



# Overview of WSQ

- WSQ is national continuing education and training system that enable the workforce to obtain formal qualifications.
- It comprises a qualifications framework to recognise skills training, including Employability Skills, and a set of industry-specific competency units.
- It also assures quality training delivery and assessment.

- The competency unit for these skills were developed into modules.
- An individual who completes a module (known as competency unit) will get a Statement of Attainment (SOA).
- If an individual completes the required number of modules at the various levels, he/she will be awarded a WSQ Qualification.

# Competency Unit Introduction

- This Competency Unit specifies the skills and knowledge required by people to operate in the areas of business management in a WSQ Level 4 position.

# Learners are assumed to

- Learners are expected to have any of the following language requirements.

Minimum WSQ Workplace Literacy (WPL) Level 5 for reading, Writing, Listening & Speaking.

OR

- At least GCE 'N' Level Pass in English.

# Unit Purpose

- This Competency Unit enables an individual to acquire the skills and knowledge to implement change.
- This Competency Unit, together with other elective units, are tailored to provide the skill and knowledge outcomes required by team leaders, supervisory staff and assistant managers.

# Learning Outcomes

- Learners will be able to develop and inbound marketing strategy driving customer-centric culture on TikTok.
- Learners will be able to manage content and implement a viral content marketing strategy on TikTok.
- Learners will be able to grow organic followers, convert leads to customers and evaluate TikTok inbound marketing strategy.

# Competency Unit Delivery Guide

Section	Subject	Training Duration Guide
One	Get Started with TikTok Marketing Strategy	7 hrs
Two	Create and Manage TikTok Content	8 hrs
Three	Monetizing TikTok	7 hrs
Total Training Delivery Hour		22 hrs



# Competency Unit Assessment

Competency Element	Assessment Element
K1: Organisation's inbound marketing strategies. K2: Organisation's overall marketing strategy. K4: Organisation-wide policies and guidelines related to inbound marketing strategies. A1: Translate inbound marketing strategy into inbound marketing implementation plans. A2: Drive a customer-centric information sharing and value-creation culture within the organization.	WA, PP
K5: Content creation and curation guidelines. K6: Practices related to inbound marketing strategy implementation. K8: Processes involved in content creation and curation across channels and media platforms. A3: Recommend areas for improvement for a robust inbound marketing strategy implementation. A4: Manage the content creation and curation processes across channels and media platforms.	WA, PP
K3: Customer decision journey mapping. K7: Processes involved in converting prospects into leads. K9: Criteria for evaluating effectiveness of inbound marketing strategy implementation. A5: Lead customers through the customer decision processes. A6: Monitor and review organisation's inbound marketing strategy implementation and effectiveness in generating leads and conversions.	WA, PP

# Competency Unit Assessment

Assessment Methods	Assessor to Candidate Ratio	Duration
Written Assessment	1:3 to 1:20	1 hour
Practical Performance	1:3 to 1:20	1 hours
Assessment Hours per Candidate		2 hours

# Topics

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## Topic 1 Get Started with TikTok Marketing Strategy

- TikTok marketing strategies and understand how TikTok works (K1, K2).
- TikTok inbound marketing implementation plan and setup your TikTok accounts (A1).
- Driving a customer-centric and value-creation culture on TikTok (A2, K4).

# Topics

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## Topic 2 Create and Manage TikTok Content

- TikTok interface and features (A4).
- Developing a viral content strategy (A3, K8).
- Understanding TikTok algorithm (K5).
- Creative best practices.

# Topics

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## Topic 3 Monetizing TikTok

- How to set up TikTok advertisement for lead generation (A5).
- Types of advertisements – driving customer decision journey (K3).
- How to monitor the advertisement performance (K7).
- Evaluate the effectiveness of TikTok marketing strategy (K9, A6).

# Lesson Plan

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## Day 1

- LU1 Get Started to Create Web Content (4 hrs).
- LU2 Edit Web Content (4 hrs).

## Day 2

- LU3 Improve User Experience (5.5 hrs).
- Assessment (2.5 hrs).

# Assessment

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- Written Assessment (Q&A) (1 hr).
- Practical Performance Test (1hr).

# Topic 1

## Get Started with TikTok Marketing Strategy



# Introduction to TikTok - Understanding TikTok's unique landscape

- ★ TikTok is currently the fastest growing social media platform in the world
  - 2 Billion downloads
  - 600-800 million monthly active users
  - 5-10% engagement rate
  - Average daily uses - 6 times

# Introduction to TikTok - Understanding TikTok's unique landscape

- ★ TikTok algorithm is very different than Instagram's
  - On instagram, your posts are displayed mostly to your followers.
  - On Tiktok, posts are displayed to a small group of users, and if they like it, it will be displayed to more and more people.

# Introduction to TikTok - Understanding TikTok's unique landscape

- ★ Multiple ways of making money on TikTok

- If you have more than 1000 followers, you can do livestreams and collect money from followers.
- Do brand deals at the official TikTok Creator Marketplace.
- Run profitable ads.

- ★ TikTok is the biggest marketing opportunity right now for businesses

# Demographics and user behavior on TikTok

## Age Range

Ages 50+

11.0%

Ages 40-49

20.2%

Ages 30-39

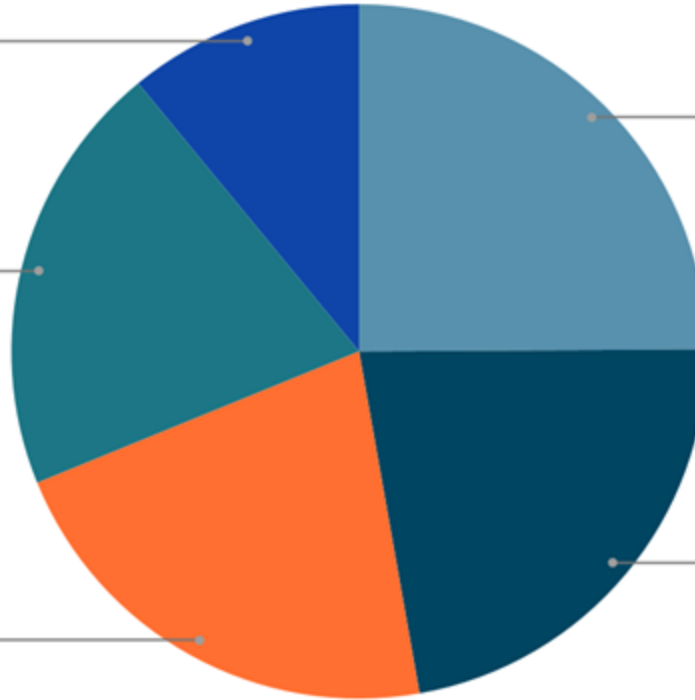
21.6%

Ages 10-19

24.9%

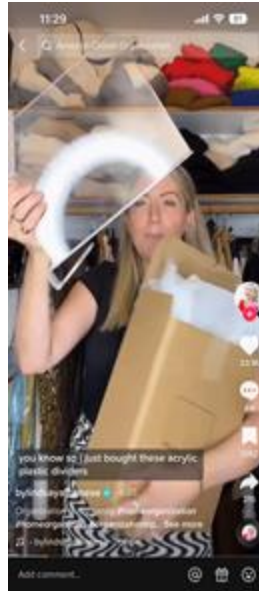
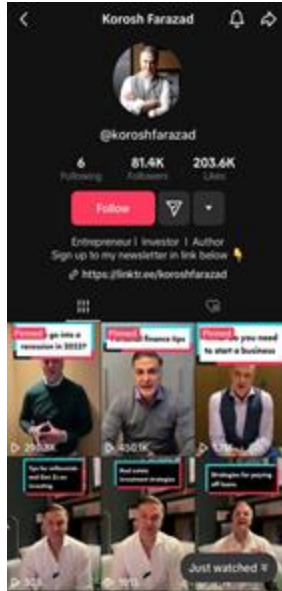
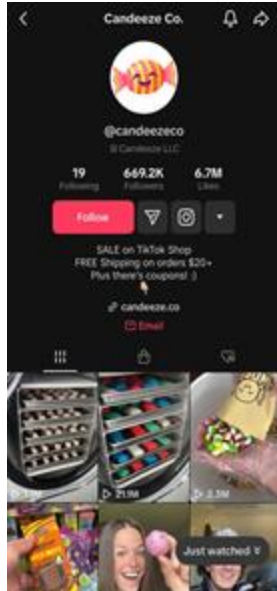
Ages 20-29

22.3%



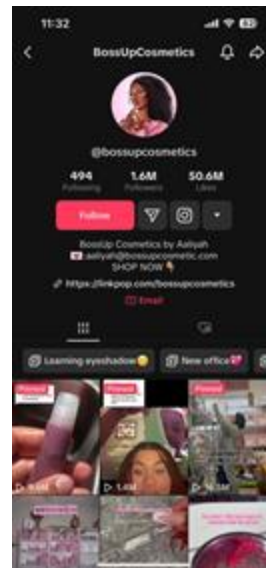
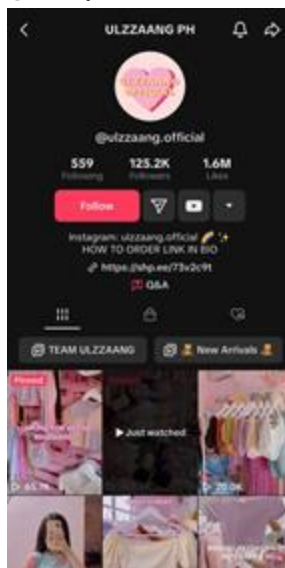
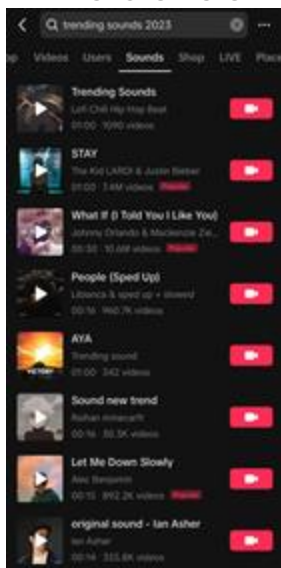
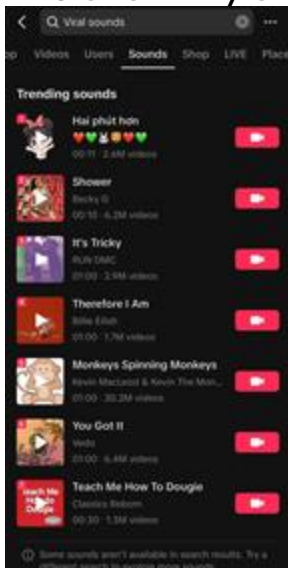
# TikTok Marketing Strategies

- Post 3-5 times a day
- Grab the audience's interest within the initial 1-2 seconds.
- Follow trends



# TikTok Marketing Strategies

- Incorporate textual overlays to elaborate on the video content or offer extra details.
- Leverage currently trending or widely popular music in your video content.



