

# MAXIMIZING YOUR BRAND'S POTENTIAL ON TIKTOK



## GETTING STARTED

### WHAT WE NEED FROM YOU:

- Your TikTok login and password, if you already have an account made. If not, we will make one for you.
- A logo or image you'd like to use for your avatar.
- An 80-character blurb for your TikTok bio.
- A list of TikTok accounts in your industry you admire.
- Any videos you'd like us to take inspiration from.
- Be available to meet one of our content creators at least twice a month to help them film videos. They will schedule meetings with you regularly.



### WHAT TO EXPECT FROM US:

- 12 high-quality, engaging videos per month to captivate and pique the interest of your followers.
- Hashtags utilized effectively and appropriately on TikTok according to your industry, niche and target audience.

### WHAT WE EXPECT FROM YOU:

- Provide any relevant photos or videos, in vertical format, relating to your brand (ex: An event or conference you went to that we can't attend, an employee's birthday, etc.) that we can use for TikTok.
- Respond to any messages or comments left on your TikTok account.



## HAVE FUN WITH IT

### EMBRACE THE JOY ON THIS PLATFORM.

Remember, TikTok is a fun platform!

It's a great way to entertain your audience and educate them at the same time.

TikTok's playful nature allows your brand to show its creative side, allowing for unique and entertaining content that can resonate with users on a deeper level. So, enjoy and lean into it!

Embrace viral trends. By participating and leveraging these trends, you can increase visibility, attract new followers, and ultimately boost brand awareness in an exciting and interactive way.



## TRUST THE PROCESS

### BUILDING A FOLLOWING REQUIRES PATIENCE & TIME.

The goal isn't overnight growth. We're shooting for a gradual and steady growth of dedicated followers who enjoy and trust your brand.

Going 'viral' on TikTok can provide a sudden burst of attention, but the ultimate metric of success is consistent engagement with your audience. That's what will yield long-term results.

Not every post should focus on selling something. It's important to establish trust and capture the attention of your TikTok audience instead of constantly pitching to them.