

ORGANIC PLAYBOOK

A young man and woman are smiling and posing for a video. The man is on the left, wearing a plaid shirt, and the woman is on the right, wearing a dark shirt. They are both looking towards the camera. The background is slightly blurred, showing what appears to be a clothing store or a similar indoor setting. The entire image is overlaid with a red tint.

Create A Content Calendar

The four types of content that make up a TikTok organic strategy

Think of TikTok as a cultural engine

The best organic content spreads far beyond TikTok, increasing brand awareness, consideration and favourability.

Here's four types of content to make to feed the cultural engine, maximise your organic reach, and grow your community.

Spark 1x month

Start your own trend or announce news.

Adapt 1x week

Adapt existing content to be relevant + native

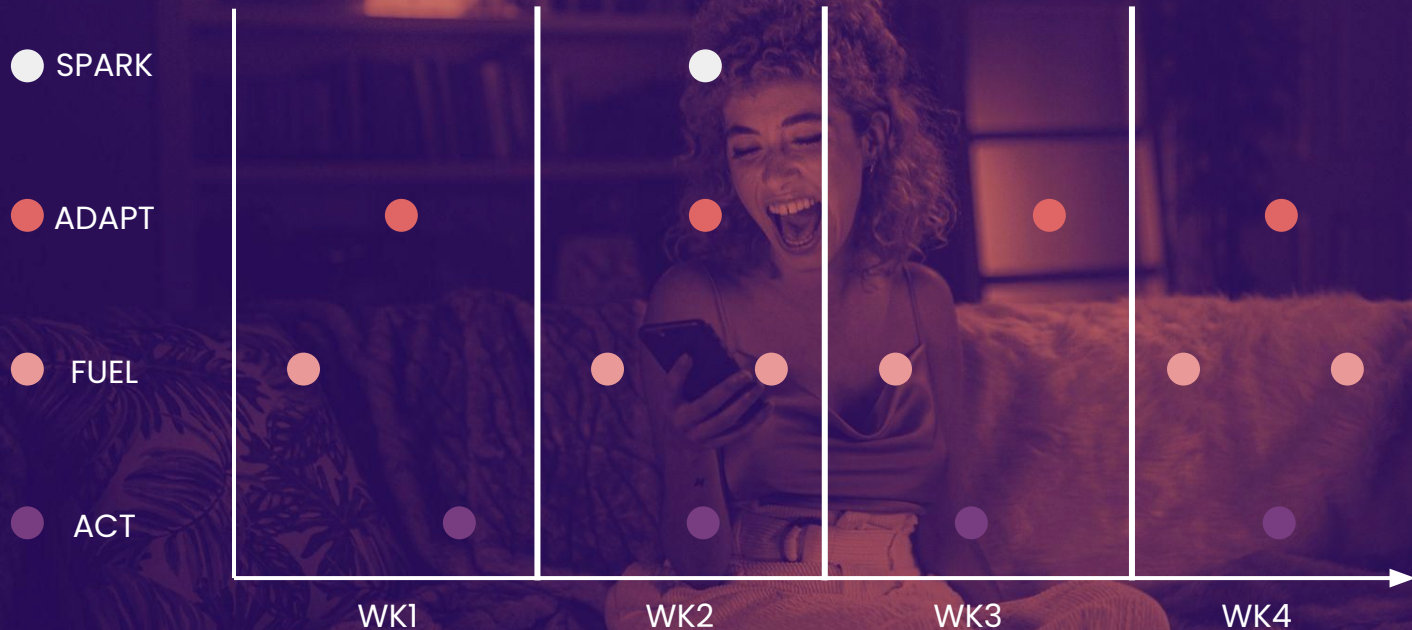
Fuel 1-2x week

Respond to trends with your lens.

Act 1x week

Play with effects, collab with others & react to comments

A monthly content calendar



Spark 1x month

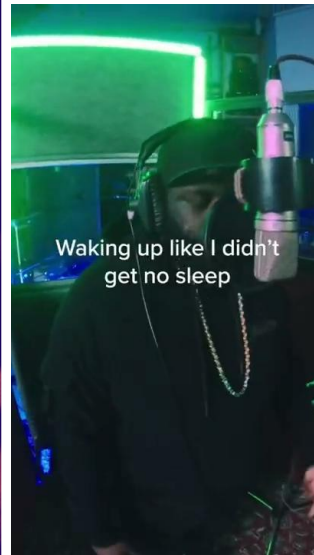
Announce brand news.
Create a trend.
Capitalise on a moment.

