

TIKTOK

MARKETING COURSE

Walter Lim

WIFI: Equinet
PASSWORD: EQUINET123



From Blogger to Marketer

COOLER INSIGHTS

TIPS, THOUGHTS AND TALES ON MARKETING COMMUNICATIONS, BRANDING, PUBLIC RELATIONS, SOCIAL MEDIA AND LIFESTYLE. OPINIONS EXPRESSED ARE MY OWN.

THURSDAY, JULY 05, 2007

Let's Go Green! (One baby step at a time)



Save our world by bagging and recycling

We have all read, heard and sweated enough to know that the world is dying. At an alarming rate.

All manner of freakish weather phenomena has been happening around the world. Sea levels are rising in Southeast Asian islands, floods are becoming more common, and temperatures are rising not only during summer but all year round. Habitats and livelihoods of entire island communities were decimated while fishing stocks of favourite sushi fishes (bluefin tuna) are now severely depleted.

The last straw which broke the camel's back was when I read that glacial levels in the Himalayas have receded by as much as a few km! Even almighty Mount Everest is not spared from our shameful

ABOUT ME



WALTER LIM
SG

An experienced marketer and publicist in the lifestyle and

heritage sector, who relishes new ideas, refreshing approaches, and unconventional solutions to age-old problems.

[VIEW MY COMPLETE PROFILE](#)



type keywords



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We Help Your Company Grow Online

Harness the power of Content Marketing, Social Media Marketing and SEO to build your brand, generate leads, improve sales and grow your business.

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Need Help in Digital Marketing?



- ✓ Unsure which Digital Marketing Strategy to use?
- ✓ Confused about Content Marketing?
- ✓ Baffled by Search Engine Optimization (SEO)?
- ✓ Unable to craft compelling content?
- ✓ Stumped by poor Social Media results?

Established since 2014, Cooler Insights is a data-driven content marketing and social media marketing agency in Singapore. To date, we've helped **70 companies** and over **4,000 trainees** to stay ahead of the online competition.

We use a systematic, data-driven, and insights-informed process to help you improve your digital marketing.

[DROP US A MESSAGE](#)



16K



16K
SHARES

2005 – Blogging as a Hobby

2014 – Digital Agency



COOLER INSIGHTS





A woman with brown hair tied in a bun, wearing a black blazer, is smiling and shaking hands with another person whose arm is visible on the right. The background is white with a light blue rectangular area in the top right corner.

Let us learn more about you! Introduce yourself:

- **Name**
- **What You Do/ Your Company**

Take a photo of this or write it down

Please add me on Telegram: **@coolinsights**

Or email **walter@coolerinsights.com**

Alternatively, you can WhatsApp me: **+65 9170-4719**

Module 1: Understanding TikTok Algorithms, Features, and Tools

Walter Lim



Creating your TikTok Profile

Your profile includes your profile name, description, number of followers, number of accounts that you follow, total number of likes, as well as a link to a webpage (over 1,000 followers or business accounts).

You can now create Playlists of related videos (like the “Highlights” on Instagram)

Like Instagram, your TikTok feed shows thumbnails of your videos on the profile.

The screenshot shows the TikTok profile for 'mcmullanappliance', a verified business account. The profile includes a blue circular logo with the text 'McMullan appliance & mattress', the name 'mcmullanappliance' with a blue checkmark, and the description 'McMullan Appliance & Mattress'. It shows 541 Following, 452.7K Followers, and 8.1M Likes. The bio states 'A family owned appliance, mattress, & grill store in Smiths Falls, ON, Canada' and includes a link 'linktr.ee/mcmullanappliance'. Below the bio are tabs for 'Videos' and 'Liked'. The 'Videos' tab is active, showing a grid of video thumbnails. Above the video grid are three playlist cards: 'Digital First Canada' (3 posts), 'McMullan in...' (2 posts), and 'JD Tractor Saga' (5 posts). The video thumbnails include: a 'Pinned' video titled 'SHOU TIME!' with 27.3K views; a 'Pinned' video titled 'McMullan in the HOUSE!' with 106.5K views; a 'Pinned' video titled 'Small Business Check in' with 16.8K views; and a 'Most Viewed 2023' video with 9933 views. The video captions are partially visible: 'This is a day I'll never for...', '#content #creator ...', 'Do you guys want a part ...', and '#mostviewed #2023 ...'.

mcmullanappliance ✓
McMullan Appliance & Mattress

541 Following 452.7K Followers 8.1M Likes

A family owned appliance, mattress, & grill store in Smiths Falls, ON, Canada

linktr.ee/mcmullanappliance

Videos Liked

Playlists

- Digital First Canada 3 posts
- McMullan in... 2 posts
- JD Tractor Saga 5 posts

Videos

- Pinned** SHOU TIME! 27.3K
- Pinned** McMullan in the HOUSE! 106.5K
- Pinned** Small Business Check in 16.8K
- Most Viewed 2023** 9933

This is a day I'll never for... #content #creator ... Do you guys want a part ... #mostviewed #2023 ...

Feed Options

The Default Feed is “For You” (aka the FYP or For You Page). Following are accounts you follow, Singapore are those in Singapore trending, and Live shows those on TikTok Live

Search Bar (Important)

Optimise for Keyword Searches

TikTok Feed

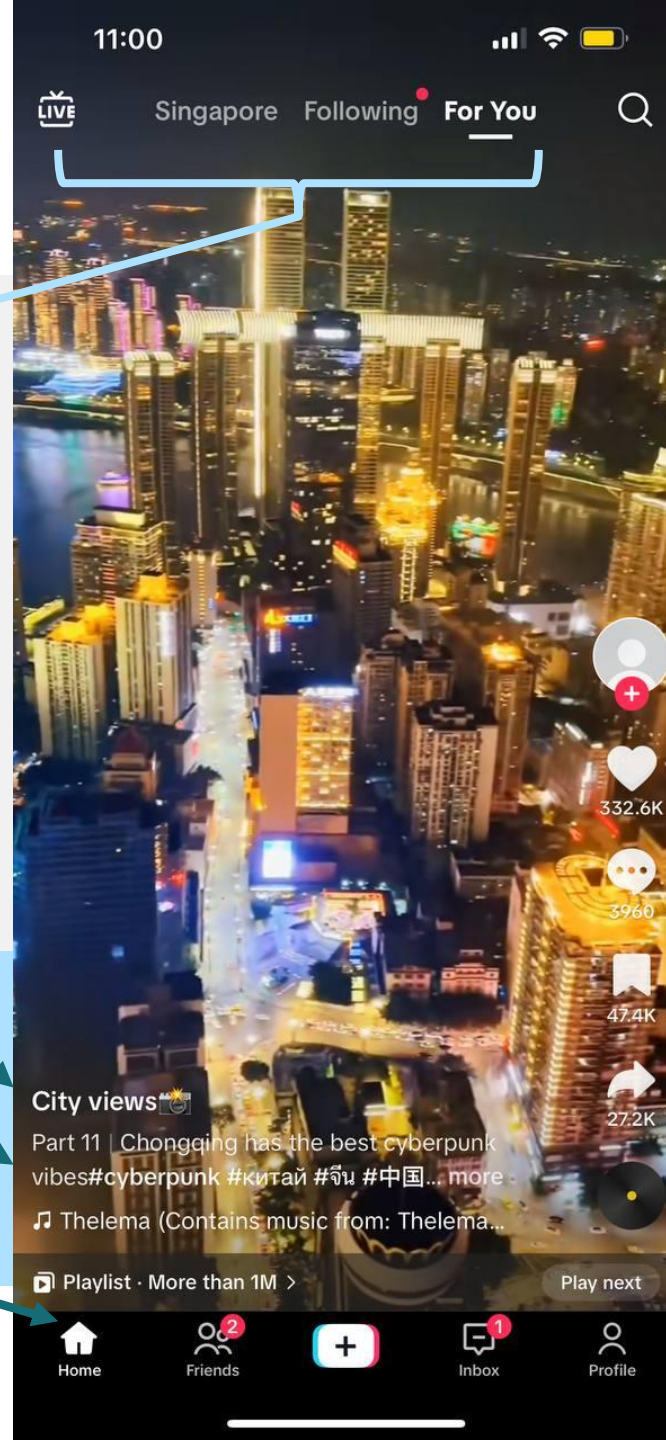
Account Name

Video Caption

Text is very limited and visibility low

Music Selected

Shows the soundtrack (original sound if users use their own)



Account Profile

Tap (+) to follow

Loves/ Likes

Double tap to active this

Comments

Engage with short witty asides/ remarks

Saves

For future reference

Shares/ Reposts

To share this video

Add Sound

You can add soundtracks here!
(Note that Business Accounts have limited selections.)

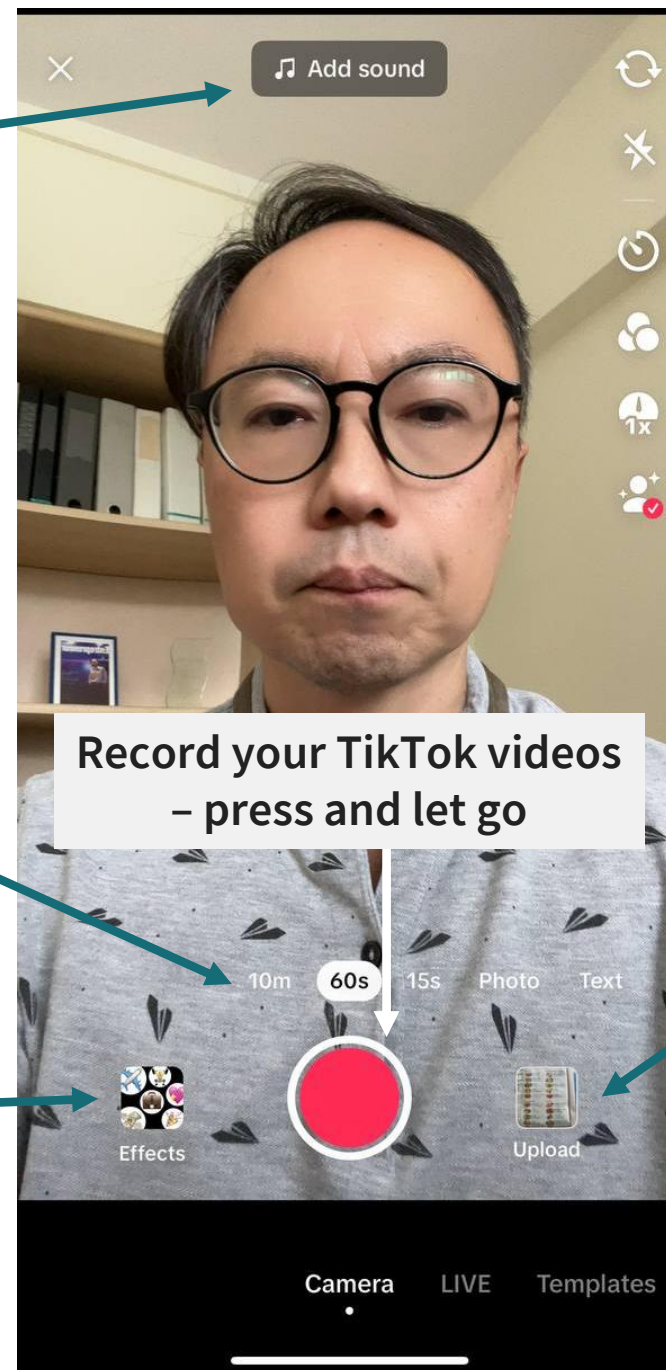
TikTok Interface

Types of Content

Choose from videos of 15s/ 60s/ 10m,
Photos (like a Carousel) or Text!

Visual Effects

Lots of different options!



Toggle Rear/ Front Cam

For selfie videos

Flash

To improve lighting

Timer

Set timer to countdown

Filters/ Speed/ Beautify

Different recording options

Camera Roll

Upload a photo or video from
your phone

Camera/ Story/ Templates

Choose preferred mode of
content creation

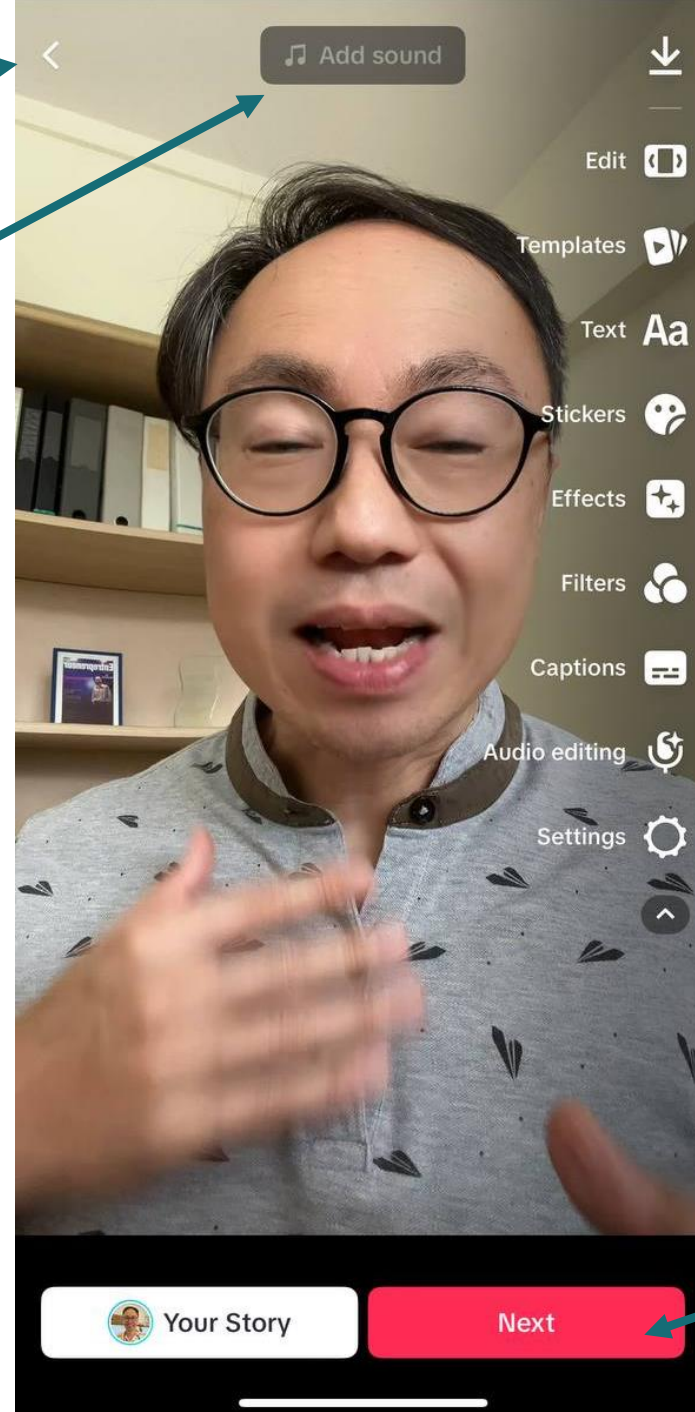
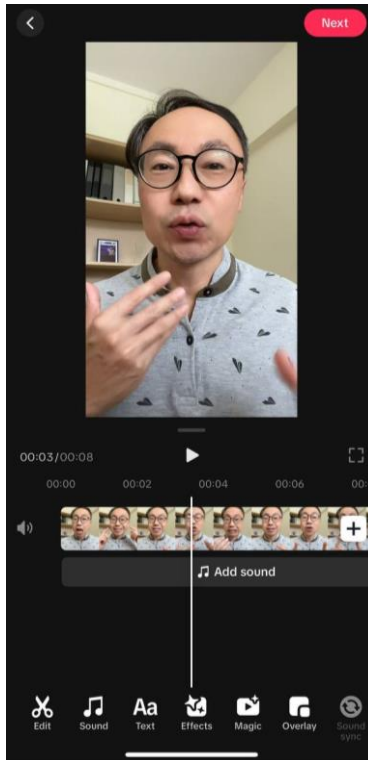
To revert to recording screen

Add Sounds/ Music

You can do it after the video is shot

TikTok Interface

The Edit Function allows you to snip, add music, text, and move clips around.



Save Video

TIP: Save Draft video to use on other socials!

Edit

Allows you to do post-production

Templates

Auto-cut to different templates

Text and Text Boxes

Add text – ensure you sync to audio

Stickers/ Effects/ Filters

Enhance video according to taste!

Captions

Subtitles now available! Cool!

Audio editing

Replace with a different robot voice

Settings

You can adjust privacy and comment approval

Story or TikTok Video

You can post to TikTok Stories if you wish.

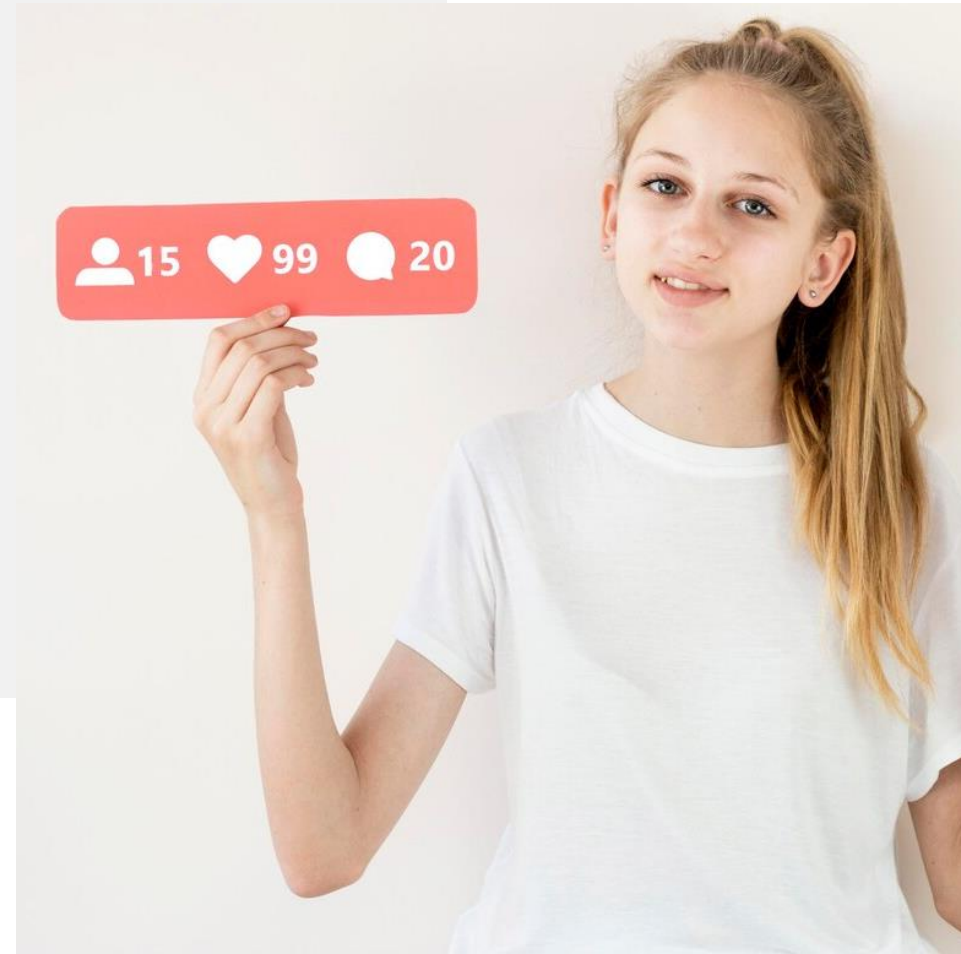
Understanding TikTok's Algorithm: The Key to Your "For You" Page



- TikTok's algorithm is a highly personalized recommendation system.
- It aims to deliver content likely to interest each unique user.
- Openness about algorithm helps users and creators better understand the platform.

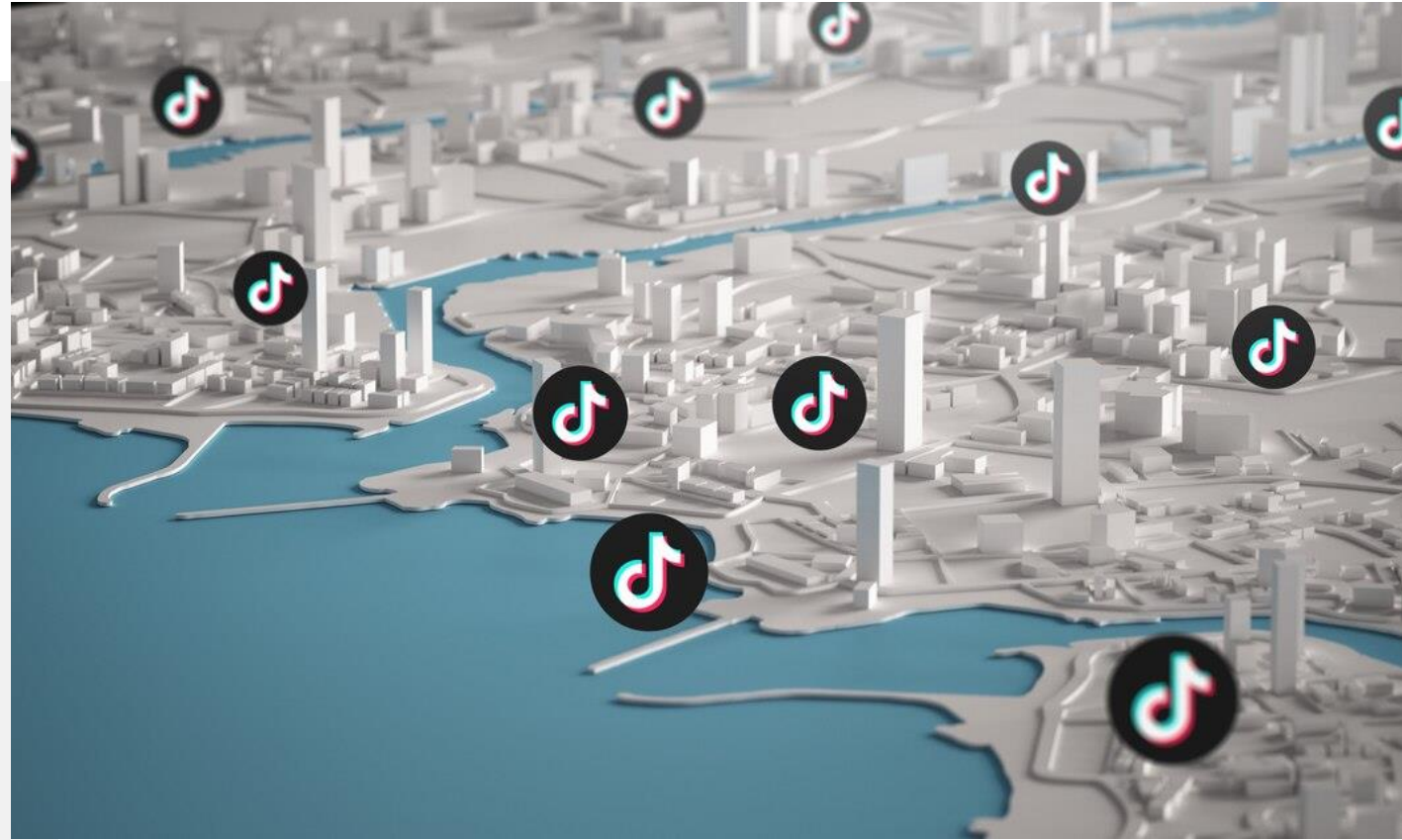
User Behaviours

- Your interactions give clues about the content you like or dislike.
- Includes following accounts, posting comments, sharing, and marking favourites.
- Video completion rate is crucial for recommendations.



How Location Factors In

- Country setting can influence content visibility.
- More likely to see content from users in your own country.
- This is more of an optimization feature than a ranking signal.



Relevance: The Core of Personalization



- Captions, sounds, hashtags, and trending topics all contribute.
- Searching or discovering similar content increases its visibility on your For You page.

Why Timing Matters

- New content is more likely to appear on your For You page.
- Not just about follower count or historical performance.



The Power of Sound in TikTok

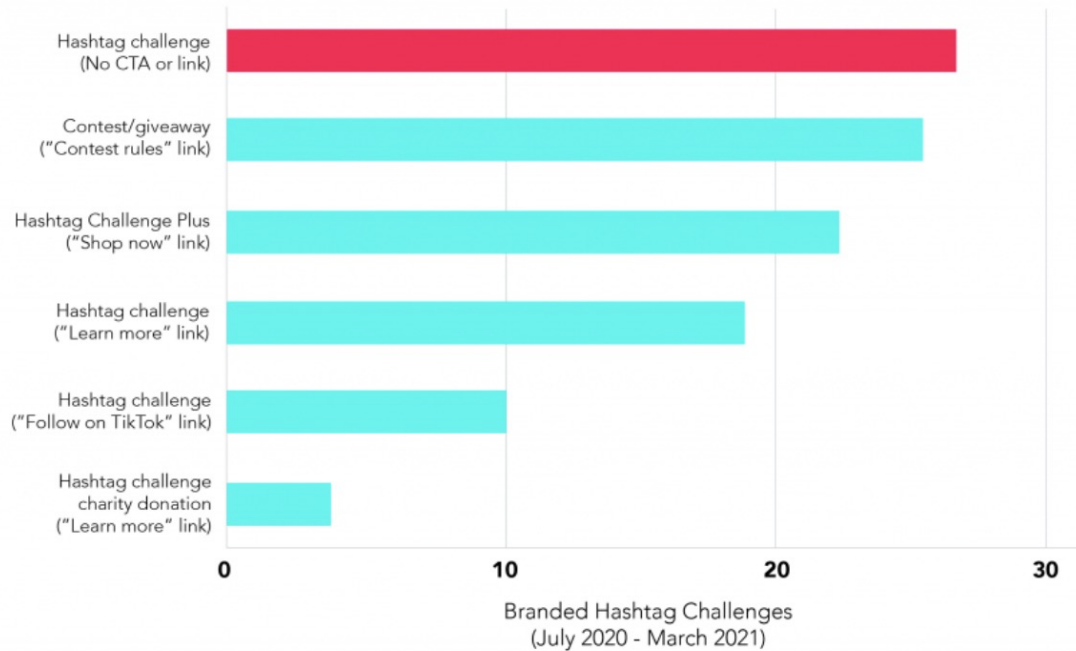
- Audios can become trends, increasing visibility.
- The choice of sound can influence the algorithm's selection process.

 **TikTok Viral** 

	Summer Background Jazz Jazz Background Vibes 01:00	
	MELANCHOLY White Cherry 02:08	
	Glue Song (feat. Clairo) beabadoobee & Clairo 01:00	
	Still Rollin Shubh 01:00	
	Shhh Nardo Wick	

Hashtags: More Than Just Tags

THE MOST POPULAR TYPES OF BRANDED HASHTAG CHALLENGES ON TIKTOK



- Help categorise content and make it discoverable.
- A well-crafted hashtag strategy can increase reach.

Crafting Content Around Interests

- Interests expressed via organic content and ads are noted.
- Tailoring content around these interests is beneficial.



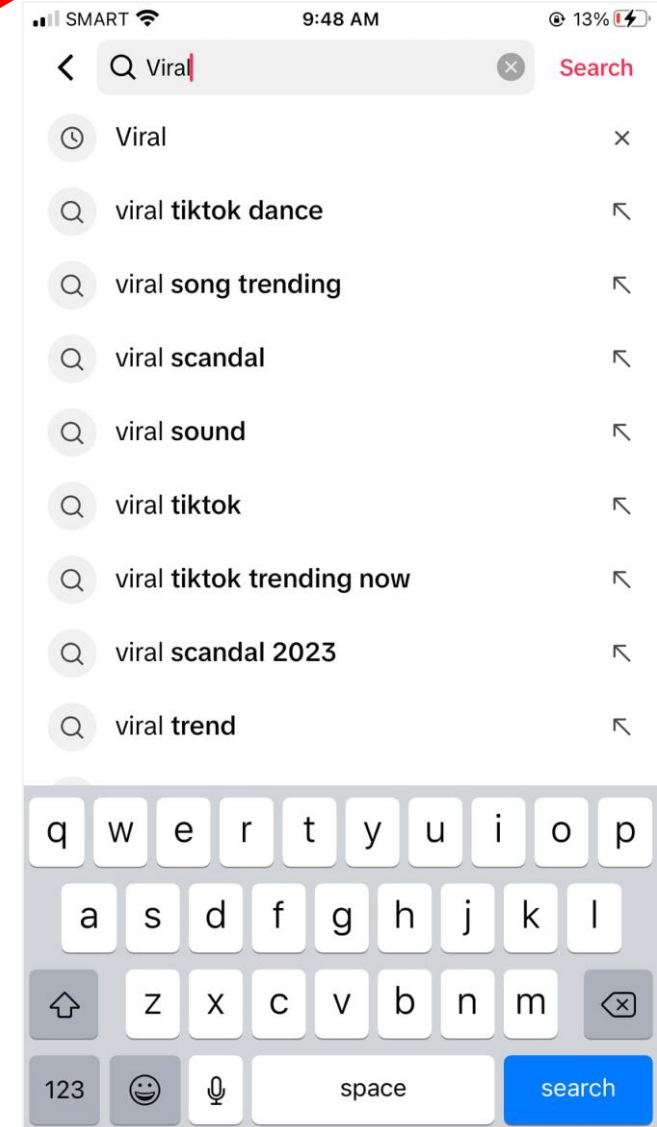
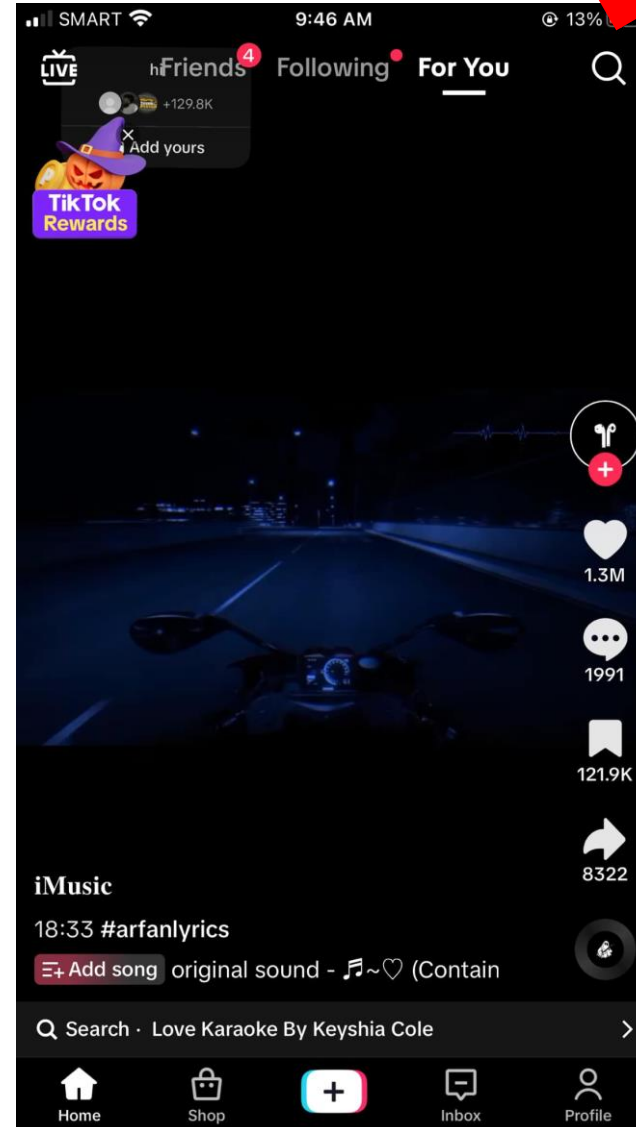


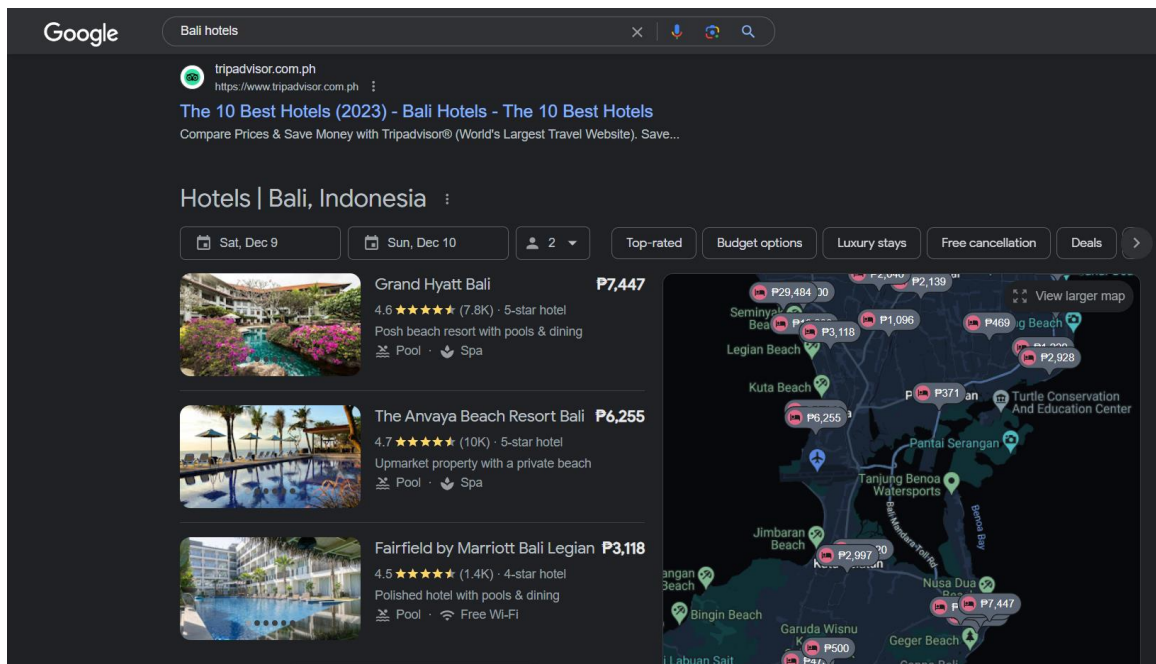
What Doesn't Affect the Algorithm

- Duplicate content, already-seen content, and flagged content are not recommended.
 - Follower count doesn't inherently affect your reach.
- 

How to Search on TikTok

- Search icon is on the top-right corner.
- You can search for users, videos, sounds, LIVEs, and hashtags.
- "Top tab" shows the most relevant results

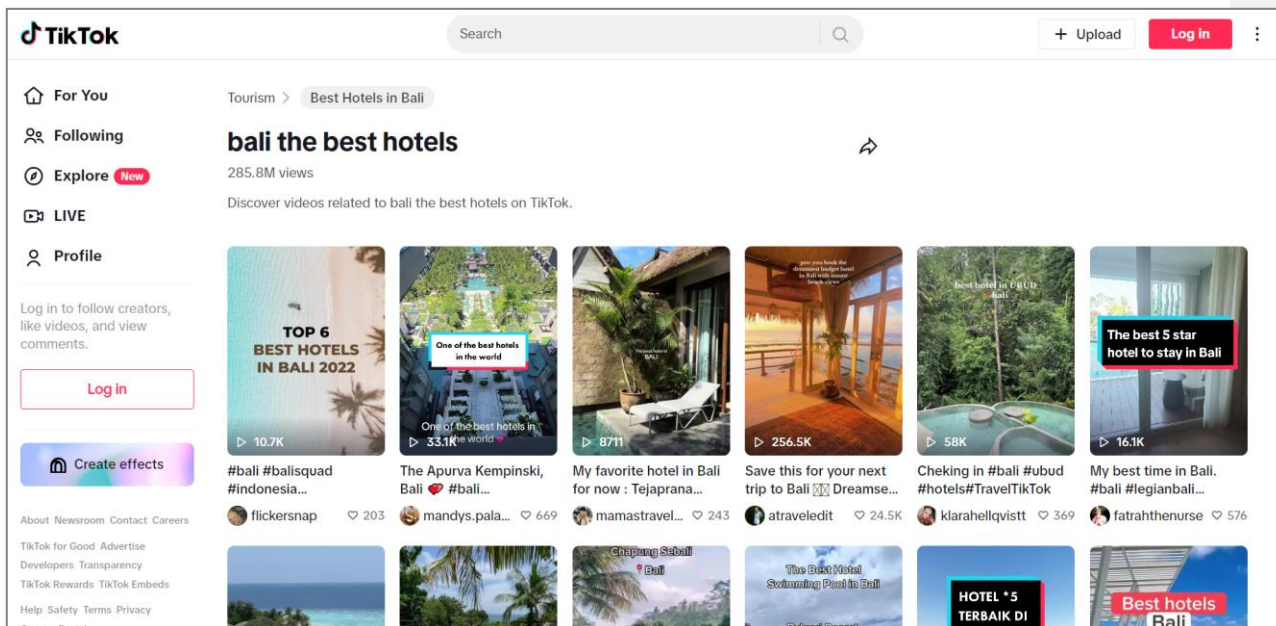




TikTok Video Engagement

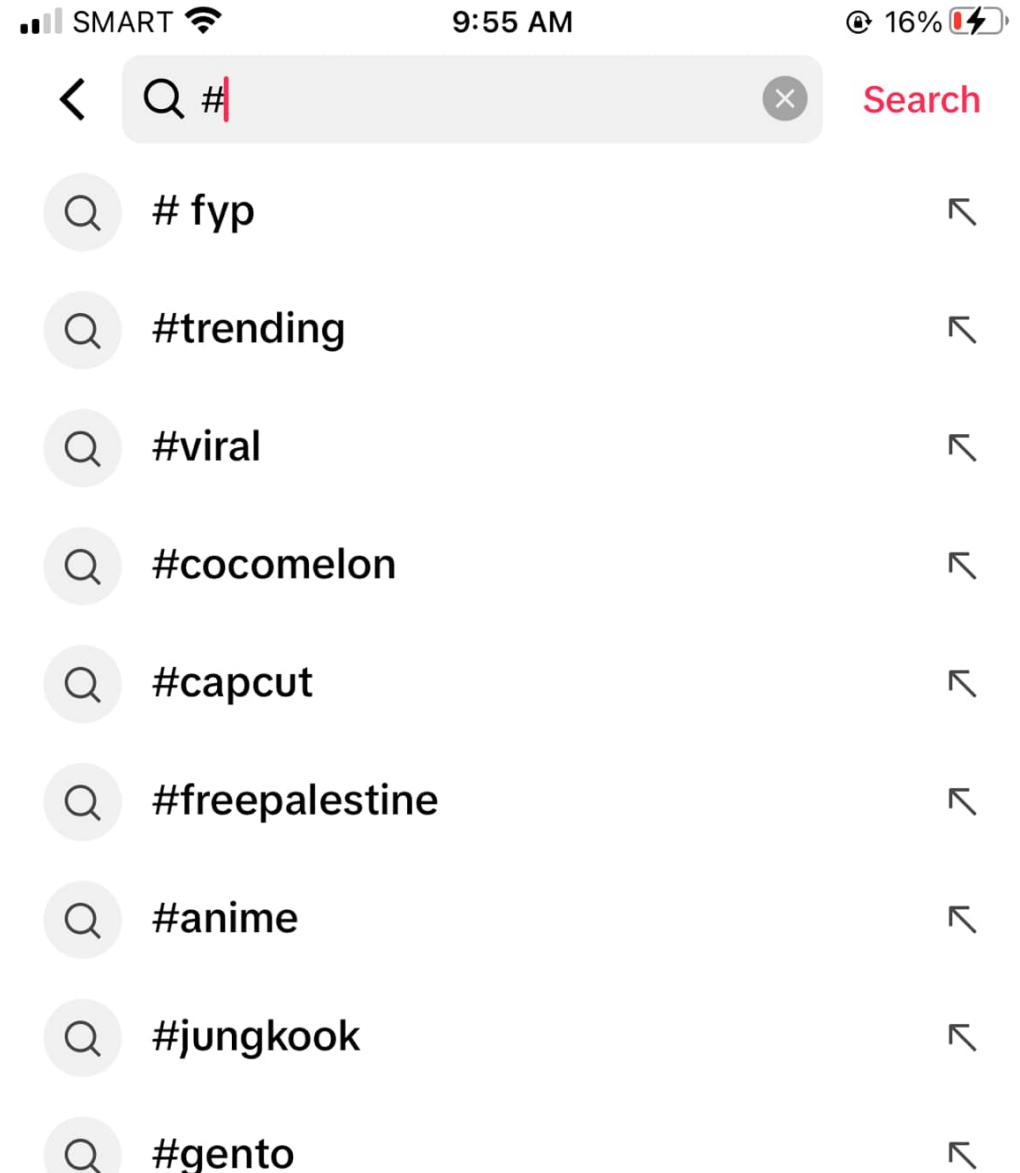
Use TikTok search to find the best practices

- High user engagement with comments and questions.
- Videos can be saved for later reference, aiding in buyer research.



Hashtags in TikTok Search

- Hashtag pages display trending videos first.
- Popular videos follow in relevance.



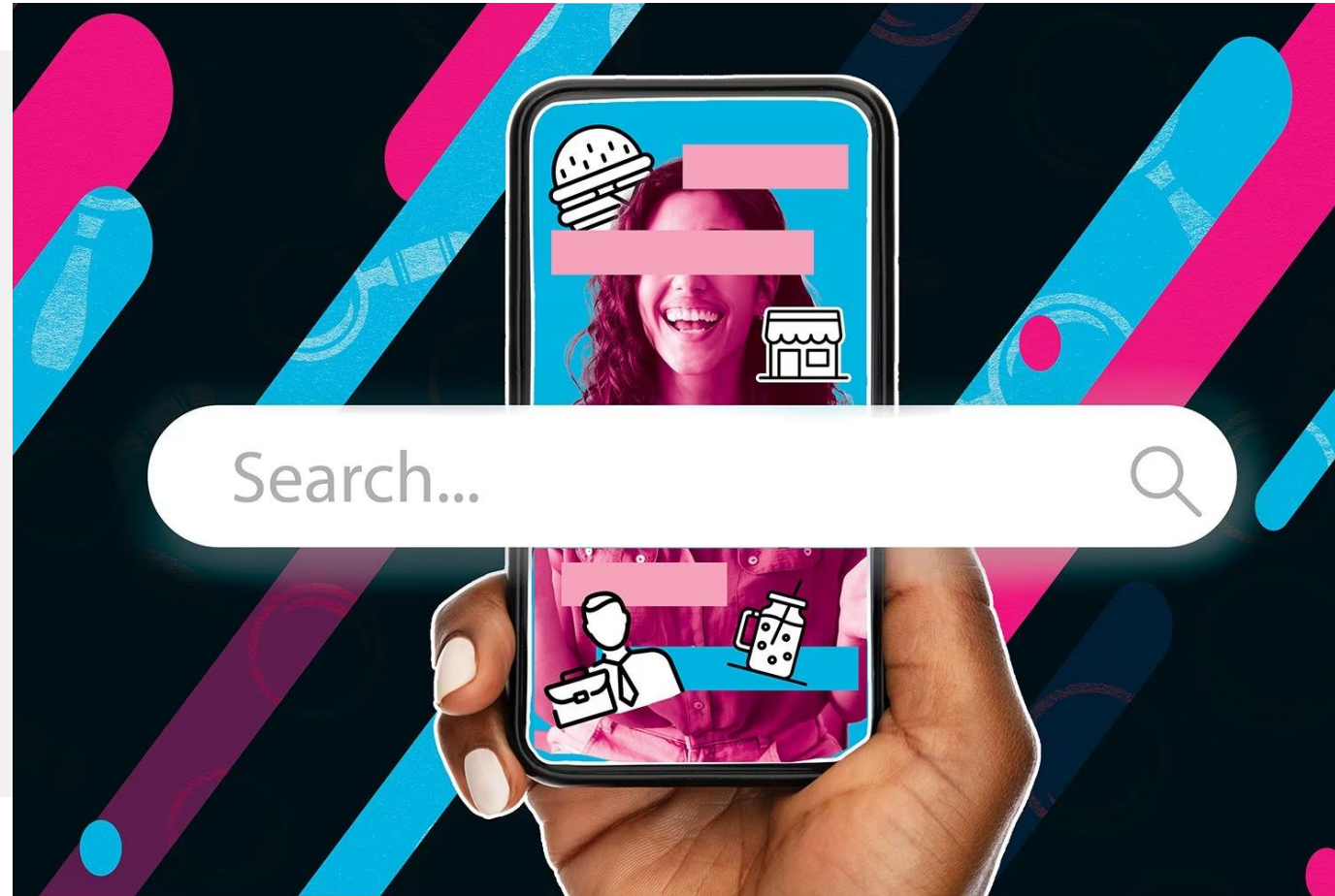
Why TikTok SEO Matters

- Greater visibility on FYP and search.
- Helps in brand exposure and content discovery.

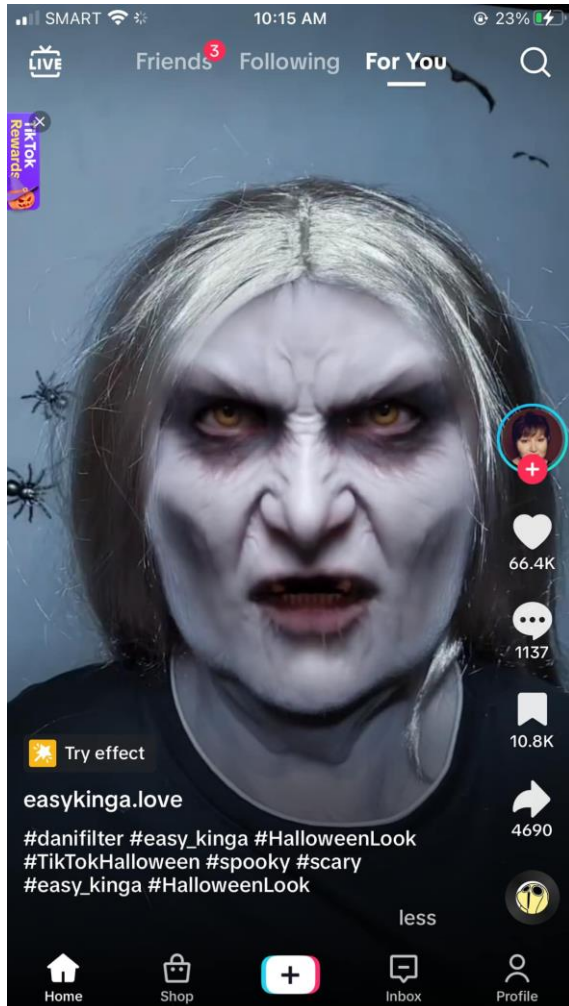


TikTok as a Search Engine

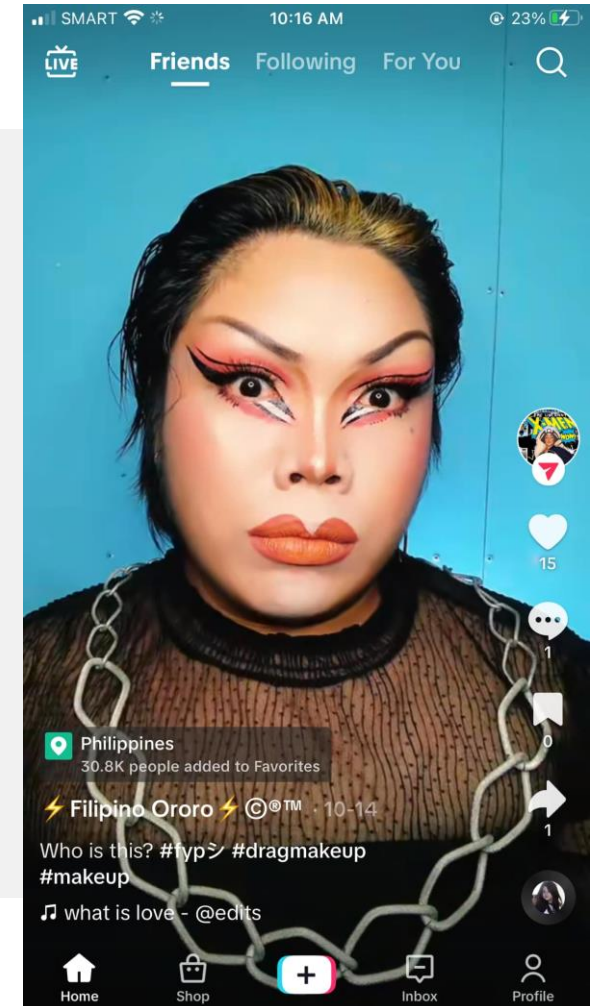
- Many use TikTok for discovery instead of traditional search engines.
- Provides entertainment, information, and inspiration.



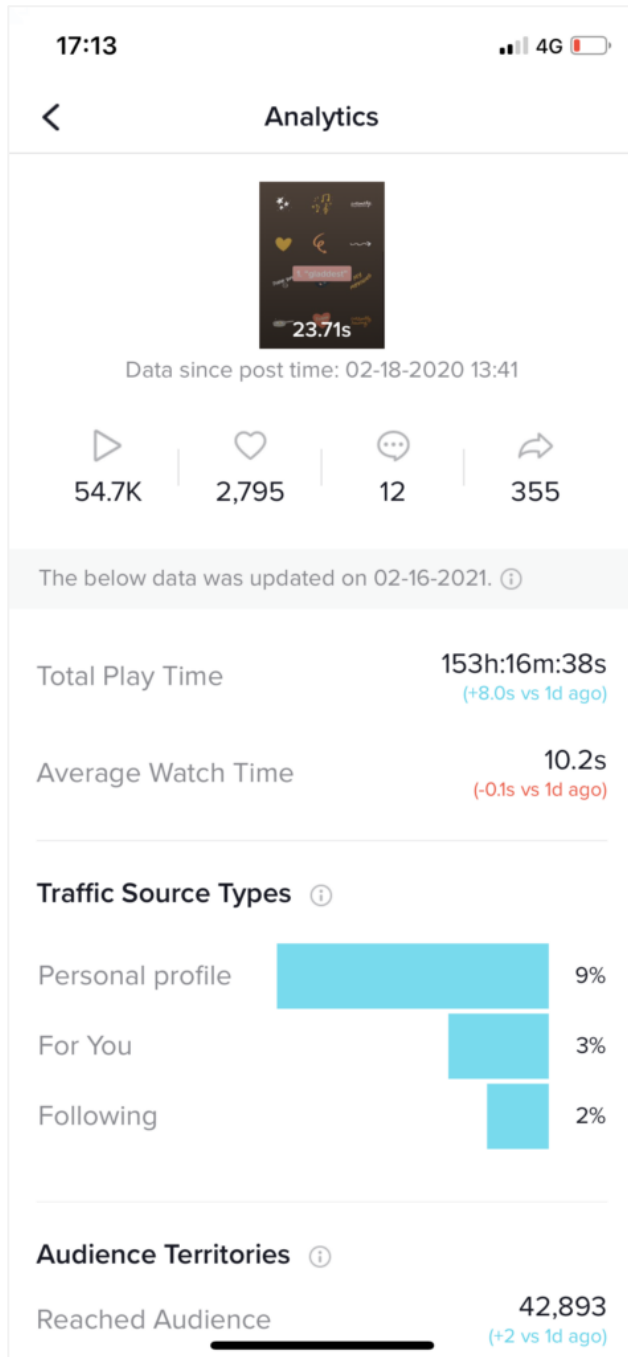
The Importance of Keywords on TikTok



Keywords aren't just for blog posts and articles. On TikTok, the use of relevant keywords in your video captions, hashtags, and even your profile description can make a difference in discoverability.



TikTok SEO Ranking Factors - Video Performance Metrics



Performance metrics are one of the most significant factors TikTok considers for SEO ranking. These include:

- Views
- Likes
- Comments
- Shares
- Watch Time

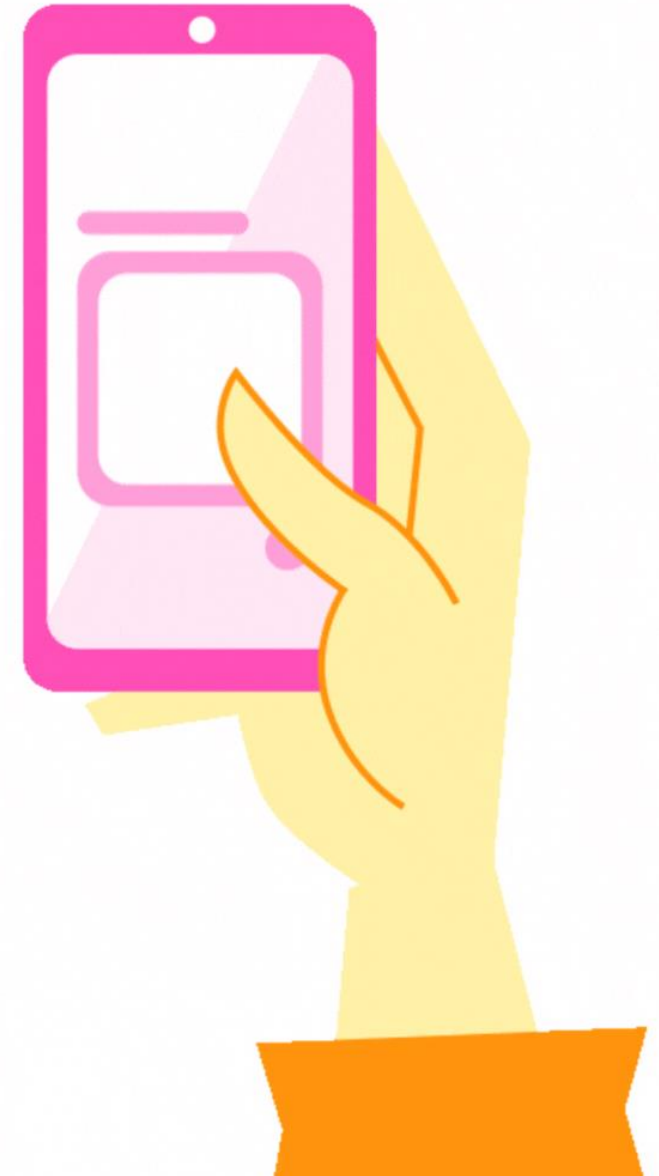
TikTok tends to favour videos that people interact with, not just scroll past.

TikTok SEO Ranking Factors

- User Interaction

User interaction plays a massive role in TikTok's algorithm. Here's how:

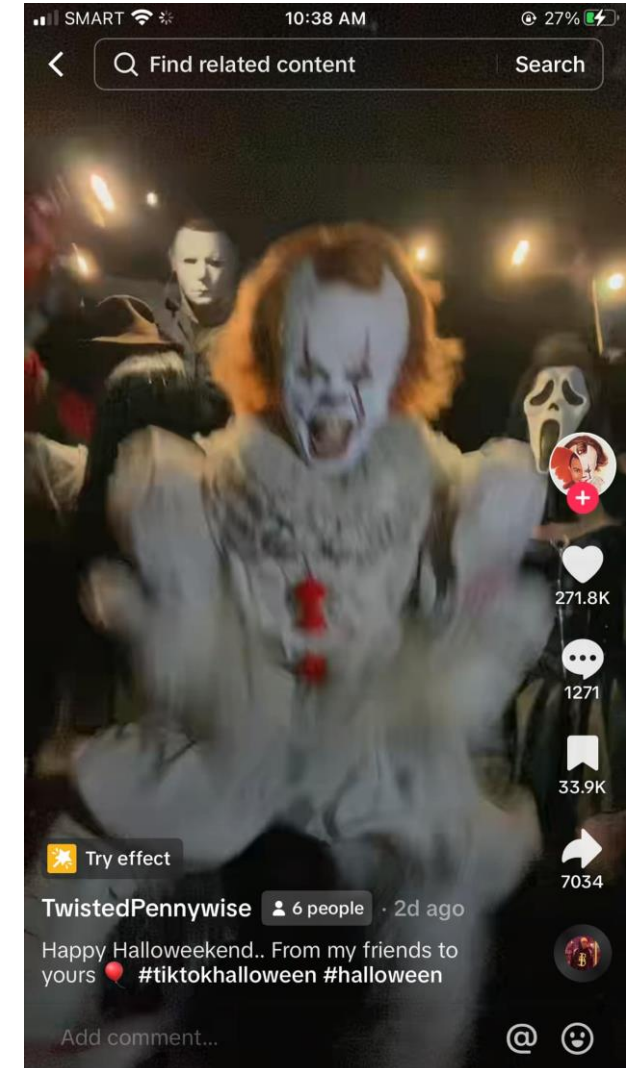
- **Audience Retention:** Videos that are watched till the end get higher priority.
- **User-generated content:** Videos that inspire others to create their own versions can boost your SEO.
- **Account Following:** A growing follower base can positively impact your video rankings.



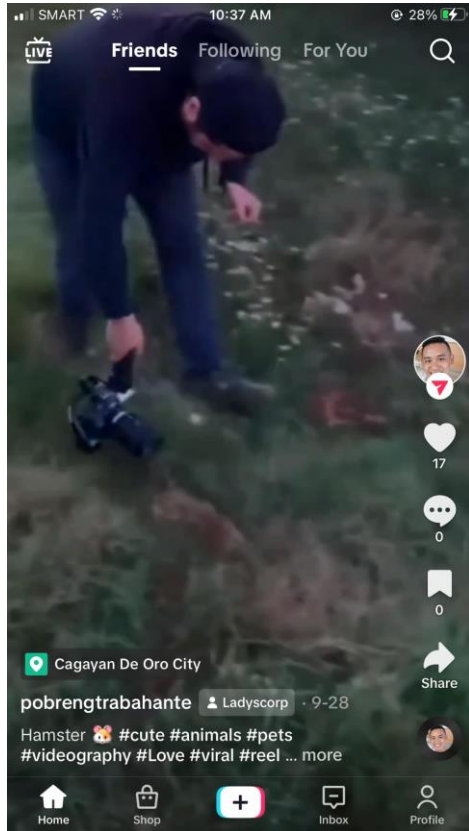
TikTok SEO Ranking Factors

- Relevance and Trending Topics

Staying relevant is key. Videos that align with current trends or leverage trending hashtags usually enjoy better SEO rankings.



TikTok SEO Ranking Factors - Video Quality



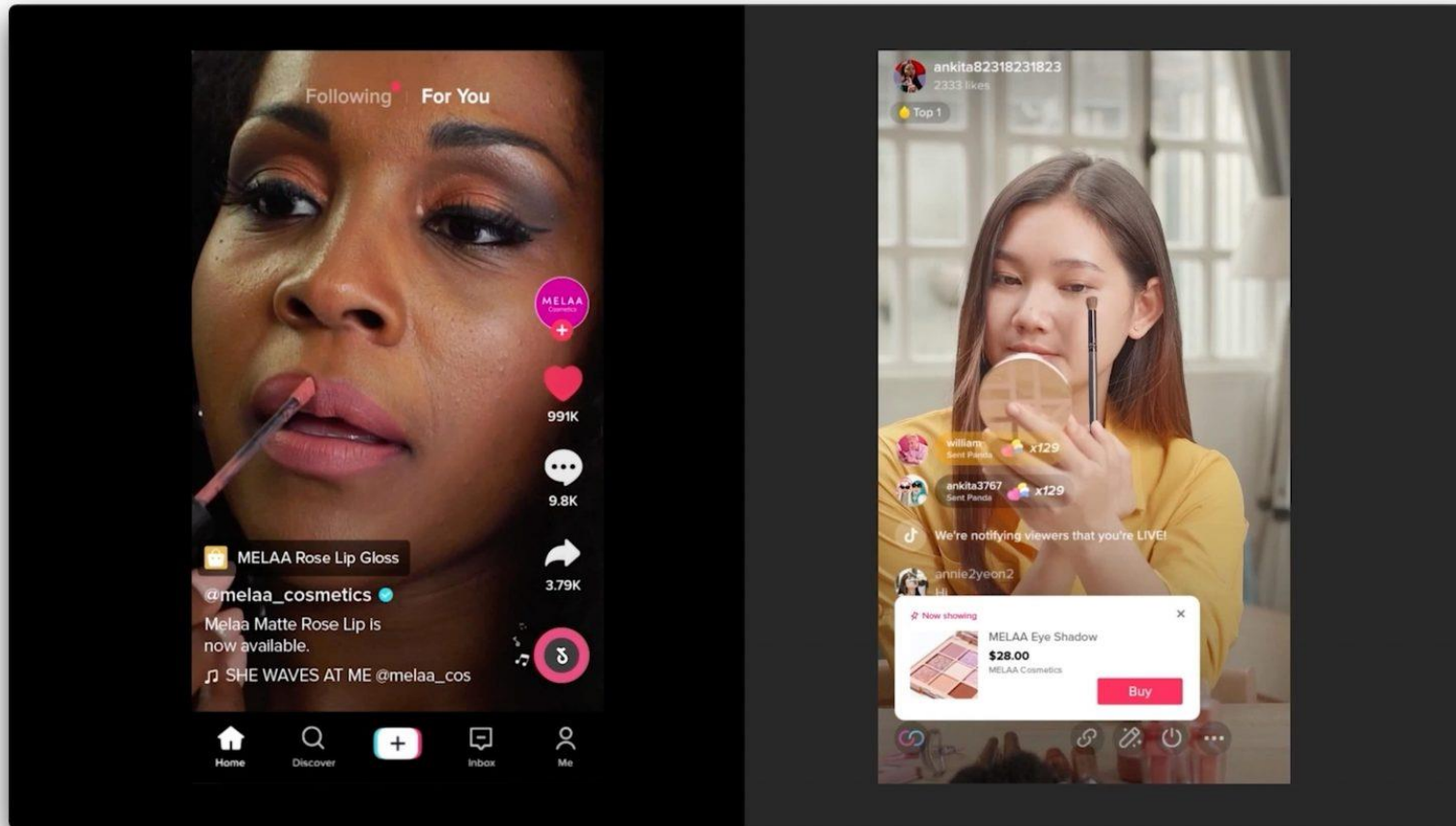
High-quality videos are more likely to get a higher ranking. Factors to consider:

- Resolution
- Lighting
- Sound quality

High-quality content is not just visually appealing but also engaging, which improves SEO.

Enhancing Videos

- Sounds, Voiceover & Live Streaming

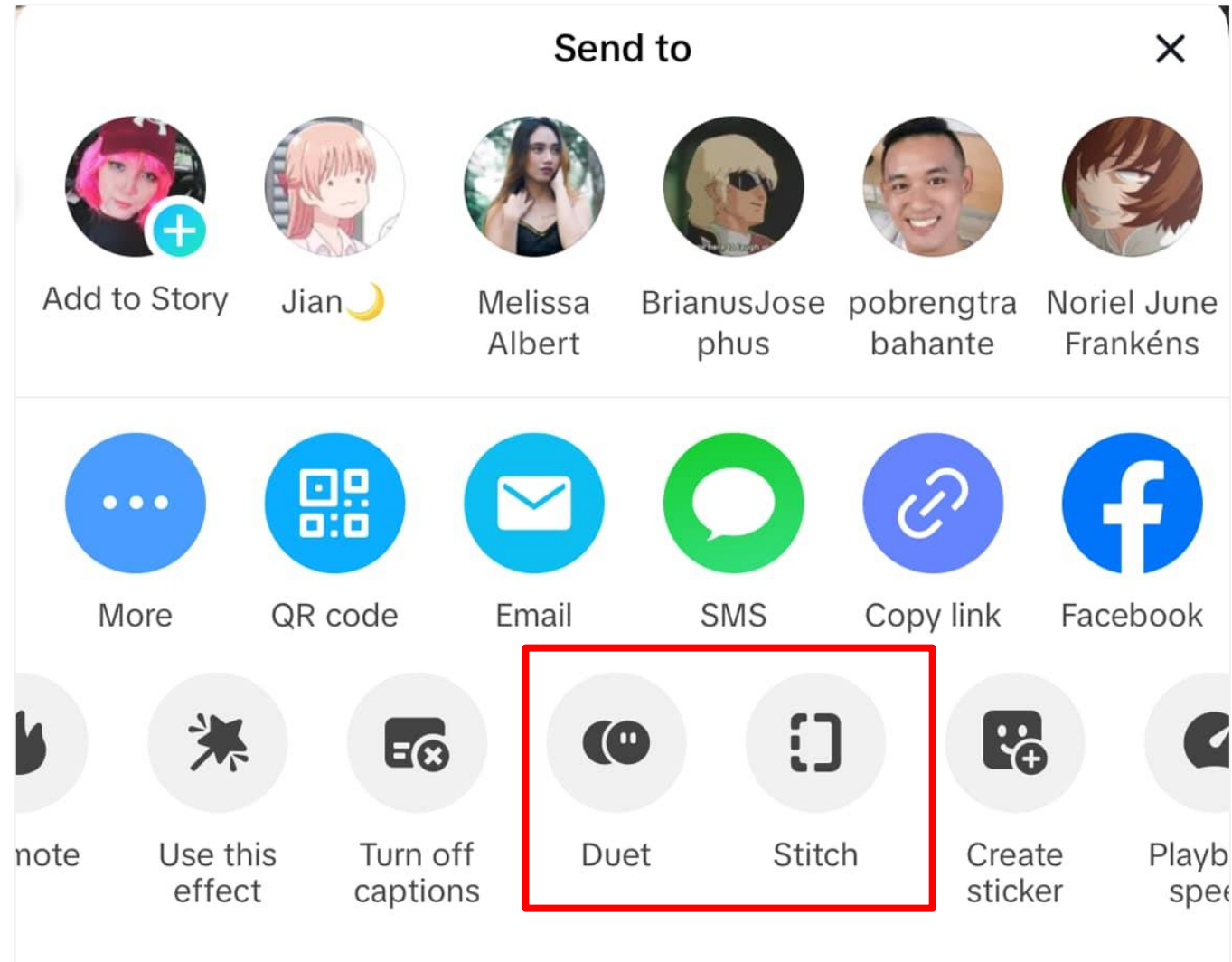


- TikTok Sounds
- Voiceover
- Live Video Streaming

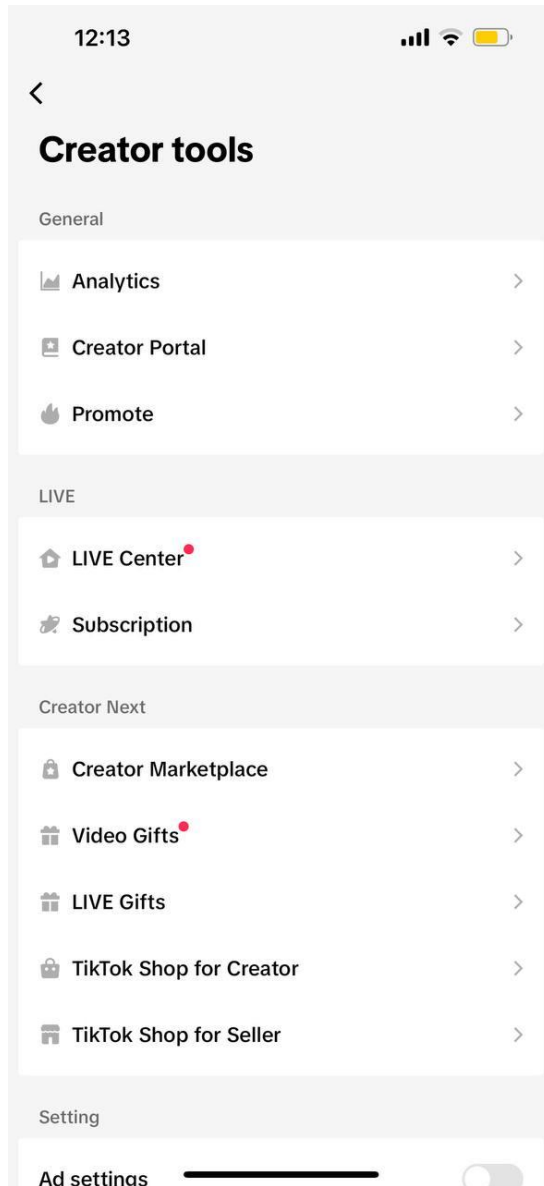
Interactive Features

- Duet, Stitch & Video Reply

- Duet
- Stitch
- Video Reply



About TikTok's Creator Tools



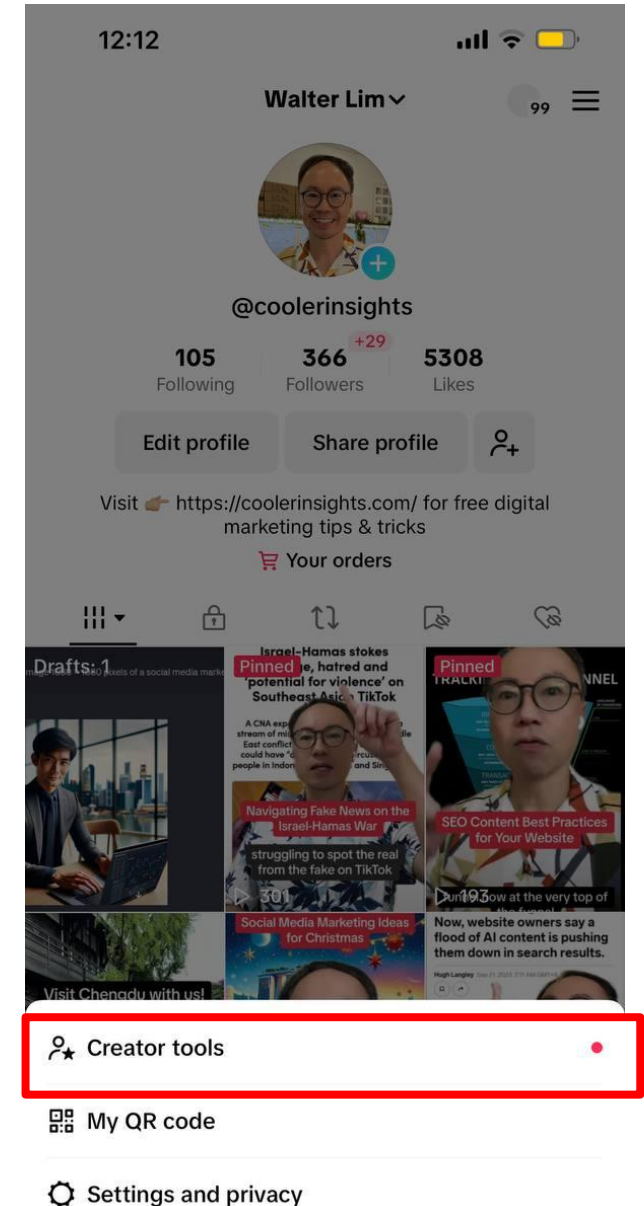
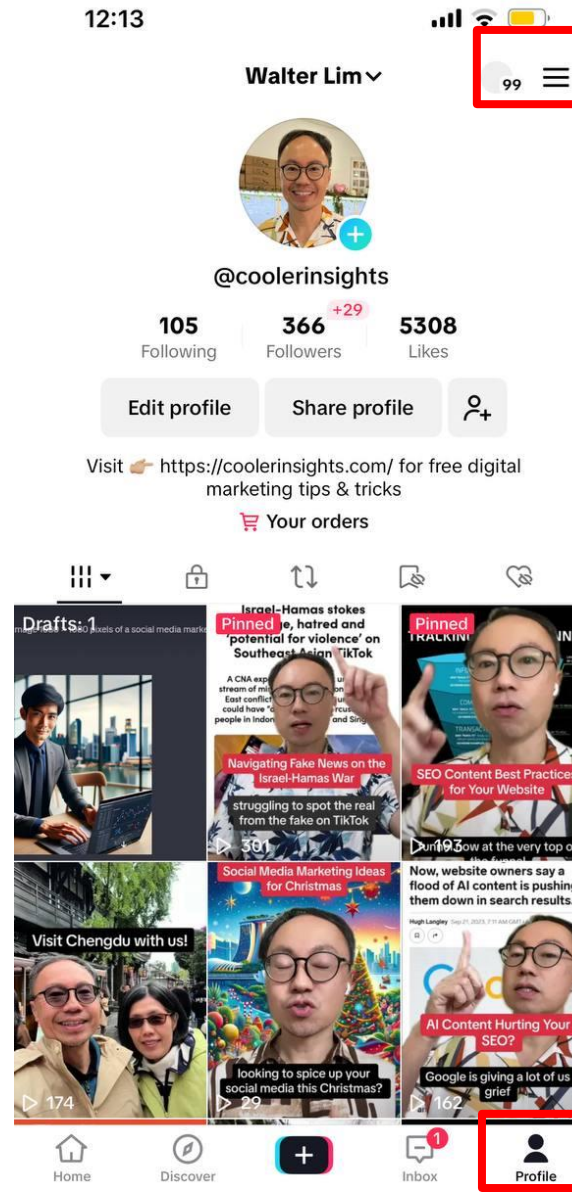
Creator tools are advanced features that give you insight into your content. They include:

- **Analytics:** Track video and profile performance, including views, engagement, and follower trends.
- **Creator Portal:** Educational hub for TikTok basics, audience engagement strategies, and video best practices.
- **Promote:** In-app advertising tool to enhance video visibility, website traffic, and follower growth.
- **LIVE Center:** For managing your live-streaming activities
- **Q&A:** Interactive feature for direct audience questions on profiles and video comments.
- **Creator Next:** Monetization program offering exclusive growth tools and features for creators.

Note: Availability and access may vary by region and specific criteria.

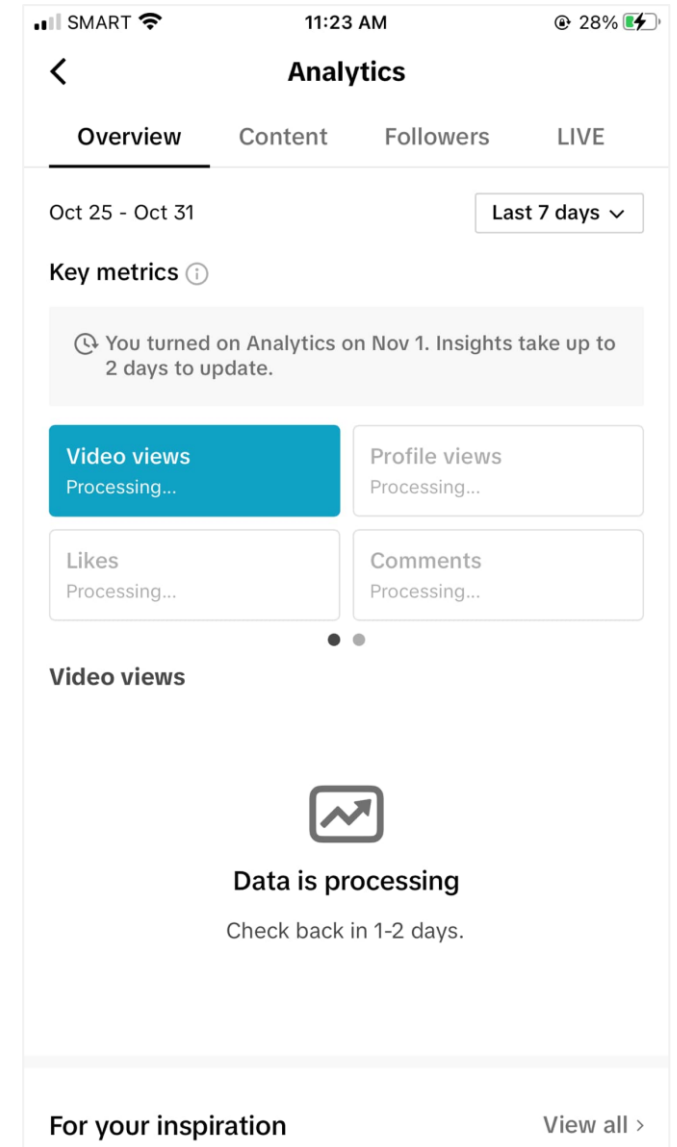
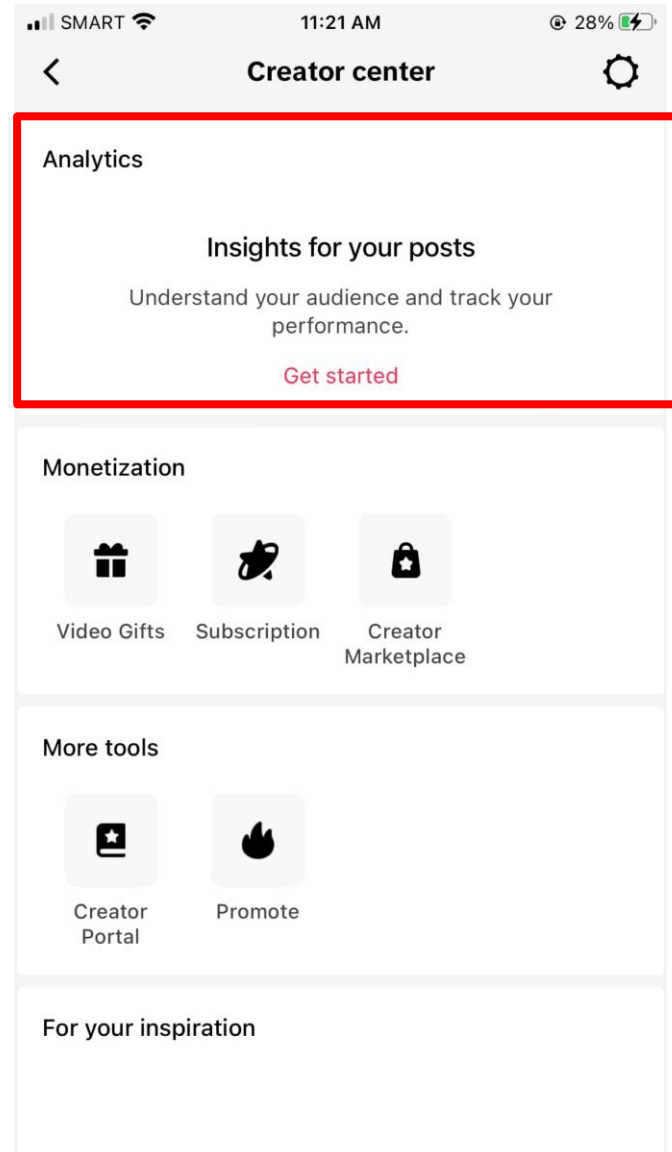
How to Access Creator Tools

1. In the TikTok app, tap **Profile** at the bottom.
2. Tap the **Menu** button at the top.
3. Tap **Creator tools**.
4. Tap the tool you'd like to review.



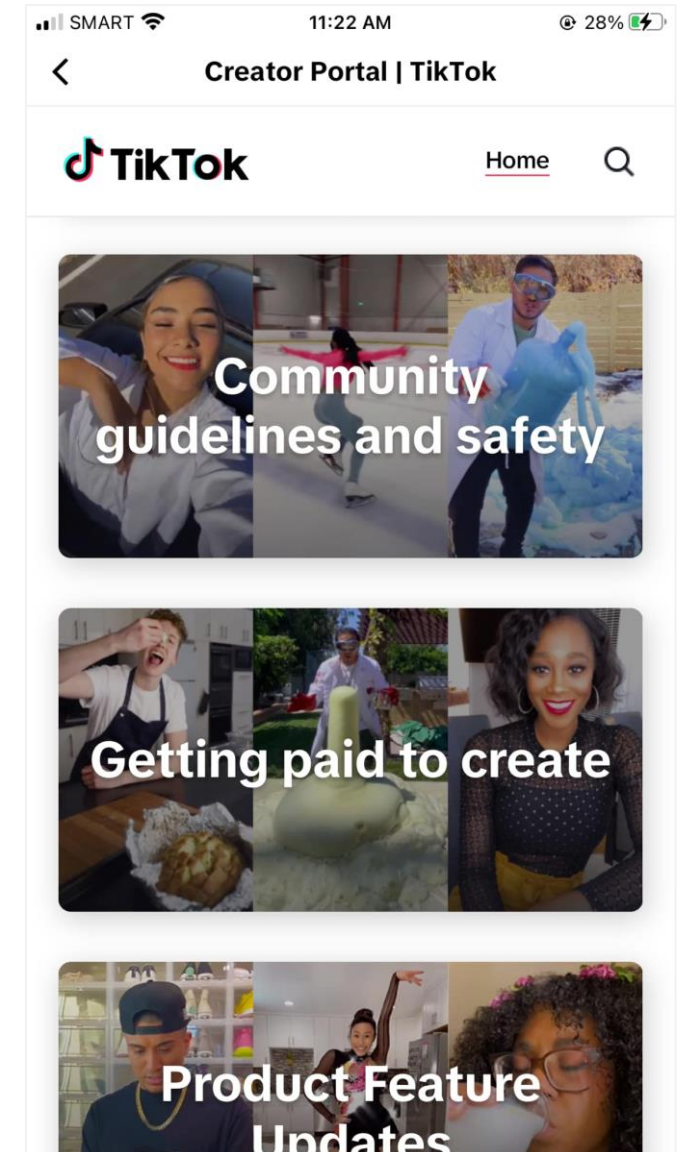
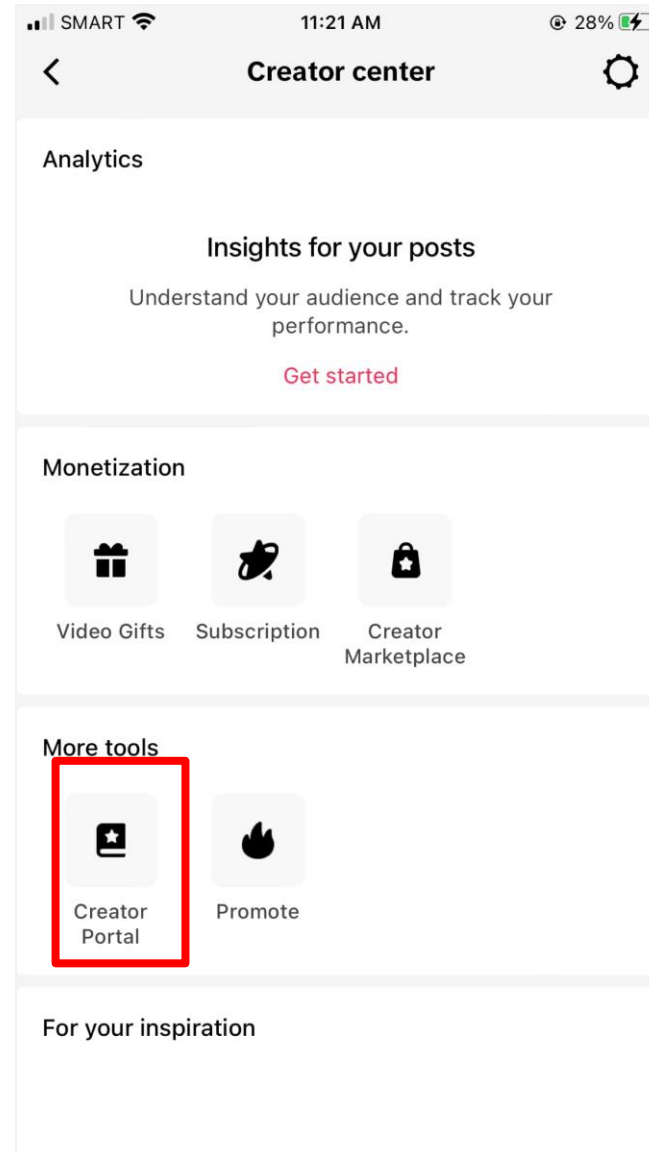
Features in Creator Tools - Analytics

- Video performance
- Profile views
- Follower counts
- Likes
- Comments



Features in Creator Tools - Creator Portal

- Creator education
- Audience connection
- Best practices

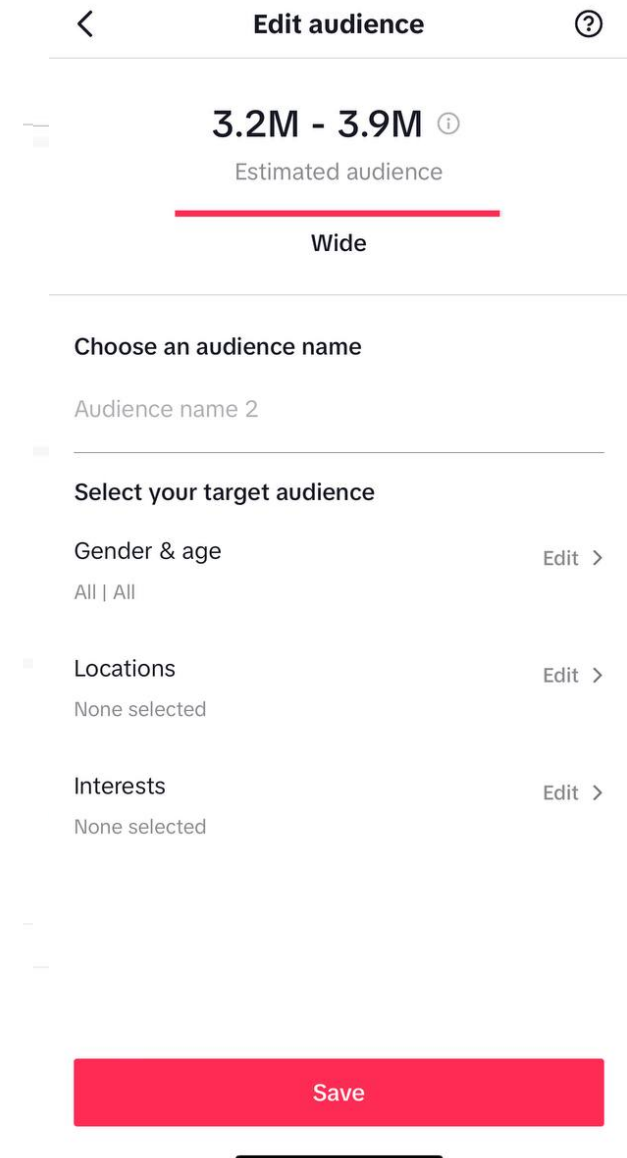
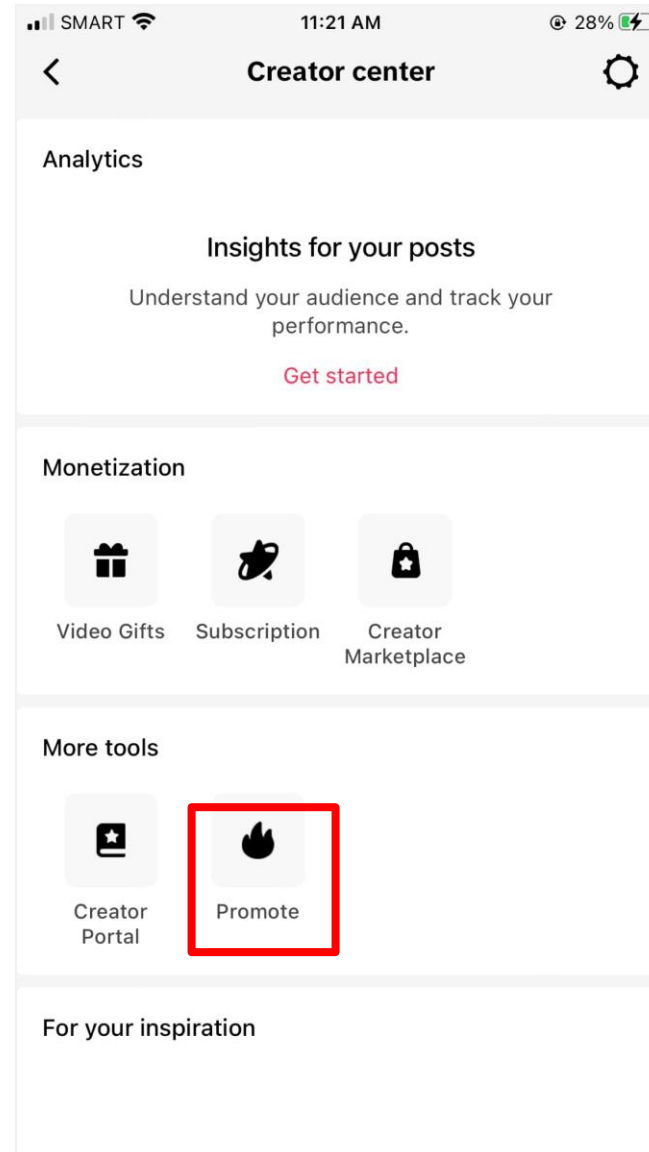


Features in Creator Tools - Promote

Allows you to boost your content

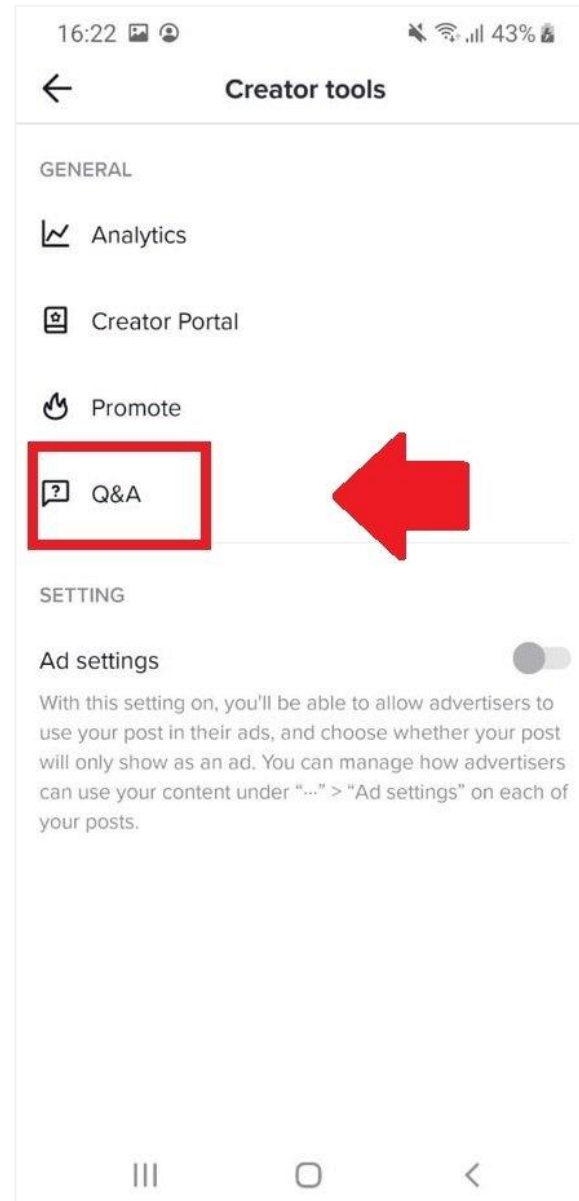
- More video views
- More followers
- More profile views
- More website visits
- More messages
- More LIVE Viewers

You can do directly from your account.



