



Causeway  
Coast & Glens  
Borough Council

# Alchemy Business Growth Programme

## Tik Tok for Business

9 March 2022



ALCHEMY  
SUPPORTING BUSINESS GROWTH



European Union  
European Regional  
Development Fund

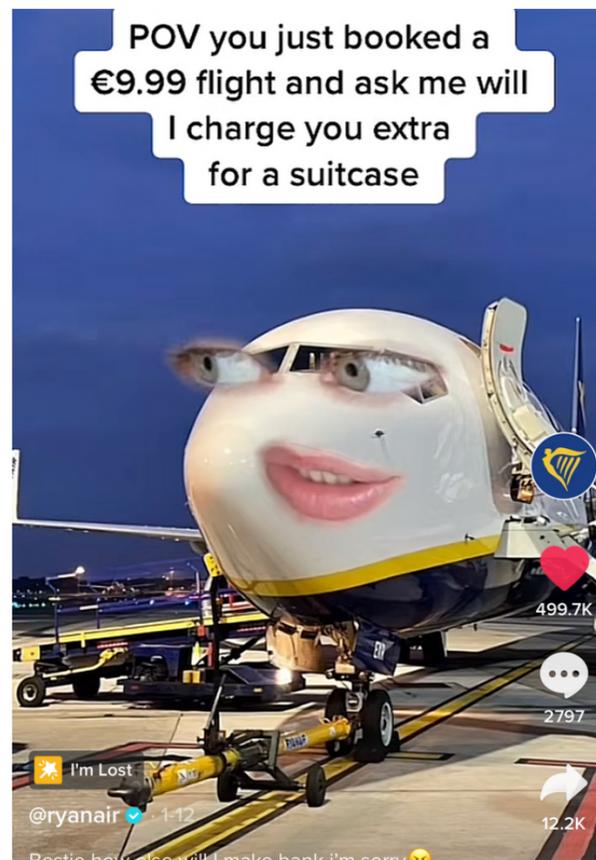
Investment for Growth and Jobs



# How to Use TikTok to Promote your Business

# Contents Page

- **TikTok generally (what is it, why should you be on it, who else is on it?)**
- **Why did it become popular?**
- **What is the FYP?**
- **How do videos go viral?**
- **Algorithms**
- **Trends**
- **Content styles**
- **Basic video creation**
- **Finding your niche**
- **Tips and tricks**
- **Insights**
- **Collaborating with creators**



# An Intro to Tiktok

- **Most Popular Overall App Downloaded Globally in 2020 and 2021 with 1 Billion monthly active users as of January 2022 (Influencer Marketing Hub, 2022).**

- **Consumers spent \$535 million via their TikTok app in Q2 2021 alone.**

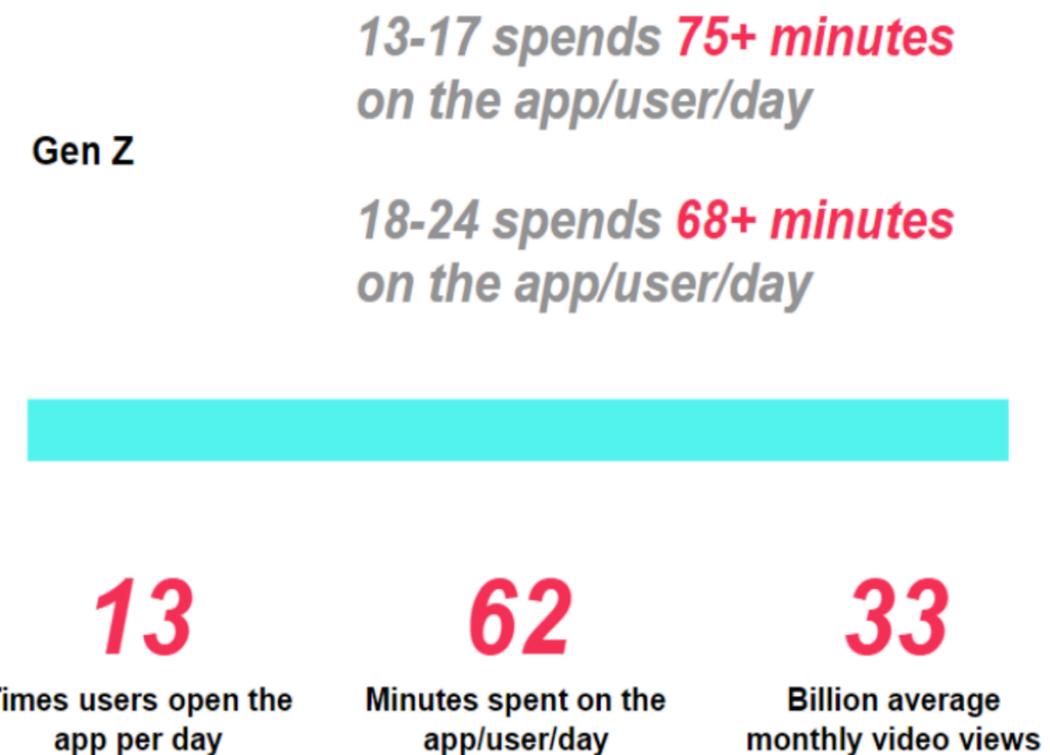
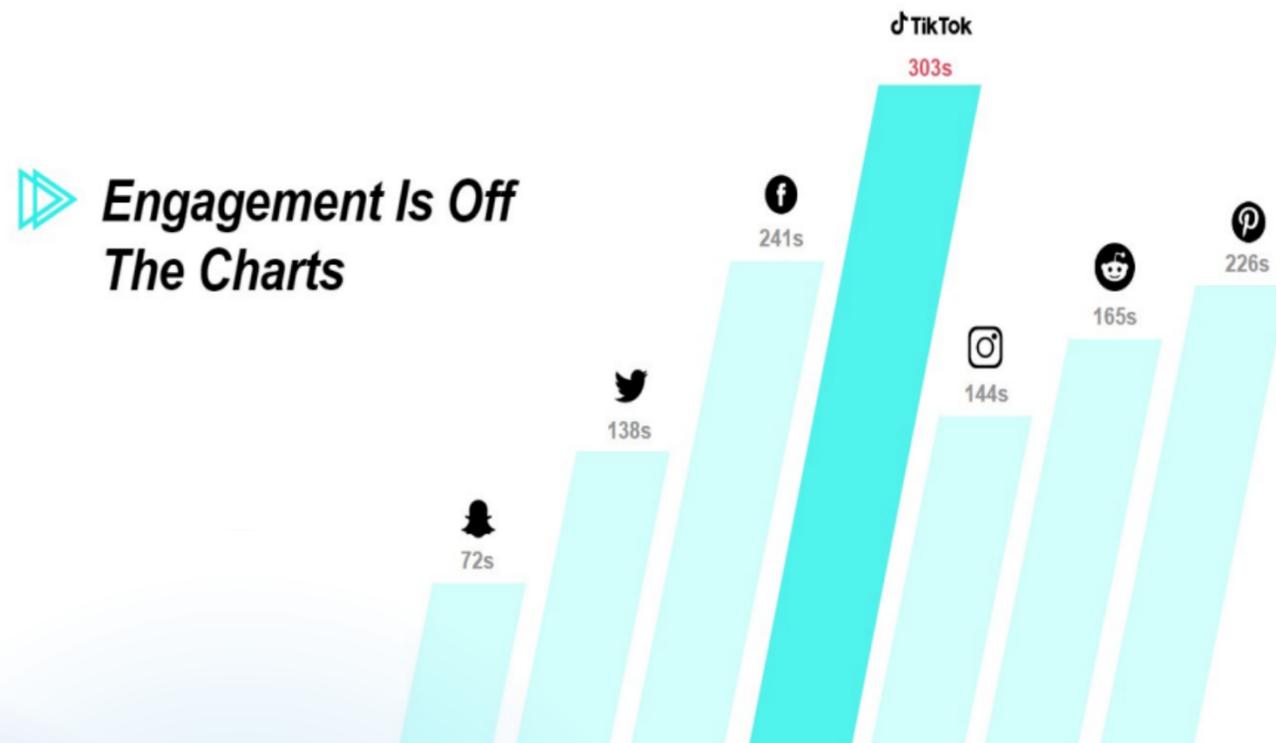
- **The largest share of users (26%) in the UK is aged 18-24, with 60% of overall users on the app said to be Gen Zers (born between 1997- 2012).**

- **Second largest share of users in the UK are aged between 25-34.**



# TikTok vs Other Social Media

- This is excellent user engagement with the app amongst a younger audience.
- Facebook and now Instagram have implemented 'Pay to Play' algorithms making it harder to gain reach on their platforms without sponsoring +/or boosting content.



# Re-Shaping your Brand with Social Media

More and more companies are creating TikTok pages to engage their audiences.

Many of them utilise trends to attract a younger demographic.

Some companies are using TikTok to re-shape their brand image into being young, trendy and relatable.



# The FYP

- The app opens to the 'For You Page' which is full screen, personalised and accurate. This page pushes out content from users you don't necessarily follow aimed to be tailored to your preferences.
- It's the place where content goes viral, and millions of others are exposed to your work.
- The TikTok Algorithm picks up posts that you have previously interacted with & suggests these posts to you on the FYP.



# How to Get Onto the FYP

**The 3 most Important things the TikTok algorithm takes into account:**

- **1: Your watch time**
- **2: Your % completion rate**
- **3: Whether or not TikTok thinks they have an audience for your content**

# TIPS for Increasing Completion Rate

- **When making a video, try to put in a 'hook' within the first second or two so people don't swipe off the video**
- **Adding text boxes to your video to add information, titles or as subtitles to a voiceover can help engage the viewer.**
- **To the right of the 'sounds' icon at the bottom of the page, there will be an icon 'Aa'. Click on this and start to type.**
- **Here there will be an option for fonts and colours. We recommend you experiment with these to find which text is most visible and attractive on your video.**



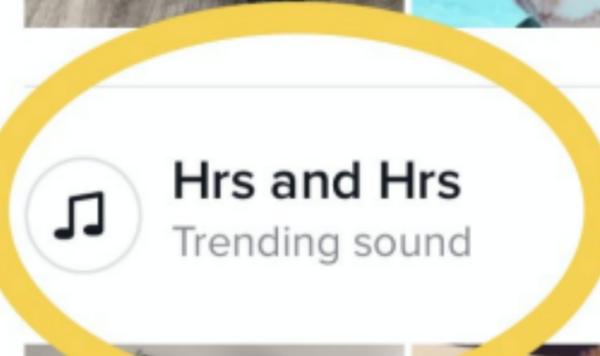
- TikTok prefers to boost videos that include trending sounds- you can add a trending sound to the background and turn the volume to 1% so that TikTok boosts your video with that trending audio (even if the sound can't be heard in the video)

- TikTok prefers to boost videos that have been recorded in the app (as opposed to camera, for example)

- In your video's caption, you should include trending hashtags. Most commonly these are 'FYP' and 'For You Page'

- When commenting under your own video directing the audience to do something such as "follow you" "click the link in bio" "check out my Instagram," be aware that TikTok often will ban these comments so you will have to spell the words like ... cl1ck\_t he L14k in My b10 so they don't detect it

- Make sure to never upload videos that have watermarks from other 3rd party applications



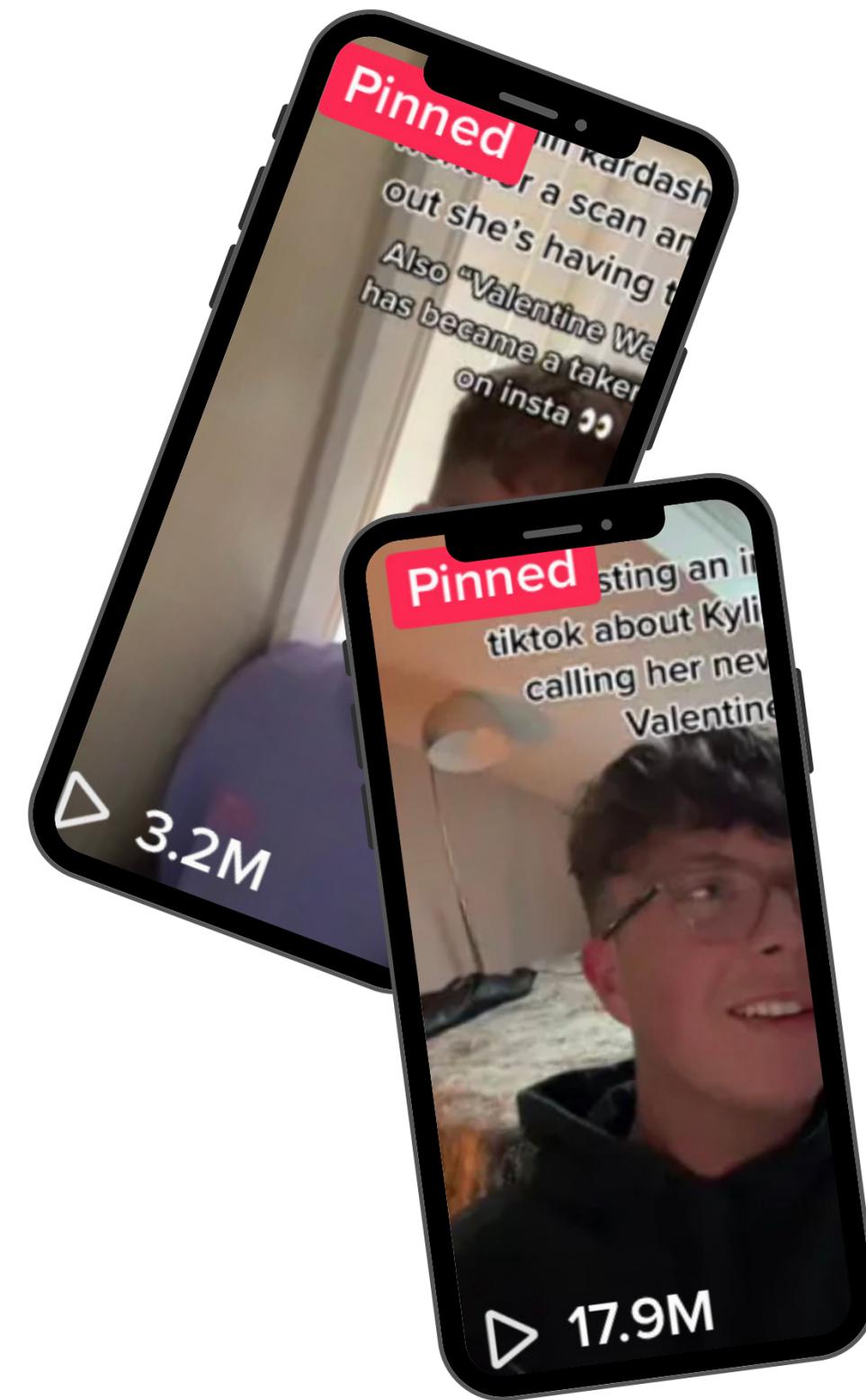
# Viral Videos

**If a video is boosted enough by the TikTok algorithm it will be watched and engaged by millions of viewers, it will “go viral”.**

**In theory, this could be any clip that people want to re-watch or interact with.**

**However, a way in which you can increase your likelihood of virality is by following trends.**

**By using trending sounds and hashtags, while creating original ideas and captions, your video can stand out. This is because TikTok is more likely to present a video on a user’s FYP if they have already interacted with similar content, for example the same sound, hashtag or topic.**

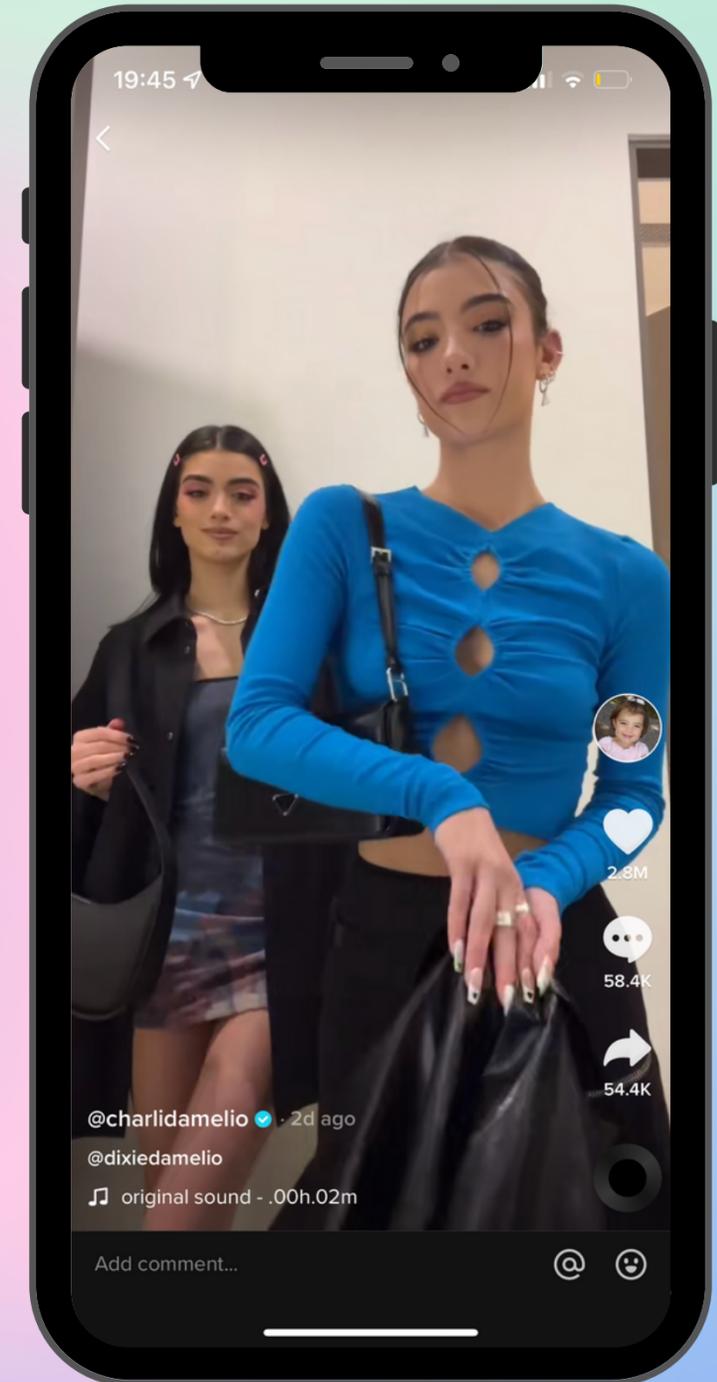


# Trends

**Trends are another essential aspect of creating tiktoks, on the FYP there are many different types of trends such as dancing, challenges + stunts, trending songs and audios.**

**It's important when scrolling through your FYP that you keep an eye out for trends so you can save the video and recreate them for your own account.**

**Trends on TikTok change frequently so its important to always be on the look out for whats being pushed onto your FYP and take note of it.**



- Trends can originate from a variety of features on the app: sounds, dances, transitions, or hashtags. One of the easiest ways to identify trends is to browse the discovery tab, which will feature a variety of trending sounds or topics.

- Participating in TikTok trends isn't only about engaging with users and showcasing your brand's own take on the latest challenge. Creating videos around these trends is also a proven way for brands to jump-start their presence on the platform.



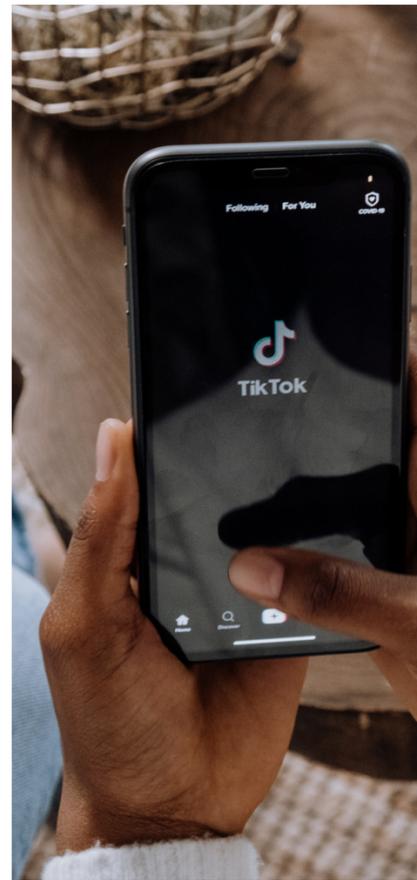
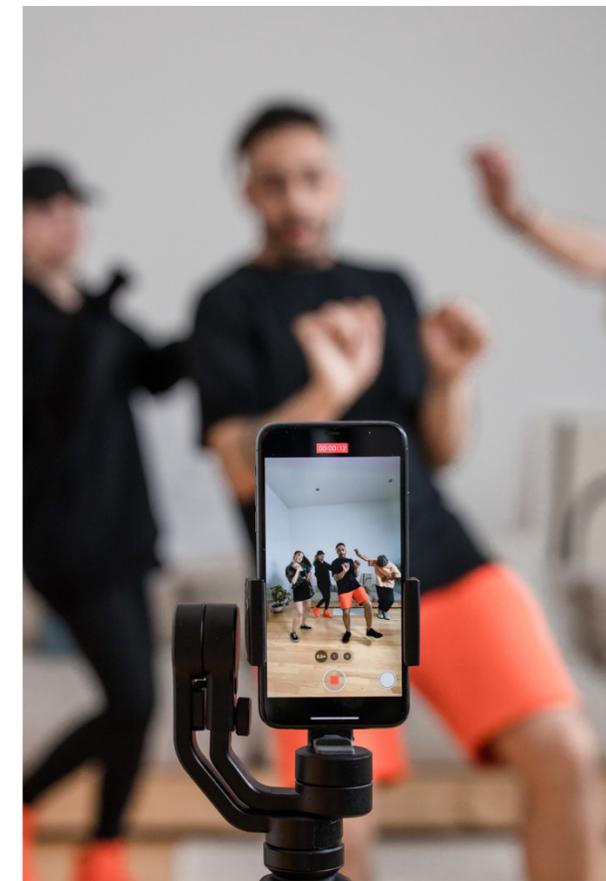
# How to Stay on Top of Trends

- **Spend time on the app**
- **Pay attention to other creators in your niche**
- **Focus on the sounds/audios in other creators posts**
- **Switch to a creator account so you can get weekly updates on trends sent straight to your notifications**

# **Making Your Own TikTok**

# Before We Start

- **What is your core objective for this account?**
- **Who are my primary and secondary target audience for this account?**
- **Who are your target audience?**
- **What age are they?**
- **Where do they spend their time online?**
- **What would they be interested in seeing on social media?**
- **Create a client profile to give you a clear picture of your audience**
- **Which video style is best suited to what I would like to achieve?**
- **How much time do I have to dedicate to each video??**
- **Which topics will we post about?**



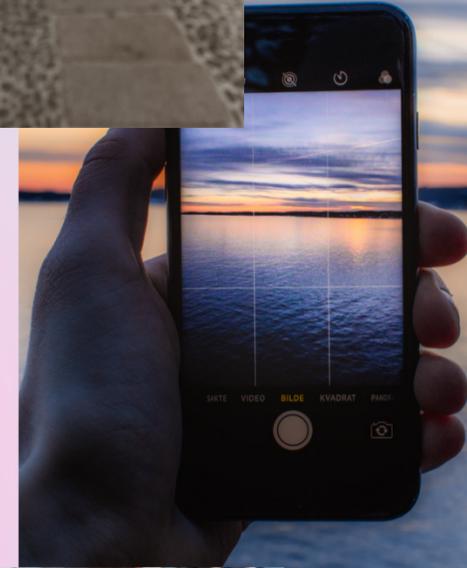
# Step 1: Create an account

- Download the TikTok app
- Create your account as you would on Instagram, with an email address, username and password.
- Ensure this is a business account so you can access your insights and analytics later.
- Make sure your username is close to your organisation's name or can be easily found and recognised.
- Create a profile picture- most of the time your organisation's logo is most appropriate for this
- Put your website link in your bio and connect your Instagram to the new TikTok account

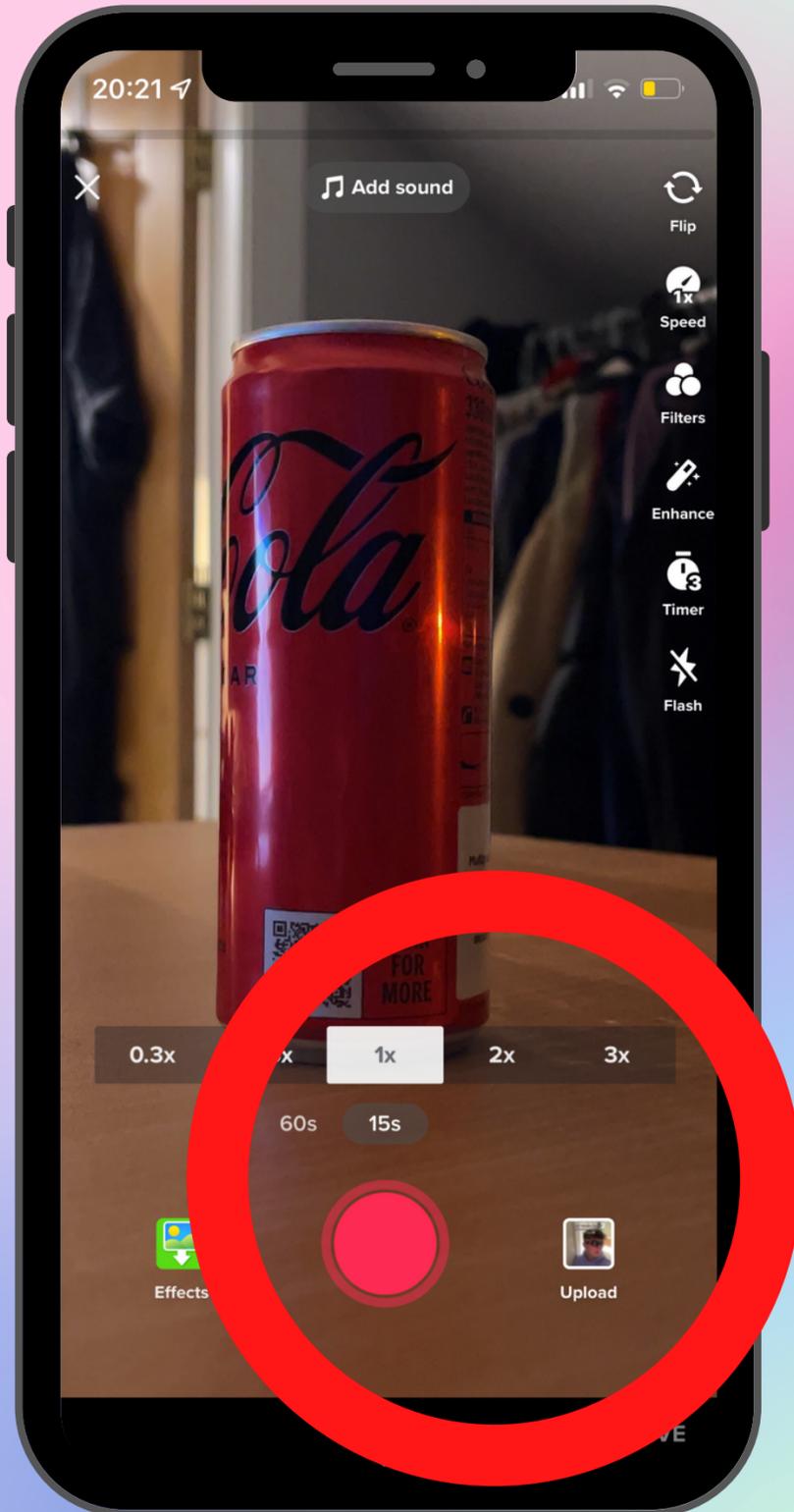


# Step 2: Filming your Videos

- The way you film your Tik Tok will vary depending on the style of video.
- You must choose whether you want the clip to be 15 seconds, 30 seconds or 3 minutes.
- If you want to show one long clip, for example of someone speaking, film this as you would normally on your phone camera.
- For multiple clips, you will film each of these separately and then we will merge these together during the editing process.
- Film every clip vertically and with good lighting.
- You can film either on the TikTok app or on your phone camera, but we recommend your phone camera for good quality and easier editing process.



