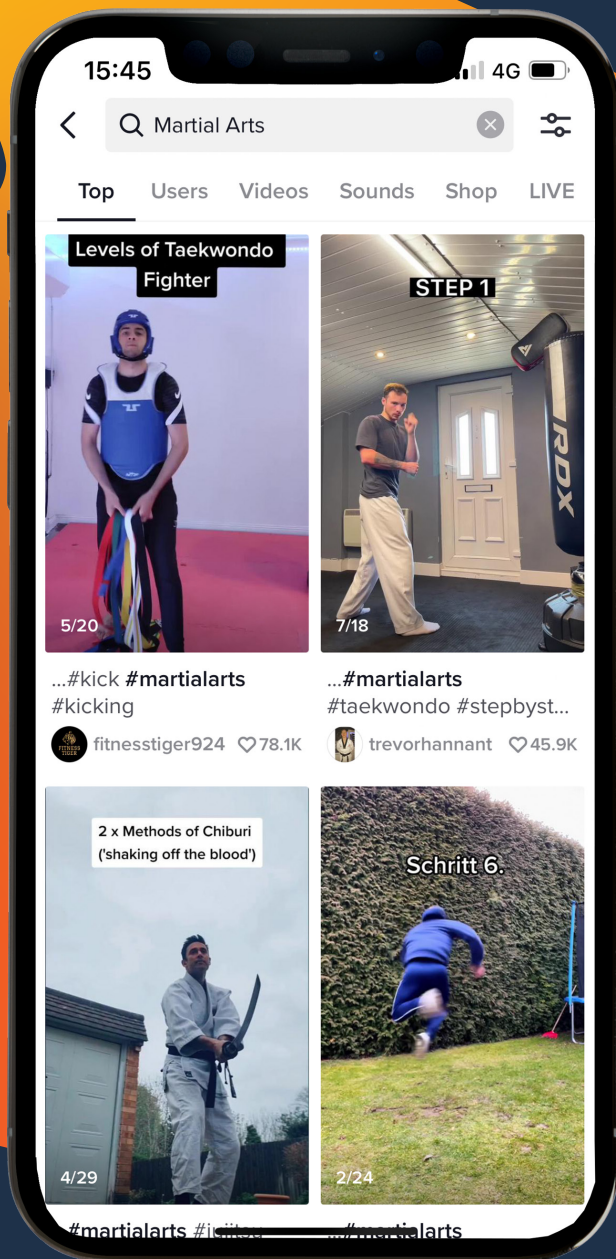




THE ULTIMATE MARTIAL ARTS GUIDE TO

TikTok



THE HOME OF
MARTIAL ARTS BUSINESS

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Despite popular belief, there's more to TikTok than viral dance videos! It's the fastest growing social media platform in the world, if you aren't utilising it as part of your overall marketing strategy, then you're missing out on potential students seeing your school and signing up.

TikTok is relatively new, and many Martial Artists are still trying to get their head around best practices. If you run your own Martial Arts business and want to increase legitimate enquiries and awareness of your school, this guide can help!

Why TikTok?

TikTok presents a massive opportunity for you to reach a wider audience and promote your classes and school.

It's a short-form video sharing app, where users share funny, exciting, emotional and educational videos to followers, and other users on their 'For You' page (your homepage showing your personalised stream of videos).

There have been over 2.6 billion downloads of the app worldwide, with over 17 million active users in the UK.

The average age of users isn't as low as you might think, with over 50% of users being over the age of 25. This makes it perfect for targeting parents as well as potential students.

However, simply creating a TikTok account and posting random videos isn't going to have a big impact. In order to be successful on TikTok, you need to have a strategy and put in the work to grow your following.

The hashtag #MartialArts has over 13.8 billion views on TikTok.

Growing Organically

Organic marketing is the concept of increasing awareness of your brand and creating leads for free. Organic growth on TikTok relies on you posting videos and seeing which gain the most traction.

The TikTok algorithm is advanced and will notice when a video is popular. Likes and comments will push content to the 'For You' page of more users, helping it to grow in popularity. Instead of just your followers seeing your videos, other TikTok users will as well, and if they enjoy your content, they'll follow you and interact with your profile.

Benefits:

- **It's free!** - Posting videos, engaging with other users and using hashtags are great ways to get your school noticed without breaking the bank.
- **The right audience** - Because your content has found users organically, you're more likely to build an audience of students and potential students who have a real interest in the content you're posting. This makes them more likely to engage and ultimately join your classes.
- **Building Trust** – People trust a brand more if it has grown naturally and its content is authentic. Gaining a loyal following will benefit your school in the long run.



Pay to Get Noticed

Paid ads on TikTok are a great way to reach a bigger and specifically targeted audience. Like other advertising platforms, you can target specific groups, such as users with an interest in Martial Arts.

Your message should be shown to your audience in the shortest time possible, to avoid your target becoming bored and moving on without taking the information in. This makes TikTok perfect for advertising, users are expecting short-form content, meaning fun, informational videos can entice users and not appear as a blatant 'advert'.

Benefits:

- **Guaranteed views** – You can pay to have your ad shown to a specific audience size.
- **Detailed targeting options** - TikTok arguably has the most advanced audience targeting for advertising of any social media platform. As well as detailed demographic and interest targeting, you can also target users based on:
 - Hashtags followed
 - Videos they watch, like and share
 - Creators they interact with
 - Device they're using
- **Make an impression** – Reach new audiences quickly and easily.
- **100% video** – Get creative and connect with users through sound as well as visuals.



