

Gerardo Perez:

What works on other platforms doesn't always work on TikTok. But funny enough, what works on TikTok sometimes actually works on other platforms.

If we take a step back at the past few years when it comes to content and just short-form content in general, it seems like TikTok is the actually pioneer and every other platform is just trying to play catch-up or adapt to what they're doing. Obviously, this is great news for you because you're doing your best to actually learn the ins and outs of this platform to be ahead of the curve.

Now that being said, I do want you to take a step back and analyse the content that maybe you've ran on other platforms such as Facebook or Instagram. I don't necessarily want you to put that same exact content and use it on TikTok. But I want you to take a step back and actually digest why that content was working in the first place. Chances are, it follows some sort of model or framework that just speaks to your audience. You can take that same model or framework and basically just adapt it to TikTok to give it that very needed feel.

That being said, if you're still creating content focused on other platforms, maybe this is a good time to perhaps even shift your efforts and focus more so on TikTok-related content that can later be used to distribute on other platforms as well.

One of my favourite ways to do a little bit of in-depth research on how to actually create the proper content on the platform is simply by hopping on TikTok and researching different hashtags pertaining to your product. Remember, there's a niche for absolutely everything on TikTok so I'm sure you'll find something similar to what it is that you're looking to advertise. Under those specific hashtags, what I want you to do is look at the top-performing content.

Again, keep in mind that there's a big difference between organic and direct response content. But at the same time, it's going to give you a feel for how you can actually frame your videos. The sequencing, are they doing them box scenes? Are they implementing voiceovers? What are they actually doing with their content to make it feel like a TikTok and also have success on the platform, even though that's just organically? Once you get a feel for the essence of these actual videos, you can then apply it to your own products.

In addition to that, if you find a video that perhaps belongs to your competitor, I actually want you to go into the comments and see what the overall sentiment is. See if they're asking specific questions. See if they actually have a little bit of pushback about the product or see if there's something that they didn't necessarily answer in that specific video. This can also provide great insights or great inspiration on how to create different types of content or actually help you keep in mind different elements to incorporate into your videos so you don't miss a thing.

This may sound a little bit overwhelming but trust me, even if you're just able to allocate five to ten minutes a day doing very specific, intentional research, you'll be able to learn about the platform in no time. In addition to that, an absolute gem of a hashtag to research is #TikTokMadeMeBuyIt. If you go under this hashtag, you'll shortly realise that there are an array of different videos that follow a review-like sequence. This is an incredible hashtag to actually study in order to learn how to sequence content in order to create more effective ads. If you were to study just a single hashtag on the platform to make better ads, it would definitely be #TikTokMadeMeBuyIt.