# Using TikTok for branding and community engagement

- Engage in "duet" or "reaction" videos to foster interaction.
- Join in official TikTok challenges to boost visibility.



# Using TikTok for branding and community engagement

- Bring humor and originality into your content, or deliver value to your followers.



Office humour



Newspaper Company



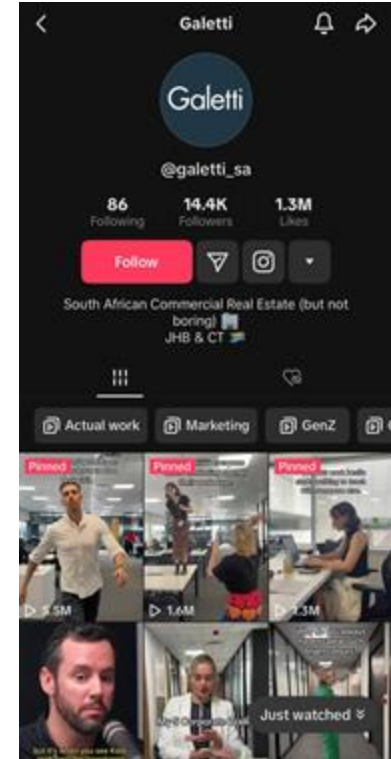
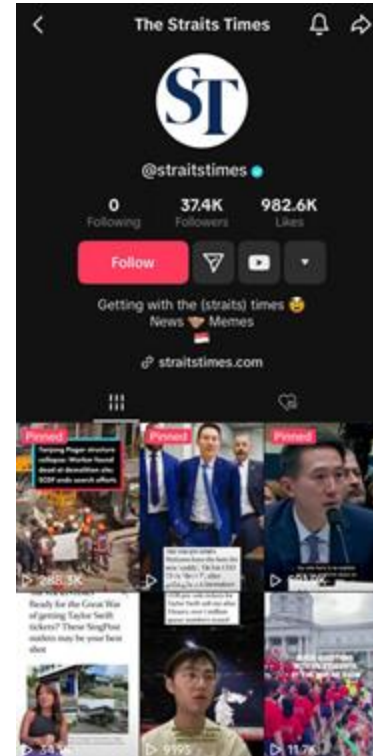
Real Estate Agent





# Using TikTok for branding and community engagement

- Study successful creators within your sector and analyze their high-performing content.

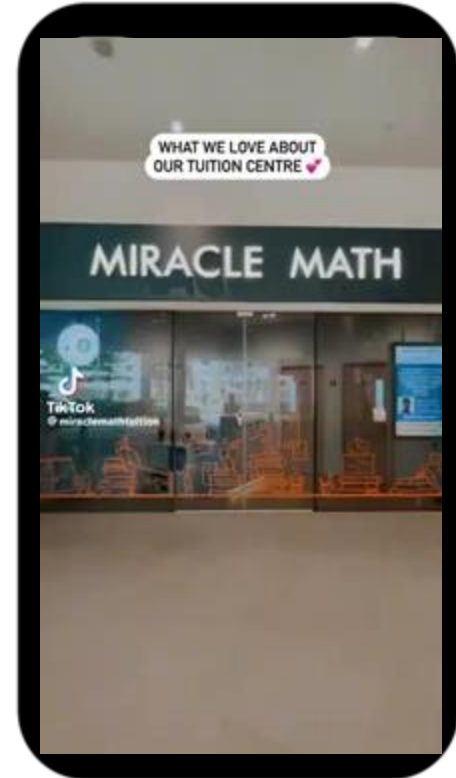


# Using TikTok for branding and community engagement

- Develop non-verbal videos or ones without spoken language to augment your potential for global virality.



Make-Up Company



Tuition Centre

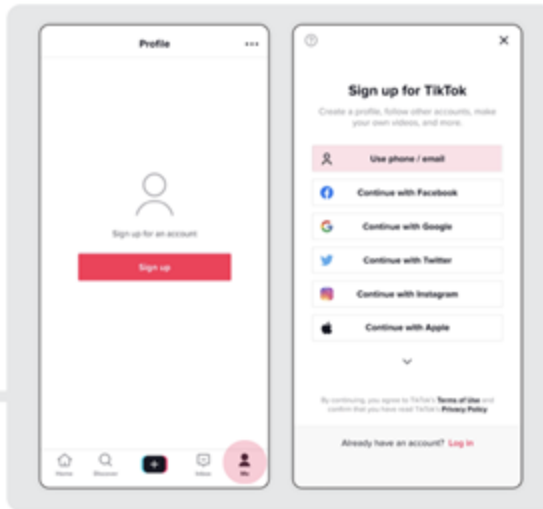


# TikTok Inbound Marketing Implementation Plan and Set Up Your TikTok Accounts

# TikTok Business Account Set-up

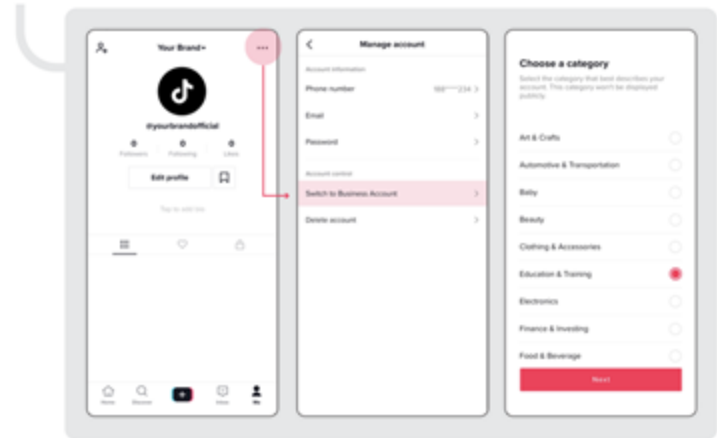
## 1. Get on TikTok

Download the TikTok app from the Apple App Store or Google Play store. Once the app is installed on your phone, tap to open it. Tap "Me" in the bottom menu bar, then click "Sign Up" to register with your phone number, email address or a registered social media account.

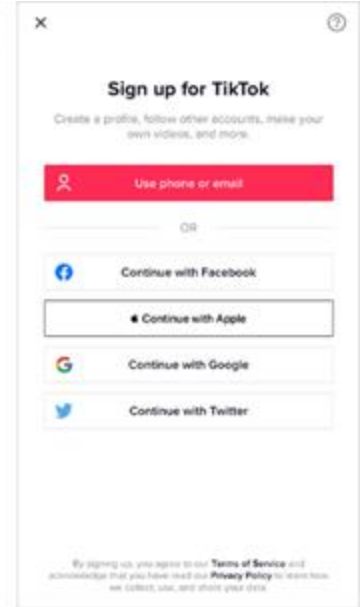
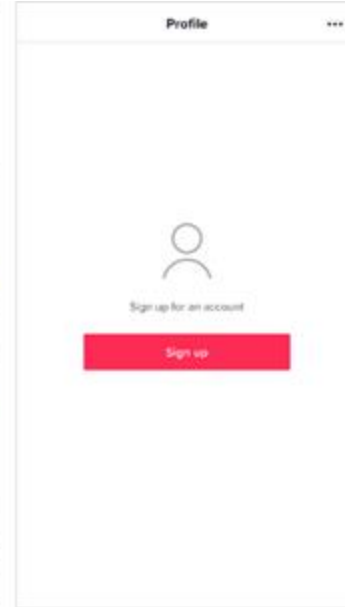
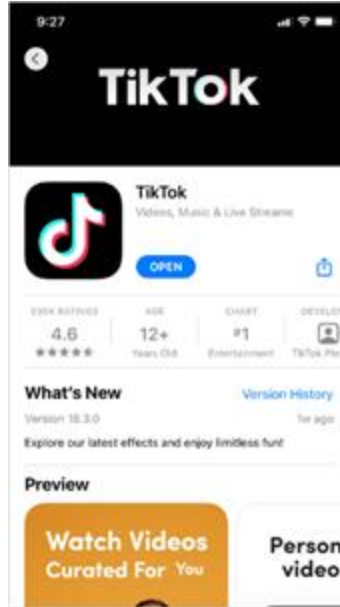


## 2. Set up a free Business Account

Within the app, click "..." on the top right of the "Me" page, then click "Manage account" and select "Switch to Business Account." Choose the category that best fits your business to receive customized content, events, and solutions.



# TikTok Personal Account Set-up



# Find your inspiration

- Explore hashtags relevant to your business for creative ideas, and pay attention to the trending editing techniques and trends that generate the highest engagement.

**#supportsmallbiz #smallbiztiktok #[yourcity] #smallbusiness  
#[yourstate] #smallbusinessowner #shoplocal**



You can also search for hashtags specific to holiday messaging to see how businesses activate around the holiday season:

**#holidaygifts #holidaygiftideas #giftideas #holidayszn  
#blackfriday #holidayshopping #holidayhacks**

# Make your first TikTok



## 5-10 video clips

These should be shot using your phone camera. We recommend keeping them short, between 5-15 seconds.

### Some pointers for shooting and/or choosing clips:

- What are some unique things about your business? Try to capture them on camera. For example:
  - ▶ Does your business have a brick and mortar? Take multiple clips around your space showing all the awesome details.
  - ▶ Does your business carry a wide selection of items? Show the breadth of your offerings through multiple video clips.
  - ▶ Is there a line of products that you want to feature? Take a few videos of yourself interacting with the product: wearing it, using it, packing it up or unboxing it.
- Choose clips that do not include speaking or dialogue (you will have the option to add voiceover in-app)

### **Text Ideas:**

#### **Coupon code for holiday promo**

Example: *Use code LETITSNOW20 for 20% off your purchase*

#### **Call-to-Action**

Example: *Shop our Cyber Monday sale now!*

#### **Website**

Example: *Visit [mywebsite.com/holiday](https://mywebsite.com/holiday) to browse our gift guide*

# Text & Voiceover Ideas

### **Voice-over Ideas:**

- Give some background about your business journey
- Talk about the key selling points of your product/service
- Talk about positive reviews from happy customers
- Talk about why your product/service is the perfect holiday gift for a loved one
- Talk about why your product/service can be an asset around the holiday season



- Determine if your subject matter has the potential to go viral.
- Creating content of appropriate duration.  
(5-11 secs, 17-32 secs, 45+ secs)
- Aim for 100% watch time - less than 13 secs  
Aim for 80% watch time - less than 35 secs  
Aim for 60% watch time - more than 35 secs
- Having 70% of people staying to watch your video for more than 3 secs.

