

LIVO Renters' Community TikTok Growth Roadmap

3-6 Months Plan

Mission:

This roadmap provides a structured approach to TikTok growth, focusing on foundational positioning, visibility, engagement, and eventual conversion to web app sign-ups. By leveraging community-driven content, engagement tactics, and data insights, this plan aims to build a strong TikTok presence while guiding renters toward the web app.

Phase 1: Foundation & Positioning (Weeks 1-4)

Profile Optimization

- Ensure a clear and concise bio that highlights the mission.
- Use a link-in-bio tool to direct users to web app sign-ups.

Content Pillars

1. Pain Points & Stories

- Share Reddit screenshots of real renter struggles.
- Document the founder's rental journey.
- Feature real renter experiences to create relatable content.

2. Education & Solutions

- Provide insights on tenant rights.
- Explain legal loopholes that renters should be aware of.
- Share lease negotiation tactics.

3. Engagement & Community Building

- Conduct Q&A sessions to address common renter issues.
- Stitch reactions to trending housing-related content.
- Utilize trending sounds to boost engagement.

4. User-Generated Content (UGC)

- Encourage renters to share their experiences and feature them in content.

Posting Strategy

- Post **1-2 times daily**.
- Experiment with different content formats:
 - Text-based posts.
 - Face cam videos.
 - Infographics.
 - Voiceovers.

Phase 2: Visibility & Engagement (Weeks 5-8)

Creator Search Insights

- Identify trending search topics in the housing/renting niche.
- Develop content around these topics to increase discoverability.

Engagement Strategy

- Utilize TikTok's **Reply-to-Comment videos** to address renter concerns.
- Launch a **weekly challenge**, such as:
 - "Worst Rental Experience" contest to encourage user participation.
- **Duet or stitch** with popular finance and housing creators to gain visibility.

Optimization for Watch Time & Saves

- Capture attention within the first **3 seconds** with bold statements:
 - Example: *"Landlords are NOT telling you this secret!"*
- End videos with a **strong Call-to-Action (CTA)**:
 - Example: *"Save this for when you're about to sign a lease!"*

Live Streaming Strategy

- Go live **2-3 times per week**.
- Focus on Q&A sessions covering renter struggles and solutions.

Phase 3: Growth & Conversion (Weeks 9-12)

Doubling Down on What Works

- Analyze TikTok analytics to identify high-performing content.
- Scale content that generates **high watch time and shares**.

Influencer Collaborations

- Partner with **small TikTok creators** in:
 - Real estate
 - Finance
 - Legal niches

Driving Web App Sign-ups

- Offer **exclusive perks** for early community members who join the app.

Experimenting with Long-Form Series

- Create multi-part content, such as:
 - *"I Rented 5 Apartments in Manila, Here's What I Learned."*
- Use storytelling techniques to keep audiences engaged.