

TikTok for Small Businesses in 90 Minutes



AGENDA

PART 1 Getting Started on TikTok

PART 2 Essentials of Social Media Interactions

PART 3 Creating Quality Videos

PART 4 Leveraging Creator Search Insights

PART 5 Following Trends

PART 6 Posting Consistency & Frequency

PART 7 Utilizing Analytics

PART 8 Q & A

About Kelly



Kelly Branyik

Colorado State University-Pueblo

Bachelor's of Arts in English (Creative Writing)

Her Background:

- Former Semrush
 - Content writer for two years at Semrush (one of the best marketing toolkits in the industry)
- 8 years of Digital Marketing
 - Content development, SEO, Social Media, Strategy, Graphic & Website Design, Video production, branding.
- 15 years writing & editing
 - Featured in Colorado Fun Guide, Colorado Springs Gazette, Pueblo PULP, Fluent in 3 Months, Elephant Journal, PRO Motion Music News.



Fun Facts

- Former Peace Corps China Volunteer
- Have gone viral for content multiple times!
- Successful travel blogger

My Likes

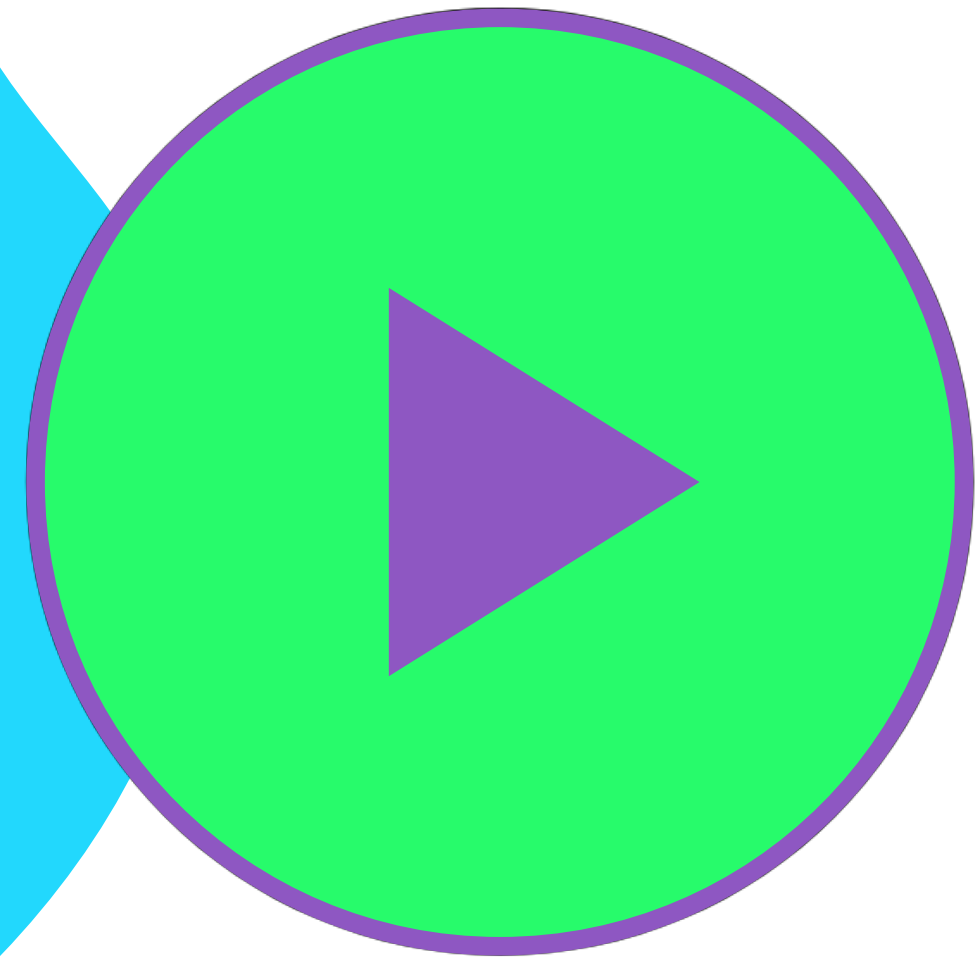
- Traveling
- Books
- Tea & coffee
- Chinese food
- Language learning
- Stargazing
- Writing novels

Importance of TikTok For SMBs

TikTok has rapidly grown to become one of the most influential social media platforms. With **over 1 billion** active users globally, it offers a unique opportunity to reach a vast audience.

What sets TikTok apart is its **algorithm that promotes content based on engagement** rather than just followers. This means that **even a small business with a modest following can achieve viral success** with the right content.



