



# TikTok Marketing Guide



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# Introduction to TikTok Advertising

TikTok is a social network known for its role in creating new trends and viral challenges. It's particularly popular with young people.

Clubs can use TikTok to connect with younger audiences and grow awareness of their club.

Creating great content on TikTok doesn't have to be daunting, but it is important to consider a number of factors, and work with individuals at your club who use it day-to-day.

**This guide gives you an overview of TikTok – from building your profile to connecting with audiences through quality content.**





# Setting Up Your TikTok Business Account



# Setting Up Your Business Account

TikTok Business Accounts are free to set up, and perfect for rugby clubs. There are a few differences between a business and personal account to consider:

Business accounts can access business tools like ads and analytics

Business accounts have limited access to sound clips

Business accounts can use third-party tools to schedule and manage TikTok content

Business accounts can add a website link to their profile

Although TikTok business accounts have limited access to the sound library, the additional features outweigh that.



# Setting Up Your Business Account

1

Download the TikTok app and create a new account.

2

Tap the hamburger menu on your TikTok profile's top right corner.

3

Select "Settings and Privacy."

4

Click "Manage Account."

5

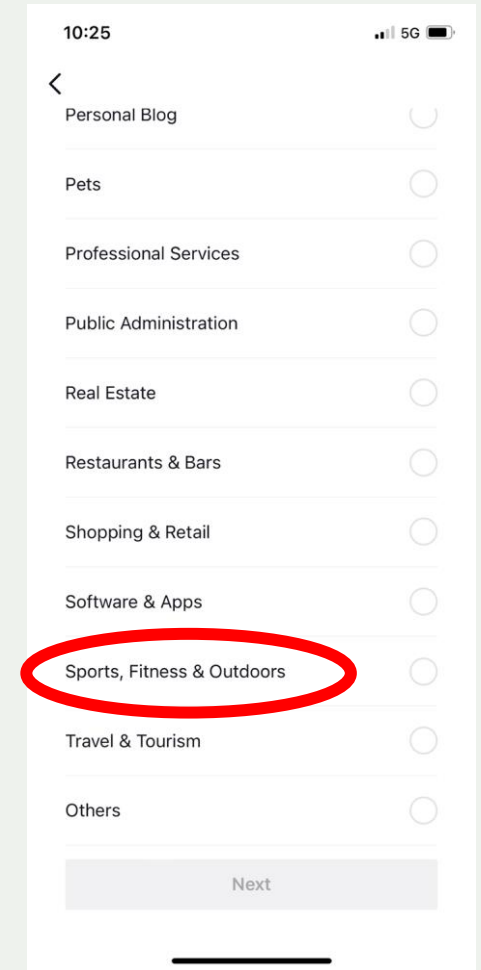
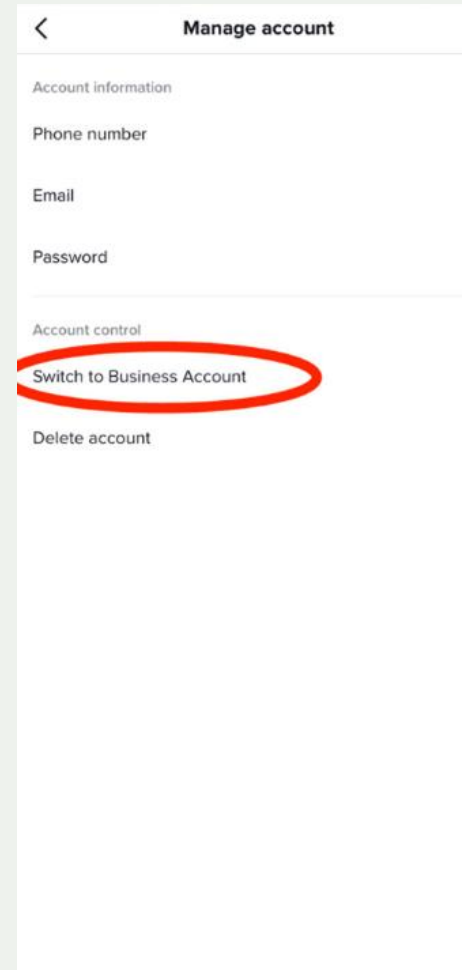
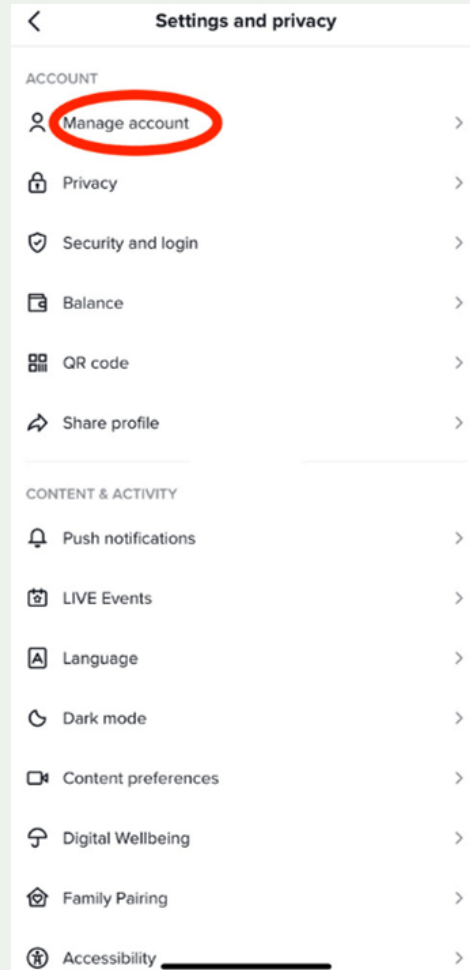
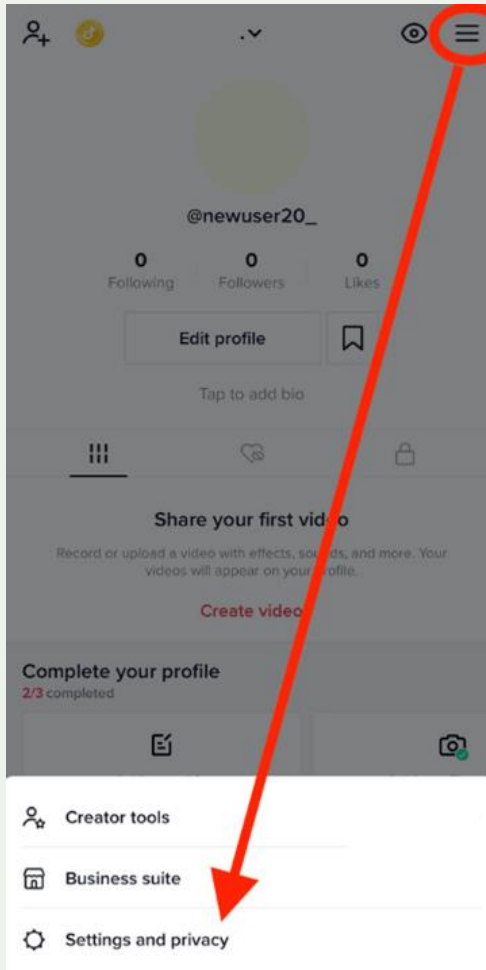
Tap "Switch to Business Account."

