

TikTok for Business

Course Description

TikTok is one of the world's fastest growing social networks and is available in over 150 markets with over 1 Billion users each month.

The format involves posting short-form videos – mostly for entertainment. However, it also presents significant opportunities for businesses.

This course starts with the history of TikTok, its user demographics and the three business benefits offered by the platform.

On a practical level, we'll show you how easy it is to create your TikTok Business account and optimise your profile.

There's information on how to create engaging content for your existing and potential customers, how to get to know your target audience, develop your content strategy and partner with influencers.

TikTok ads spread awareness of your company or promote the sale of your products or services.

We'll discuss the importance of TikTok advertising campaign strategies, whether it's a one-off offer, an advertisement group or a collection of advertisement groups.

Finally, we'll show you how to use TikTok's analytics tools to monitor the success of your advertising and use your insights to generate increasingly effective campaigns in the future.

Learning Objectives

By the end of this course, you will be able to:

- Understand the business benefits offered by the platform and how to create and optimise a business profile.
- How to create a brand identity, content strategy and partnering with influencers.
- Know how to plan and set up effective advertising campaigns.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at the TikTok Platform.

Modules

Course	Module Number	Module Name	Pass % Required
TikTok for Business	1	TikTok Basics	70
TikTok for Business	2	Using TikTok for Business	70
TikTok for Business	3	TikTok Ads	70

Recommended System Requirements

- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

Duration: 19 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions).*