

# TikTok

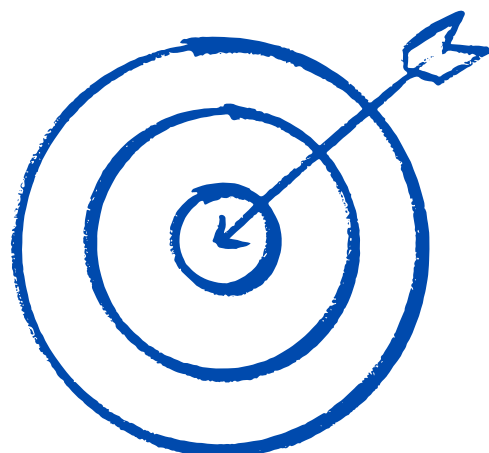
## LET'S GET VIRAL

### REACH YOUR GOAL

**IG:** Grow your Instagram audience

**Website:** Drive traffic to your site

**Sales:** Boost your online sales



### BEST TIME TO POST

Time slots: 10–11 a.m.

12–2 p.m. 3–5 p.m.

7–11 p.m.

**Best days:**

Tuesday at 2 p.m. Friday at 10 a.m.

### TIKTOK IS THE BEST PLATFORM TO GO VIRAL.

## TIKTOK ALGORITHM TIPS

### Goal: Increase user retention

#### Engagement factors:

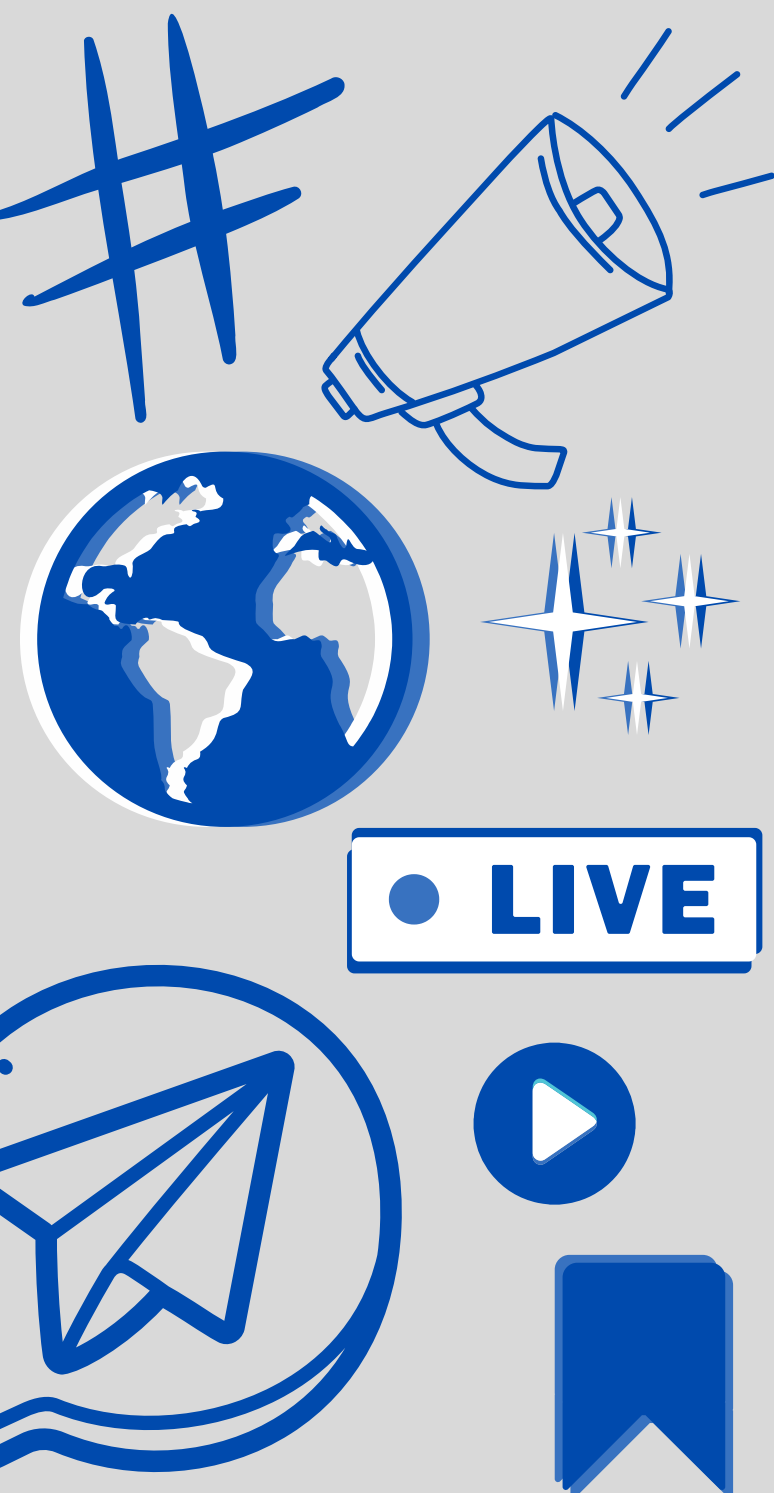
- Followers
- Comments
- Likes
- Downloads
- Shares

#### Video Strategy:

- Longer videos = Higher retention
- Watch time > Rewatching

#### Use of Hashtags:

- Choose a niche and trending category
- Use effects, music, and hashtags to boost discovery



### TIPS FOR EFFECTIVE TIKTOKS

**Unlike YouTube, you must grab attention fast.**

- Define your niche and brand voice.
- Be authentic and social.
- Promote your product or service in a relatable way.

**Short-form Marketing Video: 15–60 seconds**

### CONTENTS

#### CREATE VIDEOS THAT ARE:

Trendy  
Entertaining  
Educational  
Insightful

