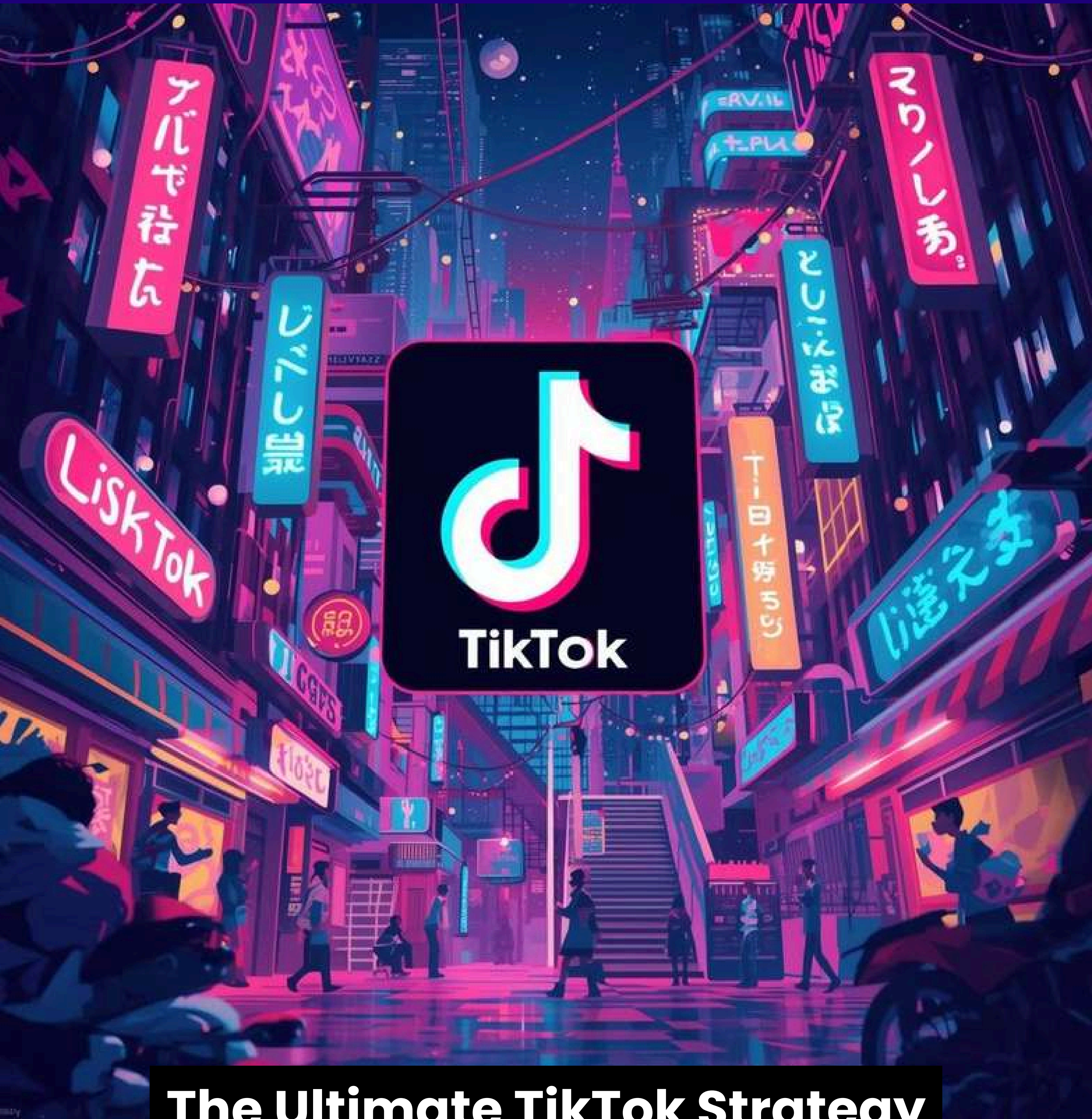


The SMM

EXPERT



The Ultimate TikTok Strategy

For Local Small Businesses

Why TikTok Is a Powerful Platform

Local Business Growth

TikTok is quickly replacing Google for product discovery. Not only that, but nearly 70% of TikTok users claim to have discovered new products and brands on the platform. Even without followers, TikTok's algorithm allows your business to go viral on TikTok's "For You" page with quality content.



