

Last lecture

# Mathilde Høj

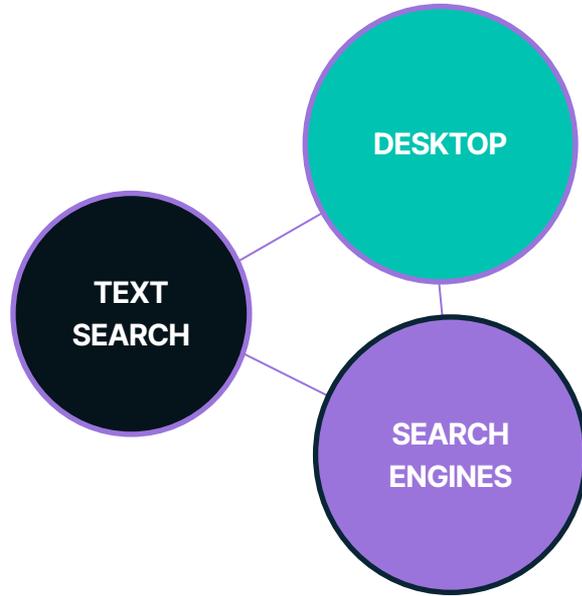
TikTok Growth for Businesses and Individuals in the AI  
Era

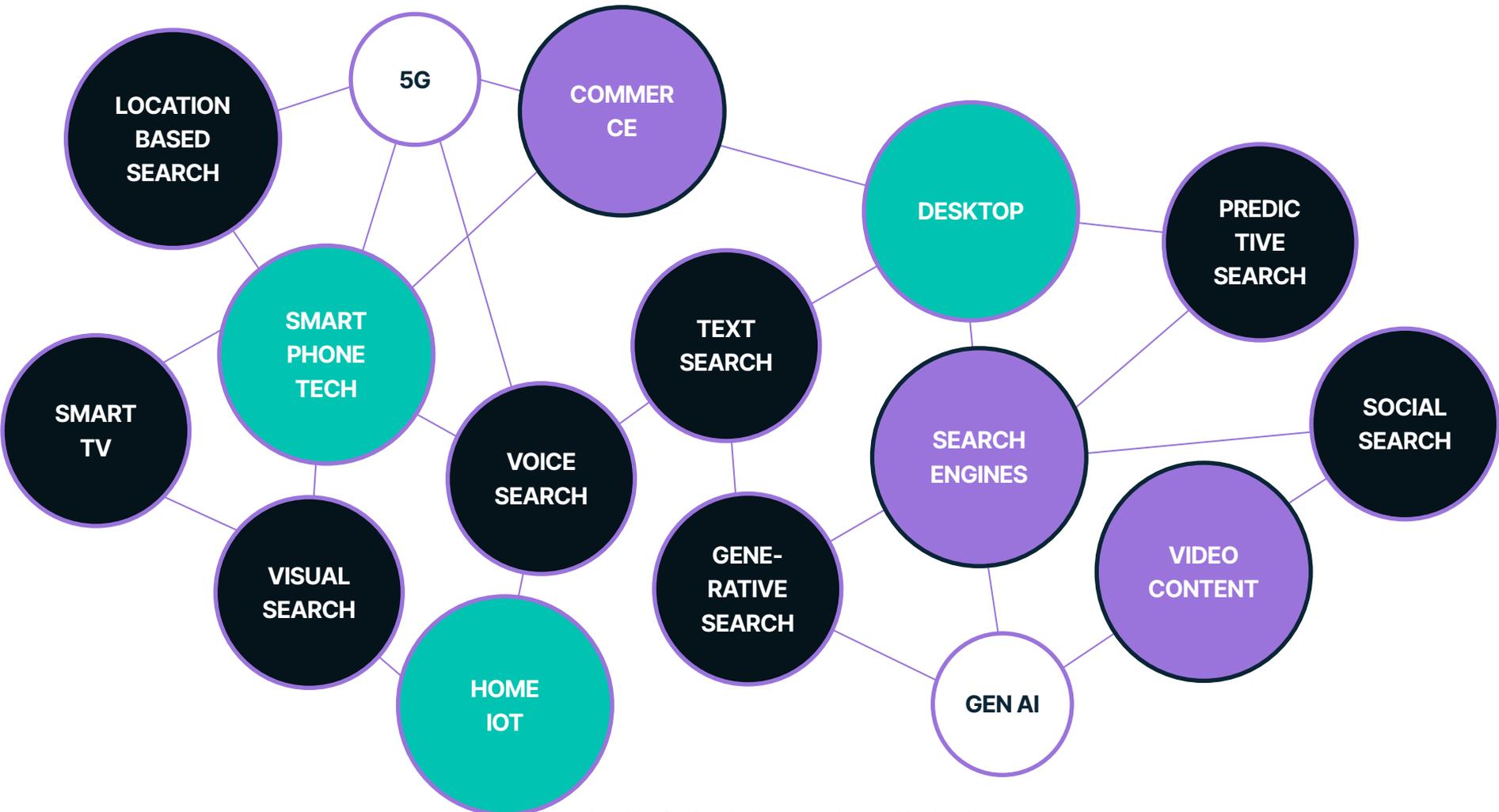


# TikTok Growth

For Businesses And Individuals In The AI  
Era







GenAI & Machine  
Learning  
changing  
"traditional"

Search  
behaviour in new  
environments

**74%**

Choose based  
on **trust**

**40%**

Attracted to  
**personalisation**



**Users are expecting  
bespoke communication**

*And Google was not delivering sufficiently*

**Search has changed –  
and so has the funnel**

AWARENESS

CONSIDERATION

TRAFFIC &  
FOOTFALL

AWARENESS

Discovering through Social  
Search

Deep diving into



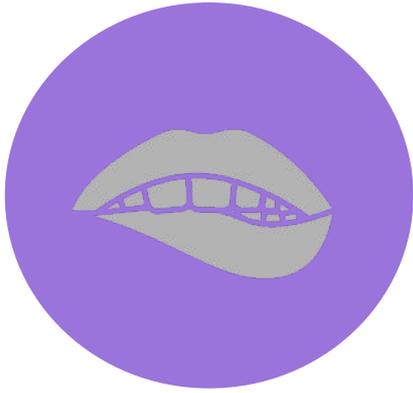
CONSIDERATION

specifications

# Converting with traditional and retailer search



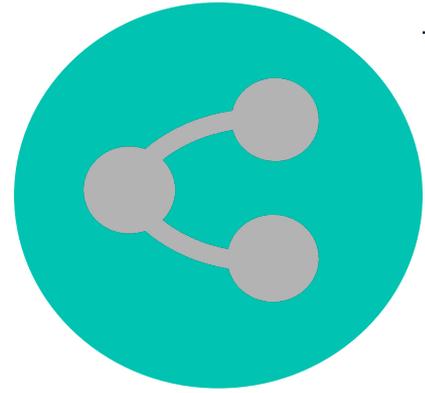
TRAFFIC &  
FOOTFALL



**BITE-SI  
ZED**



**THUMB-S  
TOPPING**

