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NEWRY CHAMBER



Comhairle Ceantair
an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council



How to grow your brand on TikTok in 2022

Niamh Donnelly, Kukoon Rugs



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Content

- Why is TikTok a valuable platform for your business?
- Understanding the TikTok algorithm
- The basics
- Best practices for creating a high-performing TikTok
- Things I wish I had known
- Accounts to follow

Why is TikTok a valuable platform for your business?

- TikTok now has over 13million UK users*.
- 25% of the total number of internet users in the UK will use TikTok in 2022**.
- Saturation on other platforms has made it harder than ever to get your brand's message across without spending lots on advertising.
- TikToks are extremely easy to make and can be repurposed for use on Instagram too.

Understanding the algorithm

The TikTok algorithm serves videos to users based on a number of different factors:

- Engagement - video likes, shares, watching the whole video through, rewatches. The more interaction it gets the more it tells TikTok that this is great content so it will then serve it to larger audiences.
- Device settings - recognises a user's location and language settings and will typically share local content.

Understanding the algorithm

- Trending audio - the algorithm will favour videos with trending songs.
- Hashtags and keywords - informs the algorithm what your content is about and will then share it with those who have interacted with similar content.
- Follower count and whether the account has had high-performing videos do not play into the algorithm (TikTok, 2022).

