

# TikTok for Small Business

OCTOBER 6, 2023





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# What we'll cover today.

1. What is TikTok?
2. Anatomy of a TikTok Account
3. How Brands Can Show Up  
on TikTok
4. How TikTok is Different
5. How to be Successful on TikTok



# What is TikTok?



hyper-relevant,  
personalized content

commerce that entertains

consumer journeys  
powered by joy

the power to make  
your brand go viral

off-the-cuff video  
content that doesn't  
take itself too  
seriously

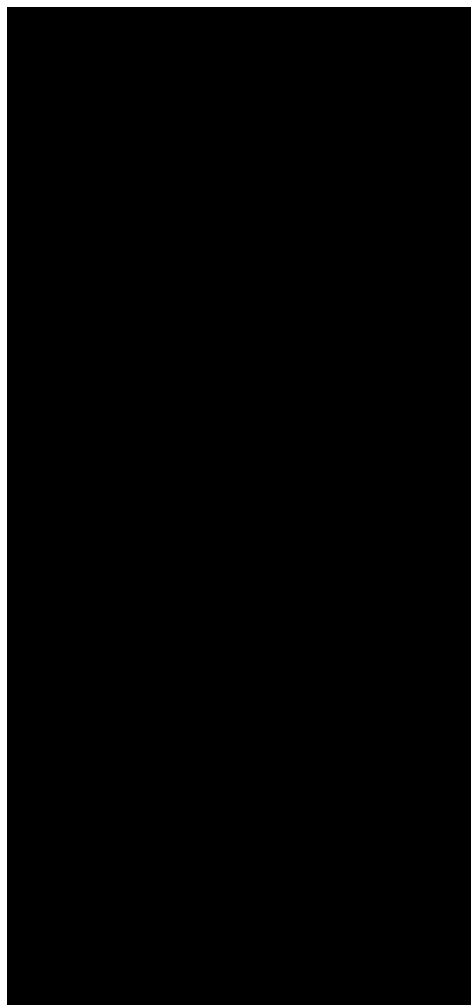
engaging consumer experiences  
that make shopping exciting and  
entertaining



# What is TikTok?

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- TikTok is a video-sharing social media platform launched in 2017 🧒
- Viewers can watch and discover millions of personalized short videos
  - Up to 10 minutes long
- Driven by “the algorithm,” no 2 users have the same experience
- “Trends start here”
  - Focus is on short, bite-sized videos and trending sounds and campaigns





# Who is Using TikTok?

- Over 1.2 BILLION active monthly users 🤯
- 5th largest platform, well ahead of Twitter, Snapchat, and Pinterest 📈
- 57% of users are female and 43% are male
  - 47% – 29 or younger 👶👧👦👱
  - 42% – between 30 and 49 👤👩👧👨
  - 11 % – 50+ 👵👴👵👴
- 3.2 million Canadians are active on TikTok every month
- ByteDance Disclaimer






# How Are People Using TikTok?

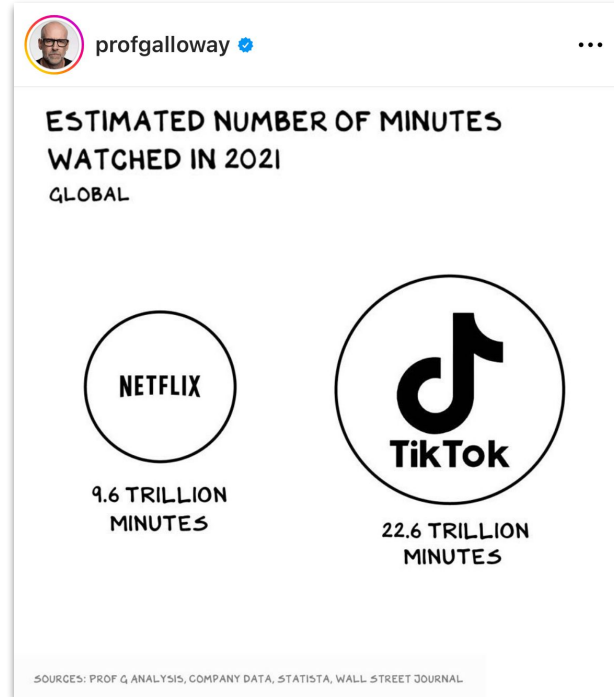
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- Short answer: A LOT
- 90% of users access the app multiple times EVERY DAY  → 
- Users spend an average of 52 minutes PER DAY on the app



