

Special Free Report



Tik Tok Marketing Made Easy

Powered By “[TikTok For Marketing](#)”

Skyrocket Sales & Boost Conversions with
Our Proven & Tested TikTok™ Marketing
Techniques

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Access The Full Training Below



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Introduction:



Welcome to the latest and very easy to apply “TikTok Marketing” Special Free Report, designed to take you by the hand and walk you through the process of getting the most out of TikTok on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive **Special Free Report** will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate TikTok marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This **Special Free Report** is comprised of 7 training chapters, ready to show you the latest TikTok marketing strategies.

Well, it’s time for you to start getting the most out of TikTok, on behalf of your business.

I know you’ll love this training.

Chapter 1: What Is TikTok all about?

What Is TikTok?

TikTok is an application that came out of nowhere, was created in China where it is known as DOUYIN and for the rest of the world it is known as TikTok.



When TikTok was created it caused great euphoria among Chinese youth and teenagers because it was an application of video exchanges and for young people that was very fun.

TikTok joined musical.ly where young people could upload music videos where they could synchronize the movements of their lips with the music which was sensational.

Then the young people who had more experience technically uploaded original videos which caused them to become influential on the platform.

For young people it is very fun since they can upload videos with durations of 15 seconds and can also share these videos in their stories and these videos have a duration of 60 seconds. TikTok and music.ly are addressed to the same audience.



Are People Caring About TikTok?

First of all, we may say that one of the large impediments that TikTok has had to making its marketing successful is that most of the sellers and business managers

over 30 do not know the platform or have not even heard of it.

Secondly, the Ministry of Electronics and Information Technology of India ordered that the application of electronic stores in India be withdrawn.

There was great concern because it was not known if the application was safe for young people. Madras superior court said that pornography and other illicit things were encouraged with this application.

The measure lasted a short time and was lifted on April 22, after TikTok reviewed its content well by removing more than 6 million videos that were believed to violate the terms of use.

Despite all the inconveniences TikTok has been the most downloaded application during the year 2018 and the first quarter of 2019.



Chapter 2: Running a Contest or Sweepstakes On TikTok The Right Way

Currently, TikTok does not have published guidelines for doing a contest, but that does not mean that there are no rules for doing so.



For the TikTok contest or raffle, it is legal to comply with these 7 basic recommendations to carry out a promotion on a social platform.

Use an exclusive hashtag to explore tickets.

One of the best ways to explore tickets for a TikTok contest is through the use of an exclusive hashtag.

Any publication that is made during the published time period of the promotion that has the default hashtag is considered an entry.



Incorporate official rules

The official rules are those that protect you in court if something does not go well and you need to defend yourself.

A clear set of rules will detail who can enter, how to enter, what will be the prizes and when the promotion ends.

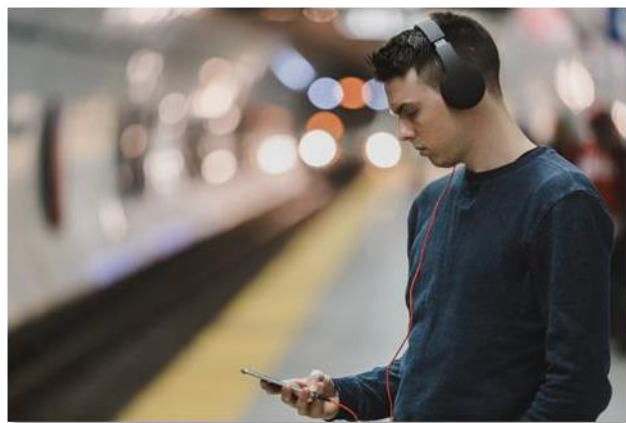
You can also provide a way to enter without requiring a purchase. You must also incorporate in your rules an acknowledgment that the promotion has no sponsorship or support from TikTok or anything linked to it.

The rules should be published in a relevant manner as a link wherever you post about your TikTok contest including your own video about the contest, the video subtitle, the social announcement or a link in your social biography.

Be cautious of copyright infringement

You cannot claim or accept that a participant in your TikTok contest uses music, logos or any other copyrighted material to participate.

Give wonderful prizes.



Before holding a TikTok contest or raffle, think about what kind of prizes your fans would like. Incredible prizes always generate more appeal.

Chapter 3: Best TikTok Marketing Strategies To Increase Followers

As the days go by, TikTok becomes increasingly popular in the world, and a large number of vendors are now receiving traffic from TikTok.