Tips for  
optimizing  
your profile  
for visibility

# Building an Inbound Marketing Plan on TikTok

- ★ Define goals and identify target audience
  - Goals: Brand Awareness, Engagement, Community Building, Lead Generation, Product Promotion, Brand Reputation, Influencer Partnerships, Content Virality.
  - Target Audience: Identifying a target audience will depend on the specific characteristics of the business and its intended customer base.



# Example - Define goals and identify target audience

Scenario for a business named "Bella's Vegan Kitchen" launching a TikTok account:

## Goals:

- **Brand Awareness:** Increase brand visibility and recognition for Bella's Vegan Kitchen among TikTok users.
- **Engagement:** Encourage active engagement with our content, measured by likes, comments, shares, and saves.
- **Community Building:** Establish and grow a community of vegan enthusiasts and health-conscious individuals who interact regularly with our content.
- **Lead Generation:** Drive traffic to Bella's Vegan Kitchen's website, to convert TikTok followers into customers.

# Example - Define goals and identify target audience

Scenario for a business named "Bella's Vegan Kitchen" launching a TikTok account:

## Goals:

- **Product Promotion:** Use creative and appealing TikTok videos to showcase the variety and quality of Bella's Vegan Kitchen's products.
- **Brand Reputation:** Establish Bella's Vegan Kitchen as a trusted and go-to source for vegan recipes, tips, and product recommendations.
- **Influencer Partnerships:** Collaborate with popular TikTok users and influencers in the vegan/health-conscious space for cross-promotion.
- **Content Virality:** Leverage TikTok's algorithm and trends to create content that has the potential to go viral and gain significant exposure.

# Example - Define goals and identify target audience

Scenario for a business named "Bella's Vegan Kitchen" launching a TikTok account:

## Target Audience:

- **Vegan Eaters:** Individuals who are committed vegans and looking for new recipes or vegan product recommendations.
- **Health-conscious Individuals:** People interested in a healthy lifestyle and considering incorporating more vegan meals into their diets.
- **Home Cooks and Foodies:** Individuals who love cooking and trying new recipes at home.
- **Environmentally Conscious Users:** Users who are interested in sustainable and eco-friendly lifestyles, for whom veganism is a key component.

## Example - Define goals and identify target audience

Scenario for a business named "Bella's Vegan Kitchen" launching a TikTok account:

### Target Audience:

- **Fitness Enthusiasts:** People who work out regularly and are looking for nutritious vegan meals to support their fitness goals.
- **Millennials and Gen Z:** Due to TikTok's demographic skew, focusing on younger individuals who are active on the platform and have a strong influence on food trends.
- **Local Customers:** Depending on Bella's Vegan Kitchen's geographical service area, targeting locals could be a key component of the strategy.

# Building an Inbound Marketing Plan on TikTok - Content Calendar

- Content Calendar:

A schedule that outlines what and when you plan to post on your social media platforms. It helps in planning, creating, and organizing content, ensuring consistency, relevance, and optimal engagement with your target audience.

# Example: Content Calendar

## Content Pillar:

**Monday Updates** - Content including videos or quotes/fact check regarding vegan meals/food

**Quick Products Wednesday** - Content related to Bella's Vegan products or services

**#AMA Friday** - Contents including FAQs or from followers

**Sunday Funday** - Contents including testimonials from community or product collaboration

Week 1 4 TASKS		STATUS	CONTENT PILLAR	CLIENT APPROVAL	PUBLICATION DATE	REL
▶	Quick and Easy Monday 1	BRIEFING	Monday Updates	Needs Revision	Mon	
▶	Wellness Wednesday 1	COMPLETE	Quick Tips Wednesday	Needs Revision	Jul 19	
▶	Fun Vegan Facts Friday 1	WRITING	#FridayFun	Needs Revision	Jul 21	
▶	Spotlight Sunday 1	PUBLICATION	Sunday Wellness	Pending	Jul 23	
+ New task						





# Driving a Customer-centric and Value-creation Culture on TikTok

# Creating a Customer-Centric Culture: Needs & Expectations

Engage

Monitor Trends

Use TikTok  
Analytics

Feedback

Competitor  
Analysis

User-Generated  
Content

# Creating a Customer-Centric Culture: Needs & Expectations

## Engage

Create engaging content that invites your audience to interact, then pay close attention to the comments and messages you receive.

## Monitor Trends

Stay updated with trending hashtags, challenges, and popular content formats in your industry to understand what your audience finds appealing.

## Use TikTok Analytics

Access data about your followers and their engagement with your content.

# Creating a Customer-Centric Culture: Needs & Expectations

## Feedback

Regularly ask for feedback in your videos and evaluate the responses.

## Competitor Analysis

Observe successful competitors, their content strategy, and how their audience engages with them.

## User-Generated Content

Encourage followers to create their own content related to your brand and monitor what they're saying and how others are responding.



# Creating a Customer-Centric Culture

- Engaging with followers to build relationships
  - Example: Chipotle

The Mexican restaurant chain has been very active on the platform and has done an excellent job of engaging with its audience.



# Creating a Customer-Centric Culture

Here are a few ways Chipotle engages with followers:

Creating Challenges:

- Engaging with Comments.
- Behind the Scenes Content.
- Regular Posting.



# Creating a Customer-Centric Culture

## Creating Challenges:

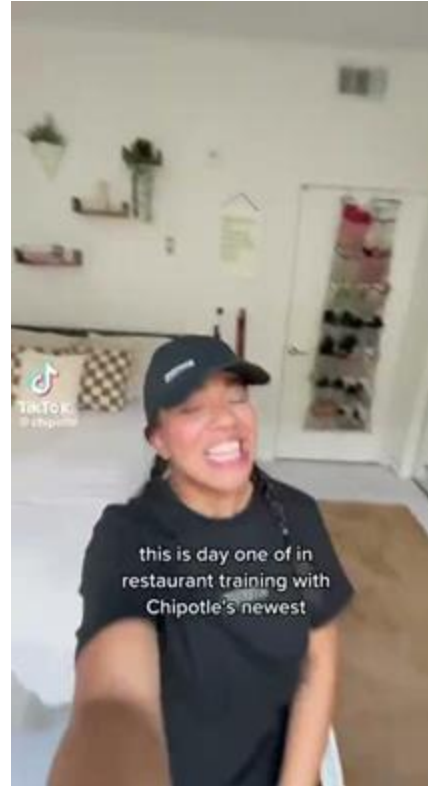
- Chipotle launched the **#ChipotleLidFlip** challenge for Cinco de Mayo, which asked users to flip a Chipotle bowl lid and land it back on the bowl.
- This challenge received around 111,000+ videos.



# Creating a Customer-Centric Culture

## Behind the Scenes Content:

- Chipotle shares behind-the-scenes videos, such as how they prepare certain foods, giving followers a fun insight into the brand.

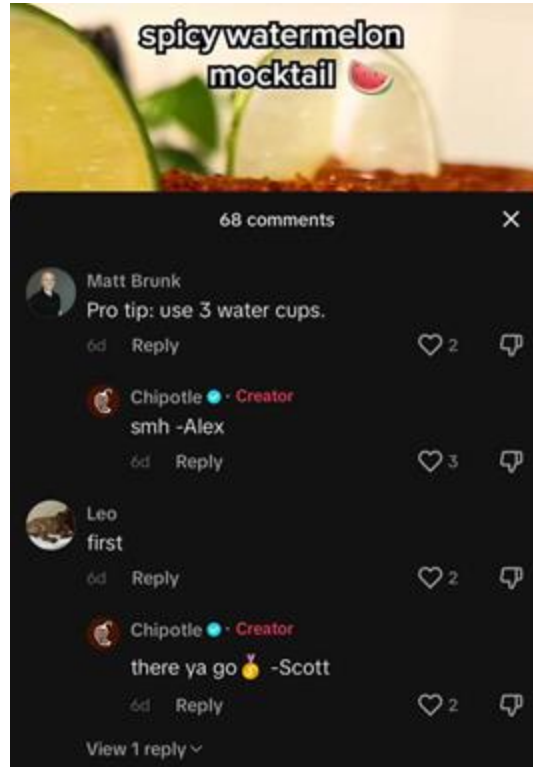




# Creating a Customer-Centric Culture

## Engaging with Comments:

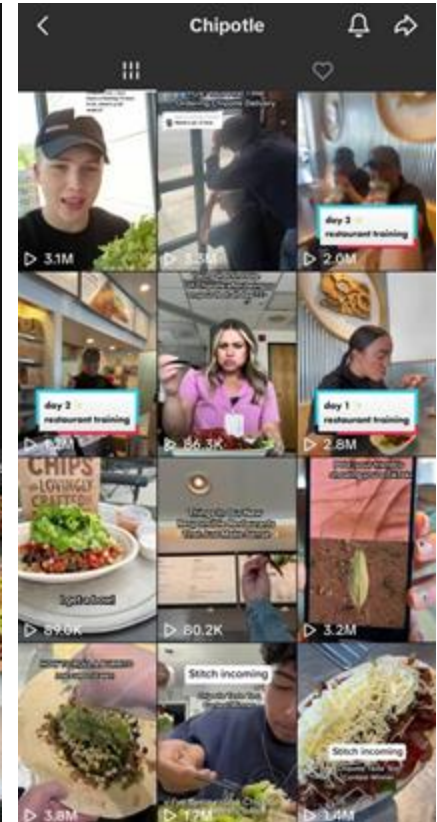
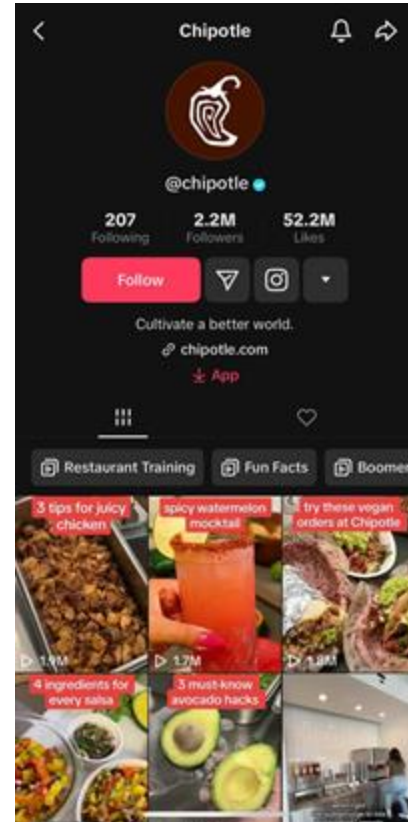
- They also actively reply to comments on their videos, encouraging more users to interact with them.



# Creating a Customer-Centric Culture

## Regular Posting:

- They maintain a consistent posting schedule, helping to keep the audience engaged and looking forward to their content.



