

OBERLO



TIKTOK MARKETING

COURSE TOOLKIT

GET STARTED

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TIKTOKIN'

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1. Introducing...

YOUR COACH

Jade Darmawangsa

Founder at X8 Media

Jade is a social media marketer.
She runs a media brand that helps
content creators launch businesses.



Jade's Social





LET'S
DO THIS

2. How can tiktok help you grow business?

👋 WHAT IS TIKTOK AND WHY ARE THERE DANCING KIDS ON MY FYP?

TikTok is a content sharing platform with over 1 billion users. If your brand's target audience includes anyone between the age of 13 and 30, you should be on TikTok **RIGHT NOW**.

TikTok can be difficult to navigate, especially if you want to approach it from an entrepreneurial stance. In this course, we will go over how to:

- Launch a successful TikTok page that brings in traffic to your site daily
- Establish your store in a niche market
- Learn the expert strategies for creating a viral video that will set your store apart



This course is perfect for that beginning entrepreneur wanting to build their online store but doesn't have access to a massive ad budget. With the reach TikTok has, your organic traffic will blow your ads out of the water. It may also help you improve your dance moves.



2. How can tiktok help you grow business?

HOW CAN USING TIKTOK LEAD TO SALES?

Recall the funnel visual we used in the lesson one video, also known as TOFU, MOFU, and BOFU. TOFU is the top of the funnel, MOFU is the middle, and BOFU is the bottom.



BRAND AWARENESS - In order to get sales, you need to get visitors on your website.

WEBSITE TRAFFIC - The number of people visiting your site because of your social media.

BRAND AWARENESS - In order to get sales, you need to get visitors on your website.



HOW CAN YOU GET STARTED?

Your next steps are to create a TikTok account and explore its different features such as the For You Page and how it changes when you scroll. In the next lesson, you'll be given a more in-depth tour of TikTok and how to use it.

Bonus Tip:

Make sure to sign up for a 'Pro' account. This will allow you to see your analytics, which you'll need for future lessons.



3. Get to know TikTok's features

TOUR DE TIKTOK

Now that you know how TikTok can get you more sales through the power of brand awareness, it's time to become familiar with the platform. There are two ways your content can get discovered on TikTok:

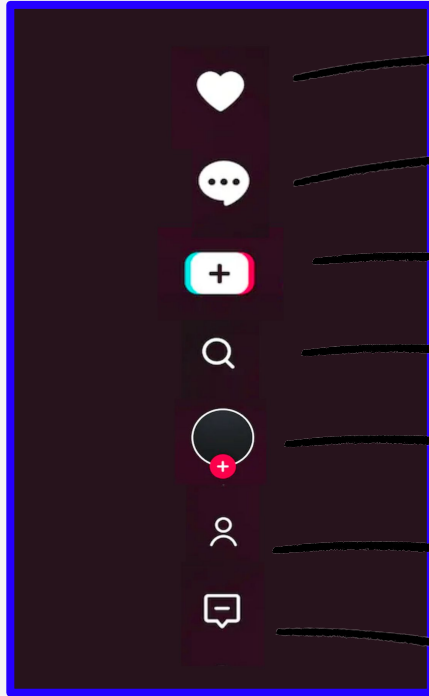
- The **'For You'** Page
- The **'Following'** Page

As we discussing in the previous lesson, the 'For You' page is where you are recommended content based on the content that you have shown interest or disinterest in the past. The 'Following' page is where you are shown content made by people you follow. In other words, the 'For You' page is where TikTok shows you content you might like, and the 'Following' page shows content you already like.



3. Get to know TikTok's features

TIKTOK TERMINOLOGY



This is how you “like” a video.

This is how you comment on a video.

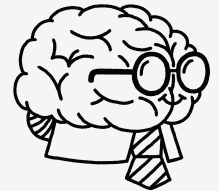
This is where you can add your own video.

This is how you can search for a user, hashtag, or sound.

This is where you can follow a user directly from their video.

This is how you view your account.

This is where you receive direct messages.



