



TIK-TOK GUIDE

 Fanbytes

Intro to Tiktok

Understanding hashtags

- | hashtags are the bedrock of Tiktok
- | how to find them and how to start your own

Creating an artists profile

How to grow

- | using hashtags
- | using influencers

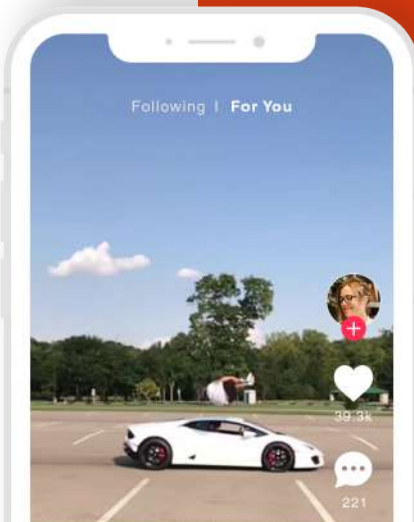
What type of content works well on Tiktok

- | emotional content/ funny content
- | show examples

How to use influencers

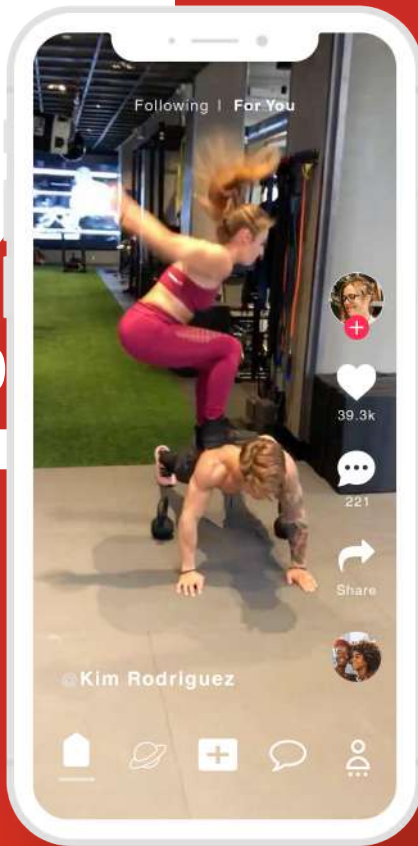
- | Duets
- | Challenges
- | Livestreaming

Case studies





Intro opening



So you've seen Tiktok ads on the buses and trains and your son or daughter has mentioned it in passing but as a marketer you have no clue what they're talking about. Fear not, this short guide will run you through most important thing that you would need to understand Tiktok.

We're going to skip the puffery and give you the most important bits you need.

WHAT IS **TIK TOK**



Tiktok is a video sharing app that allows users to upload short videos up to 15 seconds long. They often involve lip synching or dancing along. The videos can then be enhanced through AR filters as well as options to slow down and speed up videos. The content on there is fairly funny and engaging. Below are a few examples of the type of content that's created. Tiktok is the predecessor to Musically which as a music marketer you've definitely heard before. In 2017, Musically was bought by a Chinese firm ByteDance for \$1 billion. The Chinese company had their own version of Musically called Douyin and the acquisition provided them a way to expand beyond China. Musically was then rebranded as Tiktok and their world takeover happened.

So how big is **Tiktok**, the stats speak for themselves:

- available in **150** countries in **75** languages
- Surpassed **Facebook, Instagram, Snapchat** in **2018** as most downloaded app
- 1 billion** installs
- 500m** MAU
- Over **50%** of users under 24



So now we've given the lowdown on the importance of Tiktok, let's get to the strategies and tools you can implement

#Hashtags

#naturelovers
#travelblogger
#landscape
#wanderlust

At the bedrock of Tiktok are hashtags. Hashtags enable you to search through and see the most talked about things on the platform. Hashtags can be placed in videos and comments and clicking on those enable you to find all related content to that hashtag