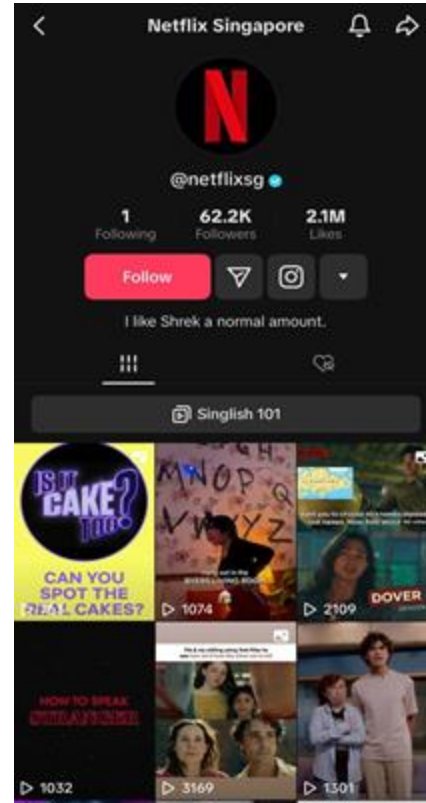
# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Understand Your Audience:

Know who your audience is and what kind of content they want to see.

Use TikTok analytics to understand your follower demographics and preferences.



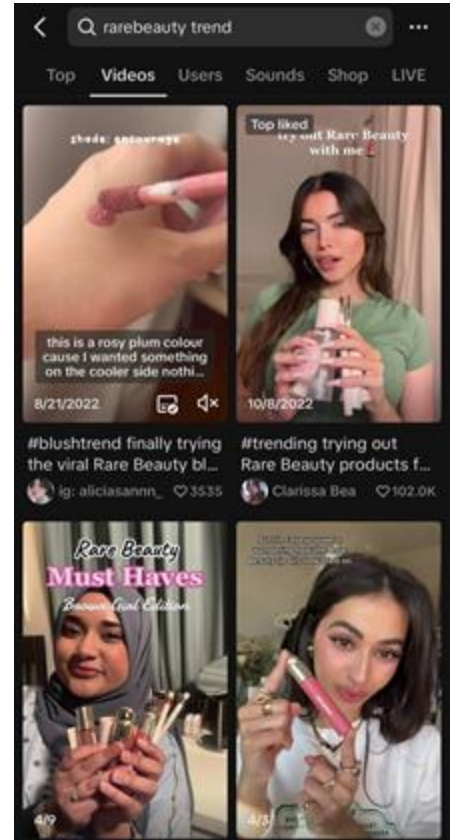
# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

## ❑ Follow Trends:

TikTok is driven by trends.

Participating in popular trends and challenges can make your content more relevant and engaging to the TikTok community.



# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Educational Content: Share knowledge and expertise.

For instance, a makeup brand could share makeup tutorials or beauty hacks. This kind of content can provide real value to your followers.



Fitness Coach



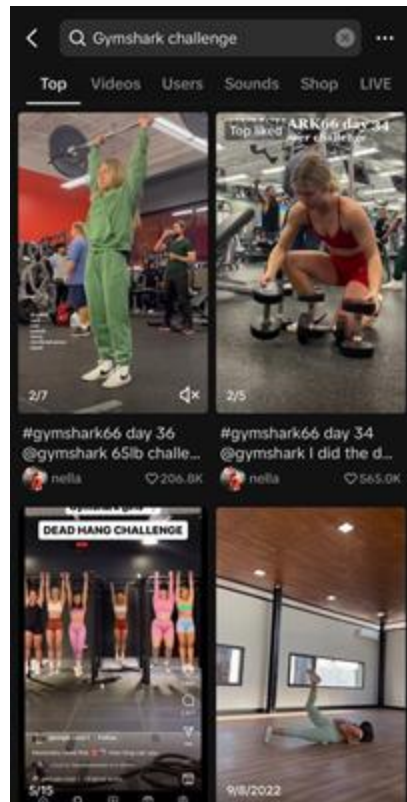
# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Engaging and Interactive Content:

Encourage user interaction by asking questions, running contests, or creating challenges.

This can increase engagement and build a stronger connection with your audience.



# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Authenticity:

TikTok users value authenticity.

Share behind-the-scenes glimpses into your brand or personal stories that humanize your business.



Event Planner

# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Useful Tips/Advice:

If applicable, share tips or advice that your audience will find useful. This can range from cooking tips for a food brand to skincare advice for a beauty brand.



Financial Advisor

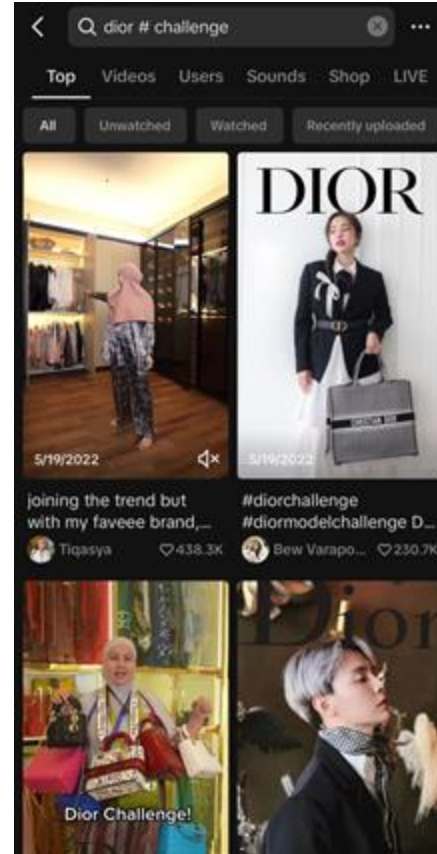


# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content:

- ❑ Branded Hashtag Challenges:

Create a branded hashtag challenge. This not only increases brand awareness but also encourages user-generated content, building a stronger connection with your audience.

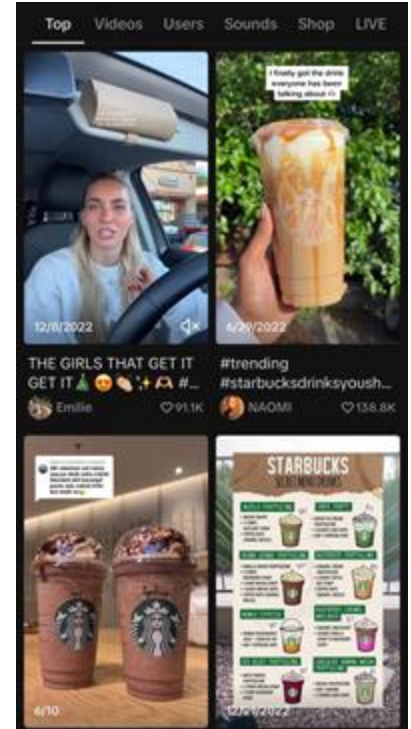
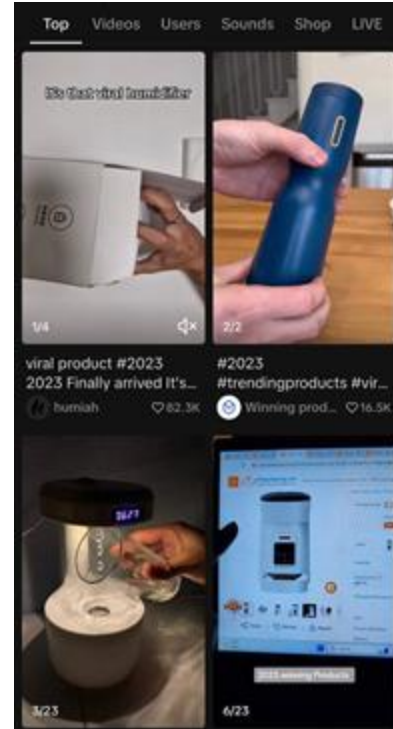


# Delivering Value on TikTok

Strategies for providing valuable, relevant, and consistent content

## ❑ User-Generated Content:

Sharing user-generated content can help foster a sense of community and make your followers feel valued.





# Activity: Case Study

- Discuss a brand that you know which has successfully created a customer-centric culture on TikTok.
- Identify strategies used and how they can be applied to your business.

# Topic 2

## Create and Manage TikTok Content

# Using Sound Sync Feature

Now that you have your clips, we will use the Sound Sync feature in-app to make your TikTok:



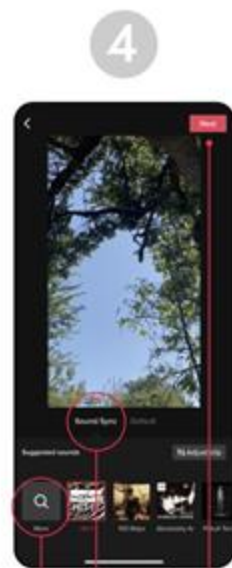
Open your TikTok app. Click "+" at the bottom.



Click the "Upload" icon to the right of the record button.



Select the videos you want to include in your TikTok. Click "Next".



1. Select your music from suggested sounds, or by clicking "More" to browse the Sounds page.

2. Make sure "Sound Sync" is selected

3. Click "Next".



Add Text and/or Voiceover to highlight additional details about your product/service.

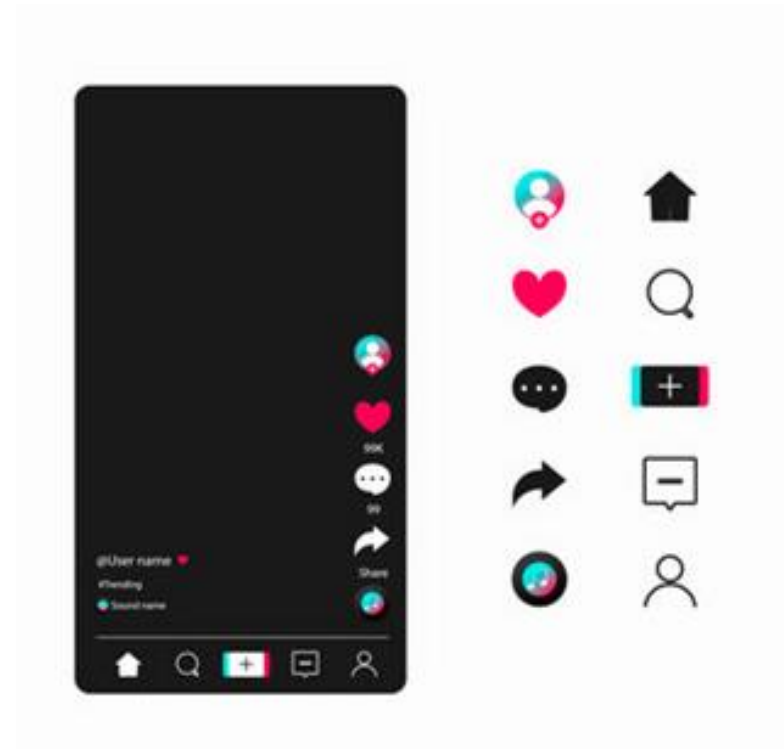


1. Add a caption and include relevant hashtags.

2. Click "Post". You posted a TikTok!

# TikTok interface and features

- The home screen, known as "For You," plays popular videos from a range of users.
- Swipe left to visit a user's profile, or swipe up to scroll through videos.
- The bottom menu includes "Home," "Discover" (search), "Create" (+ button for recording), "Inbox" (messages and notifications), and "Me" (your profile).
- When watching a video, profile and following links, caption and hashtags, and engagement icons (like, comment, share, and spin-the-record for other videos by the same user) appear on the right.







