



## Checklist 03 - How to Create a Go-to Tiktok Marketing Strategy

Project:

Date:

Completed

*While TikTok had garnered a considerably high number of users prior to 2020, the onset of the Covid-19 pandemic catapulted TikTok's popularity in a manner that made it one of the most downloaded social media apps on the app store globally. Conceptually, TikTok is a different social media app compared to Instagram and Facebook, in terms of its social networking framework as pertains to the behavior of users and the uniqueness of trends and features therein. So, before embarking on TikTok marketing, it is imperative for marketers to familiarize themselves with the app, in order to determine the viable marketing strategies that can be implemented for the app. One way of familiarizing yourself with the app is through exploring the different trends, hashtags, and features that are popular on TikTok. Further, it is important to understand the TikTok version of user generated content, in addition to researching the various filters, user engagement strategies, video ranking strategies, and the TikTok algorithm that help boost marketing on TikTok. This checklist highlights the most significant features to analyze when creating a marketing/content strategy for TikTok.*

### Step 1 – Defining Your Target Audience

- 1 Determine the demographics of your target market.
- 2 Identify the interest and issues affecting your target market.
- 3 Research the type of content that your target market engages with.
- 4 Brainstorm content/marketing ideas based on the identified interests.

### Step 2 – Setting Goals and Business Objectives

- 5 Check that your goals are aligned with your business objectives.
- 6 Ensure your goals are specific, measurable, attainable, relevant, and timely.
- 7 Check that your marketing strategy works at achieving set goals.

### Step 3 – Conducting Competitor Analysis

- 8 Check if your competitors have an established footing on TikTok.
- 9 Identify your competitors' activities on TikTok.
- 10 Conduct a SWOT (Strength, Weakness, Opportunity, and Threat) analysis of your competitors to identify their strengths and opportunities.

### Step 4 – Marketing Content Strategy

- 11 Maintain a casual marketing content.

- 12 Use humor in your marketing.
- 13 Check that your content is precise and concise.
- 14 Keep your marketing content sustainable.
- 15 Check that your marketing content contains updated and current trends.

**Step 5 – Influencer Marketing Strategies**

- 16 Leverage influencer marketing.
- 17 Select influencers that are more palatable to your brand.
- 18 Follow more users, influencers, content creators, and celebrities.

**Step 6 – Content Marketing**

- 19 Create new trends, or recreate trends started by other users.
- 20 Post content regularly.
- 21 Track your progress using TikTok analytics.
- 22 Use effects in your videos and other content.
- 23 Encourage users to stitch your videos.
- 24 Use hashtags and follow new trends.

**Notes:**

- *If your target market includes gen-Z, maintain eco-conscious content since Gen-Z are mostly drawn to eco-conscious brands and content.*

Notes: