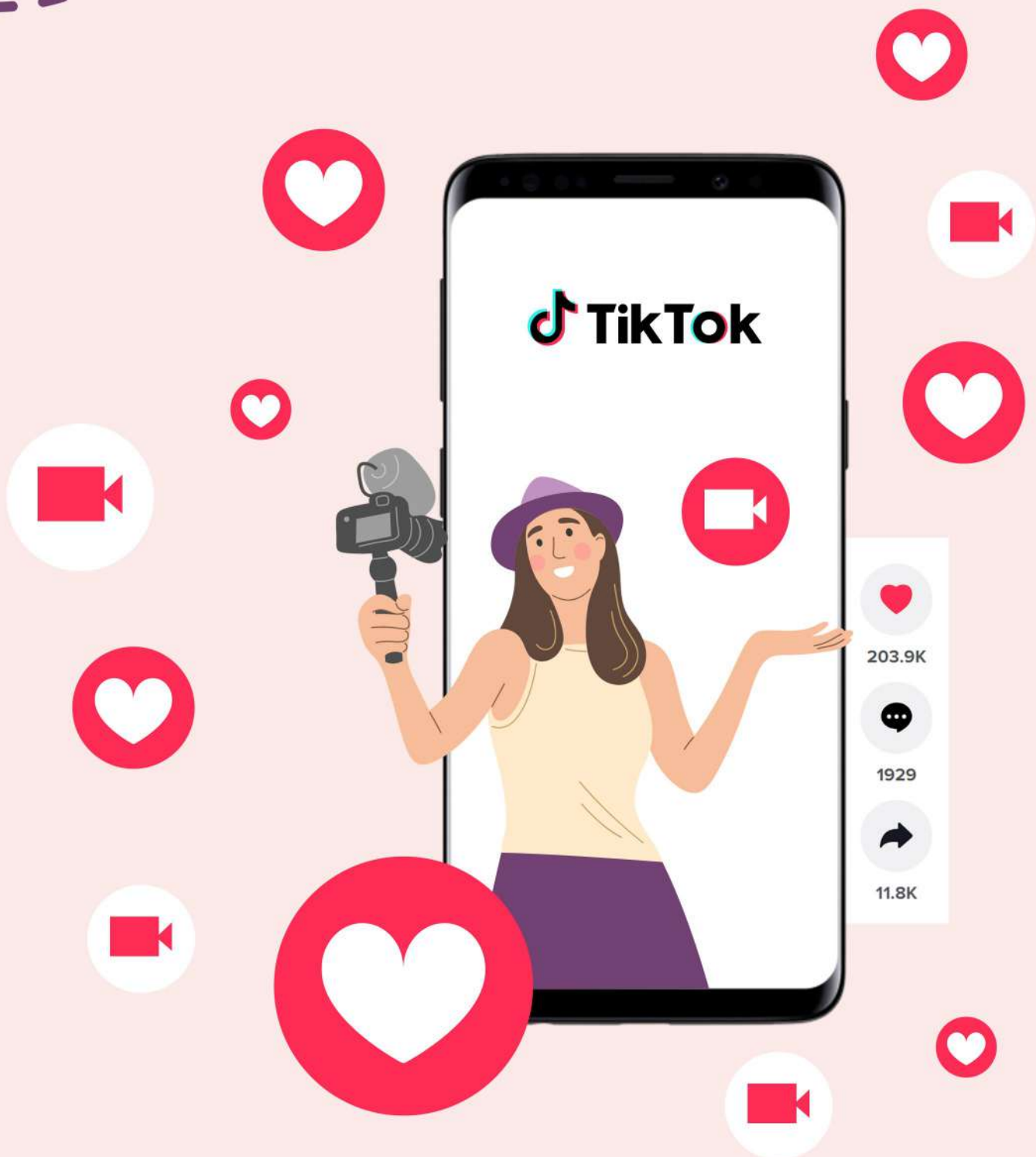
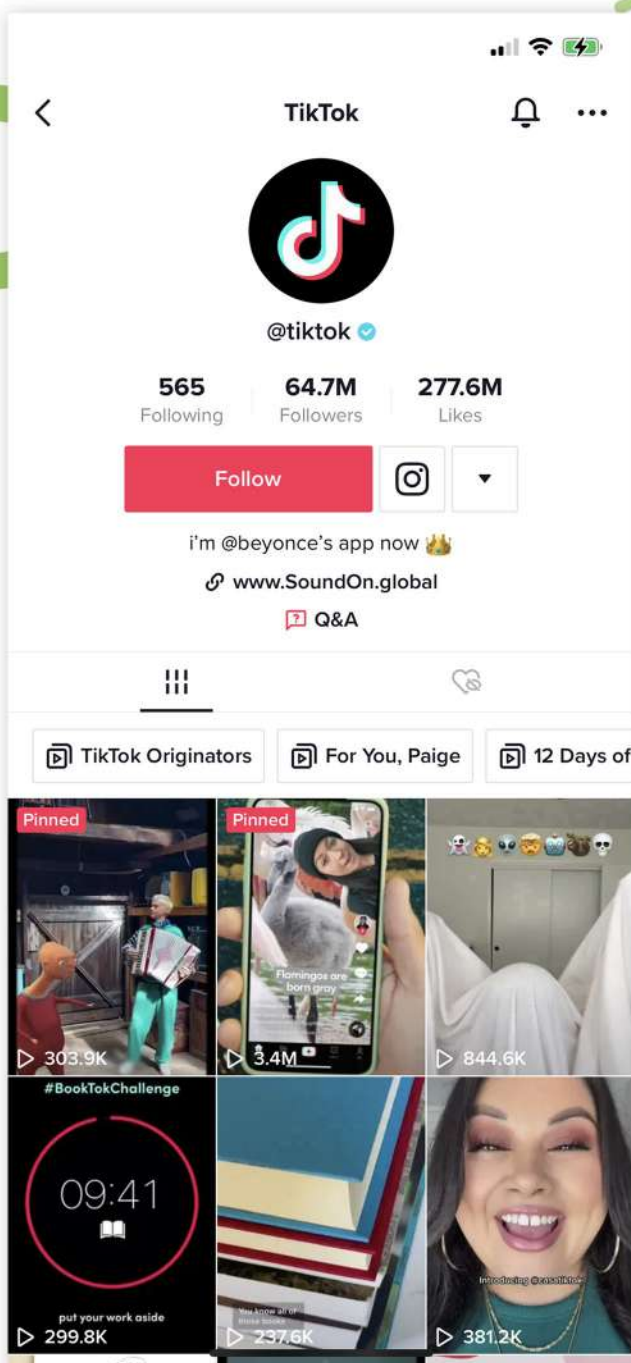




