

STATE OF
AUTOMOTIVE

TIKTOK ORGANIC GUIDE

For Automotive
Dealers &
Agencies



GETTING STARTED

Create your 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.

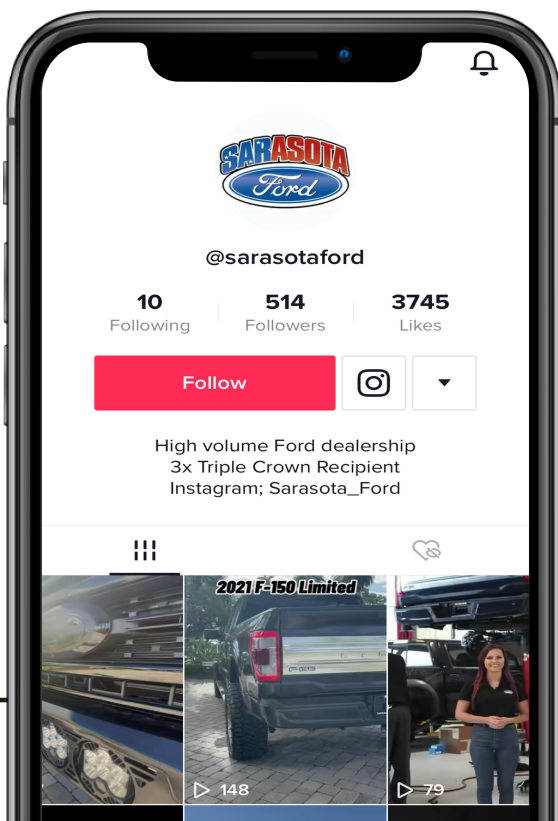
Enhance your profile - Add a profile photo, bio, email, category, location, etc. Get started by selecting 'Edit Profile' on your 'Profile' Management screen within the mobile app.



[PRO TIP] Include a link in your bio to drive traffic to a desired destination through your TikTok channel.

Cross-promote your TikTok account - Have a loyal following on other social media platforms? Share your TikTok profile on those other channels to make sure your audience is aware of your presence on TikTok!

Find your TikTok Community - Start following users and engaging with relevant content on the app. Get inspired by what your 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 your brand and is relevant to your audience on TikTok.

Keep in mind that the complexity of your TikToks doesn't play a role in the success of your content.

THE BASICS

of TikTok Organic for Dealerships

How Will Users See My Dealership's Posts On TikTok?