Features in Creator Tools - Q&A

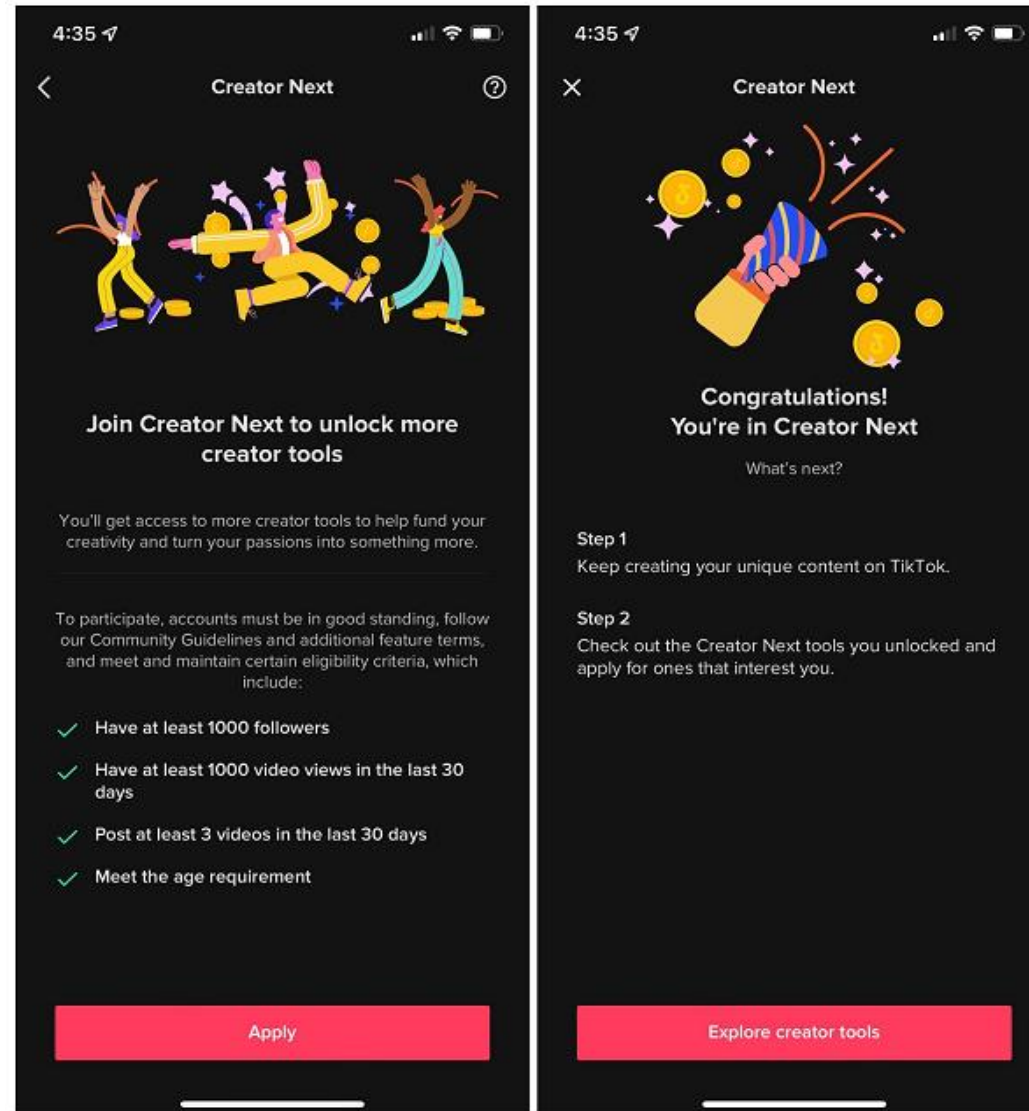
- Audience Questions
- These could be Profile or Video Comments
- Helps to improve Viewer Engagement



Features in Creator Tools

- TikTok Creator Next

- Monetisation
- Community growth
- Eligibility criteria



NOW IT'S YOUR TURN.

Exercise 1:

To familiarise yourself with the unique features TikTok offers and understand their functionalities.



---- mins



Instructions:

- **Feature List:** Compile a list of TikTok features such as filters, duets, stitches, and trending sounds.
- **Learn:** Spend 15–20 minutes navigating through TikTok to see how each feature works.
- **Observe:** Note how popular creators utilise these features. What patterns do you notice?
- **Compare:** Discuss with your group what you observed. Which features are most effective for engagement?
- **Documentation:** Each student writes a one-paragraph summary on a feature they found most interesting, explaining what it does and why it's important for user engagement.

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE ON THE GOOGLE DOC

 ⌘ These shared documents will be used by your respective group for these 2 days.

The content will be erased the next working day after the workshop ends.

Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

SEE YOU ALL AT 10.50 am

Time for
a Break

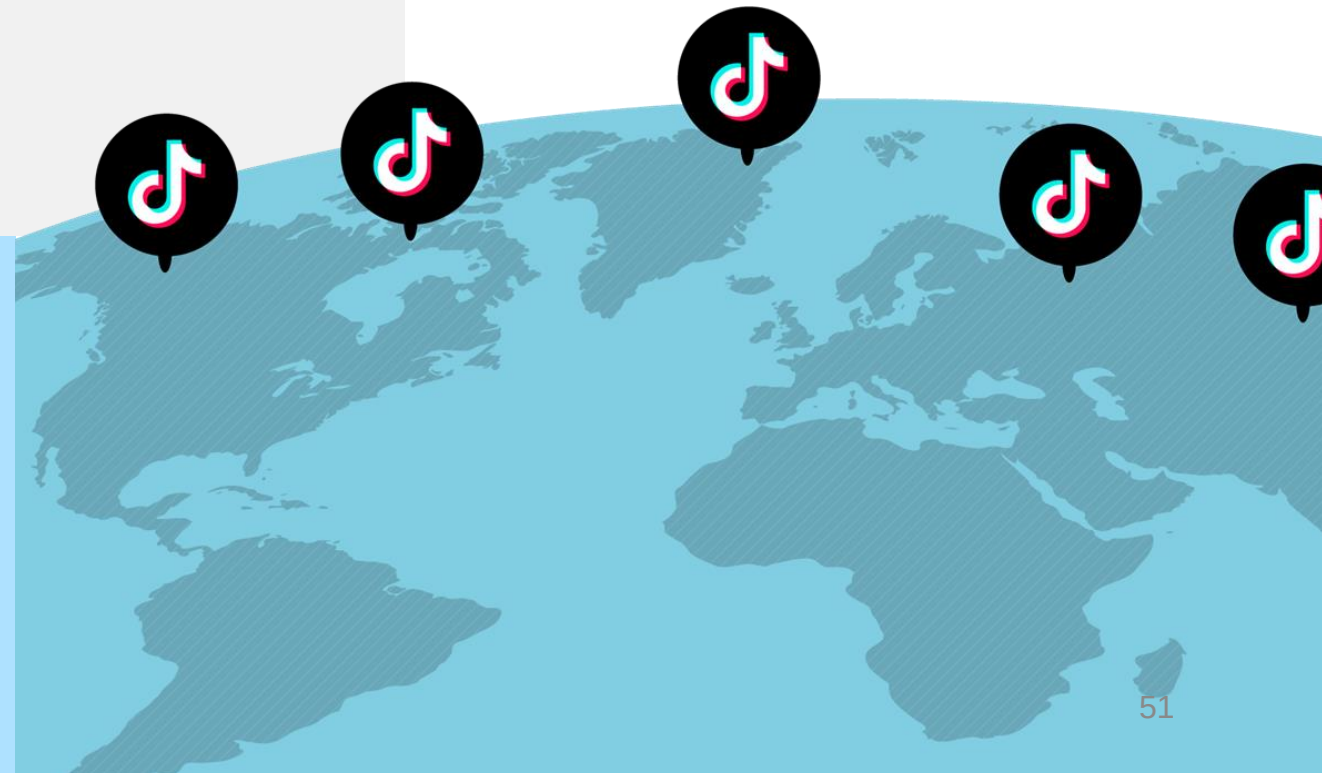
Module 2: Introduction to TikTok Audiences

Walter Lim



- Understanding TikTok Audiences
- Importance of Targeting

To craft compelling content, understanding your TikTok audience is crucial. This section will dive into demographics, trending topics, and follower growth strategies.

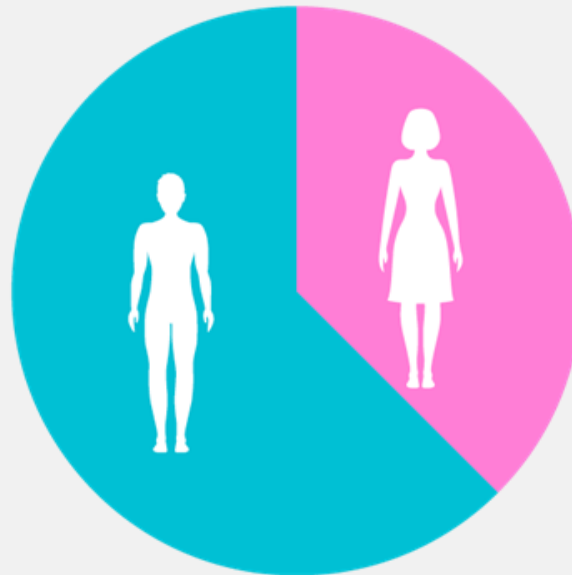


The Basics - Demographics

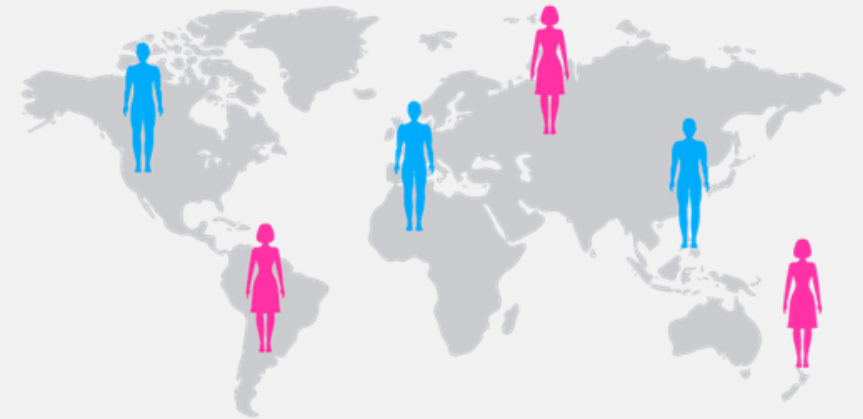
Age Group



Gender

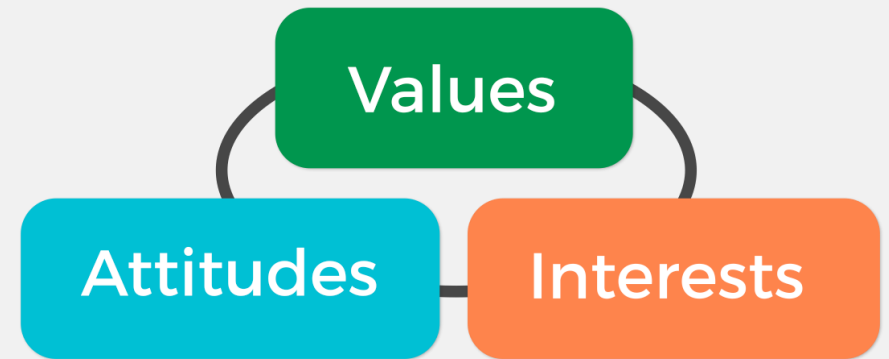


Location



Psychographics Unveiled

Understanding the psychographics of your audience can help in creating content that resonates on a deeper level.



Behaviours & Engagement

TikTok users typically spend around 52 minutes per day on the app. Knowing what content they engage with can guide your strategy.

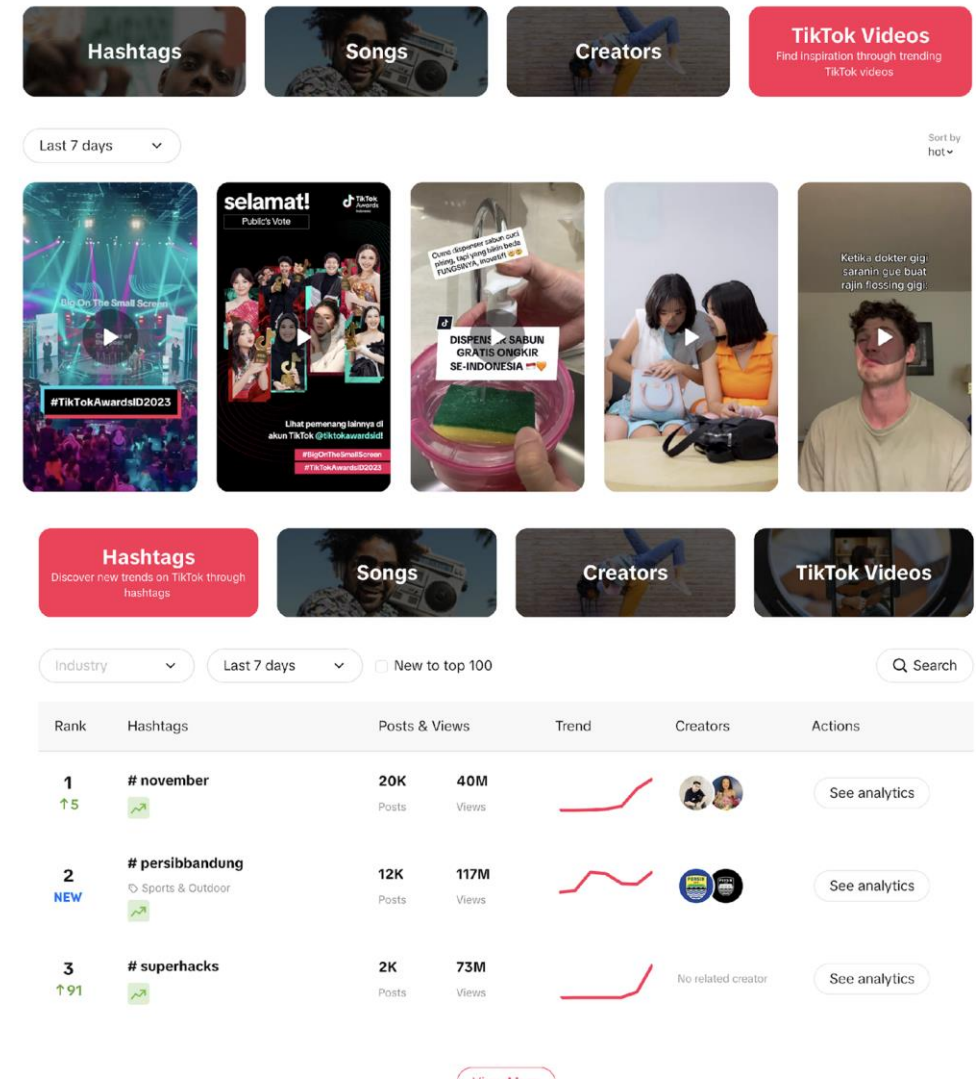
Time Spent
Content Interaction
Active Times



How to Identify Trending Topics

- Discover Page
- Hashtags
- TikTok Creative Center Trends (<https://ads.tiktok.com/business/createcenter/inspiration/popular/pc/en>)
- Google Trends (<https://trends.google.com.sg/>)

Use TikTok's 'Discover' page and follow hashtags to keep an eye on what's trending.



Leveraging Trends for Growth

- Trend Relevance
- Audience Interest
- Types of Products/ Services
- Matches your brand identity



How to Grow Followers - Introduction

- Importance of Growth
- Strategies for Growth

Growing your followers means greater visibility and engagement. We'll cover effective strategies to achieve this.



Content Consistency & Variety

- Posting Frequency
- Content Type (to vary if possible)

Consistent posting keeps your audience engaged, which can translate to a more substantial follower count.



Engage with Audience

- Reply to Comments
- Like and Repost Other's Content
- Reach out to others and comment

Engaging with your audience through likes, comments, and shares can make them feel valued and more likely to follow.



Stitches And Duets

- Importance of Duets/Stitches
- Partnering with Influencers

Collaborate with other creators or influencers to expose your content to their followers, increasing your own follower count.



Hashtags & Challenges

- Use Relevant Hashtags
- Participate in Challenges

Using trending and relevant hashtags and participating in popular challenges can improve your content's visibility.

#November

#Superhacks

#ofcourse

Paid Promotions

- TikTok Ads
- Sponsorships

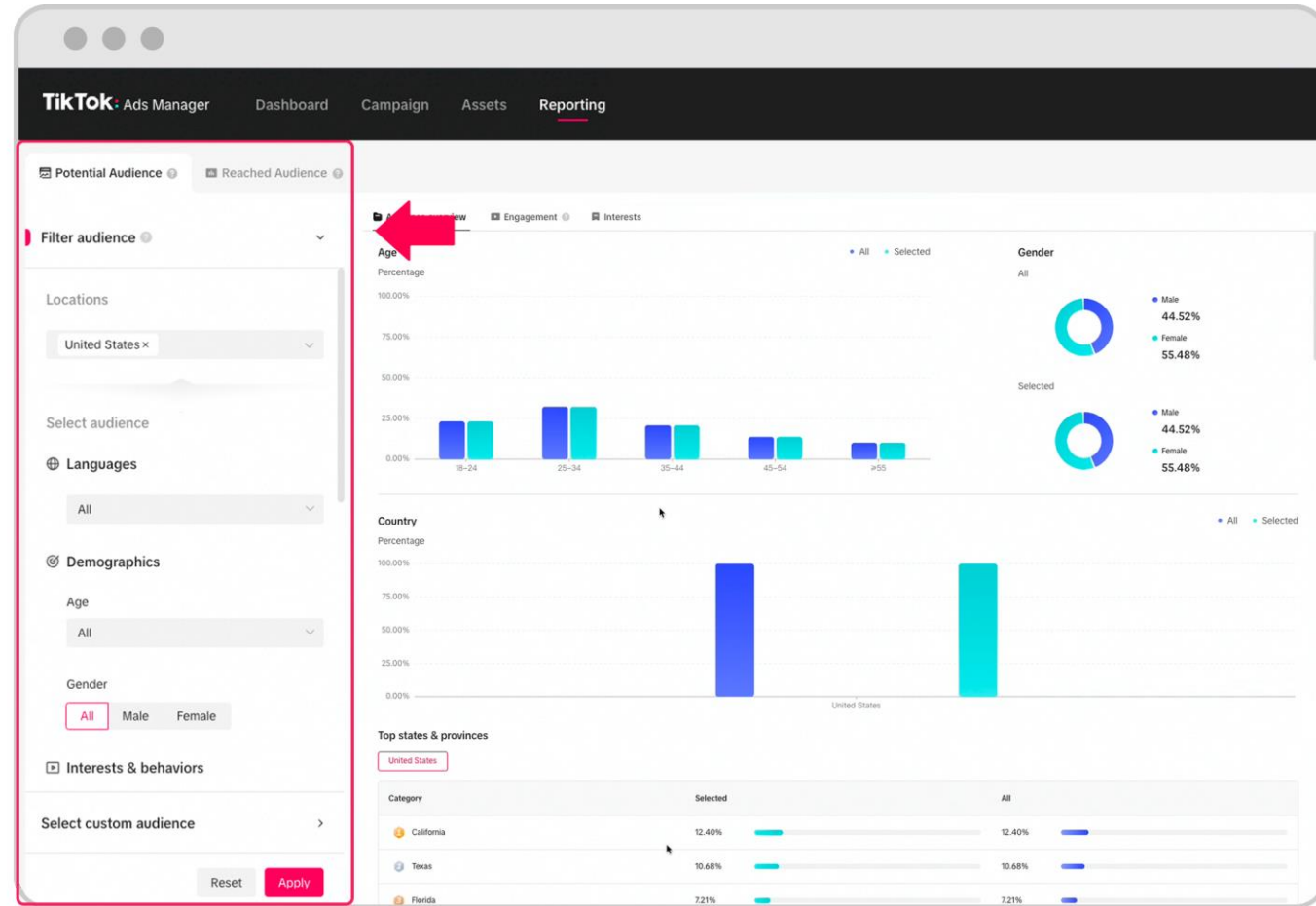
Investing in TikTok ads or gaining sponsorships can also be an effective way to increase your followers.



Introducing Audience Insights

You can use Audience Insights to define your audiences based on different filters as shown here.

This allows you to better segment your ad audiences based on different attributes like demographics, location, interests and behaviours as well as custom audiences.



What You'll Find in Audience Insights

Locations: Choose up to 5 countries/regions of your audience.

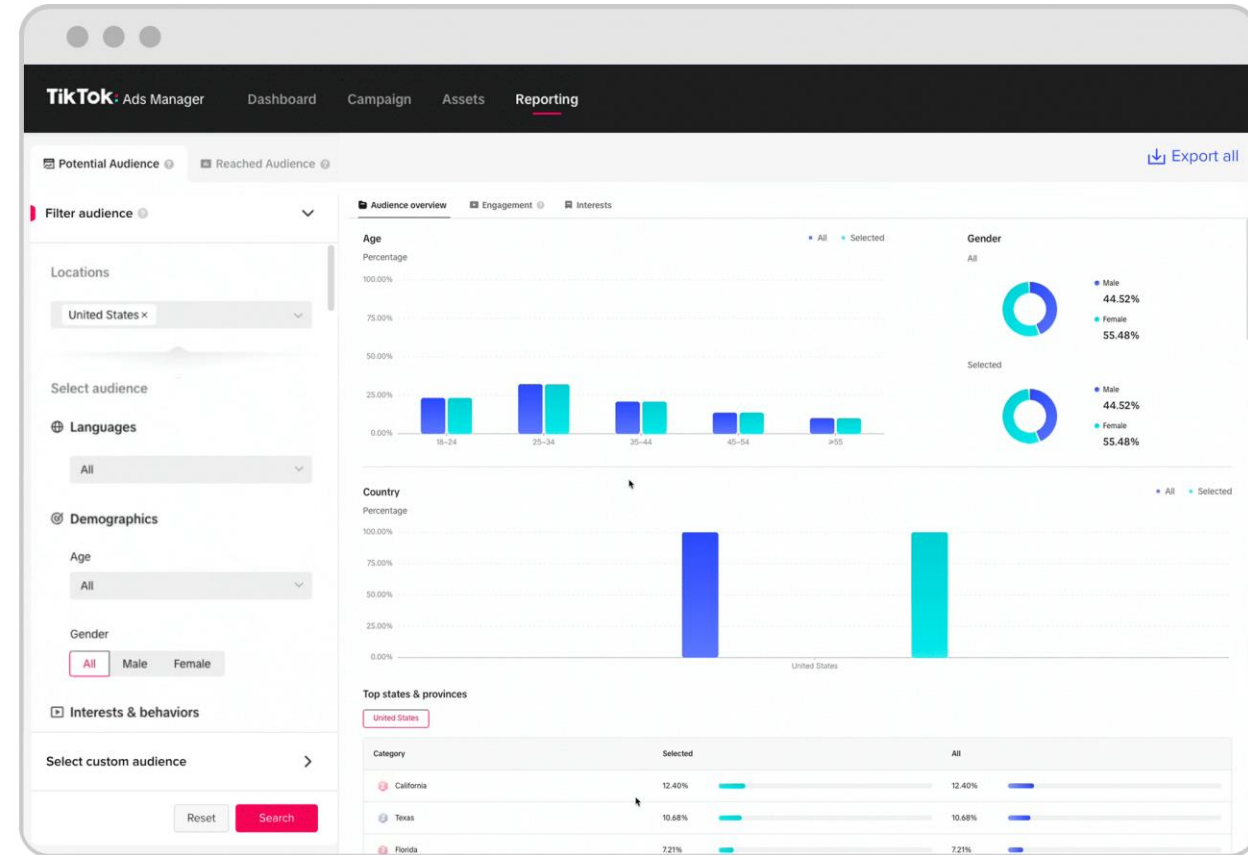
Languages: Select languages based on user settings in-app, no limit.

Demographics: Define audience age and gender.

Interests & Behaviors:

- **Ad Interest Categories:** Target based on ad category interactions.
- **Video Interactions:** Target based on end-watch, likes, comments, or shares.
- **Creator Interactions:** Target by creator type engaged with (e.g., comedy).
- **Hashtag Interactions:** Target users interacting with specific hashtags (e.g., #mascara).

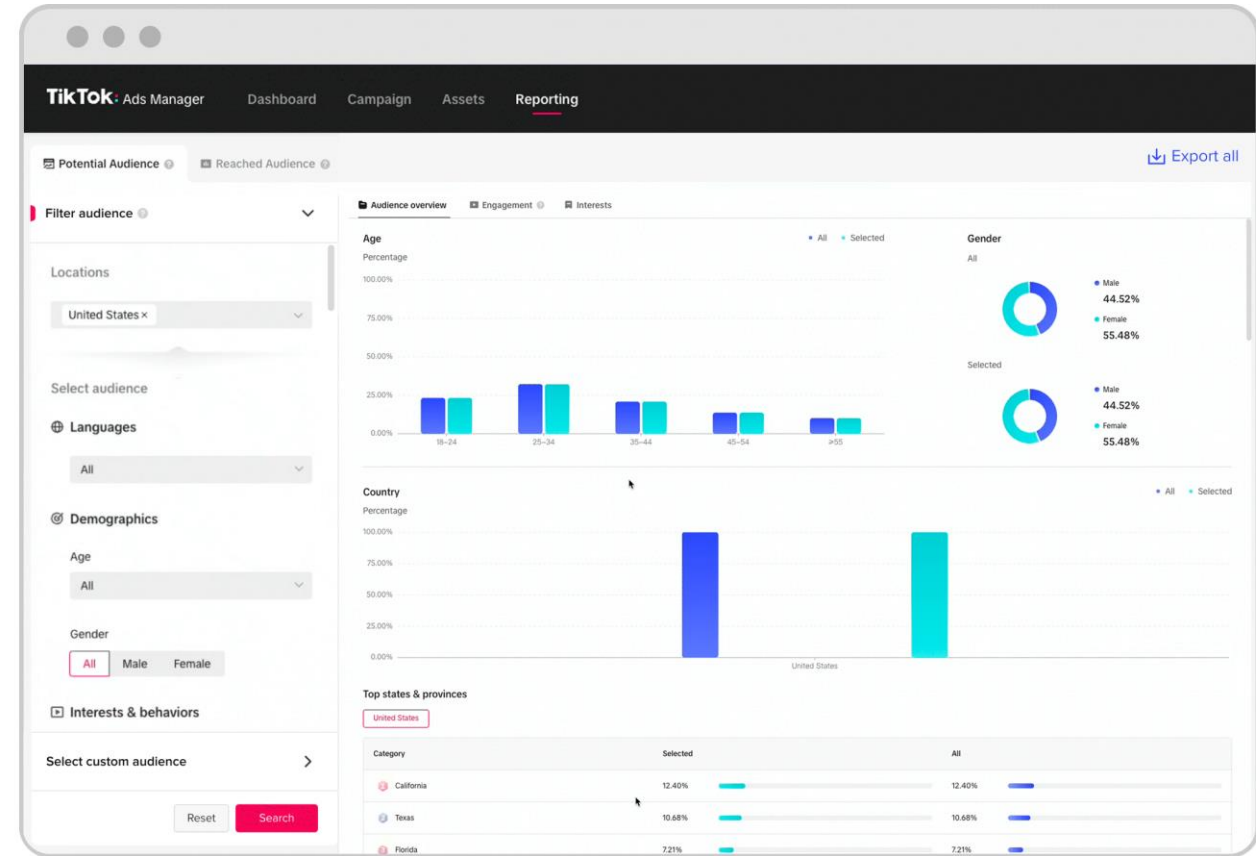
Devices: Choose Operating System, version, and Device Price range.



<https://ads.tiktok.com/i18n/audience-insight>

Four Ways to Use Audience Insights

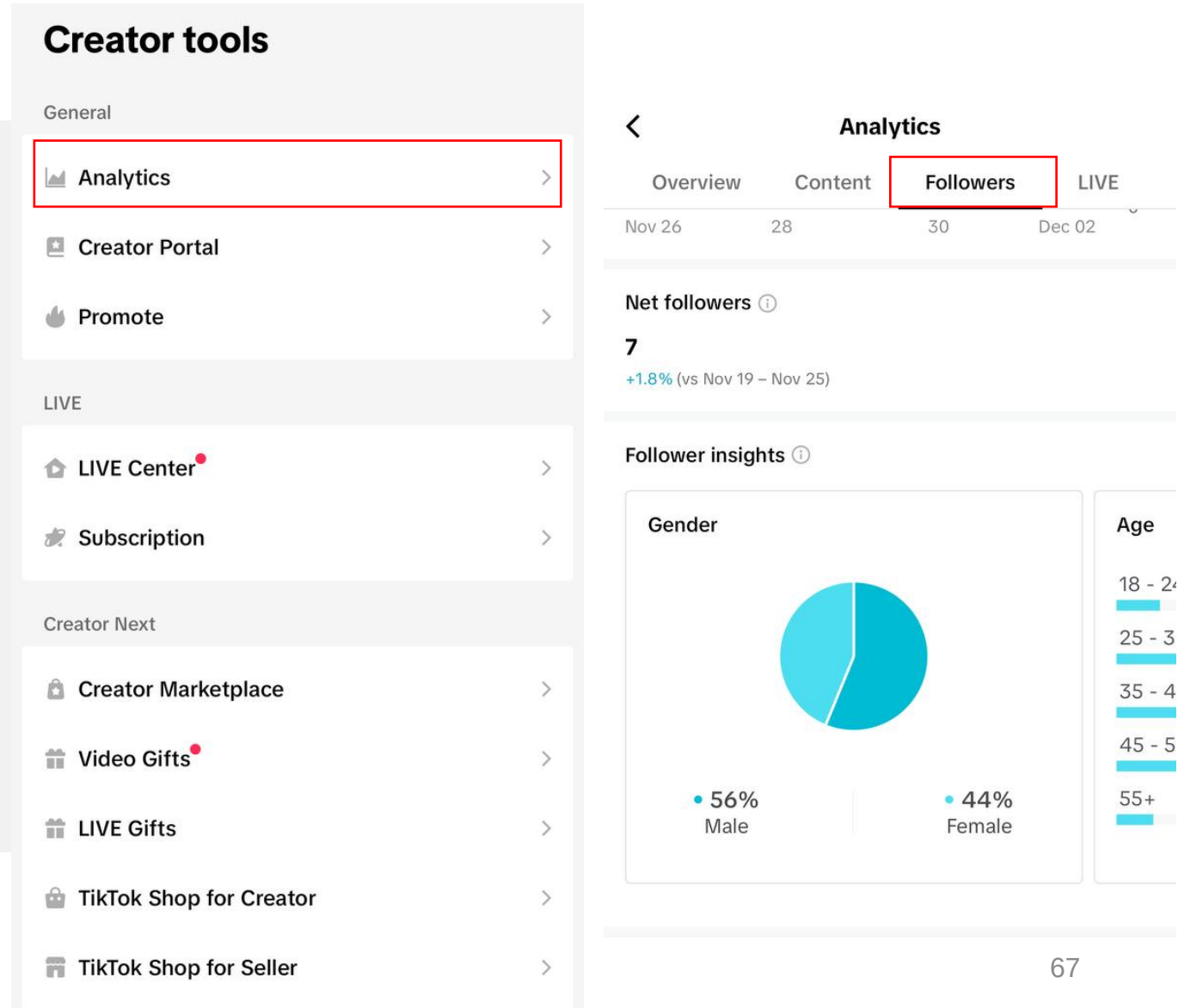
- **Campaign Planning:** Use filters to explore audience interests, interactions, and TikTok Custom Audiences (customer file) for targeted campaign strategies.
- **Audience Validation:** Gain a comprehensive snapshot of demographics, behaviors, and interests to inform ad creative and audience communication.
- **Targeting & Creative Inspiration:** Discover new audiences and unexpected interest categories for broader targeting and creative campaign scaling.
- **Content Strategy:** Utilize top hashtags and ad interest categories to enhance targeting, plan themes, or integrate into video content.



<https://ads.tiktok.com/i18n/audience-insight>

TikTok Follower Analytics

- Go to your Creator Tools
- Click on Analytics
- Go to “Followers”



TikTok Follower Analytics

- You can get your Net followers
- Also, check out Follower Insights like Gender, Age, Location (countries and cities)

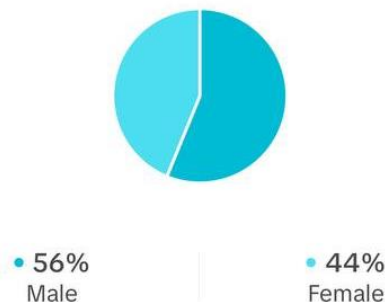
Net followers ⓘ

7

+1.8% (vs Nov 19 – Nov 25)

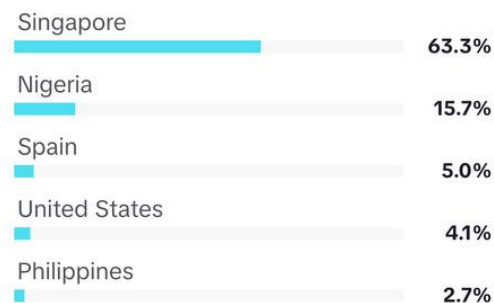
Follower insights ⓘ

Gender



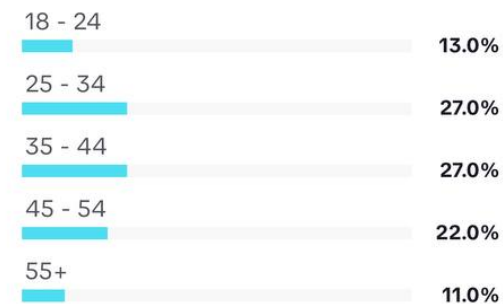
Follower insights ⓘ

Top countries/regions



Follower insights ⓘ

Age



Follower insights ⓘ

Top cities



TikTok Follower Analytics

- You can find out your audience's most active hours
- And most active days

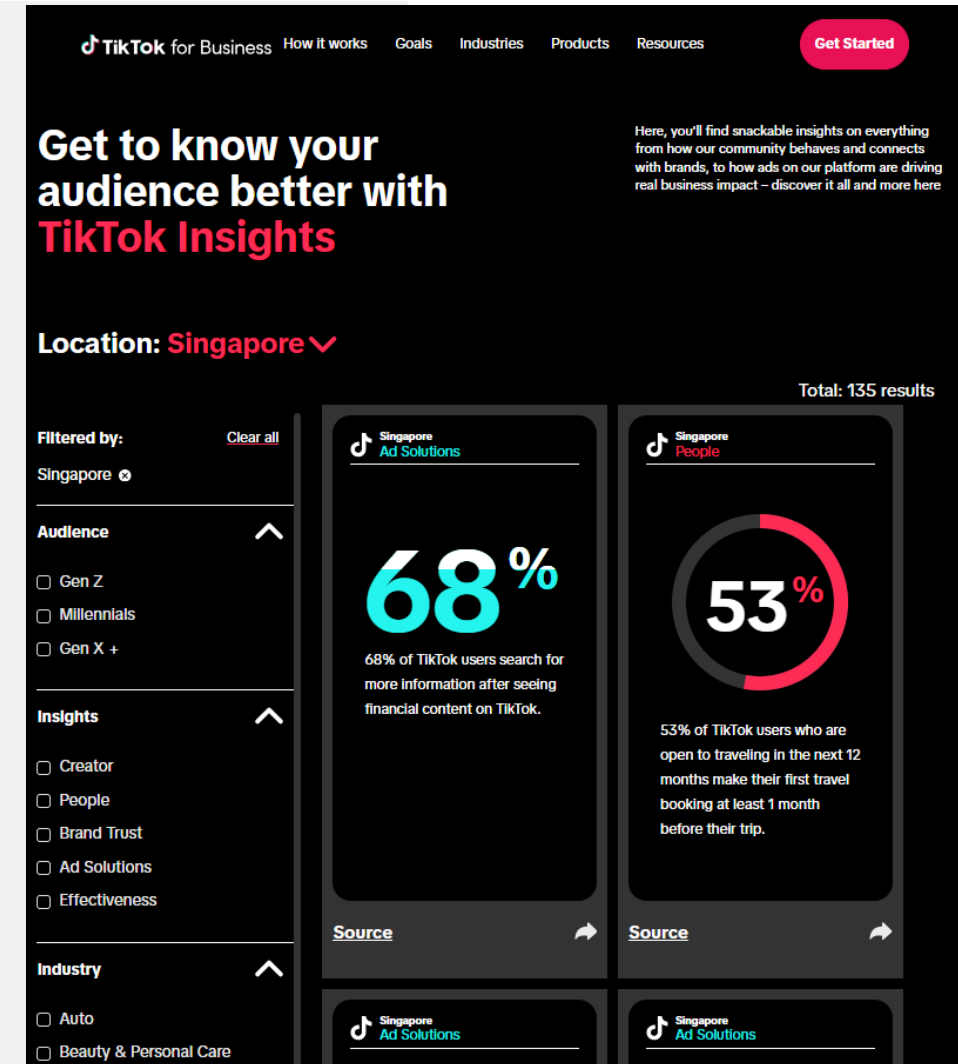


Research Tools - TikTok Insights

- TikTok Insights as a primary tool
- Audience Segmentation (Gen Z, Millennials, Gen X +)
- Industry Focus

Leverage TikTok's native Insights tool for comprehensive audience data and to understand consumer behaviours in various industries.

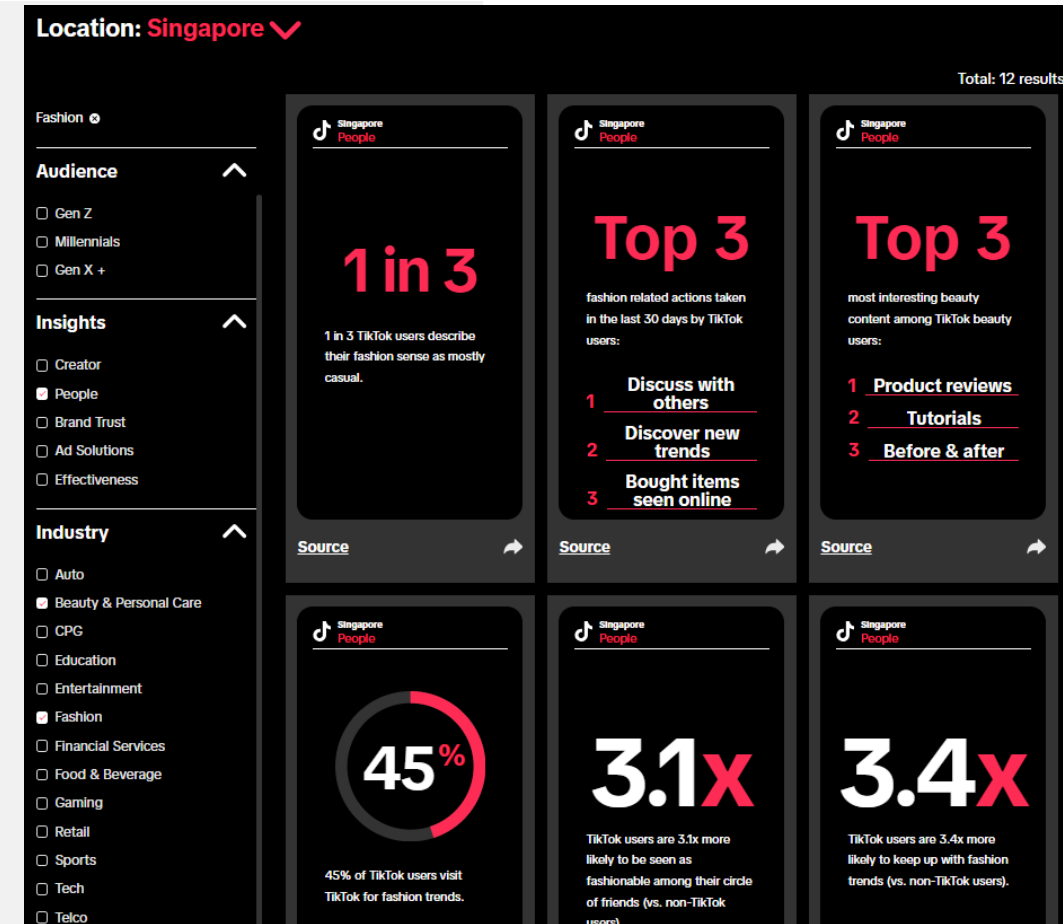
<https://www.tiktok.com/business/en-SG/insights>



Research Tools - TikTok Insights

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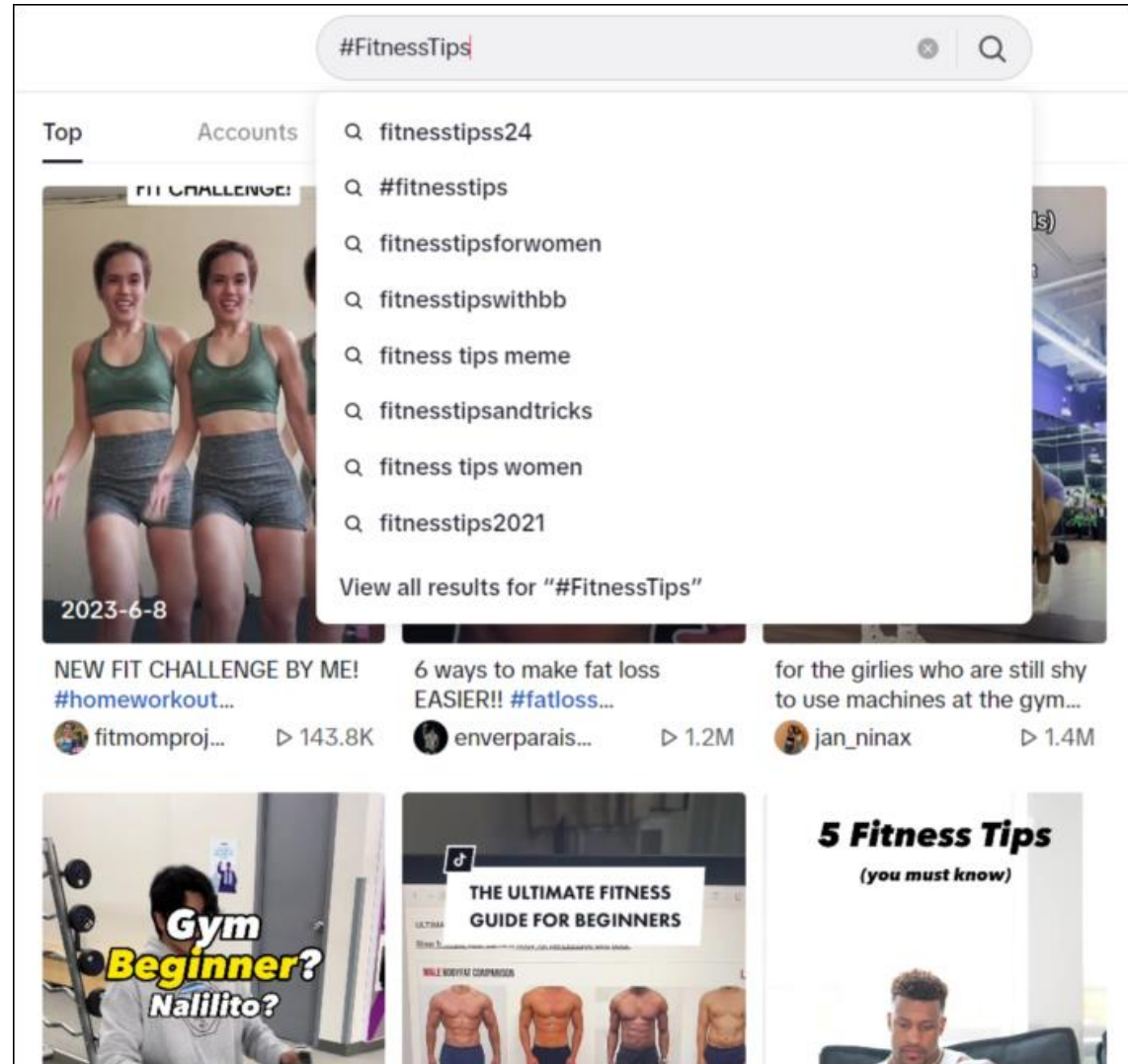
Leverage TikTok's native Insights tool for comprehensive audience data and to understand consumer behaviours in various industries.



Effective Strategies for Finding TikTok Creators

Utilizing Hashtags

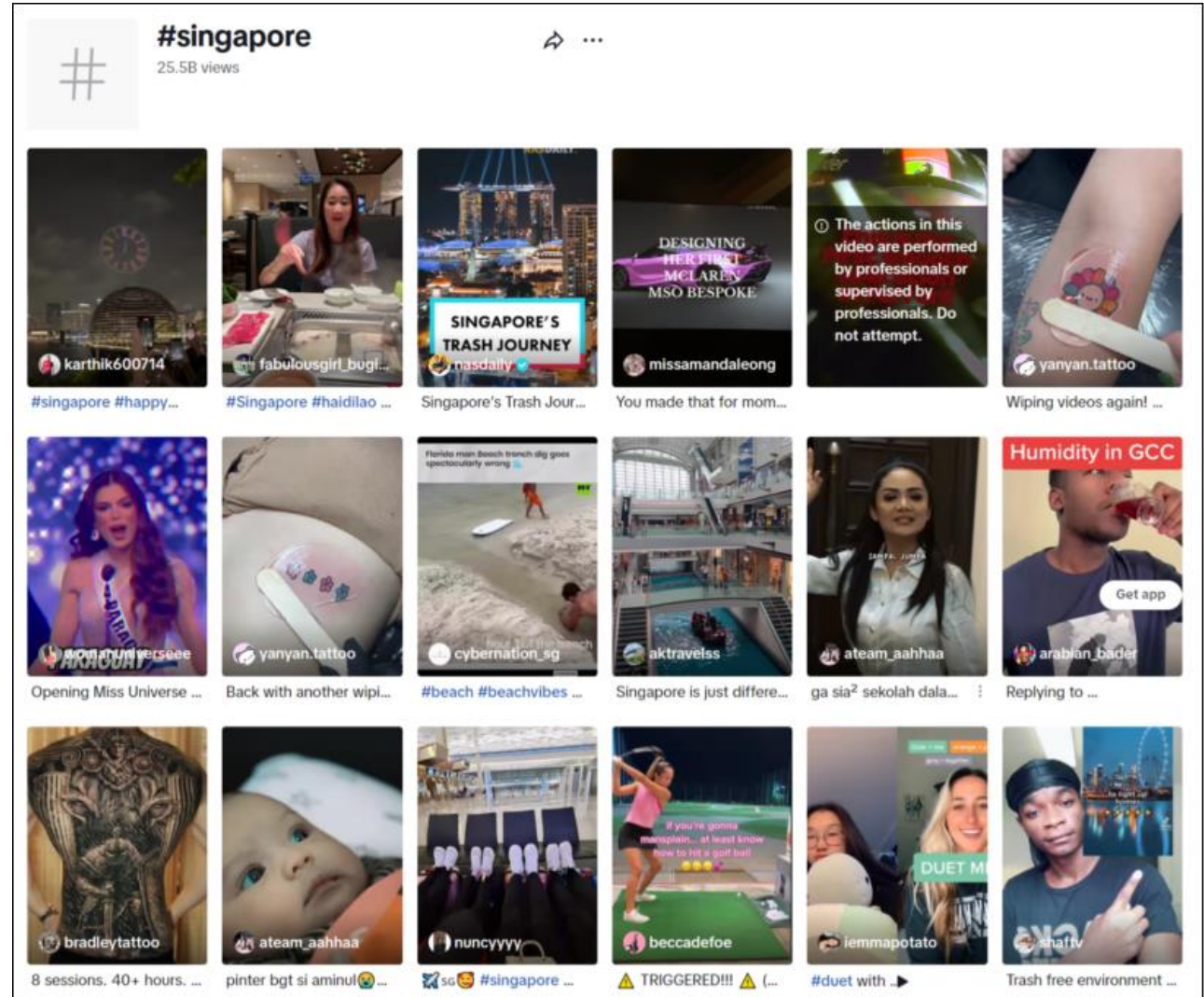
- Search for relevant hashtags that align with your brand's interests and values.
- Example: Use #FitnessTips to find creators in the fitness niche.



Effective Strategies for Finding TikTok Creators

Targeting by Location

- Focus on creators based in specific locations for localised campaigns.
- Example: For a campaign in Singapore, search for TikTok creators geographically tagged in Singapore.



Leveraging Digital Tools and Platforms

Influencer Marketing Platforms

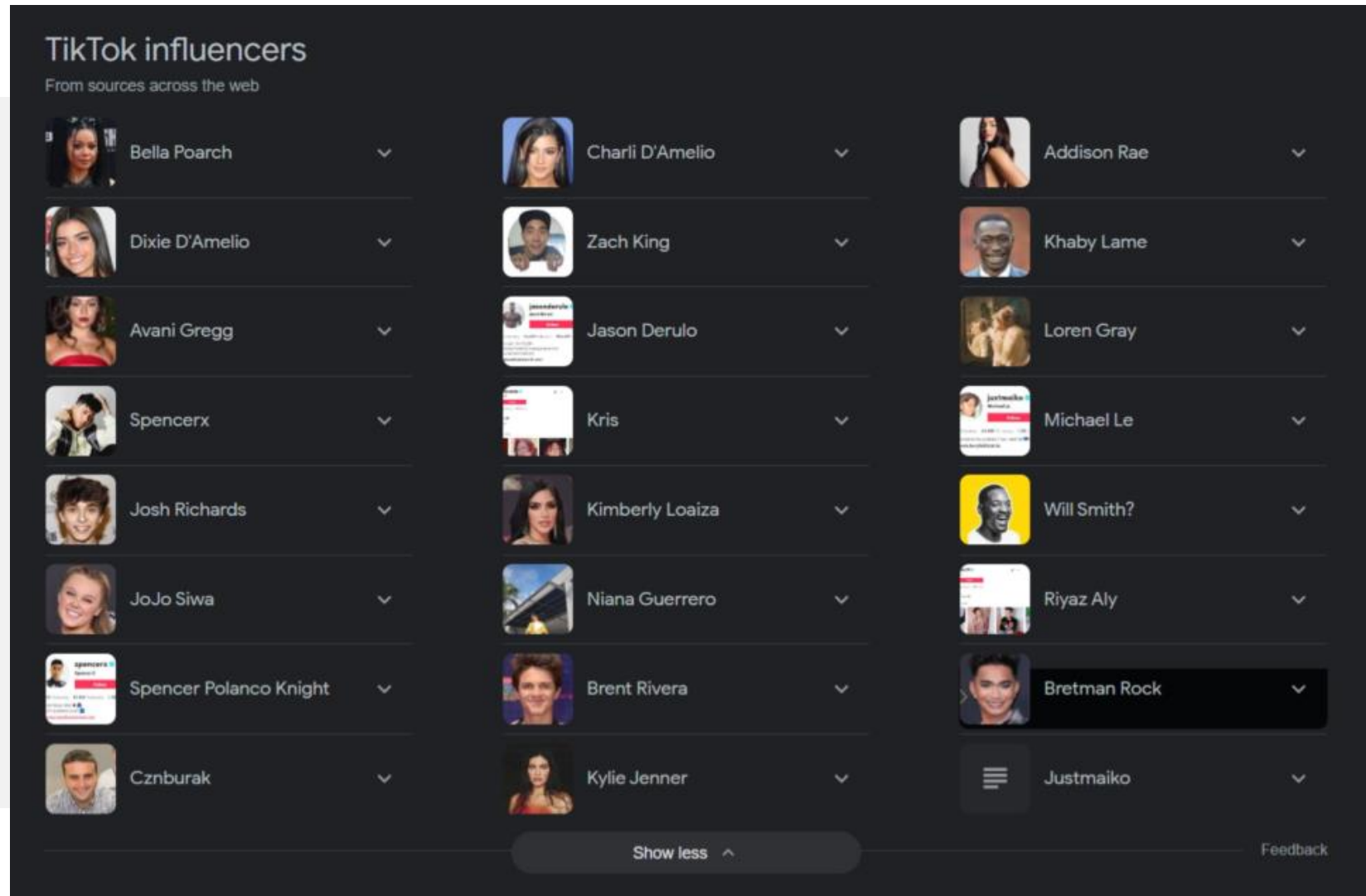
- Use platforms like Partipost and GetKobe for a curated list of influencers.
- Benefit: These platforms streamline the process by matching your brand with suitable creators.



Leveraging Digital Tools and Platforms

Exploring Lists of TikTok Influencers

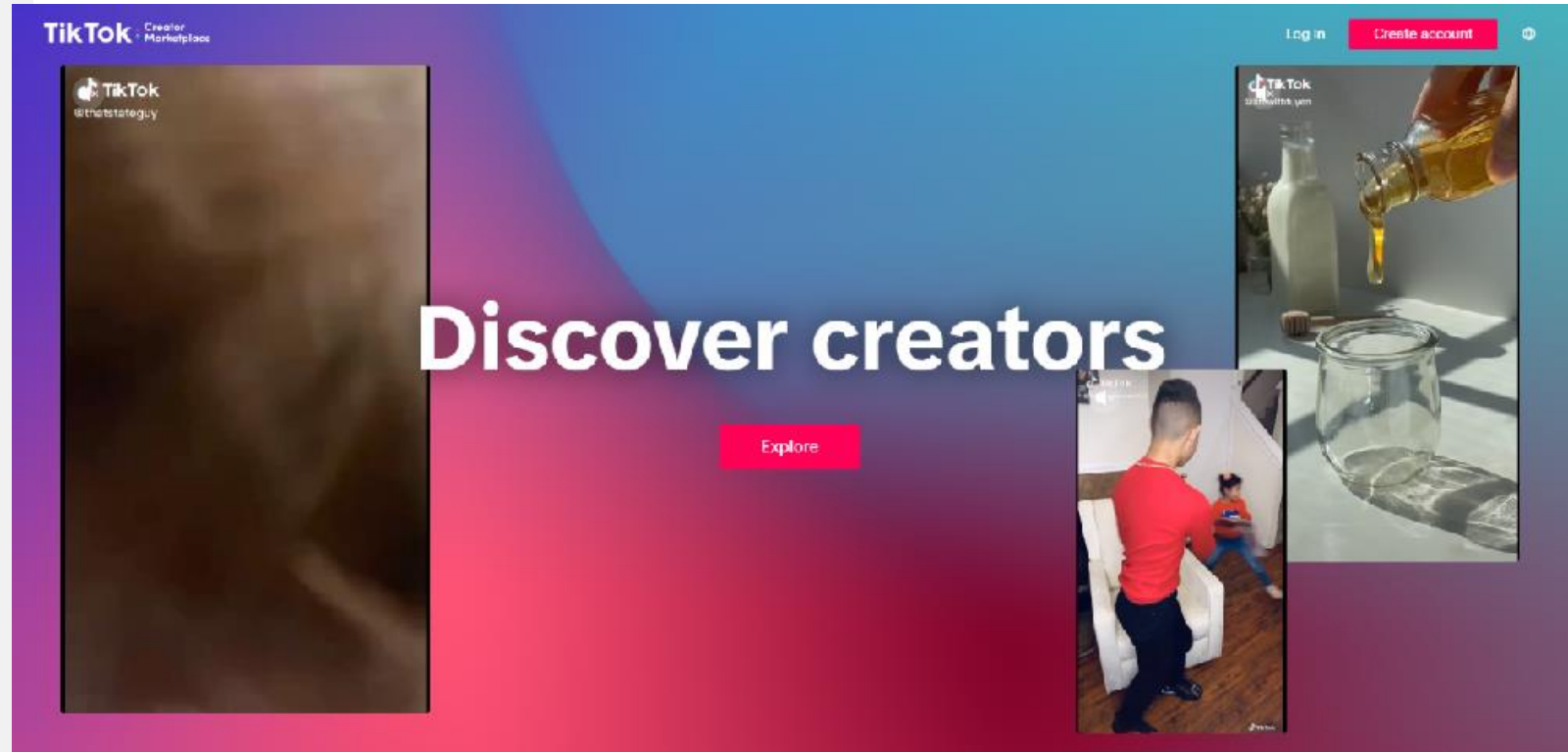
- Look for published lists of popular or rising TikTok influencers.
- Note: These lists often categorize influencers by niche, audience size, and engagement rates.



Leveraging Digital Tools and Platforms

TikTok Creator Marketplace

- Access TikTok's official platform for connecting brands with creators.
- Advantage: Provides detailed analytics and insights into creators' performance and audience demographics.



NOW IT'S YOUR TURN.

Exercise 2:

Gain a deeper understanding of your TikTok audience and trends to outline effective strategies for follower growth.



mins



Materials Needed:

- Access to TikTok Insights and Audience Insights
- A TikTok Account that is active
- List of trending topics on TikTok
- Any third-party analytics tools you use

Instructions:

Step 1: Audience Identification

Go to Audience Insights and pick an audience type, narrowing down to location, language, demographics (age, gender), interests and behaviours (ad interest categories, video interactions, creator interactions, hashtag interactions etc). Copy and paste into exercise document.

<https://ads.tiktok.com/i18n/audience-insight>

Step 2: Trend Spotting

Identify one trending topic on TikTok that aligns with your audience's interests. Use Creative Center trends for this purpose.

<https://ads.tiktok.com/business/creativecenter/inspiration/popular/pc/en>

Instructions:

Step 3: TikTok Insights

Go to TikTok Business Insights and choose one of the industries and target demographics. Copy and paste any of the other relevant charts and data into the google doc.

<https://www.tiktok.com/business/en-SG/insights>

Step 4: TikTok Follower Analytics

Go to one of your account's TikTok Analytics and look at the profile of your followers. Copy and paste the sections as delineated in the boxes. (It's ok if you don't have one, you can just use these analytics). What do you observe about it?

<https://www.tiktok.com/creator-center/analytics/>

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 2 ON THE GOOGLE DOC

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Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

SEE YOU ALL AT 13.30 pm

Time for
a Break

Module 3: Navigating the **TikTok** **Marketing** **Funnel**

Walter Lim



Full-Funnel Marketing on TikTok

A step-by-step guide to maximizing your ROAS

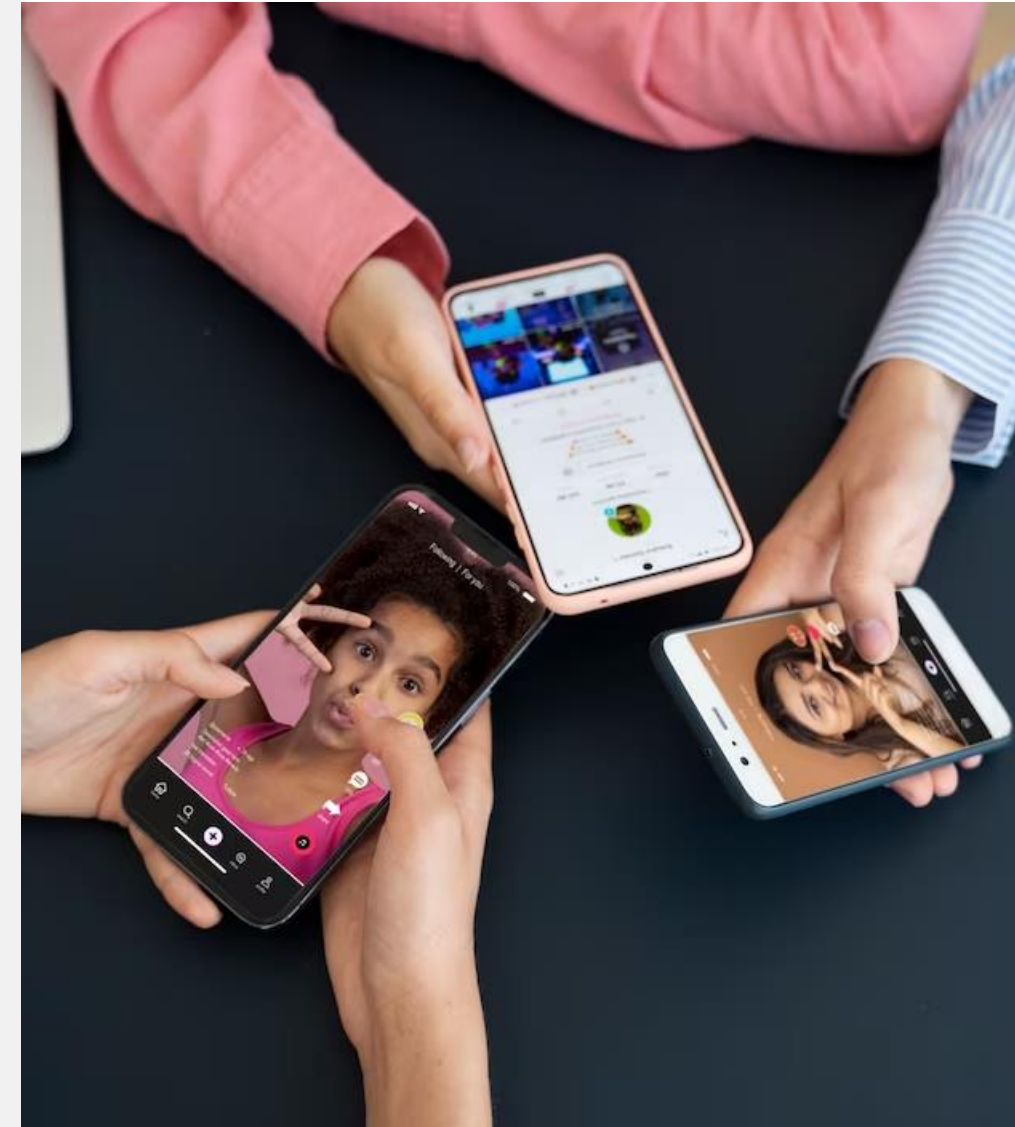


About the Marketing Funnel

- The marketing funnel is a model that describes the customer journey from awareness to purchase to loyalty.
- These are the main stages:
 - ✓ **Awareness:** The customer is aware of their problem and that there are potential solutions.
 - ✓ **Consideration:** The customer is evaluating different solutions and comparing brands.
 - ✓ **Intent:** The customer is ready to buy and is researching different options.
 - ✓ **Purchase:** The customer buys a product or service.
 - ✓ **Loyalty:** The customer continues to buy from the same brand and becomes a repeat customer.

Who are these audiences?

- **Awareness:** People who are new to your brand.
- **Consideration:** Potential customers who have heard of your brand and are interested in learning more.
- **Intent:** Potential customers who are ready to buy and are comparing different options.
- **Purchase:** Prospects at final stage of buying your product or service.
- **Loyalty:** Repeat customers who continue to buy from your brand.



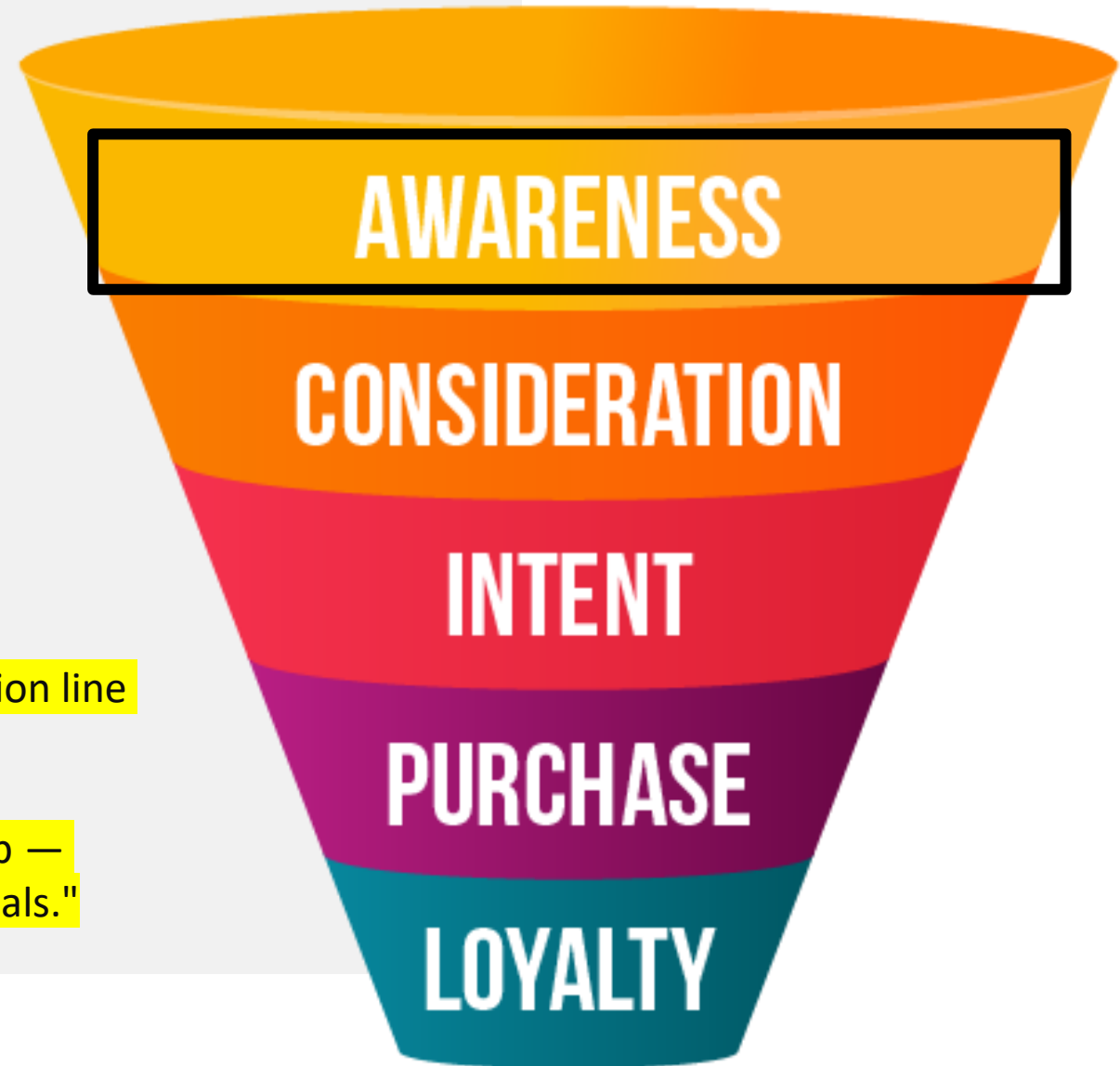
Funnel Stages and TikTok Tactics

Awareness:

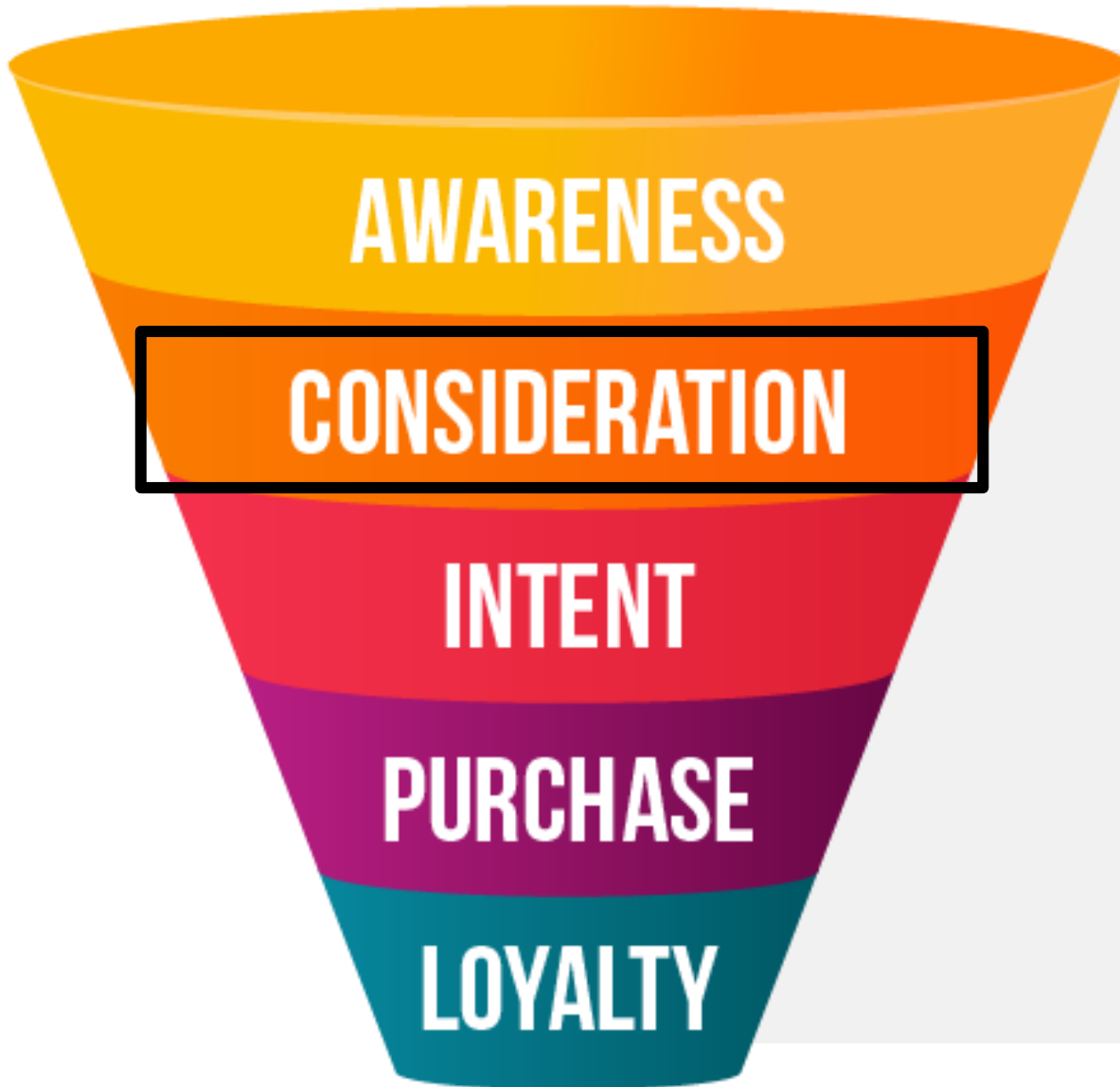
- Create videos that introduce your brand and product to new customers.
- Use relevant hashtags and keywords to reach your target audience.
- Ride onto the latest trends and challenges.

Fashion Brand: "Step into style with our latest eco-friendly fashion line #GreenChic #FashionForward."

Tech Gadget: "Revolutionise your day with the #SmartHomeHub — where convenience meets technology. #TechTrends #GadgetGoals."



Funnel Stages and TikTok Tactics



Consideration:

- Create videos that showcase your product's features and benefits.
- Use educational videos to teach your audience about your product and how to use it.
- Run TikTok Ads targeting people to visit your website or watch your videos.

Product Feature Showcase: "Dive into the details of our ultra-slim X2000 laptop — power and portability in your backpack!"

Educational How-To: "Get the perfect brew with our BaristaPro coffee machine in three simple steps. #CoffeeLovers #BaristaLife"

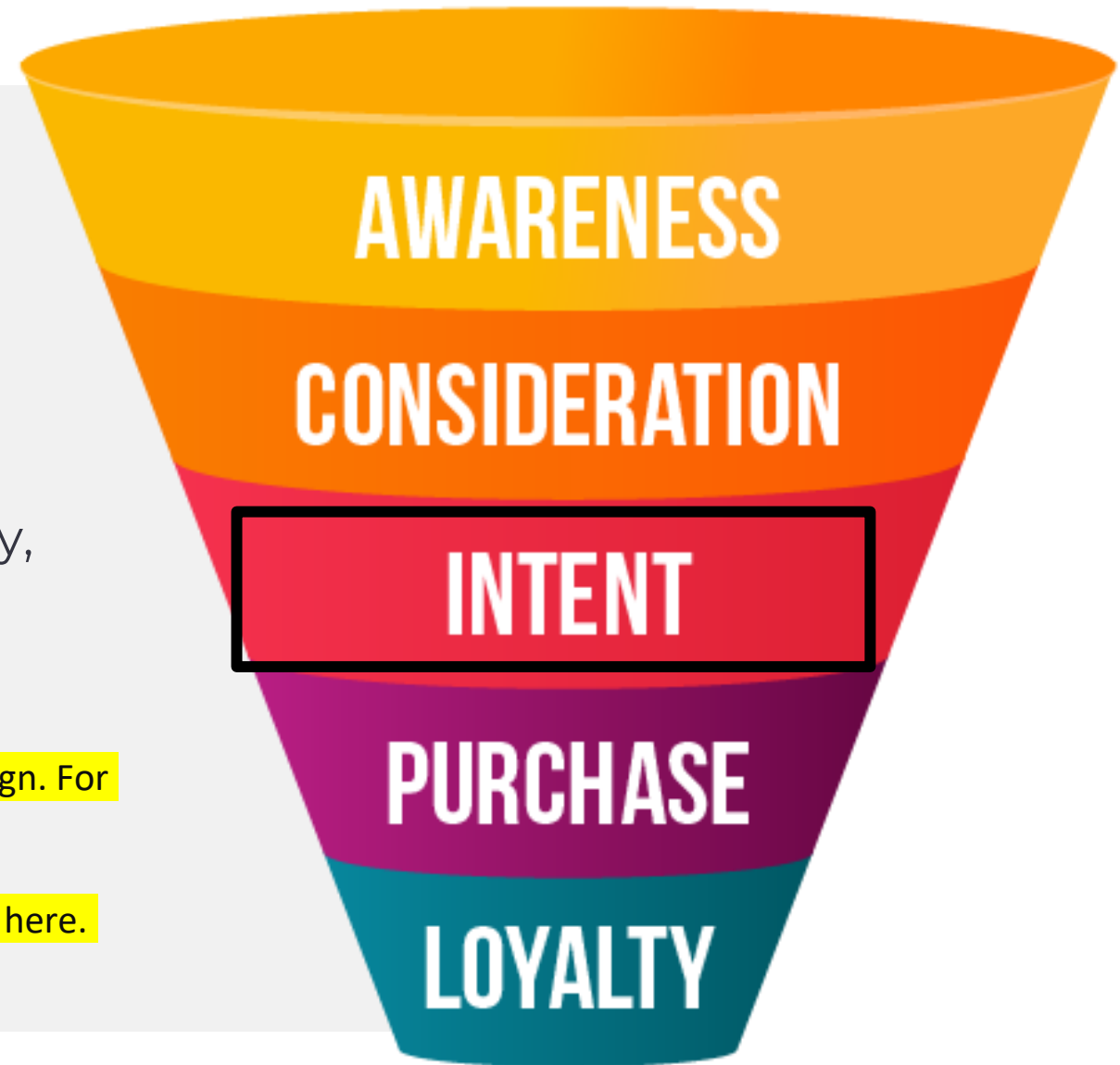
Funnel Stages and TikTok Tactics

Intent:

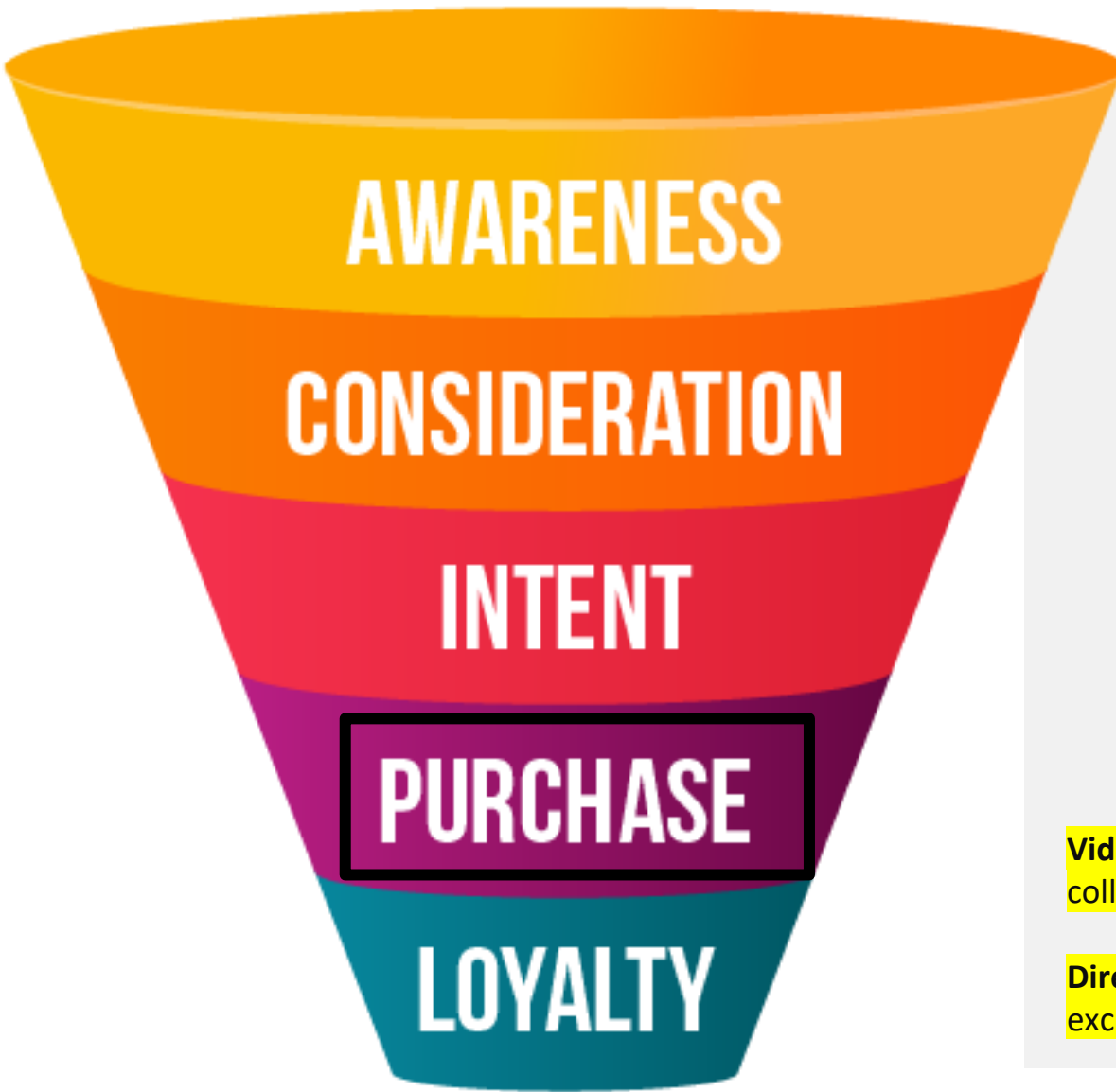
- Create videos that offer sneak previews or customer testimonials.
- Use TikTok Ads targeting people who have visited website or clicked on link.
- Offer a lead magnet like a free gift, or enquiry, or event attendance.

Sneak Preview: "Get an exclusive first look at our latest smartwatch design. For eyes only of our cherished followers. #TechSneakPeek #VIPAccess"

Free Guide: "Grab our ultimate guide to home decor as a free download here. #HomeStyle #ExclusiveOffer"



Funnel Stages and TikTok Tactics



AWARENESS

CONSIDERATION

INTENT

PURCHASE

LOYALTY

Purchase:

- Create videos that make it easy for customers to buy your product.
- Include links to your website or product page in your videos.
- Run TikTok Ads with a clear call to action, such as "Shop Now" or "Buy Now."

Video with Product Links: "Love these looks? Click the link to shop our latest collection. Your wardrobe upgrade is just a tap away!"

Direct CTA in TikTok Ads: "Don't wait! Grab your dream kitchen gadget at an exclusive price. Shop Now! #KitchenGoals #BuyNow"

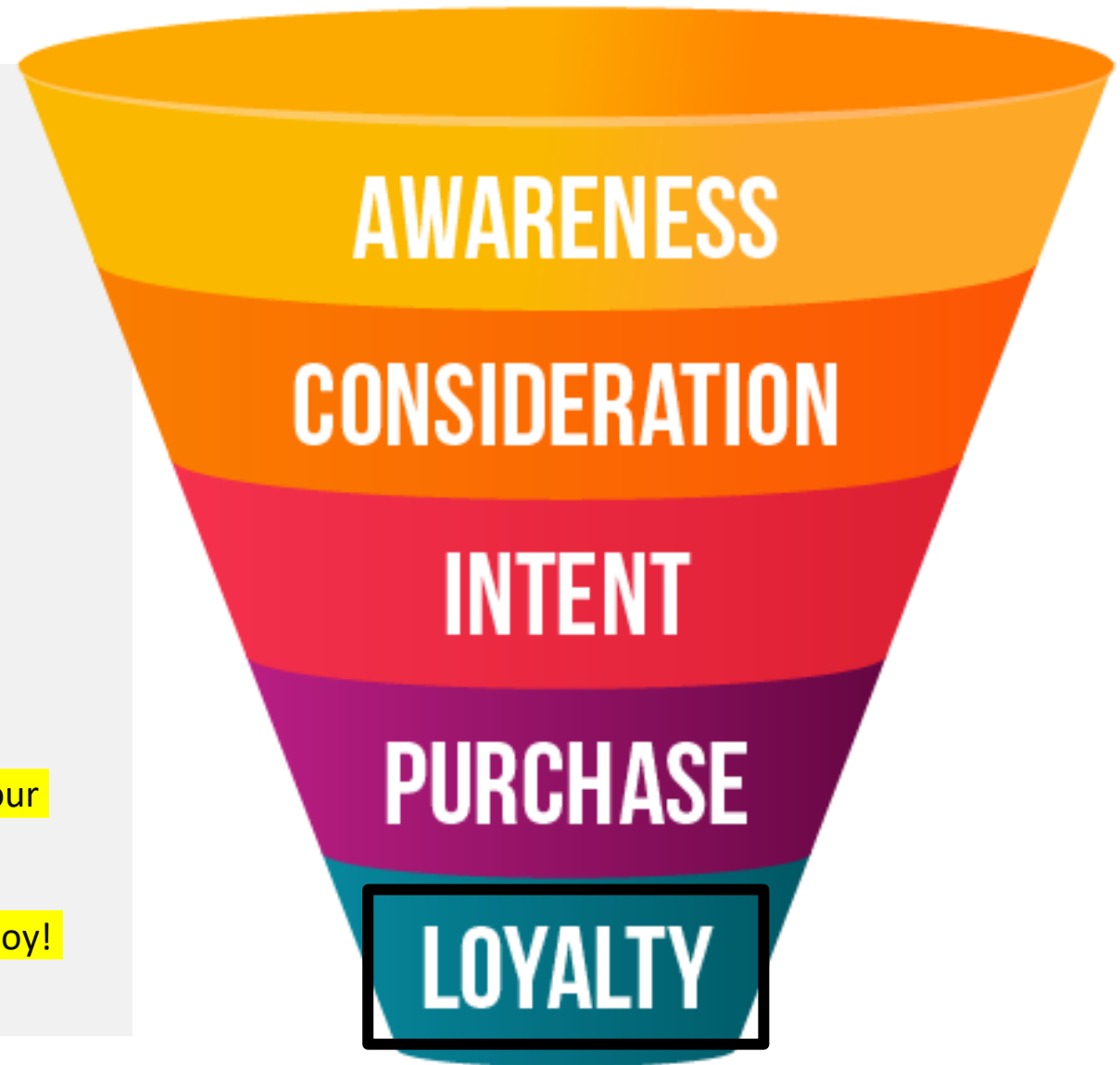
Funnel Stages and TikTok Tactics

Loyalty:

- Create videos that thank your customers for their support.
- Encourage fans to share your content with others.
- Run TikTok Ads targeting your existing customers with new product announcements or special offers.

Customer Appreciation Video: "You're not just customers; you're our community. Thank you for every like, repost, and purchase!"

Content Sharing Encouragement: "Love our products? Spread the joy! Share this video and let everyone in on the secret to great skin."



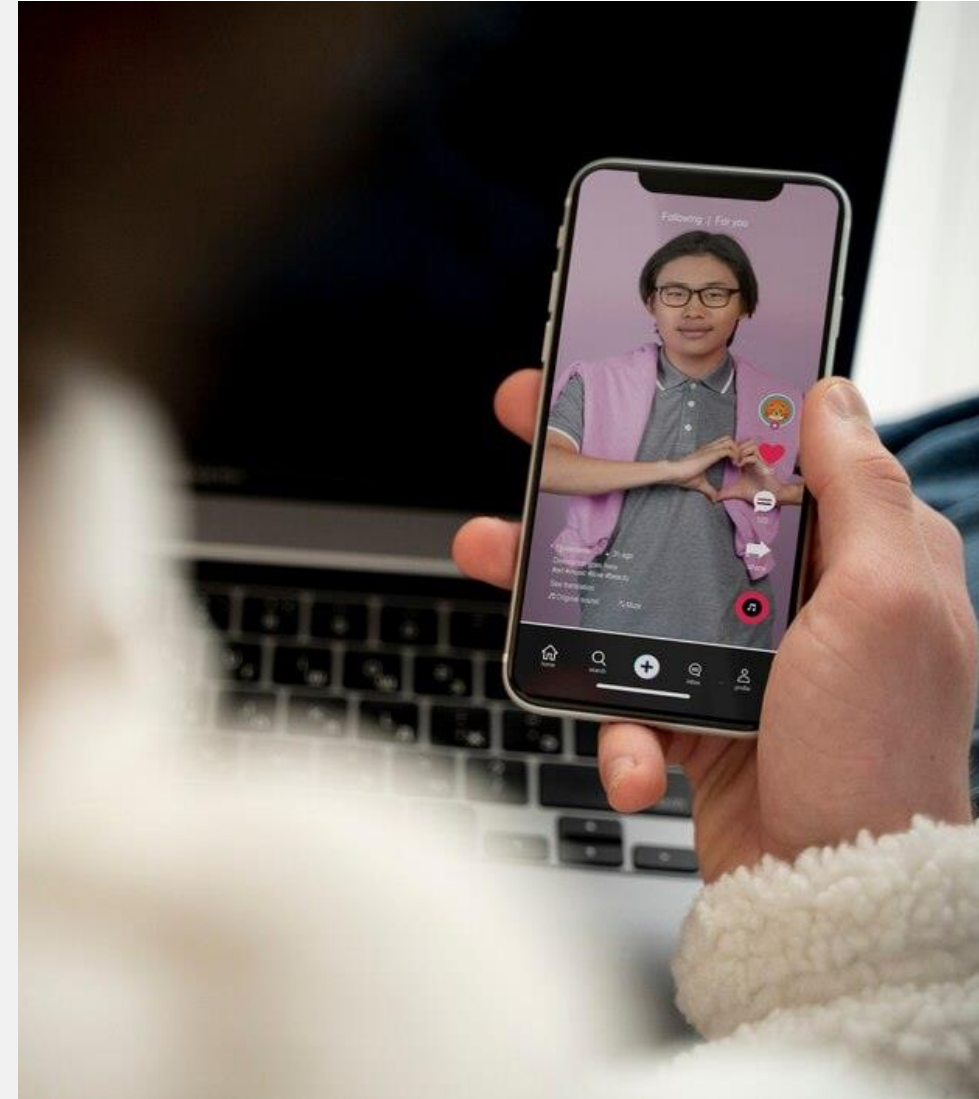
How do you measure this?



