



Generating Business with TikTok

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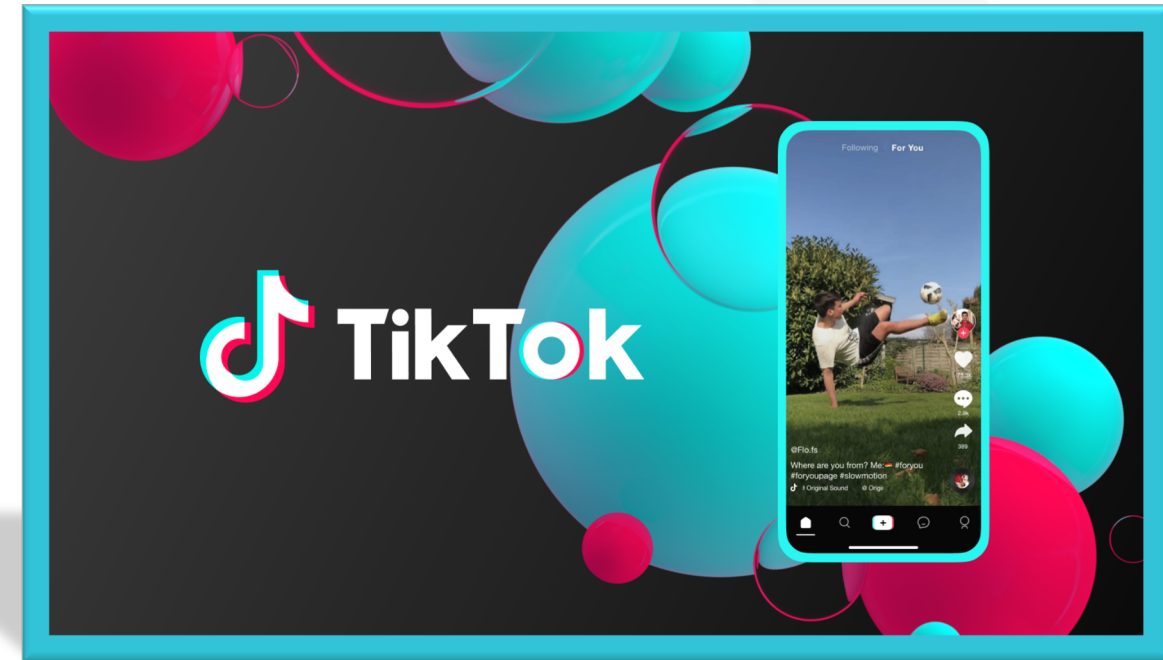
Content marketing

How to maximize your success

Tourism Industry

What is TikTok?

- A free video-sharing app that allows users to create, share, and discover videos
- The ByteDance company purchased musical.ly and re-branded into TikTok
- Short videos between 15 seconds - 3 minutes, most videos on TikTok are 15-60 seconds



