

STEP BY STEP - TIKTOK

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Here is what we learned after scaling over 40 Brand Pages on TikTok (ours & client brands) and generating over 200 million likes.

PROS:

Rapid Growth: Fastest way to gain views and expand pages without ad spend.

Engagement: Proper content gets viewers to watch multiple videos per account.

Scalability: Can be scaled to multiple TikTok pages for a single brand.

Content Testing: Fastest way to experiment different hooks and openers

Product Promotion: Easy to feature product in video and add "how to buy on Amazon" to help with Search Find Buy.

CONS:

Product Limitation: Not all products gain traction on TikTok.

Content-Specific: Products with a "wow factor", "fear", or "did you know" themes perform better.

Growth Duration: Building a substantial presence is time-consuming.

DIY Steps for TikTok

You must first create and build a brand page. This will allow for "TikTok Affiliates to Want to Join the Brand as Affiliates"

1. Come up with 10-30 different ideas on how to make the item(s) "viral"
2. Create a list of 30 different hooks to use per month

Find what's trending here and incorporate into your strategy if possible:

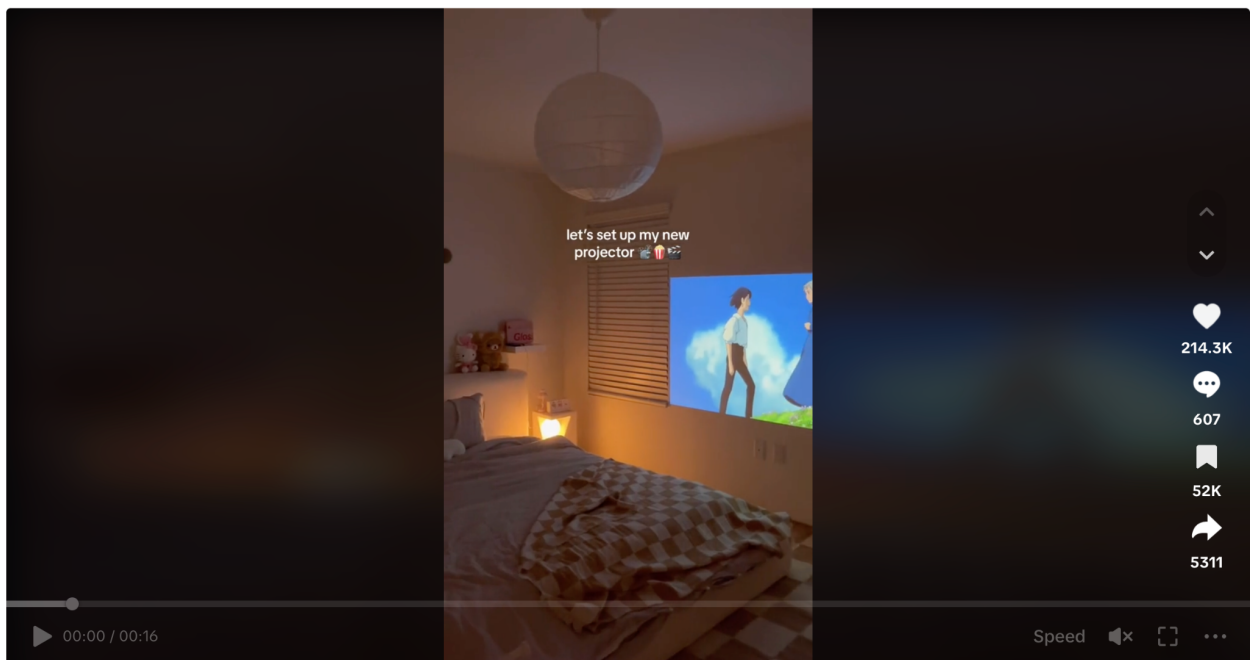
<https://ads.tiktok.com/business/creativecenter/inspiration/popular/hashtag/pc/en>

Rank	Hashtags	Posts & Views	Trend	Creators	Actions
1	#disney100 Games	58K Posts 394M Views			See analytics
2	#rizz ↑2	97K Posts 325M Views			See analytics
3	#rap News & Entertainment	105K Posts 354M Views			See analytics

- Can you believe that..
- You wont see this..
- There is no way that..
- Did you know that you are..
- This is not what you think..
- Here is what happened when I..
- Gov does not want you to know..