TRENDING

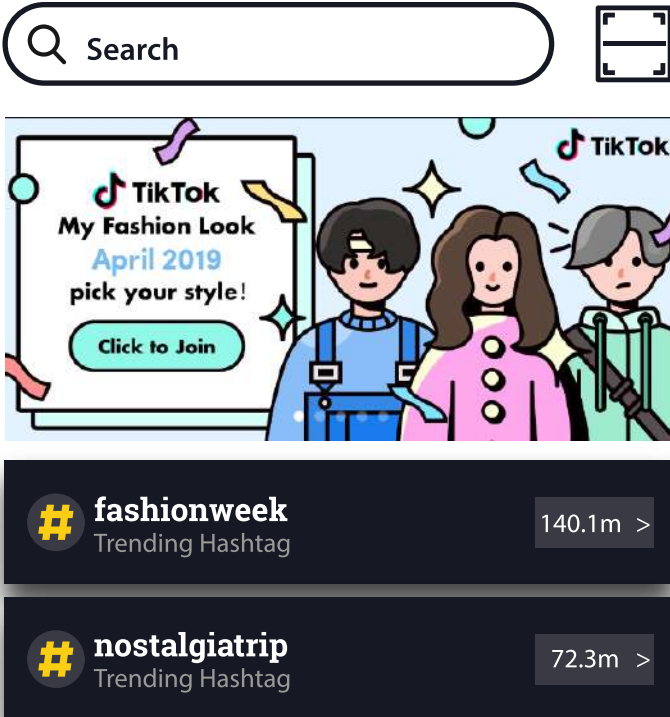
Additionally hashtags are the key to making your content go viral on Tiktok - the key is to find and spot the trending hashtags at the inception of going viral and in that way leverage that for your artist. On Tiktok, there are always hashtag challenges promoted and hosted by Tiktok. A lot of influencers have gotten big of getting involved in hashtags and there's no reason why you can't either!

As with any new platform, you've just got to constantly test. When starting anew on the platform it's far important for you to leverage existing hashtags as opposed to trying to start your own.

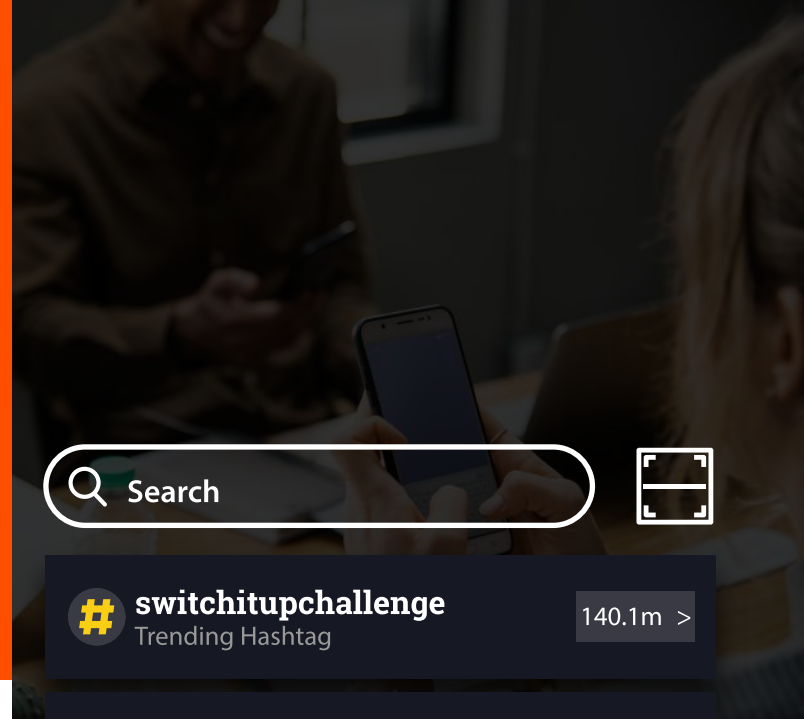
Using Hashtags

If you don't fancy spending time trying to track hashtags then another way to promote your artists is to start your own hashtag challenges.

The premise behind them is simple, create a moment that everyone can get involved and then seed them through creators and influencers. In a later section, we're going to show how to do this and how an indie label did this to great effect. Hold tight.



The key to getting featured is to have a lot of videos created using the hashtag within the first 30-60 minutes and if possible have people with larger audiences involved. This tells the TikTok algorithm that it's popular content and be shown to more people.



#What dictates what shows up in the popular pages:

Trending hashtags are dictated two ways, the first is if TikTok themselves are promoting a hashtag however this gets very expensive.

The second and least expensive way is to aim to start your own trending hashtag. There are 2 things that we've seen impact hashtag popularity - the velocity of the hashtag, as indicated by how many people use it within a short time frame and the size of the people

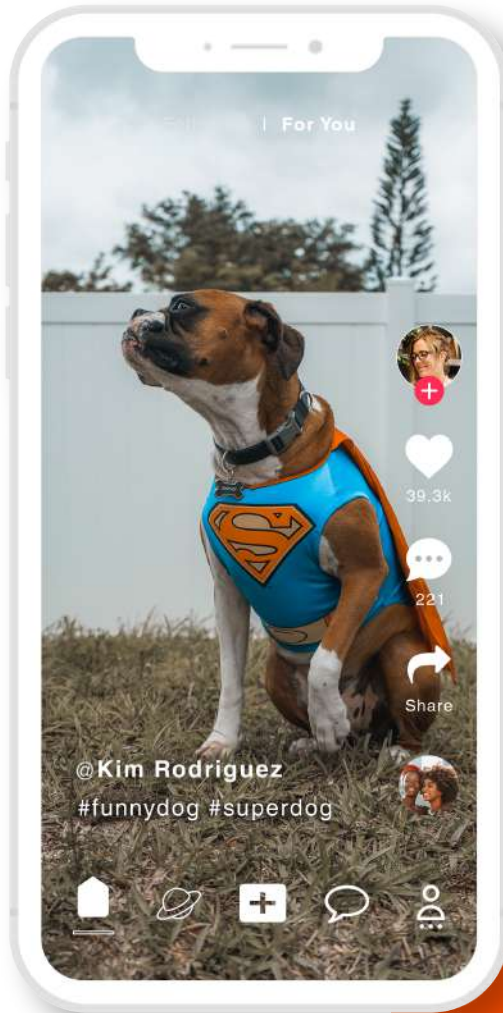
At Fanbytes, we've been fascinated by the top of content that works very well on Tiktok.

What type of content works well:

The best content tends to fall into 1 of these two things:

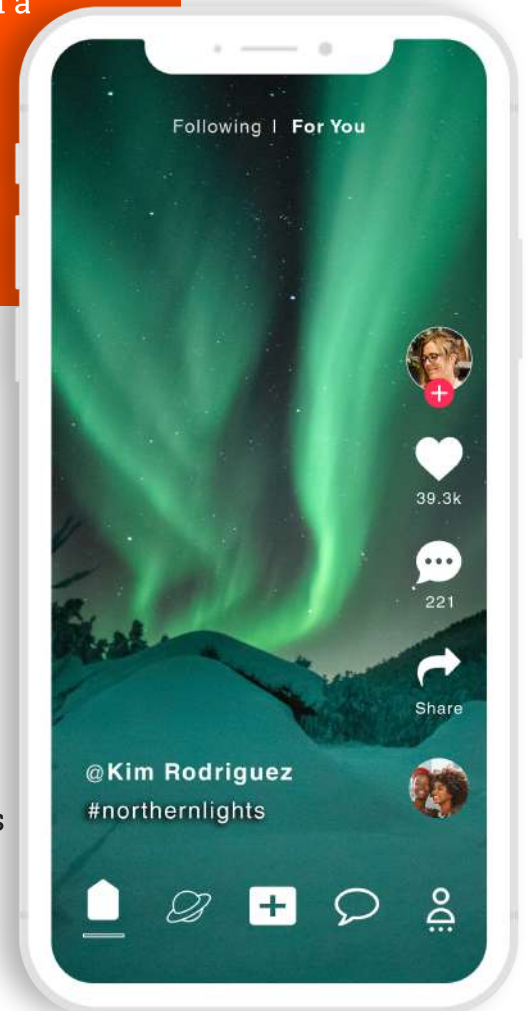
01

Comedy: Tiktok built it's name of fun content which was then shared outside of the platform. The type of content that works well is content that puts comedy at the heart. This is the content that gets the highest engagement and "sharableness". A big question to ask yourself when creating content is how one can inject comedy. Here's an example of a campaign we ran with an app called a music streaming which worked exceptionally. [Link to this content](#)