- **Awareness:** Impressions, reach, frequency, video views, brand lift
- **Consideration:** Website visits, view content events, install events
- **Intent:** Add to cart events, leads, forms filled
- **Purchase:** Purchase events, store visits, no of sales, purchase value
- **Loyalty:** Repeat purchase rate, customer lifetime value, reposts

What do you want them to do next?

- **Awareness:** Engage with your brand on TikTok, visit your website, learn more about your product.
- **Consideration:** Visit your website, watch more of your videos, sign up for your email list.
- **Intent:** Add items to their cart, download guide, checkout, complete a purchase.
- **Purchase:** Leave a review, become a repeat customer, refer your brand to others.
- **Loyalty:** Continue to buy from your brand, become a brand advocate.



Full Funnel Campaign Examples

Stage	High End Luxury Jewellery Retail	Financial Planning Services	Tutor/Educational Services
Awareness	Teaser videos showcasing stunning jewellery pieces.	Engaging explainer videos on financial concepts.	Fun and informative educational tips and hacks.
Consideration	Detailed product showcase videos highlighting unique features.	Detailed breakdowns of different financial planning services.	Deep dives into curriculum and teaching methods.
Intent	Exclusive previews of new collections.	Customer testimonials focusing on the benefits of financial planning.	Preview of exclusive course materials or learning platforms.
Purchase	Showcase the luxury buying experience and packaging.	Walkthroughs of the sign-up process. FAQs.	Step-by-step guide on enrolling in courses.
Loyalty	VIP customer features and stories.	Feature stories of long-term client relationships.	Celebrating student achievements and milestones.

NOW IT'S YOUR TURN.

Exercise 3: Full-Funnel TikTok Marketing

To understand and apply the concept of full-funnel marketing on TikTok. Participants will brainstorm and outline a TikTok marketing strategy that covers each stage of the marketing funnel.



mins



Instructions:

- **Form Groups:** Divide into small groups.
- **Assign Stage:** Each group gets one stage of the funnel (Awareness, Consideration, Intent, Purchase, Loyalty).
- **Brainstorm:** Spend 10 minutes brainstorming TikTok marketing tactics specific to the assigned stage.
- **Pitch:** Each group will have 3 minutes to present their tactics.

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

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GO TO EXERCISE 3 ON THE GOOGLE DOC

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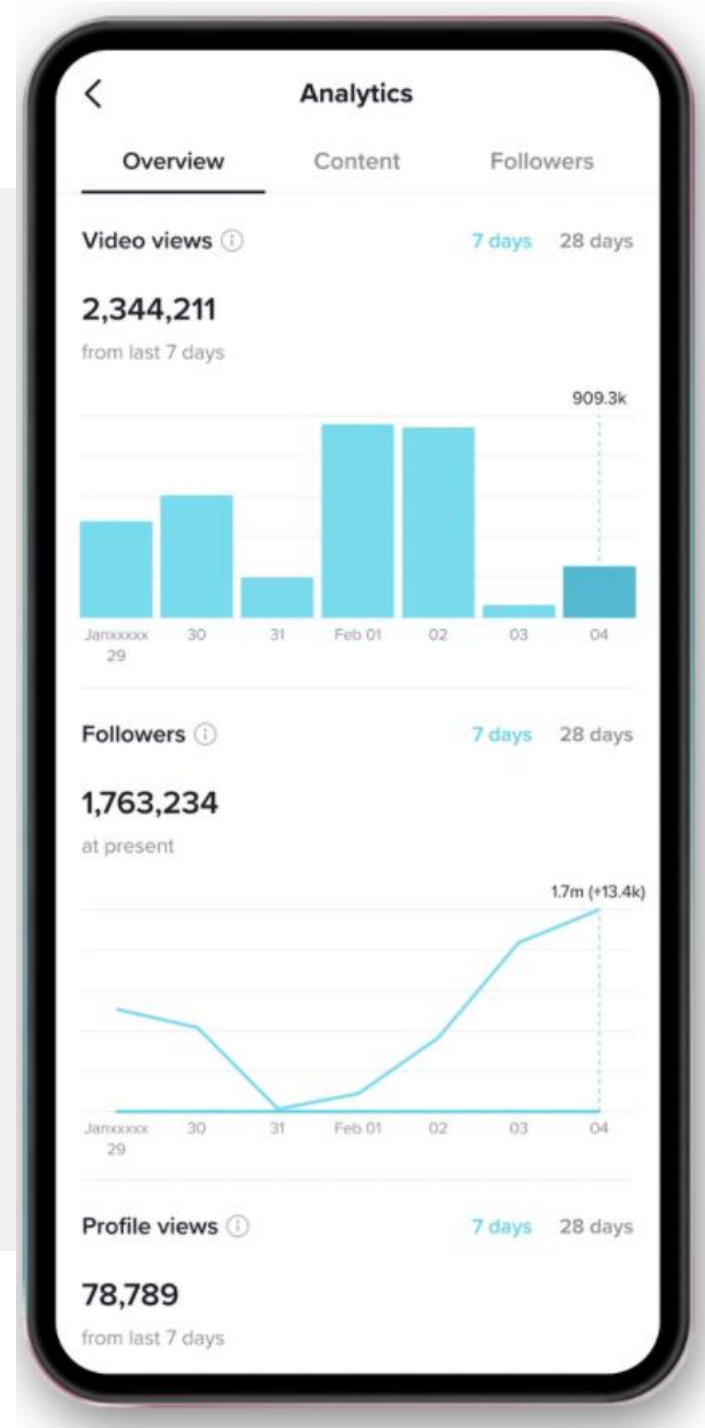
Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

SEE YOU ALL AT 10.50 am

Time for
a Break

Understanding TikTok Analytics

A step-by-step guide to using
TikTok analytics to improve your
content strategy



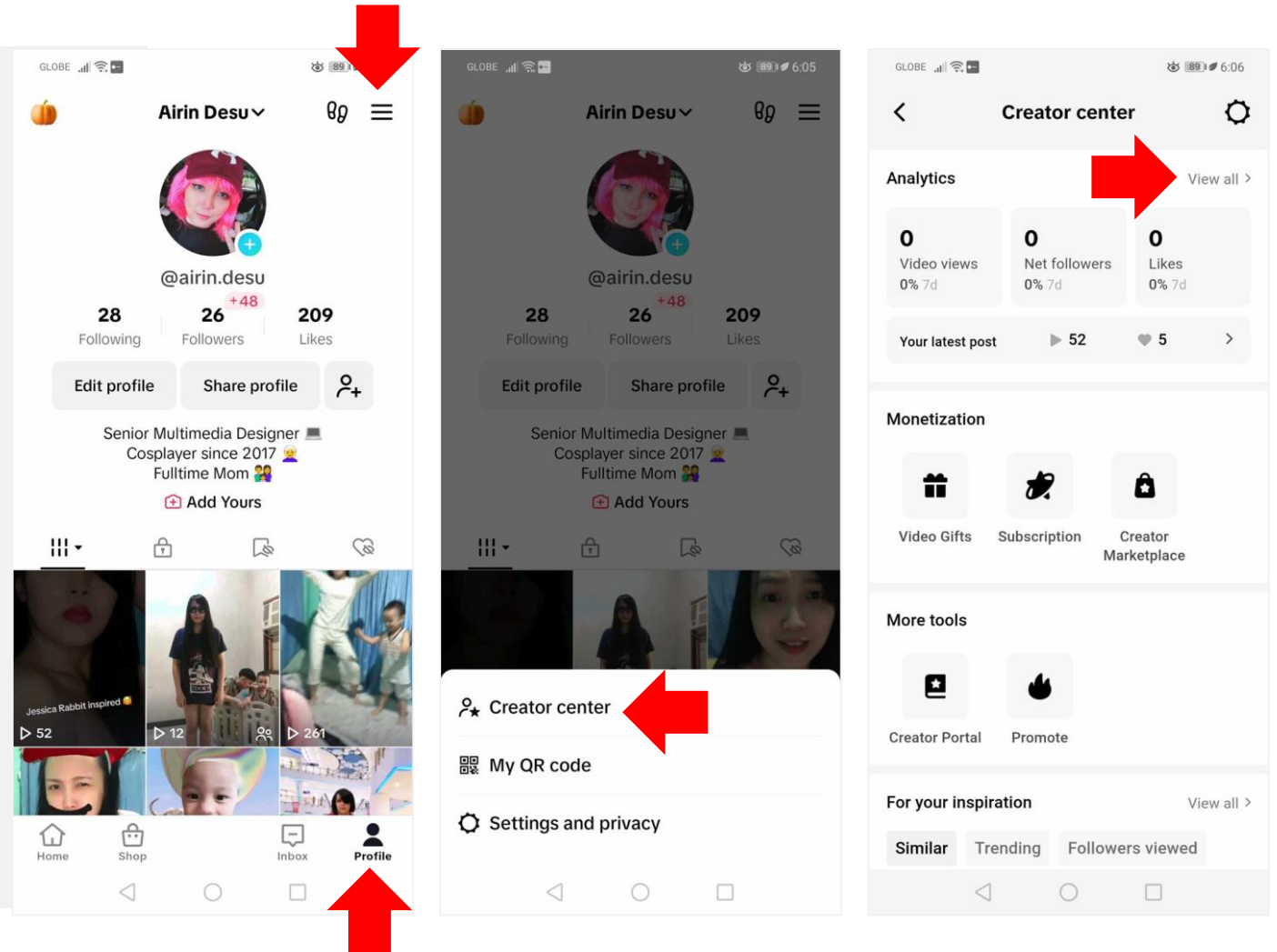
What are TikTok analytics?

TikTok analytics is a set of data and metrics that provide insights into how your content performs on the platform. They allow you to understand who your audience is, what content they engage with, and when they are most active.

How to access your TikTok analytics

On mobile:

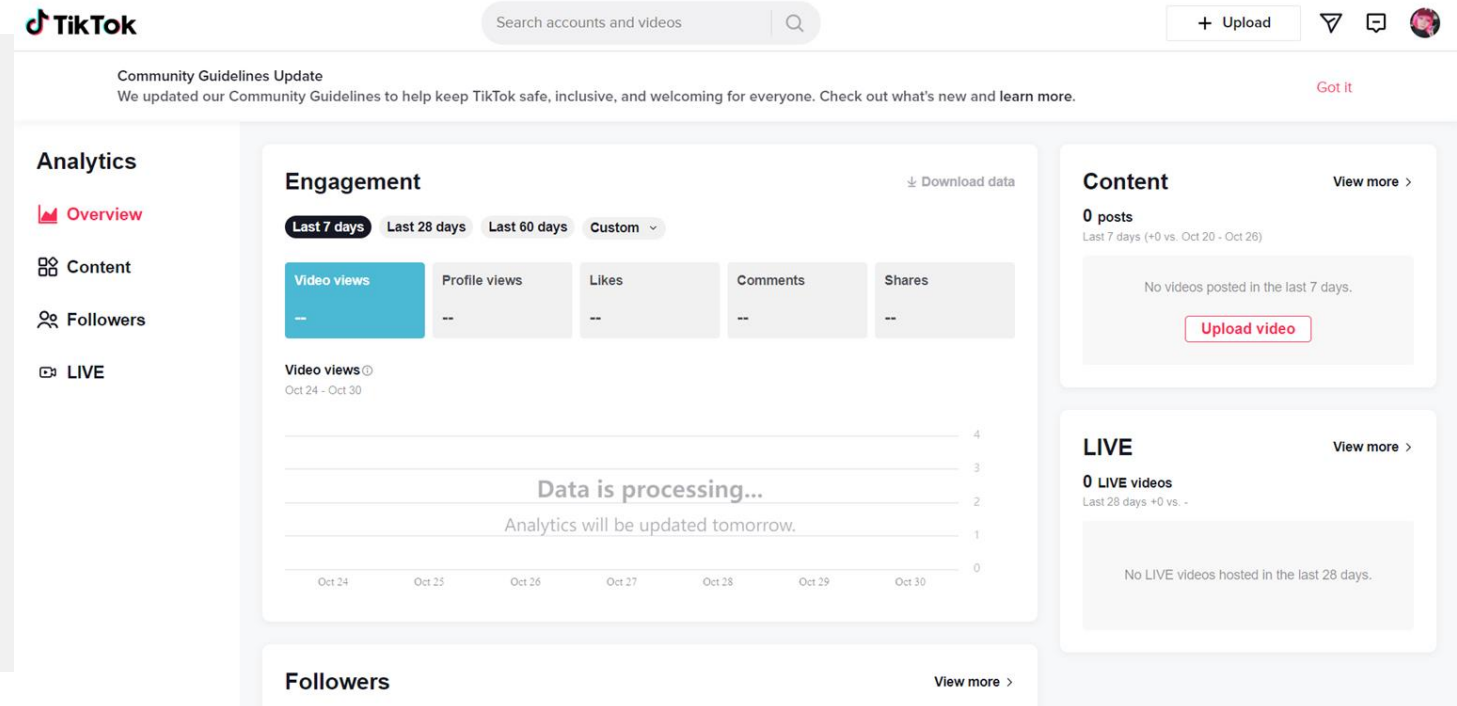
- Open the TikTok app and navigate to your profile.
- Tap the three lines in the top right corner.
- Tap Creator tools.
- Tap Analytics.



How to access your TikTok analytics

On desktop:

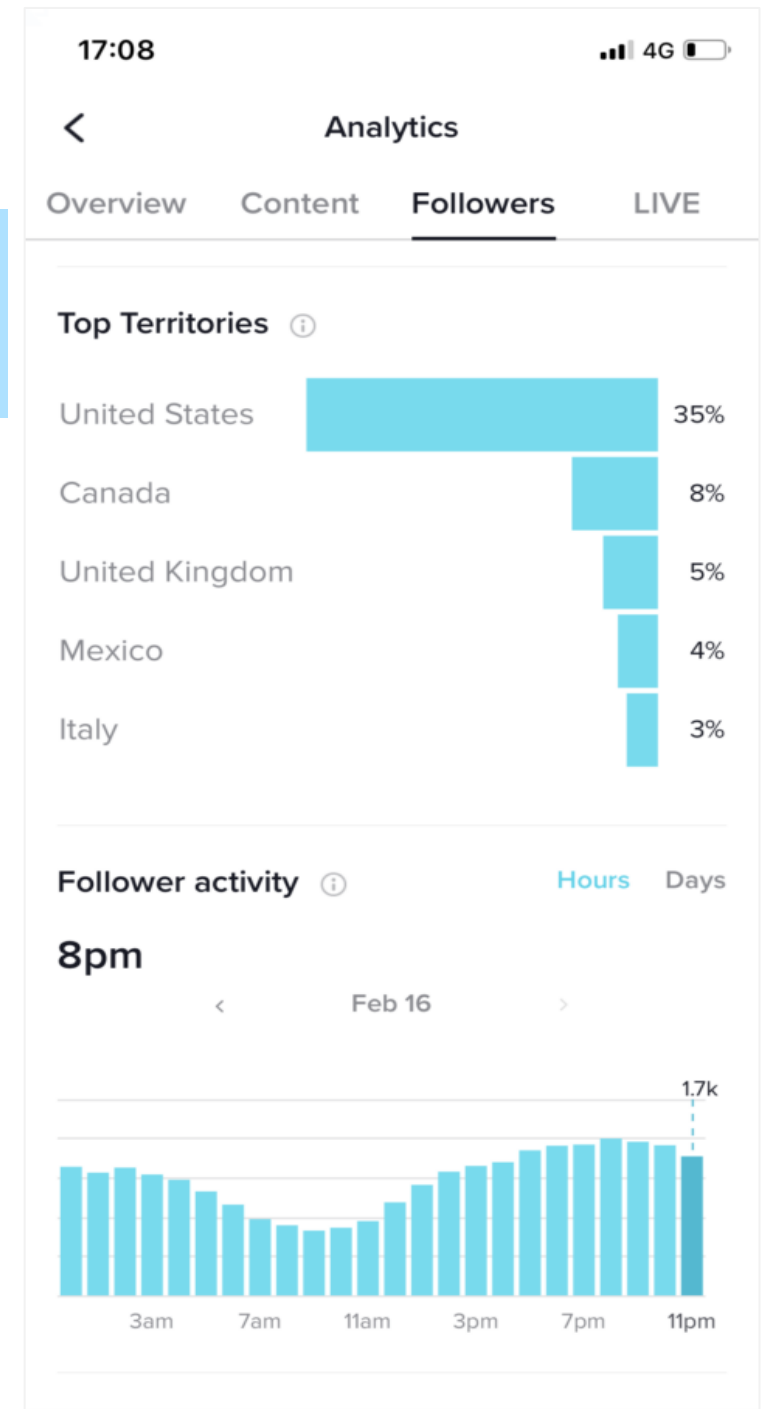
- Go to **tiktok.com/analytics**.
- Log in to your TikTok account.



4 TikTok insights and metrics to monitor

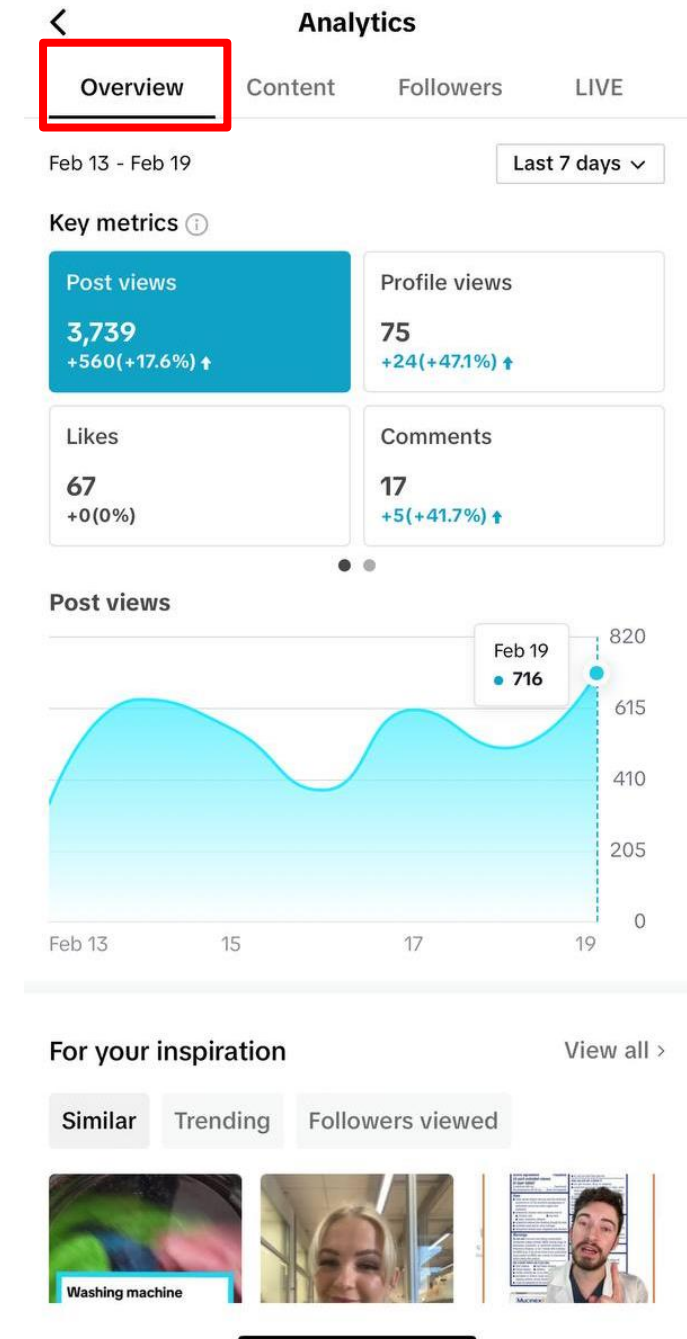
There are many metrics to track, but here are four of the most important:

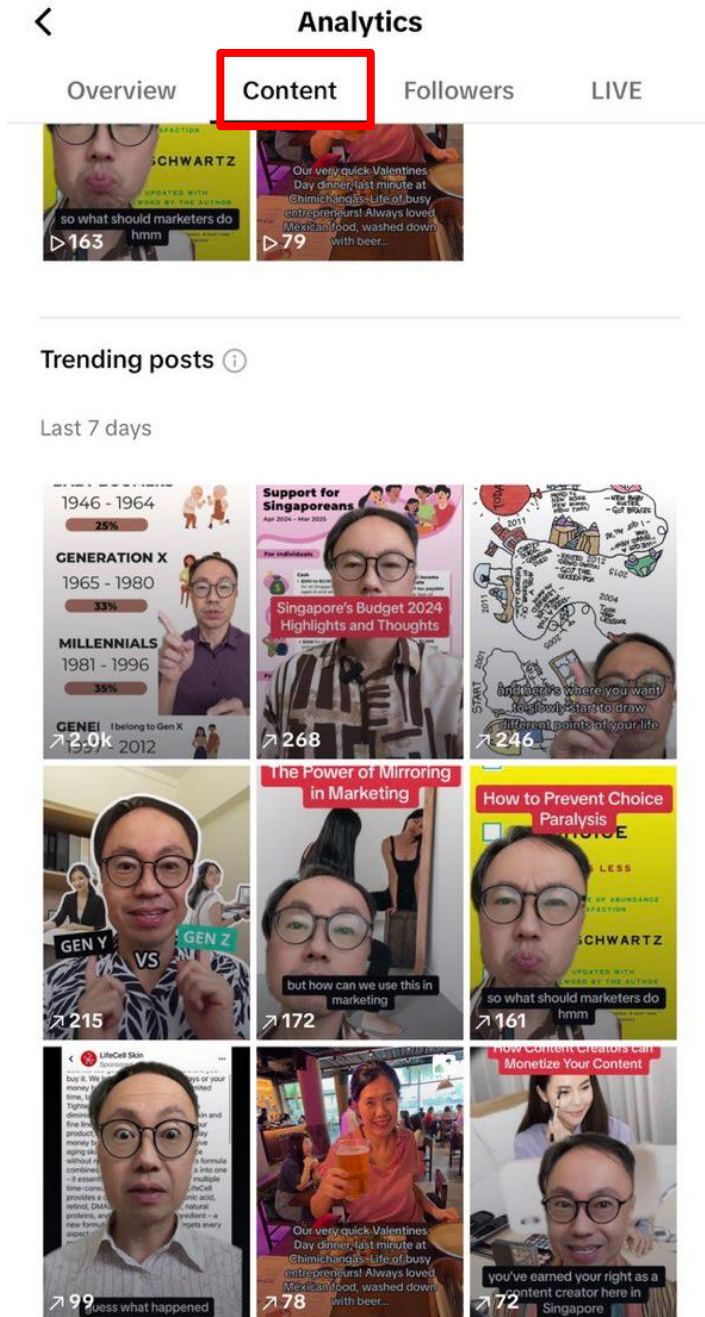
- **Video views:** This shows how many times your videos have been viewed.
- **Engagement rate:** This is the percentage of viewers who liked, commented on, or shared your video.
- **Follower growth:** This shows how many new followers you have gained over a period of time.
- **Top posts:** This shows the videos that have performed the best in terms of views, engagement, and other metrics.



Overview

The Overview tab gives you a snapshot of your overall performance on TikTok. You can see your total video views, likes, comments, shares, followers, and follower growth. You can also see your top posts and most active times.



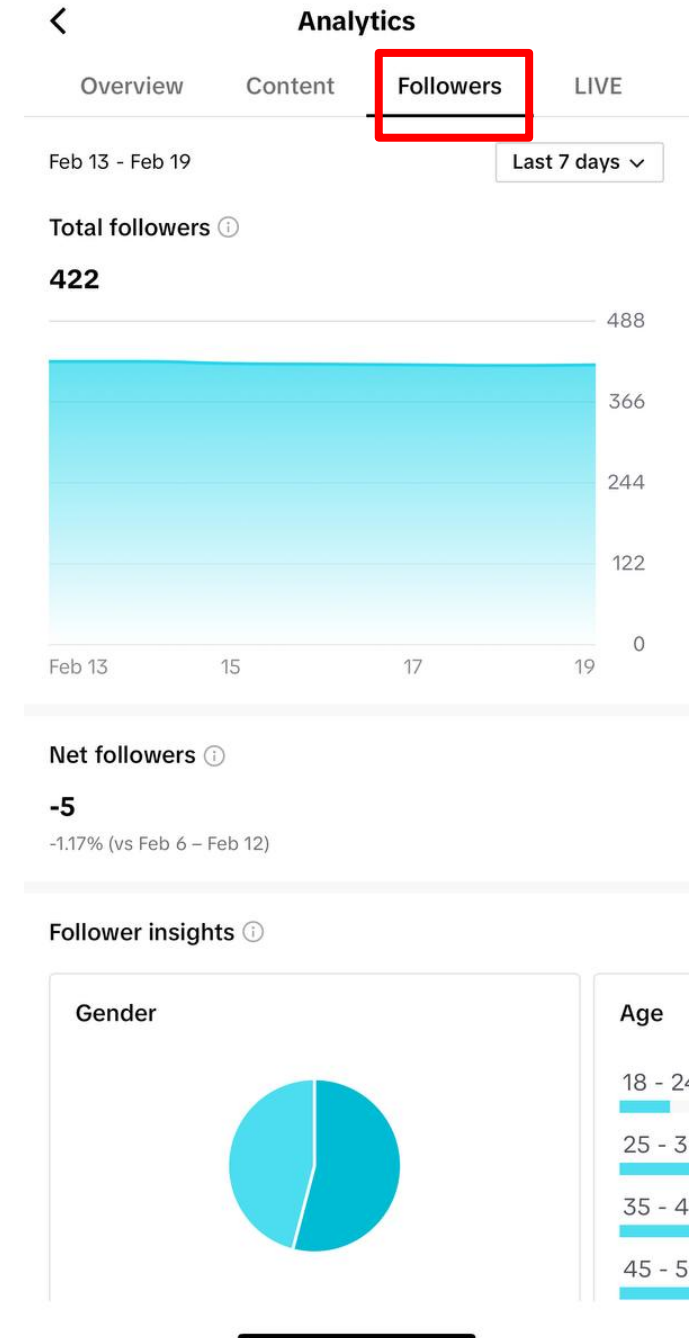


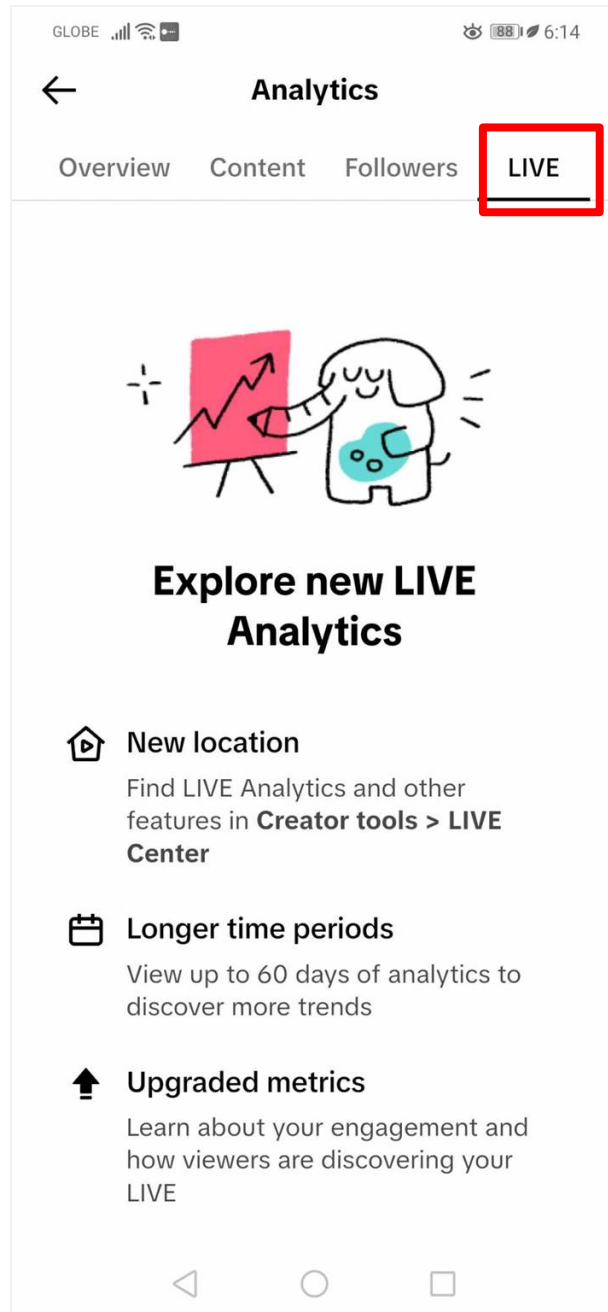
Content

The Content tab shows you more detailed information about your individual videos. You can see the views, likes, comments, shares, average watch time, video views by section, and video views by demographics for each video.

Followers

The Followers tab shows you information about your followers, such as their gender, age, and location. You can also see your most active followers and the times they are most active.





LIVE

The LIVE tab shows you information about your live videos, such as the total views, total time, new followers, top viewer count, unique viewers, and diamonds earned.

How to use your TikTok analytics in your content strategy

Here are some tips on how to use your TikTok analytics to improve your content strategy:

- **Identify your key metrics:** Decide which metrics are most important to you and focus on those.
- **Track your progress over time:** See how your metrics are changing over time to identify trends and opportunities.
- **Experiment with different content:** Try different types of content, formats, and topics to see what resonates with your audience.
- **Analyze your top posts:** See what your most successful posts have in common and try to create more content like that.
- **Pay attention to your audience demographics:** Create content that is relevant to your target audience.
- **Post at the right times:** Post when your audience is most active.

NOW IT'S YOUR TURN.

Exercise 4: Understanding TikTok Analytics

To familiarize participants with TikTok analytics. Participants will analyse sample TikTok analytics data to make content strategy recommendations.



mins



Instructions:

- **Data Sheets:** Distribute sheets with sample TikTok analytics data to each participant.
- **Identify Metrics:** Participants identify key metrics (e.g., engagement rate, follower growth).
- **Analyse:** Spend 15 minutes reviewing the data to determine strengths and areas for improvement.
- **Recommendations:** Each participant will jot down two to three recommendations based on the data.
- **Group Discussion:** Convene and discuss everyone's recommendations. Assess for feasibility and impact.

Deliverables

- A list of recommendations for improving TikTok content strategy, based on the sample data.

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SEE YOU ALL AT 10.50 am

Time for
a Break

Module 4: TikTok Content Strategy - Storytelling & Calendar Planning

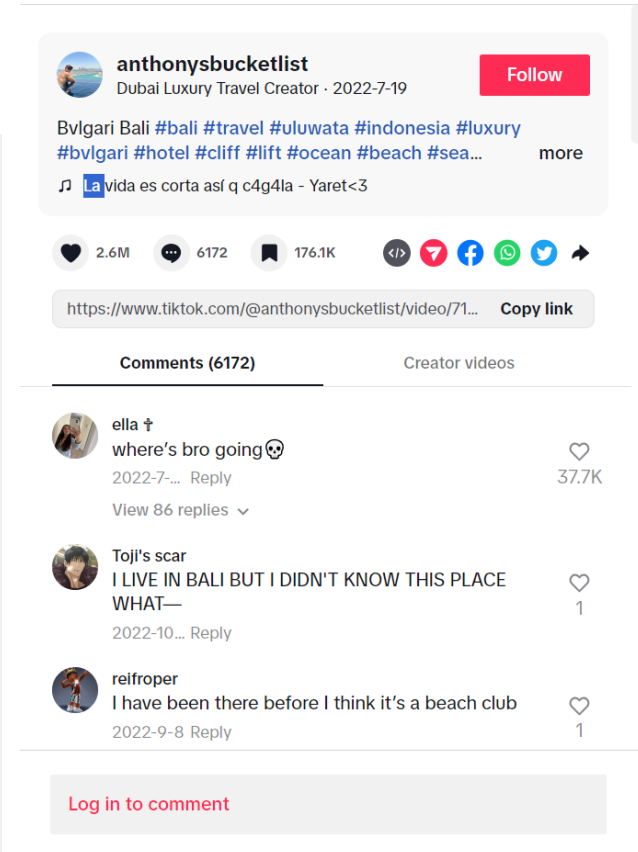
Walter Lim



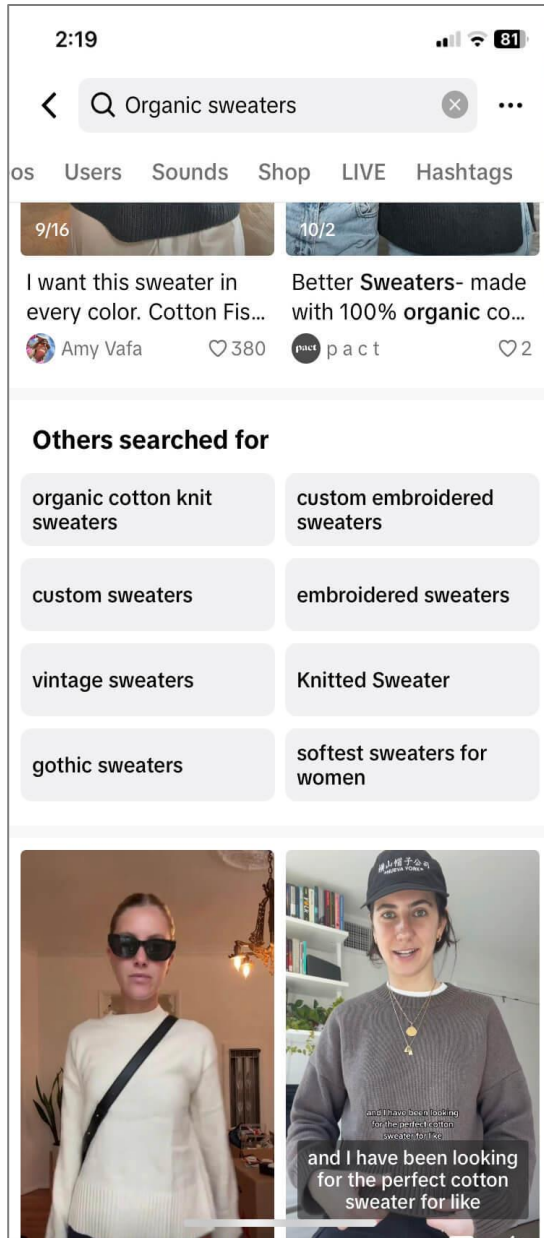
Content Pillars for TikTok

Zoom into Key Areas

- Identify recurring themes and topics.
- Align content with audience interests and search intent.
Not just your product.
- These should be used to guide content creation.



TikTok Video Research



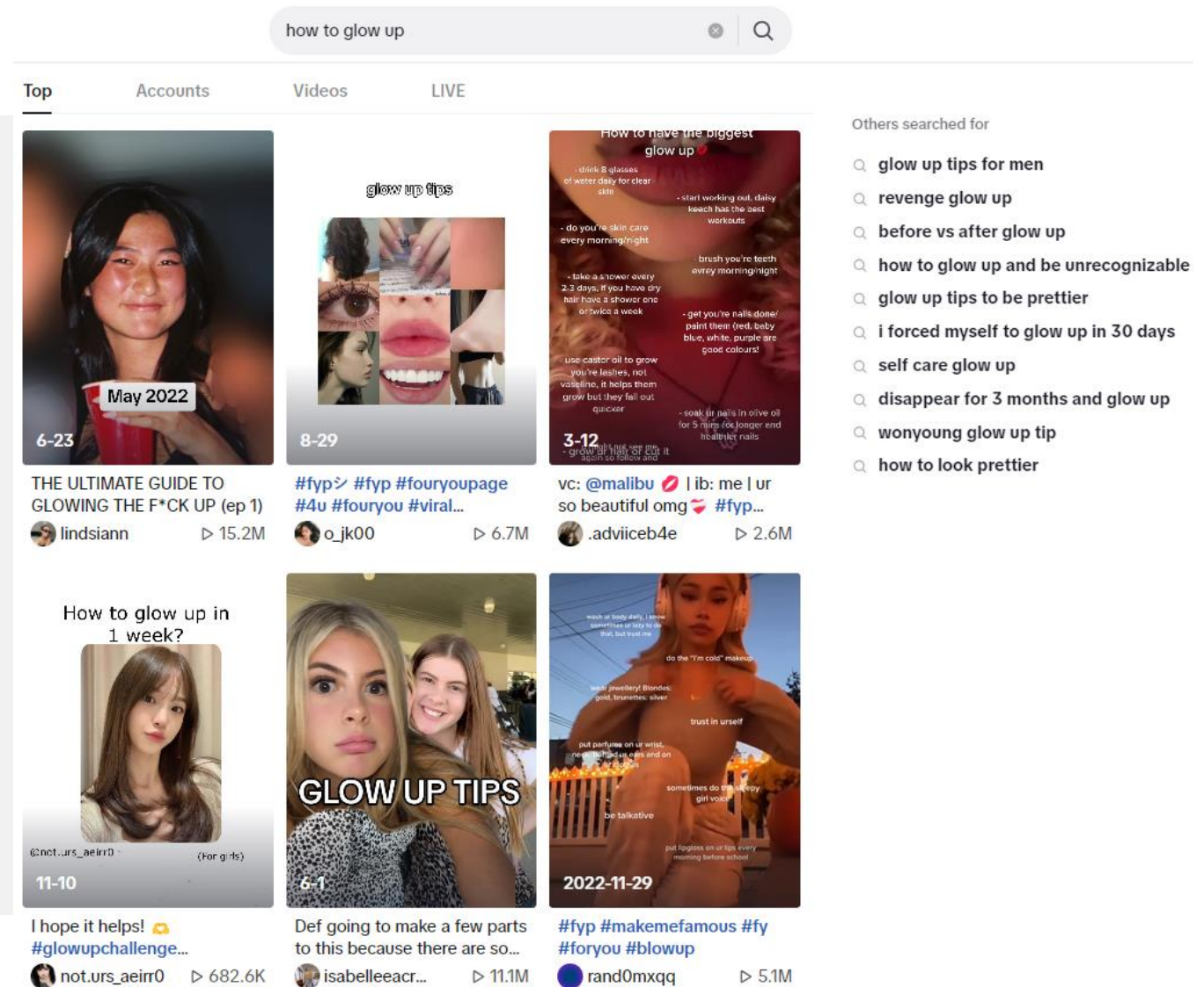
Researching for TikTok Content

- Analyze top videos and trends in your niche.
- Utilize TikTok's Business Center for insights.
- Look at what the top videos are.

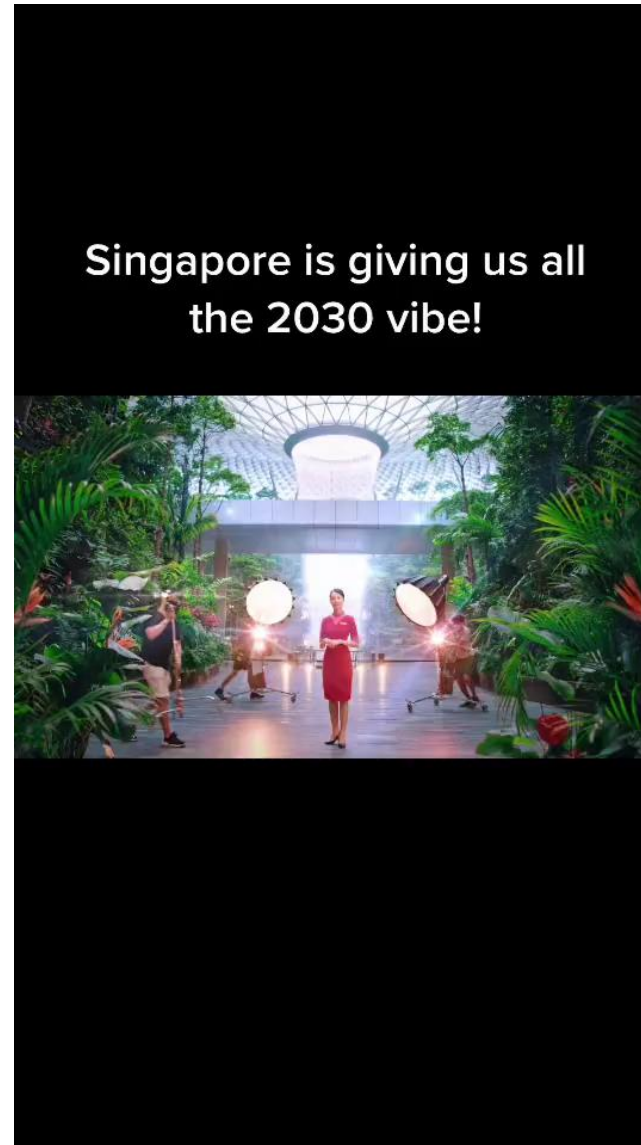
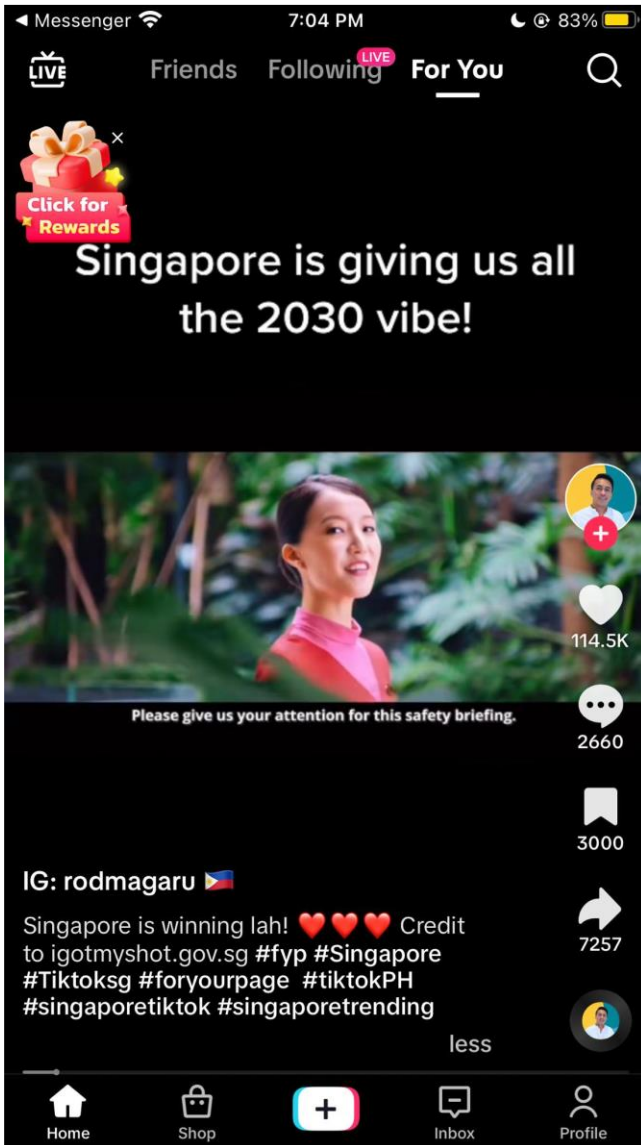
Craft Discoverable TikTok Videos

Create Discoverable TikTok Videos

- Start with a hook that includes keywords.
- Provide deep value in the video body.
- Use CTAs strategically for engagement.



Optimize TikTok Videos for Search



TikTok Video SEO

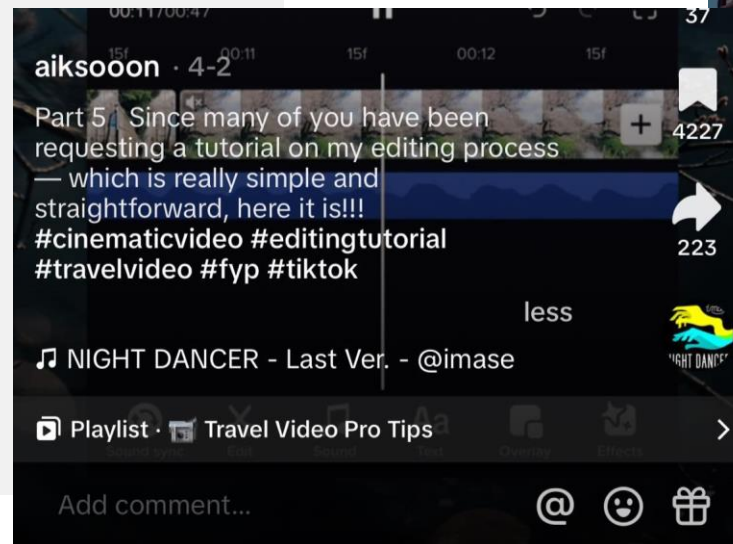
- Incorporate keyword-rich titles and captions.
- Choose relevant hashtags, including a branded hashtag.
- Make sure audio has the keywords, especially first few seconds.
- Ensure subtitles and closed-captions are accurate.

Update Underperforming Videos

Enhancing Video Performance

- Tweak text overlays and captions.
- Experiment with different hashtags.
- Adjust video elements like speed and voiceovers for better performance.

TIP: Use CapCut to create.



Types of TikTok Storytelling Strategies

Walter Lim



How to Tell Good Stories on TikTok

1. **Tap Latest Trends:** Tap into trends for engaging, relevant content.
2. **Music & Sound:** Enhance stories with popular tracks and effects.
3. **Visual Storytelling:** Use creative visuals over dialogue.
4. **Authenticity:** Share real stories to connect with viewers.
5. **Make it Relatable:** Portray situations that your audience can connect with.
6. **Use Frameworks:** Make your story flow well with these frameworks.



The Story of Your Product

What's the backstory?

- Use DIY-style assets.
- Introduce product clearly.
- Connect brand assets with users.
- Include the human element (always!)



candycrunchsg

CandyCrunchSg · 4-19

Follow

We started Singapore's first freeze dried candy company, follow us on our journey 🥰 #freezedriedcandy #candycrunchsg #singaporefreezedriedcandy #supportsmallbusiness

less

🎵 Stories 2 - Danilo Stankovic



9824



137



748



<https://www.tiktok.com/@candycrunchsg/video/7223...>

Copy link



Results First & Work Backwards

Witness the transformation.

- Show the end-result first.
- Use captions for step-by-step process.
- Flashback-style storytelling.
- Give details of how its achieved

<https://www.tiktok.com/@nestle/video/7284941046247722273>

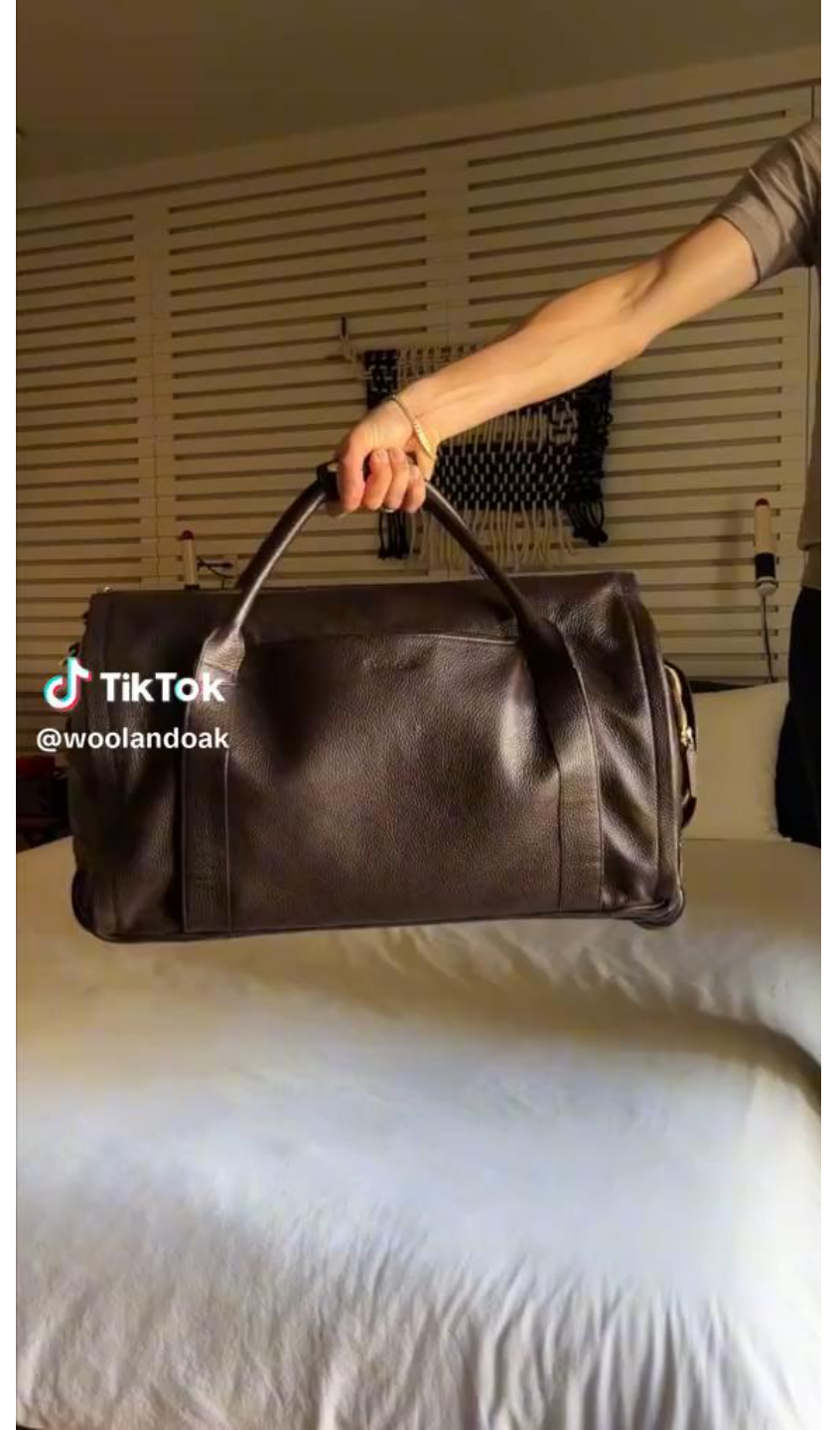


Elevator Pitch

A 15 to 30-second video that packs a punch, quickly going through the core values of your product or service. Could include fast cuts between happy users, the product in action, and snappy captions.

- Use captions for taglines.
- Fast-paced editing.
- Demonstrate with visuals.
- Source user reactions.

<https://www.tiktok.com/@woolandoak/video/7244251601051880746>

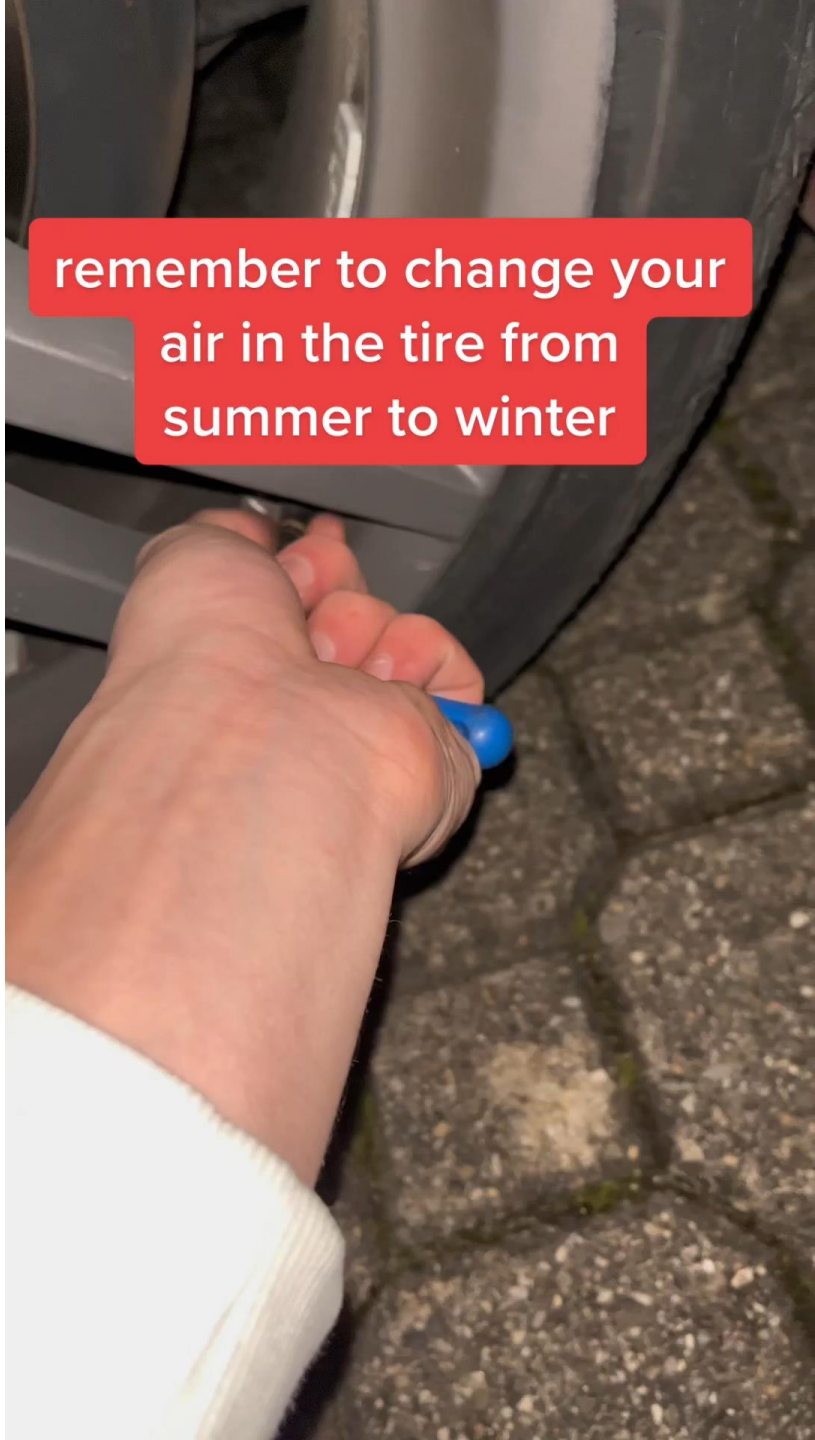


Step by Step

Step into ease.

- Caption the steps.
- Visual cues for process.
- Include the text for each
- Make it UGC style (like first person perspective).

<https://www.tiktok.com/@nicos1801/video/7170733457935568133>

A close-up, first-person perspective shot of a hand using a blue-handled tool to adjust a tire valve. The hand is wearing a white sleeve. The background shows a dark, textured surface, possibly a car's body or a tire.

remember to change your
air in the tire from
summer to winter

Day-in-Your-Life

A day in your life.

- UGC introduction.
- 3+ routine environments.
- Show different angles (pattern interrupts) so shift your tripod and camera around!
- Caption each scene!
- Creator reactions.

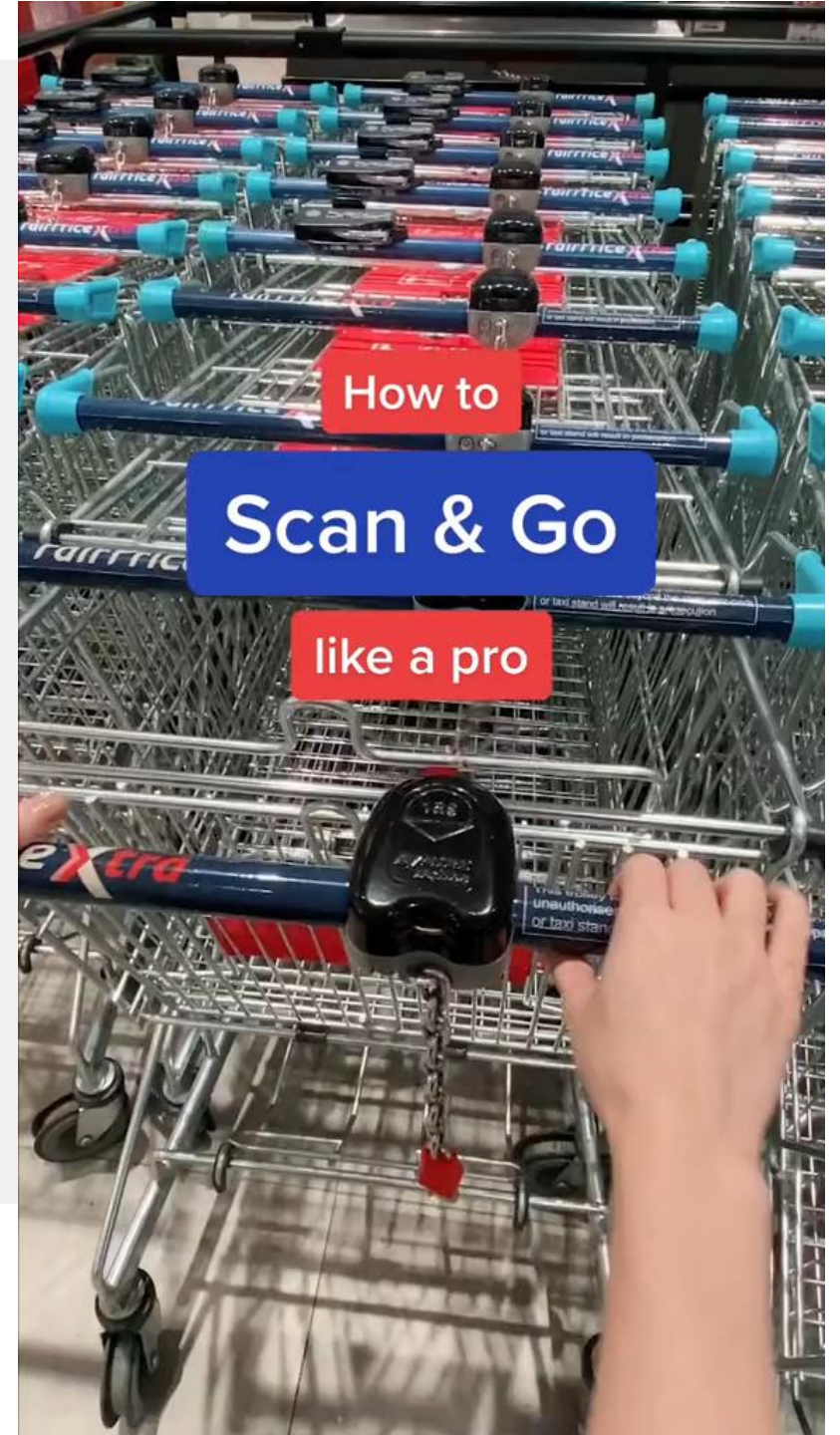
<https://www.tiktok.com/@plswakeupbryan/video/7224365113418075393>



Easy, Fast & Reliable

This should be a straightforward, no-fuss video demonstrating the ease of use and speed of your product or service.

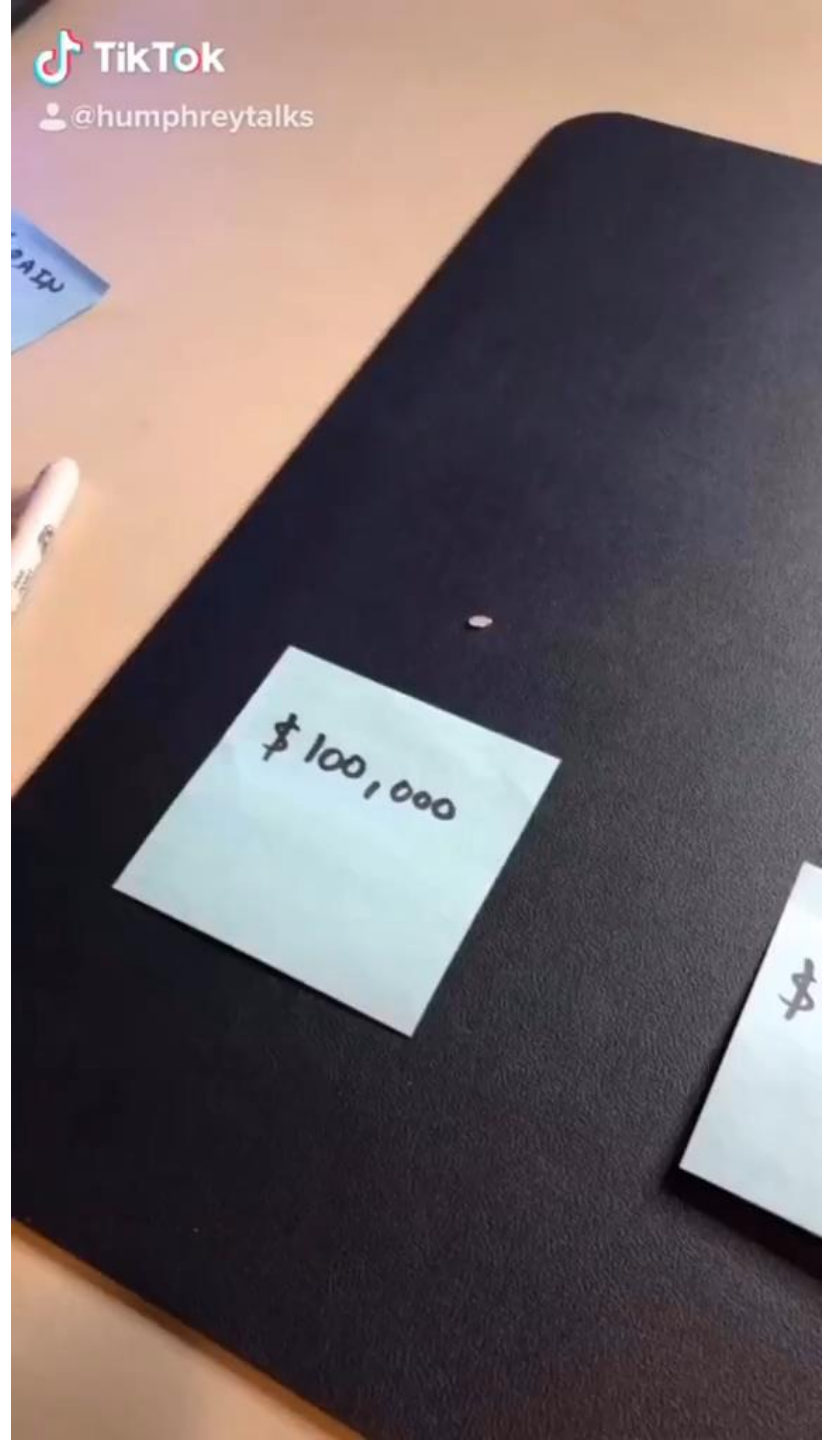
- Show product in use.
- Everyday environments.
- UGC-style reactions.
- Speed up to shorten 'dead' space
- Use this to reduce fear.



Hook-Engage-Action

This framework is about grabbing attention quickly (Hook), providing valuable or entertaining content (Engage), and then asking viewers to take an action (Action).

<https://www.tiktok.com/@humphreytalks/video/6796564670481190150>



AIDA (Attention, Interest, Desire, Action)

- Capture **Attention** with bold statement or statistic ("90% of users found immediate relief")
- Build **Interest** by describing the product
- Create **Desire** by showcasing happy customer reactions (or product benefits)
- Close with a strong CTA for **Action**.

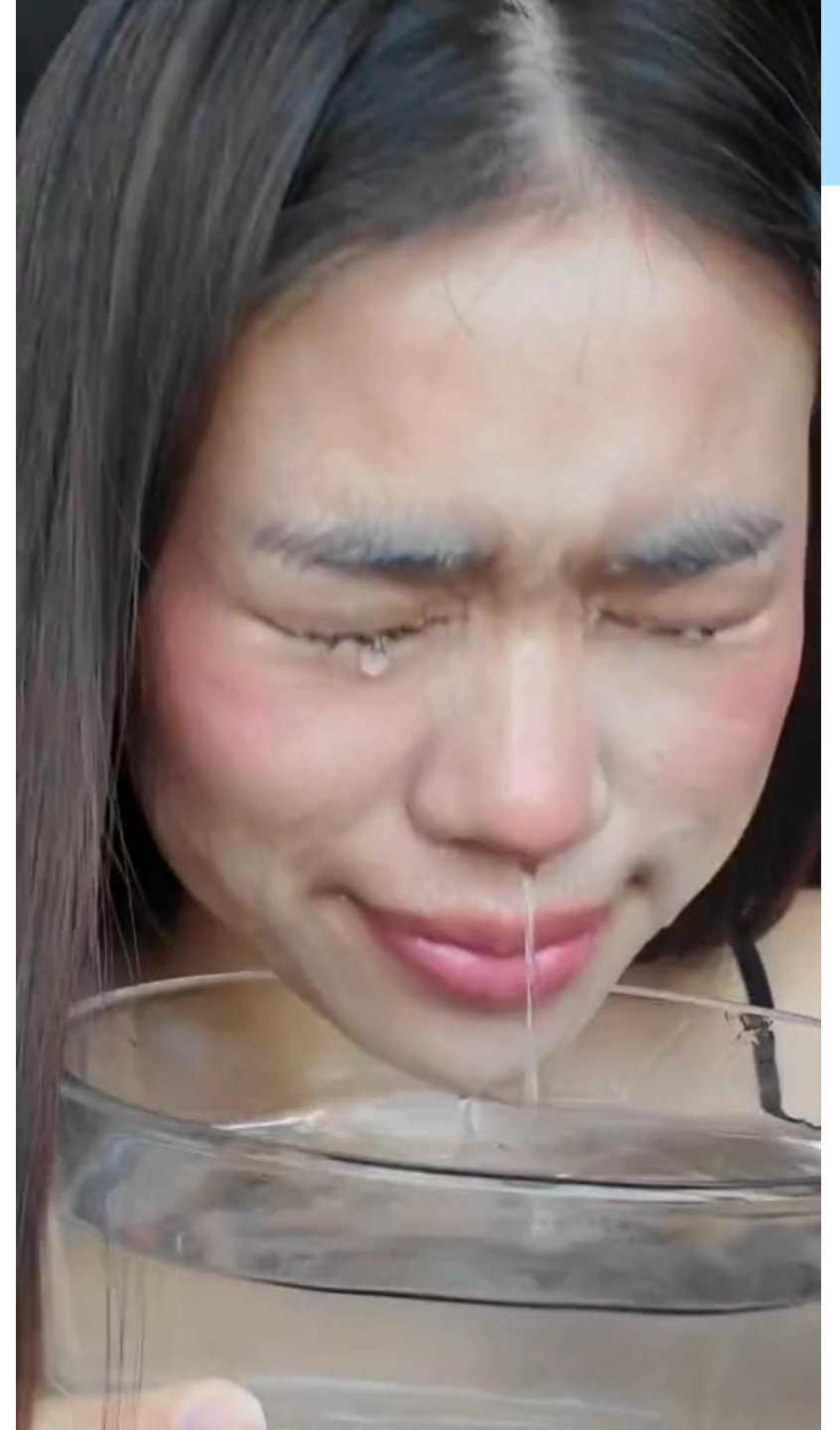
<https://www.tiktok.com/@sephorasingapore/video/7257192812385471746>



Show and Tell

This framework is all about demonstration. First, you show the product or service in action, then you tell or explain what's happening. However, it's all visually communicated

<https://www.tiktok.com/@lorealparis/video/7290960740742073632>



Transformation

Transformation is the essence of a compelling story in marketing. It showcases the journey from a problem or pain point to a solution or an improved state, thanks to your product or service. Use **Before** and **After**, or show gradual change.

<https://www.tiktok.com/@mishahome/video/7245177892316007686>



NOW IT'S YOUR TURN.

Exercise 5:

Create a TikTok
Video Idea



---- mins



Goal:

Come up with a concept for a TikTok video using a storytelling framework like Hook-Engage-Action or Show-and-Tell.

Instructions:

Step 1: Choose Framework

Pick one Storytelling method

Step 2: Idea Time

Quickly jot down what will be the hook, the main content, and the call-to-action. Identify the SEO Keywords.

Step 3: Design Visual

Come up with a few visual images to depict the idea visually. You can use Canva or any other tool.

Step 4: Share

Tell the class your idea and see if there is any feedback!

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 5 ON THE GOOGLE DOC

 & These shared documents will be used by your respective group for these 2 days.

The content will be erased the next working day after the workshop ends.

Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

Developing a Content Calendar for TikTok

A step-by-step guide to creating
a content calendar that will help
you achieve your TikTok goals

Walter Lim



What is a content calendar?

A content calendar is a planning tool that helps you organize and schedule your social media content.

Social Media Content Template (Semrush)

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .0 .00 123 Default (Ari... 12 B I S A [Icons] [Icons] [Icons] [Icons]

A1:K1	Week 1										
	A	B	C	D	E	F	G	H	I	J	K
1	Week 1										
2	Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to Published Post
3	Instagram	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single GIF		N/A	https://www.instagram.com/linktopost/
4	LinkedIn	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single GIF	https://drive.google.c	N/A	https://www.linkedin.com/linktopost/
5	Twitter	Sunday	Published	1/1/2022	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single GIF	https://drive.google.c	N/A	https://www.twitter.com/linktopost/
6	Facebook	Monday	Scheduled	1/2/2022	9:00 AM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image		https://www.jou	https://www.facebook.com/post/
7	Instagram	Monday	Scheduled	1/2/2022	12:00 PM	Product Update/Announcement	We promised you a great new year—so,	Single Still Image	https://drive.google.c	https://www.jou	https://www.instagram.com/post/
8	TikTok	Wednesday	In Progress	1/4/2022	12:00 PM	Employee Testimonial	Journaling for 2023 #fyp #foryou	Video	https://drive.google.c	N/A	https://www.tiktok.com/@journalingwithfriends/video/6945678901234567890
9	Twitter	Wednesday	In Progress	1/4/2022	3:00 PM	Research	We found that 99% of people who write Welcome to #FridayTips!	None (Text Only)	N/A	https://www.jou	https://twitter.com/journalingwithfriends/status/1487654321098765432
10	Facebook	Friday	Planned	1/6/2022	5:00 PM	Educational	Welcome to #FridayTips!	Single Still Image		https://www.jou	https://www.facebook.com/post/
11	Instagram	Friday	Planned	1/6/2022	2:00 PM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	https://www.instagram.com/post/
12	LinkedIn	Friday	Planned	1/6/2022	10:00 AM	Educational	Welcome to #FridayTips!	Single Still Image	https://drive.google.c	https://www.jou	https://www.linkedin.com/post/
13	TikTok	Sunday	Planned	1/8/2022	3:00 PM	Customer Testimonial	Watch this creative genius at work 🧠	Video	https://drive.google.c	N/A	https://www.tiktok.com/@journalingwithfriends/video/6945678901234567890
14	Twitter	Sunday	Planned	1/8/2022	2:00 PM	Product Promotion		None (Text Only)	N/A		

+ [Icon] SAMPLE JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT ▶ [Icon] Explore



Why use a content calendar for TikTok?

- Schedule content ahead to avoid last-minute rushes.
- Post regularly to grow your TikTok audience.
- Diversify content to engage your target demographic.
- Monitor performance to understand what works.

How to develop a content calendar for TikTok

Here are the steps on how to develop a content calendar for TikTok:

- **Define your goals.** What do you want to achieve with your TikTok content? Increase brand awareness, drive traffic to your website (or other socials), or generate leads and sales?
- **Identify your target audience.** Who are you trying to reach with your TikTok content? Create content that is relevant to their interests and needs.
- **Research trending topics.** What are people talking about on TikTok? What are the latest trends and challenges? Use this information to come up with new content ideas.

How to develop a content calendar for TikTok

- **Brainstorm content ideas.** Once you have a good understanding of your goals, target audience, and trending topics, you can start brainstorming content ideas. Use different content formats.
- **Plan your content calendar.** Thereafter, you can start planning your content calendar. Decide which days and times you want to post, and content formats to post on each day.
- **Schedule your content.** Once you have planned your content calendar, you can start scheduling your content. You can save your TikToks as drafts before publishing them, or use a social scheduling tool.
- **Analyze your results.** Once you have started posting content, keep track of your results. Track your metrics, such as views, likes, comments, and shares.

Content ideas for each stage of the funnel

Awareness

- Videos that introduce your brand and product
- Videos that highlight customer problems and your solutions
- Videos that ride onto trends
- Videos that educate your audience about your industry



Content ideas for each stage of the funnel

Consideration

- Videos that compare and contrast your product with other products on the market
- Videos that answer common customer questions
- Videos that show how to use your product
- Videos that demonstrate the benefits of your product



Content ideas for each stage of the funnel

Intent

- Videos that offer a lead magnet or a free gift
- Videos that create a sense of urgency (e.g., "limited time offer")
- Videos that feature customer testimonials
- Videos that make it easy for customers to buy your product



Content ideas for each stage of the funnel

Purchase

- Videos that show how to buy your product
- Videos that link to your product page or checkout page
- Videos that offer a money-back guarantee
- Videos that make it easy for customers to contact customer support



Content ideas for each stage of the funnel

Loyalty

- Videos that thank customers for their support
- Videos that offer exclusive discounts and promotions to loyal customers
- Videos that feature customer testimonials
- Videos that nudge fans to share your content



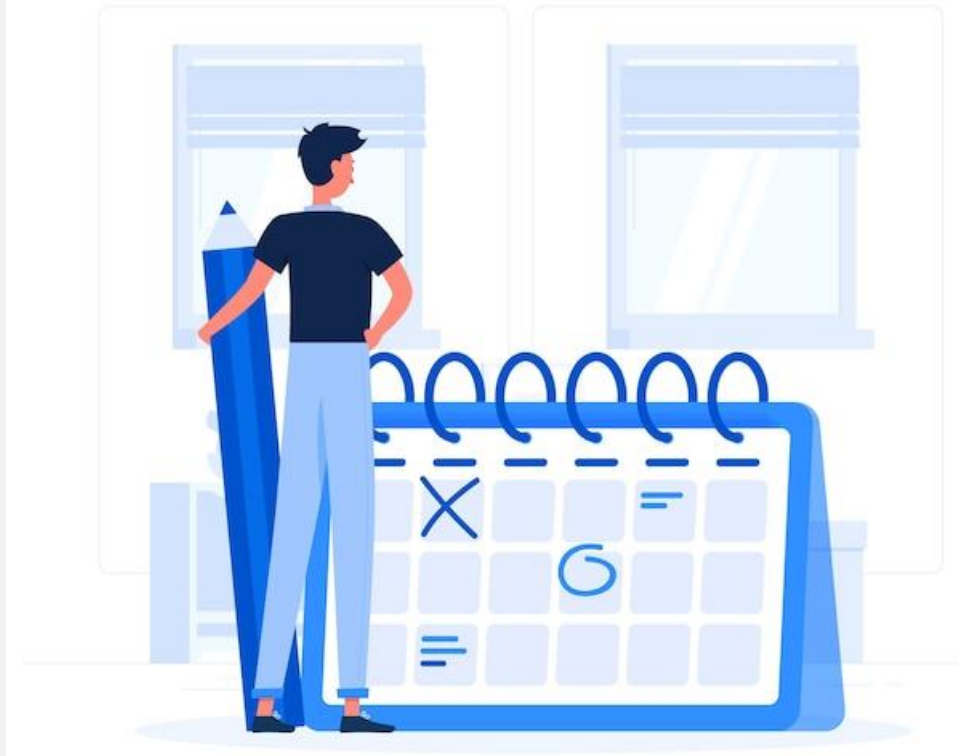
Weekly content calendar

Benefits:

- More flexibility
- Easier to adjust content on a weekly basis
- Good for new TikTok users

How to create a weekly content calendar:

- Identify key topics or themes
- Brainstorm content ideas for each topic
- Decide which days of the week to post
- Assign content ideas to specific days of the week



Example of a weekly content calendar for a fashion brand:

Example of a weekly content calendar for a fashion brand:

Day	Topic	Content Idea
Monday	Fashion trends	A video about the latest fashion trends for the upcoming season.
Tuesday	Product demo	A video showing how to style a new product from the brand's collection.
Wednesday	Customer testimonial	A video featuring a customer testimonial about the brand's products.
Thursday	Behind-the-scenes look	A video giving viewers a behind-the-scenes look at the brand's headquarters or design studio.
Friday	Fashion challenge	A video participating in a popular TikTok fashion challenge.

Monthly content calendar

Benefits:

- Plan content further in advance
- Easier to coordinate and track content for teams

How to create a monthly content calendar:

- Identify key events or holidays
- Brainstorm content ideas for each event or holiday
- Decide which days of the month to post
- Assign content ideas to specific days of the month



Example of a monthly content calendar for a coffee brand:

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Singapore Coffee Day Top 5 coffee drinks to try in Singapore	3	4	5	6 Fall coffee drink recipe How to make a pumpkin spice latte at home	7
8	9 Product demo How to use our new fall coffee blends	10	11	12	13 Customer testimonial How our coffee has helped our customers start their day off right	14
15	16 Behind-the-scenes look A tour of our coffee roastery	17	18	19	20 Coffee challenge #sgcoffeelover	21
22	23 Product demo How to make a perfect cup of coffee using our coffee machines	24	25	26	27 Customer testimonial How our coffee has helped our customers stay productive throughout the day	28
29	30	31				

Tips for creating a TikTok content calendar

- Batch-shoot and batch-edit videos
- Mix up content formats and topics
- Schedule posts in advance
- Track results and analyze analytics

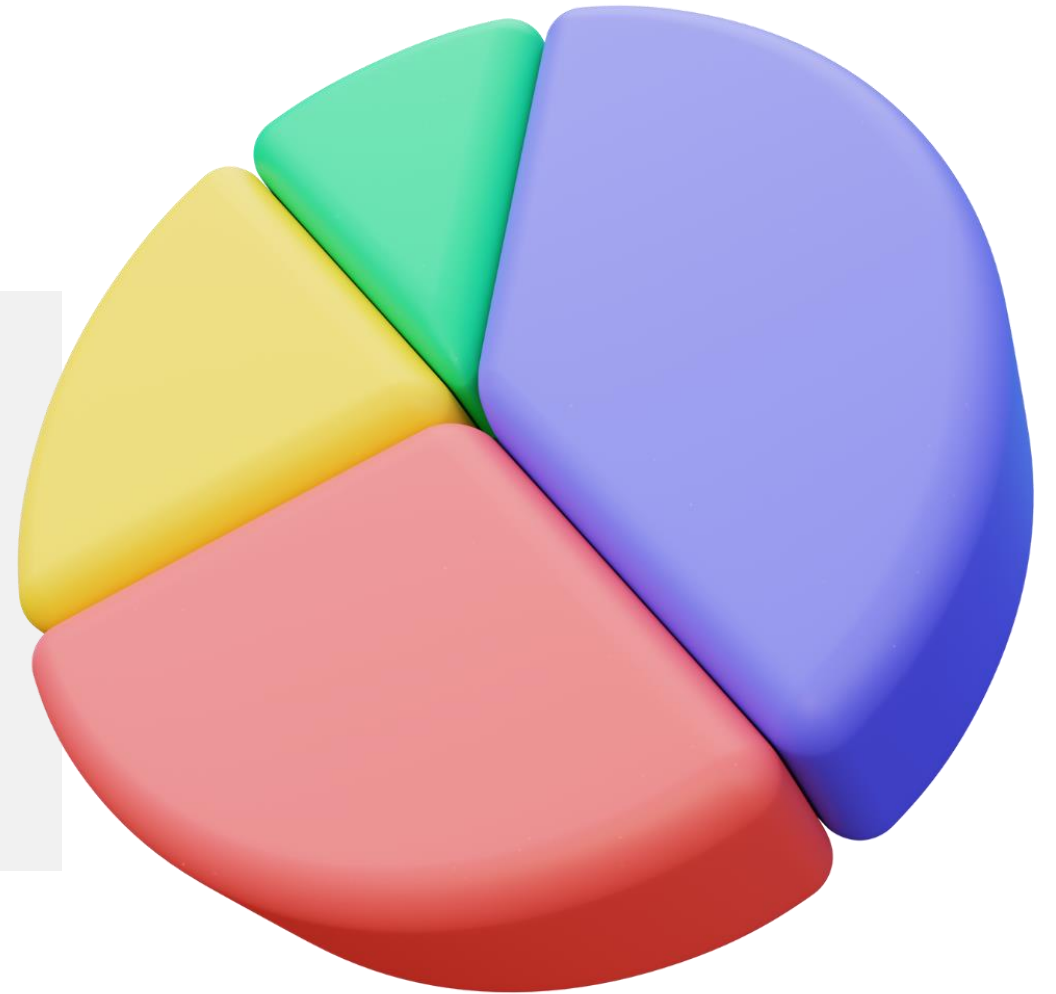


Understanding TikTok Marketing Budgets



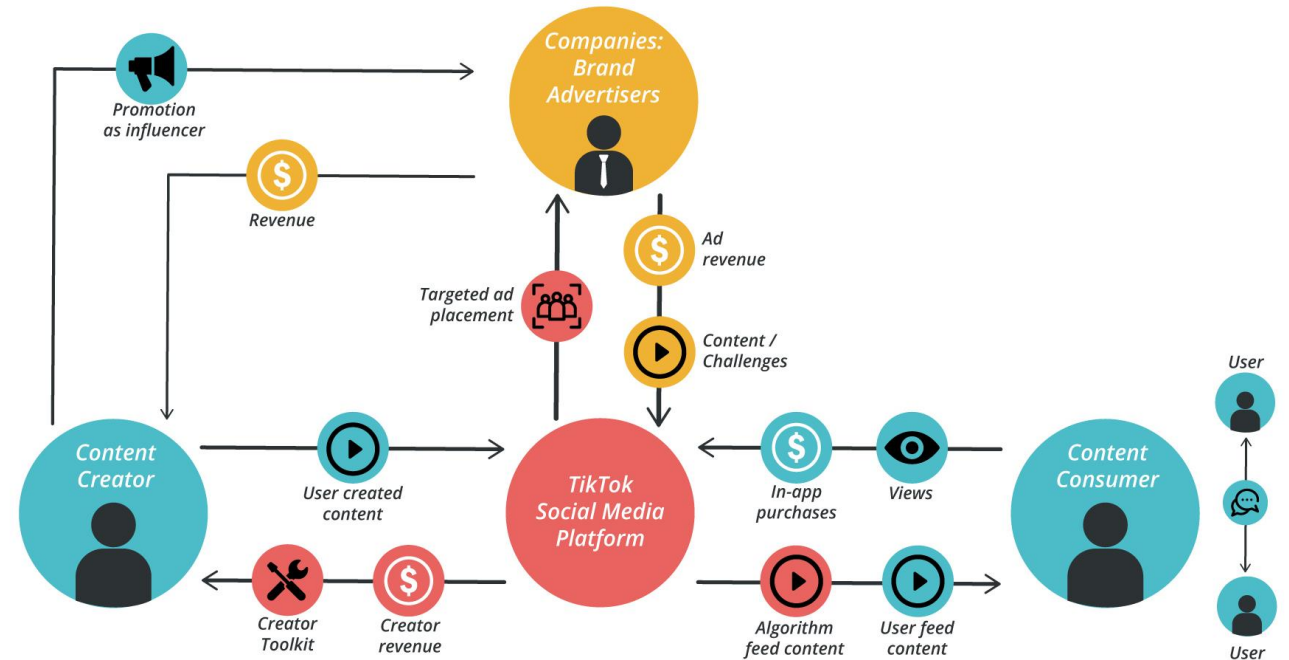
Budget Components for TikTok Marketing

- Breakdown of budget categories: Content Creation, Staffing, Tools, Advertising, Outsourced Agency Costs.
- Strategies for effective allocation and ROI considerations.



Budgeting for Content Creation

- Costs for creative development: scripting, storyboarding, filming.
- Production and editing expenses, frequency of content updates.

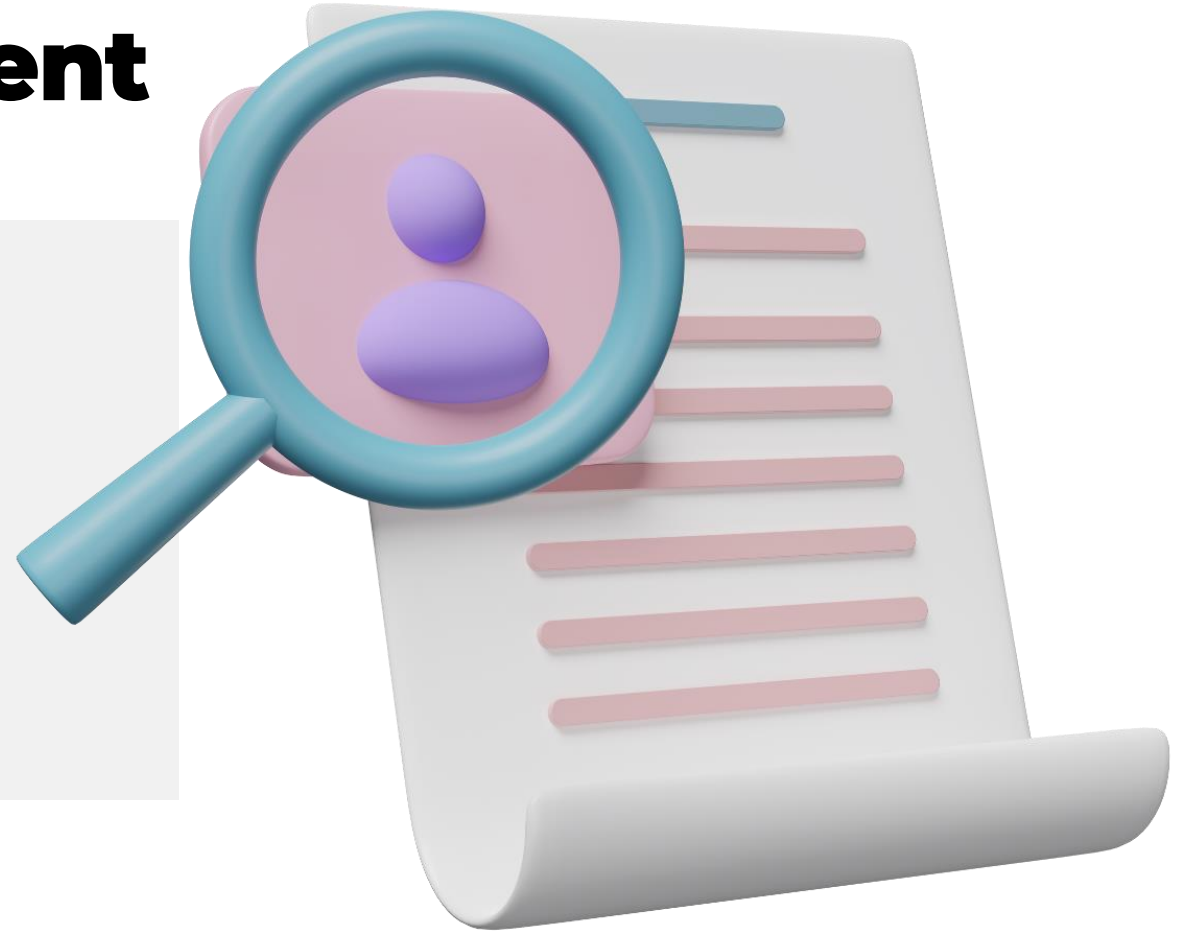


Business Model **Toolbox**

<https://bmttoolbox.net/stories/tiktok/>

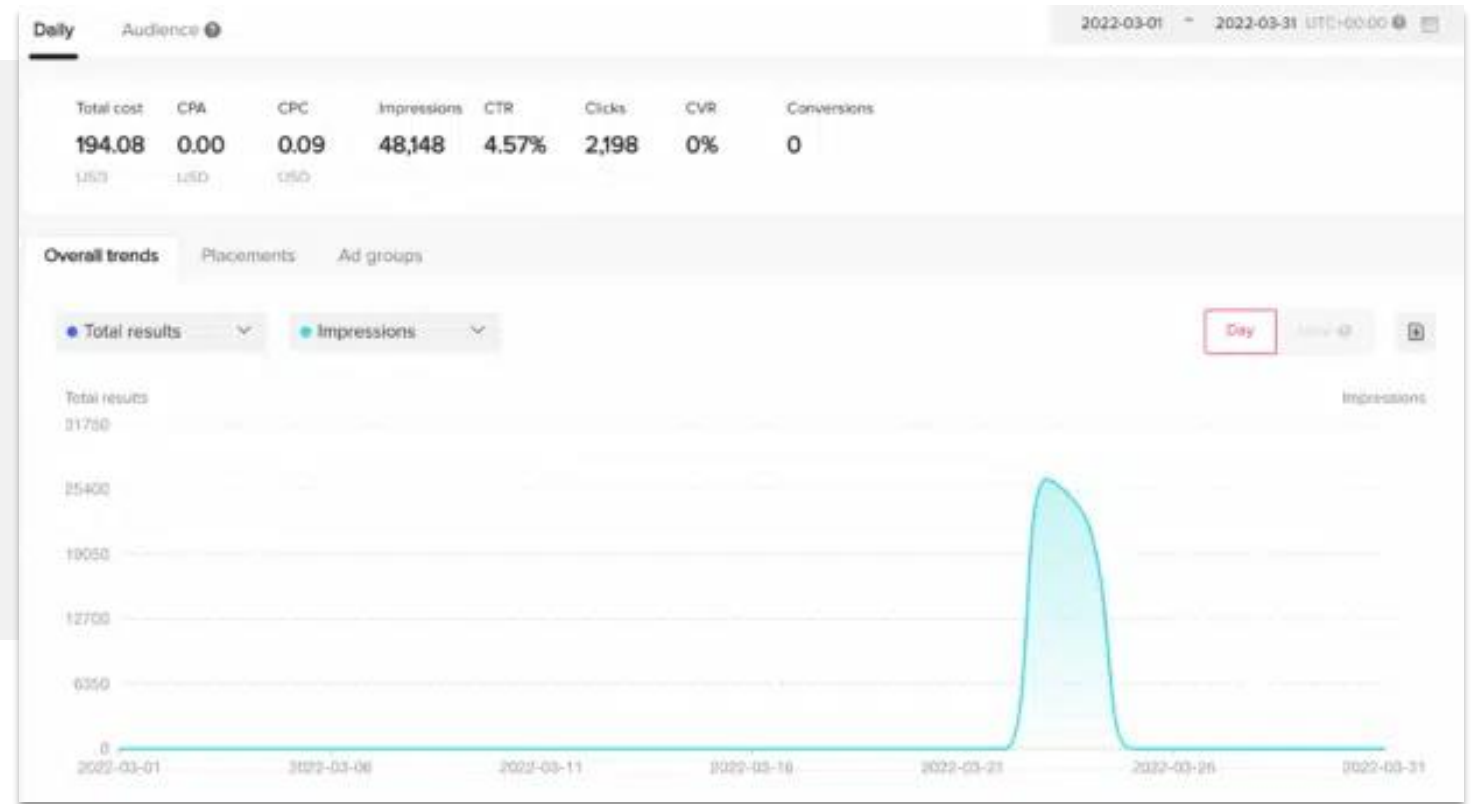
Staffing and Tools: Planning the Investment

- Staffing needs and roles for TikTok campaigns.
- Budgeting for necessary software and tools.



