



TikTok



@tiktok ✓

Following

Followers

Likes

Follow



AACS WEBINAR SERIES

How to Use TikTok to Promote Your School



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What is TikTok?

VIDEO-ONLY SOCIAL PLATFORM

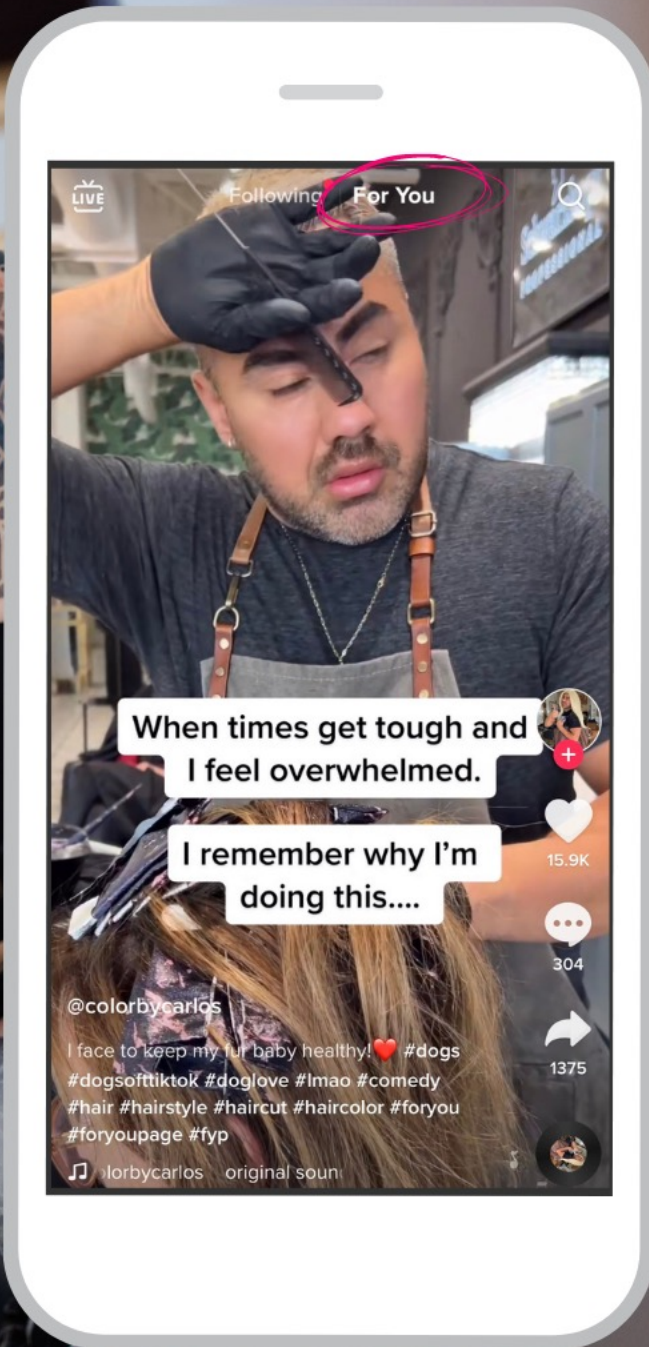
Launched in 2018
500 million monthly users in first year
2020 was the most downloaded app globally
By Sept 2021, grew to 1 billion

How it works

Your personalized FYP (For You Page) is filled with content that includes your interests, what's trending with your demographic, similar to the content you engage with regularly, challenges, trending sounds/music.



FYP





Who's on it?

UNDER 18

3% of users

18 - 24 YEARS

16% of users

25 - 34 YEARS

Largest demographic at 26% of users

35 - 44 YEARS

18% of users

45 - 54 YEARS

14% of users

55 - 64 YEARS

11% of users

65+ YEARS

11% of users



Who's on it?

UNDER 35

71% of users

25 - 34 YEARS

Most popular age group

18 - 24 YEARS

Second most popular age group



Who's on it?