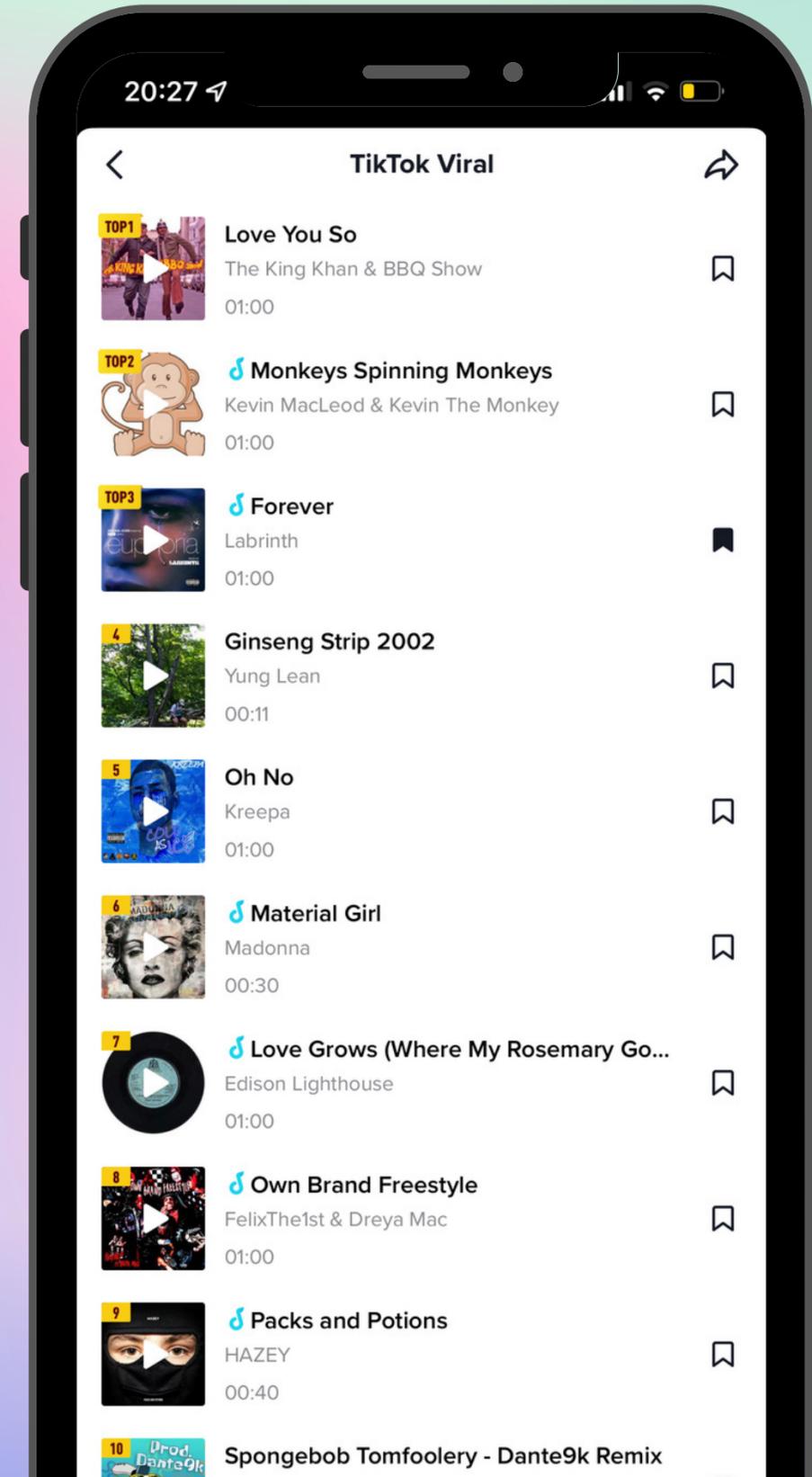
# Step 3: Editing

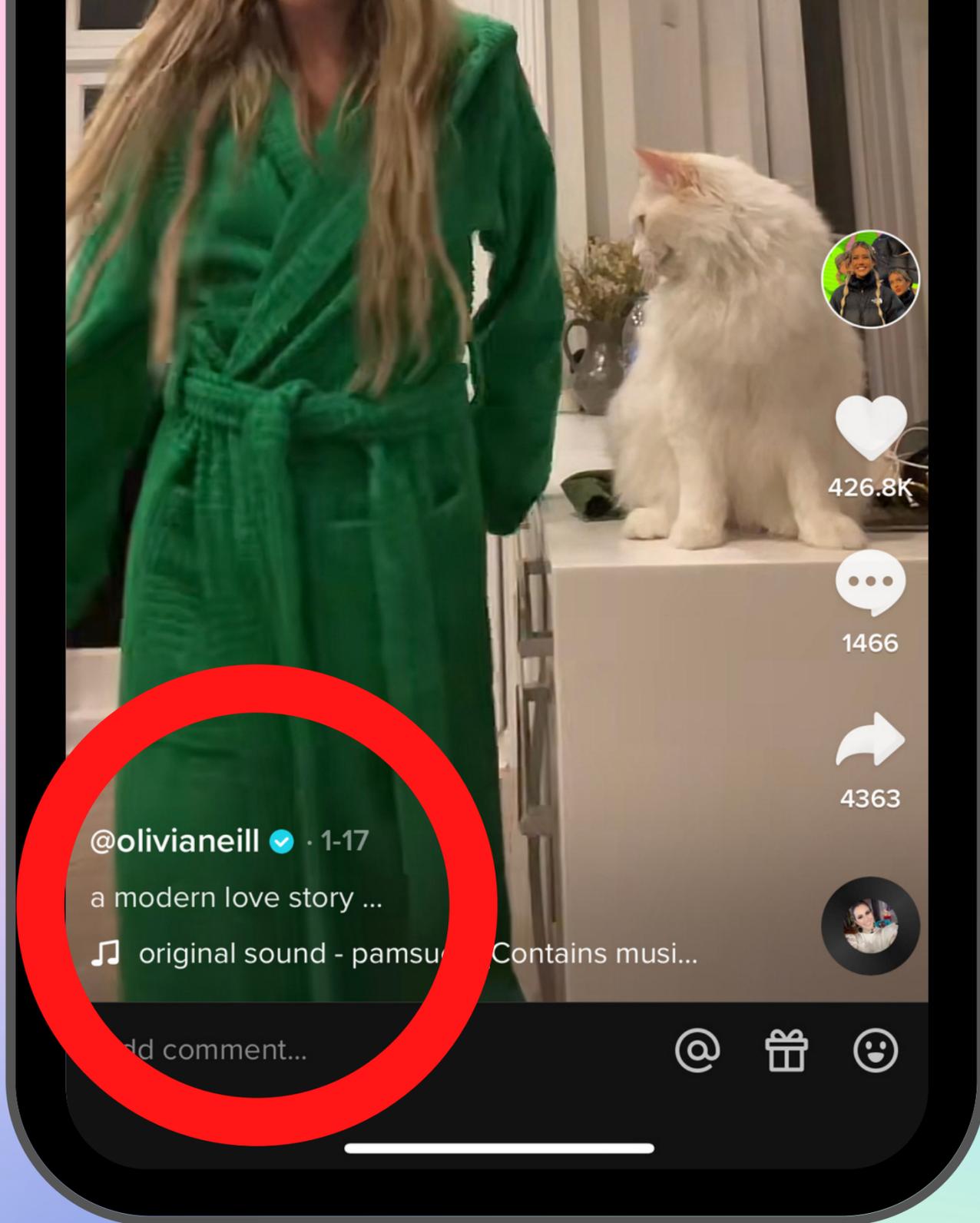


- If you are creating a TikTok which has multiple clips, you will select and upload these clips one by one, as you would on iMovie;
- You can do this by selecting the 'upload' square to the right-hand side of the camera which will take you to your photo gallery.
- The amount of footage you are able to upload will depend on the time frame you have selected (15s/60s/3m)
- Select the clips you want (in order), then hit the red tick.
- Here you will be taken onto a page with icons are the bottom.
- Click 'sounds'.

# Step 4: Picking a Sound

- This will take you to a page where suggested sounds may be automatically synced with your video.
- You may want to change this to a different sound. Click 'more' to the left of the suggested sounds.
- As you spend more time on your TikTok FYP you will recognise the same sounds being used frequently. These are called trending sounds.
- Trending sounds can be used to help boost your video views. This is because if someone has interacted with a previous video with this sound it is more likely to be shown to them again.





## Step 5: Caption

- On TikTok, captions are limited to 150 characters.
- When you include your hashtag characters, which we will talk about shortly, there isn't room for a long description.
- Aim to use key words which are relevant to your content and the audience you aim to attract.