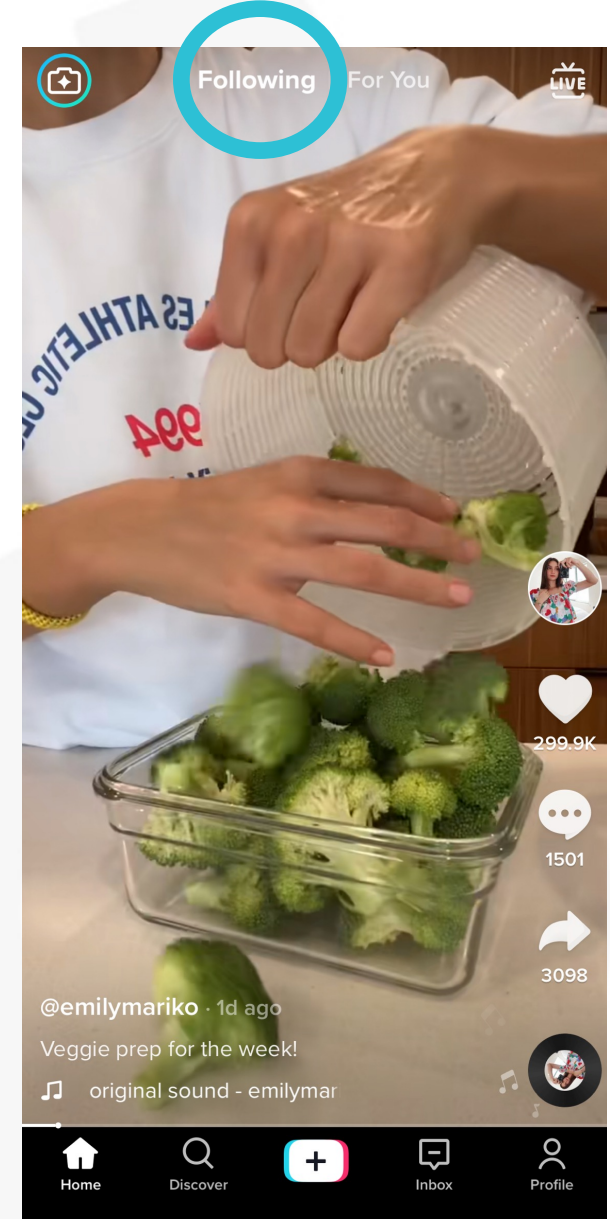
TikTok Statistics



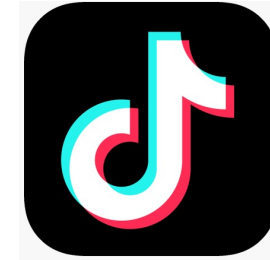
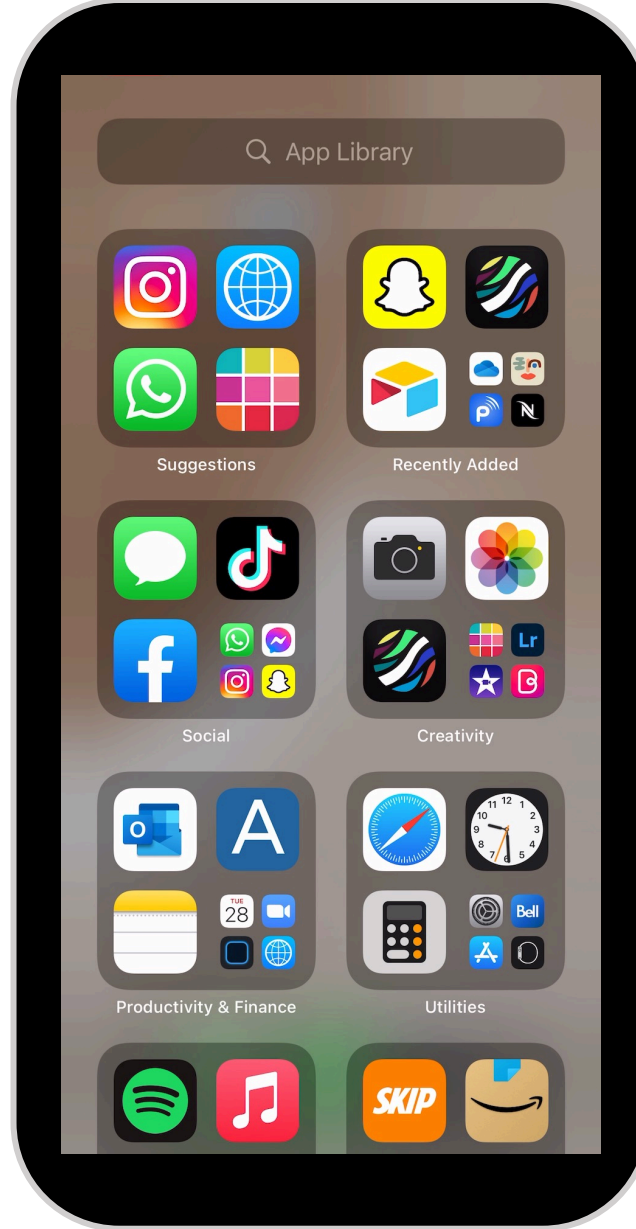
- TikTok has now been downloaded over **1.5 billion times!**
- TikTok has more than **150 million daily** active users
- Average user spends **52 minutes per day** on the platform
- **66%** of worldwide users are **under the age of 30**
- The hashtag **#tiktoktravel** had 6.2 billion views as of December 2019

How TikTok Works

- People view and interact with videos posted from other users by scrolling through their personalized feeds
- When it comes to interacting with videos, people can “like,” comment, or share videos
- People can follow their favourite accounts



- Scroll through video content
- Click the heart (like) button if you enjoy the content
- Leave a comment
- Keep scrolling for more entertaining videos



Creating Content

TikTok Beginners Guide

- 3-page step-by-step walk through
- How to create content from start to finish
- Break down of all the platforms features

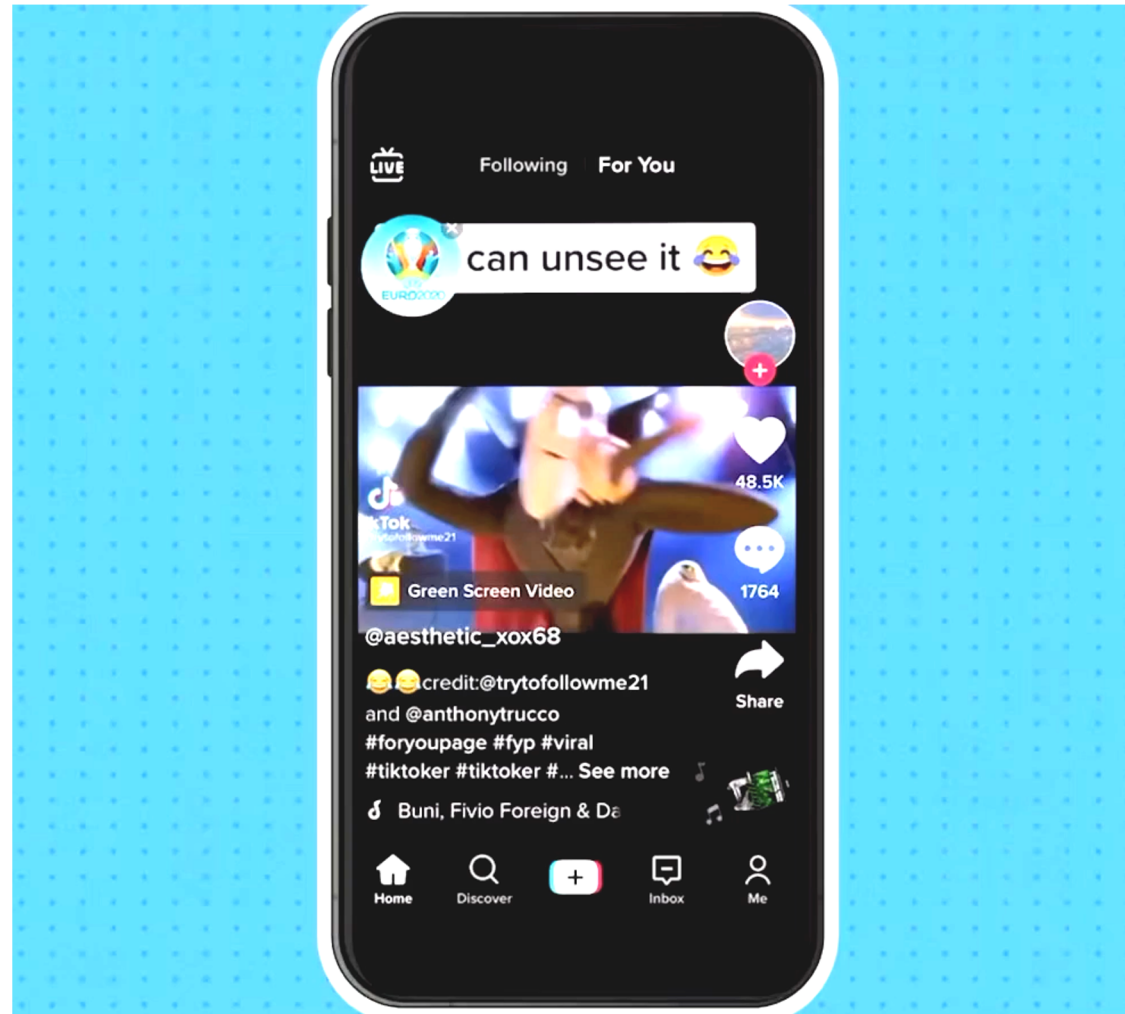
BEGINNERS GUIDE: CREATING TIKTOK CONTENT

STEP BY STEP: CREATING YOUR CONTENT

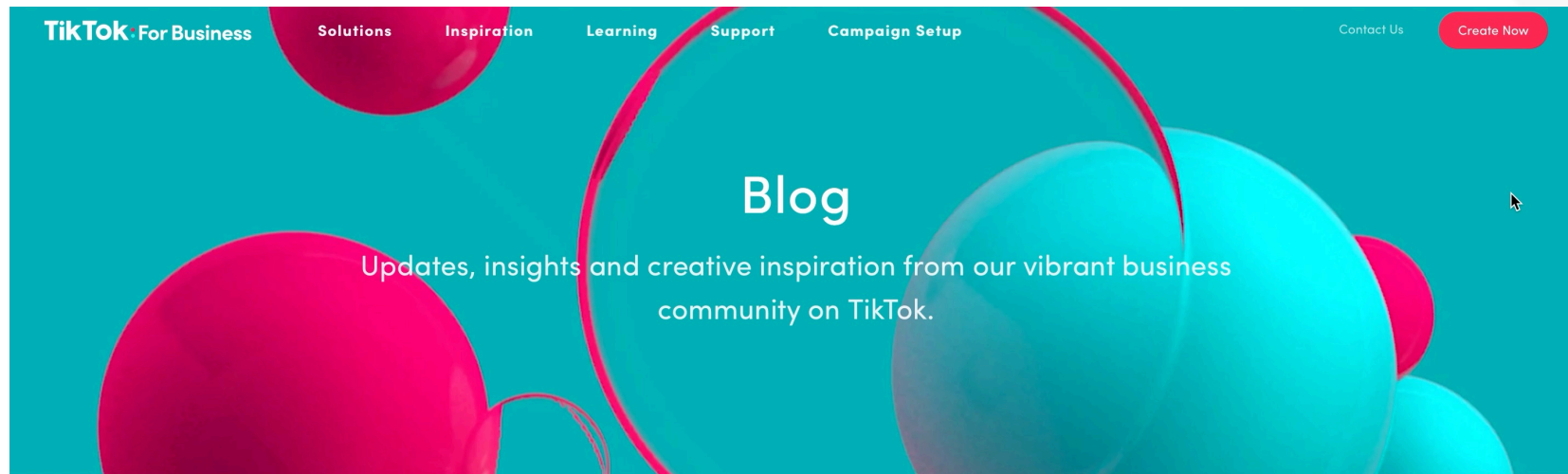
- Side bar features
 - Flip: Changes from front camera to back camera
 - Speed: Adjusts the speed of your clip to be in slow motion, or fast
 - Beauty: Smooths the facial features
 - Filters: Change the colour/ effect of your camera
 - Timer: Counts down from either 3 or 10 seconds and sets a recording limit for your clip - best used when you're creating content based around a song
- Effects
 - Thousands of effects are available depending on what you're looking for. It's best to focus in the "Trending" category, as those are the popular effects that are going viral at the time. I would suggest taking some time to browse through all the effects and become familiar with how they work. If you find an effect you enjoy and want to remember for later, you can simply click on the effect and hit the white ribbon on the left-hand side in the middle of the screen - that effect will then be saved in your favourites for you to easily refer to later.
- Recording clips / "Recording Page"
 - Press and hold the red button to begin recording - If you remove your finger from the button, it will continue recording until you press the red button a second time. The recording will then be saved, and you can proceed to recording a second, third, fourth etc. portion of your video.
 - If you wish to discard the clip you just recorded, hit the reverse arrow with an X, this will allow you to restart the recording
 - When you are finished recording all the clips you desire, press the red circle with a checkmark in the bottom right-hand corner

****Don't forget to utilize the timer function if you need a countdown, or a specific length of clip without having to hit the red button to stop recording****
- Prepare to upload
 - Sidebar features:
 - Filters: Change the colour/effect on your recorded clips
 - Adjust clips: Adjust the length, and positioning of each individual clip you recorded previously (do this step first before the rest)
 - Voiceover: Record with your own voice over any portion of your video
 - Bottom bar features:

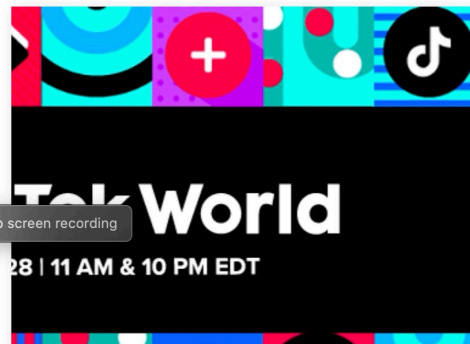
Welcome to TikTok



TikTok for Business



Canada

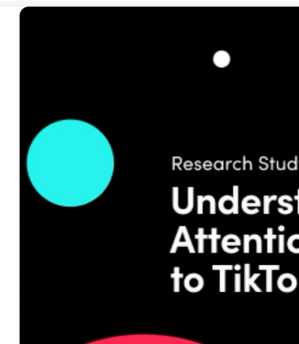


September 16, 2021

New creative, branding & commerce solutions to be unveiled at TikTok World

Join us at our first-ever global business event on September 28.