There can be multiple TikToks and angles on the same campaignable moment.



Boost viral trend content to a tailored audience with **Spark Ads**

TONAL LENS



Subway made their own grime track from plants' sounds to launch their new vegan range, celebrating Earth Day.

PRODUCT LENS



PUMA dove into their brand archive in a snappy TikTok edit.

Adapt 1x week

Adapt existing entertaining or educational video content to TikTok's native codes.

Use captions, edits and sound for maximum effect.

CATEGORY LENS



Olympics put a fresh spin on clips from the Games, tapping in popular humour and relatable memes.

PRODUCT LENS



Netflix did a montage of clips from one of their shows around the nostalgia of 'Being a 90s kid'

Fuel

1-2x week

Respond to trends through
your lens, maximising organic
reach for your brand.



Boost viral trend content to a
tailored audience with **Spark Ads**

CHARACTER LENS



KFC jumped on the
evergreen POV trend to
talk about their chicken.

PRODUCT LENS



Fenty Beauty placed
their products into the
Main Character trend

Act 1x week

Participate in the platform.

Play – try out new effects and editing techniques.

Collab – Creators, Stitches & Duets.

React – respond to comments and requests with more video content.

CATEGORY LENS



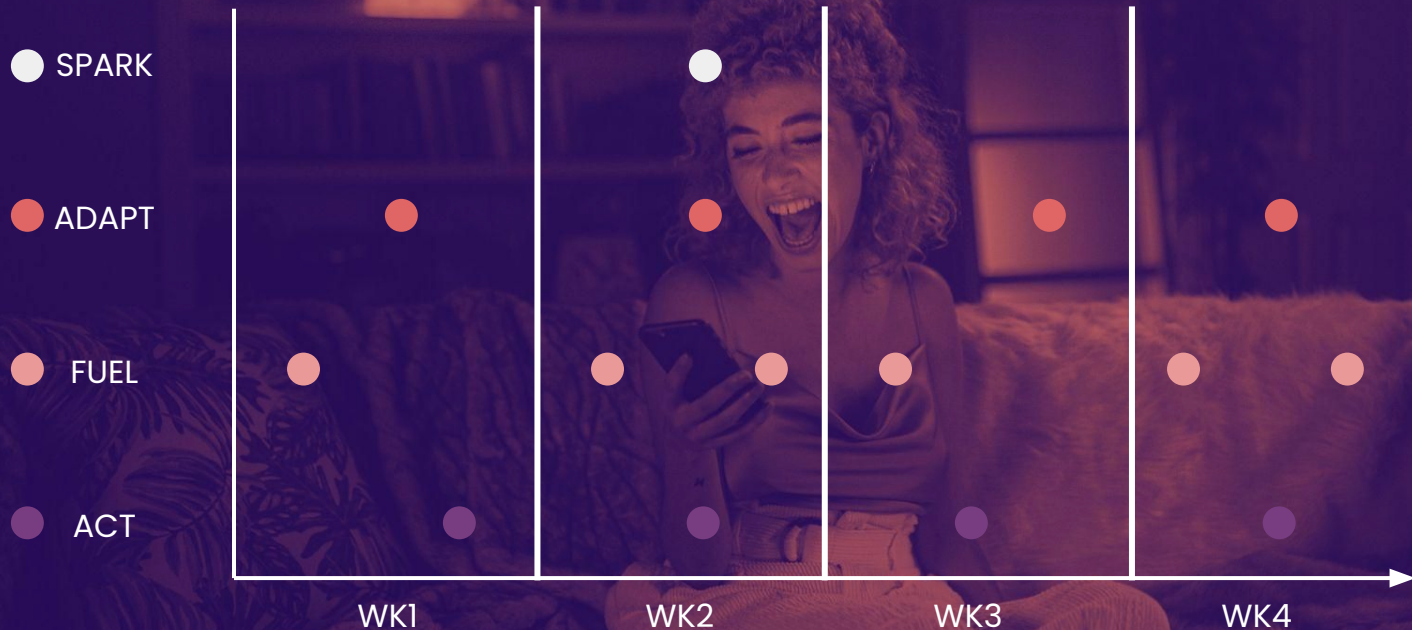
New Look created their own styling challenge in response to customer requests in the comments.

CATEGORY LENS



Bumble opened a conversation around pick up lines and asked users to Stitch in replies.

A monthly content calendar



Managing your Account

Making your account work

Think BIG, post small.

