

TIKTOK

MANAGEMENT



A Tactical Masterclass

Presented by Carly Hill

Module 3

Instagram Management

Carly Hill

Tiktok Management

By the end of this module, you should understand the following:

- TikTok Basics and Terminology
- Setting Up a TikTok Business Account
- Understanding TikTok Algorithm and Analytics
- Creating and Curating Content for TikTok
- Using TikTok Trends and Challenges to Grow Your Account
- Building a Strong TikTok Community

TikTok Basics and Terminology

What is TikTok and how does it work? Well, have you ever come across a TikTok video even though you're not on the platform?

Odds are you've probably seen at least one viral lip-syncing TikTok, or screencaps on Instagram or Twitter of meme-worthy TikToks.

What is TikTok?

TikTok is a video-sharing social media platform where you can create, edit, share, discover, and watch short, vertical videos—from just a few seconds long, all the way up to 10 minutes.

And it's continuously changing. While TikTok made a name as a lip-syncing app, it's become much more. "TikTok, as we know it today, didn't exist five years ago, and we anticipate the TikTok of 2027 to look similarly unique.

TikTok has been a disruptor in so many ways, so the biggest opportunity for brands at that point in time probably doesn't exist yet.

However, building a strong network and community around your brand will help serve as a foundation for what's next," TikTok told us.

When was TikTok created?

While the name TikTok has gained familiarity in the past few years, the basis of the app has been around for a while. It originated as an app known as Musical.ly in 2014, before being acquired by ByteDance in 2017, a tech company based in Beijing that

already had an app named Tik Tok. Musical.ly and Tik Tok officially merged platforms in 2018.

Who created Tik Tok?

Half of Tik Tok, the aforementioned Musical.ly, was created by Chinese entrepreneurs Alex Zhu and Luyu Yang. And Tik Tok's original form was created by ByteDance—the company that owns the platform today.

Who owns Tik Tok?

Tik Tok is owned by tech company, ByteDance. ByteDance already owned Tik Tok—called Douyin in China—and merged it with Musical.ly after acquiring it in 2017 to create the wildly popular platform we know now.

How does Tik Tok work?

On Tik Tok, users can customize their videos with filters, stickers and background music, then share them with the Tik Tok community. Once shared, people can like, comment on, download or share a video. Content is found by users in three feeds:

The Friends Tab, Following Feed and the For You Page, where the Tik Tok algorithm recommends content based on what you like.

Tik Tok makes video content creation easy with a number of regularly-enhanced tools. Here are some of those features:

1. Create videos

Users can create TikTok videos by recording them directly in the app, or by uploading videos from outside the app. The video recorder lets you choose how long you want your video to be, with a max length of 10 minutes.

2. Add music

Music is the cornerstone of the TikTok platform. Users can even discover new content by clicking on a track link and conducting a search of clips that use the song. So adding a popular song in your video will increase your chances of trending in the community.

3. Co-create content using duets

TikTok also boasts features like duet, which helps nurture engagement within the community. This feature does exactly what the name suggests—it lets you create a video with another creator and will split the screen in half to show both cameras.

Most use this feature to sing or dance to the same song, or they develop corresponding videos much like comedy shorts.

4. Add filters and effects

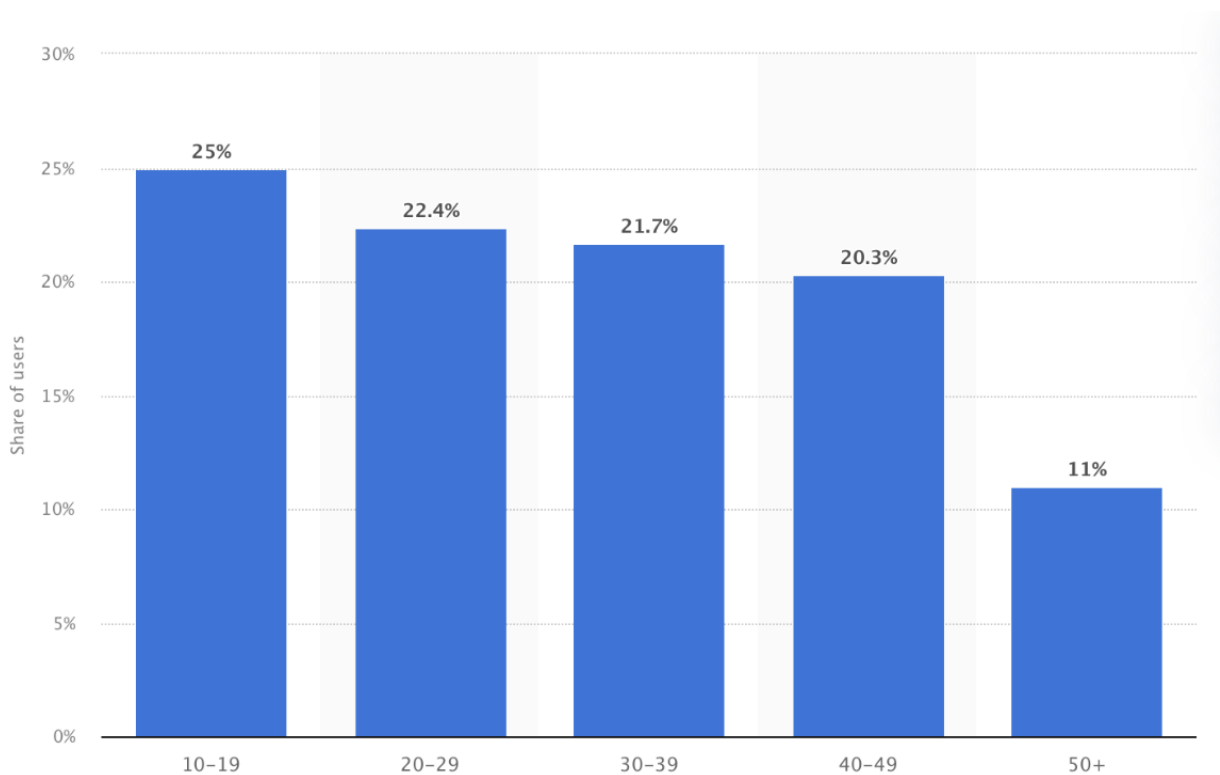
It's easy for users to edit their videos with different filters and effects. You can even add stickers, emojis, text, transitions, GIFs and time effects to make your videos more compelling.

5. Live stream

TikTok also comes with a feature that lets you stream live video broadcasts. But note that this feature is only available for select users with at least 1,000 followers.

Who uses TikTok?

While TikTok is known for its popularity with younger users (47% in the US are between 10 and 29 years old), it's aging up, with 42% of users aged 30-49 and 20% between 40 and 49. This makes it a great place to reach a wide audience.



As of January 2022, TikTok's user base skewed 57% female and 43% male—although these reported numbers are not inclusive of all genders.

And the platform's user base is extremely active, watching around 24 hours of content on the app every month.

Most of the app's users are from the United States, with 136.5 million users as of April 2022.

Indonesia comes in second with about 99 million users and Brazil lands in third with 74 million. TikTok’s widespread and growing popularity makes it a valuable app to use if you have an international audience.

Why is TikTok so popular?

Most of us hadn’t heard of TikTok until a couple of years ago. Since then, it’s become a household name, launched the careers of new celebrities, and is a go-to platform for favorite celebrities and brands to create viral moments.

In Q1 2022, TikTok was the most downloaded app worldwide and surpassed Google as the most popular web domain. In Q3 2022, TikTok broke records again as the world’s highest-grossing app.

Let’s get into some features that fuel its popularity:



Fueling viral trends

One of the reasons TikTok is so sticky is because it's a discovery machine. It's often where trends start, as TikTok trends are frequently spread to other platforms, and into popular culture.

If you're wondering how to go viral on TikTok, there are a few unique elements on the app that fuel trends and user loyalty:

TikTok Sounds

TikTok sounds are a key part of the platform experience—so much so that TikToks with sound perform 2.2x better than those without. People can use songs and sounds in their videos by selecting them from TikTok's library, or saving them from other videos.

When you use a song or sound that's trending, you boost your chances of going viral. The songs or sounds that take off can spark new memes, create a billboard hit, inspire cross-platform content or simply become part of the larger conversation.

Like we mentioned—trends often start on TikTok. If one of your TikTok videos performs well on the app, repurposing that same content elsewhere can help you find success on other platforms, as well.

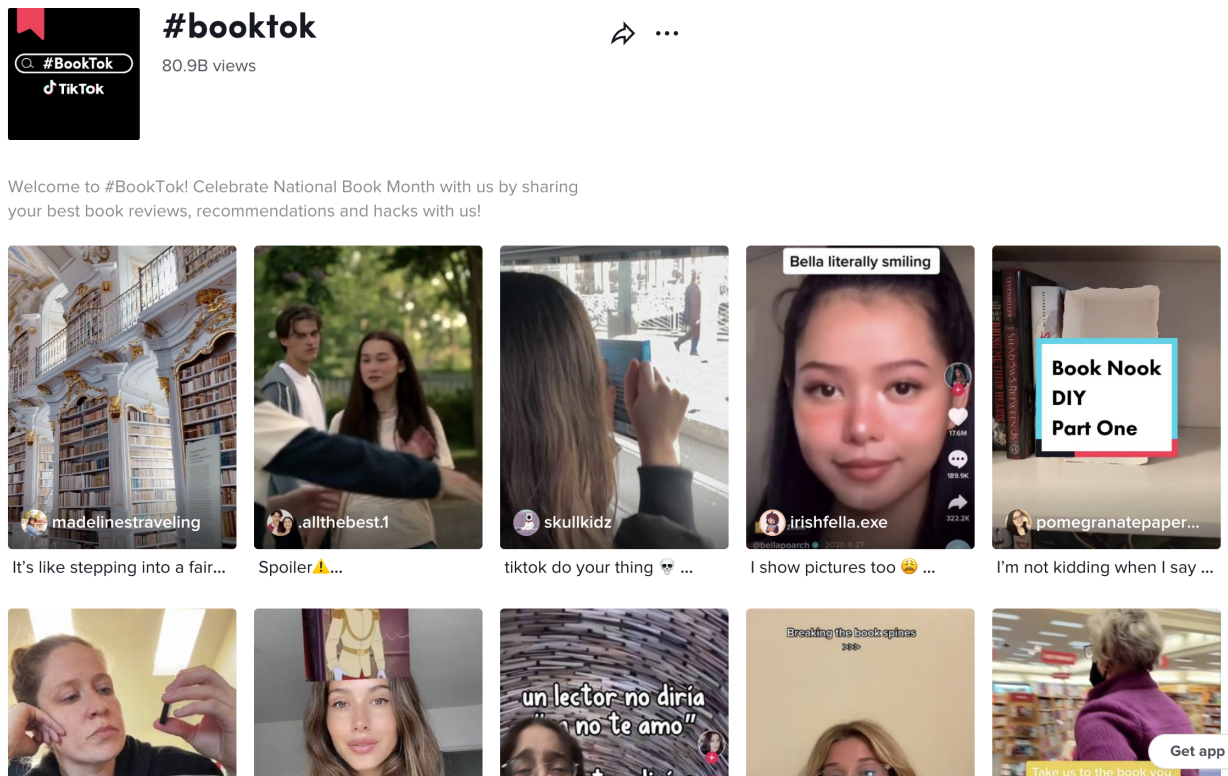
But a word of warning: if your video uses a song, avoid copyright issues and double-check that you're legally allowed to use that song on other platforms.

Using a tool can make repurposing content easier by cutting out the need to run around to each social platform.

Hashtags

Hashtags are a key part of viral trends and challenges. Using the right ones can give you a major visibility boost.

They're also a great way to find your community on the platform. #BookTok is a great example. This hashtag connects you to videos about book recommendations, bookstores and more. Tags like this can foster niche communities and become extremely popular among them—the BookTok hashtag has over 80.9 billion views.



Collaborative tools

TikTok is all about connecting with your community and your friends. Their recent move to replace the Discover feed with a Friends Only feed supports that.

Collaboration is built right into their video creation tools. TikTok stitching, for example, allows you to add your own commentary or reaction to existing clips, including viral clips.

TikTok user Hank Green often uses this to answer questions or explain the science behind popular videos.

Learning how to stitch on TikTok can help you get started on the platform by piggybacking off of existing content before creating your own.

Challenges

Users and brands alike come up with challenges that eventually go viral and encourage user participation. These challenges are also highly effective for enticing non-users to join the platform.

A viral video of TikToker Nathan Apodaca (aka Doggface208) skateboarding while drinking Ocean Spray cranberry juice inspired the brand to create a challenge, encouraging participants to recreate the video. #DreamsChallenge now has 21.1 million views.

We could mention more. But TikTok moves so quickly that by the time you read this article, there will likely be entirely new ones.

Video format

Put simply, TikTok has the type of content that consumers want: bite-sized videos. In fact, 66% of consumers say that short-form video is the most engaging type of content.

TikTok popularized this format to the point that other platforms added their own short video feeds, like Instagram Reels and YouTube Shorts. Appropriately, we'll leave this section short and sweet.

