

Tiktok Guidebook 2023

Bord Bia Tiktok Guidebook

BORD BIA
IRISH FOOD BOARD

BORD BIA 
**Thinking
House**



Rialtas na hÉireann
Government of Ireland

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Introduction

When one thinks of TikTok, they usually think of dancing and funny videos. However, that is only a small portion of the TikTok platform. TikTok is quickly growing to be one of the biggest digital platforms in the world, with many businesses utilising its features to reach a large audience of potential buyers. Forbes noted that “TikTok provides marketers with a level playing field when it comes to reach and engagement. Unlike other platforms, TikTok’s unique discovery algorithm gives every video an equal chance to go viral, regardless of how popular the content creator is.”

In response to the opportunity TikTok offers the Irish Food and Drink Industry, Bord Bia has commissioned support to build your knowledge and capability in not just using but maximising the platform for your digital marketing efforts. The purpose of this guidebook is to detail what TikTok is, why you should use it and how to use it to grow brand awareness, customer loyalty and, ultimately sales.

What is the opportunity of TikTok for the Irish food & drink industry?

As previously mentioned, TikTok provides an equal playing field for brands to stand out & reach their potential customers, but what does this mean for the food & drink industry in Ireland?

For a food & drink brand in Ireland, TikTok provides the unique opportunity to reach your potential customers where they hang out & spend time. This means you can help influence your customers to purchase from your brand, build loyalty to your product and engage with your marketing campaigns. TikTok can help build brand awareness, customer loyalty, and community engagement and potentially increase sales. TikTok is financially free for businesses to use (unless you want to engage paid advertising, which will be discussed in this guidebook), so the risk of utilizing the platform and experimenting yourself is very low.

TikTok is a platform that allows you to experiment with your marketing efforts for free and decide what works and what does not. You can find your brand voice while using the platform and reach audiences you have never connected with before. By doing so, it can help the Irish Food & Drink brands refine their wider marketing practices and potentially increase exported products in the process.

What is TikTok?

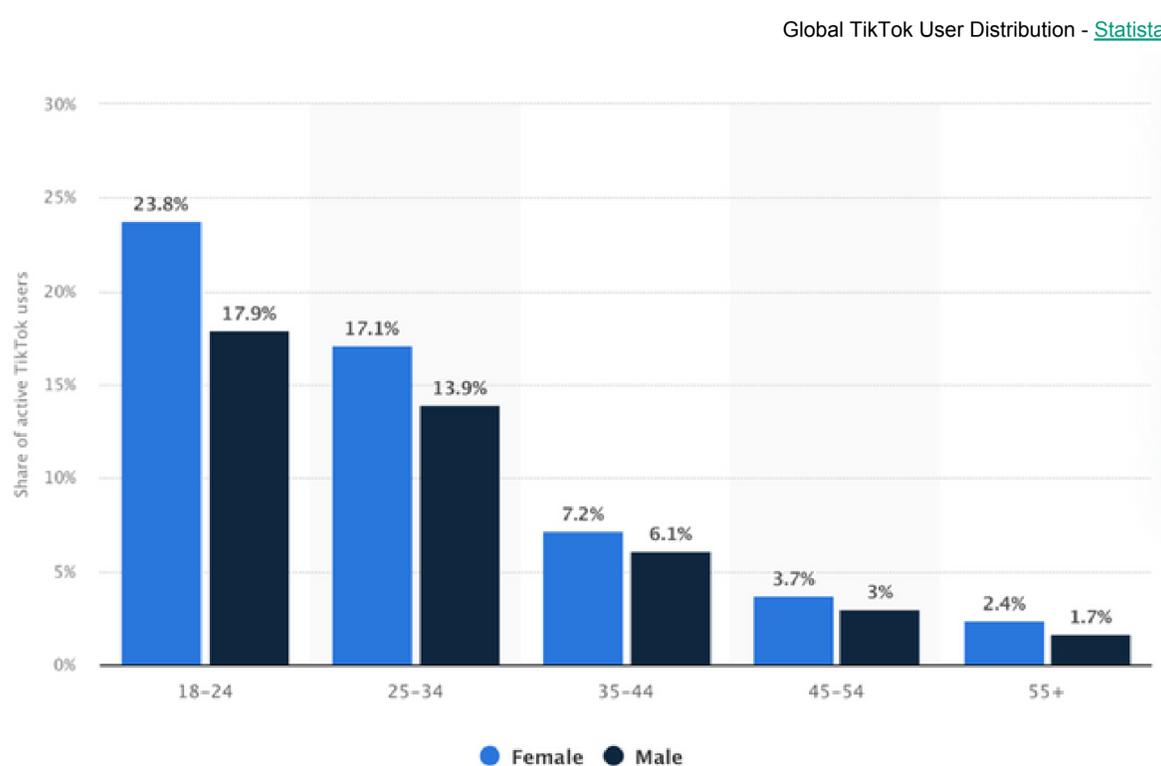
TikTok is a social media platform and short-form video hosting service. This means it is a video-centric social platform, allowing users to create, edit & share videos from 15 seconds to 10 minutes in duration. The app caters to a range of ages and interests. With a personalised 'for you page', a feed showing videos catering to your taste, it delivers the user a bespoke experience. As of March 2023, TikTok has over 1 billion active users across 154 countries.

Who Uses It?

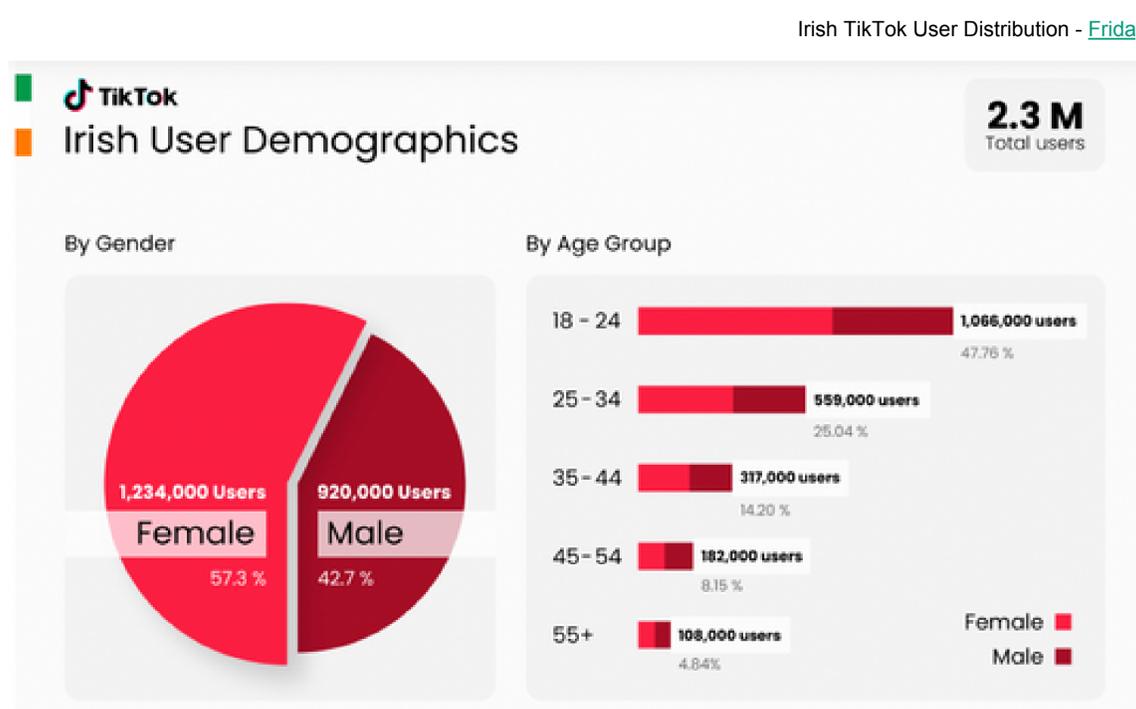
TikTok's users range in ages from 13+ across 154 countries. With its addictively personalised For You Page (FYP), users spend an average of 95 minutes per day on the platform.

In Ireland, it has been reported that TikTok has 2.3 million users, with 55.2% female & 43.8% male (As of early 2023). As you can see, the users of TikTok are varied and vast, meaning your target consumer is most likely using this platform.

From a global outlook, illustrated in the graphic below, many users are within the 18–34-year age range, with females (23.8%) edging slightly higher over male (17.9%) users. The below graphic is the results from a survey completed in April 2022 globally, showing the breakdown of active TikTok users.



Within Ireland, the trend of TikTok users mirrors that of global trends. There are now 2.3 million total users in Ireland (including those 18 and under), ranking TikTok just behind Facebook & Instagram in the most-used platforms in Ireland. In information from July 2022, we can see that many users are between the 18 - 34 age range, with female users slightly higher than their male counterparts. The large number of active users aged 35+ on the app illustrates that there is an opportunity for brands to reach a large variety of target markets while using TikTok.



It is clear from the above that the consumer usage of TikTok is high, but does that reign true for brands utilizing TikTok as a marketing tool? The simple answer is yes. If you have a product or service that people want to learn about and you can provide interesting information in a fun and engaging way, then TikTok is a good resource to use. Within the food and drink space, TikTok offers ample opportunity to all sectors of the industry.

An interesting point to note is that younger users are now using TikTok as a search engine. Instead of using Google etc., to find out where they should go for lunch or a healthy recipe for dinner, Gen Z is heading to TikTok. This shows TikTok has a huge opportunity for the Irish food & drink industry. If you can create content incorporating your product that answers a question that your desired customer is asking, chances are, they will engage with your brand on social media, and in this case, more specifically, TikTok.

How does TikTok work?

TikTok has a unique algorithm that curates the users 'For You Page' (FYP) for maximum enjoyment. That means that while person A may see a trend repeated on their page & find it hilarious when they mention it to their friend (person B), they may never have seen it. The best way to understand TikTok is to be a user of it for a few days, engaging with the content you enjoy and clicking 'not interested' on the content you don't. This way, TikTok's algorithm will cater your FYP to your preferences, and you can get a better understanding of how it works before launching your brand on TikTok.

How do you engage with content on TikTok?

Simple! When you launch the app, the default page is the For You Page. You can scroll through your FYP, double tapping (to like), commenting or saving content you enjoy. These buttons are along the side of the screen while you scroll. If the content is coming up on your FYP that you don't like and don't want to see, you can hold your finger down on the video and select 'Not Interested'. This will tell the algorithm to stop showing you similar content.

Along with your personalised FYP, users can also follow their favourite creators & engage with their content. The following section & FYP can overlap in that the pages you are following can display on the FYP page, but random videos will not show up on your following page, only the videos of the creators you choose to follow. Typically speaking, users tend to spend the most time on the FYP, digesting ever-changing & new content from different creators.

As a brand on TikTok, you should be looking to gain followers. However, due to the algorithm's ability to show your content randomly to people, it is not the only metric you should be focusing on. Focusing on how many people your content reaches through views will be equally as beneficial as having a huge volume of followers. Of course, the more followers a page has, the more popular the algorithm deems its content to be, in turn showing the content to more people. When starting out on TikTok, focus on creating fun, engaging & informative content that will resonate with your desired audience. With consistency, the follower count will come.

Throughout this guidebook, we will help show you how you can curate content for your Irish Food & Drink brand that will stand out.

Tone of TikTok

Unlike other platforms, the tone of TikTok is quite casual. Most of the content you will see on TikTok is quite casual in tone & execution, as many users use their smartphones to record content. TikTok is a platform for light-hearted, fun & shareable entertainment. Due to the algorithm's personalisation, users want to digest content that is relevant to them.

What does this mean for brands on TikTok? They need to speak directly to their consumers in a friendly manner that will help build community & loyalty to their product. Every brand will have a brand tone of voice, that is how they speak to their audience.

Some brands are formal while others are sarcastic and satirical in their communication with customers. This translates to social media and how you create your videos for TikTok. As a brand, you need to decide how to speak to your customer base & create videos that are in line with that, as well as keep the tone consistent throughout your videos, which translates to social media and how you create your videos for TikTok. As a brand, you need to decide how to speak to your customer base & create videos that are in line with that, as well as keep the tone consistent throughout your videos.

Establishing a memorable brand voice will help your product stand out on TikTok. For companies within the Irish food & drink industry, there is an opportunity to stand out by doing so. Before starting on the platform, take time to brainstorm the tone you want your brand to be known for.

Perhaps your videos will all be from the products point of view & humorous, or you will take an educational approach, informing your audience on the processes to create your product, you could even show your audience recipes using your product, or a combination of all.

There are endless ways to bring a unique brand voice & tone to your videos, always striving to stand out from the crowd & have people looking forward to your next video. Given the information above, there is a significant opportunity for the Irish food and drink industry.

As there are not a lot of Irish food and drink brands on TikTok currently, there is space for a brand to create unique and fun content to stand out to consumers, both at home and abroad.

Is TikTok For You?

