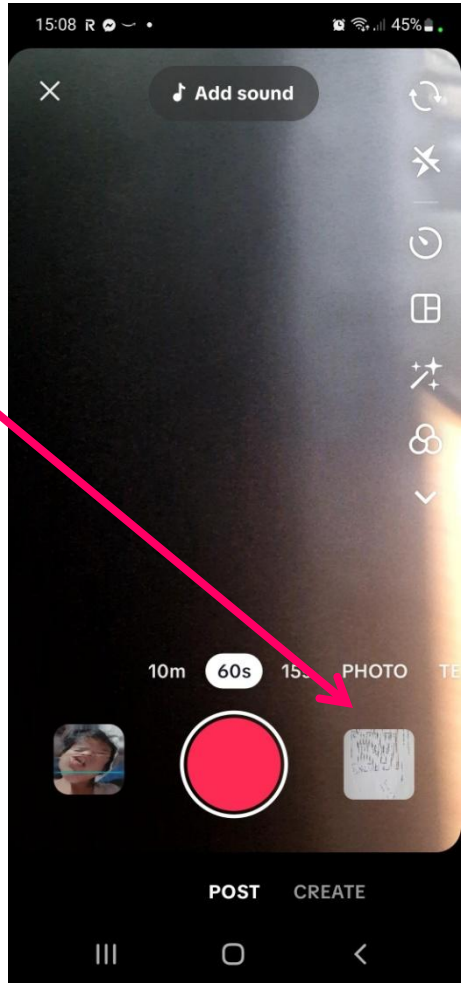
Tactics for getting into the For You Page and getting discovered.

Step 6: How to weigh up whether TikTok is a suitable marketing tool for you

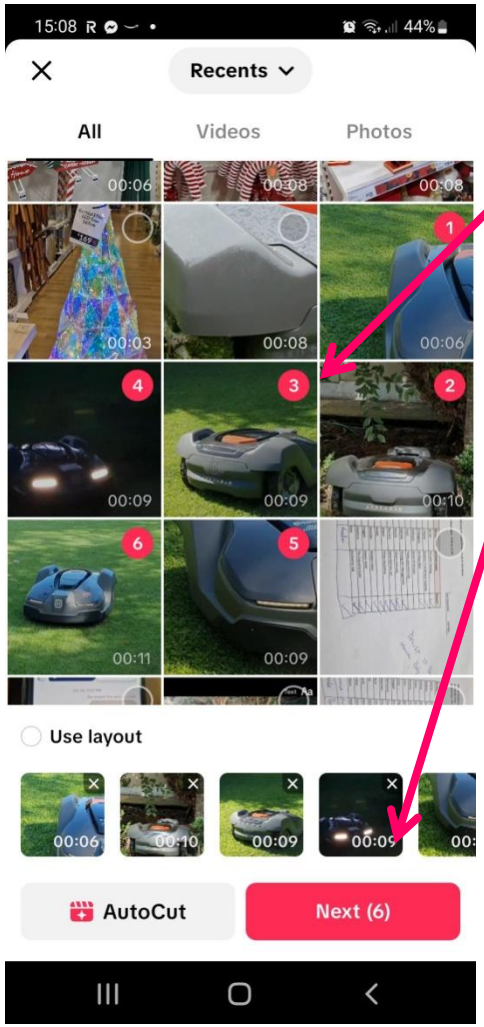
How to make a video with video clips, music and text



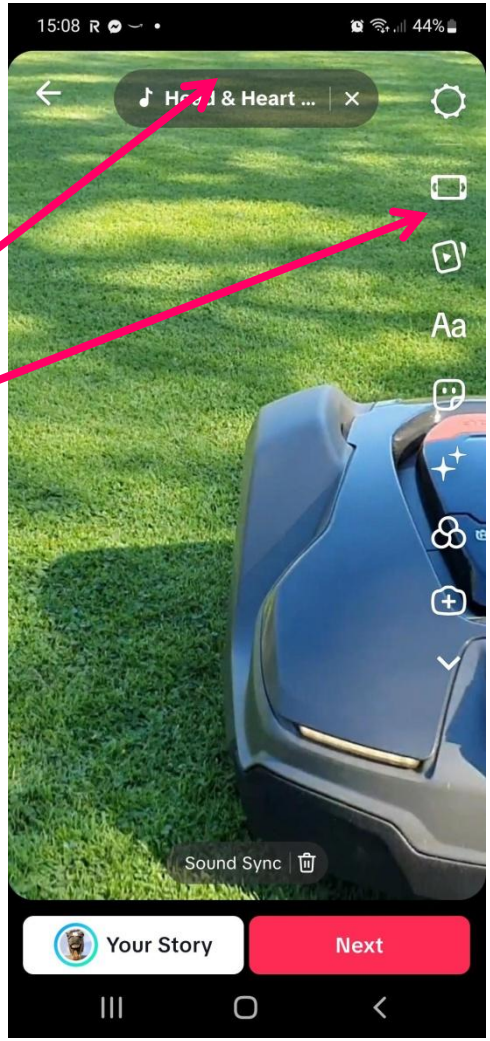
- Tap + button
- Tap 60 sec
- Then tap the square icon to choose your videos



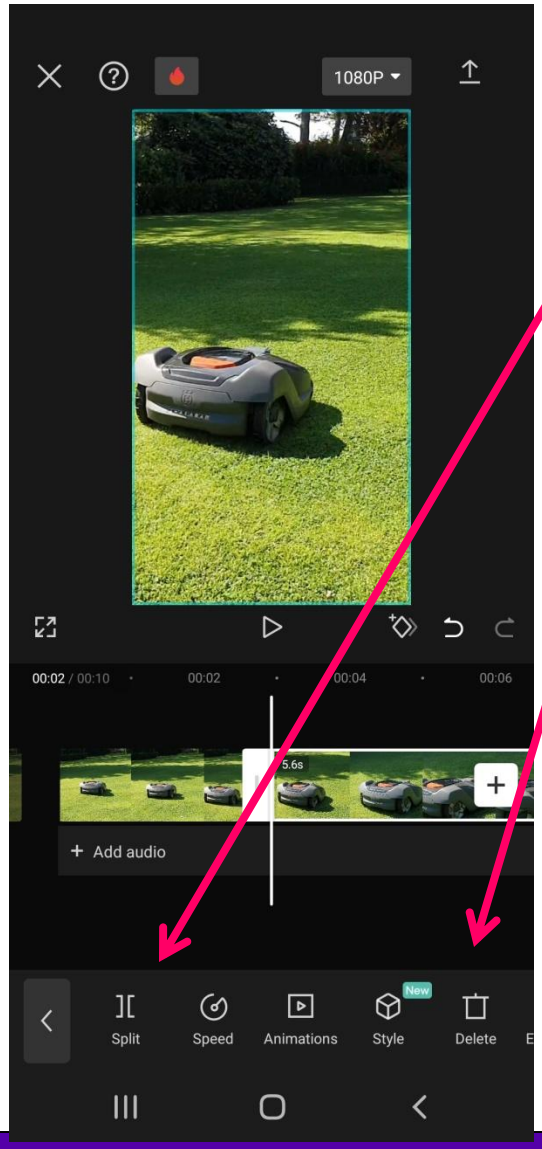
How to make a video with video clips, music and text



- 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 edit. This will take you into the editor where you can do all of the editing



