

Special Free Report



Tik Tok Marketing Made Easy

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

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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.

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of Electronics and Information Technology of India ordered that the application of electronic stores in India be withdrawn.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

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

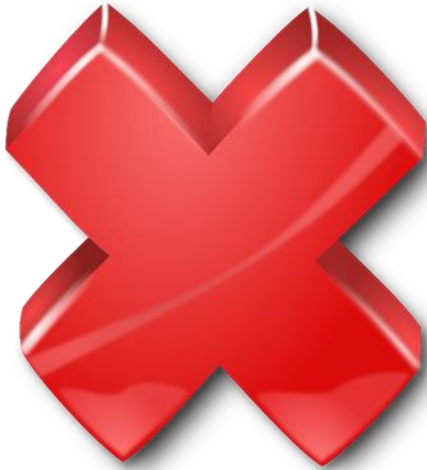
One of the most entertaining ways to see what we like in social networks is through the videos that have become super popular today.



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.



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

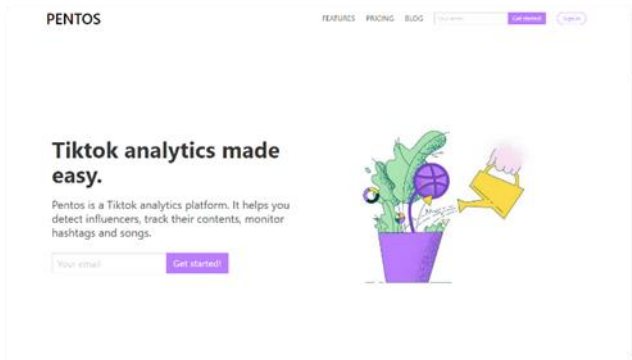
If you want to make an impact when creating your TikTok account don't choose a long and complicated username, choose an easy and attractive name that hooks your followers.

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.

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.



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

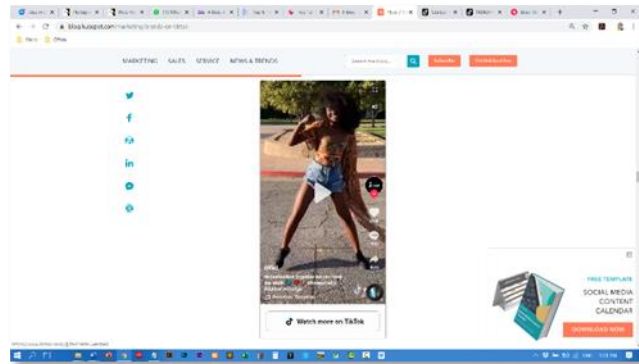
Strategy: The NBA makes occasional motivational publications like this one where basketball player RJ Barret talks about his recruitment by the New York Knicks.

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.

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.

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