COURSE SYLLABUS

TikTok Marketing (Self-Paced)

Develop a TikTok strategy and learn to create short-form video that grows an audience.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/tiktok-marketing-online



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Course Outline

TikTok Marketing

- Introduction to TikTok
- What's New to TikTok
- Understanding the algorithm and FYP
- Creating a TikTok account
- Research trends and topics

Developing a Strategy for Business-Based Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Understanding TikTok SEO

Determining Your Brand Image

- Importance of quality video production
- Trending video content
- Storyboard development
- Audience engagement

Creating Successful Content for TikTok

- Find a theme for your content
- Using songs and filters to increase engagement
- Story building and development
- Editing content through TikTok

Paid Advertising and Shopify

- Ad creation best practices
- Ad optimization
- Ad analytics

- Reasons to use Shopify
- Introduction to Shopify