

Gerardo Perez:

Next up we have TikTok Lives. TikTok Lives can be a great tool to simply demo your product or build a stronger connection with your community. Livestream shopping is predicted to massively blow up in the next coming years. Being able to actually put in your reps related to lives and getting more comfortable with that type of communication style can be a huge advantage to your business.

Back in the day, you may remember something known as QVC. QVC was and still is sort of like a livestream shopping on television. The only problem there is you have to be on television, so the barrier of entry is much, much higher. TikTok's biggest asset is that it makes the barrier of entry for all forms of content at the bare minimum. You literally only need your phone and wifi connection. If you actually build the practise of starting to use TikTok as a selling platform, specifically on lives, you're putting yourself in crazy shape to prepare for the future.

Like I said, the livestream features and the livestream shopping capabilities are predicted to grow exponentially over the next couple years. A key indicator of this is TikTok's sister company in China, known as Douyin. Douyin is essentially the pioneer of TikTok. Everything that comes to TikTok in terms of features is first featured on the Chinese platform. And as you can imagine, livestream shopping has become massive on Douyin. There's no reason why that won't translate over to TikTok.

If you do plan on going live, try and develop specific cadences, you can actually set reminders to your audience and your community of when you're going live on your profile, or you can simply establish a consistent time to go live on a weekly basis or a biweekly basis. Again, if we refer back to your content posting cadences, it all really depends on what you're actually able to produce. So if that's going live once a week or once a month, either is fine, just remain consistent with it.

If you do decide to go live on a consistent basis, try and make that on a specific time and date. So that might be Thursdays at 7:00 PM. This is going to help condition your viewers and help remind them to tune in consistently. If that sounds like you and you're willing to actually set specific times to go live, I would actually suggest putting that in your bio as well. If I'm not mistaken, you do need over a thousand followers to actually unlock the live feature. So this might be something that you want to incorporate later on in your strategy, but still something to be mindful of as the platform continues to grow.

We've gone over a wide array of different features native to TikTok for you to incorporate into your videos. At this point, I really hope you already uploaded your first TikTok and maybe even developed a healthy posting cadence. I'm really excited to start seeing some of your brands on my Four You page. In fact, I want you to DM me your first video. I'll go ahead and link my username to Instagram down below. We're getting close to wrapping up. I'll see you in a second.