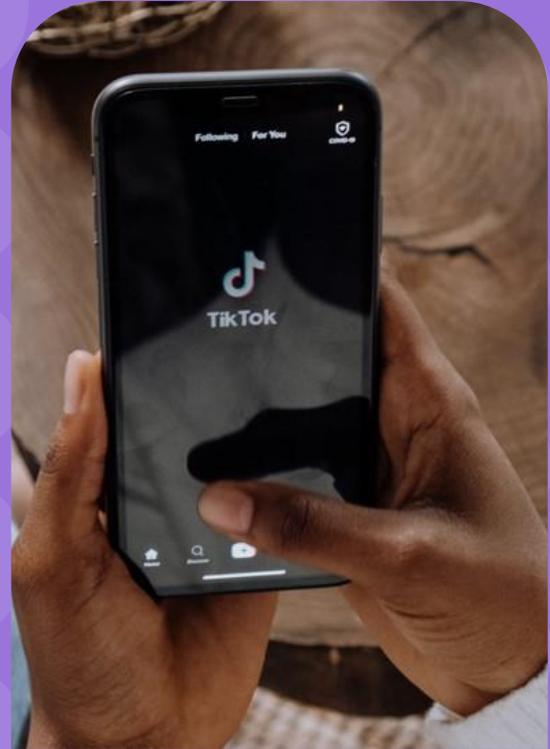


**SHARE-  
ABLE**

# Today's focus:

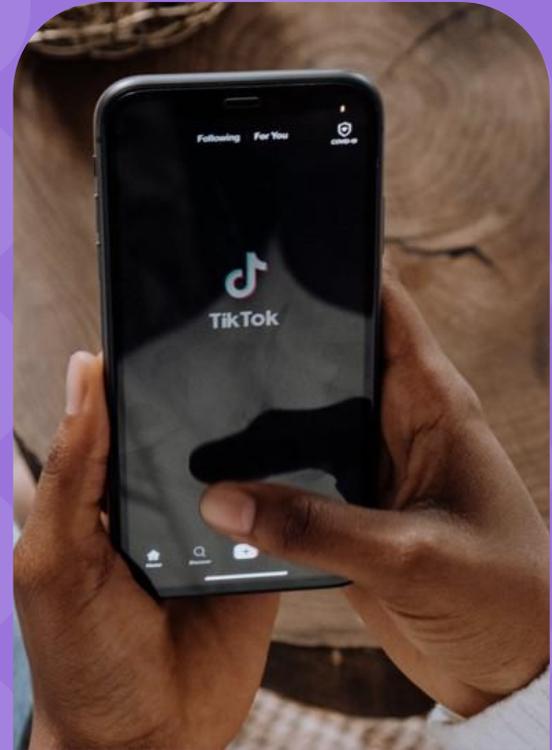
# TikTok

# TikTok is the main driver of Social as search



**But..**

**To succeed as  
a creator, you  
must**



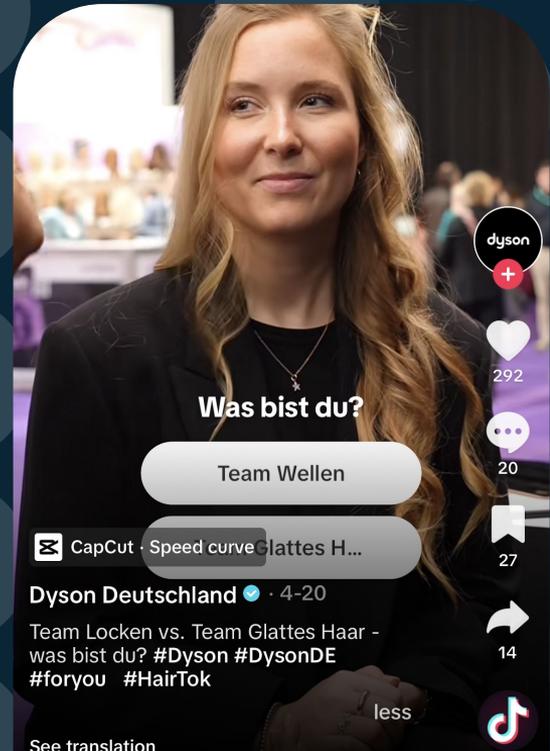


# Understand the recommendation system

# Interactions



# Video information



# Device and account settings



# View time

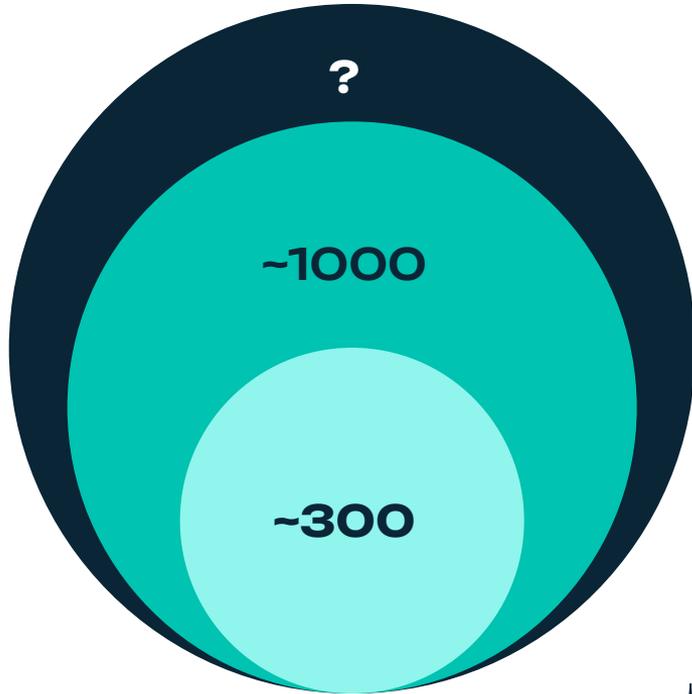


# It's all about the points

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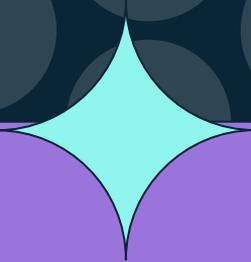
Likes	1 point
Comments	2 points
Reposts	3 points
Watch till end	4 points
Rewatch	5 points