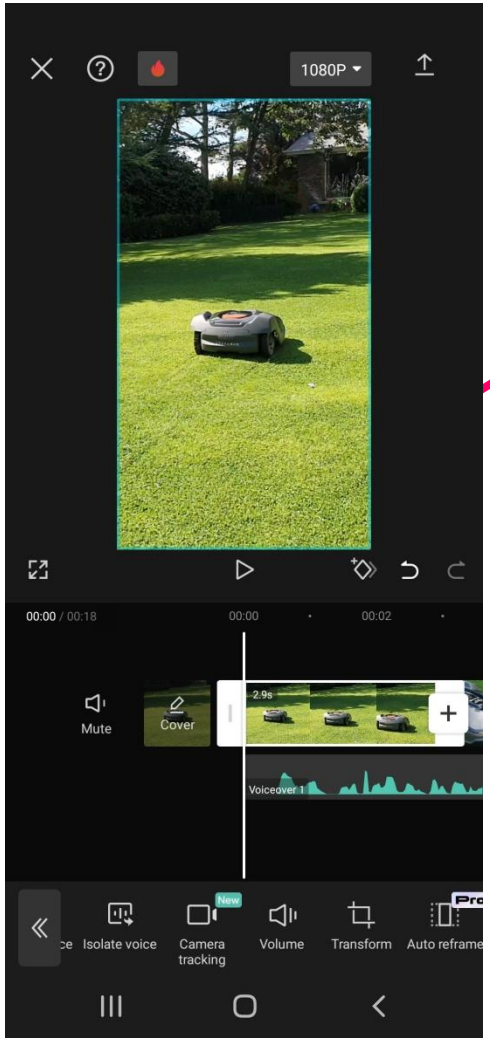
How to edit a video (multiple clips plus voiceover)



- Tap the clip and then Tap split
- Then select the part you want to delete
- Then tap on delete

- Tap the next lip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips

How to edit a video (multiple clips plus voiceover)

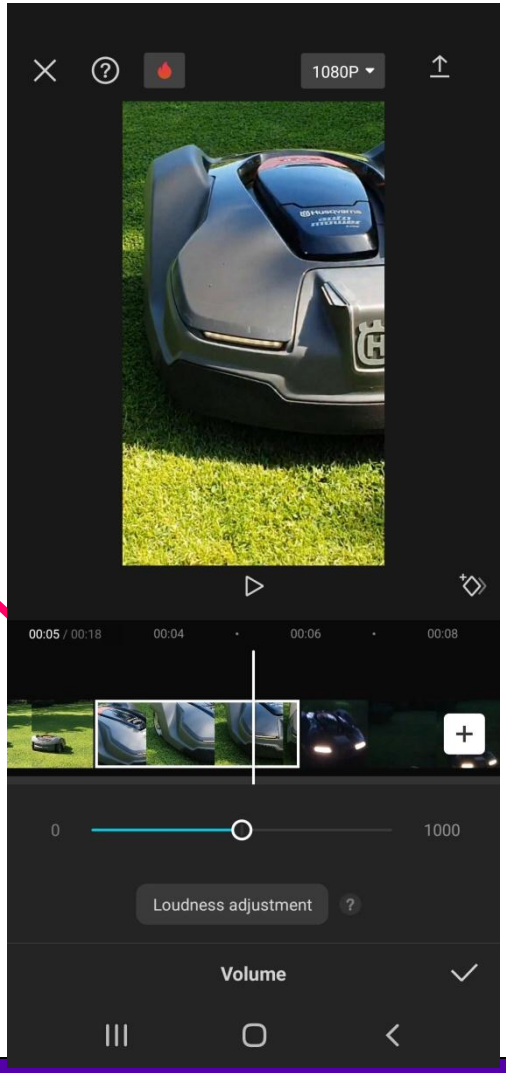


To reduce the volume of your clips

Tap on a clip
Then tap volume

Reduce the volume by dragging the slider to the left

To reduce the volume of other clips simply tap on another clip at this stage and you can drag the slider



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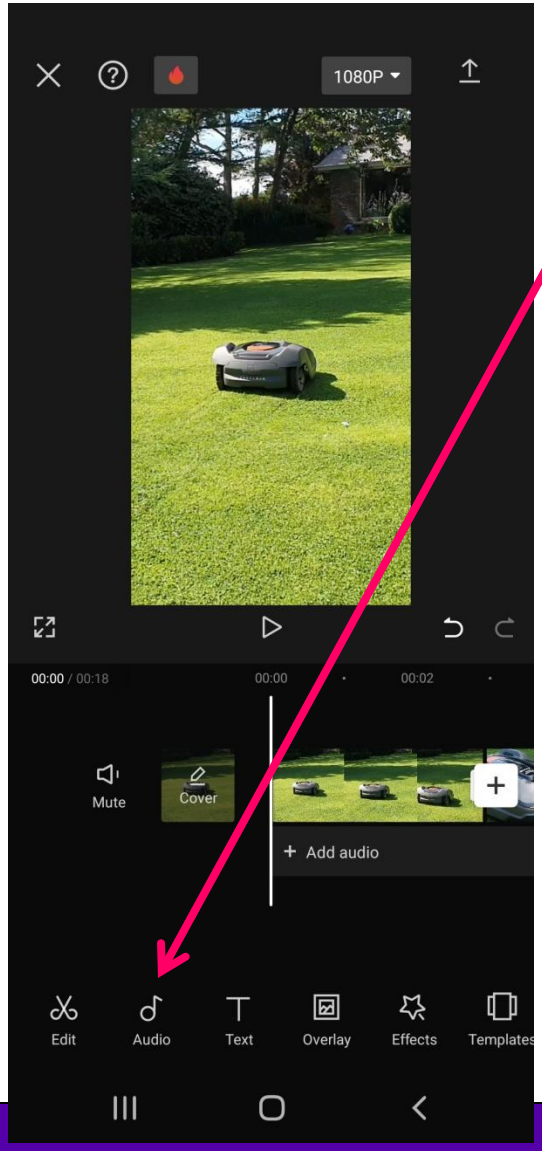
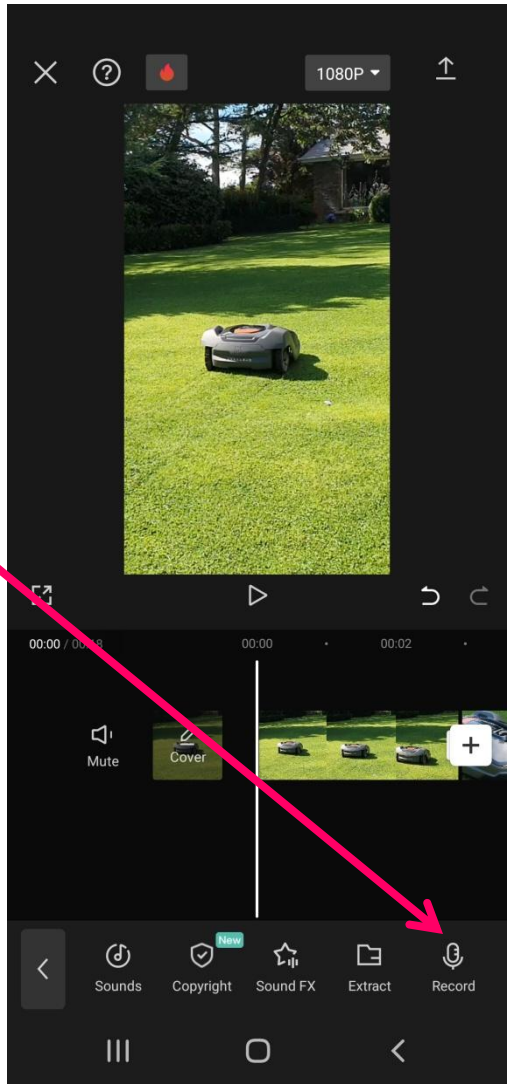


To add a voice over

Tap on audio in the bottom menu

Then tap record

Then speak into the phone. (You will get a better result if you use a microphone)



