

TikTok For Business

Creating Content for TikTok

A Guide for Small Businesses

2021 Holiday Edition



Welcome!

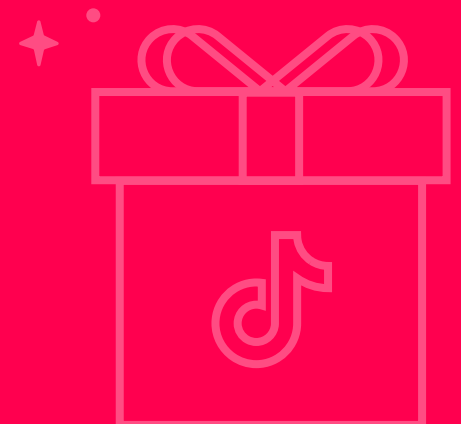
Creating Content for TikTok is a tactical guide to help you get started on the app, make your first pieces of content, and plan your creative strategy moving forward.

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Why TikTok?



TikTok is a **creative, diverse and inclusive** space that allows people to show up as their truest selves. Businesses that create authentic content that feels native to the app are embraced by our community.

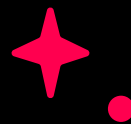
Between the billions of videos, millions of users, and thousands of subcommunities on the platform, **there's a home for every business on TikTok.**

A few things to consider before you get started:

- Although it rose to popularity as a music and dance app, TikTok has become so much more than that. It has exploded into **a universe of diverse content** for users of all ages (13+).
- There is no one right way to do TikTok. Showing up in a way that **feels true to you and your business** is the most important part.
- **Lo-fi video content thrives on TikTok.** Don't worry about being overly stylized or polished.
- Think of TikTok as a platform to show all the amazing things your business has to offer. The community is ready to embrace you and your business. **All you have to do is show up.**

Now, let's get started.

1



Getting to Know TikTok

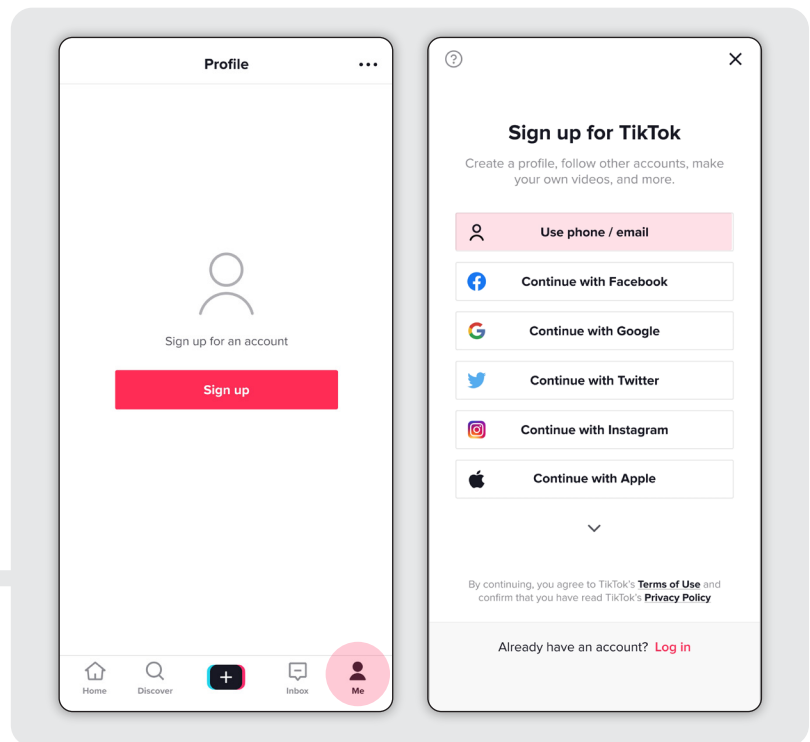


Don't have the app yet?