Video downloads fuel more shares

Users on the platform can freely download videos from other users and share them to other social media platforms to reach more people. This is perhaps one reason why the platform has gained so much popularity so quickly.

Since each video has a TikTok watermark and the username of the original creator, it leaves little room for plagiarism. It gives due credit and when people watch those downloaded videos on other platforms, they'll know exactly who to follow for more.

How to use TikTok for business

With trends like [#TikTokMadeMeBuyIt](#), and 49% of users saying TikTok helped them make purchase decisions, the app is a prime place to reach new consumers.

However, marketers are still not utilizing TikTok to its full potential.

Many marketers are still in the process of understanding how TikTok works and how it fits into their social media content strategy, social media marketing strategy, and larger marketing campaigns.

Here are a few popular ways brands use TikTok to help get you inspired:

Launch a branded hashtag challenge

We've already talked about how using viral trending hashtags can extend your reach. But you can also create your own trends.

TikTok challenges are campaigns or trends that encourage people to participate by performing tasks like demonstrating a talent, showing how you use a product, using a filter, lip syncing and more.

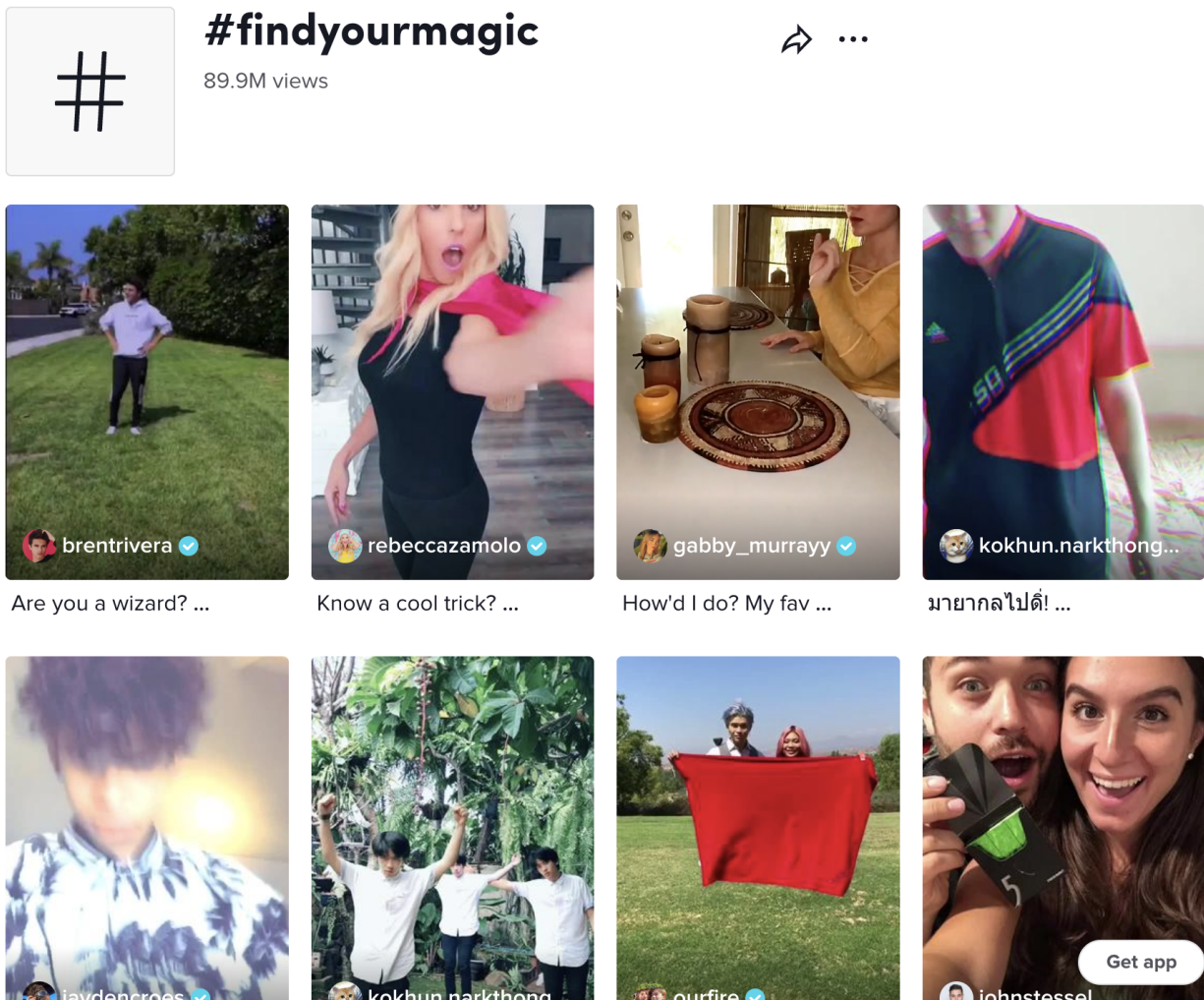
Work with influential content creators

Influential content creators on TikTok have millions of followers and drive tons of engagement that brands can leverage to amplify their efforts. Brands can collaborate with creators on a variety of campaigns, from content featuring their products or services to jumpstarting a branded hashtag challenge and more.

For Universal Pictures, TikTok influencers played a major role in the promotion of their movie, "The House with a Clock in its Walls". They partnered with 10 influencers who each created 'magical' stories using the hashtag #FindYourMagic.

These videos garnered a total of 1.3 million likes and even resulted in 19k+ more videos from other users.

The brand also gained 11k+ new followers in just six days. To date, the hashtag has amassed over 80 million views on the platform.



Don't be afraid to experiment

The beauty of TikTok's fast pace is that if one video flops, you can move on and try again. Bari, social media manager for Auntie Anne's, recommends reusing old content with new sounds in her TikTok Bootcamp.

TikTok's status as a fast-moving trend incubator means experimentation is rewarded, and many brands are cementing their TikTok presence by testing new tactics on the platform.

Analyze your tests by using TikTok analytics to identify which of your posts are most successful and should be recreated.

Engage, engage, engage

Responding to comments and questions on TikTok is just as important as responding to them on other platforms.

Monitor your comments and respond—even a simple response or “like” can mean the difference between gaining a fan, and losing one.

You can even respond to comments with a new TikTok video.

This is an innovative and ultra-interactive way of engaging with your community, and filling out your content calendar.

Setting Up a TikTok Business Account

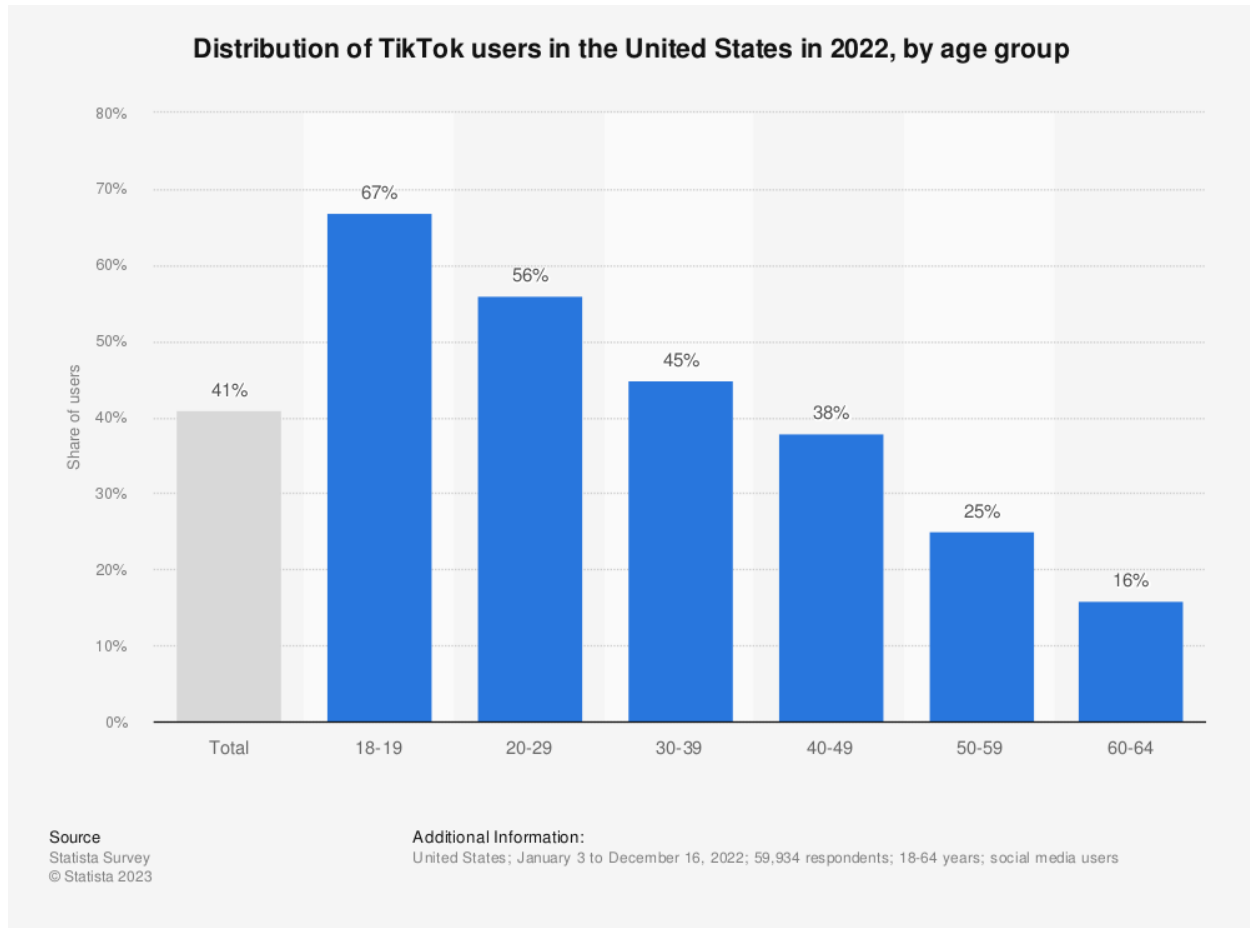
With over 1 billion monthly active users, TikTok has quickly become one of the largest social media platforms in the world.

What started as a fun video streaming app for Gen Zers has taken the marketing and advertising world by storm, completely changing the way brands create and share content.

Why should businesses consider using TikTok?

You may think that TikTok is all about challenges, pranks, and dance videos. While that's not entirely false, there's also a ton of opportunity in the entertainment content for brands to connect with their audience on a personal level.

Moreover, 47.4% of US TikTok users are below the age of 30, and over half of those users are teenagers. For brands targeting younger audiences, TikTok is a gold mine.



But even if your business is not targeting Gen Z customers, you can still benefit from establishing a presence on the platform.

Depending on your industry and niche, these young users will eventually grow up to become [your target audience](#), with TikTok heavily influencing their desires, aspirations and even purchase decisions. Plus, let's not forget the fact that over 50% of TikTok users are still aged 30+, meaning there's a potential untapped audience for your business on the platform now.

8 ways to use TikTok for business

It's not enough to just be present on TikTok — or on any social platform for that matter. It's how you take advantage of the app's creative tools and features that can get your business noticed by millions of users worldwide.

Let's explore how you can use TikTok as part of your marketing strategy.

1. Create unique and relevant content

The first thing you notice when you open the app and scroll through the feed is the seemingly endless amount of video content on the platform.

To stand out in this sea of content, your videos need to be unique, attention-grabbing and relevant to both your audience and your brand. Below are some tips to keep in mind.

- Consider the audience and nature of the platform. TikTok is a place for fun, playful and entertaining content — you need to learn how to adapt to this 'culture' without compromising your own brand voice and values.
- Avoid creating overly formal and scripted videos. The more authentic you are, the better you'll do on TikTok. Don't overthink that you need a fancy video setup either. You can easily shoot videos with your phone as long as your ideas (and lighting) are good. Our guide to remote video production is a great starting point for social media video, wherever you plan to record.
- Show the human side of your business. Take your audience behind-the-scenes at your office. Have your employees show off their desks or what they do in a day. Do you have an office pet? Have them say hello to the camera!