# The more the better



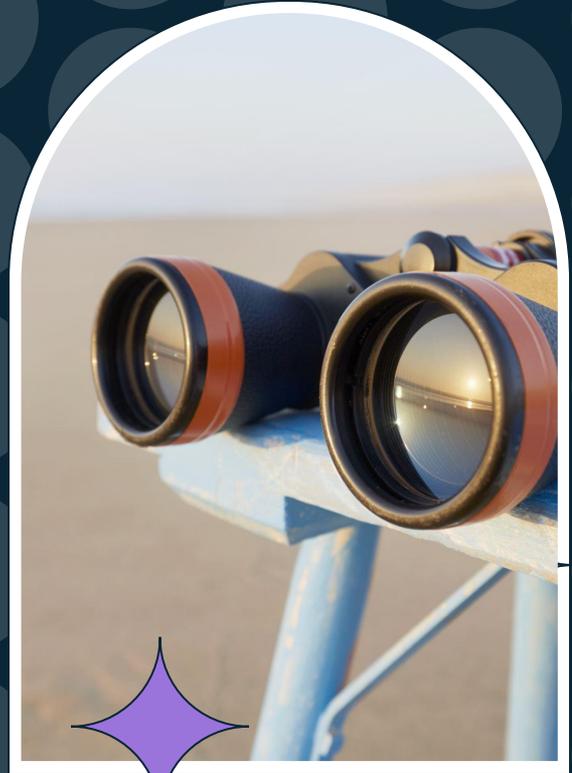
- Viral?
- Do they agree?
- Your initial viewers

**Why should I use my time  
on TikTok?**

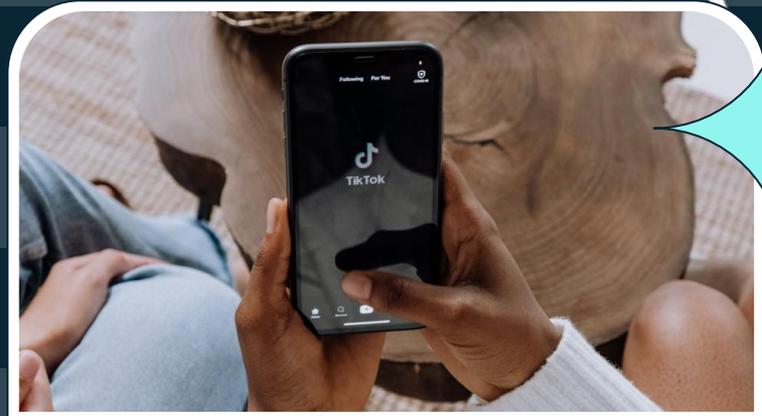


**11%**

Would choose TikTok for  
**all** their search needs

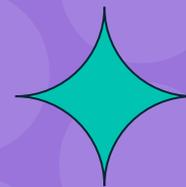


# How do you get started?



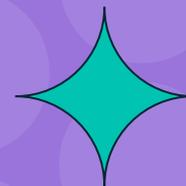


# Social Listening



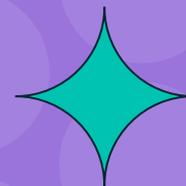


# Hashtags and Search



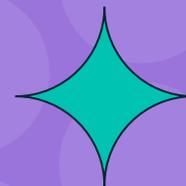


**Think outside the  
box**



**4**

**Create a hook**



**Ready to  
create?**



# Primary KW

*What is your focus?*



# 5-10 secondary

*Trending or related*



**Get creative**

*For every keyword*



# Track

*Weigh your metrics, e.g. in  
Google Sheets*



# FAQ

*Fast and visual*



# UGC

*Ordinary people are more trustworthy*

# What about AI?



Have you seen  
any animals  
doing **crazy**  
stuff lately?



