

# The Ultimate Guide to Music Marketing on TikTok.



Fanbytes

# **The Ultimate Guide to Music Marketing on TikTok.**

## **Intro**

If you're reading this, you've probably at least heard of TikTok. It's the hottest social media app that's currently taking the world by storm, and is particularly popular with a teen and tween audience.

This guide will tell you everything you need to know about how to use TikTok for music marketing, and gain traction with that elusive younger demographic.

### **Table of Contents**

<b>Intro</b>	<b>1</b>
<b>What is TikTok?</b>	<b>2</b>
<b>What Happened to Musical.ly?</b>	<b>3</b>
<b>Audience Breakdown</b>	<b>4</b>
<b>Key Facts</b>	<b>5</b>
<b>TikTok Content</b>	<b>6</b>
<b>TikTok Marketing</b>	<b>7</b>
<b>TikTok Profiles</b>	<b>8</b>
<b>Sound Library</b>	<b>9</b>
<b>Hashtags</b>	<b>10-11</b>
<b>Challenges</b>	<b>12</b>
<b>Influencers</b>	<b>13</b>

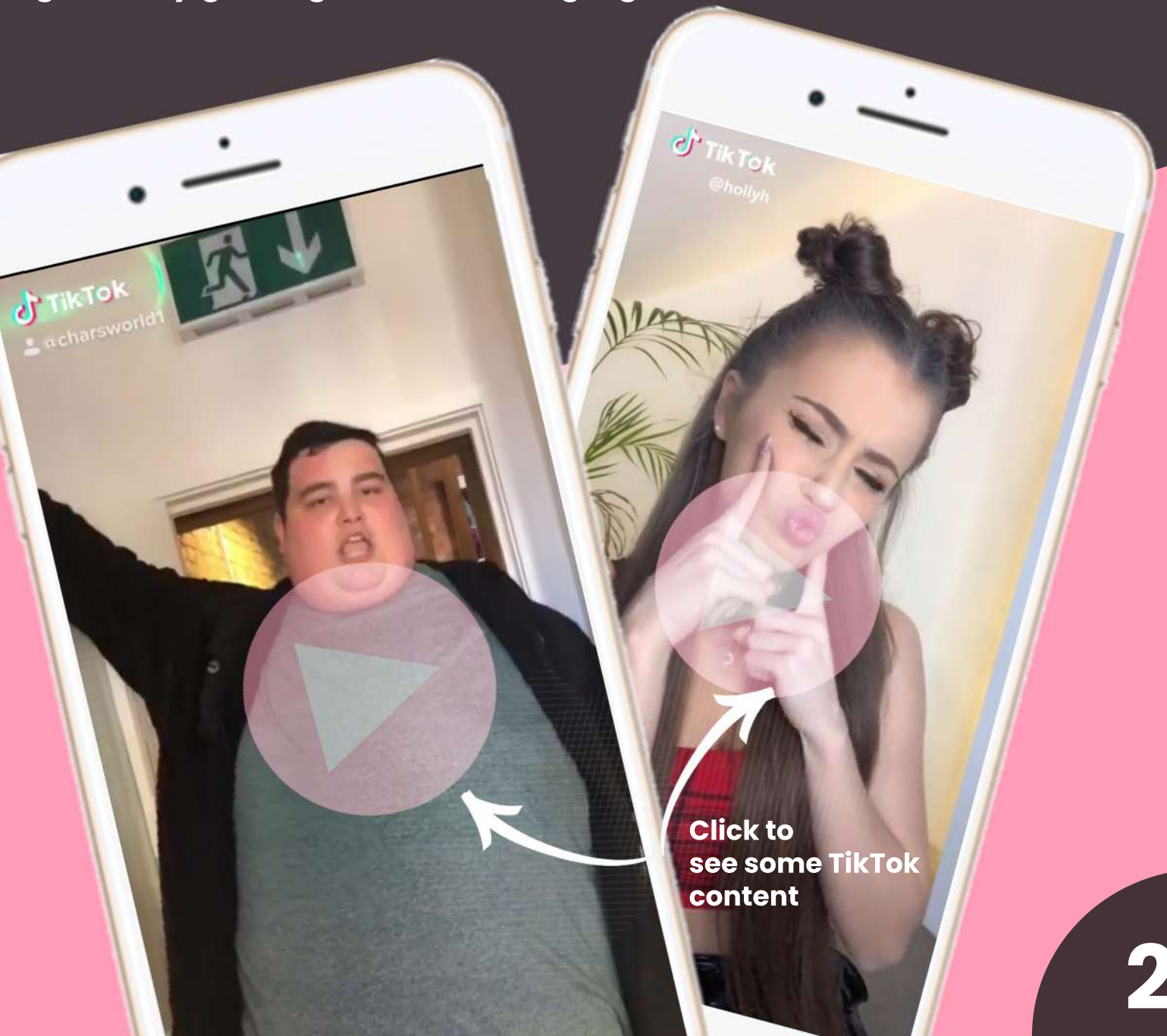
# What is TikTok?



TikTok is a video-sharing app that allows users to upload short video clips up to 15 seconds long. They can pick from a library of songs, effects and sound bites to add to their videos. They often involve the creator lip-synching along or dancing. The videos can then be enhanced using TikTok's editing features, such as Snapchat-style AR filters and the option to speed up or slow down the video.

Users can also duet with someone by replying to a video, creating a split screen. There's also the option to live stream video and directly interact with other users via live chat.

TikTok content is usually funny and entertaining. Popular posts include lip-synching, dancing, comedy sketches, and people just generally goofing around having a good time.