Allocating Budget for TikTok Advertising

- Overview of ad formats and associated costs.
- Strategies for optimizing ad spend and targeting.



<https://blog.hootsuite.com/experiment-spark-ads/>

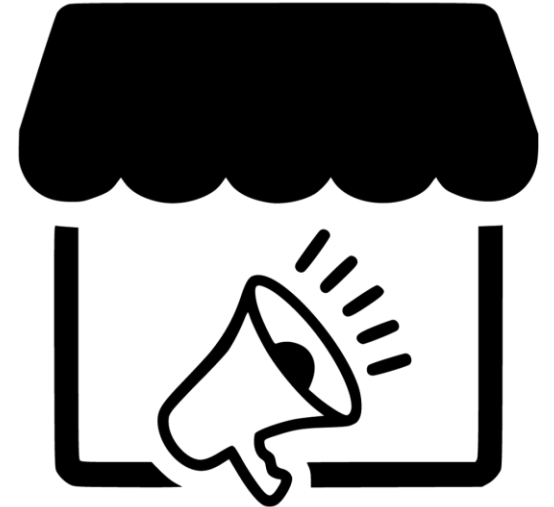
Incorporating Outsourced Agency Costs

- Factors influencing agency selection and associated costs.
- Aligning agency services with campaign goals.



In-House

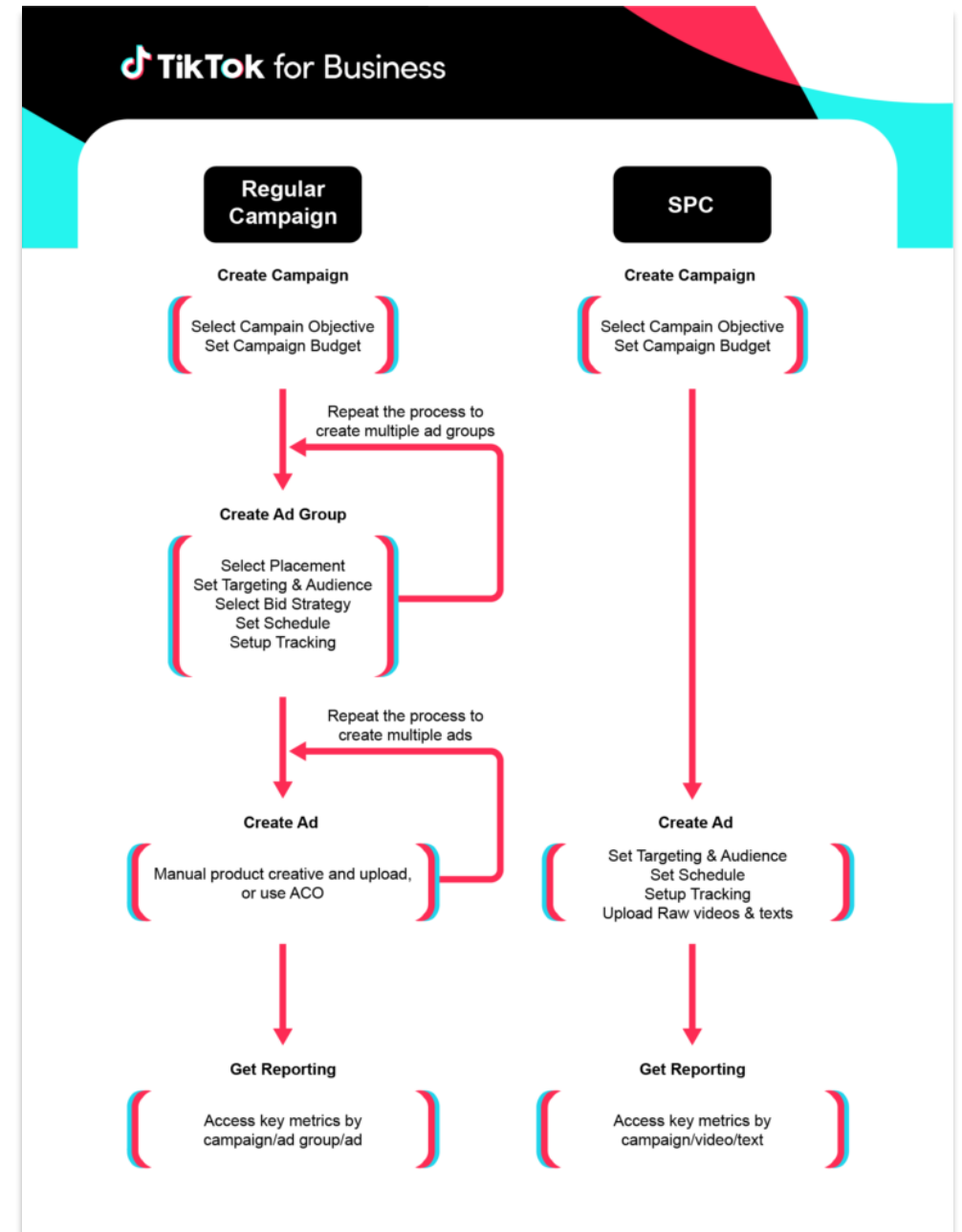
VS.



Outsourced

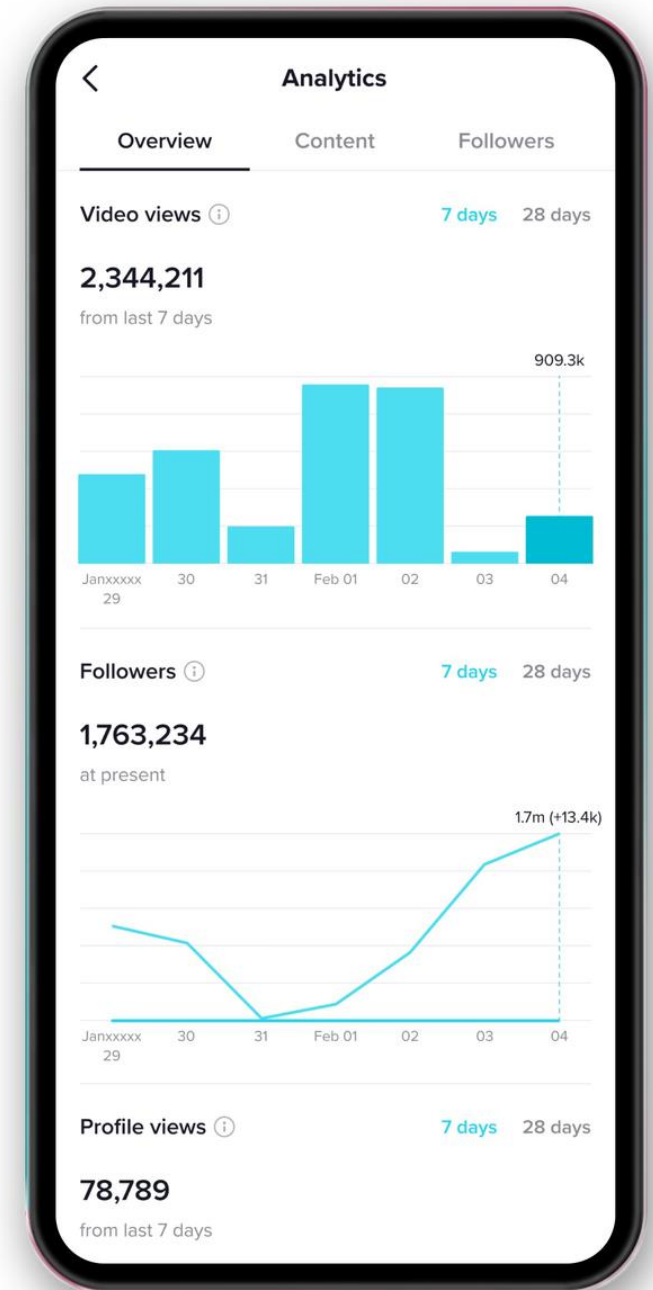
The TikTok Campaign Lifecycle Detailed

- Stages: Concept and Planning, Pre-Production, Production, Post-Production, Publishing Content, Running and Scheduling Ads, Post-Campaign Reporting.
- Detailed timeline for content creation, ad scheduling, and reporting.



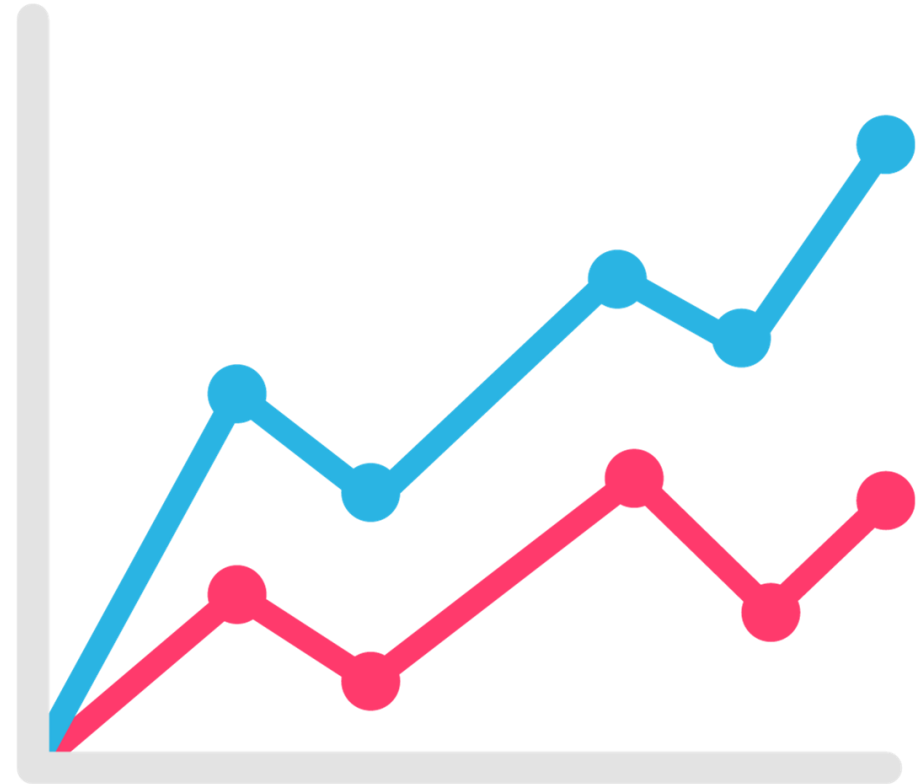
Maintaining and Analyzing Your TikTok Campaign

- Regular updates, ad management, and performance analysis.
- Strategies for data-driven adjustments.



Concluding and Learning from Your TikTok Campaign

- Performance review and analysis.
- Lessons learned and stakeholder reporting.



Exercise 6:

Create Your Own TikTok Content Calendar

Put theory into practice by developing a one-week TikTok content calendar.



mins



WEEKLY SCHEDULE

DAY	TOPIC	CONTENT IDEA

Instructions:

- **Divide into Groups:** Divide the audience into small groups of 3–5 people.
- **Define Goals and Audience:** Each group should quickly decide on a hypothetical brand, its TikTok goals, and target audience. Write these down.
- **Brainstorm Topics:** Spend 5 minutes brainstorming potential topics that align with the different stages of the funnel (Awareness, Consideration, Intent, Purchase, Loyalty).
- **Assign Content Ideas:** Each group picks 7 topics—one for each day of the week—and assigns them to specific days on the empty weekly calendar template.
- **Add a Twist:** Choose one day of the week where the content must be radically different but still align with brand goals (e.g., a challenge or a behind-the-scenes look).
- **Presentation:** One member from each group presents their one-week TikTok content calendar to the audience.

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 6 ON THE GOOGLE DOC

 & These shared documents will be used by your respective group for these 2 days.

The content will be erased the next working day after the workshop ends.

Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy



CALENDAR

GIRI

CHS

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31				

SEE YOU ALL AT 10.50 am

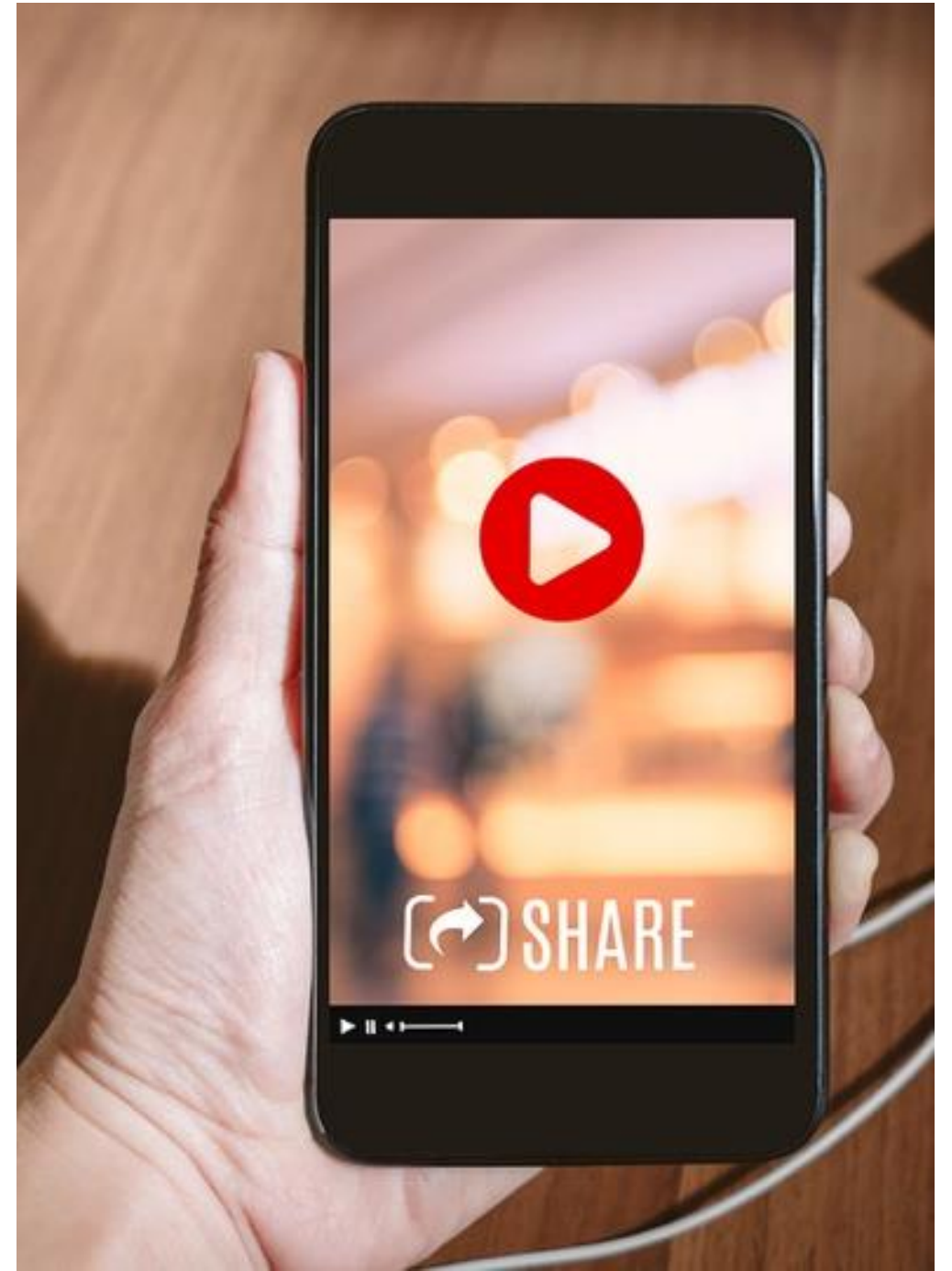
Time for
a Break

Walter Lim



What You Will Learn

- Basic Process of Video Production
- 3 principles of video storytelling
- How to craft a social media video script
- Storyboarding 101



Basic Plan for Video Production

Follow these 6-steps

Pre-Production:

- 1) Idea Development:** Brainstorm video concept, keywords, theme, funnel stages, and key message.
- 2) Script and Storyboard:** Create a concise, engaging script and a basic visual plan.

Production:

- 3) Preparation:** Select location, arrange equipment, and organise casting if necessary.
- 4) Filming:** Record the video with attention to lighting, audio, and script adherence.

Post-Production:

- 5) Editing:** Trim, sequence clips, add effects and music for a smooth flow.
- 6) Publishing:** Finalise, render, and upload the video on TikTok with tags and a description.

You Should Know These Video Terms

You won't need to use a traditional script format or film jargon. However, it's good to know the basic terms:

- **Shots:** Everything in a frame between a cut. Several shots make up a scene.
- **Scenes:** A scene normally occurs in one location and deals with one action. The end of a scene is often indicated by a change in time, action, and/or location
- **Characters:** Actors, actresses, and narrators in the story.
- **Actions:** Any action that is taking place in frame.
- **Transitions:** An editing term to describe how shots are combined. Most commonly, one shot will cut to the next shot. Other transitions include fades, wipes, and dissolves.
- **Dialogue:** Any words spoken by either an actor or narrator.
- **Direction:** Usually, this is about camera direction.

Basic Social Media Video Script Format

Use the **Visual/Audio** format:

Visual	Audio
Visual instructions go here.	Spoken dialogue, narration, music cues, and other sounds go here.

Basic Social Media Video Script Format

Example A: Too many instructions
in one row can be confusing!

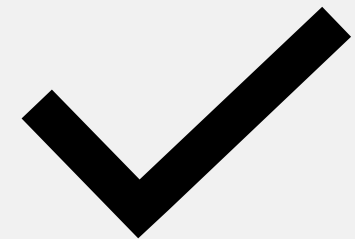
Visual	Audio
Spokesperson speaking to camera Sales graph Pie chart Video marketing	This graph shows us that there was a sharp increase in sales in Q3, and this pie chart may hold the key to understanding why. As it turns out, our video marketing efforts in Q2 made a big difference.



Basic Social Media Video Script Format

Example B: For clarity, match each visual element to a specific part of the audio.

Visual	Audio
Spokesperson speaking to camera Image next to speaker: Sales graph	“This graph shows us that there was a sharp increase in sales in Q3...”
Spokesperson speaking to camera Image next to speaker: Pie chart	“... and this pie chart may hold the key to understanding why.”



Basic Social Media Video Script Format

Example C: Colour coding may help you to see the different parts of your story more clearly.

Visual

Audio

Olga, a content marketer, is sitting at the desk with a laptop, coffee mug, books on it. Olga is brooding. She is working on a content plan and looks concerned about where to get ideas from.	[LIGHT BACKGROUND MUSIC PLAYS] FEMALE VOICE: <i>Sometimes engaging the audience 365 days a year can be overwhelming</i>
--	--

Color code

Character
Costume
Visual effect

Props
Voiceover
Transition

Music
Set Dressing
Extra



What Videos Can You Make?

Most common marketing videos types



Webinars



Instructional
or how-to videos



Company culture
videos



Product
demos



Testimonials



Humorous
videos



Behind-the-scenes
videos



Interviews



Case studies



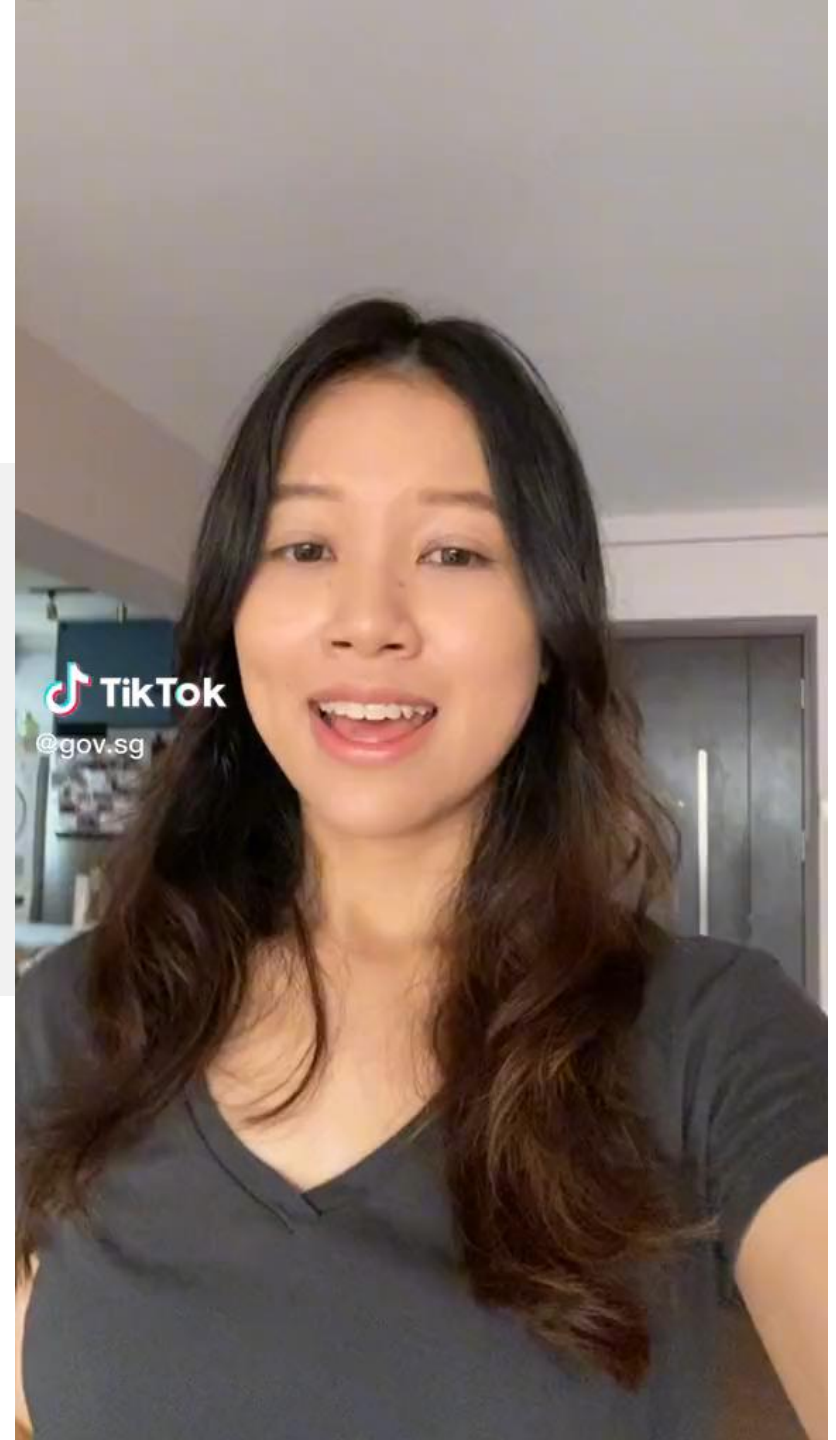
Spotlight: Explainer Videos

Videos explain your product or service to your audience

- Today's consumers want information fast. The optimal length for an explainer video is 1 to 2 minutes long.
- For potential customers, explainer videos draw attention to your product or service.
- For existing customers, such videos are a quick and efficient way to educate them about features or services that they may not know about.
- Explainer videos build trust, as your audience sees you as an expert who's willing to offer help.



Spotlight: Explainer Videos



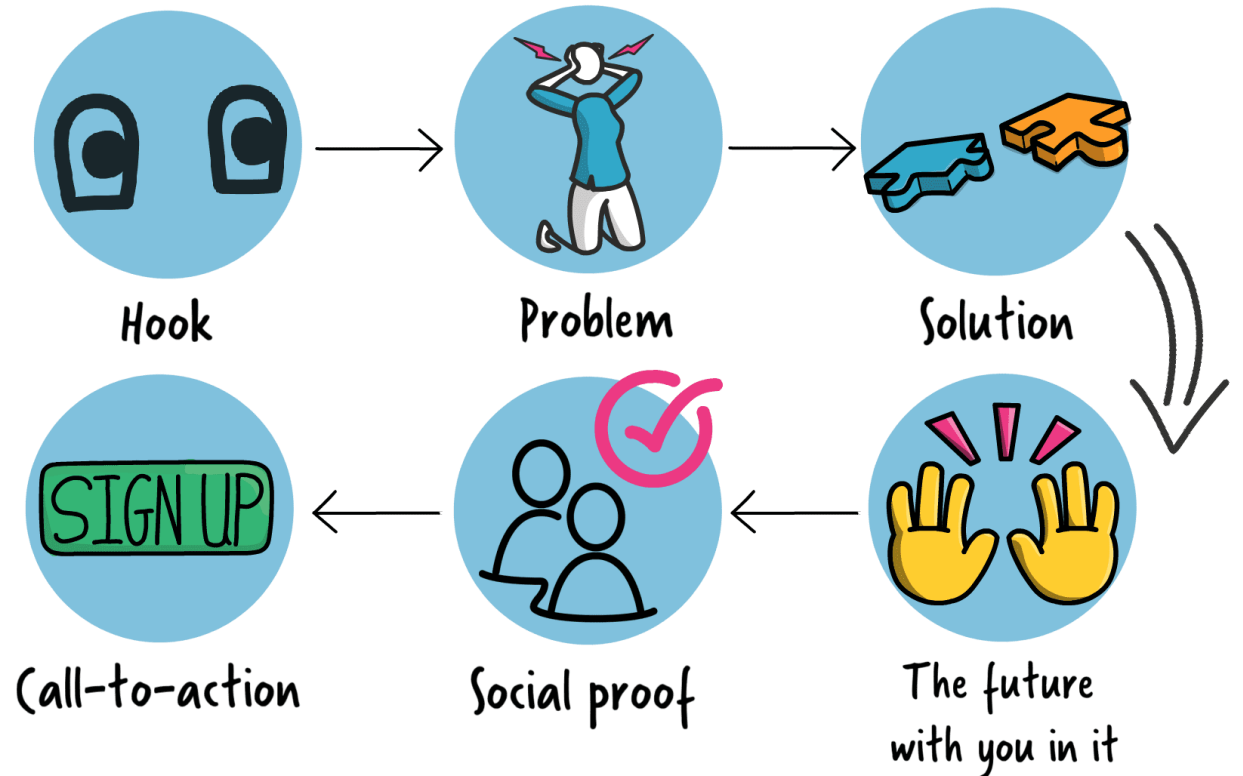
How to Write an Explainer Video Script

Step #1: Write a creative brief.

- **Audience:** Who are you addressing?
- **Goal:** Entertainment? Education? Conversion?
- **Relevance:** Why should people care?
- **Value:** What value will your video provide?
- **Key message:** What do I want viewers to take away?

How to Write an Explainer Video Script

Step #2: Brainstorm how to tell a story within the intended timeframe. You can use this classic story structure.



How to Write an Explainer Video Script

1. The Hook—The Most Important Element

The hook grabs attention and introduces (or leads into) the problem that your customers are facing:

 **Amplify.** Take something seemingly minor, and present it as a big problem. (“You could be endangering your life with this common habit!”) Or do the reverse—take something scary and demystify it.

 **Activate the senses.** (“How many of you are making yourselves smaller? Maybe you’re folding your arms or crossing your legs?”)

 **Ask a question.** Provide a puzzle to solve, or pose a relatable question. (“Have you experienced stress in the last week?”)

 **Tell a story.** (“I’ll never forget that day back in...”)

How to Write an Explainer Video Script

2. Problem

Show empathy to your customers. Make them feel that you really understand what they're going through.

3. Solution

Present your brand's solution—tell customers how you can make their pains disappear, or help them achieve their dreams.

4. A Future with You

Give the audience a glimpse of what life could be like with your brand in it. (For example being carefree and happy, or having the financial means to take vacations.)

How to Write an Explainer Video Script

5. Social Proof

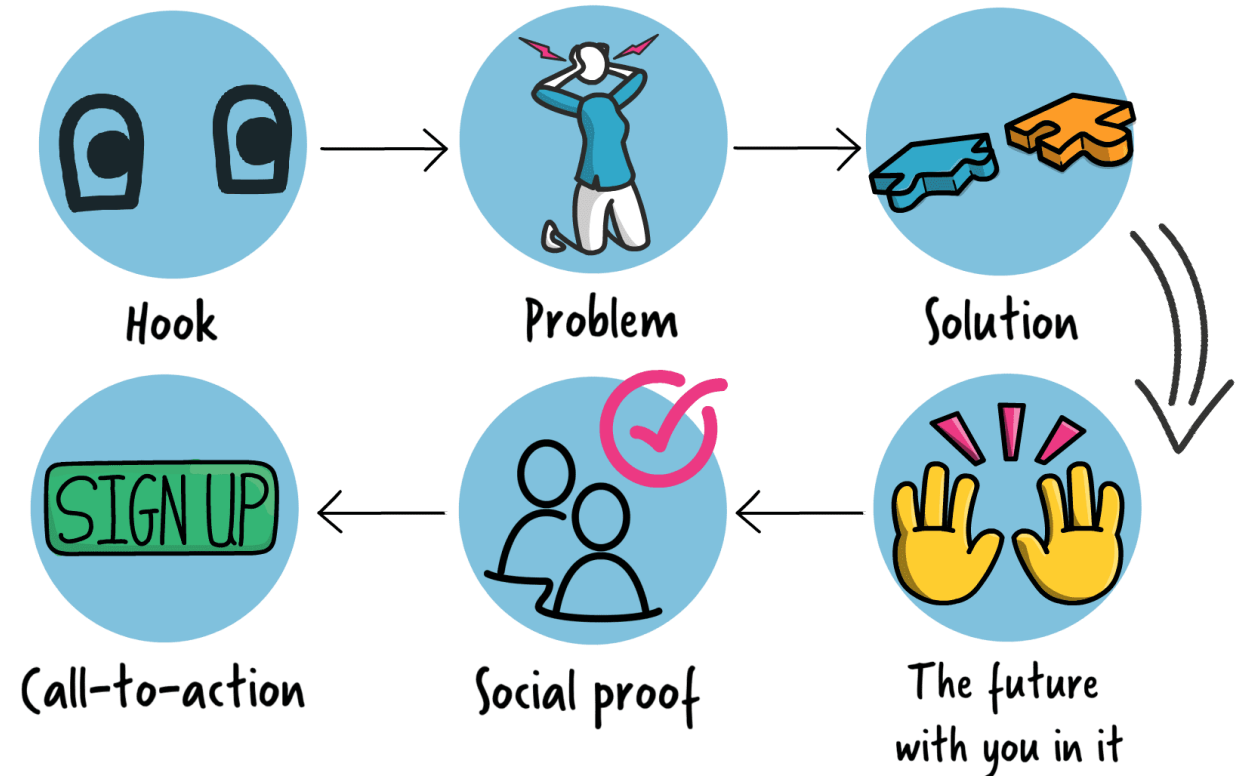
Provide customer quotes, testimonials, facts, stats, or five-star ratings to reinforce your message. Good to have but not essential.

6. Call-to-Action

End with a clear CTA (click on a link, watch another video), so that viewers know what to do next.

How to Write an Explainer Video Script

Step #3: Write a first draft—it doesn't have to be perfect!



Example Script for Explainer Video

Script

Hook

Here's a problem: as your small business grows, relying on your email inbox to manage support gets really tough. It's impossible to work together with your team, you lose track on emails, and your customers' issues start to slip through the cracks.

Problem

So you switch to a "real" helpdesk.

But most helpdesks are way too complicated.

They're packed with tons of features that you'll never use, and their complexity means that you spend more time setting up and figuring out Macros and Triggers than you do working on your business.

That's not okay either.

Please read this alternative line as well: And that's not okay

Solution

We were tired of trying to keep up with Gmail and struggling with the complexity of our helpdesk.

That's why we built Groove. A Simple Help Desk that lets you and your team deliver awesome, personal support to every customer.

Groove is as simple as email, while making it easy to work together with your growing team:

- Assign support messages to coworkers
- Add private notes
- See who's replying to what
- Automate your workflow with easy-to-setup rules and labels
- Capture emails, phone calls, Tweets and Facebook posts all in one place.

The Future

Groove is easy for you, and easy for your customers. They'll never have to log in or become a "ticket number" to get help.

The price is simple: just \$15 per agent per month, with no limits to how many customers you serve.

Plus, you can choose from more than a dozen free add-ons and third-party integrations to expand your helpdesk.

Social Proof + CTA

See for yourself why more than 2,000 companies use Groove to create loyal customers.

Sign up for a free 14-day trial.

Click the button below this video to sign up for free 14-day trial today.

Edit your Script

Step #4: Edit your script.



My biggest criticism of your current draft is that your characters are rather one-dimensional. Any idea why?

www.wheresthedrama.com

How to Write an Explainer Video Script

Editing checklist:

- Is it easy enough for a 12 year old to understand? Replace jargon with everyday language, shorten and simplify sentences, and remove non-essential details.
- Are there too many words? A well-paced narration is read at about 135 words per minute.
- Is the tone of the dialogue appropriate? In most instances, a conversational style works best.
- Does it pass the read-aloud test? Your script should sound natural when read out loud.

Alternative Script

The 3-part video storytelling structure

1. Beginning - Hook & Introduction
2. Middle - Content
3. Ending - Bonus & CTA

To Engage Your Audience, Tell a story they can personally relate with. The beginning should arouse interest, perhaps by presenting a problem. The middle should communicate the main statement of the video, such as a solution to a problem. The ending should call the viewer to take action.



Alternative Script

A simpler video structure timeline

Beginning
7sec

Hook

Middle
1min to 10min

Content

End
20sec

CTA

NOW IT'S YOUR TURN.

Exercise 7:

Jot down a 5-Scene Script
for a Short Explainer Video!



20 mins



Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

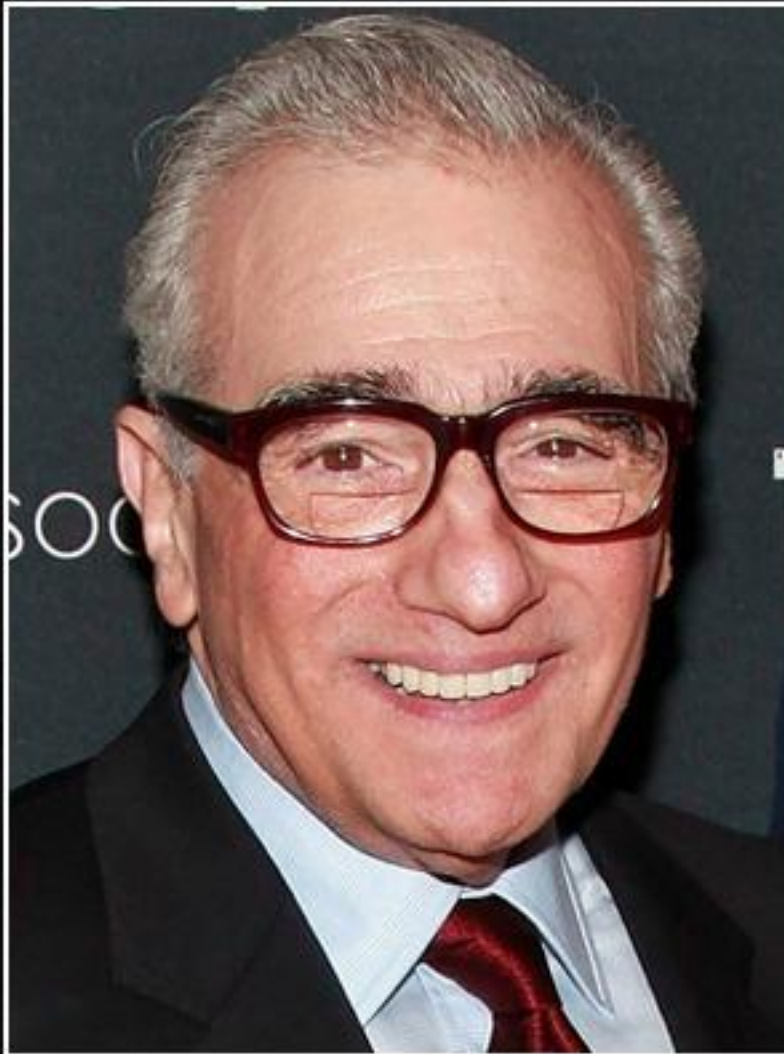
GO TO EXERCISE 7 ON THE GOOGLE DOC

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Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

What is a Storyboard



The storyboard for me is the way to
visualise the entire movie in
advance.

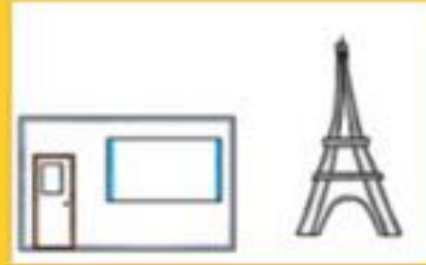
— *Martin Scorsese* —

AZ QUOTES

What is a Storyboard

A storyboard is a graphic representation of how your video will unfold, shot by shot.













What is a Storyboard

A storyboard should have 5 basic elements:

1. Storyboard frame/panel: represent each shot with a sketch or image
2. Shot details: shot number, location, duration of shot
3. Action: (for each shot) get this from your script
4. Dialogue/Narration: (for each shot) get this from your script
5. FX: (for each shot) aspect ratio, camera angles, camera movements, shot type, sound effects, special effects

What is a Storyboard

VIDEO: _____

SCENE: _____

VYOND

SHOT #	SHOT #	SHOT #
ACTION _____ _____ _____ _____	ACTION _____ _____ _____ _____	ACTION _____ _____ _____ _____
DIALOGUE _____ _____ _____ _____	DIALOGUE _____ _____ _____ _____	DIALOGUE _____ _____ _____ _____
FX _____ _____ _____ _____	FX _____ _____ _____ _____	FX _____ _____ _____ _____

Storyboarding for People Who Can't Draw

Use free
storyboarding tools,
and fill the panels
with your own images
or free stock images:

STORYBOARD
IMAGE VISUALIZATION

			
Voice over : Music 0: 00- 0: 05 Camera : Top view, Close up, Zoom in Location : Richamo coffee shop, TARC East campus	Voice over : Music 0: 05- 0: 22 Camera : Front view, Zoom out Location : Studio photography , TARC block V	Voice over : Music 0: 22- 0: 44 Camera : Front view, Medium shot Location : Studio photography , TARC block V	Voice over : Music 1: 04- 0: 09 Camera : Close up, Front view, Medium shot Location : Studio photography , TARC block V
			
Voice over : Music 1: 10- 1: 49 Camera : Front view, Long shot Location : TARC East campus's forest / West campus (Yum Yum's field)	Voice over : Music 1: 50- 2 :11 Camera : Close up, Zoom in, Pan Location : Studio photography , TARC block V	Voice over : Music 2: 37- 3 :27 Camera : Front view, Long shot Location : Studio photography , TARC block V	Voice over : Friend A : Wake up Caroline! Time to go retro dance practice ! Camera : Close up, 45 degree Location : Richamo coffee shop, TARC East campus

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Core Skill #6: Shot Sizes

Camcorder Shots

In the video production industry, names are assigned to the most common types of shots. Shots are usually described in relation to the subject.

- Wide Shot (WS)
- Mid Shot (MS)
- Close-up (CU)



Core Skill #6: Shot Sizes

Wide Shot (WS)

- This shows the whole scene, a large background.
- Use in the beginning of a story to tell viewers the location.
- Good for scenes with a lot of movement or a lot of people.
- Variations: Long Shot, Very Wide Shot, Extreme Wide Shot



Core Skill #6: Shot Sizes

Mid Shot (MS)

- This shows a person from waist up.
- Use this when you want to present a character.
- Good for the intention of delivering information.
- Good for showing hand gestures and movement.



Core Skill #6:

Shot Sizes

Close-Up (CU)

- This shows a person from the shoulders up.
- Use for showing detail, like facial expressions.
- Good for showing reactions, feelings and emotions.
- Draws viewer in to share the subject's personal feelings.
- Variations: Medium Close-up, Extreme Close-up.



5 FREE Storyboarding Tools

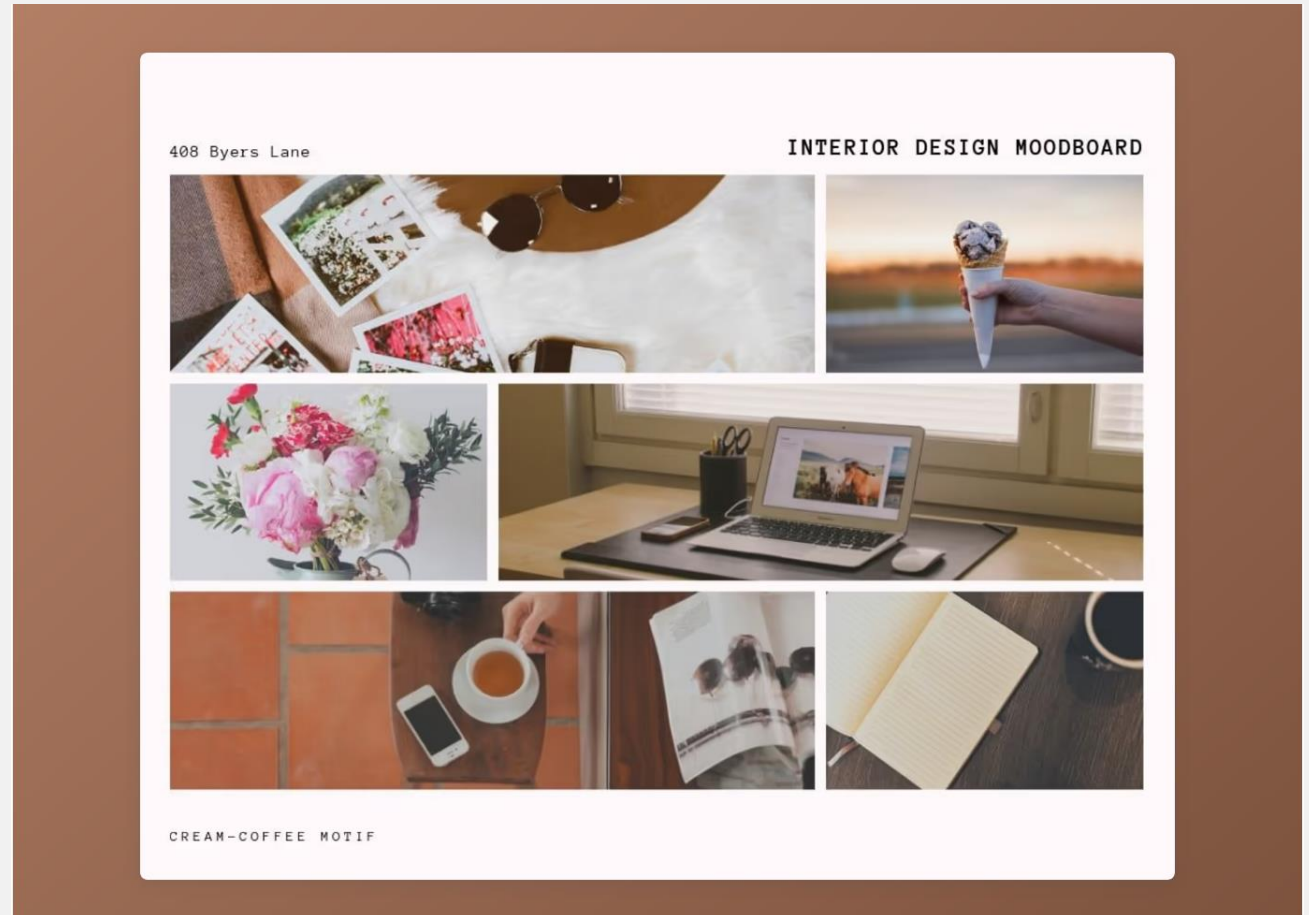
- Canva
- Boords
- Storyboard That
- Visme
- Storyboarder

BOARDS



Example: Create Storyboards in Canva

On Canva, choose from different templates to create moodboards and storyboards. After you have picked a suitable template, simply drag and drop relevant photos from the Canva “Elements” database into the template frames.



Example: Create Storyboards in Canva

Try the Gray and Red Two Panel Storyboard if you need a template that has space for notes and other details.

TITLE		The Sweet Life of Zac and Toby	
PAGE		Season 1 Episode 4 Page 11	
DATE		August 4, 2022	



SCENE 5

SHOT Medium

DIALOGUE

Zac: So, what are you going to do this weekend?

Toby: I don't know. Do you want to go on a double date? Samantha and Trisha will come.

ACTION

Zac and Toby are walking alongside each other while talking about their plans for the weekend



SCENE 6

SHOT Medium

DIALOGUE

Zac: I don't know, dude. Samantha doesn't actually like me, you know.

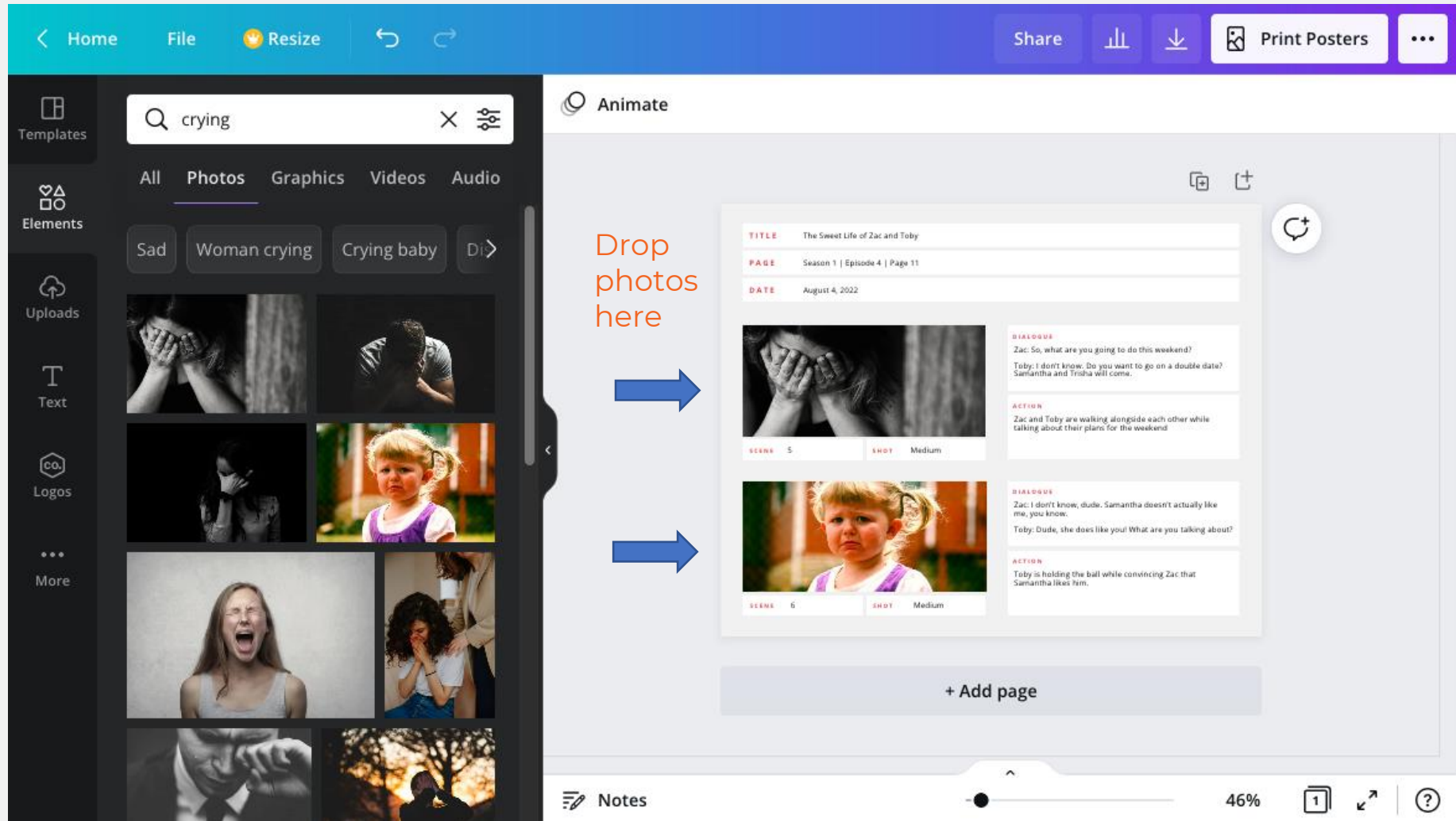
Toby: Dude, she does like you! What are you talking about?

ACTION

Toby is holding the ball while convincing Zac that Samantha likes him.

Example: Create Storyboards in Canva

Drag photos
from here



Example: Create Storyboards in Canva



NOW IT'S YOUR TURN.

Exercise 8:

Create a storyboard for a video, based on your script. Draw your storyboard or use Canva!



20 mins



Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 8 ON THE GOOGLE DOC

 & These shared documents will be used by your respective group for these 2 days.

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Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

SEE YOU ALL AT 10.50 am

Time for
a Break

Module 6: TikTok Videography Beginners

Walter Lim



Equipment for Recording TikTok Videos

Smartphone

The quality of a smartphone camera still comes down to the same factors—sensor size and recording capabilities.

Look at the latest releases by some of the biggest brands because that's where you'll find today's best smartphone cameras.

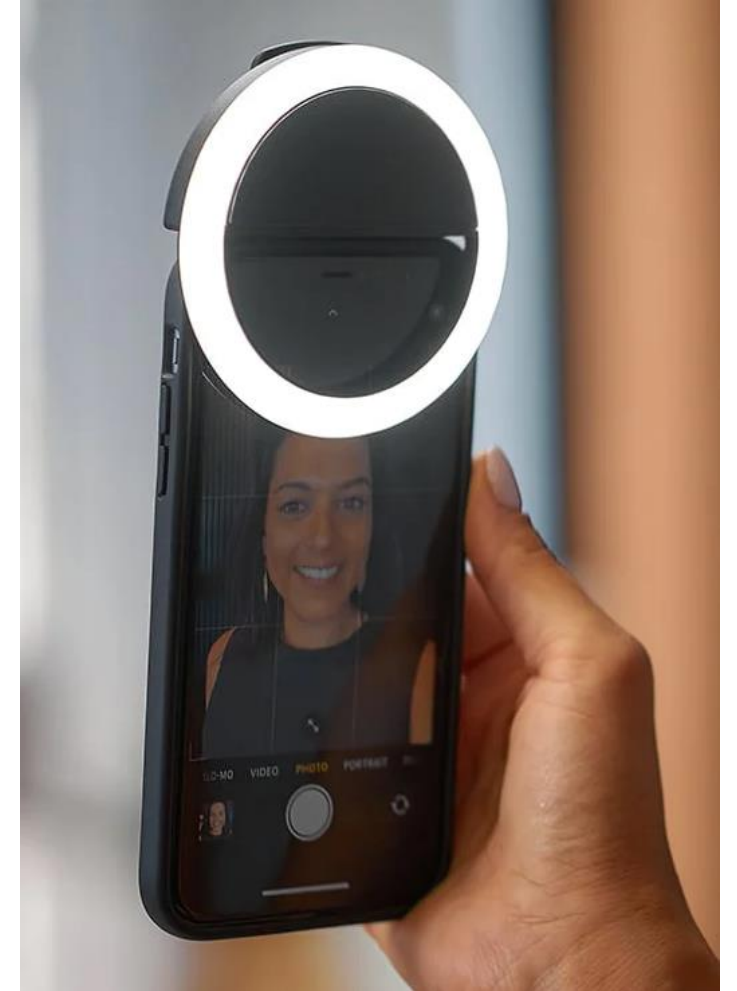


Equipment for Recording TikTok Videos

Ring Light

It has adjustable light settings, can be controlled with an external remote, and adjusted to many different heights.

Hot Tip: If you're wearing glasses, have the light higher and shine downwards to minimise reflection on your glasses.



Equipment for Recording TikTok Videos

Microphone

If you are doing a lot of speaking/ narrating/ storytime TikToks, it is worth investing in a mini microphone so that you can ensure your sound quality is the best it can be



Equipment for Recording Tiktok Videos

Tripod/Stabiliser (Gimbal)

A tripod is a must for stable videos and if you're not reliant on a stranger or a friend to film for you! If you're really looking to film content with a lot of motion or transitions, a stabiliser (gimbal) is highly recommended.



Equipment for Recording TikTok Videos

Backdrop

Allows viewers to associate an aesthetic with your brand.

Consider using green screens, although TikTok automatically has a green screen feature!



Camera Skill: Point and Shoot

Video Orientation

Tip: When shooting horizontal or vertical, hold the phone in the correct orientation first, then press the record button.



**Landscape
Horizontal
16x9**



**Portrait
Vertical
9x16**

Which one to use?

It depends on which platform you are posting your video to.

Camera Skill: Stabilisation

Smartphone Handheld Stabilisation Technique

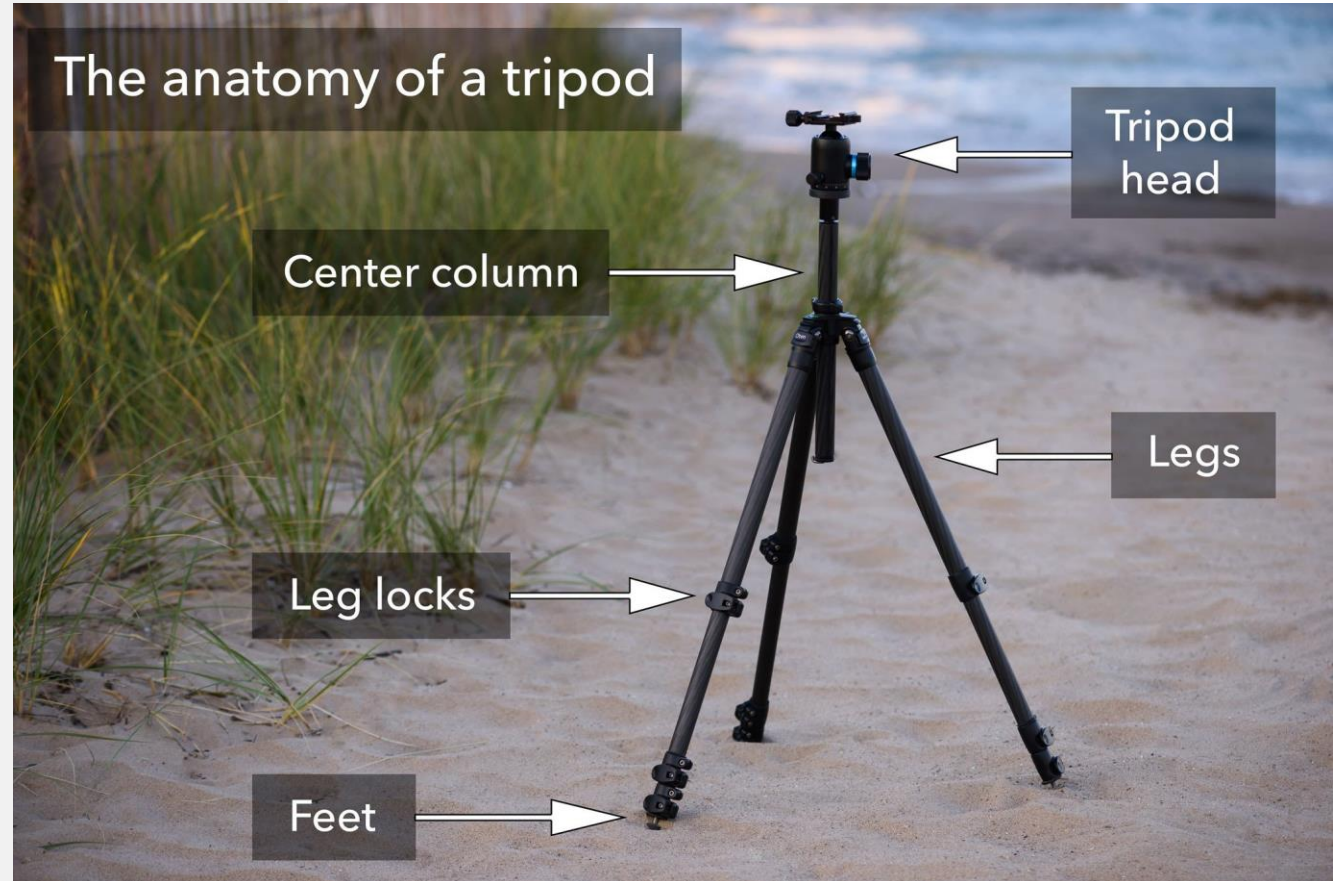
- Hold your phone with one hand wrapped gently over the back.
- Press record with the other hand.
- Hold the wrist of your camera hand gently. Put your elbow on a stable surface
- Lean against a wall.
- Sit on a chair.



Camera Skill: Stabilisation

Use the Tripod

- Use tripod for a professional looking video.
- The tripod allows you to move the camera in two ways - pan (side to side) or tilt (up or down).



Camera Skill: Stabilisation

Use the Tripod

Or you can use a selfie stick tripod for smartphone cameras



Camera Skill: Stabilisation

Electronic Stabilisers - Gimbals



Exercise 9:

Product/Service Video (5 min)



5 mins



Instructions:

Record the Introduction...

- What is your name? “This is...”
- What are you going to show?
“I am going to show you 3 reasons why you should...”

(PORTRAIT or LANDSCAPE)

Video outline:

- Opening (Hook)
- B-roll
- Introduction 
- Selling Point 1
- Selling Point 2
- Selling Point 3
- B-roll
- CTA

Google Docs for Group Exercises

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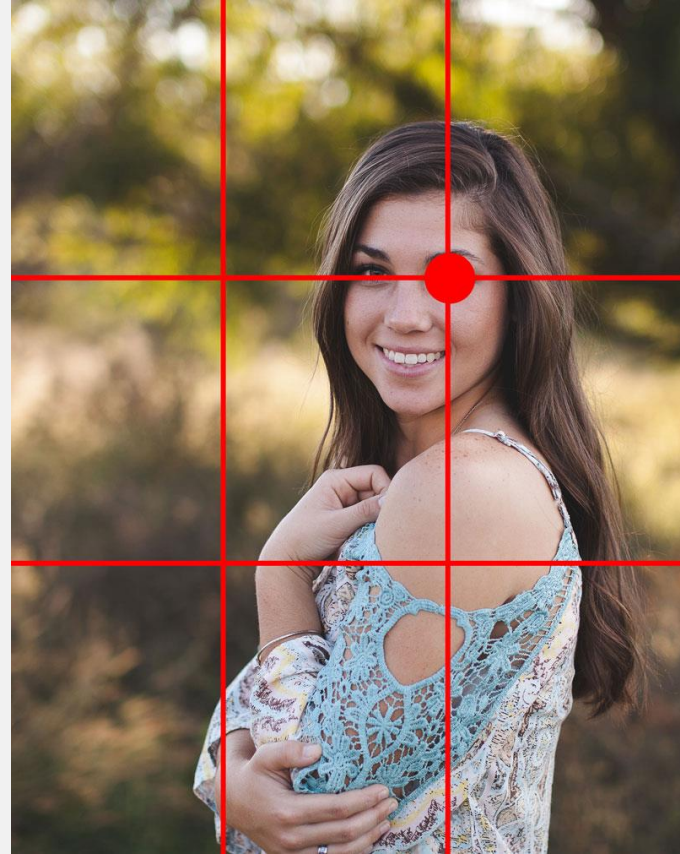
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Tips For Video Recording Yourself

This is also known as selfie video or vlogging.

- Ensure there is light shining on your face.
- Follow the rule of thirds with your eyes on the upper grid line.
- Look into the camera.
- Use a microphone for better voice recording.
- Use a tripod to stabilise your camera.



B-rolls

Alternative footage that intercut with the main shot.

- Supplemental footage to complement the primary shot.
- Capture walking feet, POV, and journey scenes.
- Include both close-ups and wide angles for context.
- Visuals to support voiceover.



Camera Skill: Camera Moves

3 Basic
Camera Moves

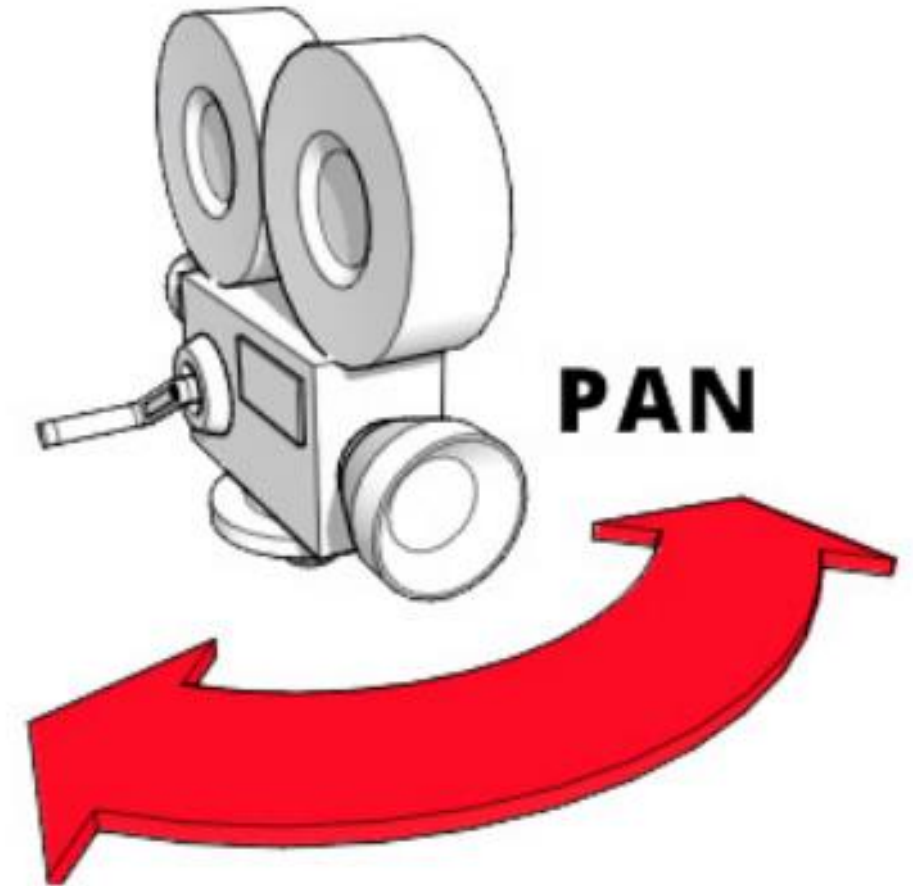
- Pan
- Tilt
- Zoom



Camera Skill: Pan

PAN (Pan left, Pan right)

- Horizontal movement of the camera.
- Pan Left. Pan Right. **Pan is short for panorama.**
- Used for revealing a large view.
- Used for establishing the setting and location.
- Used for relating two separate subjects.
- Used for following a walking subject.



Camera Skill: Tilt

TILT (Tilt up, Tilt down)

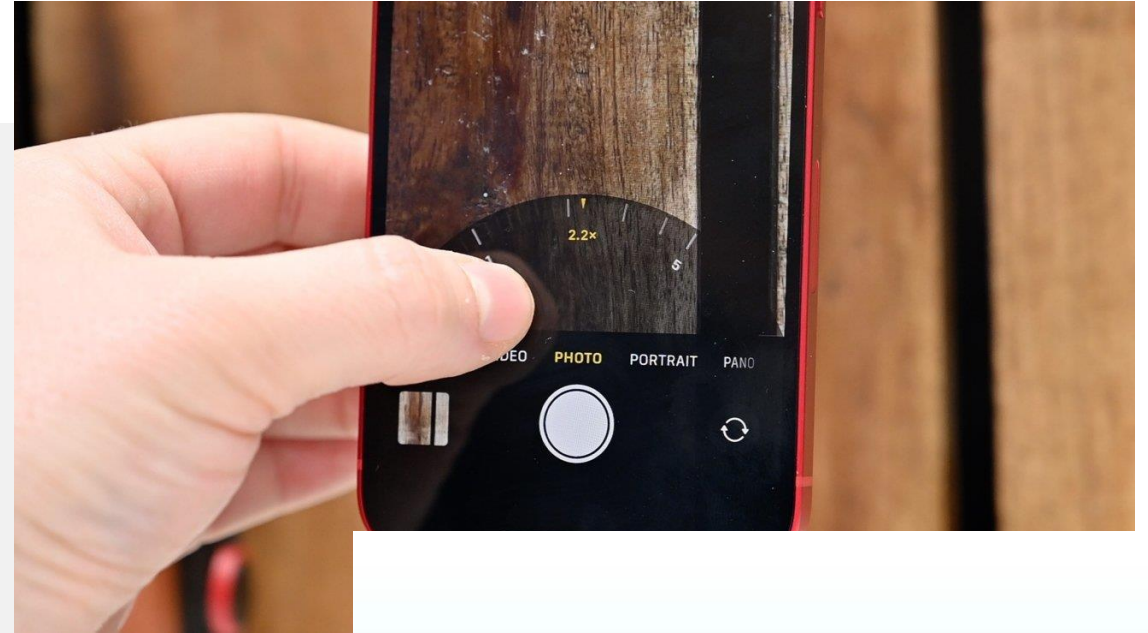
- Vertical movement of the camera.
- Tilt Up. Tilt Down.
- Use when a subject is too tall.
- To emphasize a sense of height.



Camera Skill: Zoom

ZOOM (Zoom in, Zoom out)

- Simulates movement of camcorder toward or away from the subject.
- Zoom in. Zoom Out.
- On mobile phones, you'll see this feature of pinching to zoom.
- Limit this to only when you can't go close to the subject, eg Coldplay concert!



7 P's to shooting events B-roll

Place	Props	Preparation	People	Presentations	Participation	Promotion
The venue, building, the hallway, the reception, the room, the signboard, etc.	Banners, stage, booths, reception, etc. Reveal the name of the event, the date, and the organiser. Also, reveal the reason for the event.	The setup, pen and paper, whiteboard and markers, food and beverage, chairs and tables, projector and screen, etc.	In action and reactions, doing something related to the event	Host presenting, other speakers	Host and participants interactions	Anything that conveys the message of the story

(rule of thirds, wide shot, mid-shot, close-up, still)

Exercise:

Product/ Service Video (5 min)



5 mins



Instructions:

Record the b-roll shots of the product or service...

- Pan
- Tilt
- Zoom

(PORTRAIT or LANDSCAPE)

Video outline:

- Opening (Hook)
- B-roll 
- Introduction
- Selling Point 1
- Selling Point 2
- Selling Point 3
- B-roll 
- CTA

Structuring an Engaging Video

The objective is to get people watching all the way to the end.



Structuring an Engaging Video

TikTok video structure timeline

Beginning
7sec

Hook

Middle
1min to 10min

Content

End
20sec

CTA

Beginning/ Hook

Grab attention fast! Choose one of these:

- **Problem & Solution:** Start with a common struggle, then tease your fix. ("Stuck in a creative rut? I've got 5 hacks to reignite your spark!")
- **Surprise & Visuals:** Open with a shocking stat, eye-catching animation, or question your audience can't resist. ("Can this simple trick really double your sales?")
- **Story Promise:** Hook them with a compelling narrative they'll want to see unfold. ("From burnt-out freelancer to thriving CEO, here's my journey...")
- **Direct Introduction:** Briefly state your expertise and why viewers need you. ("Hi, I'm a marketing expert. Let me help you reach your ideal customers.")
- **Text Overlay:** Use bold text to announce key topics or benefits. ("3 Marketing Mistakes Killing Your Business (and how to fix them)")

Middle/ Details

Show, don't tell:

- **Problem & Journey:** Highlight relatable struggles (Ex: "Feeling overwhelmed? Me too...")
- **Solution Roadmap:** Guide viewers from A (problem) to B (desired state) (Ex: "From chaos to calm, here's how...")
- **Behind the Scenes:** Offer a glimpse into your process (Ex: "Sneak peek: How we make magic happen!")

Connect with your audience:

- **Relatable Personas:** Feature characters facing similar challenges (Ex: "Meet Sarah, who overcame X...")
- **Struggles & Goals:** Identify their pain points and desires (Ex: "Struggling with X? My goal is to help you achieve Y.")
- **Introduce Your Solution:** Showcase your step 1, lesson 1, or feature 1, with clear benefits (Ex: "Say goodbye to X with my simple method!")

CTA/ Ending

- Pose a question to engage. (E.g., "Thoughts on this?")
- Invite follows for more content. (E.g., "Hit follow for tips!")
- Encourage likes and comments. (E.g., "Like if you agree!")
- Prompt sharing. (E.g., "Tag a friend!")
- Direct to bio link. (E.g., "More info in bio!")
- Suggest using a trend hashtag. (E.g., "#TryThisTip!")
- Recommend app download. (E.g., "Download our app!")
- Push product purchases. (E.g., "Shop now!")

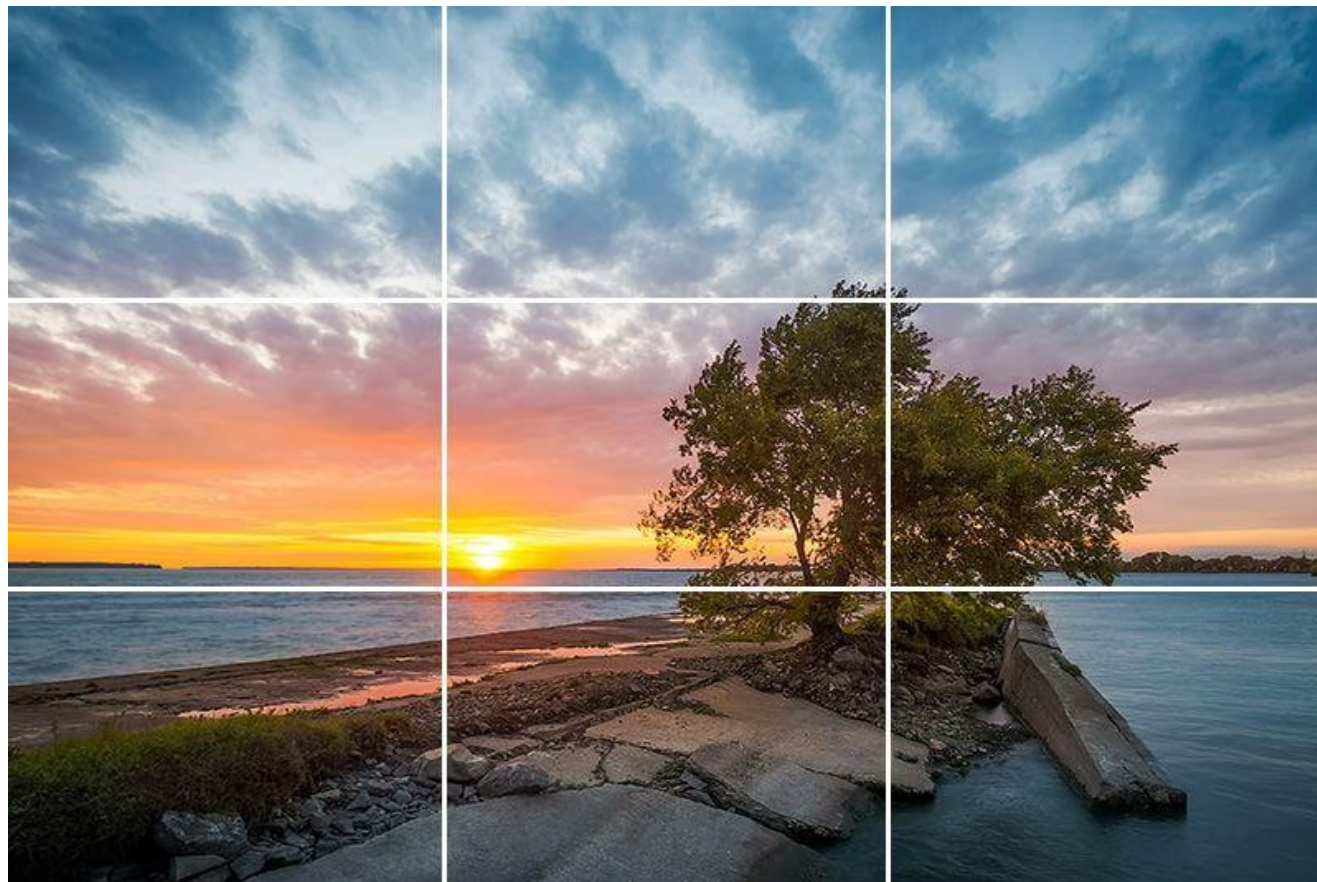
TIME FOR TEA



Camera Skill: Rule of Thirds

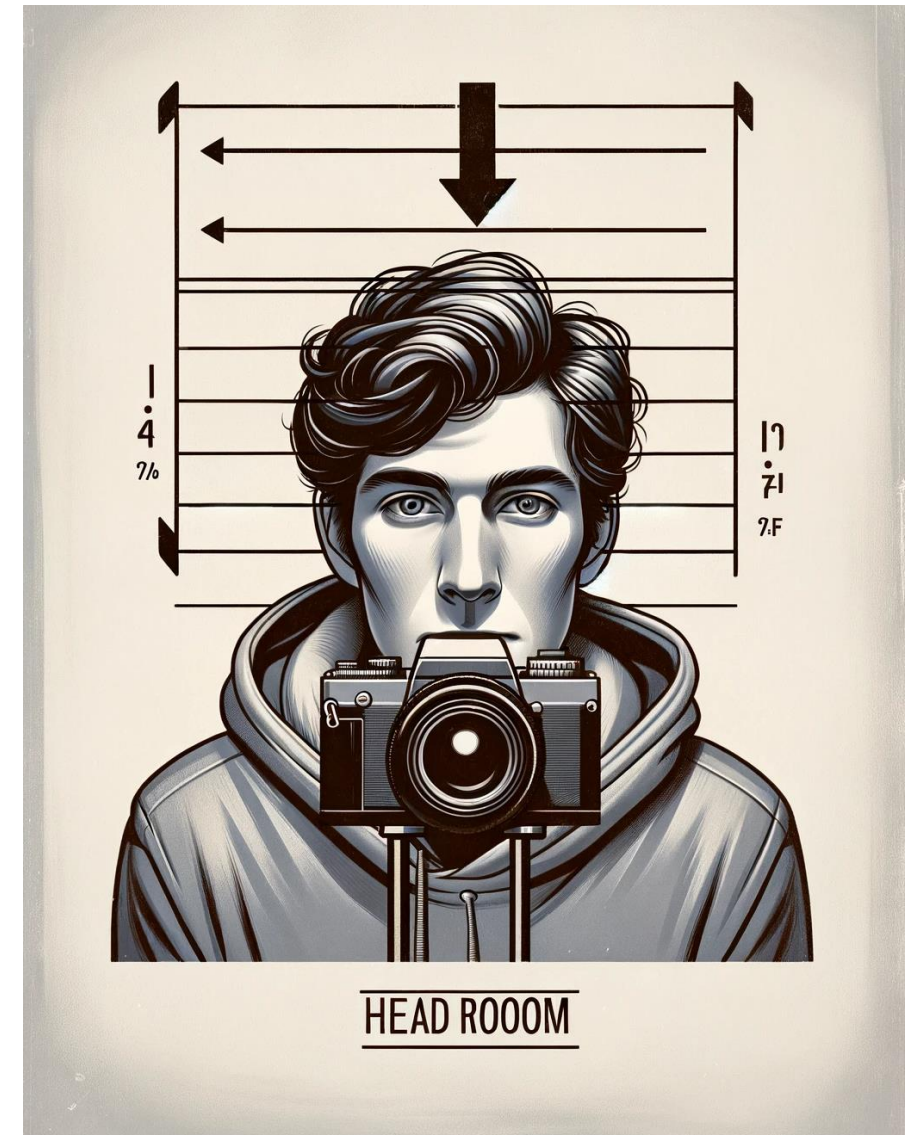
Rule of Thirds

- Divide the frame into nine imaginary sections for framing the image.
- Important information should be placed at the intersections.
- Points of interest (eg. eyes) should be placed $\frac{1}{3}$ or $\frac{2}{3}$ down or across the frame.
- Common Mistake: Amateurs like to frame subjects in the centre.



Camera Skill: Headroom

- **Definition of Headroom:** The space between the top of a subject's head and the upper edge of the frame.
- **Optimal Use:** Ensure headroom is balanced; too much can make the subject appear to be sinking, too little can feel cramped.
- **Adjustment Tips:** Align the subject's eyes two-thirds up from the bottom of the frame for a comfortable headroom.
- **Purpose:** Proper headroom focuses viewer attention on the subject, maintains frame balance, and enhances composition.
- **Common Mistakes:** Avoid excessive headroom which can distract and lessen the impact of the visual narrative.
- **Advanced Techniques:** Use headroom to convey mood - less headroom can increase tension, more can denote isolation.



Camera Skill: Lead Room

Lead Room

- Leave a space in front of subject to look, walk or talk into.
- Usually the subject's head or body is turned to one side.
- Also known as Walking Room or Talking Room or Eye Room.



No Leadroom



Correct Leadroom

Exercise:

Product/ Service Video (10 mins)



10 mins



Instructions:

Record the 3 Selling Points or Steps or Features...

- Show and tell if possible
- Close up on features if it's a product
- Speaking is optional

Video outline:

- Opening (Hook)
- B-roll
- Introduction
- Selling Point 1 
- Selling Point 2 
- Selling Point 3 
- B-roll
- CTA

Instructions:

Record the ending...

Use one of the techniques specific your business.

Eg “Wish to learn more? Follow my TikTok.”

(Apply rule of thirds)

Video outline:

- Opening (Hook)
- B-roll
- Introduction
- Selling Point 1
- Selling Point 2
- Selling Point 3
- B-roll
- CTA 

Camera Skill: Low Angle

- Makes a subject look important, powerful, or larger than it is.
- This shot shows a view looking up at the subject.
- The camera is placed near the ground and tilted to look up at the subject.
- Go lower to get "Worm's Eye View".



Camera Skill: High Angle

- Makes the subject seem small, vulnerable and helpless.
- This shot shows a view looking down on the subject.
- The camera is placed above the subject and tilted to look down on the subject.
- Go higher to get a "Bird's Eye View".



Camera Skill: Eye-Level

- This shot shows a view at the same eye-level with the subject.
- The most commonly used angle.
- Make sure you shoot at the subject's eye-level, not yours.



Exercise:

Product/ Service Video (5 mins)



5 mins



Instructions:

Record more B-Rolls!

- Use a variety of high-angle and low-angle and eye-level shots

Video outline:

- Opening (Hook)
- B-roll 
- Introduction
- Selling Point 1
- Selling Point 2
- Selling Point 3
- B-roll 
- CTA

Advanced Camera Skill: Transitions

- **Seamless Flow:** Elevate storytelling with fluid transitions.
- **Technique Variety:** Mix cuts, fades, wipes, and dissolves.
- **Purposeful Use:** Match transition style to video mood and pace.
- **Skilful Execution:** Practice makes perfect for natural scene shifts.



Transition Skills: Looping

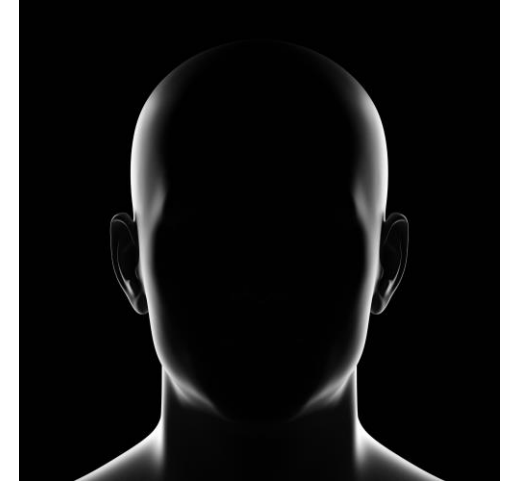
- Looping is integral to great TikTok content. Whether it's cooking, fashion, or talking heads, the secret lies in seamless transitions.
- Plan your start and end points carefully. For instance, cooking videos often start with the final dish and end with the last step, creating a natural loop.



START



MIDDLE

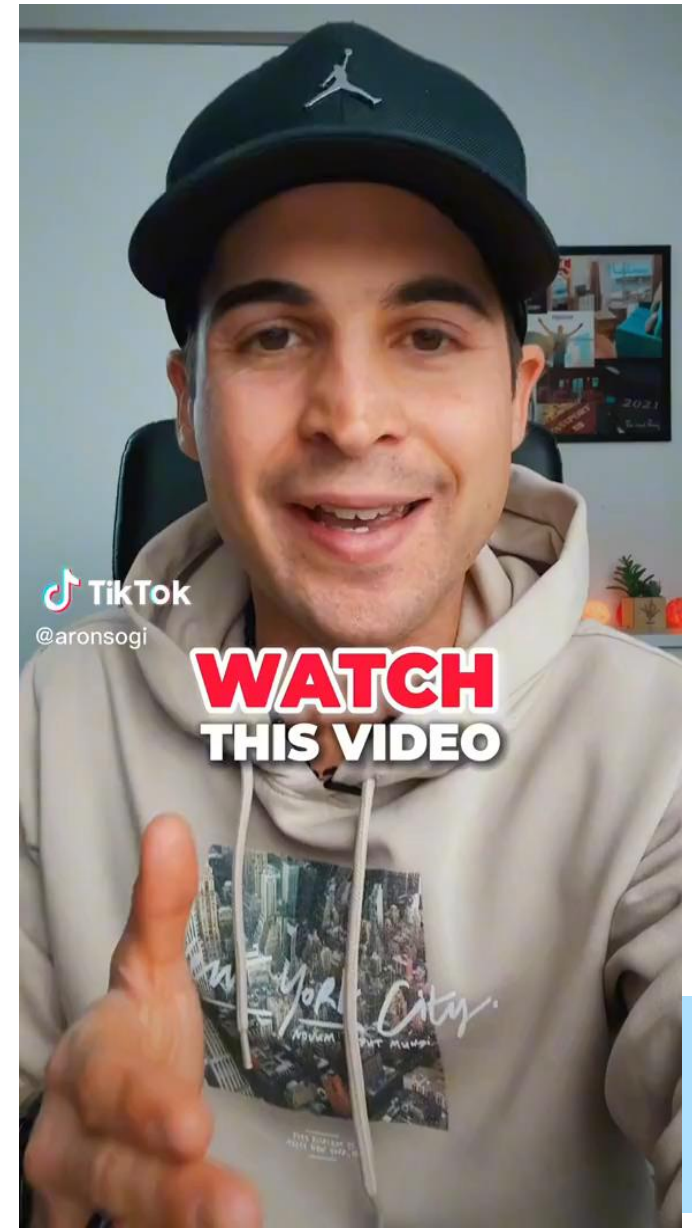


END



How to Create a Seamless Loop - A Practical Guide

- **Choose Your Moments:** In a fashion video, for example, identify a pose that you'll use both at the start and end of the clip to ensure seamlessness.
- **Trim and Split:** Cut the video at the point you've identified as the "end", then find your "beginning" and split the clip.
- **Rearrange Clips:** Move the split segment to the end in your video editor for a seamless loop. Review it in TikTok to make sure you nailed it.

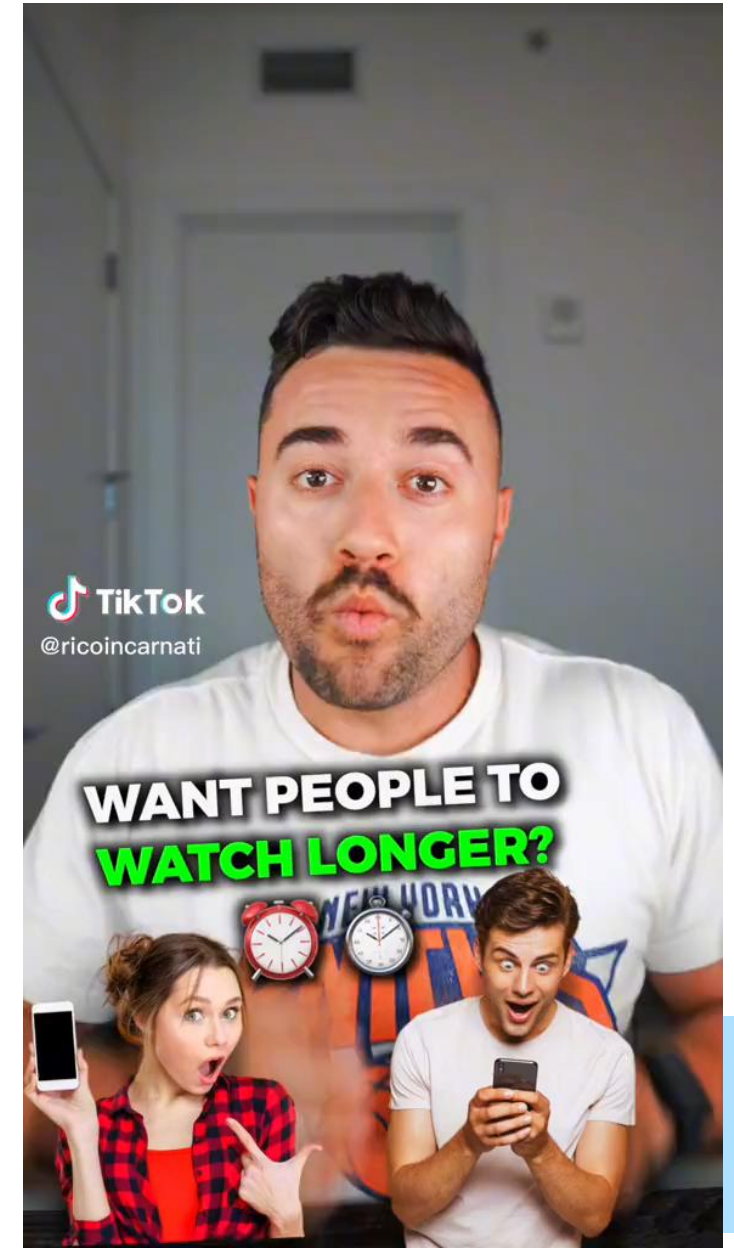


Transition Skills: Pattern Interrupts

- **What Are Pattern Interrupts?**

Advanced techniques designed to disrupt the usual flow of content and snap the audience back into attention.

- **Why Use Them?** To break through the noise in a saturated market, pattern interrupts command attention and can significantly uplift engagement metrics.