Become a Posting Pro!

1. Create engaging content

The key to success on TikTok is to think about what would be interesting or entertaining to your target market, and then create content that fits that criteria. You could post a tour of your school or a clip of your latest class.

2. Don't forget to use Hashtags

Hashtags make your content discoverable and help it to reach a wider audience. Use relevant and popular hashtags so that people searching can find your videos. Things like #MartialArts, #Karate, #BJJ or #Training

3. Attractive thumbnail

This is the image that shows before your video plays. Create something to grab attention when people are scrolling, it could include the topic of the video, such as 'Behind the scenes at a Karate Class!'. Make your videos stand out so they get more views.

4. Use a call to action

Just like in your Facebook ads or emails, end your videos with a strong call to action. Tell viewers what you want them to do, whether it's booking a trial lesson, visiting your website, or following your account.

5. Host a contest or giveaway

People love the chance to win, this is a great way to increase engagement and get people talking about your school. Try giving away a T-shirt, water bottle or a free month's membership.

6. Get creative

There are endless possibilities on TikTok so get creative and think outside the box. This is your chance to show off your business in a fun and unique way. TikTok allows you to add special effects, why not try a slow-mo of your best moves.

7. Sounds

Users often search for other videos using the same sound or music and sounds often go viral. Choose trending sounds to have a better chance of getting more views, just make sure they align with your business. Top tip – use the sounds in the background to be part of the trend without it overwhelming your video.



Don't Forget!



ENGAGE WITH OTHER USERS

When you comment on and like other users' videos, they're more likely to do the same for you. Reply to comments, like and share videos, and keep active on the app. This helps to increase your visibility and get your name out there in the Martial Arts world.



PROMOTE YOUR VIDEOS ELSEWHERE

TikTok may be the hottest social media platform right now but that doesn't mean you should only promote your videos there. Make sure to share your TikTok videos on other platforms such as Facebook, Twitter and Instagram to make best use of your content and reach an even wider audience.



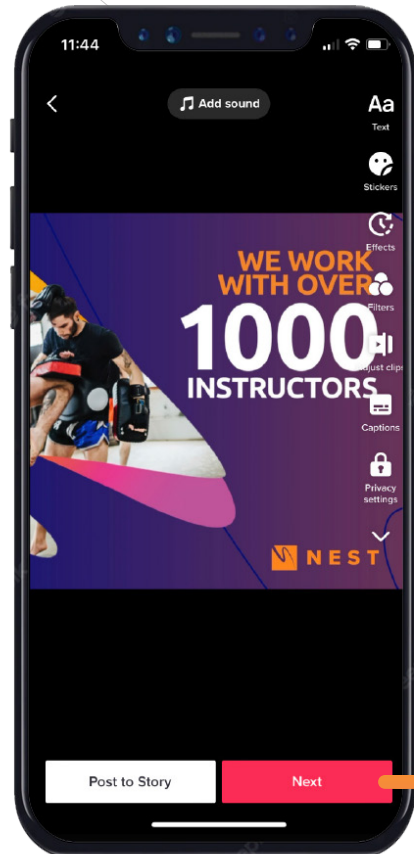
How to Post

Now you know about the types of content to post it's time to learn how to get your videos onto TikTok. Follow these step-by-step instructions to get your first post live!



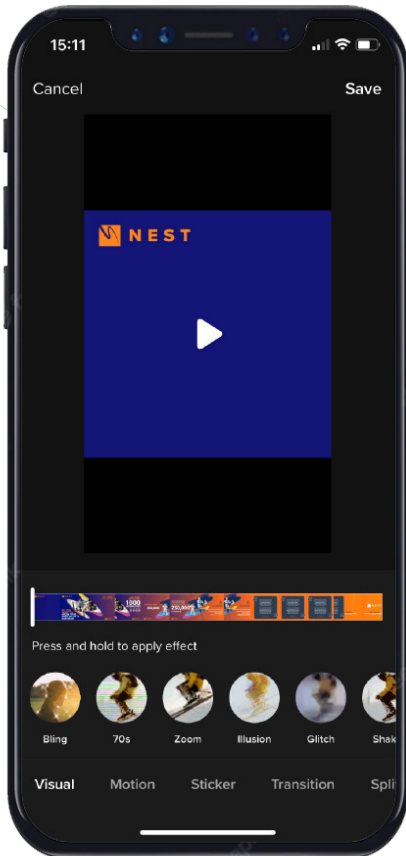
1

Log in or create an account, you'll then be directed to your 'For You' page. Click the '+' button at the bottom of the screen. This will take you to the TikTok camera, you can either upload content from your device's library or use your camera to film something new.