Quality content reigns supreme on TikTok. So when deciding cadence, because the algorithm doesn't penalise you, the primary focus of your organic strategy should be on fewer, bigger, better pieces of content.

Here is some guidance on when to publish:

Friday
has longer
high- engagement
periods*

TikTok is the
new **primetime**
slot. **8-10pm daily**
holds the highest
engagement
levels*

Quality reigns
over quantity
so post
2-3x week.

Average posting Frequency Per Week:

1-2x	2-3x	4x+
M&S SIMPLY FOOD	RYANAIR	McDonald's
BALMAIN PARIS	STARFACE	McLaren
BALENCIAGA	benefit SAN FRANCISCO	asos

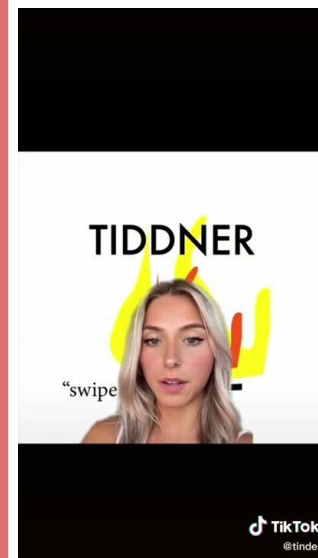
Community Management

As with any platform where you are building an audience, community management is vitally important. The comments section is often as important to the audience as the content itself.

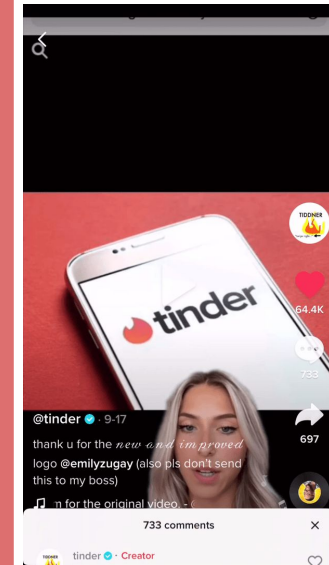
Harness the power of your community through authentic responses, listen to their suggestions to find guaranteed content success, interact with them and turn your followers into brand advocates.



McLaren uses a fans comment to repost evergreen content using a viral sound.



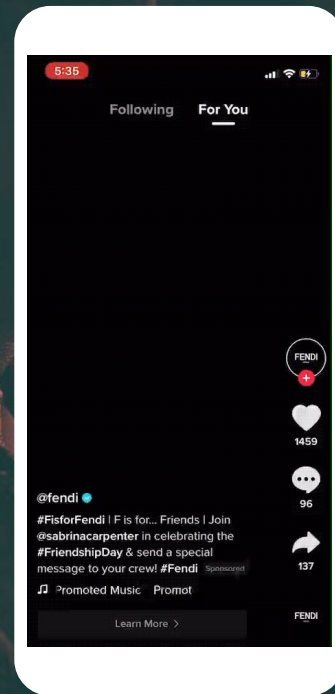
Tinder capitalise on native user content and leverage the moment by engaging their community using comments.



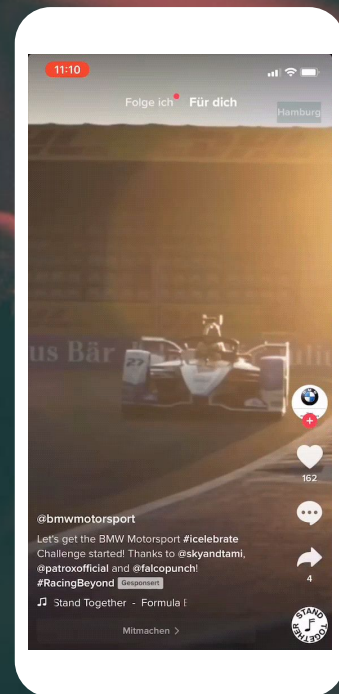
Spark Ads

When you get a post right, it's time to make hay while the sun shines. For just this occasion TikTok has an ad solution: Spark Ads

Spark ads are essentially a way to boost your already successful content into the TikTok stratosphere. Activating also couldn't be easier: activate the "ad authorisation switch" and the app will guide you through the corresponding steps.



Evergreen content, such as this post from **Fendi**, are perfect to be boosted over relevant moments using Spark Ads.