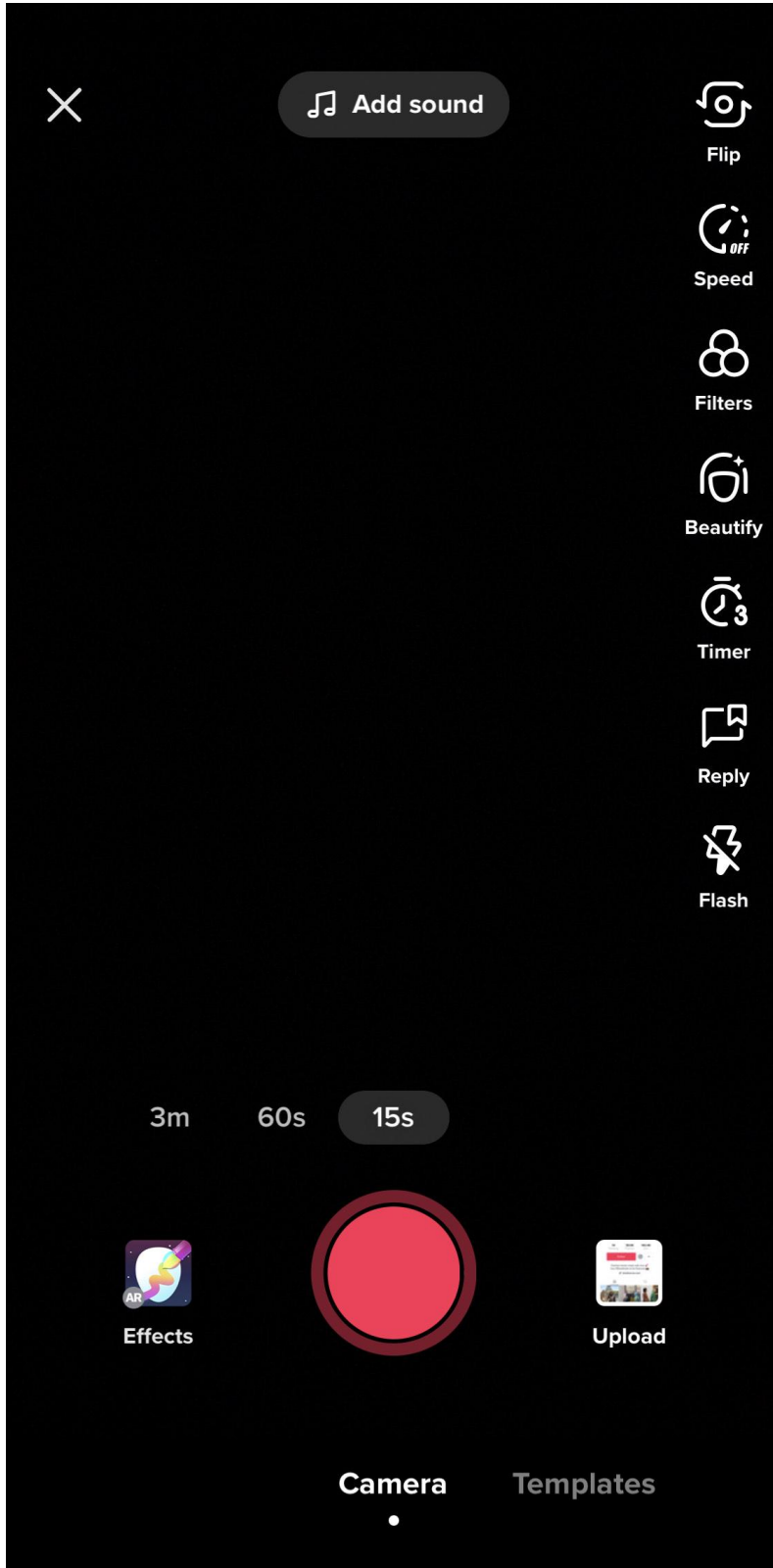
- Hop on trends and challenges. The beauty of TikTok is you never run out of ideas for new videos. Simply look up trending hashtags, music and videos, and join in. Remember to put your own twist on TikTok hashtags to make your brand stand out.

2. Add music and effects to your videos

TikTok is all about taking your social videos to the next level and getting noticed with the help of catchy, trending music and creative effects.

Simply tap on Add Sound at the top of your recording screen, and browse a huge library of audio clips in categories like trending, recommended and genres. You can save sounds you like to the Favorites tab to use later.

You can add a sound before or after recording your video, and also to previously recorded videos. Along with adding sounds to your videos, you can also access a bunch of video editing features from the recording screen.



Here's a quick rundown of these features.

- Video length: Choose the video length that best suits your content—up to 10 minutes long.
- Flip: Switch between your phone's front and back cameras.
- Speed: Adjust the frame speed of your videos to speed them up or slow them down.
- Filters: Apply color or contrast filters to make your videos look more attractive.
- Beautify: Access an array of beauty filters to modify facial features.
- Timer: Stop recording automatically after a set period of time.
- Reply: Respond to comments on your own or any other videos.
- Flash: Enable or disable flash on your phone's camera.
- Effects: Add overlays, face transformation effects, background changers, voice changers, interactive effects and more.
- Templates: Drag and drop your photos and/or videos into these pre-made templates to quickly create eye-catching content. You can always edit the sounds, effects and text later.

Other video editing features include trimming your videos, joining several videos together, applying effects and filters after, and more.

Note: You can also develop your own branded filters, effects and 3D objects, similar to Instagram and Snapchat. TikTok users can then use these elements in their own videos and spread the word about your business.

3. Leverage TikTok's content publishing features

TikTok makes it just as easy to share, optimize and organize your videos as it is to record and edit them. Here are some ways you can leverage the platform's content publishing tools to make sure your videos get the attention they deserve.



Post

Describe your video

Hashtags

@ Friends



Who can watch this video

Only me >



Allow comments



Allow Duet



Allow Stitch



More options



 Drafts

 Post

- **Write a description:** Your TikTok descriptions are limited to 150 characters, so keep them short, meaningful and interesting. They may also be helpful for visually or hearing impaired audiences to understand the context of your videos.
- **Include hashtags:** Adding the right hashtags can help your videos show up in front of the right people. Pay attention to trending hashtags, and make yours as specific as possible to attract targeted users who are actually interested in your content.
- **Tag friends:** If you're collaborating with another brand, content creator or influencer, you can tag them in your description using the "@" symbol. This is also useful if you're reposting user-generated content and you want to give credit to the original creators.
- **Add links:** If you have a TikTok Business account, you can add a link in your bio by editing your profile and adding a URL to the Website field. In your videos, you can then ask users to sign up, browse products or make a purchase via the link in your bio.
- **Adjust privacy:** Make your videos visible to only yourself, friends or followers who you follow back, or everyone.
- **Enable duet/stitch:** Allow users to use your videos to create duets or stitch your videos with their own to create unique or response content.

4. Decide when and how often to post on TikTok

One of the most important strategies for any social media platform — not just TikTok — is to pay close attention to the usage behavior of your audience. What times are they online? Which days of the week do they use TikTok the most?

If you post late at night when most of your customers are snoozing, for example, you might not get as much engagement as you'd have hoped for in the first few hours.

And without that initial buzz, your videos might not get a boost from TikTok's algorithm.

It's crucial to constantly monitor and analyze these metrics to post your videos at the best times. You can access TikTok's built-in analytics by switching to a Business account for free. Head over to your app settings, and click on Manage Account to switch.

5. Share user-generated content on TikTok

It's no secret that brands love user-generated content (UGC). For some industries, like B2C, it's the easiest (and sometimes least expensive) way to acquire and share high-performing content.

UGC is content that users create for your brand. You can share or repost this content on your own social media profiles in different ways, with permission of course. Here's how fashion brand Stradivarius encourages user-generated content with a branded hashtag:

< **Stradivarius** 🔔 ...



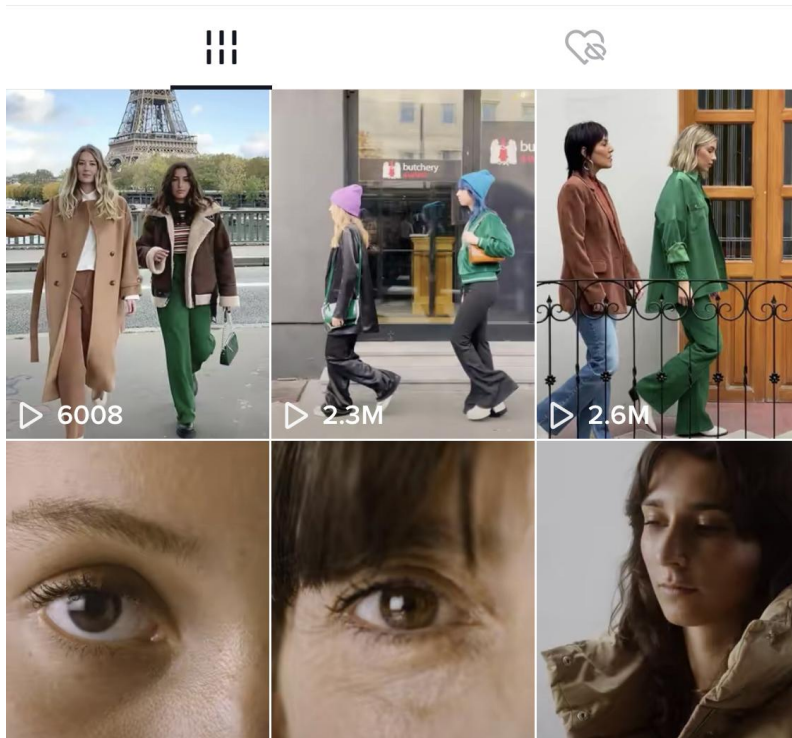
@stradivarius_official ✓

14 Following | **39.5K** Followers | **142.4K** Likes

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Fashion trends made with love 💕
Use #Stradilooks to be featured 📸

[stradivarius.com](https://www.stradivarius.com)



Sharing user-generated content is a great way to feed three birds with one stone:

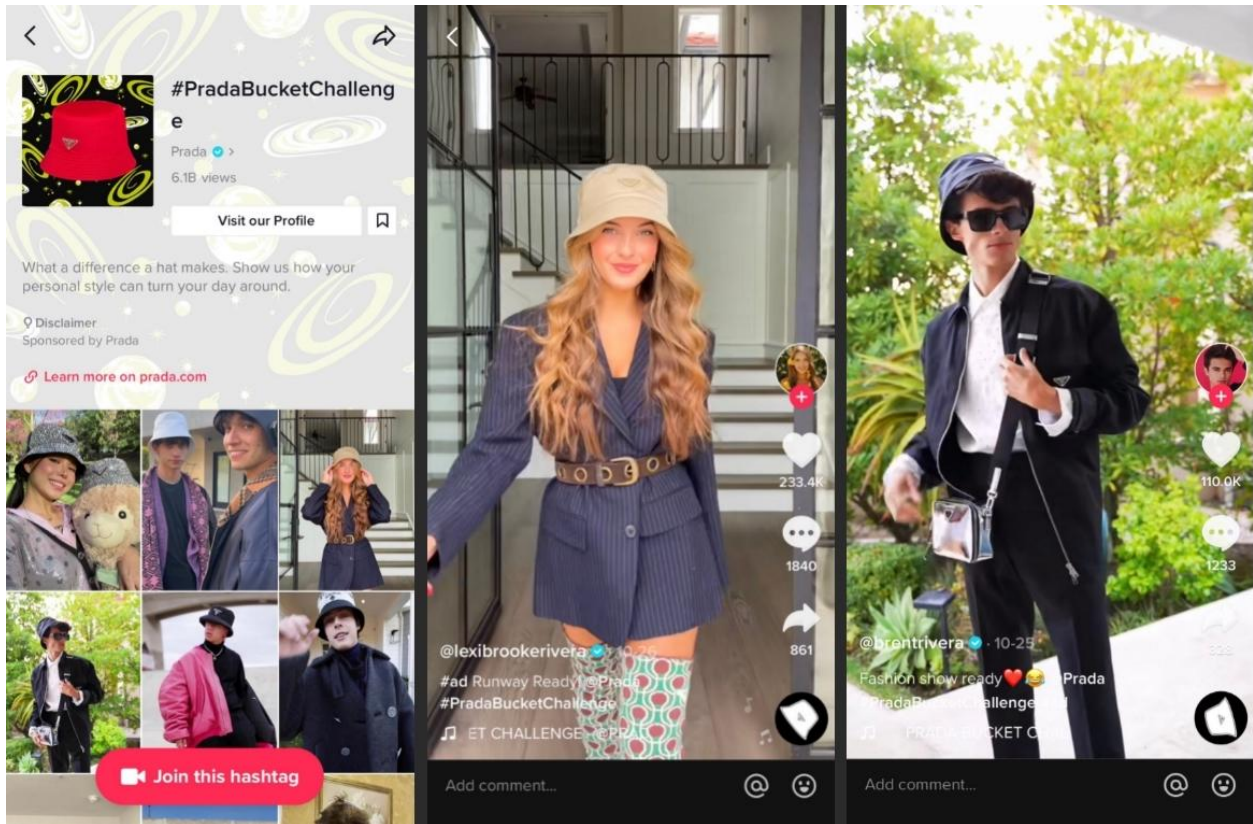
- Consistently filling your TikTok feed with engaging videos
- Delighting existing customers by offering them recognition
- Acquiring new customers by leveraging social proof

You can encourage UGC on TikTok in several ways, such as by collaborating with an influencer to kickstart a trend, creating a branded hashtag or starting a challenge. This takes us to the next point.

6. Create a TikTok challenge

Challenges are the bread-and-butter of TikTok. They have extreme viral potential, everyone wants to try them and are highly entertaining videos.

Prada, for example, recently launched the #PradaBucketChallenge on TikTok to encourage people to make videos showing how a Prada bucket hat can make a difference in their wardrobes.



To promote this challenge, Prada enlisted the help of several top influencer accounts with millions of followers, including Bella Poarch, Michael Le and Lexi Rivera. At the time of writing this article, the hashtag has received over 6 billion views.