# How to film a TikTok

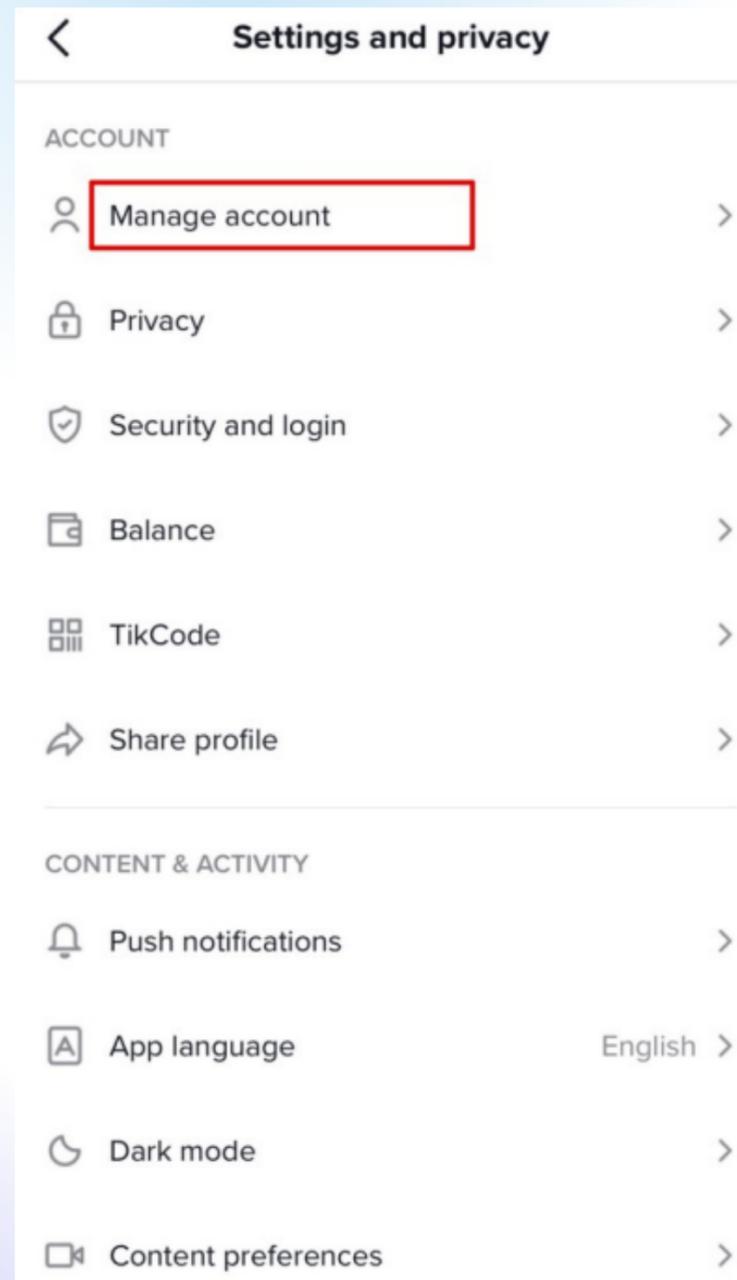


**Content Styles,  
Editing & Finding  
Your Niche**

# Measuring Performance

- Like Instagram, you can get access to your account's insights and analytics on TikTok.

- These will help you to determine whether you're reaching your target audience and at what level your account is growing.

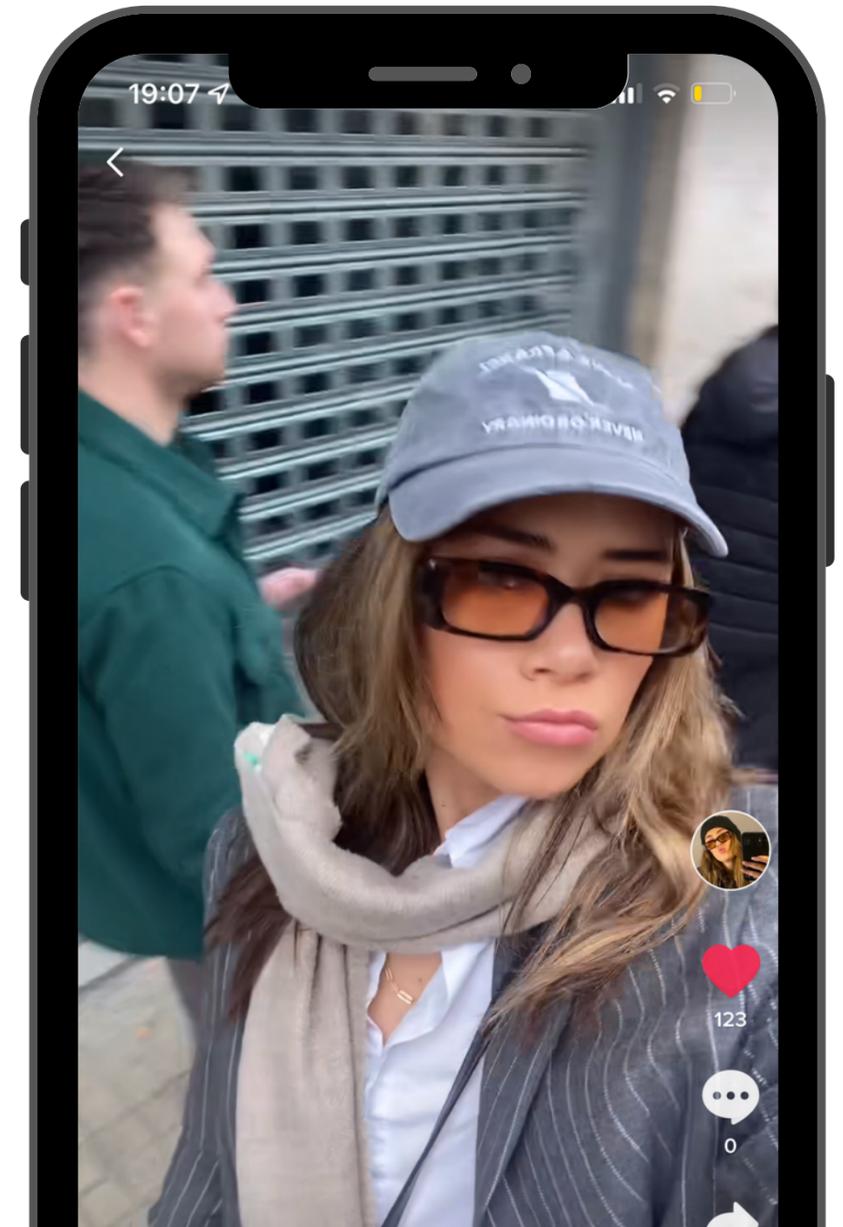


# Examples of trends

- **In Summer 2021, a song called 'Nobody' became a popular sound to put alongside a caption related to 'running away' from something. This sound was used in 463.8K videos.**
- **Ed Sheeran created a different caption to engage his audience through humour.**
- **A local NI tech start-up used a trending sound to present its services, meanwhile aligning with the trend's meaning and light-heartedness. This video got 3.6 million views, nearly 300k likes and over 2000 positive comments.**

