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HOW TO OPTIMISE YOUR TIKTOK PROFILE

Edited by:
Valeria De Fabritiis



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I. INTRODUCTION

TikTok is a Chinese social network launched in September 2016, initially under the name musical.ly, which has been depopulated in recent years among Generation Z youth.

This social is based on posting/creating short video clips of varying length (minimum 15 seconds and maximum 10 minutes).

The application has a real video editing system, with a very intuitive use, which has evolved over time,



by providing a wide range of filters and effects with which users can make more engaging their content.

Over time this social has had several updates and for the past few years has made available to advertisers an advertising system with a Business Manager comparable to Facebook's, but different in the operation and efficiency of the pixel.

Unlike any other social, on TikTok individual content have much more relevance



than the entire profile, with the consequence that it is not necessary to have followers to gain engagement and it is not necessary to follow anyone in order to see content from others (in the "for you" section). In fact, the algorithm is able to figure out, on its own, what each individual user might be interested in.

From this point of view it might seem similar to Instagram's explore, but it is not, due to the fact that TikTok shows users one content at a time, avoiding the scattering of attention of those who are looking.



So if at first you do not have followers, there is no need to worry, because the algorithm will show our content directly in organic to many people, with the possibility of it going viral (the more engagement our content has, the more it will be shown) without paying anything.



2. HOW TO EFFECTIVELY START PRODUCING CONTENT ON TIK TOK

1) Set the profile as a creator profile from the beginning, accessing the possibility of having analytics on the progress of our content.

2) Use hashtags that are inherent to what we are telling or showing, that are not too saturated, but not too empty either, so that the algorithm understands who the video content might be shown to.



3) Stay vertical in our niche, to increase the differential factor of our video.

Also, it is always good to create new ones.

4) Understand the nationality of our audience to determine the best time to publish.

5)Always be consistent in publishing, ideally we should publish one piece of content a day (it is advisable to create 7 once a week and then publish one a day).

6) Read the community regulations carefully.



(Never show weapons and nudity, also it is convenient to make fairly bright videos).

7) Always experiment with new content and formats.



3. WHY A VIDEO CAN HAVE 0 VIEWS

1) The main cause could be that it is not published.

Consequently, it is good to respect the rules of the community and always use music that is already in the social's archive, so as not to have copyright problems.

2) To find out if a video of ours is under review just go to our account page with another account and see if it is visible or not.



3) Even some descriptions might send the content into review.

4) Once we realize that our video is under review, it is better to avoid deleting it but rather to put it private (the algorithm does not really appreciate a content being deleted) and edit any banned content.



4. SHADOW BAN

To avoid a shadow ban (blocking or banning your video that results in a severely negative influence on your account's growth and reach) it is good to comply with all community rules.

It typically lasts for 14 days and we will realize we have fallen for it when suddenly our content experiences a sharp drop in views.

To remove the shadow ban, it is necessary to check the potential content



out of the norm.

Once the account is up and running again, care should be taken to post original and innovative videos.



5. HOW TO INCREASE VIEWS ON TIK TOK

Make very bright quality videos in which, if possible, show your face the algorithm in fact has a facial recognition system (when it perceives that there might be children under the age of 13 within the video, the video will surely receive very few views).

TikTok appreciates that the videos are created by real users, showing their faces and interacting with their audience by responding to



questions through additional videos.

-Originality is key: as mentioned earlier, TikTok's video editor is a fairly comprehensive tool overall, with which you can artfully edit your videos with ease.

A great tip would be to change shots often, reduce dead moments, and insert filters that effectively entertain users, to prevent them from leaving the video without finishing it (perhaps insert something really interesting that comes



shown only for a few seconds at the end of the video, so that, to see it better, someone is willing to play it several times)

-Using the right sound is very important: TikTok provides a vast archive of music and sounds that can be used in its content.

By taking advantage of the most popular sounds there is more chance that our video will increase views.

Also keep an eye, through analytics, on which sounds are most liked by our followers to reuse them in videos



futures, can be a good strategy.

Another good strategy might be to go and see what sounds are most used by creators talking about the same topic as us.



6. HOW TO MONETIZE ON TIK TOK

- 1) Create an account, grow it and then resell it.
- 2) Do influencer marketing to promote our products/services.
- 3) Do merchandising (e.g. if you have your own business both offline and online, you can tell about your business/professional life with interactive videos, indirectly promoting your products/services).
- 4) Doing consulting as SMM.



5) Upload your own music, if you are a musician or singer (in fact, there are quite a few artists who have achieved fame through TikTok)

6) Doing TikTok Ads to promote your products or services.

7) Do affiliate marketing.



7. SOME ADVICE ON TIK TOK ADS

(ONLY FOR THOSE WITH SOCIAL SKILLS ALREADY)

-Targetable interests are not very detailed compared to Facebook, so it is advisable that in the first testing phase you set more ad groups without interest, so that the algorithm figures out which are the best users to show our ad to.

Next, turn off the ones that do not yield and duplicate the others.

-You cannot place a



daily budget lower 20\$,
consequently at the beginning it is
advisable to have it at least 25\$ with
a bid per result (Bid) just lower and
then lower it slowly (at the
beginning it is advisable to let
TikTok spend).

In any case, TikTok's Advertising
system is still very "young" and will
surely have further modifications
and implementations in the coming
years.

But since CPMs are still very low
compared to Facebook, if used
wisely and prudently
(if one does not want to lose



budget) can be a valuable channel in which to do ADV, especially to reach a youth audience.





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SOURCES:

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