

FLOW BUSINESS

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THE SMALL BUSINESS **GUIDE** TO TIKTOK



TikTok is trending for small businesses

Once dismissed as a social media fad for teens, 24 percent of marketers now view TikTok as an effective social media channel—an increase of 700 percent over one year ago. That may be because 67 percent of users say TikTok actually inspires them to shop, and 73 percent feel a more significant connection to businesses that use the platform to market their products.

Today, TikTok is the fastest growing social media platform with over 70 million active users daily, making it a powerful way for small businesses to find an audience, build a community, and even increase revenue. In this whitepaper, we'll examine five ways you can use TikTok to increase awareness, sell products, and grow your small business.



Launch marketing campaigns

Launching a marketing campaign on TikTok opens you to creating imaginative content that not only engages viewers, but encourages them to follow you and share your videos with their network. Remember that TikTok specializes in short videos, with the best performing clocking in between 21 and 34 seconds long.

- Plan your social media strategy, including goals, timelines, and key metrics.
- Research how the TikTok algorithm works and identify popular hashtags you can use to tag your content.
- Search for videos related to your product or content focus, and like and/or comment to create a customized feed relevant to your marketing focus.
- Keep it simple to begin with, but take note of what other content creators are doing so you can incorporate those ideas in your own content as you go along.
- If you have a lot to communicate, consider breaking your content into chunks.



Showcase your products

One of the best—and easiest—ways to get started with TikTok is by showcasing your products. This allows you to feature and promote your products across the platform. This is particularly effective because once you're on the radar of TikTok users, it's not uncommon for products to sell out in the early days of a product launch.

- Stay aware of the latest content trends and challenges and apply them to your own content to increase visibility.
- Use TikTok's promote tool to turn your most viewed videos into ads.
- Use popular, relevant hashtags so that your content ends up in the feed of people interested in products like yours or the topics you talk about.
- Highlight your best selling products—and why customers love them—especially after a recent restock.
- Occasionally remind viewers to like, comment, follow and share your content.



Educate viewers

Where a product showcase or marketing campaign is focused solely on promotion, educational content helps viewers understand issues and topics related to your product. When you educate viewers, they see you as a trustworthy, credible expert and get interested in your products and business.

- Create “how to” video content that gives viewers step-by-step instructions on using your product in different ways.
- Share the unique benefit of your product’s ingredients.
- Show how you (or your customers) incorporate your product in their daily routine through “with me” videos like #GRWM (get ready with me) or #cleanwithme.
- If you’re a service business, talk about your most requested service and how it works.



Share your company culture

TikTok is all about authenticity, and viewers love behind-the-scenes views of their favorite brands and companies. So, it can be a great platform to showcase the personalities and perspectives of the people that make up your business. And, it can also be a great recruitment tool when you’re hiring.

- Tell your business’s origin story.
- Take viewers a walk-through tour of your business or office space.
- Interview team members for their perspective on what they love about your business.
- If you’re actually hiring, list the top five perks of working for your company.
- Show how your team prepares orders for fulfillment.
- Get creative with other ways you could share what makes your business special.



Landing pages that help your business win

TikTok is quickly becoming one of the most preferred social media channels for many reasons: it values authenticity, creates community, encourages creative content, is entertaining and educational, can be highly personalized, and gets results.

There are plenty of TikTok marketing resources online, but the key is to get familiar with the platform as a user, then start creating and refining your own content as you go. TikTok users aren't expecting slick marketing videos—they want to see your business's real team, hear true stories, and learn more about your brand. It's the perfect way to create brand fans and boost your revenue.



About Flow Business

Flow Business is the premier connectivity partner for small business owners and entrepreneurs across Jamaica, Trinidad & Tobago, Barbados, St. Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, British Virgin Islands, Grenada, Turks and Caicos, Curacao, Bonaire, St. Marteen, French St. Martin, Saba, and St. Eustatius. We combine reliable connectivity with Smart Solutions, helping small businesses create a strong digital presence for unstoppable growth.

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