# Content Ideas

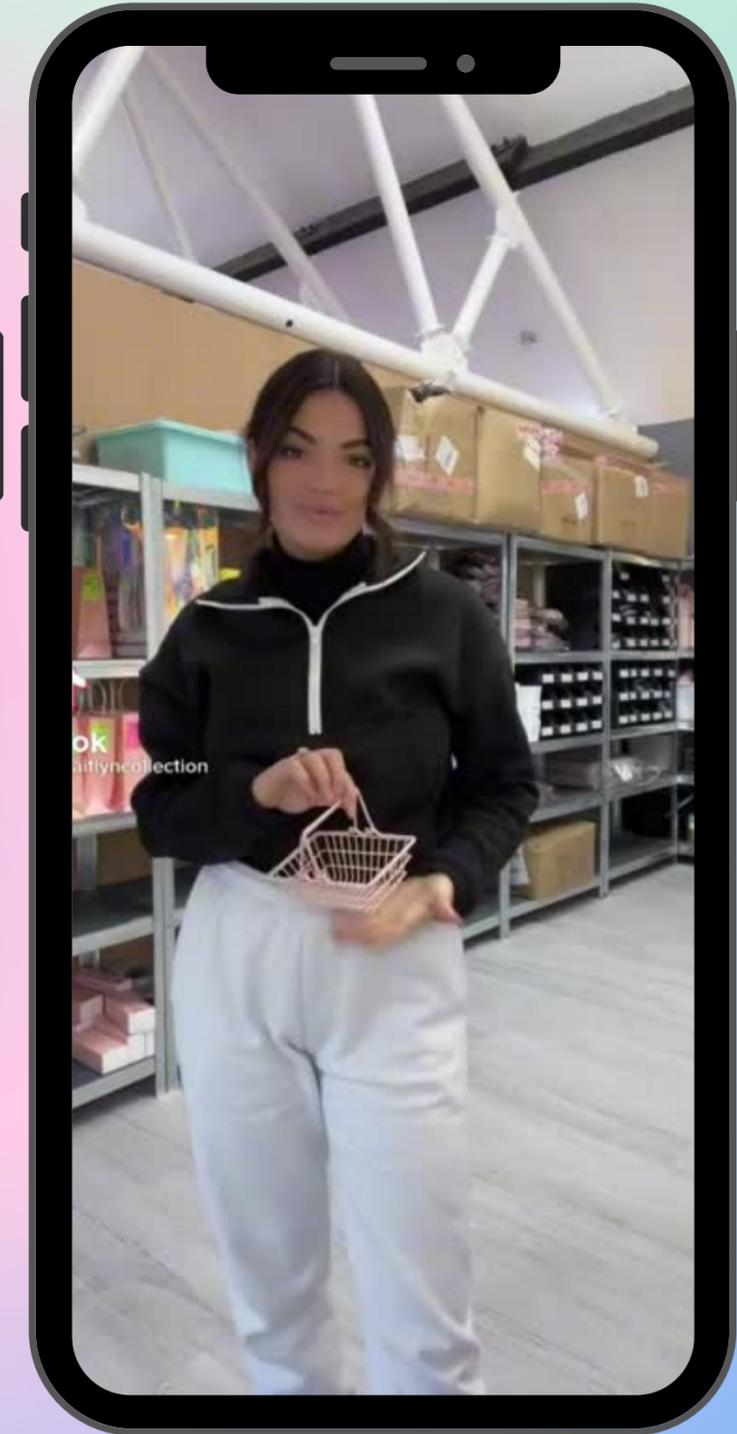
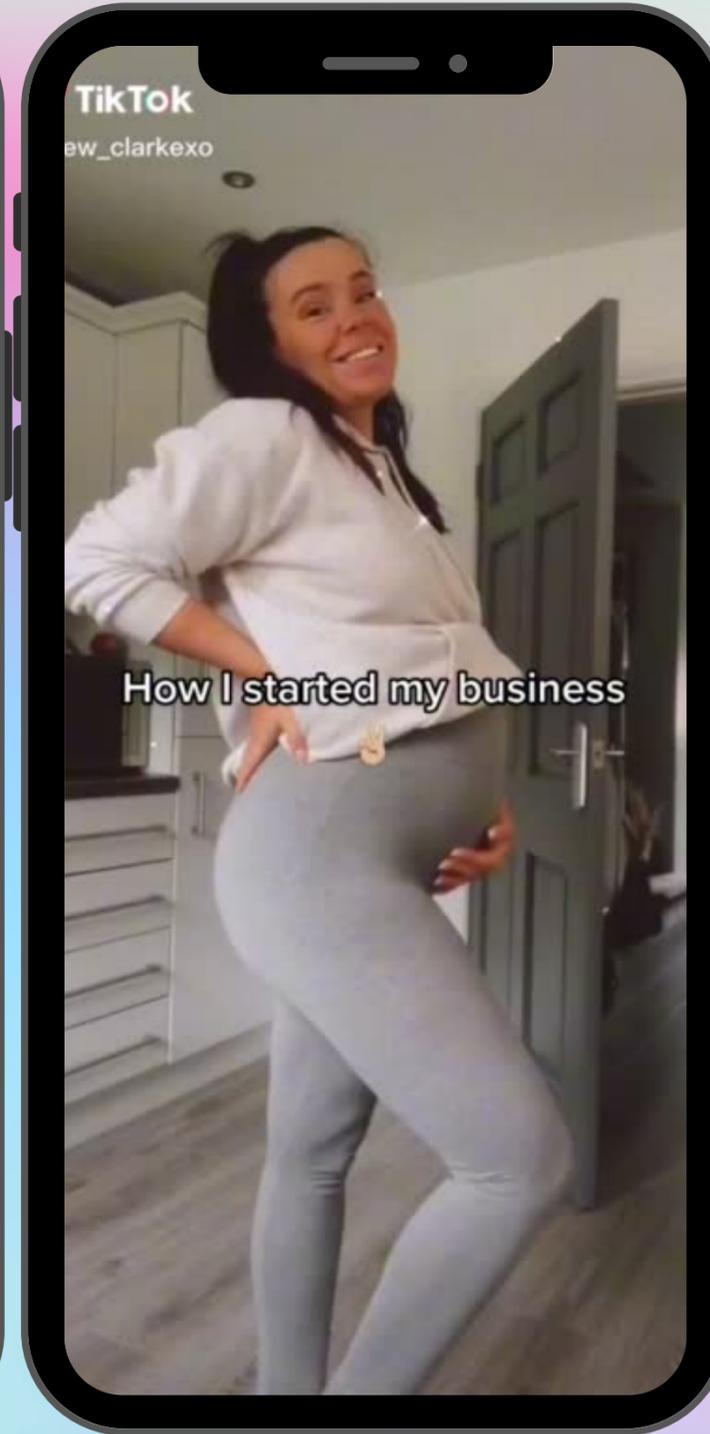
- **Provide a walk-around, sped up tour of your premises/site with either a voiceover explaining what you offer, or a song choice with on screen text**
- **Show your staff or customers using your product or doing your experience.**
- **A day in the life / behind the scenes**
- **Meet the team**
- **How your product is made**
- **Use a trending audio with a caption that relates to your business**
- **Show different uses of your product or how people enjoy your experience in different ways/for different occasions**
- **Be as creative and as entertaining as possible! KISS**



# Small Businesses on TikTok

**Small businesses are blowing up over night thanks to how easy it is to go viral on TikTok.**

**By coming up with entertaining videos and by indirectly advertising products to your customers - You'll be able to get millions of views over night and a dramatic increase in sales.**

