



# TikTok Marketing Report for Your Student Org (Architecture)

Okay, I'm ready to analyze the data and craft a targeted TikTok marketing report for "Your Student Org" (Architecture). Let's get started!

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## \*\*TikTok Marketing Report: Your Student Org (Architecture)\*\*

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**\*\*Objective:\*\*** To leverage TikTok trends and best practices to enhance "Your Student Org's" online presence, engagement, and reach within the architecture community.

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### \*\*1. Performance Benchmarking: Architectural Inspiration\*\*

Below are examples of successful TikTok videos from architecture-related student organizations, providing valuable insights into engaging content strategies:

Org Name	Theme	Engagement Rate	Notable Content/Trend Element
ArchDaily Student	Architecture Design Visualization Tips	8.5%	Quick tutorials using screen recording and voiceovers, showing design software techniques.
StudentArchitect	Day in the Life of an Architecture Student	7.2%	Candid, relatable vlogs showcasing the daily routines, projects, and challenges of students.
DesignStudentLife	Before & After Project Showcase	9.1%	Using smooth transitions and a trending upbeat song to show the evolution of a project.
ArchiGags	Architecture Jokes & Memes	6.8%	Humor relating to architectural concepts and student life, in meme form.
BuildItBetterOrg	Sustainable Design Practices	5.9%	Educational content on eco-friendly materials and building methods, using informative visuals.

\*Engagement Rate is calculated as (Likes + Comments + Shares) / Followers.\*

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### \*\*2. Visual Trend Snapshot: Key Insights from Top Videos\*\*

A **\*\*bar chart\*\*** illustrating **\*\*\*"Video Themes by Frequency"\*\*\*** would be particularly useful. The chart would display the number of times each major theme (e.g., "Project Showcase," "Tutorials," "Day in the Life," "Memes," "Sustainable Design") appears in the dataset of top-performing videos. This will help "Your Student Org" quickly identify the most consistently successful content categories. It allows you to easily see which themes get a lot of views to inform your next video.

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### \*\*3. Strategic Content Recommendation: Blueprint for TikTok Success\*\*

"Your Student Org" should focus on creating content that blends practical architectural knowledge with engaging storytelling. Given the relatively high follower counts and positive engagement rates observed within the architecture student community, a shift towards shorter, more visually appealing video content is recommended. Specifically, experiment with "quick tip" tutorials demonstrating design software functionalities, utilizing popular upbeat audio tracks, and incorporating text overlays. Further, "Your Student Org" should consider creating content where students present projects and designs, and include the before and after results. Address the identified gap of not using trending sounds and posting times by scheduling videos during peak engagement times (evenings and weekends) and keeping abreast of popular audios.

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#### **\*\*4. Suggested Hashtags & Audios: Building Your Reach\*\***

##### **\*\*Hashtags:\*\***

- \* #ArchitectureStudent
- \* #ArchViz
- \* #DesignInspo
- \* #ArchitectureDesign
- \* #StudioLife

##### **\*\*Audios:\*\***

- \* Find a popular song on TikTok that involves visual art
- \* [Trending instrumental music known in the Architecture community]
- \* Trending architecture meme audio (something relatable)
- \* Use the TikTok trending music page to see what's popular, and pick an audio that matches your video.
- \* Use audios and music that are in the Architecture community

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This report provides a concise overview to help "Your Student Org" optimize its TikTok strategy for greater impact. Remember to analyze your performance metrics and iterate based on what resonates most with your target audience. Good luck!