THE ULTIMATE GUIDE TO TIKTOK



What is TikTok?



TikTok has become the platform of choice to create and share engaging video content. The Cloudflare network ranked it as the most popular website of 2021, surpassing even Google.

Although the maximum post length is 3 minutes, the site is famous for ultra-short pranks and jokes that last under 1 minute. This makes it great for visual tips and hacks too such as how to cook, do DIY or apply make-up.

The great thing about TikTok is that almost anything goes and the audience potential is huge.

TikTok for Business

TikTok's focus is primarily individual users but it's straightforward to sign up and create a business account. First, set up a personal account with an email or by using an existing Google, Facebook, Apple or Twitter account. Then, switch your personal account to a business account.

Instructions on the app...

1

Once you've signed up, go to your profile and then the menu icon in the top right.



Home



Friends



Inbox



Profile

2

Select Settings and Privacy



Creator tools



Settings and privacy

3

Select Manage Account



Settings and privacy

ACCOUNT



Manage account



Privacy



Security and login




Balance

4


Under Account Control,
select 'Switch to
Business Account'

< **Manage account**

Account information

Phone number  >

Email >


Date of birth  >

Password >

Account control

Switch to Business Account >

Delete account >



5

Choose a Business
Category

Choose a category

Select the category that best describes your account. This category won't be displayed publicly.

Art & Crafts ☐

Automotive & Transportation ☐

Baby ☒

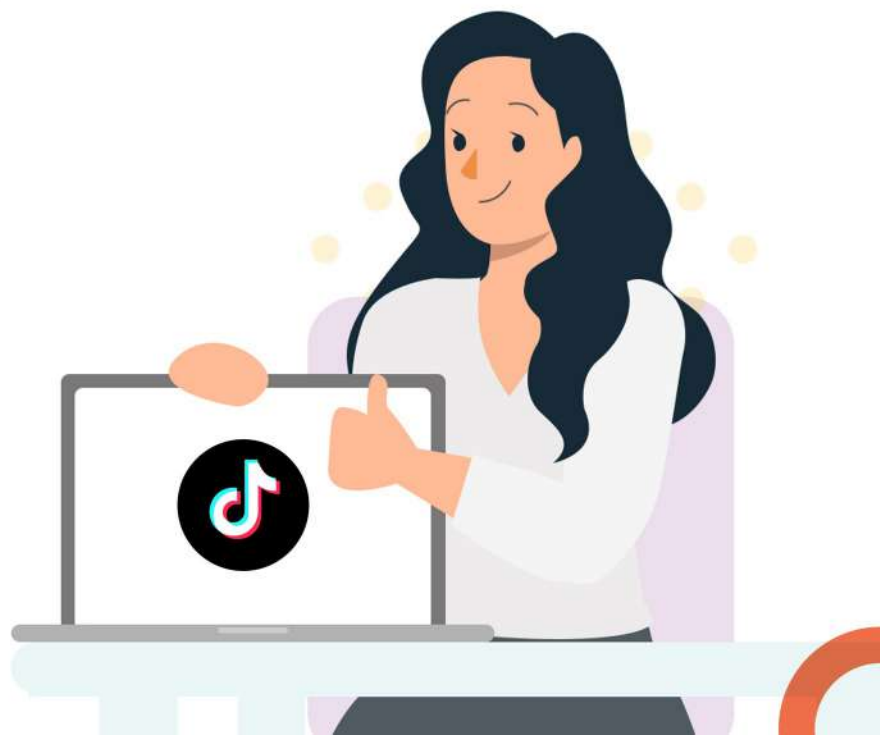
Beauty ☐

Clothing & Accessories ☐



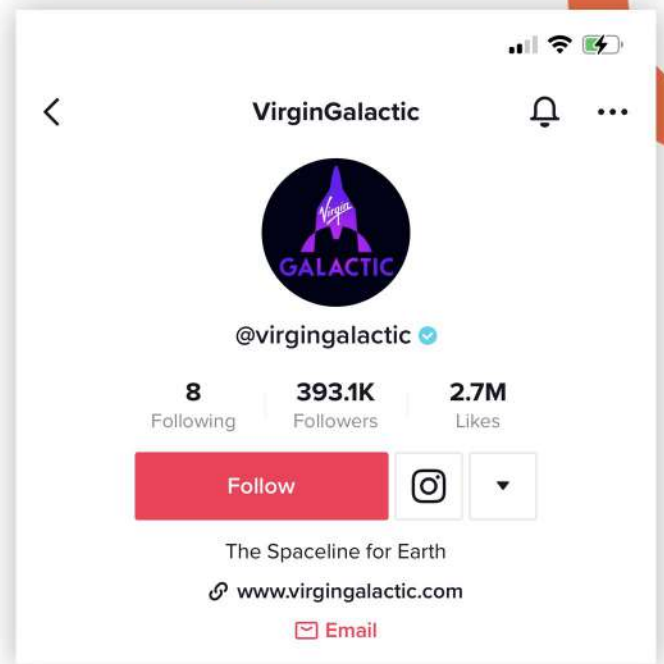
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You'll then be prompted to
edit your profile



You can include a corporate image and video (no more than 6 seconds) as part of your header. It's worth taking the time to create something professional that supports your brand. You can add a short bio, contact details and links to your other social media accounts too. Given the platform's video-centric nature, it's best to keep your profile information snappy.

Then, you're ready to dive in.



1

Start with a hello post. Introduce your business to the community!

2

Start following similar, trending and interesting accounts.

3

Like and comment on others' relevant videos. Generally, the more carefully you select accounts, the more clarity your stream of content, or For You Page, will have