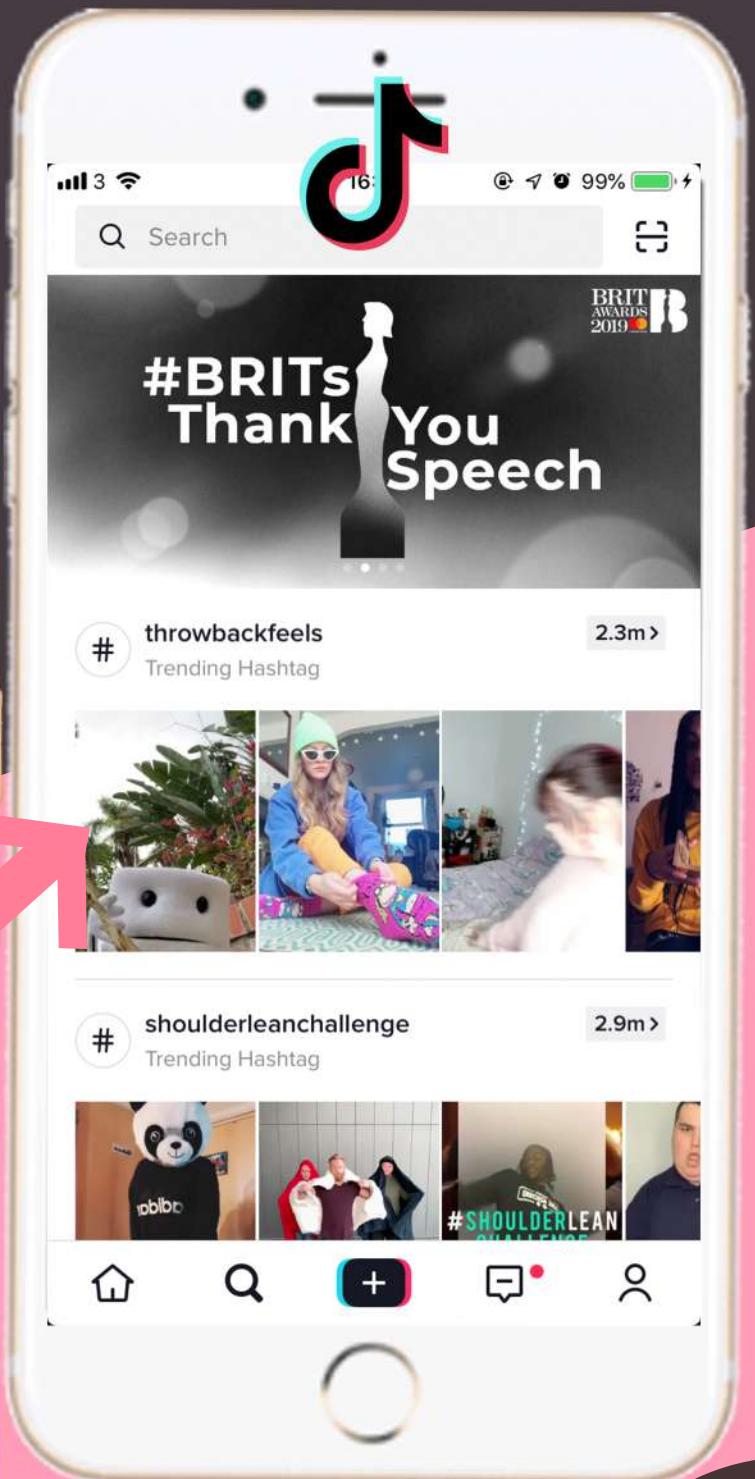
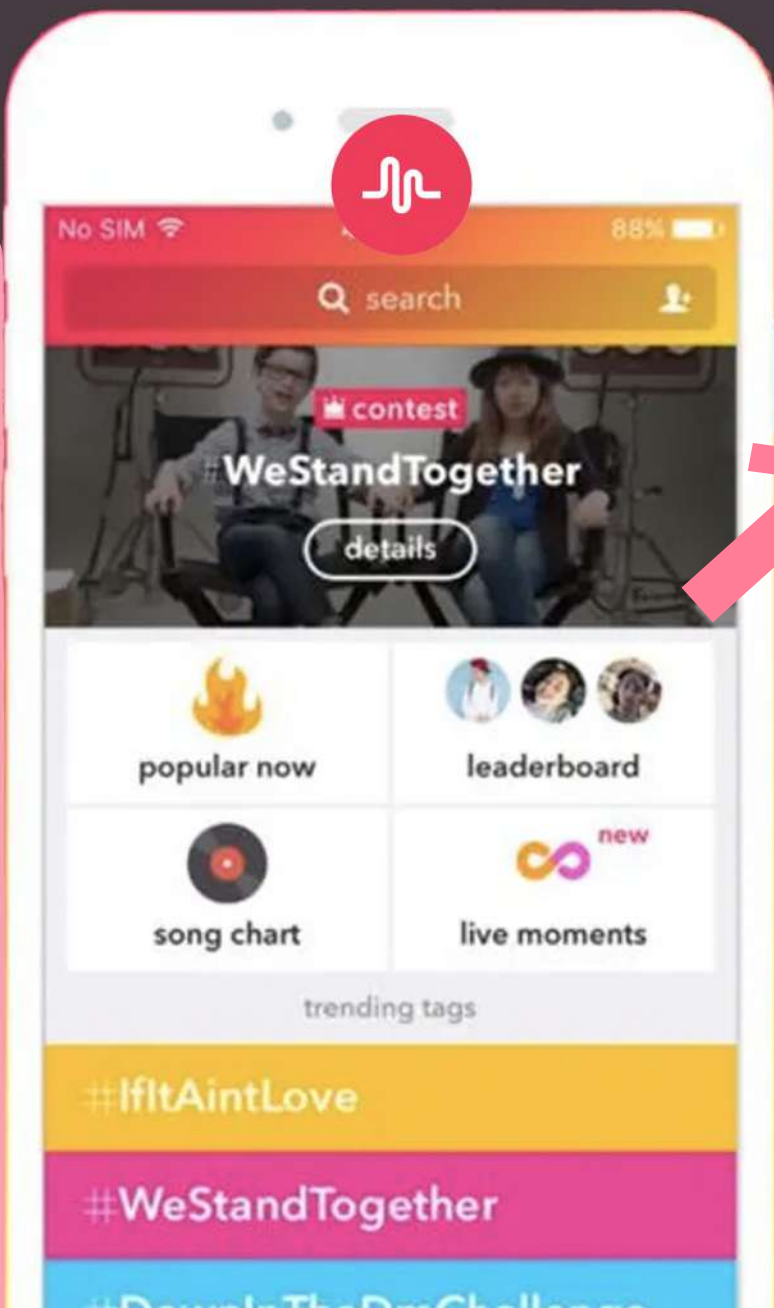


