

25 Ways to Incorporate TikTok into Your Marketing Strategy

1. **Lead generation** – Share helpful information and then invite viewers to grab your free training by clicking the link in your bio or visiting one of your other social channels for a link.
2. **Social growth** – Your TikTok profile has a place for both YouTube and Instagram profile links. Since TikTok videos are so short, direct people to your other channels to get additional content.
3. **Product sales** – Don't go heavy on the sales talk, but in relevant videos, mention the products and services you have to offer and tell people how to find out more if they are interested.
4. **Influencer collaborations** – Check out the TikTok marketplace to find a curated list of influencers that you can contract with to promote your business.
5. **Grow your email list** - Direct people to message a specific word or phrase in order to get a special product or discount. TikTok has an auto-reply feature you can set up that is based on keywords in messages, so you can automatically send them the link to sign up for your email list to receive the file or code.
6. **Promote your audio** – When you upload videos with native audio, others can use it as well and your profile will be linked in their TikTok video. This is especially great for musical artists, voice actors, etc. whose business is heavily tied to audio.
7. **Take advantage of trends** – Watch for trends that you can use to feature your business in a relevant way.
8. **Gain trust** – Feature informative content and insider secrets from your industry to build rapport with followers and gain trust.
9. **Showcase products** – Show off your products and how they can help solve problems that plague your target audience
10. **Relate to your audience** – TikTok is a great platform for speaking directly to your target audience. Show them you get them and the problems they face.

11. **Content marketing** - Save your TikTok videos for use on other platforms. Or better yet, share your TikTok videos on other platforms to grow your following.
12. **Reach new audiences** – Use TikTok to reach younger demographics that may not be as active on other social media platforms.
13. **Be a trendsetter** – Start a niche-related hashtag challenge that helps you identify more of your target audience
14. **Paid advertising** – Run paid advertising to the audiences you want to reach.
15. **Contests** – Run strategic contests that help you reach your ideal audience. Give away prizes that only that audience would care about in order to avoid getting tons of unrelated followers only interested in winning something.
16. **Book reviews** – Offer followers a PDF copy of your book for free in exchange for reviews that you can use in other marketing materials.
17. **Market research** – Talk about new product ideas, common issues in your industry, current solutions, etc. and get feedback for product development.
18. **Display expertise** – Answer common questions about your industry to position your business as the “go to” experts in your niche.
19. **Thought leadership** – Create content about news and trends in your industry. Use your experience to show provide insight on why those things are relevant.
20. **Video testimonials** – Share video testimonials from past and current customers to establish trust and authority with your target audience.
21. **Case studies** – Create and share mini case studies or highlights from case studies and then invite viewers to grab the full study for free on your site.
22. **Tutorials** – Share tutorials that subtly show your knowledge and expertise while also showcasing your products and services when relevant.
23. **Establish authority** – Put your knowledge on display by sharing tips, tricks, and hacks that the viewer can use to make their life/job easier.
24. **Audience feedback** – Offer viewers an exclusive free guide or report in exchange for their feedback. Use their responses for product improvements and future marketing.

25. **Drive webinar traffic** – Highlight upcoming webinar content and invite viewers to register by clicking the link in your bio, messaging you for the link, or visiting one of your other social channels to get more information.