# How Are People Using TikTok?

- TV substitute 
- Search engine 
- Career path 





**TikTok is a place where  
community, shopping, and  
entertainment sync up.**



# Anatomy of TikTok

# For You Page and Following Page

## For You Page (FYP):

- HOME – the main stage
- Curated by the algorithm
- Looping TikToks (videos)
- Infinite scrolling

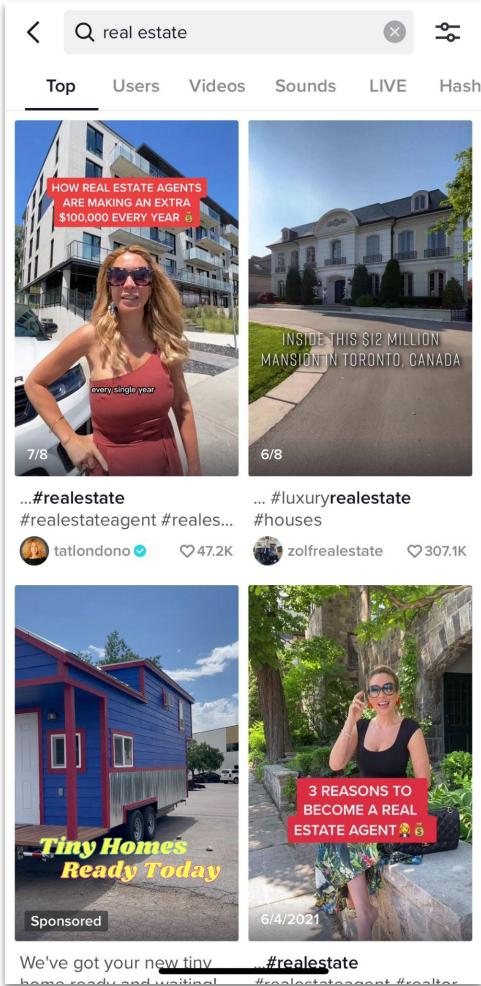
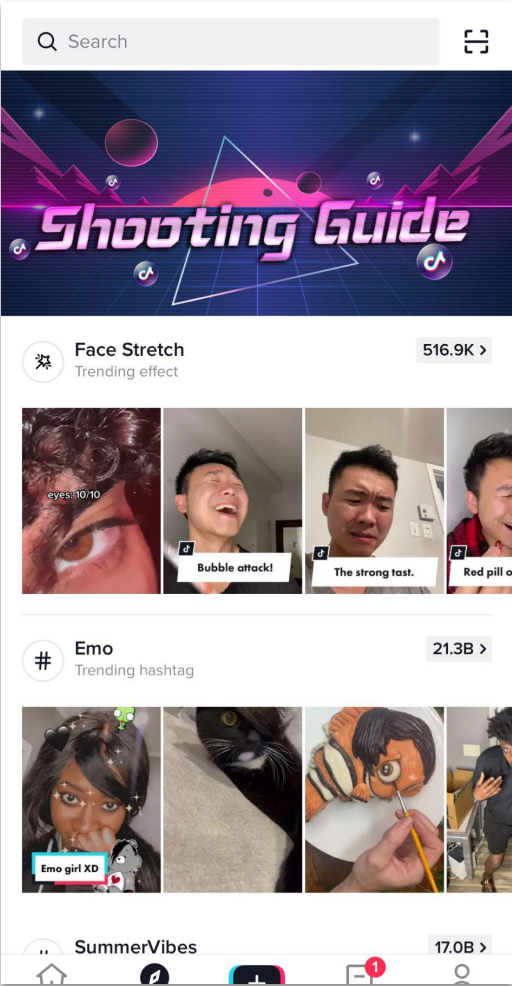
## Following Page:

