


How To Exploit The Power Of TikTok & 10x Your ROI With Short Videos



GUIDE BY K&J GROWTH HACKERS / [KJGROWTH.COM](https://kjgrowth.com)





If you haven't heard of TikTok you may have been living under a rock.

The viral app ([new? Download it here](#)) – hailing from parent company ByteDance in Beijing, China has users that include legendary skateboarder Tony Hawk, members of the Kardashian clan and everyone from 13 years old and up.

Here's a quick peek at the numbers:

- TikTok is live in 150+ markets and 75 languages
- An active user base of 600M+ monthly users
- Over 1B downloads
- Almost 50% of the users of the platform are 24 and under with 20% being under 19 years old

TikTok has become a platform for marketers, politicians, and businesses to target Gen Z and all sorts of people from all across the globe.

Why are we here? This document shows you how to:

- Explain the origins of the platform and how it works
- Create relevant content that can go viral on demand
- Tie a ROI strategy to your content and start using TikTok as part of your marketing mix





What is TikTok & How Does It Work?

Originally launched in April 2014 as Musical.ly, Musical.ly was a lip-synching app that boasted over 500 million users worldwide. Musical.ly was purchased by Chinese company ByteDance in November 2017 and which merged with TikTok in August 2018.

The app is now known for 15-second lip-synching videos, contagious challenges (eg. The Microwave Challenge), and creating the career of Jacob Sartorius who break musical records on iTunes. Teaming with Gen Z users, TikTok has replaced Vine and thrown in some music to create something that users across the planet can't seem to put down.



Here is how you can get started.

Setting Up Your Account

Grab some headphones first and foremost, the app is designed with music in mind.

Then head over to [download the app](#). After you download, you can immediately start browsing videos. But in order to post any yourself, you'll need to sign up for an account.

You can make an account using your email, your phone number, or a third-party platform like Google. The app automatically assigns you a username. If you sign up for TikTok with your phone number, the app will generate a generic username. Using your email address generates a more personalized ID.

To change your username, tap the icon in the right bottom corner that looks like a person's upper body.



Then hit Edit Profile.

Here, you can change it to something more unique, as well as add a bio, picture, and Profile Video. The default option is that all TikTok accounts are public, meaning anyone can see your profile and view the videos you post. To adjust these privacy settings, tap the three dots in the top right corner of your profile.



Tips on Optimising Your Account

Gary Vay-Ner-Chuk



@garyvee



verified account

1. Choose a profile picture that's relevant to the audience

Here's Gary Vay-Ner-Chuk's profile you can see that he's edited his profile to cater for the target audience on the platform (essentially a vivid selfie). The profile picture he is using is exciting and it's relevant to what most Gen Z'ers are doing today compared to his other socials.

If you're a small business post a picture of yourself as it's more relatable to users than your company's logo and a lot more human. People want to do business or share funny content with people, not companies.

2. Make Your Bio Relevant

Here is the chance to tell people what you do or in our case tell people about your business. If you're looking to market yourself as a personal brand you can offer up a URL like [TikTok's](#) most popular user [Lisa & Lena](#) hit them with a message that directly relates to your business like Apple.



@applemusic



verified account

51

Following

148.3k

Followers

641.8k

Hearts

Message



All the ways you love music. All in one place.
Link your musical.ly to Apple Music now.



Unlike other platforms, there isn't a huge amount to what you can do with your profile it's what you produce which we will get to later.

Exploring TikTok

Now that your profile is ready to go, it's time to indulge.

The app is divided into two main feeds.

- For You:

For You is an algorithmically generated stream of that hold's similarities Instagram's Explore page. This is often the best performing content from your region if you're a new user and if you're a regular user than the algorithm offers you content based on your likes and hashtags.

- Following:

By tapping the Following button at the top of your screen you can find the content that has been created by users you choose to follow on TikTok.

You'll notice to the right of every TikTok video a series of icons.