Tip: Quick 10 seconds “before and after or quick demo” videos work really well.

<https://www.tiktok.com/@homewithbao/video/7242445857570802990>



3. Make videos short 10-30 seconds max (longer is not always better)
4. Post daily (based on our experiments, posting time does not matter)
5. Videos that get “saves” “likes” “comments” get shown to bigger audience

Hacks:

- a. Embed elements into the video that people would have to rewatch
- b. The more controversial or comment friendly the better (does not apply to all items)
- c. Ask a question in video.

6. Split videos in “part 1” “part 2” “part 3” if possible to get people to watch more
7. Add “quick 1 second” info parts that will force people to watch video 2,3 times which increase your watch time and pushes the video further.

Hacks:

- a. Can you answer this question for a chance to win a free _____ (have the viewer look up items price on Amazon)
8. Batch record videos prior to starting
9. Add “grab it on Amazon by searching for _____” helps with Search Find Buy

Hiring & Implementation Process:



1. Advertise on Indeed or seek for UGC creators; Twitter is also effective.

When starting a new TT account for one of our brands we first take the time to think of all the best “content creators” that we could hire for the job. For example “soccer cones” can easily be grown by hiring either a very talented soccer player that wont have to show his or her face. “Fish tank products” we would contact the fish store and offer the owner or employee a side gig. A “cleaning spray” can be provided to pretty much anyone as long as we train them on camera angles and proper hooks. DO NOT GO CHEAP ON THIS PHASE.

2. Engage regular individuals over influencers for cost efficiency.

Where possible we try to use everyday people that can be trained. As long as we (or you) can provide them with exact instructions on what is needed, they will try their

hardest to deliver. What we found is that since TikTok provides anyone a chance to go “viral” as long as the videos stick and get people to watch, and engage, we are getting the same results with brand new creators that might have never done a TikTok video vs a big influencer. Yes, there are benefits to big influencers but when growing a new TikTok account from 0, we are finding exceptional results by hiring every day people.

3. Train the top 3-5 candidates for a month prior to scaling

We always hire 3-5 people and provide all of them the same training and guidance. We then monitor their creativity, timeliness, delivery, understanding, and work ethic. At the end of 30 days, 1 or 2 are offered a long term position as a creator. If both do really well, then a potential 2nd 3rd or 4th account can be opened for the same brand.

4. Prepare a minimum of 15 days' worth of videos before posting.

All creators are required to record enough content to last 2 weeks. Video footage is loaded to a Google drive folder. If a creator gets sick, other creators can pick up where he or she left off. Pre recording content early also makes things easier to manage and increases training time for new hires.

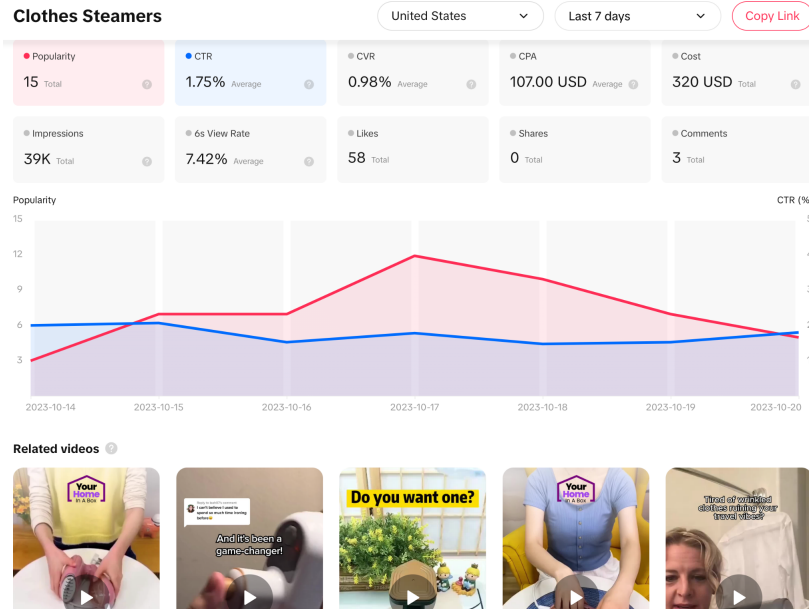
5. Ensure consistent posting system

We post 1 - 3 times per day religiously. The faster we learn what sticks and works for the specific project, the faster we can grow and scale. 80% of effort should go into the first 3 seconds of the video. As soon as we find the “winning” angle, we have the option to go wide and open a 2nd, 3rd, 4th account.

Tips for finding ideas that work:

<https://ads.tiktok.com/business/creativecenter>

You can use the creative center to learn what angles and styles of videos work better than others.



ULTIMATE GROWTH HACK by leverage TikTok Creators.

1. Build a brand page with TT and start making content daily and experiment (**VERY important step**) Shop (**We can help with this if needed**)
2. Contact 50-100 new affiliates daily direct through TT affiliate portal

Step 1 . https://affiliate-us.tiktok.com/platform/homepage?shop_region=US

Home

Plan

Shop Plan

Open Plan

Targeted Plan

Discover creators

Find creators

Invitation History

Sample Requests

Data Compass

Plan analytics

Creator Analytics

Affiliate Orders

Accounts

Store Info

Welcome to TikTok Shop Affiliate

Set up affiliate plans to collaborate with creators to promote your products via short videos or LIVE, and pay commission qualifying purchases.





Recommended creators [View more >](#)

[More than 1k followers >](#) [Matching category >](#)

<p>Ivsocia Electronics 235.26K Followers</p>	<p>haleyparkerstyle Electronics 129.06K Followers</p>	<p>zionkuwonu Fashion 222.67K Followers</p>
<p>elyosva Home & Lifestyle 142.93K Followers</p>	<p>omavery Home & Lifestyle 355.6K Followers</p>	<p>vanillacrush Fashion 299.9K Followers</p>

Step 2. Click on FIND CREATORS

The screenshot shows the TikTok Shop Affiliate Center interface. The top navigation bar includes 'TikTok Shop', 'Affiliate Center', 'Seller Center', and 'Affiliate Guide'. The left sidebar has a 'Discover creators' section with 'Find creators' highlighted. The main content area is titled 'Find creators' and features a search bar, category filters, and a table of creators.

Creator	Followers	Avg. video views	Avg. LIVE viewers	
 lyndseydotw lyndseydotw Fashion +2	112.82K	544.37K	1.52K	Send Message
 mysticfooltarot Mystic Fool Tarot Home & Lifestyle	41.69K	2190K	0	Send Message
 raspaditos_pa RASPADITOS_PA Home & Lifestyle	7.70K	0	353	Send Message
 thediamonddee Diamond Home & Lifestyle	20.78K	703.52K	0	Send Message

Step 3. Set parameters and send them a message asking if they want a free product and to be an affiliate.

3. Send them product through sample request
4. They create content weekly and get paid automatically through TT shop
5. Incentivize users by holding TOP creator of the month prizes (we are doing airline tickets, short 3-4 day cruises, gift cards)
6. Scale to 100-500 affiliates (yes that's 500 videos weekly)
7. Provide support on angles that will get better results
8. Run ads on top viral videos
9. Scale

Feel free to direct any questions through WhatsApp 1-916-844-6139