Just like other social media platforms, TikTok presents a strong opportunity to build brand awareness and drive sales, but it is important to determine whether the platform is suitable for your brand. TikTok is suitable for businesses that want to reach their consumers directly and speak to them in their own brand voice & style. We are going to outline a suitability test for you to digest and determine if you believe TikTok is suitable for your business.

Our suitability test falls under the 5 C's: Commitment, Content, Creativity, Consistency & Community.

Commitment:

TikTok will take time. As outlined above, users spend an average of 95 minutes on the platform per day. This means there is a lot of content being digested, which in turn means you need to commit time to make your content memorable, enjoyable and shareable & to guarantee you will appear on people's FYP.

As we've said already, TikTok videos can be filmed on the phone with little to no professional production efforts, so the financial barrier to entry is quite low. The main cost of TikTok is time. TikTok is useful for start-ups to multinational brands. You just need to either have someone within your organisation dedicate the time to it or be willing to do so yourself.

Businesses need to be willing to devote that time or have someone on their marketing team whose role is to create, post & engage with content on TikTok. With the fast-paced nature of the platform, you need to be able and willing to jump quickly on trends and create personalised content to post. When using TikTok, time is of the essence. That is why we suggest you use TikTok on a personal level as well, so you are aware of trends.

Content:

The content that will translate well on TikTok will be created specifically for the platform. Perhaps your food/drink product already has some short-form reels created for Instagram?

This content could be repurposed to get you started on TikTok. However, in the long run, is your brand willing to create TikTok-specific content? We will discuss further what kind of content works best for the platform, but for now, one must understand that there is going to have to be extra content made.

Creativity:

Leading on from content, creativity is incredibly important for TikTok. A brand needs to analyse the popular trends, see how those trends could be tailored for their business & their brand voice & create content in an engaging manner. Creating content on TikTok takes a lot of creative energy & thought to stand out among the large volume of content posted every day.

Consistency:

The TikTok algorithm benefits those who post consistently. Many of the big creators will post multiple videos a day. Gone are the days of 1 post and a story that will suffice on Instagram. TikTok favours volume. Videos can be 15 seconds long & recorded on a phone, but they need to be consistent.

There is no point in posting an amazing video once a week and nothing in between. A brand is better off favouring volume over production value. A good way to overcome this hurdle is to batch-record videos and save them in your drafts (we will show you how later), ready for posting.

Community:

TikTok is all about community. You want to build a community of loyal and engaged followers who will like, comment and share your content. To do this, you need to be clear on your brand voice & speak directly to your consumers. If you have an existing community on another social platform, you will have a head start as you should be able to convert them over to TikTok. If you are willing to spend the time engaging with your community, that is, commenting on their posts, speaking to them in your content and planning your content around trends you know they are engaging with, then you are on to a winner.

From reading about the 5 C's, you should have a better understanding of what is involved in giving your TikTok account the best chance of success. TikTok is not going to be for every brand within the food & drink industry in Ireland. Some simply won't have the time and resources to dedicate to the platform just yet. If that is you, other social media platforms such as Instagram or Facebook may be better suited to you, of which Bord Bia have guidebooks available [here](#). If, on the other hand, you are intrigued at the opportunities TikTok has to offer, then keep reading as we will show you how to maximise your results on the platform.



Getting Started

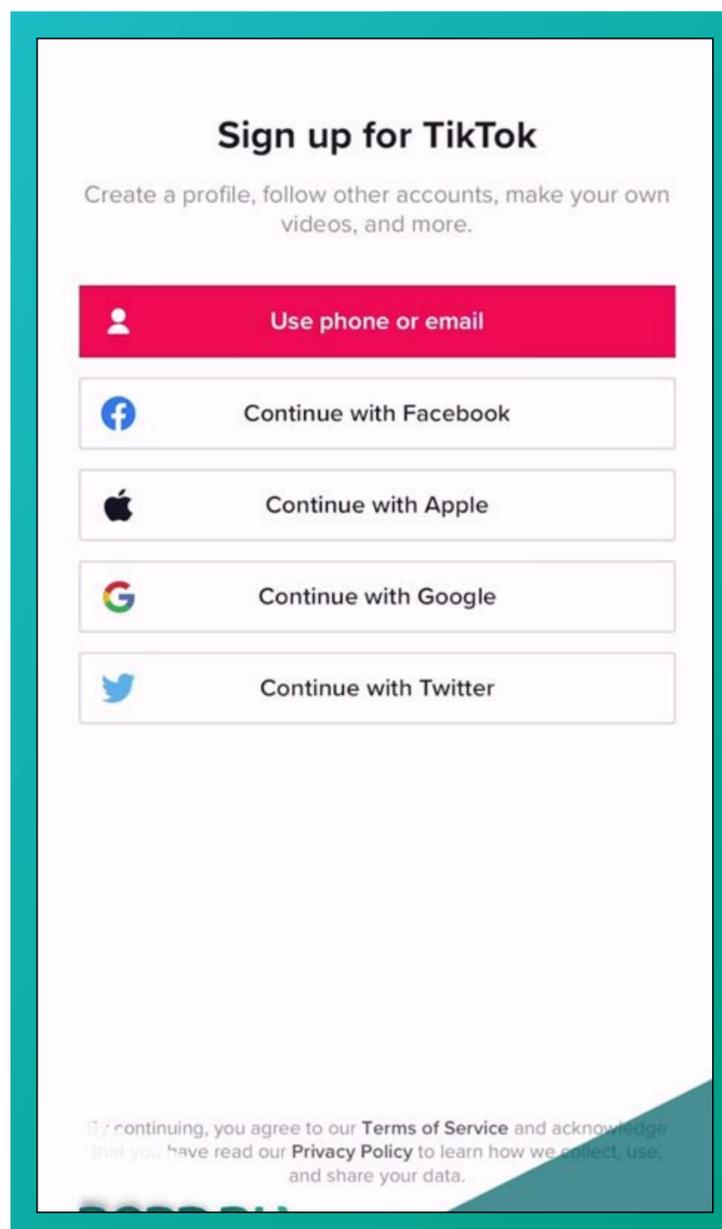
The best way to understand how TikTok works is for you to be a consumer for a few days. We suggest following other brands within the food & beverage industry, chefs & food bloggers, both in Ireland and globally. A few accounts in the food & drink space that are doing a great job include [All Real Nutrition](#), [Little Moons](#), [McVities](#) & [Innocent Smoothies](#), [Manhattan Popcorn](#), along with Irish chef [Donal Skehan](#).

While many of these accounts have high follower count & some are household names, they still take a casual & fun approach to TikTok, creating content that they know their target audience will engage with. By using TikTok as a consumer initially and engaging with other food and beverage brands, it will hopefully help spark your creativity and give you ideas for content you can create. Trends tend not to be industry specific. A brand within the food & drink industry can also draw inspiration from businesses in different sectors.

Setting up your profile:

To get started on TikTok, you firstly need to download the app. You can do this through your phone's app store. The video below will show you a step-by-step guide on how to download the app, set up your profile & brand your account.

Step-by-step
guide on
how to:



Why is it important to spend time branding your app? You need to think of your TikTok or any social platform as your storefront. If you had a physical storefront, you would spend time and effort thinking about the logo above the door & what your potential consumer will see as soon as they take a glimpse of the shop.

The same can be said for a social platform. Here are a few tips on branding your profile:

- We recommend setting your profile icon as your logo. This will instantly tell your audience who you are. Make sure the logo is clear to read. To do this, you may need to increase the font on the image or zoom in when setting your profile icon.
- When choosing a username, aim to use your brand name. If that is taken, you could add an underscore at the end of the name or a dash between words, but we would strongly suggest you keep it as close to the original as possible.
- Your bio should be a short, 80-character description of what you do or sell as a brand. For example, for Bord Bia, one may say: “Growing the success of Irish food, drink & horticulture”
- On TikTok, you will have the option to add a link to your website. We recommend using this feature as it is a direct conversion of TikTok viewers to potential buyers. Another option for the website link feature is to use a Linktree. [Linktree](#) is a free resource that allows you to link multiple web pages to a single URL. You want to make it as easy as possible for a consumer to reach your product.

You can switch your profile to a business account using the following steps:

- Go to your profile page
- Open the **Settings and Privacy** tab (the three lines in the top right corner) Tap **Manager Account**
- Under **Account Control**, choose **Switch to Business Account**
- Choose the category that best reflects your business (i.e., food & drink)
- Add your business website & email to your profile

Once you have designed your page, it is time to start using the app. There are several different sections to TikTok which will be explained in the below video:

Now that you have identified TikTok as a suitable platform for your brand, it is important to ensure it can be incorporated into your wider digital marketing strategy.

This strategy should both align and serve as a reminder for you of whom you are targeting, the opportunities for your business and ultimately, the rationale for why you are pursuing specific channels.

Support on developing a digital marketing strategy is available [here](#). For further support in this area, contact clientcapability@bordbia.ie.

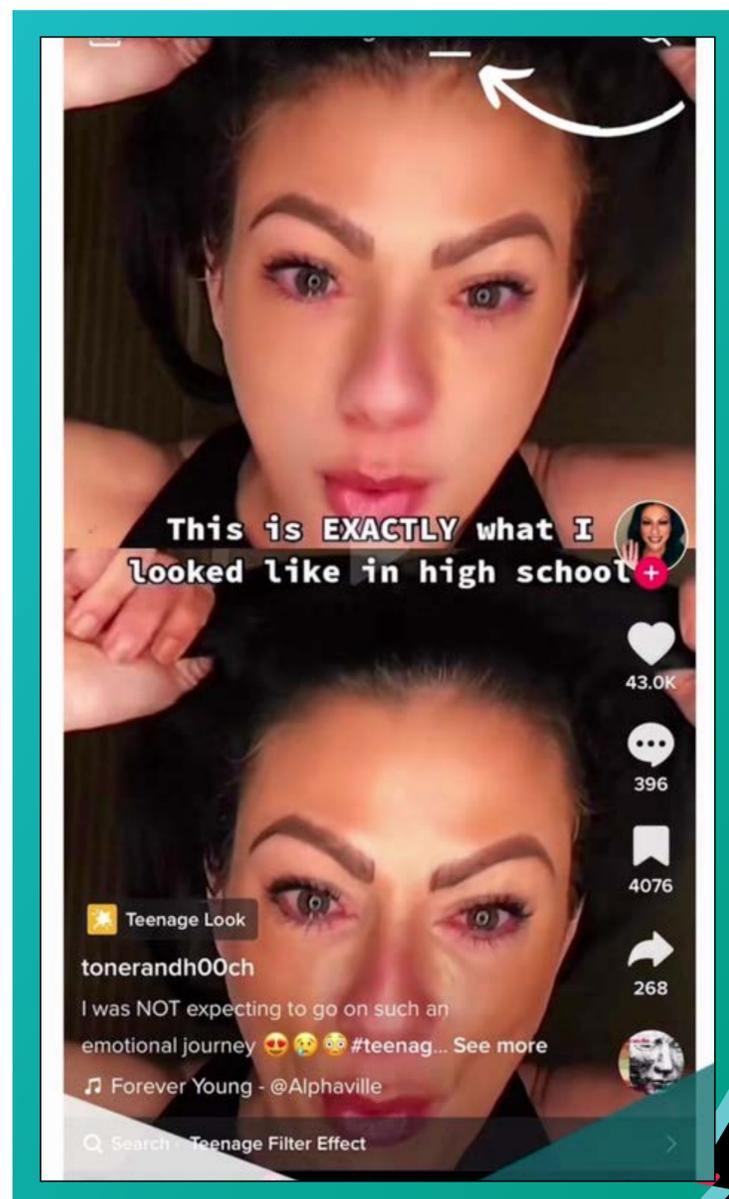
The How - Creating Your First Video:

The time has come to start creating your own video. At this point, it is hoped that you have spent some time digesting content from other creators in the food & drink industry and beyond, getting ideas for content.

In this section, we will go through the process of filming a video, editing & posting a video on TikTok for the first time. There will be video tutorials accompanying the material to guide you through effectively.