4

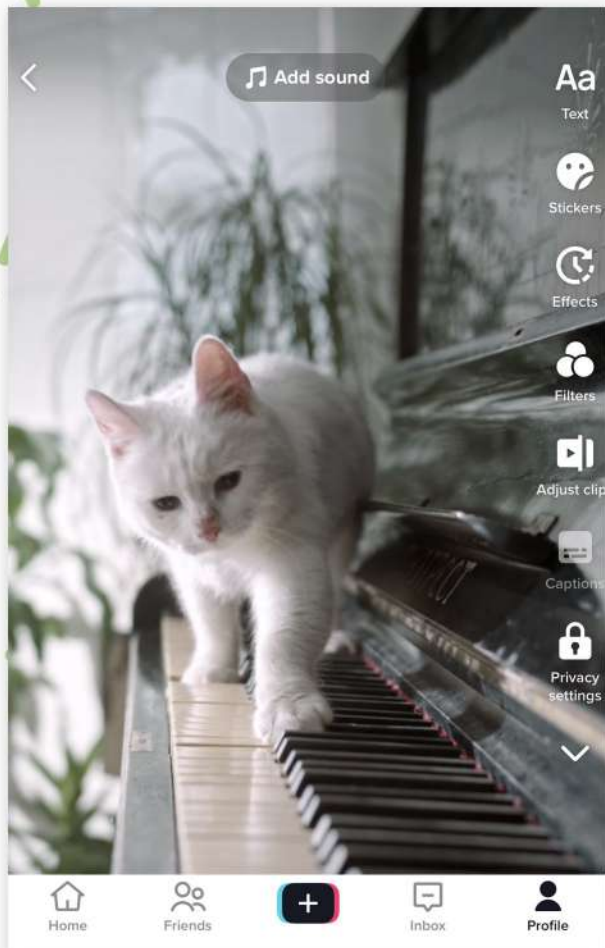
Remember to stick to business. If any platform is designed to distract you, it's TikTok.

Content Creation

TikTok is such a unique platform, the benefit of recycling or reformatting existing videos, from your Youtube channel, for example, may be limited. It's best to shoot new content, specific for TikTok and learn by doing.

Here are our top tips for creating content:

- Use your phone, in portrait mode, to shoot video via the app.
- Choose a trending template or upload your own photos as background images



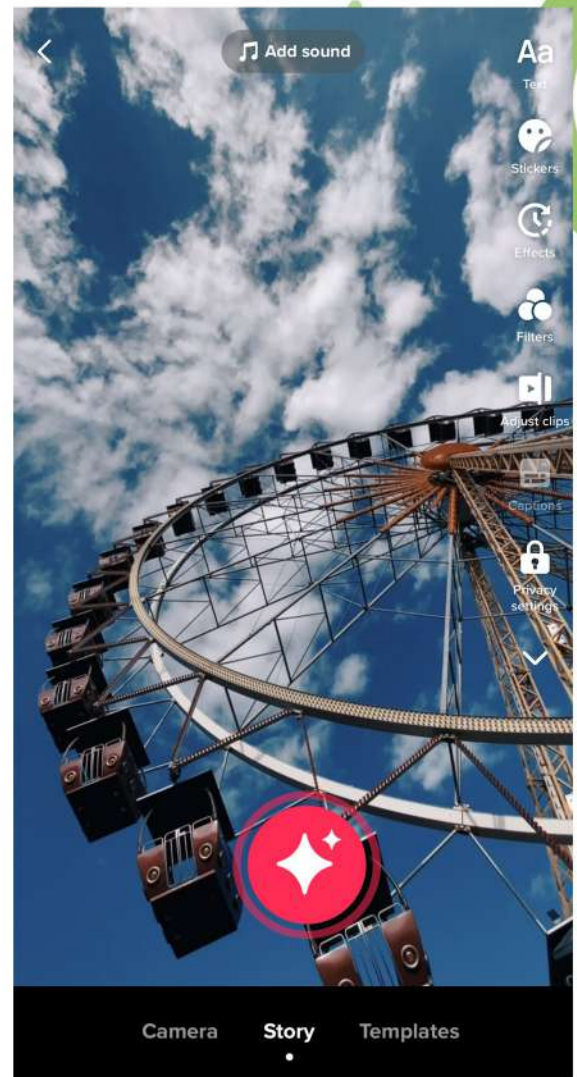
- Explore and utilise TikTok's inbuilt editing, effects and filter features to create clever and quality content
- Use trending music and voice clips (you can select approved SFX and music from the app)
- Use onscreen text or captions to make your content easier to consume and more searchable

To create content, go to your feed or profile and tap on the big + button.

TikTok Stories

TikTok stories work in a similar way to Instagram stories in that they only exist for 24hrs, and you can find them by tapping on a user's profile picture. If someone has posted a story, their account will have a light blue circle surrounding their profile photo.

However, TikTok stories differ from other social media platforms in that they also appear on the For You Page/your feed like regular TikTok videos. Users can also respond to stories and leave public comments.



Trends and Hashtags

Predicting which TikTok content is going to be a hit is a challenge. Its algorithm is designed to create unlikely stars, unexpected trends and unusual content.