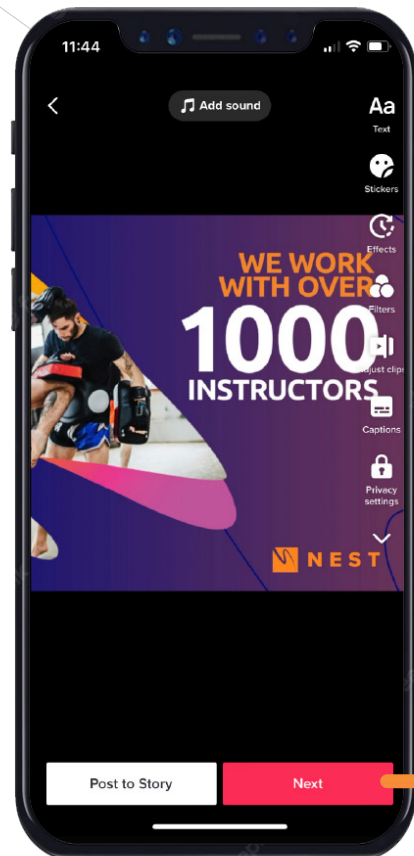
2

Once you've filmed or uploaded your video click the check mark or next and you'll be taken to the edit page.



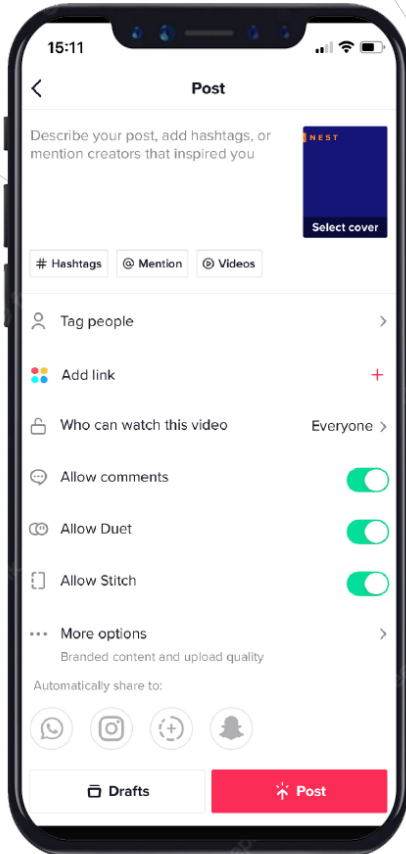
3

Here, you can add sounds, text, effects, adjust clips and more. Play around and see what you can do to add interest to your video. Jumping onto the latest trends and popular filters and sounds will increase the chances of your posts going viral and being seen by more people.



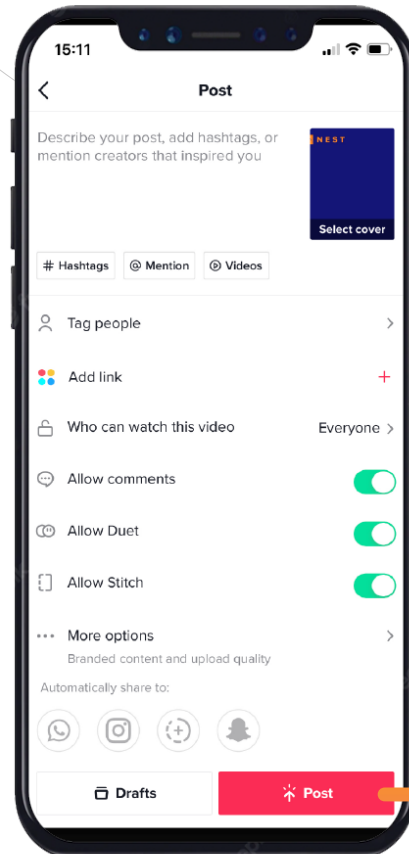
4

After you've made your edits and the video is as engaging as possible, click 'next' in the bottom right-hand corner. This will take you to the posting page.



5

Here's where you caption your post. Add hashtags and make sure to tag any people or businesses you worked on the video with. You can also choose to allow or turn off comments, stitches and duets (these allow you to react to other users' videos in your own video. e.g. if you wanted to add something to a video you could duet it and record another video alongside it). We recommend keeping these options on as they can drive more views and engagement.



6

Now your video's ready, click post and get it live!

DON'T STOP NOW

The key to gaining a following on TikTok is being consistent and posting interesting and relevant content regularly.

Keep an eye on the views and engagement your posts get, so you can post more of the best performing content.

TikTok Ads Manager 101

52%

of TikTok users say they find new products from ads on TikTok

61%

of TikTok users feel that advertising on TikTok is unique compared to top social and video platforms

88%

of TikTokers love discovering new content while using the app.

TikTok Ads Manager helps you to:

- Setup and manage campaigns and adverts
- Control budgets
- Target potential students
- Track advert performance

Follow these steps to learn how to set up your account, create ads and measure how successful they are.

Your Dashboard

Step 1: Accessing TikTok Ads Manager

Your first step is to create an account. Visit www.tiktok.com/business and click 'Create Now'. You can either create a new TikTok Business account or login to an existing account.

Next you can choose from 'Simplified Mode' or 'Custom Mode'. Select 'Custom Mode' this will give you advanced options when creating campaigns. Martial Arts students are a niche audience so this means you want your ads to be as targeted as possible.

