

# TIKTOK ORGANIC GUIDE

For Auto Marketers



# GETTING STARTED

**Create a TikTok account** - Create a TikTok Business account by signing up on TikTok Ads Manager using a desktop computer. If there is already an existing TikTok account for the business, select Sign up with TikTok and make sure you log in using the same username and password that is already set up.

**Enhance the TikTok profile** - Add a profile photo, bio, email, category, location, etc. Get started by selecting 'Edit Profile' on your 'Profile' Management screen within the mobile app.



**[PRO TIP]** Include a link in the bio to drive traffic to a desired destination through your TikTok channel. (Ever heard of [linktree](#)?!)

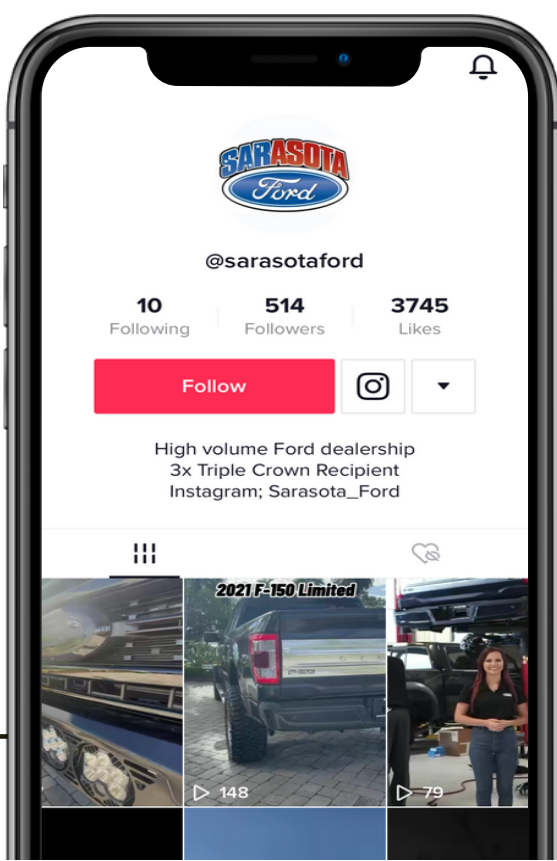
**Cross-promote the TikTok account** - Dealers who have a loyal following on other social media platforms should share the TikTok profile on those other channels to make sure their audience is aware of your presence on TikTok!

**Find the TikTok Community** - Dealers should follow users and engage with relevant content on the app. Get inspired by what the audience (or competition) is posting!

**Don't be afraid** - As a beginner on the app, do NOT be afraid to start off by crafting simple and genuine TikToks.

The most important thing is that the content accurately reflects the specific brand and is relevant to your audience on TikTok.

Keep in mind that the complexity of TikTok's don't play a role in the success of content.