UNDER 18
28% of users

18 - 29 (GEN Z)
Grew from 35% of users to 48% in one year

30 - 49 (MILLENNIALS & GEN X)
20% of users



Who's on it?



UNDER 18

28% of users



18 - 29 (GEN Z)

Grew from 35% of users to 48%



30 - 49 (MILLENNIALS & GEN X)

20% of users

This is your demographic!

ADDICTIVE

The average user

- + Opens the app 19 times a day
- + Spends 90 min per day on it
- + Now spends more time on TikTok than YouTube





ORGANIC

Over 1 billion users

- Content can be up to 3 min long (1 minute is preferred).
- TikTok's unique algorithm makes it likely your business' posts will end up on your ideal client's For You Page.
- The more exposure you have, the better chance you're going to have in getting new leads and building overall brand awareness
- TikTok evolves with trends. And every week, there are new ones.
- The For You Page is the app's 'explore page', which showcases an endless feed of trending videos for TikTok users to enjoy and engage with.
- Consistency is key. Keep posts coming by posting on a regular basis if possible.





Overview



01

People don't come to TikTok to learn about your brand and its products

02

03





Overview



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People don't come to TikTok to learn about your brand and its products

02

They generally go there for entertainment or to share their creative endeavors

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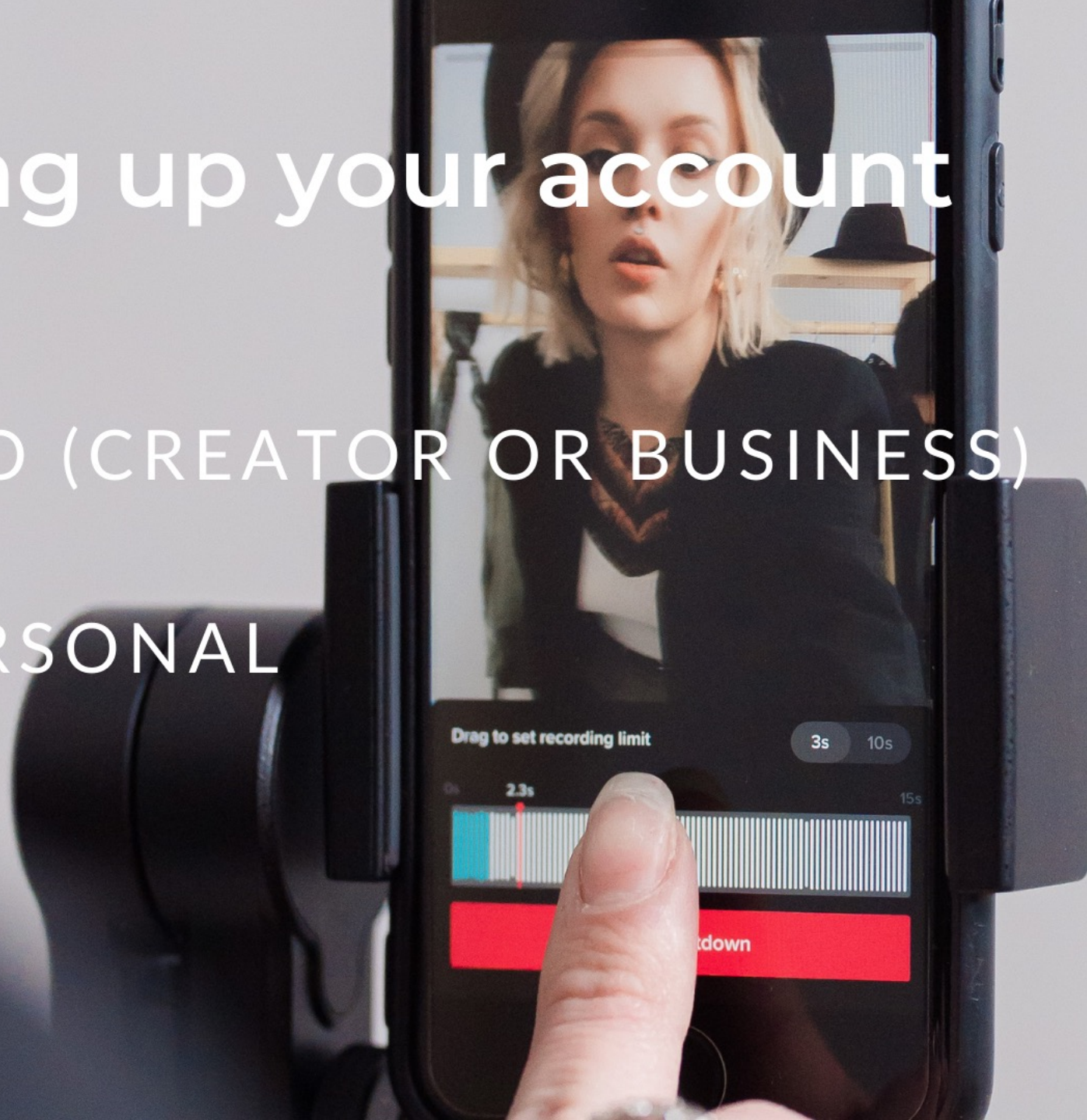
03