- Videos from ONLY the people you follow



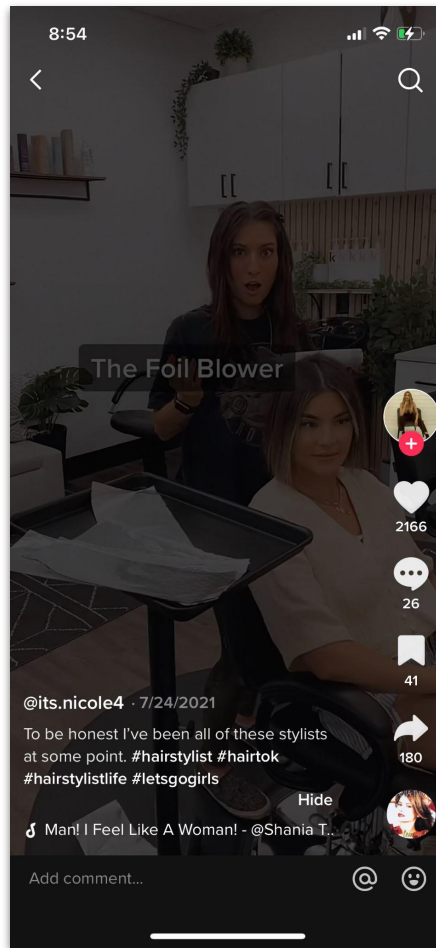
# Discover Page

- Search and browse
- Find trending sounds and hashtags



# Captions & Hashtags

- **Captions:** very short!  
150 characters,  
including hashtags
- **Hashtags:** connect  
with trends and  
communities



# Follow, Likes, Comments, Saves, Share, & Sounds

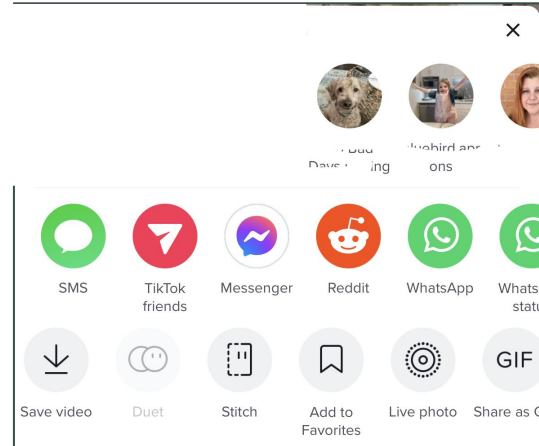
- **Follow:** tap the red plus button to follow a creator to see more of their content
- **Likes:** shows that you like this content, say thank you to the creator
- **Comments:** join the conversation!





# Follow, Likes, Comments, Saves, Share, & Sounds

- **Save:** save to come back to this later
- **Share:** lots of ways to share with your friends
- **Sounds:** see what sound is being used & other TikToks that use that sound

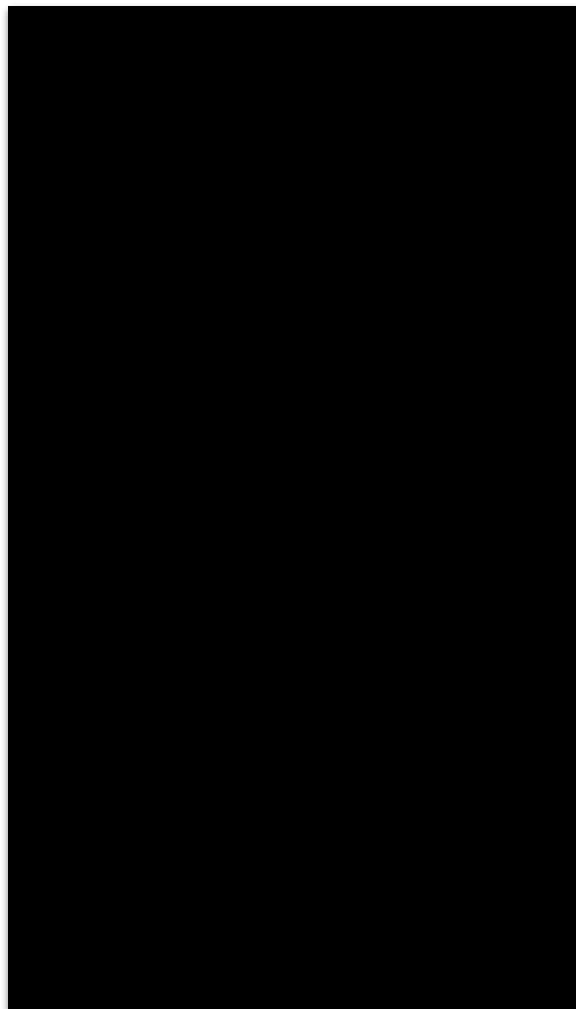




# Duets & Stitches

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- **Stitch:** incorporate up to 5 seconds of someone else's content into your TikTok video