It is not difficult to obtain traffic from a platform that is in an inaugural period.

Because of this it is necessary to have excellent TikTok marketing strategies for each seller to gain more followers and traffic.



Carry Out Your Own Research

Without hesitation, researching and obtaining remarkable information from your own niche remains the most important factor for success.

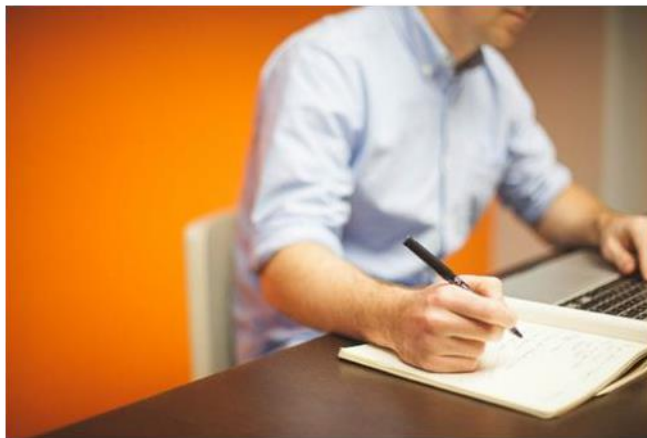
The first thing to do is to learn all that you can about your closest competitors.

You must know the content they are creating; you must know the specifics about the success they obtain from their videos.

This may be difficult, but it is worth taking calculated measures. It is when you investigate them that you are able to recognize some mistakes that they might be making. By filling the void and doing things differently you can stand out.

Create Content That Is Useful And Creative

One of the most entertaining ways to see what we like in social networks is through the videos that have become super popular today.



But to be able to attract our audience and promote our products successfully we must create videos that have content with a high degree of utility and that are very creative. In this way we can keep our followers interested.

Our video has to look highly interesting so that our content gets their attention and can add value to our users.

Use your creativity. Remember, people use different social networks to entertain themselves, so don't upload videos that bore the viewer.



Chapter 4: TikTok Marketing Do's And Don'ts

Do's

Create a profile that looks fascinating

This is a transcendent detail since the information you provide can leave a great impression on the people who look and visit your profile.

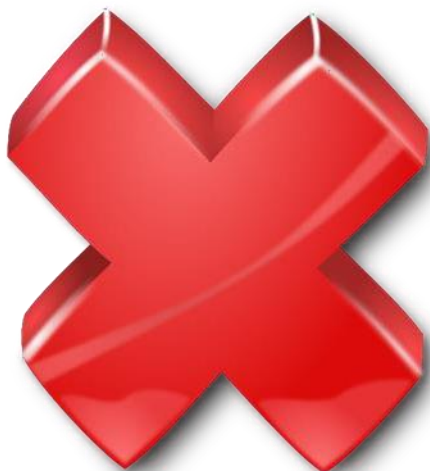


Be original

Discover your own style, do not imitate the content that is created by others. Be original, enjoy creating your videos since the viewers of your videos can see if you enjoyed making the video or not.

Understand your followers

First, ask yourself why people would want to follow you. What does your account offer that others do not? Are you a good dancer or actor? All these questions will help you get to know your audience, remember that you are not making videos for yourself.



Don'ts

Don't create boring videos or videos without any utility

Remember that you are not making videos for yourself but for an audience, you should not make a wide range of videos trying to keep everyone happy.

Don't reveal much personal information in your profile

Some people misuse TikTok so it is not convenient for you to reveal a lot of information about yourself, you must be careful. Do not upload videos and images that people can use to abuse.

Don't upload videos that generate violence

Users of social networks use this medium to have fun, meet people and learn things. You want to grow your network of followers on TikTok, so if your videos are full of violence, your followers will stop following you.

Don't choose a long username

If you want to make an impact when creating your TikTok account don't choose a long and complicated username, choose an easy and attractive name that hooks your followers.

Don't be generic when creating your profile

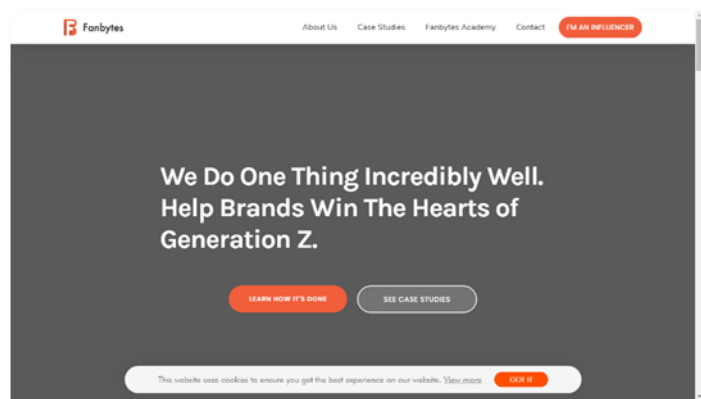
If you talk about many things at once your followers will not understand what your page is about.

