TikTok for Business

The attraction of TikTok for businesses is the sheer number of active users on the platform. It’s still unclear exactly how the algorithm works but it seems to be much easier for your video content to go viral on TikTok than on other social media platforms. If your business is ready to try TikTok, here are four types of content to get you started.

1. Create Your Own Content on TikTok

Even if your brand isn’t well-known, you can still effectively use TikTok for marketing. It all starts with planning great content and using the following best practices.

Be authentic: Most social media users don’t have access to expensive camera equipment or production budgets. They create content with their phones and their time, which is authentic to who they are. Take the same approach with your own content. By revealing your brand’s true personality, users will feel connected to you and relate to you, which builds trust.

Use the two magic ingredients: The two ingredients that generally lead to TikTok content going viral are pets and children. Because the platform’s demographic is younger, there is more interest in watching humorous and entertaining videos with children and animals. If your office has a mascot or office pet, include it in your content. And consider having one of your team member’s kids teach you a hashtag challenge dance and film it.

1. Create and Share User-Generated Content on TikTok

While TikTok’s nature is fun, playful, and casual, it takes some real thought and creativity to produce content that delivers on that premise. Brands especially need to plan their content to get the best return on their efforts.

Nike has taken an interesting approach to TikTok. Rather than posting public video content of their own, they’re cashing in on user-generated content (UGC). Search the hashtag #nike to see the real marketing magic. More than 929 million users have viewed the hashtag and millions of TikTok posts include it. As you scroll down, you’ll see videos and GIFs of users wearing their Nikes, painting their Nikes, dancing in their Nikes, and more. This UGC is free advertising for the brand.

1. Advertise on TikTok

Like other social media platforms, TikTok is moving toward a future where brands can pay to have their ads shown to users. The following are four ways TikTok allows you to pay for ads from within the app.

Brand takeovers: These ads appear in the user’s feed before they see any other user content. They’re linkable to the advertiser’s landing page and are exclusive to different categories. Basically, only one ad can show in that slot for the specific category per day.

Native ads: These video ads play between user content. They can be between 9 and 15 seconds long and include buttons. However, users can skip or scroll past these ads.

Sponsored hashtag challenges: Hashtag challenges are a big deal on TikTok. When there’s a new challenge on the Discover page, millions of users can see it and join in. Your business can pay to sponsor a hashtag challenge and obtain a custom banner across the Discover page. When users tap it, they’re taken to videos that your team creates explaining and demonstrating the challenge, all while promoting your brand.

1. Develop Influencer-Created Content on TikTok

Like Instagram, Facebook, and YouTube, your brand can use influencer marketing to expand your reach. Influencers on TikTok have varying numbers of followers, and therefore, varying degrees of influence. Generally, the more followers an influencer has, the more expensive they are to work with.

You’ve seen how successful influencer marketing is on other social platforms, and TikTok is no different. Like other influential platforms, you need to be smart about the contracts you propose and sign, and which influencers you work with.

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