# THE BASICS

## of TikTok Organic for Dealerships

### How Will Users See Dealers' Posts On TikTok?

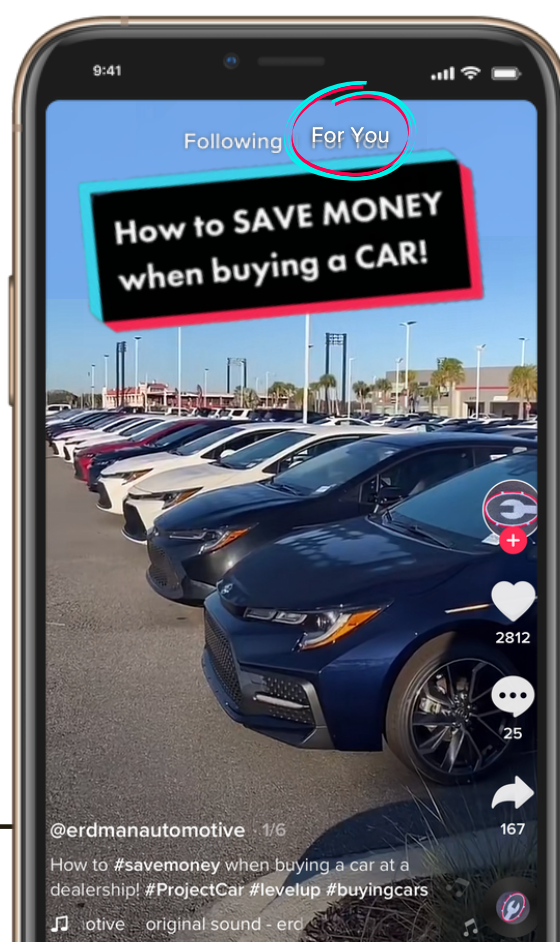
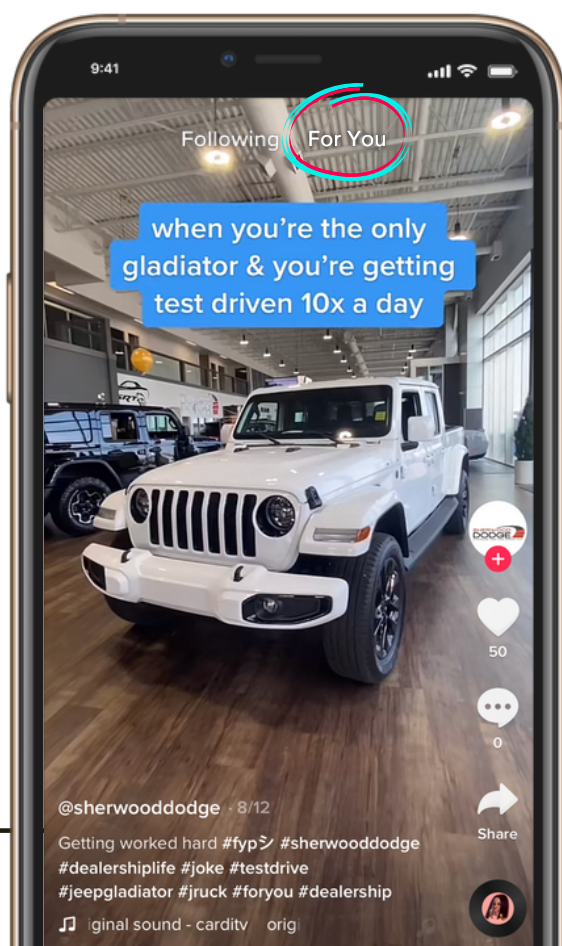
Rather than placing content within a single feed full of posts from users' friends/ family, like Facebook, Instagram, Twitter, etc; **TikToks content preference delivery methods place content in front of users based on their interests.**

But where will the posted content be circulated? On the "For You" page of a TikTok users account.

### What is the TikTok For You page (FYP)?

The first thing a user sees upon opening the TikTok app is the "For You" page - a never ending feed of content curated just "For You!"

With the help of TikToks algorithm, the For You page aims to keep users inspired and energized through diverse discoveries.



## How can Dealers Reach TikTok users' For You page?

Making it on TikTok's For You page is known as the holy grail when it comes to being successful on the app. BUT, it's not all that simple to do!

Content travels freely on TikTok and TikTok's content preference delivery methods are the ultimate decision maker when it comes down to where any dealers content is placed.

*Here are some tips for getting on a users For You page...*

**Use proper hashtag etiquette:** Increase the chances of making it to the For You page of users who TikTok thinks will be interested in a dealers content by using the following hashtags: #fyp, #foryou, #foryoupage

**Create short-form, sound-on videos:** Short-form, sound-on videos perform better, and are ranked higher by TikToks algorithm. Stick to 15-second videos for the best results.

Think about it - 60 seconds is a long time, the content would need to be extremely personalized and resonate with a user enough that it prevents them from consuming fresh content with just a simple swipe.

**Post high-quality videos:** Nowadays, it's super easy to capture high-quality content. The higher the quality of content, the better.

The reason being that TikToks algorithm recognizes when a video is low-quality, pixelated, blurry, etc., and likely will avoid sharing it on the For You page.

**Deliver new content when your target audience is active:** Timing is important when it comes to the For You page. And TikTok's analytics will help determine when the accounts followers are most active!

By posting when your audience is most active on TikTok, you increase the chances of TikTok making it available to them on their For You page.



# CREATING CONTENT FOR TIKTOK

TikTok is the perfect way to grow an audience. The platform's community is hyper-engaged; full of auto shoppers who are ready to be entertained and inspired by a dealer's content.

This is a unique opportunity for dealers to tap into their creative side, play around with tools that aren't accessible anywhere else, and make content on the app that will take a dealer's marketing strategy to the tip top through TikTok. ;)

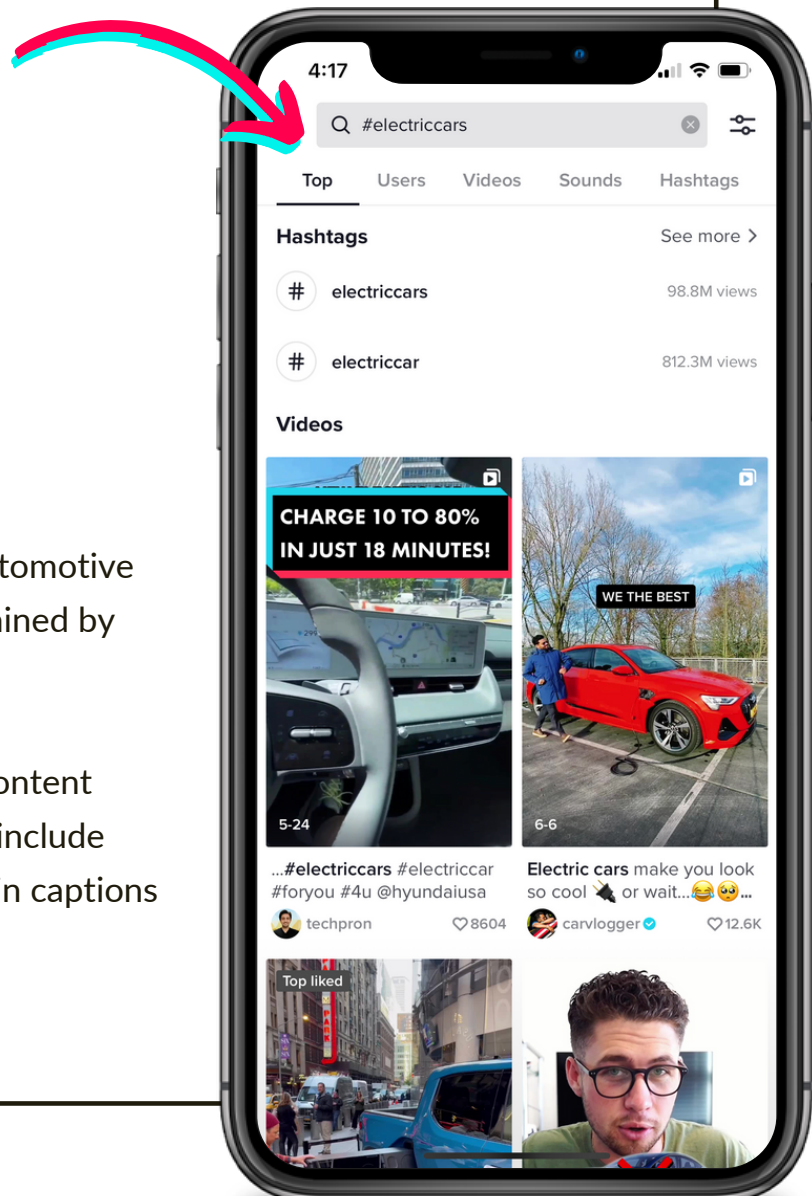
## Listen to your audience:

Absorb as MUCH content as possible. Utilize the 'Discover' tab to search top automotive hashtags, like:

- #electriccar
- #cars
- #SUV
- #carlovers
- #offroad
- #driving
- #roadtrip
- #truck
- #carsoftiktok

Find out what type of content the automotive community on TikTok is most entertained by and engaged with...