Real content  
is still king

But AI can  
aid in editing



# Examples

- Captions
- Choosing sound
- Auto-cutting
- Enhancements
- Etc.

# CapCut: Your AI editing friend

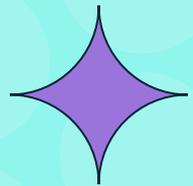
*(Or it is trying  
to be..)*



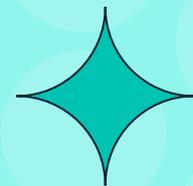


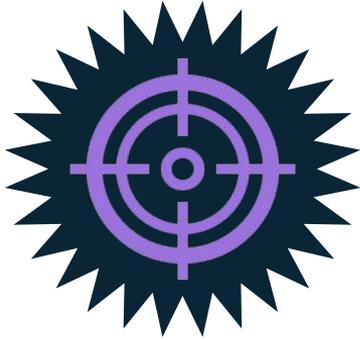
Keep it **native** – and  
**down to earth**



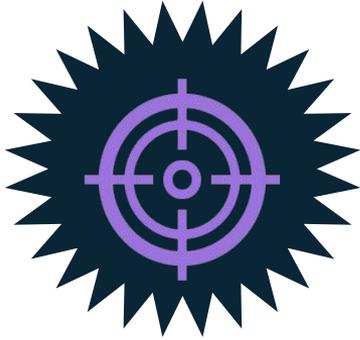


**Making a good TikTok  
is all about..**





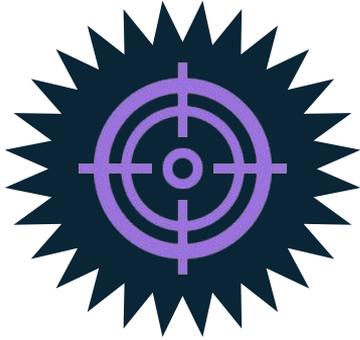
# Straight to the point



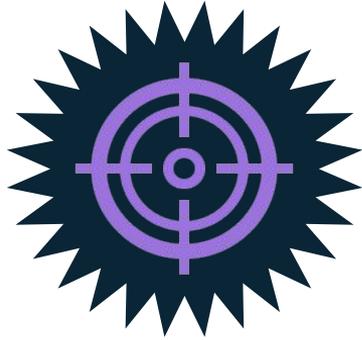
**Brings value**



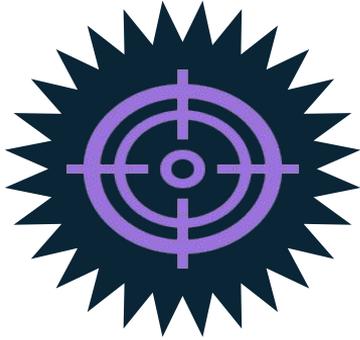
**Is relatable**



**Short and  
fast-paced**

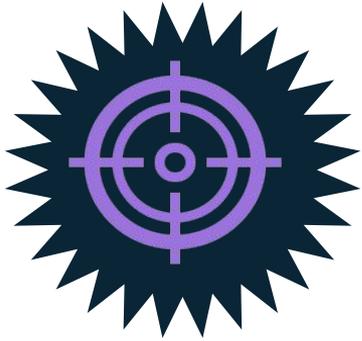


# Utilises hashtags and SEO

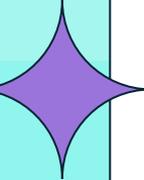
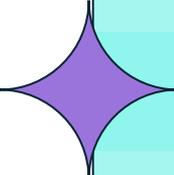


# Uses in-app features

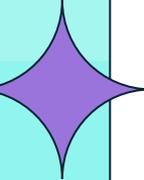
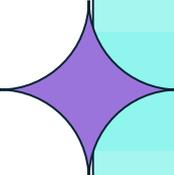
*Or CapCut*



