

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.

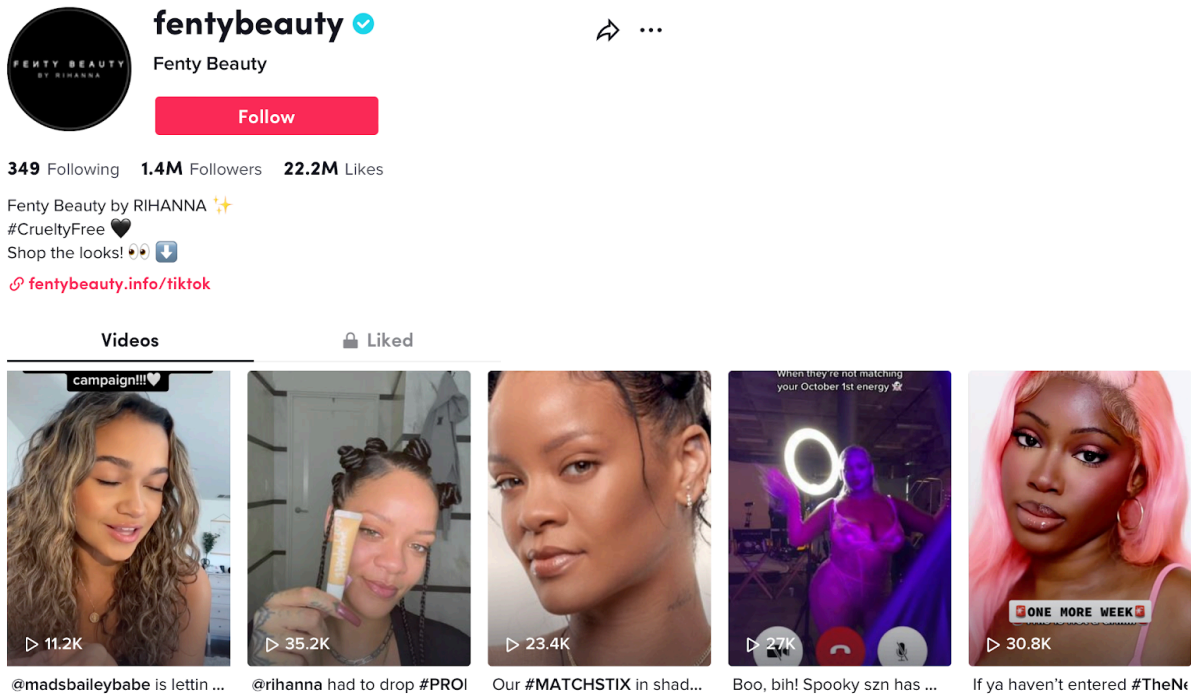
Not only will someone need to create videos for your brand, but they'll also probably appear in them.

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 'Follow' button and statistics for 780 Following, 1.1M Followers, and 12.4M Likes. The bio also mentions 'Psych Prof on iHeart Radio', 'Wendy's Wisdom on Love', and 'Not a licensed therapist', along with a link to 'linktr.ee/DrWendyWalsh'. Below the profile is a grid of five video thumbnails, each with a text overlay and a play button icon indicating view counts.

Video Title	View Count
Do I travel?	2579
Empty Nest Week #2	150.1K
You mad?	5086
Typical Women Like Love	52.8K
Later in life?	15.8K

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.

