



Modern
Marketing
Academy

***TIPS AND TRICKS
FOR TIKTOK***





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BEST TYPES OF CONTENT ON TIKTOK

- **VLOGS**
- **STORYTELLING**
- **TIPS AND TRICKS**
- **FUNNY VIDEOS**
- **EDITED VIDEOS WITH TECHNIQUES**





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TIPS AND TRICKS

FOR REACH

Analytics:

- **Who are my audience?**
- **Active Hours of Followers**

Continuity

- **Posting 3 times a day**
- **Posting once daily with a break after 3 weeks**





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TIPS AND TRICKS

FOR REACH

Sounds:

- **Trending Sounds**
- **Original Sounds**



Captions:

- **Always use related captions to what is going on in the video and hashtags**





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TIPS AND TRICKS

VIDEO SHOOTING

High Quality
Camera

Moving the
Camera

Use the Lighting
of Sun
(in case you don't have good
lightning)

If you have an
iphone
1080 in 60s

Use different
angles and shots

CAPCUT





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DO NOT

Do not delete a video with low-traffic

Do not post a video from another account

Do not replicate your Instagram content

Don't overdo it with filters and effects.

Don't solely make long videos.





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THANK YOU!