02

Inspirational Content: Tiktok is often seen as a safe haven for young people. A place where people can escape the perfect nature of Instagram and other social networks and just be their natural self. As a consequence, content that lies with the raw and authentic angel resonates well. Positioning your song as a vehicle for people to express themselves authentically is a core way. Click here to see a case study which highlights this



With Love.



#createwithlove

ID: 12345678987

3.5m Hearts

645 Following

845.3k Followers

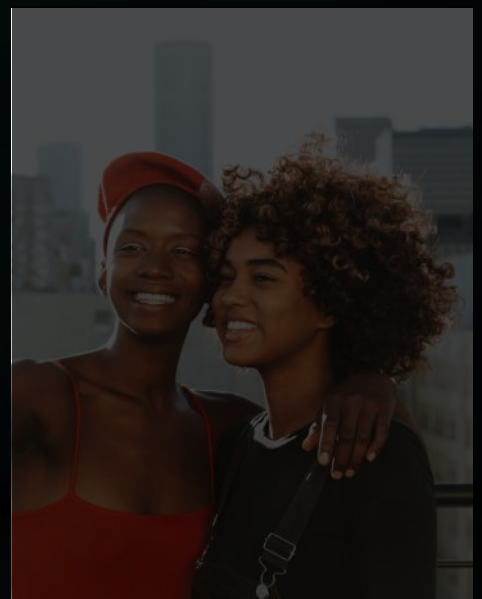
Creating an artists profile

Having an artists profile is one of the most important things you can do. It enables you to provide a destination for any viral songs you may have on the platform most importantly a good audience profile enables your artist to have direct channel to fans.

Once you've created your profile, it's time to populate it.