# What happened to Musical.ly?









Musical.ly launched in 2014 and gained a dedicated userbase over the next few years. ByteDance, a Chinese media and tech firm, launched their app rival app Douyin in China in 2016, and in 2017, marketed the same app overseas as TikTok.

Later that year, ByteDance acquired Musical.ly for a reported \$1 billion. It was then merged with ByteDance's similar app TikTok, and all users were transferred to TikTok's platform.



# Audience Breakdown



	Monthly Active Users	Gender Skew	Avg. Monthly Video Views	Mins Using App Daily
	3.7M	M42/ F58	5B	41
	4M	M43/ F57	5B	40
	4.1M	M46/ F54	6.5B	39
	2.4M	M35/ F65	3B	34
	2.7M	M35/ F65	3B	31
	20M	M40/ F60	25B	43

## Key Facts



- Available in 150 countries in 75 languages**
- 1 billion lifetime installs**
- 500M+ Monthly active users**
- Surpassed Facebook, Snapchat, Instagram and YouTube in terms of downloads**
- Over 50% of users are under 24**

Source: Business of Apps

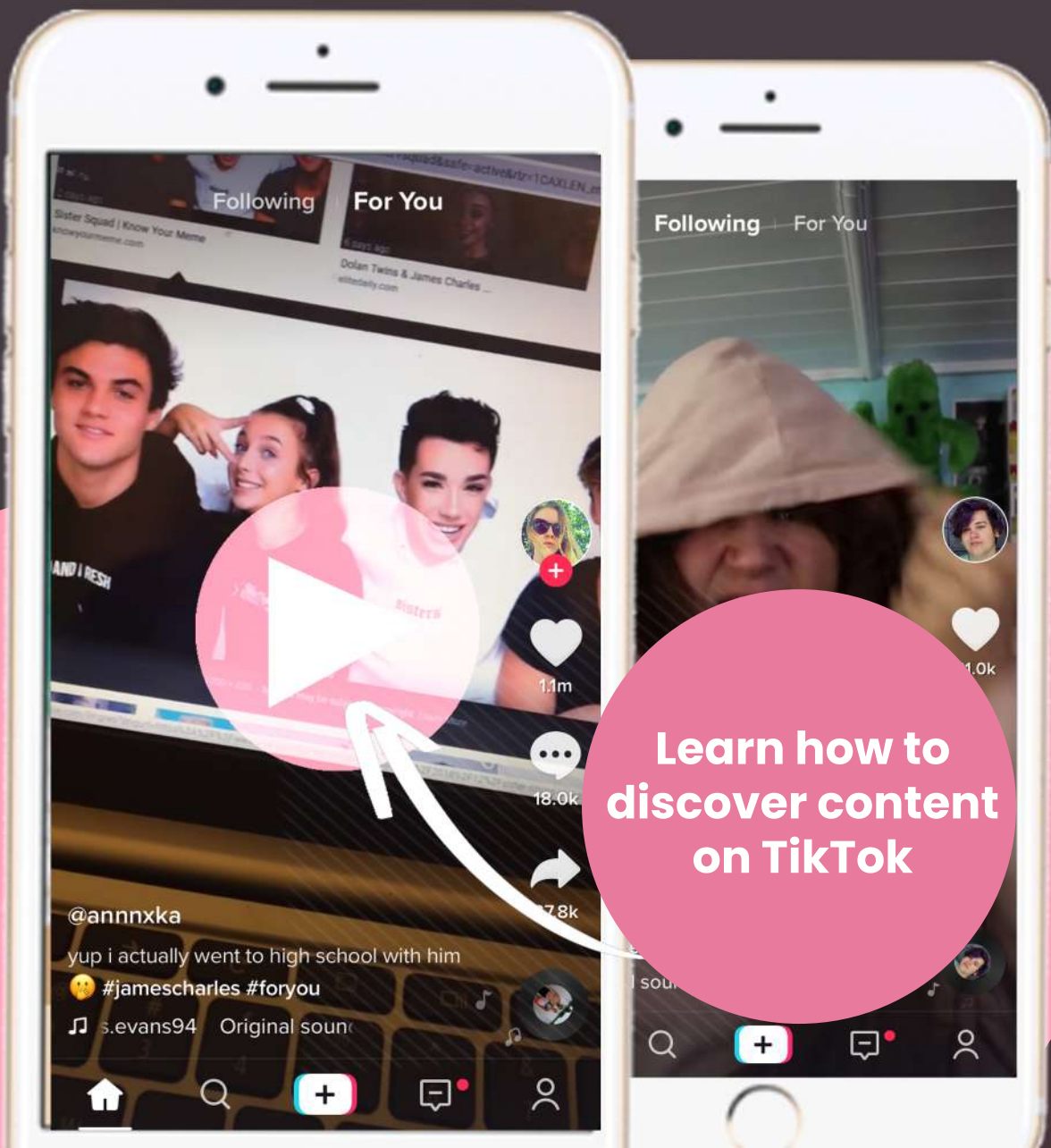


# How is TikTok Content Discovered?



Once logged in, content is broken down into two feeds within the app: following and for you. Your following feed shows you content from creators that you follow, and for you shows you content that TikTok's algorithm has determined that you might like – similar to Instagram's explore page. There is also a search function, allowing users to search for creators, categories (such as comedy, animals, or sports), and hashtags.

Another way content can be found – and this one is important for music creators – is via song. Users can click on a song that is playing during a video that they like to explore other videos made using the same song.



