





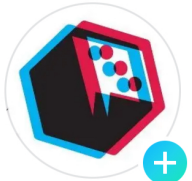
# Why your business needs to be on...



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


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**146** Following   **145** Followers   **2340** Likes

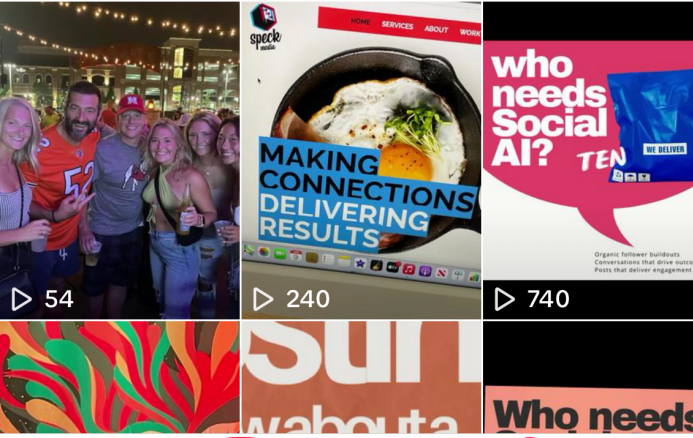
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# What's going on?

**A** In case you missed it... the dominant social media channel for the past 2 years is TikTok. It started with tweens, moved to 16 through 19 years olds and now everyone is on it. All generations and all ages. It's not just crazy dance videos, it's news, DIY, relationship advice and much more.

**B** Important facts:

- TikTok has over 1 billion monthly active users.
- Considering it was only released in 2016, TikTok was the 6th ranked social media app in 2021. TikTok has surpassed X (Twitter), Telegram, Reddit, Pinterest, and Snapchat in monthly active users.
- TikTok had a 1157.76% increase in its global user base between Jan 2018 and July 2020; the U.S. saw a 1239.29% user growth rate between 2018 and 2023.
- Americans 18 and over are estimated to spend 55.8 minutes per day on TikTok.

**C** Regulators in the U.S. and worldwide have been raising concerns about the potential risks of sharing TikTok user data secretly with the Chinese government (TikTok parent company – ByteDance is based in China).

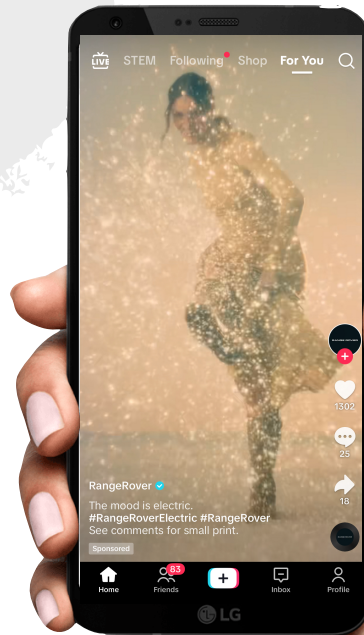
TikTok has repeatedly denied such allegations and tries to establish a clear distinction from ByteDance. As a result, a number of states in the U.S. and various countries worldwide have issued restrictions on TikTok use to minimize potential risks.

# Key features

1

The ability to go through content in seconds.

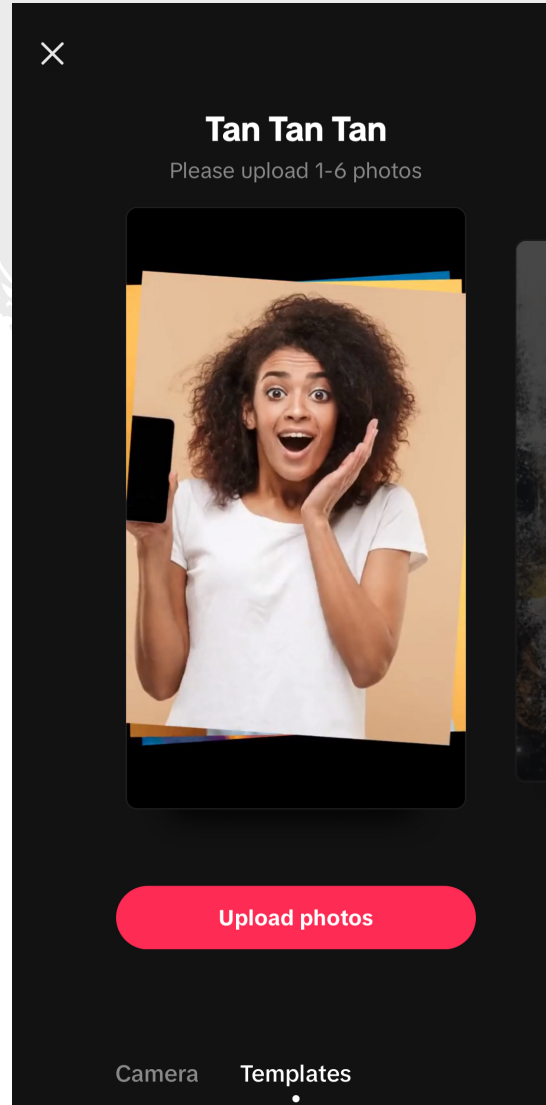
TikTok's swipe up feature allows users to go through an incredible amount of video content within seconds. This gives both content makers and advertisers a tremendous amount of reach.



2

Tools for creators.