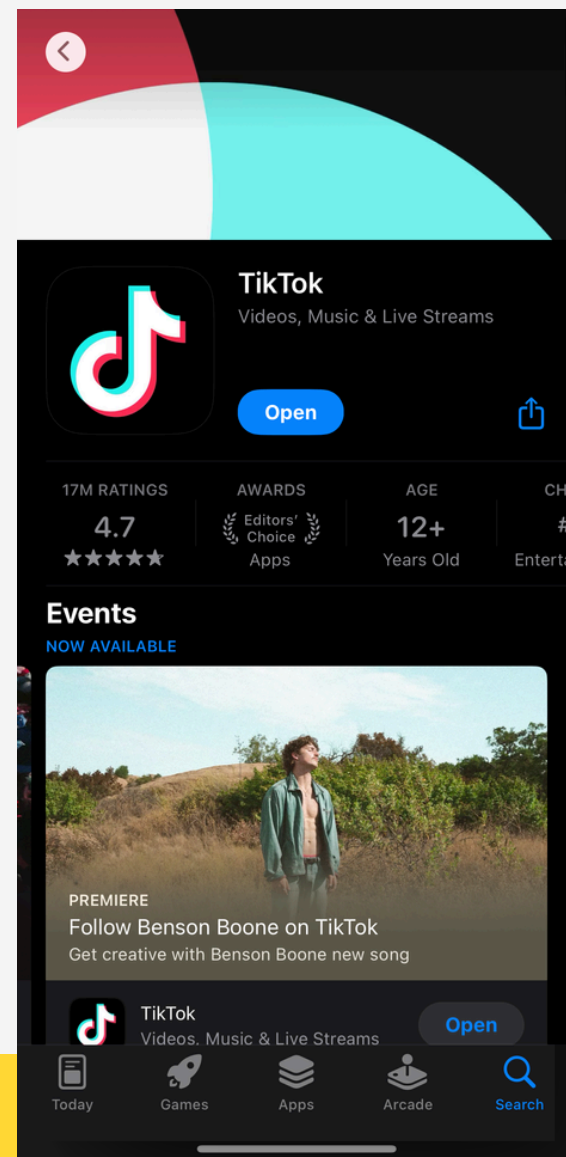


Getting Started

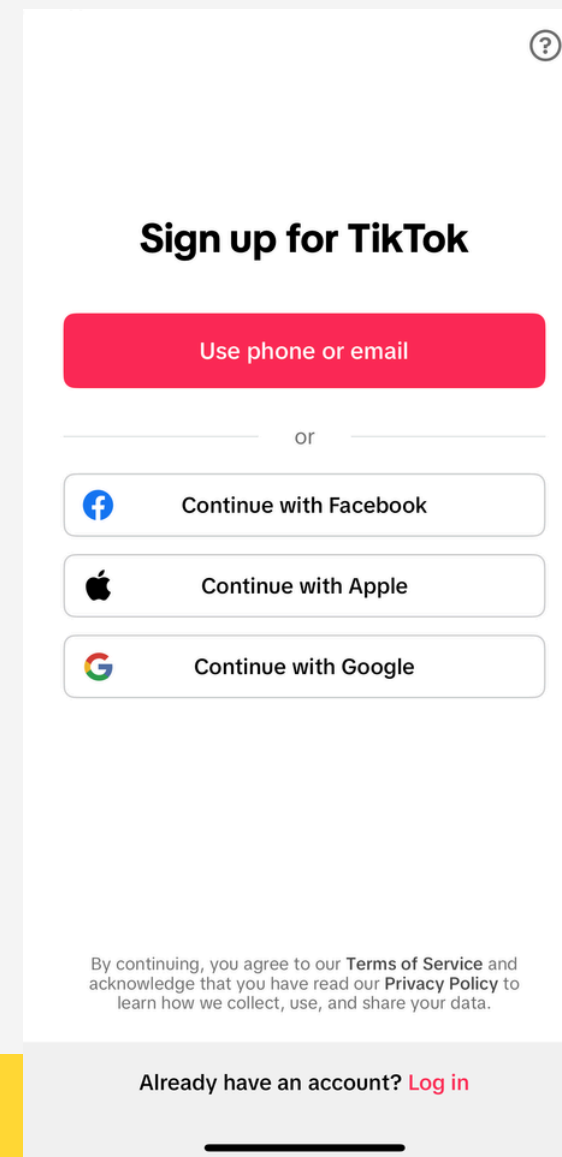
With TikTok

Getting Started With TikTok

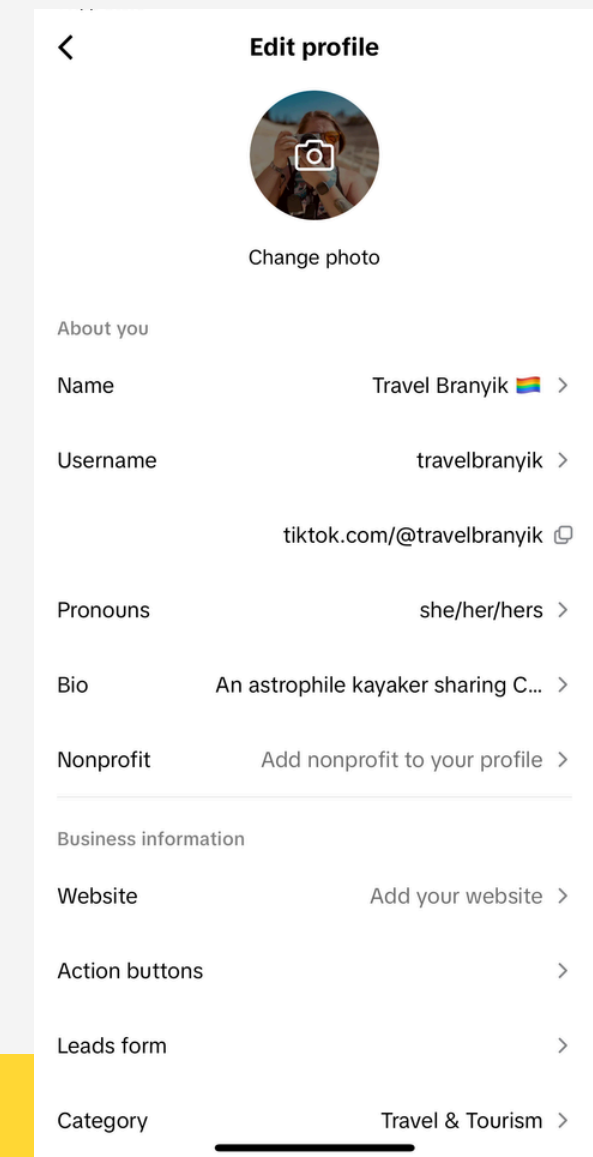
Download the App



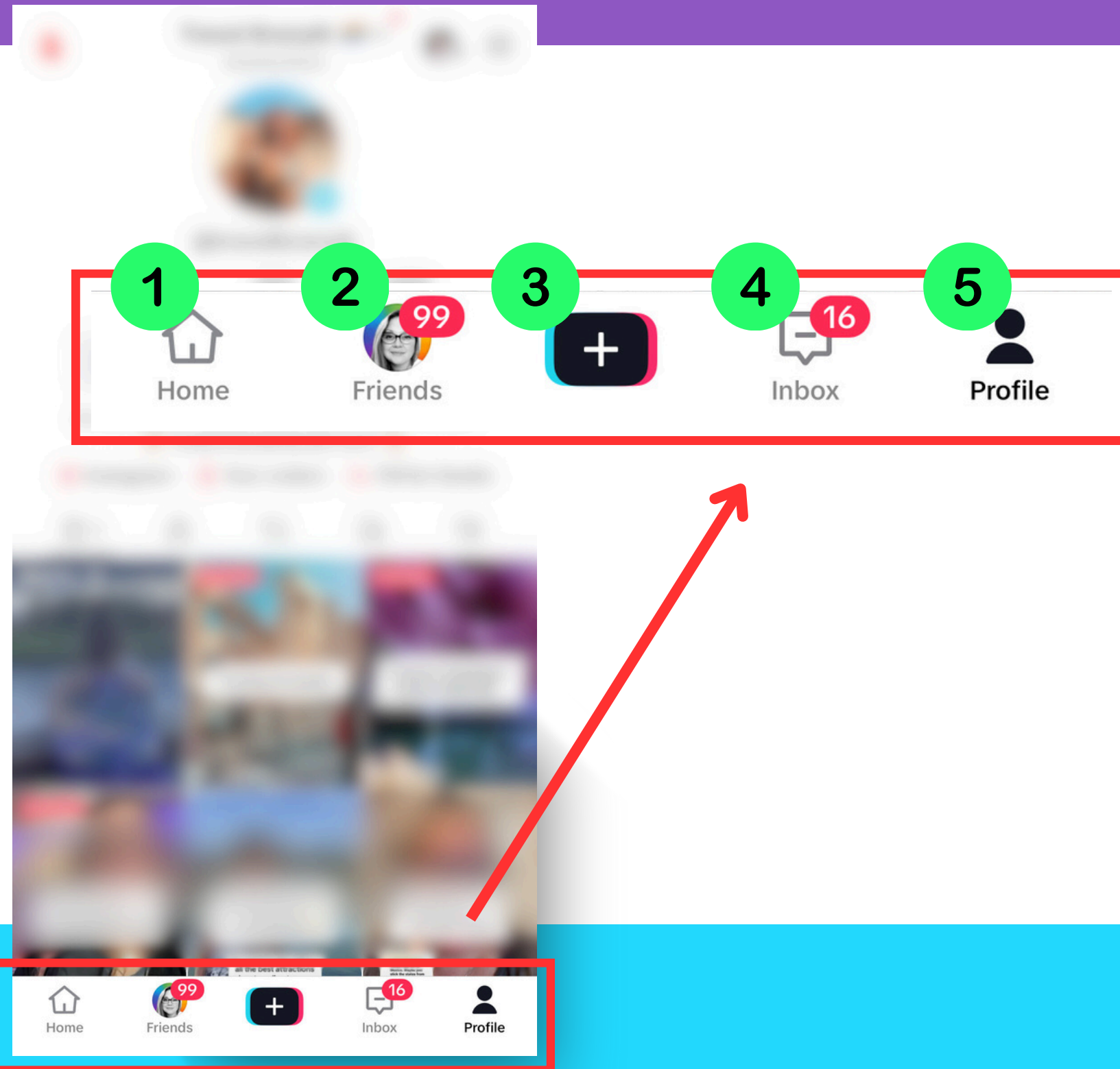
Sign Up



Set Up Your Profile



Navigating TikTok's Interface



1. Home

a. Where you'll find the For You Page (FYP), which displays a personalized feed of trending videos and popular content.

2. Friends

a. Shows videos from people you follow on TikTok.

3. Post Content

a. Where you can create a new post.

4. Inbox

a. Shows notifications and messages. It's crucial for engaging with your audience.

5. Profile

o Where you manage your content, view your posts, and see your followers and following list.

The TikTok Algorithm

How the For You Page (FYP) Works:

TikTok's algorithm curates the FYP based on user interactions. This includes likes, shares, comments, and the type of content you engage with. The more engaging your content, the more likely it is to appear on the FYP of users who have similar interests.

Role of User Interactions:

User interactions such as watching videos to the end, liking, sharing, and commenting play a significant role in how your content is ranked and displayed. The algorithm favors content that retains viewers and encourages interaction.



Optimization Tips

- **Profile Picture**

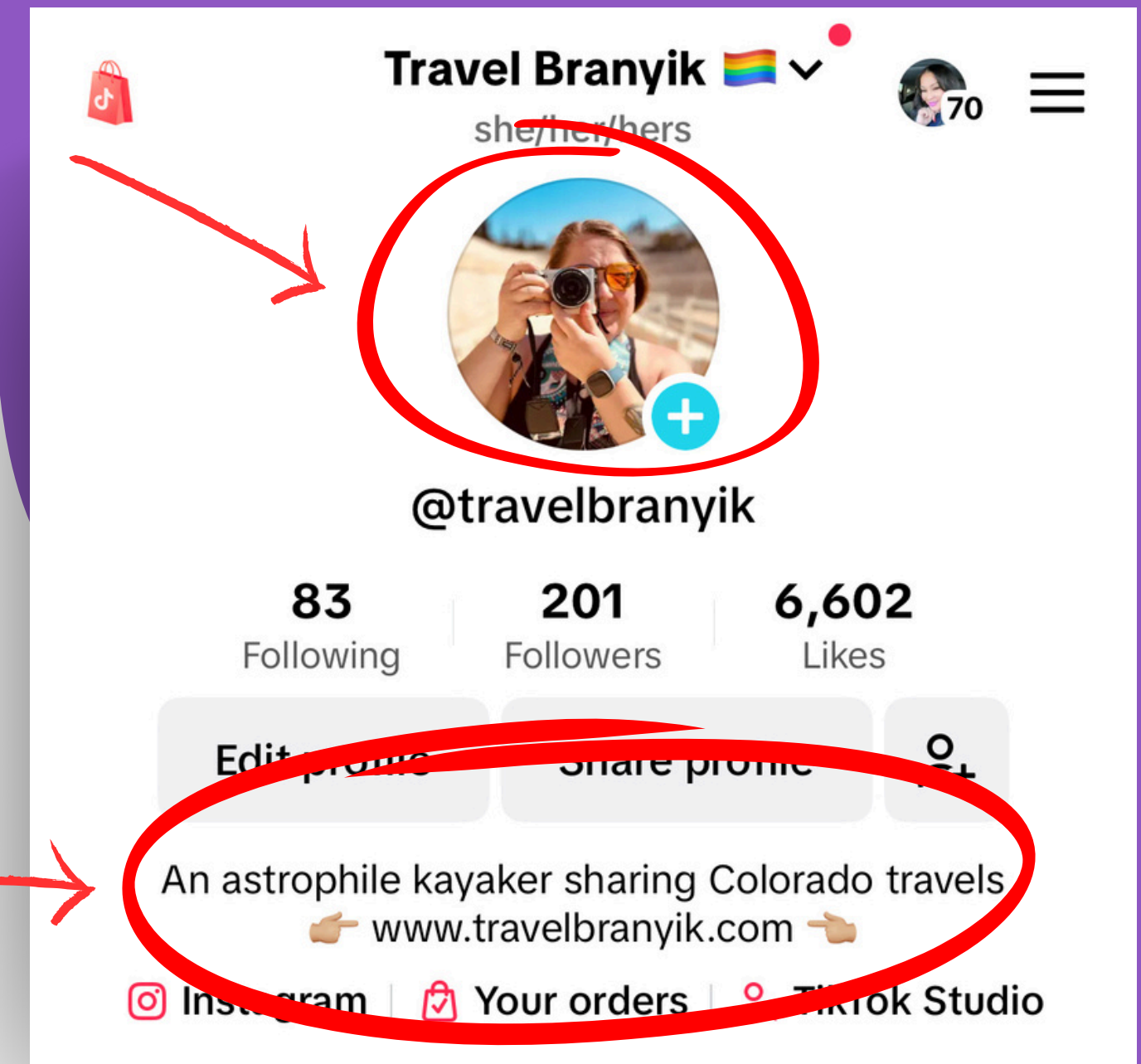
- Use a clear, high-quality image that represents your brand. Consistency in your visual branding helps with recognition.