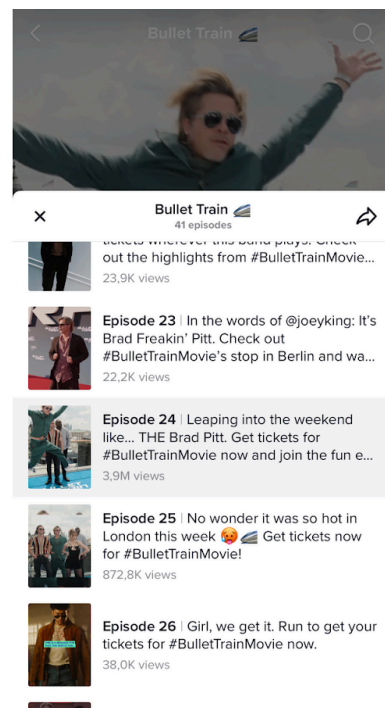
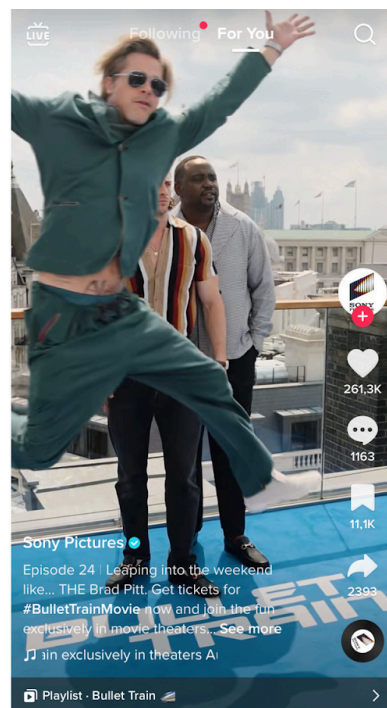
2.3 Divide your TikTok content into more parts

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.

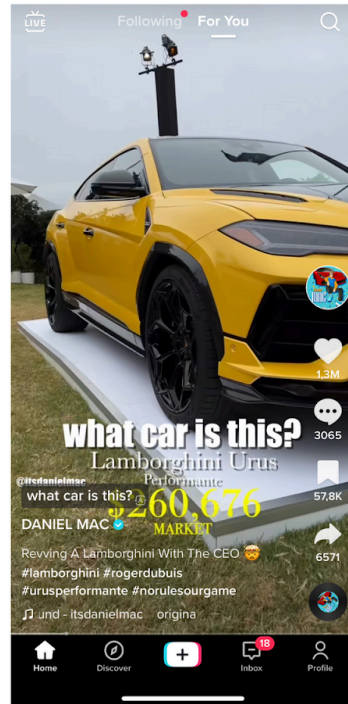
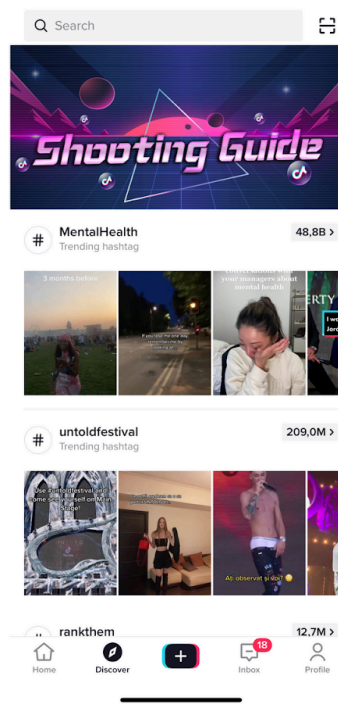
2.5 Jump on TikTok trends

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.

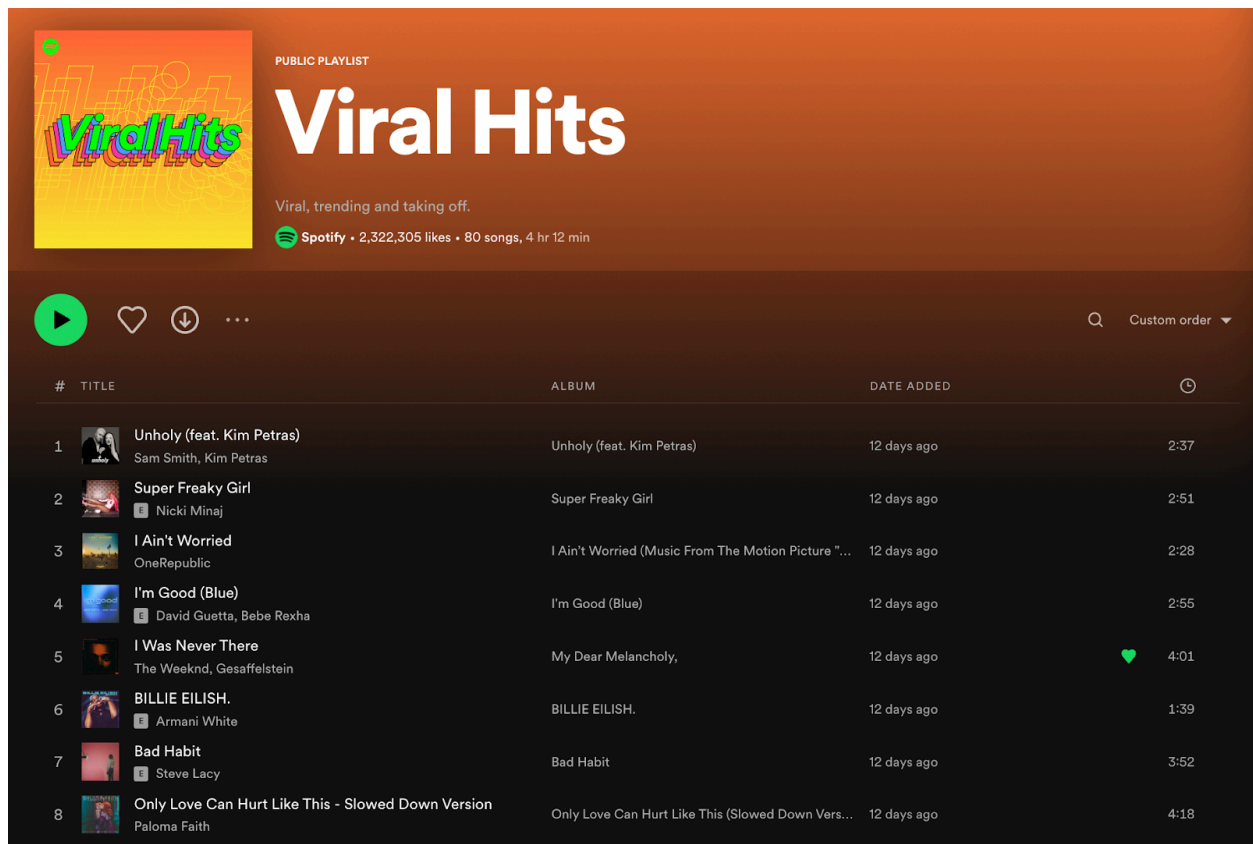
Previously known as Musical.ly, TikTok began as a platform for music syncing.

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.