Before you start a challenge, know why you're doing it in the first place. What are your goals?

- Do you want to increase brand awareness?
- Are you looking to drive sales for a new product?
- Do you want to promote an upcoming event?

Once you've defined your objective, you have several ways to kickstart and promote your brand new TikTok challenge:

- Work with TikTok to promote your challenge. The cost of running a sponsored hashtag challenge is around \$150,000 for 6 days. During this time, your challenge will appear in your audience's feed as they explore the app.
- Launch a social media contest to encourage participation. Turn your challenge into a competition by awarding a prize to the best participant. You can also set more rules for entry, such as making it mandatory to follow your accounts on Instagram and TikTok.
- Partner with influencers to spread the word. While people may participate in the challenges sporadically, if they see their favorite influencer participate, they'll probably jump at the chance. Reach out to select influencers on TikTok in your niche and ask them to participate in your challenge while using the hashtag.

Keep in mind that working with influencers may be a financial investment that could be worth the ROI.

Alternatively, brands can also choose to participate in existing challenges and ride the waves. Starting your own challenge can be highly rewarding, especially if it goes viral.

However, it can also be costly, depending on how you choose to promote it.

7. Advertise on TikTok

Even though TikTok does not focus heavily on monetization, businesses can still run ads that blend in seamlessly with the rest of the content on the platform to grow their following. There are a few kinds of ads you can run on TikTok.

- In-feed ads: These are native ads that show up as full-screen videos between a user's scrolling activity. In-feed ads can only be up to 60 seconds, and can link to landing pages or app store listings. You can also create engaging ads using Interactive Card, Voting Card and Display Card formats.
- Brand takeovers: These are ads that show up as soon as users open the TikTok app. Brand takeover ads can be 3 second photos or 3.5 second videos, and are more expensive than in-feed ads. Only one advertiser can run a brand takeover ad per day per interest, taking over the entire share of voice for that category and also comes with a hefty price tag.
- TopView ads: These ads are enhanced versions of brand takeovers, and are naturally more expensive. These videos can be 5-60 seconds long, and users can engage with them by liking, commenting and sharing.

8. Collaborate with TikTok influencers

Last but not least, TikTok is a haven for brands looking into influencer marketing. There are countless influencers of all levels on the platform — from mega influencers with millions of followers to nano influencers with a few thousand fans.

Working with influencers can help you attract new audiences and build a credible brand image by reaching out through someone they trust.

Below are some tips for maximizing your TikTok influencer marketing campaigns:

- Find the right influencers to work with. Look for influencers that align with your brand voice. Also, consider whether to pursue large influencers or smaller ones. Larger influencers offer more reach but are expensive. Smaller influencers are more affordable, and while they offer less reach, they often have a loyal,

highly engaged following. Depending on your goals, the influencers you engage may differ, which brings us to the next point.

- Have clear goals in mind. Partnering with influencers without clear objectives can be a waste of resources for both parties. You need to know exactly what you hope to achieve out of this collaboration and communicate it to the influencer so they know what to do. Is it brand awareness? Is it an increase in followers or a certain number of sales?
- Don't be too controlling. Once you've communicated the end goal to the influencer, don't try to take over every aspect of the campaign. Outline points you want them to cover but let them have their creative freedom and do things "their way." Not only will this improve your relationship with the influencer, it will also make your brand look more credible and authentic.
- Measure and analyze results. Track the performance of your influencer marketing campaigns both during and after the execution phase. Know whether your outlined goals and objectives have been met, or whether you need to pivot in any way.

If done right, influencer collaborations on TikTok can be highly rewarding for your brand. Use an influencer marketing tool to choose the right partners and work closely with them during the planning and strategizing to see impactful results.

Don't forget — they are experts at what they do, and might be able to bring a lot of great ideas or valid concerns to the table that you'd have otherwise missed.

Understanding Tiktok Algorithm and Analytics

If your brand is using TikTok for marketing, you're probably looking for ways to gain traction on the platform. How do you get more views and followers on TikTok? On that note, how do you get more people to discover your content in the first place?

Understanding how the TikTok algorithm works is key to making this platform work for your brand.

What is the TikTok algorithm?

The TikTok algorithm is a system that makes content recommendations personalized for each user. It decides which videos a user might like based on their individual interests and displays them on the user's For You page.

As a result, the For You page is highly personalized for each user. What you see on your For You page will not be the same as what your friend or colleague sees on their For You page.

Someone who watches a lot of beauty and makeup content will naturally see more recommendations for similar videos. Yet those videos will rarely show up for someone who mostly consumes content related to sports and gaming.

It also means that the types of content you see on this page will change over time as your viewing behavior and preferences change.

How does the TikTok algorithm work?

Now you may be wondering how TikTok knows which content to recommend. The TikTok algorithm considers a combination of factors to decide which videos a user might like.

Let's take a look at the most important TikTok ranking factors that influence which videos show up on your For You page:

User interactions and behavioral signals

One of the most important considerations TikTok makes is how users behave on the app. This information allows the platform to get a better understanding of the unique preferences of each user and how they change over time.

It then ranks videos based on how aligned they are to these behavioral signals.

The TikTok algorithm considers the following key data signals:

- Video likes and shares
- Accounts followed
- Comments posted
- Content created
- Videos completed
- Favorited videos

TikTok uses this information to understand the types of videos you like to watch and the creators whose content you enjoy. That means it's more likely to recommend

videos similar to the ones you've watched and interacted with before. It's also likely to favor videos from creators whose content you've regularly engaged with.

Video information for content discoverability

The information on the video itself such as captions, hashtags and sounds also helps TikTok understand how to rank the content. This is mainly because it uses the information to understand what the content is all about so it can decide when to display it on users' For You pages.

Device and account indicators

TikTok also looks at the device and account settings of each user to optimize for performance. The main information it looks at are:

- Country settings
- Language preferences
- Device type
- Category selection

However, since users don't actively express them as preferences, they don't hold as much weight as the other two factors. That means the algorithm is likely to place greater weight on a strong indicator of interest such as watching a video in its entirety.

6 tips for making the TikTok algorithm work for you

Looking at these ranking factors, it's safe to say that the most important way to "hack" the algorithm is by driving engagement. This may seem like a challenge if your brand is new to the platform and you're still building your following.

The good news is that TikTok doesn't consider follower count or a history of high-performing videos as direct ranking factors.

This makes it much easier for newer accounts to get on the For You page of relevant users—provided they're taking the right approach. On that note, here are a few tips to improve your chances with the TikTok algorithm:

1. Make the first few seconds count

TikTok prioritizes factors like whether users finished watching your video. So you should create engaging content to get more people to watch your videos from start to finish.

For that, you need to grab their attention within the first few seconds and hook them in so they'll want to watch the rest of the video.

That means skipping the intro and getting straight to the good part within the first 2-3 seconds. With TikTok being a fast-moving platform, there's no room for slow build-ups that could cause viewers to lose interest. Otherwise, viewers will get impatient and quickly skip to the next video on their feed.

Depending on the content, you may need to use text overlay, voiceovers or sound effects to make the first few seconds count. The goal is to instantly show the value of your video to make viewers stay.

Here's an example from Colourpop Cosmetics, where a text overlay tells viewers why they should watch the video.

2. Lean toward shorter videos

TikTok recently expanded its maximum video length to 10 minutes. However, longer videos may not necessarily give you an advantage with the TikTok algorithm. As mentioned above, the video completion rate holds significant weight in the algorithm.

Now, what's the chance that people will watch an entire 15-second video vs. a 10-minute video?

Try to create shorter, punchier videos that will engage viewers from start to finish. That's not to say that you shouldn't experiment with long-form videos, especially if they're better aligned with your brand identity, messaging and goals. Just remember to keep at least some of your videos short.

3. Post at the right time

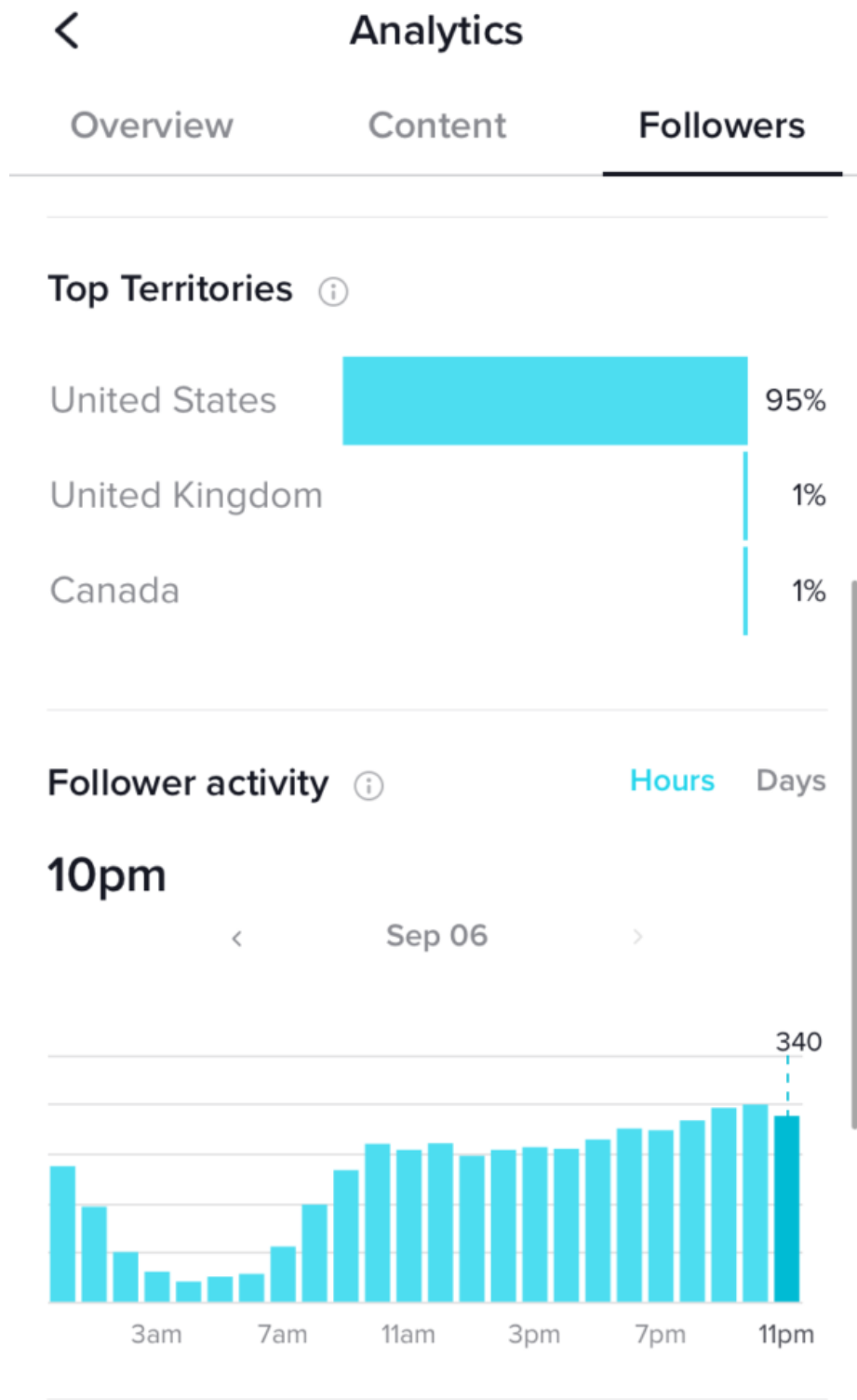
Just like on other social networks, time is of the essence on TikTok. The algorithm looks at engagements on your video to rank it appropriately.

In other words, the more engagement it sees, the more likely your video will show up on the For You pages of relevant users.

This means that you need to drive as much engagement as possible within the first few minutes of posting to improve visibility on the platform.

Posting your TikTok videos when your audience is the most active will help you achieve this goal. The best time to post on social media, in general, is weekdays between 9 a.m. and noon. However, every audience and app is different. It's best to

look at your TikTok analytics to access your follower activity and see when your audience is most active.



4. Make trending sounds work for you

TikTok is a platform that's highly focused on audio, where songs and sounds quickly become viral.

In fact, it's one of the few social networks that allow users to conduct searches using audio. So it's no surprise that the audio you use influences the discoverability of your videos.

When someone interacts with a video that uses a certain audio track, the TikTok algorithm will take it as a cue to recommend other videos using the same audio. That means using trending songs and sounds in your video could help you improve your content visibility.

If you see a trend that's surfacing on the platform, don't be afraid to jump in and use the audio in your own videos, if it's relevant.

5. Level up your hashtag game

If you thought hashtags were just for Instagram, think again. The TikTok algorithm uses hashtags to understand the content of a video and how to categorize it.

That means if you want TikTok to show your video to the right users, you should use hashtags that are relevant to your video and your brand.

For example, [Duolingo](#) uses the #LearnOnTikTok hashtag in the following video. This is relevant to the video, which teaches an Italian word.

It's even better if you can make use of trending TikTok hashtags that are already getting a ton of visibility and engagement. For example, you may be able to take part in a popular hashtag challenge and add your own twist to it. These trending hashtags could inspire your content creation.

They could also boost your content visibility since they're already popular on the platform.

The Trends section under your Discover tab can show you hashtags that are trending right now. Research each trending hashtag to look for opportunities that your brand can leverage.

6. Write keyword-rich captions

While you can keep your captions short or even leave it blank, it's much better if you can use it to your advantage. Write captions that are relevant to the video so the TikTok algorithm can understand what the content is about.

You can make the most of this space to include keywords that are relevant to the video. This will make it easier for TikTok to understand the content of the video and show it to the right users.

That said, avoid stuffing your caption with keywords just for the sake of it. Instead, use the keywords strategically to form a sentence that's clear and easy to understand while being relevant to the content.

Creating and Curating Content for Tiktok

Navigating TikTok might be confusing for new brands or creators.

What may be trending on other social media platforms might not be successful on TikTok.

But if you want a chance of winning over Gen Z's hearts (and not only), it's worth decoding the TikTok algorithm.

Knowing how to make a video go viral on TikTok is a sought-after skill for many organizations—it can increase brand recognition and sales.

1. What type of content goes viral on TikTok?

Understanding how the TikTok algorithm rates and distributes content is essential to learning how to go viral on TikTok.

Once you're aware of the crucial elements that TikTok's algorithm uses to measure the value you bring to your potential followers, you'll be one step closer to creating a TikTok video people want to view on their For You page.

In this instance, watch time and completion rate are the main TikTok metrics that the app tracks.

After just 3 seconds of viewing, the algorithm will mark your video as either exciting or irrelevant for a specific audience.

But, to go viral on TikTok, a social media manager should first decide what they want the video to achieve.

Will it be a how-to tutorial, or will you blatantly advertise a product?

Either way, originality is key to creating content that goes viral on TikTok.

In most cases, you are well on your way to becoming famous on TikTok if you have a sense of humor, a captivating story to tell, simple tips to share from your industry, or can persuade social media content creators to follow your challenge.

Regardless of the niche you choose to establish your authority in, remember that your video needs to showcase your brand personality, while being entertaining, informative, or relatable.

2. 10 tips to create viral content on TikTok

Whether you're a creator or a brand seeking to leverage TikTok for B2B marketing, there are a few things you can do to optimize your chances of going viral.

To make it onto TikTok's For You page, you may want to read the tips below.

2.1 Feature real people in your TikTok content

TikTok is a very person-heavy platform.

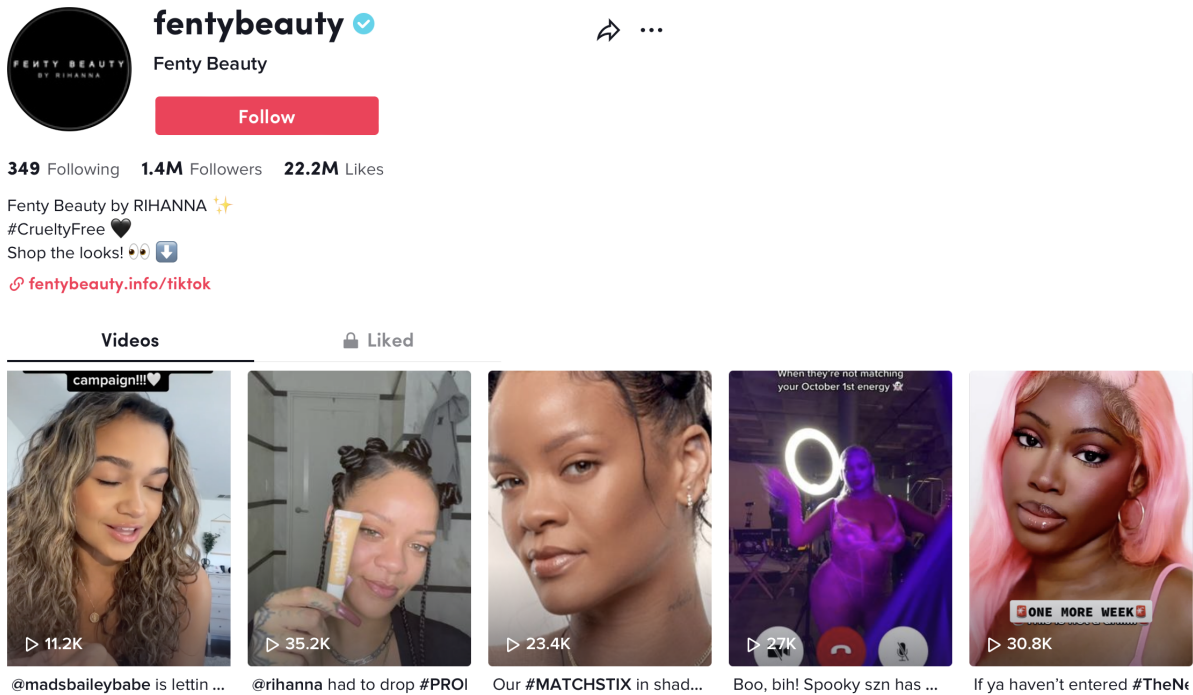
Not only will someone need to create videos for your brand, but they'll also probably appear in them.

Allow us to explain more.

The key selling point of TikTok is built around its creators.

The app's integrated recording and editing features make it simple for content creators to swiftly record, edit, and share TikTok video content —and have it go viral when done well.

With this in mind, it only makes sense that most viral videos display real people.



Sure, there are many TikTok ideas you can do without showing your face, but both creators and brands need to establish their brand identity and humanize their brands to be successful on the app.

Showcasing real people in your TikToks and cultivating your brand's personality and values can help establish meaningful connections with your audience.

2.2 Choose a vertical topic for your TikTok content

TikTok performs best when using segmented content.

Once you choose a TikTok content niche, it is best you stick with it. This way, you'll establish authority in that specific vertical.

The image shows a screenshot of a TikTok profile for Dr. Wendy Walsh. The profile includes a circular profile picture, the name 'drwendywalsh', and the bio 'Dr. Wendy Walsh'. There is a red 'Follow' button. Below the bio, it shows '780 Following', '1.1M Followers', and '12.4M Likes'. The bio also includes 'Psych Prof on iHeart Radio', 'Wendy's Wisdom on Love ❤️', 'Not a licensed therapist', and a link 'linktr.ee/DrWendyWalsh'. Below the profile information, there are two tabs: 'Videos' and 'Liked'. Under the 'Videos' tab, there are five video thumbnails. Each thumbnail has a text overlay and a play button icon with a view count. The videos are: 1. 'Do I travel?' (2579 views), 2. 'Empty Nest Week #2' (150.1K views), 3. 'You mad?' (5086 views), 4. 'Typical Women Like Love' (52.8K views), and 5. 'Later in life?' (15.8K views). Each video also has a caption below it.

Unpredictable content without a defined topic will have a negative effect on the algorithm and prevent your content from being pushed to your target audience.

Experimenting with videos that fit into different categories is like beginning all over again.

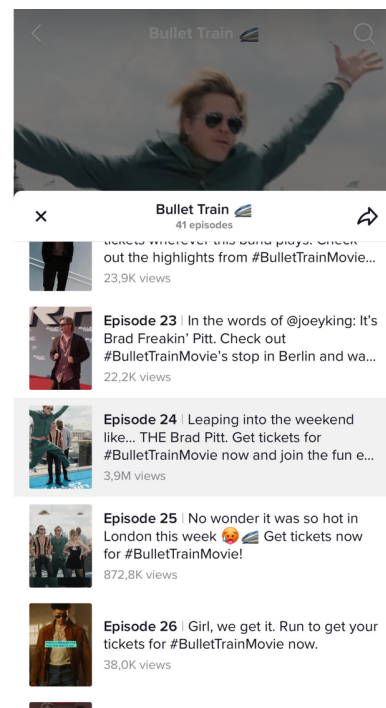
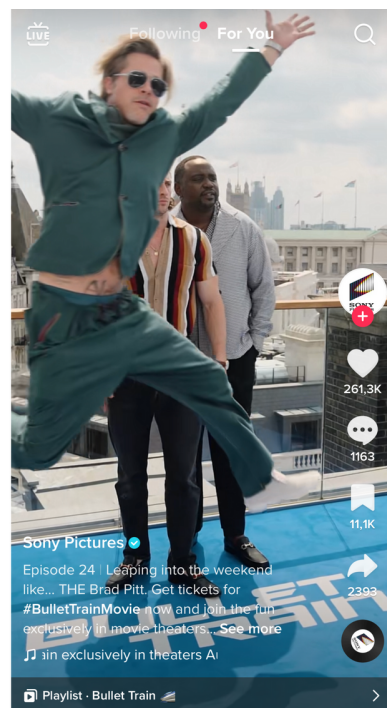
2.3 Divide your TikTok content into more parts

The TikTok mantra goes that the more content you provide, the greater your chances of being noticed.

Breaking up longer content into distinct segments on your TikTok profile is a terrific way to keep your audience interested and your viewings high.

More content on the same subject means a greater chance that one of your clips may go viral and pique people's interest in learning more, thus returning to your profile.

Additionally, you can also use TikTok's Playlists feature to group your clips into themed collections.



The new feature allows you to create specific collections of TikToks that are subsequently displayed on your profile. You have up to 15 characters to name each playlist.

2.4 Keep your TikTok content short

We've clarified that the completion rate is a big part of the TikTok algorithm. And with this in mind, it only makes sense that you create TikToks that people will gladly watch rather than skip through.

Naturally, the easier way to pull this off is to keep your videos shorter. It's less likely that a larger audience will have the patience to digest lengthy information.

However, this doesn't negate the requirement for quality content; your video still needs to be long enough to convey the information you want.

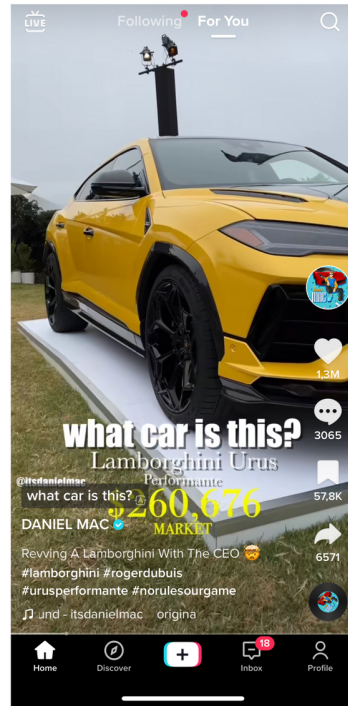
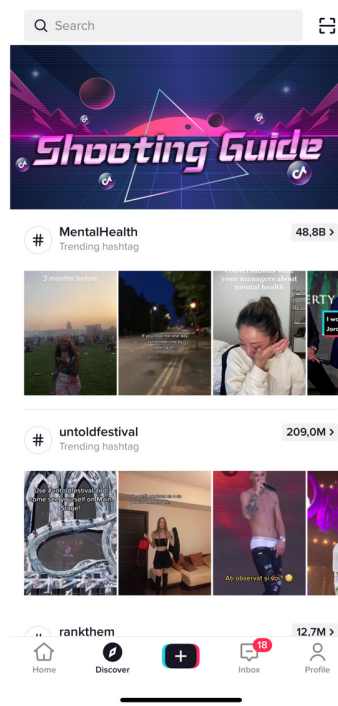
2.5 Jump on TikTok trends

TikTok is the birthplace of many social media trends.

Being one of the most trend-driven social media platforms, keeping up with the most recent TikTok trends is essential if you want to understand how to go viral on the platform.

Fortunately, discovering what's trending on TikTok is pretty simple.

Visit the For You section in the app, or go through the viral challenges and hashtags on the Discover page for a ton of suggestions.

For You
PageDiscover
Page

Remember that the TikTok algorithm carefully chooses personalized content for you based on your location.

Once you spot trends, consider whether they can prove relevant to your niche and, if so, take advantage of the opportunity to create your own version of the viral TikTok trend.

2.6 Add trending audios to your TikTok content

TikTok has a unique capacity for influencing musical trends.