# How Can You Market Music on TikTok?

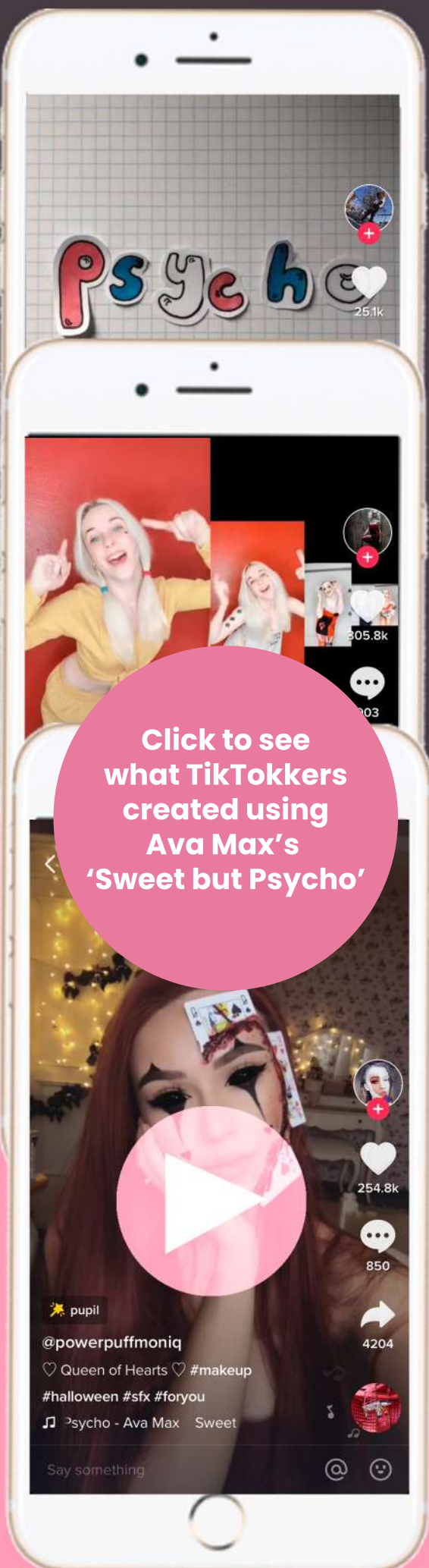


TikTok is the perfect platform for marketing music to a young audience. Forbes has already explored the huge potential of Gen Z purchasing power. They drive trends, create and define culture, and are on track to become the largest generation of consumers.

Music is no exception. Music that goes viral on TikTok is great for engagement, and can create a culture around the song and the artist – effectively making an artist’s career. Even if an artist isn’t able to create a viral hit, just having a presence and engaging on the platform will help raise awareness with the crucial young audience; for example Ava Max and her song ‘Sweet but Psycho’ became extremely popular on the app, and still is constantly used in TikToks.

Since TikTok is still in its infancy as a social media marketing tool, many artists and brands are choosing to play it safe and remain as observers until there is more clarity on its marketing potential. This presents a huge opportunity for us forward-thinkers as we capitalise on the advantages of early adoption – namely a large and engaged audience with relatively little competition.

Click to see what TikTokers created using Ava Max’s ‘Sweet but Psycho’





# Creating and Optimising Your Artist's TikTok Profile



Advice for creating a profile on TikTok is similar to setting up any new social media account, but are worth repeating here anyway.

You need to highlight your identity as a creator. Think about someone landing on your profile for the first time: What do you want their first impression to be?

