

How to Be Great on TikTok

If you want to become noticed on TikTok, it's important to build your brand, follow trends, and work on production values. Here are some tips that will help you create great content!



TikTok

Stay on Top of the Latest Trends 🔥

Staying up to date with the latest trends is key to engagement on TikTok. Keep an eye on what's trending and plan your content around it. Use the Creative Center (if you're making an ad), and be quick to jump on trends before they become stale. They get old fast.



Focus on Production Values



To make great TikTok videos, you need to focus on production values. This means lighting your scenes properly and recording content in portrait mode. Add filters and music to enhance your content and make it more engaging.

Don't forget filters. The #fyp algorithm will promote videos using popular ones.



Communicate Your Value Proposition Clearly

① Hook Your Viewers

Lead with your value proposition to hold your viewers' attention. This will help you stand out on the 'For You' page.

② Short and Sweet

Aim for videos that are 20-30 seconds long. Keep your message clear and concise.

③ Captions are Crucial

Always use captions, as sound-off viewers won't miss your message that way.

Think About Music as Content 🎵



Quality Music

Use music that enhances your video's message and represents your brand. Don't make music an afterthought.



Rhythm and Beats

Find music with rhythm and beats to help make your videos more engaging and fun to watch.



Create Your Own Sound

Consider creating your own music to showcase your creativity and differentiate your brand.

Don't forget filters.



The TikTok algorithm tends to favor videos using popular filters. Trends change all the time, but some well-known ones include **TikTok green screen**, **anime filter**, **beautification filter**, **glitch effect**, **video color changer**, **voice filter**, and **sped-up music effect**.

Engage with Your Viewers 🤝

Increase Relevance

Engagement and relevance go hand in hand on TikTok. Respond to comments, follow your followers, and make duets and collaborations to increase relevance and get more views.

Be Authentic

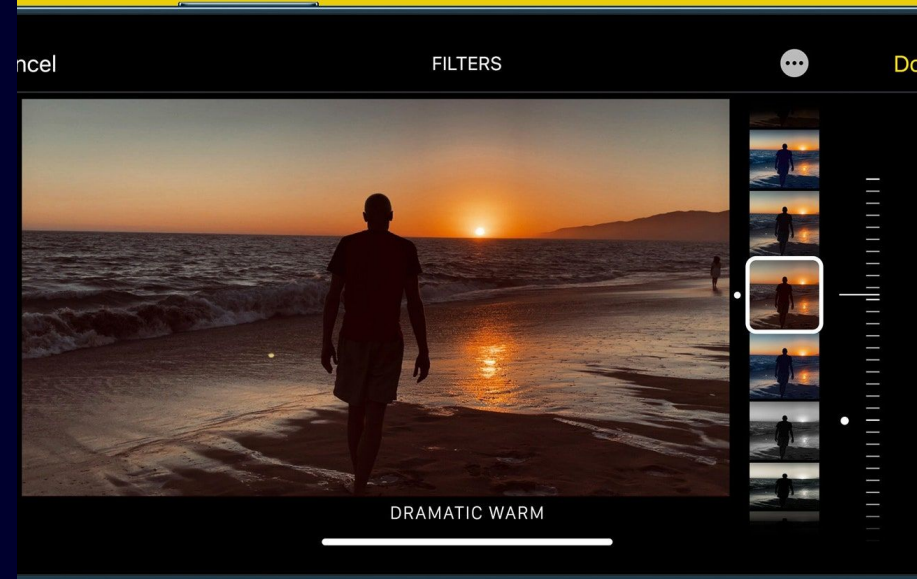
Be yourself and don't try to be someone else. Authenticity is key to building a loyal following on TikTok.

Choose Your Niche

Choose a niche that aligns with your brand values and stick to it. Deliver a lot of that kind of content and become a popular channel for your audience.

Make quick edits with Capcut

Capcut allows you to make great edits on your phone. There are many free and paid apps which do the same thing. We like Capcut for its ease of use and simple interface.



Use hashtags to your advantage

- #TikTok
- #ForYourPage
- #FYP

Why Use Hashtags?

Using hashtags is a great way to get discovered by other users on TikTok. It's a way to signal to the algorithm what your video is about, ensuring that it gets seen by the right people.

Talk to your demographic.

Example: If you serve 25-34 women, use their words/idioms/vocabulary. Especially for a brand. People love deepy personal(ized) content. One size does not fit all. If you're an older creator, get a TikTok user who's in your targeted demo and have them review your drafts.

This stuff is not scary. It just takes some time to get the hang of it. And you'll get in a creative groove in no time, which could help your business/profile. If you have questions, ask us.

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