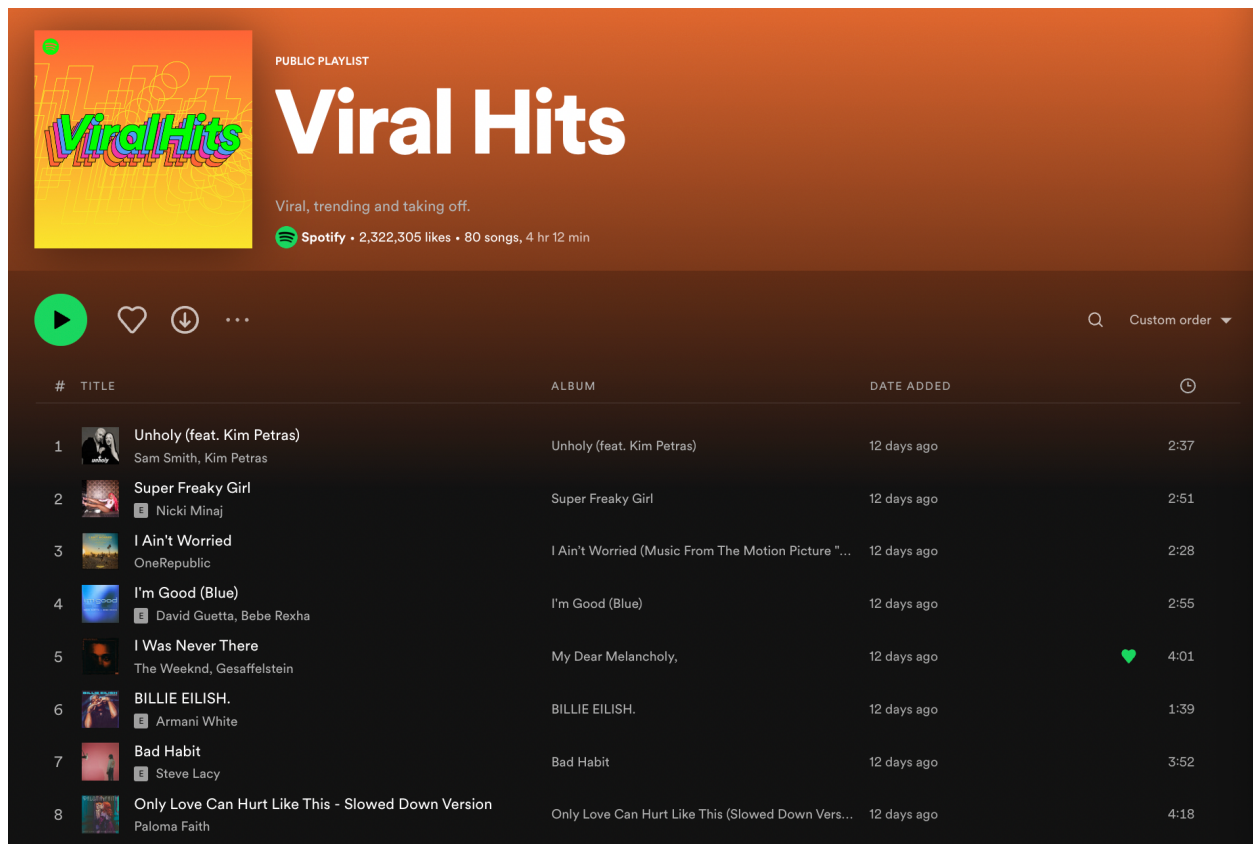
Previously known as Musical.ly, TikTok began as a platform for music syncing.

It is not uncommon for TikTok to have agreements with major record labels, allowing them to post brief music snippets on the platform. In some cases, a segment of a song will be revealed on TikTok even before it is fully released officially.

Fortunately, there are many options available for selecting the greatest trending tune to use with your TikTok video.

You can either scroll the For You page, use TikTok's search bar to look for viral sounds, or browse through TikTok's sound library.

Additionally, you can check out Spotify's trending playlists and pay attention to the Billboard Hot 100 chart. Many of the hottest songs on these playlists are actually popular TikTok audios.

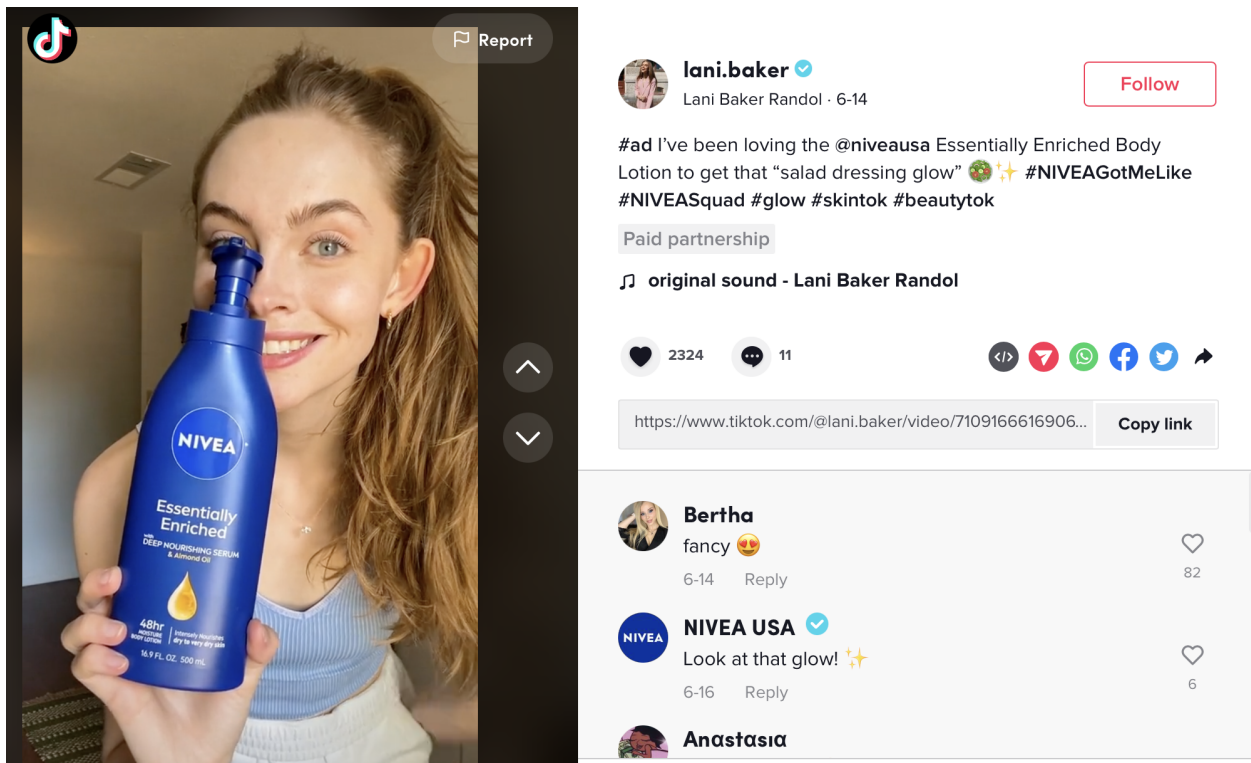


Don't forget to add them to your favorites whenever you find a popular TikTok sound or song that you like. By doing this, you can avoid having to search for them again when you want to use them.

2.7 Team up with influencers to create viral content on TikTok

If you want to increase the effectiveness of your digital marketing campaigns and expand your audience, collaborating with influencers is a great strategy.

While brands may use sponsored TikTok ads to increase exposure and sales, influencer-generated content usually results in more meaningful engagement.



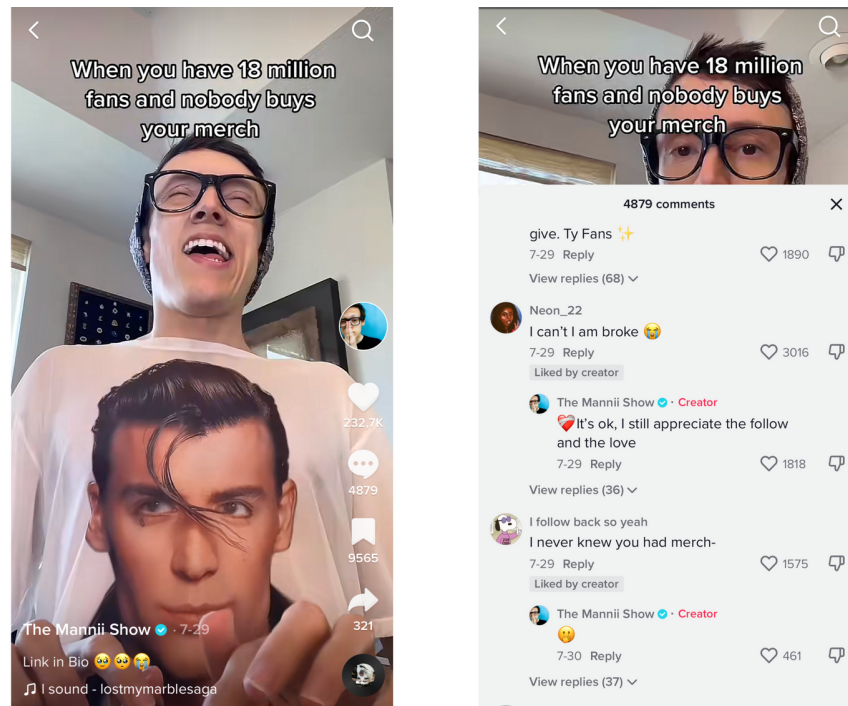
Influencers on TikTok are familiar with viral trends and may give you valuable insights into what actually matters to your target audience.

You may develop native content by involving key opinion leaders in your TikTok marketing plan, thus improving user experience.

2.8 Interact with TikTok content creators and followers

Understanding the significance of engagement on TikTok is essential to learning how to go viral.

As TikTok's algorithm favors interaction, responding to comments on your videos can foster a sense of community and raise the likelihood that your material will go viral.



A call to action in your videos can also help to increase your TikTok views.

You could, for instance, invite your viewers to leave you a remark at the end of each video, share it on social media, subscribe to your channel, or even answer with a video of their own using the [Duet](#) or [Stitch](#) features.

However, if you're still in the early stages and haven't had an opportunity to gain more followers, it's advisable to start by interacting with other popular TikTok videos.

2.9 Don't delete your older content: it can still go viral on TikTok

The main distinction between TikTok and other social media platforms is that, on TikTok, your videos can become viral at any time—yes, even older ones.

A delayed explosion is why you should carefully consider eliminating outdated information regardless of how well or poorly it performed previously.

TikTok will periodically hide the publish date of content on the FYP and start re-evaluating your older content in order to push it to your desired audience.

2.10 Use the right TikTok hashtags

Some users may believe that using the hashtags #fyp or #ForYou will make their content widely shared.

However, this rumor has never been confirmed by TikTok, and using these hashtags doesn't ensure that your video will become popular.

On the contrary, using these hashtags can prevent you from leveraging keywords appropriate for your content and niche.

To make the most out of hashtags, you should choose a small number of relevant hashtags that are popular in your niche and combine trending hashtags with less popular ones.

3. How long does it take for TikTok content to go viral?

The time it takes to do something depends on you and your resources.

No brand, expert, or creator can say precisely how long it takes for content to go viral.

Usually, your video is deemed somewhat viral if it receives one million views.

However, you will formally become a viral TikTok star if your video receives five million views in three to seven days.

But getting trending on TikTok takes experimentation and persistence—not to mention some good fortune.

The first step is to take the time to create and involve your community with trendy, timely material.

Unfortunately, there isn't a particular form of content that will always go viral on TikTok.

However, if you want to increase your chances of going viral on TikTok, being humorous and relatable in your postings will undoubtedly help.

4. Creating viral content on TikTok: measuring performance

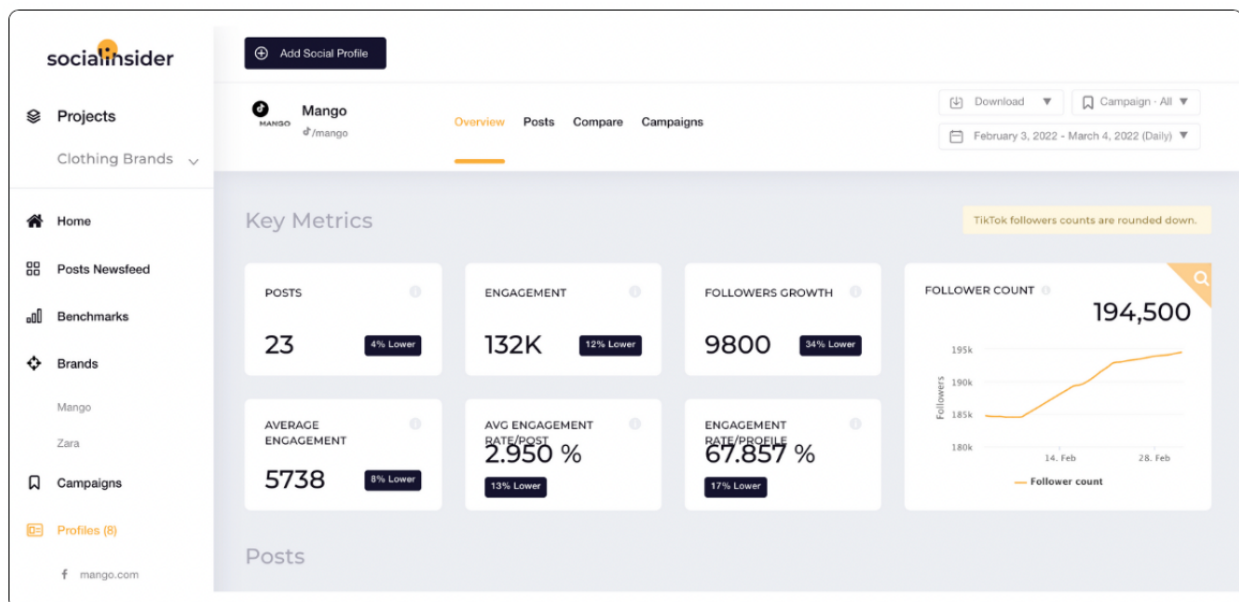
TikTok audits are a vital resource for marketers and creators trying to make a difference on this social media platform.