Announcements

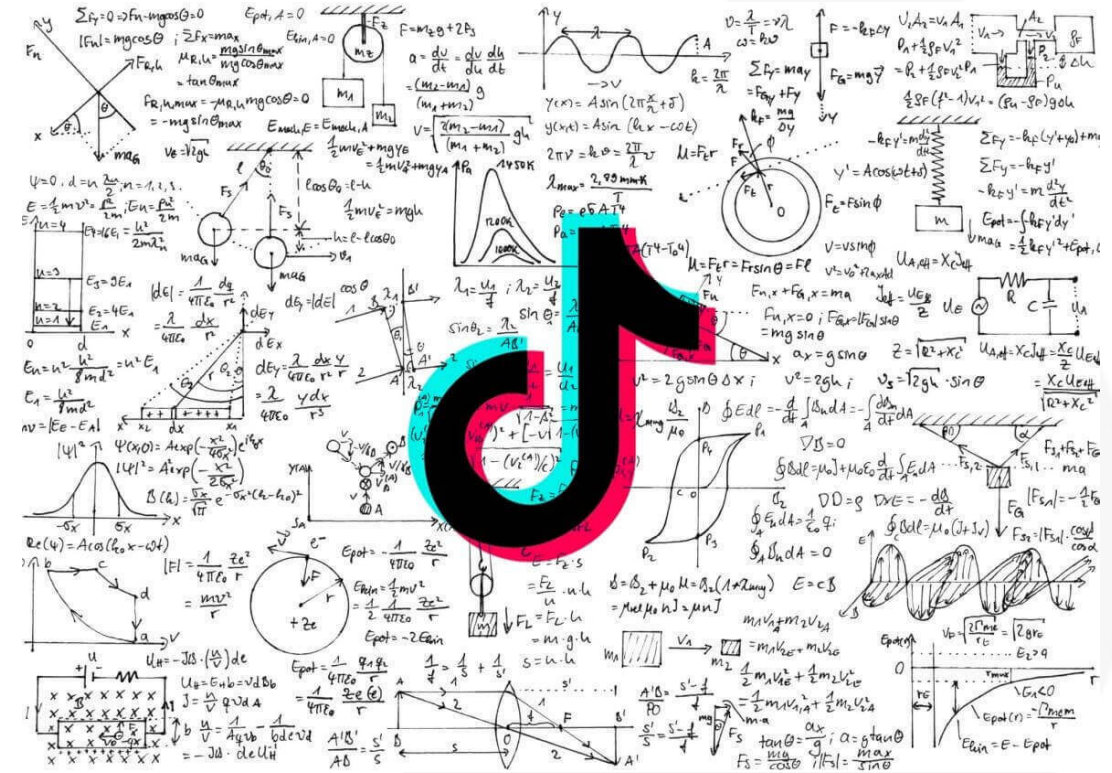


Why your business should be on TikTok

- Interesting way to engage with your audience on a modern platform
- Video content is the key in social media strategy (2021)
- Reach new audiences and.. faster (1 billion users as of Feb 2021)
- Can take your business to the next level with user generated content

TikTok Algorithm

- Determines how often, when , and IF, your content will appear on other users pages
- A recommendation system that determines which videos will appear on your feed, also known as “For You Page”
- Advantages of the algorithm



How the TikTok Algorithm works

1. Device and account settings

- Language preference
- Country setting (you may be more likely to see content from people in your own country)

2. User interactions

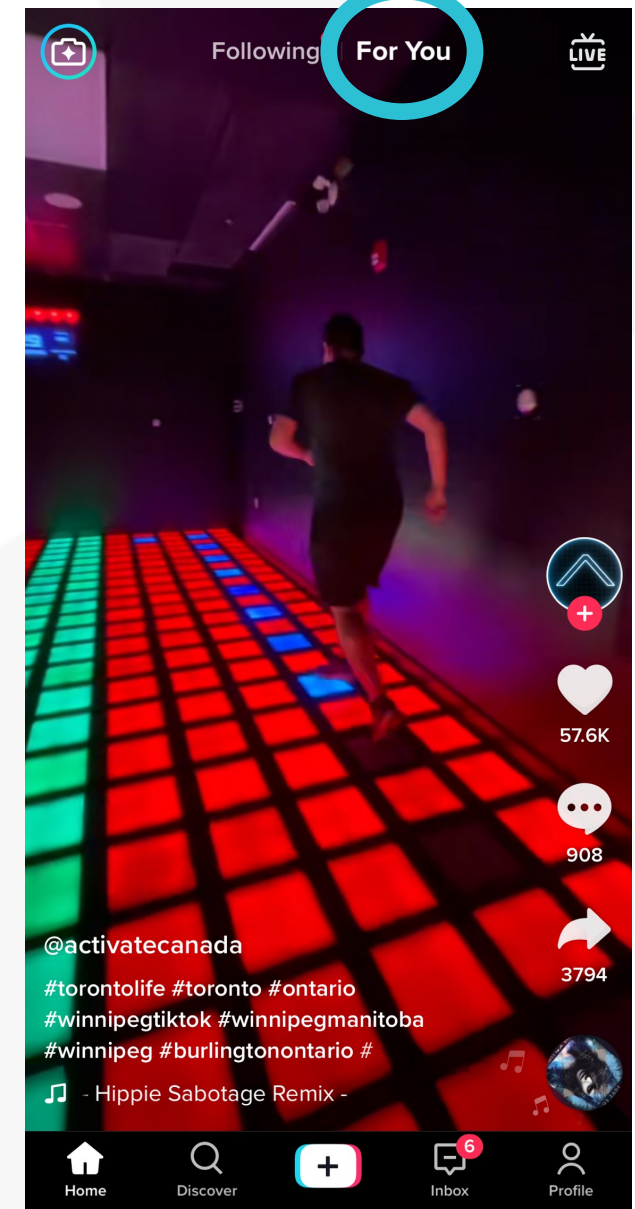
- Which accounts you follow
- Comments you've posted
- Videos you've liked or shared

3. Video information

- Captions
- Hashtags
- Effects
- Trending topics

For You Page (FYP)

- A personalized video feed specifically for you based on what you watch, like, and share the most
- TikTok adapts to your taste to offer you the most relevant, interesting, fun, head-turning videos that you'll never want to stop watching



