

Gerardo Perez:

Let's start by breaking down the importance of the DNA of your profile. You obviously have a profile image as well as a bio. I want to talk about these two things specifically and how they play a role in actually growing an audience. Having a strong, noticeable profile image potentially with a pop of colour or something that's very descriptive to you and your brand can be very important to actually build awareness and recognition over time. In addition to that, I want you to think of a bio that clearly depicts what your business actually does or what you can actually do for a potential customer and include that in a short amount of time or phrase. If you want to add emojis to it, great. If you don't, that's fine too. The important thing here is, if I read your bio, I want to know exactly what your business is, what it does, and what you can do for me.

If you can't answer those three things within your bio, then you're going to have to reevaluate. It sounds very simple, but trust me, these things add up. Keep in mind that a lot of these users are actually new to you and your business so being able to be very clear, very concise, and very noticeable is definitely an asset. Another key feature that businesses have on TikTok is the ability to integrate their Shopify store directly onto their profile. These are known as in-app shopping experiences. Basically, what ends up happening here is you end up having a tab within your profile with a little shopping bag on it. If users were to click on that specific section within your profile, they can access your product catalogue. If they choose to buy, well, they have access to a seamless checkout experience within the app as well.

In addition to that, this also gives you the ability to link specific products onto your videos. This will actually show up on the actual video UI on the For You page right above your caption. If users were to click on that, they go directly to your profile, to that specific product, and have the option to check out. This is a huge asset for businesses on TikTok. It also speaks volumes of TikTok's efforts to continue to improve their in-app shopping experiences. So, definitely, if you're using Shopify, don't forget to integrate your product catalogue.