



SOCIAL MEDIA TUTORIAL: ACQUIRE CUSTOMERS VIA TIKTOK

Step 1: Is TikTok your channel?



Know who your target audience is

Think about who your products or services are suitable for. Consider the characteristics of your customers, such as region, age, profession. What are their interests and how do they match your business?



Where is your target audience?

Each channel has its own characteristics and types of users. Which social media channel does your target audience use? Also, look at where your competitors are active.



Does TikTok suit your business?

On TikTok, users mainly share creative short videos, often supported by music. You have to enjoy this and make time to post videos regularly.

Step 2: Setting goals

What do you want to achieve?

Do you want more brand awareness, draw attention to your service or product, or do you have another goal?

Write down your goals and make them concrete so that you know which messages to post.

For example:

- I want more brand awareness. My goal is met when I have 100 new followers within a month.
- I want to know what my target audience thinks of my new product. My goal is met when I get responses to posts about the product in the next week.



Step 3: Make a plan



Come up with content

Start brainstorming and come up with great content ideas. Keep your goal from the previous step in mind. How are you helping your target audience, what is relevant to your target audience and what content are you good at creating?



What suits you?

What is your vision and mission: what are the characteristics of your company and brand that set you apart from others? Share that in your posts. See also: [Vision, mission, and strategy: the basis for success | KVK](#)



Scheduling

Write out the content ideas. Think about how often you will share any new content and what that should look like. In between, of course, you can also post spontaneous content, on a topic that is trending at that moment.

Tips for TikTok

Corporate design

Extend your corporate design to your appearance on social media as well. Think for example about your way of communicating and use of colour.

Be social

TikTok is all about people. Show yourself, who is the face and team behind your business. Listen carefully to feedback and comments and act on them.

Influencers

If you are less creative yourself, consider using influencers. They know very well what is going on within your target audience. For example, whether there are any trending music tracks.

Hashtags

On TikTok, you can see what the trending hashtags (#) are. These are the most popular topics. Use appropriate hashtags in your content for more reach. You can use the hashtags #fy, #fyp or #foryou to get to the 'For You' page faster.



Tips for TikTok

Content ideas for TikTok

- On TikTok, many challenges are performed and watched. Think of a good challenge yourself or join challenges. Each challenge has its own hashtags, which you can also use in your content for more views.
- Use subtitles with your videos. Not all visitors have their sound on when they are on TikTok.
- Use humour, be funny. The target audience wants to be entertained. Appeal to positive emotions. They are not waiting for informative videos.
- Give a look behind the scenes of your business. Who are the people behind your brand and what do they go through in a day.



Step 4: Advertising

Trying out what works

Advertising on social media is relatively cheap. This allows you to try out what works:

- Think about the purpose of your ad
- Work out the budget
- Place several ads with different texts and videos
- See which ads work best and continue with these

With TikTok ads, you can schedule ads.



Step 5: Adjust if needed



Statistics

You can convert your TikTok account to a pro account for free. This gives you extensive statistics about your content. You also see the gender and location of your followers.



Check regularly

Regularly check how often your videos are viewed, how many followers you have and what is trending. Always keep the statistics in mind when coming up with new content.



Reschedule

Adjust your content schedule: when did you have the most views or comments? Take this into account in your new schedule.

Do your clients also use other social media channels? Check out the other tutorials on [KVK.nl/en/marketing](https://www.kvk.nl/en/marketing).