

What are the best strategies used for marketing on Tikk Tok.

Introduction

Tek Talk is one of the leading social media platforms that have recently appeared and attracted tens of millions of users around the world in a few months. If you are considering marketing via Tek Tok and investing this distinguished communication scene in promoting your product or service, you need a coherent strategy that enables you to reap satisfactory results from your marketing campaign. In this article, we will provide you with golden strategies and steps to ensure an effective and successful marketing campaign

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What is the Tik Tok application, and what are its features

TikTok is a social networking application specialized in publishing, displaying and sharing short videos. It was launched for the first time in

2016 in its Chinese version known as Douyin, and soon programmers designed another version directed to users around the world under its current name “TikTok” in 2017. It was not available to users Until the fall of 2018, when the app merged with another Chinese social networking service, Musical.ly

The company that owns both the Chinese “Doyen” and the global “Tik Tok” versions is a Chinese company known as ByteDance. Tik Tok users can post and share short videos, ranging in length from 15 seconds to three minutes, that vary in nature from funny and entertaining videos to educational or awareness clips

Here are some interesting statistics that may encourage you to invest this application in a successful and correct way

There are over 690 million monthly active users of the app, which is a huge number that indicates the huge popularity that the app has gained over the past few years

6 billion downloads of the TikTok application on both the App Store and Google Play until the end of 2020

18% of users around the world who connect to the Internet periodically use the Tik Tok application, and their ages are between 18-64 years; This means that you have a wide segment of customers to target if you want to market through Tik Tok for your products or services

In 2020 alone, the app's revenue was about one billion US dollars, and the total value of the application is estimated at 50 billion US dollars

How is the Tic Tom application different from other applications

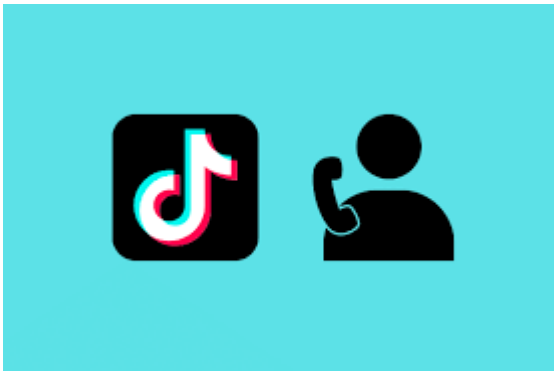
The application offers a number of services and features that have attracted such a large number of users to it. Perhaps the most prominent features provided by the application to its users You may be interested in seeing social media marketing

Huge user base, as you will have the opportunity to reach more than 500 million users around the world, and this in itself is a golden advantage for anyone who wants to promote through Tik Tok and offer its services or products to customers

The possibility of investing in video marketing to the fullest extent, as the main material on which Tik Tok services depend are short videos. So you can focus well in this area of marketing

Provides distinguished in-app promotion and advertising services, most notably Brand takeover services, Biddable Ads, Branded lenses and other unique tools provided by the Tik Tok application

The simple search and suggestion algorithms provided make the process of selling through TikTok and reaching target customers simple unlike the relatively complex algorithms upon which other social media such as Facebook, Instagram and Twitter are built



The most important methods used in marketing through Tik Tok

When it comes to marketing strategies, Tik Tok does not lag behind its big competitors, such as YouTube and Facebook, there are many ways you can rely on it. Marketing trends on Tik Tok include three main trends You may be interested in seeing what are the success factors of the electronic store

Marketing your own channel

Most entrepreneurs who want to market on Tik Tok tend to create their own branded channel. Your channel will be your own playground in which you can publish any marketing or motivational videos targeting your company's customer audience

The Tik Tok channel needs good management, commitment and dedication in generating and developing content. Here are some golden tips that will help you attract the largest number of followers and fans

You should target the audience of customers who are interested in your product or service. What is the benefit that you will get from a hundred thousand followers of your channel, most of whom are not interested in what your company offers? HOW TO ATTRACT THE RIGHT FOLLOWER BASE Well you simply have to create content that piques their curiosity

Make sure to constantly generate content, and do not stop your followers, continuous interaction with followers consolidates your brand or project idea and motivates them to try the product or service that you continue to provide in your videos

Influencer Marketing on Tik Tok

Influencer marketing is one of the strategies that have shown great success over the past few years, and the most prominent marketing trends pursued by companies in large media, such as YouTube and Facebook. This method depends on marketing products or services through pages or people who have a large base of followers or fans

Within the Tik Tok platform, you can ask the influencer to review your product, suggest it, or suggest it to followers through the videos that he shares with them on his page. Of course, if you want to get the maximum benefit from this marketing strategy, you must choose the right influencer. Here are some golden points that will make it easier for you to employ this method and guarantee you a successful marketing campaign through TikTok

Make sure that the audience of followers of the influencer you choose includes the target audience of your service or product, because the main purpose of influencer marketing is to interact with this segment and entice it to buy the product through influential individuals