- **Bio**

- Write a concise bio that highlights what your business offers. Include relevant keywords and a call-to-action (CTA), such as visiting your website or following your account.

- **Link to Website**

- Make sure to include a link to your website or a landing page where users can learn more about your business.

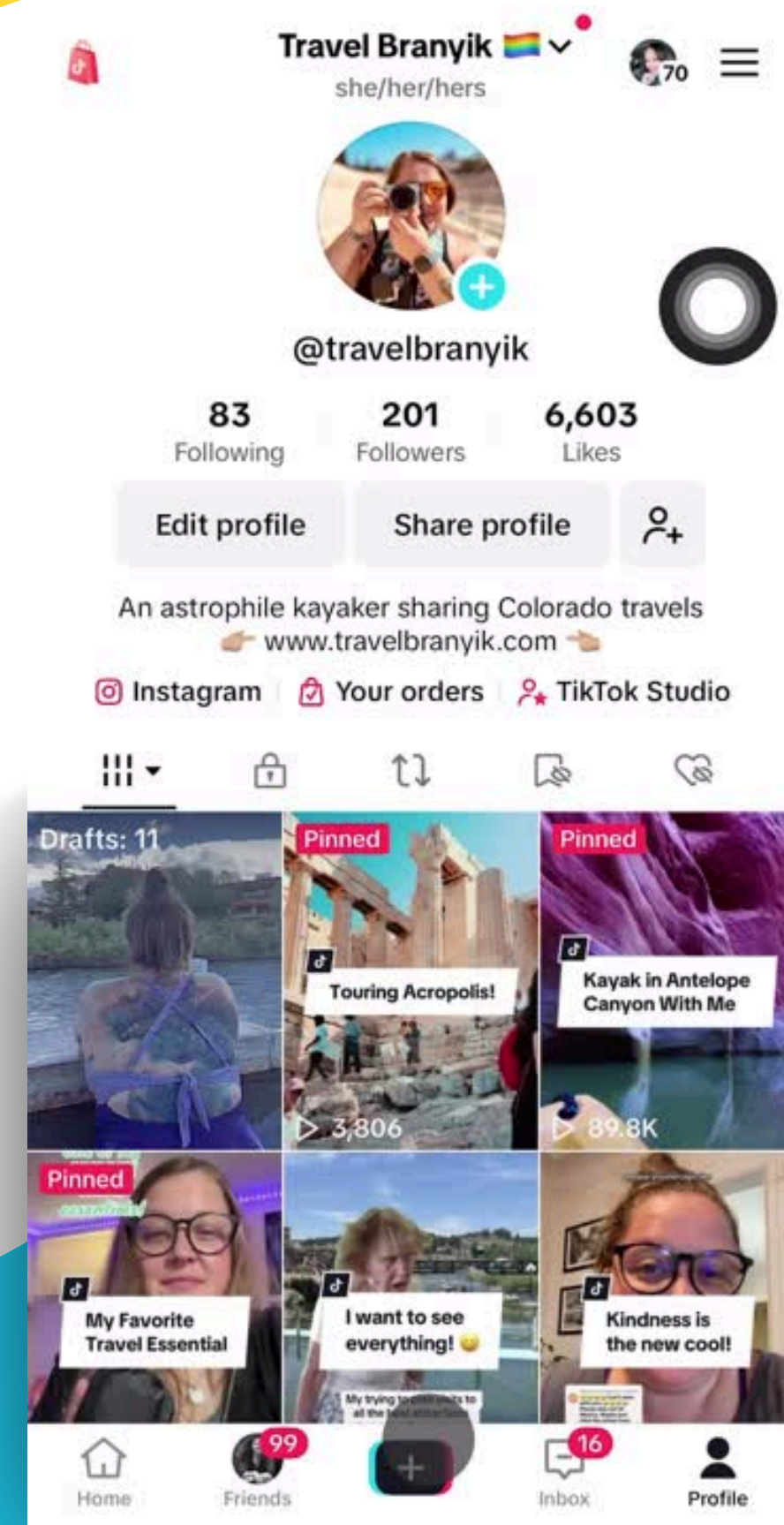


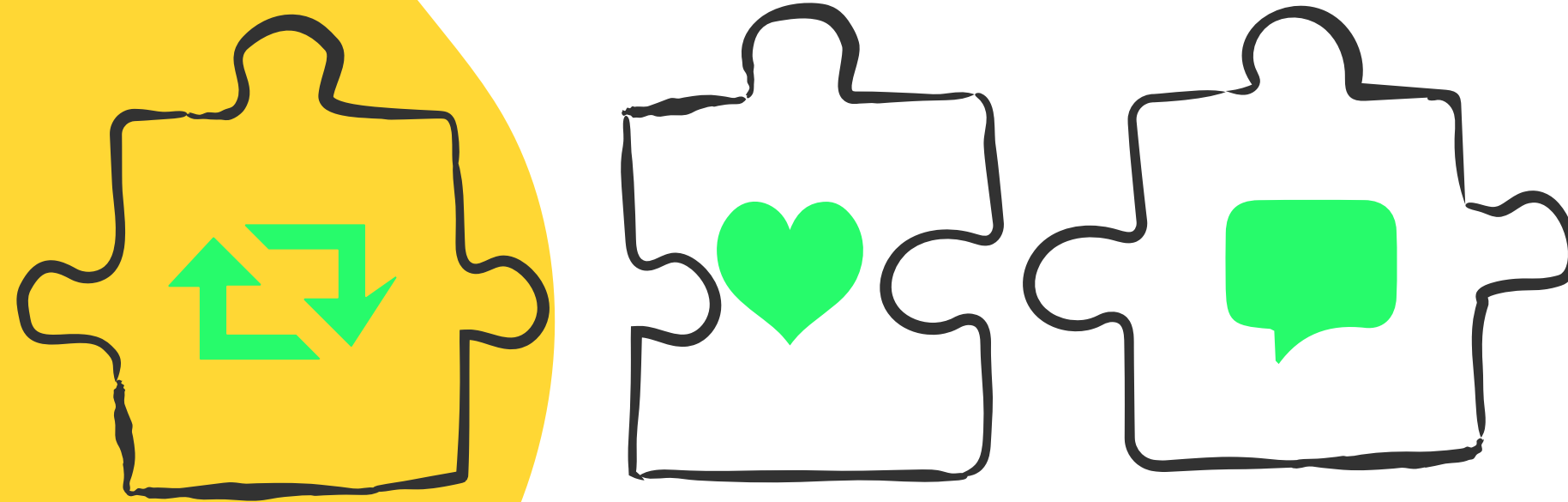
Setting Up a TikTok Business Account

A business account provides access to detailed analytics, ad creation tools, and the ability to add contact information directly to your profile.

To access additional features like analytics and advertising options, switch to a business account.

Go to your profile, tap on the **three dots** in the upper-right corner, select '**Manage Account,**' and then '**Switch to Pro Account.**' Choose '**Business**' and follow the prompts.





Engaging With Your Audience

Engaging With Your Audience



Why it Matters

Engaging with comments and messages **shows** that you value your audience's input and fosters a sense of community. It can also **enhance your brand's reputation** and encourage more interaction.

How To Do it

Respond promptly and genuinely. You want your followers to feel they are receiving an authentic response.

Response Example

If someone comments on your post asking for more details about a product, reply with useful information and a CTA, like **'Check out the link in our bio for more details!'**

Tips for Effective Social Interaction



**Be
Authentic**



**Be
Timely**




**Honor
Feedback**

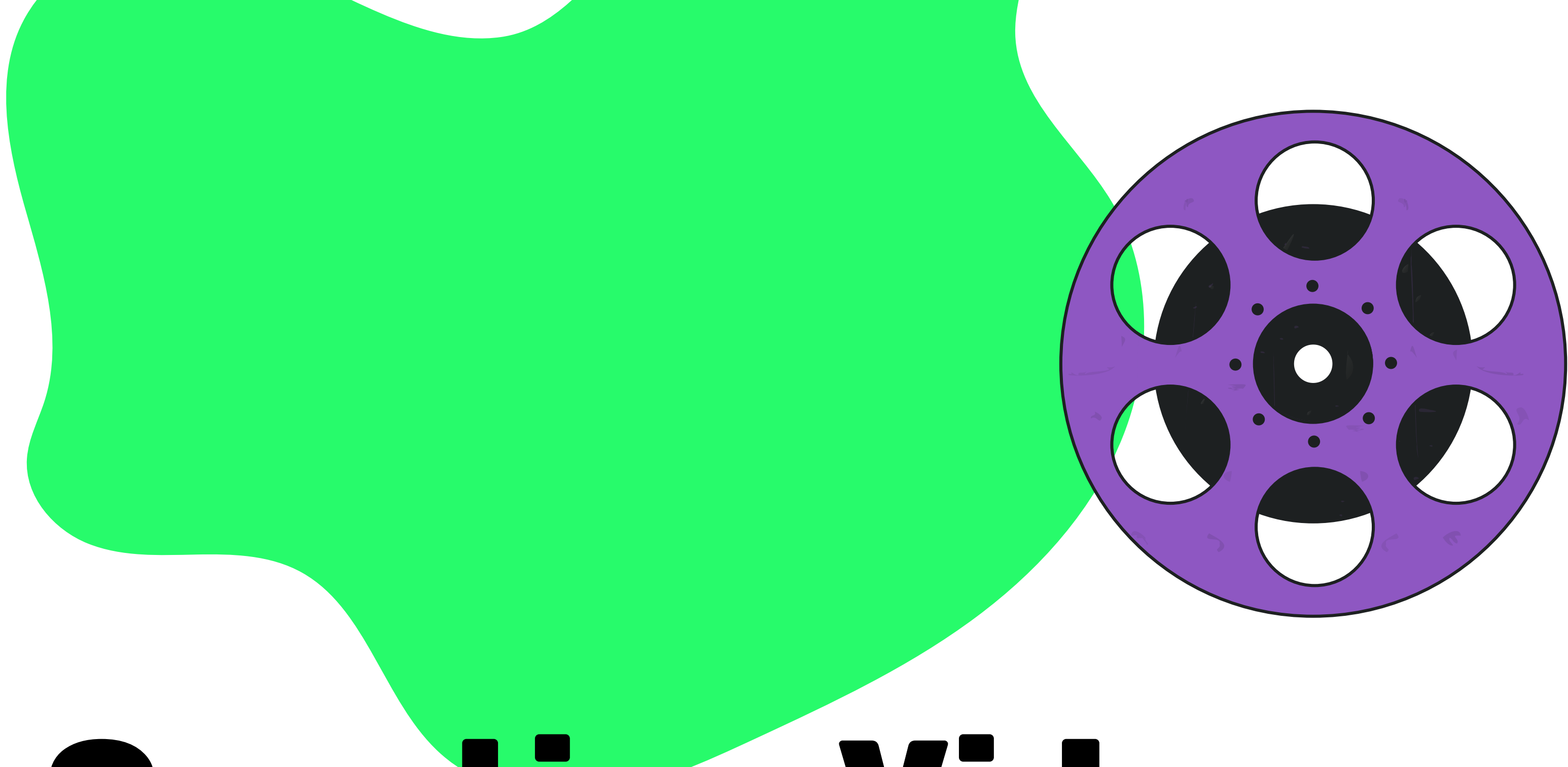
Practical Exercise

Think of a recent comment or message you received on social media and draft a response that aligns with your brand's voice and values.

If you don't have customers yet, think of a hypothetical situation.

Instructions:

- Write your response on a piece of paper.
 - How would you like the respondent to feel after reading your comment?
 - Share what you have! (Optional)
- 



Creating Video

How to Create Quality Videos



Lighting

Natural light works well, but if filming indoors, use soft, diffused lighting to avoid harsh shadows.

Tip: Position yourself facing the light source for the best results.

Sound

Use an external microphone if possible to reduce background noise and ensure your message is heard clearly.

Tip: Choose a quiet location for filming or soundproofing.

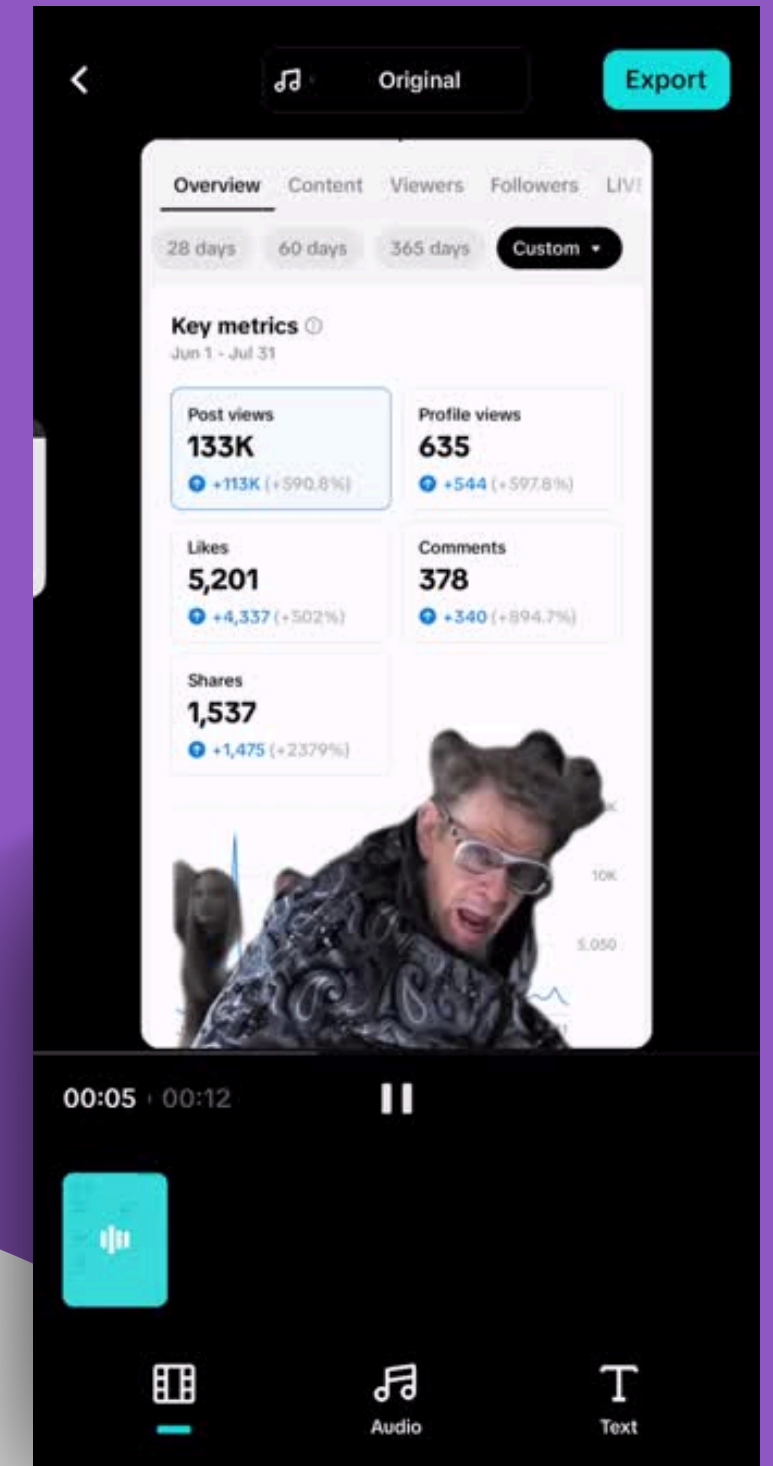
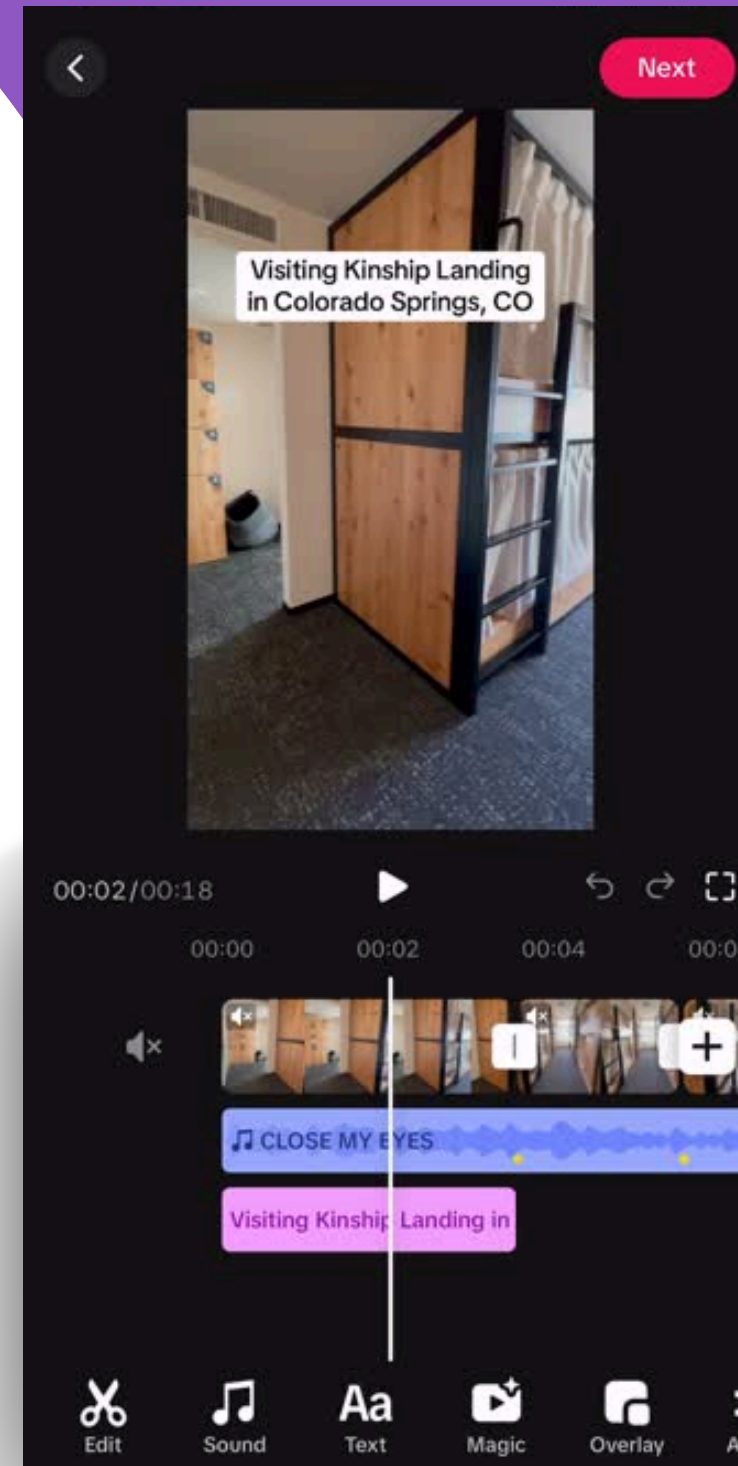
Framing

Use the rule of thirds to create balanced and visually appealing compositions.

Tip: Keep your camera steady by using a tripod or stabilizer to avoid shaky footage.