3. Get to know TikTok's features

WHAT THE TYPES OF TIKTOK CONTENT LOOK LIKE

There are four types of content you can create on TikTok:

- 🌀 Videos with a song
- 🌀 Videos without a song (original audio)
- 🌀 Duets/Reactions/Comments
- 🌀 Live videos

In the video for this lesson, we went over all of the different types of content in detail. Knowing the different types of content can help you create shareable content that can reach a large audience. In the next lesson, we'll be discussing how to get your first 1,000 followers on TikTok.

Pssst...It's not always good to cheat, but this time, you get a pass.

X

Content Cheat-Sheet

Type of Content	Link
Video with Song	
Video Without a Song	
Duet/Comment Reaction	https://www.tiktok.com/@jadedarmawangsa/video/6847151761325608197
Live Video	



4. Understand the TikTok algorithm

GETTING YOUR FIRST 1,000 FOLLOWERS ON TIKTOK

In the last lesson, we took a tour de TikTok and its features. You should have a good understanding of how to navigate and use TikTok. In this lesson, we went over the TikTok algorithm (basically how TikTok recommends videos to users) in detail.

TikTok's algorithm determines how many people see a certain video, which determines how many potential customers see your brand. It is to keep the algorithm in mind when you post content so that your goal is to increase your chances of brand awareness and sales.

The algorithm works in a couple of different ways. It utilizes:



User interactions: This includes the videos you like or share, accounts you follow, comments you post, and content you create.

Video information: This might include details like captions, sounds, and hashtags.




Device and account settings: Things such as your language preference, country setting, and device type.



4. Understand the TikTok algorithm

HOW TO USE THE ALGORITHM TO YOUR ADVANTAGE

Now that you have insight into the TikTok algorithm, you may be wondering what you need to do with this information. When it comes to content creation on TikTok, it's as simple as making sure your video hits three criteria:

-  Your video is engaging in where people want to click on it and take action.
-  Your video contains relevant information.
-  Your content is targeted to where you live.



What content do you interact with?	What information do you use in my own videos? Or, what information do you want to use?	Where do you live? What language do you speak? What is some general information about your location?



4. Understand the TikTok algorithm

WHAT THE TYPES OF TIKTOK CONTENT LOOK LIKE

When you determine how you fit into the three ways the algorithm recommends content, you can start to get an idea of an analytics-based demographic that you may be recommended to. For a visual, the demographic would look like this equation:

$$\begin{array}{c} \text{User Interaction} \\ + \text{ Information} \\ \text{Location} \\ \hline \text{Your Personal Algorithm Baby} \\ 100\% \end{array}$$

EASY
IS
BORING

This information isn't necessarily all that you need to know to grow on TikTok, but you will need a general understanding of how the TikTok algorithm works for future lessons.

In the next lesson, you will learn how to make content that the algorithm is looking for and how to make sure that you get more brand awareness and viewers by picking a niche.



5. Pick a niche on TikTok

🔪 PICKING A NICHE 101



A segment of a market, typically defined by someone's interests and/or personality type.

Because of this, you want to focus on picking a broader niche on TikTok, rather than just focusing on specific interests or a particular personality type. You want to condense a few of your audience's interests into one singular product.

The difference between TikTok compared to other social media platforms is that its goal is to broadcast your content to as many people as possible so they can become interested in your brand. You want to use TikTok for what it's built for, which is creating content for people to view.



6. Identify trends in your niche

HOW TO IDENTIFY TRENDS IN YOUR NICHE

A TikTok **trend** is a popular audio being used in videos and the main concept of the video that allows users to easily identify the trend and still put their individual spin on it.

When it comes to identifying trends, it all comes down to your research. Being aware of trends comes down to how much content you consume and what you do with that knowledge.

When it comes to researching, you can start by looking up hashtags that are related to your niche or product. Finding and using surrounding hashtags is really important because communicates information about the type of content a person is creating with those hashtags. By staying woke on the latest trends and hashtags, you can create content within the trend before it evaporates.

Examples of hashtags that you can use depending on the product you are trying to sell and the niche you are in:

Niche/Product	Hashtags
Gardening	#gardening101
Stationary	#dayattheoffice

If you need more in-depth guidance with filling in a niche, [click here](#).

Being aware of the trends on TikTok is all about the amount of time you spend on TikTok. If you want to gain exposure, you need to research and participate in trends before you miss your chance.



6. Identify trends in your niche

 **#OBERLORESEARCHPROJECT** 

STEP 1

Research five different popular hashtags in your niche and take notes on what caused the user to be successful and how you could put your own spin on it. Watch at least three different videos for each hashtag.

Hashtag	What Made It Successful	How Can I Make It My Own



STEP 2

Create a video for each trend that you research based on your notes. Make sure to include the popular audio, the main concept, and the hashtag in your caption. In addition to the trending hashtags, you can use the #oberloresearchproject so that we can see your video!



7. Create a TikTok game plan

MONTHLY

Explore trends and brainstorm how you can make them your own.

Pick 5 hashtags to focus on executing throughout the month.

WEEKLY

Generate 4 entries in the brainstorm log for each hashtag (20 ideas total).

Conduct research every week on different hashtags within your niche to find trends.

Fill out your content table to stay organized.

DAILY

Upload content 2-3 times a day.

Reply to comments.

Research and consume content that inspires you to create it. Sometimes trends happen for a 24-hour period, so it's just as important to be a consumer than a producer so you can hop on the trends early on.

If you want to take the extra step to create your TikTok schedule, you can either [click this link](#) to learn how to create a content calendar on Notion or [download this template](#) to fill out every month.



8. Get TikTok content ideas

👉 HOW TO: RESEARCH CONTENT IDEAS 🤖

The key at the beginning of launching your business TikTok account is to experiment with the algorithm. Through experimenting with different content, you are able to see what works and what doesn't and continue making content that will grow your account.

Remember the table you created in the previous lesson. The worst thing you can do is create an entire content schedule around one thing, because if that thing doesn't work, then all of your efforts go unnoticed. It's important to create different types of content until you get your first "viral" video, and then niche down to a smaller audience.

**NOT
DONE
YET.**



8. Get TikTok content ideas

✋ THE TYPES OF CONTENT YOU SHOULD EXPERIMENT WITH ↓

There are three main types of content you should experiment with on TikTok:

Relatable Content	Honest Content	Educational Content
Usually a storytime or skit; makes the user understand	Content that makes a user feel something; builds trust and reliability	Teaches the user something they didn't know; causes them to stay to learn

We took a deeper look into each of these types of content that you should create on TikTok in the video portion of this lesson. Once you are able to understand and identify the different types of content you see on TikTok, it's time to create that content and see what works for your brand.

You can create these types of formats with different sounds and concepts than other creators, but it's important that no matter what, you create content that evokes these three emotions. By experimenting with your content, you are increasing your chances of getting on the For You Page quicker.

Your next step is to take a look back onto the TikTok content log that you started in Lesson 6 and make sure you have at least ten different video ideas for each type of content. That means you should have at least thirty content ideas for your TikTok. By doing this, you are increasing your chances of TikTok success.



8. Get TikTok content ideas

BONUS

Below is a table for you to organize your content ideas and brainstorm some new ones if necessary.

Relatable Content	Honest Content	Educational Content



9. Create a TikTok with music

👉 YOUR TIKTOK INTERFACE CHEAT SHEET + CAPTION WRITING CRASHCOURSE 📝



The key with captions is to keep them short. You only have a limited amount of space to write a caption on your video, so you want to make sure it gets straight to the point while still giving the viewer enough context to understand. And don't forget to include hashtags! Refer back to your content table for hashtags that correspond with trends you're participating in. If you need a refresher on hashtags, head back over to Lessons 4 & 5 on hashtags and trends.

Voila! Now you know how to create TikToks with and without music! In the next lesson, we'll be going over how to shoot duets and reaction videos on TikTok.



10. Shoot duets and reaction videos

SHOOTING A DUET

The way a duet works is that it puts the video you are reacting to side by side with your own. It's a great way to increase your chances of landing on people's For You Pages and make sure you're on-trend. If you need a quick refresher of what a duet looks like, [click here](#).

Duetting a video is a great way to react to another TikTok or try something out that a user shared on their page. You want to find something with either shock value or something interesting.

