

TikTok – Is It Right for Your Business

Overview

- TikTok is a short-form video social media platform with videos ranging from 15 seconds to three minutes.
- The TikTok algorithm is unique in the fact that it caters to each user's specific interests based on the content they interact with. Each TikTok user has a unique "For You Page."
- TikTok is a great platform to generate buzz, showcase your brand voice, engage with your target audience, sell directly to consumers, and tap into existing influencers to elevate your brand.
- TikTok is a trend-driven platform, with trending topics, audios and filters changing rapidly.

Key Opportunities

- Gen Z and Millennials are active and engaged on the platform. Gen Zers account for 60% of TikTok users and 80% of TikTok users are between ages 16-34. (Source: [WALLAROO](#))
- TikTok is the sixth most-used social media platform, with more than one billion monthly users. TikTok users log more than 10 minutes on the app per day, making it one of the most engaging social media apps.
- Consumer spending continues to trend upwards on TikTok, with users spending \$2.3 billion on the app in 2021. There is strong buying power on TikTok and businesses can capitalize on this opportunity by including links in their profile bio (link to your website or [LinkTree](#)) or by partnering with influencers.
- Use trending audios and/or filters to expand your reach on TikTok and showcase your brand personality. Research trending audios, filters and content themes to identify which ones fit well with your brand.

Execution

- Research, monitor and participate in trends that fit well with your brand. Focus on authenticity to stay true to your brand.
- You can film TikTok videos in the app or upload saved video clips from your cell phone. TikTok is best suited for video content filmed on a cell phone. If you choose not to film on a cell phone, make sure you're filming vertically. [Click here](#) for more tips on how to edit TikTok videos.
- The TikTok algorithm favors creators and accounts that post regularly. The more you post, the more likely your videos will be served to users outside of your following.
- Stay engaged on the platform by interacting with other users' videos (like, comment, share, etc.). Encourage those around you to engage with your TikTok content to increase the chances of your video being pushed to the masses.
- TikTok requires a lot of time, effort and specifically tailored content.
- Examples of successful accounts: [Scrub Daddy](#), [Glossier](#), [Starbucks](#), [Ryan Air](#), [I Dew Care](#), [Poppin Candy](#) and [SD Bucket List](#)