The first will take you to the profile of the user who posted it. Then there's a heart, which is the same as a like on Facebook. Next, are comments, then a right-pointing arrow for sharing individual TikToks to other platforms which is another reason for its viral nature.

The very last icon is a spinning record with music notes emanating from it. This represents the song excerpt the user is playing in their TikTok. Click on it to see the track's name and artist, as well as a feed of other TikToks that also feature it. A good example is "Slow Dancing In The Dark" by Joji which has featured in over 1.2 M videos as it's paired with the viral microwave challenge I mentioned earlier.

Absorb what's happening on the platform and get an idea of what you think could work for you by watching other creators as we're going to dive into the content creation.

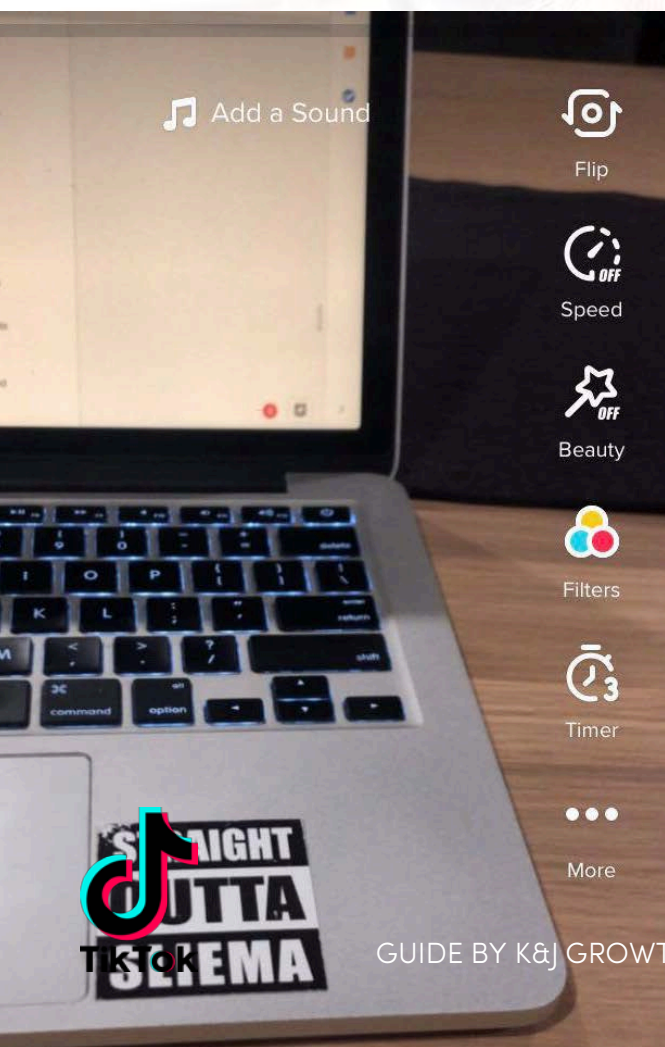


Getting In Front Of The Camera

Ready to share your first piece of content?

First, tap the plus sign at the bottom of the screen. The camera will open, revealing a red record similar to that of Snapchat. Before you start recording, you can add a song, so that whatever you decide to share lines up with the beats you choose. If you want to film something as soon as inspiration strikes you can skip ahead and start recording without a musical track, then add the beats over top.

Like Snapchat, TikTok has an array of AR effects that can be used in videos, which do things like change the color of your hair or eyes. Tap Effects on the left-hand side to get access.



On the right side of the recording screen is a Beauty button, which subtly erases the dark shadows under your eyes. Below it is the filters menu - which are numbered. The last feature is your timer, which lets users film videos without continuously holding down the record button or to execute some of the moving challenges we're going to discuss.

TikToks can be up to 15 seconds long, but users can also connect multiple clips together for up to 60 seconds of total recording. You can also upload longer videos that have been recorded outside the app itself.



