

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

Types of content



- ▶ On TikTok, you will see five main types of content:
 - **#1 Videos that provide value and try to educate the viewer on a specific subject**
 - **#2 Funny videos**
 - **#3 Dances**
 - TikTok started as a dancing app called Musical.ly
 - **#4 Challenges**
 - these are unique to TikTok and make it easier for people to create content
 - **#5 Duets & reacts**
 - people can collaborate to create a video together or film their reactions to other people's videos (the functionality is built into TikTok)
- ▶ The type of videos you will see in your feed will depend on your preferences - the TikTok algorithm will gradually learn what you like based on the things you watch more or the things you search for
- ▶ In order to find out what content is a good fit for you:
 - check out the profiles of role models in your niche
 - look up relevant hashtags to see what's more popular
- ▶ You don't have to only create one type of content, you can mix it up to reach a wider audience

How I picked my type of content



- ▶ I wanted to grow my personal brand as a marketer, so I chose to create a personal account
- **With a personal brand, you have more options in regards to the direction you might decide to go in at a later time**
- ▶ TikTok is a personal platform and people like to follow and interact with other individuals
- **In terms of content, I wanted to create videos that provide value, but I also wanted to show my personality and have fun - the result was a mix of educational and funny videos**
- ▶ When growing my account, I wanted to attract the right audience (quality) rather than a large amount of followers (quantity), in order to be able to drive business results
- ▶ I looked at role models in my niche (like @garyvee) to see what they post and what kind of content gets the most engagement

What goes into a profile



The image shows a smartphone screen displaying a TikTok profile for a user named 'Arnold'. The profile includes a circular profile picture of a man with a beard and sunglasses, a bio that reads 'Former Mr. Olympia, Conan, Terminator, and Governor of California.', and a grid of six video thumbnails. Red arrows point from text labels to specific elements on the screen:

- Name**: Points to the name 'Arnold' at the top of the profile.
- Profile picture**: Points to the circular profile picture of the user.
- Username**: Points to the handle '@arnoldschnitzel' with a verified badge.
- Bio**: Points to the text 'Former Mr. Olympia, Conan, Terminator, and Governor of California.'.
- Social media links (Instagram & YouTube)**: Points to the icons for Instagram and YouTube in the social media link section.
- Videos you've posted**: Points to the grid of video thumbnails at the bottom of the profile.

Additional visible elements on the screen include the time '20.43' at the top, a back arrow, a three-dot menu, and statistics: 4 Following, 3,1M Followers, and 10,1M Likes. A 'Message' button and a person icon are also visible.

Name vs. username



● **Name**

- doesn't have to be unique
- indexed by the search algorithm
- can be changed at any time

● **Username**

- has to be unique
- indexed by the search algorithm
- can be changed once every 30 days

- ▶ Being indexed by the search algorithm means that you have the opportunity to put some relevant keywords in your name or username so that people who search for those words can find your account
- ▶ Don't waste this opportunity by having the same name and username

Picking your username



- **General rules you should follow when choosing your username:**

- keep it simple and short
- don't use special characters
- don't use several letters in a row
- don't add a random string of digits at the end

- **Personal profile**

Ideally, your username should be your name

- **What to do when your name is already taken:**

- ▶ Add "I am" before your name (@imcesarmillan)
- ▶ Use the initial of your first or last name (@mcuban)
- ▶ Add an adjective before or after your name (great, awesome, expert, etc.)
- ▶ Replace your last name with a relevant keyword
 - a word with the same initial as your name (@peterprankster)
 - a word that rhymes with your name (@trashcandan)
 - a word that represents your industry or niche (@thebentist, @kaypikemotion)

- **Business profile**

Ideally, your username should be the name of your company

- **What to do when your business name is already taken:**

- ▶ Add the name of your industry or your product (@boschpowertools)
- ▶ Add “.com” to your name if you have a website (@lovehockey.com)
- ▶ Add “TikTok” before or after your username (@tiktokhoopers)
- ▶ Add your location if you have a physical store (@mcdonaldsfrance)
- ▶ Add “official” at the end (@extremeofficial)
- ▶ Shorten your name (@mnwild)
- ▶ Add other words that help your business (@getflexseal, @staytunednbc)

- If you're a known brand and you find accounts that have your name and pretend to be you, you can report them to TikTok and they'll take them down

- **Aggregate / Themed account**

Your username has to make it clear what the account is about

Example: @memeordare

Writing a bio



- ▶ The TikTok bio is limited to 80 characters
- ▶ There are 3 main types of bio:
 - **#1 List bio**
 - short list of things that describe you or your content
 - **#2 1-2 bio**
 - use 1 or 2 sentences to explain who you are or what the account is about
 - **#3 Hook bio**
 - give people a reason to follow you by hooking them with something interesting
- ▶ **Pro tip:**
Use emojis in your bio to make it stand out

Links in bio



- **#1 Button links**

- they give you the chance to connect your YouTube and Instagram profiles to your TikTok account
- they're available for all users

- **#2 Regular links in bio**

- only verified users can add a link in their bio at this moment, but the feature is currently being tested on regular accounts as well
- you can use this link to send people to your website or to a lead magnet where you can collect email addresses

- **#3 Special link for app companies (unique to TikTok)**

- verified app businesses have the ability to add a "Download app" link to their profile

- ▶ An easy way to direct people's attention to your link is to use arrow or hand emojis

Your profile picture or logo



- ▶ The first place where people will see your profile picture is in the feed (very small), so it needs to be clear enough so they understand what it represents
- ▶ On TikTok, you have the option to add a profile video instead of a picture, but this is rarely used
- **Business profile**
 - use your logo, ideally just the icon or a simplified version
- **Personal profile**
 - use a face shot of yourself (avoid full body shots)
 - differentiate your face from the background so it stands out
- **Aggregate profile**
 - create a simple logo for your profile

Getting a great profile picture or logo



● **Personal profile - Your profile picture**

- ▶ #1 Cheapest option: edit an existing picture of yourself to make it look more polished
 - you can use clippingmagic.com to remove the background
- ▶ #2 Rent a DSLR camera and take the pictures yourself (\$40 - \$50 / day)
 - check out the camera rental platforms in your area
- ▶ #3 Go to a studio to get pictures taken
- ▶ #4 Hire a professional photographer
 - it's the most expensive, but it's a good return on investment
- ▶ When you're building a personal brand, it's always useful to have some great pictures of yourself to use across multiple platforms

● **Business or aggregate profile - Your logo**

- ▶ #1 Create a logo yourself in Photoshop (cheap, but difficult & time intensive)
- ▶ #2 Use an online logo creator like Wix's logo maker or logomaster.ai
- ▶ #3 Hire a graphic designer to create your logo by using platforms like Fiverr, UpWork, or 99designs