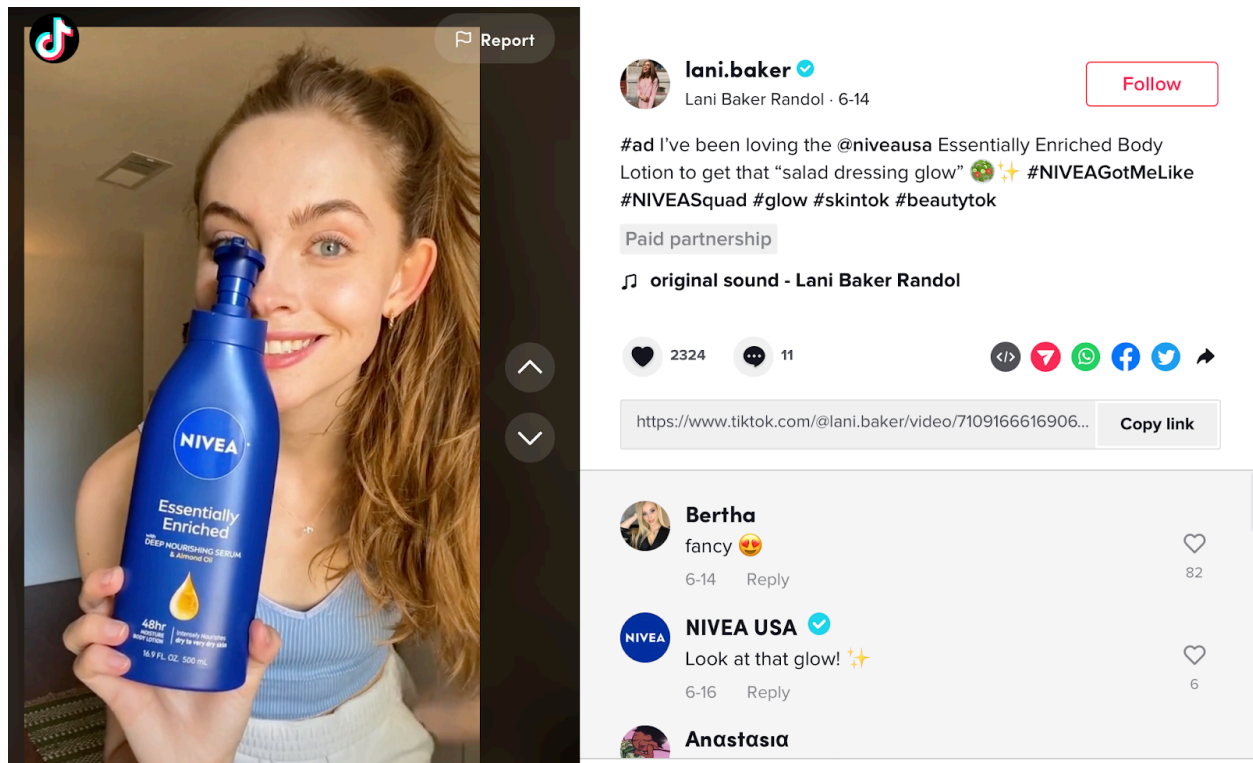


Don't forget to add them to your favorites whenever you find a popular TikTok sound or song that you like. By doing this, you can avoid having to search for them again when you want to use them.

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.



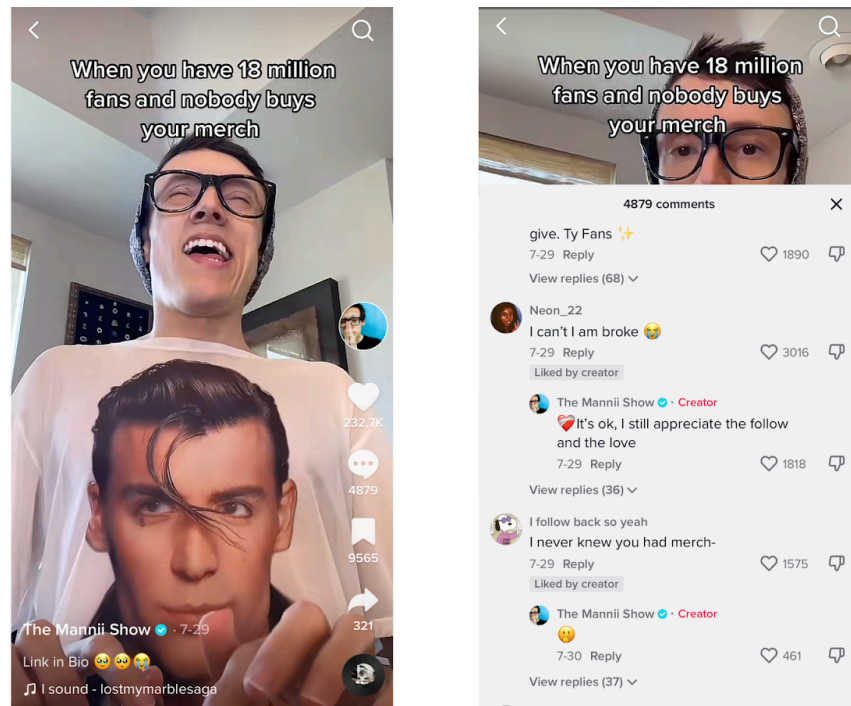
Influencers on TikTok are familiar with viral trends and may give you valuable insights into what actually matters to your target audience.

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

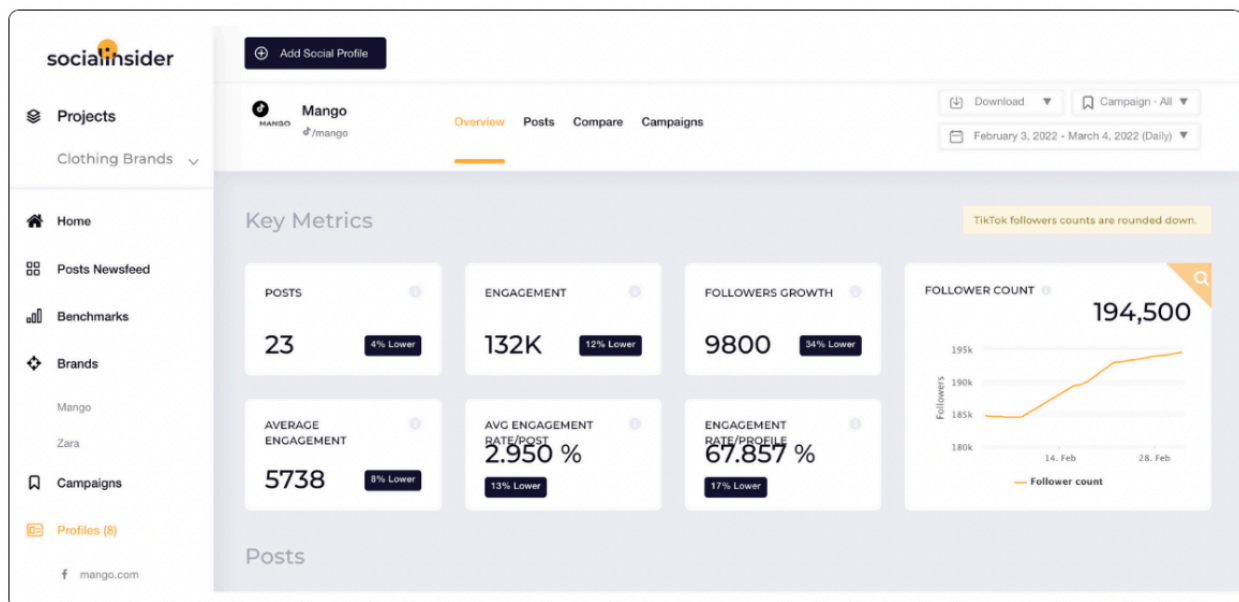
TikTok audits are a vital resource for marketers and creators trying to make a difference on this social media platform.

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)

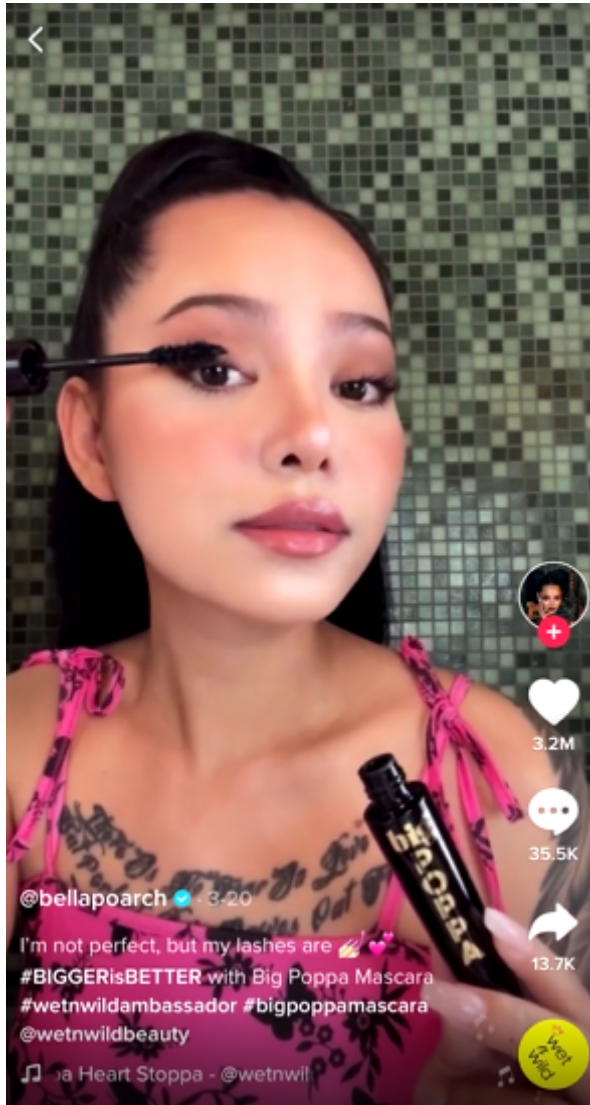
- Using a filter
- Performing a dance or skit
- Lipsyncing with a specific TikTok sound

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:

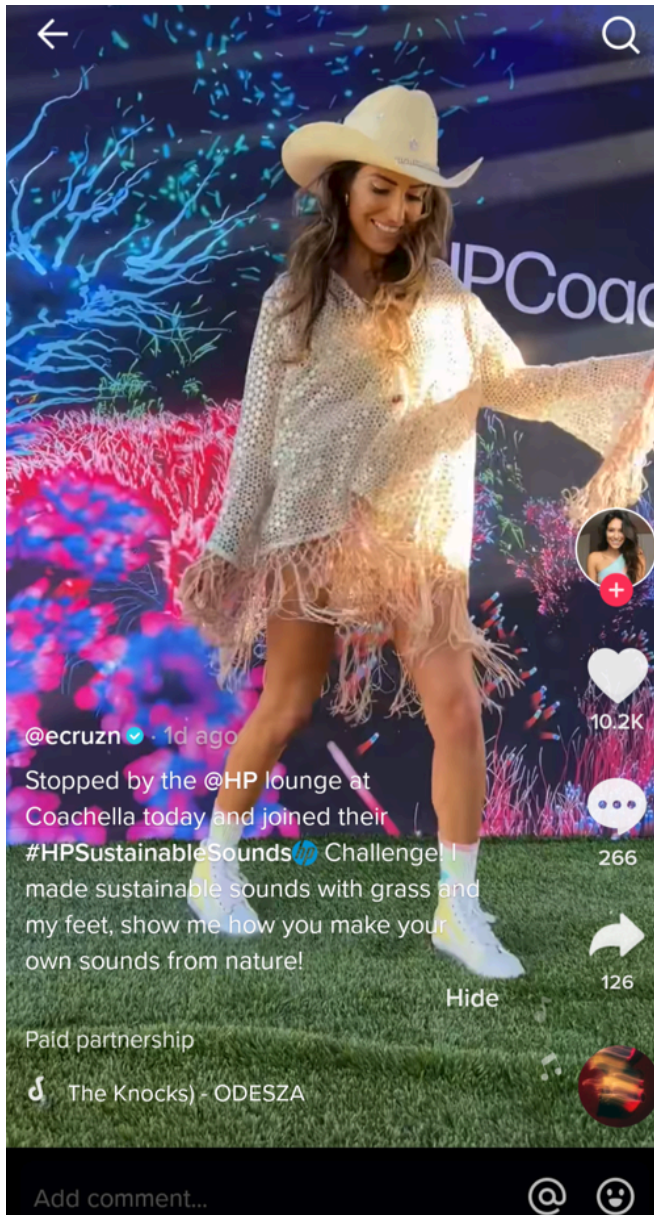
- Guess' #InMyDenim challenge is an early TikTok success story. Inviting TikTokers to show off their denim fits, the campaign resulted in 5,500+ user-generated videos and 10 million views during its initial run.
- wet n wild's #BiggerIsBetter challenge, a product launch centered around a brand-created 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?

