

2 – DAY TIKTOK TRENDSETTERS: CRAFTING ENGAGING CONTENT FOR MARKETERS



Introduction

TikTok is a rapidly growing social media platform, and marketers are now taking advantage of its potential to increase their performance. Using TikTok, they can access various tools to optimize workflow and create engaging content that resonates with customers. With the right strategy in place, these marketers can save time, energy and money while still delivering top-notch results.

Course Objectives

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

- Understand and Know how TikTok works in content feed algorithms.
- Hacks on how to sustain TikTok effectively.
- Capitalizing on TikTok in business
- Create TikToks that are up-to-date and trending

Methodology

The trainer integrates adult education methods, two-way communication, and elements of NLP to promote a conducive learning environment where participants are actively engaged.

Training is very interactive; the experience is extremely valuable with lots of experiential and community learning. Concepts and background information are introduced clearly and simply to maximise learning and practical application through group exercises, activities, and discussions. Activities will be linked to the learning and debriefed to connect learning to application. Other methods employed include:

- Slides and Q&A with short explanations
- Participation in role-playing
- Group activities
- Demonstrations
- Group discussions and presentations
- Video clip presentations
- Community learning

Who Should Attend?

- Anyone who wants to be confident creating magnetic and trending TikToks for marketing.

Requirements

Participants should have the following:

- Basic knowledge of how social marketing works.



2 – DAY TIKTOK TRENDSETTERS: CRAFTING ENGAGING CONTENT FOR MARKETERS



Course Outline

INTRODUCTION

Icebreaker

- Introduction to Trainer, Keynotes & Program Objectives

MODULE 1: BASICS OF TIKTOK AND ACCOUNT CREATION

- What is TikTok and how does it work?
- The role of TikTok in sales and marketing
- The different types of accounts in Tik-Tok
- How to get started with TikTok and how to use it to generate leads for sales.
- Group work

MODULE 2: IDENTIFYING AND LASER TARGETING YOUR AUDIENCE

- Learn the essential digital marketing and how to identify the right target audience.
- How to research elements within your target audience
- Crafting the right message effectively
- Group activity & presentation

MODULE 3: CREATING YOUR TIKTOK IDENTITY

- Setting up a TikTok account on the platform
- Personalizing your TikTok profile
- Customization techniques
- Best practices for profile creation
- Individual activity & presentation

MODULE 4: DEVELOPING YOUR CONTENT STRATEGY

- What type of content should you post: Content strategy that can be used to market your business?
- Discovering the types of content that are popular that TikTok loves.
- Individual activity & presentation

MODULE 5: RECAP ON CONTENT STRATEGIES AND EXPAND ON THEM

- How to tap into trends and market research
- Understanding the algo of TikTok to your advantage
- Group activity & presentation

MODULE 6: CAPTURING YOUR AUDIENCE WITH ENGAGING CONTENT

- How to choose the right TikTok content
- How to create your first TikTok video
- Using the right TikTok features and tools
- Group activity & presentation

MODULE 7: TIKTOK CREATION: LET THE CREATIVENESS ROLL!

- Storytelling essentials
- Creating your TikTok with your new knowledge
- Individual/Group activity & presentation

MODULE 8: POSTING YOUR AWESOME TIKTOK CONTENT

- How to edit and refine your TikTok video
- Posting your TikTok and reaching the world
- Using the right strategies: Hashtag optimisation and insights

CLOSING

- Q&A
- Debriefing