Exploring the Platform

When you're exploring the platform, here are a few things you can try

Watch videos

**Take note of what
is trending
(videos, hashtags)**

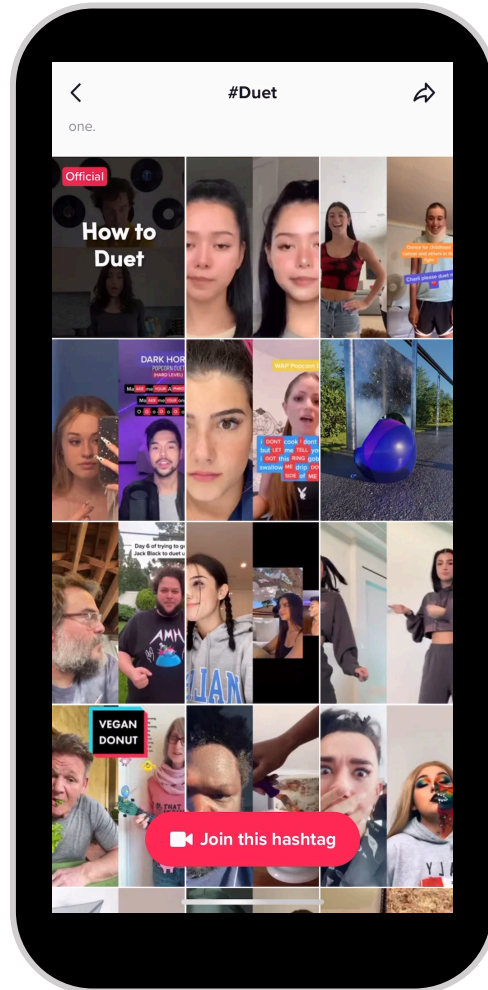
**Follow accounts you like
/ that are similar to your
business**

Add in music

**Play around with the
effects and filming**

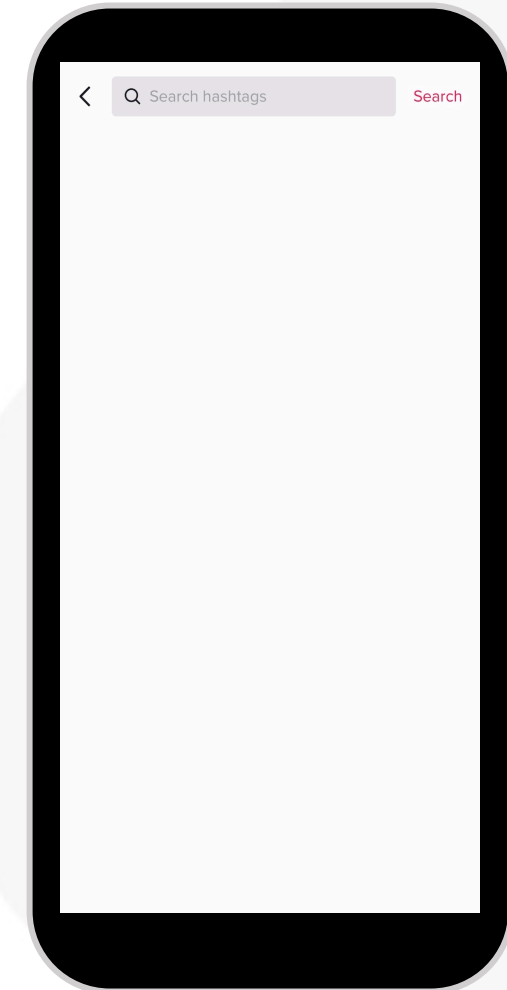
Exploring the Platform

Duet



VS

Challenge



Is TikTok Right for your Business?

#1

Is your target audience on TikTok?



Is TikTok Right for your Business?