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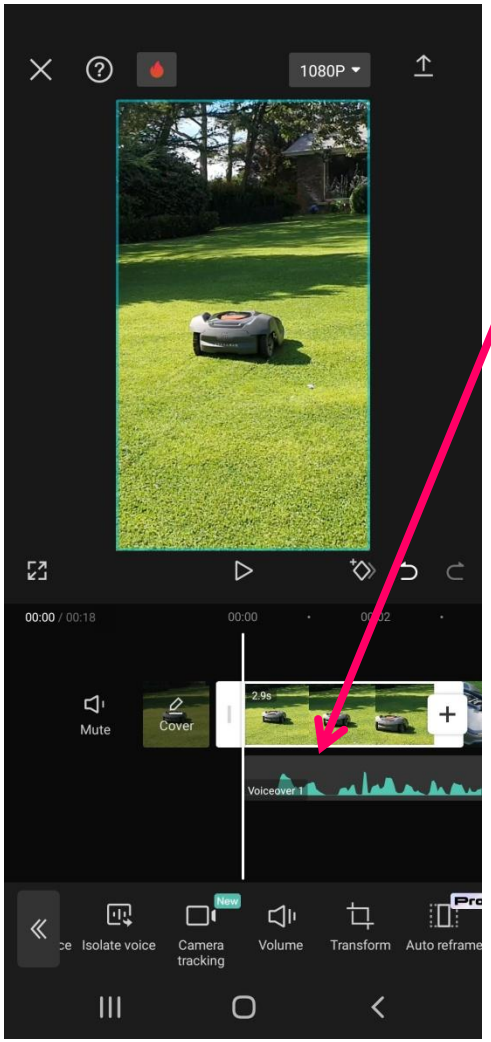
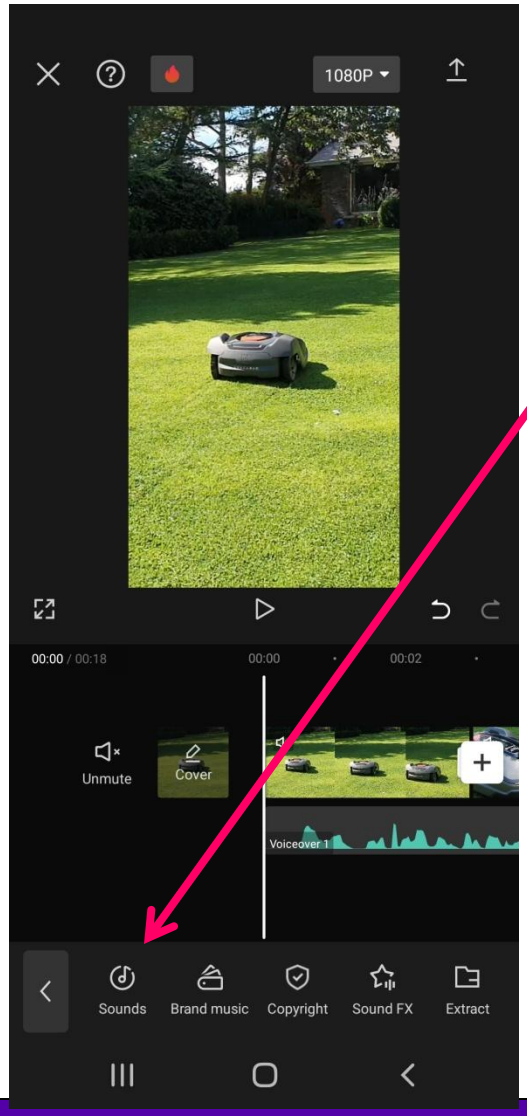


To add a voice over

Your voiceover will now be added to the timeline below your video

How to edit a video (multiple clips plus voiceover)



To add music

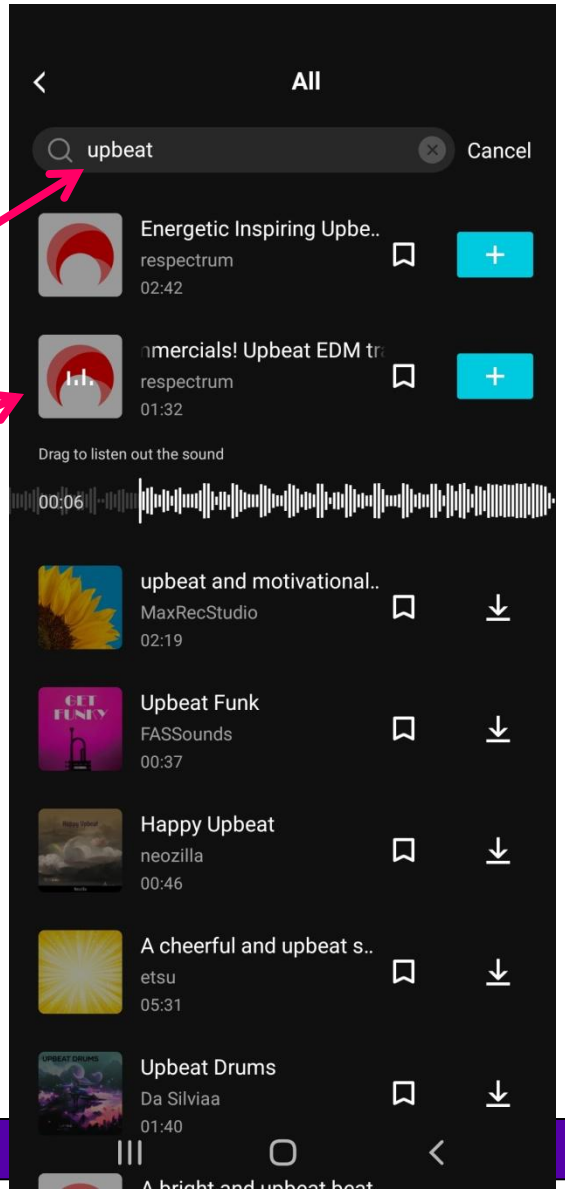
Just like adding a voiceover, tap on audio in the bottom menu

Then tap sounds

You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



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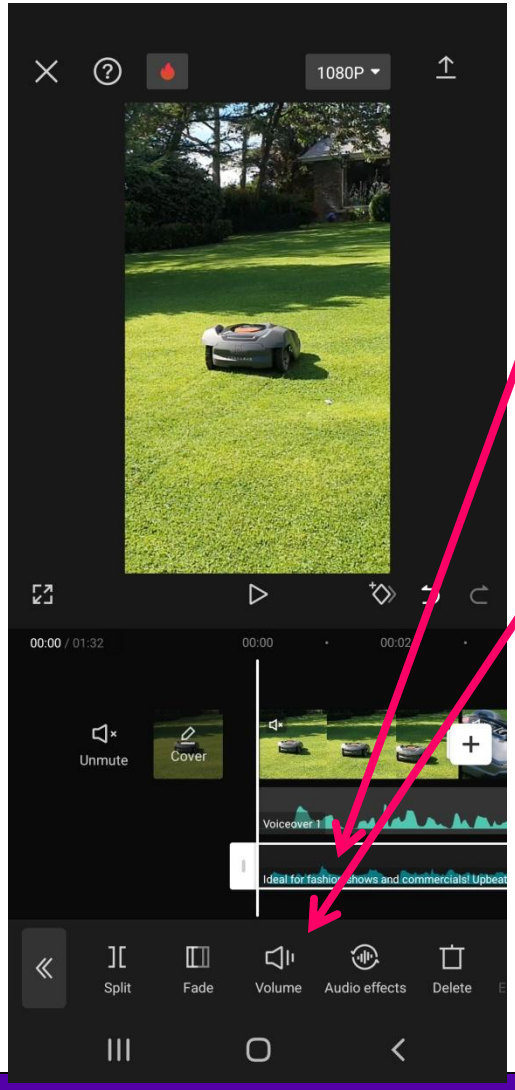
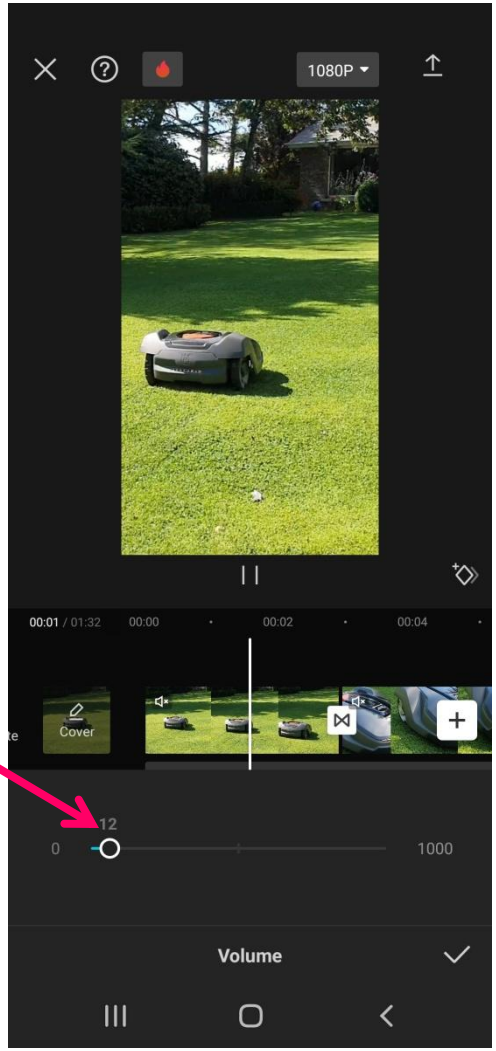


To add music

To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume



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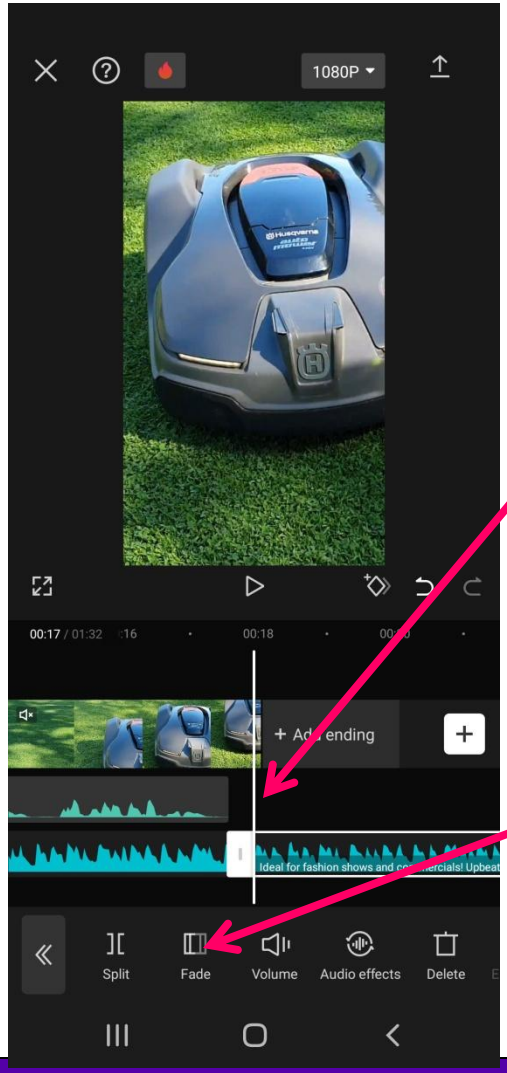


To add music

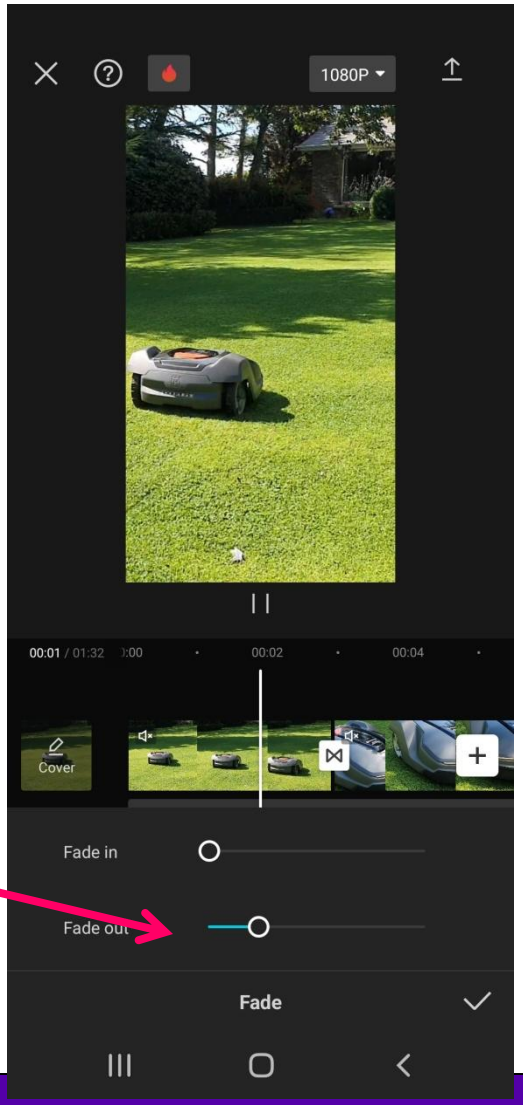
Slide to the end of your video and you will see that the music is longer than your video

Position the line at the point you want to cut the music

Then tap split and delete the part you don't want

You should now fade out the music

Tap fade and fade out for around 2.5 sec



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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.

Option 1: Hollyland Lark 2



Watch a video overview here
https://www.youtube.com/watch?v=PQUi8RgkBoM

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**

Links

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

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

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

Option 2: 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)