With the help of the integrated TikTok Analytics, any user can now effortlessly track the information associated with their TikTok accounts.

TikTok Analytics provides insights into the number of followers gained through a specific period, the profile overview, and other video analytics.

To track more advanced metrics, however, brands may opt to use dedicated TikTok analytics tools.

Socialinsider, for example, offers you access to multiple [TikTok analytics](#) such as post engagement, engagement rate, the optimal time to share content on TikTok, total views, hashtags, and even music.



You can also use the app to do competitive TikTok benchmarks and gain in-depth insights into the campaigns of your competitors.

Additionally, with Socialinsider, you can easily manage your influencer analytics to track and gauge your influencer network.

This way, it will be easier for you to plan ahead if you have a clear visual representation of the type of TikTok content that is successful or not.

However, there isn't much evidence to back them up.

Experts can only speculate what is most likely to improve the chances that their TikTok videos will go viral and appear on the For You page.

This is primarily due to TikTok's continued reluctance to reveal the mechanics of its algorithm.

Overall, you should keep in mind that TikTok has only acknowledged two things impacting the likelihood of your video going viral on the For You tab: what someone likes and who they follow.

Using Tiktok Trends and Challenges to Grow Your Account

Totally new to the concept of TikTok challenges?

Challenges are a cornerstone of TikTok and represent some of the platform's most popular videos. From the dance-offs to make-up hacks and beyond, TikTok creators aren't shy about answering the call to create content.

Heck, TikTok hashtag challenges like the #OldTownRoadChallenge or Chipotle's #GuacDance boasts over a billion views each.

Perfect for building awareness and encouraging awesome user-generated content, brands are rightfully scrambling to find TikTok hashtags for their own challenges. But getting engagement for a challenge doesn't happen by accident.

Below we break down which TikTok challenges work and the best practices for brands looking to leverage them.

What are the TikTok challenges?

Challenges on TikTok are campaigns (or trends) that invite people to create their own videos based on performing a specific task. These tasks might include:

- Displaying a talent
- Showing off how you use a product (for example, achieving a certain look with a beauty product)

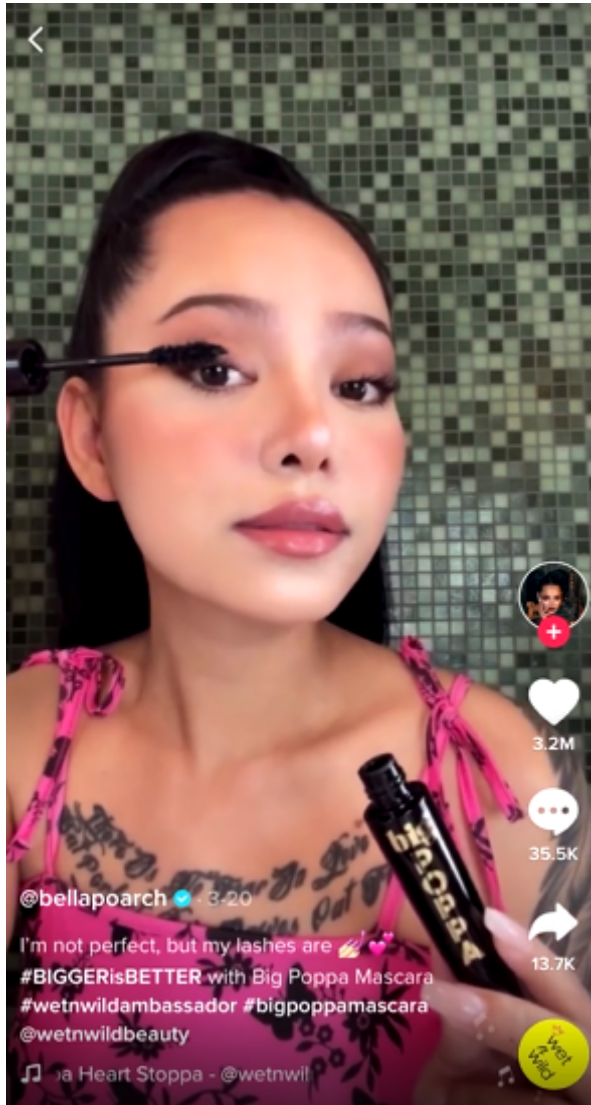
- Using a filter
- Performing a dance or skit
- Lipsyncing with a specific TikTok sound

Hashtags make these trends and the content created for them more visible and easier to find. Although some TikTok challenges are totally organic (like the #OldTownRoadChallenge), others represent branded promotions (like #GuacDance).

What are some examples of popular TikTok hashtag challenges?

Below are some notable TikTok challenge campaigns that highlight what challenges look like and the kind of engagement they can drive:

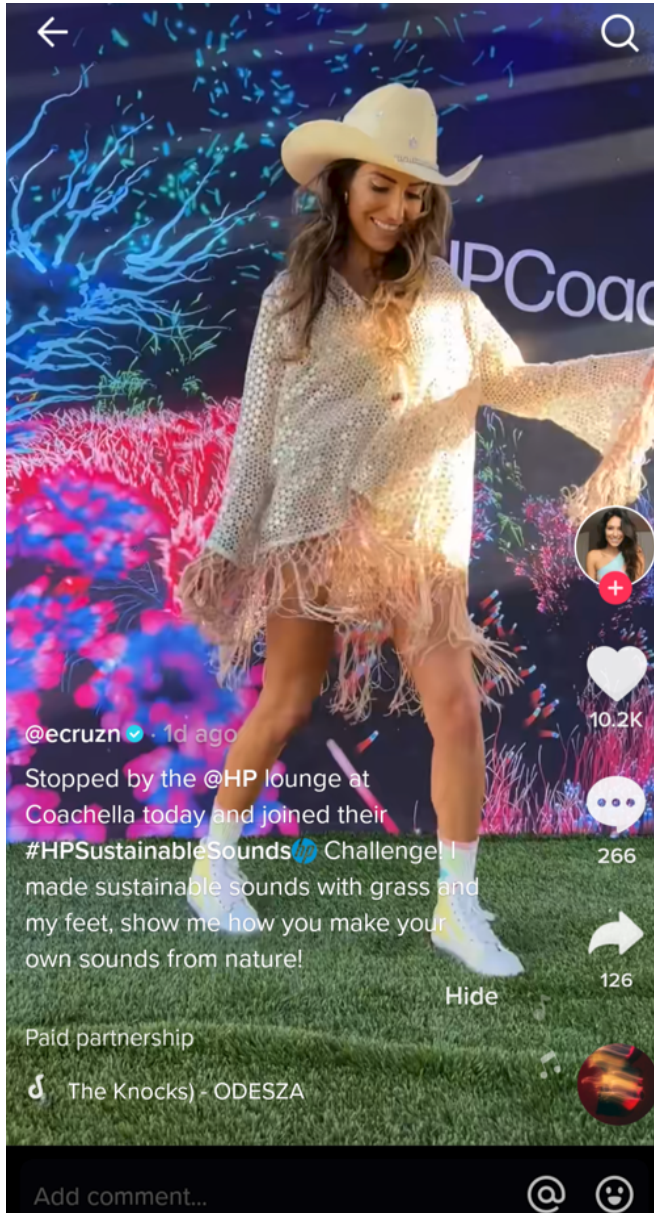
- Guess' #InMyDenim challenge is an early TikTok success story. Inviting TikTokers to show off their denim fits, the campaign resulted in 5,500+ user-generated videos and 10 million views during its initial run.
- wet n wild's #BiggerIsBetter challenge, a product launch centered around a brand-created TikTok sound which earned a staggering 1.5 million video creations.
- Scotts #DoTheScottsSlide, a challenge that invited creators to recreate a dance outside on their lawns as well as entering a sweepstake contest. This branded hashtag challenge resulted in 2 billion video views and 1.3 million user videos created in only two days.



What are the main types of TikTok challenges?

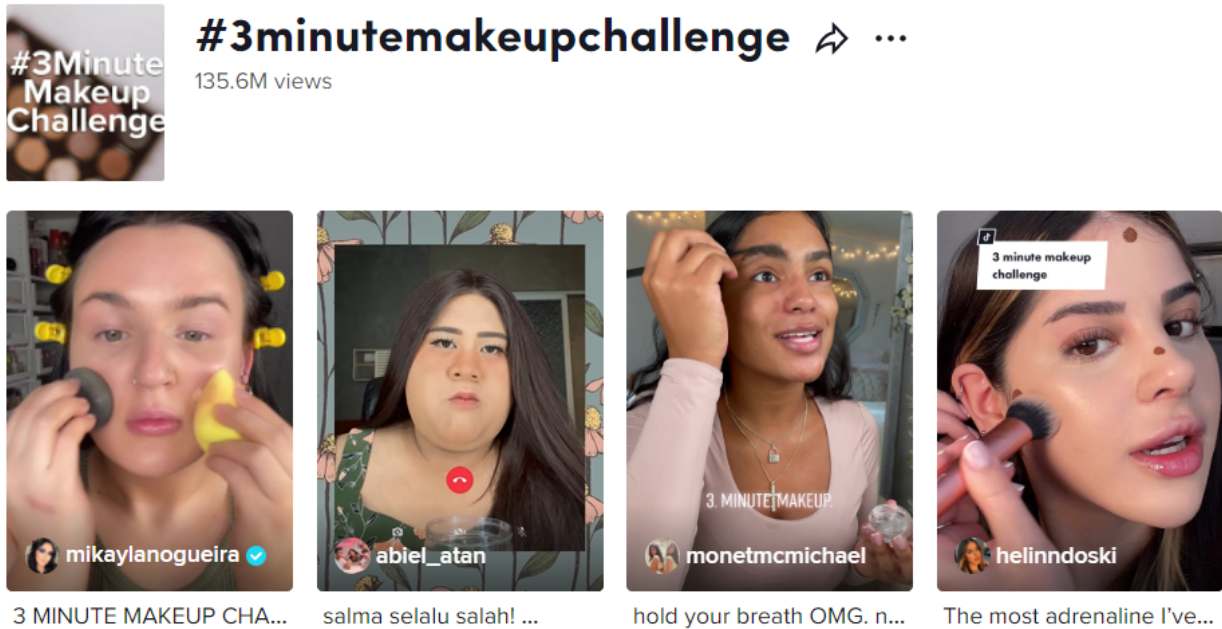
Let's look at a snapshot of the various types of challenges on TikTok and how they're different.

Branded challenges are challenge-based campaigns created by a brand. Typically, brands partner with creators to promote these types of challenges to drive awareness for both the promotion's hashtag and the challenge itself.



Community challenges are totally organic, usually stemming from a viral trend or question that's been buzzing on TikTok. These challenges aren't tied to a specific brand or product.

Similarly, community challenges are more niche and speak to a smaller set of creators versus the entirety of TikTok. The #3MinuteMakeupChallenge is a good example of this.

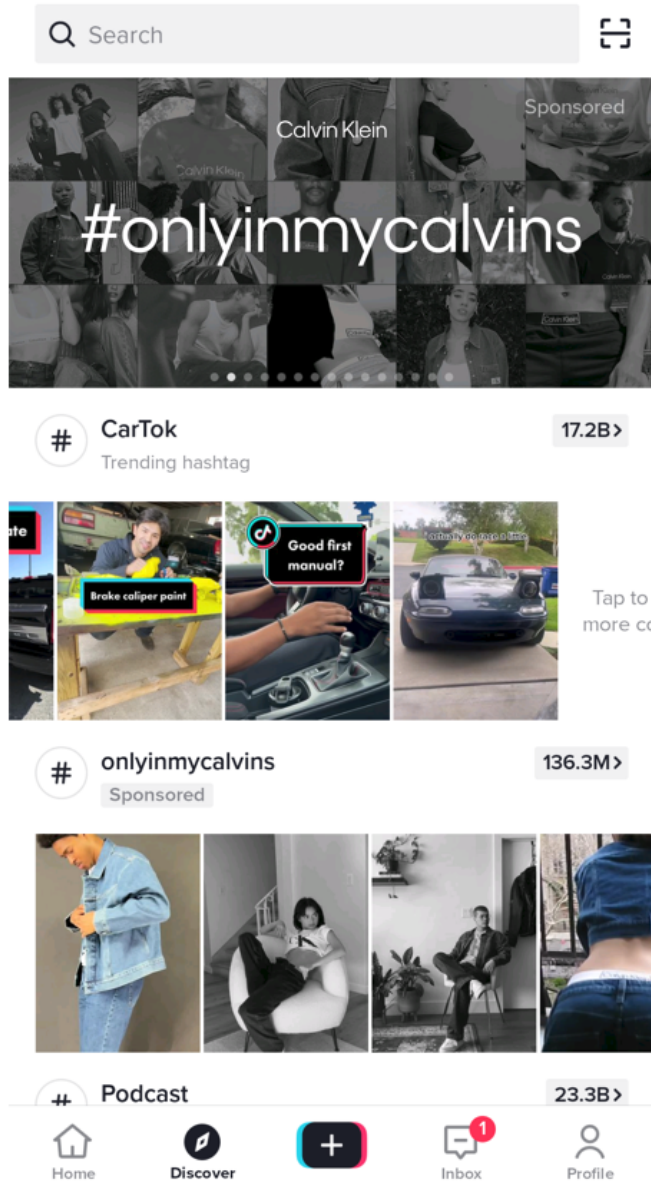


According to recent data from TikTok, hashtag usage and categorization have grown by more than 150% since 2021. TikTok communities (think: beauty, fashion, fitness, gaming) all have their own sets of unique challenges and respective audiences.