Chapter 5: TikTok Marketing

Premium Tools and Services to Consider

Fanbytes fanbytes.co.uk

Fanbytes, being the largest TikTok influencers network in the world, has helped brands like Warner, Atlantic and Universal to reach a younger demographic on TikTok. And with a staff of millenials and Gen Z, they fit perfectly.



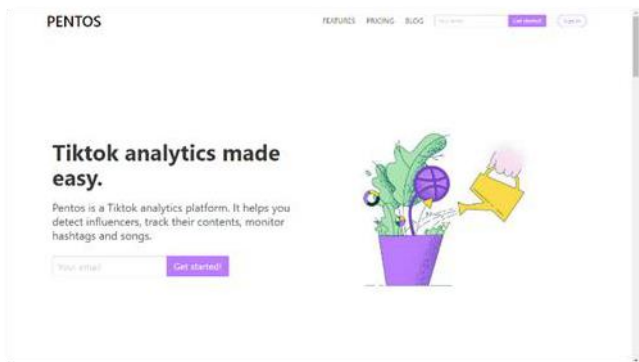
Fanbytes took this self-described "advertising" approach to marketing with the more refined offer obtained through TikTok.

This approach allows brands to work with influential users of TikTok to create thematic challenges which makes the public participate with a comment or a like.

What is refreshing about the Fanbytes' pricing model is that there are no wasted expenses.

They charge a cost per completed visit model. If user leaves the ad halfway, there is no charge. And an announcement better than this is the company's history with campaigns that average about a 90% completion rate.

And what if you have more views than you had budgeted? Don't worry, because you will only be charged to your limit, anything beyond that will be a bonus.



Pentos pentos.co

Pentos is a TikTok analysis platform, which provides services like helping to locate influential people, explore their content, monitor hashtags and songs, etc.

Also with this service you can enter the data of any TikTok influencer. This allows you to obtain important information about influencers.

With this service you can analyze the performance of your content, having a more complete and detailed understanding of your performance on TikTok.

LightMV lightmv.com

LightMv is a creator of free online device presentations which allows you to create high quality photos in minutes. It offers you a variety of theme templates that are unique and super cool that you can use to create a magnificent photo video for any occasion.



Chapter 6: TikTok Marketing

Success Stories

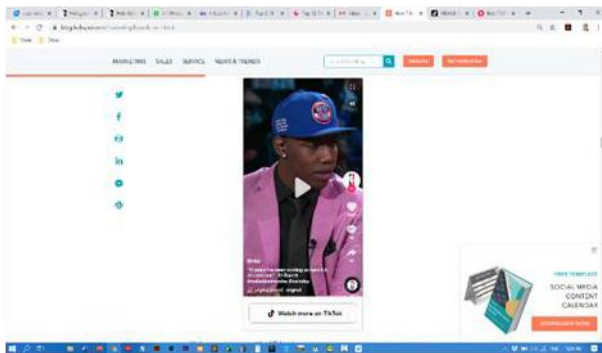
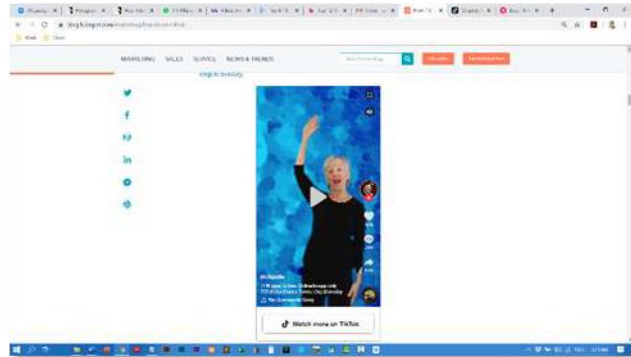
Chipotle <https://www.TikTok.com/@chipotle>

Chipotle It is a very popular chain of Mexican restaurants.

Objective: the objective of this restaurant chain is that its customers are interested in the dishes they present.