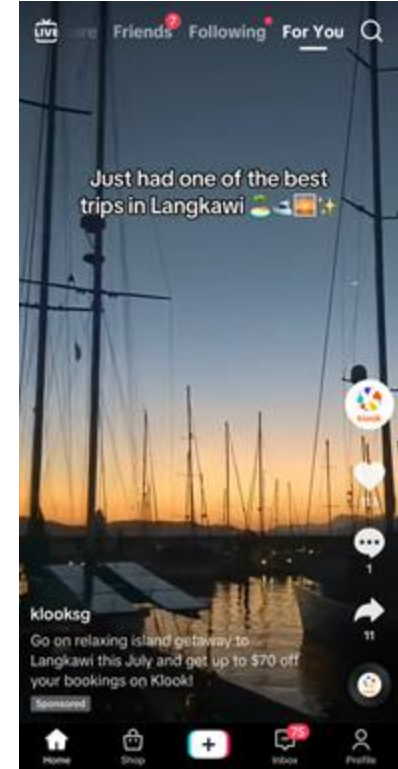


# TikTok interface and features

## - Essential features and functionalities for marketers

- In-feed Videos:

As a marketer, you can create in-feed ads that blend seamlessly with the user-generated content on a user's "For You" page.

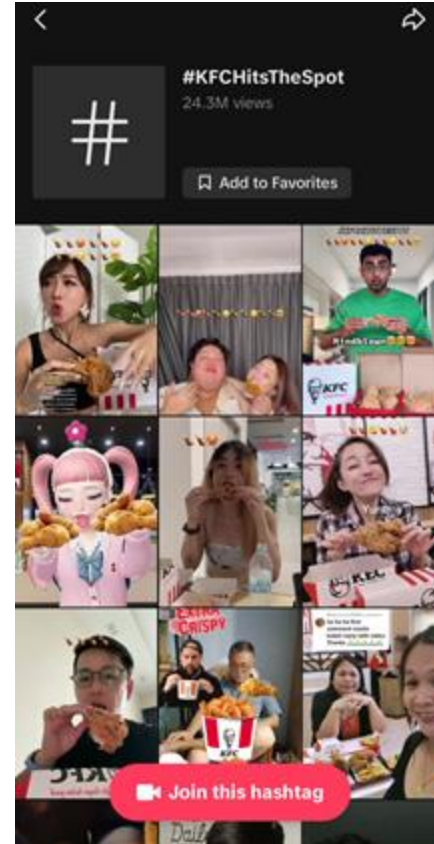


# TikTok interface and features

## - Essential features and functionalities for marketers

- Hashtag Challenges:

You can sponsor hashtag challenges, encouraging users to create content around a theme related to your brand, boosting engagement and visibility.

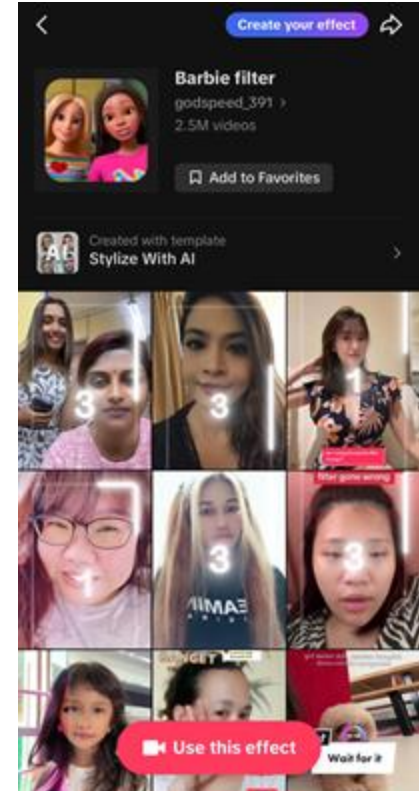


# TikTok interface and features

## - Essential features and functionalities for marketers

- Branded Effects:

Marketers can create branded stickers, filters, and special effects that users can include in their videos, promoting interaction with the brand.



# TikTok interface and features

## - Essential features and functionalities for marketers

- Brand Takeover:

A brand takeover allows a brand to take over TikTok for a day, offering widespread reach and impressions.

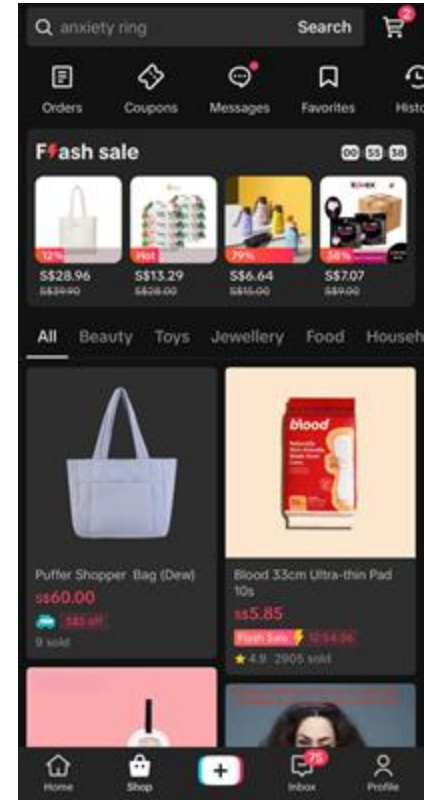


# TikTok interface and features

## - Essential features and functionalities for marketers

- TikTok Shopping:

If you have an eCommerce brand, you can integrate your product catalog with TikTok, allowing users to shop directly from your TikTok profile.



# TikTok interface and features

## - Essential features and functionalities for marketers

- Creator Marketplace:

This is TikTok's official platform for brand and creator collaborations. Here, you can find popular influencers who align with your brand values to collaborate with.



# TikTok interface and features

- Essential features and functionalities for marketers

- Analytics:

TikTok's analytics can provide insight into your campaign's performance, follower demographics, and content performance.



# TikTok interface and features

## - Essential features and functionalities for marketers

- Duet/Stitch:

These features allow users to interact with your content in unique ways by either creating side-by-side responses (Duet) or incorporating parts of your video into theirs (Stitch).



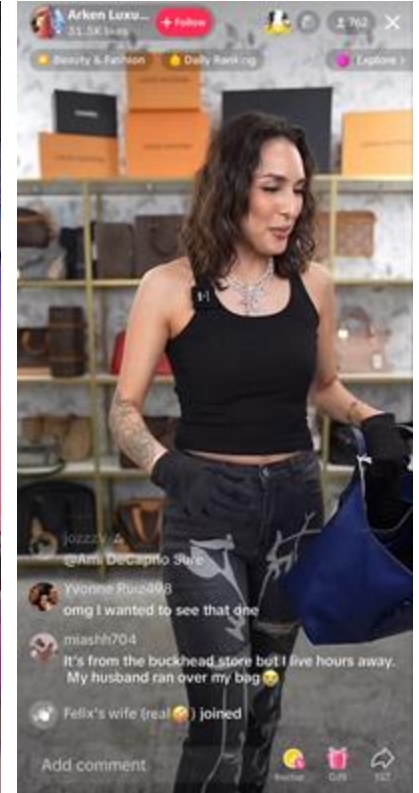


# TikTok interface and features

## - Essential features and functionalities for marketers

- Live Streaming:

This feature can be used to connect with your audience in real-time, conduct Q&A sessions, or host events.



# Maximizing TikTok Features

## - Editing Tools

*Practice using these tools to find your unique style.*

After recording or uploading your video, use the tools on the right of the screen to:

- ☐ **Adjust clips:**

Trim, cut or duplicate sections of your video.

- ☐ **Add Effects:**

Choose from visual effects like Green Screen, Time Warp, or Face Tracking.

- ☐ **Add Stickers/GIFs:**

Browse TikTok's library to add fun visual elements to your video.

# Maximizing TikTok Features

## - Editing Tools

*Practice using these tools to find your unique style.*

After recording or uploading your video, use the tools on the right of the screen to:

- ❑ **Add Text:**

Add captions or other text and choose their font, color, and duration on the screen.

- ❑ **Voice Effects:**

Change the sound of the recorded voice with various effects.

# Maximizing TikTok Features

- Understanding hashtags, trends, and challenges:
  - **Hashtags**

Categorize content, helping users discover specific topics or trends. They are used to enhance post visibility, track user engagement, and participate in trending challenges or discussions.
  - **Trends**

Trends are popular themes, challenges, songs, dances, or formats that gain widespread popularity on the platform. They often involve users creating their own versions of a video concept, enabling creative expression and community participation, while driving user engagement.

# Maximizing TikTok Features

- Understanding hashtags, trends, and challenges:
  - Challenges

TikTok challenges involve users recreating a specific action, dance, or concept, often under a shared hashtag. They are a vital part of TikTok culture, driving user participation, creativity, and engagement. Brands also utilize challenges for interactive marketing campaigns.

# Developing a Viral Content Strategy

# Principles of Viral Content

- Viral content is typically unique, relatable, emotionally resonant, or informative.



Marketing Consultant

# Principles of Viral Content

- It can entertain, inspire, educate, or challenge. High-quality visuals, compelling storytelling, and a clear call-to-action can enhance shareability.