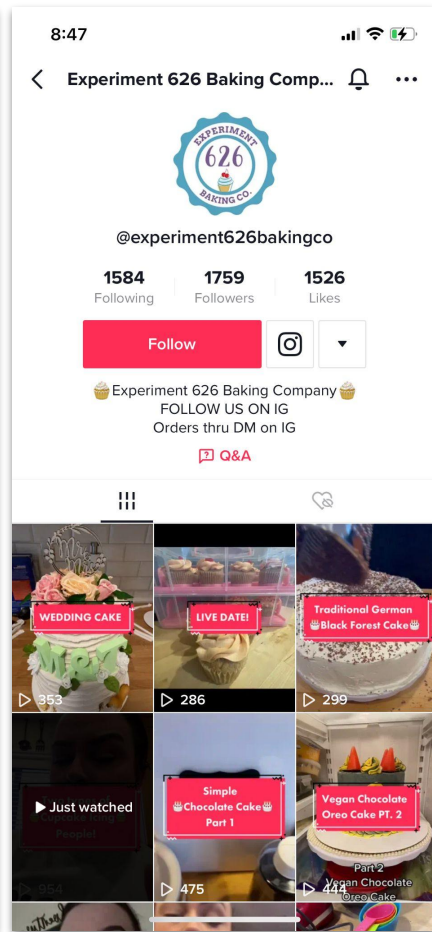
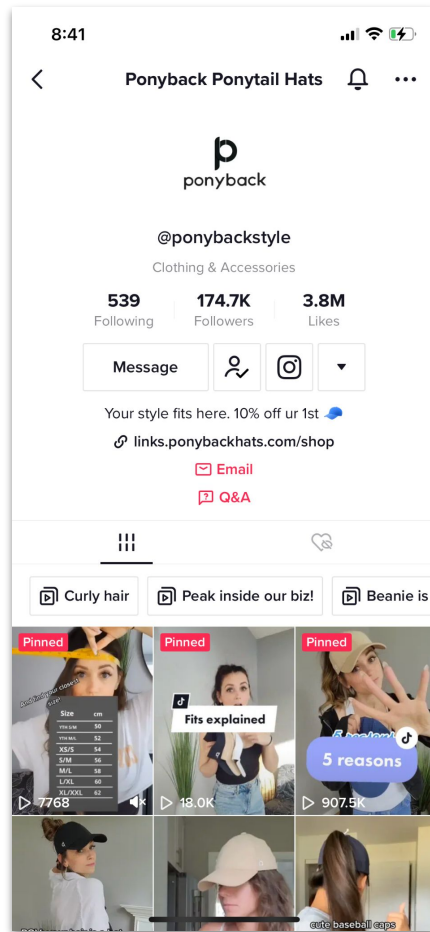
# Duets & Stitches

