OHO U 2023 ONLINE CONFERENCE
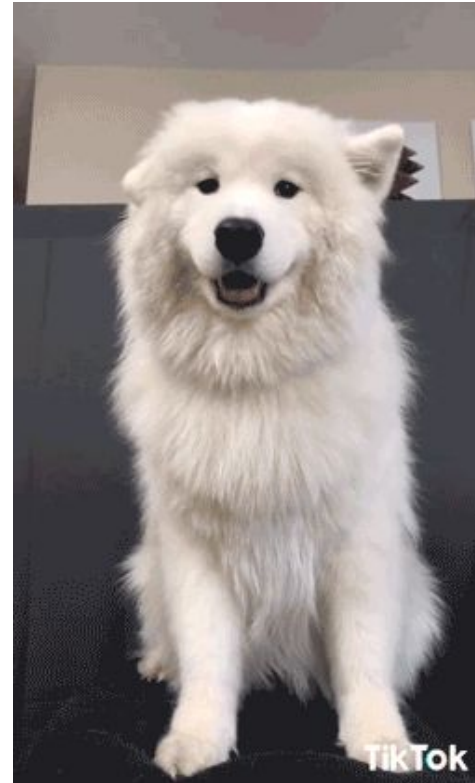
Tik Tok Tips & Tricks

Lightning Talk, September 2023

OHO INTERACTIVE

You CAN teach an old dog new TikToks

What to expect when you're advertising on TikTok

Agenda

- **Targeting Options**
- **Creative Best Practices**
- **Performance Measurement**

Targeting

Targeting

- What geos do the majority of your students come from?
- Where are your competitors' students coming from?
- Where do you want more students to come from?
  - Think long term
  - Be real about why

Go Broad

Let go of the leash

Geos

- State
- DMA
- Zip
- *Some* Cities

Interests

- The algorithm (aka algo) knows
- Hashtags/interests can be limiting

Demographics

- Target rising undergrads
  - Projections are unavailable

Creative

Creative Do's

Be On Trend + Authentic

- Video ads should look like user generated content

- Spark (boost) Organic posts

- Use trending themes or audio

- Let performance guide what stays in rotation

Steady Flow of New Videos

- Established organic strategy

- Incorporate faculty, staff, and students

- Spark new creative every two weeks at least

Creative Don'ts

Over Polished + Serious

- Beautiful brand videos don't belong here

- Focus too much on stats and programs

Ignore User Expectations

- No Audio = No Go

- Long videos won't get watched! Keep it under 30 sec

Measurement

Measurement

- TikTok is for awareness! It's an opportunity to leverage new audiences.

- Awareness Metrics as KPIs
    - Engaged 6 Second View
    - New Users to the site
    - Leads are an added bonus

Thank you!

Follow my dog on instagram: @ophapotamus