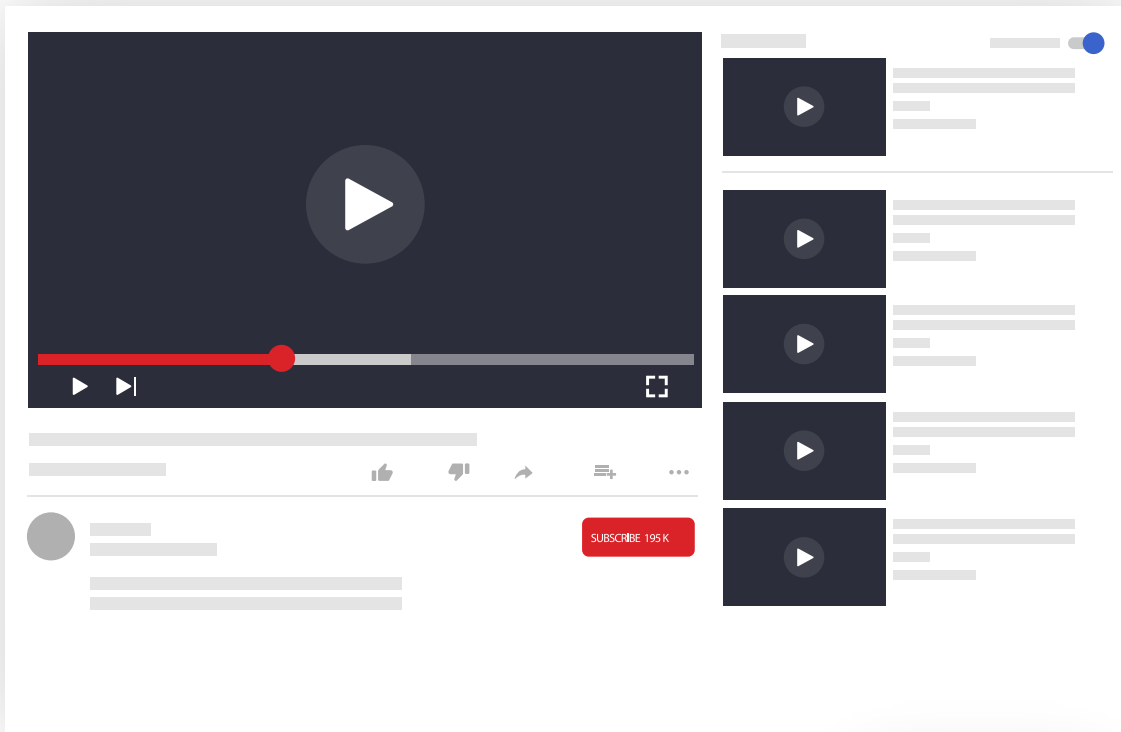
VIDEOS 732

LIKES 2.9m

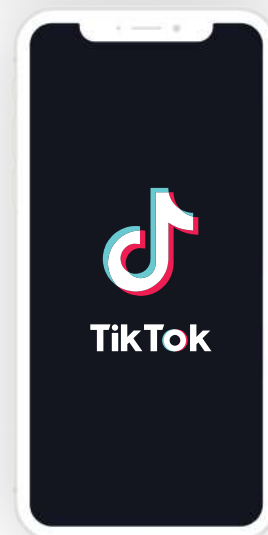


There are 3 ways that you can populate profiles. Below we list them in order of both growth potential and content.

Repurposed content from longer form **Youtube videos**



can take you some of the funnier/entertaining bits from existing videos and then repurpose them as short 15 second videos? This is the lowest hanging fruit for you and a good way for you to start creating a content.