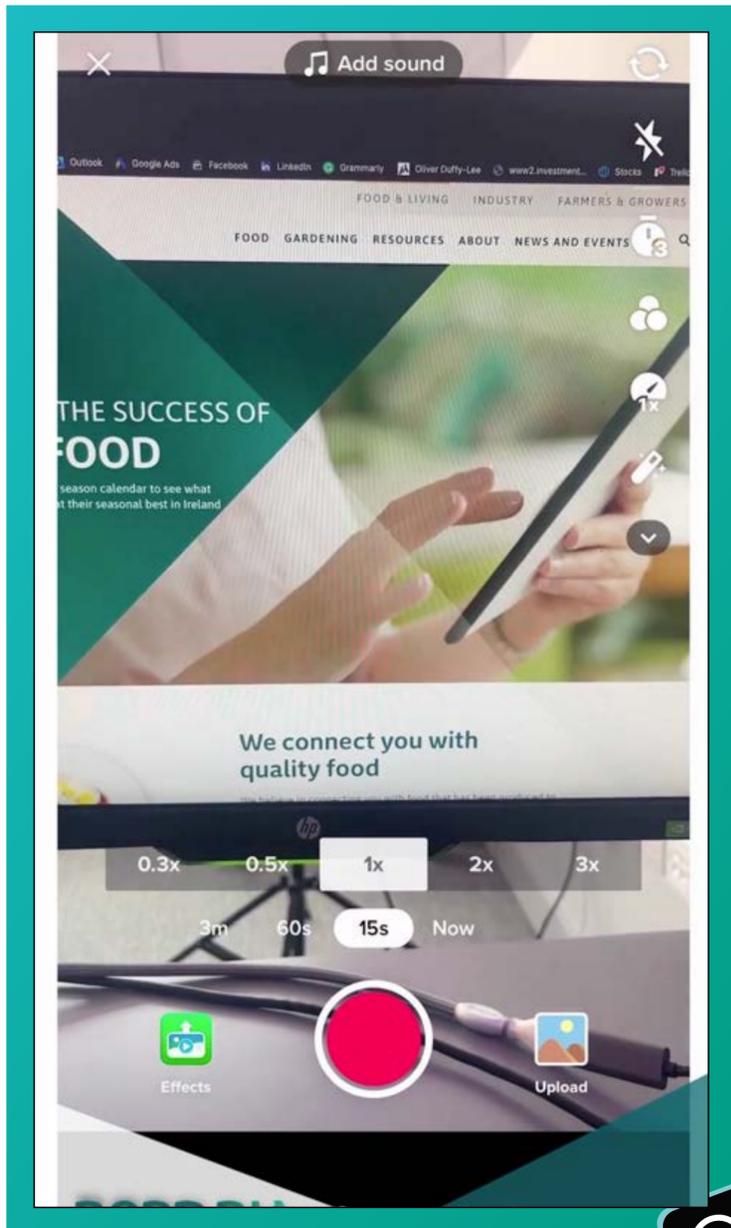
1. Filming & editing a TikTok

When filming a TikTok, make sure you film in portrait. TikTok is optimised for this format of the video, so it is important to adhere to that. Otherwise, your video will show up with a border at the top and bottom, which most people will scroll past.



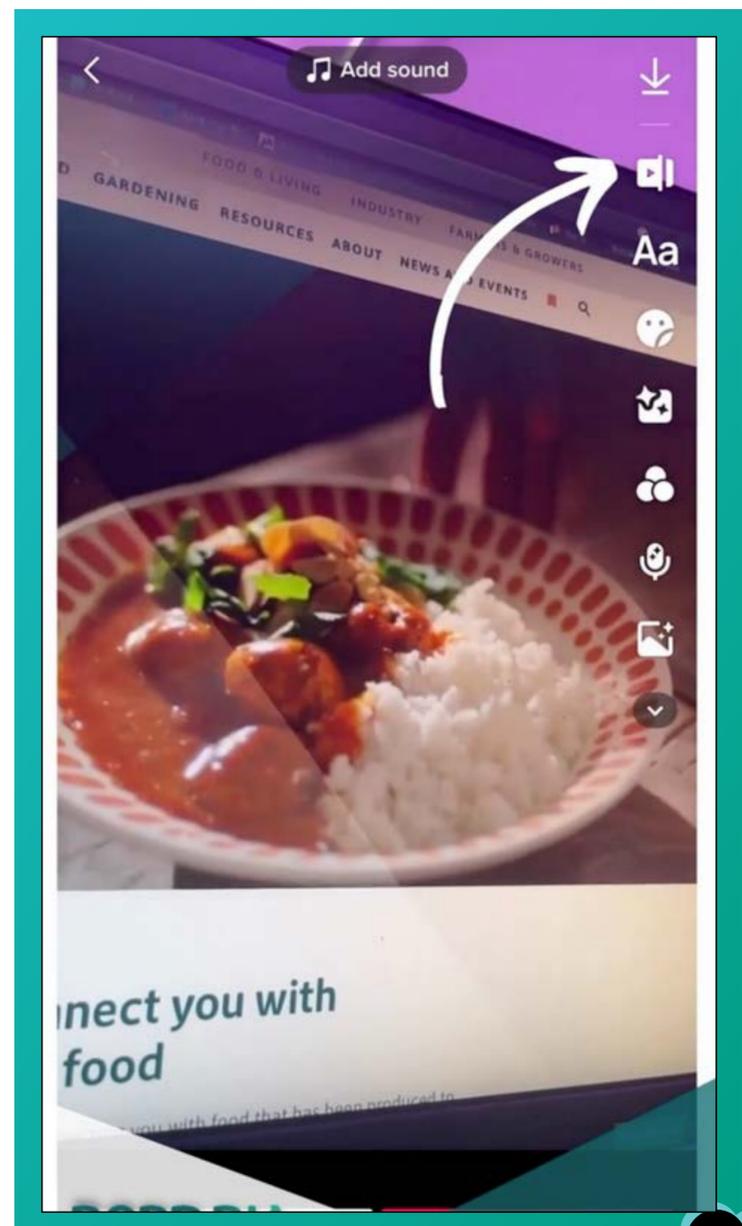
How to use
the app

Filming a Tiktok



Now that you have filmed the video, the next step is to edit your clips. In the following video, we will go through the basic editing capabilities of TikTok. Users on TikTok are expecting to see fun & creative content, but they also are used to effortlessly flowing videos without harsh cuts, hence why a simple edit is important.

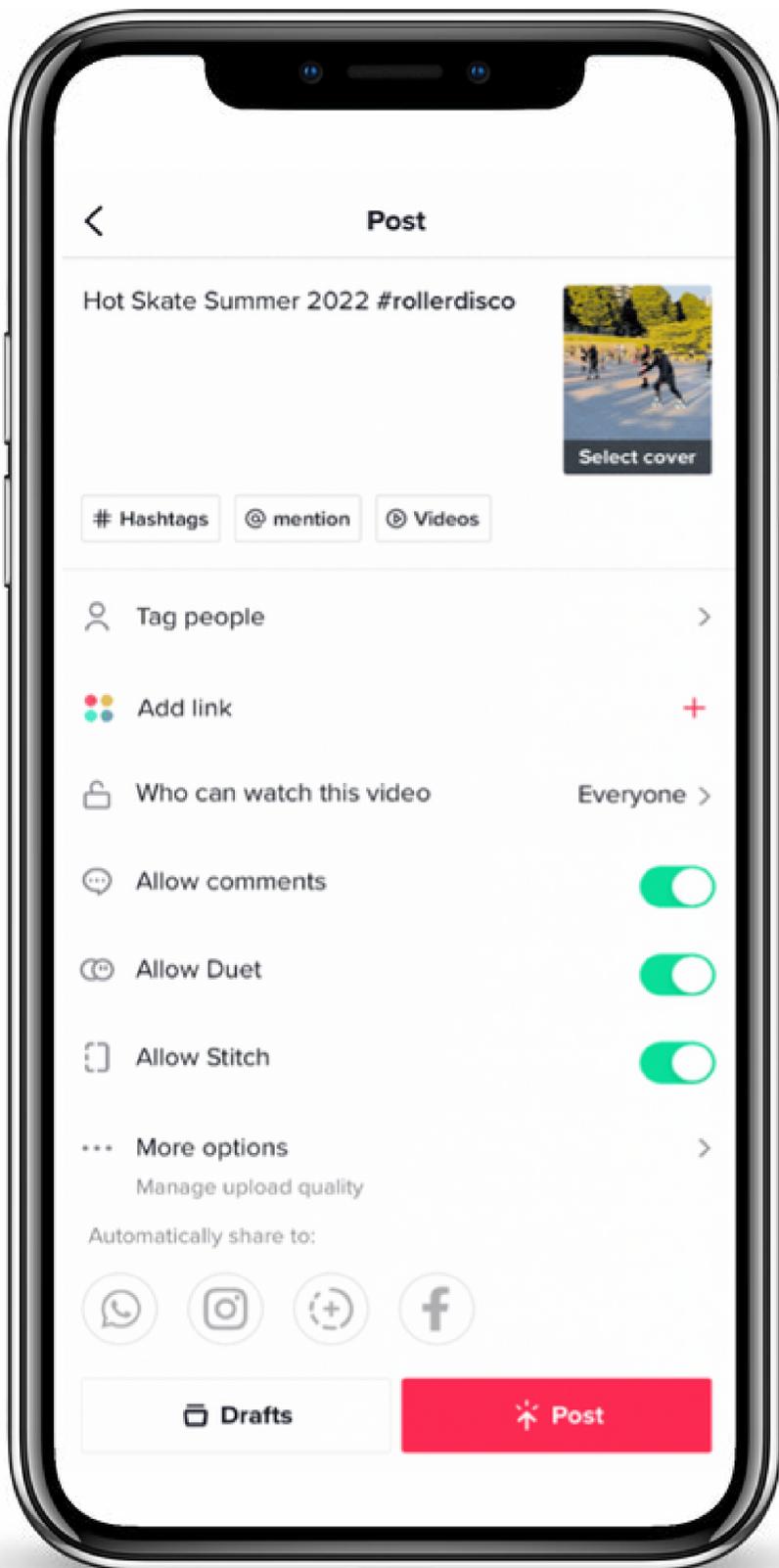
Editing a Tiktok



Many users will watch TikTok with no sound on, so we highly encourage you to use the text tool to either mirror the words you are saying in the video (in small chunks) or type out the key points. By using the text feature, you are telling the algorithm what you are talking about and whom to show your content to, therefore increasing your search engine optimisation.

2. How to post a TikTok Video

Once your video is filmed & edited, it's time to post. When you click 'next' on the editing page, you will be brought to the posting page, which looks like this:



In the large text box at the top is where you will write your caption. This caption can be short and sweet, clearly outlining what a viewer will see in the video. The caption is not necessarily read by the viewer, but the TikTok algorithm will use the keywords to decide whom to promote the video to. For example, for a video showing the process of making a protein bar from start to finish, a good caption would be: "How we make our delicious Irish-made protein bars".

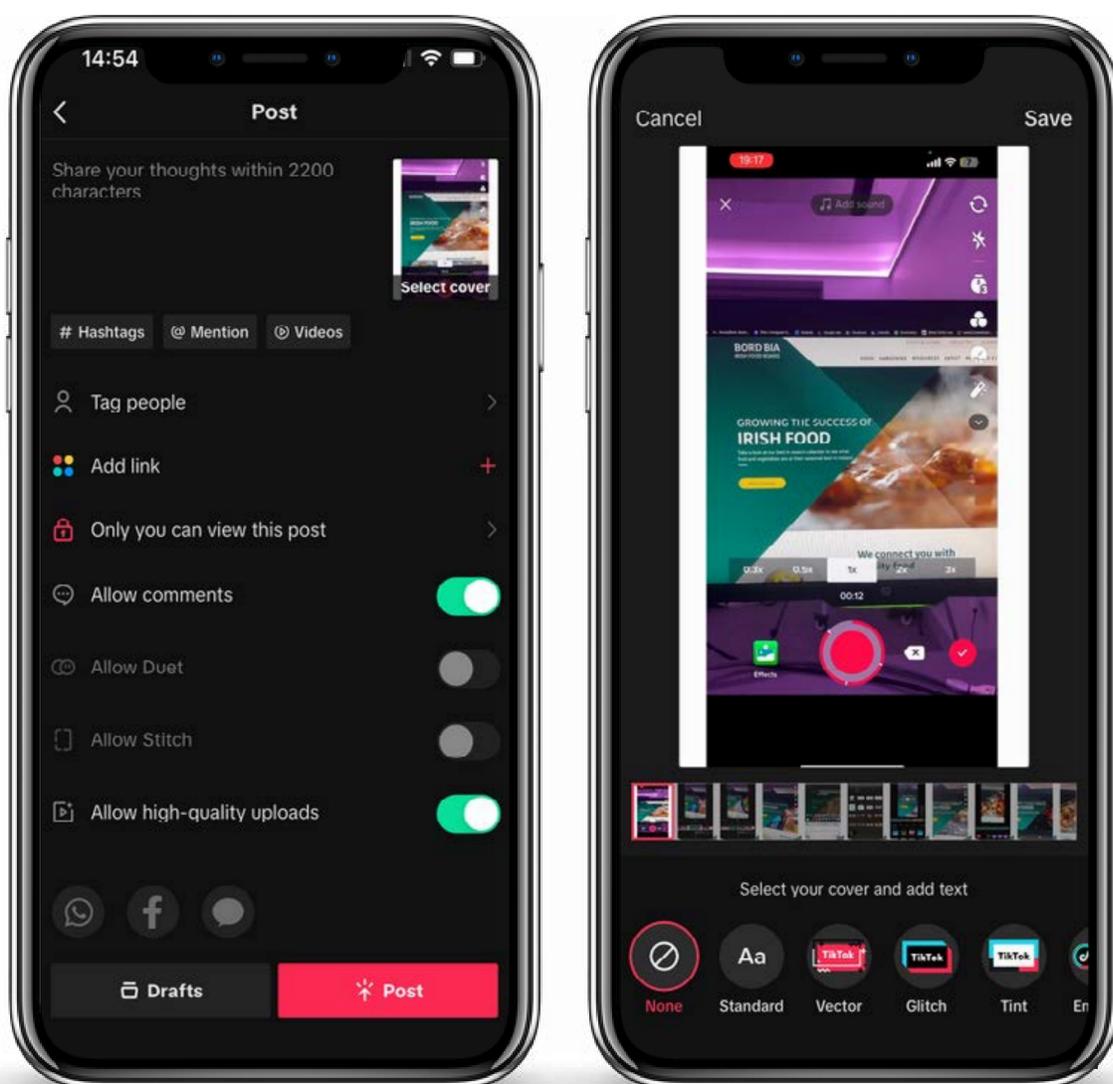
The captions do not need to be over-the-top or convoluted. Instead, write clear, concise ones that accurately represent what is happening in the video. Your caption only needs to be 5-8 words long. After your caption, in the same block of text, we recommend adding hashtags. Again, this is for SEO purposes.

