TikTok Showcase

10 TikTok Strategy Tips and True Anthem's Integration



TRUE ANTHEM

We have your notes. 🗒️

- After the webinar, we will be sending out the following elements to all attendees:
  - TikTok Best Practices and Strategy Guide
  - Full recording of this webinar



Agenda

01 Introductions

02 True Anthem’s TikTok Integration Overview

03 10 TikTok Strategy Tips

04 Q & A

PRESENTING FROM TRUE ANTHEM



Chris Hart
CEO & Founder

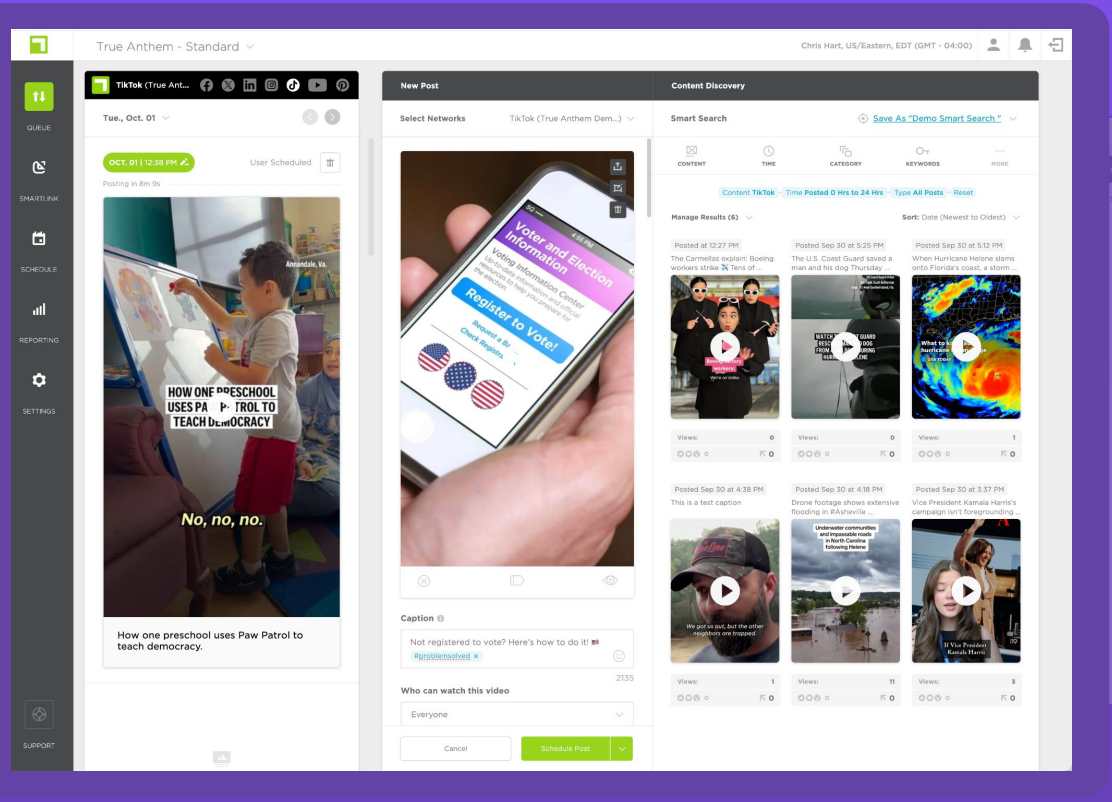


Ashley Carufel
Director, Customer Strategy & Insights

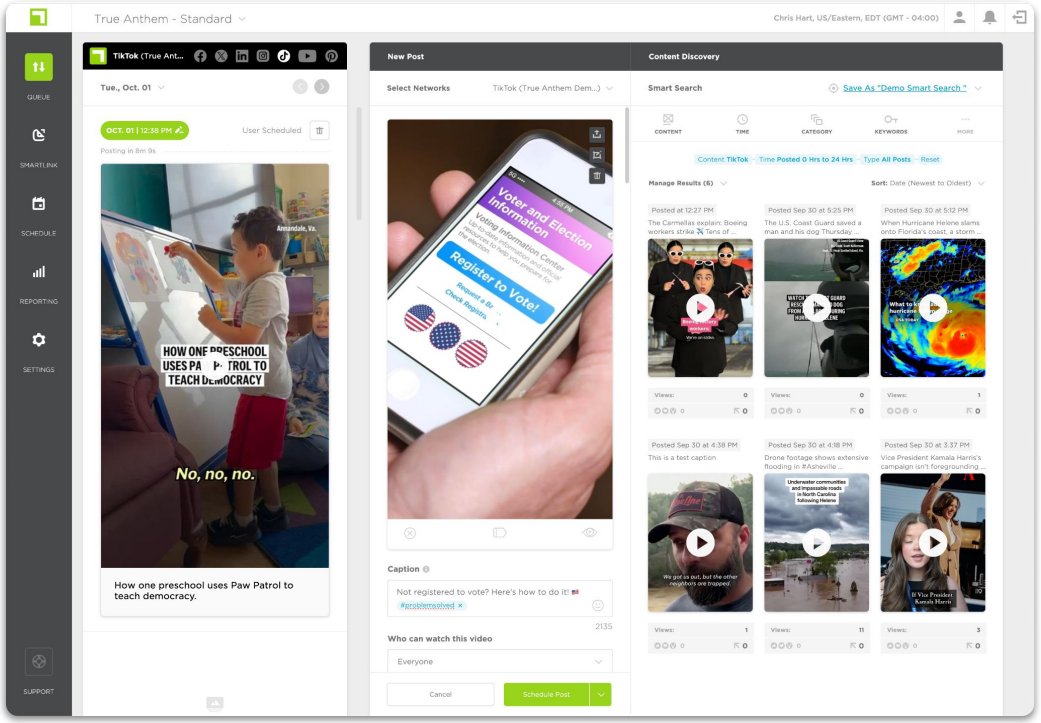


Kate Burke
Customer Social Media Strategist

TikTok + Integration Overview



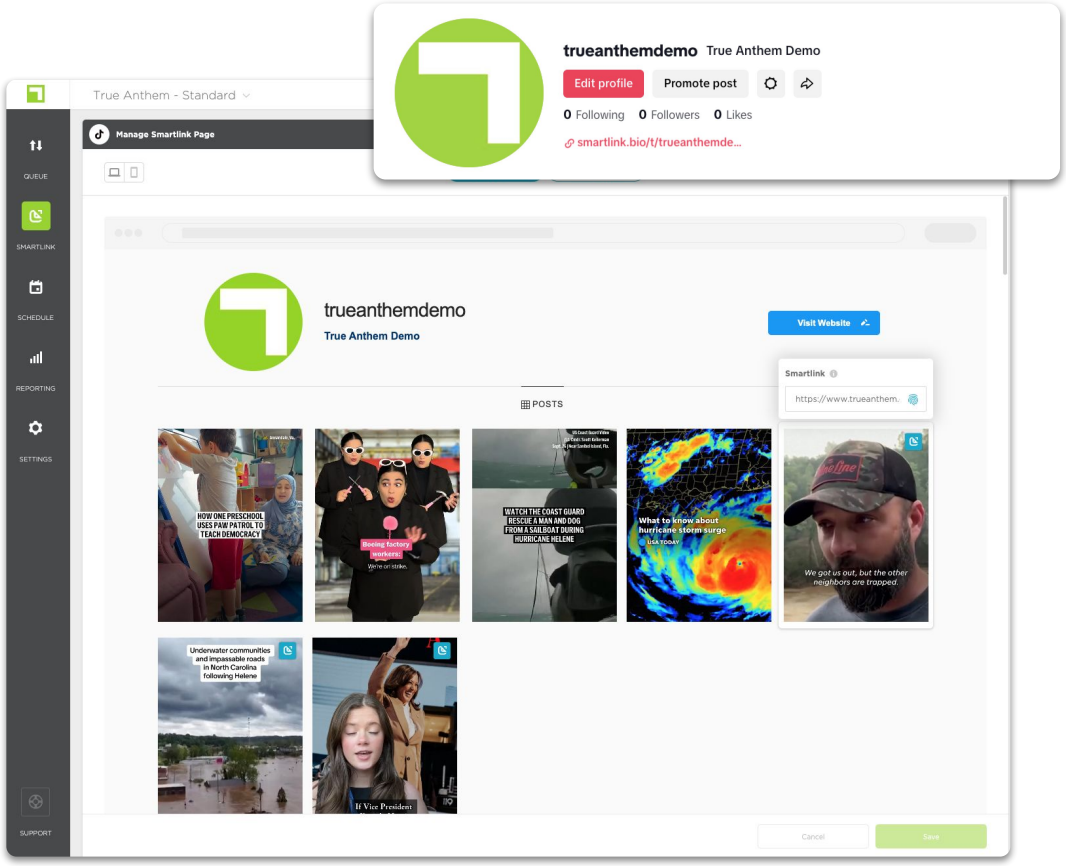
TikTok +



True Anthem's TikTok integration includes:

- **Effortless Social Publishing to TikTok:** Schedule and publish TikTok videos directly from the TA Dashboard.
  - Ability to customize video thumbnail
  - Hashtag and mention support
  - Support for Comments, Duets, and Stitches on Posts
- **Centralized Management:** Streamline workflow by cross posting video to TikTok, YouTube Shorts, and Instagram Reels at the same time.
- **Smartlink (link in bio) for TikTok**
- **Unified Reporting & Analytics**

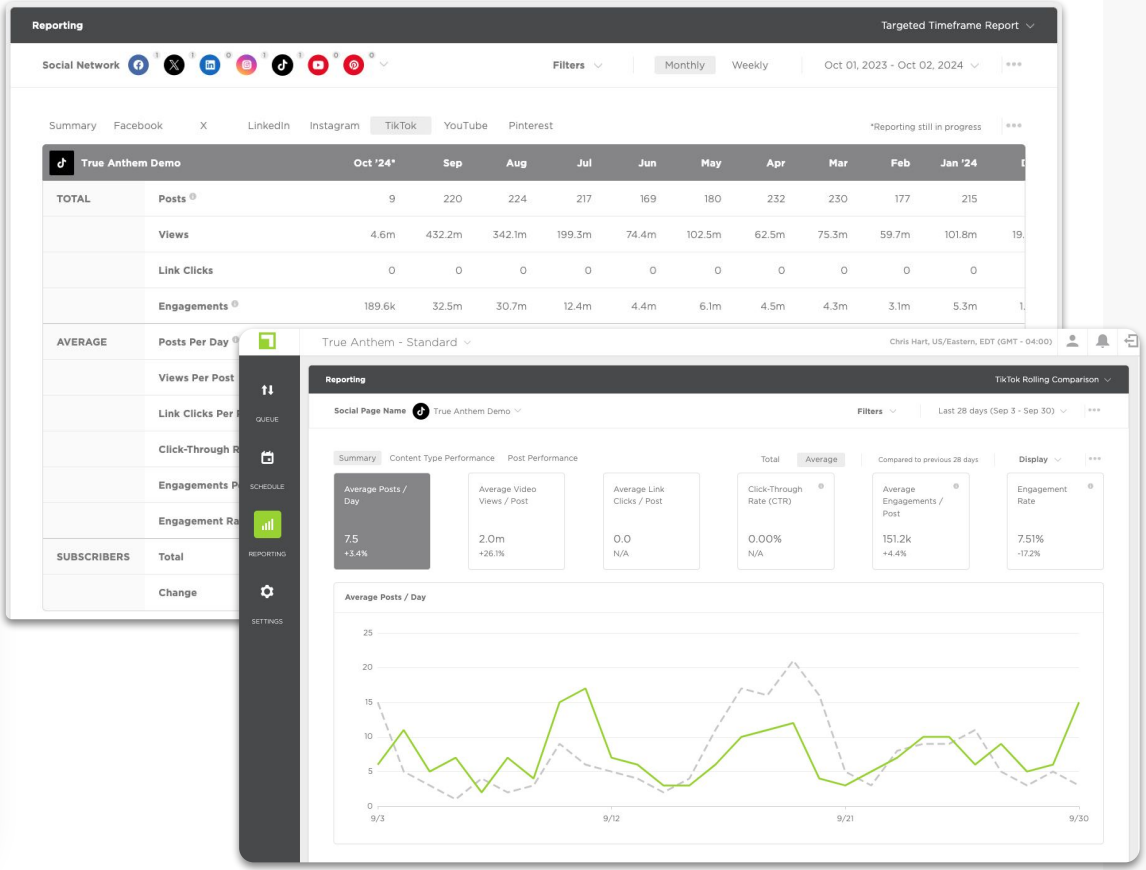
TikTok +



True Anthem's Smartlink Page for TikTok

- **Smartlink (link in bio):** Similar to our integration with Instagram, you can drive traffic from TikTok using TrueAnthem's Smartlink (link in bio) feature.
    - After connecting your TikTok account with TA, we'll create a branded Smartlink page for you.
    - When scheduling posts to TikTok you can automatically add the post and link to your Smartlink page.
    - Links can also be added after the fact to your Smartlink page, using the Manage Smartlink Page.
    - Add your Smartlink page URL to your profile page on TikTok to drive traffic.