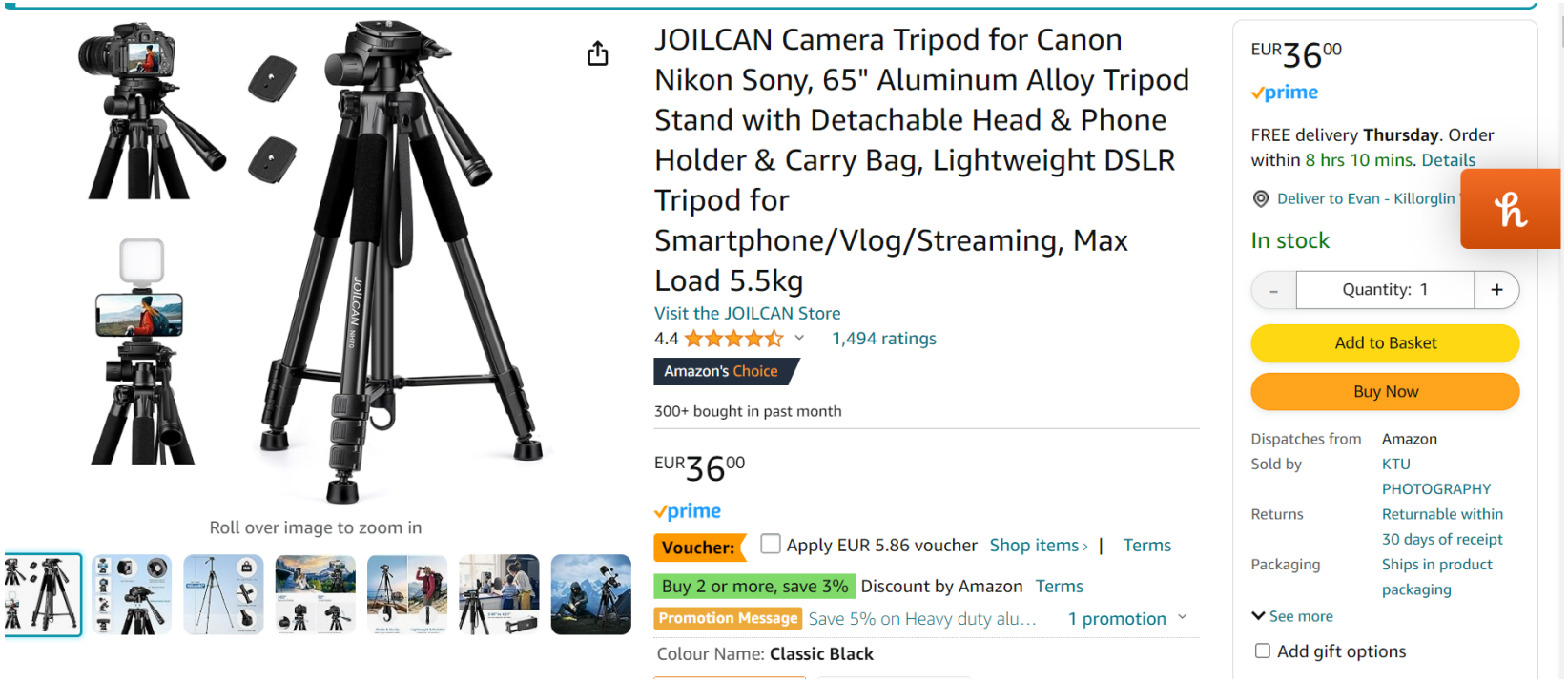
Cost: Approx €70 - €80

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

This is the version for iphones: 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 **or** https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957

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



Roll over image to zoom in



ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow

4.6 ★★★★½ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9 10

prime

Brand	ipow
Colour	Black
Compatible devices	iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone…
Mounting type	Tripod
Special feature	Adjustable

See more

EUR 9 10

prime

FREE delivery **Thursday**. Order within 8 hrs 6 mins. Details

Deliver to Evan - Killorglin

In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from	Amazon
Sold by	Jingshun Trade
Returns	Returnable within 30 days of receipt
Payment	Secure transaction

See more

Add gift options

Add to List

amazon

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&psc=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/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html

Lights

Neewer Camera Photo Video Lightning 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_aui_detailpage_o05_s00?ie=UTF8&psc=1

Lights

- 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

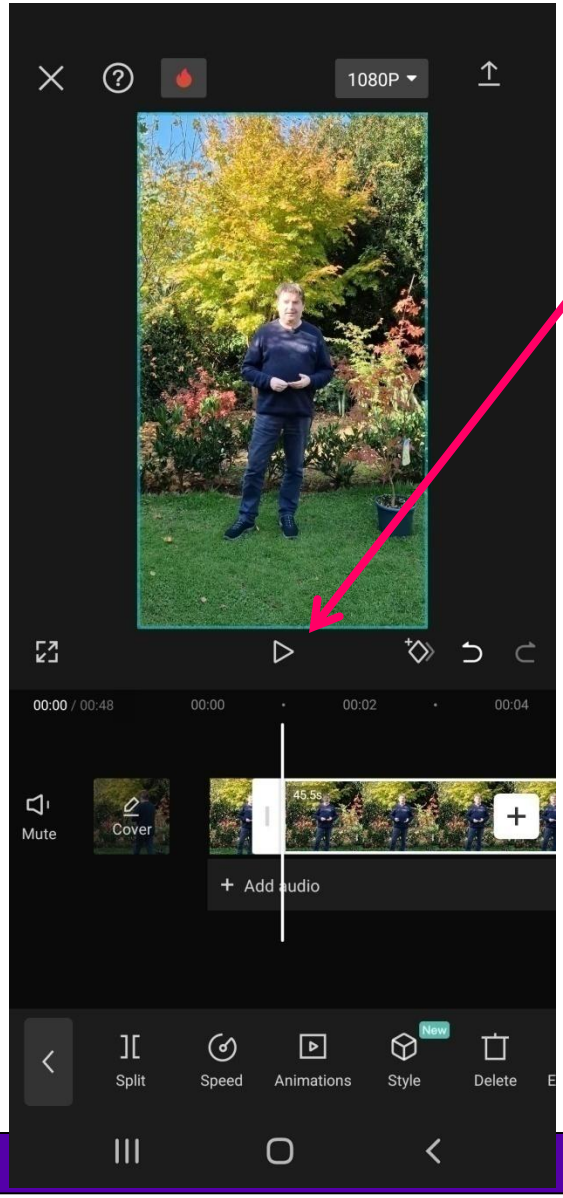
Cost: Approx €35



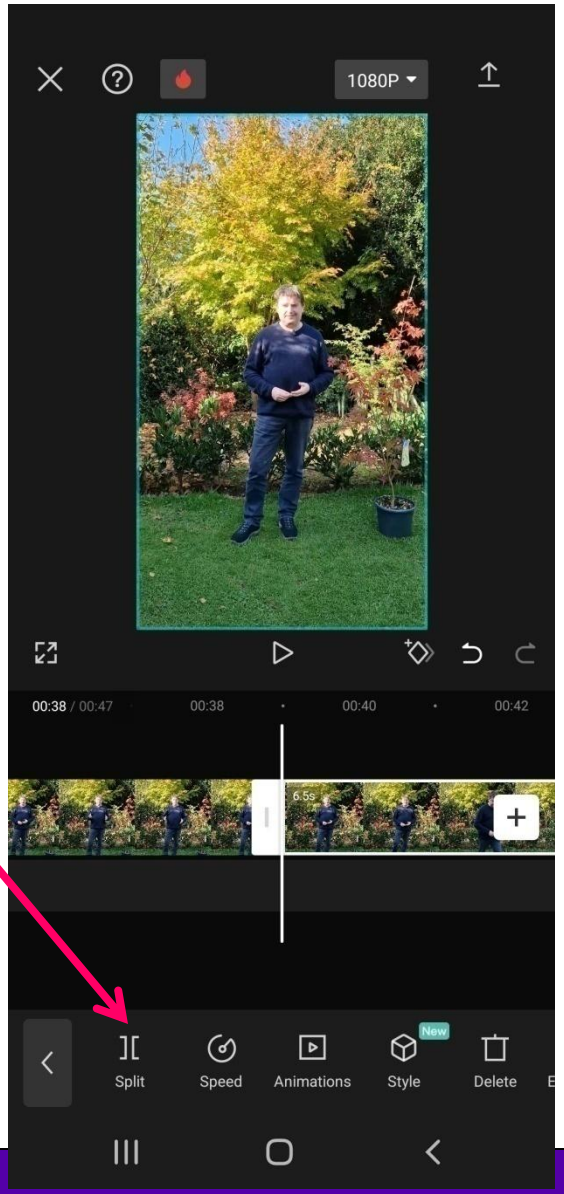
amazon

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

How to edit a video (Someone speaking to camera)



- Tap play and pause to choose the part where you want to split the clip
- To get the split option either tap edit or tap on the clip



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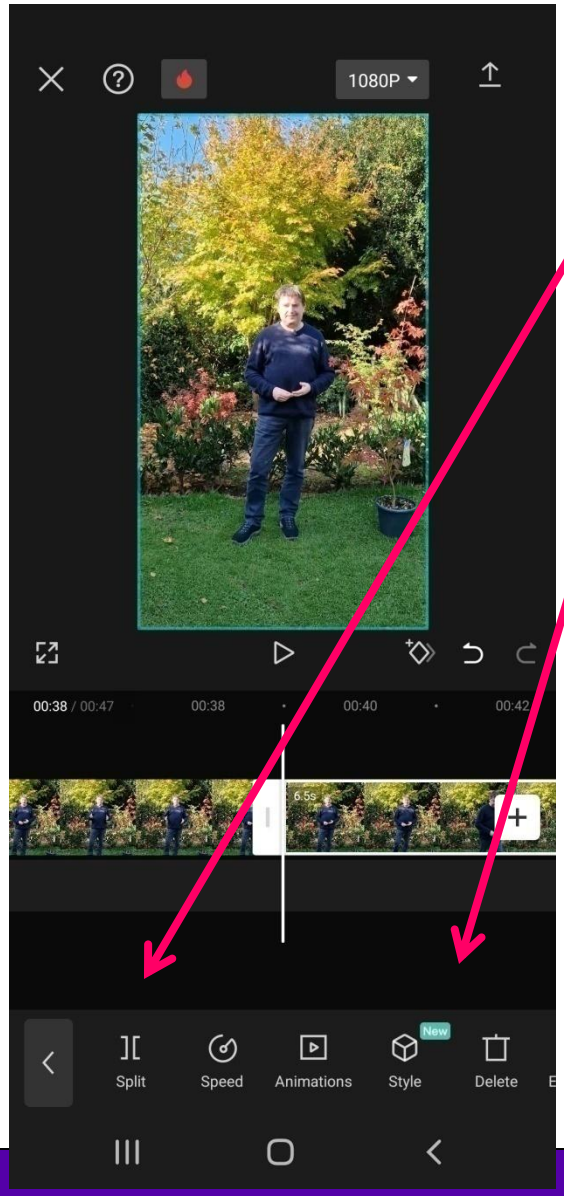

- Tap split
- Then select the part you want to delete
- Then tap on delete

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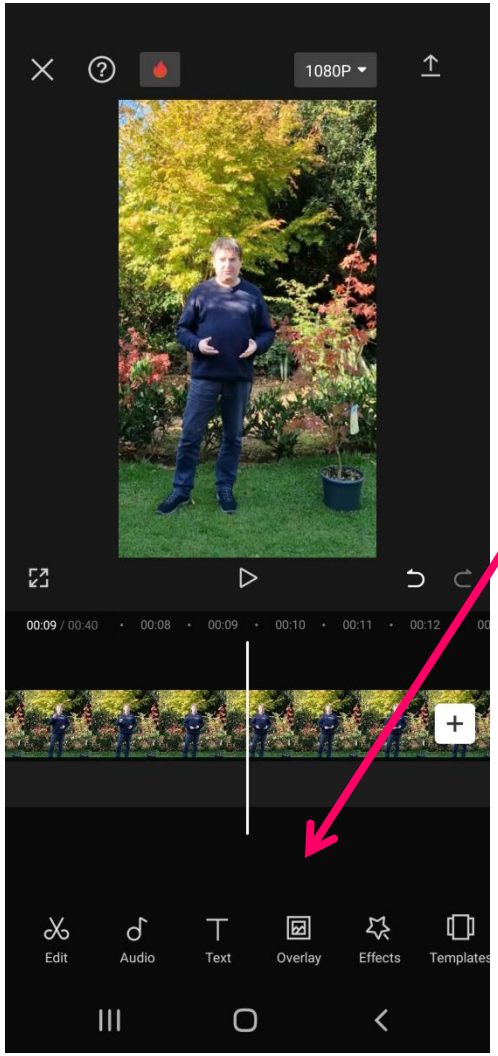
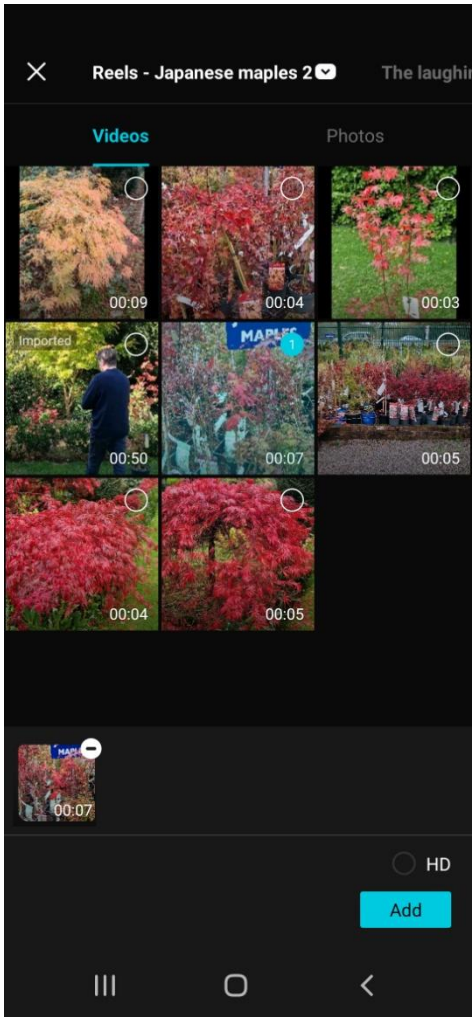


To overlay footage on top of your video

Play and then pause at the point where you would like to overlay footage

Tap on Overlay in the bottom menu

Find the footage / video that you want to overlay. Tap to select



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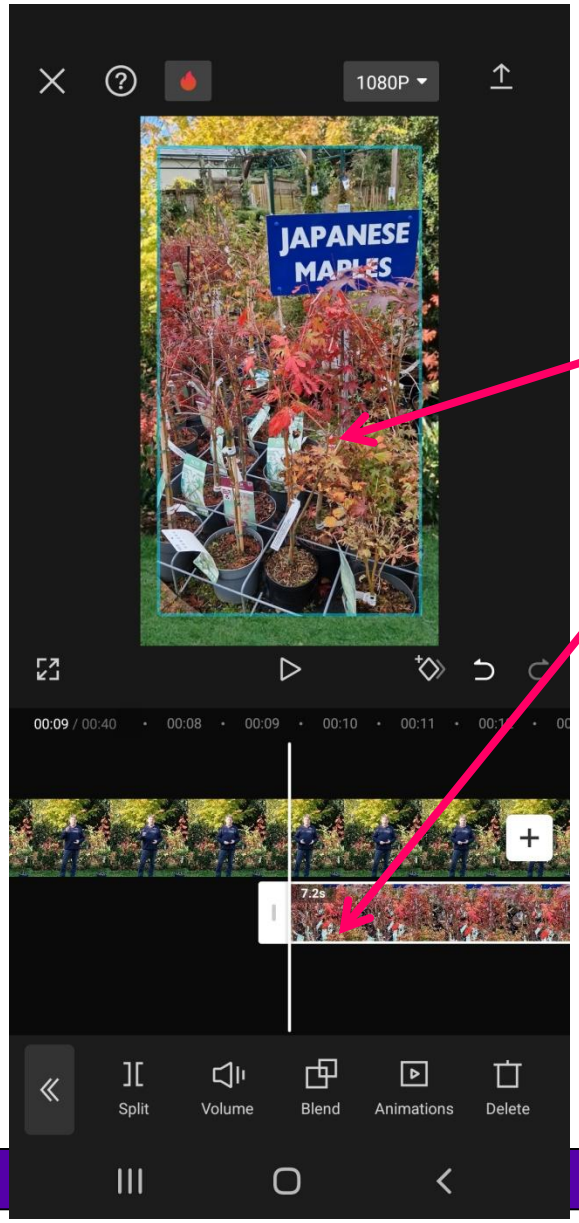


To overlay footage on top of your video

The video now appears on top of your main video.