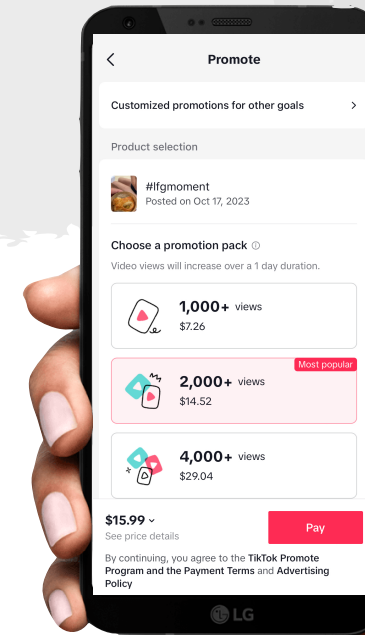
Creating content on TikTok use to be very difficult. Only a younger audience knew what they were doing, but this has changed with new tools launched by TikTok. Users can create a variety of content with templates that can make the average content go viral.



3

Ease of advertising.

TikTok allows advertisers to purchase ads directly from the Apple Store which makes ad spend easy and direct. They also provide options that can target and increase video engagement across multiple segments.



# Benefits

## What are the key benefits for having your business on TikTok?

### Reach:

Everyone is looking to reach people with their messages. TikTok beyond any social media channel gives small and large businesses the best amount of reach. Users are viewing a tremendous amount of content and the TikTok algorithm specifically targets viewed content to display the similar amount to users.

### Ease of advertising:

While all social media channels struggling to simplifying advertising... TikTok makes a very easy advertising user experience. Giving businesses a goal oriented ads to accomplish their objectives.

The image shows a side-by-side comparison of two TikTok video analysis screens. The left screen is for user 'R' and the right screen is for user 'EoA'. Both screens show performance metrics for a video.

**User R - Video analysis**

- Performance: 7,133 views, 90 likes, 0 comments, 1 share, 0 bookmarks
- Total Play Time: 2h:4m:43s (+0.0s vs 1d ago)
- Average Watch Time: 1.5s (+0.0s vs 1d ago)
- Watched full video: 1.08% (+0% vs 1d ago)
- New followers: 50 (+50 vs 1d ago)
- Video views: 3,859 (on 11/29)

**User EoA - What is your goal?**

- Ready-to-use promotion pack
- More video views (Selected): Get more people to watch your video.
- More website visits: Guide more people to your website.
- More followers: Improve your chances to gain followers
- More messages: Add a "Send message" button to your video and extend your reach to new customers.
- More profile views: Get more people to view your profile.

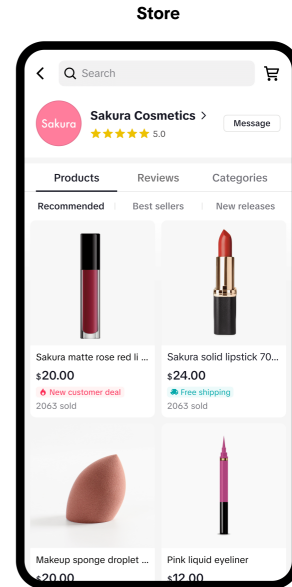
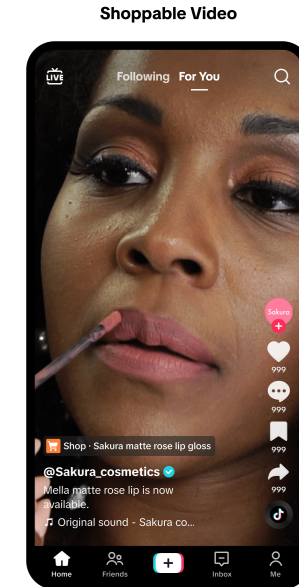
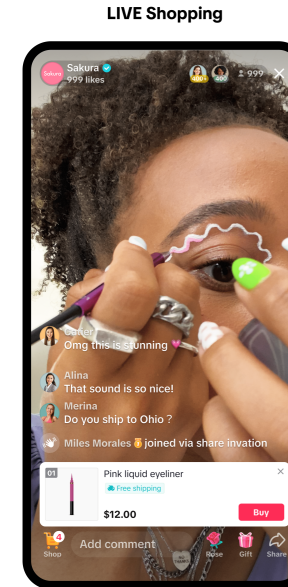
Next

# What should your TikTok strategy be?

-Be yourself! Most small businesses and brands try way too hard on TikTok. **Speck says... find a theme or topic and create video content based on that theme or topic. Users will respect that you are doing something different and will engage.**

- You don't need to create content everyday, but your content needs to be at a very high level. **Speck says... take your most engrossing post and repost it until it gets more traffic. You will be surprised that it gains views and comments the second and third time you post it.**

- Commenting and visiting the Live section is the secret to success on TikTok. **Speck says... focus more on finding users that have a lot of comments related to a post and interact and comment as well. This will drive traffic to your new user account.**



- Be yourself.
- Reuse content.
- Comment and interact with Live streams.

## Your next steps

- + Have us design your TikTok social media strategy. Using content that is derived from your company's core values.
- + Let us manage your TikTok social media channel. We can create all your content and post it on TikTok weekly.
- + Let us comment on other posts in order to tap into the extended reach on TikTok.

# + Schedule an intro call with us!

+ Text us at 630-220-8580 or email at [info@speckmedia.com](mailto:info@speckmedia.com)

