

Brands using TikTok to grow Brand Audience & Engagement



TIKTOK

Since its launch in late 2016 Chinese owned video app TikTok has grown to be one of the most popular social media platforms of today. It is estimated the app has 1 Billion monthly active users, is available in 150 countries and has been downloaded at least 2.6 Billion times. (Sensor Tower)

For those who have not heard of TikTok, it's essentially a video sharing app. Users share short videos which can be played by millions of users around the globe, depending on the video's popularity. It's remarkable to see the simplest of videos and sounds go viral in a matter of hours, whether it's a clip of your adorable pet or a humorous life hack, anything goes!



BRANDS GROWING THROUGH TIKTOK

Any brand targeting a demographic between 13 - 40 years of age can reap the benefits of using Tik Tok to grow brand audience. Brands such as Crocs, Chipotle and Gymshark are all killing it on TikTok! But how is it done? Lets dive into Irish owned airline Ryanair's success using TikTok.



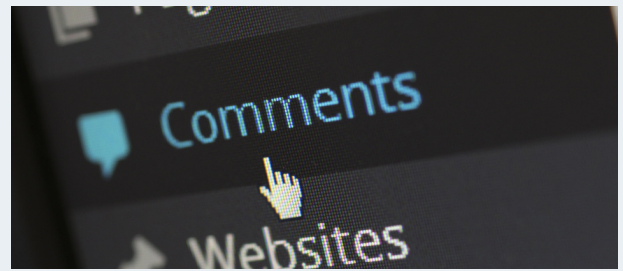
RYANAIR FLYING IT ON TIKTOK

Being Europe's largest airline Ryanair needs to reach a vast audience. Ryanair's first TikTok video was posted in May 2020 and their account already has an impressive 124.3k followers and 2.2 million likes. They use clips of holiday adventures, amusing self-mockery, showcases of their planes, along with following video trends to reach users all over the world. Their most popular video, which included some rather playful lingo, ranked up 4.2 million views, just under 1.1 million likes, 28.6k comments and was forwarded 16.8k times.



TIKTOK'S USER ENGAGEMENT

For me, it's not the number of views that impresses but rather the engagement with their audience! Their user engagement on TikTok outperforms all other channels they own, in my opinion. For instance, their most popular Facebook video of 2020 had 1.9k comments compared to 27.2k comments on their most popular Tik Tok video.



The admin of Ryanair's TikTok should get a bonus for their devotion to interacting with users' comments whether positive or negative. Not to mention for their humours and cheeky replies. They deal with feedback such as "hard landings" in a witty and honest manner. The point is they are directly interacting with their audience.

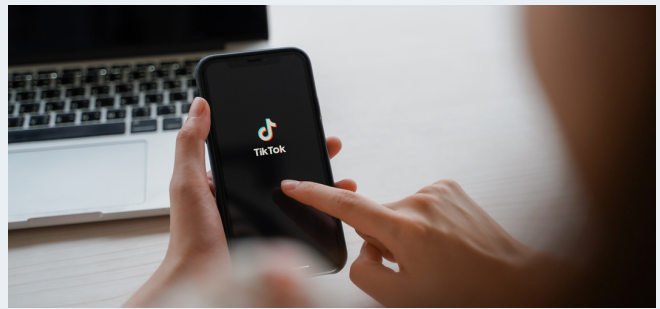
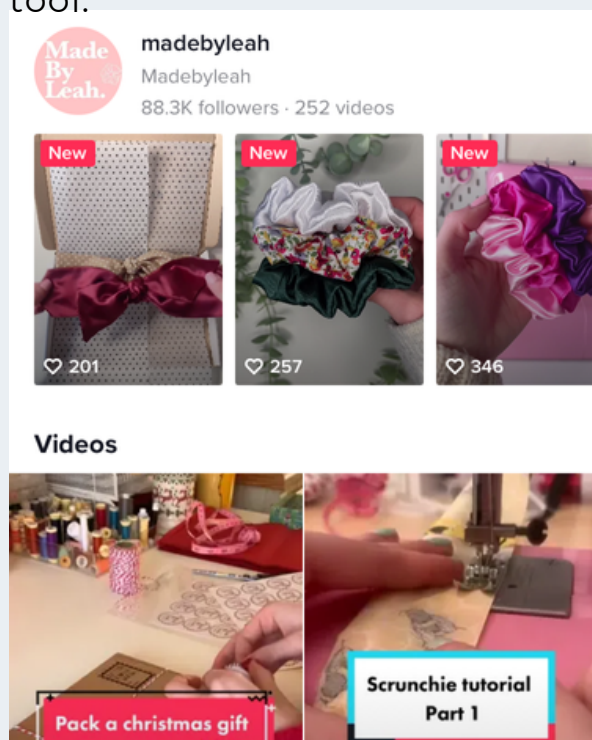
It is clear they are targeting the young adult passenger using TikTok...and I love it! They get across the message they are Europe's largest airline and have the lowest fares. They are using TikTok to target the person who isn't too concerned with "hard landing" or "leg room" but those who just want to get to their holiday destination. People just like me!