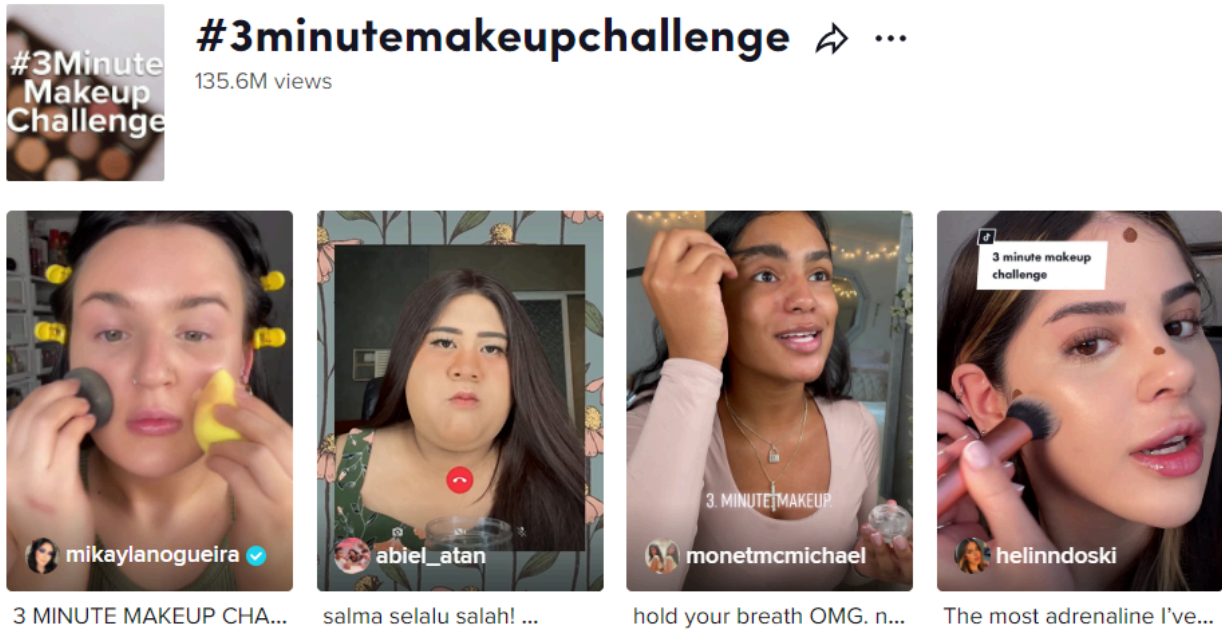
Let's look at a snapshot of the various types of challenges on TikTok and how they're different.

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.

