

Gerardo Perez:

I want to talk about establishing a style or an aesthetic for your brand on TikTok. Obviously, we've seen examples like Ryan and Aaron Duolingo, which basically have a mascot incorporated into their overall strategy. This isn't necessarily a feasible strategy for a lot of companies that are barely starting out.

One of the main factors as to why they actually find success by incorporating mascots is simply due to the fact that they already have established brands. This is a good time to reevaluate where you are as a business, something I've mentioned before in the course as well, and be able to understand where you can actually best allocate your time, resources, money, and effort. Having a startup on TikTok can actually be a tremendous asset. I'm going to show you two examples of brands that I've seen grow on TikTok right from the start.

Right around two years ago, let's call it late 2020, I remember seeing a brand coming up on TikTok called Unxpectd. Unxpectd was basically created by a kid in his parents' basement while he was in high school. This kid did a phenomenal job of actually leveraging the platform to share his story, get people invested into his designs and also leverage new relationships on the platform with up and coming creators. He was able to consistently create content on the platform and again, continuously share his stories.

One of the key videos that I remember, or at least narratives within his video, was if I actually make this brand blow up, I don't have to go to college. I think having that anchor point and that element of relatability really caused a lot of people to be able to support his brand.

Speaker 2:

(singing)

Gerardo Perez:

This goes back to the fact that having a startup on TikTok can actually be a tremendous asset if you're willing to invest the time into your content. Also, a huge part of their success was being able to form relationships with up and coming creators like Bryce Hall, Addison Ray, and many others. Obviously those are huge names now, but they actually got them on the cusp of coming up and since they were hip and new on the platform and simply had a lot of support from other users on the platform, creators were willing to represent their brand.

Speaker 2:

(singing)

Gerardo Perez:

Another example on TikTok that may be very applicable to you and your business is called Lounge Fit Brand. I remember seeing him start to create content on the platform I think early 2021 as well. He's done a great job of not only sharing his story, but also his hardships. Obviously the world of business is not always a smooth sale. Nowadays, people really value seeing how you build your business in public.

Speaker 3:

This is episode three of taking you the customer behind the scenes of a clothing brand to see how we design our stuff. In this episode, the samples are in and I'm just going to be honest with you guys, they absolutely suck.

Speaker 4:

Rewind to three days ago.

Speaker 3:

This is what we ordered and this was supposed to be the matching pants. Quick disclaimer, the manufacturer is not the problem here. It's mostly me and they only messed up one or two things. This is going to be the black sample. It's still very soft. It's very clean.

Here's what I don't like. Personally, I don't like this quote anymore. It says, "Pause, but don't stop." I hate it. I hate the lines on the hoodie. I also hate the lines on the pants right here.

Here's the other sample and I absolutely hate this one. I hate the text, the colour. I'm not feeling it. It was supposed to be a chocolate brown type of colour and this is just not it. I'm going to rate those samples a six out of 10.

On the next episode, we're going to redesign everything and then I'm going to bring you guys into my computer so you can see what I'm thinking and what I'm doing.

Gerardo Perez:

There are different ways to actually incorporate that into your overall strategy and into your content pillars, one of which is having a very strong founder story post. Literally just by sharing why you started your business, all the hardships you went through and everything that you overcame to get to where you are now is something that people admire. It's also something that people can help support and get behind. At the end of the day, it's not just about building a business, but more so on social media, it's about building a community.

Some of you may be in the position where money isn't necessarily growing on trees right now. If you're in that situation, I do believe that you can use this as an asset. Being resourceful and being able to allocate time into showcasing your business on TikTok can actually provide the best returns. If that sounds like you, don't be afraid to share your story. People admire the vulnerability and the hard work that you've put in into growing your business so far. This content pillar can be one of your most successful and valuable ones so keep that in mind when you're actually developing your strategy. With that in mind, I'm going to continue to teach you about how to best leverage some of the tools on TikTok and actually create content to the best of your abilities.