Once you do that, dealers can post content that's similar (but not the same!) and include those popular auto-related hashtags in captions where they are relevant.



**Identify & capitalize on trends:** Every dealers content needs to be adjusted based on the ever changing trends on TikTok. And the "Discover" tab will be a go-to place to discover trends as you begin marketing organically on TikTok.

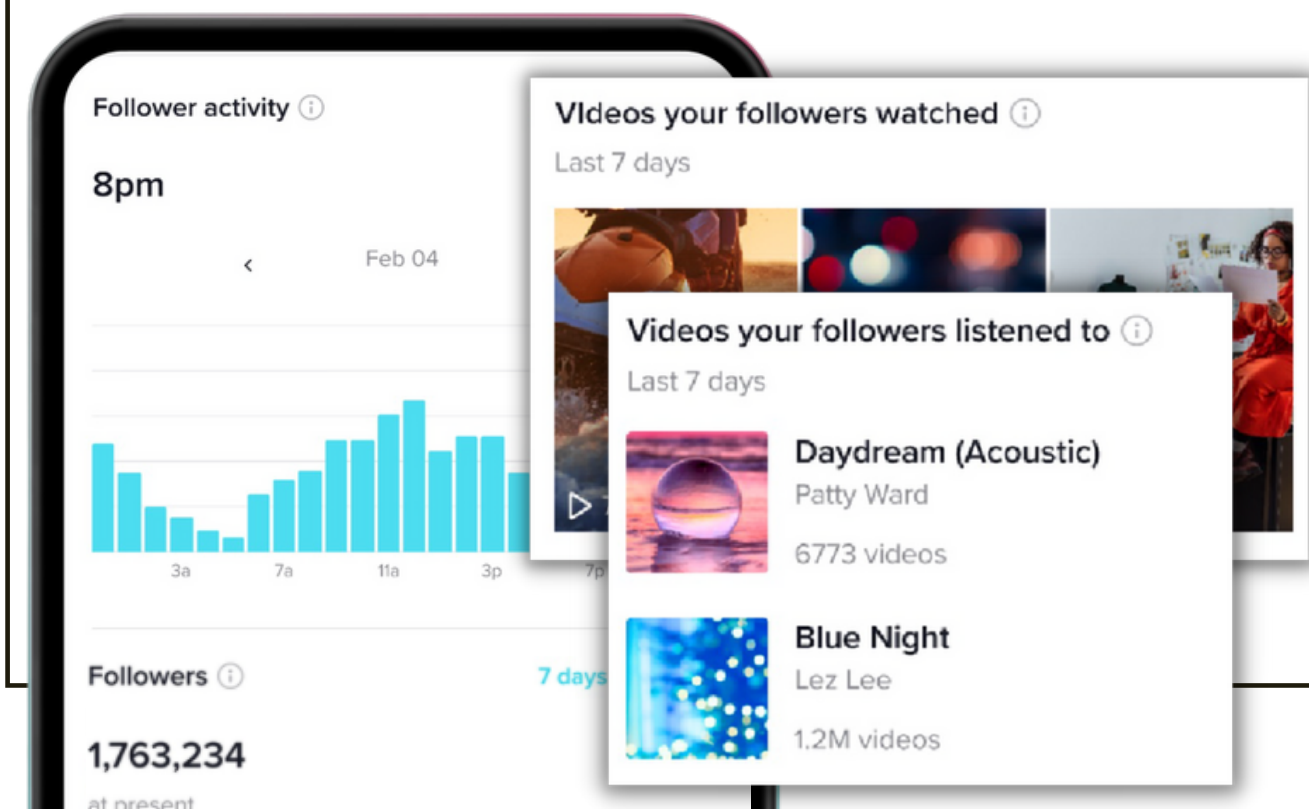
Use the 'Discover' tab to type in keywords and identify trending sounds, hashtags, challenges, etc., that are associated. Leverage those to curate content that will drive high engagement and resonate with your audience.