TikTok +



TikTok Reporting & Analytics

- **Timeframe Reporting:** Gain valuable insight into your TikTok performance alongside other social platforms with True Anthem's Timeframe Reporting.
- **Rolling Comparison Reporting:** Analyze metrics and post level metric performance vs a previous time period using True Anthem's Rolling Comparison Reporting.
- **Post Performance Reporting:** Assess what posts are performing best.
- **Smartlink Page Analytics**

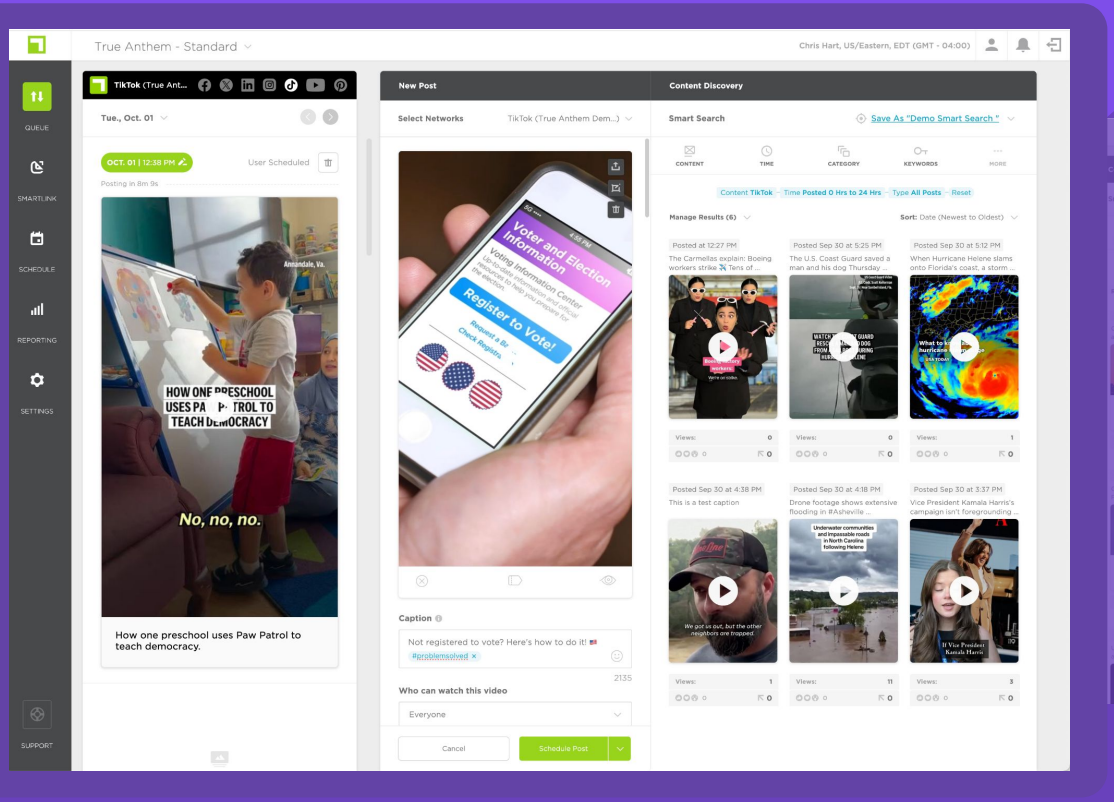
+ TikTok

Next Steps

- **Current clients:** Reach out to your CSM or support@trueanthem.com to request access to TikTok. No cost.
- **Not a current client:** Set-up a demo with sales@trueanthem.com

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10 TikTok Strategy Tips





The History of TikTok

- TikTok launched in September 2016 but didn't gain momentum until merging with **Musical.ly** in 2018.
- TikTok's popularity has lead to other **video-centric** innovations like Instagram Reels & YouTube shorts.
- TikTok is growing with 102.3m users in 2023 and an **expected increase to 121.1m users by 2027**.[1]
- In the US, **users ages 18-24** represent an impressive **36% of active users** on TikTok.[2]
- TikTok has quickly become the **5th most popular platform**, closely behind Facebook, YouTube, Instagram, and WhatsApp.[3]
- TikTok is the **search engine of choice** for many younger generations, particularly Gen Z.