6

Choose the category "Sports, Fitness & Outdoors"



# Setting Up Your Business Account (Visual Guide)





# Tips for Building Your TikTok Marketing Strategy

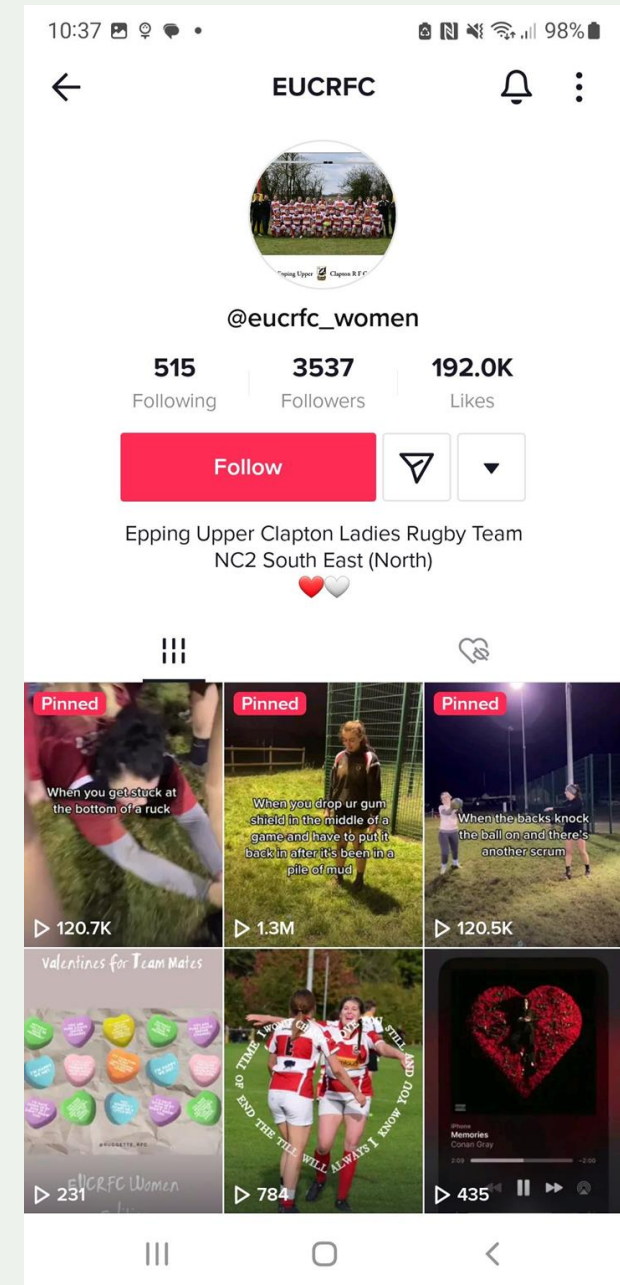




# Brand Your Account

After creating your TikTok business account, the next step is to optimise and brand it to ensure it aligns with the rest of your social media profiles. To brand your TikTok account, follow these steps:

- 1 Tap on “Edit Profile”
- 2 Add a high-resolution version of your logo as a profile photo or video.
- 3 Input your club name as your name and username
- 4 Write a brief 80-character bio describing your club
- 5 Provide your club’s contact email
- 6 Connect your Instagram and/or YouTube accounts to your TikTok profile





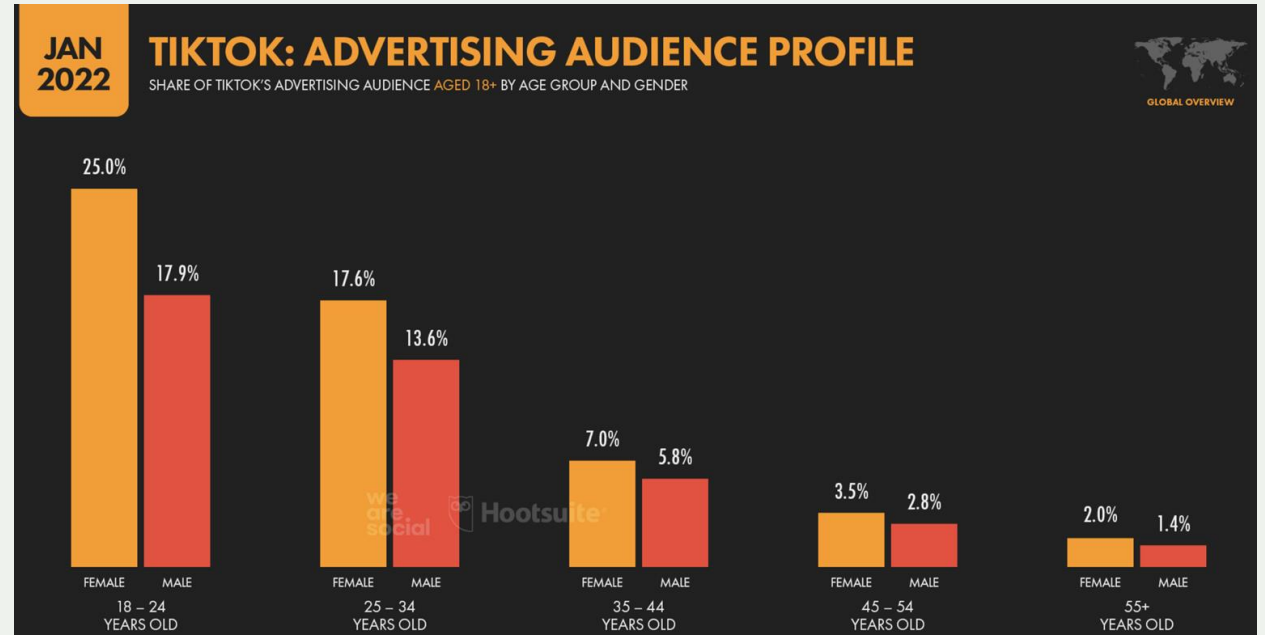
# Define Your Audience

In order to ensure that your TikTok marketing strategy translates to actual business results, it's important to identify and target your ideal audience.

