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Next up, let's talk about the for you page. The for you page is where users spend the majority of their time on TikTok. I guess you could consider this like the homepage of TikTok, essentially, where you're fed all these different videos.

Over time, as you continue to use the platform, you'll notice how the for you page gets really, really good at understanding what you like and what you don't like. This is solely based off of the content that you engage with. When you start off using TikTok, they're going to feed you a whole different variety of videos. Depending on what you engage with, what you like, what you comment, what you share, what you save, it's just going to continue to feed you more of that. If you actually have a business account, I do suggest trying to tailor your for you page to something related in your niche.

You'll be able to actually use this as a mechanism to see what other brands or businesses are doing on the platform and seeing what's trending in those specific niches. If you want to have on TikTok, that's totally fine, but keep business and personal separate. On your personal account, feel free to like all the dog videos in the world, or if you're into cats, cat videos, but on your business account, make sure to be a little bit more disciplined when it comes to engaging with content in your specific niche.

Next up you have the friends tab. If you have a regular account or a creator account, chances are you have the friends tab, as opposed to the discover page. If you have a business account on TikTok, then chances are, you will still have the discover page. This is one of those little things that comes with actually upgrading your profile to a business or a creator account. On the discover page, you'll be able to sift through different trending hashtags and also search for creator accounts or other hashtags.

You can also search by different keywords related to your niche. I'll talk about the importance of doing a little bit of research related to that in a following module. On the discover page, you'll notice that you typically have a list of trending hashtags. You also have the ability to search for different creators and/or hashtags as well, maybe even keywords. If you're starting off on TikTok, I do encourage you to start by searching up different hashtags related to your niche and start engaging with that specific content, instead of the content that's actually fed to you on your for you page. This is going to help the algorithm learn a lot faster, what type of content you're into and what specific niche you may be posting about. In addition to that, you'll also get a tremendous idea of what other businesses are doing on TikTok, so that you can replicate and adapt that to your own brand.

You'll start to notice that TikTok is really just like a flywheel of content. You have different trending sounds that everyone has their own take on, which you can definitely participate in, and you can also have your own style of content, which I'll get into on how to establish that later on in the course.

Once you find accounts that have a great feel related to the type of content that you want to create, I want you to give them a follow and study their content. Being able to absorb other people's content and really get a sense for the language of the platform is going to put you miles ahead, instead of just starting out and just recording on the fly. I want you to observe their hooks, their jump cuts, the text inserts that they use on screen. Are they using voiceover? Are they using any in-app effects? All these different factors contribute to their success on the platform.

Also, I want you to get a feel for their video scenery. Are they just recording TikToks out in public? Are they in their home office? Are they in their kitchen? There's all these different sceneries that play a factor and whether or not they switch it up from time to time.

Again, I want you to be a student of TikTok before you actually become a practitioner. It sounds really silly, trust me, I get it, but once you actually understand what other people are doing and study

why they're successful with their specific content, you're easily able to replicate and adapt to your own brand.

If you find a competitor on TikTok, I want you to try this out, go through their comments on their top videos and see what other people are talking about. I want you to get a sense for the overall user sentiment.

Are they asking any questions specifically about the product, or is it just interesting and entertaining content that they feel inclined to engage with? This is very important to get a feel for how they're actually building community and maybe some gaps that they're not necessarily taking advantage of, so you can actually formulate video ideas as well.

I also want you to really focus on the first three to five seconds of their video. Similar to ads, organic TikToks also have hooks. These can be verbal hooks, visual hooks. In this case, those same concepts apply. I also want you to get a feel for how they address their community. Are they speaking in terms of you and I? Are they addressing them as you directly to try and build a little bit of rapport, or do they take a more mass approach? Chances are, if you're a new business, that's looking to create content on TikTok, you're either going to have a creator create that specific content on your account, or you're the founder creating content for your own account. If you're the founder, don't be afraid to actually share personal stories on how you started the business, or some of the struggles that you've actually faced in the business. A lot of people love being able to relate themselves to specific individuals, so being able to attach a personality to your brand is a massive asset.

I know that this is a lot of information, so if at any point you're actually ready to start practising these things, then by all means, go explore TikTok, take a break and come back whenever you're ready.

Now that you have an overview of the app, how it operates, and the purpose of these different pages, as well as a little bit of understanding on how to study your competition or other content in your specific niche, I want to talk about trending sounds.