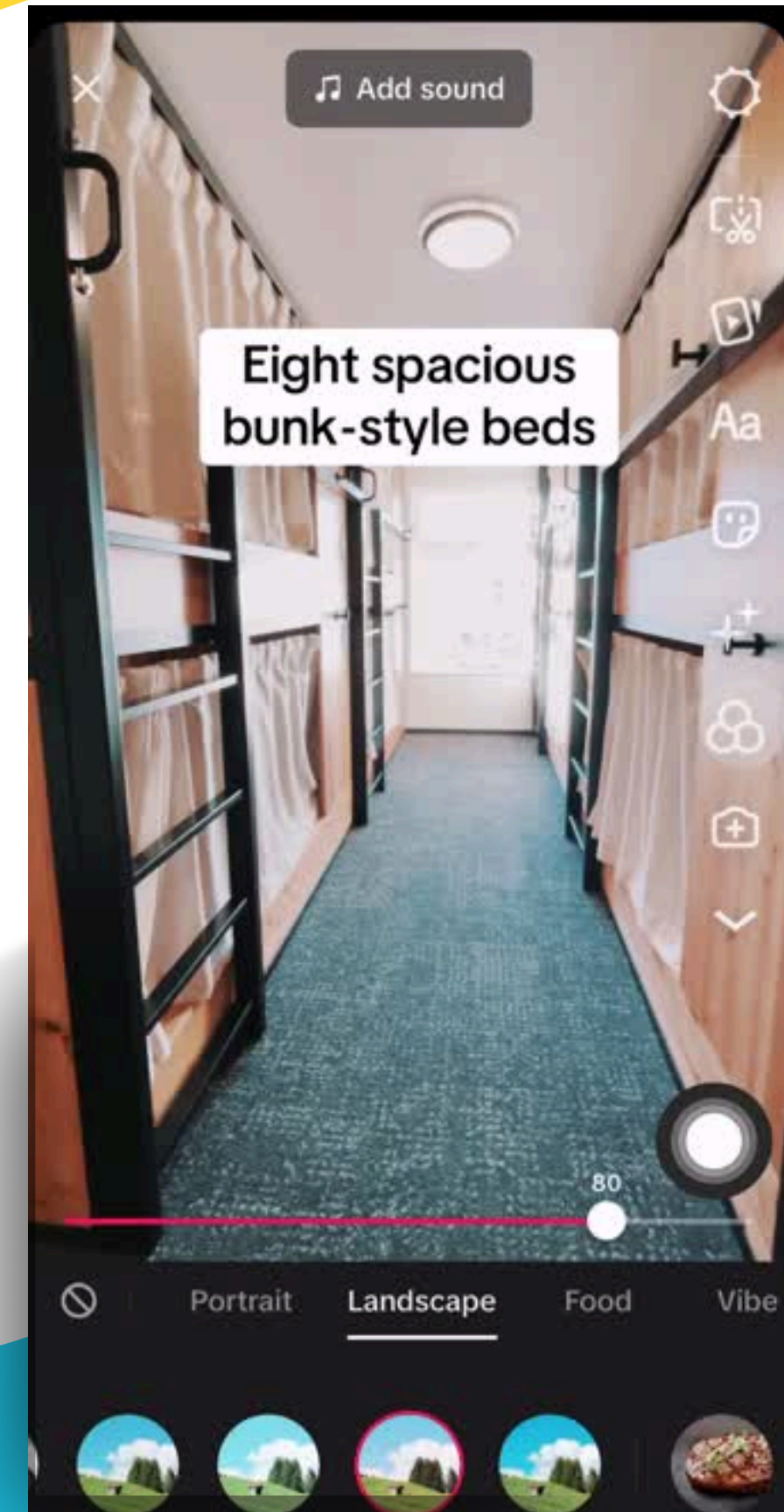
TikTok Editing Tools

- **In-App Editing Tools**
 - TikTok offers a range of editing features including trimming, cutting, and adding effects, filters, and text directly within the app.
- **External Editing Tools**
 - For more advanced editing, consider apps like InShot, Adobe Premiere Rush, or CapCut. These tools provide additional features like transitions, advanced color correction, and more.



Using TikTok's Features


- **Effects and Filters:**
 - Add visual effects and filters to enhance your videos and make them more engaging. Use these tools sparingly to avoid overwhelming the viewer.
 - **Tip: Experiment with different effects to see what resonates best with your audience.**
- **Sounds and Music:**
 - TikTok has a vast library of sounds and music that you can use to enhance your videos. Choose audio that complements your content and aligns with current trends.
 - **Tip: Use trending sounds to increase the chances of your video being discovered.**

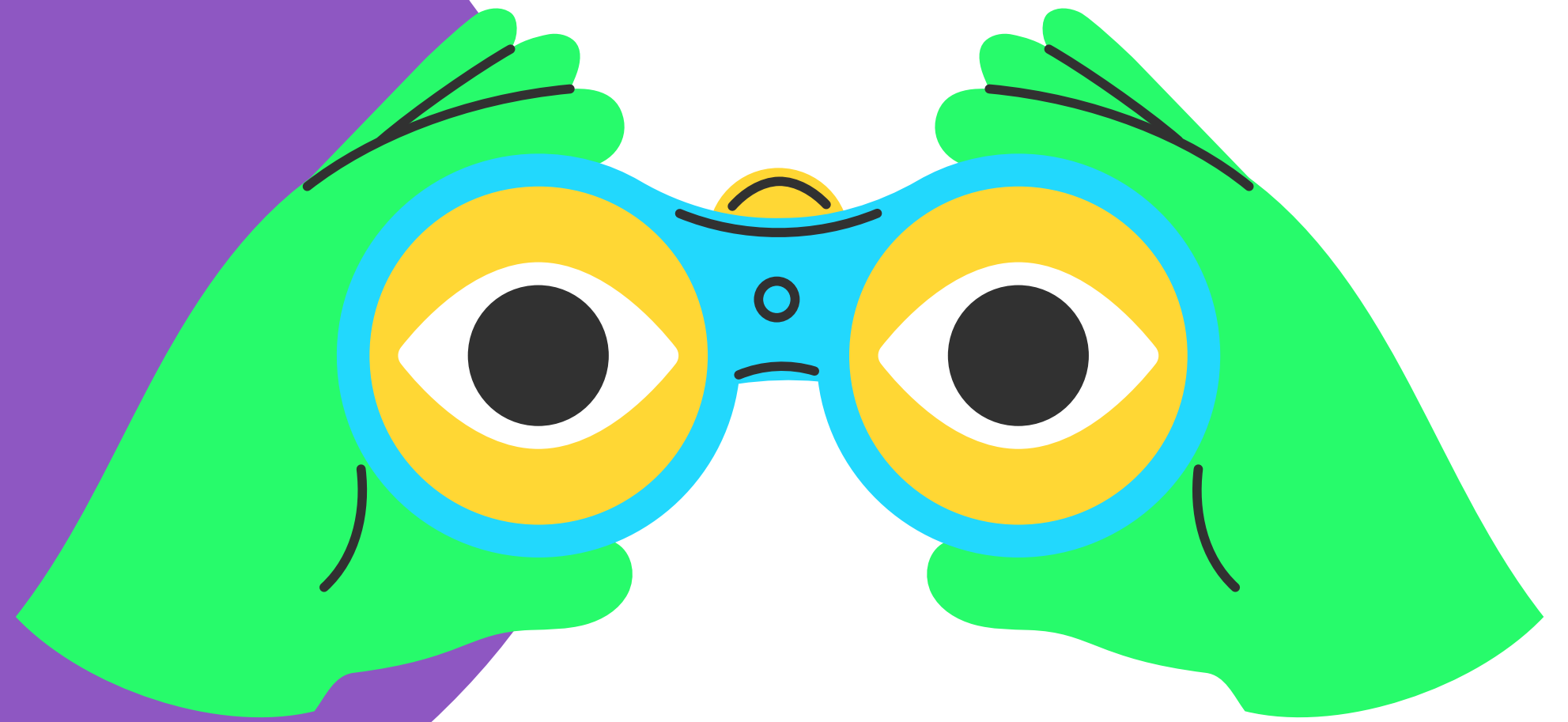


Practical Exercise

Let's put what we've learned into practice. Think of a simple video idea related to your business. Plan your lighting, sound, and framing. Create a 10 second video using TikTok's editing tools or an external app.

Instructions:

- Draft a **storyboard or script** for your video.
 - **Film your video**, paying attention to lighting and sound.
 - Edit your video **using TikTok or an external app**, adding relevant effects and music.
- 
- A large, bright yellow decorative shape is located in the bottom right corner of the slide. It has a wavy, organic top edge and a straight bottom edge, resembling a stylized wave or a modern graphic element.