It is suggested you use three to four hashtags so the AI within TikTok's SEO will know how to categorise your video. In our protein bar example, good hashtags to use would be #proteinbar #irishmade #foodblogger #smallbusiness

By using these hashtags, you are telling the AI to target people who like content about food, small businesses & local business, hence reaching your target audience.

You can also mention other TikTok users in your caption by using the '@' symbol & adding their username. You may do this if you are using a certain brand in the video and want to give them credit or if you collaborate with other creators.

It is also important to select a cover. You can do this by tapping on the picture icon beside your text. It will look like this:

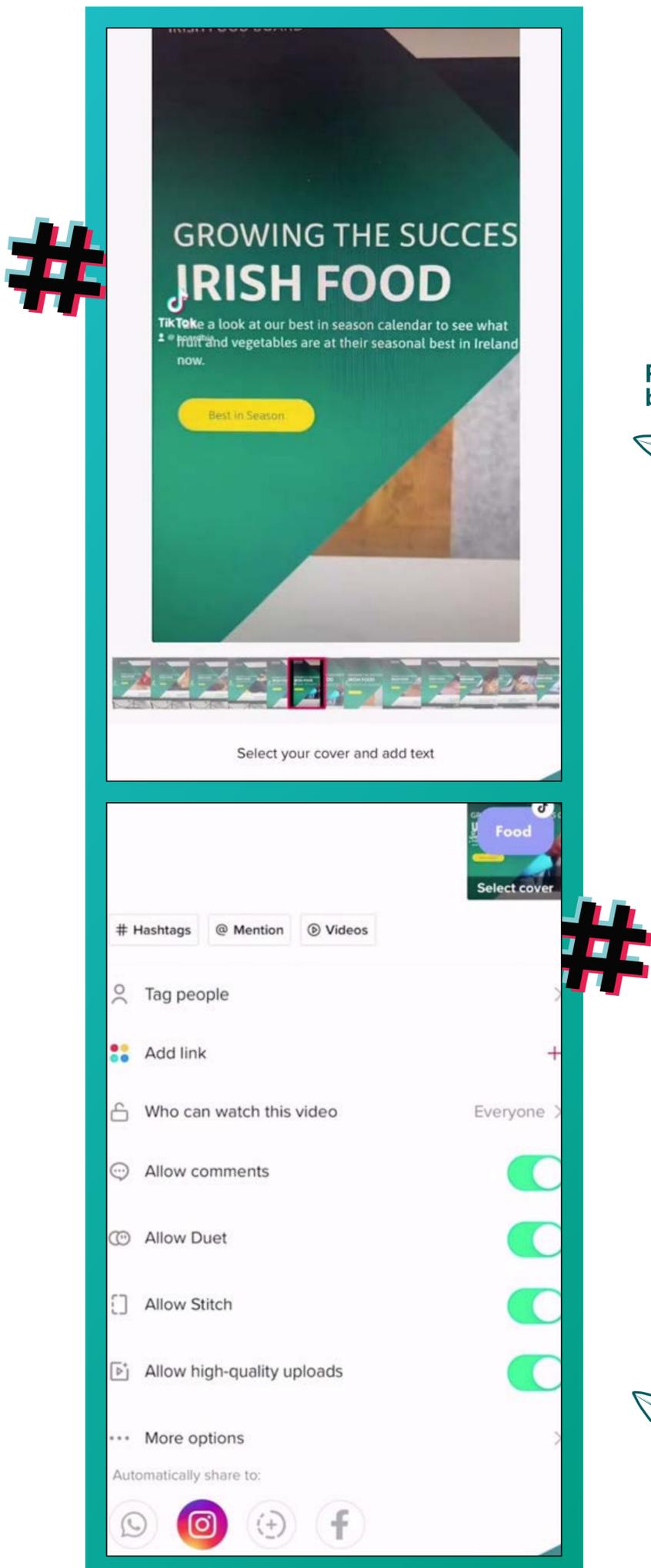


You will need to scroll to the part of the video you want to appear on your personal feed. You can then add a text icon over that selection.

In the text icon, briefly describe what the video is about. Again, going back to our protein bar example, you could write, “Making our yummy protein bars”.

When your audience clicks on your profile, they will be able to quickly know what each video is about & decide if they want to watch it.

Viewers make these decisions in milliseconds, so selecting an interesting cover is very important. When you are posting your video, we recommend ensuring “allow comments”, “allow duet”, “allow stitch” and “allow high-quality uploads” are switched to “on”. By doing this, you are allowing other users to reshare and create video responses to your content.



This will help increase reach and give you an opportunity to have free user-generated content created.

There are other buttons on the posting page, which we will explain in more detail in this video:

Posting page buttons

At the bottom of the posting page, you will see a tab for “Drafts”. The drafts feature will be very useful when you are filming parts of a video at different times.

For this type of video, you will need to be very planned in what exactly you want to film & in what order.

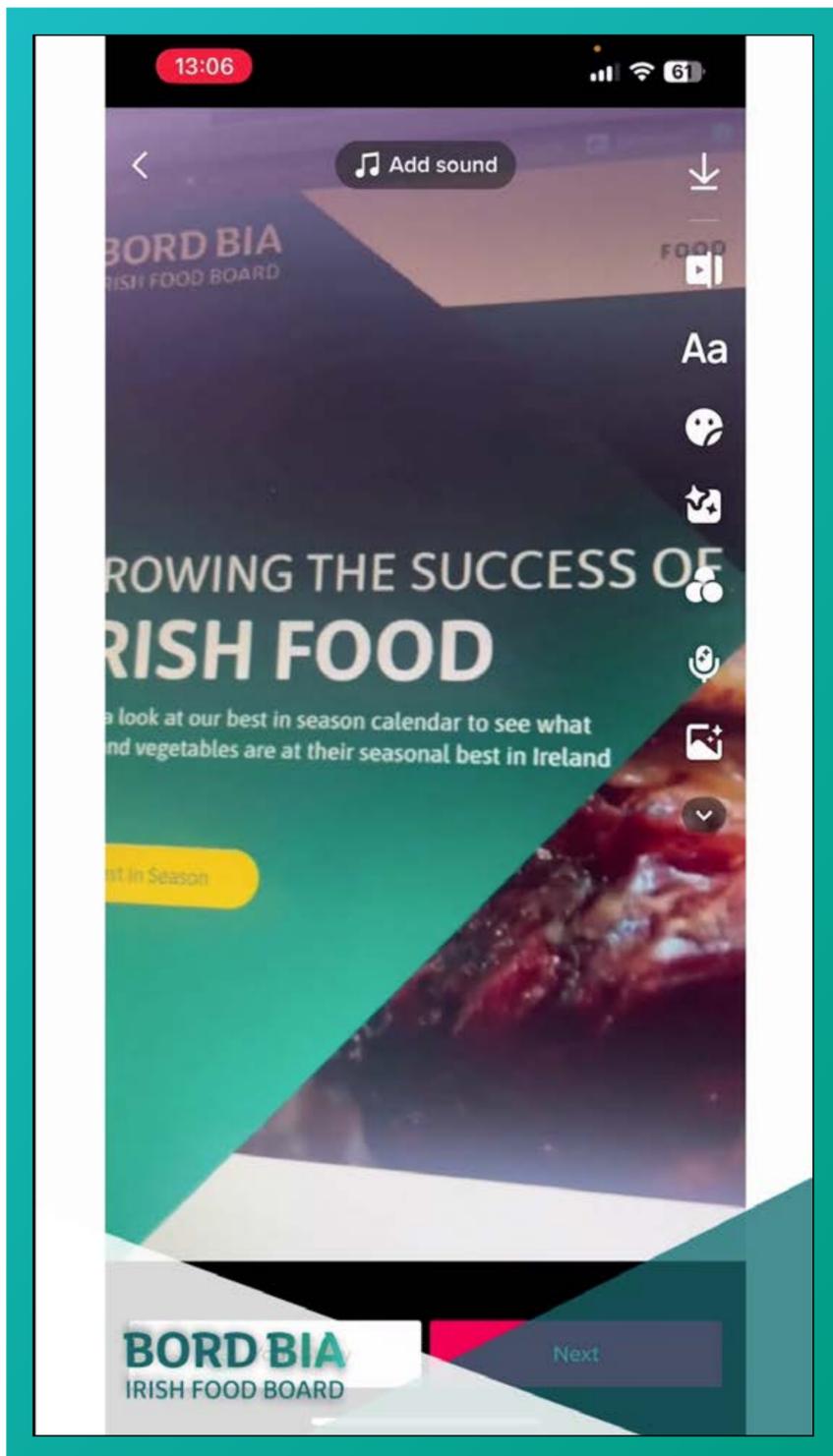
Using our protein bar example, the drafts folder will be crucial. For this video, in our first clip, we see stage one of production. In order for us to film stage two of production, we need to wait 2 hours for the product to be ready.

If we save our video to a draft, it will allow us to exit the app without the risk of losing the footage.

How to use drafts

Do note if you sign out of your account, your drafts will delete, so please bear this in mind.

Now that we have explored the different stages of creating & editing a TikTok, let's put it all together:



Start to Finish of making a TikTok



Trending Sounds:

When you talk about TikTok, people often think of dances to popular songs. While this is a popular side of the app, as we have already shown, TikTok has many other styles of videos & can be incredibly powerful for business.

However, it's important to utilise the power of trending sounds in your videos to increase your reach and stand out to new audiences. There are many ways to find trending sounds that are trending, which we will show you below:

Scroll the For You Page

As we have already mentioned, the 'for you page' is a great resource for finding content that you enjoy & ideas that will be applicable to your brand. It is also a useful tool for finding trending sounds. Perhaps you have heard the same sound pop up again and again?

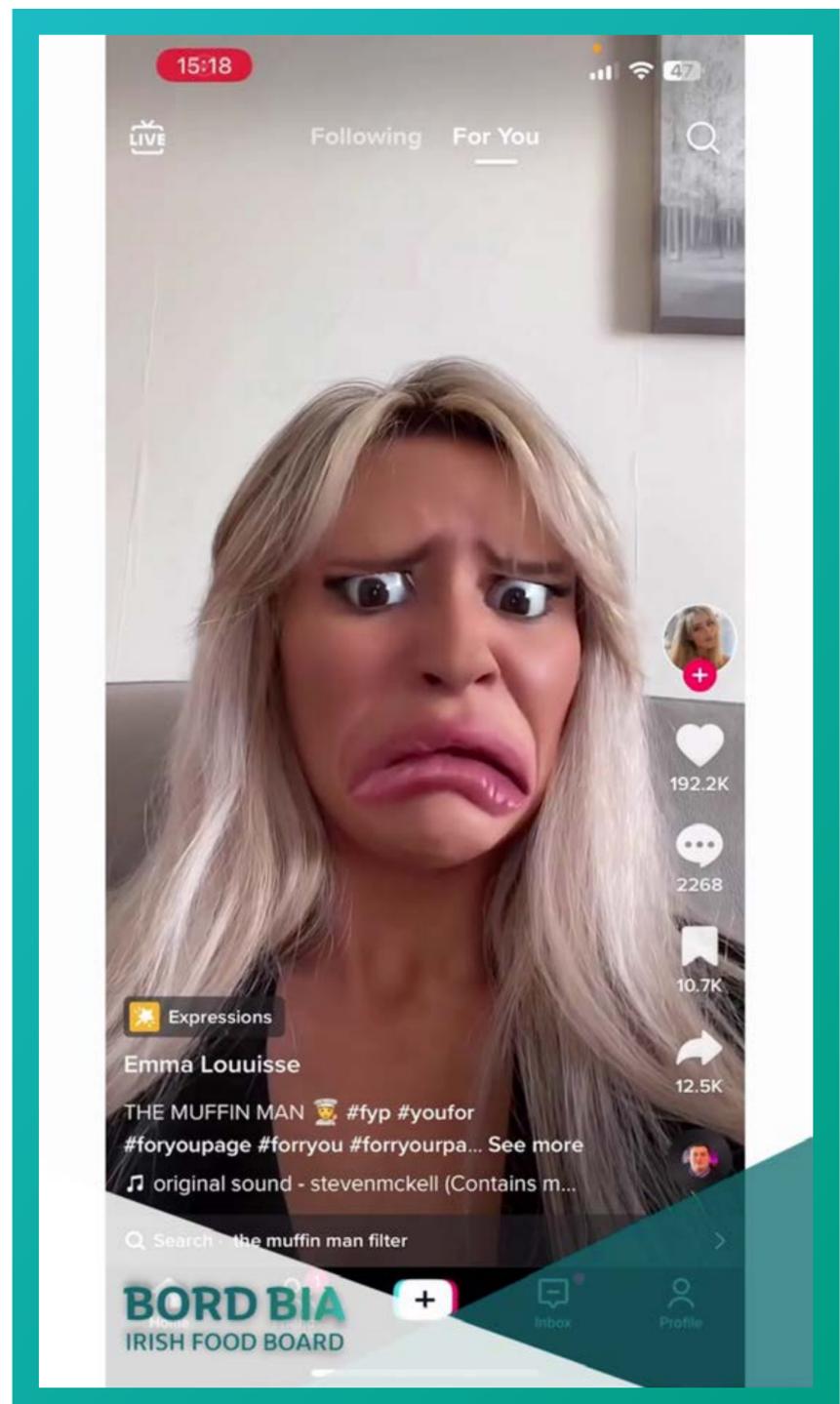
As you scroll, you will see and hear videos with the same sound, and it is very likely that this sound is trending. If you click on the audio button at the bottom of the video, it will bring you to the original sound. On this feed, you will see what other users are creating with the sound, which again, may give your ideas for your own video. When you find a video you enjoy or want to revert to, you can save the video for future reference.

