

TikTok Marketing

Learn how to use TikTok for video-based marketing campaigns. Research trends and create attention-grabbing content that drives sales and builds your following.

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



nyc@careercenters.com • (212) 658-1918

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