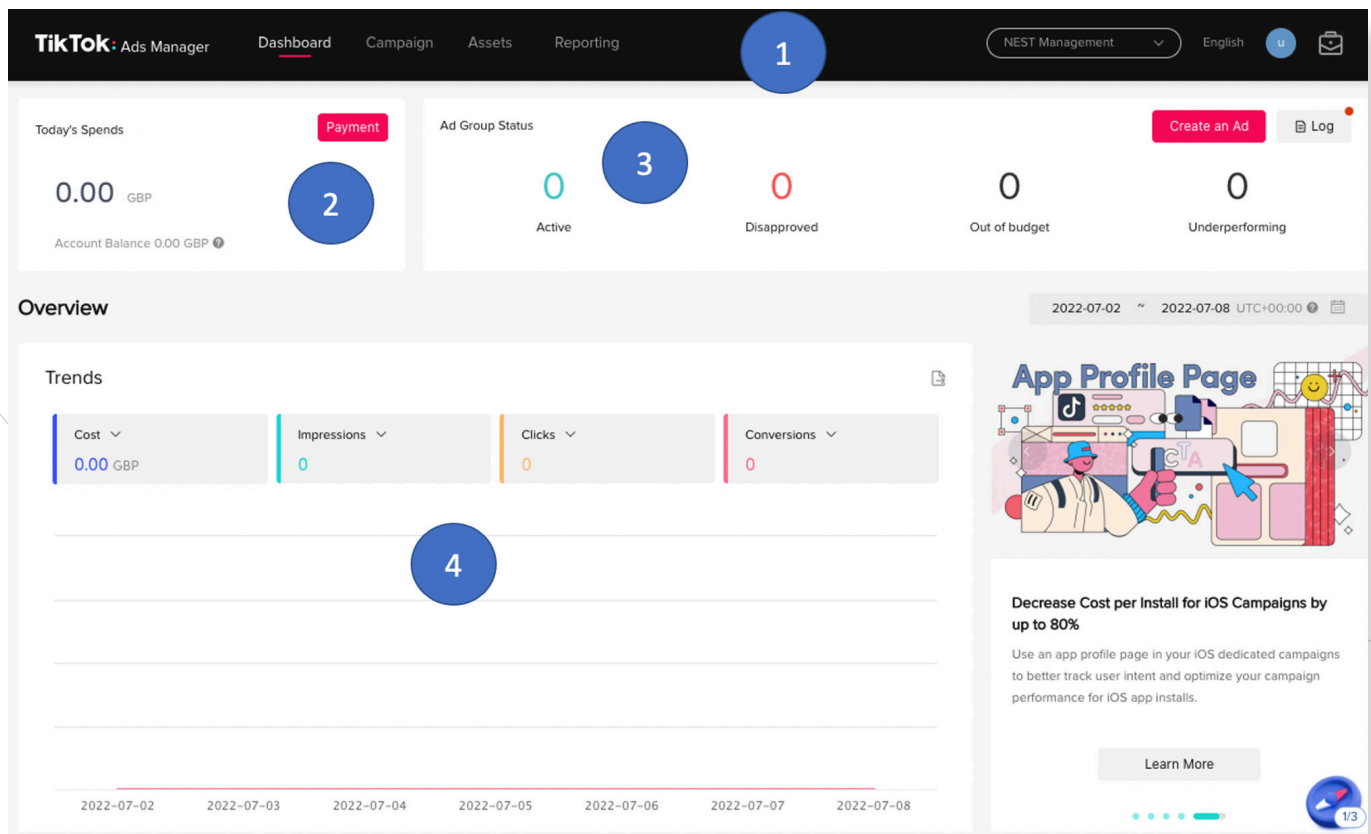
You've now set up your TikTok Business account and are ready to get started!

