

Gerardo Perez:

So you're probably here because you want your brand to go viral on TikTok. I'm Gerardo Perez. And over the past two years, I've accumulated over a hundred million views across all accounts managed. I want to share with you some of my top insights on TikTok to be able to grow your brand presence organically.

As you may know, TikTok is probably the biggest opportunity, both on the ad side and organic side in the past 10 years. One video can quite literally transform the trajectory of your business. We've seen it time and time again, whether it's content created through brand accounts or through creator accounts that this platform is able to have massive impact on all types of businesses. Whether it's an econ business, service related, or even a local business, there's a place for you on TikTok. Over the next few sections, I'm going to be talking about the best practises on the platform to give your brand an opportunity to actually thrive on TikTok.

But first, I want to ask you a couple questions. To start off with, why do you actually want to be on TikTok? Is it just because you heard someone say TikTok's the future? Your audience is on TikTok? There has to be something there, or maybe all of the above. The second of which I want you to start thinking about what your objectives are on TikTok. Again, like I said at the beginning, everyone wants to go viral on TikTok, but that's not a sustainable strategy. I'm going to help break down strategies that can actually give you longevity on the platform and can bring about added traffic to both your website or your business. Let's get into it.