Use TikTok's search bar

Go to the search function at the top of the screen (magnifying glass symbol). Type in "viral sounds" or "trending sounds". When the results are loaded, click on the "sounds" tab. Here you will see a list of trending sounds that have been used numerous times in TikTok videos.

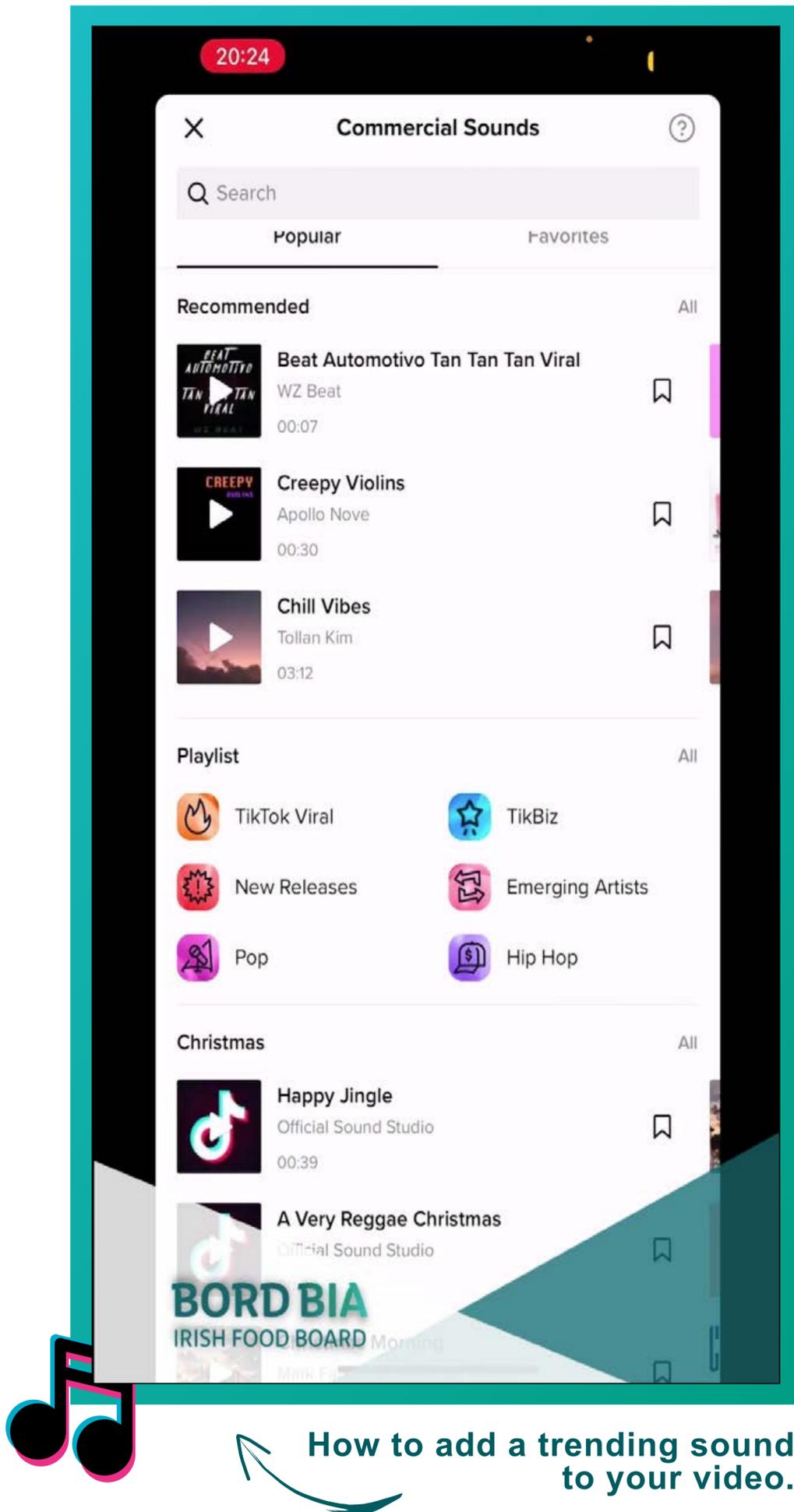
Browse TikTok's sound library

TikTok has its very own sound library. Click on the "+" sign at the bottom of the screen, as you would when posting a new video. Then, tap on the 'Add sound' option at the top of the screen. Scroll down to "playlist" and browse through any playlist that could feature trending songs like "TikTok Viral," "Featured," and so on. Note that the playlists that show up in this section may differ from user to user. Since you're looking for trending sounds, any playlist that suggests it could include popular sounds is worth a look.



How to find trending sounds
(outlining the above in real
life illustration





Once you have found a viral sound that you want to use, it is time to start creating your video. Oftentimes, trending sounds will come with an accompanying video trend. You may want to take part in the trend but do bear in mind that you don't have to.

You can put your own spin on the trending sound and use it in a video that is conducive with your brand voice. Your creativity will go a long way here.

Another way to find relevant sounds to your niche is to look in your analytics as there is a section that will show you what your followers are listening to. We will show you more in depth in the analytics section below.

Trends are fast moving on TikTok so being quick to action them is important, this is why we outlined commitment as a key deciding factor in taking on TikTok for your company.

If you come across a trending sound you want to use, we would suggest you try creating the video within 48 hours to maximise the opportunity to reach as many people as possible.

Video Trends:

There is a symbiotic relationship between trending videos and trending sounds. As we already discussed, often, a trend is associated with a sound. Due to the nature of TikTok and the ability for seemingly random virality, it is difficult to predict what trend will go viral. In 2022 the top 5 trends were:

- Lizzo's ["About Damn Time"](#)
- Louis Theroux's, ["My money don't jiggle jiggle, it folds"](#)
- [The Corn Kid](#)
- ["One Thing About Me"](#)

And very interestingly for the food and drink industry, [Butter boards](#).

FoodTok has a large following and has its own trending content. The hashtag "FoodTok" currently has 49.8 billion views (March 2023). There is a lot of opportunity here for Irish food & drink brands to hop on trends on food TikTok and start their own. People love to discover new recipes and places to eat, so utilising trends will be beneficial for your brand. The top trending videos on FoodTok in 2022 were:

- [Grated Eggs Toast](#)
- [Air Fryer Recipes](#)
- [Boards](#)
- [Balsamic Cola](#)
- [Asian Cucumber Salad](#)

How to find trending videos

This process is much the same as finding trending TikTok sounds. You can browse through your For You Page and see what keeps repeating. You will often see the same trend & sound appear again & again. You can also use the app's search bar (as we did with sounds), but this time click on "videos". When you have found a trend you would like to use, try to put your own twist on the trend and make it your own. Allow your brand voice & style to come out through your content to keep your followers & community engaged and entertained by the content.

Again, similarly, with trending sounds, the trends popularity is typically finite, so using the trend quickly will be the key to your video's success.

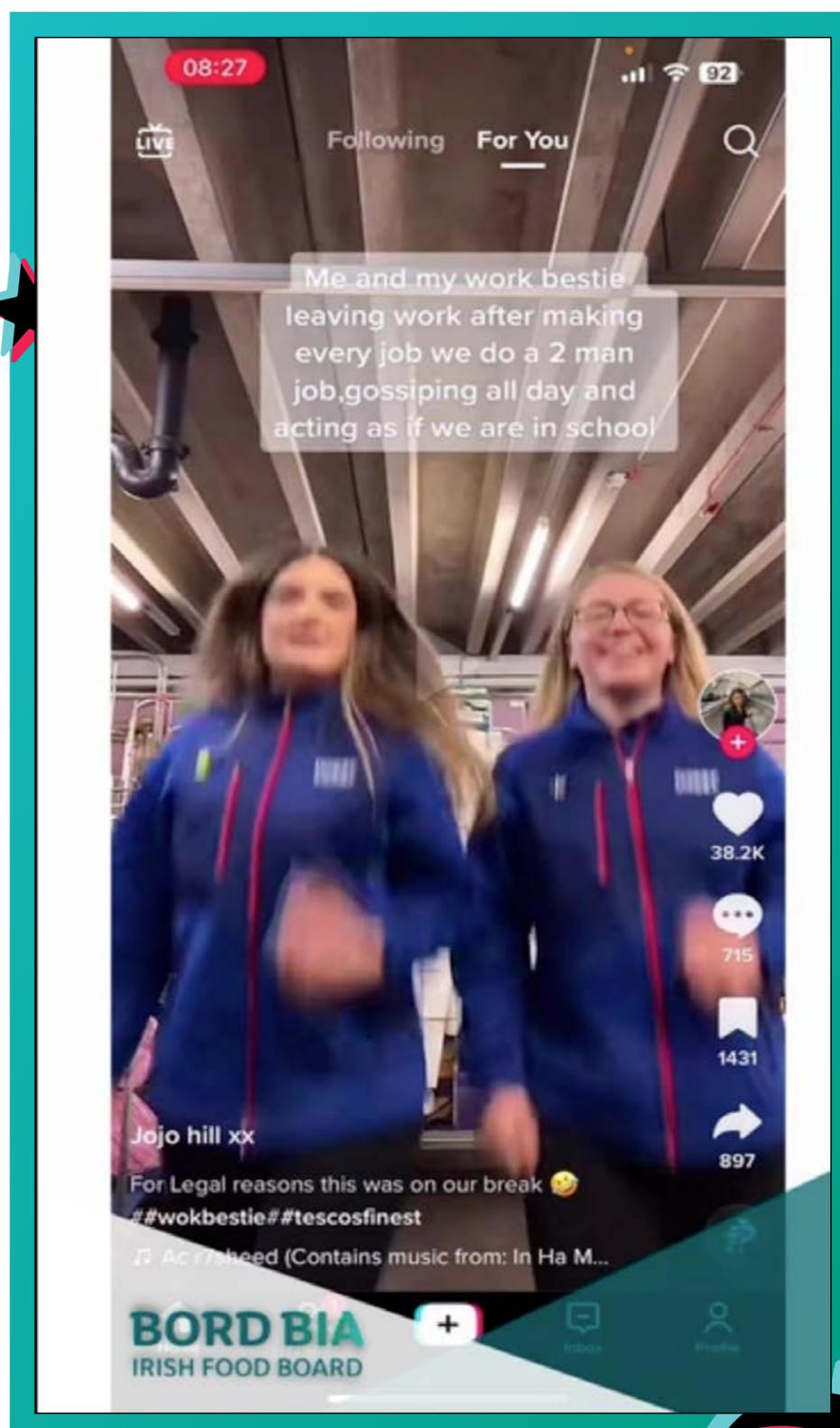
Creating videos that aren't **TRENDING** content, but still **valuable** content.

With all this talk of trending video styles & sounds, you may be feeling a little overwhelmed. It is important to note that not ALL your content must be around trends. There are many other styles of videos you can create that are equally beneficial and enjoyable for your community.

Here are a few ideas of types of videos you could create.

- Tell your origin story - audiences love to get to know their favourite brand. Tell them how you came to be and share that process with them.
- Highlight your production process.

Finding trending videos styles



Creating videos that aren't TRENDING content, but still valuable content.

