



HOW TO USE THE TIKTOK PLATFORM TO MARKET YOUR BUSINESS SUCCESSFULLY

TikTok is the hottest social media platform at the moment with lots of creatives lip-syncing or dancing to their favorite songs. It has more than 680 million users worldwide [\[1\]](#), which means you can market your business to a huge audience.

It may seem like a video app just for teens, but nearly 38% of its users [\[2\]](#) are above 30 years old in the US. Of course, not all businesses can sell on TikTok, especially those with serious sit-down sales pitches, but if you have a creative and fun way to sell your business, you can fit naturally in the TikTok culture.

Study the app

Before you take your business to TikTok, you need to study the platform. This way, you can know what content type works on the platform and how you can reach your target audience. Look at the trending page, find videos that relate to your business, and learn how to make such videos.

You should be ready to continuously update yourself on the trending videos because TikTok is all about new, fun, and visually appealing content.

Create exciting content

One of the biggest benefits of marketing on TikTok is that you don't need to have high-end filming equipment, just pull out your phone and start filming. In order to succeed on TikTok, you need to create content that results in the algorithm putting your videos in front of more people.

One way to do this is by creating videos on topics of interest or solving problems your audience may have. If you don't know the problems they

may have, look at your competitors on TikTok or ask your existing audience on other platforms, and they may be excited to share their issues and how your business can solve them.

Start a hashtag challenge

When you launch a hashtag challenge, you encourage TikTok users to create or recreate videos using your business hashtags. This is a fun way to drive traffic, engagement, and user interaction to your business.

Use hashtags for SEO

If you want your content to be visible to a certain group of people, you need to use TikTok SEO. TikTok suggests a range of relevant hashtags when you type in a broad keyword.

There's no limit on the number of hashtags you can use, but TikTok video captions are limited to 100 characters, so you should use about two or three hashtags, as this will save space for your video description.

Partner with other Content Creators

You can use content creators who have a huge following on TikTok to market your business. For instance, if you're in the t-shirt printing niche, you should find people who are into fashion that have more followers.

When you find these individuals, send them a short friendly message letting them know that you want to partner with them. This is a great way to market your business, and as your following grows, you'll find more people who are willing to partner with you.

TikTok Ads

This is another great way to market your business on TikTok, as you don't have to spend a lot of time building your audience on the platform. When you set up a campaign, you'll be able to reach a wider audience in 24 hours. TikTok ads are cost-effective because they reach a wide audience even with a little budget, so you can easily scale your ad without spending so much money.

TikTok isn't like other platforms, it may take a while for you to understand how it works, but once you do, you will make endless sales from the platform. Even if your business doesn't have a younger target audience, you can capture your audience's attention once you're creative on TikTok.

References

- [1] Datareportal. [Digital-2021-global-overview-report](#)
- [2] Statista. [Tiktok-us-users-age](#)