

Gerardo Perez:

Next up, we have comment responses. I think every brand on TikTok should be leveraging this feature. If you're unfamiliar with what it is, it's essentially when someone comments on your video and you base your video off of that. That comment is also visible on screen whenever you choose to respond to it,.

Speaker 2:

What time you got to be at school, little girl?

Speaker 3:

When I get ready.

Speaker 2:

I'm going to go back to jail.

Gerardo Perez:

This does a couple things. Number one, it obviously shows that you're willing to engage with your community. In addition to that, it also shows other users that, hey, you take interest in them and you're willing to respond to comments. This could actually encourage them to continue to comment on future videos as well in hopes of getting their specific question answered. When it comes to specific products, this is a great way to actually demonstrate and address different features or questions related to your product.

We talked about this in the ad section as well, but comment responses are actually a great way to address different pain points, concerns, or questions about your products. I also think that comment responses can be used as great hooks as it's a great way to actually anchor the video without necessarily prompting it. Say, for example, you're responding to a comment that says something like, well, why would I even need something like this? You don't necessarily have to read back the comment. You can if you want to, but you also have the option of just jumping straight into the video and letting the viewer actually just play catch up. So don't sleep on comment responses. It helps build community. It gives you free video ideas. And on top of that, it can encourage more users to actually comment on your videos.