Setting up your account

+ PRO (CREATOR OR BUSINESS)

+ PERSONAL



SETTING UP

PRO ACCOUNT

- + Real-time performance tracking and stats
- + Partner with Influencers
- + Run ads
- + Monetize content (once over 10k followers)
- + Limited on audio library



SETTING UP

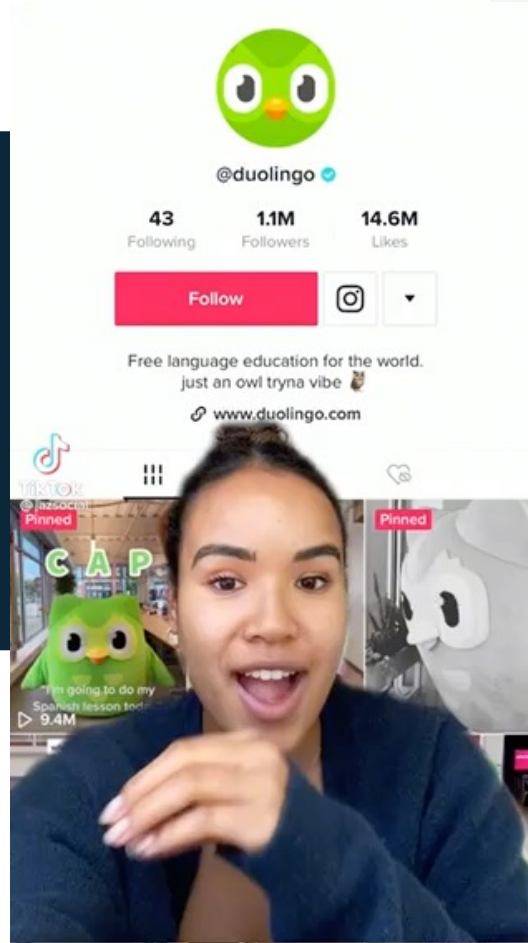
Personal Account

- + Access to all trending music audio
- + Easier to go viral with no followers
- + Recommend to start





Keys to Success



TRENDING AUDIO & CHALLENGES

Stay updated weekly with what's trending to see what type of content you should create.

STITCH & DUET

This will get more eyes on your content if it's already trending.

BE AUTHENTIC

Do not overly-produce anything.

AUDIENCE ENGAGEMENT

DuoLingo has gone viral for their comments on other videos. Engage with your audience and comment on other videos (be witty and funny!)



Use trending sounds

This is the BEST way to go viral.



Trending Audio



YOU HAVE TO KNOW WHAT'S
TRENDING

JUMP ON IMMEDIATELY

RELATE IT TO YOUR SCHOOL
AND THE INDUSTRY

BE FUNNY!



