

Here are the top 50 problems that digital marketers are currently seeking solutions for on TikTok. These address challenges ranging from strategy and content creation to audience engagement, performance tracking, and adapting to platform-specific nuances. Understanding these problems helps create content that resonates with marketers, offering clear solutions and actionable tips to capture their attention and drive engagement.

This List can be used for SEO in video content, as well as live stream topics and video topic ideas.

1. Low Engagement Rates

- Tips on boosting likes, comments, and shares.

2. Increasing Follower Count

- Strategies for attracting new followers organically.

3. Converting Followers into Customers

- How to turn views and engagement into sales.

4. Content Creation Ideas

- Fresh, engaging content ideas that capture attention.

5. Video Editing Techniques

- Best practices for editing engaging, professional-looking TikTok videos.

6. Navigating TikTok's Algorithm

- Understanding how TikTok's algorithm works and tips to optimize reach.

7. Time Management for Posting

- Identifying the best times to post for maximum engagement.

8. Creating Viral Content

- Key elements and strategies for making videos go viral.

9. Using Hashtags Effectively

- Choosing hashtags that improve discoverability without overloading.

10. Writing Compelling Captions

- Crafting captions that capture attention and add value.

11. Increasing Watch Time

- Strategies to keep viewers engaged through the entire video.

12. Storytelling for Brand Marketing

- Using storytelling techniques that connect with audiences.

13. Building a Consistent Brand Identity

- Maintaining a cohesive brand presence across videos.

14. Dealing with Shadow Bans

- How to identify, address, and recover from a shadow ban.

15. Influencer Collaboration Tips

- Working with TikTok influencers for broader reach and credibility.

16. Understanding TikTok Analytics

- Using analytics to improve content strategy and targeting.

17. Running Effective TikTok Ads

- Best practices for creating and managing TikTok ad campaigns.

18. Driving Traffic to External Sites

- Techniques to move audiences from TikTok to other platforms or websites.

19. Optimizing Video Length

- Determining the ideal video length for maximum retention.

20. Avoiding Content Burnout

- Balancing creativity with sustainability in content production.

21. Increasing Live Stream Attendance

- Strategies to attract more viewers to live sessions.

22. Staying Updated with TikTok Trends

- Keeping content fresh by integrating trending sounds, challenges, and formats.

23. Gaining More Saves and Shares

- How to create content that viewers want to save or share.

24. Growing Niche Audience on TikTok

- Building a following within a specialized niche or target audience.

25. User-Generated Content (UGC) Strategies

- Encouraging followers to create and share content related to your brand.

26. Repurposing Content Across Platforms

- Adapting TikTok content for use on Instagram, YouTube, and beyond.

27. Overcoming Low Video Reach

- Tactics to expand reach beyond a stagnant follower base.

28. Leveraging Trends Without Losing Brand Identity

- Using popular trends in ways that stay true to brand values.

29. Understanding TikTok's Community Guidelines

- Avoiding violations and potential account bans.

30. Getting on the "For You" Page

- Tips for getting videos recommended to new audiences.

31. Managing Multiple Social Media Platforms

- Streamlining processes to manage TikTok alongside other social channels.

32. Personal Branding for Marketers

- Building a personal brand that attracts followers and clients.

33. Experimenting with Augmented Reality (AR) Filters

- Creating immersive experiences using TikTok's AR effects.

34. Effective Use of TikTok Stories

- Leveraging Stories for consistent engagement and interaction.

35. Encouraging Viewer Interactions in Comments

- Stimulating meaningful comments and discussions.

36. Navigating Copyright and Music Licensing Issues

- Using music legally and avoiding copyright penalties.

37. Turning Viral Trends into Brand-Relevant Content

- Translating viral trends to fit the brand message.

38. Creating Stop-the-Scroll Hooks

- Crafting openings that capture attention within the first three seconds.

39. Using Text Overlays to Reinforce Message

- Adding text that emphasizes key points and adds clarity.

40. Improving Production Quality on a Budget

- Tips for high-quality video production with minimal equipment.

41. TikTok SEO Optimization

- Enhancing discoverability through optimized keywords and descriptions.

42. Making Sponsored Content Feel Authentic

- Ensuring paid partnerships resonate naturally with audiences.

43. Tracking ROI for TikTok Campaigns

- Measuring the return on investment for TikTok marketing efforts.

44. A/B Testing Content to See What Works

- Experimenting with different formats, styles, or messages.

45. Developing Long-Term Content Strategy

- Planning for consistent growth, rather than just short-term results.

46. Leveraging Duets and Stitches for Engagement

- Increasing reach and interaction through Duets and Stitches.

47. Creating Engaging Educational Content

- Simplifying complex topics to educate followers on digital marketing.

48. Getting Followers to Turn on Notifications

- Encouraging followers to enable notifications for new content.

49. Maintaining Authenticity with Brand Messaging

- Balancing professionalism with personal connection to viewers.

50. Generating Leads and Sales Through TikTok

- Converting followers into customers through effective CTAs and sales funnels.

How to Use This List

For maximum impact on TikTok, craft content that directly addresses these problems and provides actionable solutions. Use each topic as a basis for:

- **Quick Tips**: Short videos addressing each problem with a quick, helpful solution.
- **In-Depth Lives**: Host live streams where you dive into a few of these topics and take questions from viewers.
- **Series**: Create a series on specific problems, helping to retain viewer interest over multiple posts.
- **Engaging Visuals and Text Overlays**: Use hooks, clear text overlays, and dynamic visuals to ensure content is engaging right from the start.

Optimizing for Discoverability: Use relevant hashtags like #DigitalMarketingTips, #TikTokForBusiness, and #ContentMarketing paired with your unique insights to increase discoverability and engagement with a digital marketing audience on TikTok.