1. https://www.statista.com/statistics/1100836/number-of-us-tiktok-users/
2. https://www.statista.com/statistics/1299771/tiktok-global-user-age-distribution/
3. https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

Should my brand be on TikTok?



Engagement Goal

- Is your goal to focus on engagement, audience development, and video views while reaching younger and different audiences compared to other platforms?

Traffic Goal

- Is your goal to drive a lot of traffic using TikTok? While it offers link-in-bio options, it may not effectively offset traffic declines or provide the biggest push to other websites and pages.

Resourcing

- Are you equipped to produce creative and engaging short-form video content? TikTok requires a style that may not fit every brand's resources or messaging approach, especially if creating culturally relevant content is a hurdle.

Audience

- Does your target audience align with TikTok's predominantly younger user base? If not, reaching the right demographics might be challenging.



Tip #1

There’s no “Silver Bullet” when it comes to post volume.

Success is **sporadic**, not progressive.

- **Success does not beget success on TikTok.**

  It isn’t unusual on TikTok to have one video hit a million views, and have five others only get a few thousand views.

- **TikTok is more supportive than other social platforms for posting more frequently to better understand your audience.**

  Unlike its competitors, posting a video that underperforms anecdotally doesn’t negatively impact the potential reach of future posts.



Tip #2

Base Your Publish Timing on *YOUR* Audience

Meet your audience when they want to engage.

- Brands have the best chance of reaching a wide audience if you post before your audience reaches its peak availability.
- *"Timing videos before the zenith"* means the algorithm is testing your content as the audience builds.





Tip #3
Be Mindful with Hashtag Selection

#Hashtags are important.

→ Hashtags help your content surface to your target audiences, aid discoverability, and align your content with trends.

Avoid these hashtag no-no's.

- TikTok has noted on webinars for publishers that hashtags such as **#fyp** and **#foryou** will not help your discoverability.
- Adding a hashtag that's trending but unrelated to your content can lead to lower performance as well as bad optics.



Tip #3.5 (Bonus)

Quality over quantity when it comes to hashtags.

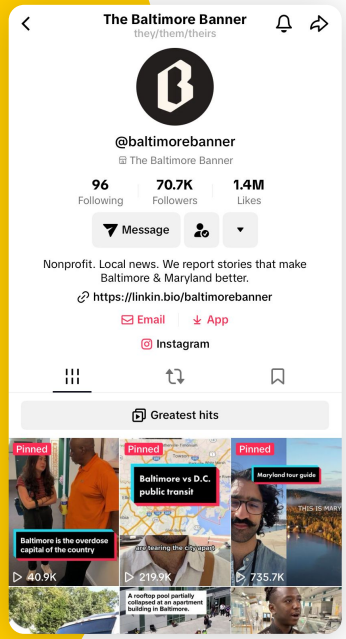
“How many hashtags are too many?” 🤔

- There isn’t a minimum or maximum for hashtags, but **True Anthem recommends 3-5 per video**.
- Focus on hashtags that are **relevant to the video’s core topic**(s).
- Broad hashtags, that are both broad in topic but also have such massive audiences on TikTok, **create a high performance ceiling but also a lower chance to get performance traction**.
- Niche and specific hashtags may have a **lower performance ceiling but the competition for performance tends to be far lower**.

Well-chosen niche hashtags aid in engagement as well as discoverability. If the video relates to what you were hoping to see and topics you enjoy then you’re more likely to engage. *#food will cover everything under the sun, but #cocktailtips will reach drink-savvy learners directly.*



Tip #4
Your Profile Page Matters



Profile pages are super important.

- Unlike Facebook and Instagram, users ***do*** go to your profile page and explore your past content.

- Benefits of This Dynamic:
  - When one video takes off, **it's not uncommon for your older videos to get a second life** from users visiting your profile.
  - **Instagram follower growth** also isn't uncommon when one of your TikTok videos overperforms, since you have the ability to feature your IG account from your TikTok profile page.