Our success on TikTok

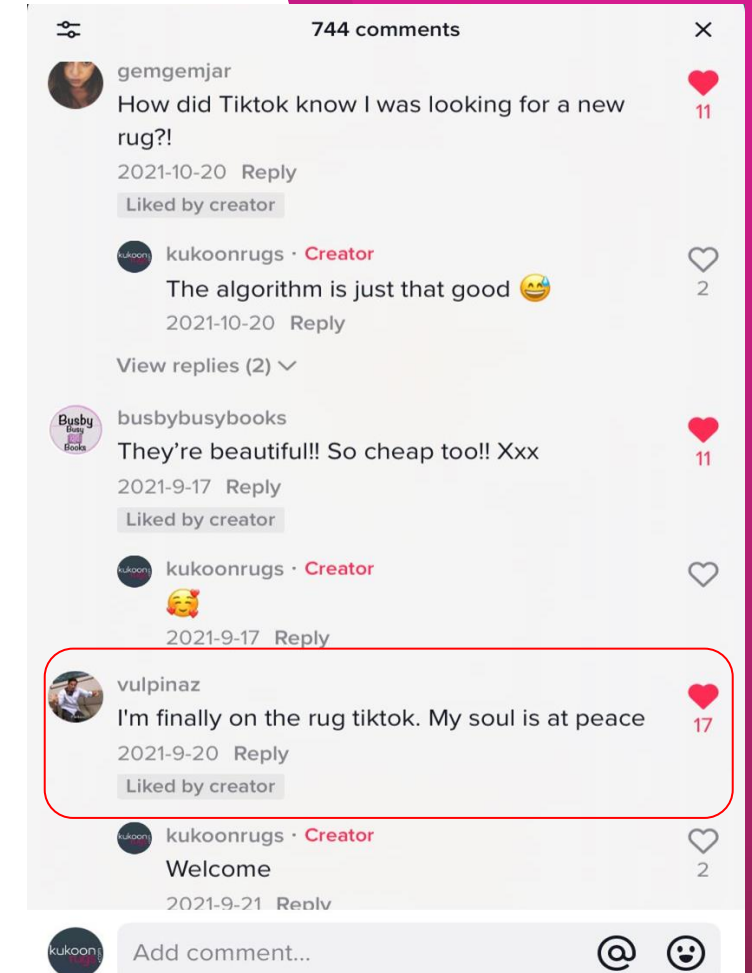
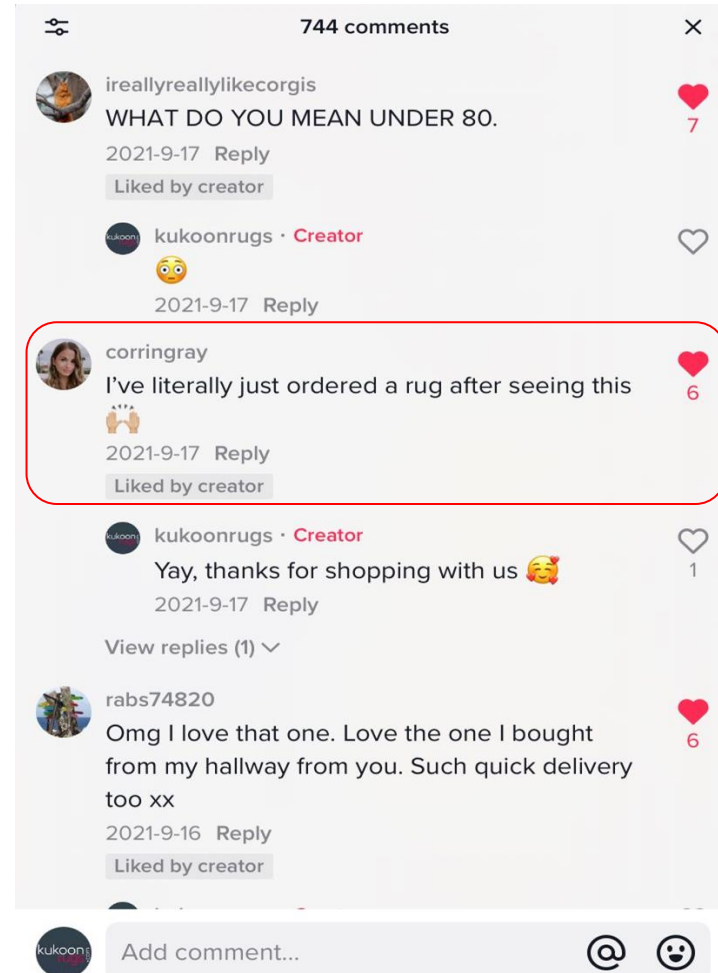
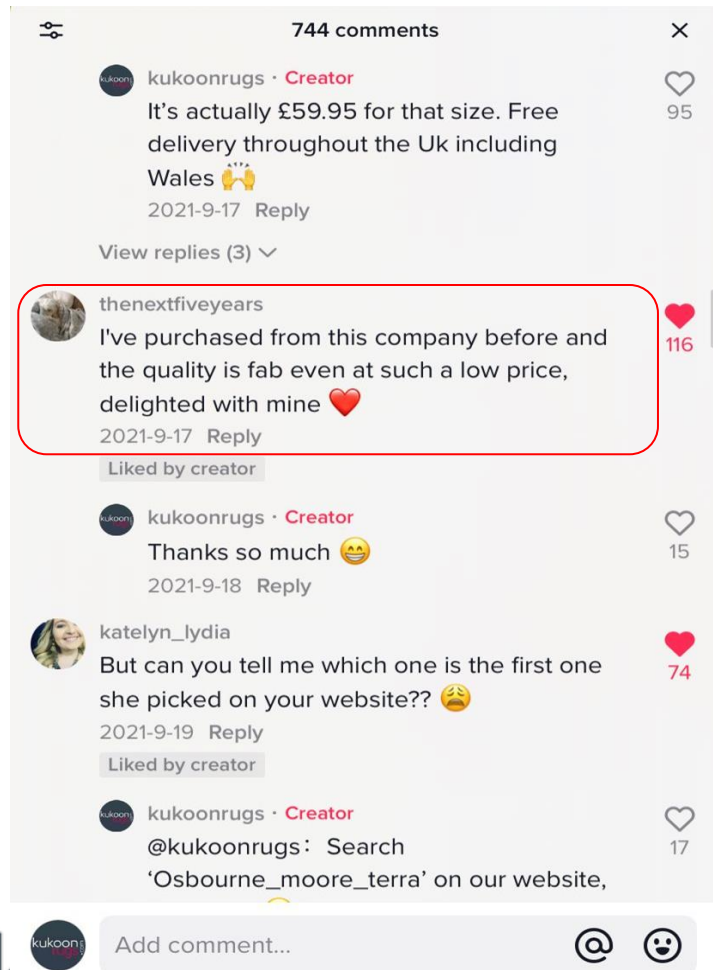
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Our success on TikTok

3. Social	Users	New Users	Sessions
Sep 1, 2021 - Sep 30, 2021	21,323 (12.67%)	20,140 (13.68%)	23,977 (9.03%)
Aug 2, 2021 - Aug 31, 2021	13,111 (8.47%)	11,428 (8.55%)	16,537 (6.72%)
% Change	62.63%	76.23%	44.99%

Our success on TikTok



The basics

- Short videos perform well - up to 15 secs recommended.
- If you are speaking always use captions/subtitles - TikTok has a built in feature for this.
- Sometimes it's best to video on your camera first then upload to the TikTok app - that way you can edit the clips so they are the correct length for your chosen trending sound.
- When adding text to your TikTok make sure it can be read.