1. Navigation Menu

2. Budget Overview

3. Status of your active Ad Groups

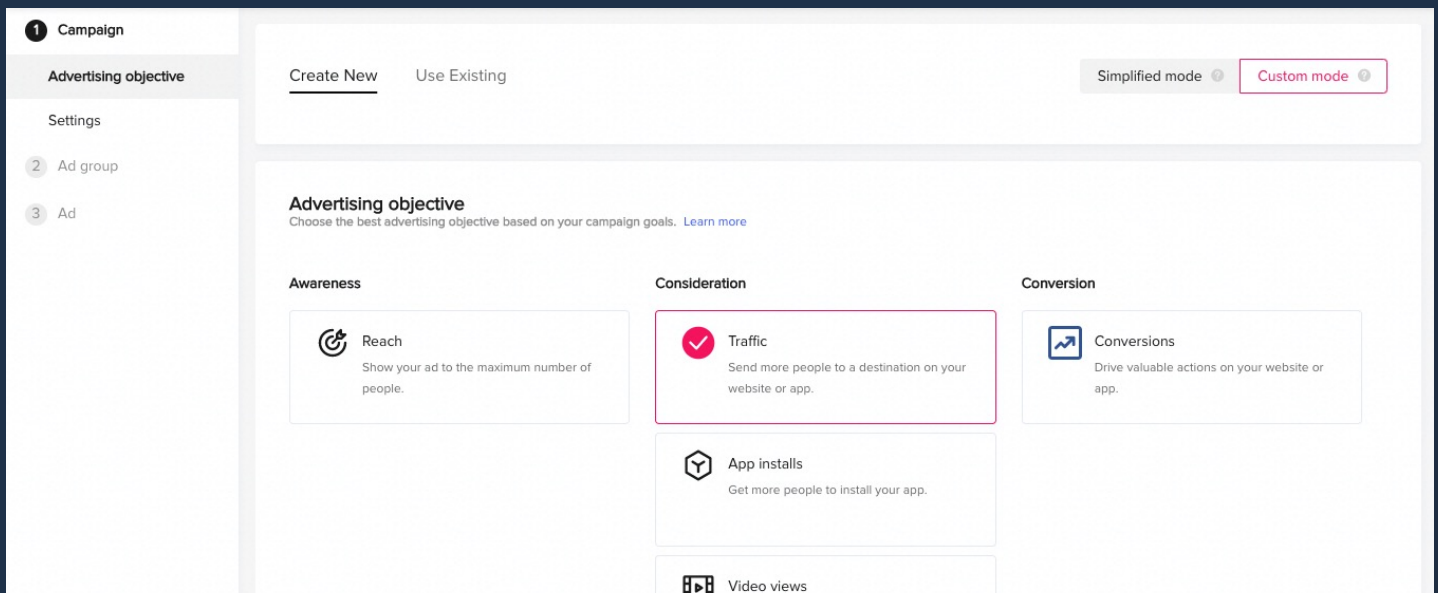
4. Overview of Account Trends



Step 2 : Creating a new campaign

Hit 'Create an Ad' to get started. you'll then be shown a screen where you can start to build your ad.

Firstly you'll need to select a advertising objective.



The type of objective you choose depends on what you want your ad to achieve, you have several options:

Awareness Ads

Reach

Your aim is to grab the viewer's attention. This may be someone interested in Martial Arts, or a parent looking for a Martial Arts club for their child. By showing your ads to as many people as possible you'll increase brand awareness and build trust with potential customers.

Consideration Ads

Traffic

These ads help to drive viewers to a specific webpage. This could be any page of your website or your booking page. Make sure it's relevant and attention grabbing.

App Installs

These ads direct viewers to the app store to download an app.
This ad type isn't relevant for promoting your school.

Video Views

Get as many people as possible viewing your ad. These are great for brand awareness.

Lead Generation

Create customisable messages encouraging enquiries and allowing viewers to share their contact information with you. The easier you make the process the more likely a potential student or parent is to get in touch.

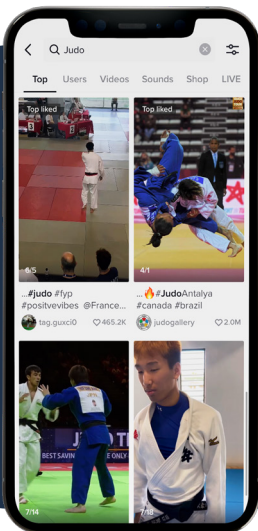
Community Interaction

Increase likes, comments, shares and other interactions with your page by driving viewers straight to it. The more interactions you get, the better you'll understand your audience and what they're most interested in.

Conversion Ads

Conversions

Encourage users to take a specific action, such as making a booking.
You can add forms to your ads to collect details from viewers.



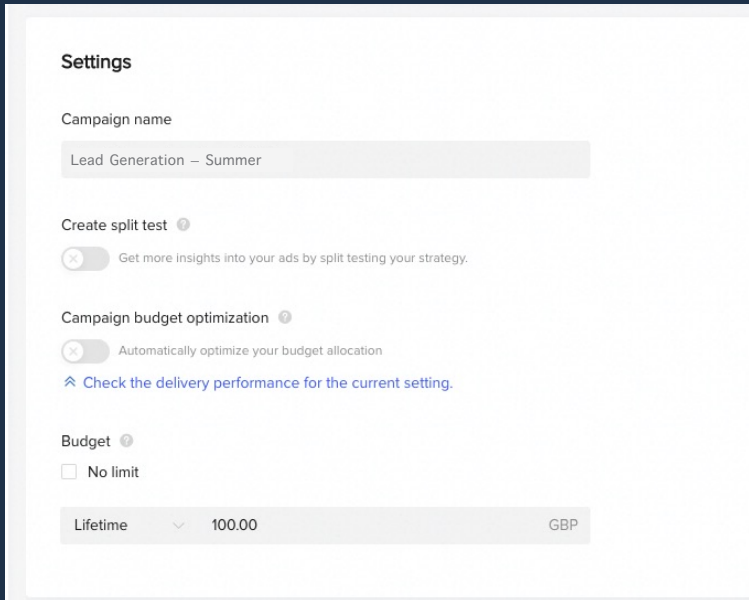
Best Ad Types

These ad types will have the best impact for growing your school:

- Reach
- Traffic
- Lead Generation
- Conversions

Step 3: Name your campaign and set a budget

When naming your campaign make sure to choose something based on your objectives and that will make it easily identifiable if you're creating multiple campaigns e.g. Lead Generation – Summer



Budgets

Based on your school's marketing budget, have a think about what other marketing costs you have and how much you are willing to spend on TikTok.

If it's a new channel for you, start small and if you see success, increase your spend on a month-by-month basis.

