

# WELCOME TO TIKTOK IN THE CATSKILLS

- TIKTOK.... IN THE CATSKILLS?!
- Run down of today's training...

- What you will receive after this training:
  - How-to guide...
  - Account Set Up
  - How to film videos
  - Hashtags
  - Music Selections



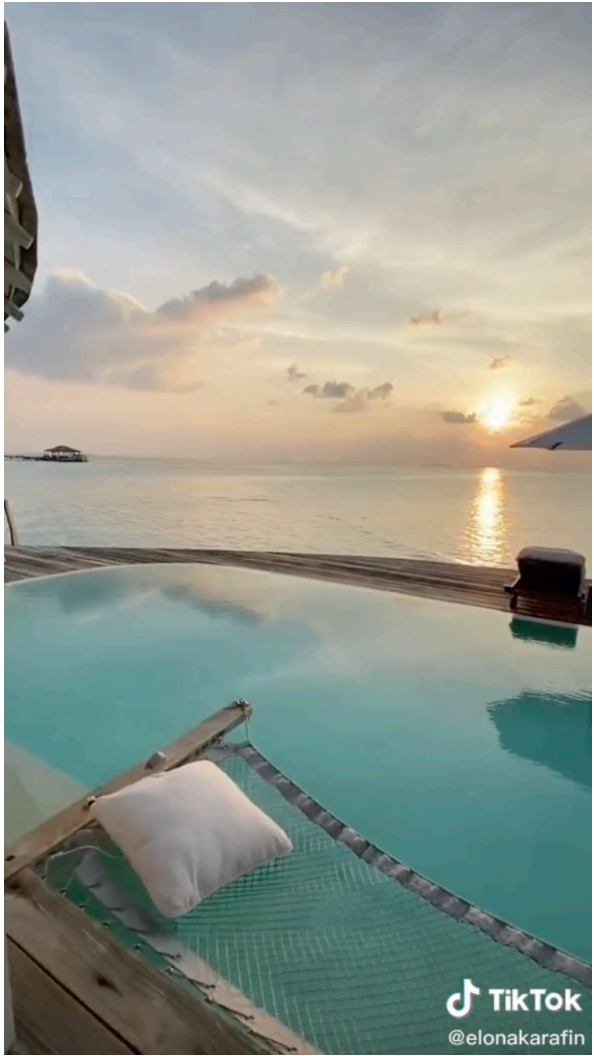
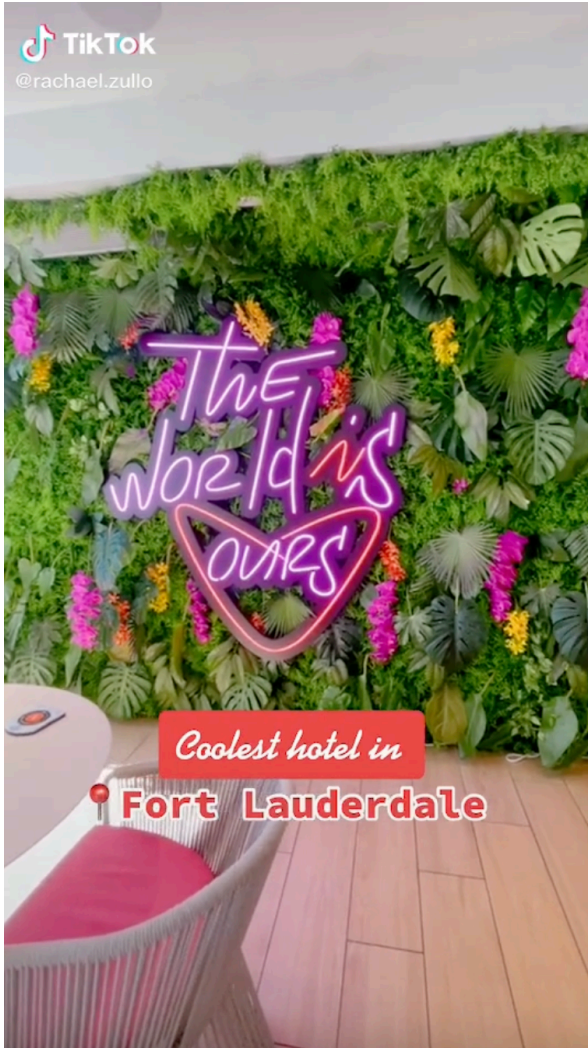
# WHAT IS TIKTOK?!

-TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. The TikTok app has simplified video creation and sharing and taken it to the next level.

-All users have to do is record anything and everything from their daily routines and post it instantly.

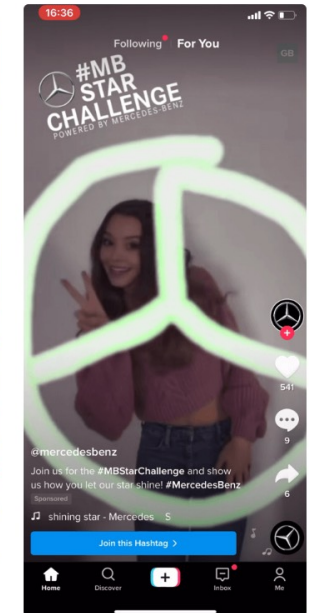
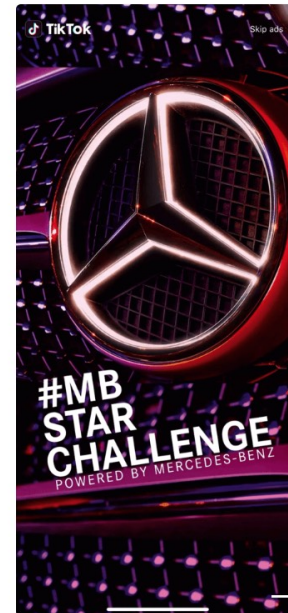
-Due to the short format, neither the video-creation nor the watching process takes much time or effort. The TikTok app also has the potential to become the next big marketing and social networking platform!

# VIDEO EXAMPLES!



# WHY TIKTOK?!

- Quick Growth
  - The algorithm
  - Connecting with local influencers
  - Running ADs on your videos
  - 500 million monthly users



# WHY TIKTOK?!

- Benefits all sizes of business
  - Personal brands
  - Big Brands
  - Small Business



# WHY TIKTOK?!

## -Monetization of Videos

- TikTok's incentive program; Creator Fund
- Extra money for your business!!
- Must hit 10k to qualify
- Small Business



# LET'S FILM A VIDEO:

-Let's walk through how to film a video!!



# ACTIVITY TIME!

-Let's get creative! I will ask a question, and I want to hear some fun answers!



*let's get*  
*creative!*



# QUESTION ONE

**WHAT IS THE FIRST TIKTOK VIDEO THAT YOU DREAM OF MAKING FOR YOUR BUSINESS?**



# QUESTION TWO

**WHAT IS A FUN HASHTAG YOU WILL USE ON YOUR TIKTOK VIDEOS?**



# QUESTION THREE

**WHAT DEMOGRAPHIC OF PERSON DO YOU THINK WILL BE MOST ATTRACTED TO YOUR TIKTOK VIDEOS?**



# QUESTION FOUR

**WHAT IS THE FIRST SONG YOU WANT PLAYING IN THE BACKGROUND OF YOUR A TIKTOK VIDEO YOU MAKE?**



# QUESTION FIVE

**CAN YOU NAME ONE BIG TIKTOK CELEB?**



# FINAL TAKE AWAYS!

- 1.) This may feel like a lot at first, but keep playing with it.
- 2.) This app showcases real people and real experiences.
- 3.) Keep everything you post authentic and on brand.
- 4.) This app is the NEXT BIG THING.
- 5.) This should be FUN, so don't stress.



THANKS FOR JOINING

ANY QUESTIONS?

