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There are three different types of accounts on TikTok. You have regular accounts, creator accounts, and business accounts. Each of these different types of accounts come with its advantages, as well as limitations. A regular account, well, you're just going to be using the platform as a viewer, nothing special there, no access to analytics, and you can't actually access the creator fund.

When you have a creator account, you are going to have a little bit more insights to analytics, as well as access to sign up to the creator fund, if that's something that you're looking for. I think in this case, we're probably going to be signing up for a business account. One thing I want you to understand about business accounts is that you won't actually have access to the entire music library on TikTok. This is because TikTok would consider you to technically be profiting off of other people's work, which in this case would be their music, but don't worry. There are some workarounds to actually be very playful with your content as well as participate in trending sounds.

This is where the TikTok trends list resource that I provided in this course comes super handy, as you'll have access to some of the newest trending sounds updated on a weekly basis. When you decide to upgrade for a business account, you'll get access to the ability to create spark ads, promote your posts as well as added analytics. If you are a business on TikTok, I definitely suggest going this route. You're simply playing it by the book and avoiding any sort of licencing trouble in the future.

Continuing with our profile tour, you can see that you have a draught section on your screen. This is basically the home of all your content that you haven't necessarily uploaded yet. We'll talk more about posting cadences and how to actually batch your content in a later section of the course. This is going to help you develop a much more fluid cadence when it comes to posting and being able to show up consistently on the app. With all that being said, I'm excited to get into all the nuances of TikTok. Let's get into it.