Duets are great if you want to...



Shooting a duet doesn't require a lot of effort, and is a quick way to collaborate with other brands and creators. Once you film your reaction to a video, you have the option to edit it the same as you would if you shot a TikTok by yourself. The purpose of using text in duets is to explain the video and give context to the viewer so they understand why you chose to duet it.

It's important to still include hashtags in your duet videos, especially if you want to hop on a trend but don't know how to make it your own. Duetting is an efficient way to solve that problem without hurting your chances of going viral.



10. Shoot duets and reaction videos

SHOOTING COMMENT REACTIONS

Essentially, every time that someone comments on a video of yours, you can instantly react to that comment. A lot of creators react to comments for comedy purposes, especially if someone comments something funny or mean. If you need a refresher on how comment reaction look, [click here](#).

But comments are also a great way to engage with your audience, specifically to do Q&A or FAQ. This way you can answer audience questions about a product you are advertising.

Both of these features are great ways to extend your brand to new audiences and to strengthen your relationship with your current audience.

Your duets and reaction videos should still fall under the three categories of relatable, honest, or educational content, but don't be afraid to experiment the same way you would if it were a regular video. It's okay if you don't get it right the first time. It's important to improve your content by learning from your mistakes. You only experience growth if you experiment outside of your comfort zone. In the next lesson, we'll be going over how to read and understand your TikTok analytics, and how to improve upon your mistakes.

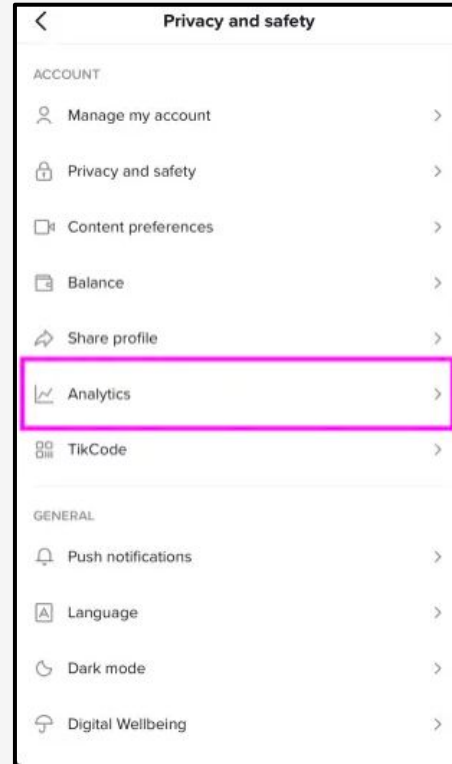
WIN WIN WIN WIN



11. Analyze your TikTok analytics

UNDERSTANDING YOUR ANALYTICS

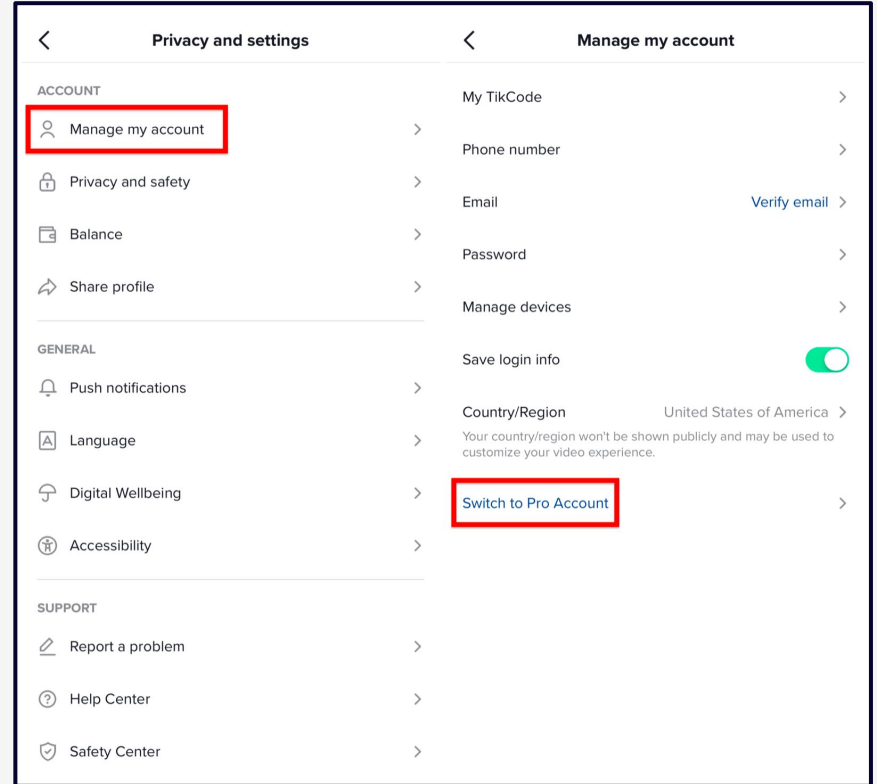
Locating your analytics on TikTok is simple. Just go to “Me”, hit the top dropdown button on the top right corner, then click “Pro Account” and go to “Analytics”.