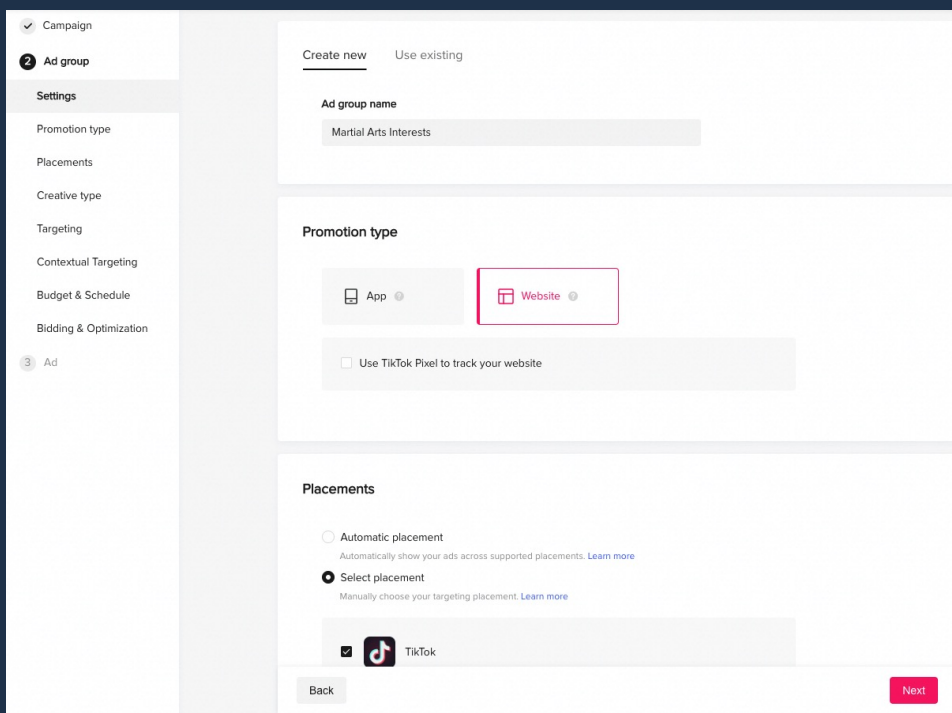
1. Untick 'no-limit'

2. The minimum daily budget for a TikTok campaign is £50 per day. Most Martial Arts schools don't need to spend this much, so instead set a 'lifetime budget', which gives you more control over the amount we're spending. The minimum spend using a lifetime budget is £600 a month if left on for the full month. This is quite expensive, and you probably won't want to spend that much. The most cost-effective solution is to pause the campaign once you've spent your desired amount, and then activate it again when you're ready.

3. Once you've selected a budget, click 'Continue'.

Step 4: Creating an Ad Group

Your ad group is your audience and the type of users you'd like your ad to be shown to. Think about your current students and their common demographics and interests.

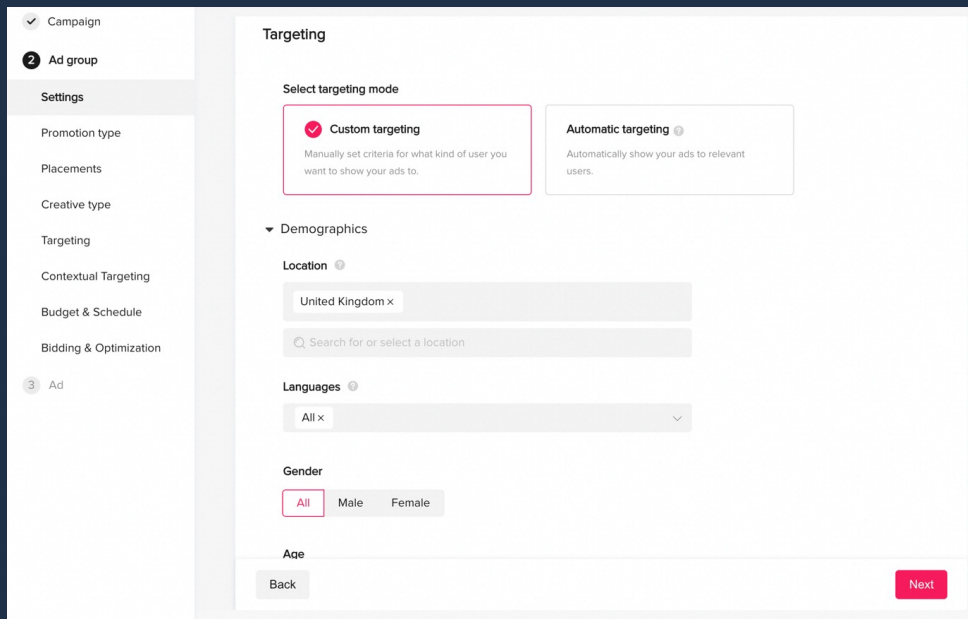


The screenshot shows the 'Create new' form for an Ad Group in the TikTok Ads Manager. The left sidebar has a navigation menu with 'Campaign' (checked), 'Ad group' (selected), 'Settings', 'Promotion type', 'Placements', 'Creative type', 'Targeting', 'Contextual Targeting', 'Budget & Schedule', and 'Bidding & Optimization'. The main content area is titled 'Create new' and 'Use existing'. The 'Ad group name' field contains 'Martial Arts Interests'. The 'Promotion type' section has two options: 'App' and 'Website', with 'Website' selected and highlighted by a red box. Below this is a checkbox for 'Use TikTok Pixel to track your website'. The 'Placements' section has two options: 'Automatic placement' and 'Select placement', with 'Select placement' selected. Below this is a checkbox for 'TikTok' which is checked. At the bottom are 'Back' and 'Next' buttons.