- **Duet:** have your video play split-screen with another video

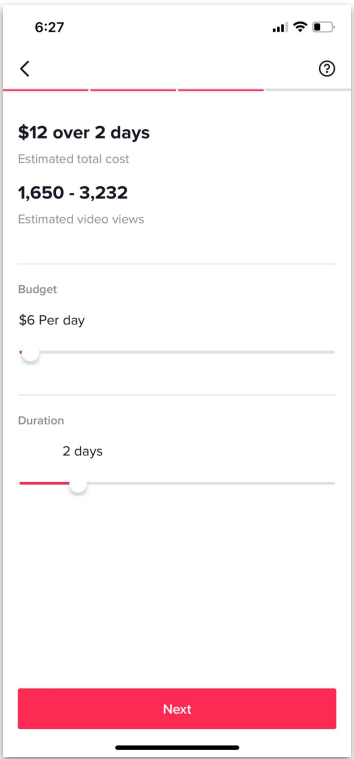
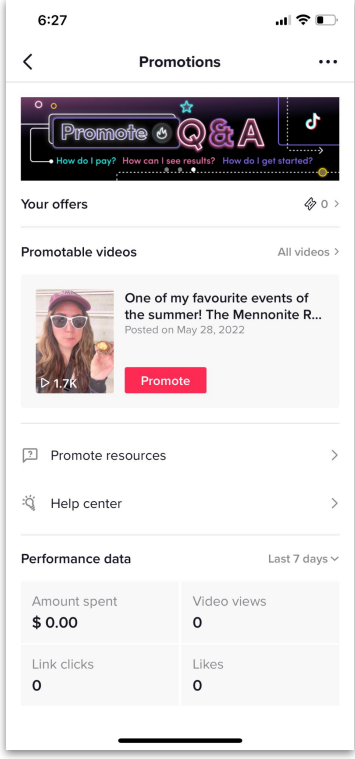
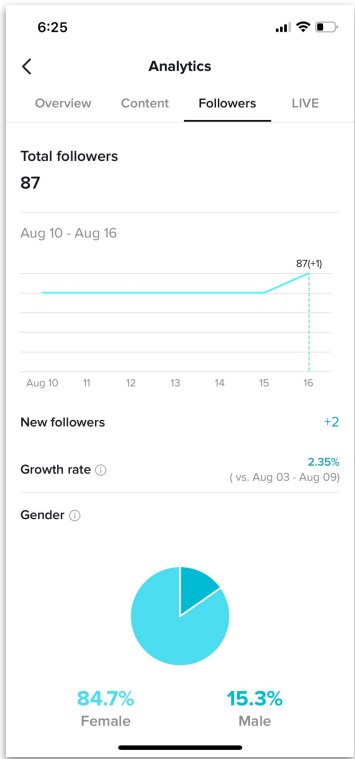
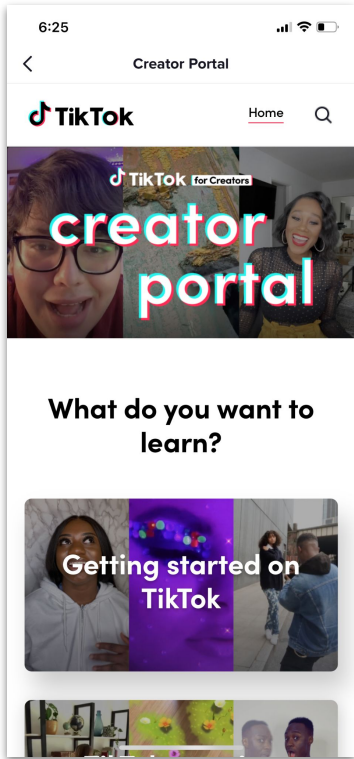


# Profile, Pins & Playlists

- **Profile:** very short bio (80 characters), links, Instagram account
- **Pins:** keep up to 3 videos at the top of your profile page
- **Playlists:** categorize similar videos so that people can engage with niche content



# Creator Tools





# Personal vs. Business Account

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## Personal:

- Access to sounds and commercial sounds
- Access to advanced creator tools
- Account can be changed to private
- Eligible for monetization (in certain regions, excluding Canada)