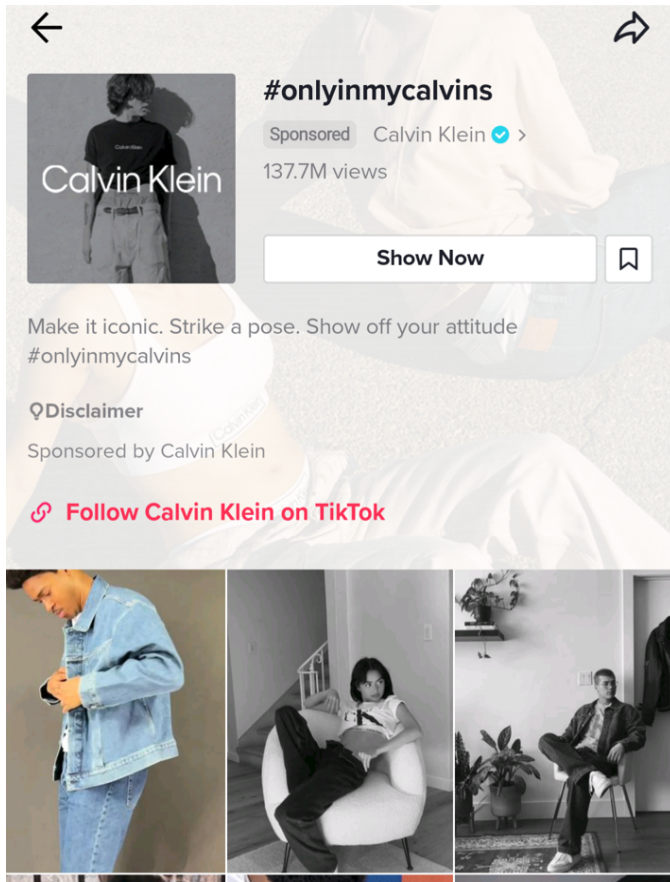
Uncovering trending community challenges often means spending time engaging with your target audience and customers. Unfortunately, TikTok's native search leaves a lot to be desired when it comes to finding challenges.

Although community challenges are organic, many of them do involve the usage of products or shout-outs to brands. For example, plenty of beauty brands got mentioned last summer when the Farrah Fawcett Flip was trending.

Hashtag challenge ads are a TikTok ad format that serves as a takeover of the platform's discovery page. Reserved for big box brands, these hashtags are denoted by the "sponsored" label but otherwise look like they're organic.



The most common goal of these challenge-based tags is encouraging user-generated content. Below is a straightforward but effective example via Calvin Klein's #OnlyInMyCalvins challenge.



What are the benefits of promoting TikTok challenges?

If you're skeptical about whether TikTok challenges are worth it, we get it.

That said, there's a reason why challenge hashtags have become a staple of using TikTok for business.

Granted you have the appropriate audience to participate in a challenge, below's a breakdown of the potential benefits.

Earn meaningful UGC for your brand

Want to engage your audience, introduce yourself to new customers and get some valuable user-generated content at the same time? Challenges can make it happen.

That's because hashtag challenges serve as a natural call-and-response between you and your audience. Coupled with an incentive (think: a contest, reposting), challenges represent a powerful motivator to get people posting about your brand.

Sure, some industries like beauty and fashion lend themselves to challenges more than others. That said, products and brands go viral on TikTok all the time. Look no further than the 10+ billion views on #TikTokMadeMeBuyIt for evidence.

Build brand awareness

It's no secret that competition is fierce on TikTok as the platform rapidly expands its audience.

The more people you have talking about you, the better. According to TikTok themselves, branded hashtag challenges can drive “unparalleled” awareness and engagement.

Why? Because challenges put your brand front in center in the feeds of creators. Given that “everyday” accounts typically earn more reach than branded accounts, participating in a challenge is more likely to get more eyes on your brand.

This explains why many of the branded TikTok challenges noted above center around partnerships with creators and influencers.

Establish your brand's personality and voice

Recent social media demographics highlight TikTok's younger audience versus competing platforms.

Speaking to Gen Z and the younger crowd means speaking their language. Most TikTok hashtag challenges are playful, fun and don't feel like traditional promotions. Translation? Rather than stick to stuffier ads and promos, challenges allow you to do something unique and relevant for your TikTok audience.

Capitalize on relevant TikTok trends

Keeping up with TikTok trends can be tough how quickly content moves on the platform.

That said, hopping on trends (and trending audio) is one of the best ways to engage the TikTok community at large. Trending challenges create a sense of immediacy as participants want their video to shine while a trend is still timely.

Tips and best practices of TikTok challenges for brands

To wrap things up, here are some tips for brands that are serious about getting on board with TikTok hashtag challenges.

Consider piggybacking on challenges before creating your own

Notice that most of the branded hashtags mentioned above come from big brands and household names.

While earning millions of views on a challenge tag is possible, it's definitely not the norm. Earning that sort of reach requires either a massive built-in audience or partnerships with influencers.

That's why it makes more sense for up-and-coming brands to piggyback on existing challenges or trends themselves.

For example, a beauty brand is better off encouraging customers to shout them out in their #3MinuteMakeupChallenge video versus trying to build a trend from the ground up.

If you're eager to participate in an existing challenge:

- Regularly check the “Discover” and “Sounds” sections of the app to uncover trends, popular audio and potential hashtags you can hop on.
- Make sure that any given challenge is relevant to your audience, timely (think: the tag's recent views and traction) and isn't owned by a competitor.
- Participate in the challenge yourself through an employee or influencer—this sets expectations for future participants.

If you're set on starting your own challenge:

- Draw inspiration from popular challenges in your industry but avoid copycatting what's been done before.

- As noted above, set clear expectations and rules for the challenge in terms of what you want people to create.
- Again, work with influencers and creators to raise awareness as you launch your campaign.

Pick a challenge hashtag that pops

Since TikTok has relatively small character limits your tag should be short, sweet and stylish.

Branded hashtag campaigns like #GuacDance and #InMyDenims are great examples of challenge tags. Make your challenge can't-miss by pointing to it in your TikTok bio and content strategy.

Keep in mind that your challenge tag should be campaign-specific and not a general branded hashtag. The more subtle your hashtag is about being branded, the better.

Tiktok trends

TikTok trends move fast. Between viral dances, memes, recipes, hacks and other trends, it's hard to keep up. Many brands still wonder, "What kind of content should we create on TikTok?"

When creating your [TikTok marketing strategy](#), it's a good idea to use a mixture of popular TikTok trends as well as some staples that can count as evergreen content. This will help your channel stay relevant and timely.

But in order to keep up with the latest trends, you need to know what they are.

We've compiled a list of the top eight TikTok trends we expect to see this year (and beyond). With each example, we dive in and share how you can use these trends in your own TikTok strategy.

Top TikTok trends to influence your 2023 TikTok strategy

1. Dance challenges

Dance challenges remain a popular trend on TikTok—the only thing that's changed is the song and the dance. However, given that TikTok morphed from the lip sync app Musical.ly, it's no surprise that it still hangs onto its roots.

Plus, some of the most famous TikTokers grew their following by creating and performing dance challenges.

Brands that have mascots get a bit of an advantage when it comes to this. While organizations can always have their team members join in on a dance challenge, there's something about a company mascot dancing along that just stands out.

Mascots can either join in on an existing dance challenge or consider creating their own, like Charmin and their new “Charmin Slide” remix.



The brand even got some famous TikTokers to publish their own rendition of the “Charmin Slide” as a fun promotional technique.



Think of ways that your brand can also jump on various dance challenges. If you scroll through TikTok videos for a bit each week, you should be able to compile a consistent list of dances for your brand mascot to join in on.

2. Pack an order with me

Many small businesses have taken to TikTok to build a community, and one great way to do that is by packing orders on camera. This has become so popular for certain businesses that they will receive comments from customers requesting that their order is packaged on camera.

These videos often tend to take on an ASMR vibe (more on that in the next trend), making them a double whammy. By making your stockpile visually appealing, you can create an engaging video that showcases how you package orders and builds trust by proving to customers that the products they're buying are kept safe and sound.

Here's an example of what this type of video might look like from a small jewelry business.

If you want to start creating your own "Pack an order with me" videos, you'll want to first focus on your order packaging setup. Create a space where all of your merchandise is housed so that you can easily grab each item for the order and put it together with the shipping materials.

3. ASMR/Satisfying videos

We mentioned ASMR videos briefly in the last point, but we're going to touch on these a bit more. ASMR stands for autonomous sensory meridian response and it refers to the tingling sensation one might feel down their back sometimes triggered by hearing a certain type of sound.

These ASMR videos focus exclusively on sound, like grabbing items to put into an order, restocking items (another popular video type on TikTok), or filling jars with your product. like we have in this example from DTE Beauty.

ASMR is deemed a type of satisfying video, but there are a number of types of “oddly satisfying” videos that relate more to the visual satisfaction the viewer gets, like this professional baker decorate cookies.



How can you make your product or service visually or auditorily satisfying?
Brainstorm some ideas then start filming.

4. Green screen

You've heard of a green screen in filming before—it's used in TV and film to help add digital effects seamlessly. Essentially, it's a green backdrop that makes it easy for editors to superimpose other images behind the actors. It's also what is used by meteorologists when sharing maps of the weather.

TikTok also has its own version of a green screen that creators can use in their videos. There are a few different ways you can have your video record overtop the background (the green screen, if you will), each of which can be accessed in the “Effects” tab when recording your video.

Here's an example of a standard green screen where Chipotle has recorded someone talking over an image of the menu, sharing information about some of their new offerings.

There are so many different ways you can take advantage of the green screen in your own content, so start brainstorming and recording your own videos.

5. Skits

A skit is a type of short video used to entertain or inform your audience via a sort of play or performance. These are extremely popular on TikTok, especially in “Karen” skits and stories about customer service. However, these can be useful for different types of businesses.

Here's an example of The Washington Post using a skit to explain a news topic in an easy-to-understand format.

If you have a complex topic to explain, consider writing a skit to convey the information. This can also be a fun way to share customer interactions, talk about new products or services and more.

6. Day in the life

Another trending TikTok video type is the “day in the life” video. These follow someone (either someone on your team or the business owner for a small business) throughout their day-to-day tasks and activities, especially how it relates back to their business.

Here's an example of a bakery owner sharing what a day in her life looks like. She creates these videos multiple times a week and her followers enjoy being able to watch as she grows her business.



This trend can be emulated in a number of different ways. Consider having one team member take over your TikTok account each week and walk followers through what their day-to-day job and work load looks like.

Or, if you run a small business, consider regularly sharing what you do throughout the day. Transparency like that is not only interesting to an audience but can also encourage others to follow in your footsteps.

7. Creators take the wheel

Trend-setting TikTok creators are fueling the rise of the creator economy. TikTok is a creator and influencer culture incubator. It enables popular TikTokers to reach and engage millions of users on the app in minutes.

And they do this without tons of studio equipment or highly-produced content. Actually, users favor content that feels genuine and realistic rather than perfect. In the world of TikTok, anyone can be a creator.

Creators play a key role in connecting people to brands and products. Entertaining videos featuring real product reviews continue to grow in popularity.

Hashtags like [#TikTokMadeMeBuyIt](#) led to many products reaching record sales and completely selling out in 2021. Creator product reviews work because people trust TikTok creators to be genuine and share honest feedback about a product.

One of the most popular food critics on the platform right now is Keith Lee, based in Las Vegas. He's been reviewing small businesses all over the area, causing their restaurants and food trucks to explode with new business. With that in mind, luxury

cookie company Last Crumb sent him a box of their cookies for him to review and share his honest opinion.

Tap into creators to help co-create your brand's identity on TikTok. Remember that come-as-you-are content makes people feel like they can trust you, the creators you partner with and your products.

8. [Insert subculture here] Tok

The TikTok community has something for everyone. That's why people worldwide are bonding over niche interests and creating their own subcultures. Even though subcultures have existed since the dawn of the internet, TikTok has made them more accessible.

Whether you're interested in [#BookTok](#), #FoodTok, #CleanTok or #MoneyTok, it's easy to connect with like-minded people who share your passions. Subcultures lead to creative and entertaining videos, but they're also a essential places for self-expression.

To connect with a subculture community, it is important to create content that feels trustworthy and authentic to your brand. Immerse yourself in the subculture and stay up to date on current music, jokes, edits, and memes.