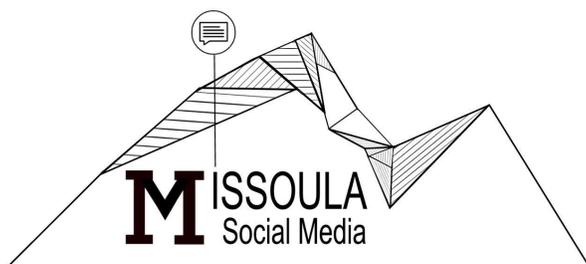




TikTok is here to stay, but that doesn't mean you need to feel pressured to chase the next, big social media trend. Although it remains to be seen how businesses will market on TikTok, there are steps you can take now to establish your presence, so that you will be ready as the most effective marketing strategies emerge.



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### We're going to cover:

1. How social media has evolved to make room for TikTok
2. Two Montana businesses who have seen success using TikTok
3. How to begin exploring the platform
4. Simple posting strategies that require minimal time

### Current Audience

- Gen Y/Millennials: 26 - 40
- Gen Z: 10 - 25
- National/International Customers

### How Gen Z Values Drive Content

They are connected to the world more than any generation in history, so they are more globally conscious and socially aware. The idea of “changing the world” has become a moral imperative for them.

- They engage in "fearless conversations." What may feel too political, controversial, or opinionated to older generations actually gains social credit with Gen Z.
- Expect representation of a wide range of ethnicities, genders, and body types.
- What they do with their time and money tells the world who they are. If a business is not doing something to make a difference in the world, they are less likely to buy from that business.

### Two TikTok Accounts to Watch

- @shopyouer: nails the vulnerability and authenticity, sharing “behind the scenes” posts about owning a small business.
- @vimvigr: excellent use of trending audio by a single creative (aka Influencer) representing their product.

### Getting Started

1. Create a TikTok account
2. Search for hashtags that relate to your products or services and follow those accounts
3. Follow competitors
4. Follow who you already follow on Instagram
5. Sit back and watch for a couple of weeks

### Post Ideas

1. Duets: split-screen, “remix” style. Find an existing video and record your reaction to it.
  - a. Video of someone unboxing your product, then split-screen commentary of what you like about the product, why you chose to carry it, etc.
2. Templates: easy way to upload photos for fun effects
  - a. Take photos of you and your customers while they're using your services
3. Share this intro post as the first post to your new feed: <https://www.tiktok.com/t/ZTR9bUTbc/>

## Helpful Links

How to Create a TikTok Account:

[https://getstarted.tiktok.com/us-en-v1brand?lang=en&attr\\_source=google&attr\\_medium=search-br-ad&attr\\_ad\\_group\\_id=131664211617&attr\\_term=create%20tiktok%20business%20account&gclid=CjwKCAjw5P2aBhAlEiwAAAdY7dOU2\\_6cSNnnYA9L-VIRhM9WFilvlCOxvzg4bnZwnlrFNiQ-JJgFsuxoCOlgQAvD\\_BwE](https://getstarted.tiktok.com/us-en-v1brand?lang=en&attr_source=google&attr_medium=search-br-ad&attr_ad_group_id=131664211617&attr_term=create%20tiktok%20business%20account&gclid=CjwKCAjw5P2aBhAlEiwAAAdY7dOU2_6cSNnnYA9L-VIRhM9WFilvlCOxvzg4bnZwnlrFNiQ-JJgFsuxoCOlgQAvD_BwE)

Youer: <https://www.tiktok.com/@shopyouer>

Vim&Vigr: <https://www.tiktok.com/@vimvigr>

Great interview with one business woman who has evolved her TikTok strategies.

<https://podcasts.google.com/feed/aHR0cHM6Ly9mZWVkcY5tZWdhcGhvbmUuZm0vZnJlZXRpbWU/episode/ZjM4ZjZkM2MtNGU3Mi0xMWVvLTk4NWEtNGI2ZGMwYjIjZmU5?ep=14>

*Thank you for your time and interest. If you have any questions, feel free to email me at [shelby.humphreys73@gmail.com](mailto:shelby.humphreys73@gmail.com). You can also follow me at the social media links below.*



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