TikTok is especially well-suited for small businesses with limited budgets that can market their products on TikTok with short videos/reels.

In this PDF, you will get a complete guide on how to use TikTok and its tools to enhance your local business growth.

How the TikTok Algorithm

Works for Local Businesses



- ✱ By using hashtags, geotags, and other location-based services, local businesses can more easily reach local customers on TikTok.
- ✱ TikTok's algorithm judges your content based on its quality, watch time, completion rate, etc. Even a profile with zero followers can go viral and reach customers.
- ✱ How much boost a post gets from TikTok can be influenced by local relevance. Which means proper location details make your content have better reach.
- ✱ TikTok facilitates different packages of low-cost and highly targeted ads that local businesses can use to reach their target customers.

Benefits of TikTok

For Local Brand Visibility



1

Organic reach: TikTok's platform is built for discovery. This means that local businesses can reach their target customers through quality content, even if they lack followers.

2

Local trust building: TikTok enables businesses to build local trust through UGC and review videos from previous users in the community.

3

Brand familiarity: Publishing consistent and quality content on TikTok allows local small businesses to increase brand familiarity.

4

Low-cost customer acquisition: TikTok offers low-cost tools/packages for small businesses to run targeted marketing or campaigns, offering a better chance to acquire more customers.





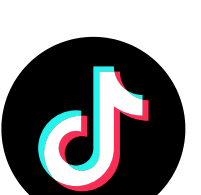
5

Repeat exposure: TikTok enables local businesses to constantly reach out to customers through quality content, increasing the chances of attracting more business.

How To Set Up a TikTok

Business Profile for Local Growth



-  Go to your profile, settings, privacy, and finally Account settings to switch to a business account.
-  Choose a category that best suits your business to have the proper tools offered by TikTok for your business.
-  Use a high-resolution logo of your business or a unique image of your business to ensure recognition.
-  Write a short bio under 100 words that mentions your location and USP with specific local and service keywords.
-  Add necessary contact info like email, phone number, and address, as well as the links to your website or page.

How To Optimize Your

TikTok Profile for Local Visibility

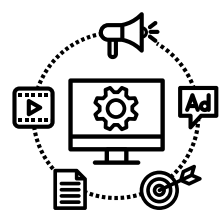


- ★ Use local keywords that your target customers might search for in your bio to increase your chances of discovery.
- ★ Incorporate specific service keywords in your bio that define your services or the products you offer.
- ★ Put your city name directly in your bio and display name if possible. This will generate relevance, increasing the chances of your business discovery.
- ★ If your goal is store visits, include the Google map link of your business in your profile along with other important links.
- ★ Add relevant links such as your Instagram link, website link, or booking page to generate further engagement from clients.

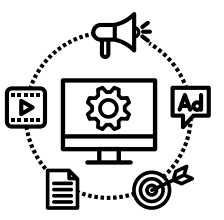
Quick Check –

Which TikTok Content Style

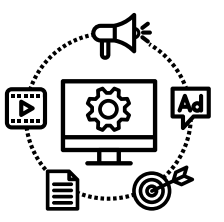
Fits Your Business?



Behind-the-scenes or how-to content if you are operating a retail shop.



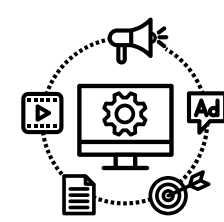
Before/after or tutorial content if the local business is in the service industry.



Demonstration or food prep content if your local business is a restaurant.



Story-based content or trend content when the business depends on personal branding.



Educational content, if the local business is based on a local expert or specialized services.

Proven TikTok Content Ideas

For Local Businesses



Every day routine videos that show you opening the shop and what goes into the everyday work, creating a sense of familiarity.



Delivery videos showing you doing fast packaging and deliveries, especially to your local customers, increase the trust and legitimacy of your business.



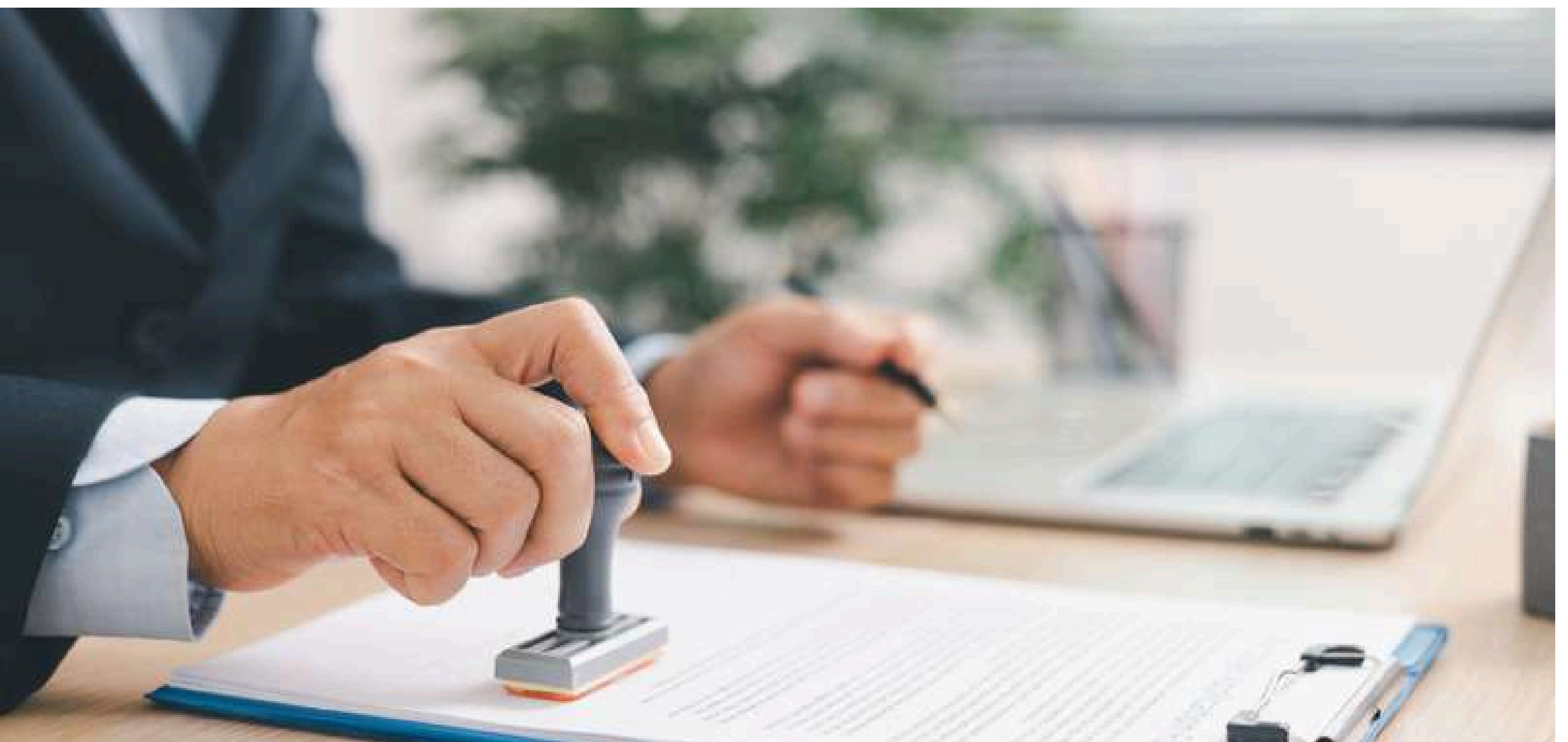
Office/shop tours show your customers where the magic happens, in order to familiarize them with your local business.