Implementing Pattern Interrupts

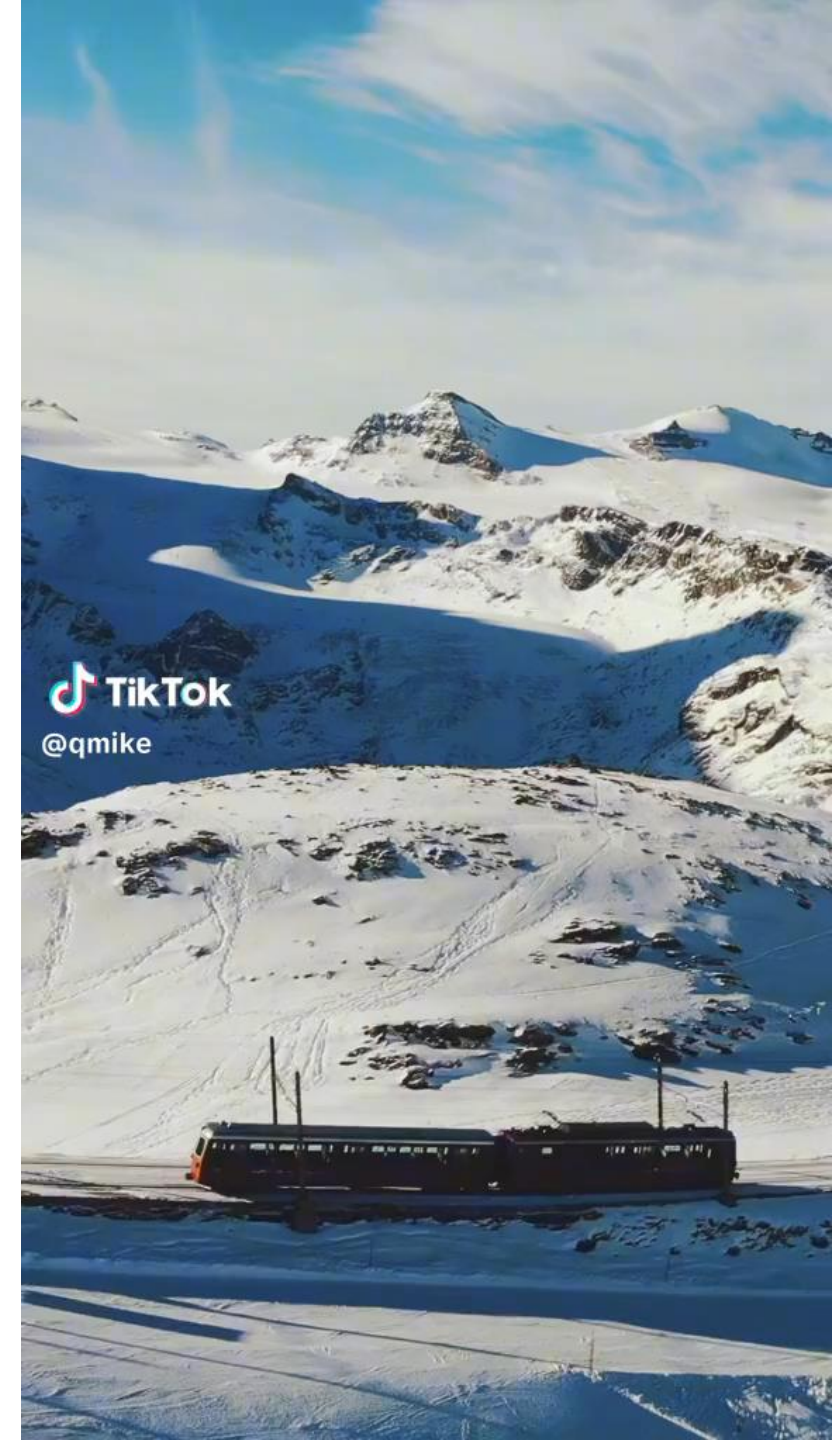
- **Auditory Cues:** Use sudden sounds to grab attention.
- **Pacing Shift:** Change content speed abruptly.
- **Visual Abruptness:** Flash text, zoom in, zoom out, or shift colours.
- **Emotional Shift:** Go from funny to serious quickly.
- **Interactive Elements:** Add polls or clickable buttons.
- **Narrative Twists:** Insert unexpected story turns.
- **Format Flip:** Switch from video to text or vice versa.



Transition Skills: Quick Cuts

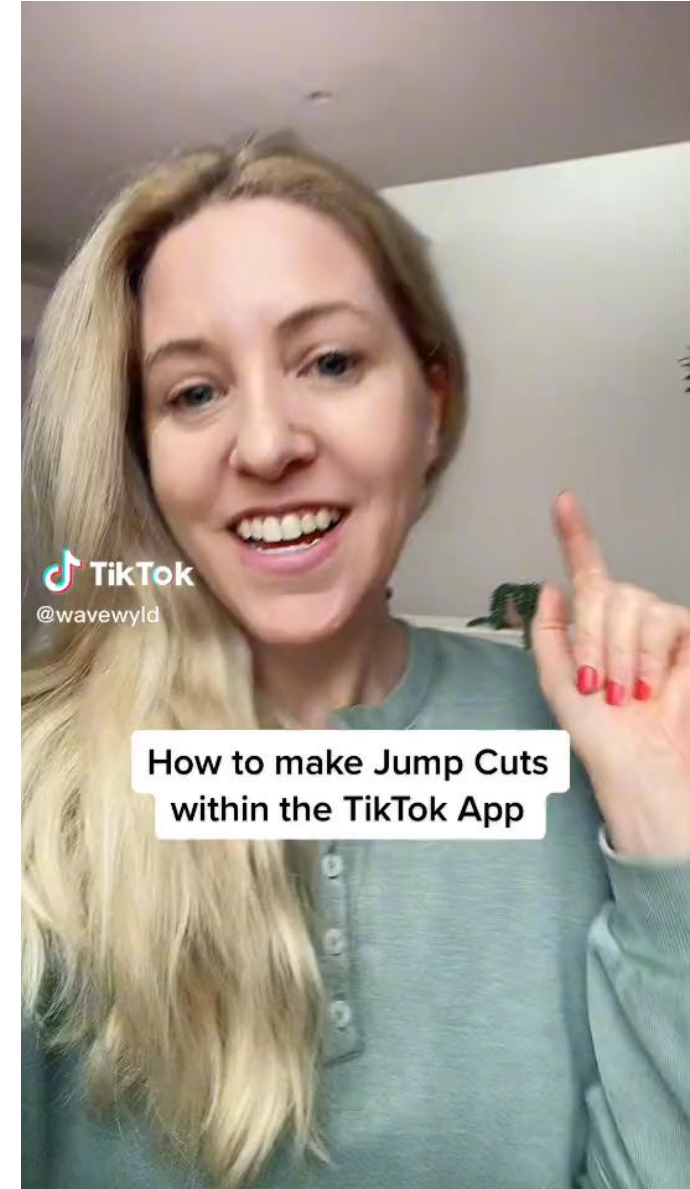
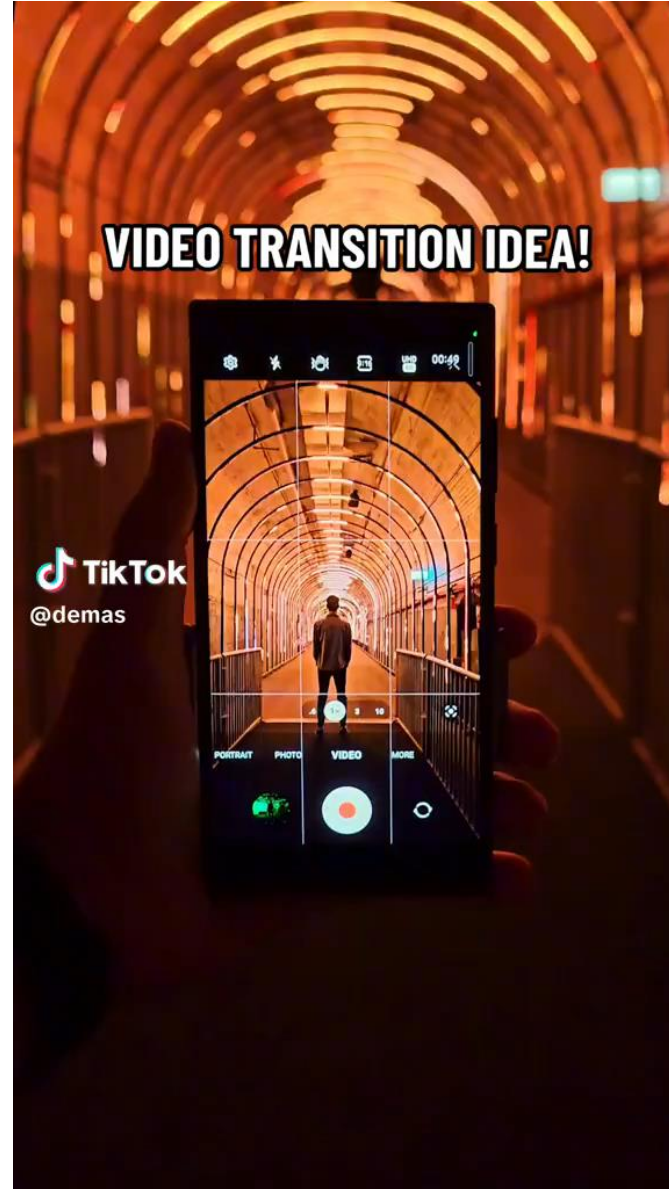
- Keep the pace brisk by cutting quickly from clip to clip.
- Eliminate awkward silences or pauses.
- Combine with other hooks like a trending effect (eg Wes Anderson, Cinematic, etc).

<https://www.tiktok.com/@gmike>



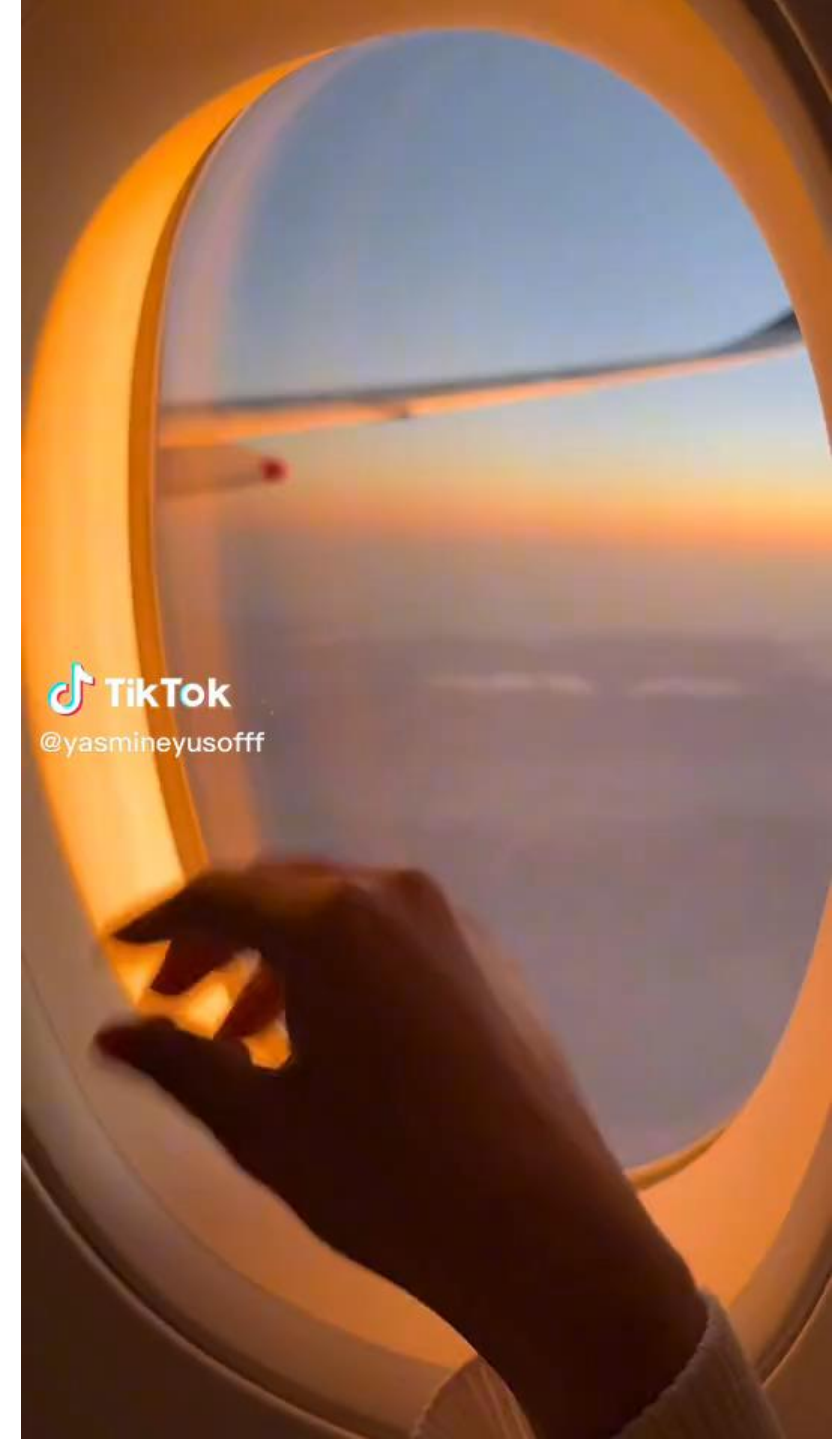
Transition Skills: Jump Cuts

- Jump cuts make your video faster paced and more interesting.
- End the first clip and start the second with the subject in the same frame position.
- Or consider zooming in and out.
- Film extra content to trim and align clips seamlessly.
- Here are 2 examples of Jump Cuts.



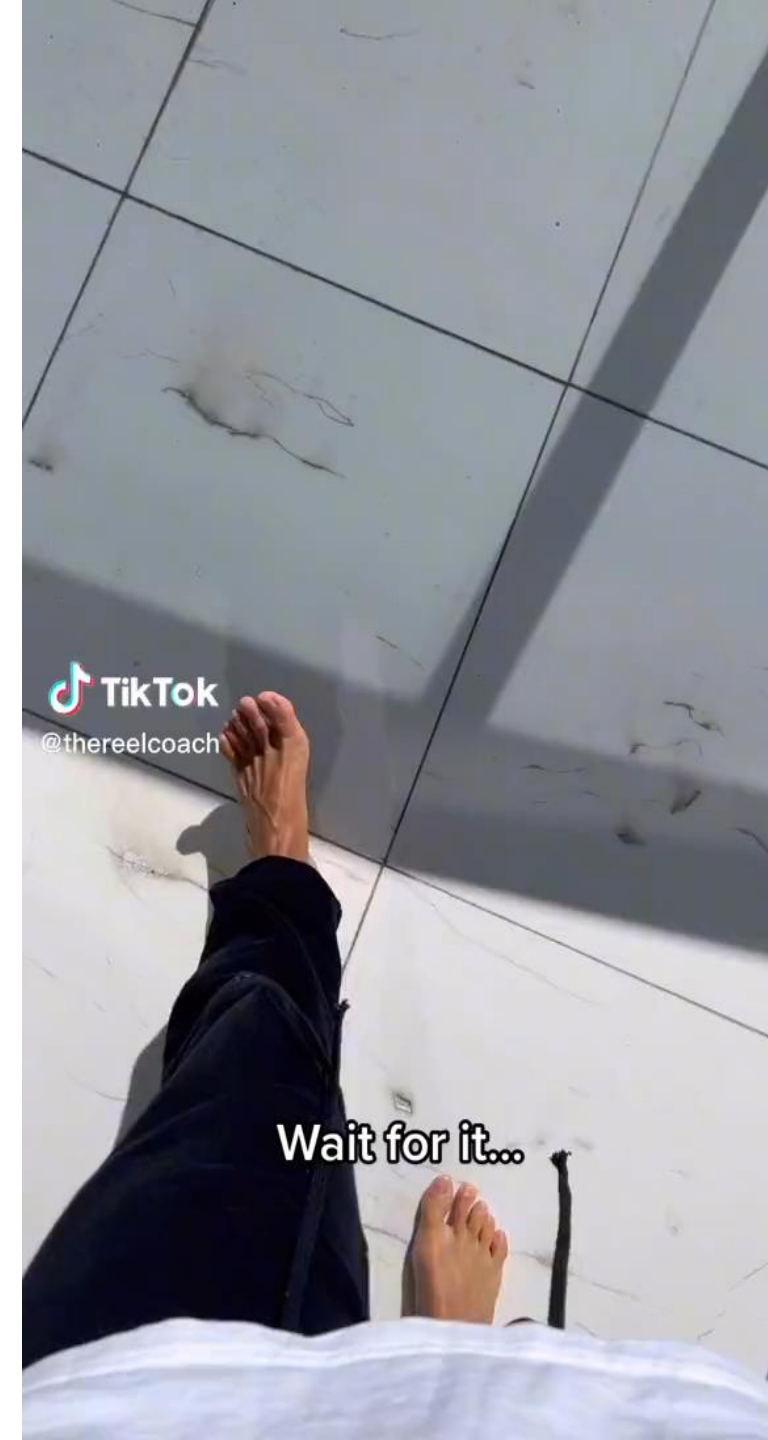
Transition Skills: Finger Snap

- Use finger snaps to switch between clips.
- Align snaps with musical beats for added effect.
- Popular for transitioning between different topics or locations.



Transition Skills: Camera Cover

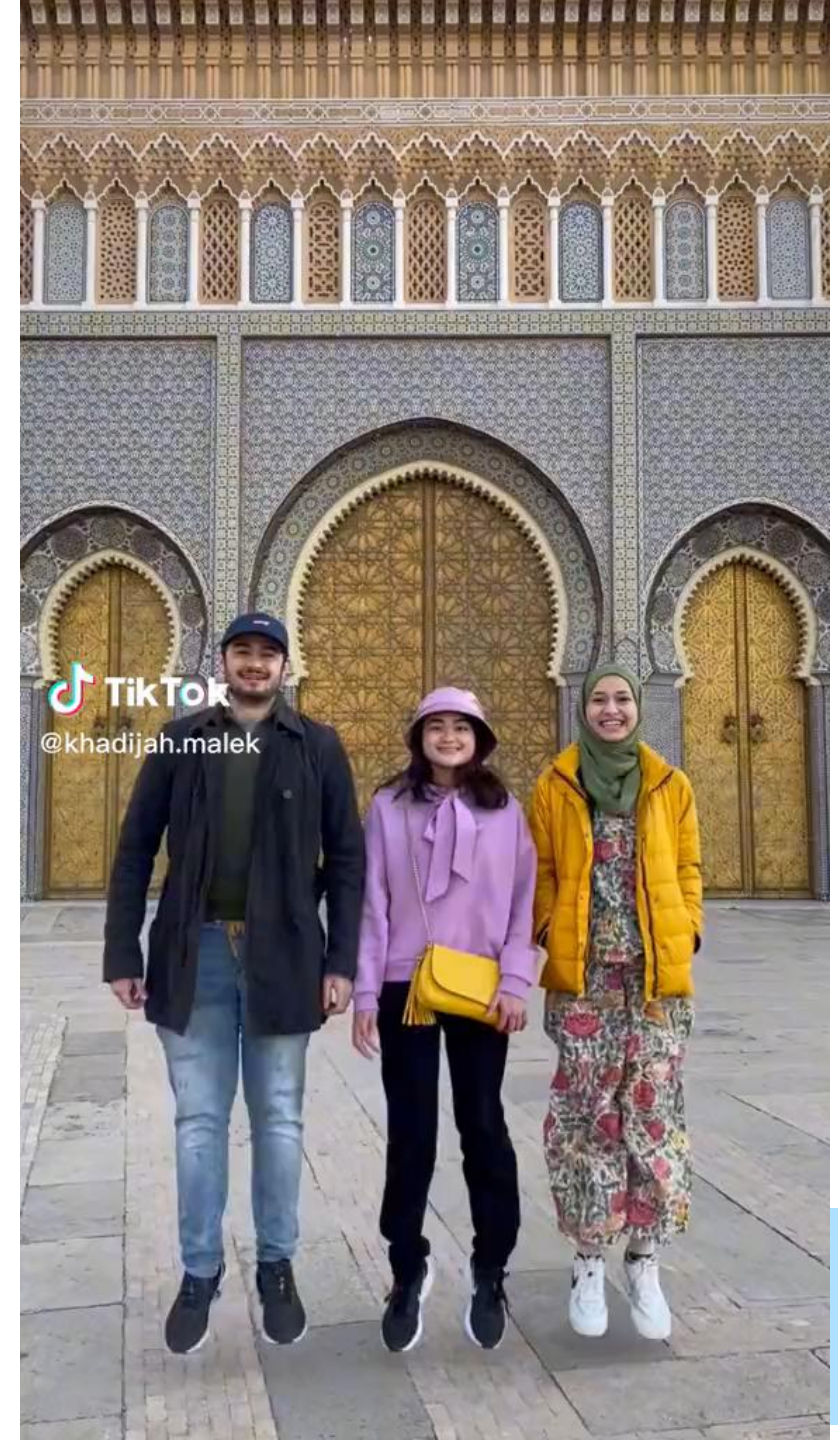
- Cover the camera for a "before and after" reveal.
- Start the second clip with the camera covered, then reveal.
- Effective for showing transformations like home makeovers.



Transition Skills: The Jump

- Use physical jumps to transition between scenes.
- Align framing and camera movements for a seamless transition.
- Adds an element of fun and magic to the video.

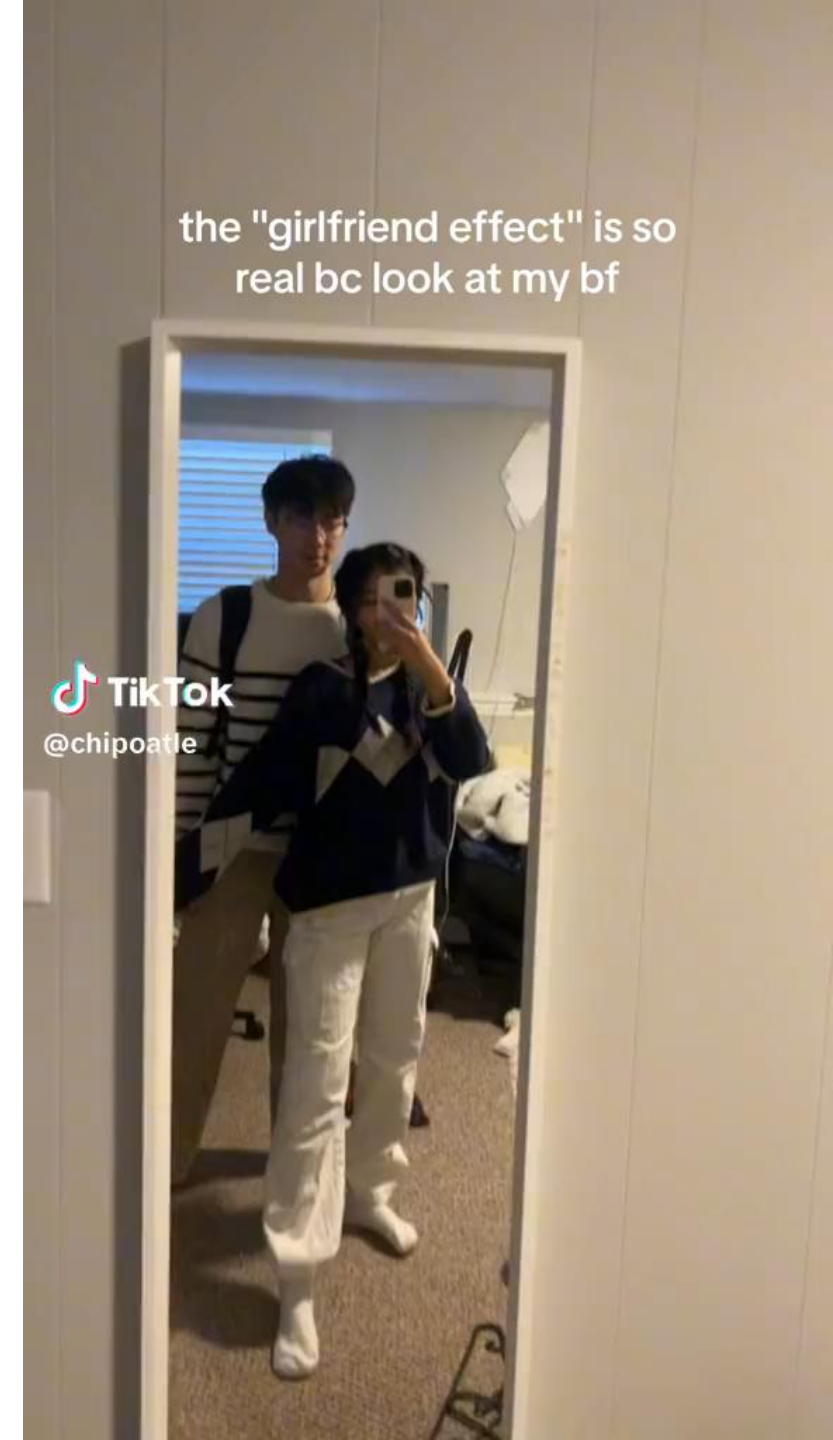
<https://www.tiktok.com/@khadijah.malek/video/7187325030500437275>



Transformation Challenges

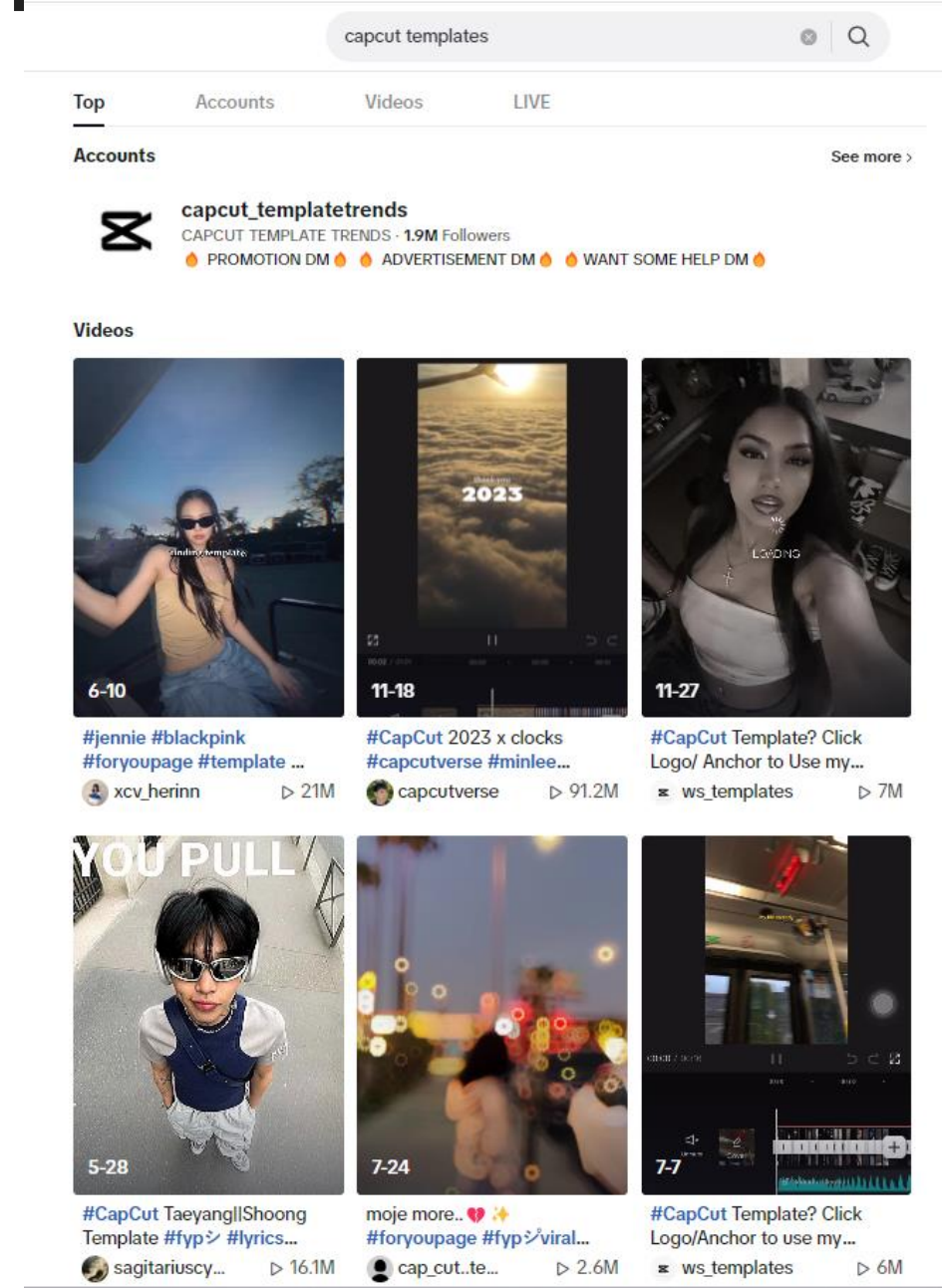
- Leverage trending challenges for transition inspiration.
- Use jump cuts to show a "before and after" as part of a challenge.
- Examples include the #boyfriendeffect and #infinitychallenge.

<https://www.tiktok.com/@chipoatle/video/7282646919824870698>



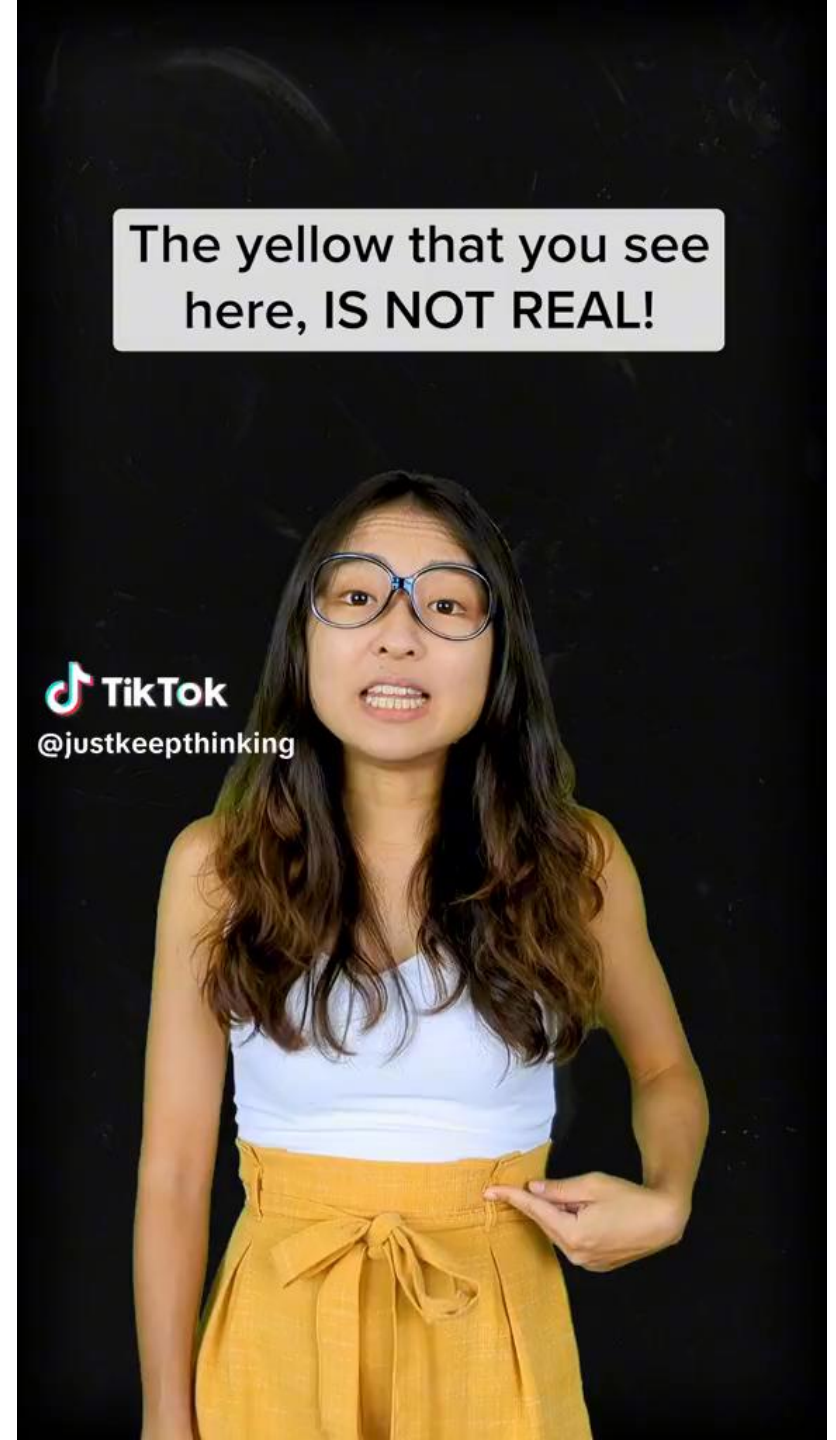
Transition Techniques: CapCut Templates

- Leverage trending CapCut templates
- This can be found normally by influencers on TikTok
- Normally involves stitching together clips with the Templates



The Snippet

- Start your TikTok video in the middle of the story to grab attention.
- Use an interesting fact, shocking sentence, or emotional exclamation.
- Loop the video by placing the last clip at the beginning for a satisfying style.



The Question

- Address your audience's pain points with a question.
- Describe the audience and hint at the problem you'll solve.
- Examples: "Moms, struggling with daily meals?" or "Got acne? Ever tried this?"

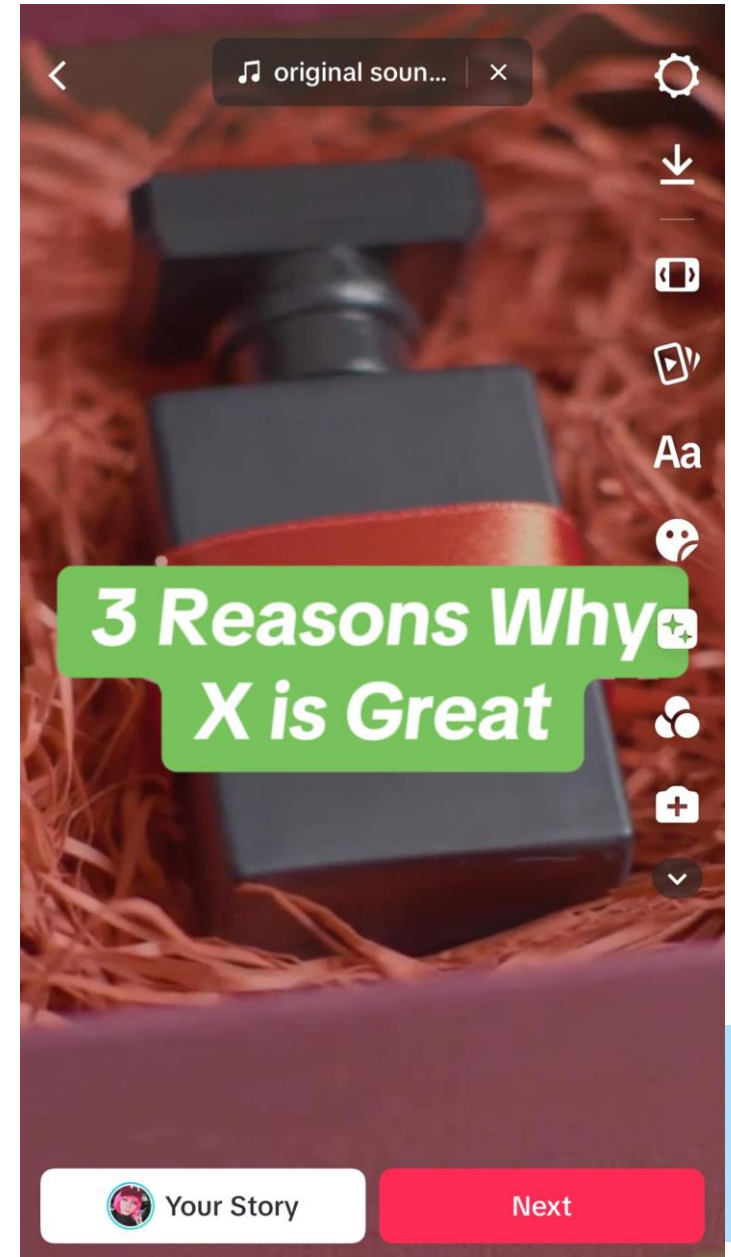
TikTok
@dermdoctor

Do you have acne?



On-Screen Text

- Use text to immediately capture attention.
- Couple with action visuals or voice-over for added engagement.
- Keep text length short to medium to retain interest.



The "You-Feature"

- Create a signature move or feature (eg jiggle) to be instantly recognizable.
- Could be a unique background, personalized greeting, or a statement accessory.
- Consistency across videos is key.

<https://www.tiktok.com/@dr.aiwen>



Exercise:

Transitions (15 min)



15 mins



Instructions:

Think about which transition techniques you'd like to use. Use this to re-record any sections of your video.

Record the transition clip, be it The Jump, Before/After, Looping Video, or Pattern Interrupts.

Make sure you record more than needed. We'll use for editing later.

Video outline:

- Opening (Hook)
- B-roll
- Introduction
- Selling Point 1
- Selling Point 2
- Selling Point 3
- B-roll
- CTA

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SEE YOU ALL AT 13.00 pm

Time for
a Break

Module 7: How to Edit on



**Master the Basics of
Crafting Captivating
Videos**

Walter Lim



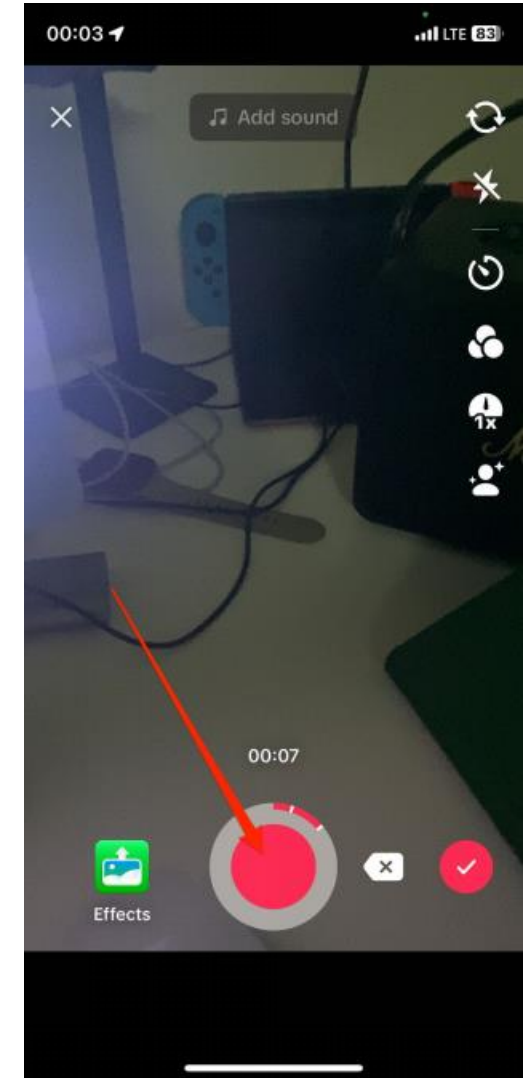
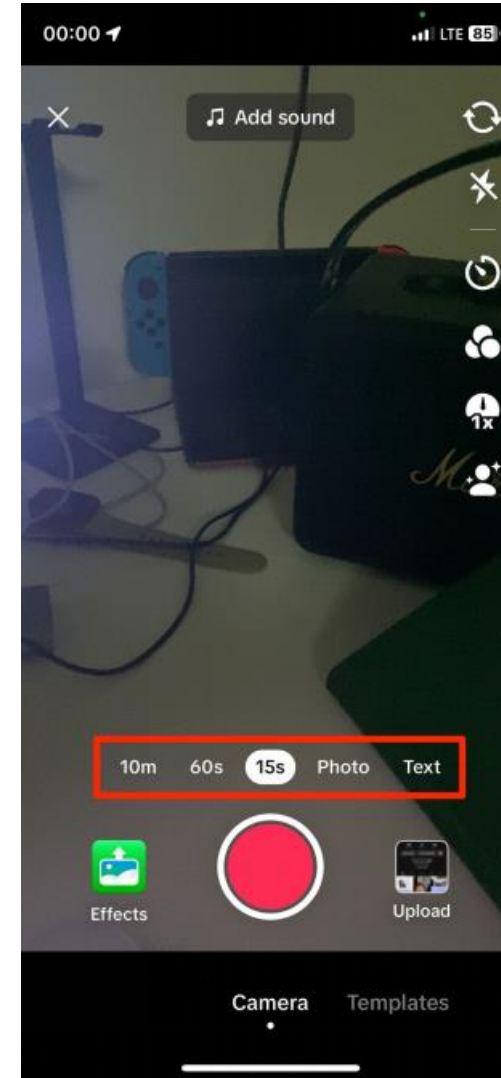
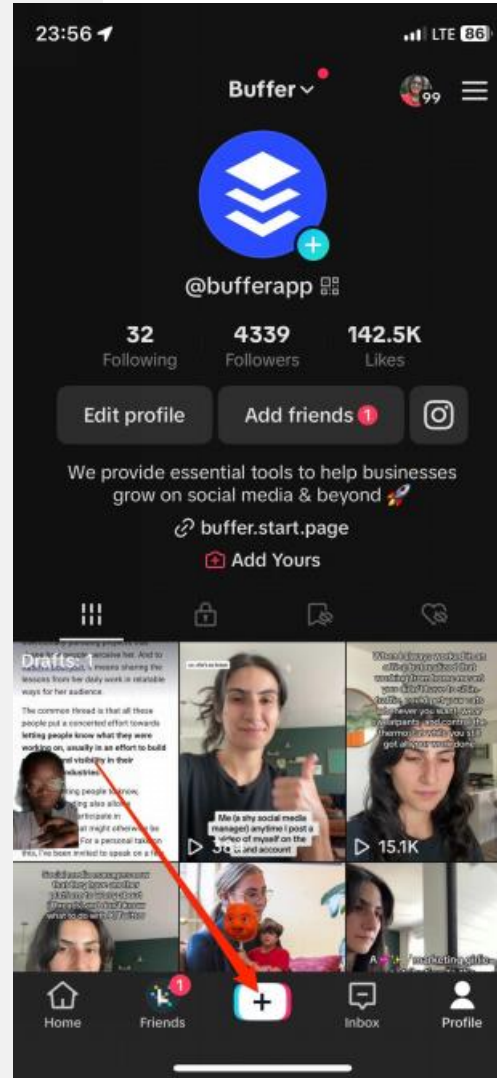
Introduction

Whether you're creating content for fun or building a brand, understanding TikTok video editing is key to making videos that entertain and engage.



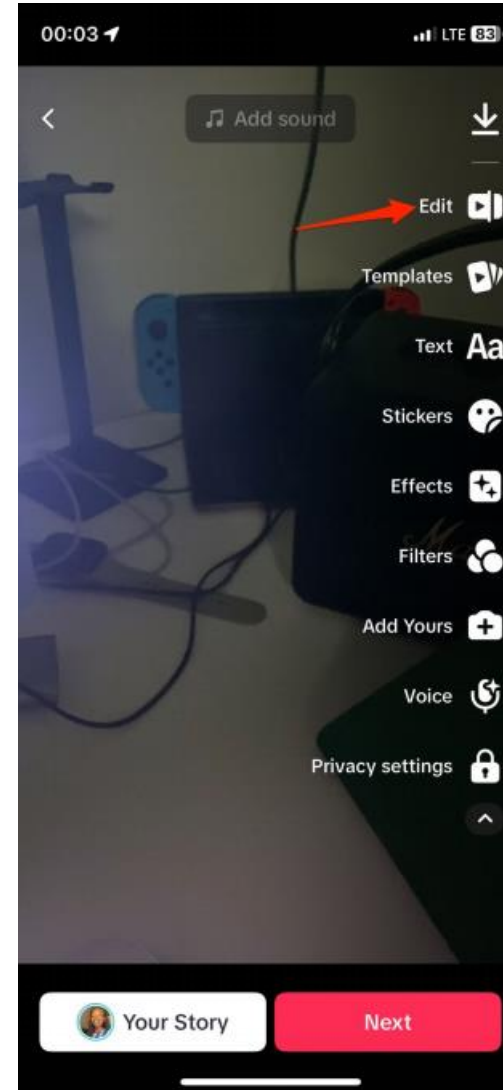
Filming Your Video

1. Open TikTok and click the "+" button
2. Select video length
3. Press and hold to record



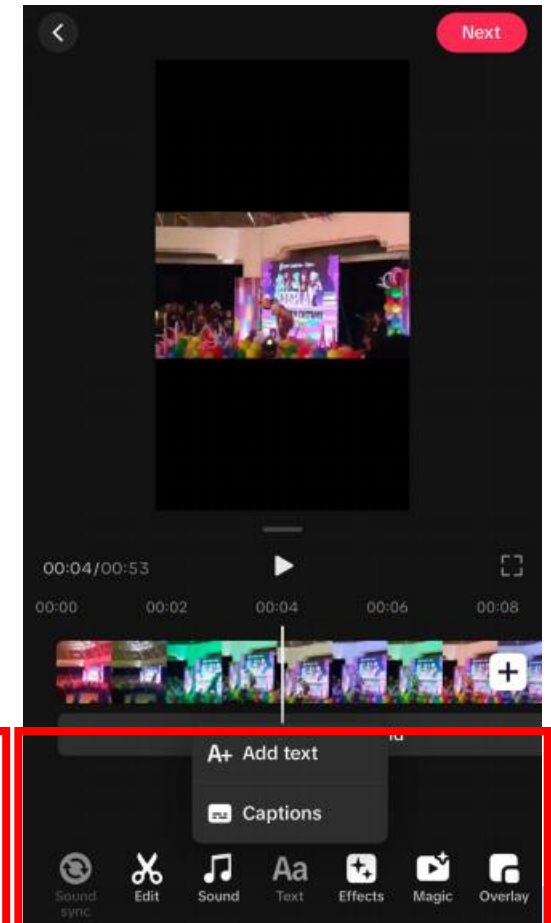
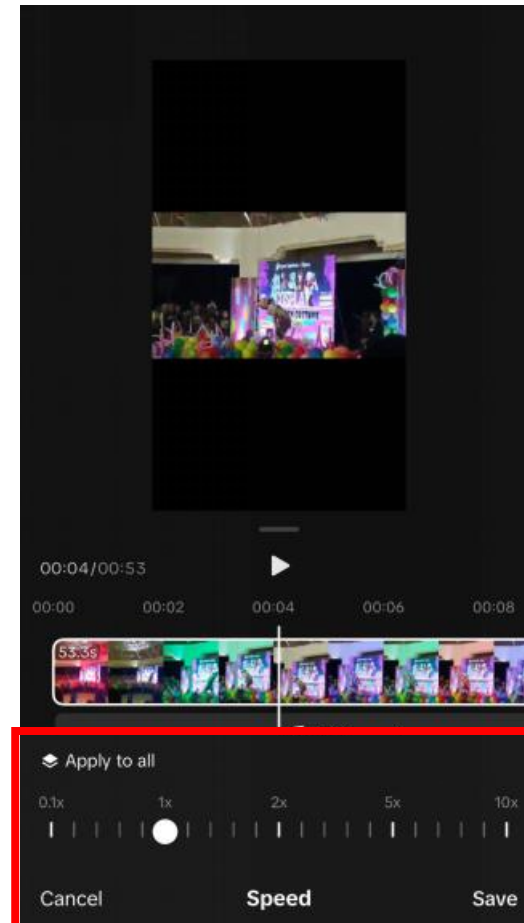
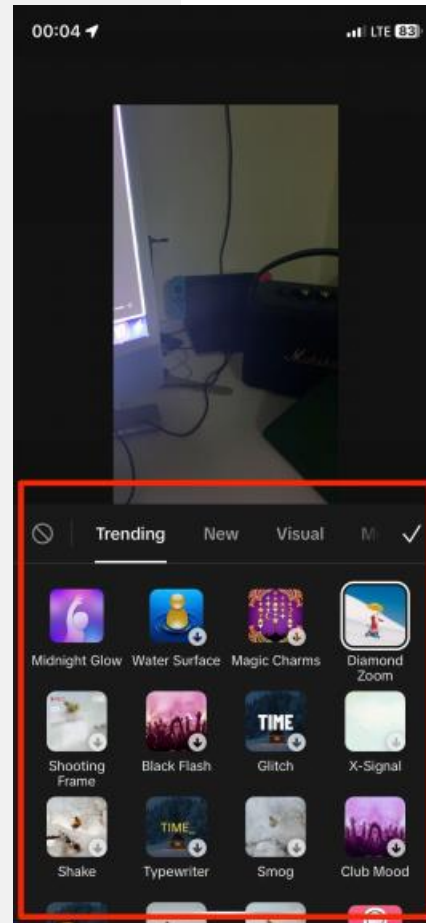
Editing Your Footage

- Tap the "Edit" symbol
- Trim and rearrange clips



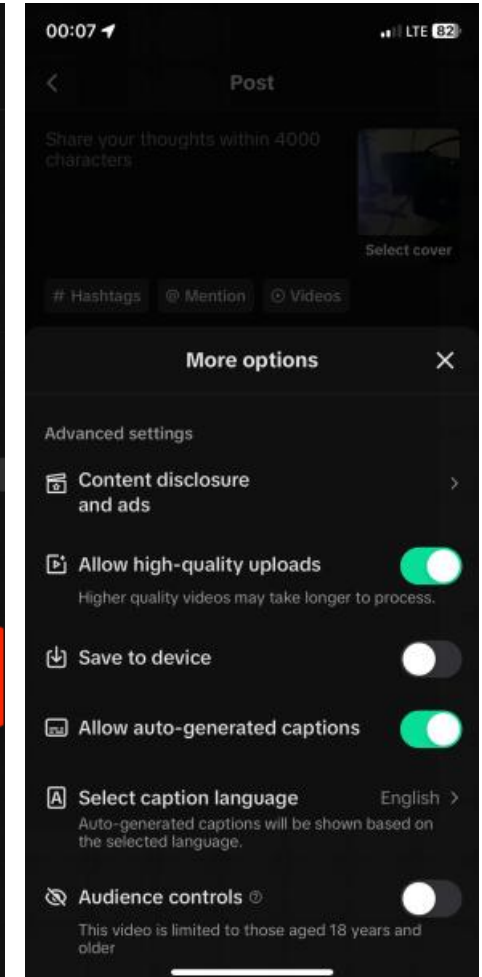
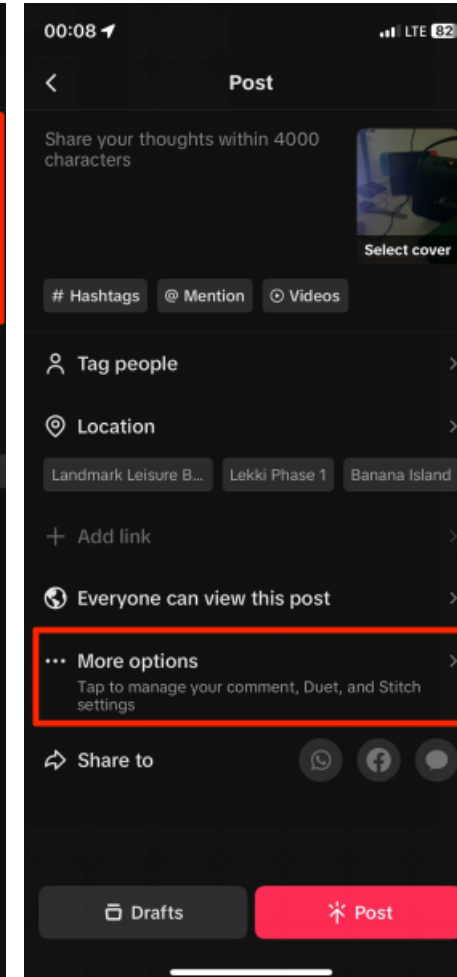
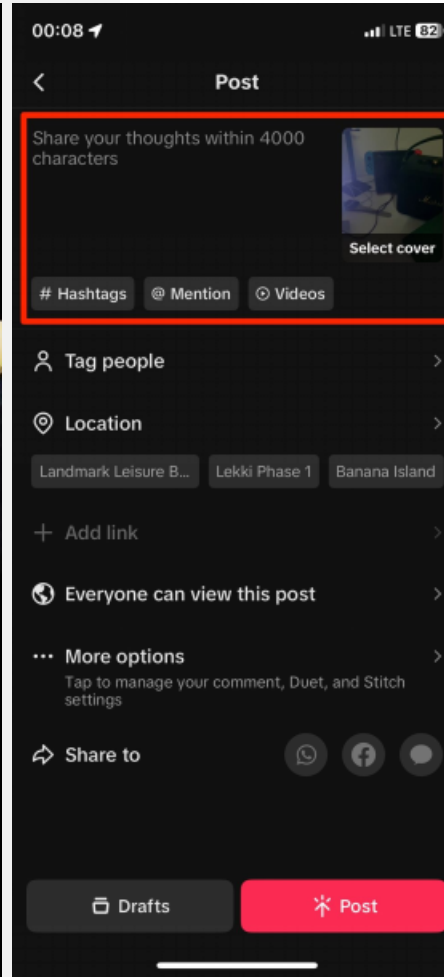
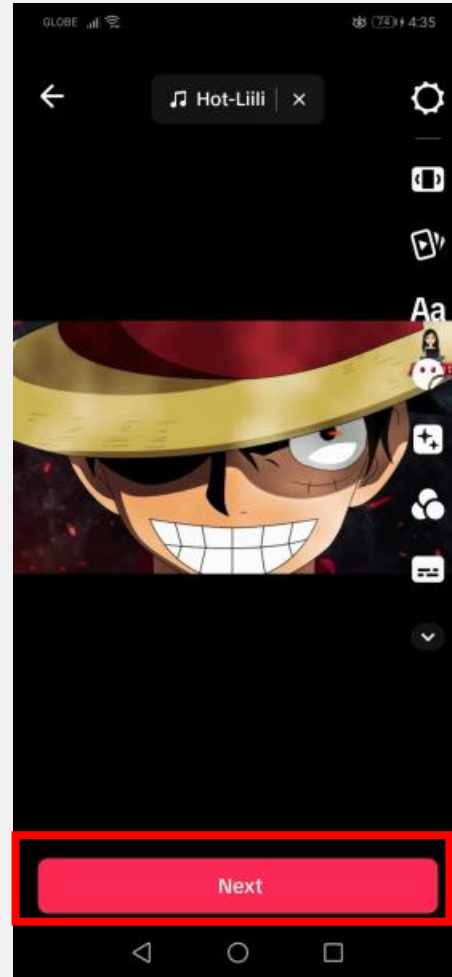
Adding Creative Elements

- Use "Effects" for filters and transitions
- Control playback speed with "Speed"
- Add text and customize



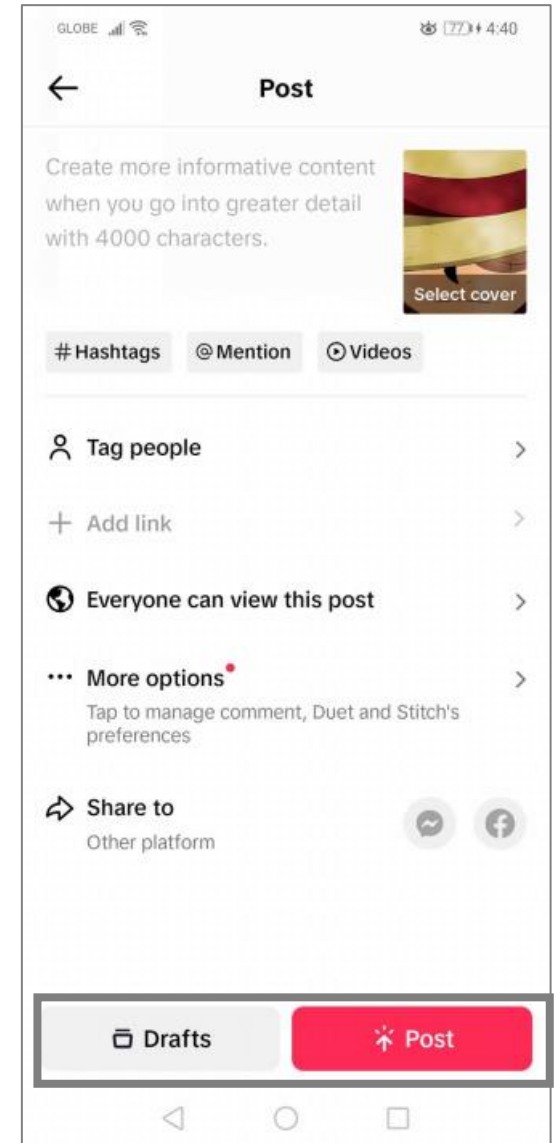
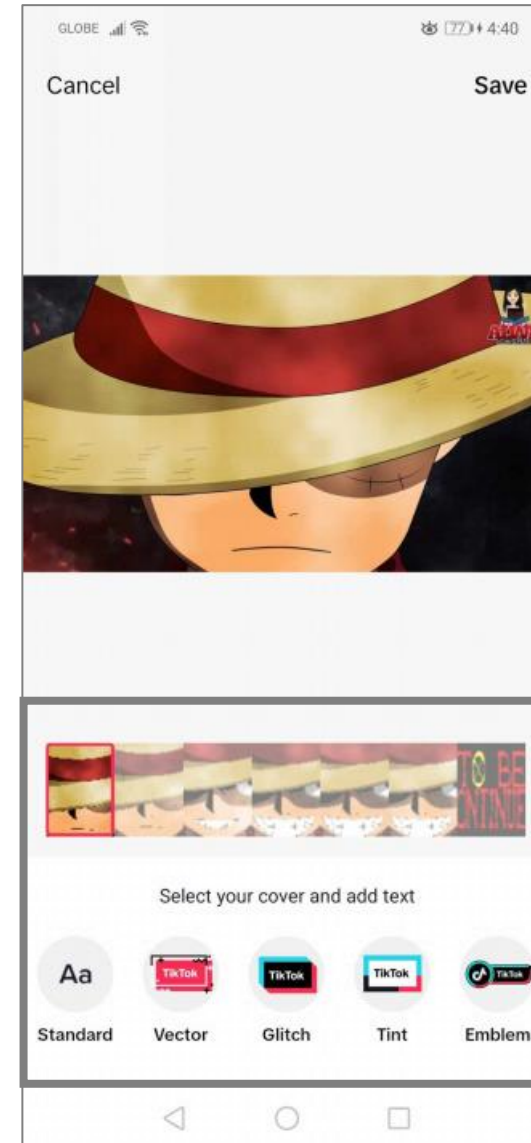
Final Touches

- Tap "Next" to preview
- Add description, hashtags, and tags
- Modify advanced settings



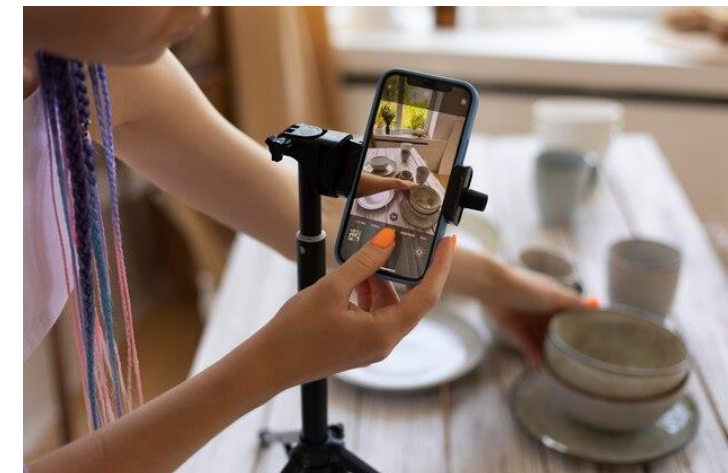
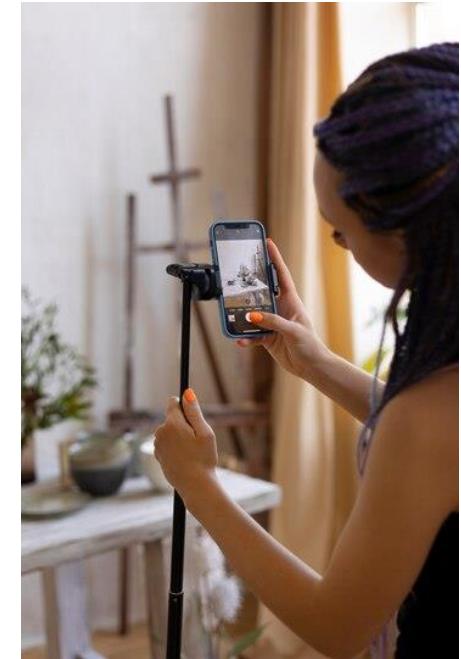
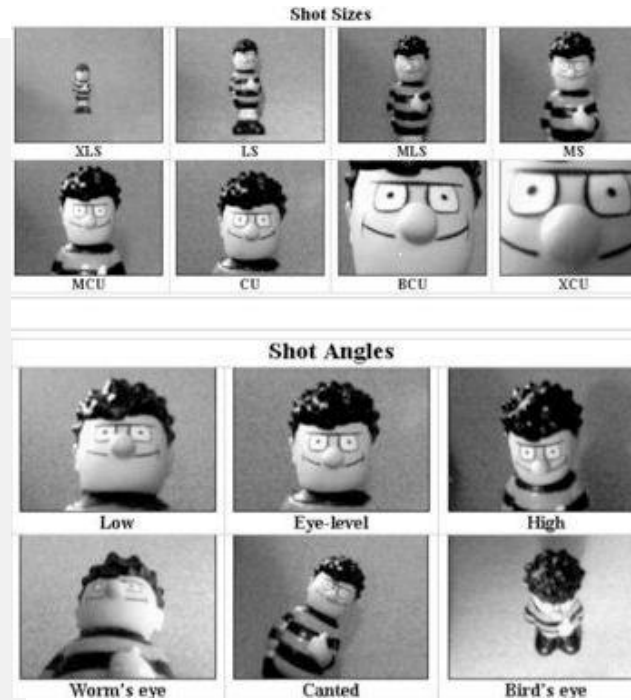
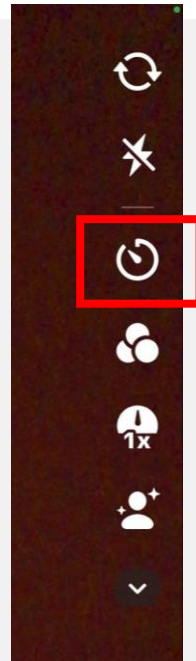
Post, Schedule, or Save

- Select a video cover
- Tap "Post" or save to "Drafts"



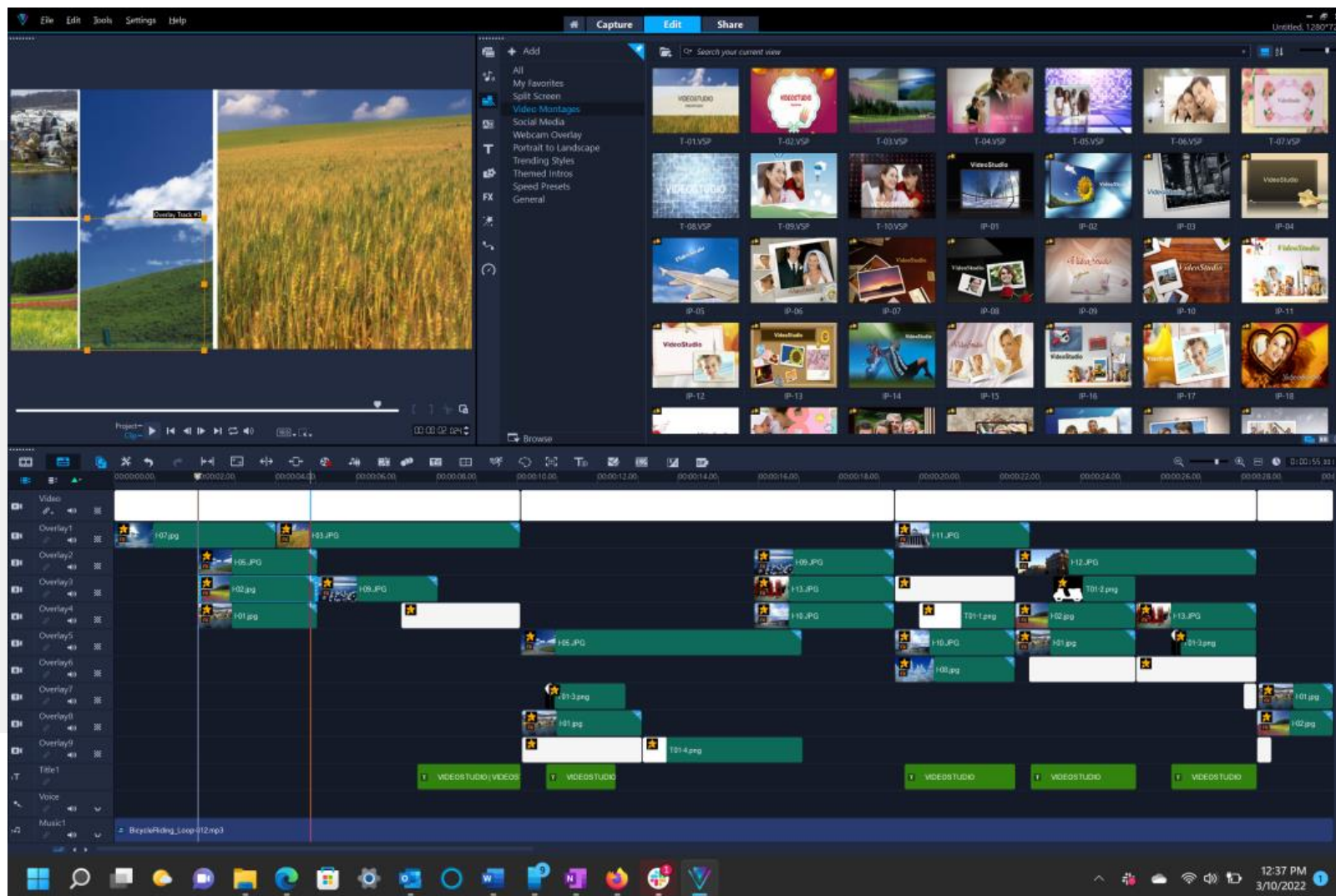
Tips for Recording TikTok Videos

- Use the timer
- Experiment with angles
- Shoot vertically
- Use B-roll footage
- Record with the back camera



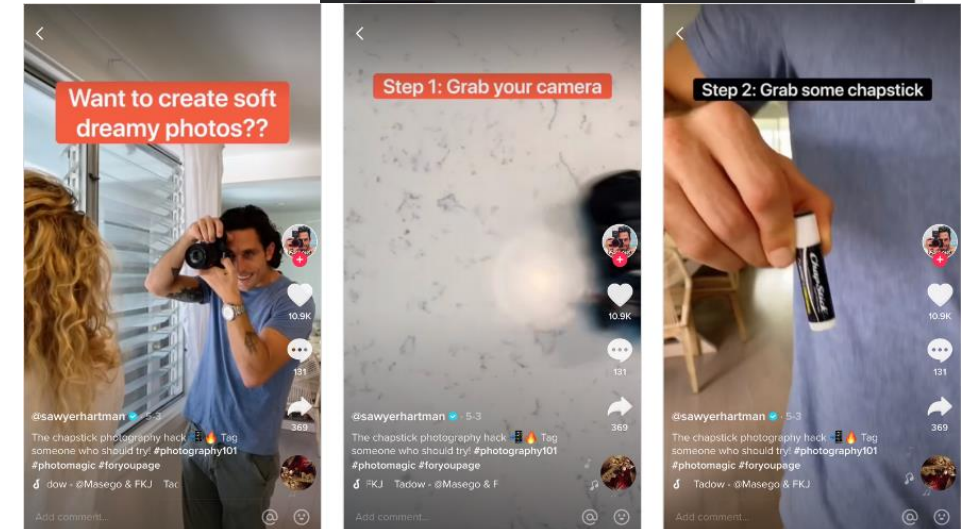
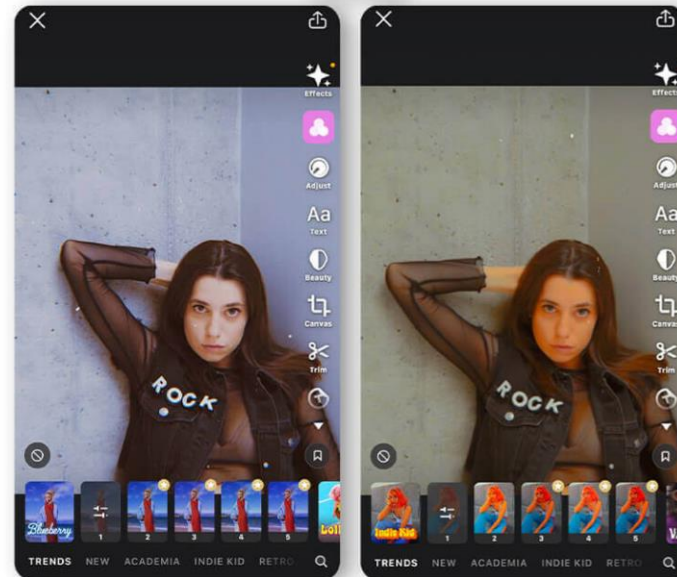
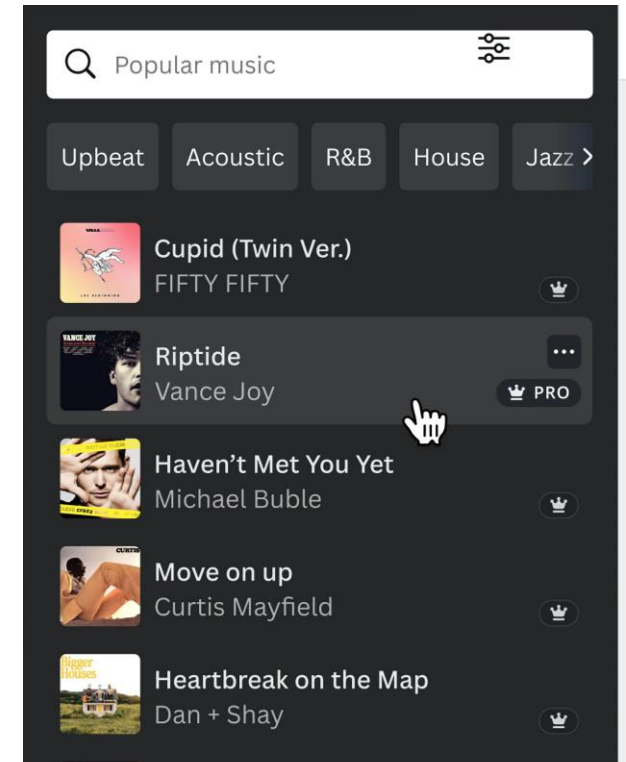
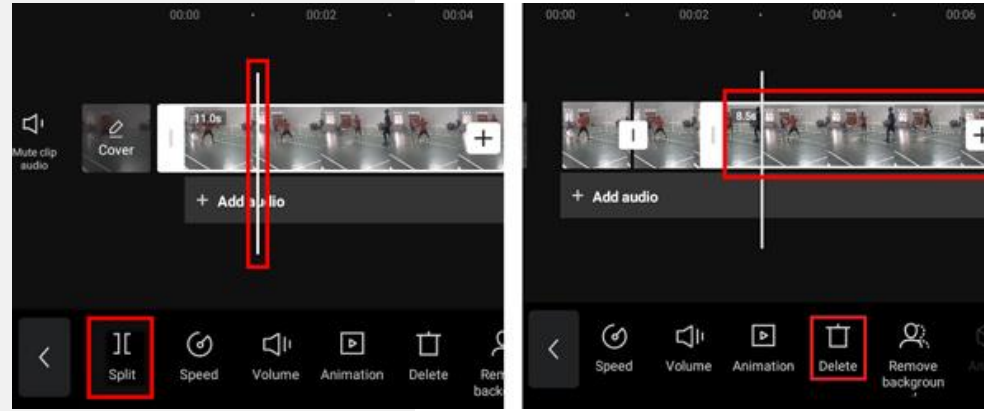
Introduction to Editing and Enhancement

- Post-production can be quick or extensive; here are tips for any style.



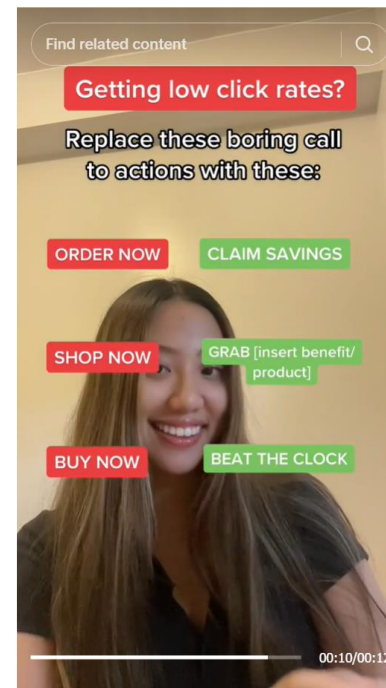
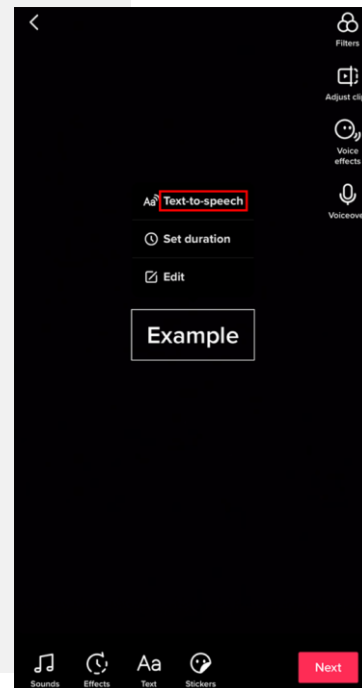
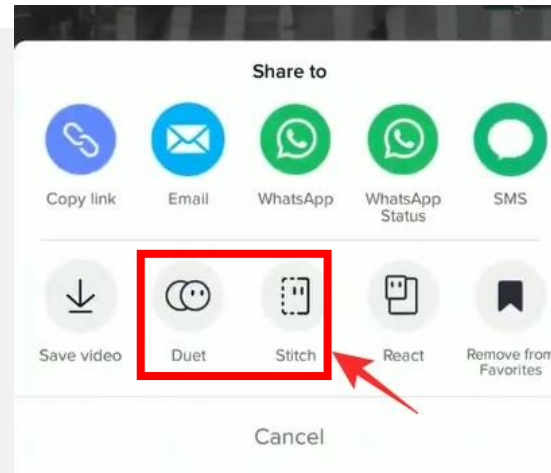
Tips for Editing

- Trim and split
- Add trending sounds
- Use filters and effects
- Add text and captions



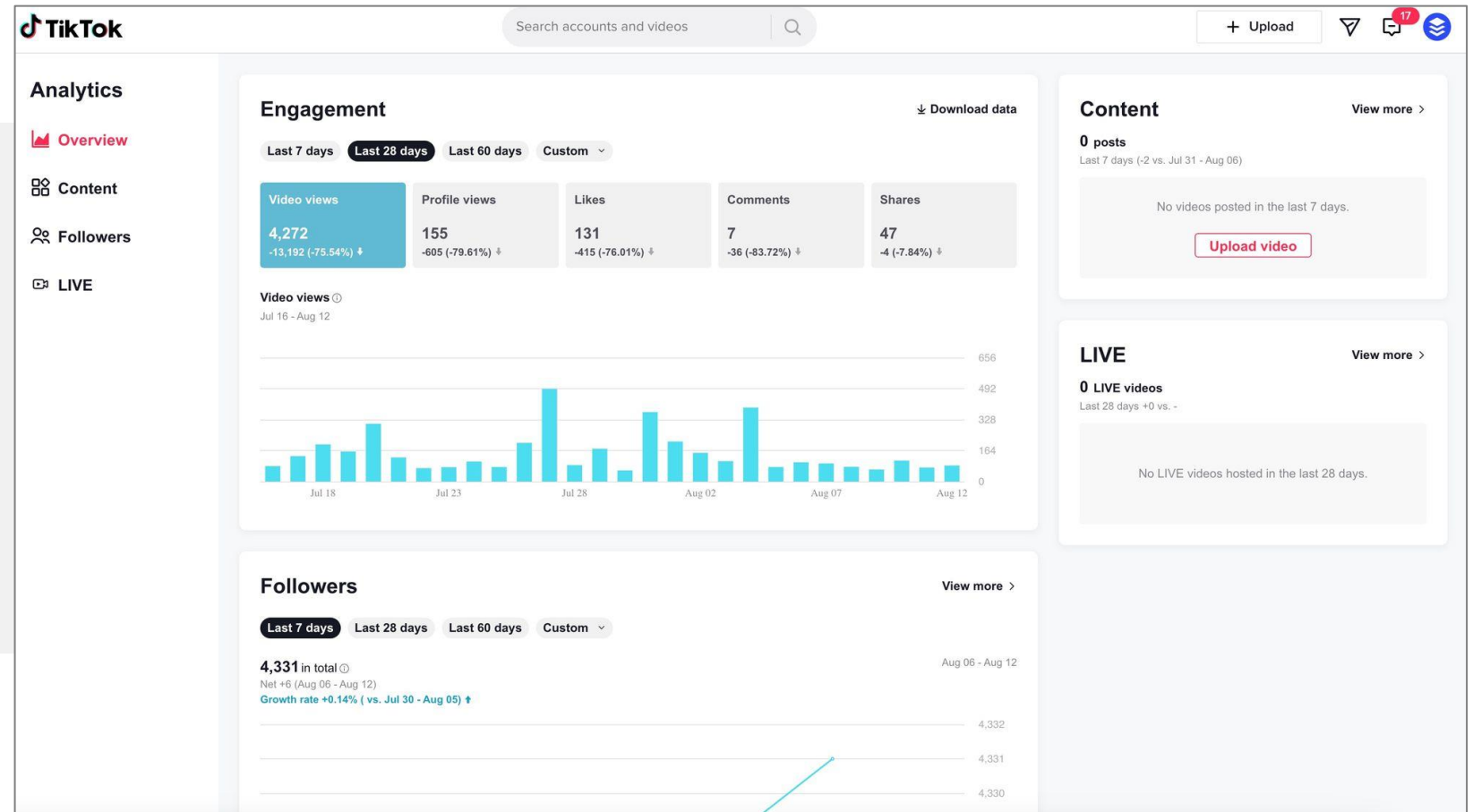
Advanced Editing Features

- Collaborate using Duets and Stitches
- Use CapCut for detailed editing
- Add voiceovers or Text-to-Speech
- Include a call to action
- Use Green Screen effects



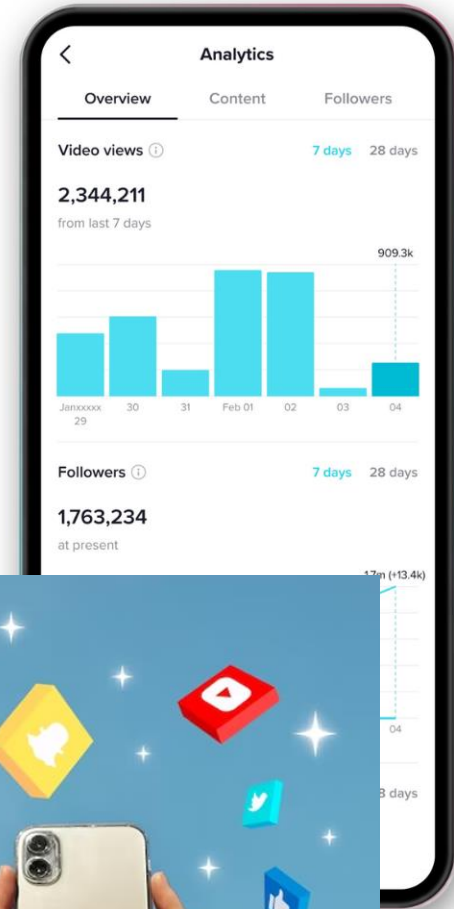
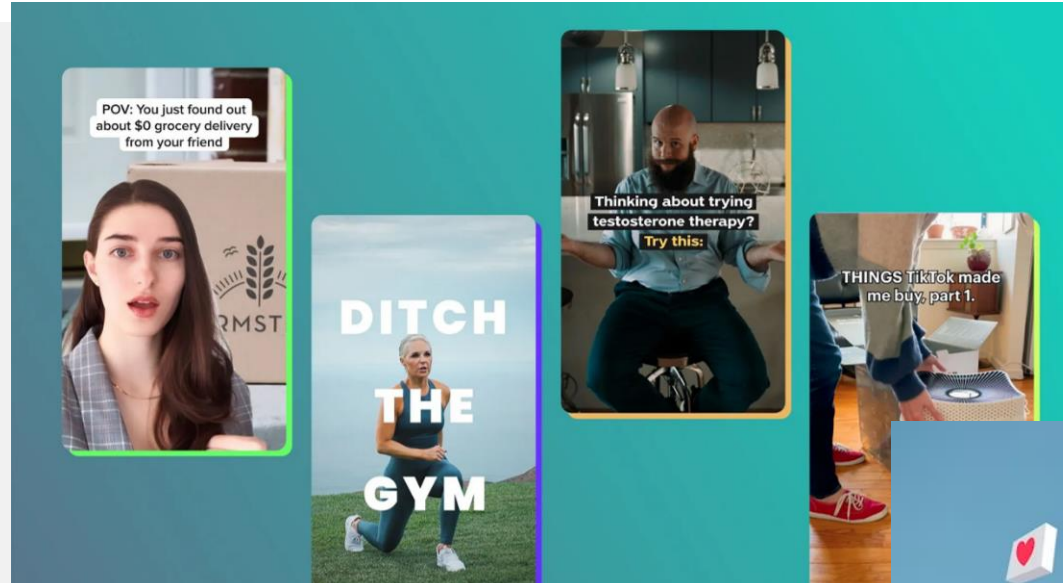
Introduction to Post-Publishing and Analysis

- The work doesn't stop after publishing; engage and analyze for better results.



Tips for Post-Publishing

- Choose an engaging thumbnail
- Analyze performance for best timings
- Engage with the audience
- Cross-promote on other platforms





Video Editing

Walter Lim



CapCut Video Editing Tutorial

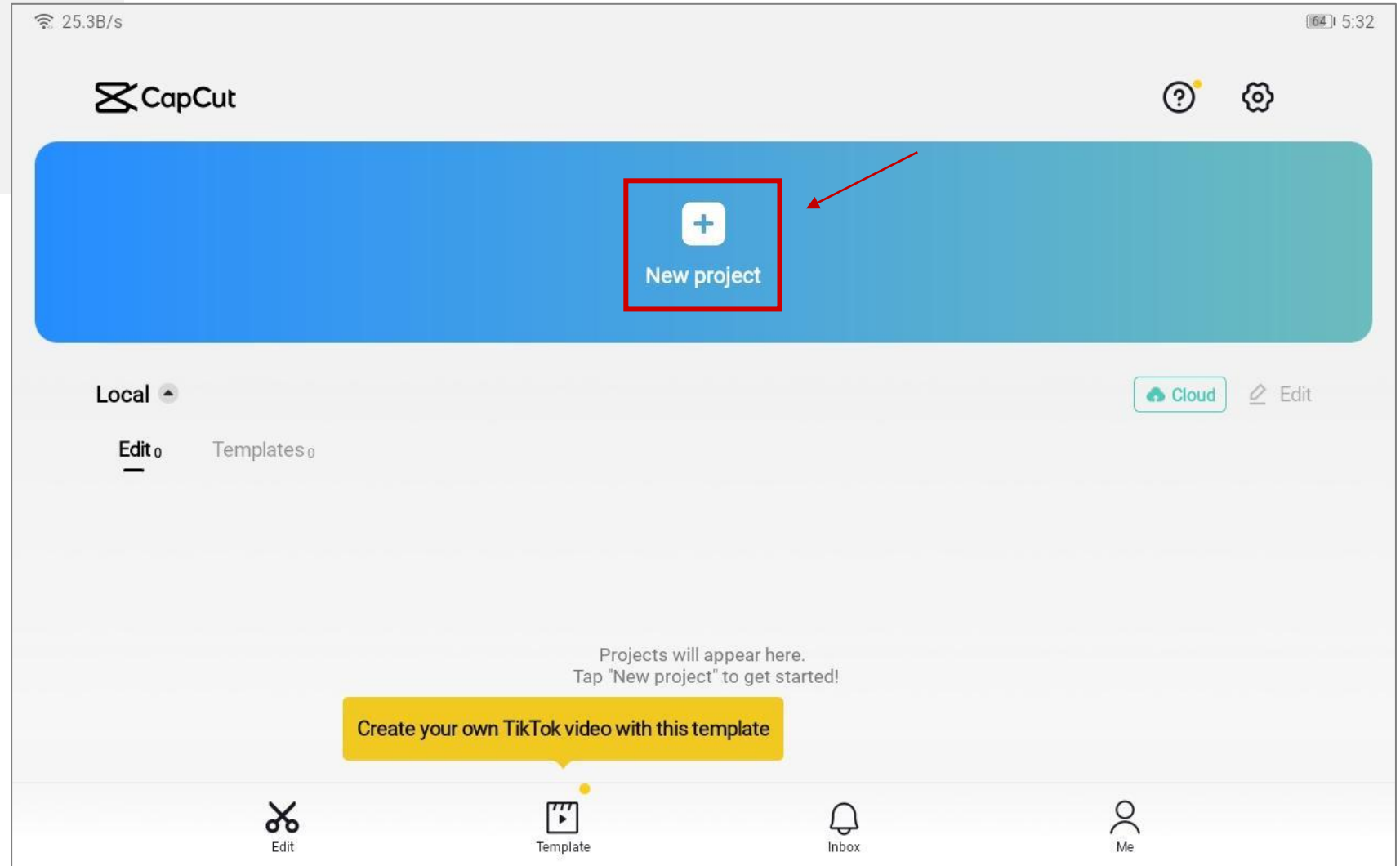


CapCut is a free, all-in-one video editing app with everything you need to create stunning, high-quality videos.



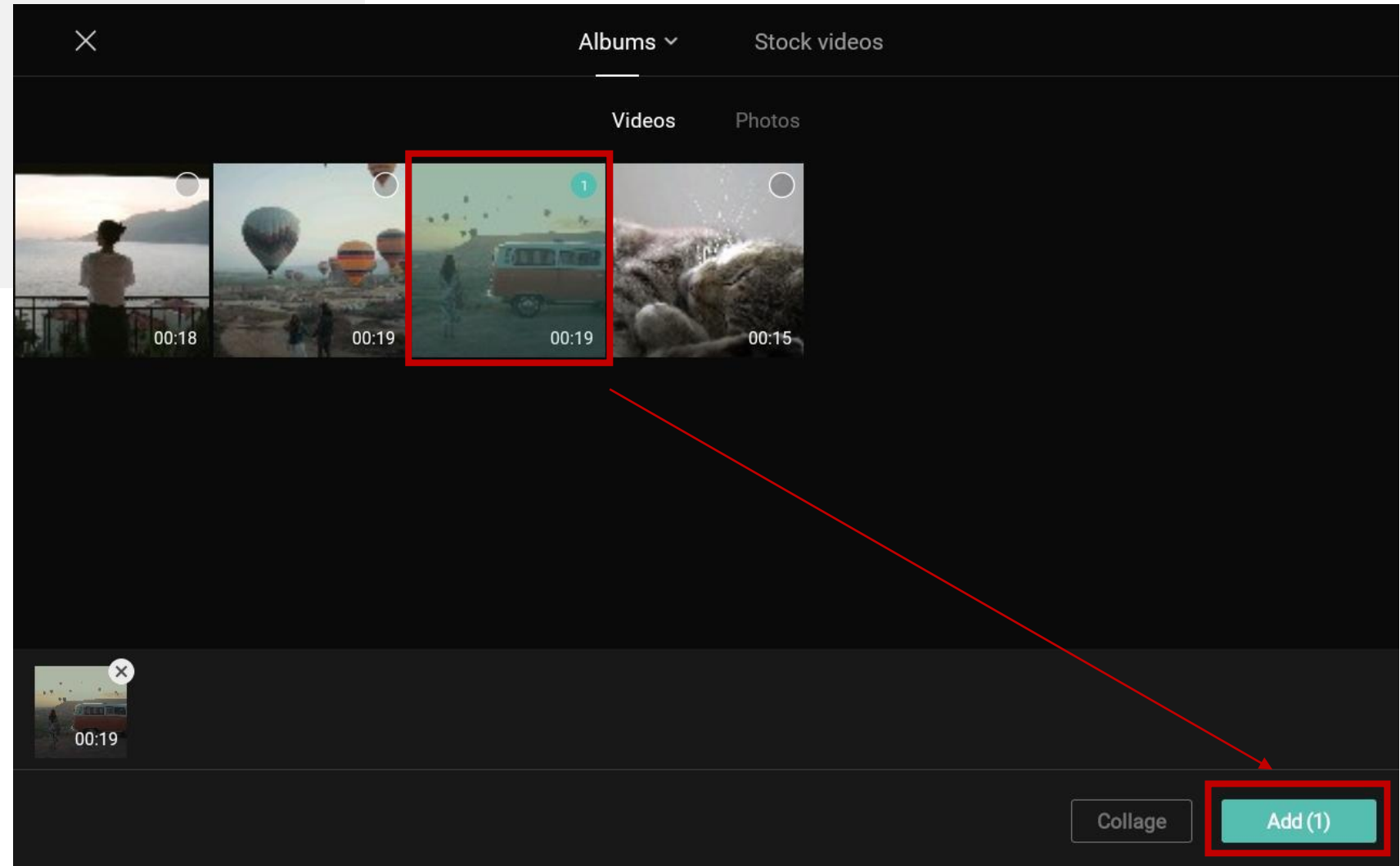
How to Create a Project on CapCut

Tap on new project.