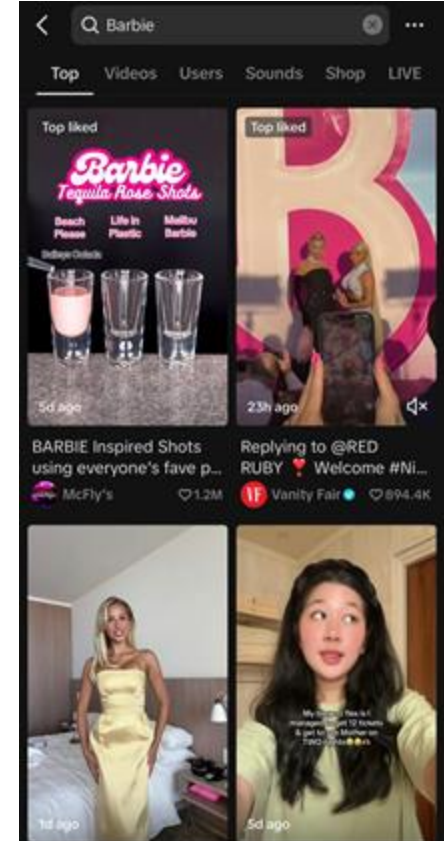
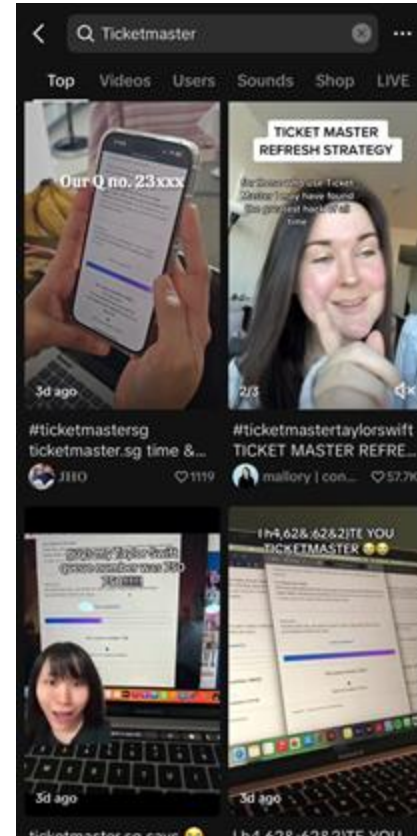


Life Coach



# Principles of Viral Content

- Engagement also increases when content aligns with trending topics or formats.



# Principles of Viral Content

- Utilizing TikTok trends for viral content potential by other users
  - Businesses can use challenges and trends to promote your products to your target audience in a fun way.
  - Find trends that fit your business.
  - Benefit of jumping in on a trend is that you don't have to come up with your own ideas for content.

# Implementing a Viral Content Strategy

- Strategies for creating engaging content

- Leverage Trends:

Participate in trending challenges, dances, or memes. Using trending music can also boost your video's visibility.

- Create Original Content:

While trends are important, don't forget to show your unique voice. Original, creative content can stand out and attract followers.



# Implementing a Viral Content Strategy

- Strategies for creating engaging content:

- Use Hashtags:

Incorporate popular and relevant hashtags to increase the discoverability of your content.

- Engage with Your Audience:

Respond to comments on your videos, engage with your followers' content, and consider user suggestions for future content.

- Collaborate with Others:

Duets or collaborations with other users or influencers can increase your reach and engagement.

# Implementing a Viral Content Strategy

- Strategies for creating engaging content:

- **Quality Over Quantity:**

While regular posting is important, prioritize the quality of your content. High-quality, engaging videos are more likely to be shared and liked.

- **Educate and Inform:**

Share your expertise or create informative content. How-to videos, tips, and educational content are often well-received.

- **Experiment with Features:**

TikTok offers a range of editing features and effects. Experiment with these to create visually interesting and engaging videos.

# Implementing a Viral Content Strategy

- Strategies for creating engaging content:

- Tell Stories:

Storytelling is a powerful way to engage viewers. Use the 15-60 seconds to tell interesting, funny, or relatable stories.

- Create Challenges:

If appropriate for your brand or content, creating a challenge can encourage user-generated content and increase your reach and engagement.

# Implementing a Viral Content Strategy

- Incorporating user-generated content in strategy:
  - Encourage followers to create videos with your products or themed around your brand, creating a branded hashtag for tracking.
  - Share the best user-generated content on your own account, giving credit to the creators. This fosters community and increases brand engagement.

# Example of showing off your product

- How does your product address a distinct issue?
- Key attributes of your product?
- Post-product use impact?

Timing	Frame	Shot Description	Action
2-3s	Medium	Product shot	Introduce the product
2-3s	Close Up	Product in use (interacting with product in different environments) Eating food, wearing jewelry, etc.	Explaining product's value: what it is, how it's used, its origin
5-7s	Medium		
	Wide Angle		
2-3s	Medium/Close Up	Showcase the product's effects (Skin or hair after using product, how you feel after you eat, wearing different outfits)	Show the results of the product
2-3s	Medium/Close Up		Call to Action: Describe how to support your business, where to find your product/access your service





# Understanding TikTok Algorithm

# Decoding TikTok's Algorithm

## ★ How TikTok's "For You" page works:

- TikTok's "For You" page is a personalized feed of videos curated by TikTok's algorithm based on user behavior.
- It considers factors like watched videos, liked content, shared posts, followed accounts, and details like location and language to recommend content.



# Decoding TikTok's Algorithm

## - Engagement Metrics

- Engagement metrics like likes, shares, comments, and watch time influence TikTok's algorithm. High engagement signals that users find the content interesting, prompting the algorithm to show the content to more users, increasing its reach on the platform.



# Decoding TikTok's Algorithm

## - Engagement Metrics

Likes



2.8M

Shares



59.4K

Comments



20.5K

Watch Time

Followers  
Gained

Video  
Completion  
Rate

Interactions  
with Creator



# Example of sharing testimonials

Timing	Frame	Shot Description	Action
4-5s	Medium	Customer using product (interacting with product in different ways)  Laying on mattress, putting on makeup, drizzling sauce on food	Introduce the product and why you got it
3-4s	Close Up		Explaining product's value: what it is, how you use it
3-4s	Medium		Call to Action: Describe how to support the business, where to find the product/access the service

- Impact of your product/service on someone's life/routine.
- Ways customers can express your product/service value.
- Detailed steps for using your product.



# Algorithm-Informed Content Creation

- ★ Adjusting content strategy based on TikTok's algorithm
  - By understanding and adapting to TikTok's algorithm, you can better optimize your content to increase reach and engagement.

# Algorithm-Informed Content Creation

★ How you can adjust your content strategy based on TikTok's algorithm:

- Engage with Trends:

Since TikTok promotes trending content, incorporate popular challenges, songs, or formats into your videos.

- Prioritize Engagement:

Make content that encourages likes, comments, shares, and full-view watches. Respond to comments to foster community engagement.

- Consistent Posting:

Regular posting helps maintain visibility. Monitor when your audience is most active and try to post during these times.

# Algorithm-Informed Content Creation

★ How you can adjust your content strategy based on TikTok's algorithm:

- Use Relevant Hashtags:

Use popular and niche-relevant hashtags to improve content discoverability.

- High Quality Content:

Aim for clear visuals and audio as low-quality content may be less promoted.



# Algorithm-Informed Content Creation

★ How you can adjust your content strategy based on TikTok's algorithm:

- **Analyze Performance:**

Use TikTok's analytics to understand what content works best for your audience and adjust your strategy accordingly.

- **Interactive Content:**

Encourage user interaction with polls, questions, duets, or branded hashtag challenges.



# Algorithm-Informed Content Creation

★ How you can adjust your content strategy based on TikTok's algorithm:

- Utilize All Features:

Experiment with TikTok's creative tools and features such as effects, stickers, and text options.

- Cross-Promotion:

Share your TikTok content on other social media platforms to drive more traffic.



# Consistency & Engagement

- Consistency in posting keeps your brand top-of-mind and favors TikTok's algorithm, while engagement builds community, encourages user interaction, and signals to the algorithm that your content is valuable, boosting its visibility and reach on the platform.

# Creative Best Practices

# TikTok Creative Best Practices

- Crafting authentic, relatable content:
  - To craft authentic, relatable content on TikTok,
    - Share real experiences, showcase your personality or brand identity, engage with trends in your unique style
    - Create content that resonates with your audience's interests, challenges, or values.
    - Authenticity fosters trust and deeper connection.

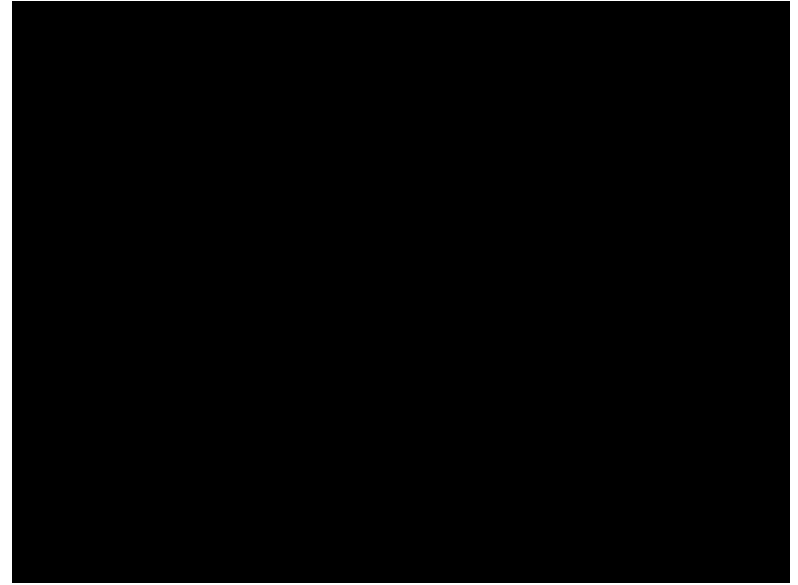
# TikTok Creative Best Practices

- Using music, effects, and filters creatively:
  - Use TikTok's library of music, effects, and filters:
    - Enhance storytelling, express mood, and add a creative flair to your content.
    - Try various combinations to find your unique style that aligns with your brand and resonates with your audience.
    - Experimentation is key.

# TikTok Creative Best Practices

- Example:

Wes Anderson Trend



# Activity: Content Creation Exercise

Content:

- Practice creating a TikTok video using platform's features.
- Discuss strategies to optimize the content for virality.



# Topic 3

## Monetizing TikTok

# How to Set Up TikTok Advertisement for Lead Generation

# Introduction to TikTok Ads

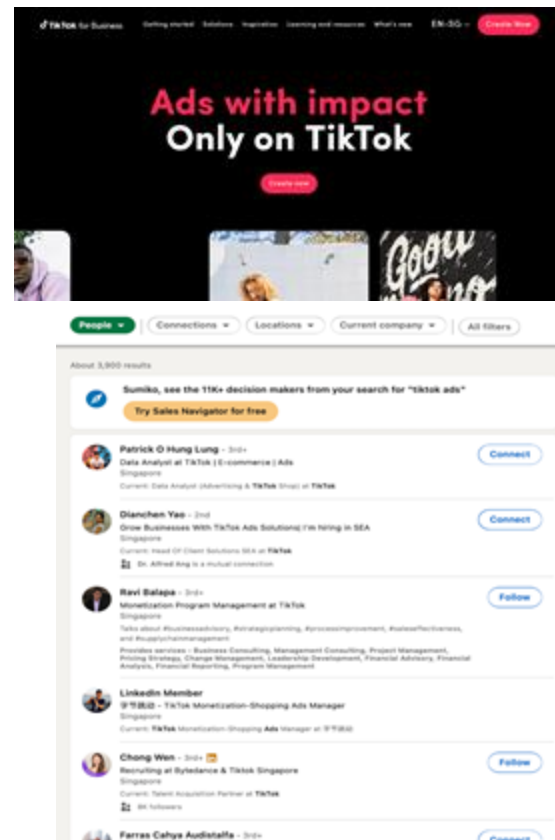
→ Understanding the TikTok ad structure:

- ◆ TikTok ads are not open for everybody, you have to apply for it.
- ◆ Selection criteria are not published but they do not accept controversial companies (Tobacco/Alcohol).
- ◆ The platform are strict on the selection of ads due to its high amount of younger users.

