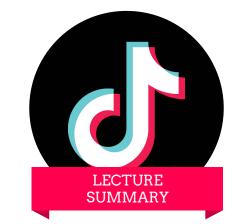
Types of accounts



There are three main types of accounts that you can create on TikTok:

#1 Personal account

- it focuses on yourself as an individual
- you can post dances and funny videos or give professional advice in your niche

Examples:

@dixiedamelio - dance videos
@zachpincince - hypnotism videos
@garyvee - entrepreneurship & marketing videos
@willsmith - behind the scenes, fun videos
@victoria - marketing videos & fun videos
@thebentist - dentistry videos & fun videos
@plai.io - marketing tips & promoting a product

- **#2 Business account**
 - it focuses on your company
 - you usually post videos about your products

Examples:

@capitals - sports highlights & fun videos
@primevideosport - sports highlights
@ralphlauren - fashion videos
@boschpowertools - videos of their tools
@getflexseal - videos of their products
@oslo_official - tourism videos

#3 Aggregate / Themed account

- it focuses on a specific theme

- you gather and post videos on a certain theme

Examples:

@barstoolsports - funny sports videos@whosefault - videos of car crashes@pubity - memes, funny videos