

# TIKTOK STRATEGY

## 1. Choose Your Niche and Be Consistent:

- Select a niche that aligns with your online course content. This could be a specific skill, industry, or interest area. Consistency is key; create a content calendar to ensure regular posting. By focusing on a niche and being consistent, you establish yourself as a go-to source in that area.

## 2. Add Keywords to Your Bio:

- Identify keywords that potential viewers might use to search for content related to your niche. Include these keywords in your TikTok bio to increase the discoverability of your profile. This helps your profile show up in relevant search results.

## 3. Find a Mentor/Someone You Can Copy:

- Identify successful creators in your niche and study their content strategy. Pay attention to their video style, engagement techniques, and posting frequency. While maintaining your uniqueness, adapt their successful strategies to your own content.

## 4. Showing Your Face Builds Trust:

- Start by introducing yourself and explaining your expertise. Make eye contact with the camera to create a personal connection. Share behind-the-scenes glimpses of your course creation process. When viewers see the person behind the content, it humanizes your brand and fosters trust.

## 5. TikTok Cares About Retention:

- Create attention-grabbing introductions to hook viewers in the first few seconds. Craft engaging narratives that encourage viewers to watch till the end. Experiment with video lengths to find the sweet spot that keeps viewers engaged.

## 6. Create Valuable Content:

- Address common pain points or questions in your niche. Share actionable tips, tutorials, or insights that viewers can implement immediately. Providing value encourages viewers to save and share your content, amplifying its reach.

## 7. Use Trending Content and Sounds:

- Keep an eye on TikTok's Discover page for trending challenges, effects, and sounds related to your niche. Incorporate these trends creatively into your videos. Using popular hashtags associated with trends can help your content appear in related searches.

## 8. Keep Videos Clear and Easy to Read:

- Use bold, legible fonts for text overlays. Place text strategically so it doesn't obstruct important visuals. Optimize video aspect ratios for mobile devices, ensuring all content is visible without cropping.

## **9. Engage in Your Community:**

- Actively comment on videos from creators within your niche. Provide genuine feedback and insights. Respond to comments on your own videos to foster a sense of community. Collaboration with other creators through duets or stitched videos can also expand your reach.

## **10. Make Videos About Proven Topics:**

- Research successful videos within your niche. Analyze their format, style, and messaging. Create your own content with a unique perspective that taps into the themes that have already resonated with audiences.

## **11. Consistent Posting:**

- Create a content calendar and plan your posts in advance. Experiment with different posting times to determine when your audience is most active. Consistency demonstrates your commitment and keeps your audience engaged.

## **12. Utilize Creator Tools and Analytics:**

- Regularly review TikTok analytics to understand which videos perform well in terms of views, likes, shares, and watch time. Use this data to refine your content strategy and focus on producing more of what works.

## **13. Focus on Content Quality:**

- Prioritize storytelling, engaging visuals, and well-researched information. Create a strong hook in the beginning to capture viewers' attention. Aim to evoke emotions or provide insights that resonate with your target audience.

## **14. Pin Your Best Content:**

- Pin your most impressive, informative, or entertaining video to the top of your profile. This makes a positive first impression on new visitors and encourages them to explore more of your content.

## **15. Share Earnings/Testimonials:**

- Share your journey and milestones related to your online course. Display evidence of your success or your students' achievements. This establishes credibility and showcases the real-world value of your courses.

## **16. Use Testimonials from Buyers or the Community:**

- Encourage satisfied customers and community members to share their experiences with your course. Feature these testimonials in your videos, demonstrating the impact your content has had on their lives.

## **17. Contact Influencers and Give Them Commissions or Free Service for Promotion:**

- **Strategy: Identify influencers within your niche who have a substantial and engaged following on TikTok. Approach them with a mutually beneficial proposition. Offer them a commission for every sale generated through their unique affiliate link or provide them with complimentary access to your online course.**

#### Steps:

1. **Research Influencers:** Look for influencers whose content aligns with your online course. Check their engagement rates, authenticity, and relevance to ensure they're a good fit for your brand.
2. **Personalize Your Approach:** Reach out to influencers with a personalized message that highlights how their audience would benefit from your course. Show that you've done your research and explain the value your course provides.
3. **Propose the Collaboration:** Offer a competitive commission rate for each sale they generate through their unique affiliate link. Alternatively, propose providing them with free access to your course in exchange for a certain number of promotional videos.
4. **Provide Resources:** Give influencers all the necessary information about your course, including key selling points, benefits, and access details. Offer any promotional materials they might need, such as graphics, video snippets, or key talking points.
5. **Monitor and Optimize:** Track the influencer's promotional efforts and the results they generate. Use affiliate tracking tools to measure conversions accurately. If the collaboration is successful, consider extending it or exploring similar partnerships with other influencers.

#### Tips:

- **Authenticity Matters:** Choose influencers whose values align with your brand. Authentic recommendations carry more weight and are likely to resonate with their followers.
- **Clear Compensation:** Clearly outline the compensation structure and expectations from the beginning. This ensures a transparent and successful partnership.
- **Micro-Influencers:** Don't overlook micro-influencers with smaller but highly engaged followings. They often have more direct and meaningful connections with their audience.
- **Compelling Offers:** Ensure the offer you present to influencers is compelling. A commission percentage or the perceived value of your course as compensation can influence their decision to collaborate.
- **Build Relationships:** Treat influencers as partners. Nurture the relationship even beyond the initial collaboration. A positive experience could lead to more future opportunities.

By partnering with influencers, your friend can tap into their existing audience and potentially gain access to a larger pool of interested individuals. Remember that the success of this strategy depends on finding the right influencers who genuinely resonate with your course and can communicate its value effectively to their followers.