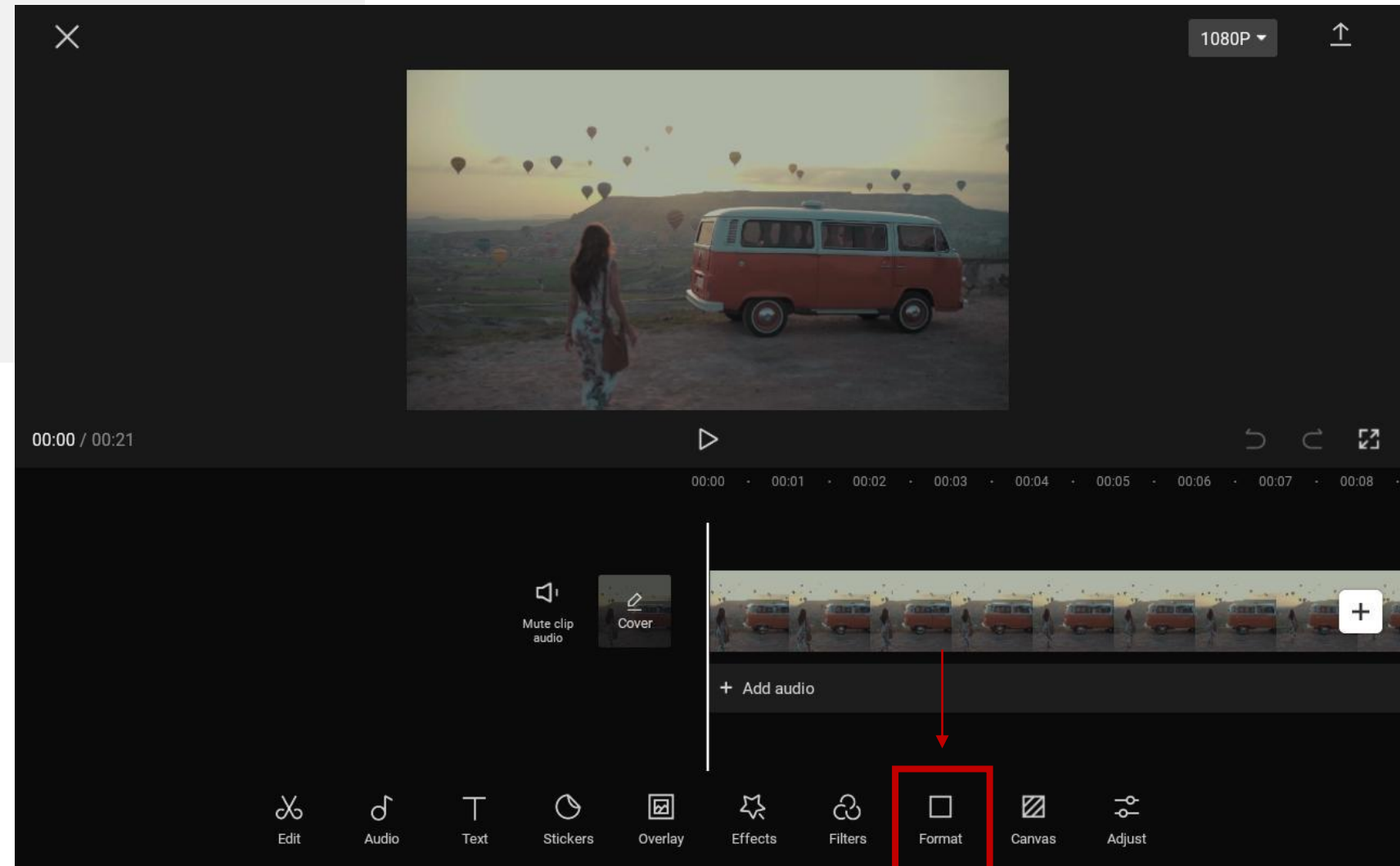
How to Create a Project on CapCut

Select your main video clip then click 'Add'.



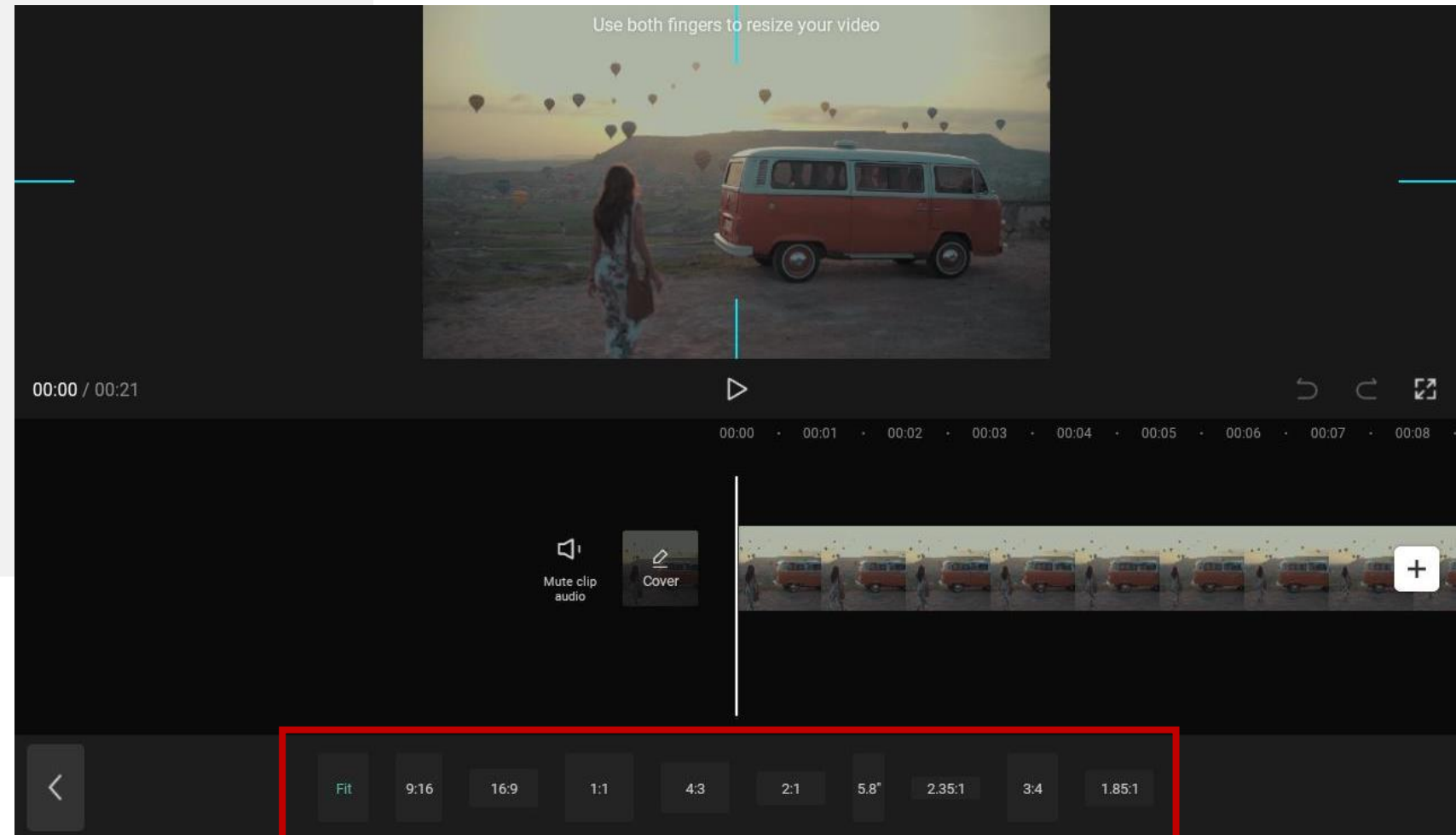
How to Create a Project on CapCut

To switch the size of your video, go to 'Format' at the bottom.



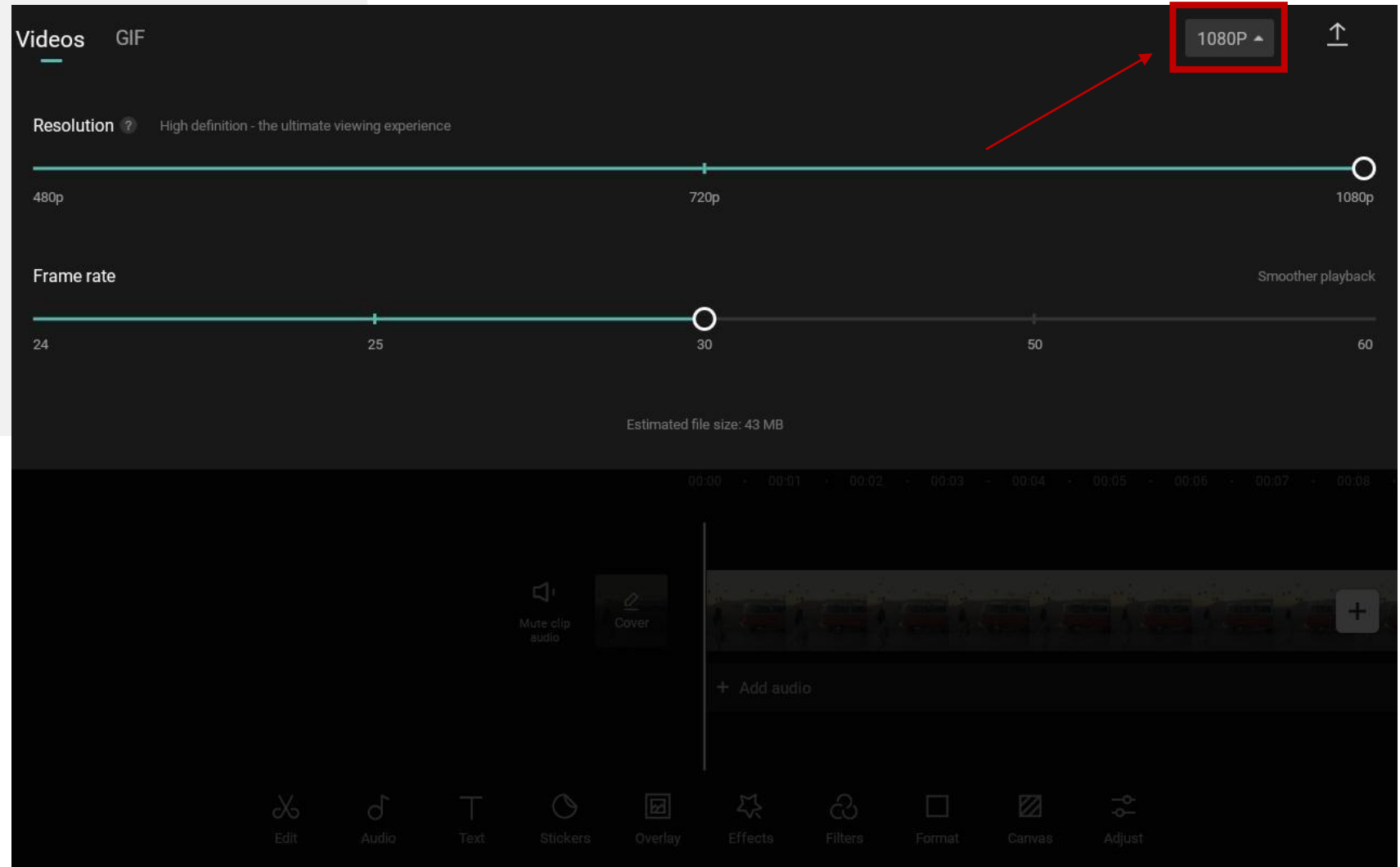
How to Create a Project on CapCut

Choose from the different types of videos. It could be a portrait video for TikTok, widescreen video for YouTube, square for Instagram.



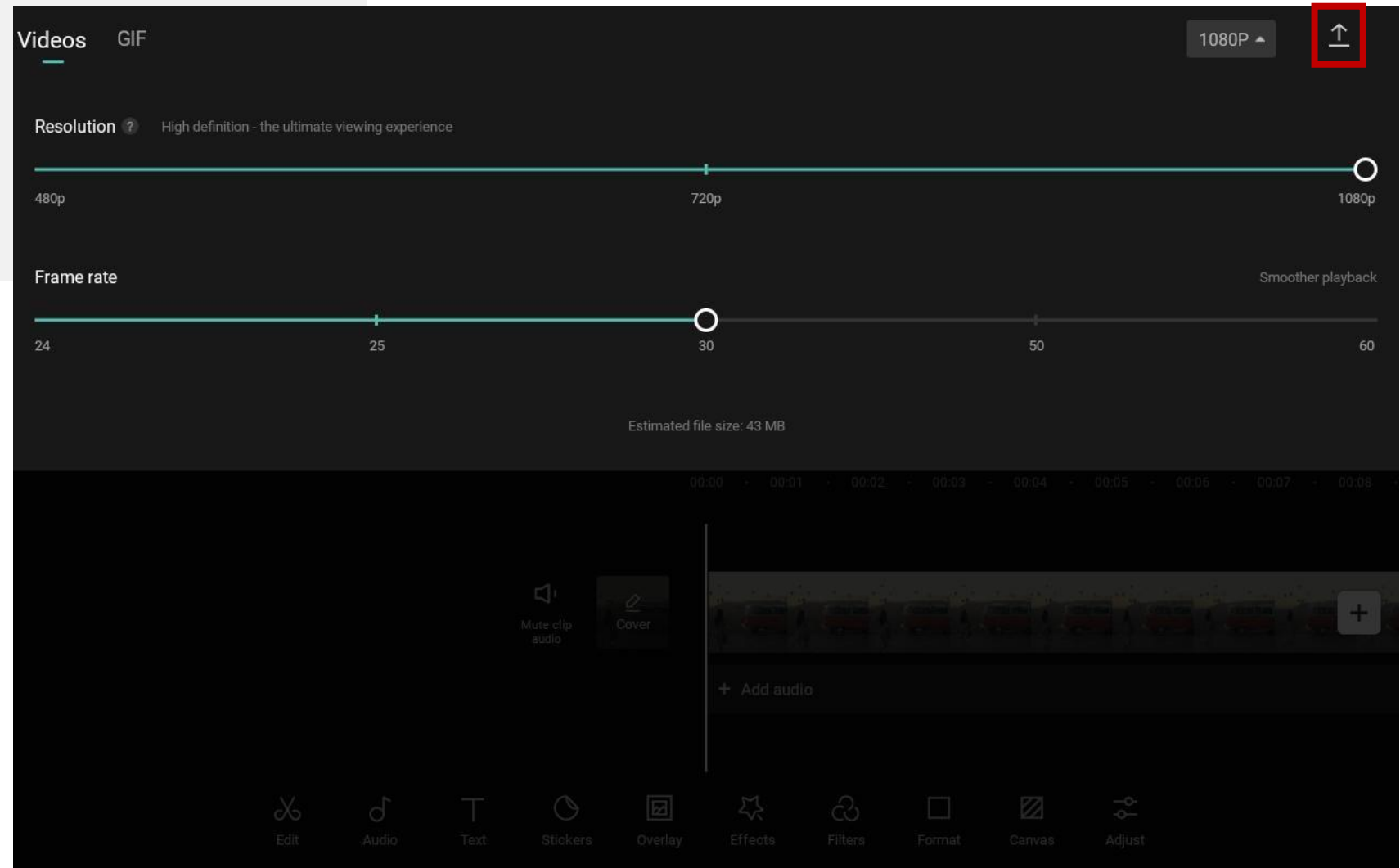
CapCut Interface

At the top, click the 1080P and you can select the resolution or the quality of the video.



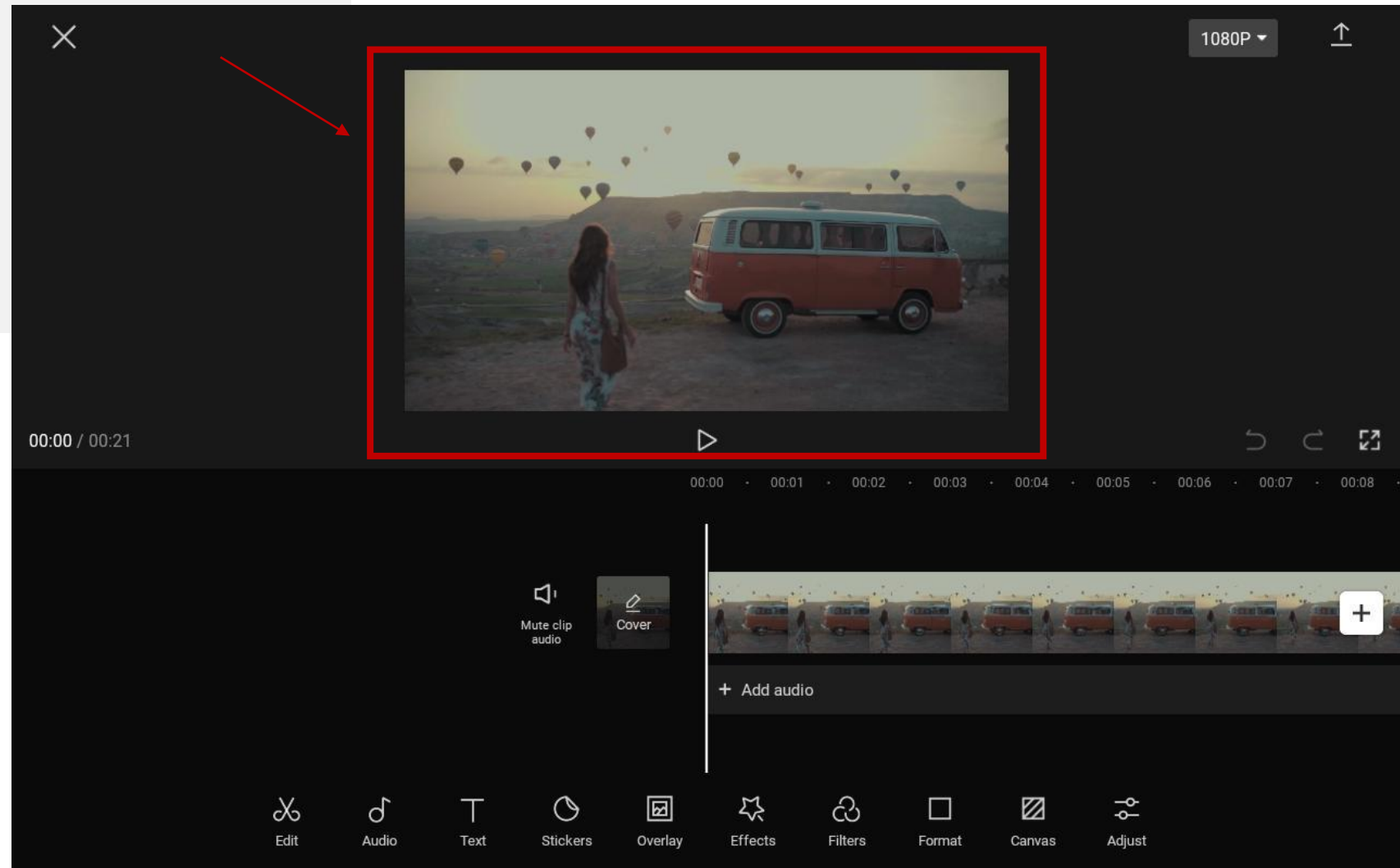
CapCut Interface

The button next to that is the save or export button.



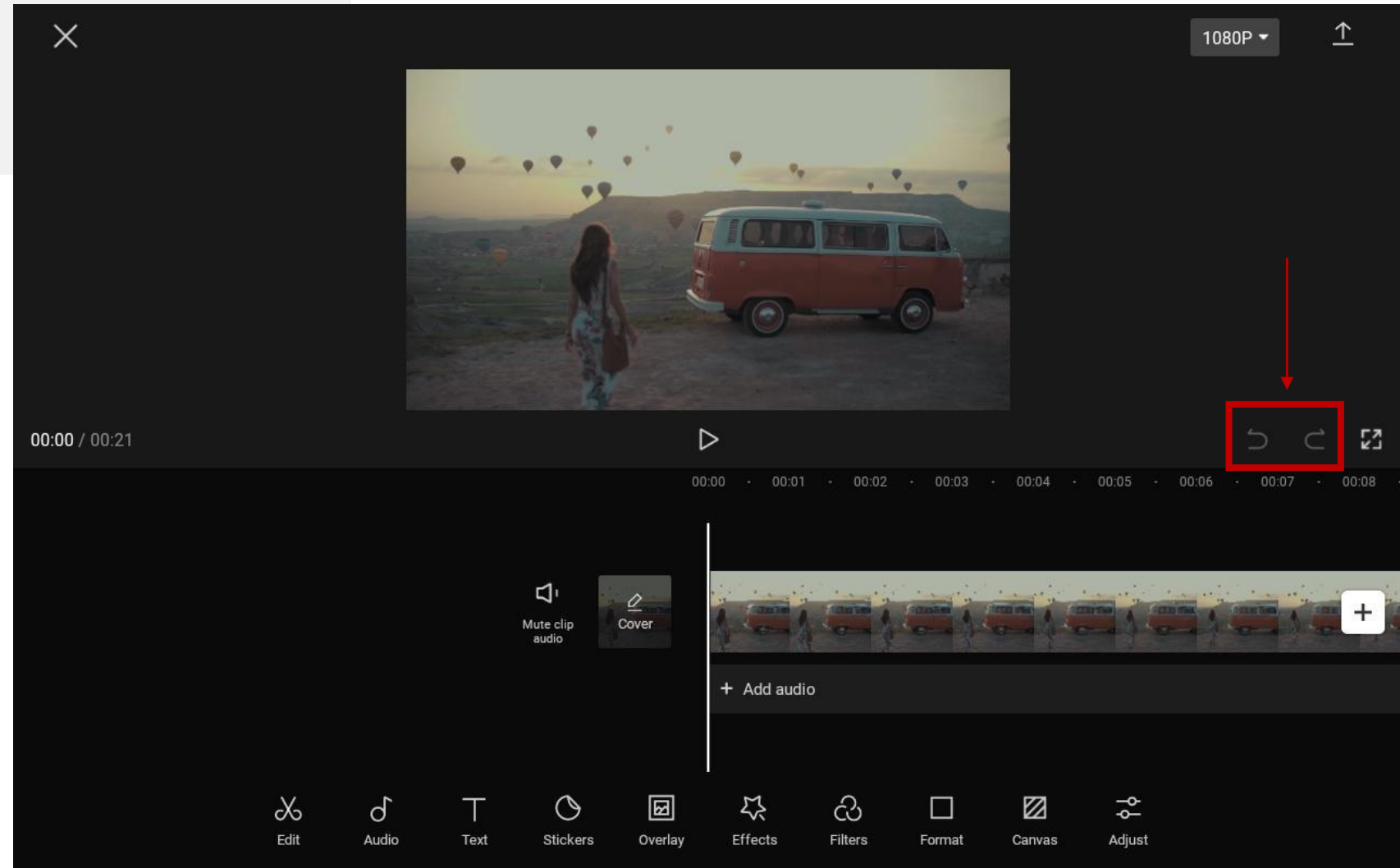
CapCut Interface

Playback window
– this is where we
can preview our
edit.



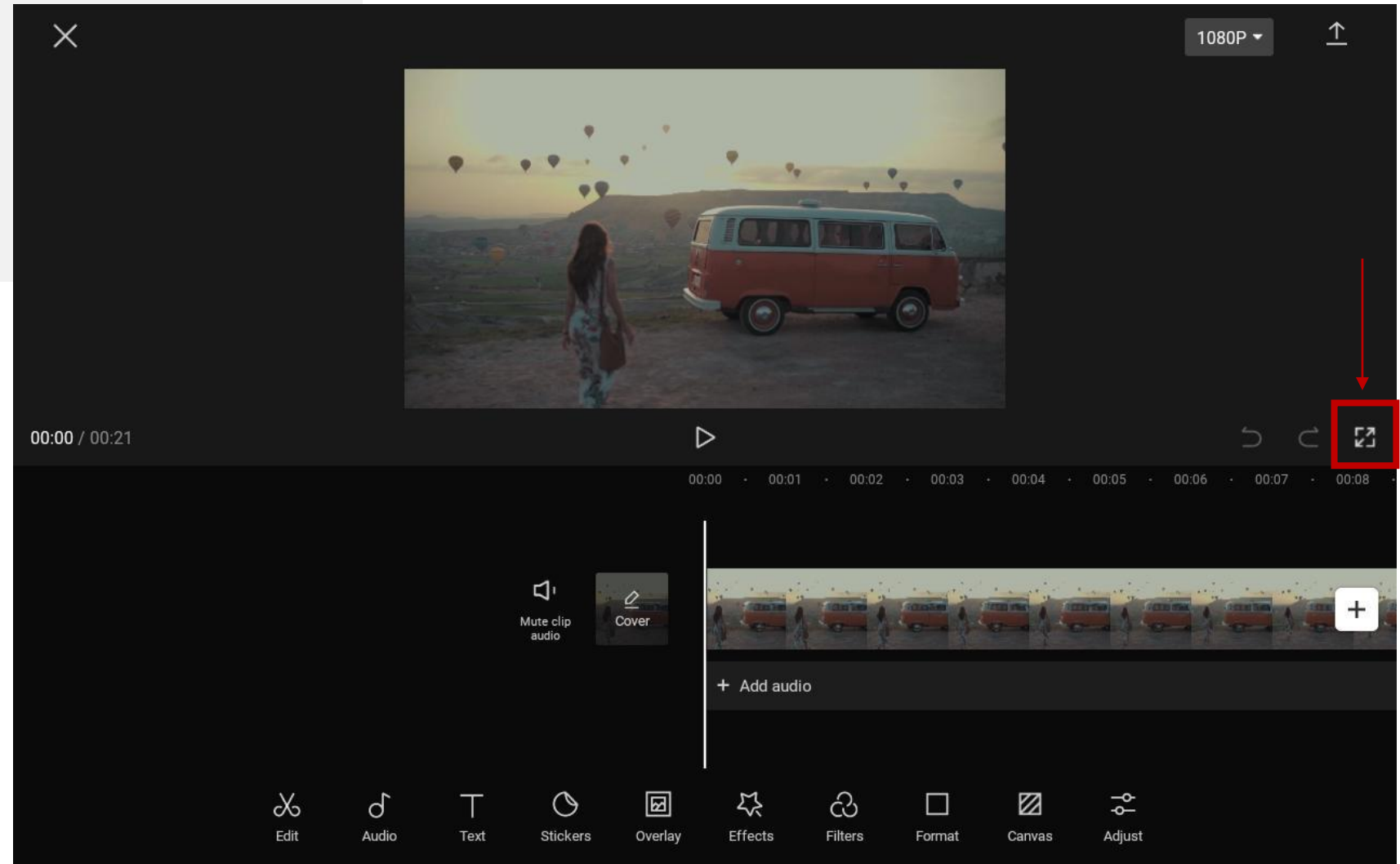
CapCut Interface

Undo and redo
buttons on the side.



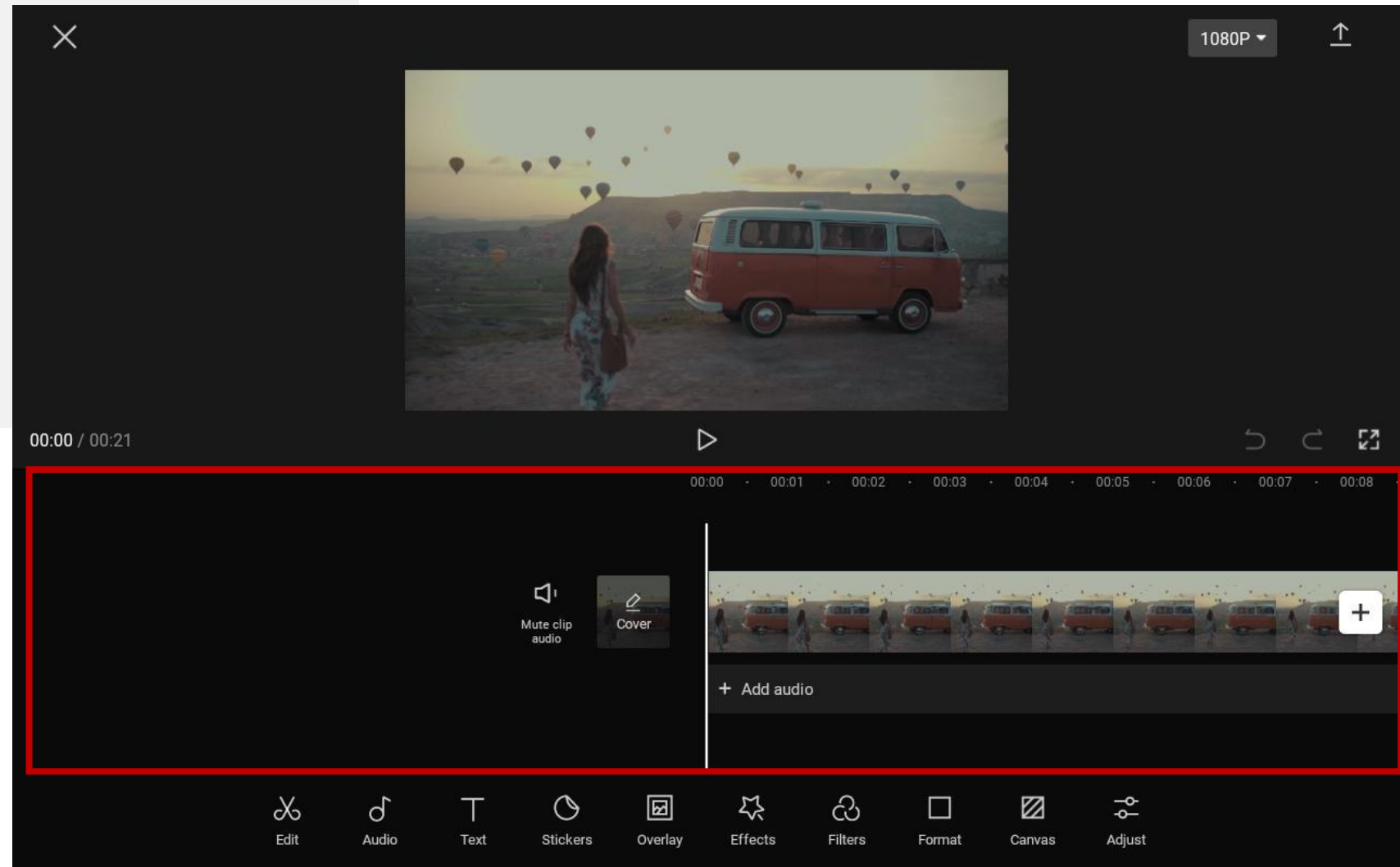
CapCut Interface

Maximize button
to play it back full
screen.



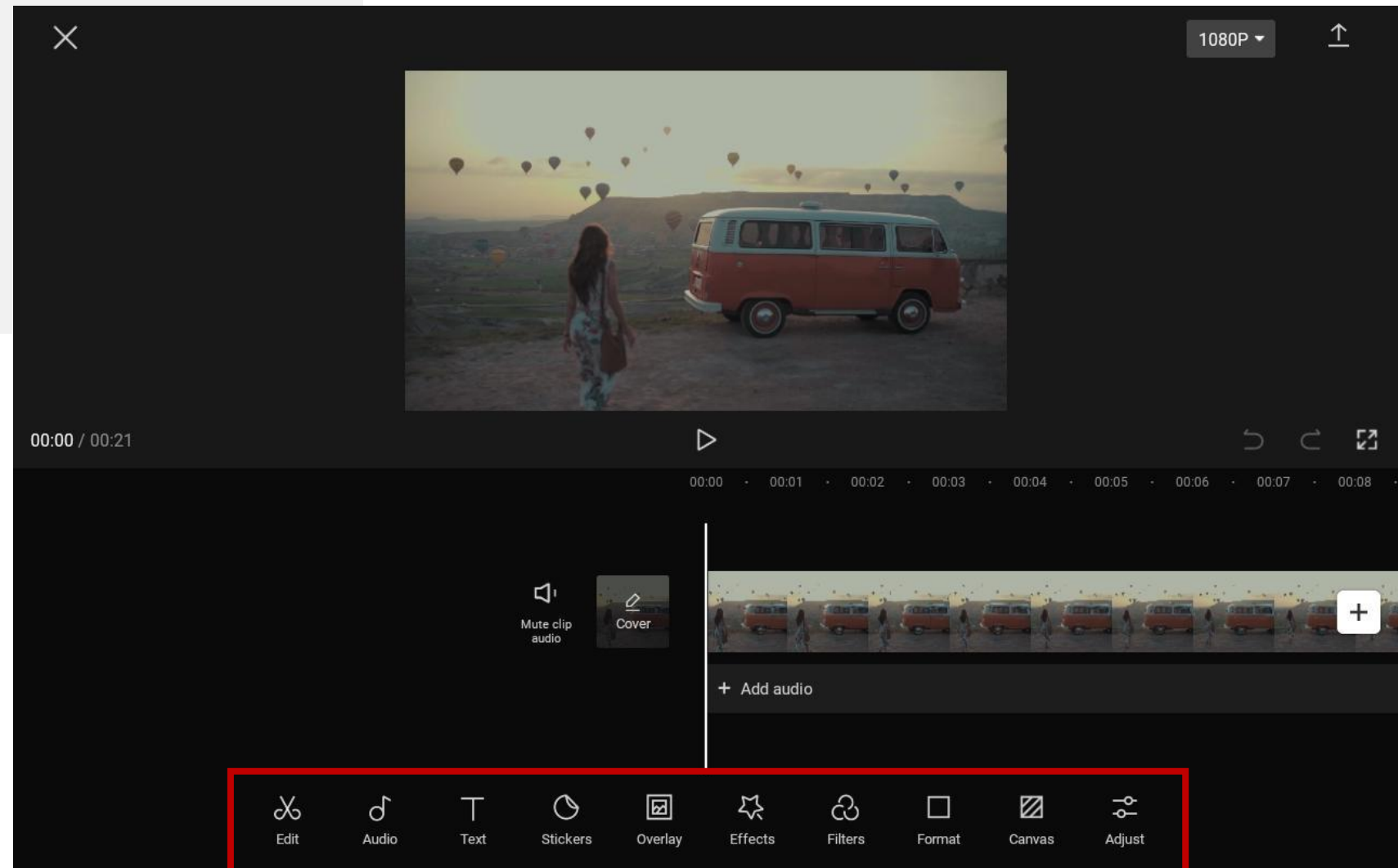
CapCut Interface

Editing timeline
which we can just
tap and drag
across. Pinch to
zoom in and out.



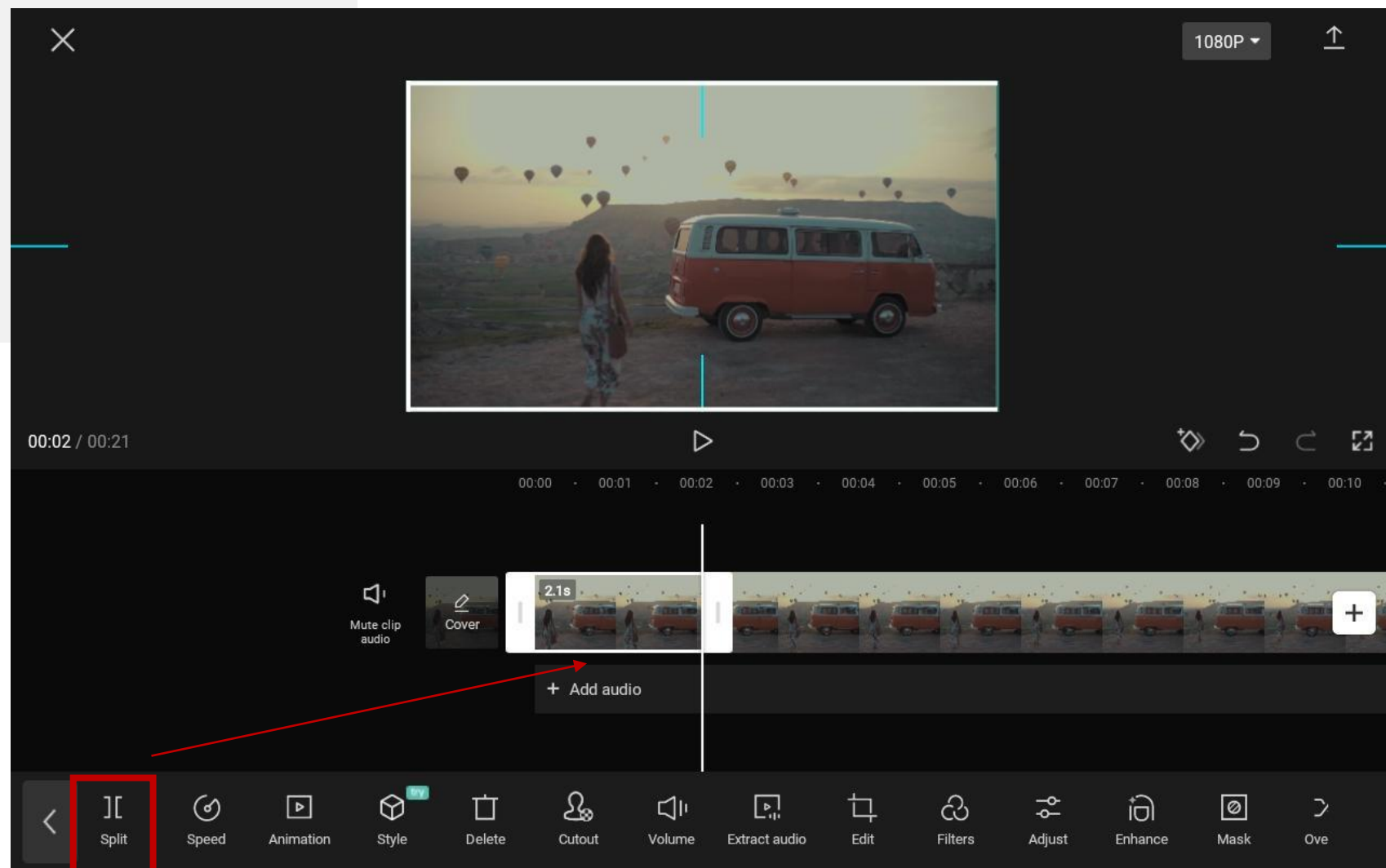
CapCut Interface

Settings and adjustments buttons along the bottom.



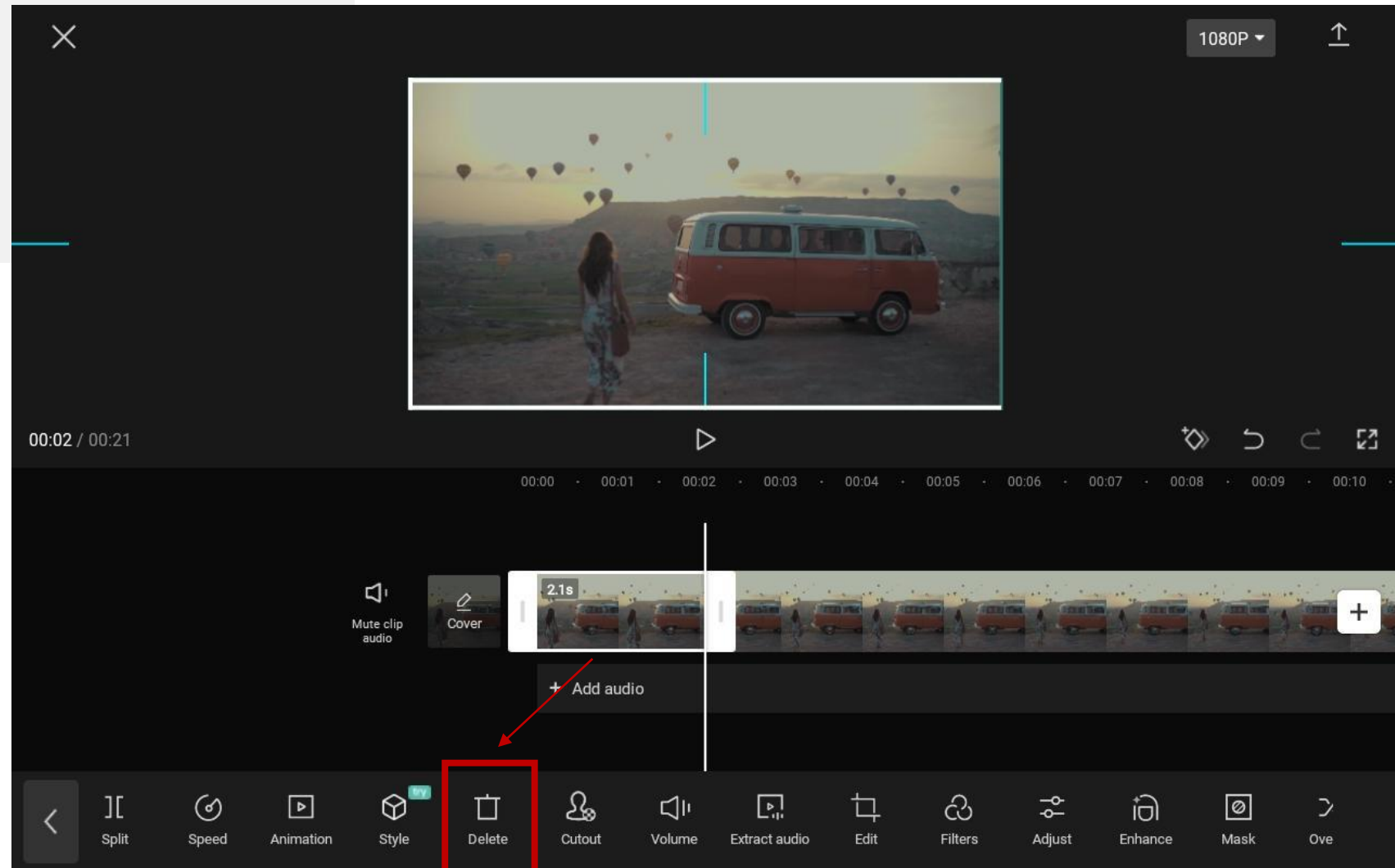
How to Trim Footage on CapCut

To trim unwanted parts of the video, click 'Split' to add a cut in the footage.



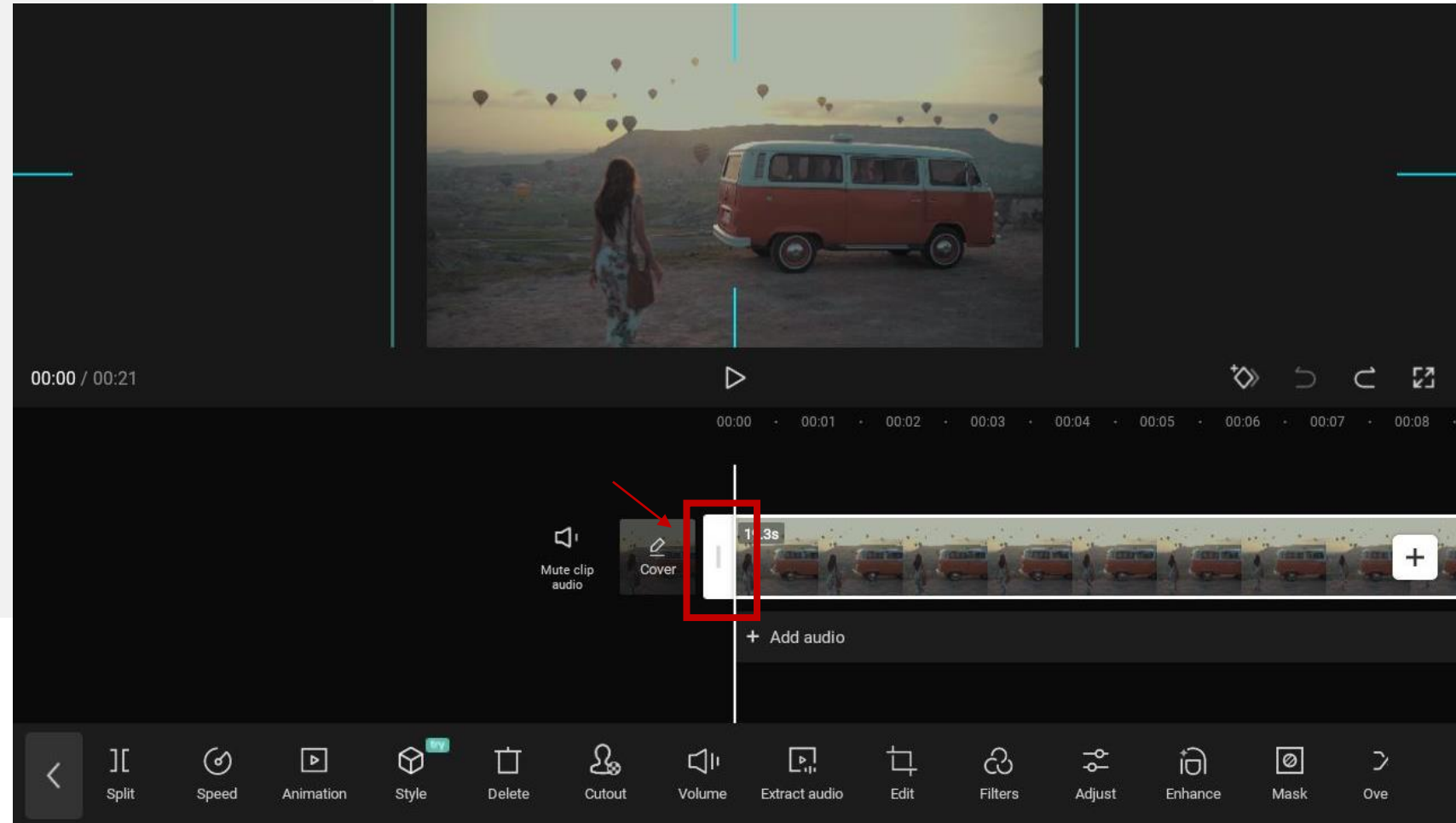
How to Trim Footage on CapCut

Select the clip you want to remove then press 'Delete'.



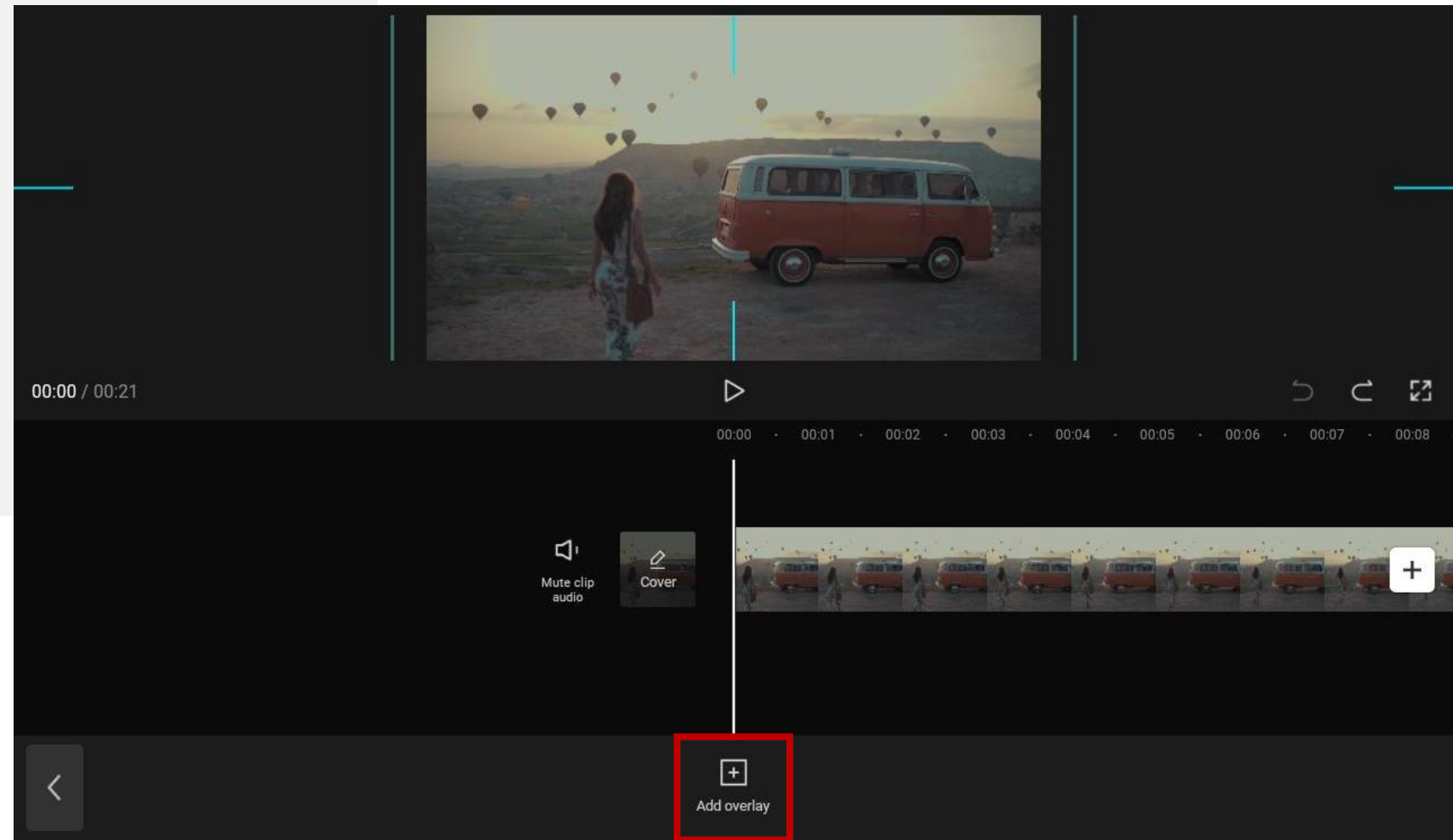
How to Trim Footage on CapCut

Other way to trim the video is to click the clip, tap and hold the white handle and drag to where you want your clip to start/end.



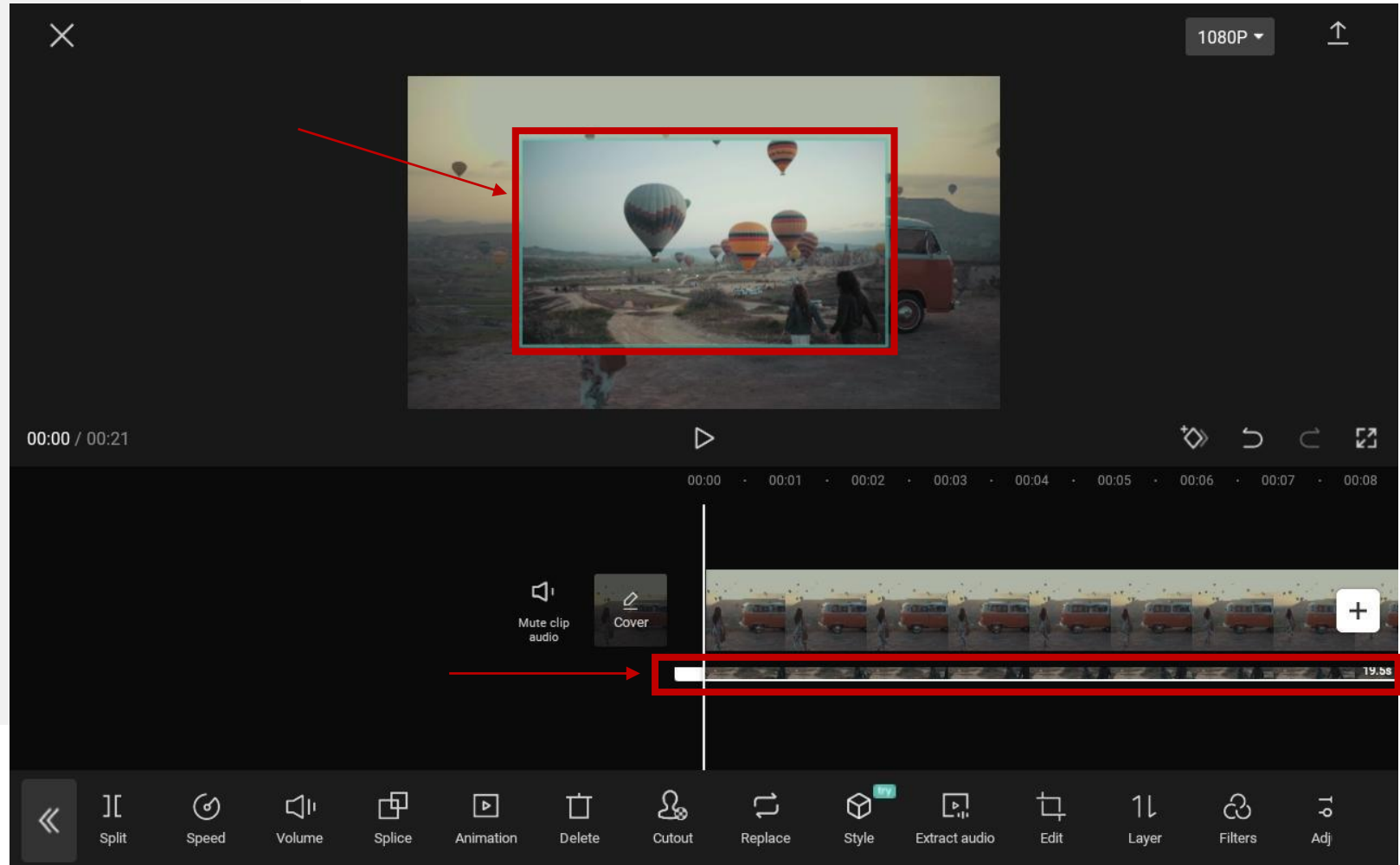
Adding B-roll or Overlay Footage

Click 'Overlay' button at the bottom then choose any graphics, videos, photos, etc saved on your device.



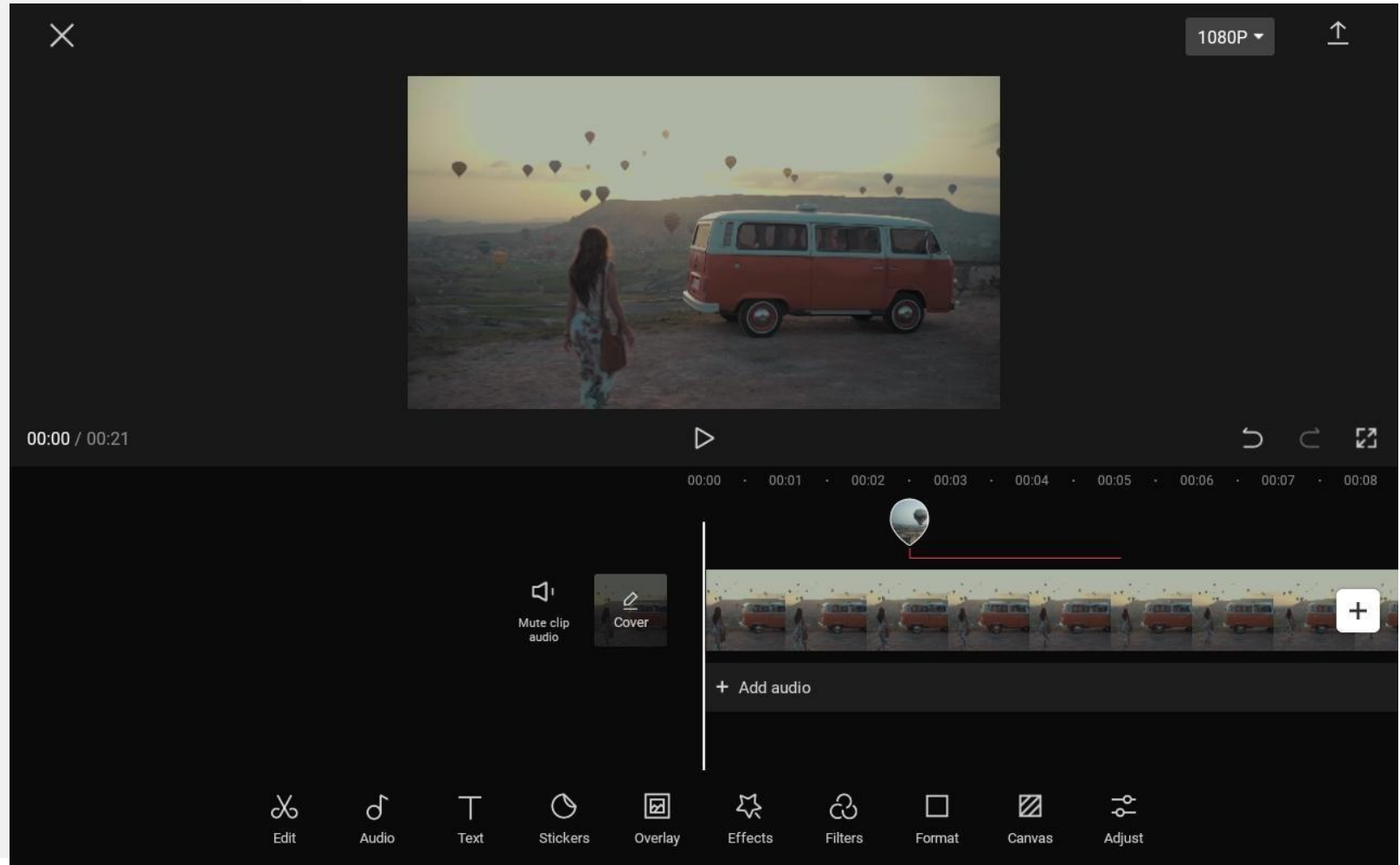
Adding B-roll or Overlay Footage

This will create a new layer. Scale the footage by just pinching your screen to zoom in or out. Tap, hold and move around the clip to where you want it to be.



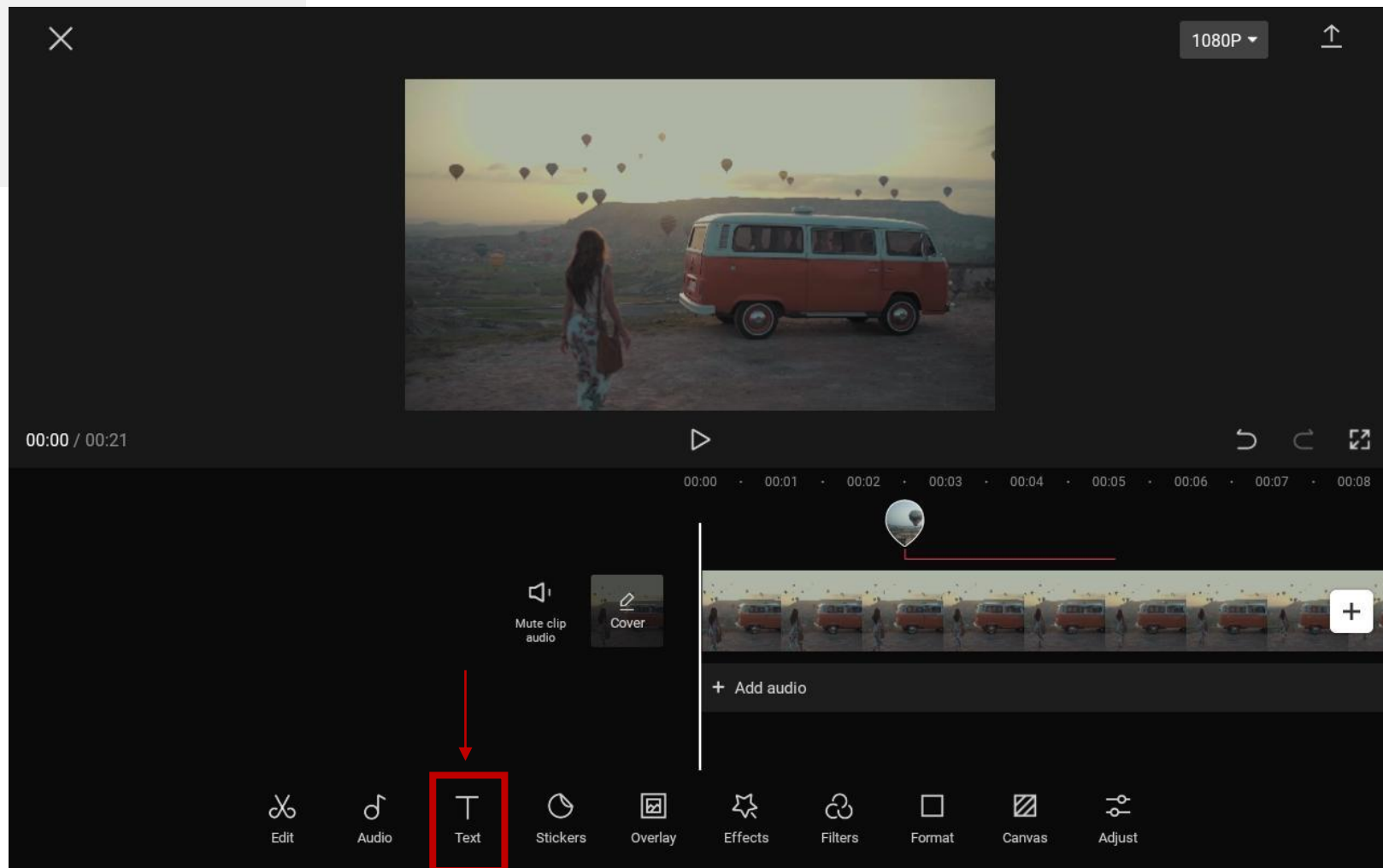
How to Add Title on CapCut

Click the '<' to go back out of the menu and you can see the compressed view of the video layers.



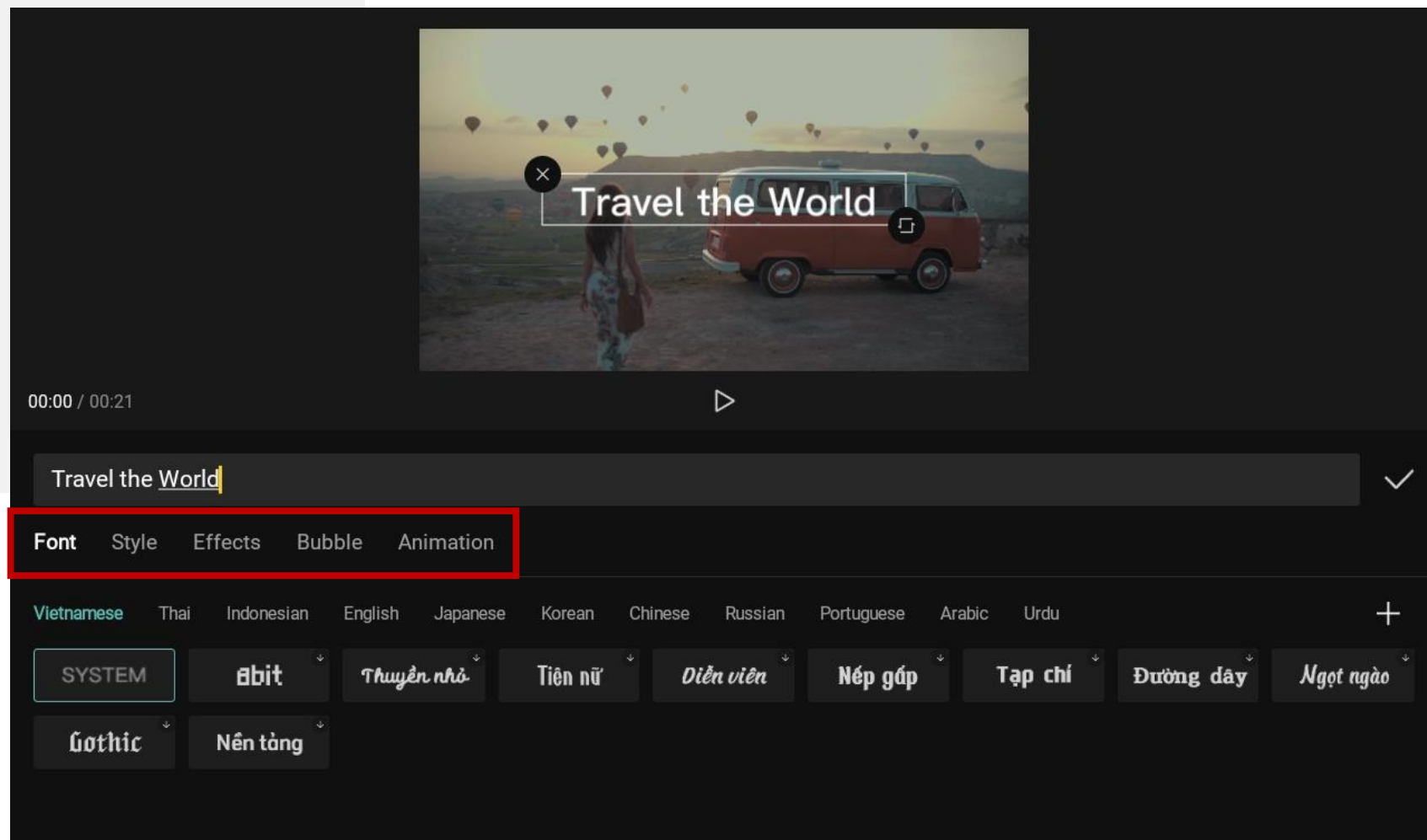
How to Add Title on CapCut

Click 'Text' to add title.



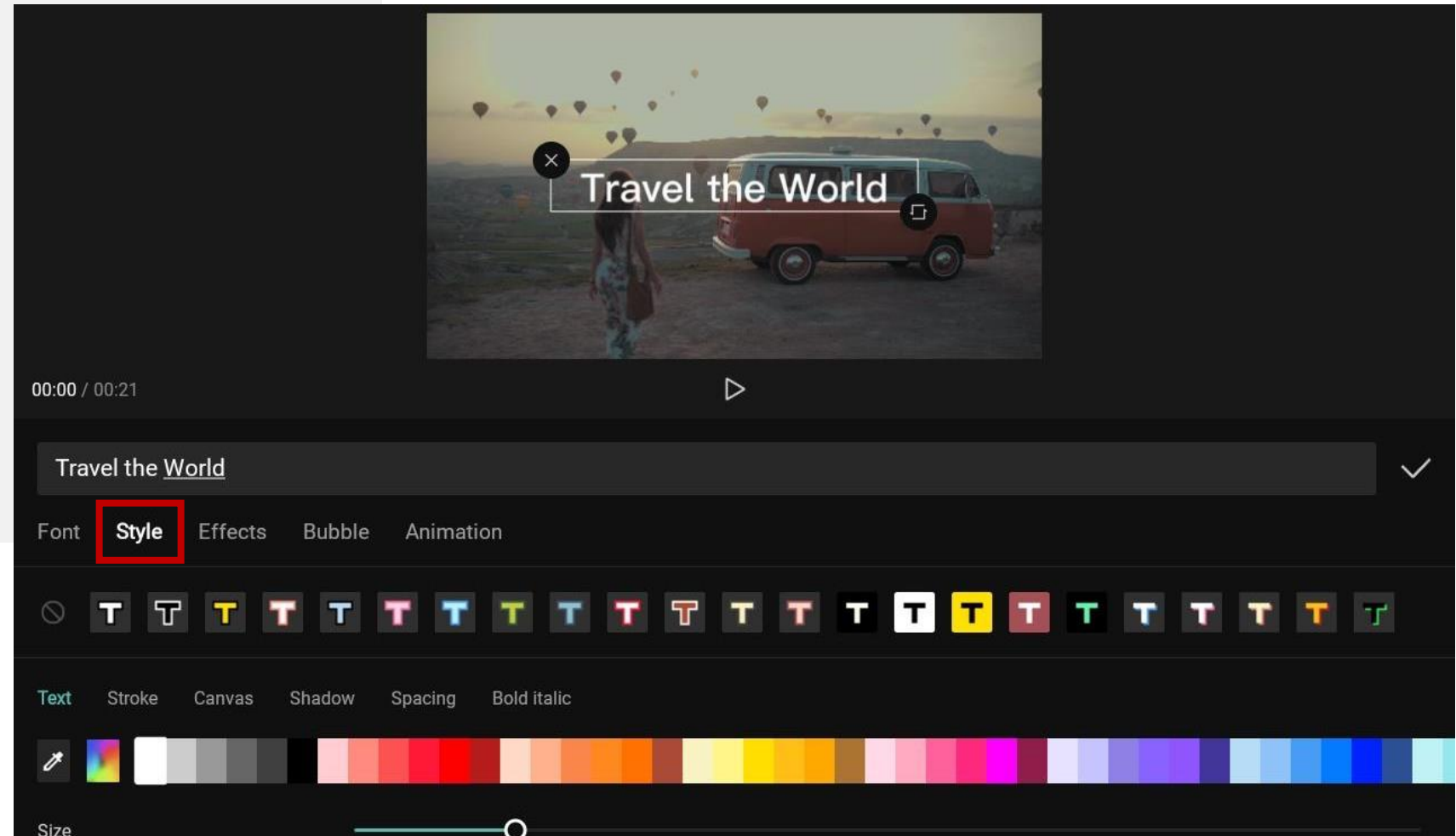
How to Add Title on CapCut

Adjust the style.
There are a lot of
presets, effects,
bubbles and
animations we
can use here.



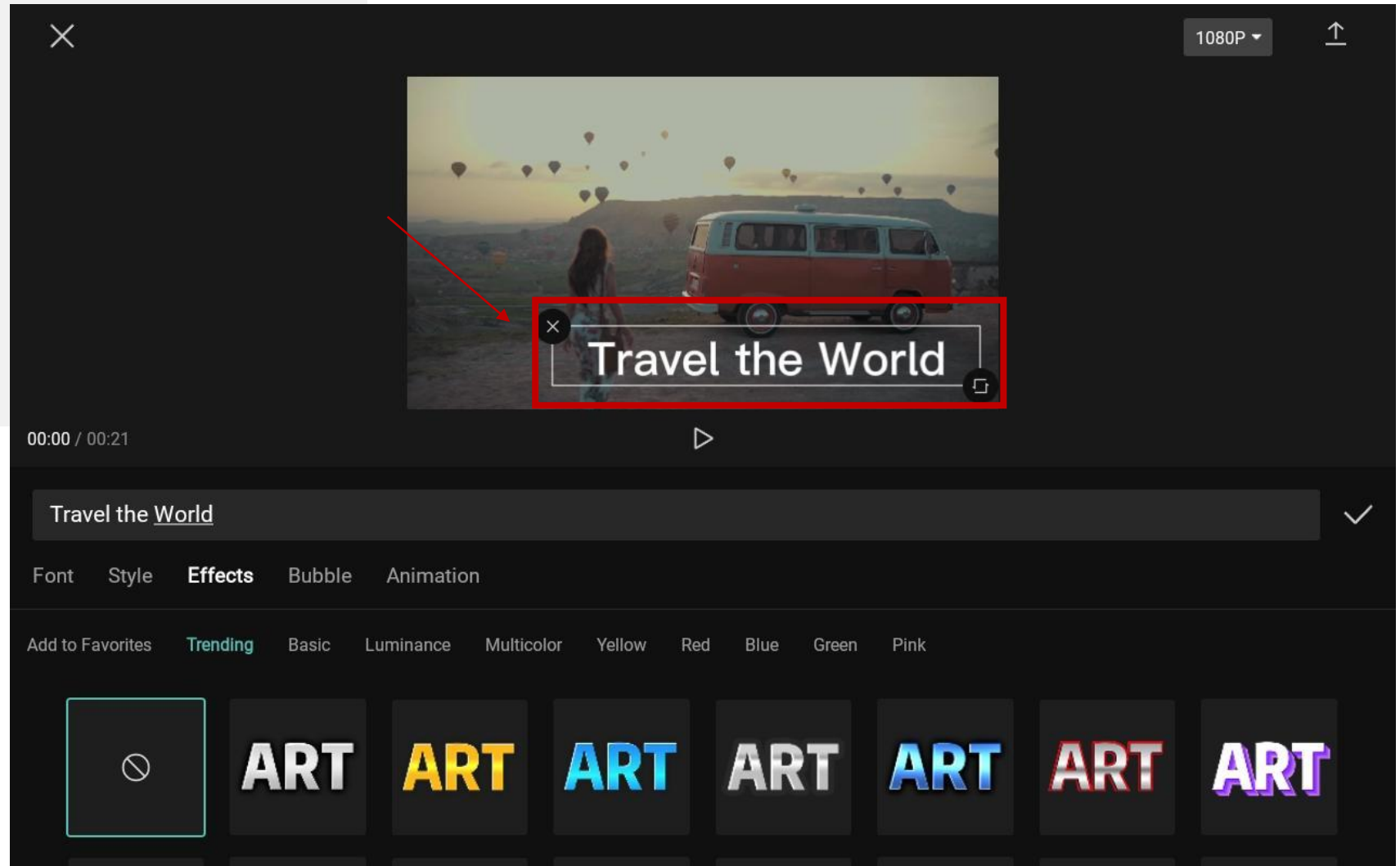
How to Add Title on CapCut

To a more detailed editing, go to 'Style' to change the font, stroke, text background that match your branding.



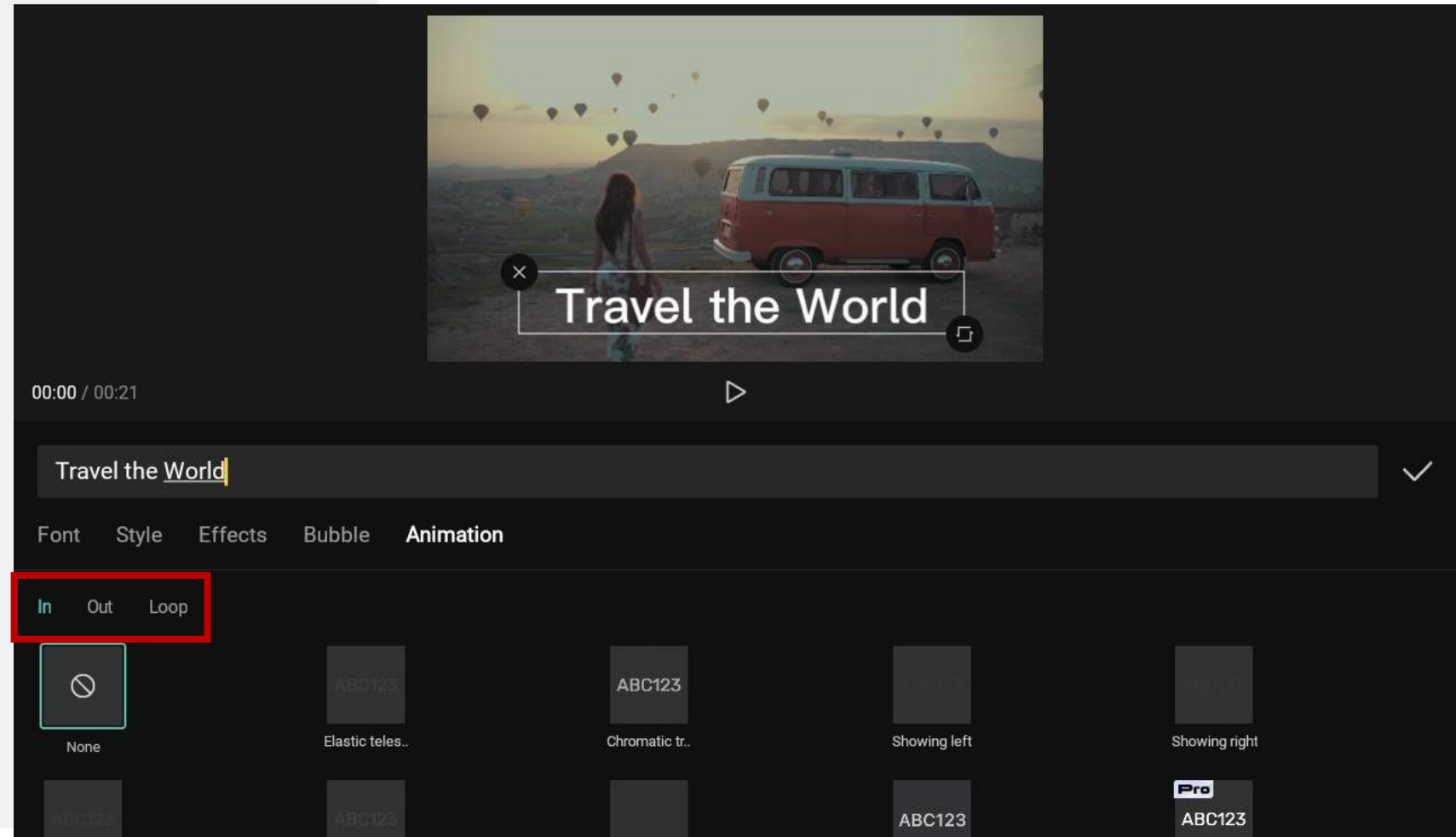
How to Add Title on CapCut

To scale or reposition it, just tap and move it around on the screen.



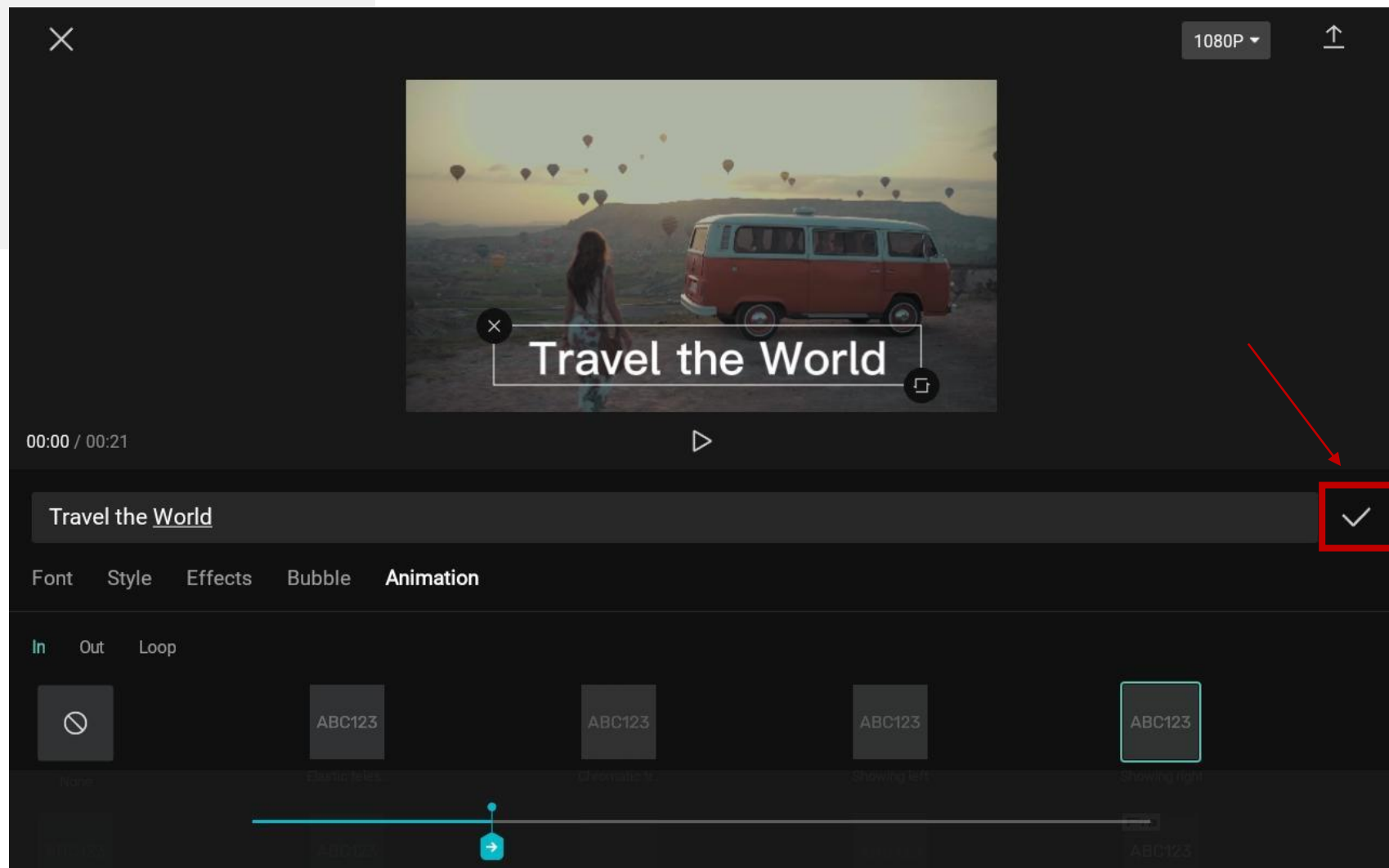
How to Add Title on CapCut

Choose 'In' animation on how you want it to appear on the screen.
Choose 'Out' animation on how you want it to disappear on the screen.



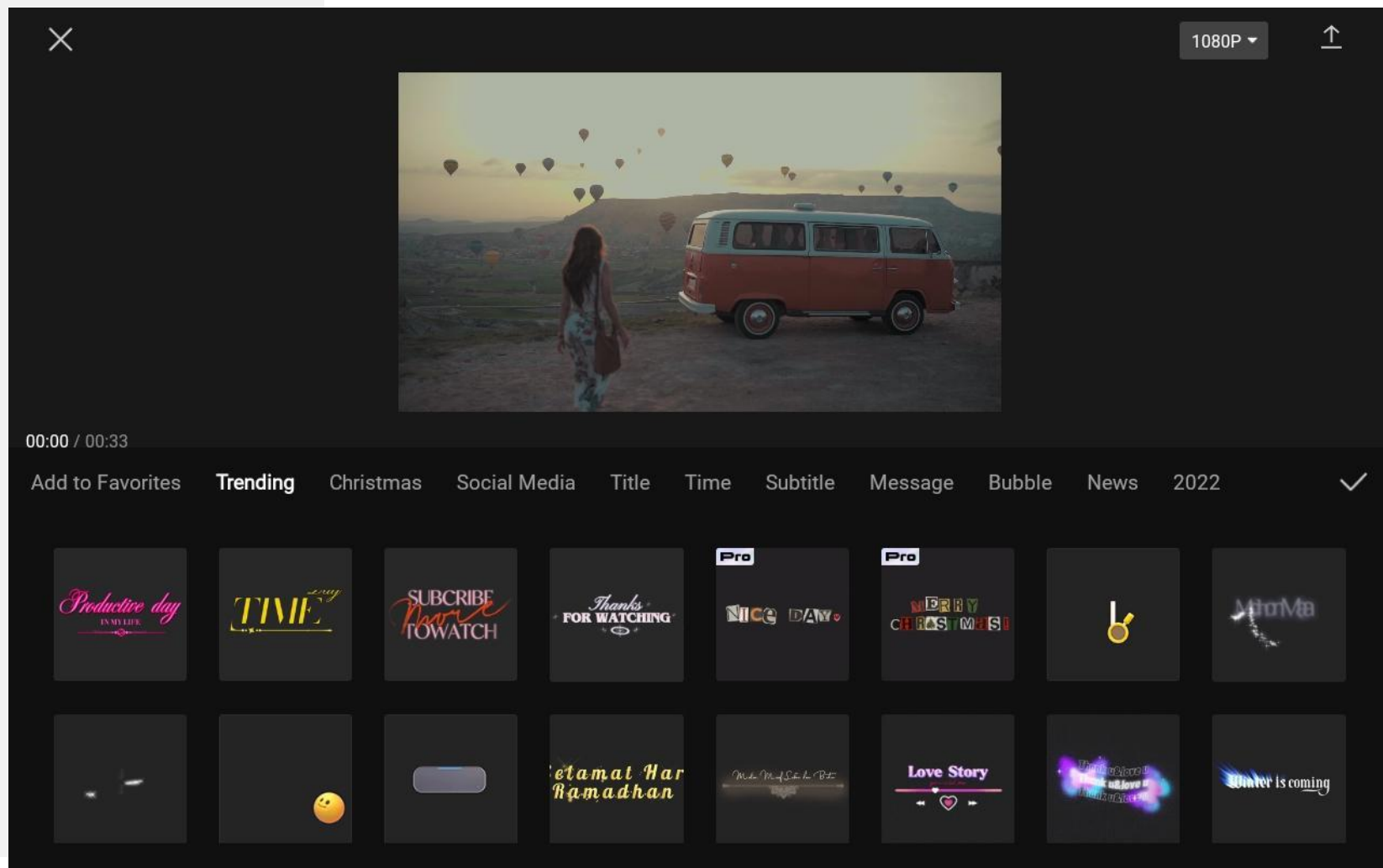
How to Add Title on CapCut

Click the tick to apply.



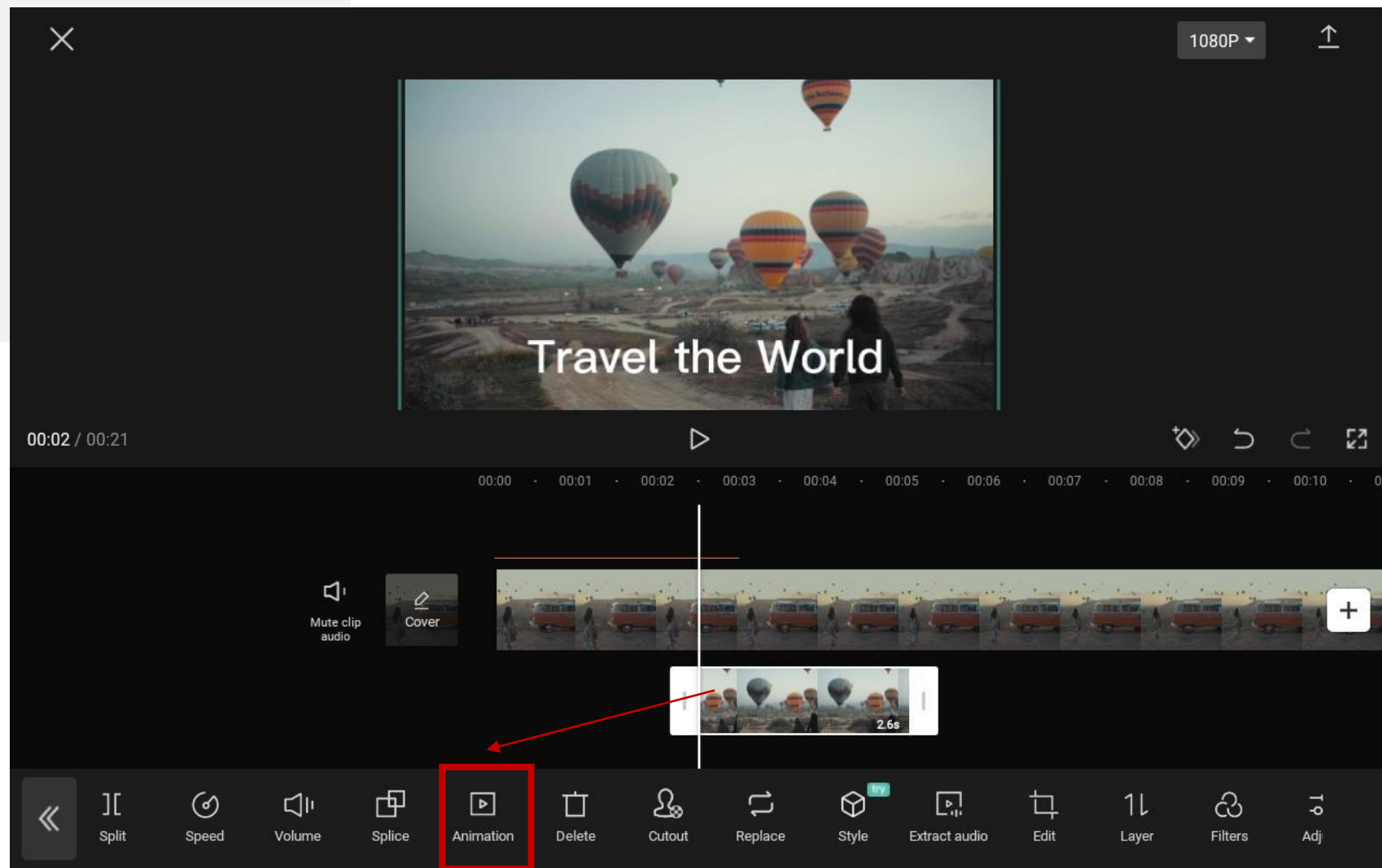
How to Add Title on CapCut

Text Templates –
these are different
animations you can
use as well.



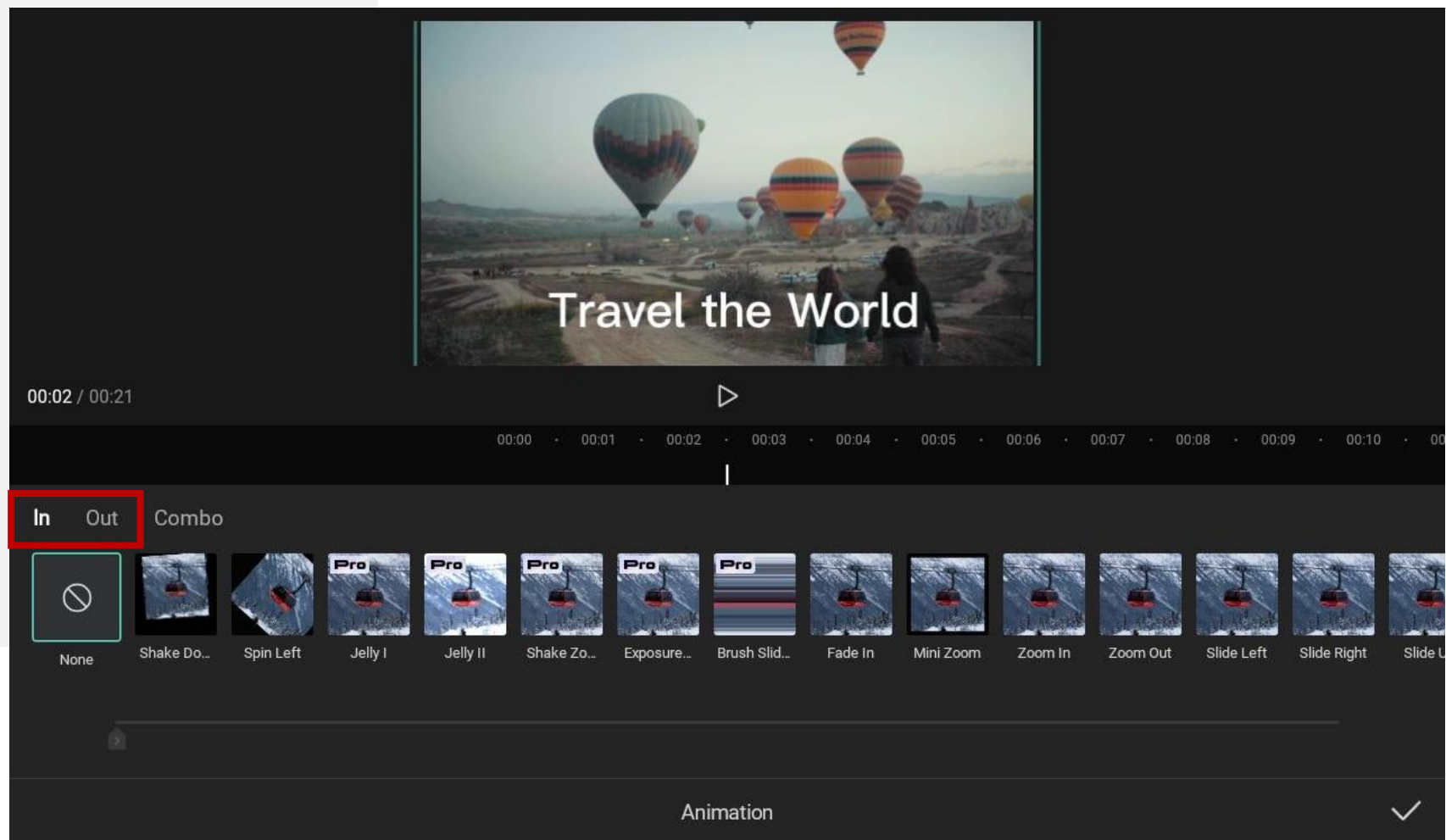
How to Add Transitions on CapCut

Press the clip and click the 'Animation' button at the bottom.



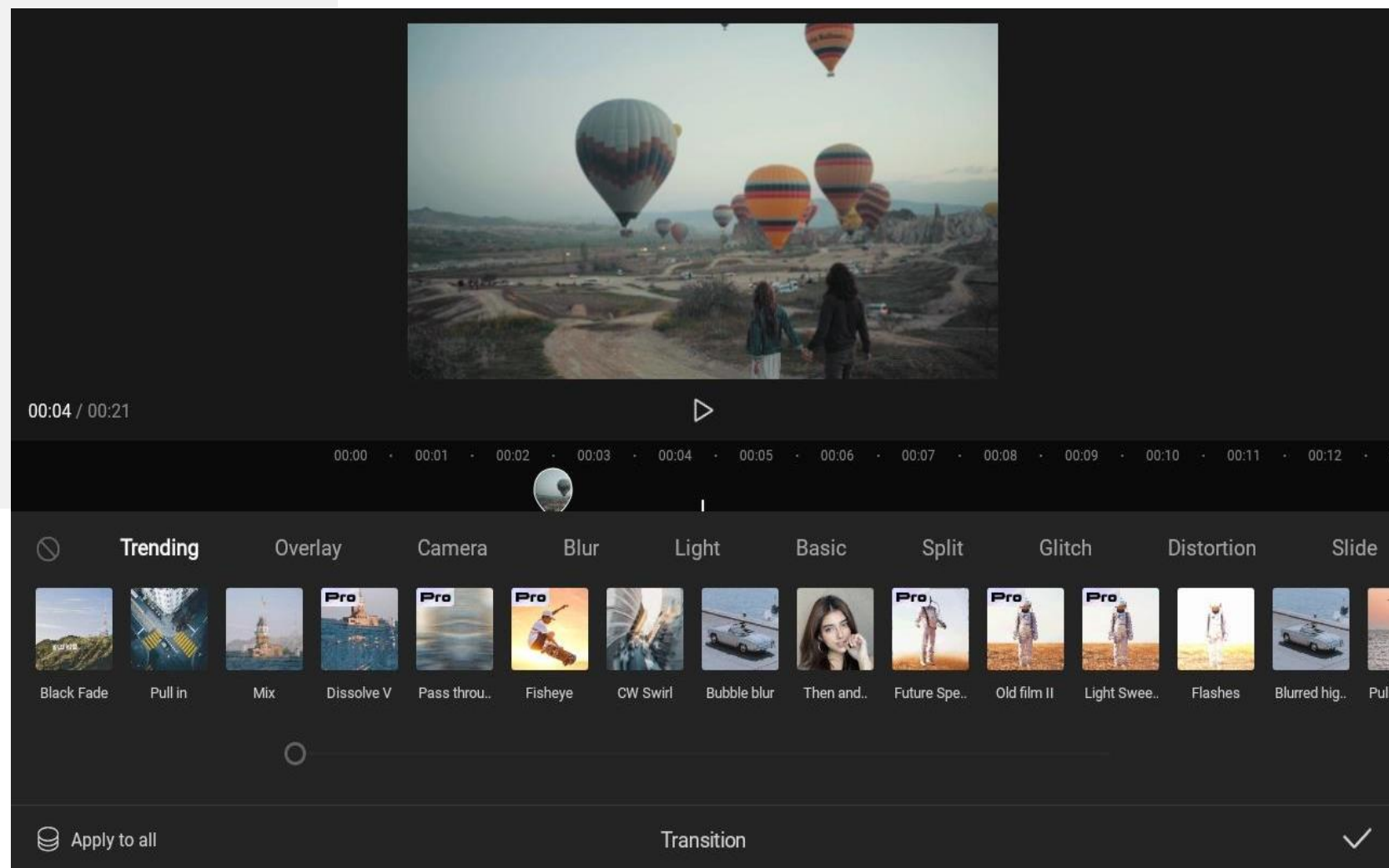
How to Add Transitions on CapCut

Choose from 'In' or 'Out' animation. Then choose from a lot of transitions and effects inside. You can also adjust the duration of the transition.



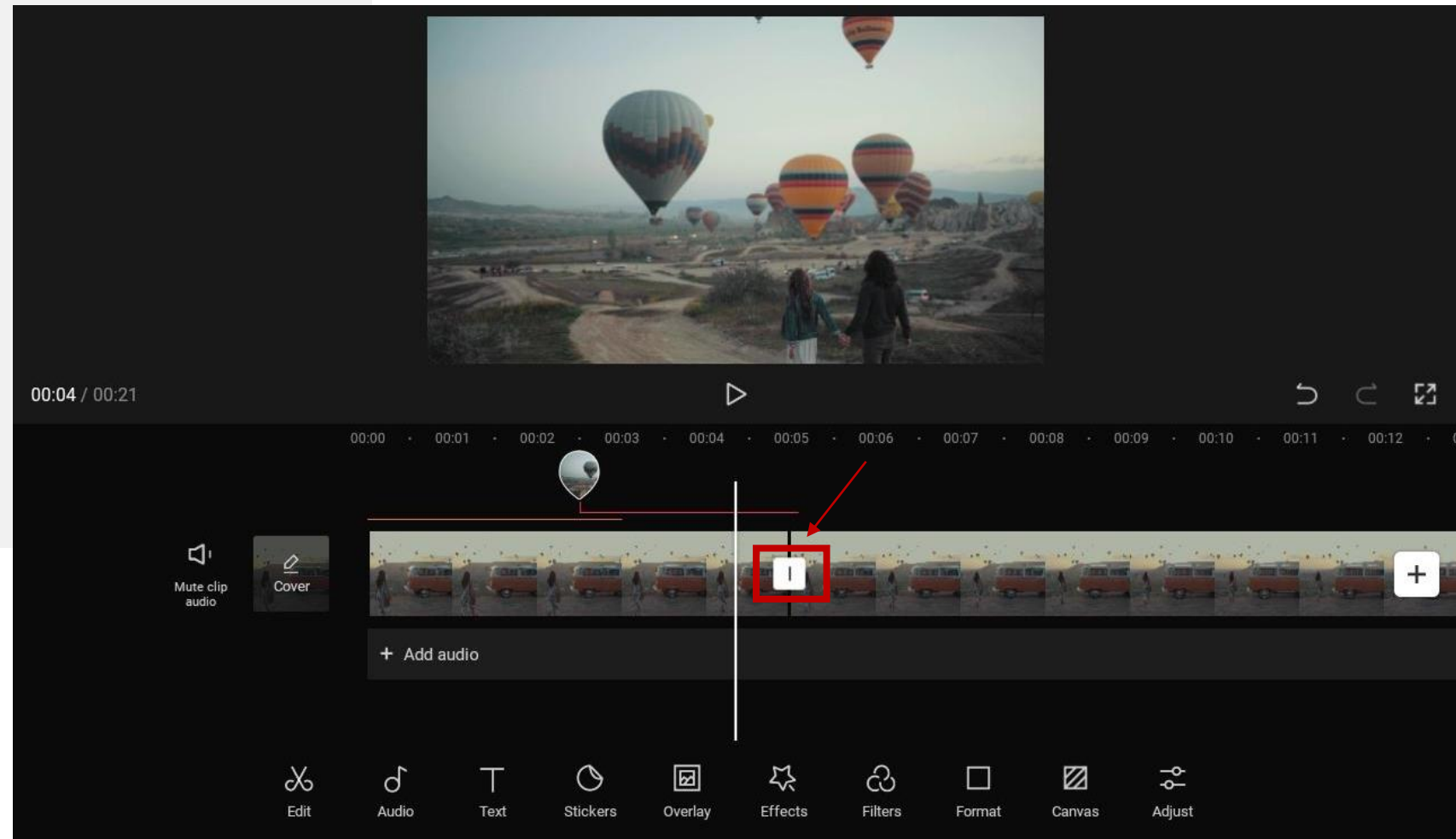
How to Add Transitions on CapCut

Combo effect – To add a next level of polish or movement to your video. Just hit the tick to apply the effects.



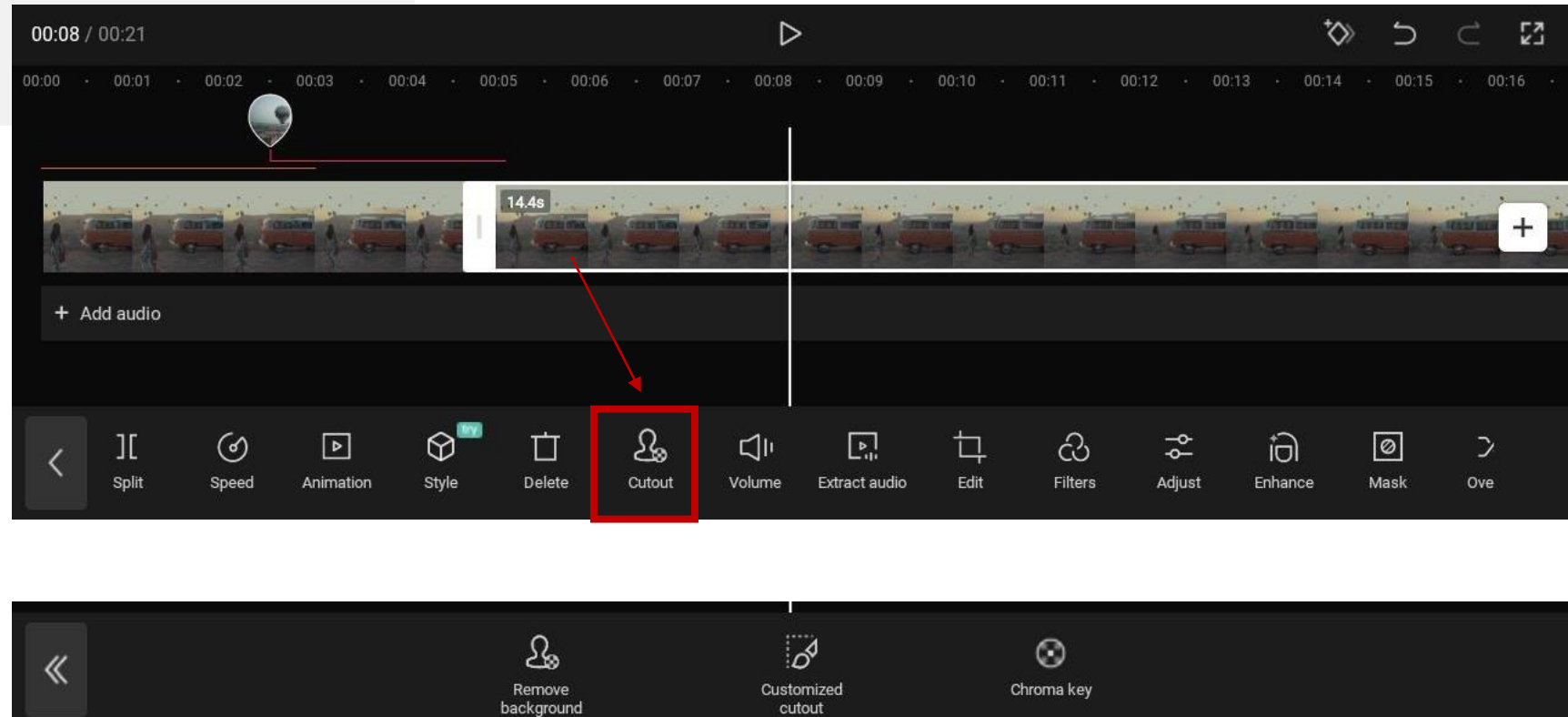
How to Add Effects on CapCut

Another option is to click the little white marker between the clips and that's going to let us apply a transition in there.



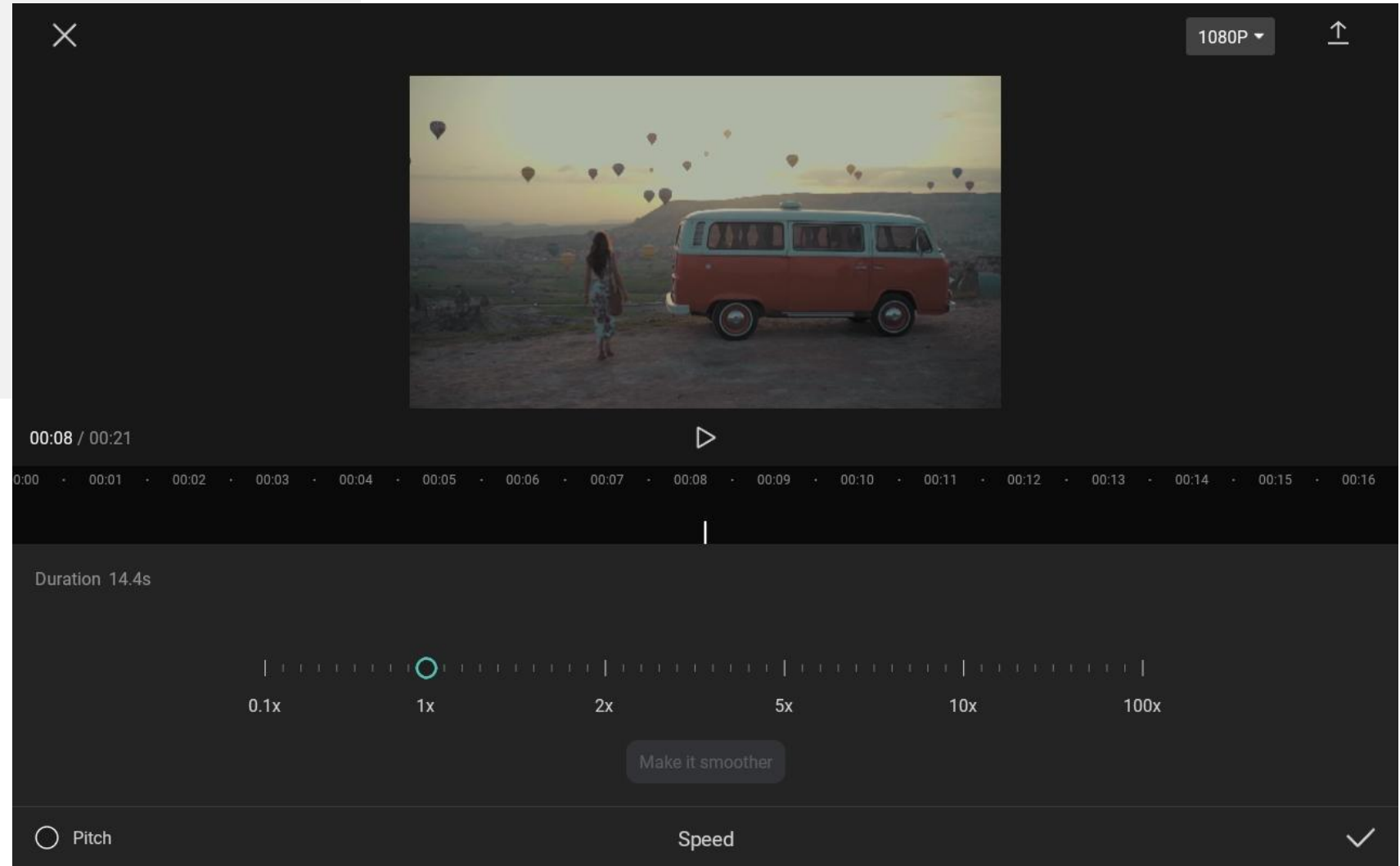
How to Remove Background on CapCut

Select the clip then
click 'Cutout' then
'Remove
Background'.



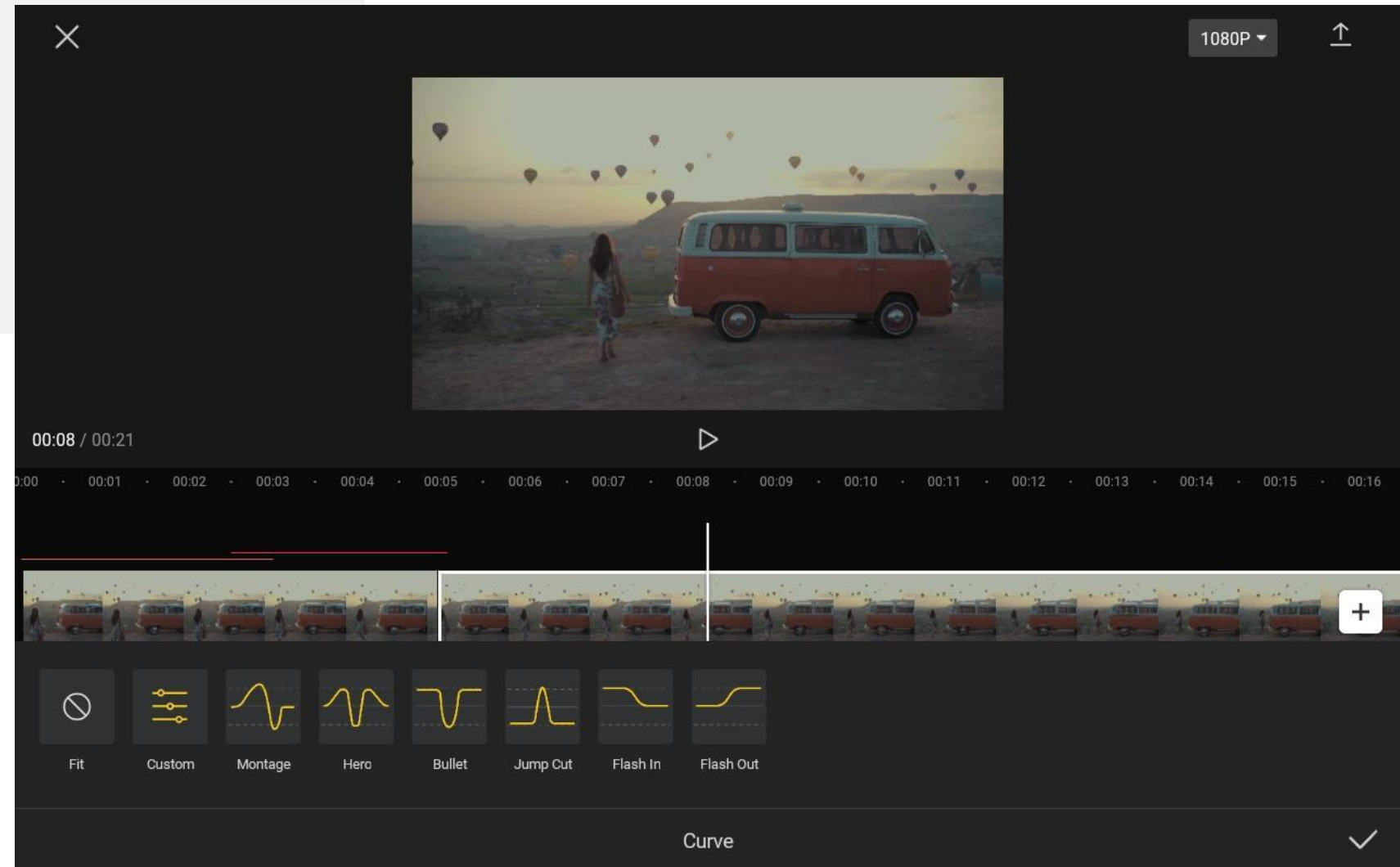
How to Adjust Speed on CapCut

Select the clip
then click 'Speed'.
Increase the
speed or slow it
down from there.



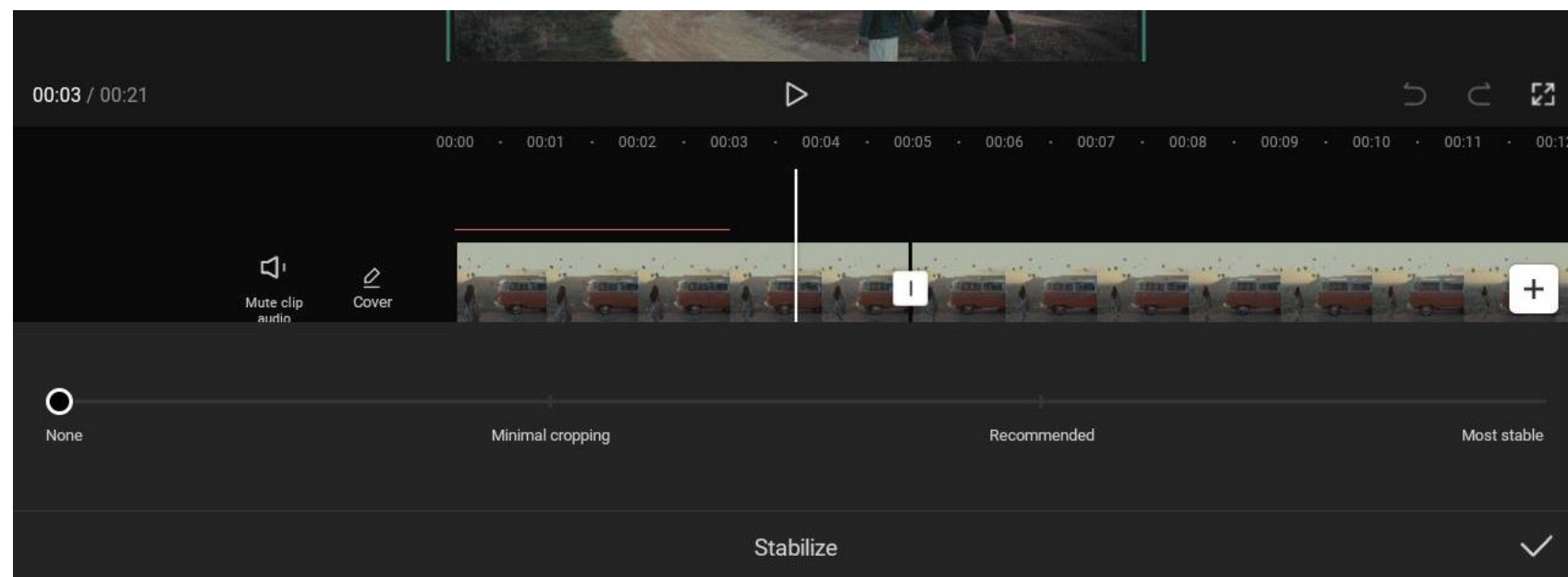
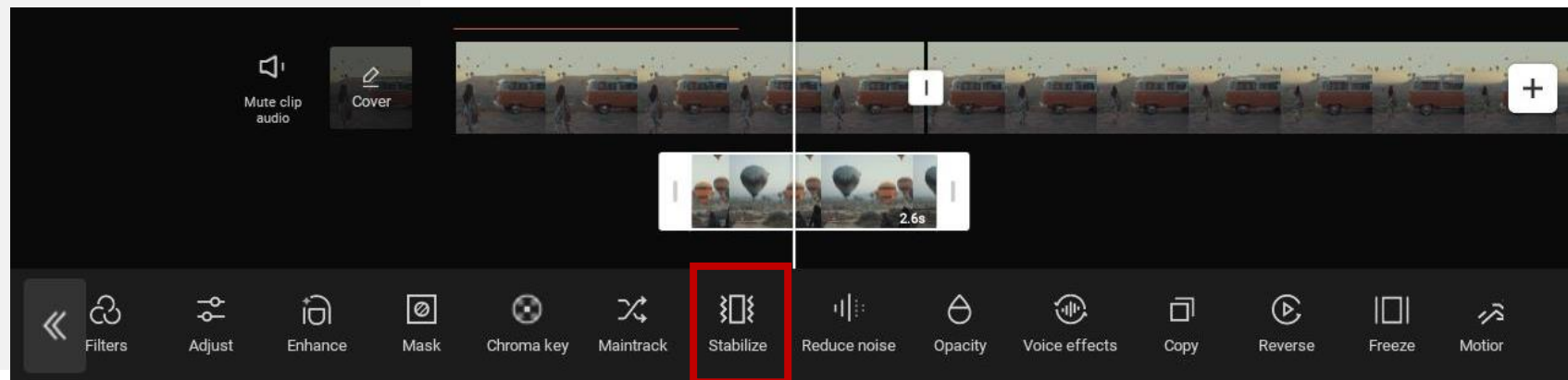
How to Adjust Speed on CapCut

Select 'Curve' to have more control over the speed adjustments.



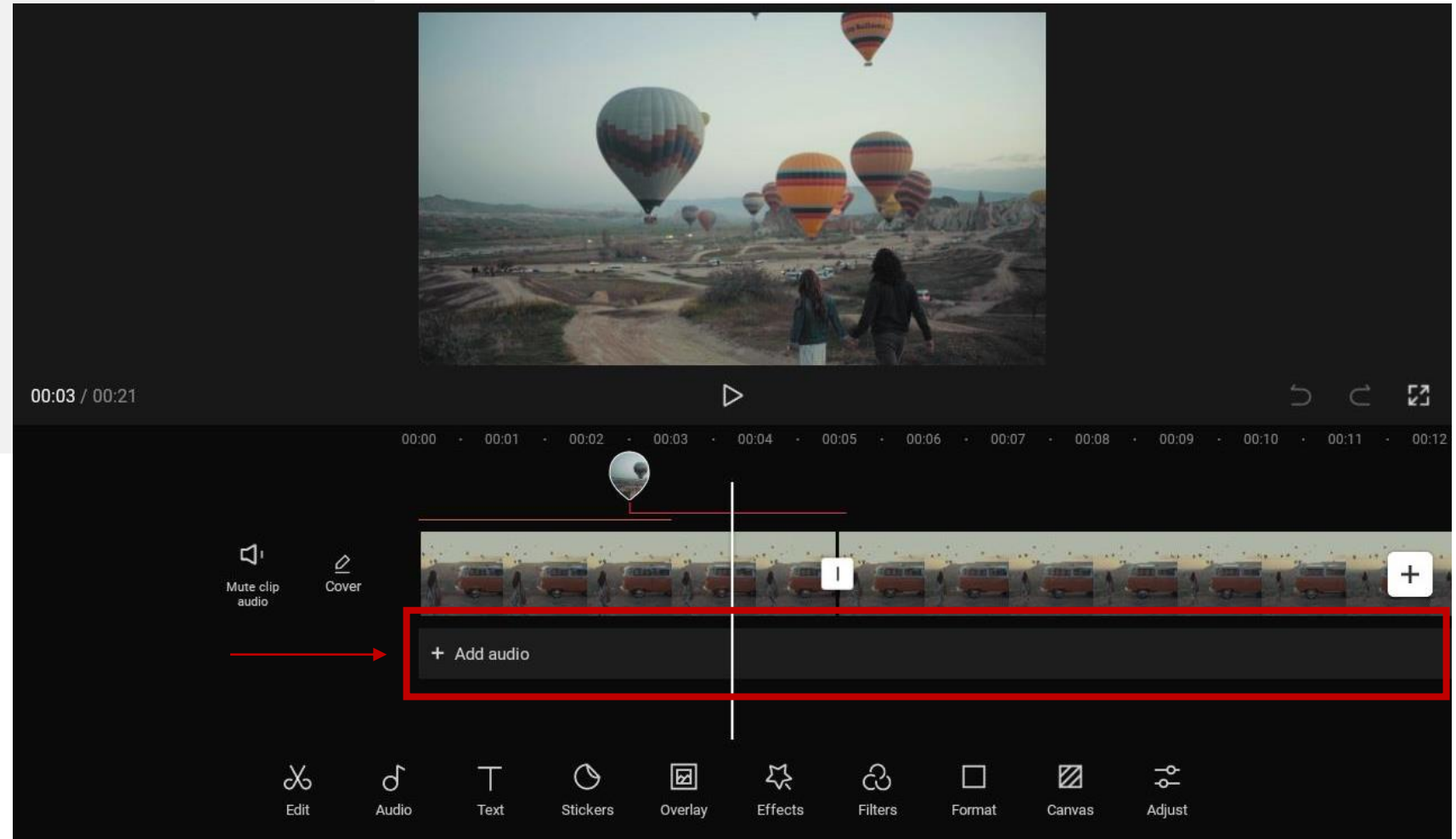
How to Stabilize Clips on CapCut

Select the clip
then click
'Stabilize'.



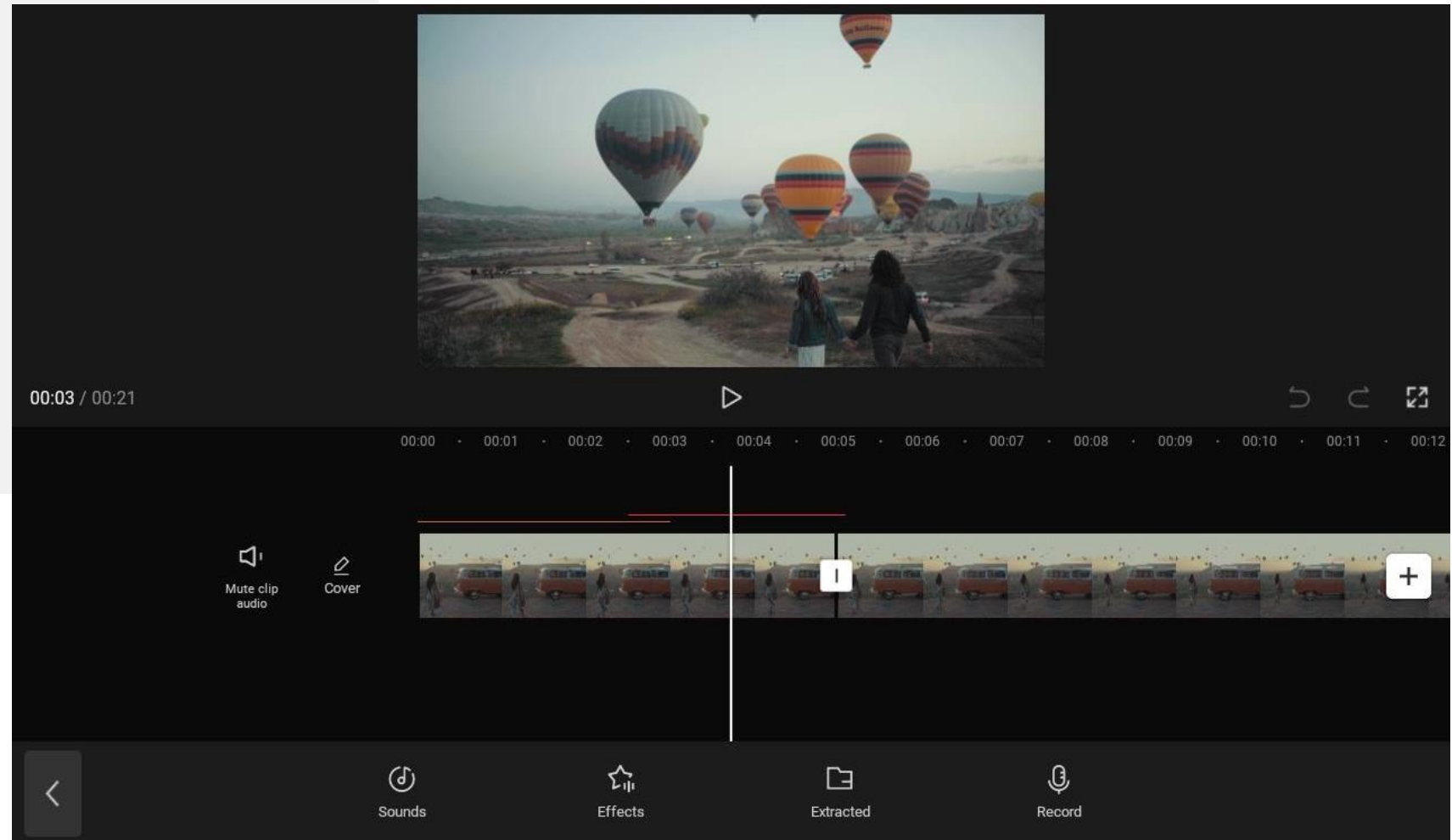
How to Add Audio on CapCut

Just tap 'Add Audio' and pick sounds or effects on your device, or record a voiceover as well.



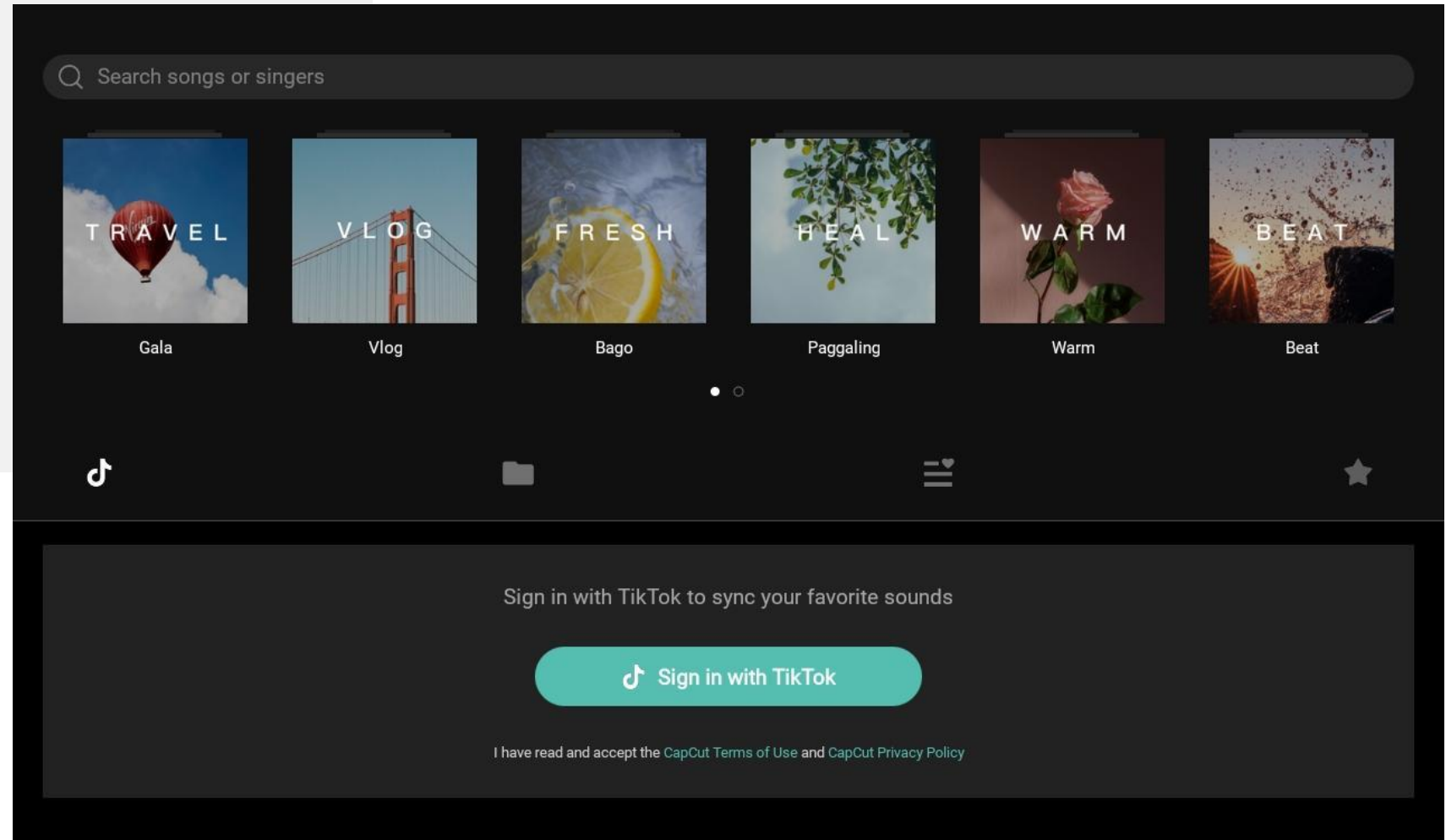
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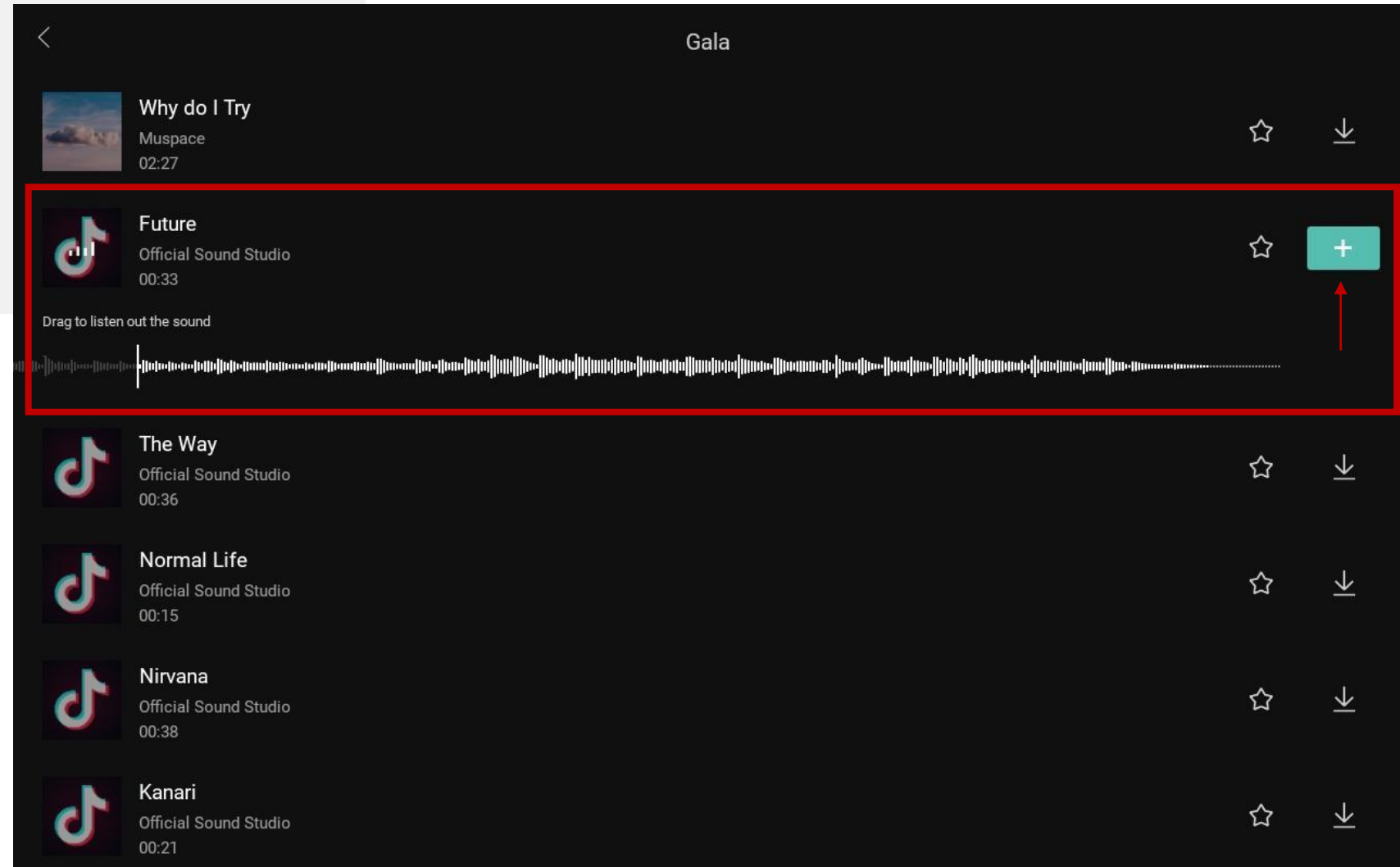
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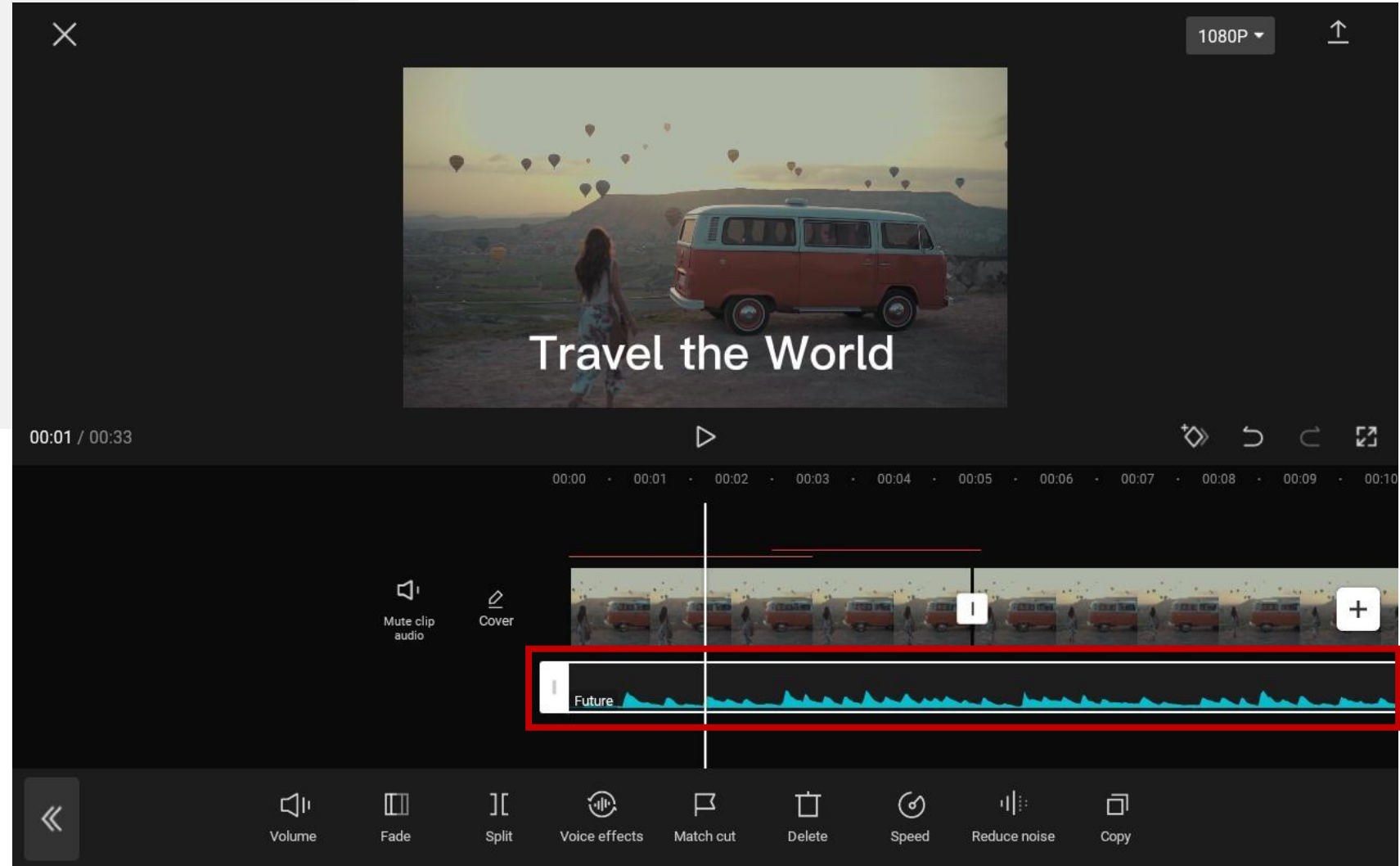
How to Add Audio on CapCut

Click the + sign to add the track on your timeline.



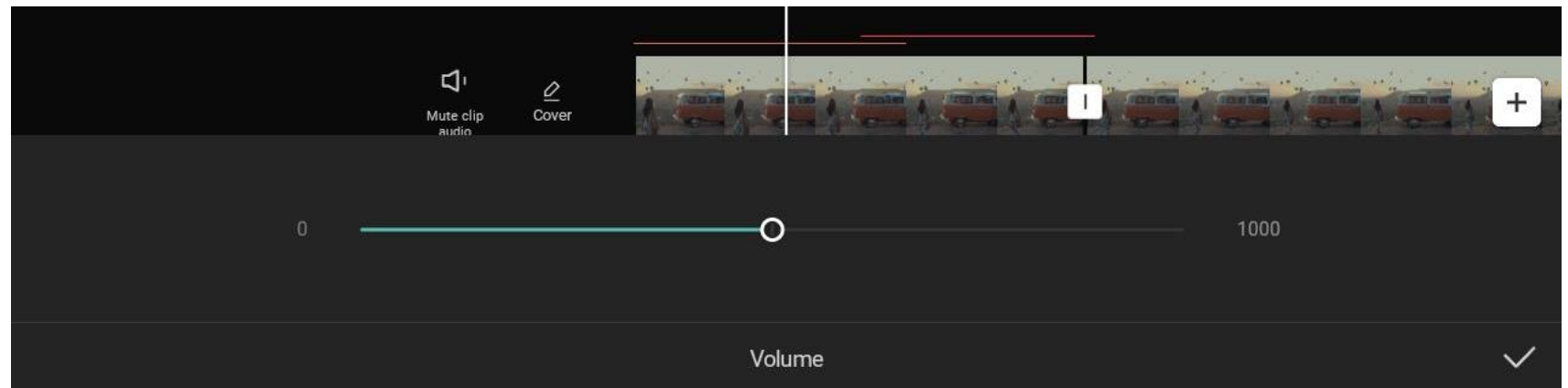
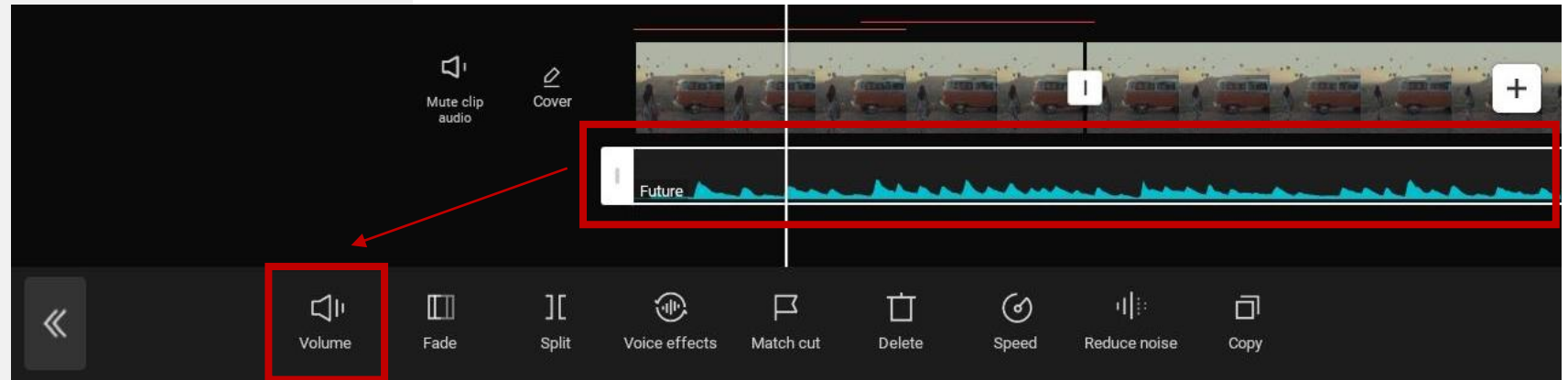
How to Add Audio on CapCut

You can also trim the audio with the same process as trimming a video clip.



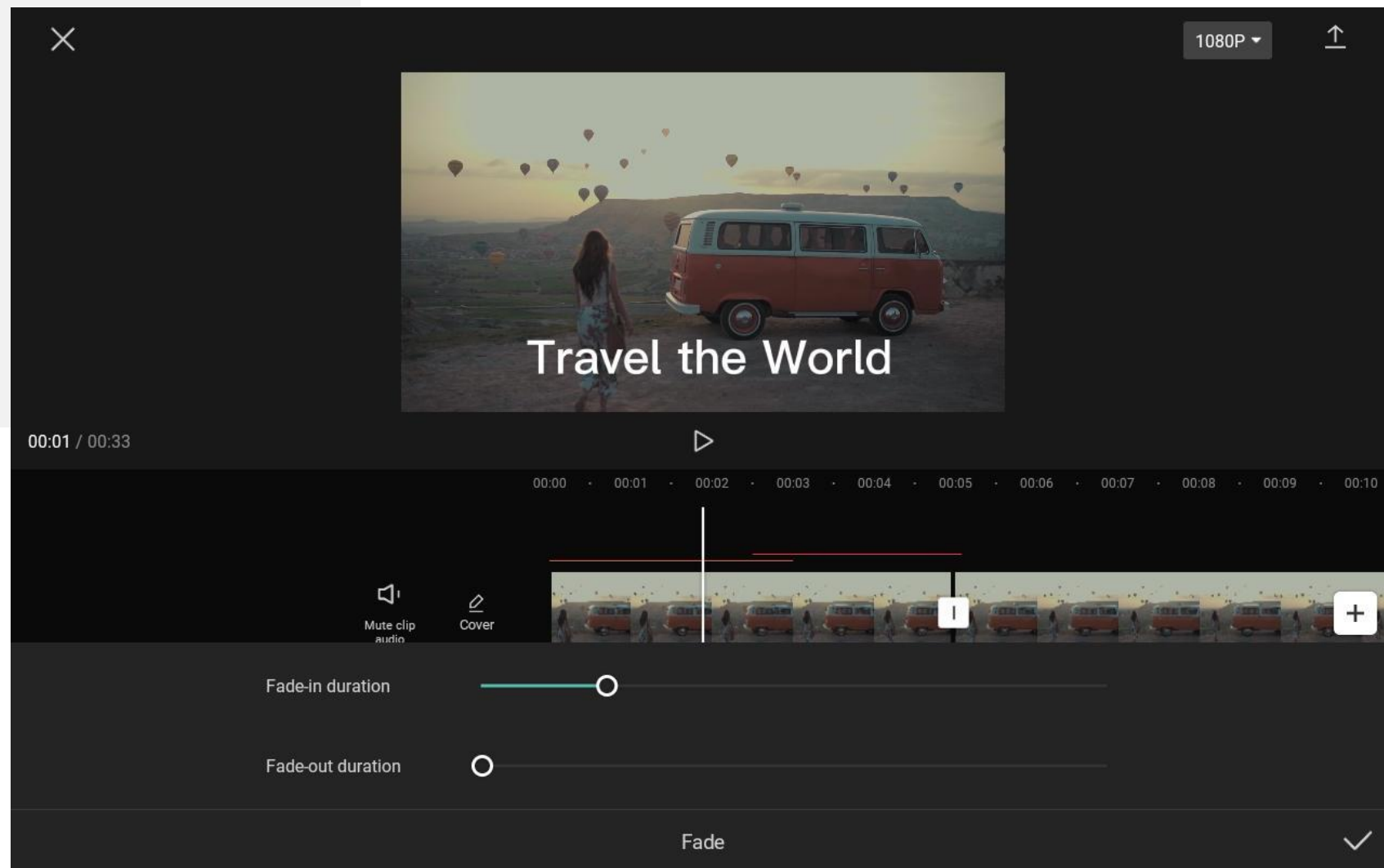
How to Adjust Audio on CapCut

Select the clip and go over to Volume to make it louder or quieter.



How to Adjust Music on CapCut

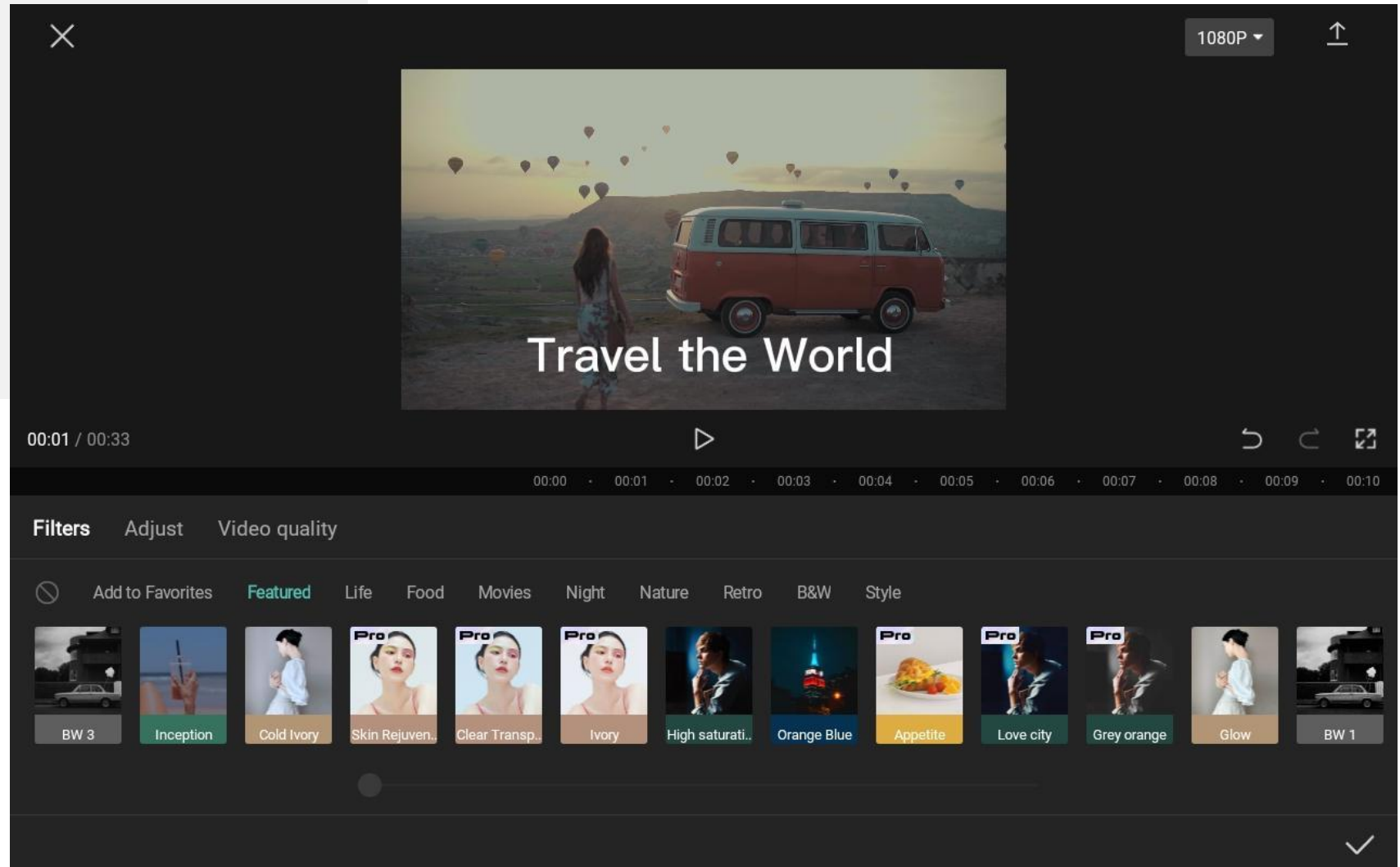
You can also add a fade on your track. Just go to 'Fade' and set the duration.



How to Color Grade on CapCut

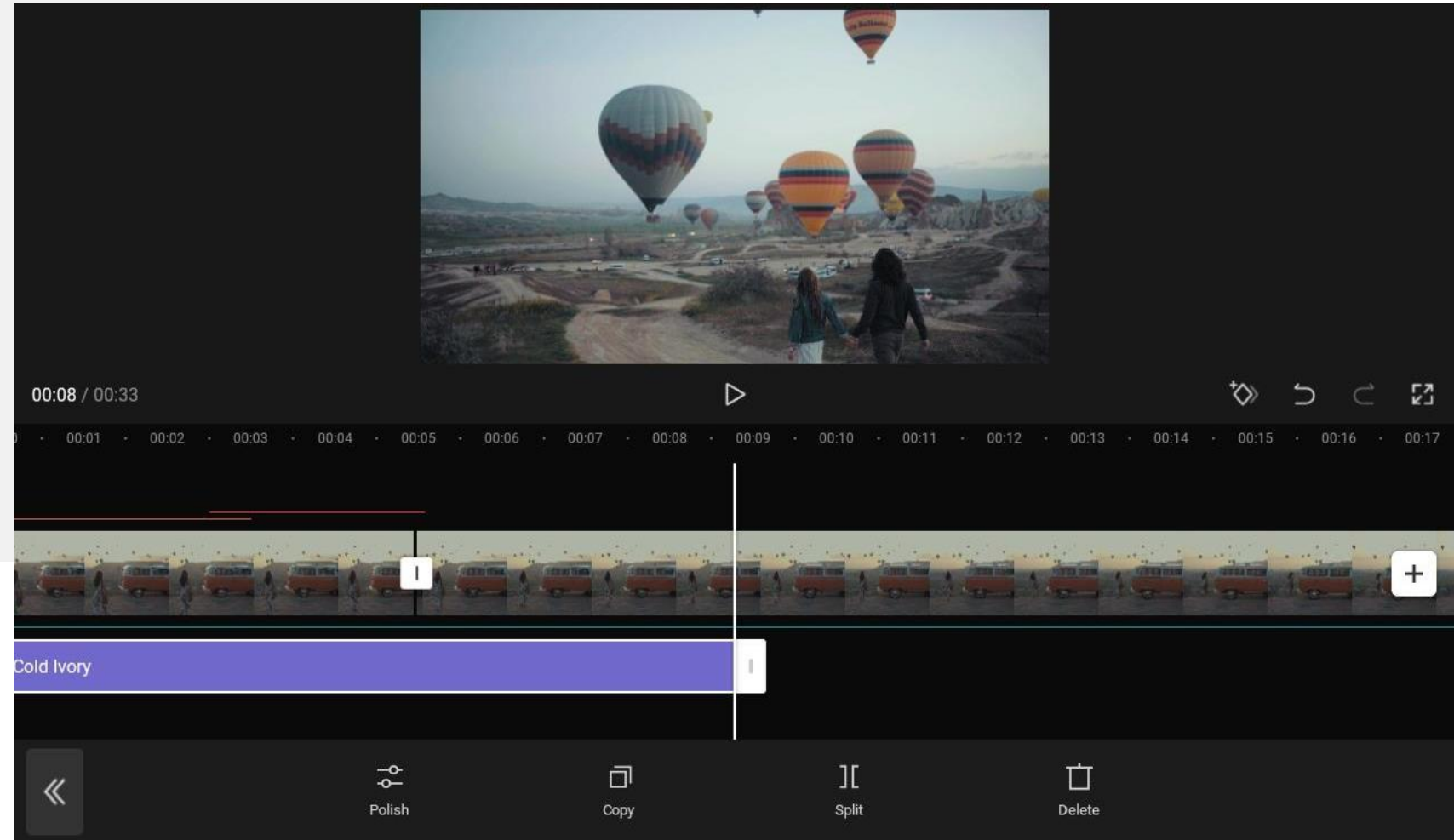
Using Filters:

With nothing selected, go to 'Filters'.



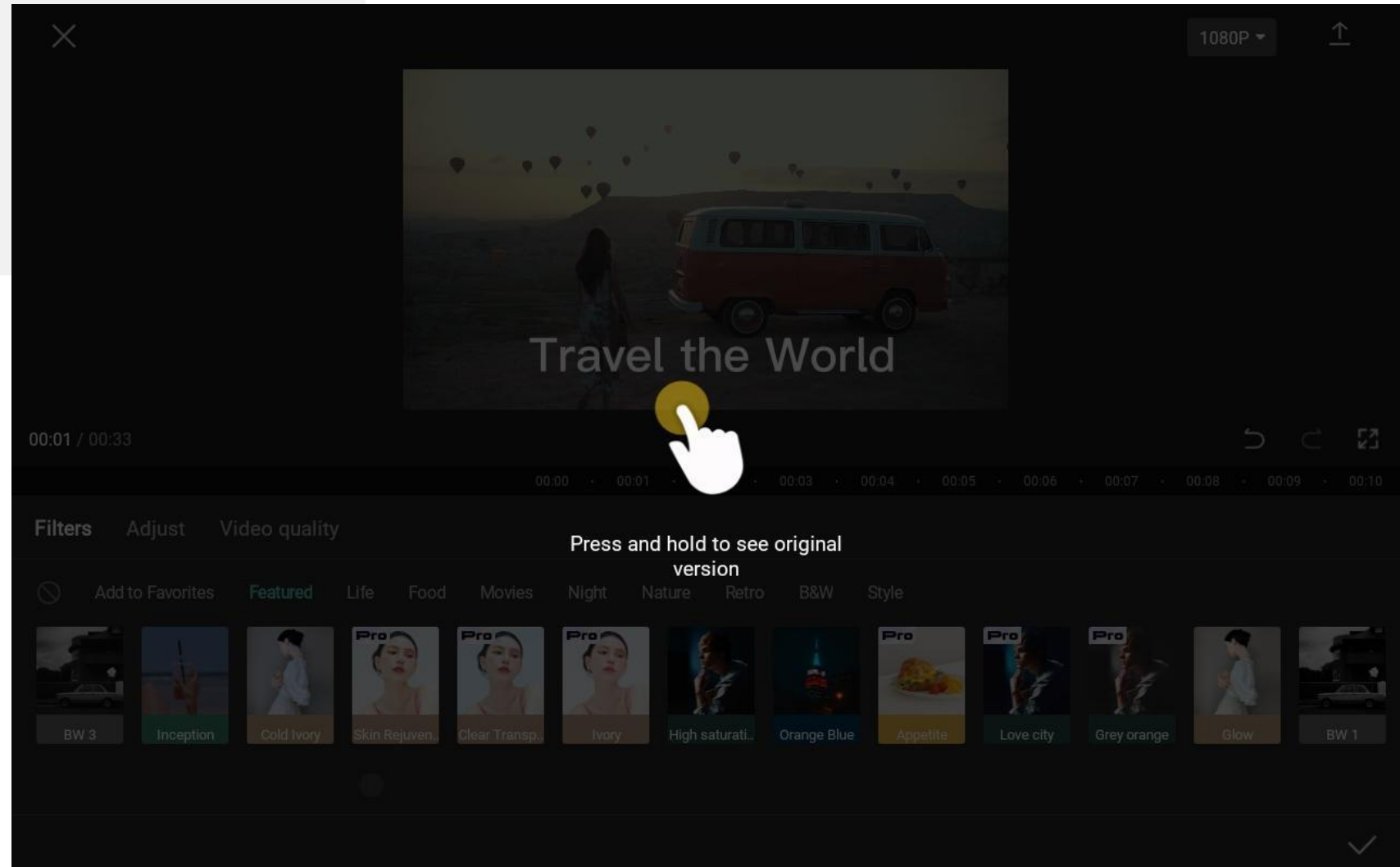
How to Color Grade on CapCut

You can also adjust which part of the video is applied with the filter by adjusting the duration of the Filter clip.



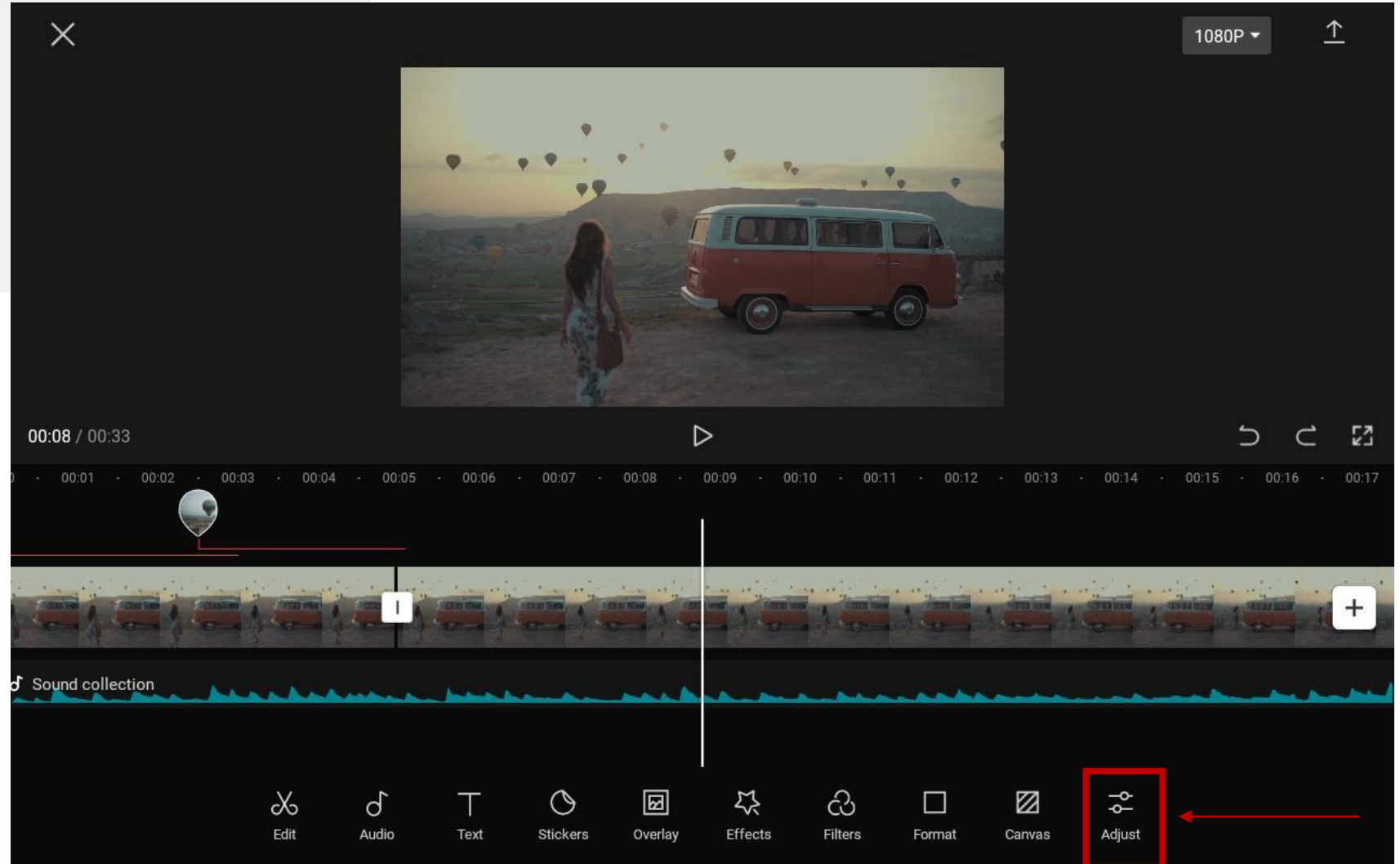
How to Color Grade on CapCut

Press and hold
to see original
version.



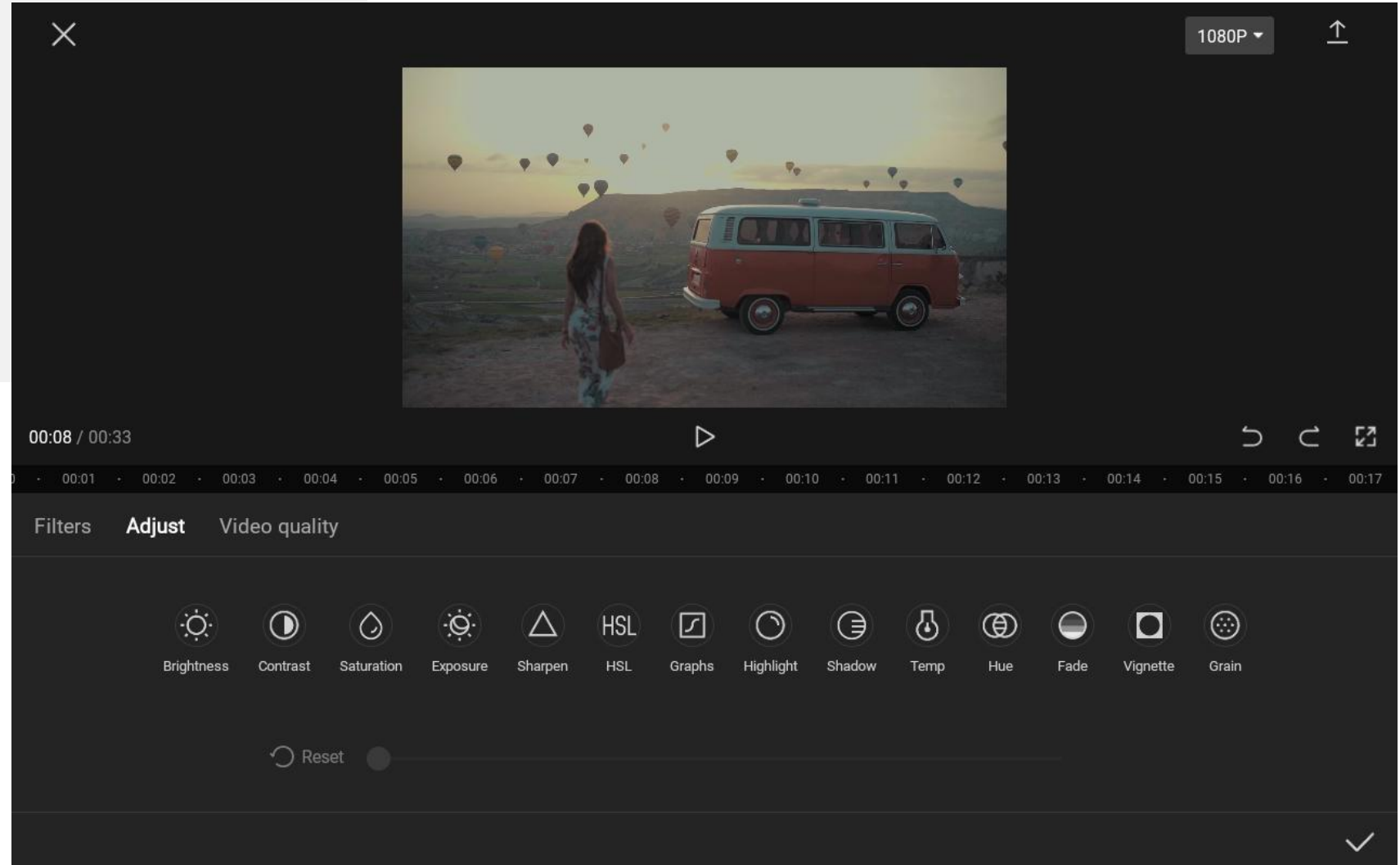
How to Color Grade on CapCut

Another way is go back to the menu, click 'Adjust'...



How to Color Grade on CapCut

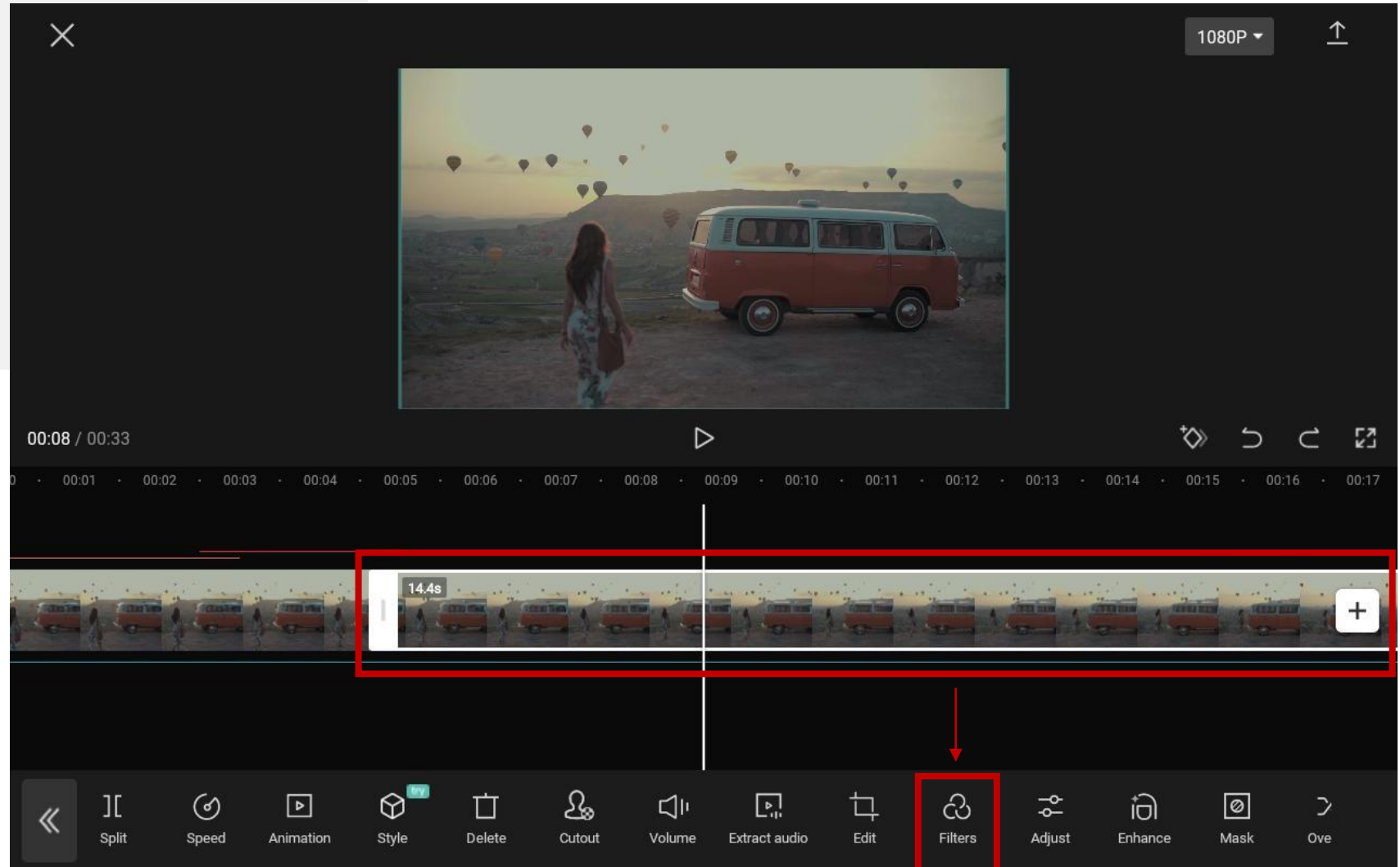
and manually
adjust and create
your own filter or
look.



How to Color Grade on CapCut

Color Grading on a clip by clip basis:

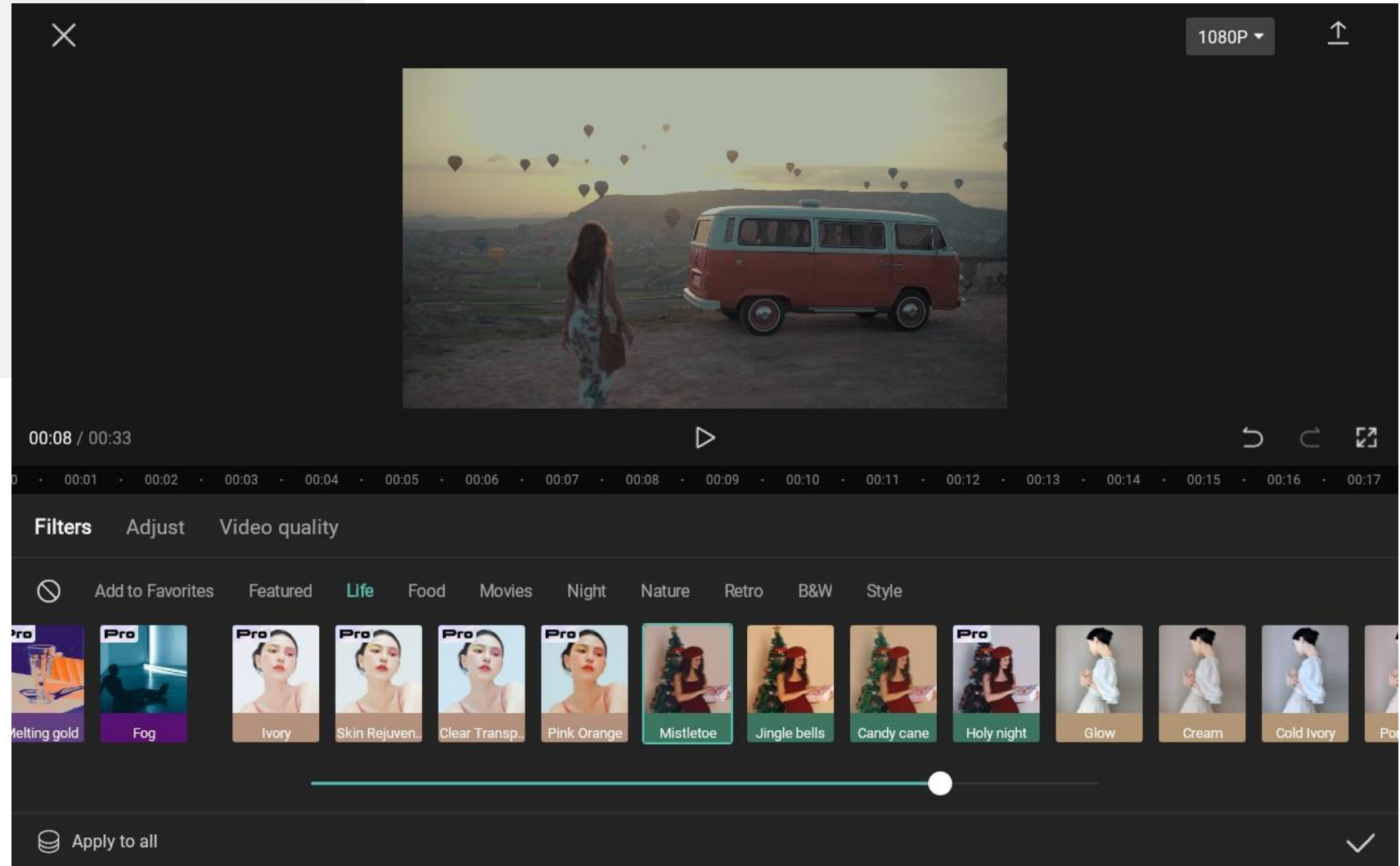
Select the clip the go to 'Filters'.



How to Color Grade on CapCut

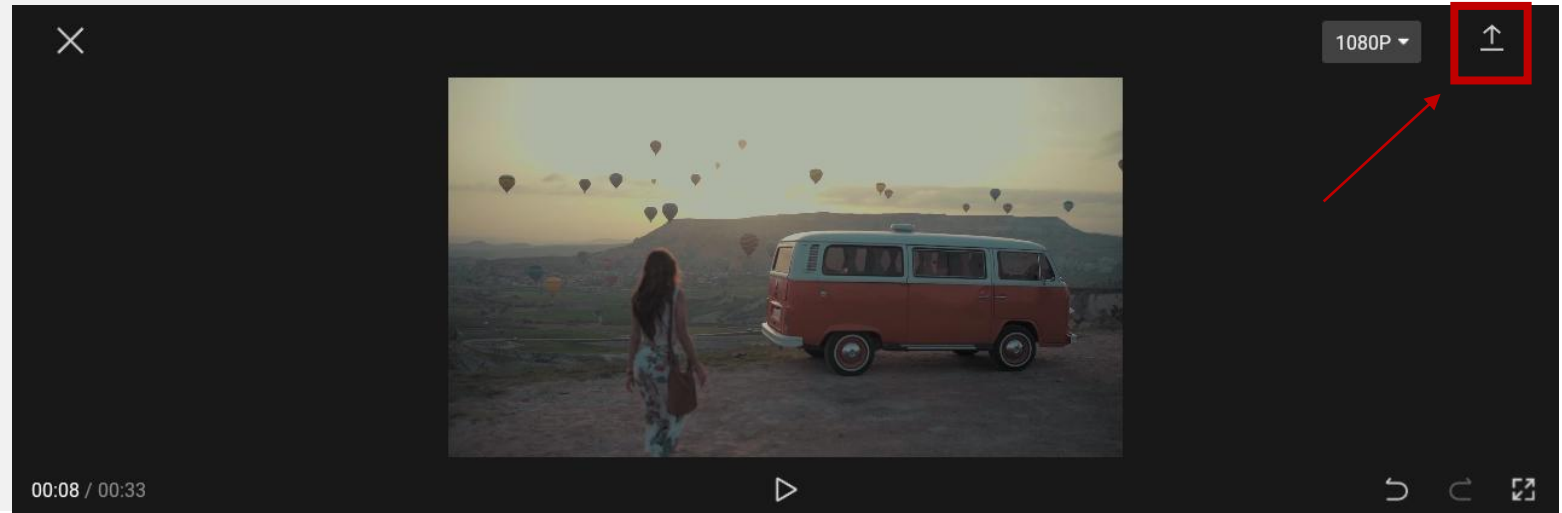
Color Grading on a clip by clip basis:

Select the clip the go to 'Filters'.



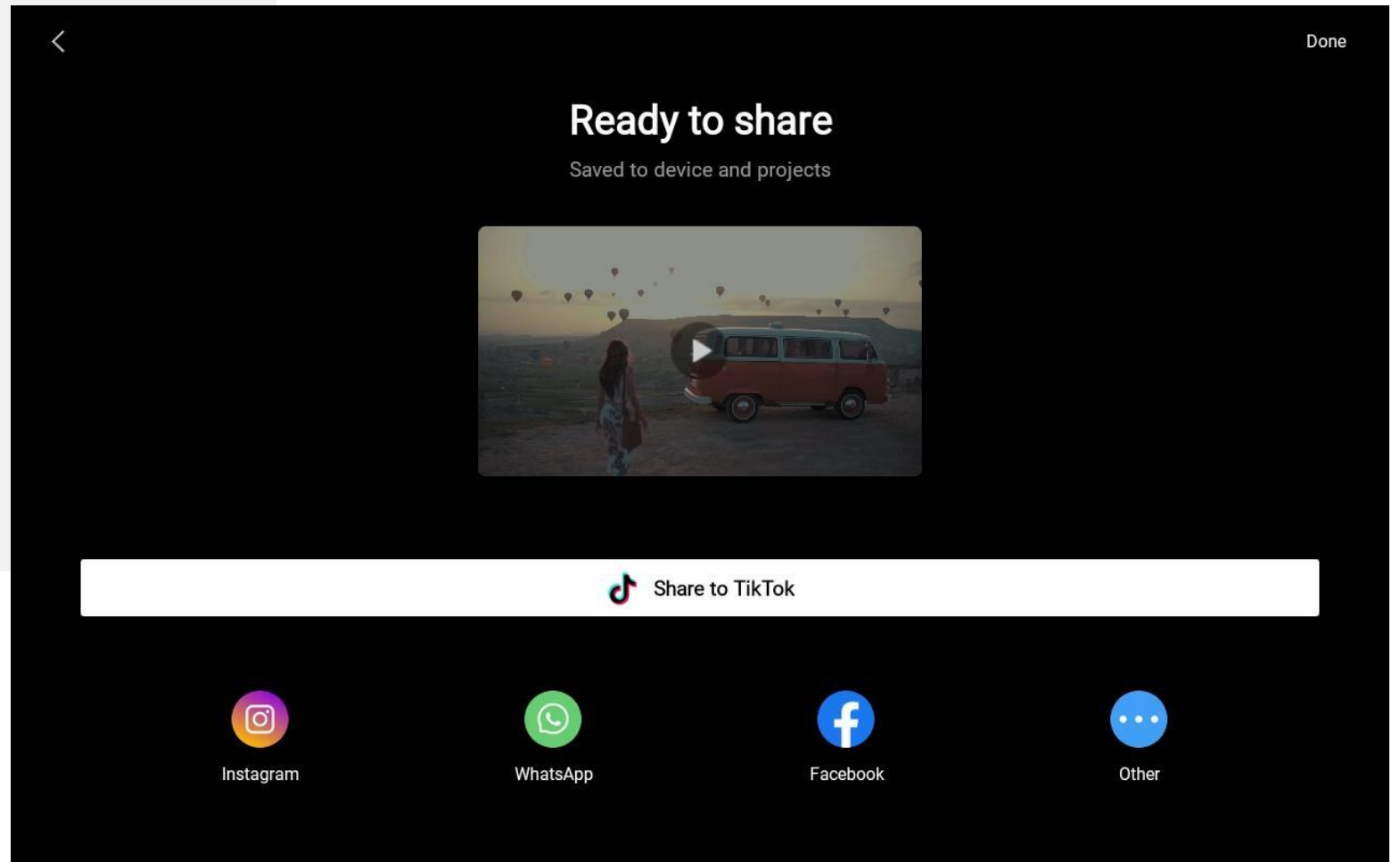
How to Export on CapCut

Go to the top right corner, click the little arrow and it's gonna save your video for you.



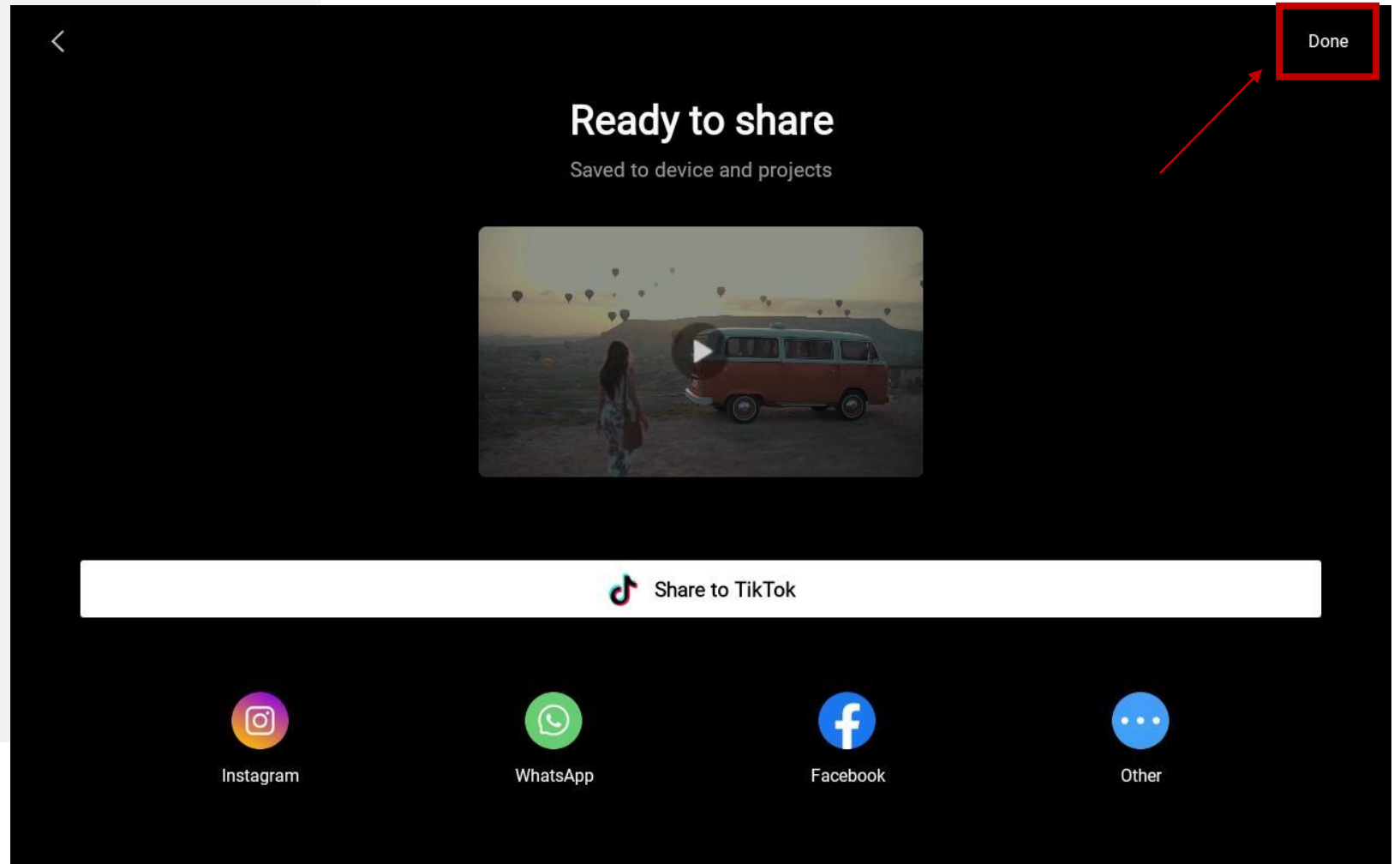
How to Export on CapCut

From there, you can save your video out with the links there on the screen or click on 'Other' and choose to save your video to files or photos area.



