

TikTok Marketing (Self-Paced)

Learn how to use TikTok for video-based marketing campaigns and create attention-grabbing content that drives sales and builds your following. This accelerated workshop explores the commercial side of TikTok and helps students develop a marketing strategy that works for them.

For more information, visit
<https://cl.nobledesktop.com/courses/tiktok-marketing-online>



hello@nobledesktop.com • [\(212\) 226-4149](tel:(212)226-4149)

Course Outline

TikTok Marketing

- Introduction to TikTok
- What's New to TikTok
- Understanding the algorithm and FYP
- Creating a TikTok account
- Research trends and topics

Developing a Strategy for Business-Based Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Understanding TikTok SEO

Determining Your Brand Image

- Importance of quality video production
- Trending video content
- Storyboard development
- Audience engagement

Creating Successful Content for TikTok

- Find a theme for your content
- Using songs and filters to increase engagement
- Story building and development
- Editing content through TikTok

Paid Advertising and Shopify

- Ad creation best practices
- Ad optimization
- Ad analytics
- Reasons to use Shopify
- Introduction to Shopify