#2

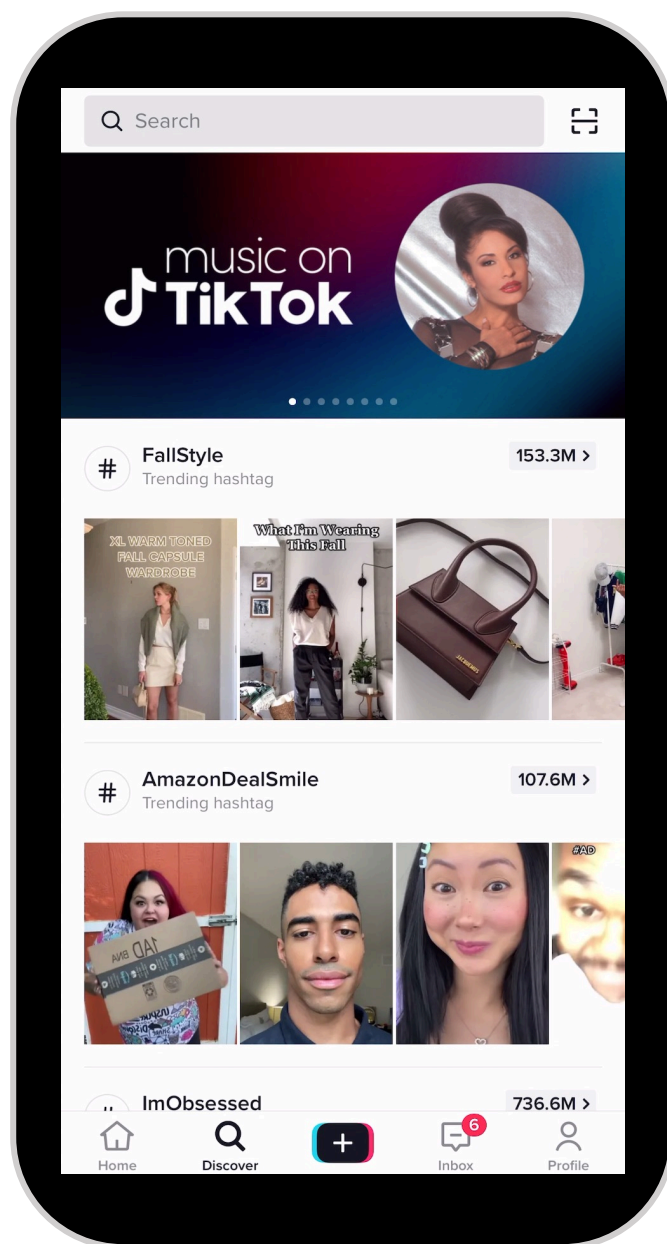
Content needs to be original, engaging, and consistent

TikTok in the Tourism Industry

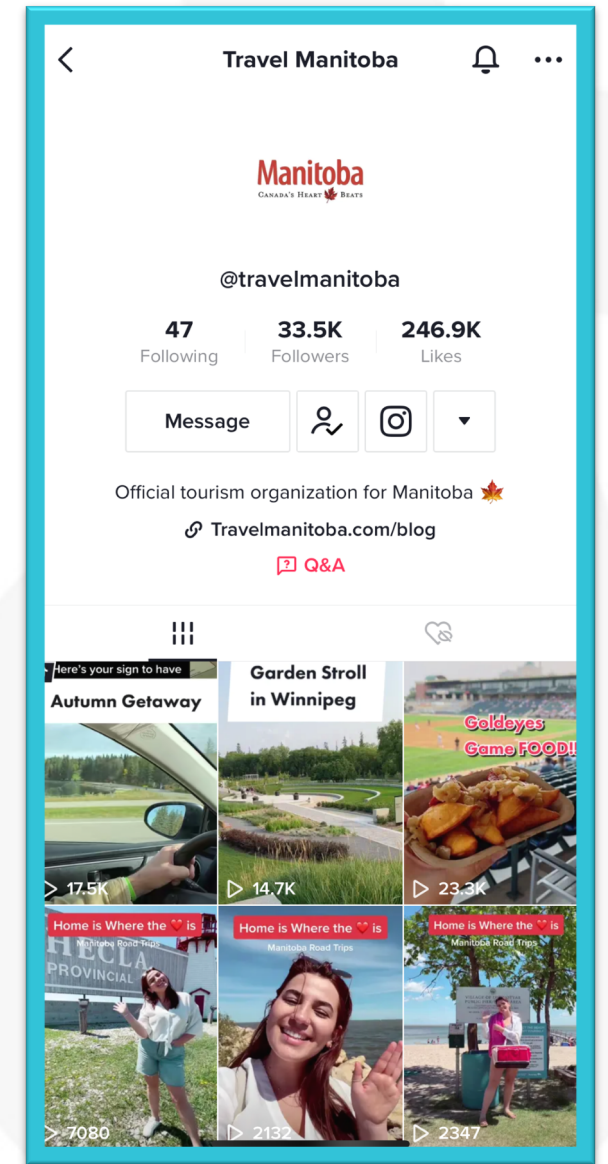
Travel related videos
on the platform
received more than 1.7
billion views

#Travel
#TravelTikTok
More than 50 billion
views combined

84% of millennials and
Gen Z's - likely to plan
a trip based on
someone else's
destination photos or
social media updates