Try using the "Duet" or "Stitch" feature as a way to converse with or react to another TikTok users' video that's trending on the app - its a great way to build your brand persona + a connection with your TikTok community.

**Experiment, Experiment, Experiment:** Keep in mind: there are no limits to the amount of organic content businesses can post on TikTok!

Use organic posting as an opportunity to test out different ways of painting your brand's story!

Then, take advantage of TikToks performance analytics (accessible through your TikTok Business Account) to identify the type of content that generates the highest engagement across your audience. Let data drive your content strategy.

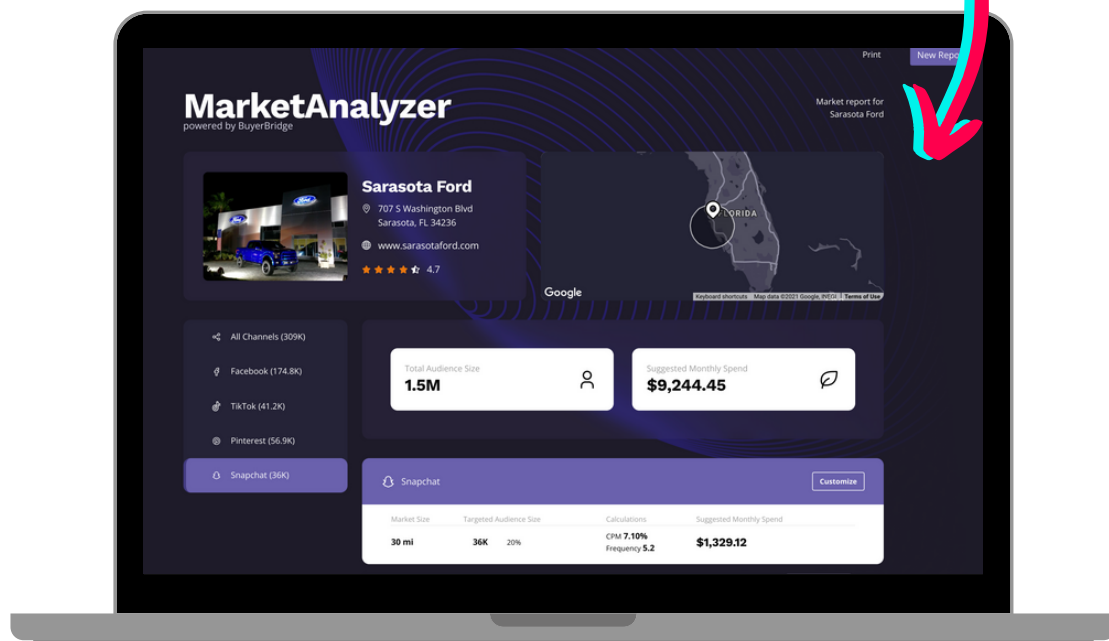


## IN SUMMARY:

### How to Maximize Organic TikTok for Dealers

- ☐ **BE AUTHENTIC! BE RELATABLE!** Dealers need to stay true to their brand and what they represent.
- ☐ **Find & focus on the target audience:** Locate the auto-dealer TikTok community & identify the type of content they want most!
- ☐ **Absorb a TON of content!** Find out what type of content the target audience engages with through the "Discover" tab.
- ☐ Create short-form, sound on video - **15 seconds** is the sweet spot!
- ☐ **Tailor content to your TikTok community** and post when your audience is most active.
- ☐ **ENAGE with the audience** on TikTok through likes, comments, duets, and stitches.
- ☐ Utilize the **most-popular auto-related hashtags** in captions (*#electriccar, #cars, #SUV, #carlovers, etc.*)!
- ☐ Stay on top of what audios, hashtags, etc. are trending and the **latest trends** in content to maximize reach.
- ☐ **EXPERIMENT, EXPERIMENT, EXPERIMENT:** Organic content is free, so don't be afraid to test out different types of content, topics, and video formats to see what drives engagement.

# How many car shoppers are on TikTok near you?



[marketanalyzer.io](https://marketanalyzer.io)

