



# The Beginner's Guide To Tik Tok

What is it? Why is it different? How can you use it for your business?


19/06/2020



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**“You need to market to where the attention is...and right now the attention is on Tik Tok” Gary Vee**





Musical.ly  
shuts down



Tik Tok

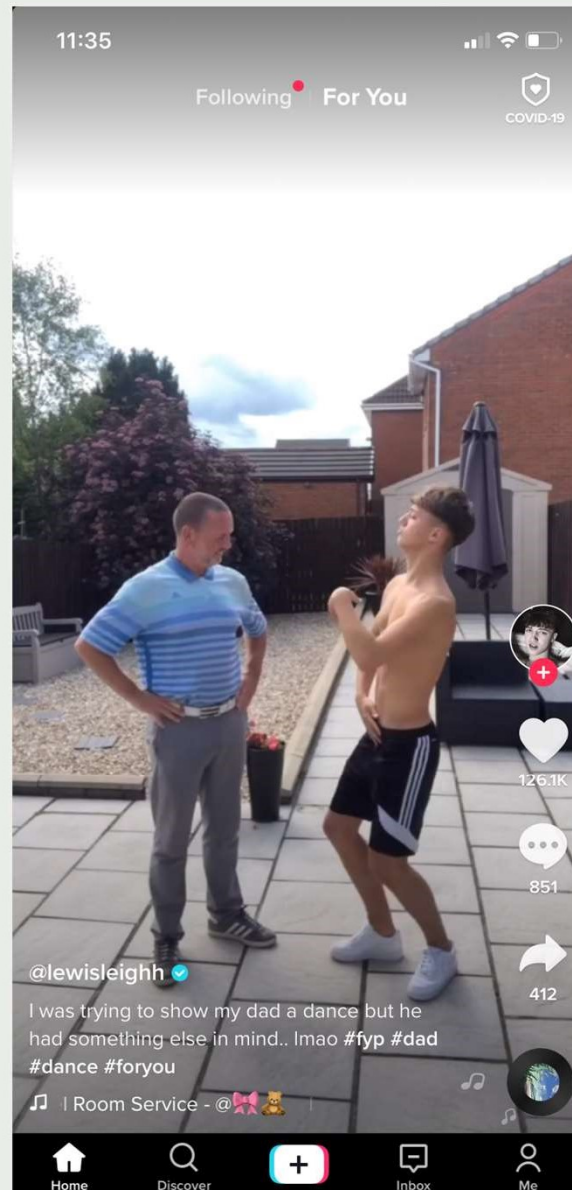


# WHAT KIND OF CONTENT?

- DANCE VIDEOS
- LIP SYNC/MUSIC
- CHALLENGES
- SELF-DEPRECATING COMEDY
- BEHIND THE SCENES
- TUTORIALS

# IT IS ALGORITHM-DRIVEN NOT COMMUNITY-BASED

- VIDEOS GO VIRAL QUICKLY
- VIRALITY IS MORE COMMON THAN ON ANY OTHER PLATFORM
- IT CAN BE HARDER TO BUILD A FOLLOWING IF YOU'RE NOT SET-UP FOR VIRALITY IF IT OCCURS
- TIK TOK CONSTANTLY FEEDS YOU NEW CONTENT
- THIS IS THE TIME TO GET ON AS AN EARLY ADOPTER



“FOR YOU” SECTION FEEDS YOU CONTENT SIMILAR TO WHAT YOU’VE ALREADY WATCHED.

YOU WANT TO AIM TO GET YOUR CONTENT ON THE “FOR YOU” PAGE

“FOLLOWING” IS JUST THE PEOPLE YOU’VE ALREADY FOLLOWED!

# IS TIK TOK RIGHT FOR YOU?

WHY ARE YOU DOING WHAT YOU'RE DOING?

-WHERE WILL YOU ENJOY BEING?

-WHERE AM I WANTED?

-WHERE DO I WANT TO BE?





## STRENGTHS

- HUGE AUDIENCES
- SIMPLE PRODUCTION
- BUILT-IN MUSIC
- REPURPOSE CONTENT
- TRENDS SIMPLIFY CREATIVITY
- NEXT BIG SOCIAL MEDIA
- FUN



## **WEAKNESSES**

- **AUDIENCE IS FLEETING**
- **TOUGH TO MONETISE  
(FOR NOW)**
- **NO DESKTOP SITE**
- **HIGHLY ADDICTIVE**