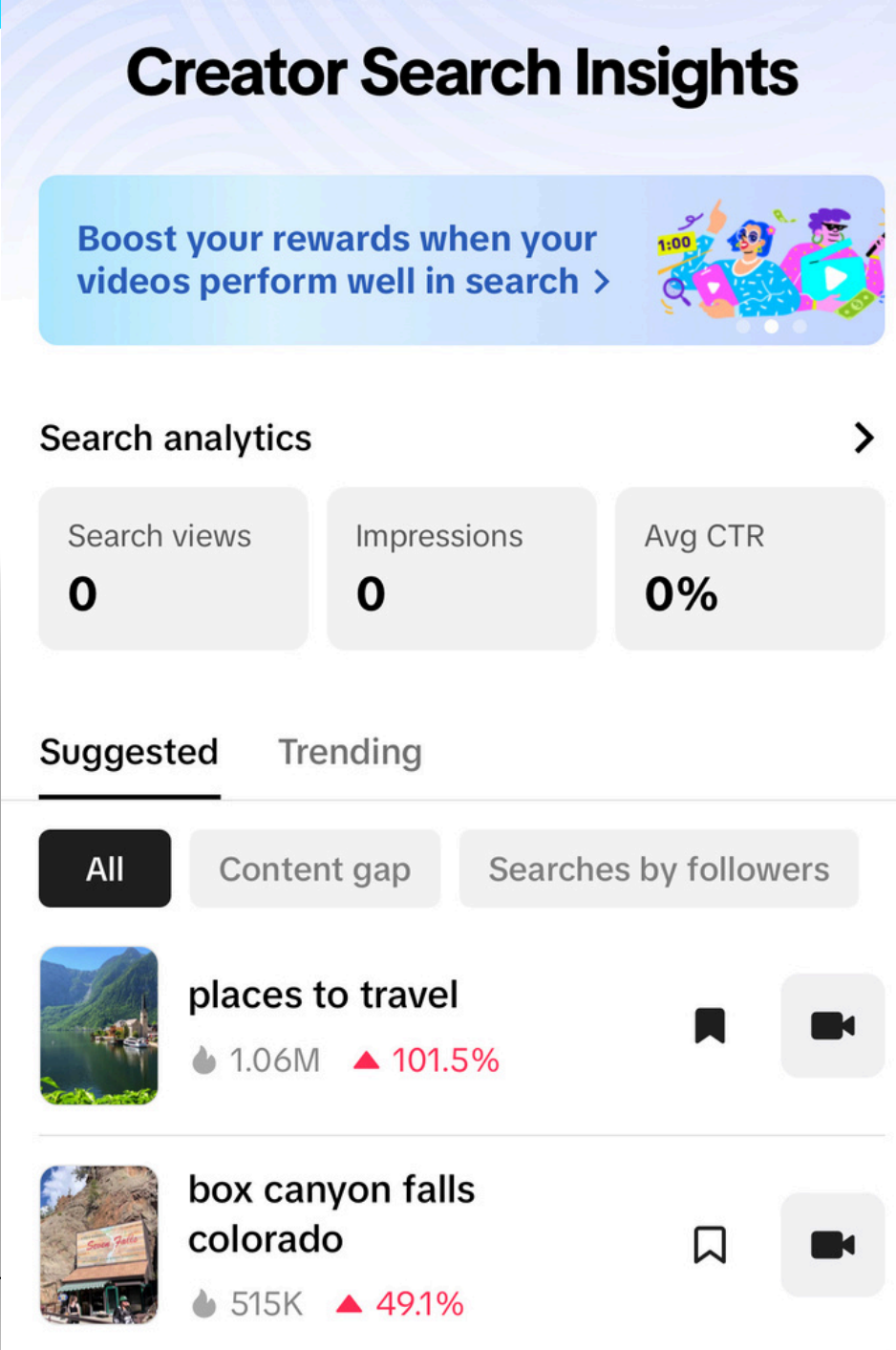
Creator Search

Insights

What is Creator Search Insights?

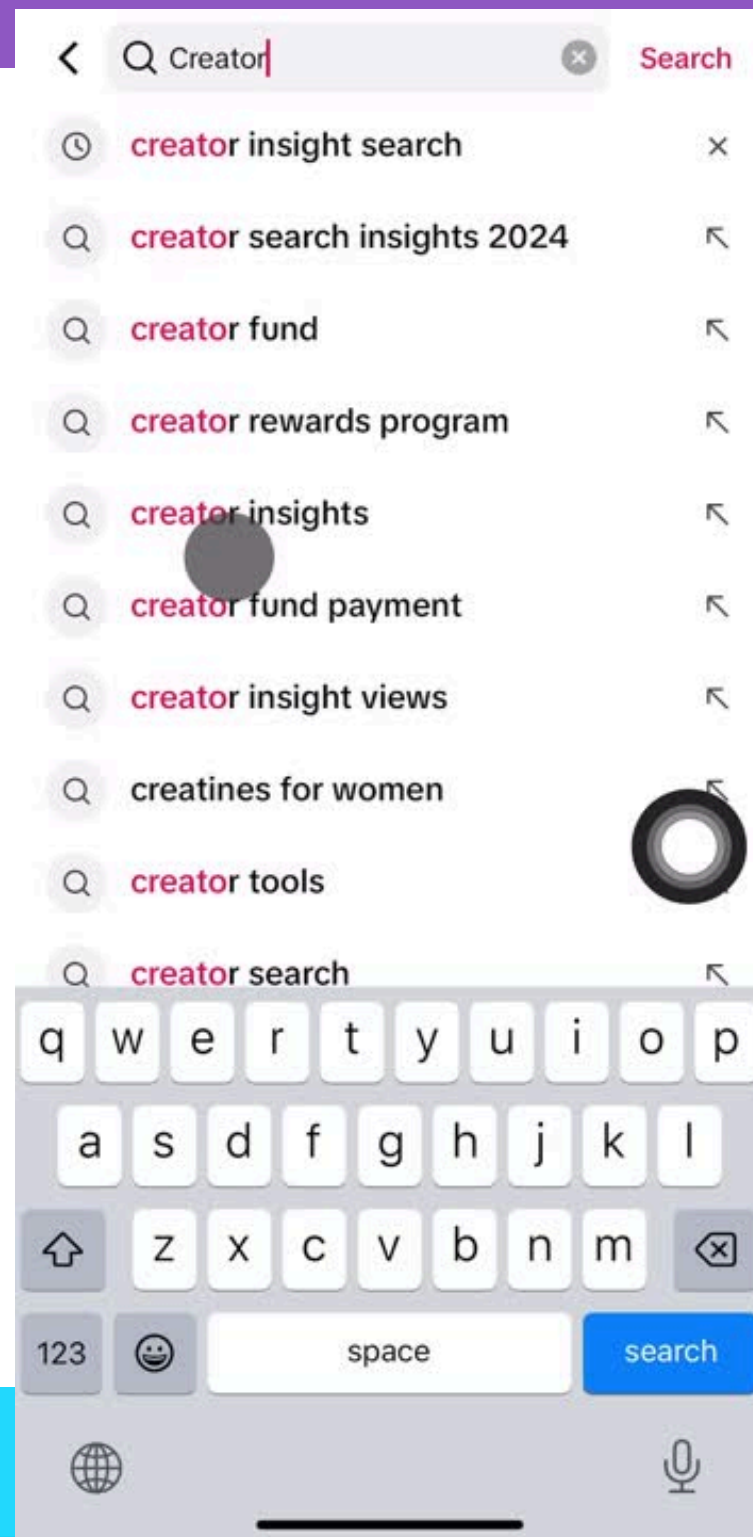
Creator Search Insights provide valuable data on trending creators, **keywords**, popular content, and **emerging trends** within specific niches or industries on TikTok.

These insights can help you understand **what content resonates with your target audience** and identify potential collaborators.



The screenshot displays the 'Creator Search Insights' dashboard. At the top, there is a header 'Creator Search Insights' and a blue banner that reads 'Boost your rewards when your videos perform well in search >' with an illustration of two creators. Below this is a section for 'Search analytics' with a right-pointing arrow. It contains three data points: 'Search views' with a value of '0', 'Impressions' with a value of '0', and 'Avg CTR' with a value of '0%'. Underneath are two tabs: 'Suggested' (which is selected) and 'Trending'. Below the tabs are three filter buttons: 'All' (selected), 'Content gap', and 'Searches by followers'. The main content area shows two search results. The first result is for 'places to travel' with a thumbnail of a lake and mountains, 1.06M views, and a 101.5% increase. The second result is for 'box canyon falls colorado' with a thumbnail of a canyon, 515K views, and a 49.1% increase. Each result has a bookmark icon and a video camera icon.

Finding and Analyzing Trends



- **Look for Content Gaps:**

- Use the “Content gap” tab to see opportunities for content Creation others haven’t taken advantage of
- **Tip: Pretend this is a search engine. Try inputting FAQs you often get from customers and clients.**

- **Explore Popular Content:**

- Observe the content in your FYP that is currently trending within your industry. Take note of popular hashtags, sounds, and challenges that are gaining traction.
- **Tip: Use these insights to inspire your content creation and align it with current trends.**

Identifying Opportunities & Leveraging Insights

1

Engage with existing trends or create your own to drive user participation and increase your brand's visibility.

Example: If a trend aligns with your product or service, adapt it to fit your brand and participate in the trend to reach a wider audience.

2

Regularly check for new trends and updates within your industry to stay current and relevant on TikTok.

Tip: Set aside time each week to review new creator insights and adjust your content strategy accordingly.

3

Mix the trends you find with the niche opportunities you discover in Creator Search Insights.


Tip: Include keywords from Creator Search Insights on-screen in your videos and in the video description to increase reach

Practical Exercise

Let's take a moment to explore TikTok and identify a trending creator or content within your niche.

Analyze their profile and content for insights.

Instructions:

- Search for **relevant hashtags** or topics in TikTok's search bare.
 - Select a creator or **piece of content** that aligns with your industry.
 - Discuss **how you might use** the insights gained from their video to inform your own content strategy.
- 



Following Trends

Following Trends

Finding New Trends Happens When Scrolling Through TikTok

If you're on TikTok consistently consuming content, you'll start to see variations of the same video content or you'll hear the same sound. As you discover these trends, be sure to jump on the train fast before the fizzle and disappear.

Searching Hashtags

Search for trending hashtags related to your industry or niche. This can help you identify what topics and challenges are currently popular.

- **Example:** If you're in the fitness industry, look for hashtags like #FitnessChallenge or #WorkoutTips.



Using Trends to Inform Content

Integrate Trends Creatively

Adapt trending challenges, sounds, or formats to fit your brand's message and audience. Ensure that your content aligns with your brand's identity while leveraging current trends.

Tip: Put your unique spin on trends to stand out and maintain your brand's voice.

Create Trend-Based Content

Participate in trends by creating videos that incorporate trending sounds or hashtags. Make sure your content is relevant and engaging to your target audience.

Example: If a dance challenge is trending, create a video featuring your product in a fun and creative way while participating in the challenge.

Best Practices for Following Trends



Timing Is Key

Act quickly when you spot a trend. Trends on TikTok can rise and fall rapidly, so timely participation is crucial for maximizing visibility and engagement.

Tip: Set up notifications for popular hashtags or follow industry influencers to be among the first to notice new trends.

Brand Consistency

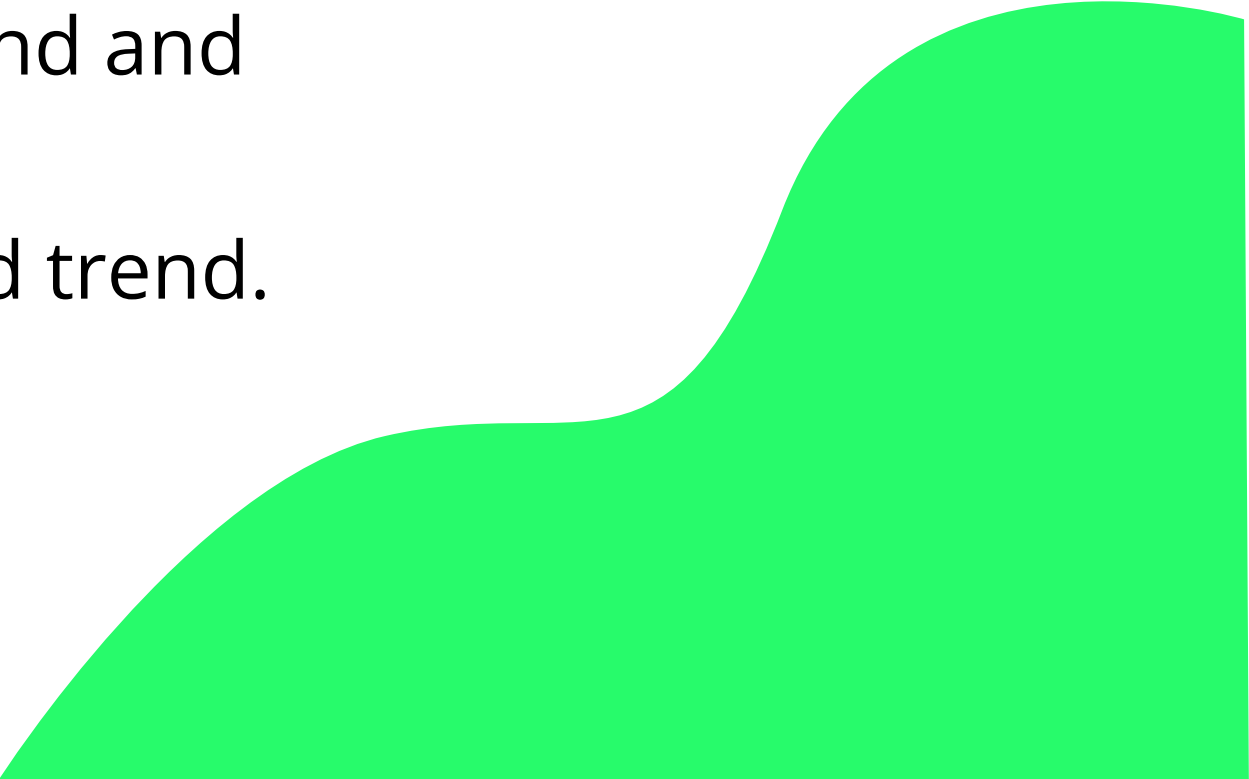
While it's important to engage with trends, ensure that your content remains consistent with your brand's image and message.

Tip: Avoid forcing trends into your content if they don't naturally fit with your brand or product.

Practical Exercise

Let's explore a current trend on TikTok and brainstorm how you could incorporate it into your content strategy.

Instructions:

- Visit the Home/Discover tab and identify a trending challenge, hashtag, or sound.
 - Write down how you could adapt this trend to fit your brand and create engaging content.
 - Plan a brief outline for a video that leverages the identified trend.
- 

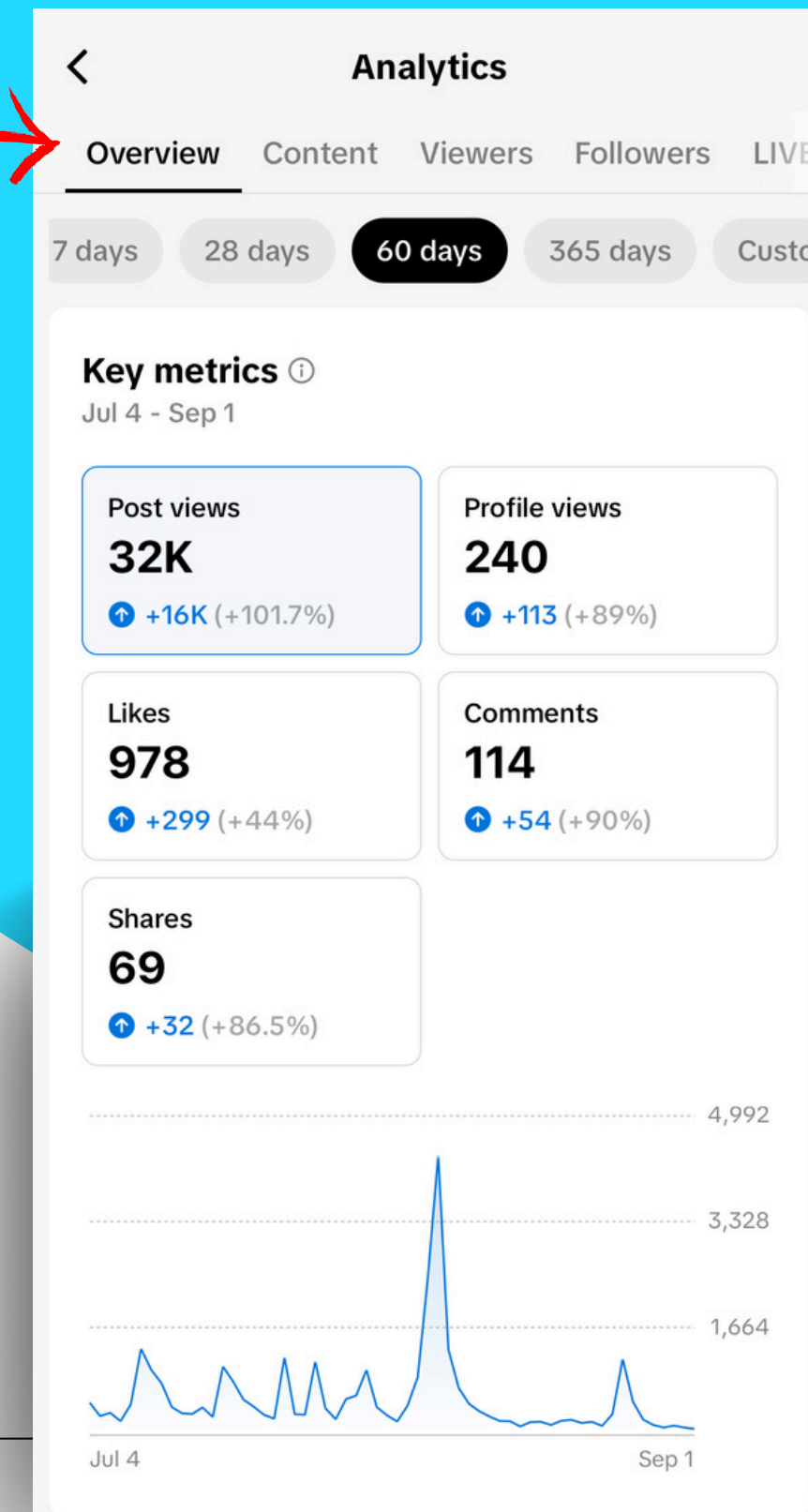


TikTok Analytics

Analytics Overview

TikTok Analytics provides insights into the performance of your content and account, including metrics on video views, follower growth, and engagement.

- **Overview:** Gives a snapshot of your account's performance, including total views, followers, and likes.
- **Content:** Shows detailed metrics for individual posts, such as views, likes, comments, and shares.
- **Viewers:** Shows you the demographics of the people viewing your content.
- **Followers:** Provides insights into your audience demographics, including location, age, and gender.



Analyzing Content Performance

1

Top Performing Videos

Review your top-performing videos to understand what makes them successful. Look for patterns in content type, length, and use of trends."