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- Tell your origin story - audiences love to get to know their favourite brand. Tell them how you came to be and share that process with them.
- Highlight your production process.
- Duet and stitch videos. With duets, you add on to another existing video and with a stitch, you clip specific scenes from another user's video to add to your video. This is a great way to create quick and creative content, as well as engage with content created within the food & drink industry, therefore reaching more of your target audience.
- Answer customer questions. You can reply to comments on videos with a video answer. This is a brilliant way to give your brand a voice & engage with your community in a thoughtful and engaging way.
- Use the effects of TikTok. TikTok has many video effects, but a very useful one is the green screen. You can pin an image or video to the screen behind you and talk over it.
- Voiceovers. A great way to use the voice-over feature in your video would be to record the creation process of your product or a day in the life of a distillery owner and then explain what is happening in each clip with a voice-over.
- Call to Action Videos. Sometimes we will want our audience to do something specific. It might be to follow our profile, click a link in our bio or comment on their favourite flavour of crisps in the comments. You can record videos asking your audience to do certain things but make sure the videos are short & snappy, falling within the 15-second mark.

- It is also important to have a hook line - that is, an attention-grabbing first sentence that will make viewers stop scrolling. For example, as a food or drink producer, you could say:



‘I taste food/drink all day, every day... (pause). I am an Irish food/drink producer, and my company X produces the X in Ireland. Have you heard of us? Well, follow along as I will be bringing you through the process of how X is made & show you yummy recipes along the way. Ireland makes the best X, right? Follow along and I’ll show you why!’

What To Do After Your Post:

You have created and posted your TikTok video. Now what? The job is not finished yet. We have spoken in detail about building a community among your ideal customers and now is one of the most important times to do that.

Once you have posted your video, spend time replying to comments on your videos in an engaging and thoughtful manner.

← Samples of above styles

Try and avoid one-word replies and instead have conversations with your community in the comments. As we've mentioned before, you can even reply to comments with another video. This is a great way to talk directly to your community as well as create easy new content. It would also be beneficial to comment on videos of other brands within your niche in an authentic manner. Their followers will see your profile and hopefully view your profile, therefore increasing your reach.

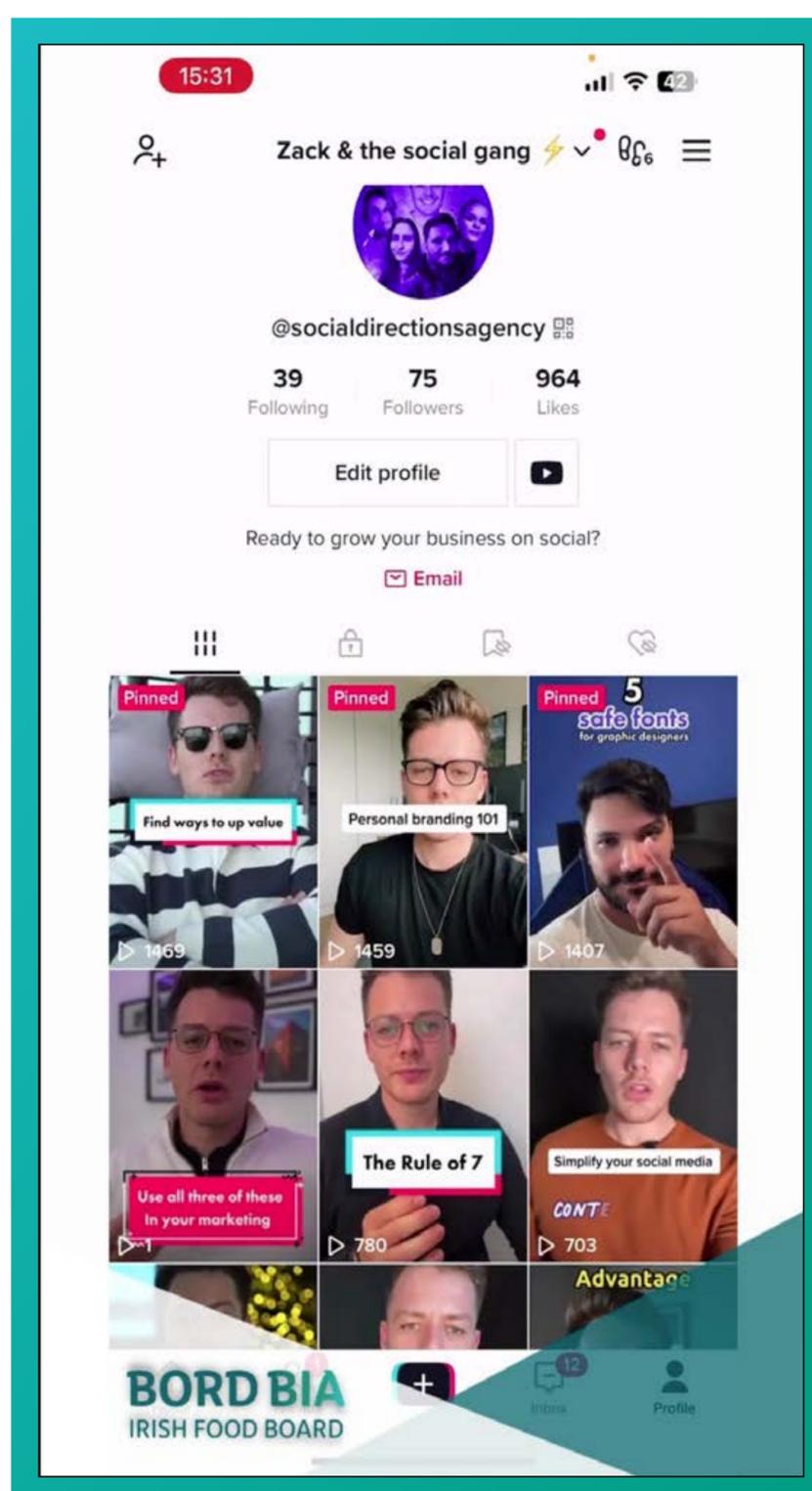
Pinning videos, as demonstrated in the below video, is a great way to tell your followers what videos you think they should watch. Pin your videos strategically. If you have a video you think has excellent information, pin that to your profile, as well as a video or two with the most views.

How Often To Post:

On TikTok, more is more. The more you post, the better & the algorithm favours this. Many of the top creators on TikTok post up to 10 times per day to increase their reach. For a business like those in the food & beverage industry, this is not necessary.

However, we would recommend at least 3-5 videos per week. If you have the capabilities to do more than that, brilliant. Unlike Instagram, which will have times when you are the best posting, TikTok is less reliant on posting times.

Pinning Videos 



However, your analytics will give you the times when most of your followers are active, this is useful when you've increased your following count, but at the start, you can post at any time as the algorithm will pick up your video based on the SEO you have used (caption, hashtags, text in-video), to determine whether or not this is a good video to show to its users.

Due to the high volume of content that is posted on TikTok, we would highly recommend bulk recording. This is a great strategy to save time and remain consistent on the app. Designate a couple of hours per week where you aim to film 5-10 TikTok videos for the upcoming weeks.

Your posting strategy can be a mix of the various types of videos we mentioned before. If you are filming a trending video, we recommend posting that first in your posting schedule to benefit from it.

Live Stream:

TikTok has a live-streaming feature, like that of Instagram. Live streaming is an excellent way to reach new audiences & can be very easy to do.

If you have a manufacturing line or a packaging facility, you could live stream that process. Simply set up your phone on a tripod (or table!) and let the livestream run. It is incredible on TikTok how many people will watch that style of video. For example, [iFoodsUK](#) often livestream packaging pick'n'mix with thousands of people tuning in and placing orders while they are there!

Stories:

TikTok has recently introduced a stories feature, again, like Instagram. You can use TikTok stories as you would with Instagram to share what you are doing during the day, share new offers & promote products. The stories will appear on your profile for 24 hours and then delete.

TikTok Now:

TikTok Now is echoing an app called BeReal, where users get a notification at a random time throughout the day to post exactly what they are doing at that moment, i.e., 'being real'. TikTok have introduced the same style of feature. It is yet to gain widespread popularity but is an easy feature to use, if you want to.

TikTok Now needn't be a massive feature in your TikTok strategy, just don't be alarmed when you get a notification on your phone telling you to post now!

How To Develop A TikTok Strategy:

We have spoken in depth about all the features of TikTok, how to film, edit & post a TikTok video and how to use hashtags & captions to increase searchability, but you may now be thinking, how do I use all this information to benefit my business? In this section, we will discuss ways to develop a TikTok strategy to convert your followers & community to paying customers.

When starting to think about your TikTok strategy, think about what you want from the platform. Are your goals brand awareness, sales, solidifying brand identity, building customer loyalty, or helping in the decision-making stage of consumerism? Perhaps your social media, and in particular, TikTok goals, are a combination of the above. Regardless, you need to position your content in a way that helps achieve your goals.

For example, if your goal is to raise brand awareness for your artisan cheese brand, you could post educational content on the creation of the cheese, along with recipes or cheese board ideas for people to use. Another goal you have could be to increase revenue by using social media-led leads.

This goal can also be achieved using TikTok by showcasing how delicious your cheese is and how perfectly it goes with a mango chutney on a cheese board to impress your friends that weekend. Subtly hinting to your follower that they must have this cheese may subconsciously influence them to purchase from your business.

Social media marketing and traditional marketing are crossing paths now with areas in stores with [#TikTokMadeMeBuyIt areas](#) featuring products that went viral or semi-viral on TikTok. What's to say Irish supermarkets won't have that by the end of the year featuring food & beverages that featured heavily on TikTok?

On TikTok, a good strategy is to show your product in action rather than try to hard sell it. Show how crunchy your crisps are or educate your community about how switching to Irish-produced food & drinks benefits the wider communities and influences your followers to buy, rather than directly telling them to.

On TikTok, people like to feel as though they are part of your brand and the curation of the product and have some ownership over it; they will feel part of a community and develop loyalty to it.

In developing your TikTok strategy, strive to consider the following points:

- What are your overall objectives? What do you hope to achieve?
- How often will you post?
- We recommend at least 3-5 times per week, and more if you can.
- What will your brand voice be?
- What will you post?
- Tie these back to your goals and the various types of videos outlined above.
- Is your product easily accessible for your community to purchase?
- Link your product in your bio.
- Are you paying attention to trends & implementing them?
- Are you providing value to your viewers?
- Are you using Call to Action to ask viewers to follow you and digest your content?

Before starting on your TikTok journey, take the time to sit down and brainstorm your strategy and set realistic goals and expectations that you would like to get from the app. This will increase your chances of success on the platform.



Analytics:

- How do you analyse the success of your efforts on TikTok? There are several metrics available to you, like follower count, likes, comments and shares, but TikTok analytics allows you to go deeper. The analytics on the platform allow you to view weekly and monthly growth, total video play time, information about who is watching and more. Analytics are a powerful tool to help you build your TikTok strategy. They help you see what is working and what is not, illustrating where you should focus your efforts for future content plans.
- As we showed earlier, when setting up your account, you will need to set it up as a business account to see the extensive analytics. If you have a personal account, you will see the basics. According to TikTok, business accounts offer “creative tools that empower businesses to think like marketers but act like creators”.

- You can switch your profile to a business account using the following steps:
 - Go to your profile page
 - Open the **Settings and Privacy** tab (the three lines in the top right corner) Tap **Manager Account**
 - Under **Account Control**, choose **Switch to Business Account**
 - Choose the category that best reflects your business (i.e., food & drink)
 - Add your business website & email to your profile

- How do you check your analytics on TikTok?
 - Go to your profile.
 - Open the Settings and Privacy tab in the top right corner.
 - Under Account, choose the Creator Tools tab.
 - From there, select Analytics.

TikTok analytics are divided into four categories; Overview, Content, Followers and LIVE.

Overview

- In the overview tab, you will be able to see data from the last week, two weeks, month or two months – you can select a custom date range. You will be able to see information on your engagement, that is, your video views, profile views, likes, comments and shares. TikTok will also give you a plus or minus percentage on the previous time period, which will show you if you are trending in the right direction.
- The overview tab will also give you an overview of your follower data (more detail in the follower tab) and Content (again, more detail in the content tab).
- A good indication of whether your TikTok strategy is working is the “Profile views”. This is the number of people who have viewed your profile over a period. This metric is good for measuring brand interest. It shows the number of people who liked your video enough that they saw it on the for you page to check out your profile or people who are curious to see what your brand is doing on the platform. This metric is a good indication of if your TikTok strategy is working or not.

Content

This tab will show us which videos have been most popular in the selected time period. It will also provide information on individual videos, like views, comments, likes and shares.

This analysis is very useful in helping you plan future content and your TikTok strategy. What videos have your followers been engaging most with over the past two months, for example? If they have been enjoying videos where you show the manufacturing process of your distilled gin, then perhaps you should focus on this more and provide educational material on the manufacturing process. Similarly, if you can see that posts where you are just talking to the camera about the benefits of switching to oat milk, without showing your product, are doing poorly compared to other videos, then it would be an idea not to spend time creating that content anymore, and switch to a more fast-paced style of video.

