

How to use TikTok for your business

Nicolò Triacca – Social media navigator



Be quick on trends!

- **What is the topic of the moment?**

It is all about trends

- **Speed is one of the best ways to get your content seen. This is why it is important to keep up with trends to keep your content fresh and updated.**



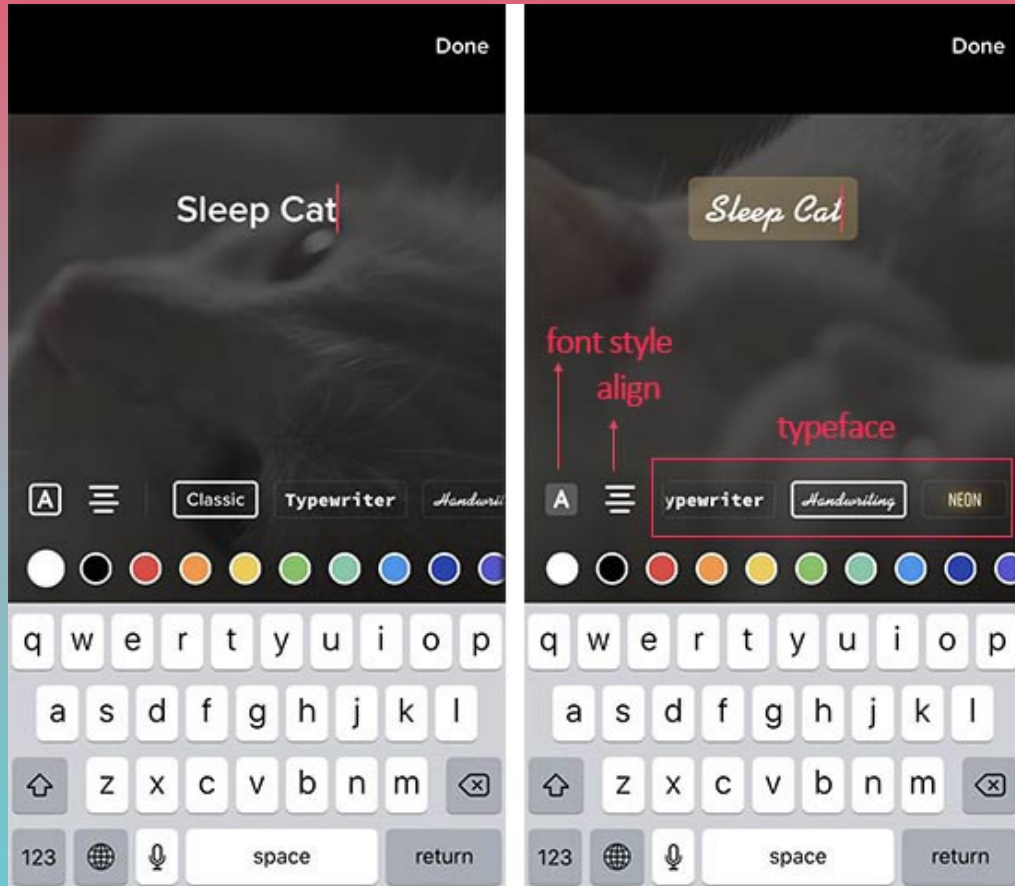
Pick a niche!

There is a niche for everyone

By constantly sharing content for a specific audience, even if with content aimed at a narrower circle, you can make yourself known, especially if you use the right techniques

Tell a story!

- Strategically use text overlays



Post often!

- The best thing to create a TikTok Marketing strategy is to consider social as a place of creativity

Once you find a format that captures your audience, you can keep replicating it to build your success.



Be authentic!

Authenticity comes before aesthetics

- **just keep being true to yourself**



Be the first!

Being the first to create an idea or propose an original concept can obviously lead to success.

People want to see new and exciting content, and it is often the most innovative brands that make the difference.





TikTok For Business

- **Brand Takeover:**

Which are 3 to 5 second ads that can be either video or image. The adv is displayed as soon as the user opens the app;

- **In-feed Video:**

Which are the videos that the user views in the TikTok feed;

- **Top View:**

It is an ad that is displayed in the "For you" section;

- **Hashtag Challenges and Hashtag Plus:**

They are real hashtag challenges that involve the community by inviting them to create content around hashtags of their choice.

Hashtag Challenges and Hashtag Plus

- The Hashtag Challenge Plus feature then makes it possible for users to tap a new discover tab to view and buy Kroger products that are curated for the specific audience.

#TransformUrDorm

Users can purchase the products through TikTok!