How to Export on CapCut

When you're done, just hit the 'Done' at the top and you're taken back at the home screen. Playback your video to check that it looks good and sounds the way that you want.



NOW IT'S
YOUR TURN.

Exercise 10:

Post-Production Editing Exercise



60 mins



Instructions:

- Choose which video clips you've shot with your mobile phone to be included in your TikTok video.
- Upload the clips into either TikTok or CapCut (desktop or mobile app), and start doing editing.
- Include the following into your video:
 - Title (first few seconds)
 - Text overlays (to emphasize points)
 - Voice overs – use the TikTok subtitle function to improve
 - Audio (music and/or sound effects)
 - An animation effect on one or more of the clips
- Once you're done, please show me, and then post on TikTok!
(Don't worry, we can delete it later if you wish.)

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 10 ON THE GOOGLE DOC

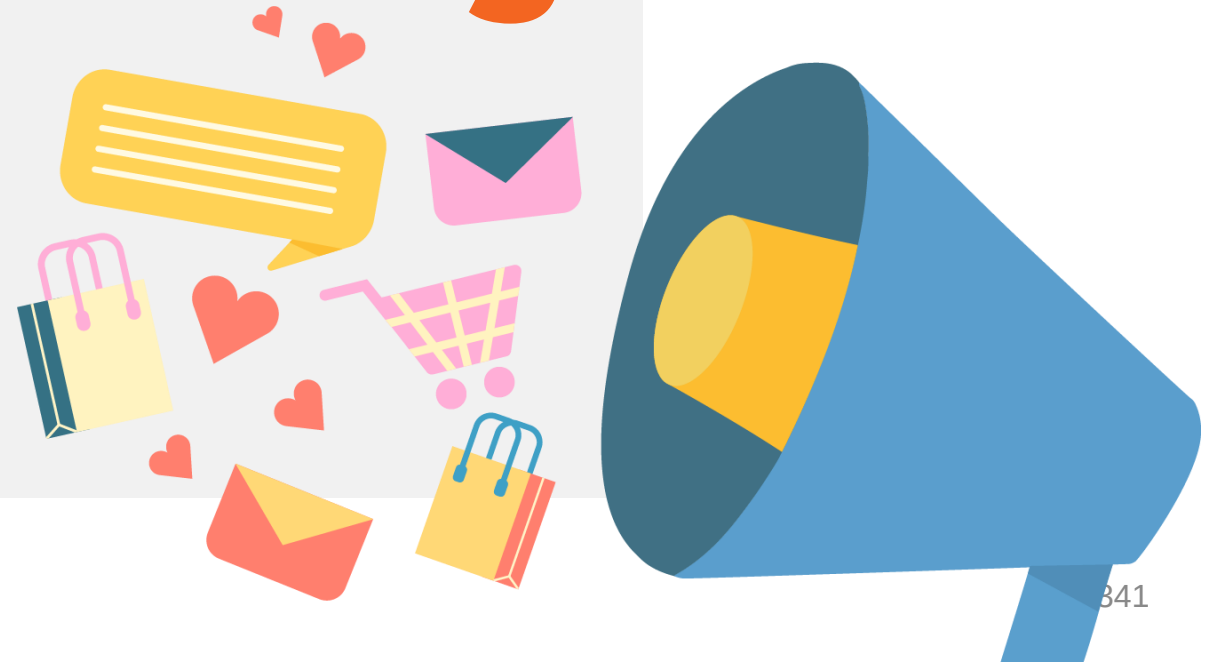
 & These shared documents will be used by your respective group for these 2 days.

The content will be erased the next working day after the workshop ends.

Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

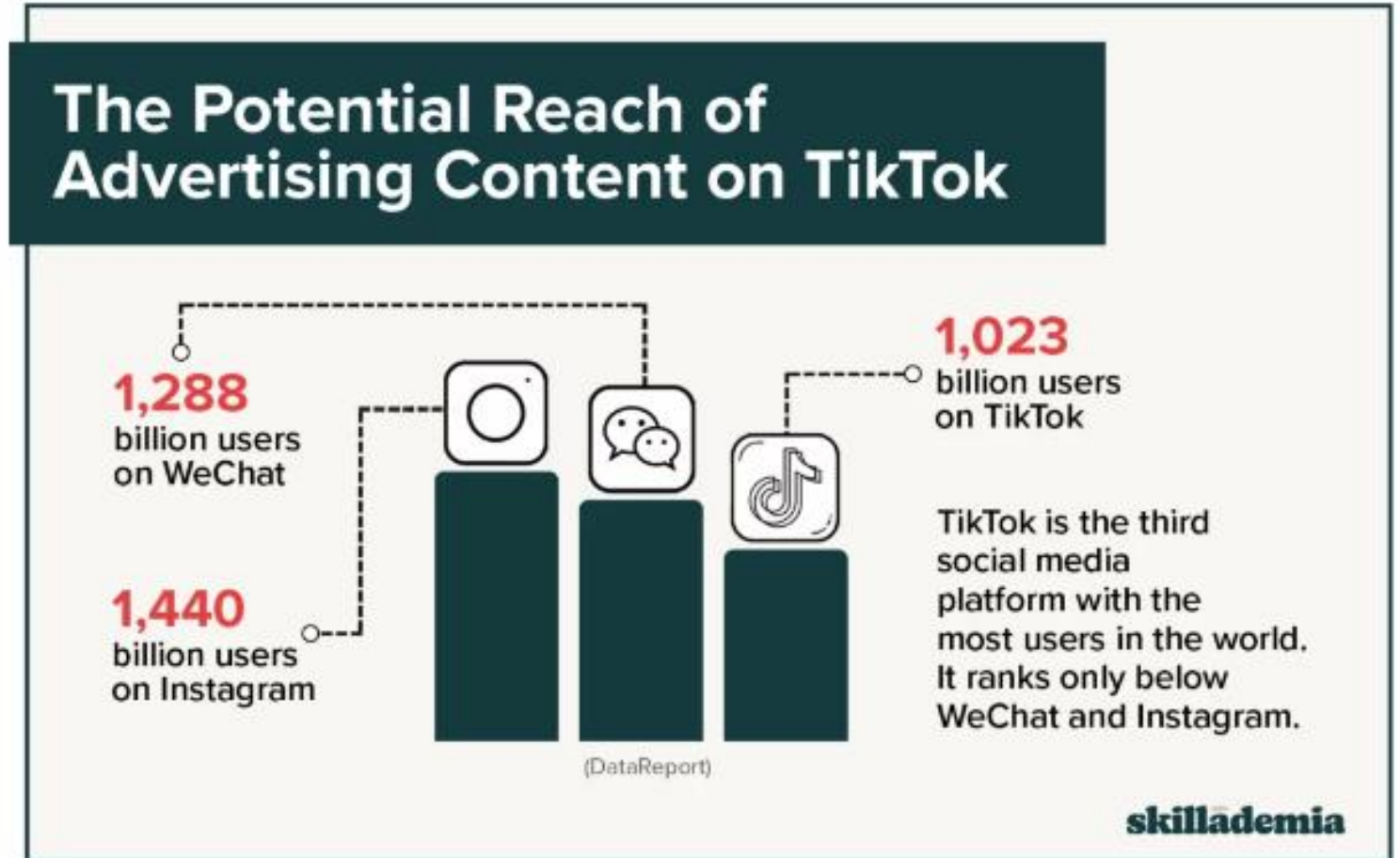
Module 8: Introduction to TikTok Advertising

Unlocking the Potential of
TikTok for Brands



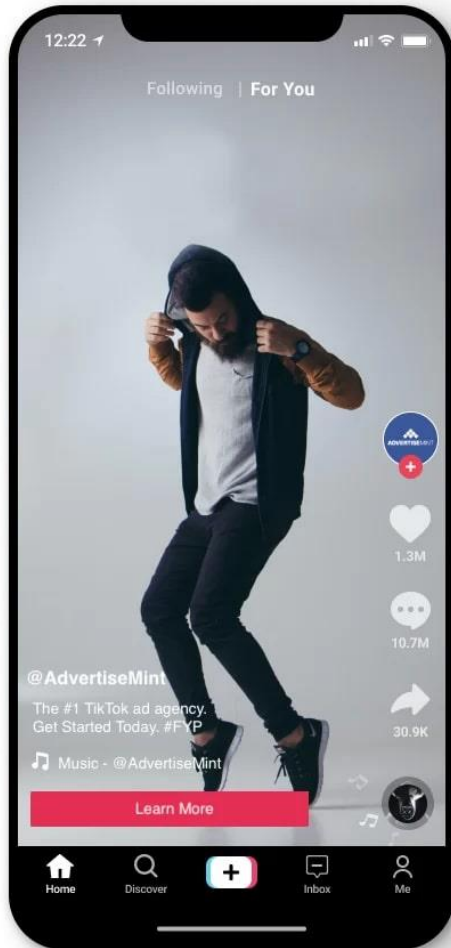
Why Choose TikTok for Advertising?

- Massive reach
- Engaging formats
- Diverse audience



<https://www.skillademia.com/statistics/tiktok-statistics/>

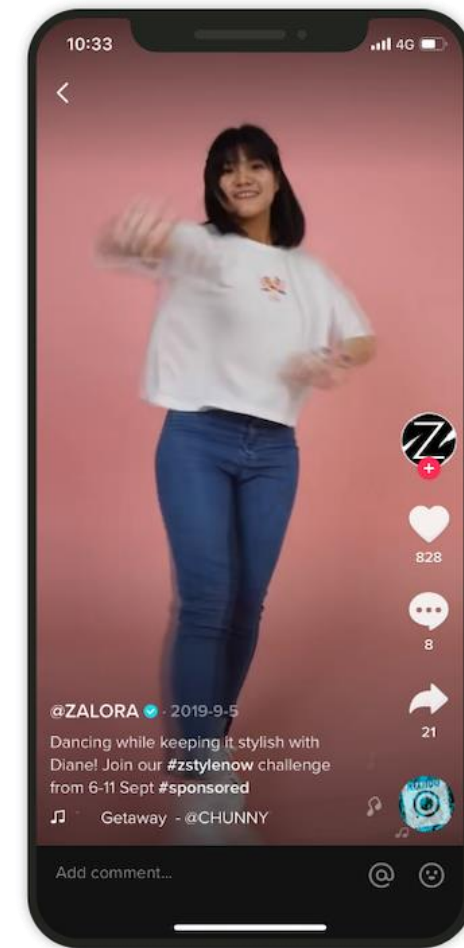
Types of TikTok Ads



- In-Feed Ads



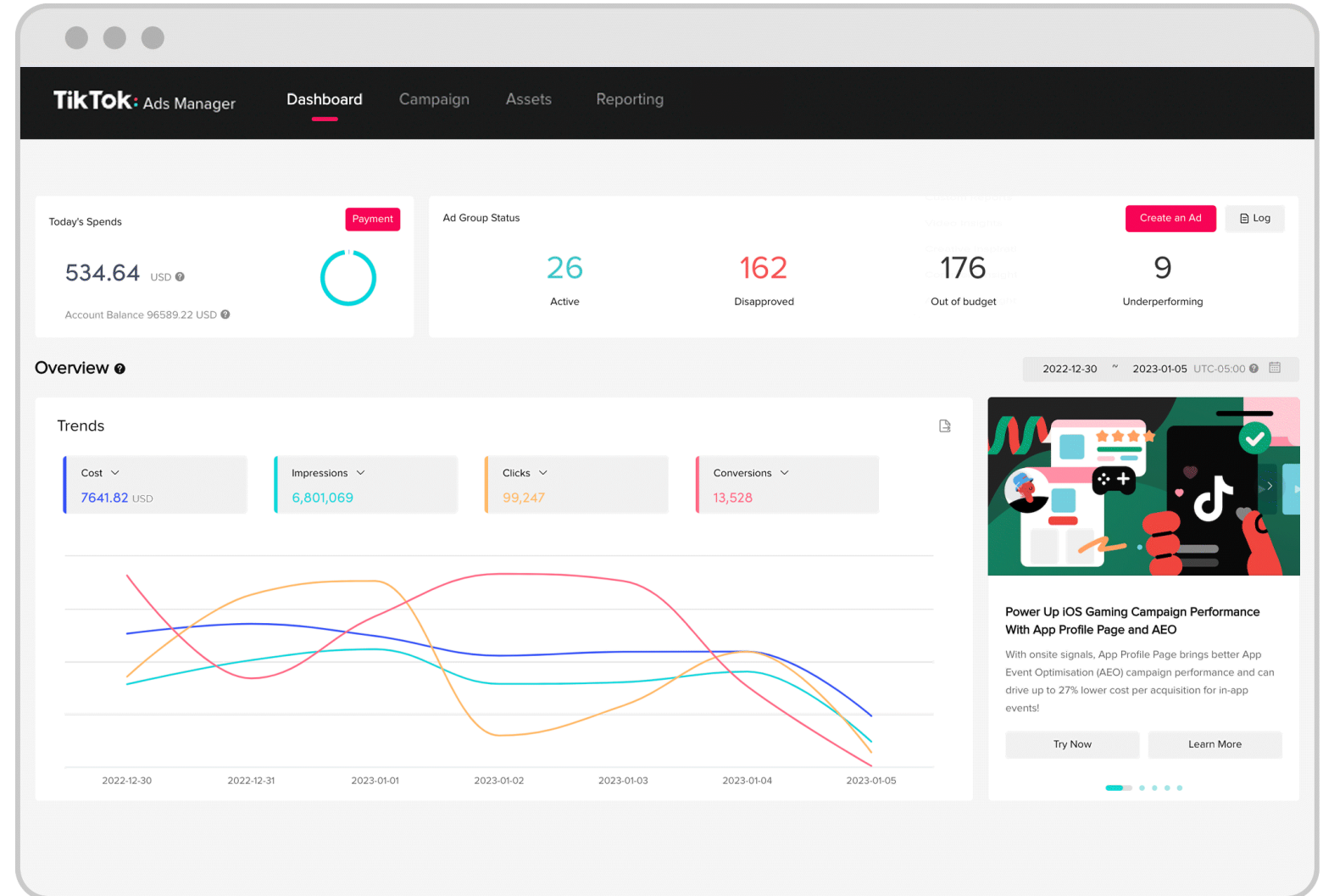
- Top View Ads



- Branded Hashtags

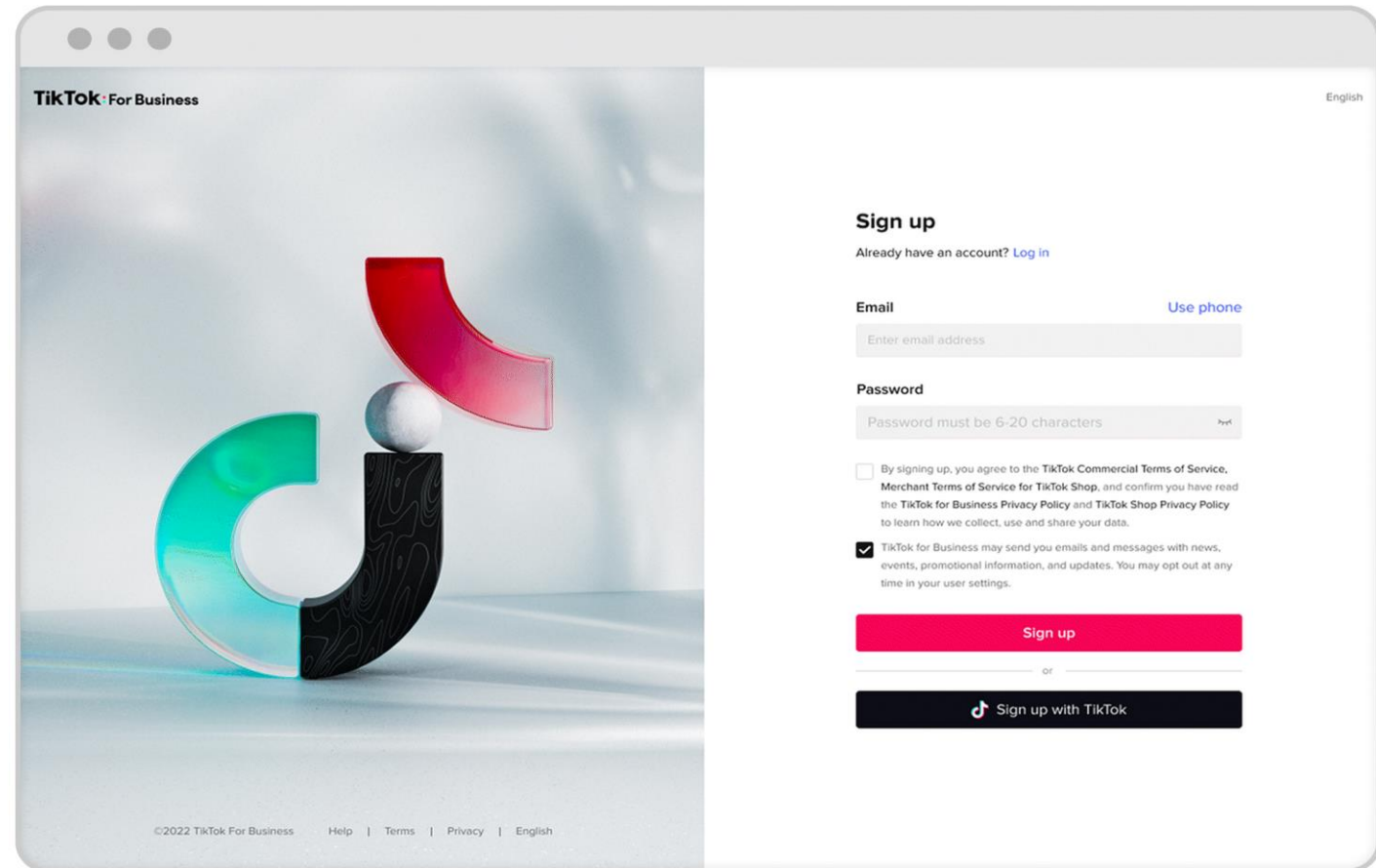
Steps to TikTok Advertising

- Account setup
- Budget planning
- Targeting options



1) Set Up TikTok Ad Account: Create Login

- Go to <https://ads.tiktok.com/i18n/signup/>.
- Create a login using an email address or phone number and set a password.
- After you agree to the TikTok terms & conditions and click Sign up, you will be asked to verify a code sent to the email or phone number provided.



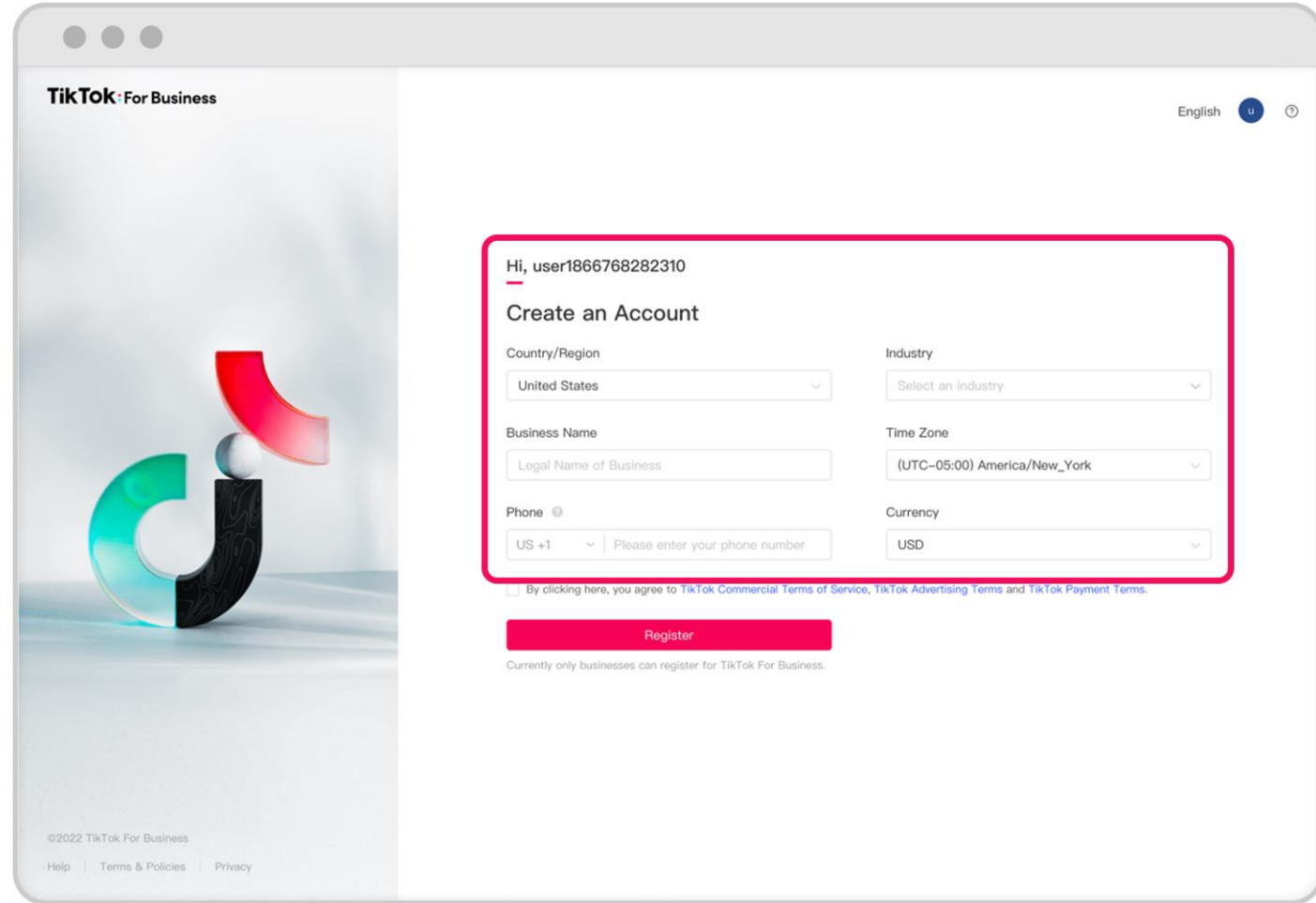
The screenshot shows the TikTok For Business sign-up interface. On the left is a large artistic graphic of a stylized 'T' made of colorful, translucent shapes. The right side contains the sign-up form. At the top right, it says 'English'. The main heading is 'Sign up', followed by a link 'Already have an account? Log in'. There are two input options: 'Email' with a sub-link 'Use phone' and a text box 'Enter email address', and 'Password' with a text box 'Password must be 6-20 characters' and a 'next' button. Below these are two checkboxes: one for agreeing to terms and privacy policies, and another for opting into email updates. At the bottom, there is a large red 'Sign up' button and a dark button with the TikTok logo and text 'Sign up with TikTok'. The footer includes '©2022 TikTok For Business' and links for 'Help', 'Terms', 'Privacy', and 'English'.

2) Create an Advertiser Account

Provide basic information about your business, including the following:

- Country or Region.
- Industry.
- Legal Business Name.
- Time Zone.
- Phone Number.
- Currency.

Agree to the terms and click Register.



The screenshot shows the TikTok For Business account creation interface. On the left is a large image of the TikTok logo. On the right, a registration form is highlighted with a red border. The form includes fields for Country/Region (set to United States), Industry (a dropdown menu), Business Name (with placeholder text 'Legal Name of Business'), Time Zone (set to UTC-05:00 America/New_York), Phone (with a dropdown for US +1 and a text input for the number), and Currency (set to USD). Below the form is a red 'Register' button and a checkbox for agreeing to terms. At the bottom, it states 'Currently only businesses can register for TikTok For Business.' The footer contains copyright information and links to Help, Terms & Policies, and Privacy.

TikTok For Business

English

Hi, user1866768282310

Create an Account

Country/Region: United States

Industry: Select an industry

Business Name: Legal Name of Business

Time Zone: (UTC-05:00) America/New_York

Phone: US +1 | Please enter your phone number

Currency: USD

☐ By clicking here, you agree to TikTok Commercial Terms of Service, TikTok Advertising Terms and TikTok Payment Terms.

Register

Currently only businesses can register for TikTok For Business.

©2022 TikTok For Business

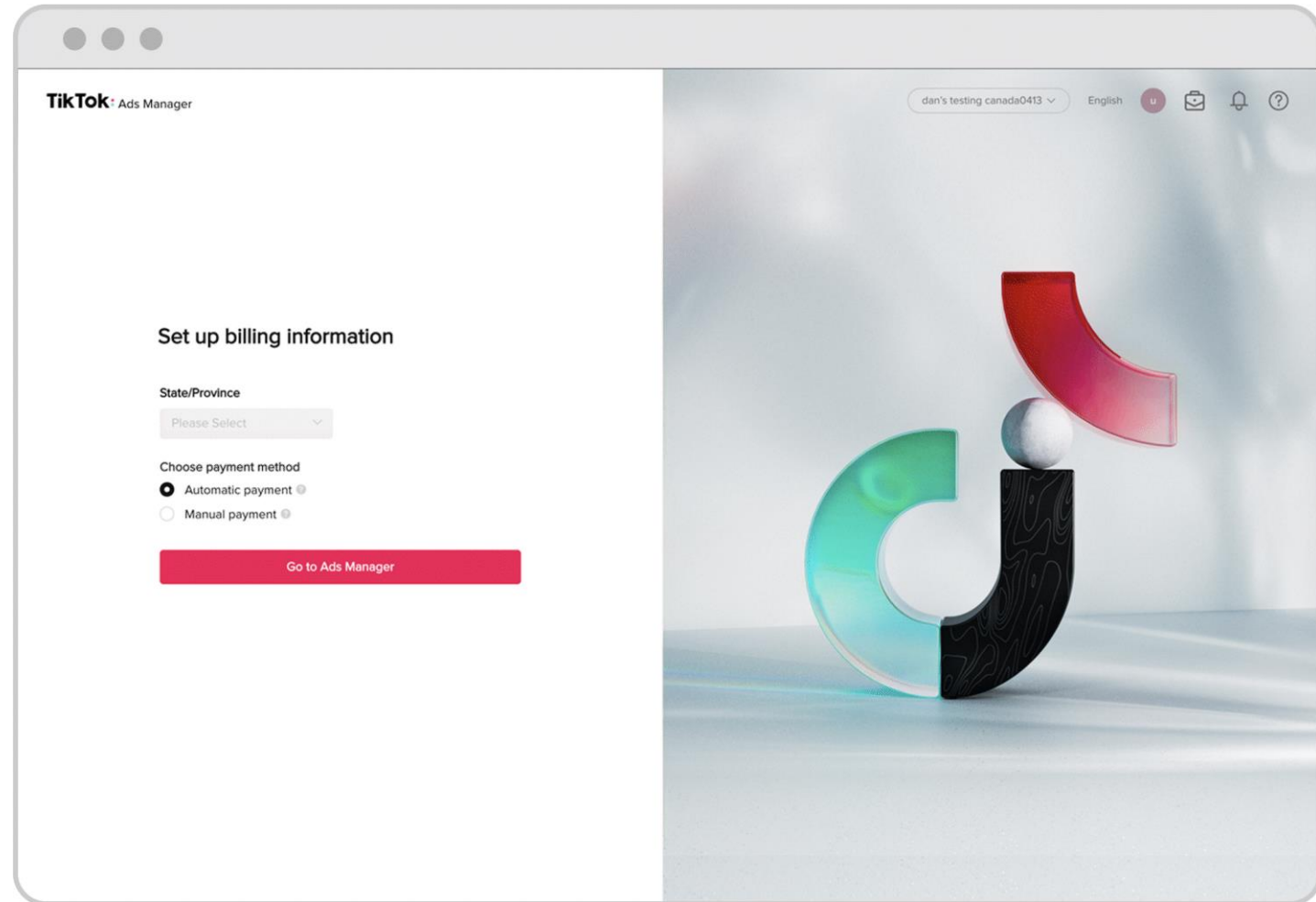
[Help](#) | [Terms & Policies](#) | [Privacy](#)

3) Set Up Billing Information

Provide info related to billing and payment on this page.

Your country's requirements will determine the exact information needed, it may include your billing address and tax information.

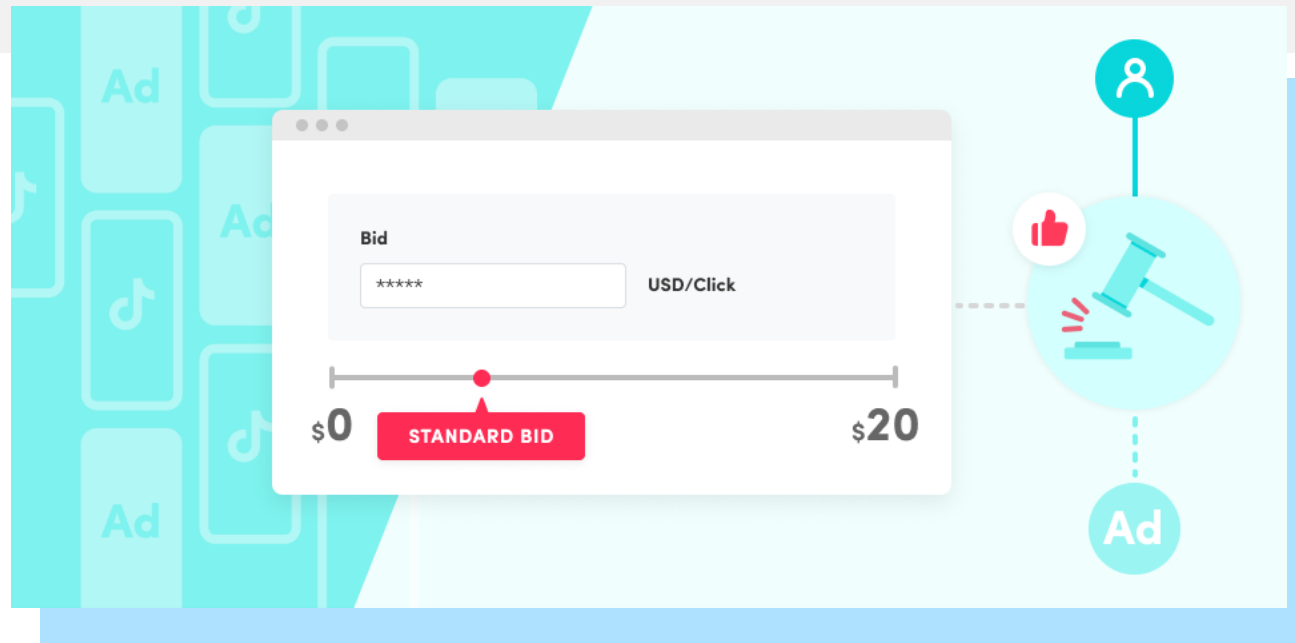
You may be given the option to select Automatic (Autopay) or Manual (Prepay) payment types. Check which payment methods are supported in your region here to learn more.



The screenshot shows the TikTok Ads Manager interface. The header includes the TikTok logo and 'Ads Manager'. On the right, there's a user profile section with the name 'dan's testing canada0413', the language 'English', and icons for a shopping bag, notifications, and help. The main content area is titled 'Set up billing information'. It features a 'State/Province' dropdown menu with 'Please Select' as the current selection. Below this is a 'Choose payment method' section with two radio button options: 'Automatic payment' (which is selected) and 'Manual payment'. At the bottom of this section is a red button labeled 'Go to Ads Manager'. The right side of the interface is a large banner image showing a stylized 'i' made of colorful, translucent segments (green, red, black) on a light blue surface.

TikTok Bidding Strategies

- **Lowest Cost:** Maximizes conversions within the total campaign budget, no specific bid per action.
- **Cost Cap/Bid Cap:** Sets specific bid for CPA, offering control over costs but subject to market fluctuations.



Setting Up a TikTok Ad Campaign

- Access TikTok Ads Manager.
- Ensure use of a TikTok for Business account.

Select an account

🔍 Search for an account name or ID

Business Center (1)

Cooler Insights

ID:

Ads Manager (1)

Cooler Insights Pte Ltd0223

ID:

Creating a New Campaign

Navigate to Campaigns:
Click 'Campaign' in the Ads Manager.

Choose Mode:
Select between Simplified and Custom Modes.

Campaign Objective:
Choose from Awareness, Consideration, or Conversion.

The screenshot shows the 'Create new' campaign interface in the Facebook Ads Manager. On the left, a sidebar lists the steps: 1. Campaign, 2. Ad group, and 3. Ad. The 'Advertising objective' step is currently selected. At the top right, there are two mode buttons: 'Simplified mode' and 'Custom mode', with 'Custom mode' being the active selection. The main area is titled 'Advertising objective' and displays three categories of objectives: Awareness, Consideration, and Conversion. Under Awareness, there is 'Reach' (Show your ad to the maximum number of people). Under Consideration, there are 'Traffic' (Send more people to a destination on your website or app), 'Video views' (Get more views and engagement for your video ads), and 'Community interaction' (Get more followers or profile visits). Under Conversion, there are 'App promotion' (Get more people to install and take desired actions in your app cost-effectively), 'Lead generation' (Collect leads for your business), 'Website conversions' (Drive valuable actions on your website), and 'Product sales' (Sell products from your TikTok Shop, website, and app). At the bottom left, there is an 'Exit' button with a dropdown arrow. At the bottom right, there is a red 'Continue' button.

Campaign Objectives Detailed

Awareness:
Maximizes brand exposure.

Consideration:
Drives meaningful engagement.

Conversion:
Encourages specific actions like sales or app installs.

Advertising objective ?

Awareness



Reach

Show your ad to the maximum number of people.

Consideration



Traffic

Send more people to a destination on your website or app.



Video views

Get more views and engagement for your video ads.



Community interaction

Get more followers or profile visits.

Conversion



App promotion

Get more people to install and take desired actions in your app cost-effectively.



Lead generation

Collect leads for your business.



Website conversions

Drive valuable actions on your website.

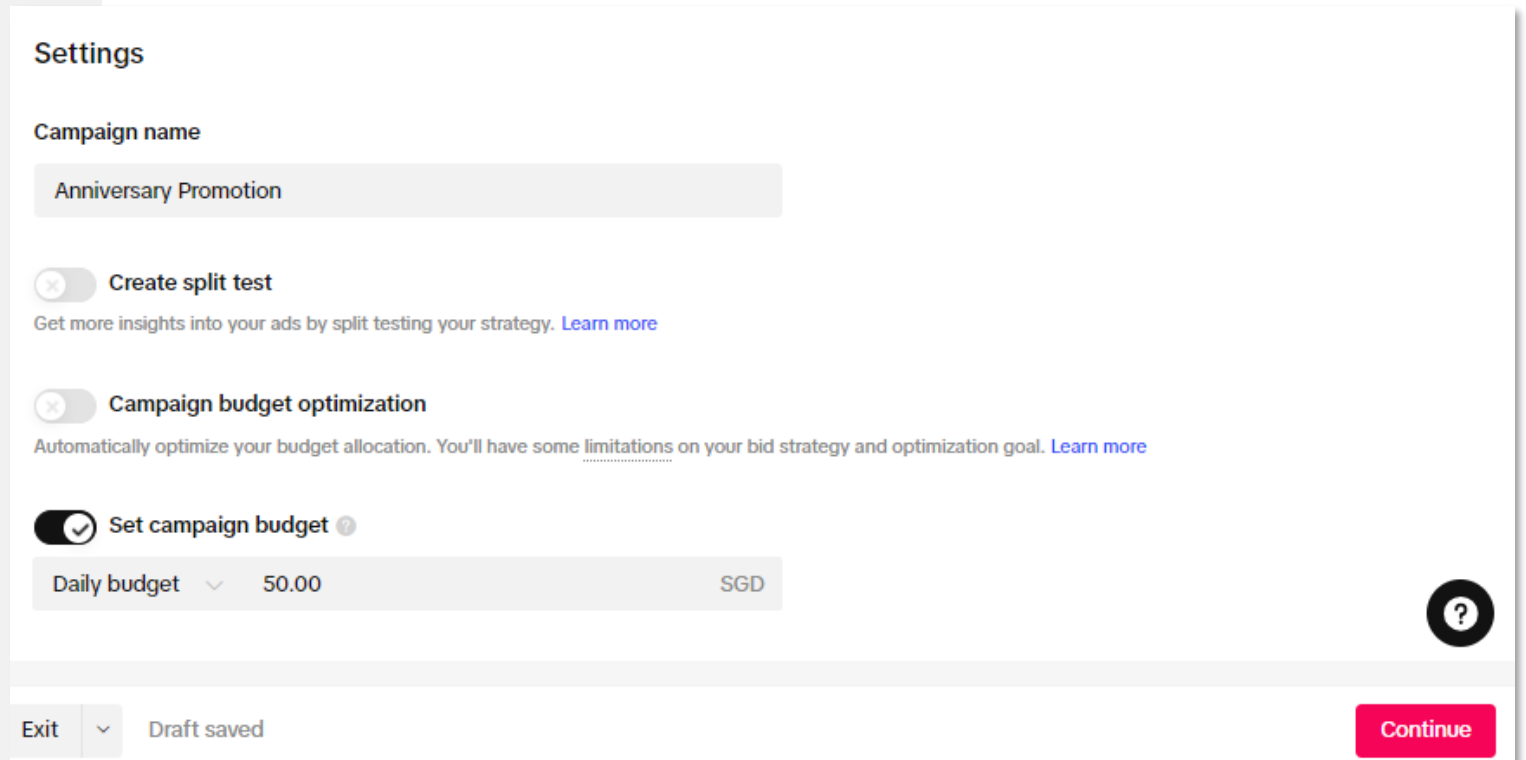


Product sales

Sell products from your TikTok Shop, website, and app.

Naming and Budgeting the Campaign

- Assign a descriptive name.
- Declare special ad categories if applicable.
- Set an overall campaign budget. Minimum Daily Budget of \$50.



The screenshot displays the 'Settings' section of an advertising platform. It includes a 'Campaign name' field with the text 'Anniversary Promotion'. Below this are three toggle switches: 'Create split test' (disabled), 'Campaign budget optimization' (disabled), and 'Set campaign budget' (enabled). The 'Set campaign budget' toggle is accompanied by a text input showing 'Daily budget' with a dropdown arrow, the value '50.00', and the currency 'SGD'. A 'Continue' button is located at the bottom right. A 'Draft saved' status is shown at the bottom left, and an 'Exit' button is also present. A help icon (question mark in a circle) is visible on the right side of the settings area.

Settings

Campaign name

Anniversary Promotion

☐ Create split test

Get more insights into your ads by split testing your strategy. [Learn more](#)

☐ Campaign budget optimization

Automatically optimize your budget allocation. You'll have some limitations on your bid strategy and optimization goal. [Learn more](#)

☒ Set campaign budget ?

Daily budget ▼ 50.00 SGD

Exit ▼ Draft saved

Continue

Creating an Ad Group

- Name the Ad Group.
- Set interaction settings (comments, downloads, shares). Tweak accordingly if you're afraid of trolls.
- Advanced Placement Options.

Ad group name

Young Males (Below 40)

 Template

Optimization location

Select where you'd like to direct traffic. [Learn more](#)

Website

[Hide advanced settings](#)

☒ User comment

We recommend keeping user comments on to help your ads achieve more impressions and conversions. You can hide, pin, and reply to comments using our comment management tools. [How to manage comments](#)

☒ Video download

☒ Video sharing

☐ Pangle block list

To ensure brand safety, undesired media placements on Pangle can be added to block list to help prevent your ads from appearing. However, this will decrease the reach of your ads. [Learn more](#)

Manually choose your targeting placement. [Learn more](#)

☒ TikTok ☒ Include search results

☒ Global App Bundle Powered by Pangle CapCut/Fizzo

☒ Pangle Premium global publisher network, available in some regions. [Learn more](#)

Ad Group Targeting & Content Exclusions

- **Define target audience:** demographics, interests, behaviours.
- **Choose Content Exclusions:** Standard, Full, or Limited Inventory (See <https://ads.tiktok.com/help/article/tiktok-inventory-filter?lang=en>) for more.

▼ Demographics

Location ?

Clear all

Singapore

Singapore ×

🔍 Search or select locations

Bulk upload

Gender

All

Male

Female

Age

All

13-17

18-24

25-34

35-44

45-54

55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

Languages ?

All

▼

Spending power ?

All

High spending power

Ad Group Audiences and Targeting

- Choose Your Desired Audiences
- Includes Custom and Lookalike Audiences (like Meta!)
- Define Interests & Behaviours, and use similar interests and hashtags function

▼ Audience ⓘ

Create a Custom Audience

Select an audience type

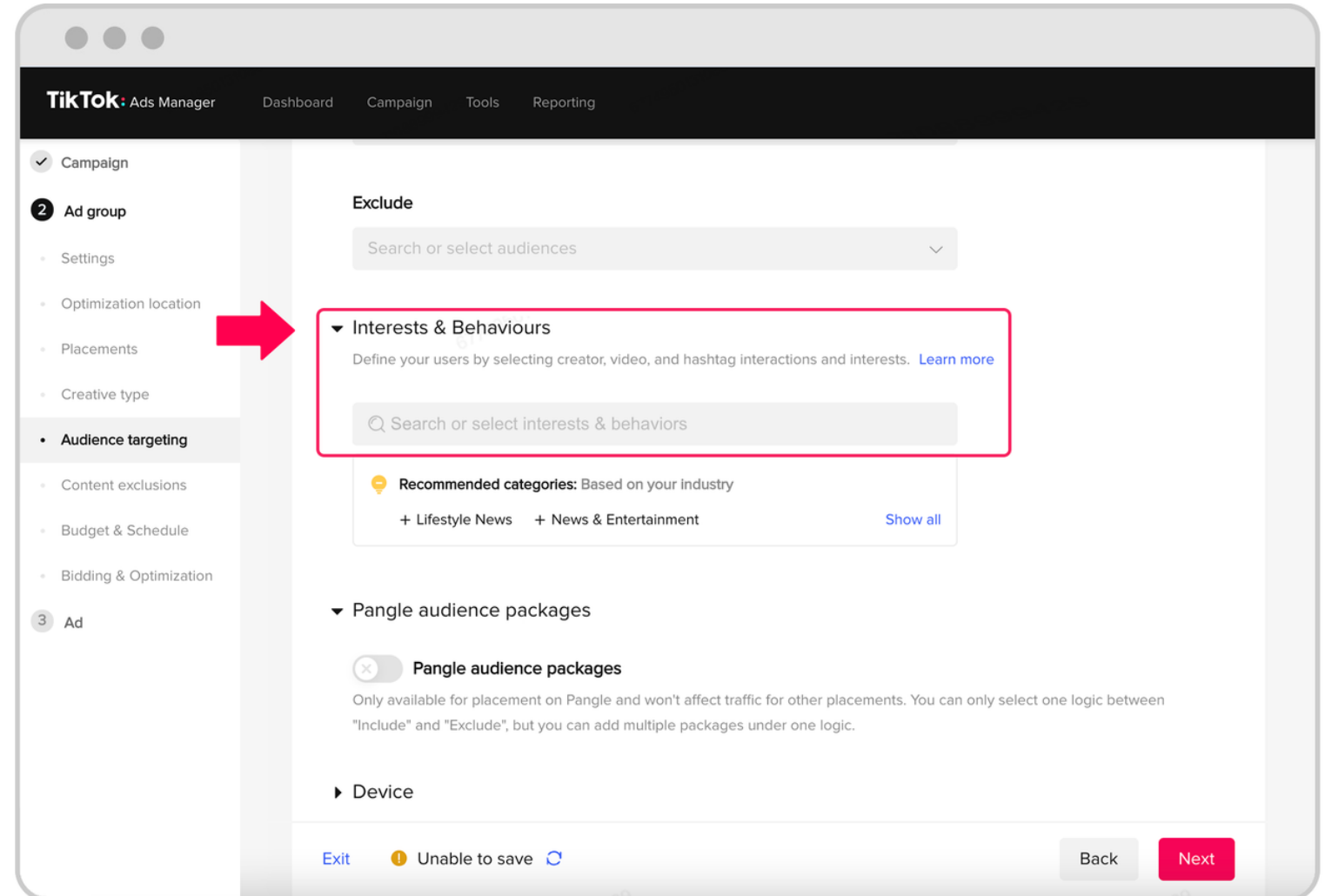
 Customer File Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.	 Engagement Create a list of people who saw, clicked, or engaged with your content.
 App Activity Create a list of people who downloaded your app, or took specific actions, such as making a purchase.	 Website Traffic Use TikTok Pixel to create a list of people who visited or took specific actions on your website.
 Lead Generation Create a list of people who viewed or submitted an instant form in a lead generation ad.	 Business Account Create a list of people who followed or interacted with your Business Account on TikTok.
 Shop Activity Build an audience from people who took certain actions in TikTok Shops.	 Offline Activity Create a list of people who interacted with your offline events activity.

On (We may deliver ads outside of your interests & behaviors selection if it's likely to improve performance.)

Audience

Mastering Audience Targeting

- Demographics
- Interests
- Geolocation



Ad Group Budget and Schedule

- Set a daily budget (minimum thresholds of \$20 per Ad Group).
- Schedule ad run times (all-day or specific intervals).

Budget & Schedule

Budget

Daily budget ▼ 20.00 SGD

Schedule

☒ Set start time to run ad group continuously

2024-01-18 15:31 ⌚

Ad delivery is based on your registered account timezone (UTC+08:00) Singapore Time. Check the [local time of your targeted location](#)

☐ Set start time and end time to run ad group

Dayparting

All day ?

Select specific time ?

Bidding and Optimization

- Select optimization goal (e.g., CPV for video views).
- Choose between lowest cost and cost cap bidding strategies.
- Option for standard or accelerated delivery.

Bidding & Optimization

Optimization goal

Click

Bid strategy



Maximum delivery

Maximize your number of results. [View details](#)



Cost cap

Keep your average cost around or lower than your bid. [View details](#)

[⤴ Hide advanced settings](#)

Billing event ?

Click (CPC)

Delivery type ?

Standard

Your budget and ads are distributed evenly based on the business traffic during the selected advertising period. If the traffic is heavy, your ads are sent more frequently, and vice versa.

Budget and Bidding Strategies

- Daily vs. Lifetime budget
- Bidding options
- ROI metrics



Creating Your Ad Creatives

- **Upload Creatives:** Add videos, captions, and brand identity.
- **Boost Posts?** Use Spark Ads to boost videos from your TikTok account!
- **Destination Page:** Link to website or in-app page.
- **Tracking:** Optional event tracking on various platforms.

The screenshot displays the TikTok Ads creation interface, specifically the 'Ad' step. On the left, a sidebar menu shows 'Campaign', 'Ad group', and 'Ad' (selected). Under 'Ad', there are sub-options: 'Smart Creative ads', 'Ad name', 'Identity', 'Ad details', and 'Tracking'. The main content area is divided into sections: 'Smart Creative ads' (with a toggle switch and description), 'Ad name' (with a text input field containing '2024-01-18 15:43:01'), 'Identity' (with a toggle for 'Use TikTok account to deliver Spark Ads' and a selection area for 'Set what TikTok account you'd like to use'), and 'Ad details' (with 'Exit' and 'Draft saved' buttons). The 'Identity' section shows 'Use account owned by you' selected, with a profile picture of 'Walter Lim'. To the right, there's a 'Preview' section showing a TikTok video player with 'Following' and 'For You' tabs, and a 'Submit' button at the bottom right.

✓ Campaign

✓ Ad group

3 Ad

- Smart Creative ads
- Ad name
- Identity
- Ad details
- Tracking

☐ Smart Creative ads

Create ads with Smart Creative by auto-generating videos that are diversified across ad creatives, asset smart selection and refresh, to ensure your ad groups are continuously optimized for performance. [Learn more](#)

Ad name

2024-01-18 15:43:01

Identity

☒ Use TikTok account to deliver Spark Ads ⓘ

Set what TikTok account you'd like to use ⓘ

☒ Use account owned by you ⓘ

Walter Lim ⓘ

☐ Use other authorized account or post ⓘ

Ad details

Exit ▾ Draft saved

Back Submit

Preview In-feed ▾

Following For You

1281

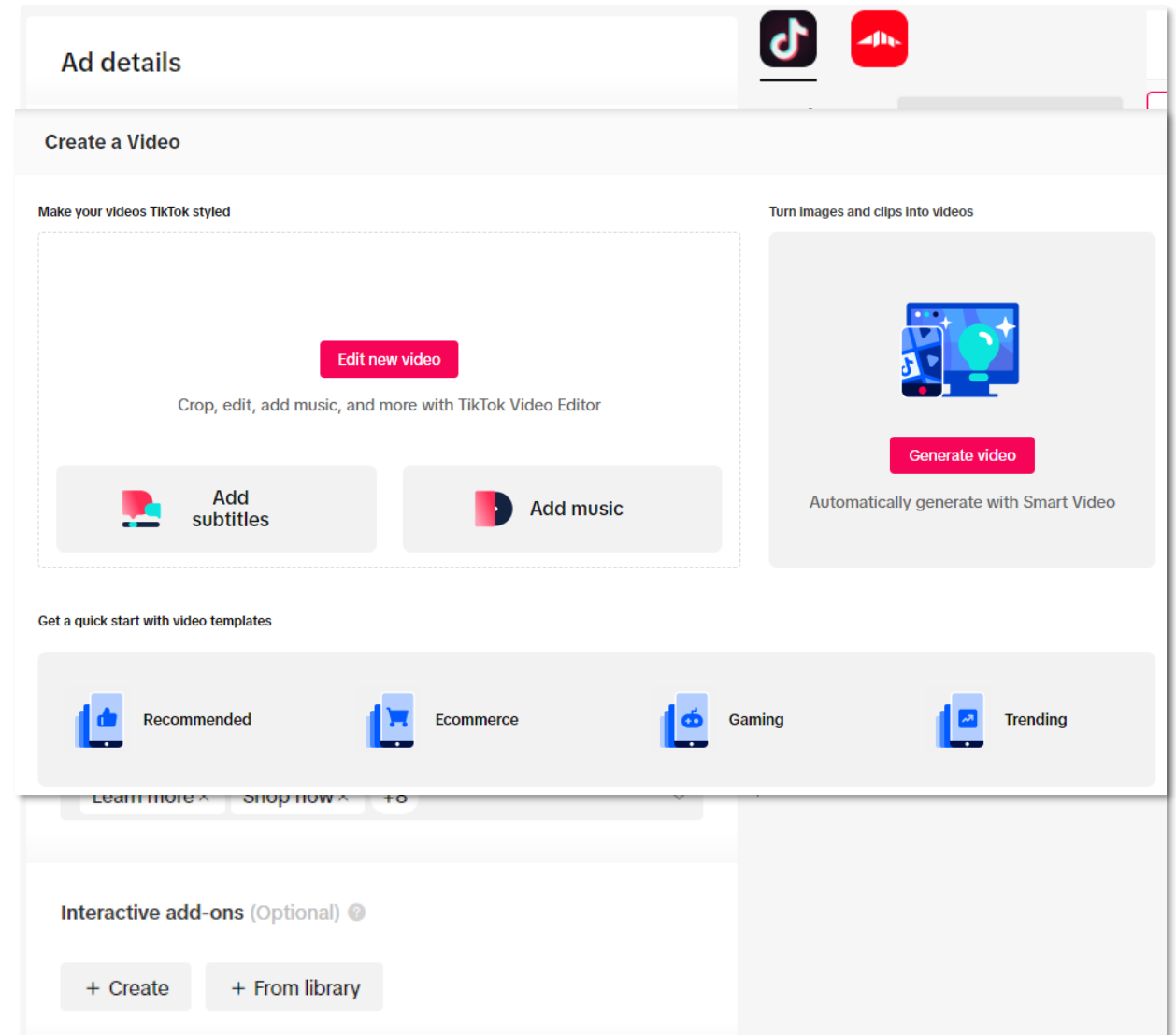
Creating Your Ad Creatives

- **Ad Format:**

Choose between a TikTok post or a video.

- **Ad Creative:**

You can use a creative from your post or add a video. You can also create an entire video from scratch using TikTok Video Editor! Just make sure you got the footages ready.



Creating Your Ad Creatives

- **Text and CTA:**
Optimise these accordingly.
Not too much text ya?
- **Destination Page:**
Link to website or in-app page.
- **Tracking:**
Optional event tracking on various platforms.

Call to action ?

☒ Dynamic
Automatically show different call to action text to different users to maximize performance.
[View selected text](#)

☐ Standard

Interactive add-ons (Optional) ?

+ Create + From library

Destination

Website
URL

TikTok Instant Page ?
Custom page

URL ?

[Preview](#)

☒ Direct users to deeplink first ?

Review and Launch

- Include all Tracking (Pixels) if you wish to do so.
- Review all settings.
- Submit the ad for TikTok's review process.
- Most ads are reviewed within 24 hours.

Tracking (Optional)

TikTok events tracking

Website events

Select pixel

App events

Select app event

Offline events

Select offline event sets

Third party tracking settings

Impression tracking URL

Enter impression tracking URL

Click tracking URL

Enter click tracking URL

By clicking "Submit", you agree to [TikTok's Online Data Terms](#).

Exit

▼

Draft saved

Back

Submit

Conclusion

- Recap of the key steps in setting up a TikTok Ad Campaign.
- Encouragement to experiment and refine strategies based on performance.



Creative Best Practices



- Use engaging visuals



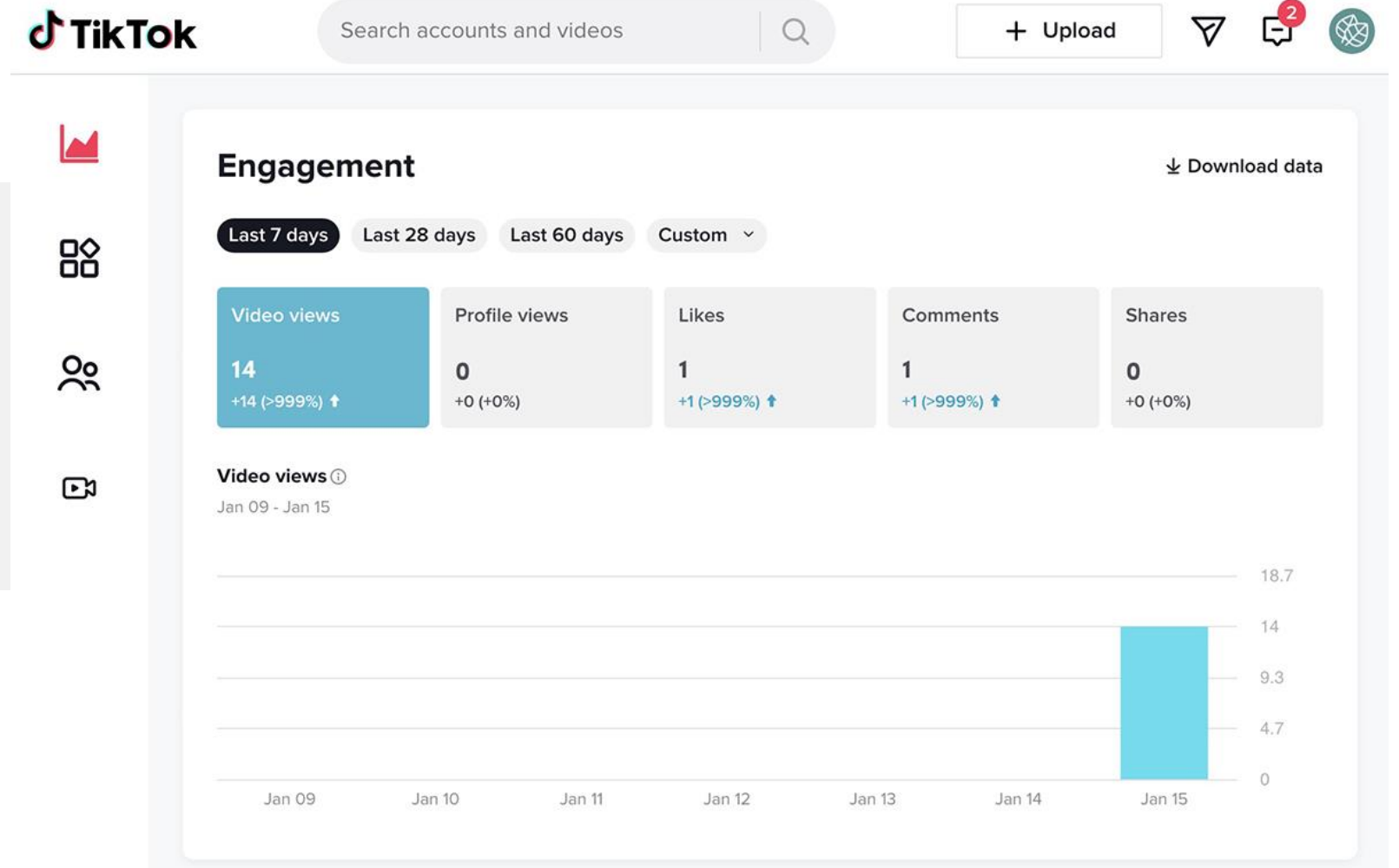
- Incorporate music



- Clear CTA

Measuring Success

- KPIs
- Performance metrics
- TikTok Analytics



Case Study 1: PRISM+

- **Targeting Gen Z:** PRISM+ aimed to engage Gen Z tech enthusiasts through TikTok, focusing on educating this new audience.
- **Content Experimentation:** The brand explored various TikTok formats, using green screen skits and trending challenges, resulting in some videos gaining over 2M views.
- **Engagement through TikTok Shop:** PRISM+ enhanced customer interaction with regular livestreams on TikTok Shop, addressing queries and showcasing products.
- **Significant Growth:** The brand's TikTok presence led to over 16.5K followers, 92K likes, and substantial growth during sales events like the 12.12 Sale.
- **Commercial Success:** PRISM+'s TikTok strategy resulted in 1.4 million product impressions, over \$2 million in Q4 2022 sales, and plans to expand into markets like Malaysia.

When NewJeans' OMG starts playing in the office

No one:

TikTok @prismplus

PRISM+

TikTok @prismplus

watch this customer's reaction to the surprise

>7.8k

Average organic video views

10x

Growth in monthly average sales on TikTok Shop

>4.4k

Average livestream views

Case Study 2: GetGo

- **Targeting Millennials and Gen-Z:** GetGo focused on these groups, tapping preference for sharing-economy platforms and hassle-free travel.
- **Innovative TikTok Content:** Used a mix of pranks, dances, and real-life stories on TikTok to demonstrate the convenience and cost-effectiveness of carsharing.
- **Authentic Engagement:** Emphasized genuine customer experiences and collaborated with popular content creators.
- **Boosting Visibility with Spark Ads:** Used Spark Ads during their App Install Campaign, significantly increasing content reach and improving sign-ups.
- **Measurable Success:** Achieved a 15% growth in followers in under 3 months, engagement rates up to 13%, and over 4.2M views for #GetGoSG, with a 660% increase in video impressions year-on-year.



>4.2M
Views for #GetGoSG

>140
K
Average organic video
views

>47%
Increase in sign-ups



Let's elevate your
whole **creative**
game



Top Ads

Case library



Trends

Hot content



Strategies

Creative guides



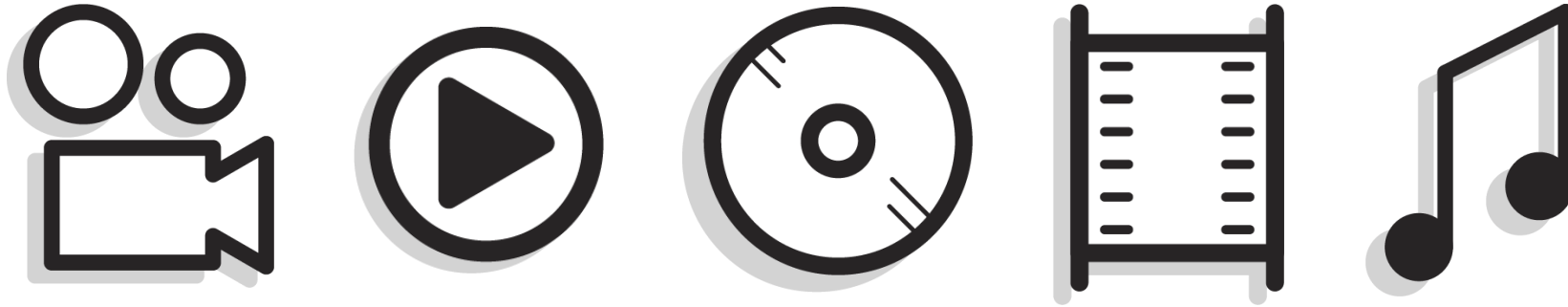
**Creative Tips | Consumer
Electronics**

Unlock your creative potential with our expert
insights into the top Consumer Electronics TikTok...

TikTok Creative Center

- Elevate your creative game with TikTok's Creative Center.
- Visit this link:
<https://ads.tiktok.com/business/creativecenter/>
- Features:
 - Top Ads Dashboard: Explore top-performing ads.
 - Trend Intelligence: Get ahead with trending insights.
 - Creative Tips Finder: Expert advice for your campaigns.

Array of Tools in Creative Center



- Comprehensive tools to perfect your campaigns:
 - **Video Editor:** Edit in-platform.
 - **Video Templates:** Quick content creation.
 - **Interactive Add-on:** Engage your audience.
 - **Script Generator:** Effortless scripting.
 - **Commercial Music Library:** Licensed music.

Summary & Q&A

- Importance of TikTok Advertising
- Key Takeaways
- Open for Questions



Introduction to TikTok Ad Budgets

Understanding TikTok
Budgets



Types of TikTok Budgets

TikTok offers two budget types: Lifetime (total spend over a campaign period) and Daily (spend limit per day). Each campaign or ad group can have its budget type set, which cannot be changed post-publishing.

A	Minimum daily budget	Minimum lifetime budget
Campaigns	\$50.00	\$500.00
Ad Group	\$20.00	Daily budget x No. of days scheduled

<https://www.aspire.io/blog/tiktok-ad-features-and-formats>

Lifetime Budgets vs. Daily Budgets

Budget Settings at Campaign and Ad Group Levels

Delving into Lifetime Budget

Settings

Campaign Name

Create Split Test ☐ A/B test your strategy

Budget ☐ No Limit



A lifetime budget is the cap on spending for the duration of an ad. While it aims to evenly distribute spending, day-to-day allocation may vary.

Understanding Daily Budget

Budget & Schedule

Budget

Daily Budget ▼ 0.00 USD

Schedule

2020-10-27 16:12 ⌚

Time Zone: UTC-05:00

☒ Run Continuously

ⓘ Your ad group will run continuously after the scheduled start time.

Dayparting

All Day ⓘ Select Specific Time ⓘ

The daily budget sets a per-day spending limit. If a campaign uses a daily budget, ad groups must also use daily budgets. However, with a lifetime campaign budget, ad groups can use either type.

Minimum Budget Thresholds

Minimum budgets are set to ensure ad delivery continuity. Campaigns require over 50 SGD, whereas ad groups need daily budgets over 20 SGD, with lifetime budgets calculated accordingly.

TikTok's key budget requirements

Campaign level minimum budget = \$50

Ad group level minimum budget > \$20

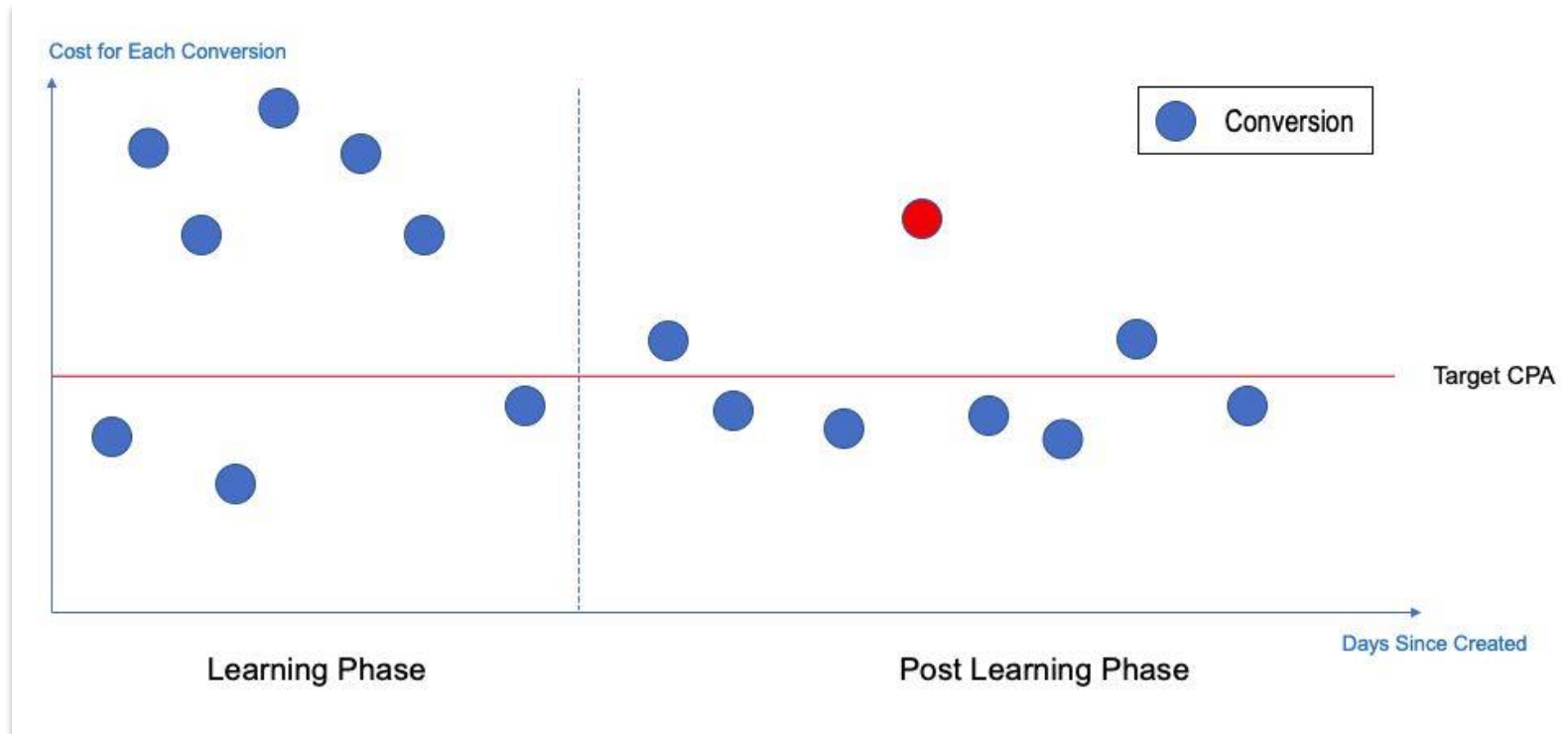
- Campaign Level Minimums

- Ad Group Level Minimums

<https://megadigital.ai/en/blog/tiktok-cpm/>

The Learning Phase in TikTok Ads

The Learning Phase is an initial period where TikTok's ad system experiments to find the right audience, often causing fluctuating CPA. After about 50 conversions, the system gains enough insight, leading to more stable and predictable CPA levels.

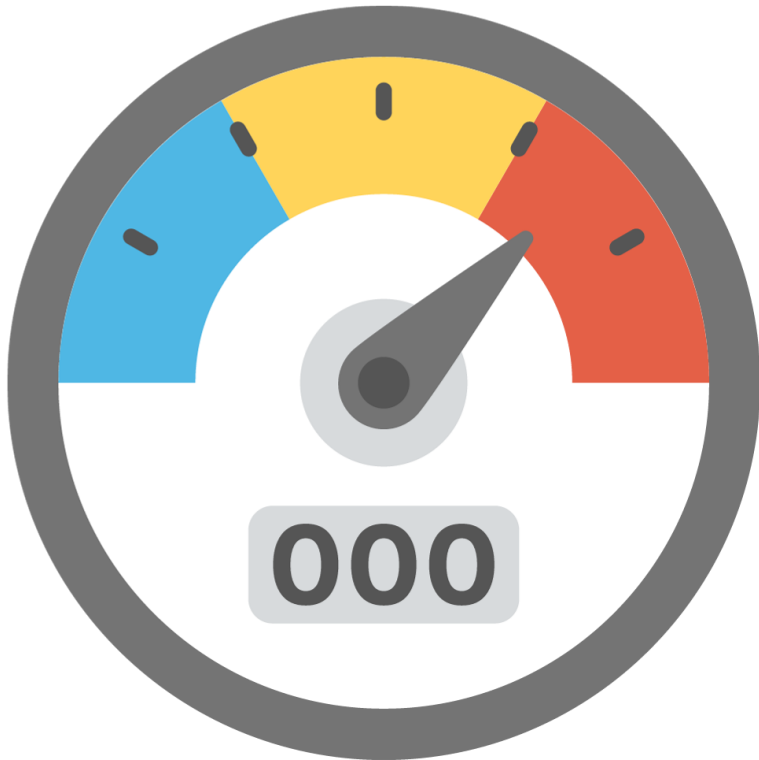


Best Practices for TikTok Ad Budgets



Efficient budget management is crucial. Starting with an open campaign budget and a daily budget for ad groups is advised. Initial budgets should align with targeted CPA metrics.

Optimizing Your TikTok Budget



In conversion campaigns, avoid changes during the learning phase. Post-learning, keep budget and bid changes moderate and allow time for adjustments.

Effective CPA Tracking Post-Learning Phase



Post-Learning Phase, expect CPA to stabilize. Track CPA daily for over 10 conversions, use a 3-day average for 6-10 conversions, and a 7-day average for fewer than 5 conversions. This tracking strategy offsets day-to-day variances, providing a clearer performance assessment.

Making Adjustments During and After Learning Phase

Avoid negative adjustments like lowering bids during the Learning Phase. Instead, consider increasing bids or broadening the target audience for underperformance. After the Learning Phase, optimize ad groups by enhancing creative content or expanding the audience for better results.



Exercise 11:

Use TikTok Ads Manager (20 min)



20 mins



Instructions:

Using TikTok Ads Manager (or a Paper Exercise), please capture screenshots:

1. **Advertising Objective:** Choose between Awareness, Consideration, and Conversion. Detailed objectives under each category help focus the campaign on specific goals like traffic, app installs, or sales.
2. **Campaign Budget:** Decide the overall budget for the campaign. This impacts reach and frequency.
3. **Optimisation Location:** Select where the ad should be optimised - whether it's for more views, higher engagement, or increased conversions.
4. **Placements:** Choose where on TikTok the ad will appear. This can be in-feed, on the Discover page, etc.
5. **Audience Targeting:** Define the target audience based on demographics, interests, and behaviours.
6. **Budget & Schedule:** Set a daily or total budget and schedule the campaign's run time.
7. **Bidding and Optimization:** Decide on a bidding strategy to determine how you pay for ad views or clicks and how TikTok will optimize ad delivery.
8. **Ad Format and Creative:** Choose between Video or Image formats. Use existing creative materials, or create new ones. Ensure the text and Call To Action are compelling and lead to the desired destination.

Google Docs for Group Exercises

Group1: <https://bit.ly/ttmgroup1>

Group 2: <http://bit.ly/ttmgroup2>

Group 3: <http://bit.ly/ttmgroup3>

Group 4: <http://bit.ly/ttmgroup4>

GO TO EXERCISE 11 ON THE GOOGLE DOC

 & These shared documents will be used by your respective group for these 2 days.

The content will be erased the next working day after the workshop ends.

Duplicate a copy for your own reference at the end of Day 2 (before going home), if you wish to keep a copy

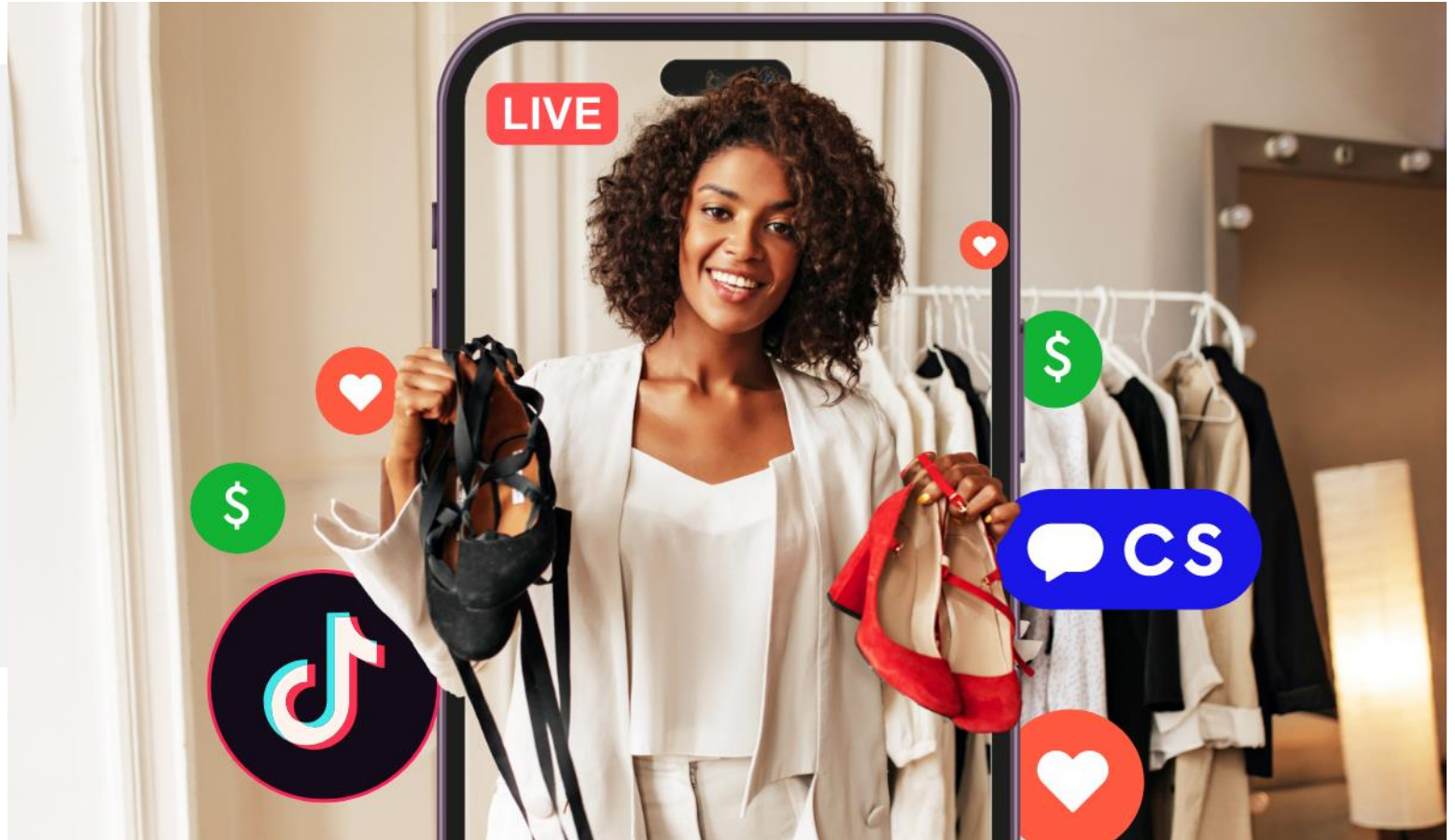
TikTok Shop

The most trending e-commerce platform currently



Why TikTok Shop Matters

- Community-driven trends
- Shoppable videos and LIVE streams
- Empowering brands and creators



What TikTok Shop Offers

- In-Feed Video and LIVE Shopping
- Product Showcase
- Shop Tab



Becoming a TikTok Shop Seller

- Sign up through TikTok Shop Seller Center (<https://seller.tiktok.com/>)
- Go through the steps needed including verification of your ID
- Choose the product category for your shop



Your shop preference

Let's get started to create your shop.

Business type

Individual

Select "Individual" if you are an individual person offering goods for sale on TikTok Shop that does not have a business entity. Please note that this is only for Singaporean and Singapore Permanent Resident (PR) applicants that are 18 years old and above.

Corporate

When onboarding as a company, please select 'Corporate' business type. Please note that company will need to provide a business license.

Shop name

Select product category you sell

Please select the product category you plan to sell. The category information filled in here will not affect product uploading.

Home Supplies

Kitchenware

Textiles & Soft Furnishings

Household Appliances

Womenswear & Underwear

/120

We may verify the primary shop owner. This information won't ever be used for marketing service.

Add in Your Shop Details

- You can also build your shop page with the Shop Page Builder
- Other options include registering for FlashSale, Product Shopping Ads, Shop Ads, Shoppable videos
- You can also manage Payments and keep track of your transactions here
- Other options here include a Growth Center with Missions and Rewards

Yes, TikTok is a master in the art of gamification!

The screenshot displays the TikTok Seller Center interface. On the left is a navigation menu with options: Manage Orders, Manage Cancellations, Manage Returns, Shipping, Shipping Options, Promotions, Campaigns, Promotional Tools, Shop Tab, Shop Page Builder, FlashSale Registration, Product Shopping Ads, Shop Ads, Shoppable videos, Finance, Payments, Transactions, Invoice Center, Apps & Services, Growth Center, My Account, and Seller Profile. The 'Shop Page Builder' option is highlighted. The main content area is titled 'Shop Page Builder' and includes a 'Shop page design' section with a 'Check your new online storefront' message. Below this, there's a 'Payments' section with 'Live Data' (showing 'To be paid next week' and '\$\$0') and a 'Primary bank account' section. A 'History' table is also visible, with columns for Time, Type, Amount, Status, and Ref. Overlaid on the interface are two feedback popups: one asking 'How satisfied are you with the features of Ads page?' and another asking 'Was your experience with Store Design?'. A search bar at the bottom shows 'No Search Results Found'.

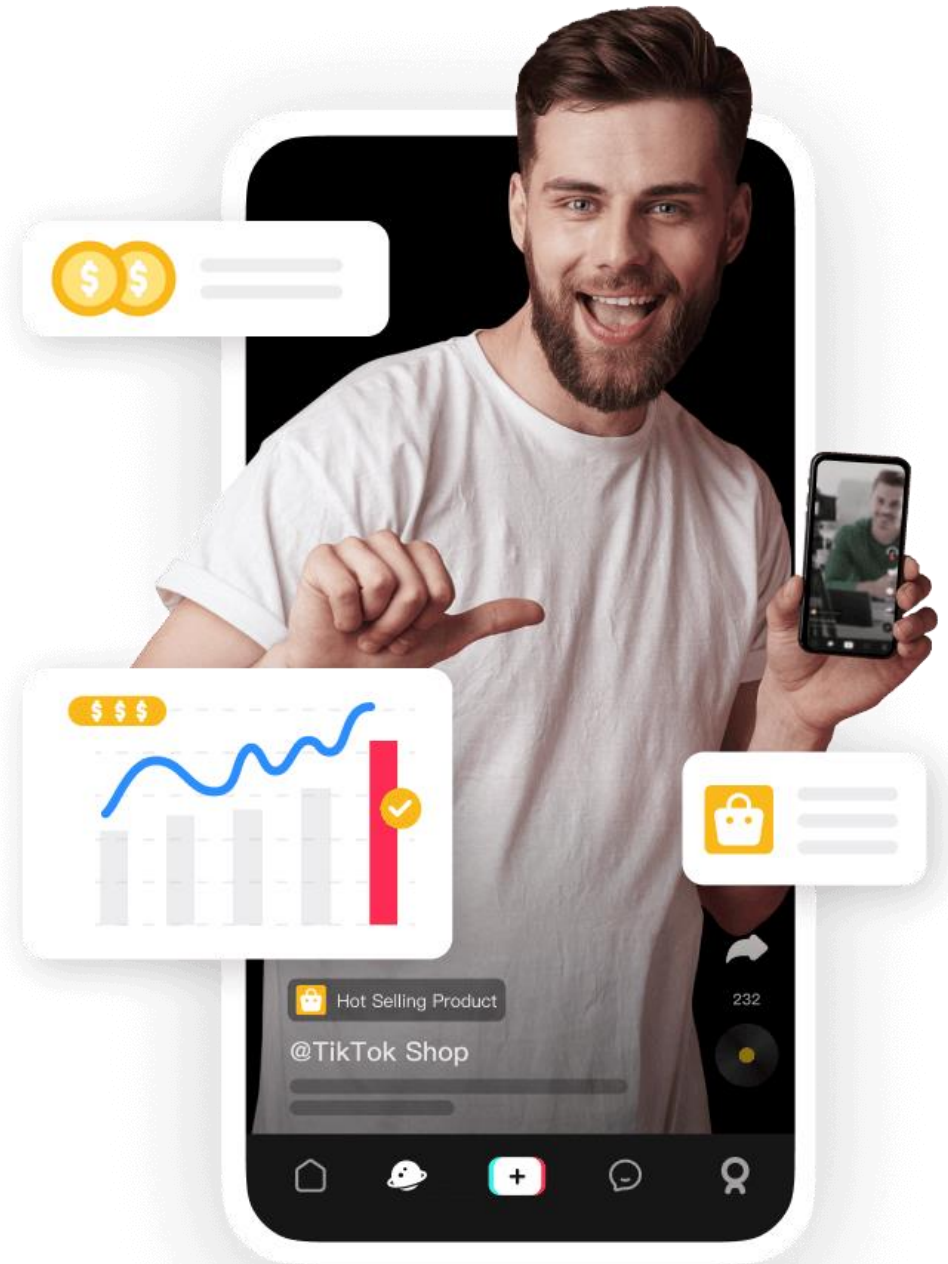
Add in Your Shop Details

- You can fill in your details of the shop, including Adding your first product, connecting your shop to a TikTok account etc.
- You can also manage your Orders, Cancellation and Returns here.
- Shipping is also managed here, including your warehouse and returning warehouse.
- There is also a whole range of promotions and Promotional Tools for you to include in your TikTok Shop

The screenshot displays the TikTok Shop Seller Center interface. At the top, there's a navigation bar with 'TikTok Shop', 'Seller Center', 'Data Compass', and 'Academy'. A sidebar on the left lists various management options: Homepage, Products, Orders, Shipping, Promotions, Shop Tab, Shop Ads, Shoppable videos, Finance, Apps & Services, Growth Center, My Account, and Account Health. The main content area is titled 'Campaigns' and features a banner that reads 'Grow your business with TikTok Shop' with the subtitle 'Tap into TikTok's vibrant, engaged global community to build your business and turn discovery into purchase.' Below this, there's a section 'Get started with campaigns' with a 'Learn more' link. The 'Promotional tools' section is active, showing a grid of campaign options: Product discount, Flash Deal (HOT), Buy More Save More (New), Coupon (New coupon launched!), Bundle Deal (New), and Gift with Purchase (New). Each option includes a brief description, a 'My Promotions' button, and a 'Create' button. A 'Boost sales' button is also present for each campaign type. On the left side of the campaign grid, there's a vertical list of 'All' and 'Invited' campaigns, with a 'MEGA' badge and a '[SG] 2.2' badge. The bottom of the page shows a list of 'SG 2.2 Prosp' campaigns, each with a 'Product cam' icon.

Maximising Product Discovery

- Affiliate Programs (<https://affiliate.tiktok.com/>)
- Shop Ads
- Fulfilled by TikTok – helps reduce risks and fear



Extending Services with Partner Integrations

- Commerce Platform Partners
- Multi-Channel Partners
- Additional Apps & Services



Safety and Security in TikTok Shop

- Product reviews
- Reporting tools
- Easy returns and refunds



TikTok Shop Policies and Community Guidelines

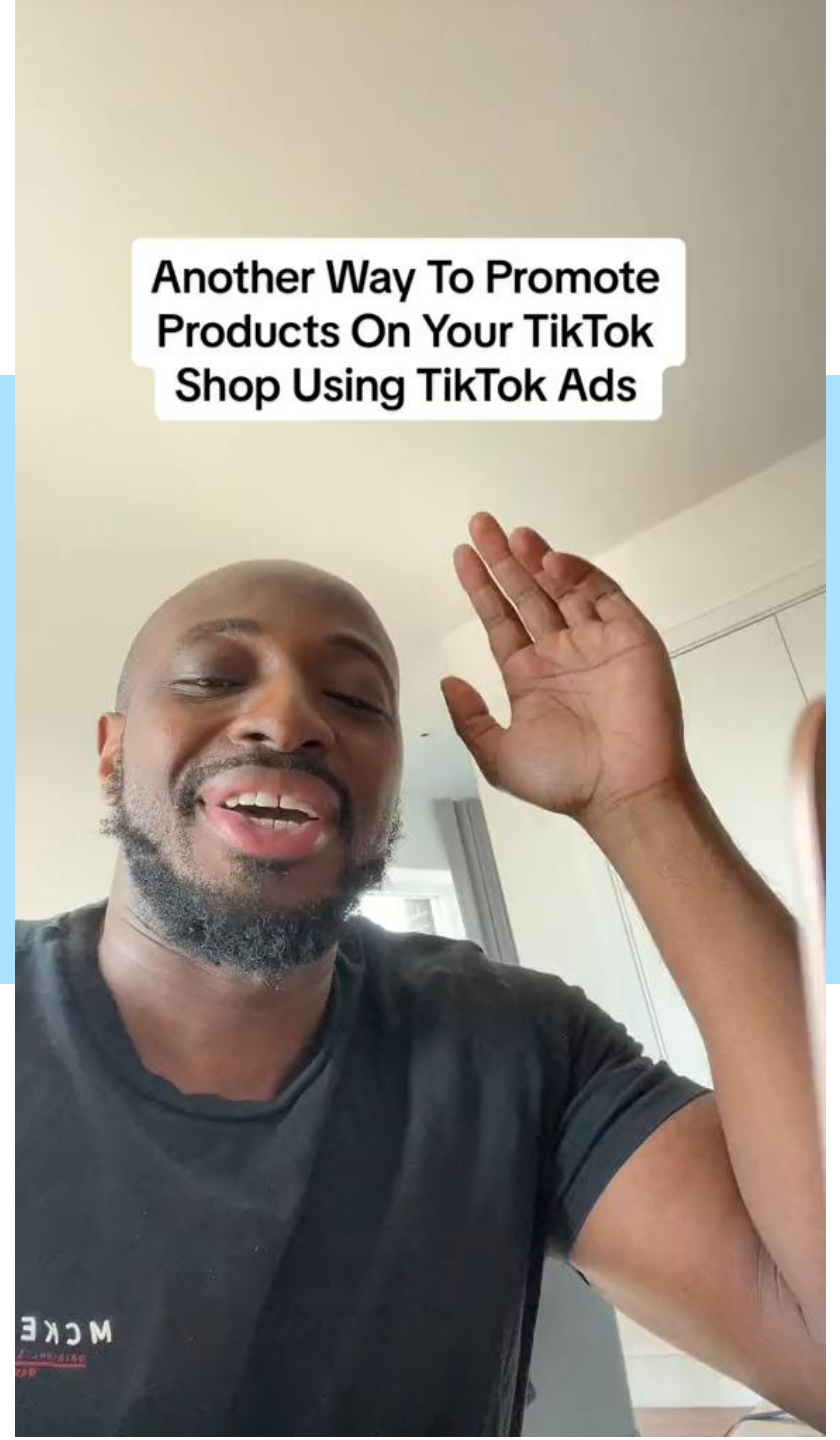
- Adherence to policies
- Manual moderation
- Continuous improvements



Selling Products on TikTok Shop using TikTok Ads:

[How to promote your products in TikTok Shop using TikTok Ads](#)

Another Way To Promote
Products On Your TikTok
Shop Using TikTok Ads



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