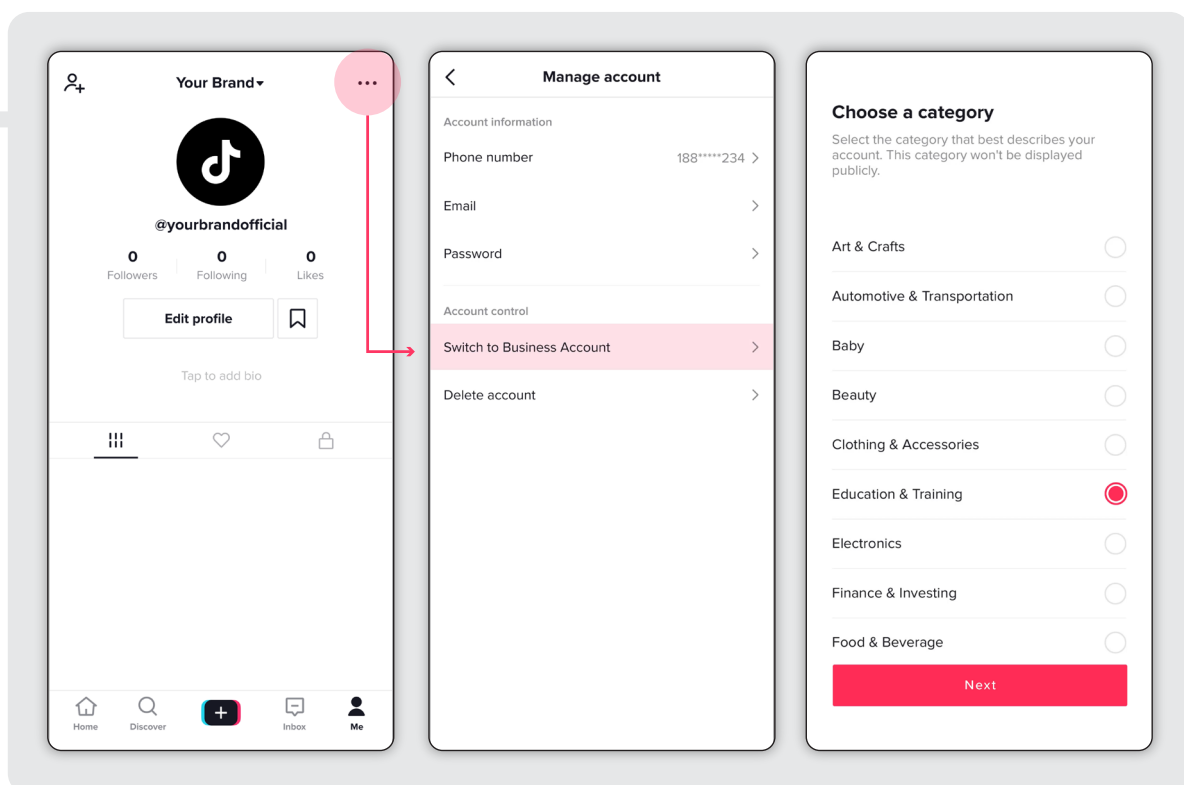
1. Get on TikTok

Download the TikTok app from the Apple App Store or Google Play store. Once the app is installed on your phone, tap to open it. Tap "Me" in the bottom menu bar, then click "Sign Up" to register with your phone number, email address or a registered social media account.



2. Set up a free Business Account

Within the app, click "..." on the top right of the "Me" page, then click "Manage account" and select "Switch to Business Account." Choose the category that best fits your business to receive customized content, events, and solutions.



Now, let's get scrolling.

The For You feed is the front page of TikTok, the first thing you see when you open the app. One of the most powerful things about TikTok is its ability to curate the content you want to see on your For You feed.

Take a few minutes to scroll through your For You feed. Interact with the content you like by liking and commenting videos. Spending time on the For You page will help you to get to know the TikTok community, including the trends and sub-communities that are relevant to you and your business.

Get Inspired

Search for hashtags relevant to your business to gain inspiration and take note of the trends and editing styles that spark the most engagement. Some examples:

**#supportsmallbiz #smallbiztiktok #[yourcity] #smallbusiness
#[yourstate] #smallbusinessowner #shoplocal**



You can also search for hashtags specific to holiday messaging to see how businesses activate around the holiday season:

**#holidaygifts #holidaygiftideas #giftideas #holidayszn
#blackfriday #holidayshopping #holidayhacks**

Level Up

Challenge yourself to use the app for at least *15 minutes per day*. The more you get on TikTok, the more relevant your For You feed will become - and the more you will feel like part of the community.

2



Make Your First TikTok

Using the Sound Sync Feature



Using the Sound Sync Feature

What you'll need:



5-10 video clips

These should be shot using your phone camera. We recommend keeping them short, between 5-15 seconds.

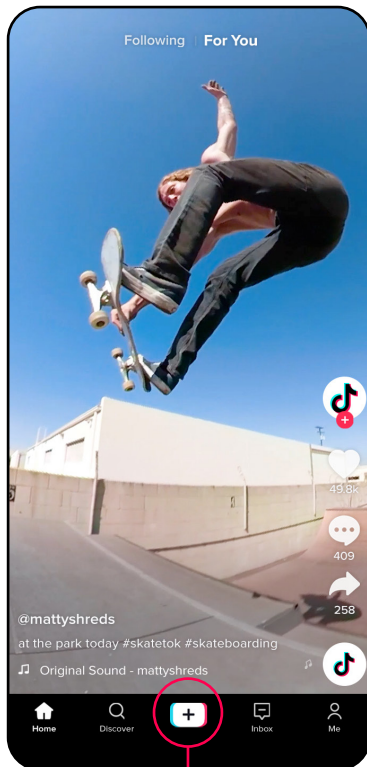
Some pointers for shooting and/or choosing clips:

- What are some unique things about your business? Try to capture them on camera. For example:
 - ▶ Does your business have a brick and mortar? Take multiple clips around your space showing all the awesome details.
 - ▶ Does your business carry a wide selection of items? Show the breadth of your offerings through multiple video clips.
 - ▶ Is there a line of products that you want to feature? Take a few videos of yourself interacting with the product: wearing it, using it, packing it up or unboxing it.
- Choose clips that do not include speaking or dialogue (you will have the option to add voiceover in-app)

Using the Sound Sync Feature

Now that you have your clips, we will use the Sound Sync feature in-app to make your TikTok:

1



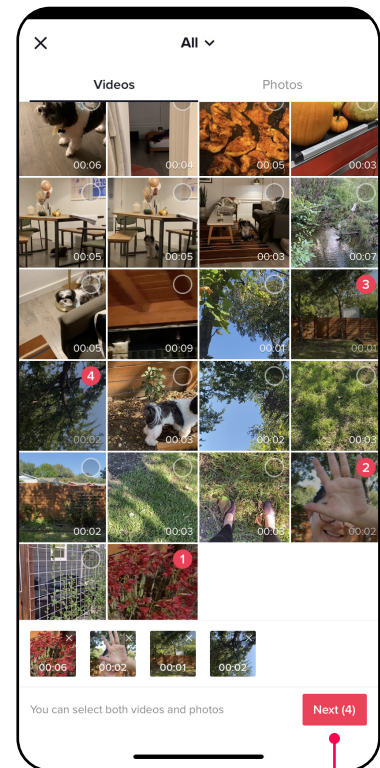
Open your TikTok app.
Click "+" at the bottom.

2



Click the "Upload" icon
to the right of the
record button.

3

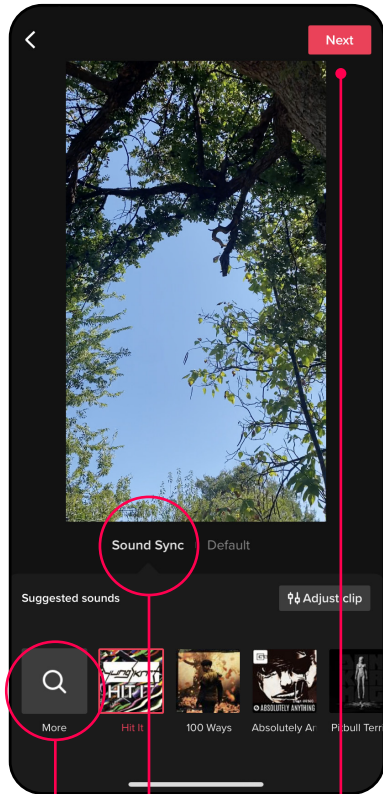


Select the videos you
want to include in your
TikTok. Click "Next".

Using the Sound Sync Feature *Continued*



4



1. Select your music from suggested sounds, or by clicking "More" to browse the Sounds page.

2. Make sure "Sound Sync" is selected

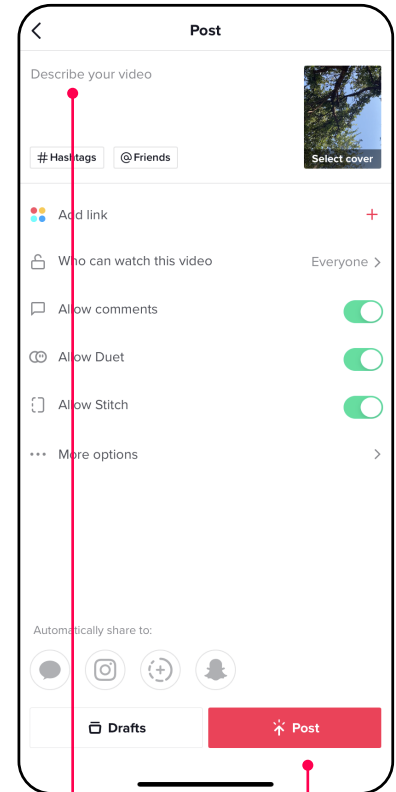
3. Click "Next".

