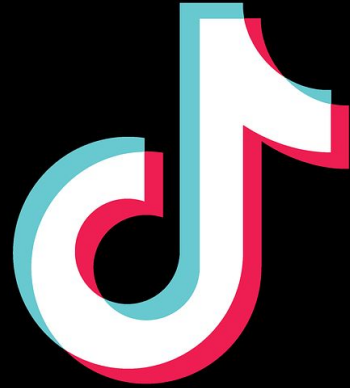


How to Tik Tok

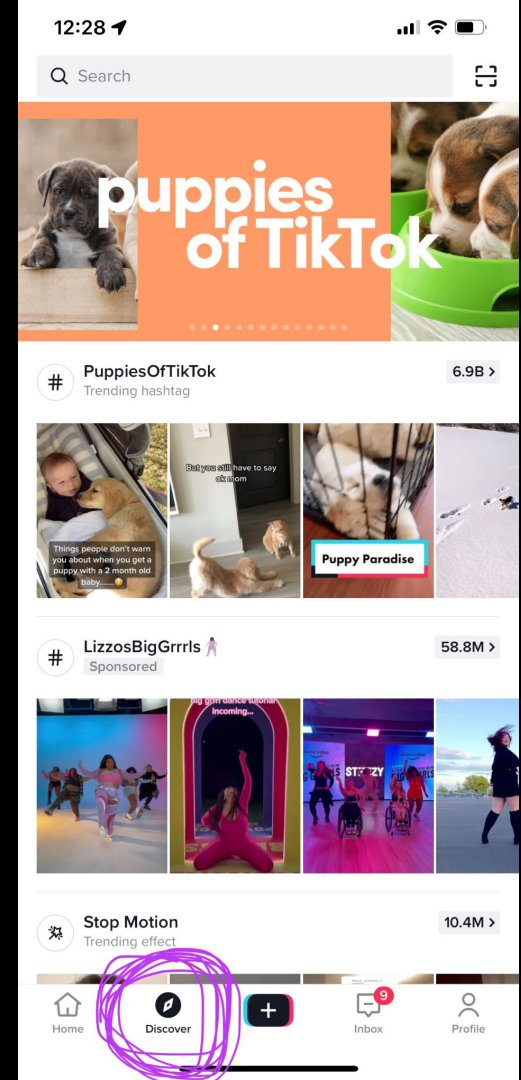


TikTok

By: Nathan & Peyton

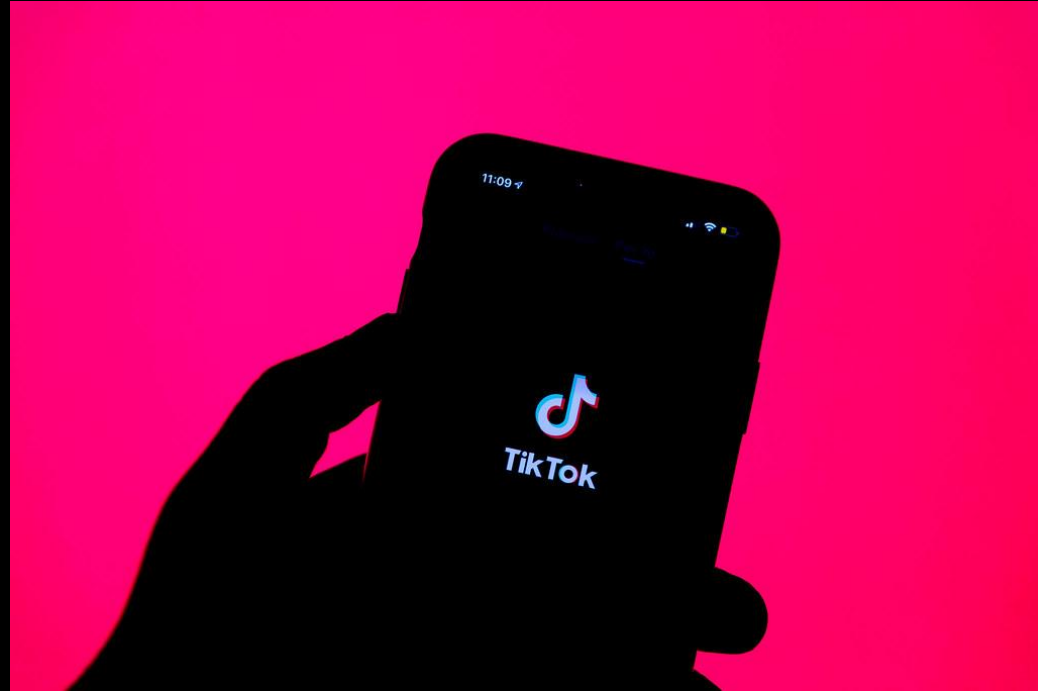
Trends

- Tik Tok's Discover Tab
 - Trending Hashtags
 - Trending Sounds
 - Trending Effects



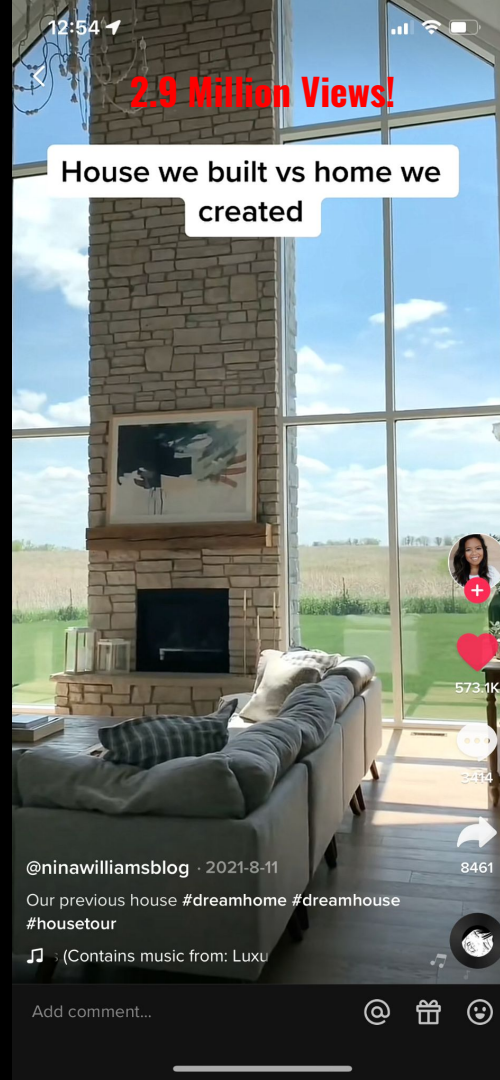
You don't have to have it figured out!

- 80/20 rule, get the video 80% perfect
- You're 1 video away from 50k followers
- You just have to start!



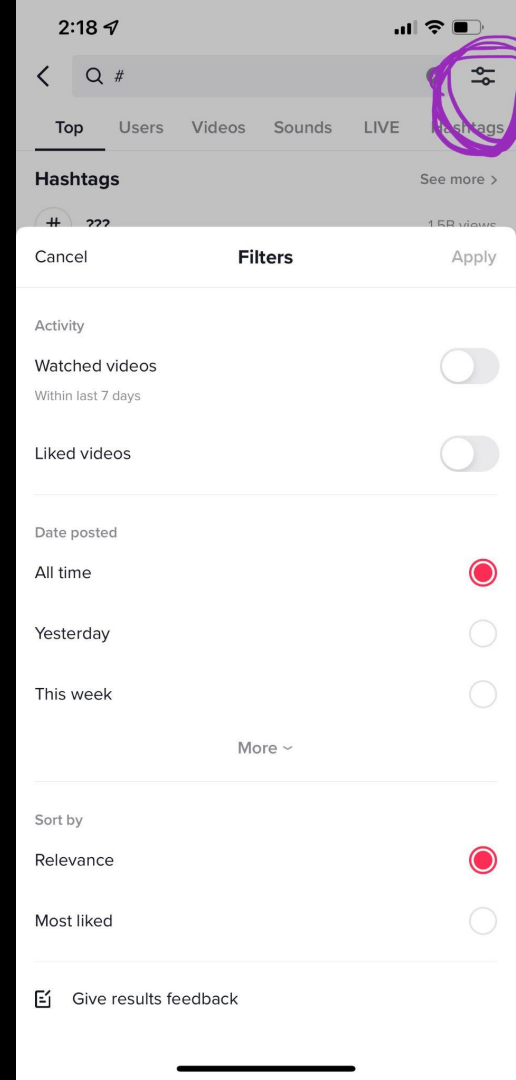
Captions

- 100 Characters
 - “Short & Sweet”
 - To the point
 - Hashtags are more important



Hashtags

- Indexes content
- Searches for an audience
- Test different/no hashtags
- Mix of small audience <1m and large audience 1b<
 - Small- yourname, niche, videotopic
 - Large- minnesota, realestate, realtor
- TIP: Go to Discovery
 - Type # in search
 - Filter through millions of hashtags
 - Watched/Liked Videos
 - Date Posted
 - Sort By



Idea Creation

- Take one topic and think “how can I say this 3 different ways”
- Who is your audience and what would they like to see?
- How can you add value to your audience
- Look to similar accounts for inspiration



Tips and Tricks

- Tik tok artificially boosts your first few posts, use this to your advantage
- Cross promote to your sphere
- The organic reach won't last forever



Success Stories

- ZacharyLoft-
 - 1.4 million followers, 140 outbound referrals in 12 months, ~\$315,000
- GlendaBaker-
 - 500,000 followers, \$108,000 GCI in 5 months from tik tok leads alone

This is the Tom Ferry video that convinced me to start tik tok-

<https://www.youtube.com/watch?v=8sfZ3Izryf>

Y

The image displays two Instagram profiles side-by-side. The left profile is for Glenda Baker (@glendabaker), showing 264 following, 604.0K followers, and 9.1M likes. Her bio identifies her as an Atlanta Realtor and Ambassador of the American Dream, with a link to glenda.bio and a Q&A link. The right profile is for ZacharyLoft (@zacharyloft), showing 904 following, 1.6M followers, and 47.3M likes. His bio identifies him as a TikTok Realtor in Delaware, a former Prison Army member, and a Realtor, with a link to Loftrealtyde.com and a Q&A link. Below the profiles are two grids of video thumbnails. The left grid features six videos by Glenda Baker, with view counts ranging from 3.1M to 10.1M. The right grid features six videos by ZacharyLoft, with view counts ranging from 5.7M to 199.6K. The thumbnails include captions such as 'Home Buyer in 2021', 'Leg day', and 'Realtor stories'.

Walkthrough Making Your First Tik Tok Now!

<https://www.youtube.com/watch?v=vl7SBGxln3g>