You can jump on a particular bandwagon but trends change rapidly, so you need to be flexible and responsive in your approach.

TikTok users' For You Pages are unique to them and this decentralised approach is continuously updated.

Like other platforms, users tag content with **#hashtags** to make it searchable. Hashtags are a great way to understand what is trending and, by adopting them, provide a great way for you to get seen. General hashtags such as **#tiktok**, **#foryoupage** (or **#fyp**), **#funnyvideos** and **#duet**, for example, get trillions of hits. With a bit of searching, you can find good hashtags.

As hashtags on Instagram work in the same way as TikTok, you could look there for clues. TikTok's Discover tab also shows popular and trending hashtags that you can use, should they be relevant.

Content Ideas

Once you've found an audience, some types of TikTok content have a proven track record of success.

The Familiar

TikTok users tune into people, places, products and situations that feel familiar to them. By staying consistent, you can help keep your audience engaged.





Early Action

With everyone's attention spans dwindling, videos that have a hook or reveal in the first 5 seconds will perform better than those that tease too long.

Laughter

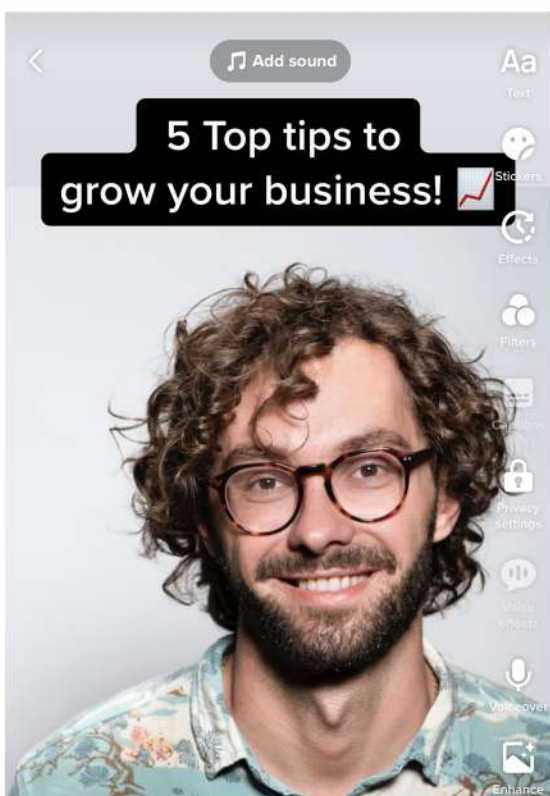
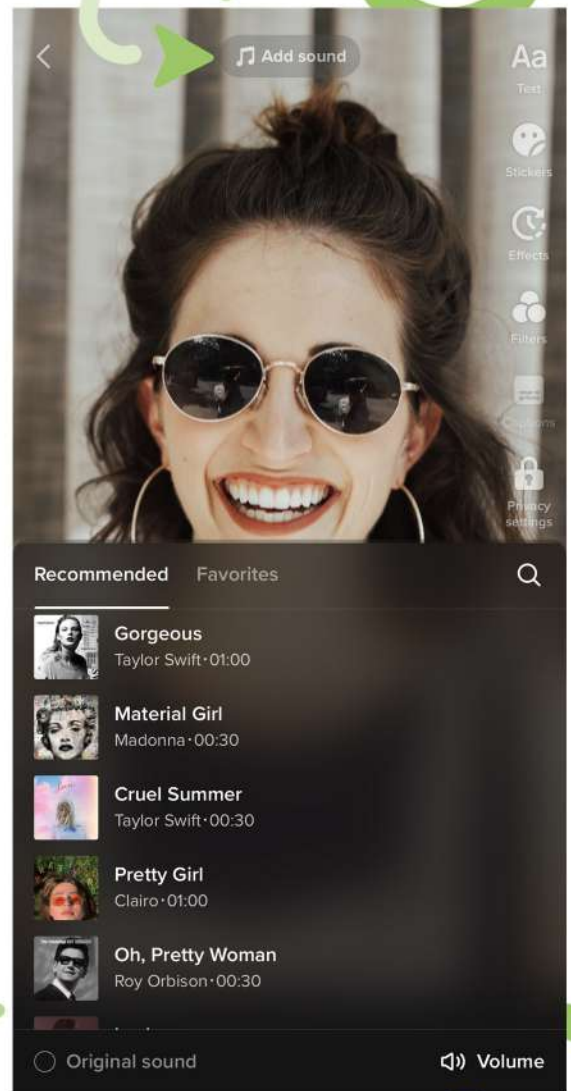
Almost all TikTok stars have an element of humour to their videos, especially if it's something your target audience will find funny or identify with. The short form and pace of the site lend themselves well to a quick 'punchline'. Given the video format, physical humour that doesn't rely on language is best.