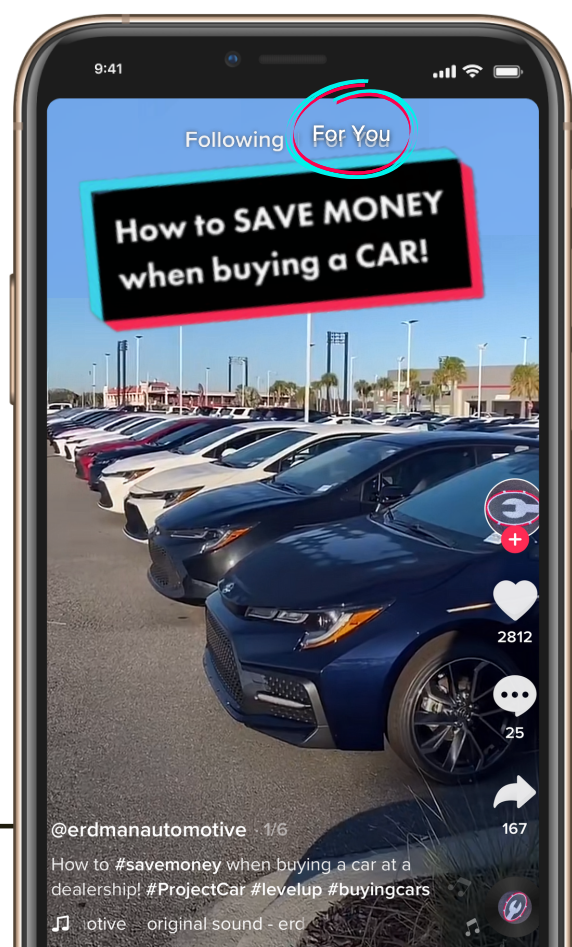
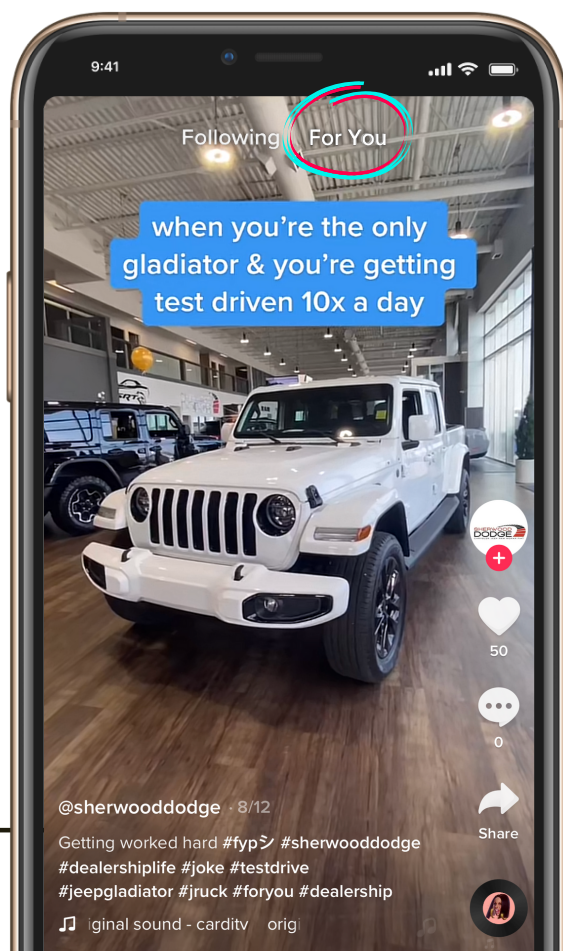
Rather than placing content within a single feed full of posts from users' friends/ family, like Facebook, Instagram, Twitter, etc; **TikToks content preference delivery methods place your content in front of users based on their interests.**

But where will your 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 I 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!

Your content travels freely on TikTok and TikToks content preference delivery methods are the ultimate decision maker when it comes down to where your content is placed. Here are some tips for getting on a users For You page...

Use proper hashtag etiquette: Increase your chances of making it to the For You page of users who TikTok thinks will be interested in your 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 that you post, 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 audience is active: Timing is important when it comes to the For You page. And TikTok's analytics will help you determine when your 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 your audience. The platform's community is hyper-engaged; full of auto shoppers who are ready to be entertained and inspired by your dealership's content.

This is a unique opportunity for your dealership to tap into your creative side, play around with tools that you won't find anywhere else, and make content on the app that takes your dealership's marketing strategy to the tip top with TikTok.

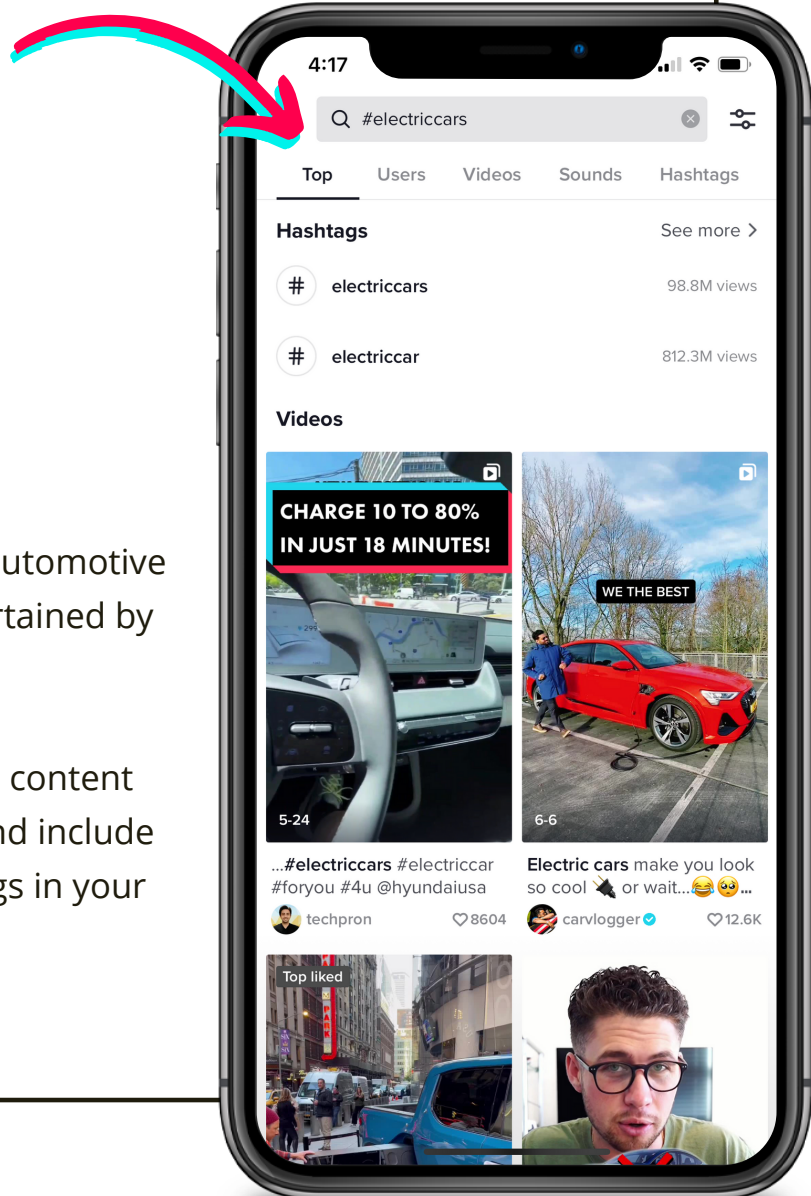
Listen to your audience:

Absorb as MUCH content as you can. 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, you can produce content that's similar (but not the same!) and include those popular auto-related hashtags in your captions where they are relevant.



Identify & capitalize on trends: Your dealership needs to be able to adapt to the ever changing trends on TikTok. The "Discover" tab will be a go-to place for you as you begin marketing organically on TikTok.

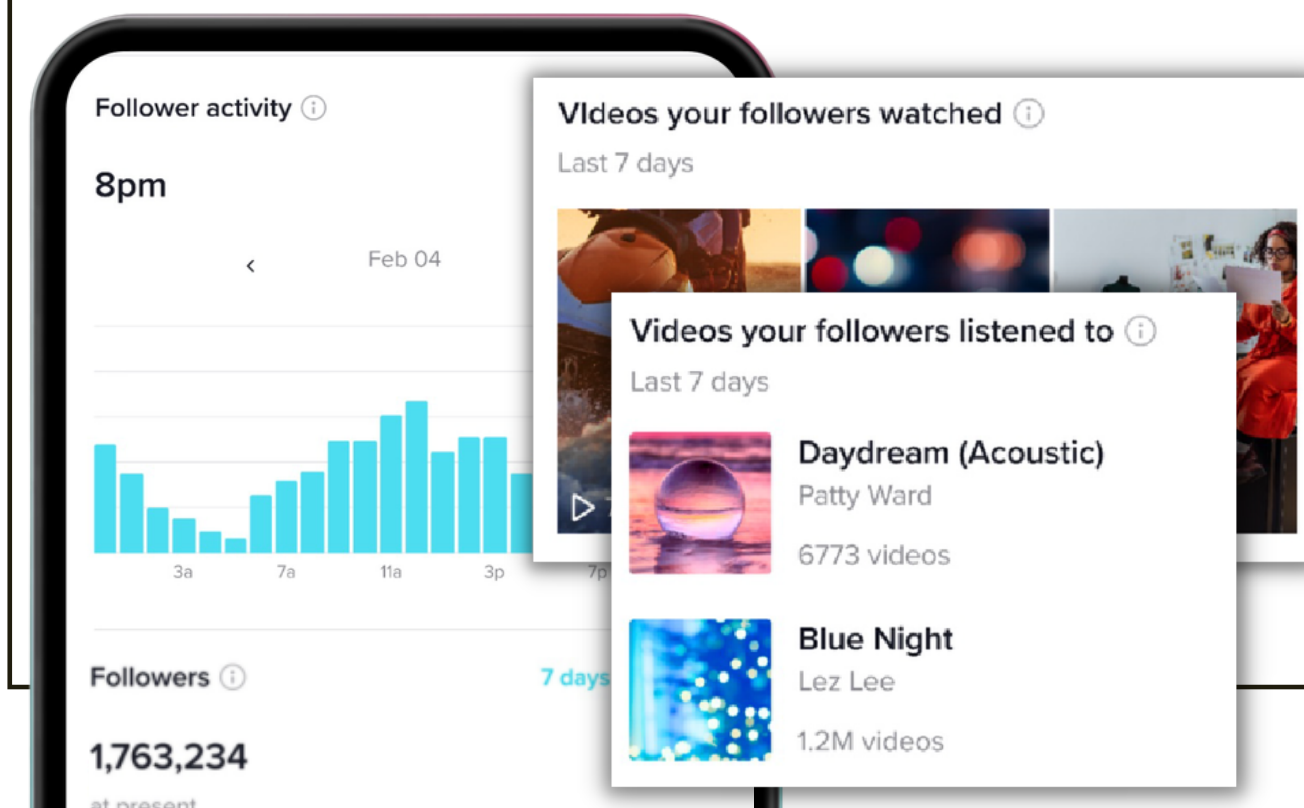
Use the 'Discover' tab to type in keywords and identify trending sounds, hashtags, challenges, etc., that are associated. Leverage those to curate content that will drive high engagement and resonate with your audience.