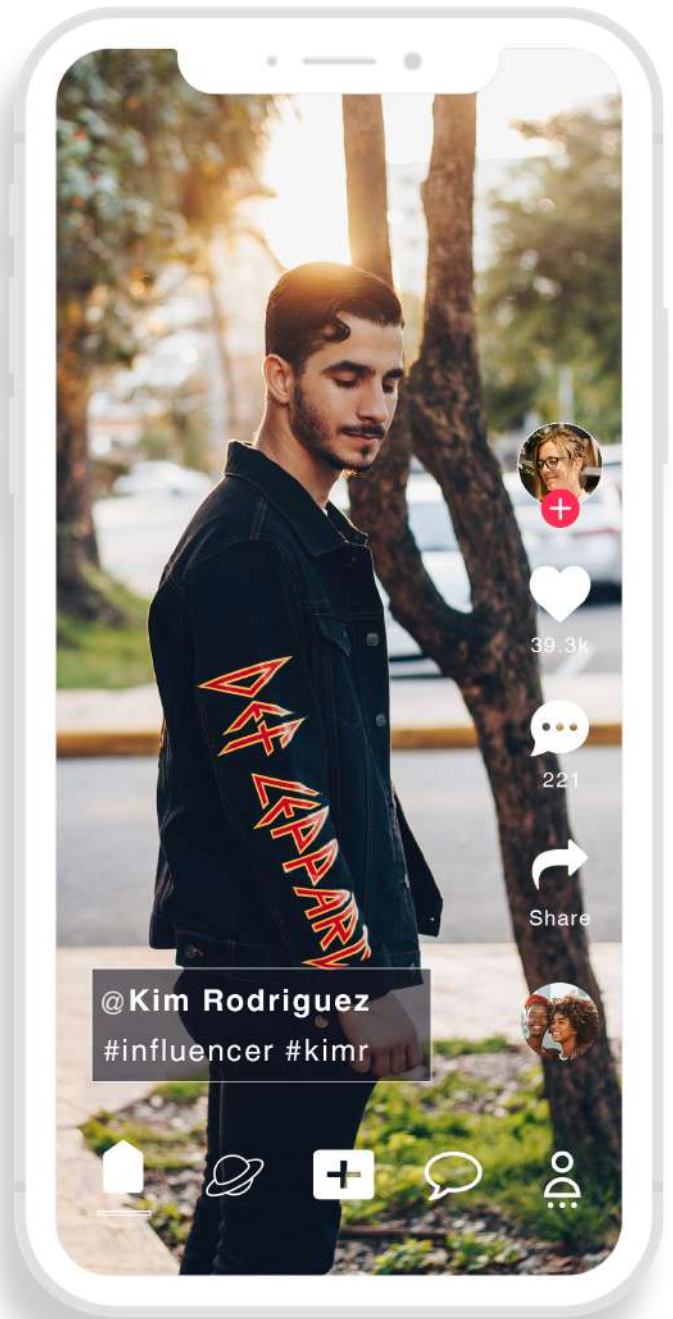


Entries into **hashtag challenges**

this is one of the ways you can not only populate content but also start getting eyeballs to your profile. Have a look at the existing hashtags and create videos which enter into those hashtags. Choose your hashtags judiciously and decide to go for hashtag that are in line with your artist - no point entering into a sports hashtag targeting young males when artist has a predominantly female audience.

Influencer takeovers

this is the one with the most direct ROI for growth. Approach influencers to create content for your channels. They are the natives to the platform as a consequence, understand how to create content that sticks. There is an added bonus to this tactic, not only do you get unique creative content but by getting influencers to announce on their profiles they'll be doing a takeover, you can also drive fans directly to your tiktok profile.