5



Add Text and/or Voiceover to highlight additional details about your product/service.

6



1. Add a caption and include relevant hashtags.

2. Click "Post". **You posted a TikTok!**

Level Up

Already planning a photo or video shoot for other advertising channels? Find ways to shoot lo-fi video for TikTok while on set. Shoot lots of behind-the-scenes content to upload to TikTok auto-sync later.

Text & Voiceover Ideas

Text Ideas:

Coupon code for holiday promo

Example: *Use code LETITSNOW20 for 20% off your purchase*

Call-to-Action

Example: *Shop our Cyber Monday sale now!*

Website

Example: *Visit mywebsite.com/holiday to browse our gift guide*

Voice-over Ideas:

- Give some background about your business journey
- Talk about the key selling points of your product/service
- Talk about positive reviews from happy customers
- Talk about why your product/service is the perfect holiday gift for a loved one
- Talk about why your product/service can be an asset around the holiday season

3

20 TikTok Ideas For Your Business

20 TikTok Ideas For Your Business

1. Introduce yourself

Authenticity is a unique aspect of TikTok's community, so it is important to create a human connection through your content. Introduce yourself on camera so viewers can meet the mastermind behind your business! If you aren't comfortable being on camera, no worries. There are many other authentic video formats that could work for your style.

Hashtags: #meetme #behindmybusiness #businesstok #introduceyourself

2. Workspace Tour

Behind the scenes content is engaging and inspiring- show your audience how you set up your business for success with a workspace tour.

Hashtags: #behindthescenes #warehouse #bts #worktour #workspacetour

3. A Day in the Life

Your average day as a business owner is constantly changing. This gives you a good opportunity to experiment with "Day in the Life" videos. Take clips throughout your day from that first sip of morning brew to crossing the last thing on your to-do list. Voice over your masterpiece when you are done.

Hashtags: #dayinthelife #businesstok #adaywithme #morningroutine #business #vlog #grwm

4. Give a Quick Business Tip

Think of the best business advice you've received and spread the knowledge. When filming, imagine you are giving your past self advice. This method will help you form a natural message that will resonate with viewers.

Hashtags: #businesstip #tipsforyourbusiness #didyouknow #businessowner #businesstok

5. Show a Tutorial

Film a product demo on your phone, and if you need an extra hand ask a friend or family member to volunteer for 15 minutes. A TikTok tutorial is best accompanied with a voiceover and simple text captions. You can access these features on TikTok's in-app editor.

Hashtags: #tutorial #howto #businessidea #tuto

6. Introduce Your Team

The more personal your video is, the more people can relate. Find an upbeat audio in TikTok's music library and have your teammates wave to the camera. Add a textbox title for each person that explains what they do.

Hashtags: #introducingtheteam #meettheteam #coworkers #businesslife #meetmycrew

7. Share Your "Why"

Many business owners share their "what" but sharing your "why" can lead to a much deeper connection with your audience.

Hashtags: #businessstories #mystory #growthmindset #entrepreneurtok

20 TikTok Ideas For Your Business

8. Packaging Orders

Packaging videos are oddly satisfying and calming to watch- and TikTok agrees! Customers love to see what happens before they receive their order. Try variations of this idea with music or without for a packaging ASMR. Pro tip: be sure to cover up your customers name and address if the shipping label is visible.

Hashtags: #packingorders #packingasmr #packanorderwithme #shippingorders

9. Show off Your Best Sellers

Best sellers have their name for a reason. Share your best selling products and why they're so popular.

Hashtags: #bestsellers #popularproducts #mostloved #bizlove #packingproducts

10. Share a Discount Code

#tiktokmademebuyit has 4.1B views, and with all of that engagement your top viewers are likely to turn into loyal customers. Add a discount code in your caption or make a video announcing your very first TikTok promo code. "TikTok20" is a simple and recognizable promo code to test out. Drive even more sales by adding an "ends by x/x/x"

Hashtags: #discount #tiktokcodes #tiktokdeals #discountalert

11. Answer FAQs

Are there popular questions asked about your product or service? Create a video responding to those questions. Here are some common FAQ's you could address: "How long will it take to ship and receive this product? When are you restocking inventory? What is the story behind your business?"

Hashtags: #faq #answeringquestions #askmeanything #learnontiktok

12. Show off Your Products

Show off your products in action! Use a space with natural light and a solid color background to record your product for 7-15 seconds. List your product's value props with TikTok's in-app Text feature.

