

MASTERING

THE ART OF

TikTok

2 Days Program

Date : 2 & 3 Oct 24 (Wed & Thu)

Venue : Wyndham Grand Bangsar Kuala Lumpur

OVERVIEW:

With almost 1.5 billion active users per month, there is an immense opportunity for businesses to leverage on TikTok as a powerful digital marketing platform to reach target audience and customer groups. Similar to other social media platforms, TikTok offers business specific marketing opportunities and features that can be utilised for conversions and brand awareness.

LEARNING OUTCOME:

By the end of this course, participants will be able to:

- Mastering every tool and function of TikTok
- Rules and Regulations selling on TikTok
- Short video creation and editing
- Hacks to get the idea for a video that will go viral
- How to get affiliate auto to sell for you
- Monetize your TikTok account via TikTok Shop
- Hacks to get more views on TikTok
- Live streaming on TikTok
- Setup an effective presence on TikTok tailored to your business
- Understand how to strategically deploy TikTok content
- Understand the techniques and methods to start growing a network of followers
- Understand the numerous business specific features made available on TikTok
- Create, develop and deploy content effectively
- Understand TikTok advertising options and benefits
- Track and optimise TikTok advertising campaigns
- Understand engagement and growth on TikTok

METHODOLOGY:

In this Customer Experience Training will comprise the following training methods:

- Interactive Sessions
- Case Studies
- Group Discussions
- Role Playing/Role Modelling
- Presentations

WHO MUST ATTEND:

- General Managers
- Head of Sales
- Head of Customer Service
- Marketing Managers
- Sales Managers
- Call Centre Managers
- Sales Consultants
- Account Managers
- Channel Managers
- Customer Service Managers
- Customer Service & Sales Executives

COURSE CONTENT

Day 1 & 2 : 9.00am -5.00pm

Module 1:

- How are individuals using TikTok
- What does TikTok have to offer for businesses
- What are the features and functions of TikTok
- What's in the Home feed?

Module 2 :

- Your profile and setting up
- How to use TikTok
- Creating your first content
- Editing and improving your video

Module 3 :

- Advantages and challenges of TikTok
- Making your content share-worthy
- Comment and chat functions
- Creative tips for content creation
- How to create content

Module 4 :

- Content brainstorming
- Types of content
- Creating engaging content for tik tok

Module 5:

- TikTok Hashtag strategies and usage
- Positioning your brand effectively
- Developing your brands personality
- Developing authenticity

Module 6 :

- How to bring in content from an external sources
- What does a 'Follow' really mean?
- Using 3rd party apps and what's possible?
- Top tips on what to do and what to avoid
- Advanced tik tok marketing strategies