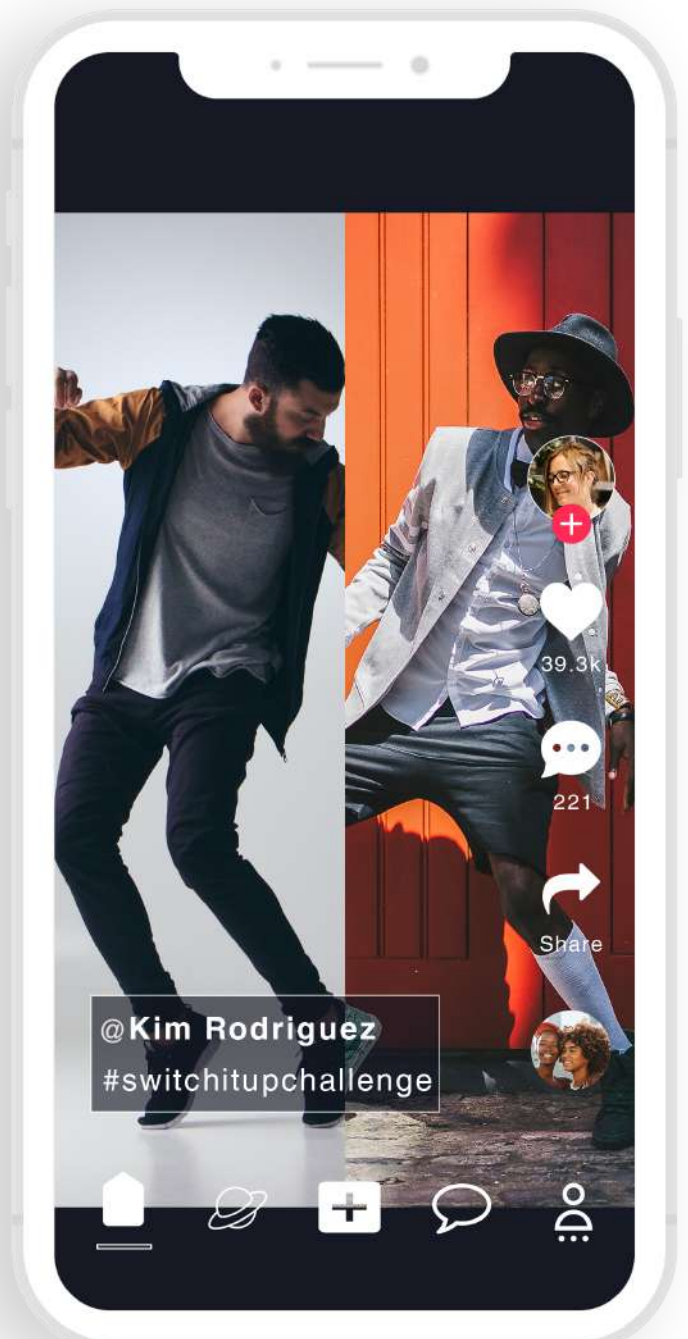
3 ways to work with influencers

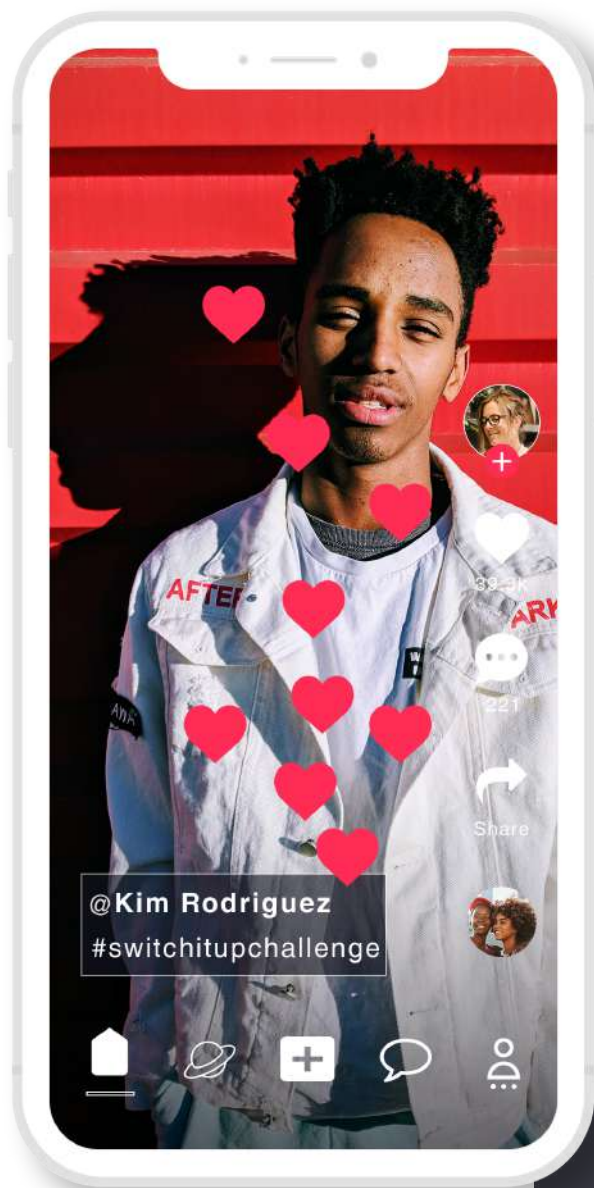
Tiktok currently hasn't launched its ad product. Consequently the number 1 way we've seen marketing campaigns work has been through influencer collaborations enabling brands to tap into an existing audience. As an influencer marketing company, we've spent a lot of time trailing what works on Tiktok to make brands win big.

There are 3 ways that we've seen labels win big with marketing

Duets

Duets enable users to essentially have a split screen with other users and mini what the original video was. One can also have a duet chain where one person duets another, who is then dueted by another and another creating a strong virality. The trick to making duets work is to have initial videos which led themselves naturally to fans "completing" the initial move. Here's an example





Live streaming

A lot of people don't know this but live streaming forms a strong part of the Tiktok influencer ecosystem. Although influencers don't have as many people turning up for their livestreams as normal posts, one can tap into a sense of "direct response" with influencer listening to specific songs during the livestream and instructing people to go and listen.

This is a tried and tested way of marketing on Tiktok and we've seen this work 100's of times. Challenges are typically launched by influencers who the encourage their fans to get inloved through UGC. Fans can then get involved using the same hashtag and song as the previous. If you'd like to see how other labels are using influencers challenges, [click here](#).

Challenges



THANK YOU