While TikTok has a predominantly young user base, with 25% of users aged 10-19, there is still a significant number of users between the ages of 20-49. However, it's important to dive deeper into the demographics of your specific target audience.

Conduct your own research and create a customer persona that accurately represents the characteristics of your target audience. This will help you create content that resonates with them and drives meaningful results for your business.

**Read more about defining your audiences in the Rugby Audiences Guide. Use the Social Toolkit to create and document your target audiences.**





# Creating Great Content for TikTok



# Creating Videos

The next step is to create compelling TikTok videos. Begin by conducting some research by exploring the platform, especially your "For You" page, if you're not already an avid TikTok watcher. It's essential to know the types of videos that are popular on the platform. Additionally, look at the TikTok Discover page to see what's trending, including hashtags, sound bytes, and accounts.

This information can give you a bird's-eye view of what's popular, helping you discover inspiration for your own TikTok content. Take a look at other clubs on TikTok to see what they're doing well and how you can emulate their tactics in your videos.

To connect with your audience, test different types of videos, and assess which types of content resonate best. Variety is critical, so try showcasing your club in action, creating funny videos using popular sound bytes, or filming your players or non-playing staff.

Content ideas can be found on the **How to Create Great Social Content** resource.





# Creating Videos

To make a splash on TikTok, you must post content consistently. TikTok recommends posting 1-4 times per day, but you should start by publishing at least twice a week. To create your first TikTok video, follow these steps:

Tap on the middle “+” icon at the bottom of your screen to open the camera and start recording.

Adjust video length with the scrollbar. Record up to 60 seconds by combining four 15-second videos.

Edit your recording with the right-hand panel tools. Adjust the speed, add effects, filters and add music from the TikTok audio library.

Tap the red record button to start recording, and hit it again to start a new clip if needed.

Preview the video by selecting the checkmark, and further customise it by adding text, sounds, effects, voiceovers, stickers, and captions.

Tap "Next" to add a description, adjust settings, and include hashtags for better visibility. Hit "Post" to publish your TikTok.



# Using Existing Video

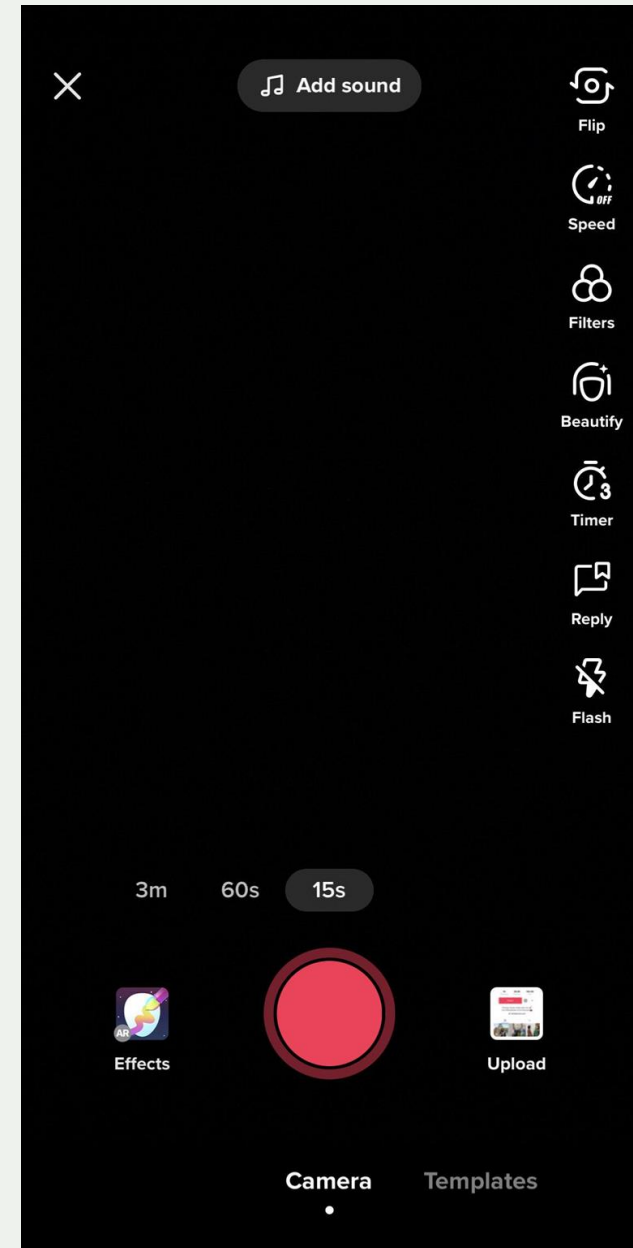
You can also use existing video to create TikToks. If your games are filmed for analysis, then you can take snippets of the game film to post on TikTok. Here's how to do it:

Step 1: Tap on the “+” icon at the bottom of your screen and select the “Upload” option located next to the record button. This will open up your camera roll, where you can choose the pre-recorded video you want to upload.

Step 2: Choose the video or videos you want to upload. The great thing about this option is that you can upload videos longer than 60 seconds. In fact, TikTok has increased its maximum video length from 3 minutes to 10 minutes.

Step 3: After uploading the desired video or videos, you can customise it just like before. Use the tools from the right-hand panel to add text, stickers, voiceovers, filters, voice effects, captions and effects to the video. You can also add sound to the video from the TikTok audio library.

Step 4: When you're done editing the video, tap the “Next” button, then add a description and change the settings before hitting “Post”.





# Sound on TikTok

On TikTok, the sound recorded with your video is automatically saved as an original sound. To use this sound in a new video, go to your uploaded video and tap on the audio icon located at the bottom of the screen. Then select "Use this sound."

For business users, TikTok has the Commercial Audio Library which features royalty free music that clubs can use. There are many categories that you can pick from including 'Sport'.

| Track                  | Artist            | Duration | Usable Placements                  | Tags                 |
|------------------------|-------------------|----------|------------------------------------|----------------------|
| Lazy Sunday            | BCD Studio        | 01:26    | TikTok, Commercial, Original Sound | Chill, Hip Ho...     |
| feeling                | BCD Studio-LI     | 00:24    | TikTok, Commercial, Original Sound | Happy, Electro...    |
| Calm LoFi song(882353) | S_R               | 02:10    | TikTok, Commercial, Original Sound | Chill, Electro...    |
| FEEL THE GROOVE        | Queens Road, F... | 00:15    | TikTok, Commercial, Original Sound | Excited, R&B/Soul... |
| dance(256762)          | TimTaj            | 02:20    | TikTok, Commercial, Original Sound | Dynamic, Electro...  |



# Monitoring TikTok Analytics





# TikTok Analytics

The final advice is to monitor your TikTok analytics, which you can only access by switching to a business account. Analytics can be very beneficial in identifying your most successful videos and the best time to post each day.

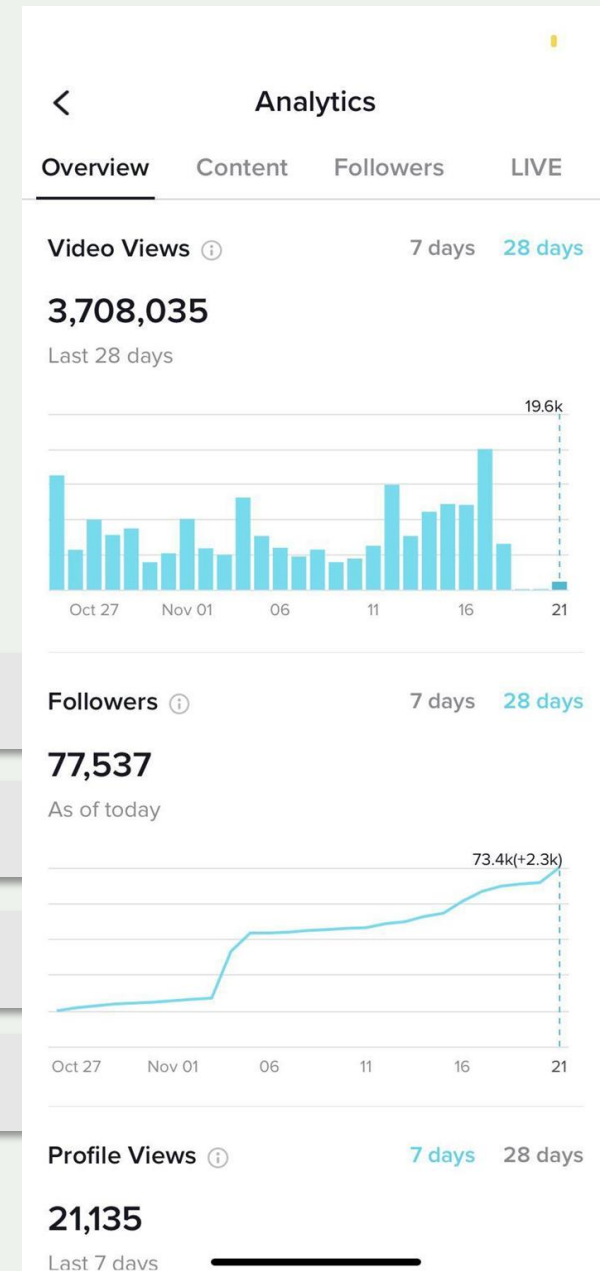
Some of the key metrics to track are:

Video views: how many people see your content

Growth rate: how many followers you are getting over time

Trending videos: which content is rising in popularity

Average watch time: how long people watch your videos for



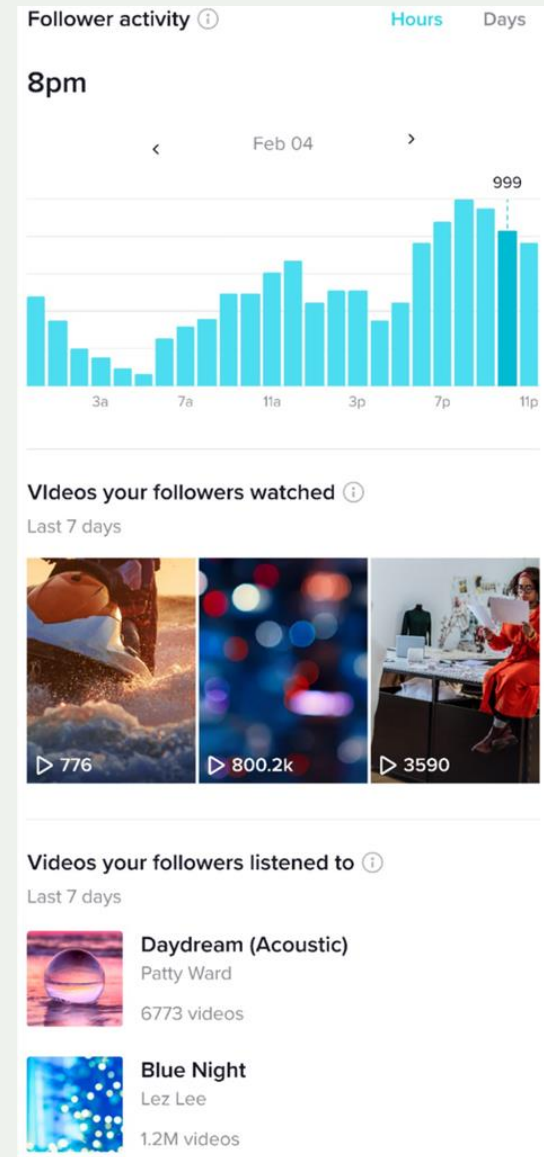


# Using Analytics

Although analytics can provide valuable insights into your video's performance, it's not necessary to rely solely on them when planning future content.

Instead, take a broader approach and use analytics as a tool for gaining insights rather than dictating your strategy.

If you notice a video performing differently from previous ones, don't panic. Fluctuations in viewership are common. Instead, examine your analytics to identify differences in metrics like watch time and engagement. This analysis can help you understand what appeals to your audience and inform your approach to creating videos that resonate with them.





# Top TikTok Tips



# Top TikTok Tips

|                          |   |
|--------------------------|---|
| Collect video in advance | Whether it's self-produced or user-generated, getting video in advance allows you to plan more diverse, high-quality content              |
| Prioritise brief videos  | Shorter videos, ideally between 10-15 seconds in length, tend to receive more views   |
| Use in-app features      | Elements such as text overlays and trending songs or sounds make your content up to date and increase the chance of it getting more views |
| Write captions           | Captions give you the chance to add more personality to the post, and credit anyone who's featured in the content                         |
| Use hashtags             | TikTok algorithms mean that adding relevant rugby-related hashtags to your posts will increase their reach                                |



For more ideas and insight on how to grow your audience on TikTok, take a look at the [Creating Great Social Content](#) resource.