The secret formula

- Find a trend - video, trending song, filter.
- Create your TikTok in line with the trend.
- Add a short caption and include hashtags. Choose at least 1 promoted hashtag then 3 hashtags related to your niche i.e. #homedecor #budgethome
- Post the TikTok at a good posting time (4pm works well for us).

The secret formula

- Engage with the TikTok on your own personal account. Like, comment and share with your Whatsapp, Snapchat, Messenger contacts.
- Respond to comments immediately.
- Repeat until you get a result.

Things I wish someone had showed me...

Things I wish someone had showed me...

How to download your TikToks with no watermark for use on Instagram reels.


SnapTik

TikTok Video Download

Without Watermark. Fast. All devices

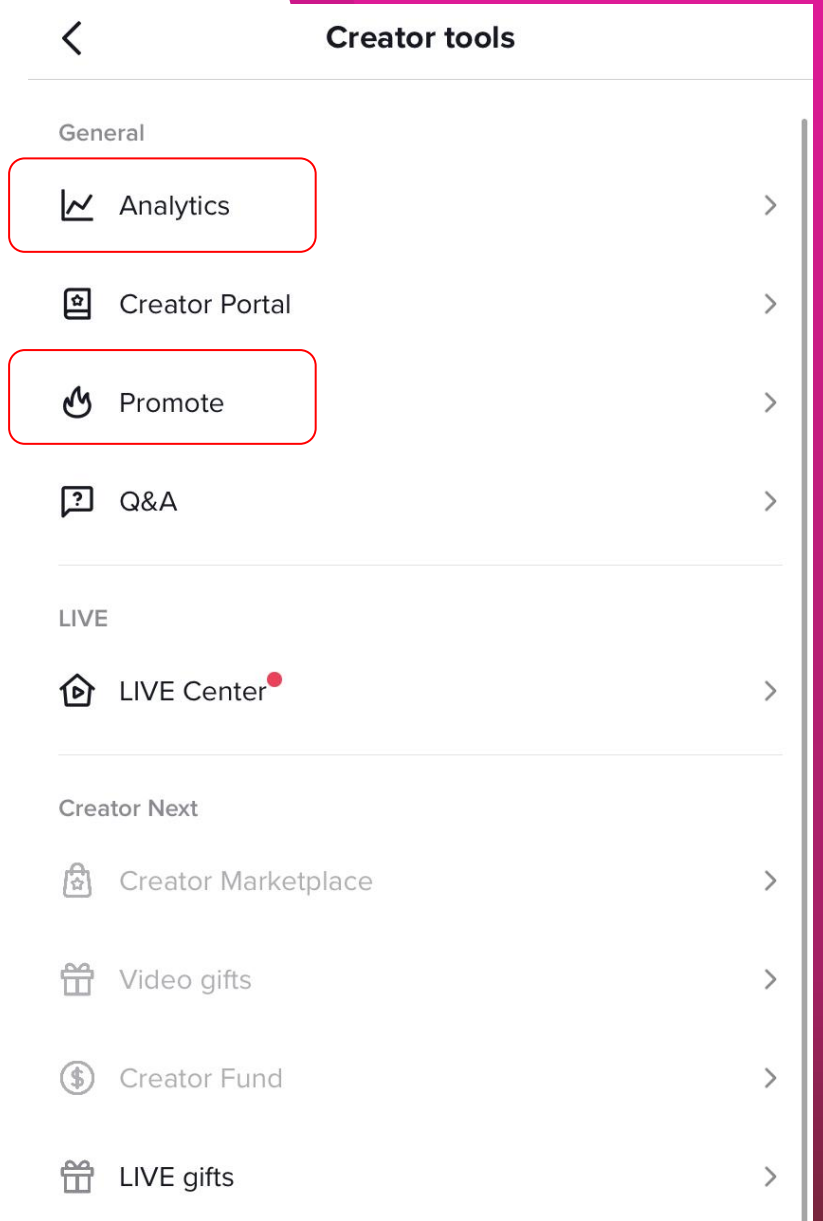
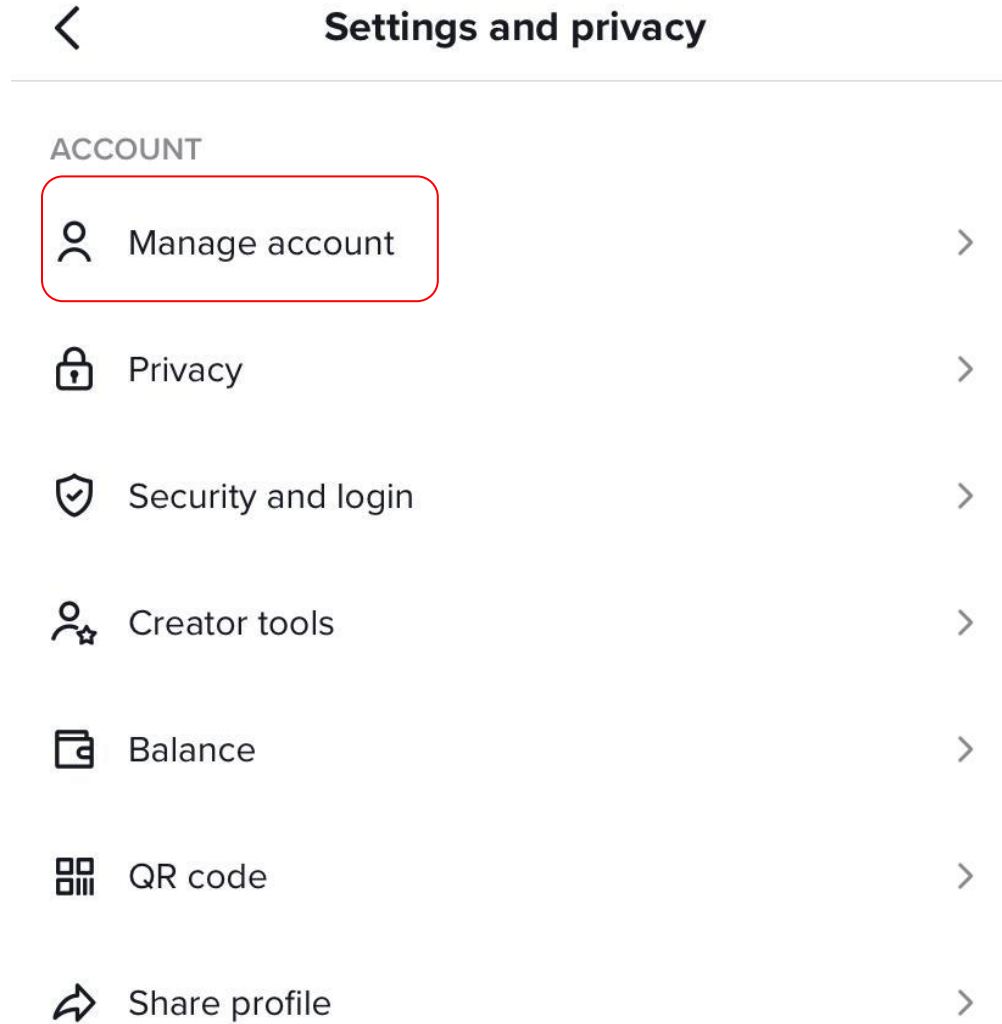
 Paste TikTok link here

 Paste

 Download

Things I wish someone had showed me...

How to get trending songs as a business



Things I wish someone had showed me...

Stay in your own lane

When you open the app on your business's account for the first time you will see a feed of lots of random videos, only interact with those in your niche or those that you think your target audience would also interact with.

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Great accounts to follow...

Ryanair

Navigation icons: back, Ryanair, notifications, and more options.

Profile picture: Ryanair logo (blue circle with yellow harp).

Username: @ryanair ✓

Stats: 72 Following, 1.5M Followers, 45.9M Likes.

Buttons: Message, Add profile picture, Instagram icon, and a dropdown arrow.

Bio: Catch flights not feelings 🙌

Website: <https://www.ryanair.com/ie/en>

Grid items (all pinned):

- Video 1: 11.0M views. Text: "Can I get every brand who has TikTok to comment on this for no reason....."
- Video 2: 43.5M views. Image of a Ryanair cockpit.
- Video 3: 24.0M views. Text: "'Dom Toretto?!'"