You can pinch it with 2 fingers to expand it to completely cover the main video

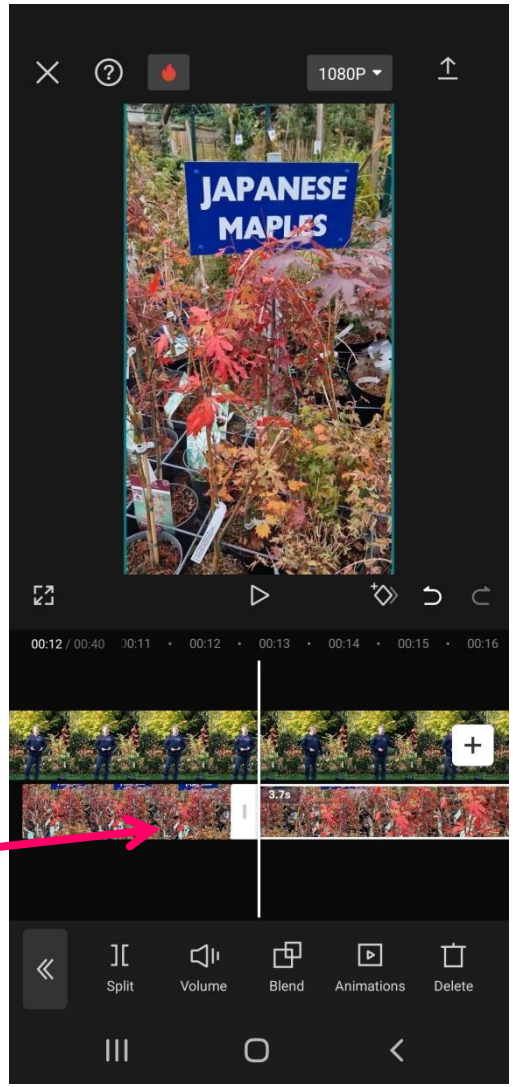
On the timeline the video appears below the main video

Press play and pause where you want the footage to end

Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



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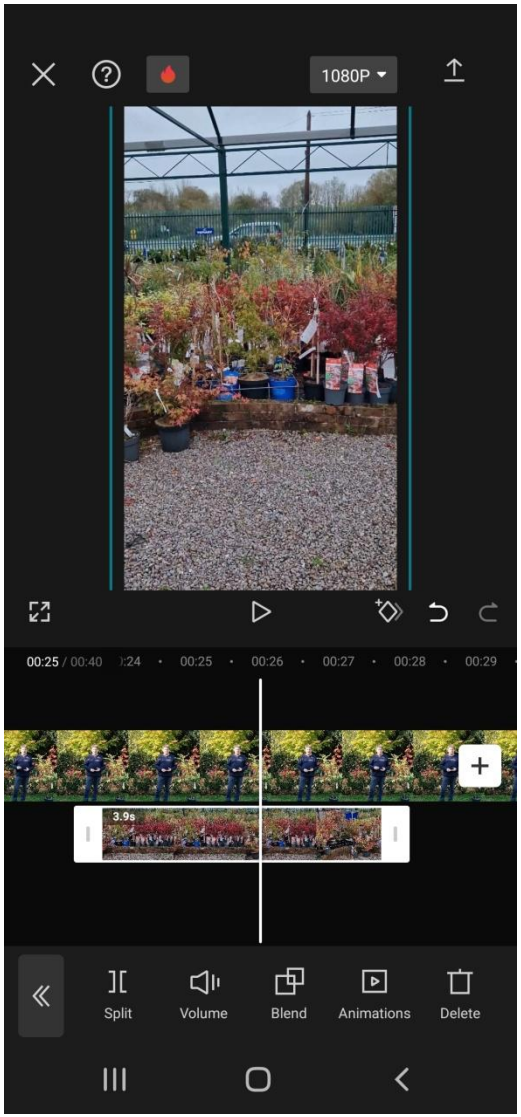


To add music

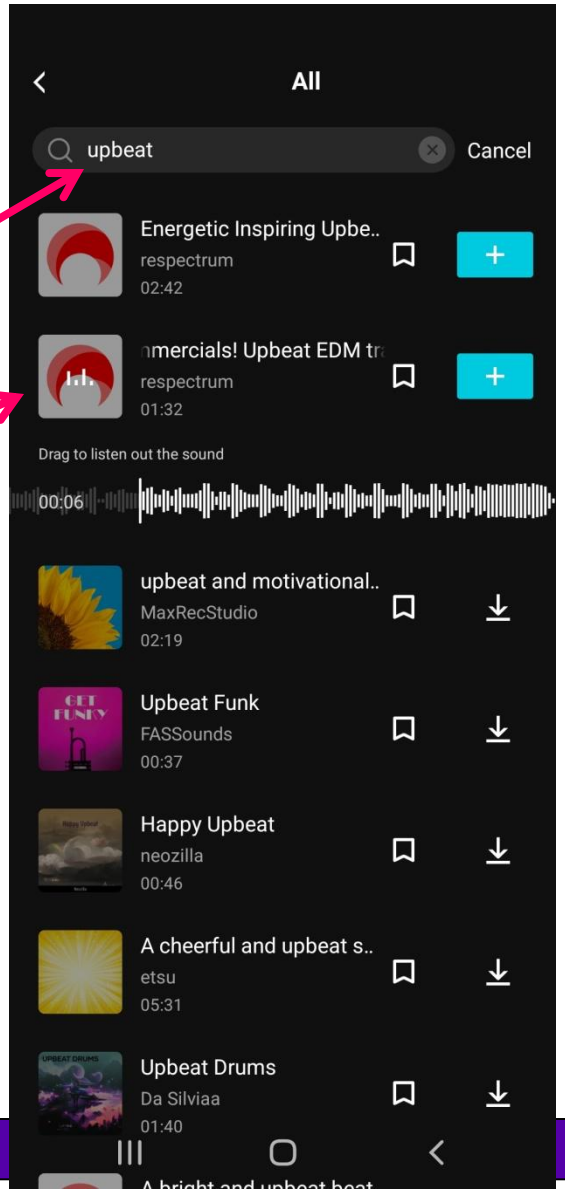
Tap on audio in the bottom menu

Then tap sounds

You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



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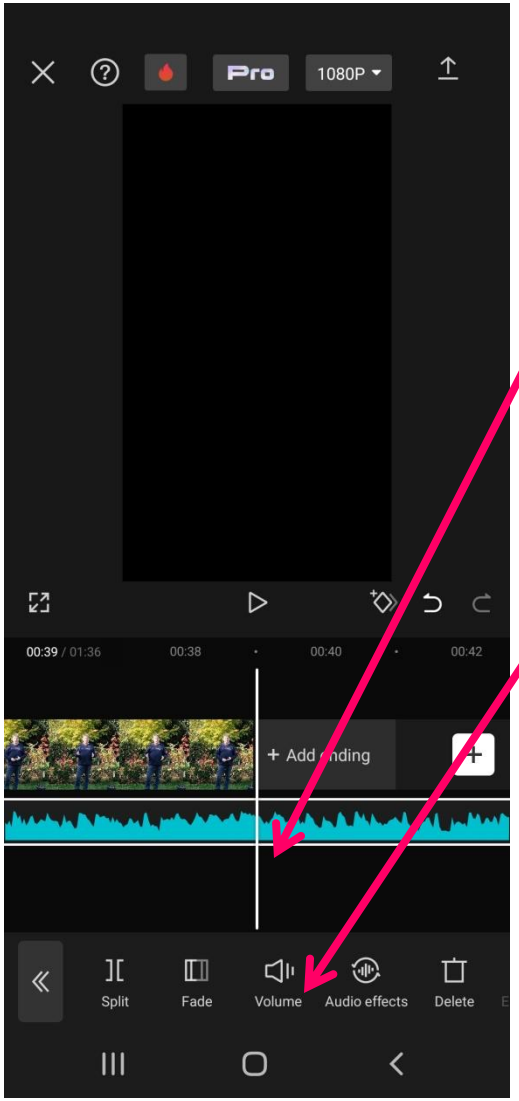

