

The TikTok Algorithm

- The goal of TikTok is to keep people on the platform for as long as possible.
- The biggest factor is WATCH TIME. The longer people spend watching your video the better.
- Next, the replayability. The algorithm likes it when people watch your video multiple times as it's a sign of GOOD CONTENT.
- Finally - (1) Shares, (2) Comments and (3) Likes, in that order. This goes back to keeping people on the platform with good content. The more a video is shared, the more it brings people to TikTok.
- If your goals align with TikTok, they promote your content.

Content Strategy

- Post videos that are 8-15 seconds in length.
- Structure: Hook, Introduce product and talk about product's benefits (1-3x).
- Call to action: Link in bio or Go to shop.com (if no link in bio) to get yours now.
- Use quick transitions to retain attention and increase engagement. 3/4s per scene.
- Add trending sounds.
- Use text to speech feature.
- You can use 1-3 relevant hashtags in your post. It's NOT essential.
- Create stories and narratives around your product e.g My boyfriend bought me this

Video Types

Study competitors as much as possible to find inspiration.

- Unboxing
- Product In Use
- Story
- Customer Testimonials
- Trends

Video Best Practices

- Find content ideas by studying your competitors and modelling success. Find videos that have gone viral in your niche and recreate them.
- Follow trends on TikTok. Look for trending songs and hashtags.
- Use Discover page and FYP page to keep up to date with the platform.
- Test hooks as much as possible. The first 3 seconds are the most important.
- Once you've gone viral, repeat the formula and create as many variations as you can of the winning video.
- Be consistent. It takes time to get results.