

TikTok Marketing

Learn how to use TikTok for video-based marketing campaigns. Research trends and create attention-grabbing content that drives sales and builds your following.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://www.nobledesktop.com/classes/tiktok-marketing>



hello@nobledesktop.com • [\(212\) 226-4149](tel:2122264149)

Course Outline

TikTok Marketing

- Introduction to TikTok
- History of TikTok
- Understanding the algorithm and fyp
- Creating a TikTok account
- Following trends

Developing a Strategy for Business-Based Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

Determine Your Brand Image

- Importance of quality video production
- Trending video content
- Storyboard development
- Audience Engagement

Creating Successful Content for TikTok

- Find a theme for your content
- Using songs and filters to increase engagement
- Story building and development
- Editing content through TikTok

Paid Advertising

- Choosing the right advertising

- Ad creation best practices
- Ad optimization
- Cross-platform advertising
- Ad analytics

How to use Shopify with TikTok

- Reasons to use Shopify
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products