## Business:

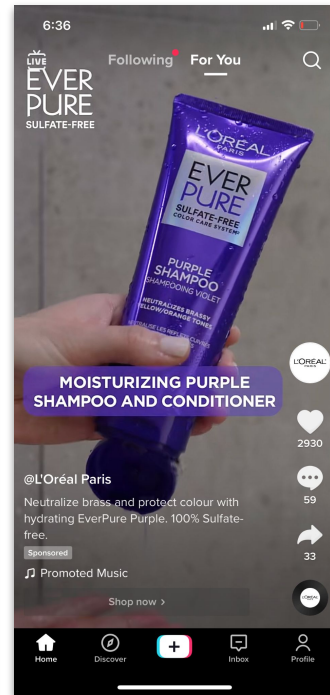
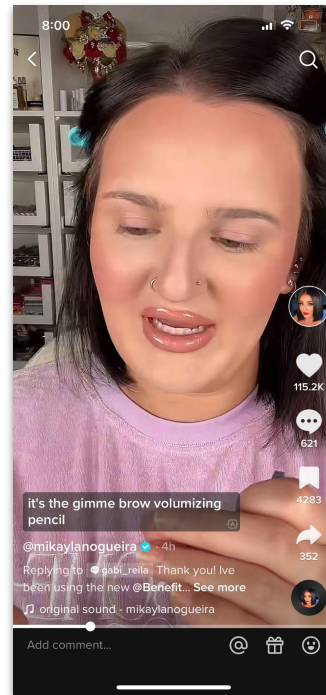
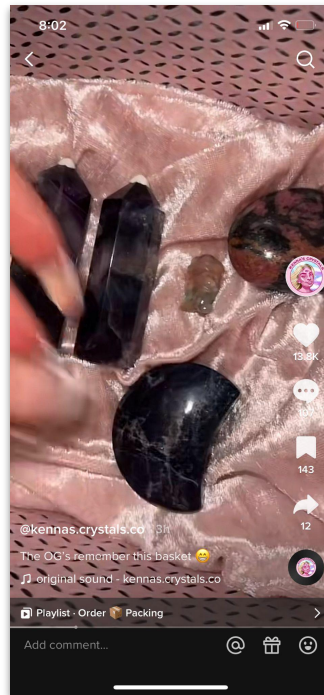
- Access to analytics, workspace, activity and support
- Exclusive access to TikTok's commercial music library
- In-app business creative hub
- Business accounts can ONLY use commercial sounds



# How Brands Use TikTok

# 3 Ways Brands Show Up on TikTok

1. Original Content
2. Influencer Marketing
3. Paid Ads





# The Big Opportunity

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- Organic reach
  - Potential to reach thousands of eyeballs WITHOUT a large following 🙄🙄
- Creative, engaged community
- Put your own spin on a TikTok trend to educate, engage, activate, and sustain consumers

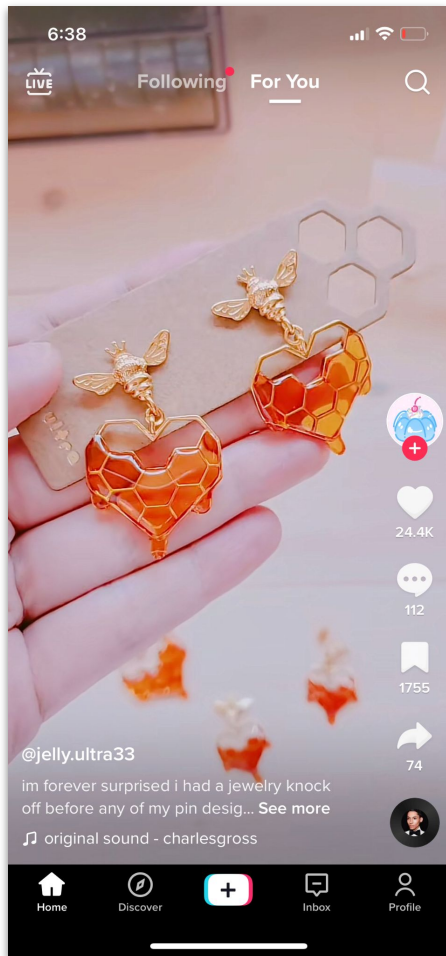




# How TikTok is Different

# For You Page

- FYP is the main stage on TikTok
- A **personalized** feed of content that's always new and different
- The algorithm learns what you likes and shows you MORE of it
- Most users discover and engage with content and creators they **don't follow** most of the time
- FYP = unique, tailored, special content experiences