11. Analyze your TikTok analytics

UNDERSTANDING YOUR ANALYTICS

If you aren't signed up for a 'Pro' account, you'll want to do that now. You can do this by going to manage my account, and then switching to a Pro Account.




11. Analyze your TikTok analytics

WHAT TO LOOK FOR IN YOUR ANALYTICS

When looking at your analytics, you want to make sure you are looking at both your low performing videos and your high performing videos, so you can learn what worked for your account and what didn't, and pivot your content accordingly.

Having a lower-performing video is totally okay if your goal is to make content just for your followers and not for a new audience, but if your goal is to grow, you might want to stay away from creating content that doesn't rely on trends and is not internally in your community.



There are a few things you need to search for when looking at your analytics so you get an idea of what worked for your account and what didn't:

- **Shareability:** Did people share your video or not?
- **Watch Time:** Are people staying to watch your video in its entirety? Is your video loopable? Is it engaging enough?
- **Who Your Audience Is:** What days are people more active? What time do they interact the most with your content? What is the demographic that follows your account?







CHECKLIST FOR SUCCESS


12. Six Tips For Growing Your Account


PUTTING IT ALL TOGETHER


 **Make sure you use strong CTA's.** A strong call to action increases the user interaction of your account and therefore increases your chances of getting on the For You page.

 **Be flexible.** You don't always want to rely on your once-a-week content sheet. If you see a trend, don't hesitate to hop on it before it disappears.

 **Create your own trends.** Make your own dance, song, or concept, and ask people to duet or react to it. You could even incentivize it by picking one person who reacts/duets to win a free product.

 **Be wary of the content you repost.** TikTok has the ability to take down certain videos and memes you repost from another person without crediting them. The algorithm will take down videos that violate the guidelines and breach copyright. This can harm your account if you don't take caution.

 **Shadowban.** Shadowban typically occurs when you violate the rules on TikTok. If you are shadowbanned, you will have to wait it out and act as if nothing happened. You have the option to take a break and wait until everything is back to normal, or ignore it and settle for low views.

 **Embrace your culture.** TikTok loves brands that are vulnerable and honest. The way you can embrace your culture is by expressing your thoughts. Talking about your heritage, ethnicity, or just things that are important to you and your family are all ways to share intimate moments that aren't just quick tips or fun facts. TikTok is a hub for authenticity. You don't need fancy or expensive equipment or the best product. Being honest and relatable starts with being yourself. By sharing what you are passionate about and what makes you who you are, you are able to create relationships with your audience and have important conversations.



13. Get Feedback From Jade

SUMMING IT UP!

Every account on TikTok has a story, and it is up to you to share your own. Even if you are a brand that only goal is to sell a product, it is important to understand that behind the brand there is a person. The beauty of TikTok is that it's there to connect people, not collect people.

Now it's time for you to execute, if you follow along with the **checklist in Lesson 6**, use the **#oberlotiktokchallenge** and tag **@jadedarmawangsa** and we will check your brand out!



With Love,

Jade



14. Bonus

CONTENT CALENDAR TEMPLATE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday



YOU
DID IT