~~POLISHED~~

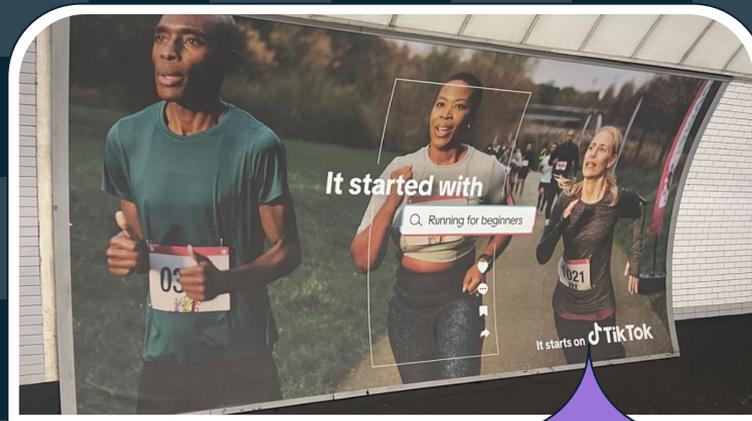
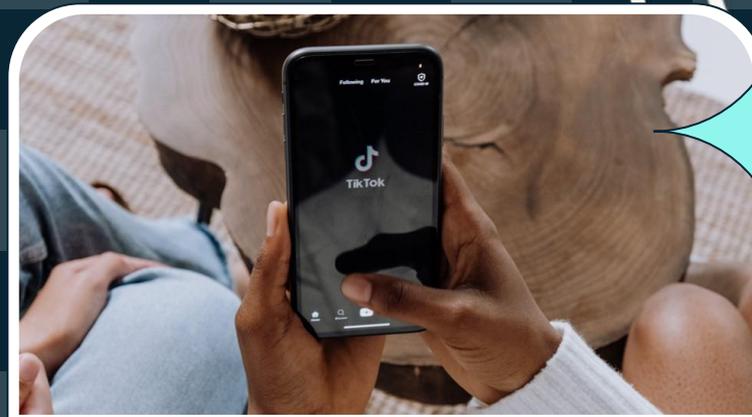


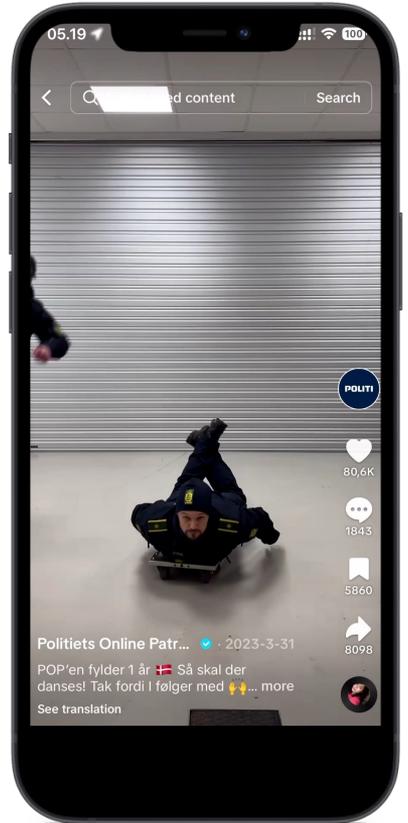
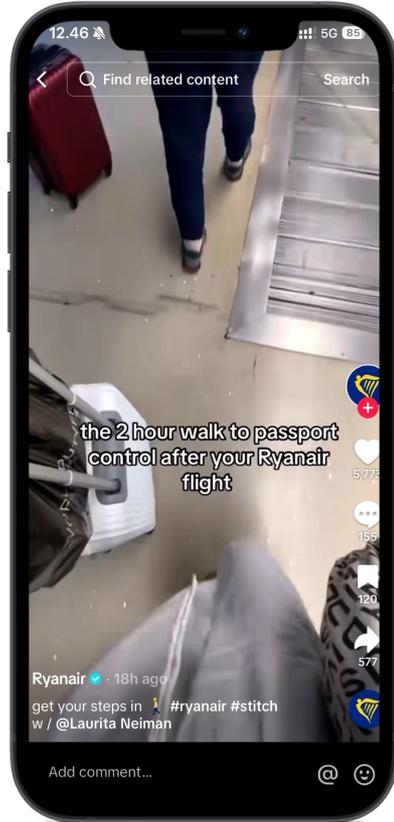
**Be true to your brand**  
*-professionally and*  
*personally*



And do not try to sell  
something!

# Copy others!





# Key Takeaways

Build a presence

Tap into what is trending

Try different things

Keep it down to earth

Use AI to optimise processes

Repurpose content on other platforms

# Thanks

Connect with **Mathilde** on social media,  
or work with her via:

- TRANSACT Denmark



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