Tactic Break

01

Tactic: Pinned Videos

You can **pin up to three videos** to your profile.

The videos you choose to pin can help highlight your highest performing content, promote new content, showcase a timely news story or participation in a recent trend, or help quickly define your brand for new followers.

02

Tactic: Playlists

(Limited to accounts with over 10K followers.)

Playlists can help viewers **find and watch similar videos in one place**, and can be especially useful for video series that should be watched in order.

These can be organized by a common theme, series, or category.



Tip #5
TikTok-First Formatting is Crucial

Consider your team's TikTok bandwidth **before**, not after.

- **Cutting your videos in the correct dimensions for TikTok (9:16) is crucial.** As a baseline, work to ensure your specs fit the platform!
- Whenever possible, try to make your videos people-forward.

  Direct-to-Camera (DTC) videos often see more success than those without a human "host".
- Consider occasions to **leverage in-app features**, like the photo album feature, "game-ified" filters, and beyond.



Tip #6

It’s time to start in the Middle.



Allrecipes TikTok

Skip to the “action” of the video.

- **Hook them immediately!** Make your value proposition clear right at the top to get the user to continue watching
- Structure your video to **convey an action already in-progress**, but the literal end of the video then naturally connects to the opening of the video.

  The loop will appear seamless!

  - This technique can **increase average watch time** because the user isn’t immediately aware that the video has started over again.
- TikTok has previously confirmed that **replays give a positive signal to the algorithm**.



Tip #7

Mix Up Your Approach to Audio

Audio is the 👌 (*chef's kiss*) of TikTok.

- Consider a mix of original sounds and the use of trending audio, as it fits within your TikTok strategy.
- Users can incorporate **existing music from the platform's library, record their own, or repurpose audio** from another user.
- Original sounds can **enhance your unique brand and foster long-term engagement**, while trending sounds can offer immediate visibility and connection to current trends.
- What works for them, may not work for you. Find what **works for your brand voice**.



Tip #8
The Balance of “Timeliness”

Evergreen is the growth engine.

- Evergreen concepts **support long-term growth** better than breaking news or trending content will.
- Evergreen concepts can help you be **consistently relevant** to your audience.
- Trending topics can **only give you sporadic opportunities to possibly have viral activity** (but it’s unlikely to happen).
- Unlike many other platforms, **a video posted in April may get more traction in November**, depending on the content and news cycle.
- News and timely topics still have a place in your content strategy.
- **Don’t get too holiday granular:** Videos about a season will have more legs than videos about a specific holiday.



Tip #9

Today's TikTok Audience is Your Future Audience

86% of Gen Z has a TikTok account.

- Reports have shown that 86% of Gen Z has a TikTok account, more than any other generation[1], which explains why **60% of TikTok users are Gen Z**[2].
- Utilize TikTok as a **testing ground for what content** (and what approach) these younger generations are looking for.
- There is opportunity here to **build name recognition** amongst younger generations.
- Use your content to **speak WITH your audience**, not just AT your audience. Meet them where they are, in a **language they understand**.

1. https://sproutsocial.com/insights/data/2024-social-content-strategy-report/
2. https://wallaroomedia.com/blog/social-media/tiktok-statistics/



Tip #10

Acknowledge Where You Are in Your TikTok Journey



The Great Asterisk of a TikTok Strategy.

- It takes time, resources, and effort to do everything we've outlined here and we acknowledge that those are not easy to come by.
- The good news is, there are various levels and entry points, depending on what is realistic and possible for your team.

- **Level 1**: Straight vertical cut of a video.
- **Example:** BBC News



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- **Level 2**: Vertical cut with baked-in captioning and minor edits.
- **Example:** CNN



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- **Level 3**: More intentionally custom DTC videos, with a "host".
- **Example:** NPR



