

Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

Is TikTok right for your business?

What

TikTok is a social media platform that features 15-60 second user-recorded videos that allow for in-app editing and integration with other social media platforms. Widely thought of as a place where young users congregate, the platform is expanding its reach due to its ability for users to exercise authenticity, creativity and self-expression to gain followers.

Why

Small business may consider using TikTok as a social media platform because its algorithm allows organic growth based solely on the popularity of your content. Other considerations include:

- > TikTok has 689 million monthly active users worldwide.
- > 62 percent of TikTok users in the U.S. are between 10 and 29 years old.
- > Users spend an average of 52 minutes per day on the app.
- > In less than 18 months, the number of U.S. adult TikTok users grew 5.5 times.
- > More than 1 million videos viewed daily, on average.
- > You can share videos you create to WhatsApp, Instagram, and Facebook

Setting up your account

First download the app to your phone. You'll need an email address and phone number to sign up, or you can select one of the third-party platform options to log in (Facebook, Twitter, or Google). Follow the prompts to create a password. The app will automatically assign you a username, but you can change it later.

Your profile will be empty when you first create it. To update your username, tap the pencil icon or Edit Profile beside your user ID. Add your business name as the account ID or your own name if you have a personal brand. You can also link your Instagram account and YouTube account.

Fill out your bio. It's limited to 80 characters so keep it simple and concise. Feel free to use emojis and language that's more playful than you might use on other platforms. For your profile photo, use your brand's logo or a photo of yourself.

Nine ways to use the platform

1. Hashtag Challenge

Challenge others to make and post a specific type of content and then tag with a dedicated hashtag. A lot of current challenges have to do with dance routines or lip-synching. Brands can participate in existing challenges or create their own.

2. How-To Videos

Offer tutorials or how to's. This provides value and keeps users engaged.

3. Song Parodies

Music-centric videos are popular on TikTok. It's ok to create videos that are purely entertainment.

4. Team Introductions

Create a 'day in the life of' series, with team members showing behind the scenes activities. It brings the company to a human level.

5. Product Demonstrations

Show customers how your product works. For example, a company that sells furniture could demonstrate how easy it is to put together.

6. Case Studies

What have you accomplished for a particular customer or client? Incorporate the client into the video.

7. Before and After Videos

Showcase a transformation using your product or service.

8. Calming Videos

Some people like to watch relaxing and beautiful scenes to slow down a bit.

9. Unique Stories

TikTok is the perfect place for you to share any quick facts or stories that set your brand apart.

Inspiration

The best way to understand the appeal of TikTok is to actually use it! Spend some time enjoying the app and monitoring popular videos to know what works. Then, if you feel it's right for your business, start creating!

Here's some inspiration:

[How an 80-year-old created a viral TikTok for his restaurant](#)

[How brands are using TikTok](#)