1. First things first, name your ad group. This should be based on the demographics you're targeting, for example, "Martial Arts Interests".
2. Now choose the type of promotion, select 'Website'.
3. You'll now have the option to install the TikTok pixel to your website. This allows information on performance from the advert to be collected so you can view how successful it is.
4. Now you can select the placements of your advert. This defines where on TikTok your advert is shown. To avoid wasting your budget choose 'Select Placement' and only select TikTok. The other options include TikTok's partners such as news websites which aren't as relevant or cost effective.

Step 5: Define your Target Audience

Now for the fun bit, selecting who you're going to target, and the adverts they're shown. Think about the type of people you're wanting to target, make sure to link in with your overall campaign objectives.



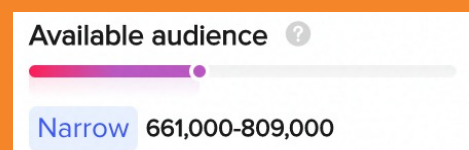
The screenshot shows the 'Targeting' section of the TikTok campaign setup. On the left is a sidebar with navigation options: Campaign, Ad group (selected), Settings, Promotion type, Placements, Creative type, Targeting, Contextual Targeting, Budget & Schedule, and Bidding & Optimization. Below these are '3 Ad' and 'Ad'. The main area is titled 'Targeting' and contains 'Select targeting mode' with two options: 'Custom targeting' (selected with a red checkmark) and 'Automatic targeting'. Below this is the 'Demographics' section with fields for 'Location' (set to 'United Kingdom'), 'Languages' (set to 'All'), and 'Gender' (set to 'All'). There is also an 'Age' field. At the bottom are 'Back' and 'Next' buttons.

Select 'custom targeting'

The TikTok targeting options are advanced compared to other platforms, meaning you can be very specific on who you target based on:

- Age
- Gender
- Location
- Interests
- The hashtags they are following
- Interactions with creators
- Video behaviour including watching, liking and sharing certain types of content.

The audience size guide will give you your estimated potential reach. This will vary as you adjust your targeting options.



Step 6: Creating your ad

The more specific you can be with your targeting, the better as this will help you to get the most out of your advertising budget, you could try:

- Martial arts interests within 5 miles of your school
- Interactions with #martialarts
- Interactions with health and wellbeing videos

Ad Spend

If you only have one ad group active, you'll need to select the same budget that you have for your campaign. So, if you've selected £200 as your campaign budget, select the same for your ad group. Don't worry, you won't be charged twice! If you wanted to create different audiences in one campaign, you could split out your campaign budget between them.

Ad Types

Video Ads

Video ads can be run on the TikTok app. These ads appear on users' 'For You' page and include a video, display image, brand name and advert text. These are great for grabbing the attention of students and parents.

Image Ads

These can only be run in TikTok's news feed apps such as BuzzVideo, and they include an image and text to go alongside. These aren't especially relevant for Martial Arts schools.

Spark Ads

These boost organic videos that you've posted on your page. Research shows Spark Ads can have higher engagement rates than standard ads, they are also a great way to re-use existing content. If you've posted an organic video that's had more engagements than the rest of your content, it's a great sign that users are interested in the content and the video is perfect to be boosted!

Ad Inspiration

Brand awareness - Try explaining more about the Martial Art you teach or a video of your classes.

Behind the scenes - Show what it's like to be a member of your school or what a 'day in the life' of an instructor is like.

Talk to the camera - Get in front of the camera and tell potential students what's so great about your school and why they should join.

Step 7: Building your ad

1. Name your ad.

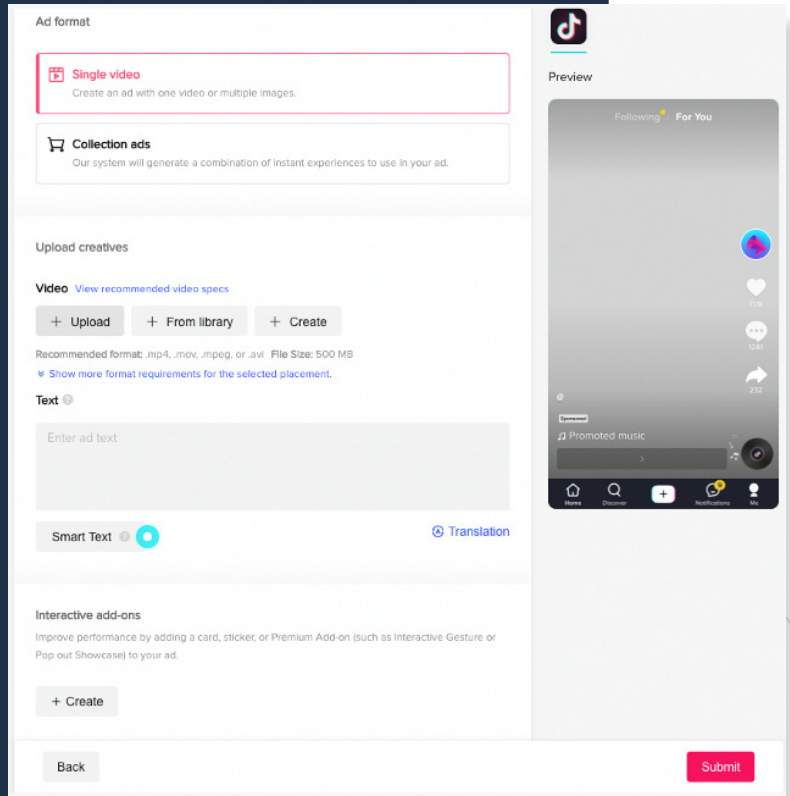
This needs to be something relevant so that if you are running more than one ad, you won't confuse them.

