

KOL & Influencer Marketing

Module 4



HOW TO BUILD A
SUCCESSFUL TIKTOK
KOL & INFLUENCER
MARKETING STRATEGY





1. Study TikTok's Platform



TikTok

2. Set TikTok Campaign Goals

3. Research & Analysis of TikTok Influencers



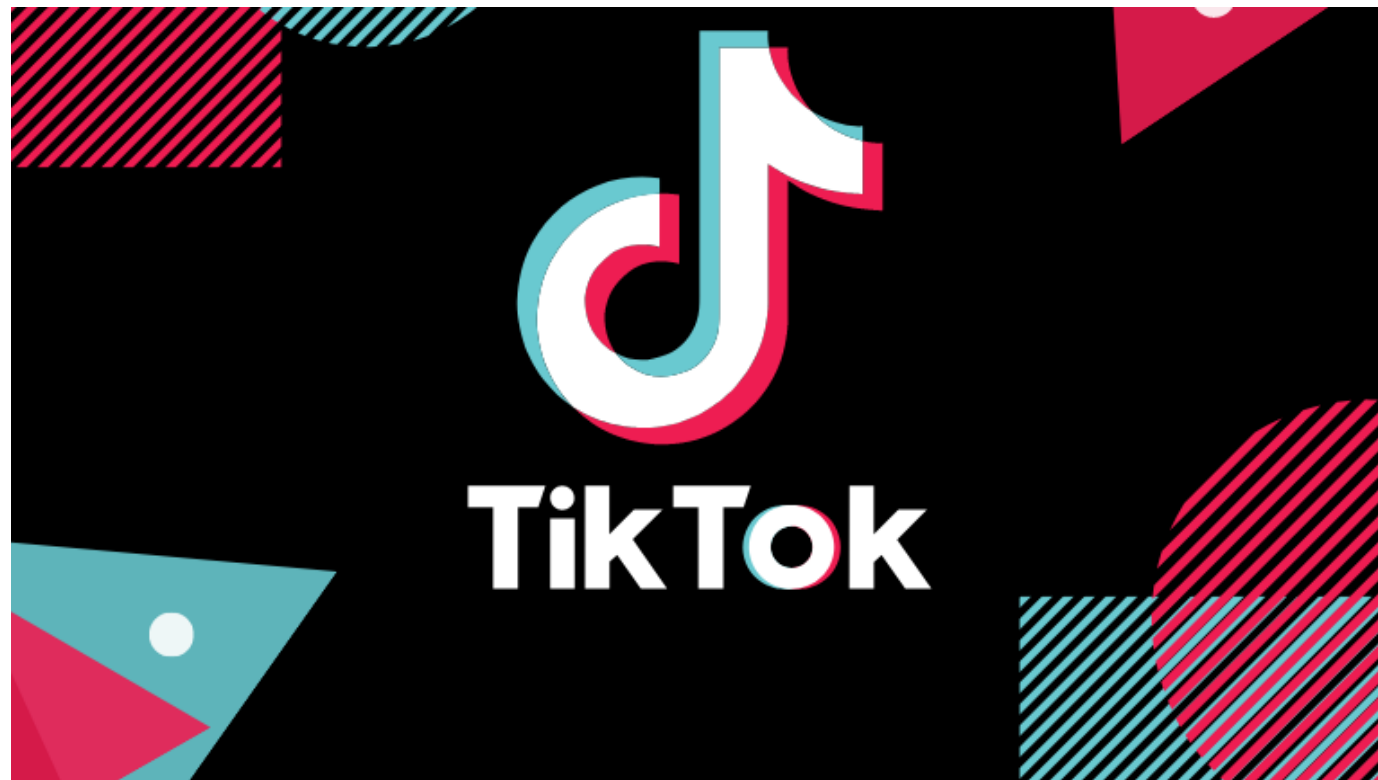


4. Allowing
TikTok
Influencers
To Express
Creativity



5. Measuring TikTok Campaign Results

6. Making
Sure TikTok
Influencer
Sponsorships
Are FTC-
Compliant





7. Try Other TikTok Advertising Formats



6 ESSENTIALS FOR DRIVING POSITIVE ROI & ENGAGEMENT WITH TIKTOK INFLUENCERS

- Original
- Trend setting
- Challenges
- Audio & Visual Effects
- Hashtags
- Duets



TikTok