To add music

To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume

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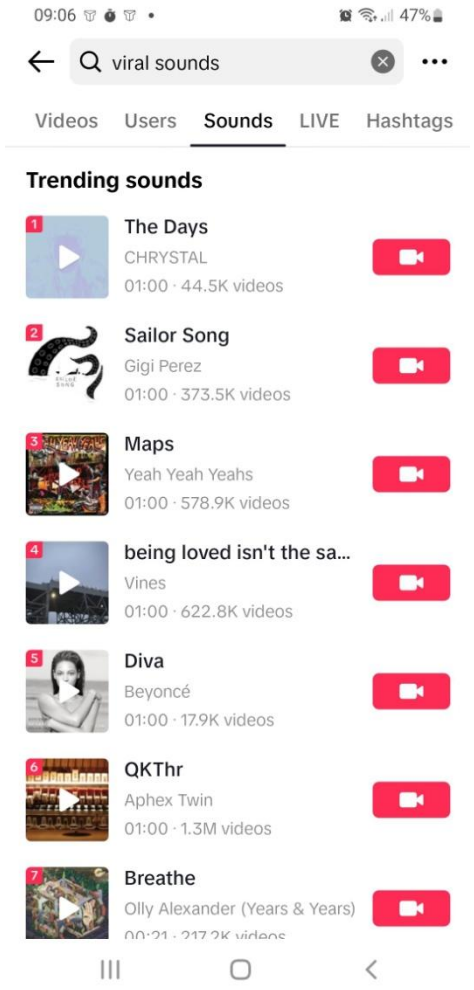
Tactics for getting more views and getting discovered.



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.



1. 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"
2. Ensure your thumbnails have text that is easy to read. When people browse your profile it will increase viewings of older videos
3. Find accounts posting about similar topics to yours. Observe what type of videos have worked best for them.
4. Engage with them. Leave comments. People will click through to your profile
5. Add a short caption that is immediately readable and will resonate and then add relevant hashtags

Tactics for getting more views and getting discovered.



6. Try and close your video with "For more like this visit my profile" or "Follow for more "

7. Engage with comments and this will encourage more comments

8. 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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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

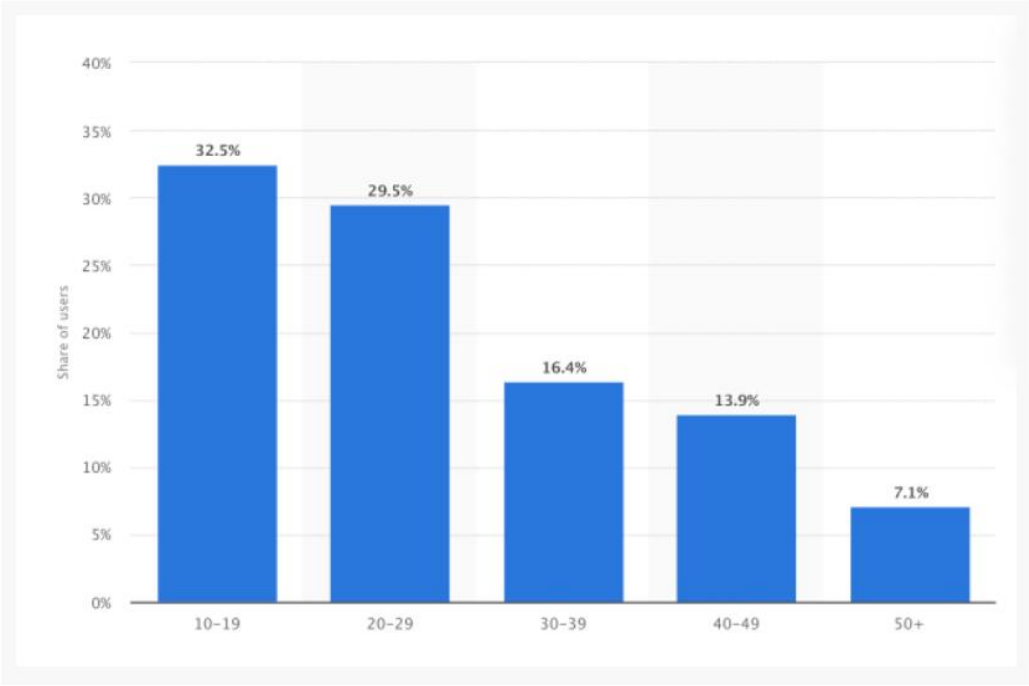
- How to make a video with video clips, music and text
- How to make a video with someone speaking to camera

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

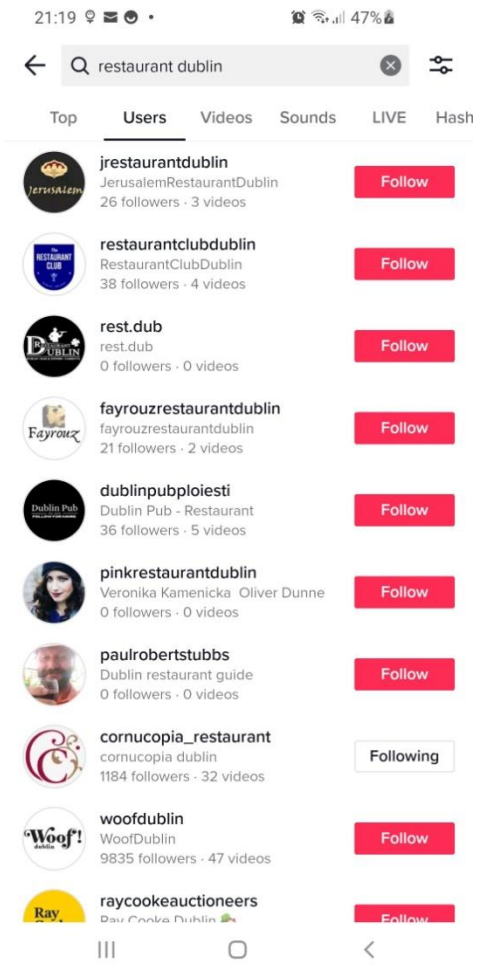
What age are your customers and do they tend to use TikTok



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 ...

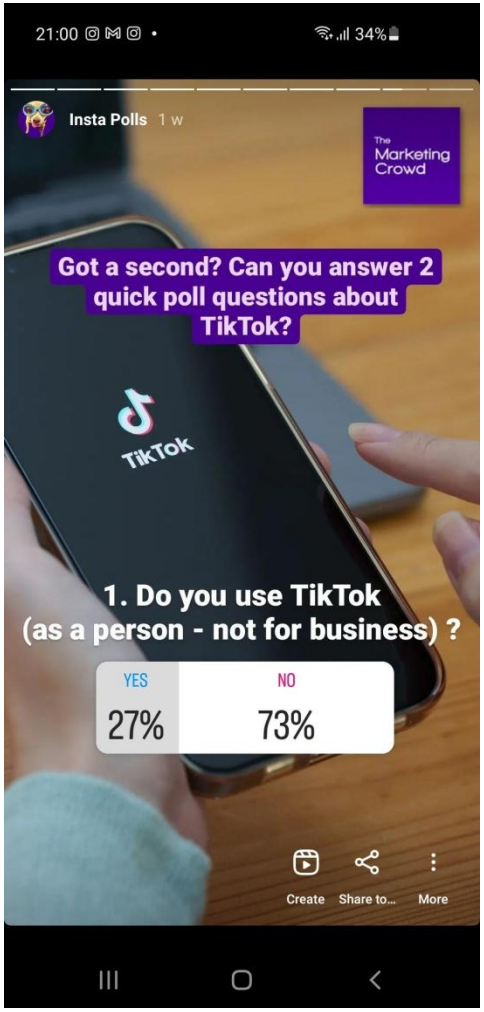


Are the accounts active?

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. 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