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.



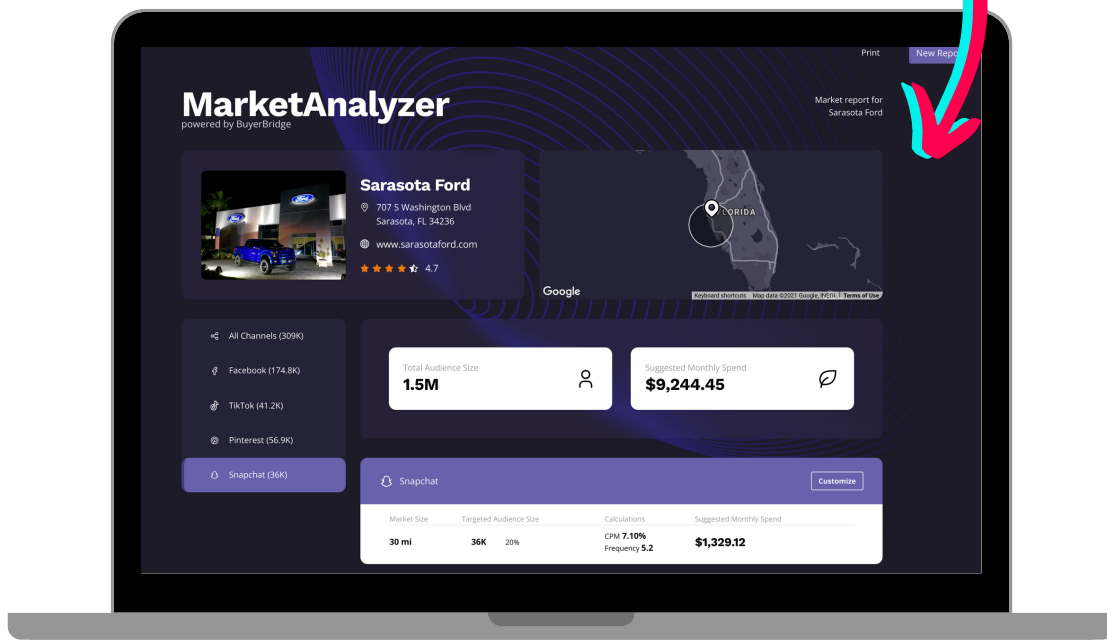
IN SUMMARY:

How to Maximize Organic TikTok for Your Dealership

- ☐ **BE AUTHENTIC! BE RELATABLE!** And stay true to your dealership's brand.
- ☐ **Find & focus on your audience:** Locate your TikTok community and identify the type of content they want to see.
- ☐ **Absorb a TON of content!** Find out what type of content your 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 your audience** on TikTok through likes, comments, duets, and stitches.
- ☐ Utilize the **most-popular auto-related hashtags** in your 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.

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HOW MANY AUTO SHOPPERS ARE ON TIKTOK NEAR YOU?

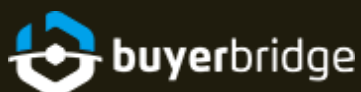


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Thank you!

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