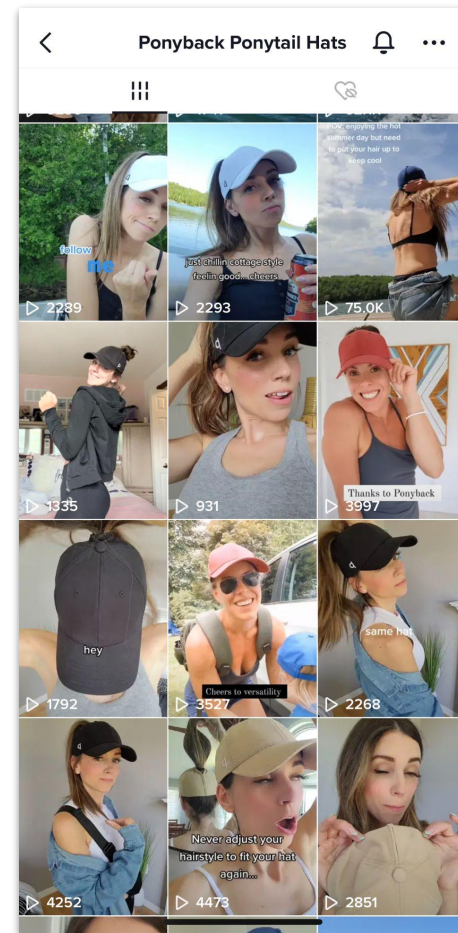
# Subcultures are the New Demographics



#Booktok, #CottageCore, #WitchTok, #MomsOfTikTok, #GayTikTok, #PlantTikTok, #IndieTikTok, #ConservativeTikTok, #CelebrityTikTok, #RollerSkatingTikTok, #FitTok, #DarkAcademia, #Selflove, #Fintok, #ASMR

# Organic Reach and Going Viral

- Possible to “go viral” with few followers
- It's normal for views and engagement to fluctuate
- One viral TikTok can result in real sales
  - TikTokers are **1.5x more likely** to immediately go out and buy something they discovered on TikTok compared to other platforms' users





# The Infinite Loop

TikTok's Retail Path to Purchase is not linear.  
**It's an infinite loop.**



TikTok For Business



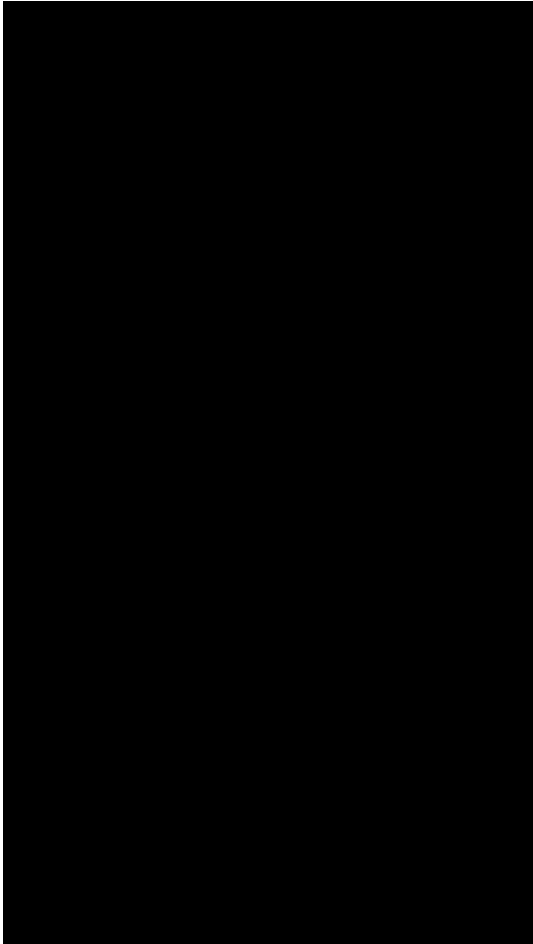
# How to Be Successful on TikTok

# Think: Entertainment

- Think like a content creator, not a salesperson
- Include a hook to capture interest in the **first seconds** of your videos
- Create fun, entertaining content that gets people interested, such as:
  - Skits and memes
  - Product showcases, reviews and recommendations
  - Take people behind the scenes
  - It's OK to get silly!











# Teach

- Showcase your expertise to build interest in a subculture community
- Teach how tos, hacks, what not to dos, and more
- Experiment with depth, length, and different topics
- Establish authority, but keep it real
  - How-tos and tutorials
  - Explainer videos
  - "5 things"
  - Mistakes to avoid