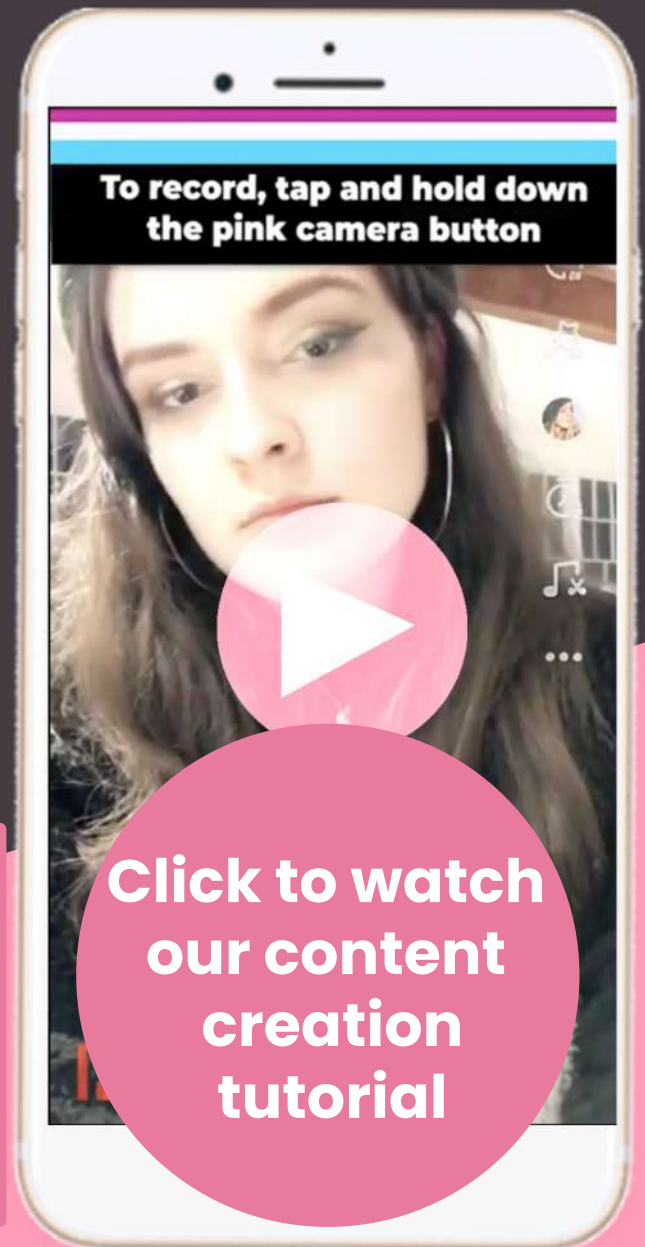
Pick a username that rolls of the tongue, isn't difficult or confusing to spell, and fits in with your style. Make it short, easy to pronounce, and memorable. If possible, try to use the same username across all of your social media accounts for consistency and easy recognition. The same goes for your profile picture.

Keep the description short, punchy, and relevant. It needs to be interesting and enticing; keep thinking about the kind of person that you want to engage with your account and what might encourage them to hit that follow button.

Create a regular posting schedule to stay at the top of your audience's feed and minds; a lot of TikTokers post upwards of 10 times a day when starting out. Use trending hashtags to inspire your content, and take part in as many challenges as you can to grow your following.

Also make sure to actively engage with your audience. Take the time to watch their videos, and react and engage with their content. This will help you build a deeper connection with your following, and help get your profile in front of more people.

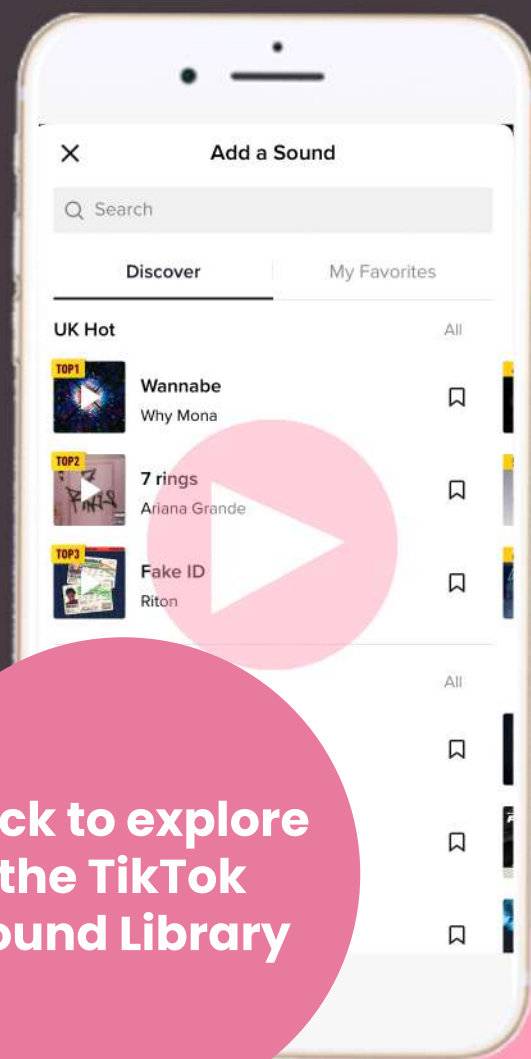
One final tip to grow your account is to collaborate with other creators. Use the duet feature to create videos with other artists, influencers, and even fans. The right collaboration can give your profile a serious boost.





