



# KLCC ACADEMY

## TIKTOK FOR BUSINESS SUCCESS MASTERING MARKETING STRATEGIES

"Transform Your Business: Master TikTok, Ignite Success!"

**2 DAYS TRAINING COURSE**





**TIK TOK has exploded in popularity over the past year, with millions of users and billions of views. It is quickly becoming a go-to platform for businesses to reach and engage with their target audience.**

**In this course, we will teach you the strategies and techniques that you need to effectively market your business on TIK TOK. From creating engaging content to leveraging hashtags and influencers, you will learn how to tap into the power of TIK TOK to grow your business.**

## **Course Outline**

**Since its launch in 2016, TikTok has quickly emerged as a premier platform for social media content, carving out a unique niche for viral, short-form video content that engages audiences across the globe.**

**With an impressive 1.5 billion active users each month, TikTok provides a significant opportunity for businesses to leverage a vibrant digital marketing platform, reaching a wide array of audiences and customer groups.**

**Our comprehensive two-day training course is designed to equip businesses with the skills to utilize TikTok as a powerful marketing tool. The course highlights how to engage with audiences and convey your brand's distinctive personality in ways that other social media channels may not fully encapsulate. Our experienced trainer will guide you on effectively using TikTok, with a focus on establishing the right objectives, developing strategic campaigns, and demonstrating the platform's unique advantages through practical exercises.**

**This in-depth training course spans two days, running from 9.00am to 4.00pm each day. The course includes all materials, a certificate of completion, lunch and refreshments. To ensure the effective application of your newly acquired skills, we also provide four weeks of post-course support and assistance. Please note that participants will need a Wi-Fi-enabled laptop (iPads and tablets are not suitable) and a basic understanding of ICT and internet usage.**



## **The Program In Brief**

**Our course begins with an introduction to TikTok for Business and Marketing, providing a comprehensive understanding of how TikTok can be used as a potent Digital Marketing Strategy.**

**You'll learn how to set up an effective presence on TikTok that's tailored to your business, ensuring your brand's visibility and relevance in this dynamic platform.**

**The course then delves into the strategic deployment of TikTok content. We'll share techniques and methods to start growing a network of followers, helping you build a community that's engaged and invested in your brand. We'll also explore the numerous business-specific features made available on TikTok, giving you the tools to create, develop, and deploy content effectively.**

**Next, we'll guide you through TikTok's advertising options and benefits. You'll learn how to track and optimize your TikTok advertising campaigns, ensuring that your marketing efforts are both effective and efficient. Finally, we'll discuss how to understand engagement and growth on TikTok, equipping you with the knowledge to analyze your performance and make data-driven decisions for your business.**

**This course is designed to provide a comprehensive understanding of TikTok as a marketing tool, empowering you to leverage its features for your business success.**

**Overall, this course is designed to equip you with the knowledge and skills to effectively use TikTok as a marketing tool, helping you reach new audiences and grow your business.**



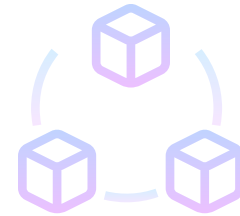


# CONTENT

## Course Module

### Module 1: Introduction to Digital Marketing

- Overview of digital marketing and its importance
- Understanding the digital marketing landscape
- Key digital marketing channels and platforms



### Module 2: Building a Solid Online Presence

- Developing a brand identity and brand positioning
- Creating a professional website or blog
- Introduction to search engine optimization (SEO) for better visibility

### Module 6: Pay-Per-Click (PPC) Advertising

- Introduction to PPC advertising platforms (Google Ads, Facebook Ads)
- Setting up PPC campaigns and ad groups
- Keyword research and targeting strategies

### Module 3: Social Media Marketing

- Overview of popular social media platforms (Facebook, Instagram, Twitter, LinkedIn)
- Creating engaging social media profiles and optimizing them
- Strategies for content creation and curation on social media

### Module 7: Analytics and Data Insights

- Understanding web analytics and tracking tools (Google Analytics)
- Analysing and interpreting key metrics for campaign optimization
- A/B testing and conversion rate optimization (CRO)

### Module 4: Content Marketing

- Importance of content marketing in digital strategy
- Planning and creating valuable and shareable content
- Distribution and promotion of content through various channels

### Module 8: Mobile Marketing

- Overview of mobile marketing trends and Strategies
- Mobile advertising and app marketing techniques
- Optimizing websites and campaigns for mobile users

### Module 5: Email Marketing

- Building an email list and using email marketing tools
- Crafting effective email campaigns and newsletters
- Best practices for segmentation, personalization, and automation

### Module 9: Online Reputation Management

- Monitoring and managing online reviews and feedback
- Strategies for building and maintaining a positive online reputation
- Handling negative feedback and customer complaints

### Module 10: Strategy and Planning

- Developing a digital marketing strategy and action plan
- Budgeting and resource allocation for digital marketing campaigns
- Tracking progress and measuring success





## Who Should Attend

- **Advertisers**
- **Online Marketers**
- **Digital Strategists**
- **Business Owners**
- **PR Professionals**
- **Marketing Graduates**
- **Marketing Executives**
- **Junior Digital Marketers**
- **Sales and Marketing Staff**
- **Web Designers and Developers**
- **Business Development Managers**
- **Event Organisers and Managers**
- **Promotions and Customer Service Managers**

## Course Benefit

- 1. Understanding TikTok's Potential :** With 1.5 billion active users each month, TikTok is a powerful platform for reaching a wide audience. This course will help you understand how to leverage this platform for your business.
- 2. Developing a TikTok Marketing Strategy :** You'll learn how to set up an effective presence on TikTok, strategically deploy content, and grow a network of followers. This can help increase your brand visibility and engagement.
- 3. Learning Business-Specific Features :** TikTok offers numerous features specifically designed for businesses. This course will teach you how to use these features to your advantage.
- 4. Creating Effective Content :** You'll learn how to create, develop, and deploy content that resonates with your audience and aligns with your brand.
- 5. Understanding Advertising Options :** TikTok offers various advertising options. This course will help you understand these options and how to use them to benefit your business.
- 6. Tracking and Optimizing Campaigns :** You'll learn how to track the performance of your TikTok advertising campaigns and optimize them for better results.





# **TIKTOK FOR BUSINESS SUCCESS**

## **MASTERING MARKETING STRATEGIES**

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