



## TikTok Marketing Plan Worksheet

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**INTRODUCTION.** What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step TikTok marketing plan

**TikTok Account Concept.** Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your TikTok business account. What angle can you give it that will be in synch with the video-centric focus of TikTok? If TikTok is a party, what type of party are you going to throw on TikTok?

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**FUN VS. NOT FUN & STRATEGY.** A fun company in a fun industry (e.g., Airbnb) has an easier time of it on TikTok, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what's your basic strategy?

We are a  fun  not fun company / product / service in a  fun  not fund industry. Accordingly, we will post the following types of videos based on themes that are  directly relating to our product or service or  only indirectly relating to our product or service:

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**TARGET CUSTOMERS.** Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on TikTok? Indicate if so, and explain what are they "doing" on TikTok -

Type 1: \_\_\_\_\_  
Type 2: \_\_\_\_\_  
Type 3: \_\_\_\_\_

- Yes, our customers are on TikTok.  No, they are not.
- Kinda sorta (e.g., ONLY in rather non-related ways; maybe not yet but in the future on the platform)

**TikTok Marketing Value.** Summarize the marketing value, if any, you see in TikTok for your company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We see marketing value in TikTok:  a lot  some  neutral  not much

The primary value(s) from TikTok to our company are:

- Interacting with existing customers  Finding new customers
- Being discovered via TikTok  Staying in contact with customers
- Social sharing, customers will likely share (rePost) our content
- eWOM  Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on TikTok to look substantial
- Using TikTok #hashtags to comment on, and catch the wave of timely topics
- Using TikTok #hashtags to nurture our own customer community
- Using TikTok trending sounds to nurture our own customer community
- Using TikTok trending topics to nurture our own customer community

**POST INTERACTIVITY.** Why will potential customers “follow” you on TikTok? What will they “get” out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on TikTok because: \_\_\_\_\_  
\_\_\_\_\_

They will view / like / comment / share our Posts because \_\_\_\_\_  
\_\_\_\_\_

Video Concept #1 \_\_\_\_\_  
They will like this type of TikTok, because: \_\_\_\_\_

Video Concept #2 \_\_\_\_\_  
They will like this type of TikTok, because: \_\_\_\_\_

Video Concept #3 \_\_\_\_\_  
They will like this type of TikTok, because: \_\_\_\_\_

**VIDEO CONTENT.** Video story telling can drive high interaction on TikTok; and you need videos to really deploy your TikTok story. What type of content do you see that you can post in video format, and what sort of “stories” can you post to your TikTok account? For example, might you use “challenges” or “contests” to encourage video engagement?

Video Concept #1 \_\_\_\_\_  
They will like this type of video, because: \_\_\_\_\_

Video Concept #2 \_\_\_\_\_  
They will like this type of video, because: \_\_\_\_\_

Video Concept #3 \_\_\_\_\_  
They will like this type of video, because: \_\_\_\_\_

TikTok Story Concept #1 \_\_\_\_\_  
They will like this type of story, because: \_\_\_\_\_

TikTok Story Concept #2 \_\_\_\_\_  
They will like this type of story, because: \_\_\_\_\_

TikTok Story Concept #3 \_\_\_\_\_  
They will like this type of story, because: \_\_\_\_\_

You will use Duets for video  Yes, we love it!  No, it’s stupid or irrelevant.

You will use trending sounds for video  Yes, we love it!  No, it's stupid or irrelevant.

**TikTok RESPONSIBILITY.** Who will be responsible for TikTok marketing at your company?

TikTok set up issues: \_\_\_\_\_

Video issues \_\_\_\_\_

We plan to Post via TikTok:

\_\_\_\_\_ times per day / week / month

**USER GENERATED CONTENT.** Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on TikTok, and even possibly upload brand-friendly content? Pay special attention to challenges and/or contests, but don't forget superfan / influencer engagement via tags and comments:

Users will interact with our TikTok content, liking, commenting, and sharing it, because:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Users will upload their own videos that are friendly to our brand because:

\_\_\_\_\_  
\_\_\_\_\_

We will use a brand-friendly hashtag(s): \_\_\_\_\_

We will set up TikTok content, based on the following concept: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**OTHER THOUGHTS AND IDEAS ABOUT TIKTOK.** Having researched a) whether your potential customers are on TikTok, and b) what competitors are doing on TikTok (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about TikTok?

We see potential in TikTok for our business marketing plans because:

After we've set up our TikTok account, we believe we can do the following types of videos and they will help us grow our TikTok community because:

Video Type:

Video Type:

Video Type:

Video Type:

We will measure our success on TikTok by the following metrics:

- Likes to our Business Account.
- Shares of our videos
- Comments on our videos
- Traffic FROM TikTok TO our website or eCommerce store
- Other metrics: