**ANALYSIS OF A TIKTOK FOOD CONTENT COMPANY.**

**INTRODUCTION**

In this project, I will be giving a detailed analysis on how to improve the TikTok account ‘2unnaa’ which is a Food content account. My analysis will be on why some videos got more views than the others,how to get more views and followers,target audience etc

**ANALYSIS/INSIGHTS OF VIDEOS WITH THE MOST VIEWS.**

The first video I would like to start my analysis on is the Lentil Soup video . The Lentil soup which originated from the Middle East is well known among Arabs. Hence, the video appealed more to Arab people. From the comments,it is evident that a lot of people from the Arab world enjoyed watching because they could relate well with the type of Arabic you spoke and also the type of food since it’s a popular food in the Arab world. They also loved the fact that it was done with the woman and how you related with her. There were comments like ‘This is me and my mom’ so the video also gave them a feeling of nostalgia.

Another thing I noticed is the use of big pots and cooking in large quantity. Videos like that get a lot of views because it’s fascinating,visually appealing and a lot of people are used to cooking in small quantity,to some,it reminded them of their childhood,some are curious to know how it’s like to make such food in large quantity and how it eventually turns out.

With regards to the other videos where there are comparisons between companies like KFC v McDonalds, Kripsy Kreme Doughnuts v Dunkin Donuts etc in my opinion, they got more views because they are popular brands . Since you used the hashtag ‘Kuwait’ in most of your videos I am assuming your target audience is the Kuwait people but unlike the lentil videos these comparison videos got watched also by people from English speaking countries too because the brands are well known everywhere in the world hence the videos got more views. Videos like these get views a lot because people patronize these brands so they want to also share their experience,they are curious to see the similarities between both products and some are just entertained by the commentary.

From the statistics I was given on the most viewed videos, I discovered that people within the ages of 18-34 are your target audience which is reasonable because youths use TikTok than adults. Also, People from Saudi Arabia and Kuwait are the two consistent countries where you have more viewers. The reason is not far fetched as the language and hashtags are in tandem with these countries.

Also the statistics shows that the average time watched for the comparison videos are between 25-27seconds while they might enjoy your content,the viewers also have a short span. The lentil video got more of their time as the average watch time was 44.2seconds, like I said earlier people are always curious to know how cooking videos like that eventually turn out so they likely watch till the end.

With respect to the videos with lesser views, I realized some loopholes like similar/repetitive content which will be further discussed below and ways to prevent this .

**INSIGHTS & RECOMMENDATIONS ON HOW TO GET MORE VIEWS AND FOLLOWERS.**

**The following are detailed key points as to how to reach the above goal:**

1. **AUDIENCE**: From the videos, it is evident that your target audience are Arabs particularly the people of Kuwait . According to the statistics provided, Saudi Arabia is the country where you have more viewers and very likely whom your followers consist of . Therefore if you want your target audience to just be Arabs then you also have to consider making content that will be appealing to the other Arab countries. The use of Hashtags are very important in reaching a large audience. I figured that you already make use of hashtags but it can be improved on. Some of the videos you made on brand comparison were tagged with hashtags like ‘food’, “cook” etc but you know what will make your videos reach a wider audience ? It’s when you use hashtags of the brands itself like “Kfc”, “McDonald’s” etc . These are popular brands so using the hashtags will get more people to view your content. Sometimes hashtags that are not relevant to your content can also be used or trending hashtags. As annoying as it may seem to a viewer , if the viewer stumbles on your content and resonates with it,you might just earn a new follower. More of these(Content ideas to reach target audience) will be discussed exhaustively in the next key point.

However,while it’s reasonable that your target audience are Arabs as it fits your content strategy. I would recommend that you should be mindful of limiting your potential reach and avoid monotony by incorporating diversity in your content from time to time. In some of the videos,some viewers complained about not understanding in English . A particular viewer stated “McDonald’s or Burger King and plz would you make a video in English plz I don’t understand Arabic” there are so many others out there like this person that didn’t even comment but just scrolled past and you have denied them the opportunity of enjoying your content . I will advise that you try to make some videos in English or better still there should be consistency in the subtitles in English . According to Statista.com, the country with the largest number of TikTok users is United States. Imagine a person from the US searches for food reviews or mukbang or something and sees your video but cannot resonate with it due to unavailability of subtitle. Which is why it’s good to be versatile in order to reach a larger audience.

1. **TWEAKING VIDEOS/CONTENT IDEAS :**In the job description,you stated that you want me to help you understand how to repeat the process of how some of the videos had million(s) views and how to help improve . It should be noted that in the process of trying to replicate a similar video that had lots of views one can end up being repetitive about it and this is one of issues that lead to getting lesser views. The reason is because TikTok’s Algorithm prioritizes new and unique content over repeated/content and some of your followers may have already seen similar content and are now seeking something new and different. This is why video captions are necessary .A captivating caption can attract viewers. For instance, let’s assume I just watched a particular video that has to do with comparing KFC to another brand and when I’m done I see another video (didn’t click on it) that has just the creator holding kfc packages ,I might not be that curious to know what it’s about since I just watched one but if it was with a captivating caption like “I got all these from KFC for 10dollars” I would want to click on the video and watch as I will be curious to know more about it.

-With respect to your recipe videos,since your target audience is the Arabs, I suggest that you upload content your audience can easily relate with; probably a popular food in the Arab world and if possible simple home recipe of popular brands. For instance if you make a video preparing burger similar to KFC’s people will be curious to watch something like that.

- Videos on the price tag or price differences of a popular brand e.g ‘How a 10dollar burger from kfc tastes v a 15dollar burger from McDonalds” will appeal to people as people love anything that can make them spend less especially when it’s quality.

- Videos of trying different food from different countries can also help your account reach a wider audience. The reason is because people from different countries are curious to know what others think about their food so it will garner more views.

-With regards to “A day in my life videos” I would suggest that since the account is strictly for food content then it should just be on that and less of other things,you can tweak videos like this by making videos like “Eating breakfast,lunch and dinner at McDonald’s with 30dollars😱” etc

-Food challenges with a reward for the winner : People love competition so they would want to know how a person was able to eat it all at once(let’s assume it’s a video on a large quantity of food) and who won.

This can be done once in a while to encourage a healthy lifestyle.

1. Collaboration with other TikTok creators in your niche can also help reach a wider audience.
2. Engaging your followers in the comment section and responding to their feedbacks and comments can create a bond and build a loyal following.
3. **Trends**: Keywords and hashtags would help to optimize your content for discoverability and increase your reach. Also you can make use of popular music or sounds trending on the platform to grab user’s attention. You can also participate in duet of viral food content like trying a recipe that a popular food content creator has tried.
4. **Duration**: TikTok users have a short span, they want to quickly move on to the next video.From the statistics I was given, the average watch time from the most viewed videos is 32seconds, so it is advisable that your videos are 15-60seconds long and when making recipe videos,they should be easy to follow.
5. **Timing:** It’s very important to know what time of the day your followers are active. In my opinion, most people are always at work or school during the day so evenings are the perfect time to post videos because that’s when they want to relax and be entertained. Also the day a video is posted can help with visibility. For instance during festive periods e.g Thanksgiving where roasted turkey is prepared in most homes of the countries that celebrates thanksgiving , posting a video on how you made turkey for thanksgiving will reach a wider audience because people are searching during that period to also make something similar so you can view this with respect to festive periods in Arab countries.

CONCLUSION

In this analysis, I stated the likely reasons why the viral videos got more views and gave detailed points on how to improve on getting more views and followers ,I also gave a few content ideas that can help with reaching a wider audience. Thank you for choosing me to work on this project!

I would love if you take some of these recommendations I have given into consideration and I wish you success in your future endeavors and I’m certain that these suggestions would help the brand to achieve its goals and reach its full potential.

**Gracias!**