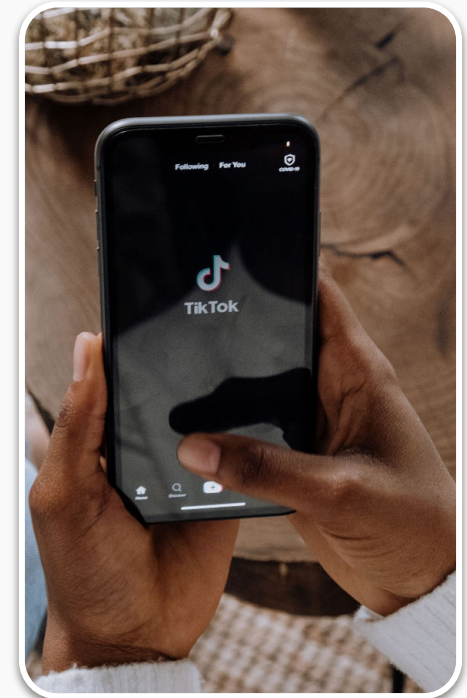


# TikTok Marketing

Everything You Need to Know to Market Your  
Business on TikTok





# Course Description



With 1.1 billion users globally and 80% of Singapore's users under 33, TikTok is a platform you can't ignore.

Designed to help you navigate this fast growing social media channel, our 2-day TikTok Marketing Course covers all the essentials you need.

Day 1 kicks off with understanding TikTok's algorithms, features, and tools, followed by in-depth sessions on audience analytics and crafting marketing funnel strategies. We cap off the day by guiding you through TikTok content strategies, including how to develop a content calendar.

Day 2 is all about hands-on content creation and analysis. We start with scripting and storyboarding, teaching you the nuts and bolts of creating compelling videos. You'll be provided with a mobile phone tripod and gain hands-on experience in video shooting and in-app production tools. You'll also dive into video editing, utilising TikTok and CapCut, and finish the day with an exploration of TikTok analytics and advertising options.

The workshop incorporates case studies, role-playing scenarios, and real-time analytics to help you design an audience-focused TikTok marketing strategy. We will assess your performance through group and individual exercises, and a final project, where you'll present a TikTok video embodying what you've learned.

Ready to carve out your space in Singapore's youthful TikTok scene? Join our workshop to start building your TikTok marketing expertise.



### Course Duration

2 Days  
9am to 6pm



### Learning Mode

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



**\$588.00** (incl. 9% GST)

### Target Audience

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and beginners who need to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.



# Course Highlights

In this 2-Day TikTok Marketing Workshop, trainees will learn:

- How TikTok algorithms work and how to leverage the platform's features and tools for optimal visibility
- How to analyse and interpret TikTok audience data, including demographics, psychographics, and behaviours
- What TikTok marketing funnel strategies for the different stages mean: Awareness, Consideration, Conversion, and Loyalty
- Best practices in developing a structured TikTok content calendar
- Scripting and storyboarding techniques to create compelling TikTok videos
- In-app tools and tips for shooting high-quality TikTok videos
- Basic editing skills and how to use CapCut for video refinement
- Utilising TikTok Analytics and advertising options to improve success and boost ROI

# Course Objectives

By the end of the class, trainees will be able to:

- Explain the nuances of TikTok's algorithm, its features, and tools to make data-driven decisions.
- Gain in-depth insights into TikTok's audience to tailor content and marketing strategies effectively.
- Develop a TikTok marketing funnel, from raising awareness to building customer loyalty.
- Create a comprehensive content calendar tailored for TikTok, enhancing consistency and engagement.
- Master the craft of TikTok scripting and storyboarding for effective storytelling.
- Shoot compelling videos, including utilisation of TikTok's in-app production tools.
- Edit TikTok videos, with a focus on using CapCut for post-production.
- Set up TikTok advertising campaigns.
- Measure the effectiveness and ROI of their TikTok campaigns through analytics and optimisation techniques.

# Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



# Course Outlines

## Understanding TikTok Algorithms, Features, and Tools

- Dive into how TikTok's algorithm works
- Learn how to tap on TikTok search
- Explore the features and tools available on the platform
- Setting up and growing your followers

## Unpacking TikTok Audiences

- Demographics, psychographics, behaviours, and interests
- Uncovering trending topics and how to leverage them

## Navigating the TikTok Marketing Funnel

- Mapping your customer buying journey
- Crafting strategies for Awareness, Consideration, Conversion, and Loyalty stages
- Understanding TikTok analytics

## TikTok Content Strategies

- Best practices in content creation across the funnel
- Storytelling Frameworks for TikTok: eg Hook-Engage-Action, Show-and-Tell, 4Rs, AIDA, etc.
- Developing a content calendar

# Course Outlines

## TikTok Scripting and Storyboarding

- Crafting engaging scripts
- Building effective storyboards

## TikTok Video Shoots and Production

- Tips for shooting compelling videos
- On-site video shooting using your mobile phone on a tripod (provided by Equinet)
- Utilising TikTok's in-app tools for production

## Post-Production: Editing on TikTok and CapCut

- Editing basics
- Enhancing your videos with CapCut
- Audio editing

## TikTok Advertising & TikTok Shop

- An overview of TikTok advertising options
- Best practices in TikTok advertising
- Introduction to TikTok selling through TikTok Shop





## Trainer Bio

# Walter Lim



Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.



# Why Learn with Equinet?



## **Access recorded sessions of live classes**

Replay parts of the course from your in-person or online classes. An excellent recap method.



## **Re-attend the course once within 3 years**

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



## **3-year access to the courseware via our LMS**

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



## **Post-training mentoring with industry experts**

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



## **Lifetime access to community support group**

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

## Trainee Testimonials



“I enjoyed the two-day course conducted by Walter, a patient and engaging trainer. He shared ideas for the different industries to apply which are definitely valuable takeaways.

**SUMARNI BINTE SUAIDI**

...



“Walter was very knowledgeable and made the learning experience enjoyable, especially for individuals who are not too familiar with the social media tools.”

**HS.**

# Frequently Asked Questions



## **Are there any pre-requisites or minimum entry requirements?**

Trainees should be proficient in web surfing and be able to write and converse in English.



## **Do I have to prepare anything before attending the course?**

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and a tripod for your smartphone and have Zoom installed prior to class.



## **If I have any questions after the course, can I consult the trainer?**

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

# TikTok Marketing



**SIGN UP NOW**