Strategy: They used the TikTok app in The Guacamole Song, which was a very fun way to turn a popular song into a video that showed the menu items in a very creative way. This video caused a #GuacDance viral challenge that in a week became the highest performing brand challenge.

Results: At the time of taking this screenshot, the Video has over 164,000 likes, 2,914 comments, and over 19,900 shares.



NBA <https://www.TikTok.com/@nba>

NBA is an account that combines the best moments of the game with musical montages and quotes that inspire.



Objective: Among its objectives was to use the musical characteristics to make their brand less heavy and make the athletes look more identifiable.

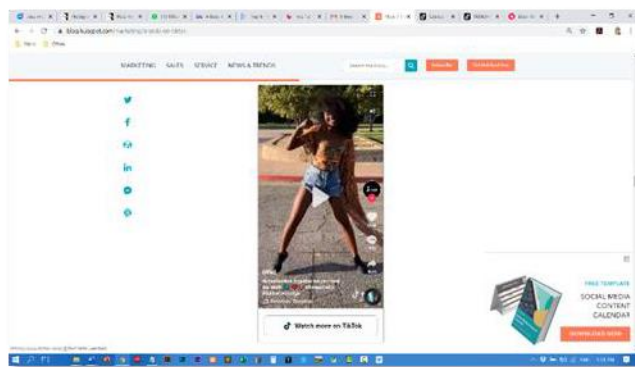
Strategy: The NBA makes occasional motivational publications like this one where basketball player RJ Barret talks about his recruitment by the New York Knicks.

Results: At the time of taking this screenshot the video had 9,000 likes, 40 comments, and 42 shares.

United Nations IFAD

<https://www.TikTok.com/@ifad>

IFAD is the United Nations International Fund for Agricultural Development.



Objective: Their objective is to fight against hunger in the world through the promotion of rural agriculture.

Strategy: IFAD has taken an approach that includes informative publications and motivational videos that encourage the observer to change the world. IFAD used its creativity and launched the #danceforchange challenge as part of it. The organization wanted people to be filmed dancing while using the hashtag #danceforchange in the subtitles.

Results: At the time of taking this screenshot the video has 81,500 likes, 1,133 comments, and 1,820 shares.



Chapter 7: TikTok Marketing

Frequently Asked Questions

How can TikTok adapt to your digital strategy?

TikTok has a very young clientele unlike other platforms. If you can create videos that are captivating

for TikTok followers, it could be a very valuable tool for your business.



TikTok is advertised as a social media platform where users can show their true colours. And being authentic is a great marketing strategy. With the highly sophisticated TikTok editing tool system, you could really shine.

TikTok lately has been testing native video ads that point to websites, this is very big news for marketers.

Should brands pay attention to TikTok?

Before answering this question let us tell you a little about the Z generation which are the most fanatical users of TikTok. You need to keep this in mind when asking why a brand should pay attention to TikTok.

The Gen Zers are today's teenagers and the fastest growing group of tomorrow's trendsetters.



Knowing that Gen Z is an objective population group, and if a popular Gen Z brand is not on TikTok, their brand could be missing out.

How much does it cost to advertise on TikTok? (available in beta in the U.S.)

The brands that advertise on TikTok are, for the most part, companies with applications, and therefore, encourages downloads. Advertisers incorporate photo editing applications such as Facetune, Enlight and Facetify among others, also the GruBhub food delivery application continues to advertise on this platform.

The ads themselves are very basic, like one that was made for Go Keyboard which is not even formatted for vertical video.

But what is the cost of ads on TikTok? according to a February rate card seen by Digiday, feed ads are sold at a cost of \$10 per impression, with an insignificant campaign expense of \$6,000.

Brand acquisition ads have a daily value of \$50,000 with a guarantee of 5 million impressions...

Who uses TikTok more?

According to official TikTok data, the number of users that are active daily exceeds 150 million and the monthly assets are more than 300 million.

During the spring festival held in China, the number of users increased impressively from 40 million users to 70 million.

Conclusion:

We're thrilled that you have chosen to take advantage of our **Special Free Report**, and we wish you amazing success.



And in order to take your TikTok Marketing Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Full Training – just click on the link in the footer or this page.

Thanks so much for the time you have dedicated to learning how to get the most advantages from TikTok Marketing.

TikTok Marketing has come to stay in the market forever.

To Your Success,

Robert J

Access The Full Training Below



Click Below to Access The Full Training!

**This also includes 20 videos, and an audio
book version for on-the-go learning**