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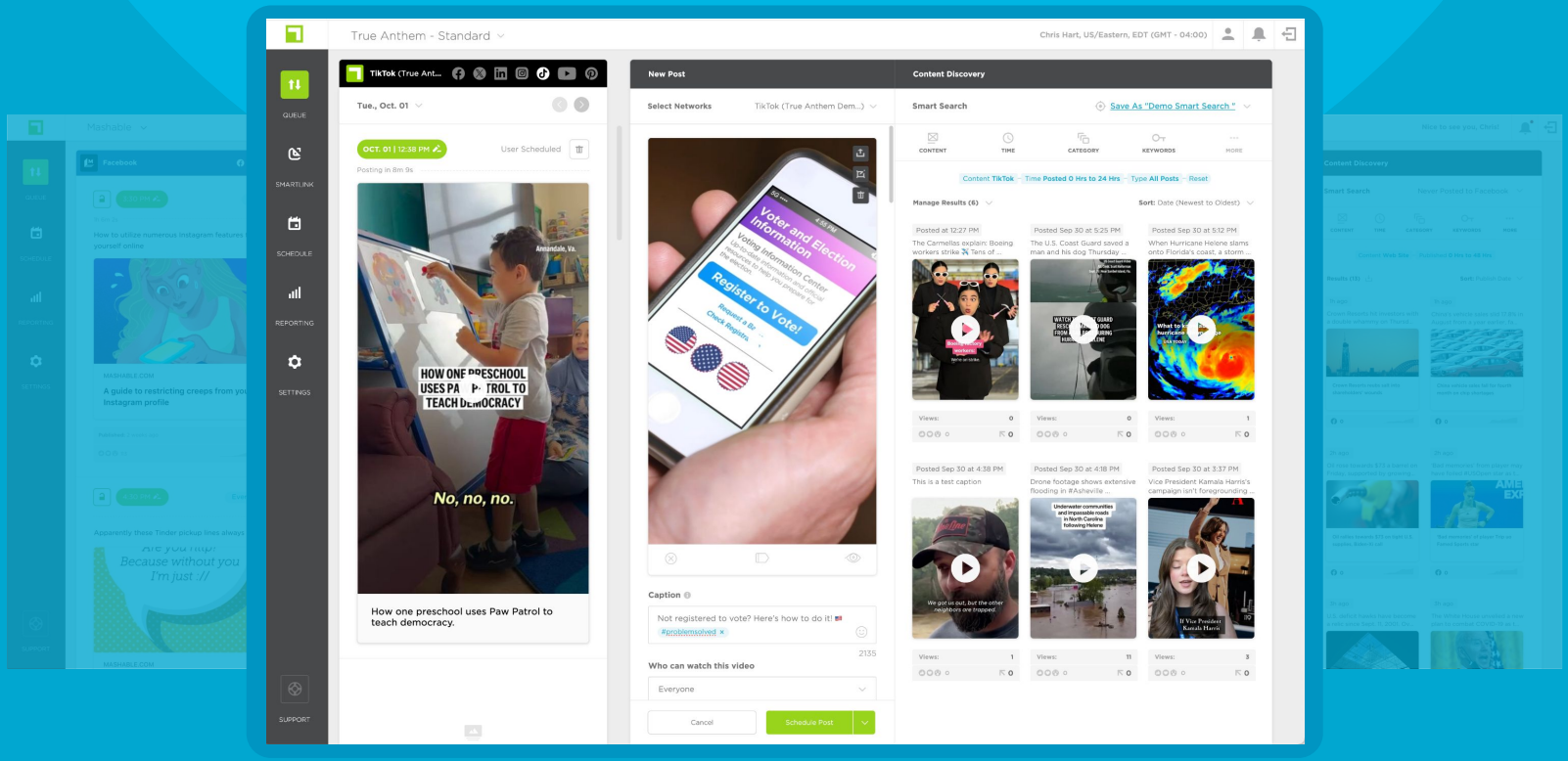
- **Level 4**: Entirely custom content, often created with trends in mind, intentionally appealing to (and speaking *with*) a younger audience.
- **Example:** Washington Post

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Any Questions?



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Q&A Recap

Does True Anthem handle crossposting between TikTok and Youtube?

Yes, we support crossposting across TikTok, YouTube AND Instagram Reels.

You mentioned search being really important on TikTok and the way that users are finding content on the platform, what is TikTok's algorithmn looking at to surface content content? For example, is it the post message or the captions or hashtags or something else?

TikTok looks at several factors including the caption, closed captioning, hashtags, video topic, engagement (including watch time) of the account's content as well as like-minded content, replays, device, geographic location,

What are some best practices for leveraging TikTok's trends without compromising brand identity?

Authenticity is very important. If you are going to participate in a trend, be sure it is relevant to who you are, and gets posted while the trend is still trending. Great ideas can die by committee, but protect your brand.