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Have you ever noticed on viral videos how sometimes some top brands actually go ahead and comment? From firsthand experience, creators absolutely love this. And you'll also start to notice that it's the same handful of brands that do it consistently. Being able to establish a voice through commenting on other users' video really just helps you play a part in the TikTok community. How you actually establish that voice is incredibly dependent on what your business is and what you represent. But you'll notice that the more playful, snarky, or witty that you can be, the more engagement that follows. If you're able to do this consistently on other users' videos or maybe even with different businesses within the community, you could be pleasantly surprised with added opportunities that come through engaging in this manner.

TikTok is a very fresh take on social media. Being able to almost build a reputation of commenting on viral videos can really help bring added traffic to your profile. Again, not all traffic to your profile has to come specifically through your videos. Leveraging this tactic can be incredibly useful, but it comes with a lot of consistency and being able to adapt to a specific brand voice. So next time that you see a viral video that may be relevant within your niche, make an effort to comment in a snarky or witty way to be able to start building out that cadence of commenting on other people's videos. This is just one of many ways to play a part in the TikTok community and I'll be talking about more of those in the sections to follow. Just like you're developing a cadence for actually posting, try and set aside some time to make intentional comments. This can be during your daily TikTok scroll. Just remember to actually comment and engage with the community.