Video background: A blue text box over a tunnel with the text: 'You guys don't fly to the USA 🙄'

8106 comments

Comment 1: ryanair ✓ · Creator
Laughed a little too hard making this 🙄🙌 13.9K
1-20 Reply
View replies (37) ▾

Comment 2: vodkacranmami
No. 1 Airline on TikTok 🙄🙌 17.0K
1-20 Reply
Liked by creator

Comment 3: ryanair ✓ · Creator
Also a fact 🙄🙄🙌🙄🙄🙄🙄🙄🙄 5882
1-20 Reply
View replies (31) ▾

Comment 4: elishaamyhaynes
How do I become part of the crew 🙌 2597
1-20 Reply

Comment 5: ryanair ✓ · Creator
Apply bestie join ussss 1570
1-20 Reply
View replies (23) ▾

Comment 6: xiaos.no1
Ive litteraly never used a diff airline i always ... 1862

Duolingo

< Duolingo 🔔 ...



@duolingo ✓

91 Following | 3.0M Followers | 56.6M Likes

Follow

Instagram icon | Dropdown arrow


Free language education for the world.
just an owl tryna vibe 🦉

duolingo.com

☰

🔒


Pinned



when you use Google Translate instead of actually learning a language

▶ 24.5M


Pinned



when all you can say in French is "bonjour"

▶ 13.7M

Pinned



C A P

"I'm going to do my Spanish lesson today"

▶ 13.9M

Local Businesses



zaramclaughlin.studio

Zara McLaughlin

Follow

472 Following 71.5K Followers 763.8K Likes

Maker of things - check website for release dates
Handmade in Northern Ireland

www.zaramclaughlin.studio

Videos

Liked



bobandbertscoffee

Bob & Berts

Follow

1591 Following 4854 Followers 101.1K Likes

hey it's bert! bob doesn't know we have tiktok lmao

Videos

Liked



Spread the love this Val...



The tastiest art project y...



When u always



townsquarebelfast

Town Square

Follow

4 Following 8304 Followers 269K Likes

'Best Bar In Belfast' said one girl on TripAdvisor
Free Guinness

[www.townsquarebelfast.com/...](http://www.townsquarebelfast.com/)

Videos

Liked



Free Guinness for the fir...



This is what happens w...



We're giving away

Local Businesses



smythstoys ✓
Smyths Toys Superstores

Follow

30 Following 113.4K Followers 1.4M Likes

Follow us on TikTok for all the latest toys, games, and all-around fun! 🎮

www.smythstoys.com/

Videos

Liked



When's our next battle ...



Wait a minute, I've seen...



We see those



blackboxdonuts
Black Box Donuts

Follow

10 Following 11.6K Followers 137.9K Likes

Black Box Donuts 🍩
Newcastle County Down Northern Ireland 🍀
LISBURN ROAD OPEN

Videos

Liked



AVAILABLE 1ST DECEM...



Biscoff Conut x #donutc...



The Cookies

Kukoon Rugs

Leaving the best to last!



@kukoonrugs

211

Following

19.6K

Followers

184.2K

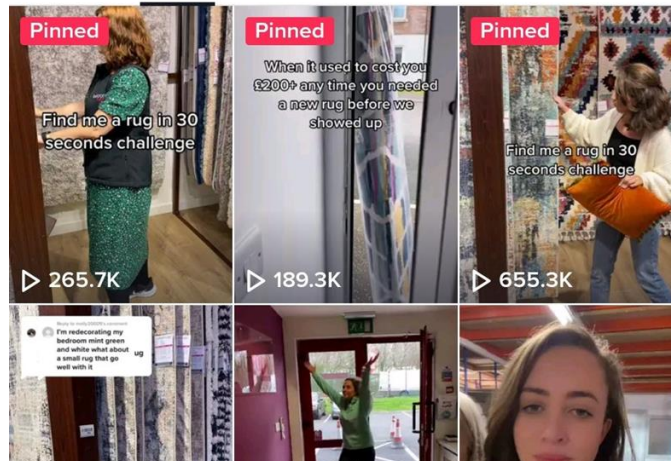
Likes

Message



- Online Rug Retailer
- Family Run
- Based in NI
- Shop our Ranges

Q&A



Any Questions?

Feel free to connect with me on LinkedIn if you have any questions!