Relevant Audio

Audio choices are key to a successful video. Try and use audio that matches your brand but definitely experiment with trending audio.

You can quickly select audio from TikTok's library by clicking 'add sound' in the app screen once you've completed filming. Visit the TikTok Creative Center website to find TikTok updates and discover what's trending.



Tip Videos

As a business owner, your product or service may solve a multitude of problems for your target customer.

You could create a short "tip video". This is a great way to position yourself as an expert in your field. Use on-screen text.



Behind-the-Scenes Videos

Behind-the-scenes videos can come in many different forms. One of the most popular formats for a behind-the-scenes video is showing a product or service being made or packaged. These are often visually appealing and are paired with trending audio.

Workplace Tours

Should you have a physical office, shop or workshop, try giving TikTok users a short tour of the premises. What better way to fully invite users to engage with you?

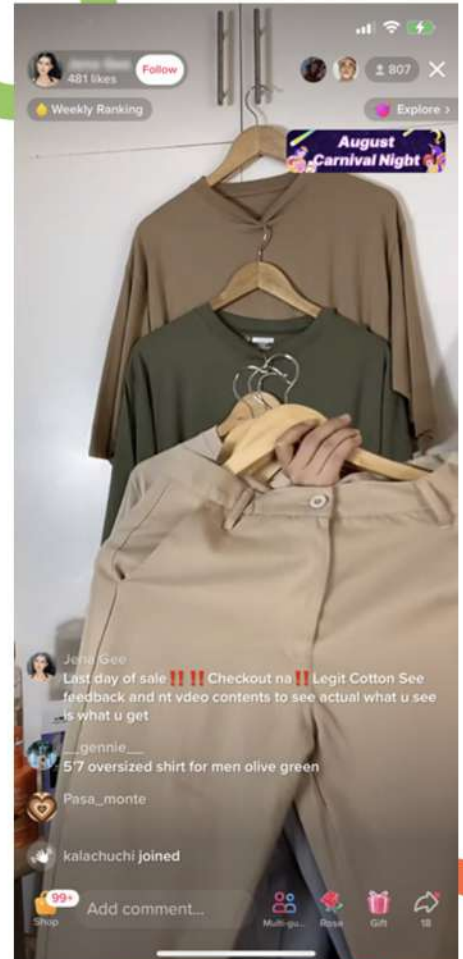
Meet The Team Videos

You could always use TikTok as a way to show your audience who's running the show, and bring them into the spotlight. People engage with people and often love seeing the faces behind the brand.

TikTok Live

TikTok allows users with over 1,000 followers to go live. Once you've reached this milestone, a live option will appear after you've clicked the new video + button. This won't then record your video, it will broadcast it live on the platform direct from your phone.

It's a quick and easy way to get noticed, interact with users, respond to comments and answer questions.

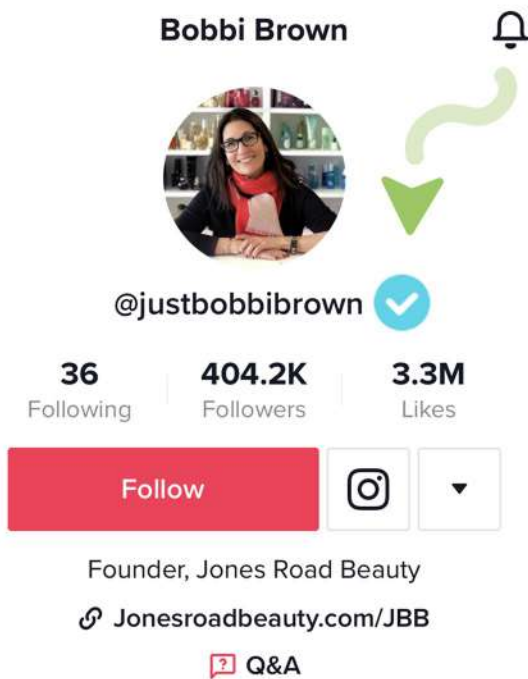


Influencers

The term 'influencer' has come to mean accounts with large followings that can help to drive traffic to your professional profile.

This is sometimes through a commercial arrangement and for a fee. In other cases, it might be in return for free products or services. While it is already common across much of Instagram, the use of influencers is growing on TikTok.

Seen as controversial by some, it needs to be carefully considered as commercialising relationships might be seen as working against the spirit of the platform.

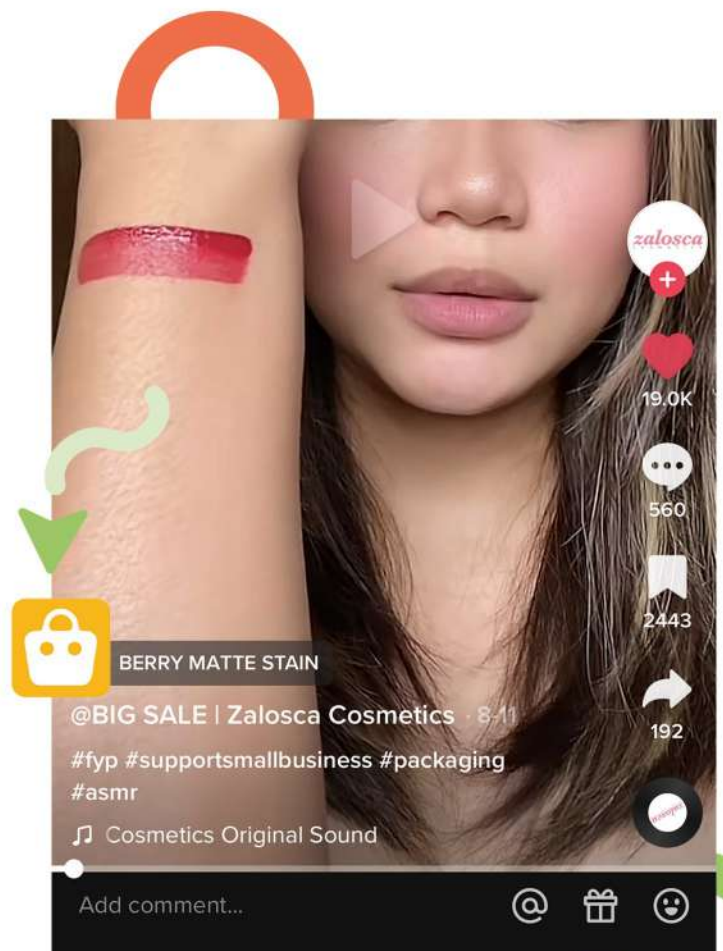


Verified Badges

Identity is generally not tightly policed on TikTok. Many people use aliases and nicknames. To protect users from deception, notable accounts including celebrities have a blue tick next to their profile name. This indicates they have undertaken steps to verify their identity. You can apply for your account to be verified too if you feel you have a presence that might attract copies, parodies or fraudulent accounts.

TikTok Shopping

In 2021, TikTok piloted TikTok Shopping amongst certain UK & US accounts. This is an exciting development for anyone who has an e-commerce store with relevant products as it enables you to use the app to create video ads, track results and manage your orders all from within Shopify. Clicking straight from a video to a purchase point is a huge opportunity and could help your small business sell more online.



TikTok Ads

TikTok is a free service to end-users, funded by a sophisticated network of advertising. It promises the largest global audience of all the platforms with 75 languages and 150 regions. 25% of these users are only on TikTok. If you think your products and services fit with TikTok's video content, you might benefit from paid TikTok Ads.

You can use its Ad Manager tools to choose your audience. You only pay for clicks within a set budget so it can prove cost-effective, especially if you want to gain a large audience quickly.



Summary

TikTok's content has come to dominate young people's attention on social media. The videos and audio that trend on TikTok not only influence the user-generated content on similar platforms, but the marketing strategies of huge brands.

Combining visuals and audio is the most immediate way to share messages, emotionally connect with people, and capture an audience's attention. Crucially, the fact that TikTok videos take up 100% of users' phone screens, means it is an immediate immersive experience that has proved incredibly popular.

As a platform, it is difficult to beat in terms of growth. Only starting in 2017, it reached 1.2 billion users by the end of 2021. It is expected to reach 1.8 billion by the end of 2022. It won't be a good fit for every business but it's definitely worth seeing if you can create on-brand, popular content via TikTok because if successful, it could really take off.

