COURSE SYLLABUS

TikTok Marketing

Develop a TikTok marketing strategy around your audience and goals. Explore content formats, platform trends, and ways to plan and evaluate video content.

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



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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