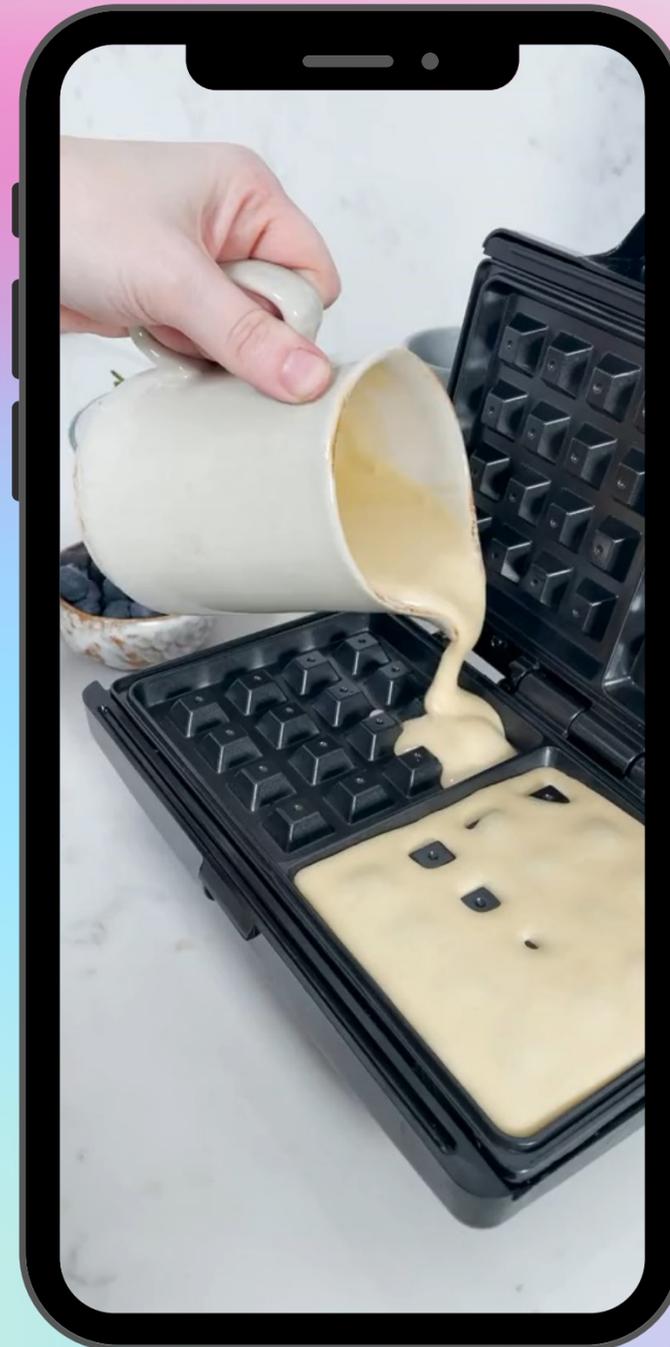


# Brand Videos

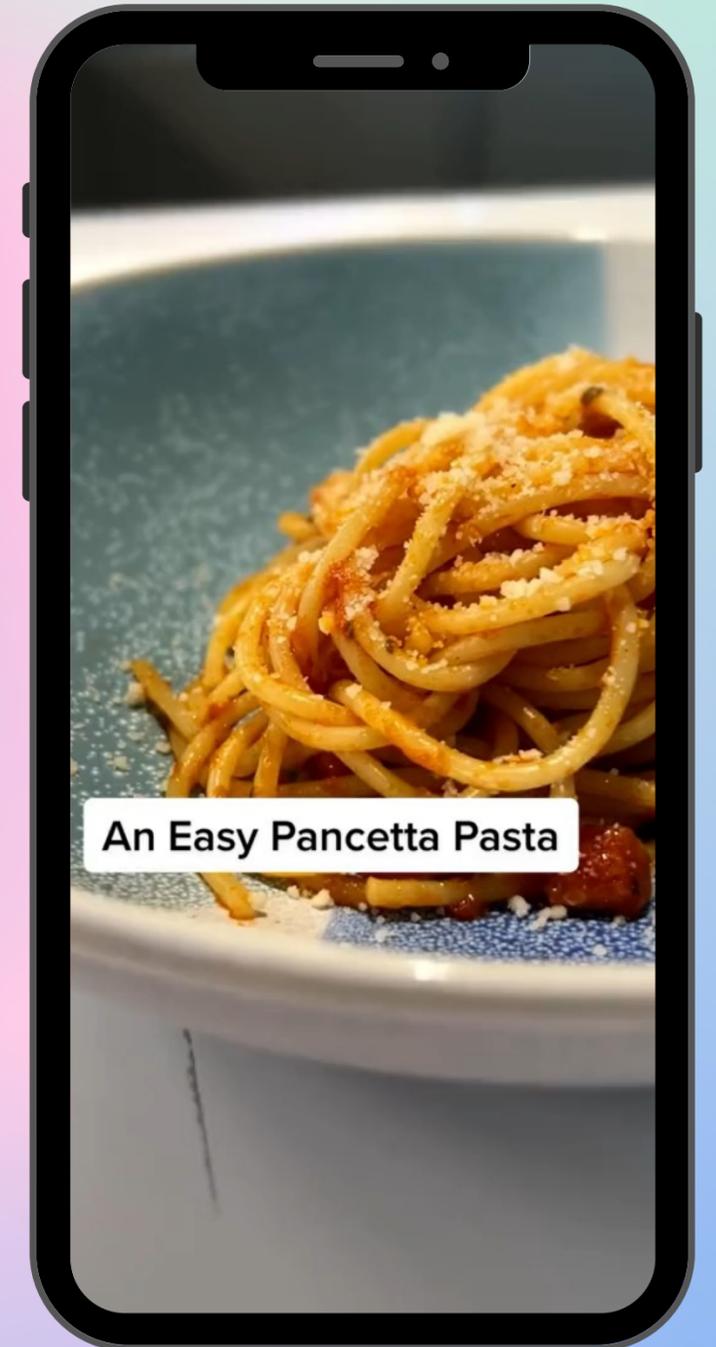
**Some companies that provide more information content about the products/services they offer:**

**Choosing between creating funny and relatable content in line with trends, or more informative videos to engage your target audience, is largely down to your own decisions about brand image. However, with the younger generation being the primary users on the platform, it is strategically wise to create content tailored to this market.**

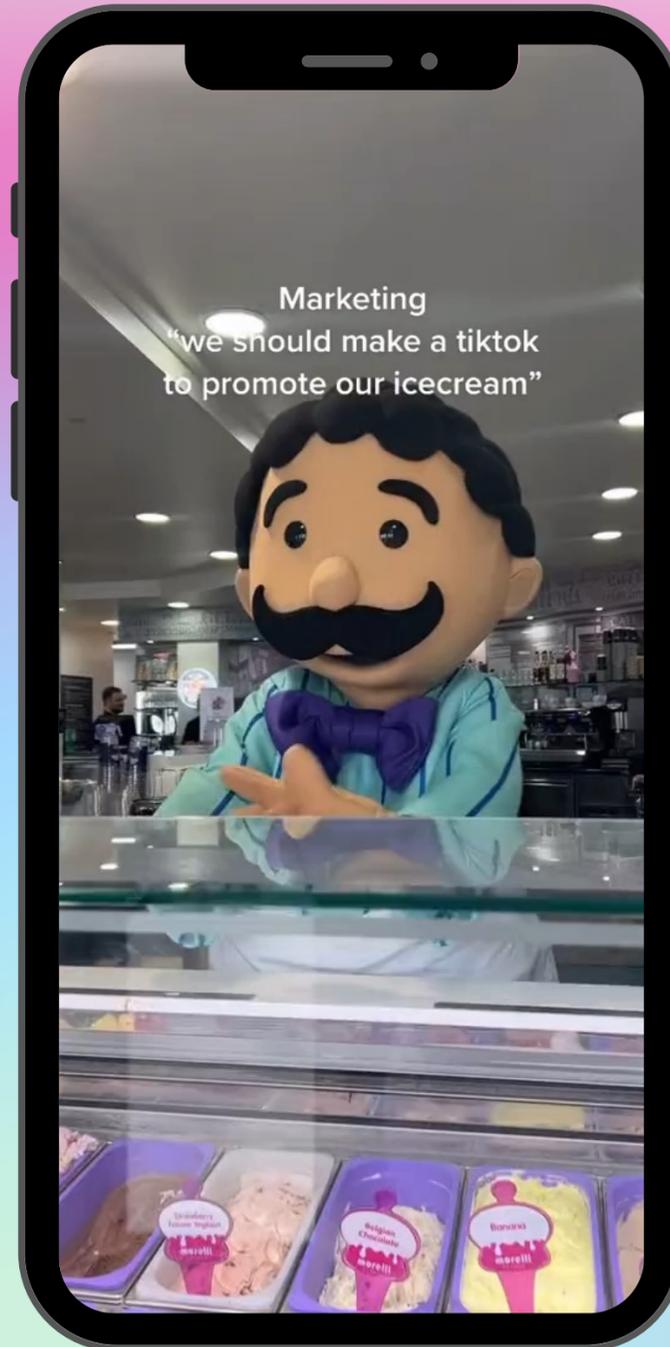
## ALDI



## HEINZ



# Morelli's



# TikTok Influencer Marketing why would you work with TikTok influencers?

- Established content creators have a following already there
  - Spend a lot of time on TikTok and know the algorithm and their audience - more likely to go viral
- Benefit from UGC / a different style of content
- Benefit from their influence over their following
- Additionally, brands enjoy a 27% brand uplift in recall when working with influencers on TikTok specifically (Source: TikTok, 2022)



# TikTok Ads: Simplified Mode

- Create an ad
- Select Goal, Audience, Budget, Upload Content
- Dashboard Overview: Budget, Impressions, Clicks, and Conversions
- Reporting: Custom Reports
- Familiarise yourself with the Ads Manager, read the explanatory comments, and test!



**Thank You for Listening!**

**Questions?**