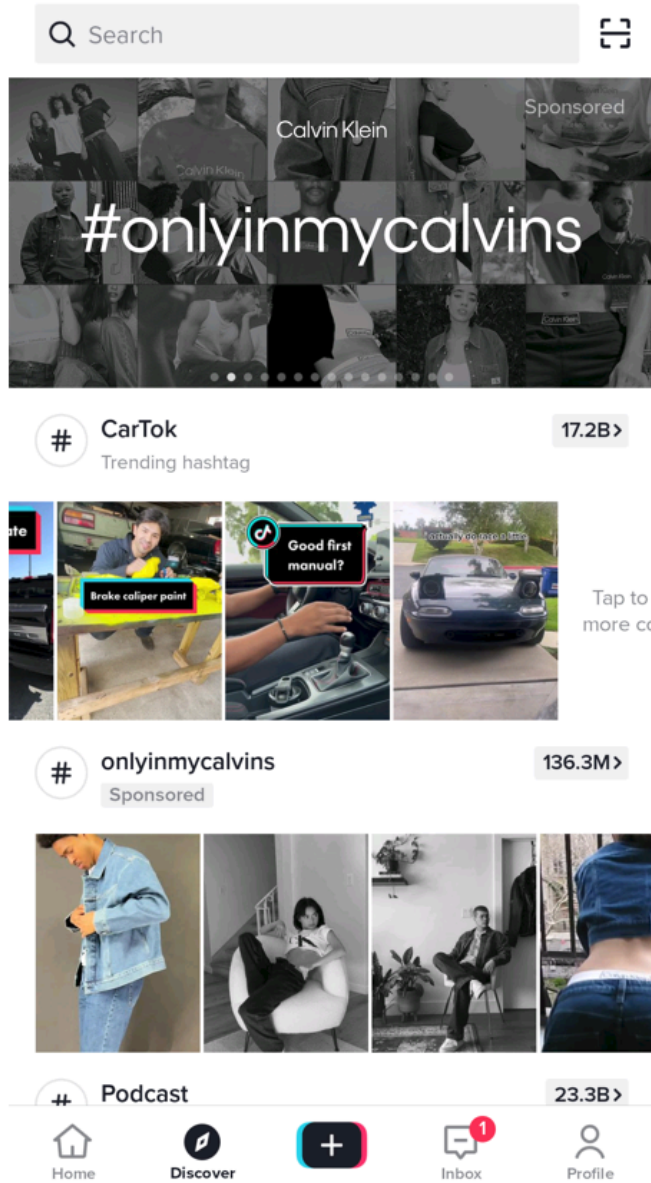


According to recent data from TikTok, hashtag usage and categorization have grown by more than 150% since 2021. TikTok communities (think: beauty, fashion, fitness, gaming) all have their own sets of unique challenges and respective audiences.

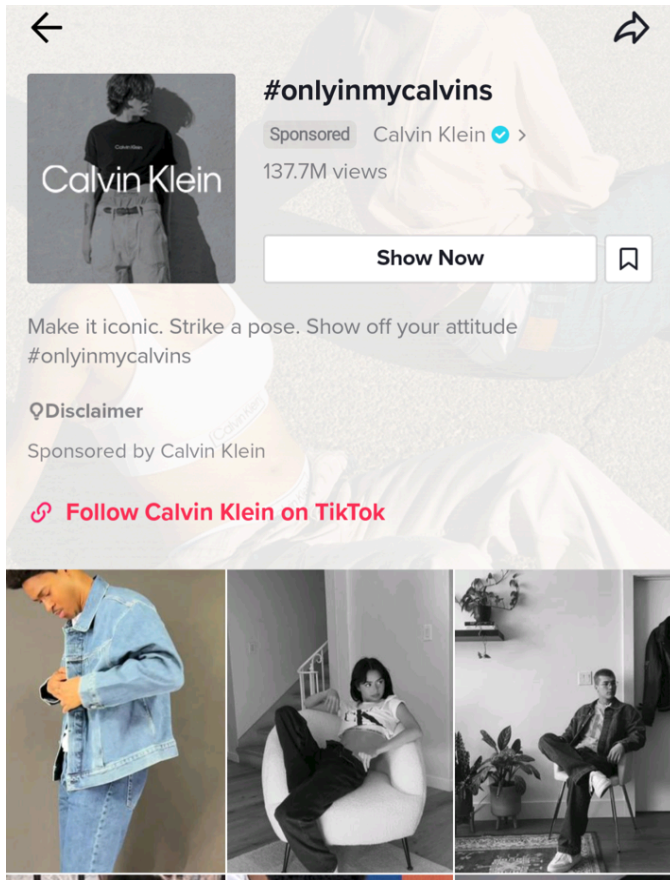
Uncovering trending community challenges often means spending time engaging with your target audience and customers. Unfortunately, TikTok's native search leaves a lot to be desired when it comes to finding challenges.

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.