



**TikTok RESEARCH WORKSHEET**

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**INTRODUCTION.** Before you plunge into setting up your business TikTok account and posting wildly to interact with your customers, it’s worth researching **TikTok** to find out what potential customers are doing on TikTok as well as identify companies to reverse engineer.

**TikTok SET UP (PROFILE).** You and your team will need a **TikTok account** for your business. Next, you’ll need to identify potential companies that are either similar to your own (competitors) and/or major brands that you respect that seem to be doing a good job of TikTok marketing. (Use TikTok search or Google *site:TikTok.com* to identify potential companies-to-follow and/or competitors.)

TikTok set up for: \_\_\_\_\_ TikTok handle: @\_\_\_\_\_

Email associated with this account: \_\_\_\_\_

Phone number associated with this account: \_\_\_\_\_

**Keyword Themes.** What are the keywords or themes that you feel potential customers might be interested in on TikTok? Using common sense, and a little snooping on TikTok, why are potential customers on TikTok, and what are they doing that is close to your product or service?

Keyword Themes: \_\_\_\_\_

\_\_\_\_\_

Potential Customers are on TikTok, why, and doing what? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Trending Themes.** Trends are very important on TikTok. These might be trending #hashtags, trending topics, or even trending sounds. Research and identify potential trends as well as accounts to follow that are the “trend setters” in your industry.

Trending Topics: \_\_\_\_\_

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List hashtags, trending sounds, contests, challenges, and other ideas that might “trend” as well as key trending accounts: \_\_\_\_\_

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**Search TikTok.** Search TikTok directly, or via Google for your keywords. Look for companies similar to yours or manually find and enter the TikTok accounts of competitors.

List existing **competitors** and identify their TikTok page by URL:

Competitor: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_  
Competitor: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_  
Competitor: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_

List **Consumer brands** you like that seem to “get” TikTok:

Company: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_  
Company: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_  
Company: \_\_\_\_\_ Follower Count: \_\_\_\_ TikTok handle @ \_\_\_\_\_

Find and follow the above accounts from within your own TikTok **personal** account.

**INVENTORY: PAGE SET UP.** Take the accounts you identified above, and begin to inventory what you like / dislike / need to create for your own TikTok account.

**Likes / dislikes about their Profile Pictures:**

**Likes / dislikes about their Account Bio:**

Bio has a clickable link, and if so, where does it go?

They use their bio in some unusual way: \_\_\_\_\_  
\_\_\_\_\_

**Likes / dislikes about other features in their Bio:**

**INVENTORY: POSTING STRATEGY.** Next, analyze the accounts as to what they are posting and why. Which TikToks have many likes, comments? (*Click on a post to see this information*). Which TikToks are blatantly self-promotional? What is their apparent posting rhythm, or percent that are fun vs. percent that are self-promotional?

**Likes / dislikes about their TikToks:**

**Examples of TikToks that got a lot of interactivity (likes / comments). Why?**

**Examples of TikToks that are “buy my stuff.” Do you think that they are effective?**

**Are these accounts using hashtags? Which ones, why, and how?**

**Are these accounts using trending sounds? Which ones, why, and how?**

**Are these accounts using duets? Which ones, why, and how?**

**Are these accounts using comments and tags? Which ones, why, and how?**

**Are these accounts using UGC ploys such as contests and/or challenges? Which ones, why, and how?**

**FUN vs. NON-FUN.** Which companies, or competitors, are “fun” companies in a “fun industry?” Which are “non-fun” companies in a “fun” or “non-fun” industry? What strategies do you companies using, and how might they apply to you:

**Fun Companies, and their Strategies:**

**Non-Fun Companies, and their Strategies:**

**CUSTOMER INTERACTION.** As you review competitors and other companies on TikTok, do your customers seem to be on TikTok? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged? What is the “reason” for which customers are on TikTok, and therefore companies like yours can use TikTok as a marketing channel?

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