What Makes TikTok Tick

Music and Challenges are TikTok's lifeblood; picking a popular song can be the primary reason a video goes viral. Lil Nas's Old Town Road and the Yeekhaw/Cowboy challenge is a recent example of this phenomenon.

Here's how to add some beats to your own content and start the next viral challenge. Tap **Add a Sound** on the right side of the recording screen. A streaming menu of artists and records will appear. Here, you can browse the most popular tracks on the platform, as well as check out songs from Apple Music.

There aren't full-length songs on TikTok; the platform is dominated by short clips, which can't be edited. This means if you're hoping of dropping your favourite piece of Ariana Grande's latest single on your 15-second wonder you may be out of luck. To get around this a number TikTok users will do though is play a song from another device while they're recording. TikTok will then register the track as an "Original sound," which other users can then add to their own challenge. This has to do with copyright infringement laws.

On this same music tab, the streaming menu there are songs associated with TikTok #Challenges. Challenges can be sponsored from some of the big players like ABC, Google, Nike or Coca Cola.

The big thing though - is that most challenges aren't sponsored which is good news for everyone involved.

Instead, they're created by TikTok and community users. You can browse all of TikTok's current challenges by tapping the magnifying glass at the bottom of the home screen.



Creating Content For Your Audience

I'm going to dive into a case study of a local dentist who's used TikTok to great effect and then I'm going to share with you on the other end of the scale of how ABC created one of the largest challenges on the platform.

Let's jump in.

Dentistry seems like a dry subject to most and one of the things that people are likely to shy away from but some dentists are promoting themselves better than others. This case study is based on a real TikTok user but we've changed the names and tags to represent how they've approached the platform.

Based in Philly, Dianne from Dynamic Dental wanted to find another marketing channel that wasn't saturated by other dentists. Dianne had found that the other 30 PPC competitors were taking too much real estate on the search engines of Google and Bing, the social media buying across FB and Instagram and had become more expensive per click and their organic content was struggling to get more than 10 likes that weren't from family and friends.

So when Dianne stumbled across her niece using TikTok one late Sunday afternoon she asked her what the platform was about. Her niece's answer "All of my friends are using it and everyone shares memes, songs, and dances."

With inspiration striking Dianne in the face she launched her Dynamic Dental account on TikTok. She uses her own face as the account profile and calls account Dr. Dianne.

Dianne started creating content that she had seen her niece reacting to and placed a dental spin on them.

- Brushing her hair with a toothbrush and singing to a beat
- She uses real dental floss to do the floss
- She showcased patients in the chair using a toothbrush as microphone



68 posts later and growing her following to 3.4 K followers, Dianne's first video goes viral. She nails it with disappearing dental equipment and gathers over 79K likes in the space of 72 hours.





“Back-of-the-envelope” math:

\$1020 dollars on content
creation

16 patients * \$129 = \$2064

This is a net gain of the \$1044 of new business with \$0 spent
on actual advertising

Her ROI for her content creation goes as follows:

It takes Dianne on average 10 minutes to get her 15-second content created and posted. Dianne’s a successful dentist and she’s earning \$90 an hour on average. So to create the content she has made up until now it’s cost her 680 minutes of her time or 11.33 hours at \$90 bringing her to a total of \$1020 worth of paid time on advertising on the platform.

The ROI though has far outweighed any of her previous advertising campaigns as she has brought in 16 new patients to her practice before her viral video hit.

Dianne simply tracks these visits via her website form submissions and the direct messages she receives on TikTok. An average patient equates to \$129 in new business for the practice and this doesn’t include the lifetime value of the patient.

After her viral video lands, the number of patients inquiries skyrockets and she books in 31 new patients in the following three weeks. This works out to be \$3999 in new revenue from one post and this doesn’t include the lifetime value of these patients.

I’ve outlined the cost per acquisition for an inquiry for Dianne when was paying for her other marketing channels:

PPC: \$33.48 + campaign management fees

Facebook and Instagram: \$12.54 + campaign management fees

These were numbers just for patient inquiries and not patient appointments. It doesn’t take a genius to do the math here but when you’re paying \$0 on media spend for inquiries in comparison to the prices listed above it makes sense to at least give the platform a shot.



Here are our tips for creating content that's tailored to the Gen Z market:

Here are our tips for creating content that's tailored to the Gen Z market:

1. Research the trending hashtags that are found in your search feed

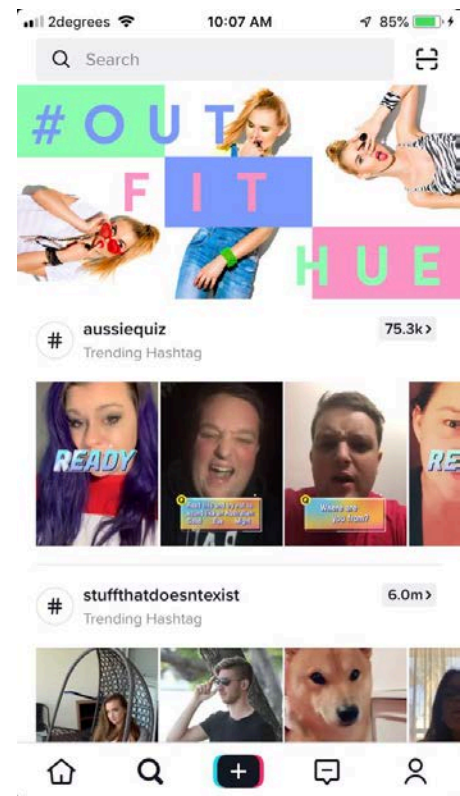
2. Watch at least three from your own Geo region (you'll be able to identify this from the accents in the videos)

3. Place a spin on the content with your own business purpose - if you're an accountant you could accept the "Aussie Quiz" challenge and answer questions about taxes in an Aussie accent

By following this three step approach it will give you:

- A feel for how the platform operates
- Jog your brain for content relevant ideas
- Expose you to how content performs on the platform

With these tangibles in mind, you can now start producing content that aligns with the predominant audience on the platform and you will begin to see how your business can fit into this market and platform.



So how are big companies cashing in on the rising virality of TikTok?

ABC is running the #LikeAnAmericanIdol challenge on TikTok, which invites you to “show off your amazing voice!” (As of writing there have been 156M videos featuring the hashtag.) Google recently ran a similar challenge campaign with the hashtag #HeyGoogleHelp.

The core to what makes TikTok so great are challenges and the music that goes with them and here are the three core components large companies can use as a guide to creating their own challenges.

1. Pick the right track.

When starting, choose a song that has commercial appeal that ties the lyrics or the beat of the song to the actions in the video. For example the Yeehaw Challenge which is linked to the call to action which is when the beat drops the ordinary person transforms from normal to cowboy.

2. Speaking of calls to action, make it obvious.

The best challenges and their hashtags make it extremely obvious for what is needed to do the challenge. The microwave challenge is paired with a song that literally imitates the same ding that microwaves make which cues people to complete the action.

3. Make it accessible.

Don't limit people by making them need something that isn't at a low price point or a non-household items. If you can give everyone an opportunity to be able to film your challenge using something that they can find at home or at your local retail store very cheaply.

Once you've achieved this recruit 5 – 10 of top tier influencers on the platform to execute on the challenge and watch the fire spread. TikTok is made for great content to go viral all you have to do as a large company is provide the fuel to spread it.



Parting Thoughts

TikTok is a platform that is here to stay. Backed by the world's **most valuable** startup and with over 1/7th of the entire world on the platform you can be sure that TikTok is going to continue to thrive.

Don't jump on the bandwagon later, get on today and start creating content that will propel your business to one of the largest consumer generations of our time.

Ready to go viral? Download [TikTok now](#).