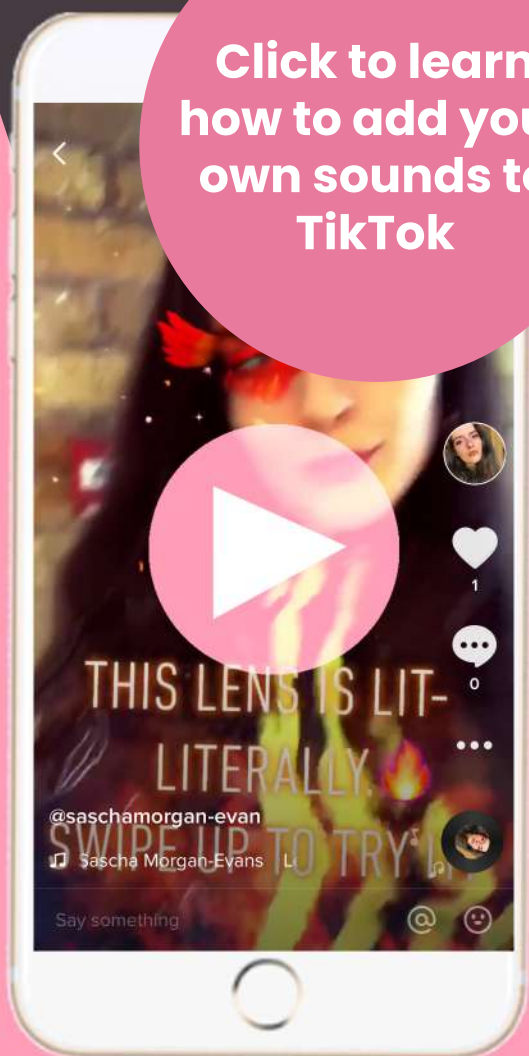
**TikTok revolves around the aural; whether that be music, film clips, or memes— more or less every single piece of content on TikTok is overlaid with a sound.**

**This sound-centric approach to social media is facilitated by TikTok's inbuilt sound library. The sound library allows users to search for the perfect song to fit their video, or browse the most popular songs on the platform at that moment.**



**Click to explore the TikTok Sound Library**

**Click to learn how to add your own sounds to TikTok**



**Many of the viral trends on TikTok revolve around specific songs allowing for a culture to be created around an artist's track.**

**TikTok also allows users to upload their own songs and sounds to TikTok. This, of course, is an extremely handy tool for marketing your artist on the platform, as you can upload their tracks to the library to be used by potentially millions of users.**



Similarly to other social media platforms, TikTok uses hashtags to categorise content. Hashtags can be placed in videos and comments, and clicking on the hashtag will take you to all video posts that include it.

Using carefully selected hashtags can help your TikTok posts get exposure and likes, as well as getting new followers on your profile.

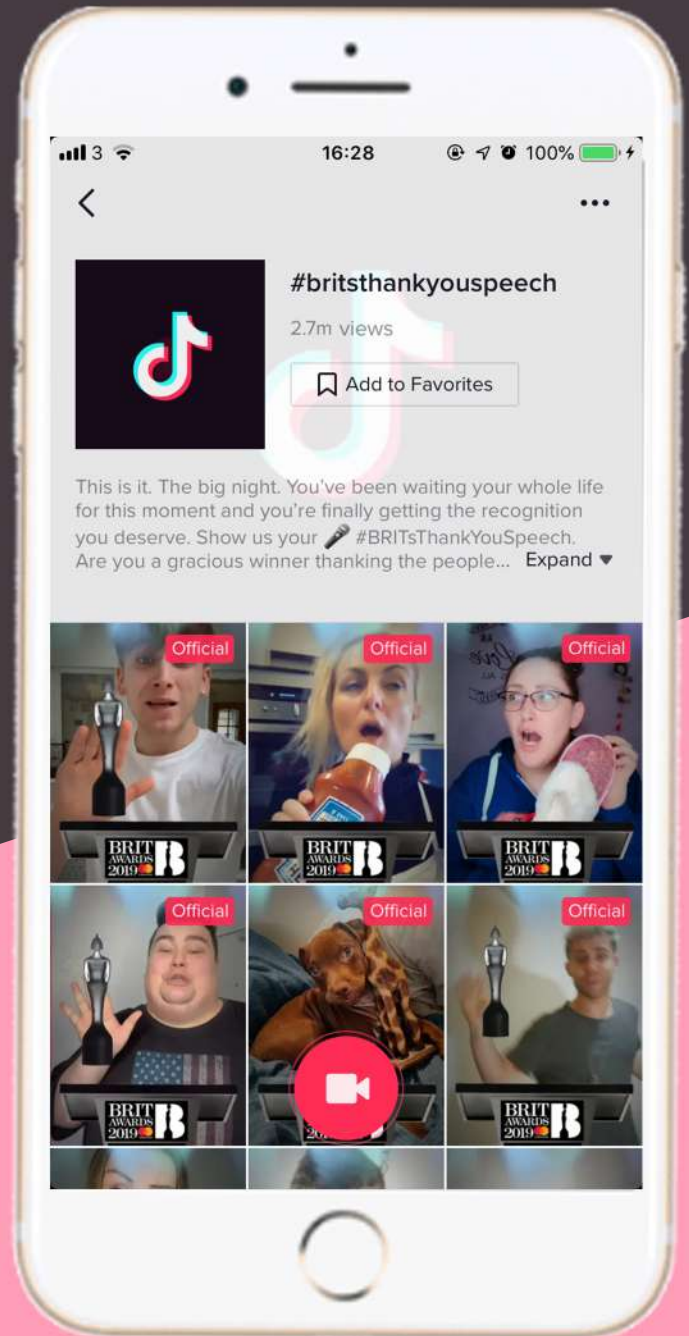
## How to choose the best TikTok hashtags

The key to choosing the best hashtags to use on TikTok is really understanding your audience – both your current audience of followers on TikTok as well as your target audience. Test different styles of hashtag regularly, and see what your audience responds best to.

Look at the profiles of other successful influencers and any of your competitors. Study which hashtags they use, along with which posts get the best engagement. See if you can spot any trends that will help you when coming up with your own hashtags.

You can also use hashtag generators such as Seekmetrics or All Hashtag. These tools allow you to enter a keyword or phrase, and will generate hashtags around that phrase for you. However, they are not platform-specific and the results aren't always great. Use them for inspiration, but don't just copy and paste all the hashtags onto your post!

Using a unique hashtag that nobody has used before can be beneficial. It gives you an easy way to track impressions of the hashtag, and for people to be able to link it directly back to you. However, the catch 22 is that if it is completely unique then nobody will be searching for it yet – you'll need to find another way to

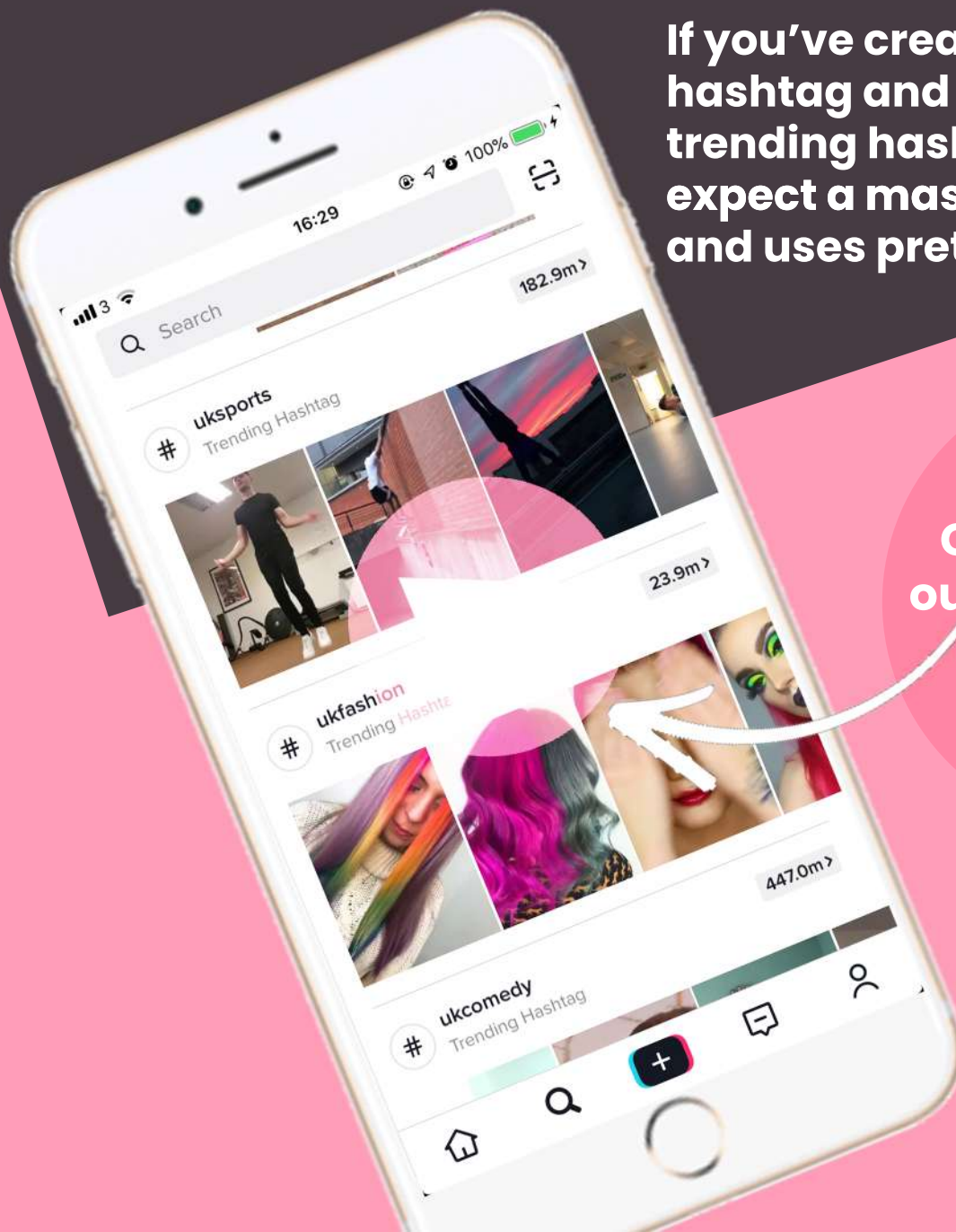




## Trending Hashtags

Trending hashtags show up in TikTok on the search page, along with how many times the hashtag has been used. The trending hashtags are a great barometer of what is popular on TikTok at any given moment. Sponsored hashtags can appear in the graphic banner at the top, in the prime position for the best visibility and engagement.

Taking part in a trending hashtag is a great way to build your following on TikTok, especially if you can get featured near the top of the hashtag.



If you've created your own hashtag and it gets onto the trending hashtag page, you can expect a massive influx of views and uses pretty quickly!

Click to watch our video tutorial on hashtags



A lot of the content that goes viral and trends on TikTok uses the challenge format. TikTok challenges usually use a particular song or sound bite, and are often accompanied with a hashtag. The hashtag will allude as to what the challenge is, although doesn't necessarily always include the word "Challenge".

Challenges can be anything from lip-syncing or dancing to re-enacting a comedy skit. It's an extremely engaging and organic format. Users love to take part in challenges because they are fun and appealing, and something you can do with friends.

Gen Z values authenticity and individuality, and challenges play into this. When coming up with a challenge idea, don't take yourself too seriously! It is often the silly challenges that make people laugh that perform the best. TikTok challenges work particularly well if the song has a catchy hook or unique lyric that people can act out.



Click to see the 'Hit or Miss' Meme in action

One of the biggest viral trends on TikTok in 2018 was the 'Hit or Miss' challenge, in which people lip-synced to iLOVEFRIDAY's "Mia Khalifa".



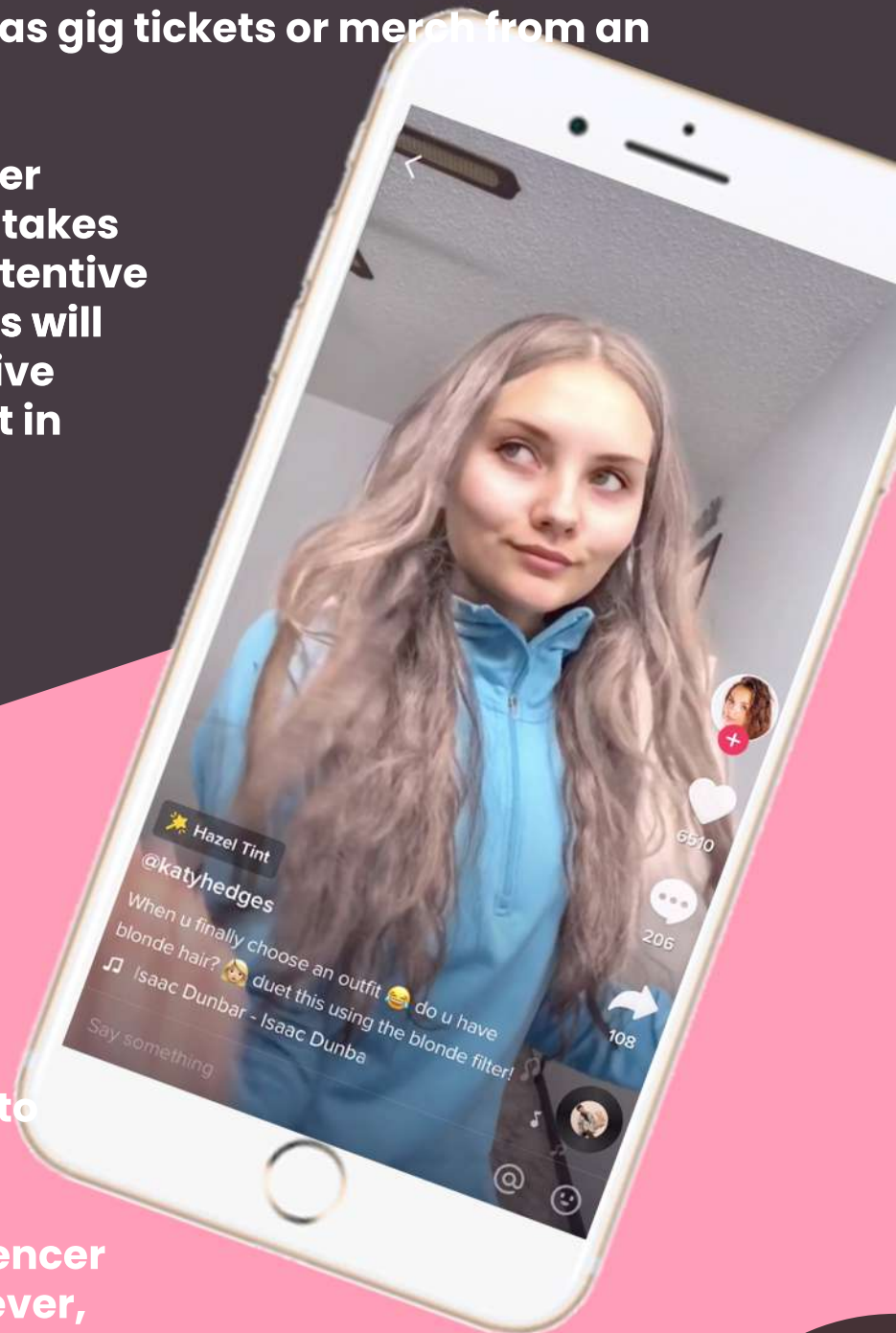
**TikTok is home to a large community of influencers who are consistently creating new engaging content.**

**Another benefit of early adoption is that many of these influencers are just starting out their influencer careers, and are likely to be keen to take advantage of brand partnerships. Some influencers have millions of followers, and are happy to promote your music to their fanbase (usually for a fee, although some will create content in exchange for freebies such as gig tickets or merch from an artist).**

**Influencer marketing is super organic and engaging, and takes advantage of an existing attentive audience. TikTok influencers will often take the brand objective and create branded content in their own style in a native format, leading to excellent brand engagement.**

**TikTok influencers can also be used to seed challenges, as members of their large audiences recreate the challenge in their own style. See below for an example of how we did this for Platoon's Issac Dunbar, making the #BlondeChallenge go viral to promote his new single.**

**One thing to note with influencer campaigns on TikTok, however, is that there is currently no way to add a swipe-up or click-through to posts.**



**Want to see if we can do the same for you?**



**Thanks for reading this to the end- you're clearly dedicated to learning all there is to learn about TikTok and being on top of the music marketing game.**

**Do you want to take your game even further? If you're interested in learning even more about TikTok and how it can be used for your brand- schedule a consultation call with us.**

**We can help you set up and optimise your artist's TikTok page for free, as well as help you come up with some content ideas, so you can start growing your artist's audience on the app.**

**Email [hello@fanbytes.co.uk](mailto:hello@fanbytes.co.uk) and we'll be in touch**

**[www.fanbytes.co.uk](http://www.fanbytes.co.uk)**