Saying this, I am aware Ryanair is a large company and probably have a substantial social media budget behind them. However, have a look at their account! Some of their content could be replicated on a smart phone...with a splash of creativity.



START-UPS TAKING ADVANTAGE OF TIKTOK

Small brands haven't missed the opportunity TikTok presents either. While scrolling through TikTok home feed I came across accounts for several small/start up business as well as many young entrepreneurs. One such account is "MadebyLeah" who specializes in handmade accessories such as facemasks and fashion accessories. The popularity of the TikTok account is incredible with over 88.4k followers and 67k likes. Short clips of "MadebyLeah" products have reached up to 400k views on some videos and gains lots of interaction with users. Comparing this to the brands Instagram account (which has 2500 followers) it's clear the brand relies on TikTok as a communication and ecommerce tool.



CONCLUSION

TikTok has accelerated efforts of big brands, such as Ryanair, to reach global audiences and has allowed small/start up companies to grow faster than ever.

The great ingredient of TikTok is the high engagement between users and brand. The Irish Times estimated that at least 90,000 Irish people use TikTok daily.

Therefore, Irish business should investigate the possibility of using it as a social platform in the future. If used correctly it is a great way to communicate to users and grow brand audiences globally.

P.S not convinced yet?

Before publishing this blog on Monday 25th. I rechecked Ryanair's TikTok stats only to find the ones I typed on Thursday evening had become obsolete over the weekend. Ryanair's TikTok following had grown by nearly 20k followers in just 3 days!



5 SIMPLY STEPS FOR SMALL BUSINESSES TO GET STARTED ON TIKTOK

1) Download & Sign up – Download TikTok from the app store and register an account. If possible, **link this account with your other social media platforms**. Before creating anything browse the home & discover pages to get a feel for what the app is all about. (Search for your competitors to see what is working for them.)

2) Follow Trends – When creating content follow trending audio and videos. This will help your video get on users “for you page”, meaning more users will see your content even if they are not following your page.

3) Act Fast – Trends come and go quickly so act fast, when the trend is still ongoing. Saying this, don't be afraid to create your own unique TikTok clips for your followers.

4) Be Authentic – Make sure your brand comes across as honest and open. Connect to users by telling stories through your brand. TikTok users love excitement and storytelling, use this to make a connection between your brand and the target audience, while exposing the brands personality.

5) Stay True To Your Brand - Ensure all admin using the page are aware your brand's mission, vision, and values. Because content can go viral extremely fast on TikTok it is especially important to be publishing the correct content. You do not want a situation whereby a clip goes viral for the wrong reasons and offends your target audience. Just remember content suitable on a personal account may not be viewed the same on a business account. To overcome this perhaps have a team of employees review the content before it is posted.