Hashtags: #mybusiness #tiktokproducts #chooseyourcharacter #businesslove

13. Share Testimonials

Use testimonials to establish trust and credibility. Invite happy customers to explain the benefits of your product or service. By hearing from a real person, your message is likely to resonate with users and create an emotional connection.

Hashtags: #testimonial #happycustomer #smallbizlove #customerreview #musthaves

20 TikTok Ideas For Your Business

14. Create a Duet/Stitch

TikTok Duets allow you to create content featuring an initial video, with both videos appearing side by side on screen in a square format. TikTok Stitch allows you to create content featuring an initial video full screen, then featuring your video right full screen right after. Use either of these methods to react or reply to an existing video and engage with other accounts.

Hashtags: #duetme #smallbusinesscheck #businesscheck

15. Show a Before & After

Before and after videos are great for showing the positive effects your product has without much explanation. Use existing testimonies and reviews from your customers to create a before and after TikTok video.

Hashtags: #beforeandafter #results #transformation #glowup

16. Share a Behind the Scenes Video

TikTok loves seeing what happens behind the scenes. This gives you a great opportunity to highlight all of the hard work it takes to make your business successful. A behind the scenes video could look like a warehouse tour, making new inventory, opening a new shipment of product inserts, or showing your large pile of packages being shipped out to the post office.

Hashtags: #behindthescenes #bts #businessinsights #businessowner #tiktokforbusiness

17. Respond to a Comment

Once great way to engage directly with your audience is by replying to a comment with a video. To do this: go to your comment section, click on the question you want to respond to, click on the red camera icon on the left, and start recording.

Hashtags: #replytocomments #answeringyourquestions #business

18. Share a Lesson Through a Story

The human connection that comes from storytelling has the potential to inspire others, especially when there is a lesson to be learned. If you feel comfortable sharing an important lesson in your life, use this opportunity to humanize your brand and inspire others.

Hashtags: #lesson #learn #storytime #learnfromme #businessowner

19. Share an Industry-related Tip

Having educational content on your TikTok page will encourage others to follow you for insights and learning purposes. Educational content may also increase your account engagement since tips and tricks are often shared with others and saved for later.

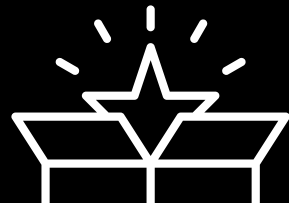
Hashtags: #tiktoktips #tipsforyourbiz #biztips #businesstok

20. Show off your Storefront or Website

Record your laptop screen with your website storefront open and go through some of your offerings. Use the voiceover or text-to-speech feature to explain what makes your business unique.

Hashtags: #website #businesstok #smallbiztiktok #businesssites

Sample shot list: Show off your products



Thought starters:

- How does your product solve a unique problem/need?
- What are key features of your product?
- What happens after someone uses your product?

Sample shot list:

Timing	Frame	Shot Description	Action
2-3s	Medium	Product shot	Introduce the product
2-3s	Close Up	Product in use (interacting with product in different environments) Eating food, wearing jewelry, etc.	Explaining product's value: what it is, how it's used, its origin
5-7s	Medium		
	Wide Angle		
2-3s	Medium/Close Up	Showcase the product's effects	Show the results of the product
2-3s	Medium/Close Up	(Skin or hair after using product, how you feel after you eat, wearing different outfits)	Call to Action: Describe how to support your business, where to find your product/access your service

Sample shot list: Share testimonials



Thought starters:

- How can customers share the value of your product or service?
- How has your product or service changed someone's life/routine?
- What is the step-by-step use case of your product?

Sample shot list:

Timing	Frame	Shot Description	Action
4-5s	Medium	Customer using product (interacting with product in different ways) Laying on mattress, putting on makeup, drizzling sauce on food	Introduce the product and why you got it
3-4s	Close Up		Explaining product's value: what it is, how you use it
3-4s	Medium		Call to Action: Describe how to support the business, where to find the product/access the service

★ Level Up

Incorporate popular TikTok video features. Green screen, voice-over, text-to-speech, and stylized captions are great ways to take your content up a notch and make it feel right at home on TikTok.

Next Steps



Congratulations[★] •

on creating your first pieces of content and becoming a part of the vibrant TikTok community! As you continue your TikTok journey, think about the following questions:

What kinds of content do you most engage with?

Which TikTok subcommunities do you want to be a part of?

Which hashtags will help you reach your target audience?

What kinds of content did you most enjoy making?

What are some ideas you have for future content?

**Thank you for following along.
TikTok is a better place with you in it!**