Manitoba
 CANADA'S HEART  BEATS
 travelmanitoba.com



Content Marketing

#1

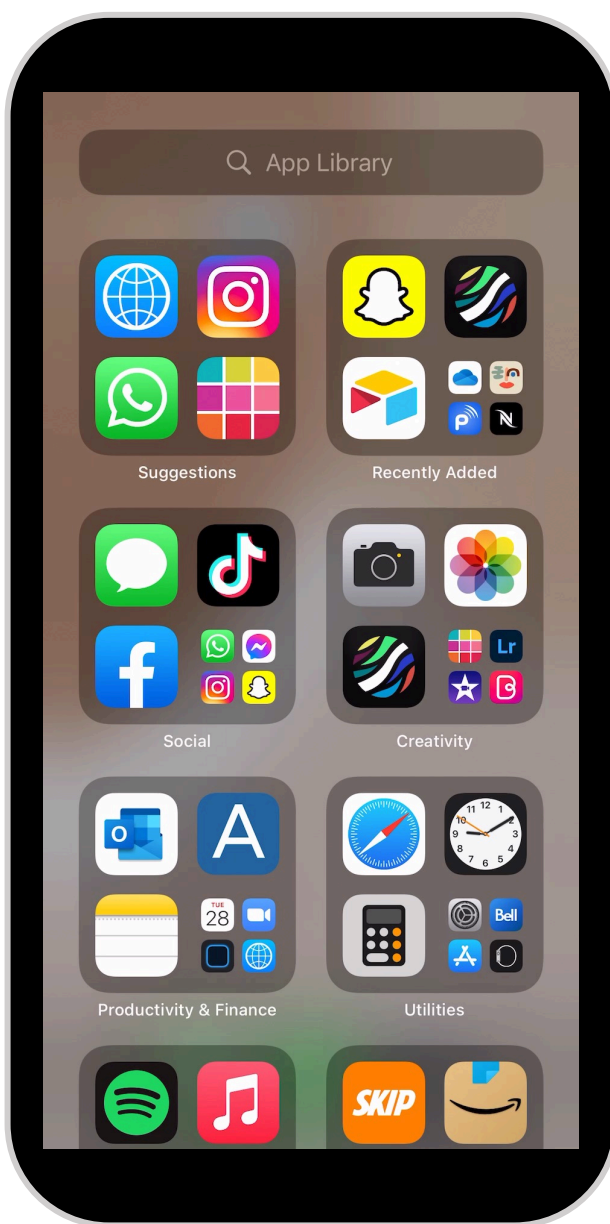
Create a content strategy

*Determine What Type of
TikTok Content to Create*

*Define Your Objective(s)
for Using TikTok*



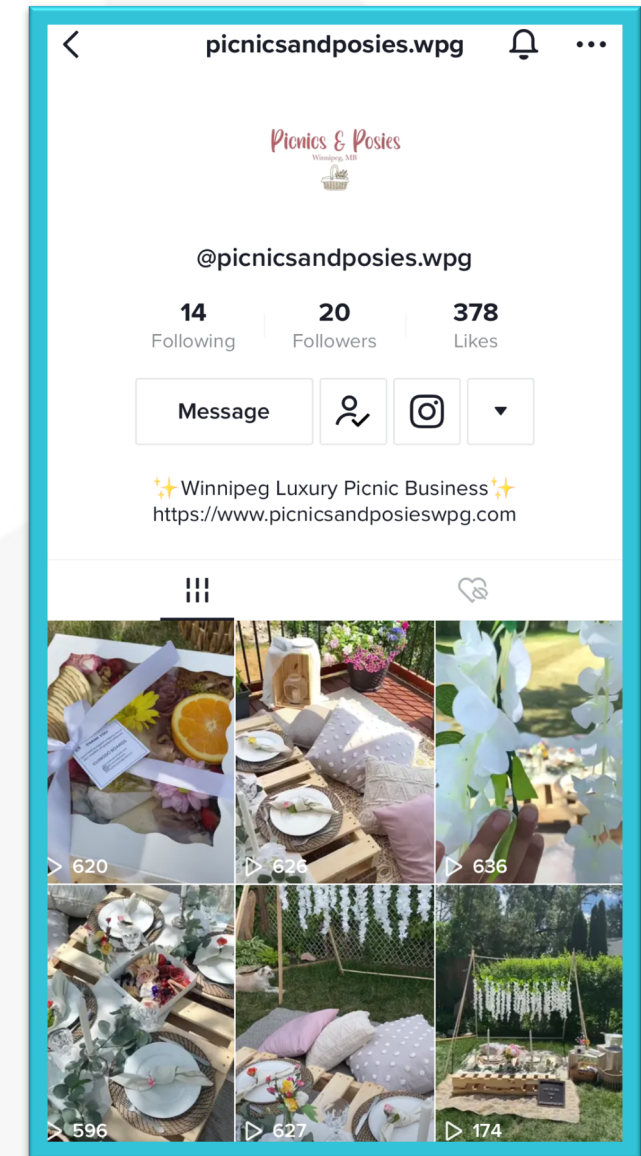
Brainstorm a list of
content ideas



Local Business

Picnics & Posies

Winnipeg,
Manitoba



Best Practices to Maximize Success

Know your
personal brand

Consistency is
key

Set Goals

Use TikTok
analytics

Best Practices to Maximize Success

Give followers a tour of your workplace so they can see where the magic happens

Does your business have a unique name? Create a video explaining why you chose that name and the story behind it

Is your goal to inspire others to start their own business? Provide tutorials on how to do that

Do you have a success story about how you started your business?

How's your product made? Show users the step-by-step process

Thank you!
Q & A

