

## TikTok for Business («TIKUNT»)

In this course you will learn about Social Media Marketing & TikTok Ads and get step by step to successful TikTok Marketing. This course will show you everything you need to grow your customer base.

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Digicomp courseware

### Content

TikTok is the world's fastest growing social media platform and has around 800 million monthly active users (more popular than Instagram). Plus, it's the only place where new users can go viral overnight. In other words, it's a marketing opportunity you don't want to shy away from. Whether you're looking to boost your personal profile or generate revenue for your business, TikTok is the right platform for it.

- Set up a TikTok account
- Building a fan base on TikTok
- Driving traffic from TikTok to your website and other social media platforms
- Designing and scaling marketing posts on the app
- Publishing content with the best timing
- How to participate in challenges and follow trends
- Using TikTok Analytics
- Ways to monetize your TikTok account
- Switching on Tik Tok Ads

### Key Learnings

- Learning how to build a fan base from scratch with TikTok
- Learning what TikTok is (user numbers, etc.) and how to set up your TikTok profile
- Using the TikTok video editor and creating professional videos with your smartphone
- Using traffic from TikTok for your website and other social media platforms
- Knowing how to create a business account which will deliver you high engagement
- Using TikTok's trending sounds
- Increasing the view with TikTok duets
- Knowing what TikTok engagement hacking is all about
- Knowing how to design content specifically for the TikTok algorithm
- Designing a personal profile that is optimized for TikTok engagement
- Dealing with videos that don't get much attention
- Designing and scaling TikTok marketing posts
- Optimizing bio text and profile photo
- Expanding the TikTok account for entrepreneurs

### Methodology & didactics

This course is structured as a workshop and includes hands-on exercises with various case studies.

## Target audience

This course is for aspiring business owners, entrepreneurs, coaches, consultants, social media marketers, YouTubers and content creators, as well as startups, self-employed and local businesses. Also suitable for people who want to use TikTok to market their business, build their own brand as well as include TikTok as a skill on their resume or just learn more about TikTok and social media in general.

## Requirements

Basic knowledge of various social media platforms is required. We recommend downloading the app in advance.

Please also bring your laptop and smartphone with you.

- [Social Media in Marketing & Communication \(«SMC»\)](#)

## Further courses

- [Social Media Marketing Starter Kit \(«SOMEKI»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-tiktok-for-business](https://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-tiktok-for-business)