The content tab will be invaluable in helping you plan your future content.

On the content tab, you will also be able to see video views per section. This will tell you where traffic to your post is coming from. Sources of traffic include the for you page, your profile, following feed, sounds, searches and hashtags. If you have been using sounds and hashtags to boost your post, this is where you will see if it has been working.

Followers

The follower tab gives you information about your followers. It will give you information about the demographics of your followers, including gender and where in the world they are based. For the Irish food and drink industry, it will be interesting to see if your followers are Irish-centric or if a lot of people from the US are digesting your content.

In the follower tab, you will also be able to see when your followers are most active, which will help in planning when to post your videos.

A useful metric in the follower section to help plan future TikToks is the sounds your followers listened to. As we have mentioned, TikTok trends are often accompanied by sounds, so you will be able to see the top sounds your followers have listened to and see what's popular. As we have said if you are going to use sounds and trends to plan your TikTok strategy, move fast!

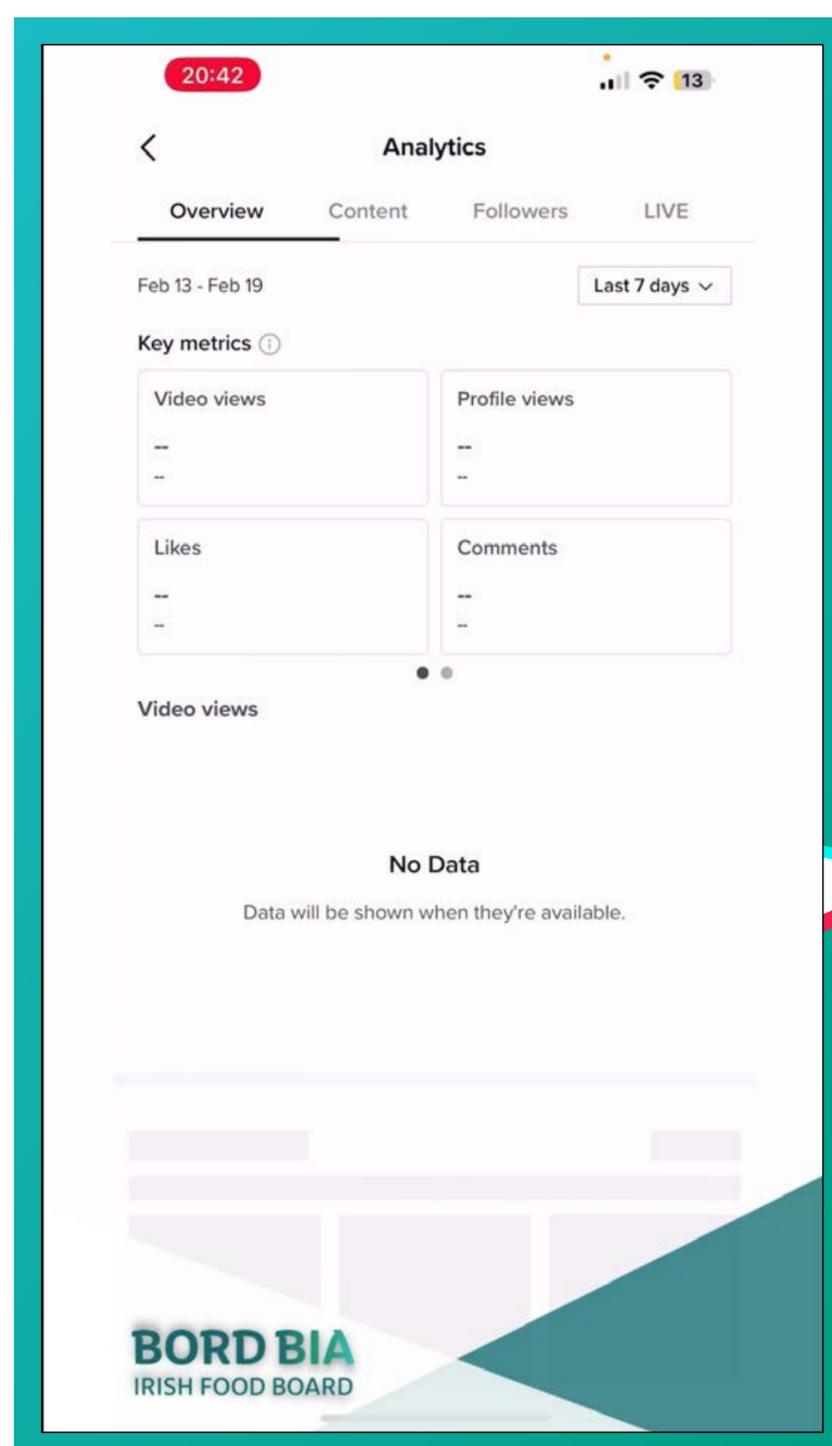
LIVE

This tab displays insights on the live videos you have hosted within the last month. We previously mentioned live streaming the packaging process of your product. This tab will tell you if that was beneficial use of time. You will see the total views of your live videos, how many new followers you gained during a live stream, how much time you spent live and what was the maximum number of people viewing the video at any one time.

On the LIVE tab, you will also see “diamonds”. Viewers can gift creators during Livestreams, which TikTok will then reward with “Diamonds”. These diamonds can be exchanged for money under the creator fund. Unfortunately, however, Ireland is not eligible for the creator fund at the moment, so there is no need to focus on collecting diamonds.

As you can see from the above analytics, they are valuable tools to help you plan your TikTok strategy.

One thing to note is that the more you post on TikTok and engage with the platform, the more in-depth and useful your analytics will be, so get posting!



Analytics

Paid Advertising On Tiktok

Paid advertising is another feature that TikTok supports. It is important to note that alcohol brands cannot advertise on TikTok; “The trade of tobacco and alcohol products is also prohibited on the platform.”

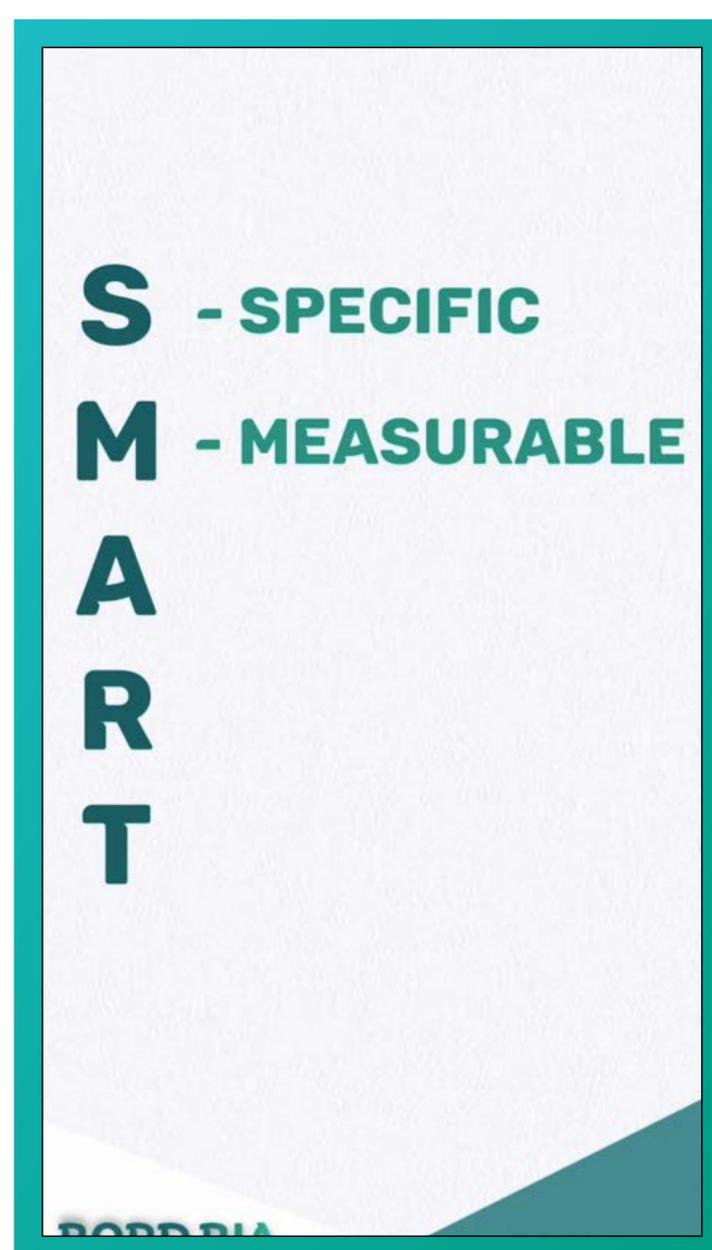
TikTok ads allow businesses to start controlling who sees the content they create through a range of different objectives; brand awareness, website/link clicks to a page of your choice, lead generation or capture forms, or result-driven campaigns (e.g., sales). You should consider using TikTok ads if your core audience is on the app.

You will discover this by using the app organically and analysing the data in TikTok Business Centre, as outlined above. A business should use TikTok ads if the results-driven activity (website clicks or sales) is the core principle behind your digital strategy on the app. If brand awareness is your main goal while using TikTok, you can do so through organic only.

As we discuss TikTok ads, we will divide them into low-level advertising and high-level advertising.

Low-level advertising

Low-level advertising does not equate to low-level results, more so the effort you must go to in order to set up the ad. As with Instagram, you can boost a certain video on your page easily and on your smartphone. You can click boost post and let TikTok decide your audience for you.



Setting up a 'low-effort' advertising campaign ↗

High-level advertising

For high-level or high-effort advertising on TikTok, we would suggest working with an ads agency to create your campaigns. While very effective, they can be complicated to set up, although not impossible.

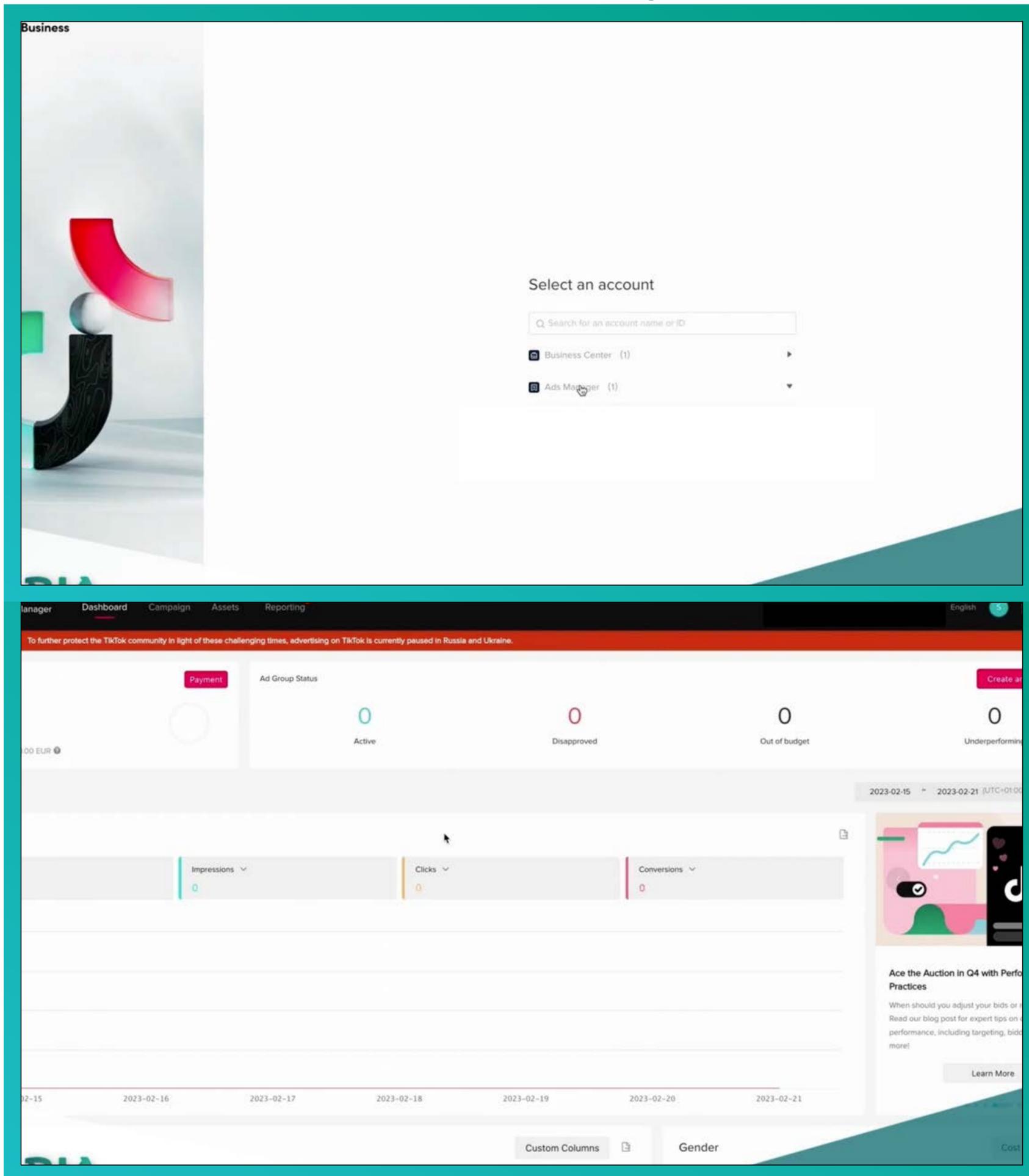
For high-level advertising on TikTok, we recommend setting up your campaign on a desktop. To start creating these campaigns, you will need to set up [TikTok Ads Manager](#).