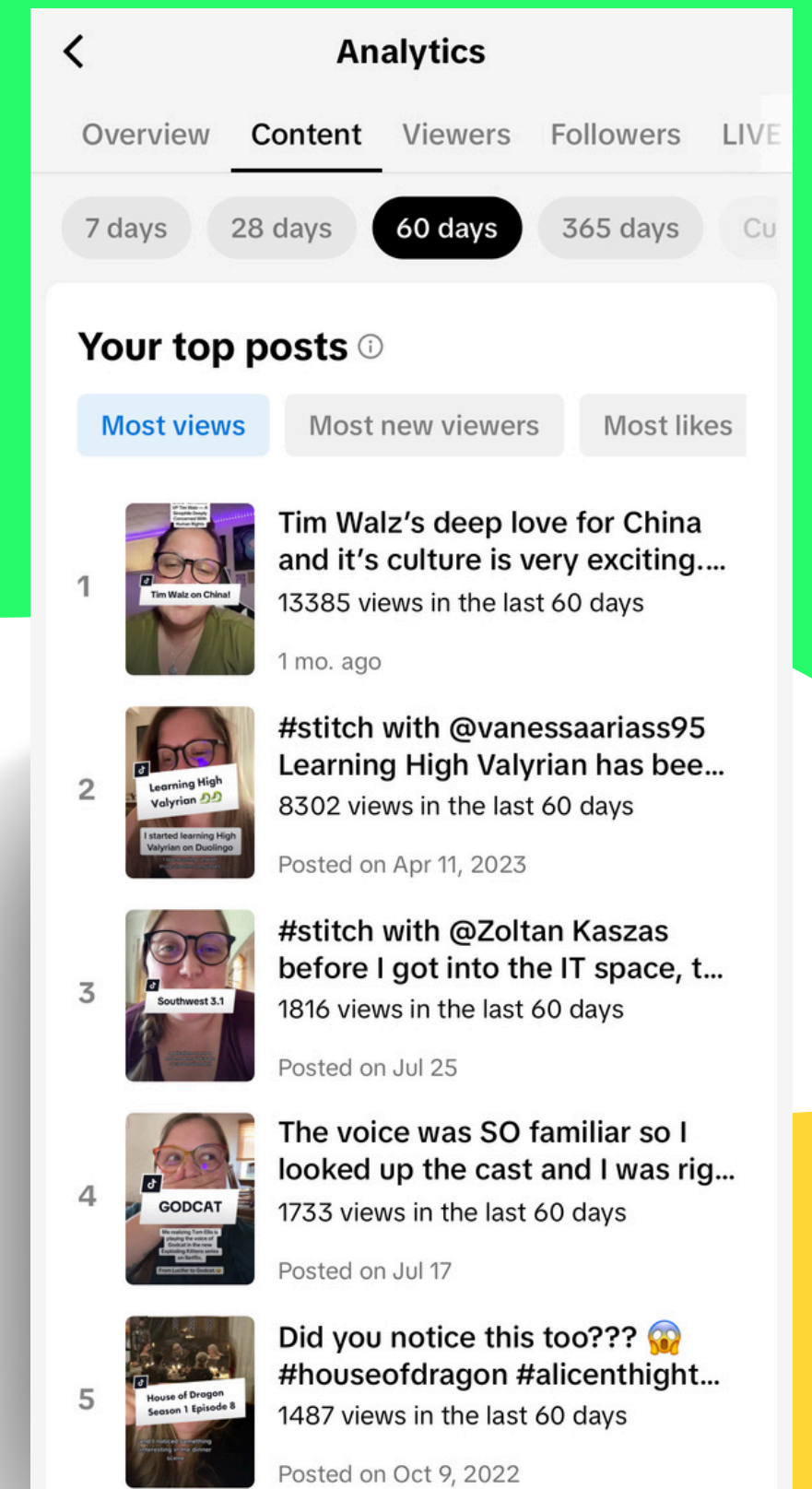
Example: If videos with a certain hashtag or format consistently perform well, consider producing similar content.

2

Content Trends

Analyze which types of content (e.g., tutorials, challenges, behind-the-scenes) generate the most engagement and views.

Tip: Use this information to refine your content strategy and focus on what resonates best with your audience.



Key Metrics to Track



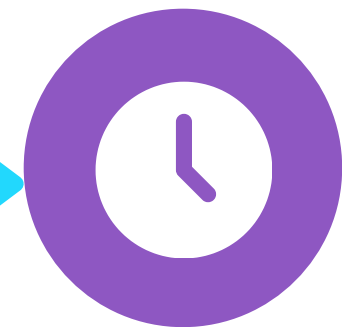
**VIDEO
VIEWS**



**ENGAGEMENT
RATE**

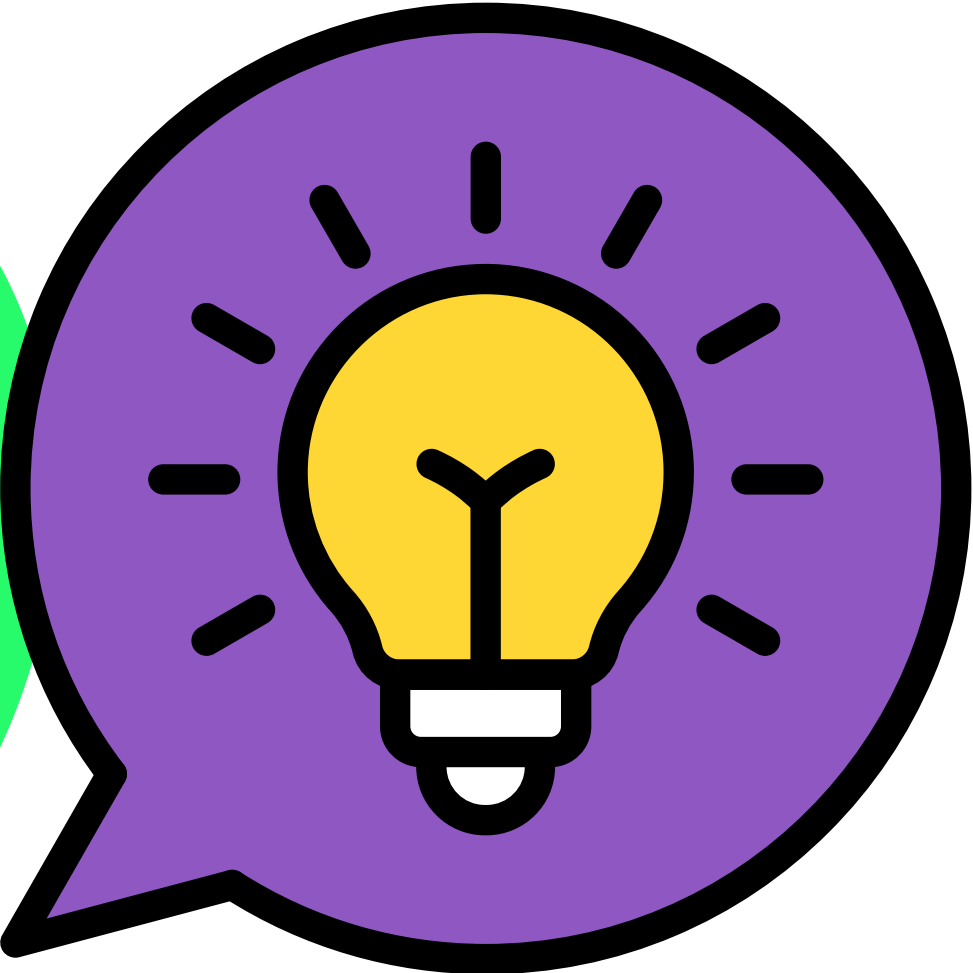



**FOLLOWER
GROWTH**



**WATCH
TIME**

Based on your analytics, adjust your content strategy to focus on what works best. Experiment with different formats, topics, and posting times. Continuously test and iterate based on performance data.



Final TikTok

Tips!

Stay Authentic and True to Brand



Show Brand Personality

Let your brand's personality shine through in your content. Authenticity helps build trust and makes your brand more relatable.

Tip: Avoid overly scripted or generic content. Instead, showcase your brand's unique voice and values.

Maintain Brand Consistency

Cannot stress enough! Ensure that all your TikTok content aligns with your overall brand image and message. Consistent branding helps reinforce your brand identity and makes your content easily recognizable.

Tip: If you're not sure how to develop a brand, seek out a branding specialist to have them develop one for you.

Consistency is Key!

Regular Posting Schedule

Maintain a consistent posting schedule to keep your audience engaged and informed. Consistency helps build a loyal following and ensures your content remains relevant.

Tip: Create a content calendar to plan and schedule your posts in advance.

Quality Over Quantity

While it's important to post regularly, prioritize the quality of your content. High-quality videos with clear visuals and engaging narratives will have a greater impact than frequent but low-quality posts.

Tip: You don't have to post everyday! You just have to create quality posts on a schedule so your audience knows when to expect content.

And Most Importantly...

Be Patient and Persistent:

Building a successful TikTok presence doesn't happen overnight. Be patient, stay consistent, and keep refining your strategy based on your results and audience feedback.

Stay Informed and Adapt:

The digital landscape is constantly evolving. Stay informed about new features, trends, and best practices to keep your TikTok strategy effective and up-to-date. There are lots of great creators out there giving you the low-down on trends



Q & A



TikTok Freebies!



Scan the code and fill out the form to get your TikTok freebies!

<https://mailchi.mp/bd407669f58e/tiktok-for-small-businesses-freebies>

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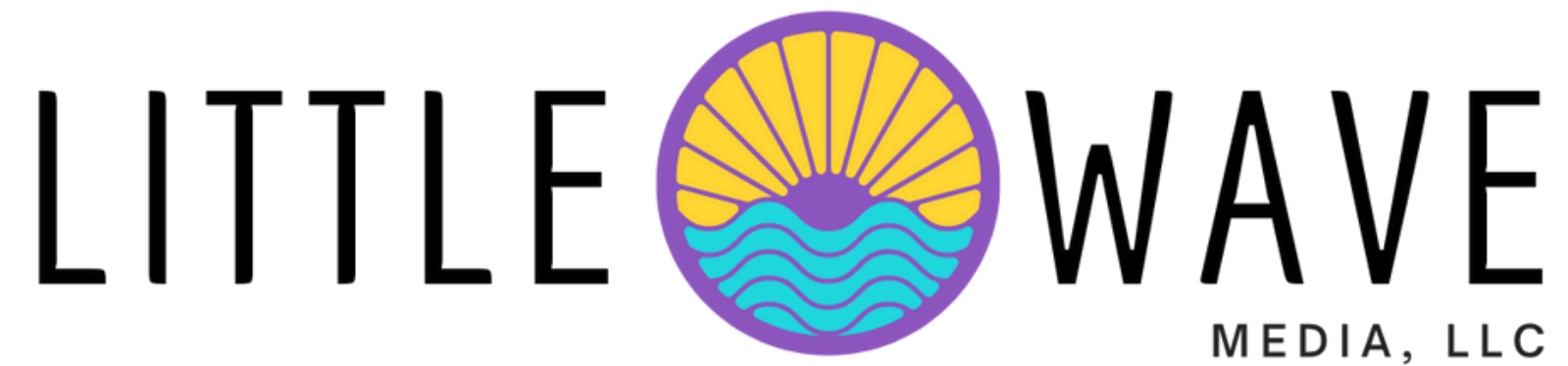
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THANK YOU!



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