# Introduction to TikTok Ads

## → How to Apply for TikTok Ads

- Go to [ads.tiktok.com](https://ads.tiktok.com) and apply for an account by filling in your information.
- Try to get a referral from someone who already runs ads on TikTok.
- If unavailable, go onto **Twitter/LinkedIn** posting questions to ask if anyone's already advertising on TikTok.
- After getting accepted, you will get a dedicated customer service representative that you can reach out to and put in a good word for you.
- Go to LinkedIn and find TikTok employees who works in the ads department to review your application.
- If unable to, at least get reasons as to why you couldn't.



# Introduction to TikTok Ads

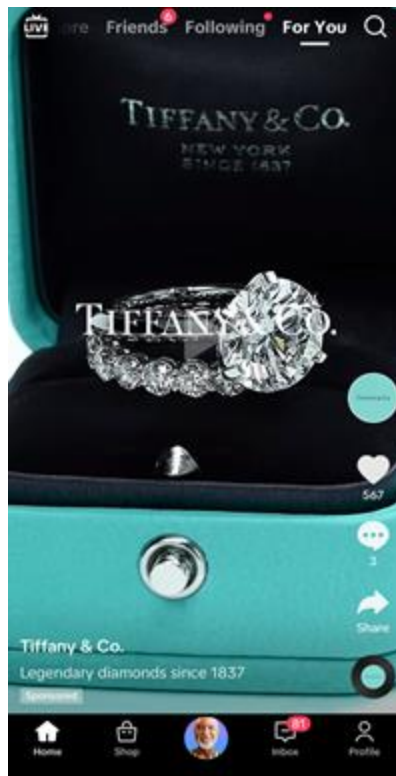
- Different types of TikTok ads

In-Feed Ads	These are similar to Instagram or Snapchat story ads. They appear in the user's "For You" feed and can be up to 60 seconds long, playing with sound on.
Brand Takeover	This ad type appears instantly when a user opens TikTok. It's a full-screen video and can be a 3-5 second GIF or a 3-second video.
TopView Ads	These are similar to brand takeovers but they appear after the TikTok app has been open for a few seconds. They can last up to 60 seconds and auto-play with sound
Branded Hashtag Challenges	In this format, brands create a hashtag and encourage users to create or recreate content and add the specific hashtag.
Branded Effects	This format allows brands to design their own custom effects, stickers, and filters for users to apply in their own videos.
Shoppable In-Feed Ads	This feature allows businesses to add a shopping tab to their profiles and in-feed ads, making it easier for users to explore and buy their products.

# Examples of TikTok Ads



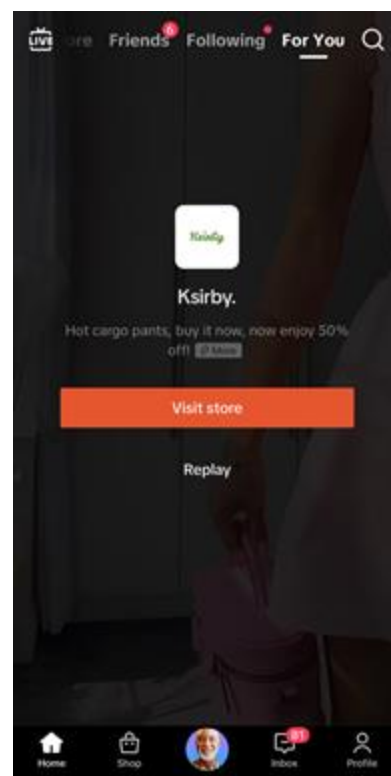
Brand TakeOver



In-Feed



Top Viewed



Shoppable In-Feed

# Setting Up a TikTok Ad Campaign

- Steps to create a TikTok ad campaign:
  - Constantly under development and new features are being added all the time.
- At the campaign level, you will have to:
  - Choose your ad objective
  - Pick the campaign name
  - Choose whether or not to create a split test
  - Set your budget
- Choosing the right ad objective is the most important decision

# Setting Up a TikTok Ad Campaign

Five main Ads objectives to choose from:

1. **Reach** - make as many impressions as possible.
2. **Video views** - the objective is for as many people as possible to watch the full video.
3. **App installs** - get as many people as possible to install you app.
4. **Traffic** - to drive as much traffic as possible to you website.
5. **Conversions** - for people to take an action on your website (e.g purchase something, sign up etc).



# Targeting and budgeting for your ads

- Targeting

- Define Your Audience:

Identify the demographics of your ideal customers  
- age, gender, location, language, etc.

- Use Interest and Behavior Targeting:

Select the interests and behaviors that align with  
your product or service.

# Targeting and budgeting for your ads

- Targeting

- Custom Audiences:

Leverage data from your website, app, or CRM to retarget users or find similar users.

- Look-alike Audiences:

Reach new users who resemble your existing customers.

# Targeting and budgeting for your ads

- **Budgeting:**

- **Set Your Campaign Budget:**

This is the total amount you're willing to spend on a campaign.

TikTok has daily and total budget options.

- **Set Your Ad Group Budget:**

This is the total amount you're willing to spend on a specific ad group within the campaign.

- **Choose Your Bid Type:**

Opt for CPC (Cost per Click), CPM (Cost per Thousand Impressions), OCPM (Optimized Cost per Thousand Impressions), or CPV (Cost per View), depending on your campaign goals.

# Targeting and budgeting for your ads

- Budgeting:

- Optimization Goal:

Choose an objective for your campaign, like conversions, click, or impressions, which will affect how your budget is spent.

- Pace Your Spending:

Choose standard delivery (spend your budget evenly over time) or accelerated delivery (spend your budget faster to gain quick results).

# Types of Advertisements – Driving Customer Decision Journey

# Creating awareness with TopView and Brand Takeover ads

# TopView Ads:

<b>Maximize the First Few Seconds</b>	Given that these ads play after the app opens, ensure the first few seconds are eye-catching to capture users' attention instantly.
<b>Use High-Quality Visuals and Sound</b>	High-quality ads create a better user experience, and engaging sound can further draw in viewers.
<b>Include a Clear Call-to-Action (CTA)</b>	Guide viewers on the next steps to engage further with your brand, whether it's visiting a website or participating in a challenge.
<b>Align with Brand Message</b>	Ensure the content aligns with your brand voice and message. This makes it easier for viewers to remember and recognize your brand.

# Creating awareness with TopView and Brand Takeover ads

## Brand Takeover Ads:

Capture Attention Immediately	Since these ads appear the moment TikTok is opened, they need to grab attention instantly. High-quality visuals and concise messaging are key.
Short and Memorable	Given the 3-5 second duration of these ads, your message needs to be quick and impactful.
Clear Branding	Include recognizable brand elements (logos, brand colors) to increase brand awareness.
Leverage Exclusivity	Only one brand can take over a category per day. Highlight this exclusivity to make viewers feel they're part of a special experience.
Direct to More Content	You can link your takeover ad to an In-Feed ad or a Hashtag Challenge for more detailed content and engagement.

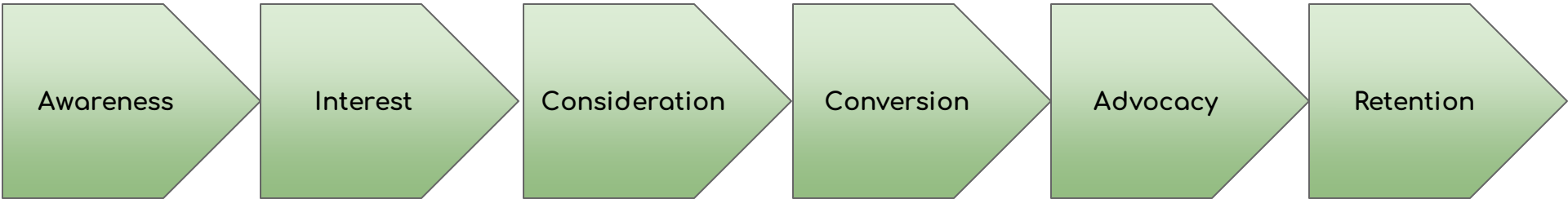


# Driving the Customer Journey with TikTok Ads

- Engaging users with In-Feed ads and Branded Hashtag Challenges
  - In-Feed ads allow brands to tell longer stories, use CTAs to drive actions like website visits or purchases. Branded Hashtag Challenges engage users by encouraging them to create or recreate content using a brand-specific hashtag, fostering community and brand interaction.

# Customer Decision Journey on TikTok

- Customer journey on TikTok



# Matching ad types with stages in the decision journey

→ Awareness:

- ◆ TopView Ads:

These are the first thing a user sees when they open the app. They're full-screen, sound-on ads that can last up to 60 seconds, making them perfect for capturing attention and building brand awareness.

- ◆ Brand Takeover Ads:

These are full-screen ads that appear when a user first opens the app. They can be used for a massive, instantaneous brand exposure, and to lead users to an internal or external page.

# Matching ad types with stages in the decision journey

## → Interest/Consideration:

### ◆ In-Feed Ads:

These appear in the "For You" feed. They blend with other TikTok content and thus have the potential to be shared and commented on. They are effective for showcasing more detailed product information, testimonials, or tutorials.

### ◆ Branded Hashtag Challenge:

Users are encouraged to create content around a theme using a specific hashtag. This not only boosts engagement but also allows potential customers to see your product in a variety of real-world contexts, aiding in their consideration process.

# Matching ad types with stages in the decision journey

→ Conversion:

- ◆ Branded Effect:

These are filters, stickers, and special effects that users can include in their videos. If these effects are tied to a product or a promotion, they can encourage users to make a purchase.

- ◆ Shoppable In-Feed Ads:

TikTok also allows for shoppable in-feed ads, where businesses can incorporate a call-to-action button leading directly to a shoppable page.

# Matching ad types with stages in the decision journey

→ Advocacy/Retention:

- ◆ User-Generated Content:

Encourage satisfied customers to create content featuring your product. This not only boosts their loyalty but also serves as social proof that can influence others in their decision-making process.