For example, "Lead Generation – Martial Arts Interests – Video Ad 1".

2. Now you can add the creative for your ad.

To upload a video, click on 'Upload' and select the video file. Then add the text that will sit below it. Make sure the text is relevant and includes a call-to-action, encouraging users to click through to your website or book a trial lesson.

3. The final step is to insert the website address for where users should be sent when they click on the ad.



Step 8: Launching your ad

You're now ready to launch your ad and start marketing your Martial Arts school on TikTok. Before you get it live, it's important to check the following are correct:

- Budgets
- Targeting options
- Ad creative

Once you're happy with everything, you're ready to hit submit and get the ad live, good luck!

Measuring Success

Your work doesn't stop with posting ads. It's important to measure their performance and success so you can keep tweaking and improving future campaigns.

Ads manager dashboard

Your dashboard is the place to start when checking the success of your advertising. It shows your impressions, clicks, spend and more, this view is a top-level overview of all the campaigns you're running, you'll need to go into each individual campaign to see the detail.

You can also view the status of all campaigns and ad groups. If the campaign is active, this means it's being shown to your audience.

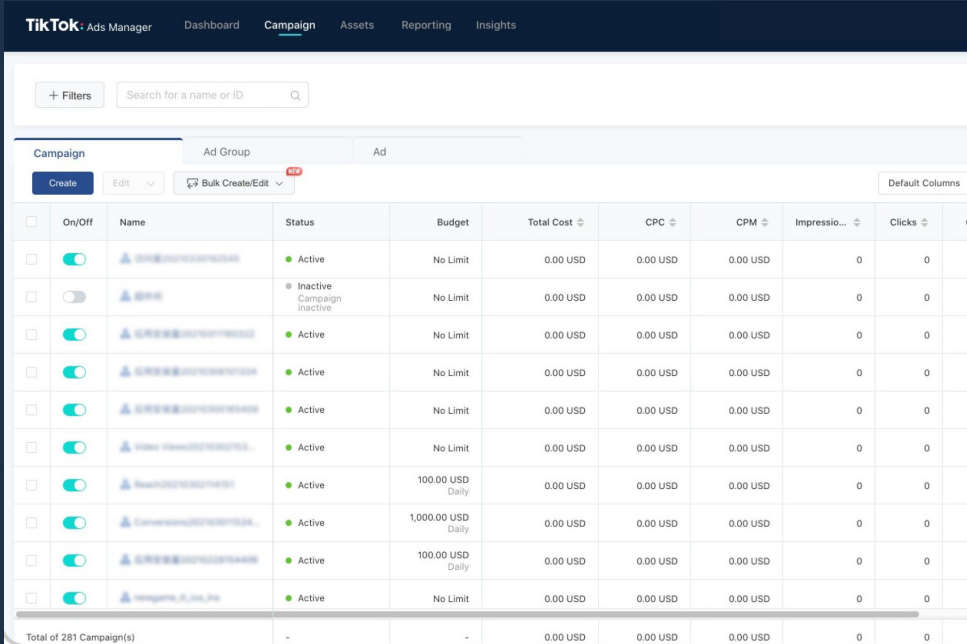
All your data can be downloaded so you can use it in further analysis to improve your ad performance.

The detail – your Campaigns page

This page digs into the detail of your campaigns. You can use the 'Filters' dropdown to view the performance of specific campaigns. If you save these filters as pre-sets you can easily access them in future.

To see even more specific campaign data, you can click 'View Data' under each campaign. Here, you can choose the time period you want to view and get easy to read charts and data from your ads. The data shown can include:

- Total cost
- Impressions
- Conversions
- Cost-per-click
- Click rate



The screenshot shows the TikTok Ads Manager interface. At the top, there's a navigation bar with 'TikTok Ads Manager', 'Dashboard', 'Campaign' (selected), 'Assets', 'Reporting', and 'Insights'. Below this is a search bar and a '+ Filters' button. The main table has tabs for 'Campaign', 'Ad Group', and 'Ad'. The 'Campaign' tab is active, showing a list of campaigns with columns: On/Off, Name, Status, Budget, Total Cost, CPC, CPM, Impressions, and Clicks. The table lists several campaigns, some active and some inactive. At the bottom, there's a summary row for 'Total of 281 Campaign(s)'.

On/Off	Name	Status	Budget	Total Cost	CPC	CPM	Impressions	Clicks
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Inactive	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	100.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	1,000.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	100.00 USD Daily	0.00 USD	0.00 USD	0.00 USD	0	0
<input type="checkbox"/>	...	Active	No Limit	0.00 USD	0.00 USD	0.00 USD	0	0
Total of 281 Campaign(s)			-	0.00 USD	0.00 USD	0.00 USD	0	0

Your campaigns page



The 'Breakdown' tab lets you view the data by audience segments such as gender, age, location and interests.

It might seem like a lot to go through but tracking the results of your campaigns is vital to ensuring your ads are successful and keep improving. TikTok is all about experimenting to find out what works best and is interesting to your target audience.

Don't forget to have fun! Entertainment is key to TikTok and getting your video seen by as many people as possible - so don't be afraid to try something new or a bit silly. Who knows, maybe your video will be the next to go viral!