You don't force the influencer to display your product, they know exactly how to present the marketing through their channel, and they have their own style that they like to their audiences. So it is better to let the influencer choose the way he sees fit in presenting your product or service

If you want the Influencer to showcase the Product through its use, the Product must be a part that the Influencer uses or relies on traditionally, otherwise your Product will look like an intrusive video, and you will not attract the attention of your followers

Professional promotional videos with a high level of montage may seem the perfect idea to showcase any product. Well, this does not apply to the Tik Tok platform, most of the followers like simple videos, because the core of the platform is based on this idea. So leave it to the influencers, they know the best way to display videos through their channel

Use paid ads

TikTok started using some paid ads in the form of short promotional videos since 2019. Now the platform has an official sponsored ads system so that users, individuals and companies, can market through TikTok and place their own ads

The types of advertisements that the company has included in its acceptable list include the following

Brand takeover: The meaning of this term is the advertising material that is similar to the nature of the platform on which it is published. In the case of TikTok, it will be limited to short videos. In-feed native video. This type refers to the publication of promotional videos for companies by the company that owns the application and suggested to users, Similar to what Facebook and YouTube do

Branded hashtags: It is the most popular type adopted by many companies

and entrepreneurs who want to market on Tik Tok, and includes promoting a specific product or service through the famous “hashtag challenge” within the application



What are the best strategies for marketing on Tik Tok

As we mentioned, there are three main directions or ways to promote through Tik Tok. Of course, you are not obligated to choose one of the methods, as there are many companies that employ the three methods in order to promote the brand through Tik Tok You may be interested in seeing how to market influencers

Whatever method you choose to manage your marketing campaign, you must master it and understand the keys to success in it, and below we will list the most prominent golden strategies to ensure satisfactory results from marketing using TikTok

Interactive content generation

As we indicated, the vast majority of Tik Tok users are from the golden generation, or as they call it, Generation Z, and this generation in particular loves interactive things and loves challenges and responds to interactive content much more than traditional content

So you should think about how to motivate this large audience of potential customers, and the main way that will ensure you a wide interaction is by producing videos that encourage customers to interact with your products or services

One of the distinctive experiences, for example, is one of the restaurants in China that presented a request entitled “Your Distinguished Order” in the list of available requests, in which the customer can order any combination of foods he wants. Then customers started ordering, photographing and posting their own food on their TikTok accounts, and this restaurant soon became popular not only locally but also internationally because of this option

Using the right hashtags for SEO

It is no secret to you that the searches conducted by users, whether on search engines or through the search engine within the means of communication, are the main source of likes and follow-ups. Therefore, taking into account the element of SEO in the hashtag that you associate with your videos is very important to attract new followers to your channel

How can you improve the SEO of videos on Tik Tok? Well it's simple all you have to do is choose the popular hashtag for your content. If you do not have any idea about the appropriate hashtags for your content, you can simply use the Tik Tok application search engine and type any word related to the content of the video and the famous hashtags will appear to you in this context

There is no limit on the number of hashtags you can include with a video but there is an upper limit of 100 characters you can type in a video post

Hashtag marketing is essential, so you should focus on two or three popular and frequently used hashtags on the topic of the video, while leaving room to write an appropriate and interesting description of the video. Don't fill the video description with hashtags without any phrases as that will be too traditional and won't set you apart from other marketers

Be quick to keep up with developments

By developments, we mean "Trends", which are topics that are widely traded and spread within a short time among users. This strategy is very important,

especially if there are trends related to the product or service that you are targeting through the Tik Tok marketing campaign

For example, new challenges arise around a particular activity in which the device, tool, or product you adopt plays a primary or even subsidiary role in its achievement. In this case, you will have in your hands a golden marketing leaf that you should never lose. Keep in mind that trends are quick to appear, sudden, and ephemeral as well, so you must be fast and responsive

Maintain a constant pace of interaction

You must permanently connect your followers to your channel if you want to break their psychological barrier towards your product or service. It takes a lot of persistence and patience to win customers, especially loyal customers. So you have to manage your channel properly. Try to post videos regularly, keep diversity and don't make your channel a single type of video

The second tip here is to make sure that the content you post on your channel is interactive. It is not enough to impress your followers; Since you can have more than that, how? Well, interactive content drives followers to share videos with others and interact through them, and this will bring crowds of followers to the primary content source, which is your channel

Hire professional marketers

If you do not want to enter the world of marketing through Tik Tok and learn the correct strategies for a successful employment of this platform, then the perfect solution for you is the use of professional marketers and content managers specialized in e-marketing and publishing professional and thoughtful content in social media

Although TikTok marketing is still in its prime and has not reached the level of its giant competitors such as YouTube and Facebook, the successes achieved by many companies and entrepreneurs through promoting the brand through

TikTok suggest a very promising future for the field of marketing using the TikTok platform

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark

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