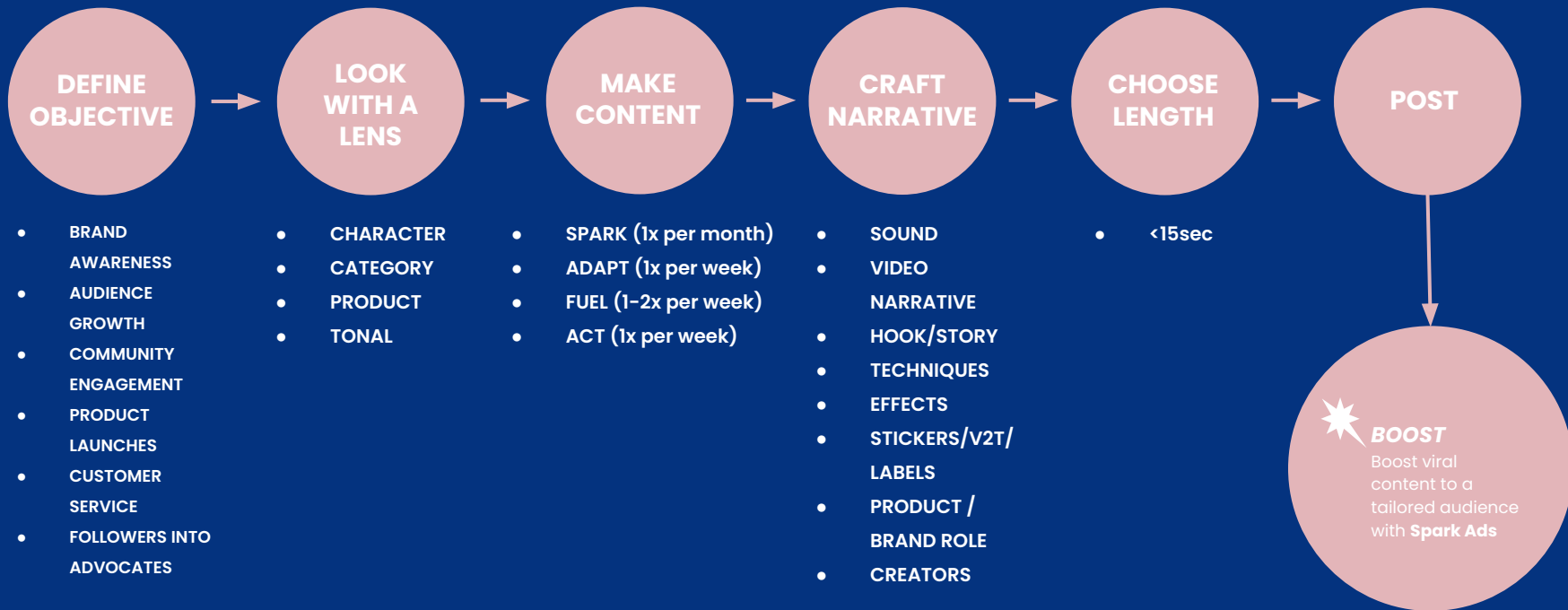
Adapts or collages, like this **BMW** post, can be strategically boosted to promote awareness around key brand tentpole moments.

EPILOGUE

TikTok Cheat Sheet

Everything you need to know about
organic at a glance.

Creating a TikTok



TIKTOK 101

- Create business account
- Understand benefits
- Get verified

IMPORTANCE OF ORGANIC

- Set organic objectives
- Use always-on organic to underpin paid

FIND YOUR TIKTOK LENS

- Choose your lens:
- Character Lens
- Product Lens
- Category Lens
- Tonal Lens

CONTENT CALENDAR

- Spark Content (1x Month)
- Adapt Content (1x Week)
- Fuel Content (1-2x Week)
- Act Content (1x Week)

ACCESSING TRENDS

- Mirco TikTok trends:
- Platform
- Owned
- Category
- Visual
- Find trends by using:
- FYP + Discover tabs
- Search function
- Creators
- Brands

MAKE YOUR TOKS TIK

- Timings 9-15sec per TikTok
- Think about sound & check licenses
- Create a narrative
- Stimulate with editing techniques
- Have strong messaging
- Use native effects
- Make the content feel native
- Use the safe space

MANAGE YOUR ACCOUNT

- Cadence: 2-3x a week
- Interact with & manage your community
- Use Spark ads to boost best content

CREATING WITH CREATORS

- Selecting Creators
- Be actionable
- Pick Creator type
- Know your target audience
- Audit Creator profiles
- Briefing Creators by:
- Empowering with creativity
- Staying transparent

THANK YOU AND...

**Stay Joyful.
Be Creative.**

 TikTok