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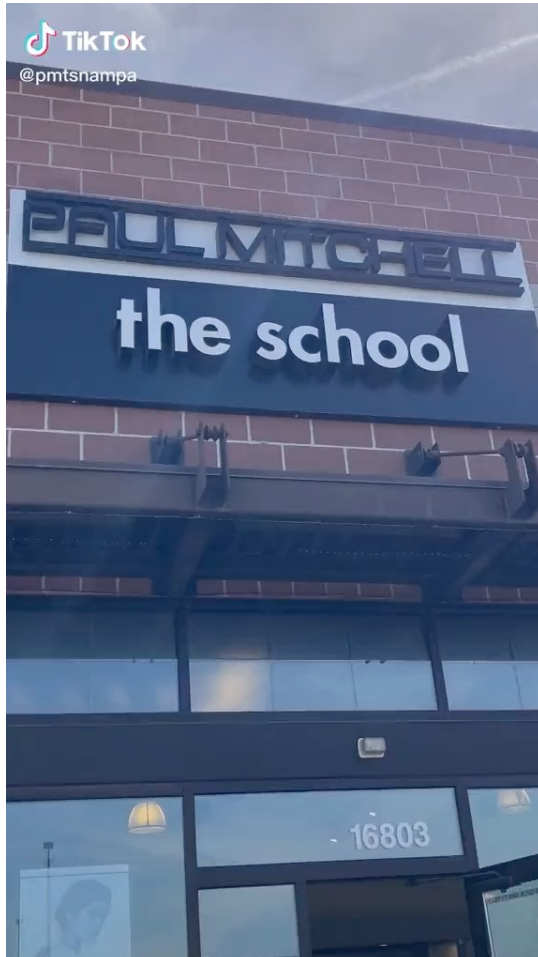
JUMP ON IMMEDIATELY

RELATE IT TO YOUR SCHOOL AND THE INDUSTRY

BE FUNNY!



In the School



01

Entertain your audience with relatable content that matches trending audio.

02

Teach your audience an easy DIY look (hair, makeup, skin care routine, etc.)

03

Show off your school, your expertise, things you'll learn, fun events, etc.

GOING VIRAL

Likes and comments don't matter as much as **average watch time** and **watched full video**.





Hooks to increase watch time

"This is why you're not _____"

"Why is nobody talking about
this. _____"

"I wish I knew about this
_____ sooner."



MORE HOOKS!

GRAB ATTENTION

"This is the biggest mistake people make when _____"

"5 things I wish I knew before I _____"

"I'm telling you, if you're not doing this, you're missing out."

"This is the problem with _____"





GET PEOPLE IN YOUR COMMENTS

BE CONTROVERSIAL





EASY TO FIND CONTENT

INCLUDE A COVER

AFTER YOU CREATE A VIDEO, GO OVER TO YOUR VIDEO BEFORE YOUR POST IT AND HIT "SELECT COVER."

ON THAT PAGE, YOU'LL FIND A TOOLBAR TO CHOOSE FONTS AND COLORS AND WHERE YOU'





AFTER YOU GO VIRAL

REPEAT FOR SUCCESS

PIN IT TO THE TOP

YOUR NEXT POST SHOULD REPLICATE
THE LENGTH, HASHTAGS AND TOPIC BUT
FRAMED A DIFFERENT WAY





TIMING: BEST TIME TO POST ON TIKTOK

GO VIRAL!

- **MONDAY:** 6am, 10am, 10pm
- **TUESDAY:** 2am, 4am, 9pm*
- **WEDNESDAY:** 7am, 8am, 11pm
- **THURSDAY:** 9am, 12pm*, 7pm
- **FRIDAY:** 5am*, 1pm, 3pm
- **SATURDAY:** 11am, 7pm, 8pm
- **SUNDAY:** 7am, 8am, 4pm





Why
did
this
go
viral?





Why did this go viral?



GREAT HOOK

EDUCATIONAL

CONTROVERSIAL

POSTED TUES @ 9PM EST

NOT REHEARSED, OFF-THE-CUFF

Add me on LinkedIn!



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BEAUTY SCHOOLS
marketing group