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Quick & Easy TikTok Ideas

For Your Business

1

Showcase Your Best Sellers

Introduce TikTok users to your hottest item. Focus your ad on one best-selling product/service and amplify your top selling points by talking about why it's so popular.

Thought Starters:

- Lead with a hook. What stand-out statistic do you want to share with prospective customers? For example: "the item with the 1000 person waitlist is back!", "This item has sold out five times," "thousands of people have signed up for this service."
- Why is this product/service so popular? Give users the lowdown on why so many people have purchased it.
- Show the product in use to highlight its best features.

2

Talk to Happy Customers

Use testimonials to establish trust and credibility with your audience. Encourage happy customers to post a review of your product/service and tag your business. If you want to amplify your top online reviews, use in-app TikTok features like text overlay and voiceover.

Thought Starters:

Feature reviews that speak to:

- What convinced them to purchase your product/service
- Top benefits they are experiencing since their purchase
- How easy it is to use your product/service
- Why they think users should try your product/service

4

List It Out

Perhaps the easiest way to show up on TikTok is to list out exactly what you want to say. Whether you're listing top selling points or different ways to use your product, organizing information in a list format can be an easy template for content creation on TikTok. As a bonus, lists make it easy for your audience to remember your product benefits.

Thought Starters:

- "5 reasons you need this [service] in your life"
- "3 reasons why [beauty product] is the best thing in my makeup bag."
- "5 ways to style [clothing or accessories product]."

3

Go Behind the Scenes

TikTok users love learning about how things are made. What may be mundane to you may actually be surprisingly entertaining and intriguing to others. Show the human side of your business by giving users a glimpse of what it looks like behind the scenes.

Thought Starters:

- Show the process of making your product. You can create a more personal connection with your audience by showing how much attention, effort, and care goes into the production.
- Film the process of packing orders. It's the opposite of an unboxing video but just as satisfying.
- Go behind the scenes of a photo, video, or commercial shoot. If you have content production planned for other channels, use the shoot as an opportunity to capture unfiltered behind-the-scenes content. After all, authenticity is king on TikTok.

5

Work It Into Daily Routine

Connect with your audience by showing your product/service in the context of their daily lives. Through this lens, you can demonstrate your product benefits in a relatable and engaging way.

Thought Starters:

- Showcase a versatile item with many uses throughout the day
- Show how your product/service fits in a daily routine
- Show how your product/service helps with daily challenges

5

Quick & Easy TikTok Ideas For Your Business

Brainstorm Guide

Feel free to follow the prompts under each TikTok idea to spark creativity for your next TikTok.

1

Showcase Your Best Sellers

Brainstorm prompts:

Identify your hook. What stand-out statistic do you want to share with prospective customers?

Reasons this product/service is popular:

Call to action ideas:

2

Talk to Happy Customers

Brainstorm prompts:

Types of customers to reach out to:

Top reviews to feature:

Key points to mention in the video:

3

Go Behind the Scenes

Brainstorm prompts:

What kinds of behind-the-scenes content can your business create?

- Making-of
- Packing orders
- Photo or video shoot BTS
- Other:

4

List It Out

Brainstorm prompts:

List the top 5 benefits of using your product:

How can these be framed in a relatable, engaging way? (example: 5 reasons students need this service)

5

Work It Into Daily Routine

Brainstorm prompts:

How does your product/service fit in a daily routine?

Which daily challenges does your product/service alleviate?