# How to Monitor the Advertisement Performance

# TikTok Ads Analytics - KPIs

- Key performance indicators (KPIs)

Impressions	This measures how many times your ad was displayed on the screen. It's a good measure of your ad's reach, but it doesn't necessarily indicate engagement.
Clicks	This counts the number of times users clicked on your ad. It can be used to measure interest in your content or offer.
Click-Through Rate (CTR)	Calculated as the number of clicks divided by the number of impressions, CTR gives an indication of how relevant and attractive your ad is to the audience.
Video Views and Video Play Time	These metrics can tell you how many people viewed your video and for how long. High numbers here could indicate that your content is engaging and interesting to viewers.
Video Interaction Events	These include likes, shares, and comments on your ads. These can give you an idea of how engaging your ad is and whether it prompts users to interact with it.



# TikTok Ads Analytics - KPIs

- Key performance indicators (KPIs)

Conversion Rate	This is the percentage of users who clicked on your ad and then completed a desired action, such as making a purchase, signing up for a newsletter, or downloading an app.
Cost per Action (CPA)	This metric shows how much you're spending for each desired action completed by users. Depending on your campaign goals, an action could be a click, a conversion, or even an impression.
Return on Ad Spend (ROAS)	Measures the amount of revenue you've generated for each dollar spent on advertising. It's a crucial metric for understanding the profitability of your ad campaigns.
Engagement Rate	This is calculated as the total engagement (likes, comments, shares) divided by the number of impressions. It indicates how well your audience is interacting with your content.
Followers Gained	If increasing your TikTok following is a goal, track the number of followers gained during your campaign.

# Monitoring and analyzing ad performance

Use TikTok Ads Manager	Once your ads are running, use the Ads Manager dashboard to monitor their performance in real-time. Here, you can see various metrics, like impressions, clicks, and conversions, for all your campaigns, ad groups, and individual ads.
Identify Key Performance Indicators (KPIs)	Decide what KPIs are important for your campaign. These could include impressions, clicks, CTR, video views, video interaction events, conversion rate, cost per action (CPA), engagement rate, or others. Identifying the KPIs relevant to your goals will help you understand the data better.
Analyze Data Over Time	Monitor your ad performance over different periods to understand trends and patterns. For example, you may find that your ads perform better at certain times of the day, days of the week, or that performance changes when you modify your ads.
Measure Return on Ad Spend (ROAS)	Calculate how much revenue your ads are generating compared to how much you're spending on them. This can help you assess the overall profitability of your campaigns.
Monitor Audience Engagement	Keep an eye on how users are engaging with your ads. Are they leaving comments? Sharing your ads? Starting discussions? This can provide valuable feedback and insights.
Adjust Based on Performance	Use the insights you gather from monitoring and analyzing your ads to make adjustments. If an ad isn't performing well, try changing up the creative or targeting.

# Optimizing TikTok Ad Campaigns - Campaign that work well

It's time to scale up:

- Increasing the budget in order to avoid confusing the algorithm.
- Radically increasing the budget as your cost per result will increase.
- While scaling your budget over a certain period of time, you might notice the campaign is not spending the entire daily budget anymore.

# Optimizing TikTok Ad Campaigns - Campaign that work well

Overcome this challenge by:

- Increasing the bid.
- Broaden the targeting.
- Include more creatives with videos that you know will work well.
- Continually keep testing new things in your campaign.

What to do if a campaign is working well



- **If your campaign is working well, it's time to scale up**
  - ▶ You have to increase the budget incrementally in order to avoid confusing the algorithm
  - If you radically increase the budget, your cost per result will increase
  - ▶ As you keep scaling your budget, at some point you might notice that the campaign is not spending the entire daily budget anymore
  - ▶ What to do to overcome this issue:
    - #1 Increase the bid**
    - #2 Broaden the targeting**
    - #3 Include more creatives - only videos that you know will work well**
  - You have to continuously keep testing new things in your campaigns

# What to do if a campaign is not working well

## 1. Look through the clickthrough rate (CTR)

- Lower than average means the creativity is not as engaging to your audience.

## 1. It might be the effect of macro events or normal fluctuations

- Check your weekly data for both good and bad days
- Increase in competition in your industry, joining TikTok's platform.

# What to do if a campaign is not working well

## 3. Targeting might be inaccurate

- If CTR and no obvious macro events, might be targeting the wrong people.
- Test out different types of targeting until you find the best results.

# A/B testing for Ad optimization

- A/B testing on TikTok involves running two versions of an ad with variations in creative elements, targeting, or format, and then comparing their performance. The data collected informs which version resonates better with the audience, enabling optimized ad strategy based on actual user engagement and response.



# Evaluate the Effectiveness of TikTok Marketing Strategy



# Evaluating TikTok Marketing Strategy

- Assessing performance against marketing goals

- Identify Your Marketing Goals:

Be specific with your objectives. Are you aiming to increase brand awareness, generate leads, boost conversions, or grow followers?

- Set Clear Key Performance Indicators (KPIs):

For brand awareness, monitor impressions, reach, and video views. For lead generation or conversions, look at click-through rates (CTR), conversion rates, cost per acquisition (CPA), and return on ad spend (ROAS).

- Measure Your Performance: Use

TikTok's Ads Manager to track your ad campaign performance in real-time. Analyze the data based on your KPIs.

# Evaluating TikTok Marketing Strategy

- Assessing performance against marketing goals
  - Compare Performance Against Goals:

Evaluate your performance metrics against your set goals. Are you reaching your desired impressions, conversions, or followers?

- Adjust Your Strategy:

If you're falling short, review your campaign. You may need to adjust your ad creative, targeting options, or budget. If you're meeting or exceeding your goals, consider strategies for further growth.

# Refining marketing strategy based on performance insights

- **Analyze Performance Data:**

Use TikTok Ads Manager to access detailed data about your ad campaigns. Look at metrics such as impressions, clicks, click-through rate (CTR), conversion rate, cost per action (CPA), and return on ad spend (ROAS).

- **Identify Trends and Patterns:**

Look for trends over time or patterns in user behavior. This could include times when users are most active, types of content that generate the most engagement, or demographic segments that respond most favorably to your ads.

# Refining marketing strategy based on performance insights

- A/B Testing:

Continually test different aspects of your ads (creative, format, messaging) to see what works best. Use the insights gained from these tests to refine your strategy.

# Refining marketing strategy based on performance insights

- Use Audience Insights:

Understand who your audience is and what they want.

Use these insights to create more targeted and relevant content.

- Optimize Ad Spend:

If certain ads or campaigns are performing well, consider reallocating more budget to them. Conversely, underperforming ads might need to be paused or adjusted.

# Refining marketing strategy based on performance insights

- Refine Targeting:

If certain demographic or interest groups are responding well to your ads, you might want to narrow your targeting to focus more on these users.

- Improve Ad Creative:

Use performance insights to inform your ad creative. If certain types of images, videos, or ad copy are working well, incorporate more of these elements into future ads.

# Activity: Case Study

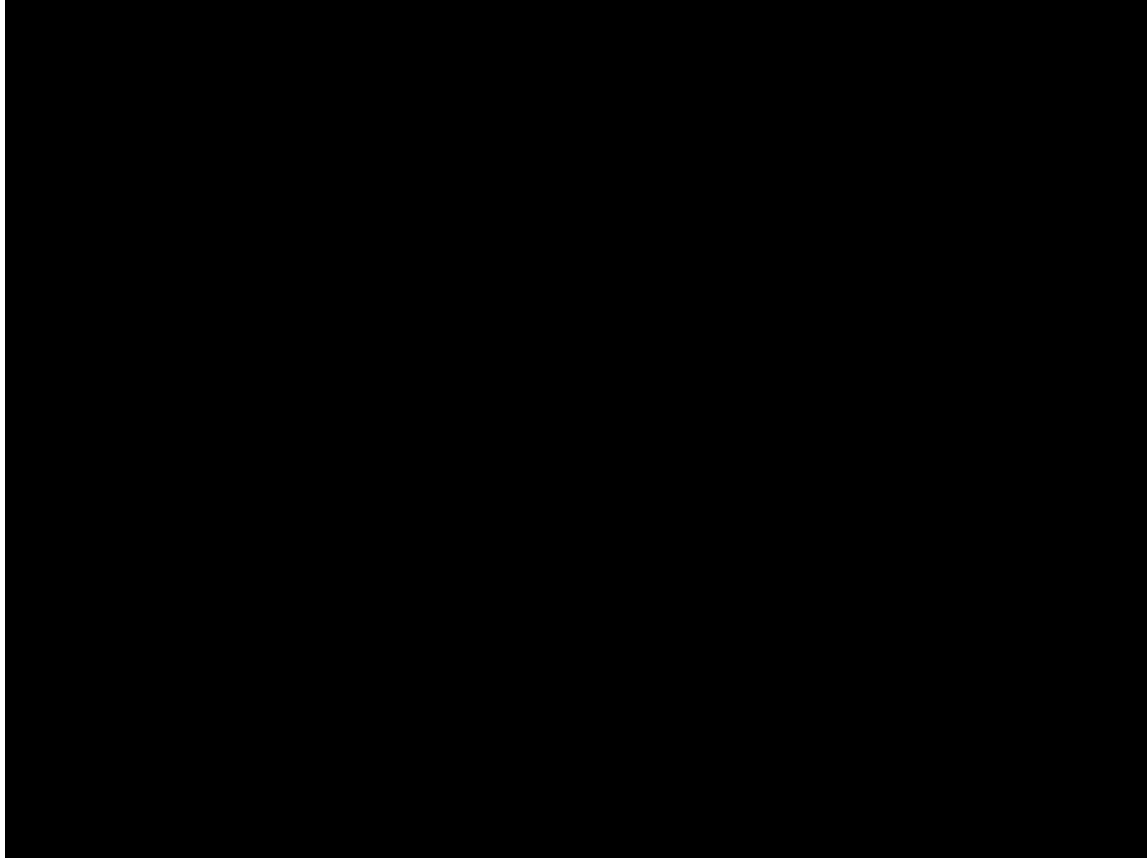
Case study:

## Shopee's 9.9 Super Shopping Day Campaign

Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, launched a campaign on TikTok to promote its annual 9.9 Super Shopping Day. The campaign included a branded hashtag challenge, the use of influencers, and an original catchy jingle to engage TikTok users.

- Analyze a successful TikTok ad campaign
- Discuss key elements contributing to its success

# Activity: Case Study





# Summary of examples on service provider's lead generation



Fitness Coach



Event Planner



Marketing Consultant



Real Estate Agent

# Summary of examples on service provider's lead generation



Tuition Centre



Financial Advisor



Life Coach

# What types of viral content and drive leads for service provider?

## Tutorial videos

- Tutorial videos focusing on straightforward topics, such as video design, or sharing industry-specific tips and tricks can be valuable tools for demonstrating your business's expertise and quality to potential customers.



# What types of viral content and drive leads for service provider?

## Before and After videos

- Presenting to potential customers before your help and the final outcome of your services.





Thank you