Gerardo Perez:

Next up, let's talk about your brand on TikTok. Starting off with your content pillars. With each and every client that I work with, I start off by establishing their content pillars. So you may be asking yourself what exactly is that. Let me explain.

I believe that every brand on TikTok should have three to four different content pillars. One of which could be trending sounds. Another one could be a specific series, and another one could be something that actually encourages community engagement, such as comment responses. At times, you'll actually notice that some of these pillars actually blend together and that's okay.

The main reason that these pillars exist is for you to actually be able to visually see what your strategy is, so that when it comes to actually planning or scripting your content, you have a clear vision on what to make. I've also found that having a variety of content pillars specifically for brand accounts is incredibly helpful when it comes to diversifying the type of content on your page.

Going back to the notion that everyone wants to go viral on TikTok, of course. Who doesn't. But the fact of the matter is that it's not that simple. Your success on TikTok is going to come in waves. You're going to have one video that makes it big, and it's going to draw in new audiences. You'll be addicted to those numbers and perhaps even a little bit high off of that dopamine rush.

But the fact of the matter is that not every single video is going to go viral and you can't actually forget about the audience that you actually built. So some of these pillars actually appeal more so to the aspect of potentially going viral, and some of these pillars are designed and meant to nurture your existing audience. Having a balanced strategy of these three different pillars is going to allow you to actually have more consistency on the platform, which at the end of the day is in my opinion, the name of the game.

When you're starting out, don't get caught up in the numbers. Don't get caught up in the views. Your main goal and your main focus should be building up momentum so that you can actually have consistency. Your first videos, they're probably going to suck. And that's okay. I know mine did. But as you continue to actually put in the reps, you'll notice that your content is going to significantly improve. And as a byproduct, you're giving yourself a better shot to actually have success on the platform.

So when it comes to crafting or designing your personal brand pillars, I want you to take a couple things into consideration. Remember that the goal of having these specific pillars is to just give you a visual of what your overall strategy is. When you're crafting these specific pillars, some of the things I want you to keep in mind is, am I serving my audience? And am I showcasing just how awesome my brand or business really is? On top of that, I want you to be mindful of the overall tone and voice that you want to adapt to your specific content.

Remember that people love doing business with people that they like, know and trust. This is why we've seen so much success in the creator economy and actual creators starting their own business. So I want you to think of yourself as your brand mascot, pretty much. So don't be afraid to actually let your personality shine through. This is going to help you build a lot more rapport with your potential customers and hopefully nurture a more engaged audience.

Another thing I want you to keep in mind is that your content is actually going to be evolving over time. As you continue to improve your content, you're also going to be redefining your voice. You'll notice that you start getting a little bit more comfortable on camera and actually making these TikToks and potentially even sprinkling in a little bit of wit from time to time.

I think the goal here is to be able to set up a little bit of an infrastructure so that you're able to create content consistently and not necessarily burn out either. Another reason why I encourage you to

have a diverse range of content based off of these pillars is simply because you'll learn what works and what doesn't work with your audience. Oftentimes, brands inclination is simply to operate based off of trending sounds, but I do think that having some sort of series related content can be incredibly beneficial.

From my experience, some of the best brand posts that we make are what I consider to be more original content. Yes, we've also had trending sound related posts do incredibly well for us, but we've seen much more consistency when we're actually able to define our own voice and create our own lane in terms of original content. Series based content can also be incredibly helpful when it comes to growth on the platform. Think about it this way. If you stumble across a video and you notice that it's at a part 10, well, chances are, you'll be inclined to actually visit their profile and see the other nine parts.

Speaker 2:

What the fuck? So I can't go upstairs. I just want to go take a shit. Let me go. Let me go. Let me go. Mom, fix the internet. Mom, can we stop using cricket? I have diarrhoea. Let me take a shit.

Gerardo Perez:

In addition to that, if people know what to actually expect from that specific type of content and they know what they're getting from your account, then they'll actually be more likely to follow. That's why having a diverse range of content is incredibly important, because at the end of the day, if you don't test, you won't know what actually speaks to your audience.

So that being said, I do suggest that you follow the framework that I've found to work based off of trending sounds, original content and community engagement. But most importantly, make sure that you're always staying true to the tone and the voice of your company, and that includes both how you actually create your posts and how you engage with your community. After this section, I know you have a little bit of work to do, so feel free to actually build out your content pillars, and I'll see you in the next lesson.