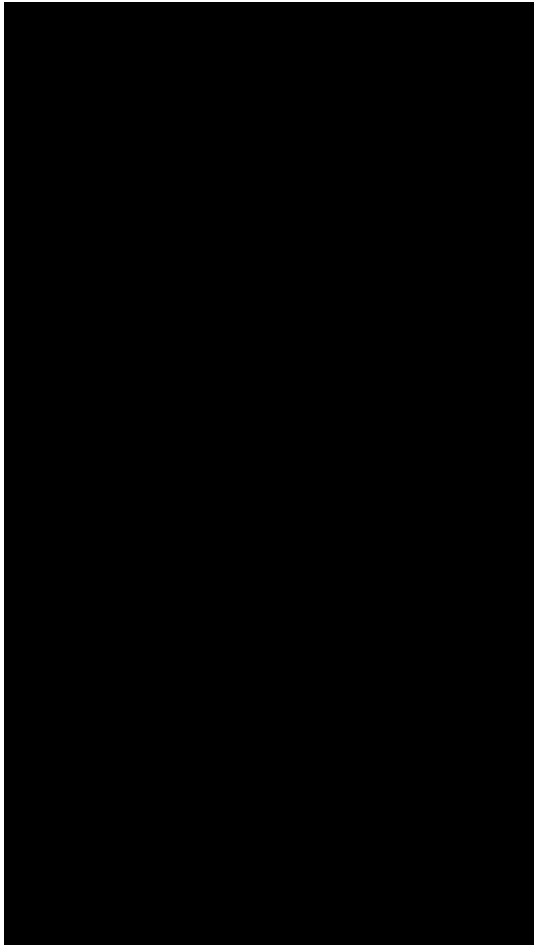
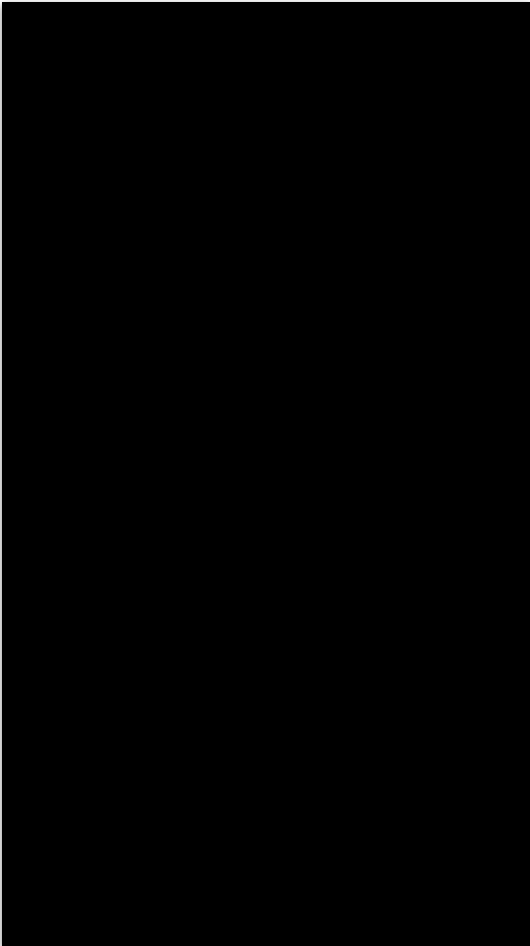




# Be Authentic, Always

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- TikTok wants to see the real you!
- Remember: people do business with people
- This is the place to:
  - Have opinions
  - Be imperfect
  - Ask questions
  - Tell the story
  - Poke fun
  - Be honest
  - Apologize
  - Have fun!





# Act Fast

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- This is NOT a “set it and forget it” social network
- The magic is in the ever-changing, collaborative, creative spirit of the TikTok community
- TikTok trends often run in 90-day cycles, with a lifespan of 6 months, maximum
- When sounds, dances, or other trends become popular, you need to act fast!





# Collaborate and Have Creative Fun

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1. Stitch and duet
2. Reply to comments with videos
3. Lean into trending sounds
4. Unexpected, irreverent, clever, and fun – these types of TikToks reign supreme



# Juice Your Content!

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1. Use footage more than once
2. Look for different ways to tell a story
3. Try some things! Remember: unexpected, irreverent, clever, and fun – these types of TikToks reign supreme







# Start With a Plan

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- Why are you joining TikTok? 🤔
- How does TikTok fit within your marketing mix? 🧩
- What is your niche?
- What does your audience care about most?
- What other content seems to be performing well in that niche? 🔥 ✨
- How often will you be posting?
- How will you create planned content?
- How will you respond to trends quickly? ⌚
- Who will moderate and manage your account?

# Don't Stop!

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- Publish or perish
- Once you have a plan and strategy in place, keep going
- Don't be disheartened if you experience low engagement in your first days/weeks/months of publishing
- Experiment and stay responsive
- Don't quit!



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