- Go to [Tiktok.com/business](https://www.tiktok.com/business) and click “get started”
- Click Sign up and sign up using your phone or email address
- Create your account and fill in some basic information about your business, then click Register. Do make sure the information is correct, as you will not be able to change it later.
- Enter your business and billing information. When entering your business website URL, it will be in the following format: <https://www.tiktok.com/> . To pass the account review, your website must function properly, contain the required contact information, clearly promote a product or service and be relevant to the product or service you wish to promote.
- Select your payment method.
- Submit your account information for review. You will know within 24 hours if your account has been approved.

You will also need to install the TikTok pixel on your website to track your results. A pixel is essentially a communication device between TikTok and your website to collect data.

It will track traffic from TikTok to your website so that you can measure the results of a campaign.

Inside TikTok Ads Manager



How to install a pixel on your website

Running your first TikTok ad

When running a TikTok ad, it is important you have SMART goals to measure the success of your campaign. SMART goals stand for; specific, measurable, actionable, relevant, and time-bound. With social media strategy, we need to make sure we know exactly what we are trying to achieve and how we will measure success.

A goal for your TikTok ad campaign may be to increase website visits by 10% in a 30-day period from TikTok or increase TikTok-led sales by 5% over 60 days.

If we know exactly what we want to achieve, we can use the pixel installed on our website to decide if we have been successful or not.

Start with a 30-day trial ad with a test budget of approximately €300 - €500. Ad spending on TikTok is up to an individual business, so don't feel tied to sticking to numbers we use to illustrate examples. For your ad, first, set your goal & record content that is aligned with that goal.

Through ads manager, select your target audience based on age, gender, location and interests. Set your daily budget of €16 (€16 per day equates to roughly €500 per month) and run your ad.

Do make sure you are not violating any of [TikToks advertising guidelines](#). Do note. Unfortunately, alcoholic beverages cannot advertise on TikTok.

Once you have run your test ad and are happy with the results, you can start planning your social media advertising budget accordingly. Take the following example.

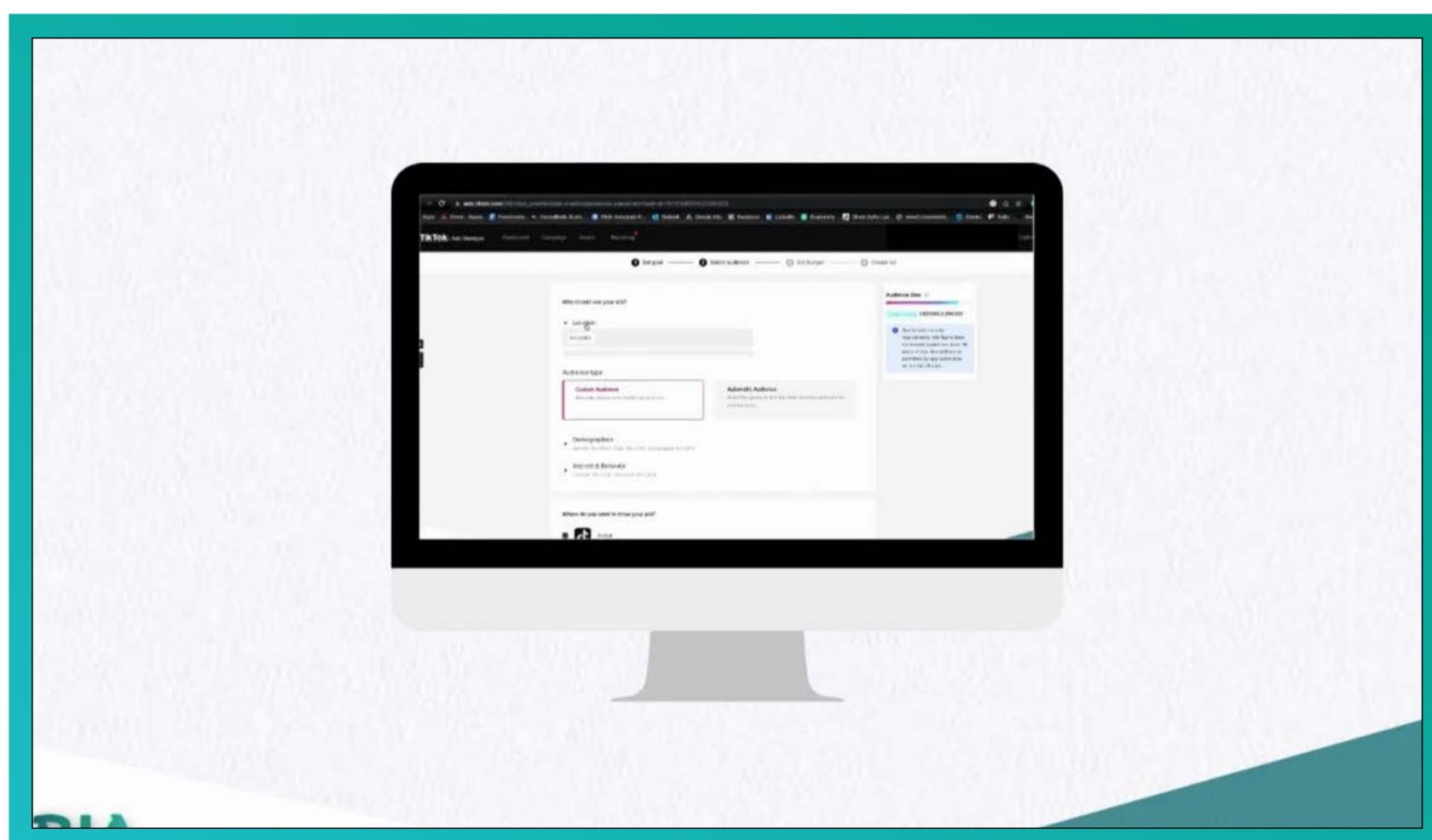
- Our initial goal was to increase sales, originating from TikTok, by 5% with an ad spend of €500 per month.
- After Month 1, we studied the data collected from TikTok and the pixel installed on our website and found that we had achieved our goal.
- We now want to increase sales from TikTok by 10%, so we will delegate a €1000 budget per month to the platform to do so.

This is a simplified example but illustrates how you can use data-driven decision-making to help achieve your business goals using social media, and TikTok in particular.

Tips for analysing the success of an ad

As mentioned, we highly recommend setting your goal before you start the ad and checking the data each week to determine how the ad is performing. If your goal is to increase website clicks from 10K per month to 11K per month, you should be seeing roughly 250 website clicks per week. You should run a trial period for at least a month. If your ad is not performing, your first instinct might be to change it entirely immediately.

We would urge you not to do so. The ad may not be performing for several reasons, the content, the caption & hashtags, or the targeting. Perfecting your ads will be down to trial and error and changing one thing at a time to troubleshoot the issue. It will take time and trial and error to get your ads to a place where you are seeing the exact results you desire each time.



Running a high-level ad campaign

TikTok has excellent organic reach. By employing ads in your digital strategy, you will have more control and ensure you are targeting the right people. A comprehensive digital strategy will encompass both organic media & paid ads to achieve the best results. Your ads will bring the right people to your profile, while your organic content will increase your brand awareness and build a community that is loyal to your product when they get there.

Conclusion & Actionable Steps:

For the food and drink industry in Ireland, TikTok has not become widespread yet in their marketing plans, which leaves an area of opportunity. With 2.3 million monthly users on the app in Ireland alone, the possibility of reaching your target audience is huge. It is important to note the unpredictability of TikTok, though and that not every video will go viral. Growth will come in phases, but it is important to remain consistent and creative through the period of low growth.

You cannot directly control who will see your organic content and how they will receive it, but you can control the level of creativity you put into your videos and how often you post. Control the controllable. TikTok is a fun and vibrant platform, and utilising it for your food or drink brand will breathe new life into your business, as well as reach new audiences & customers. Do you feel inspired and energised by the opportunity in front of you? Well, get scrolling and start your TikTok experience now.



Bord Bia Tiktok Guidebook - Checklist

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4. Creating Your First Video

TikTok: A Step-By-Step Checklist

- Download the app
 - Click on the App store, or android equivalent
 - Search TikTok
 - Use your Apple ID (or android equivalent) to download the app
- Set up your profile
 - Sign up with your phone or email
 - Enter your birth date
 - Enter desired password
 - Complete Captcha to prove you're a human
- Switch to a business account
 - Go to your profile page
 - Open the Settings and privacy tab (the three lines in the top right corner)
 - Tap Manager Account.
 - Under Account Control, choose Switch to Business Account.
 - Choose the category that best reflects your business (i.e., food & drink)
 - Add your business website & email to your profile.
- Brand your profile
 - Select a profile photo (ideally your logo)
 - Choose your Display Name (ideally your brand name)
 - Select your username (Ideally your brand name)
 - Set your bio (max 80 characters).
- Digest content as a user
 - Scroll through your FYP
 - Follow creators in your niche
 - Explore different video styles
- Film your first video
 - Choose the video you will film
 - Click the “+” symbol at the bottom center of your screen
 - Decide if you will record for 15seconds, 30 seconds, 60seconds, 3minutes or 10 minutes. We recommend starting with short 15-second videos.
 - Film in landscape
 - Hold the red button in the center to record. To stop, release the red button.
- Edit your video (all the below are optional, and can be used in various combinations)
 - Trim the individual clips
 - Add text using the text tool
 - Add any effects that suit the video
 - Add music/sound

TikTok: A Step-By-Step Checklist

- Apply filters
- Record a voice over
- Post your video
 - Select your video cover and add text to describe the video
 - Write a caption describing the video
 - Add 3 to 5 relevant hashtags
 - Add a mention
 - Set “Who can watch this video” to everyone
 - Set the following to “allow”: duet, stitch, high-quality uploads
 - Share to your other platforms
 - Accept “Music Usage confirmation”
 - Click POST.
- Comment on other videos in your niche
- Explore trending sounds
 - Scroll through your FYP and note what songs you hear repeated
 - Use the search function and type “Viral Sounds” or “Trending Sounds” & click on the SOUND tab
 - Explore TikTok Sound Library
- Explore trending video styles
 - Scroll through your FYP and note what style of videos you hear repeated
 - Use the search function and type “trending videos” and click on the VIDEO tab.
- Develop a TikTok strategy
 - What is your goal for TikTok?
 - How often will you post
 - What are your content pillars?
 - Will you have a face to your brand or a mascot?
 - How will you measure success?
- Analyse your analytics
 - Is your content follower increasing?
 - Is your engagement increasing?
 - Are you posting consistently?
 - Are you engaging with trending sounds and content?
 - What type of videos are achieving the highest engagement levels?
- Review your digital strategy & amend accordingly
- Set up a paid-ad campaign
 - Decide if you will set up a low-effort or high-effort advertising campaign.
 - Decide on your advertising budget

TikTok Strategy Considerations Checklist:

- What is your goal for TikTok? What do you want to achieve from the app?
- How often will you post?
- What will you post?
- Make your product easily accessible to your consumer (link tree/website)
- What trends can be applicable to your brand?
- What value are you providing to your consumer?
- What Call to Actions will you employ?
- Will you use paid advertising? If so, what budget will you dedicate to your ad campaign?

Creating Your First Video

- Use the app to find videos you enjoy
 - Scroll through your FYP and note what style of videos you hear repeated
 - Use the search function and type “trending videos” and click on the VIDEO tab.
- Film your video
 - Choose the video you will film
 - Click the “+” symbol at the bottom center of your screen
 - Decide if you will record for 15seconds, 30 seconds, 60seconds, 3minutes or 10 minutes. We recommend starting with short 15-second videos.
 - Film in landscape
 - Hold the red button in the center to record. To stop, release the red button.
- Use a trending sound either as a feature in the video or a background song
- Trim video clips to make the video smooth
- Use in-text feature
 - Notate at least the key points in the video using text as it adds to the searchability of your content
- Add a caption
 - Be sure to use key words to increase searchability.
- Use hashtags
 - Use 3 to 5 key word hashtags.
- Set your video cover
 - Use the text cover feature to quickly tell your audience what the video is about.
- Turn on “Allow comments,” “Allow duet,” “Allow stitch,” and “allow high-quality uploads.”
- Accept “Music Usage Confirmation”
- Post video
- Engage with comments on your video in a thoughtful and genuine manner.
- Engage with other profiles in your niche with thoughtful comments