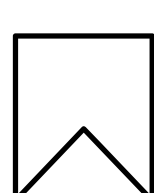


How-to videos to educate your customers on how to better use your products. This is especially important if you are offering niche or innovative products.

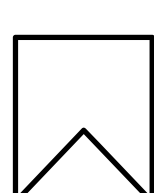
The Local Authority Content Framework

 **Share educational micro-tips** that solve a particular customer problem very quickly. This content will immediately add value to your business.



 **Share local guides**, such as local buying tips or “best for” recommendations, to get more engagement from your local customers

 **Clarify industry myths** to clear out misunderstandings and increase the trust and legitimacy of your business.

 **Provide cost explanations** as to what different cost elements are and how they affect the final cost of the product.

How To Reach Local Customers

Using TikTok Videos



01

Make sure to tag your neighborhood location in your posts to get more attention from your local customers.

Use hashtags for your specific area to increase your business's visibility online through TikTok's algorithm.

02

03

Highlight local and easily identifiable landmarks in your content. This makes it more likely to appear in the feeds of the local customers.

Make content that aligns your business with your local community, different events, and local trends.

04

05

Utilize content to encourage your customers to visit your physical location.

How To Make TikTok Videos

That Actually Get Views



→ **Use a hook effect** to grab the attention of your customers within the first 3 seconds.

→ **Use popular trends** such as catchy music or popular events that everyone participates in.

→ **Use loop effects** to keep your viewers watching and increase watch time.

→ **Customize thumbnails** to attract more viewers to click on your content.

→ **Analyze successful content** in your local area and industry to increase your quality.

→ **Post regularly** and value-added content to maintain consistency.

Posting Strategy for

Consistent Local Growth



- ★ **Use the 70-20-10 rule:** 70% content is value-added or entertaining, 20% community-based, and 10% promotional.
- ★ **Focus on localization of content:** Use location tags and mention landmarks in your content.
- ★ **Encourage UGC:** Encourage your customers to tag your business in their posts.
- ★ **Maintain consistency:** Post at least 3 high-quality and value-added pieces of content per week.
- ★ **Focus on community engagement:** Make customized content to generate as much engagement as possible.

Buy TikTok Followers to encourage a new audience to follow you.
No one likes to follow an account with zero followers.

How To Turn TikTok Followers Into Paying Customers



- 🔗 **Use your bio link** to direct customers to a landing page or your online store directly
- 🔗 **Pin the testimonials** of your local satisfied customers or even your best content to generate more attraction.
- 🔗 **Give clear calls to action** where your customers know exactly what to do to get your services.
- 🔗 **Figure out the pain points** of your customers and let them know how your products solve them.
- 🔗 **Create time-limited offers** to give a sense of urgency in your customer's mind.

TikTok SEO: How Local Businesses

Get Found in Search

- **Optimizing keywords** in captions and texts so that TikTok can identify your business for relevant searches.
- **Using location tags** allows TikTok to understand which areas of customers better suit your business.



- **Generating shares and tags** through customers makes TikTok give your content more of a boost and reach.
- **Post content regularly** for TikTok to give your profile or business more priority and visibility
- **Customized content for visual search** makes your content more visible without even tags.

Common TikTok Mistakes

Local Businesses Make

 **An overly salesy approach** where businesses treat TikTok like a sales platform instead of an entertainment platform.

 **Reposting watermarked content** makes TikTok's algorithm deprioritize your profile.



 **Not using hashtags** or proper location tags that connect with your local customers.

 **Inconsistent posting** where your profile dishes out content sporadically without a proper schedule.

 **Not following viral trends** and missing out on opportunistic chances to stand out to your local customers.