



VISIT MESA

CITY LIMITLESS®

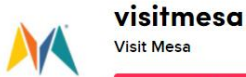
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TikTok

Content Strategy, Outreach and Insights



visitmesa
Visit Mesa

Follow

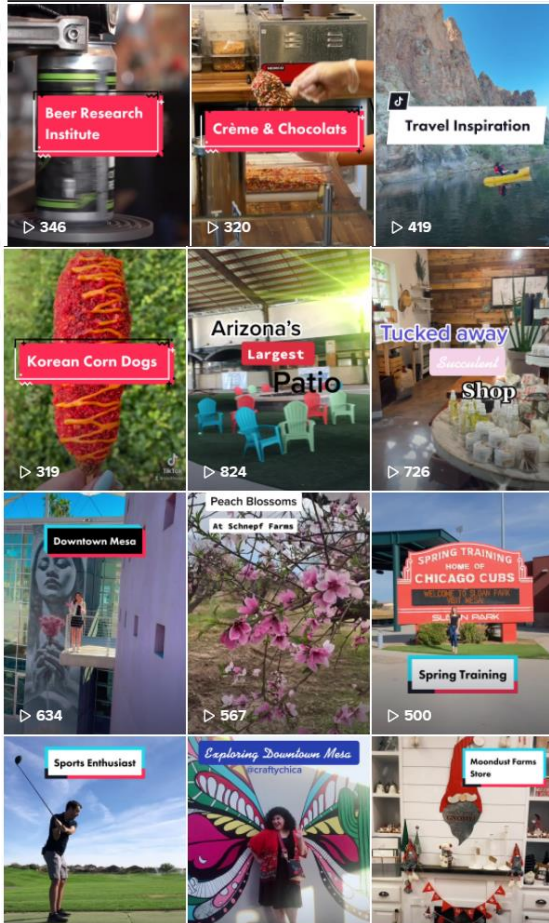
31 Following 477 Followers 768 Likes

#VisitMesa

linktr.ee/visitmesa

Videos

Liked



What is TikTok and how can I incorporate it into my social media strategy?

- Short-form video app/social media platform
- Exploded in popularity after 2019 rebrand
- Commonly used by Gen Z and Millennials
- Business Insider states that TikTok is “the newest platform to turn regular users into viral sensations and successful influencers.”
- How can businesses/brands utilize it?
 - inspiration, promotion, awareness or informative purposes

Creating your account

Choosing between a Business or Creator account

Creator Account

A creator account helps creators create their own value, appeal, and audience.

- Recommended for small business
- More freedom with content creation
 - No limitation on sounds
- Access to basic analytics
- “For You” page tailored to trends
- Less functionality for brand advertising, implementing an advertising campaign, etc.
 - No options for paid ads

Business Account

Business accounts help businesses promote brands, analyze customers and find influencers on TikTok.

- Recommended for larger businesses
- Many options to run paid ads such as
 - In-feed video ads
 - branded hashtag challenges
 - Branded effects such as stickers, filters, effects
- Influencer- grid “For You” page
- Access to API analytics
- Less freedom with content creation
 - limited access to prominent trends
 - limited music options

*Non-profits can apply for
TikTok For Good:
www.tiktok.com/forgood*

Arizona Local Influencers



aieshabeasley

Aiesha Beasley

Follow

355 Following 117.1K Followers 4M Likes

Fashion, Lifestyle, KPOP

Arizona Girl 🇺🇸

Instagram: @aieshabeasley



azfoodie

Diana

Follow

269 Following 133.7K Followers 2.5M Likes

Original Arizona Foodie

I eat

Don't go to my IG or you'll be hangry

IG @azfoodie

🔗 linktr.ee/Azfoodie



eatdrinkaz

eatdrinkaz

Follow

522 Following 74.5K Followers 1.2M Likes

Spicy 🌶️ Latina. . FOLLOW me on the gram I do big giveaways

🔗 Instagram.com/eatdrinkaz



welcometoarizona

welcometoarizona

Follow

168 Following 132.7K Followers 1.3M Likes

Follow for the Best in Arizona 🇺🇸

Buy tickets to our Halloween Rave 🎃 📺

🔗 www.eventbrite.com/e/eleme...



tastesofaz

TastesofAZ

Follow

1794 Following 104.1K Followers 1.8M Likes

Jenn

Not Your Avg. Foodie

OTHER ACCT

JENNBALUCH

tastesofaz@gmail.com



panthereats

Panther | AZ Food & Experience

Follow

255 Following 40.6K Followers 938.4K Likes

Ur foodie BFF!

Discover Yummy Bites w/ Me

👉 Get ur JP box 👈

🔗 msha.ke/panthereats



wildjoyexperiences

WILDJOY | Arizona Experiences

Follow

189 Following 210.9K Followers 4.2M Likes

Empowering Arizona to Find #Wildjoy 🌟

MORE IN DEPTH ON INSTA

Download Our App 📲

🔗 Wildjoy.com



letthematthis

letthematthis

Follow

876 Following 209.5K Followers 4.4M Likes

I post things I love ❤️

Food and Travel

instagram: @letthematthis

Phoenix

🔗 mysmartandfinal.com/

Don't forget to follow accounts within your niche!

Content Creation



Step one: Brainstorm

- See what's trending (sounds, hashtags, skits)
- What is your goal? (inform, inspire)

Step two: Gather your content

- Shoot all videos vertically
- Capture more than you need
- Incorporate different filming techniques (panning around, zooming in, walking with camera, stills)
- Don't worry about audio

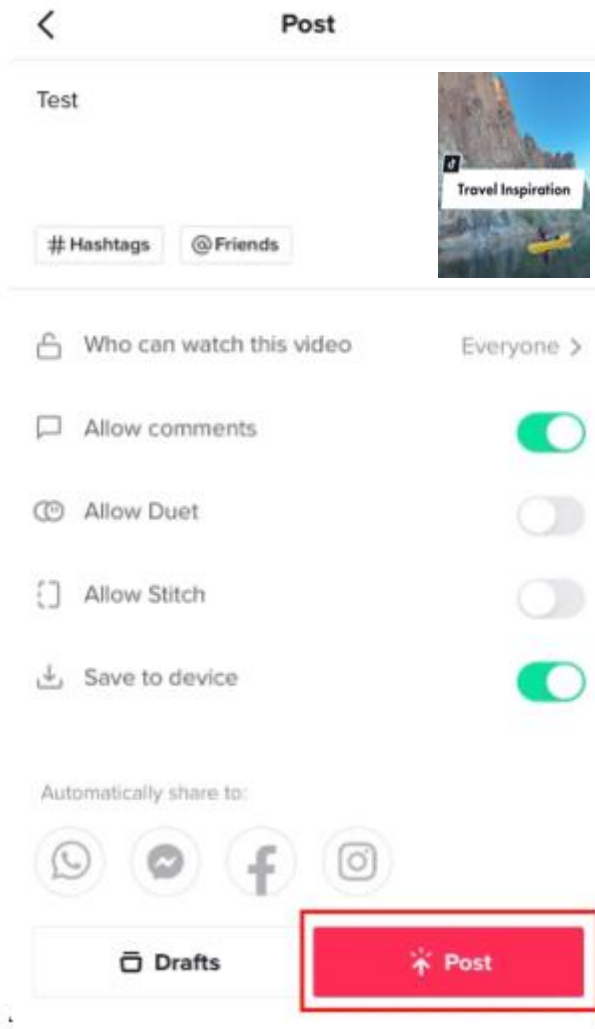
Step three: Make your video

- Choose your best videos
- Add audio
 - Voice overs, text-to-speech, music...
- Add transitions, effects, filters

Content Creation

Step four: Post your video

- Caption and add hashtags in your TikTok video
- Tag users
- Check privacy of your video
 - *Make sure it is public: visible to everyone*
- Make sure comments, duets and downloads are turned on
- Don't want to post now? Save to drafts!



Tips and Tricks

Take advantage of TikTok's Algorithm

Keep your videos short - 30 seconds Max

Incorporate voiceovers and *short* text blurbs

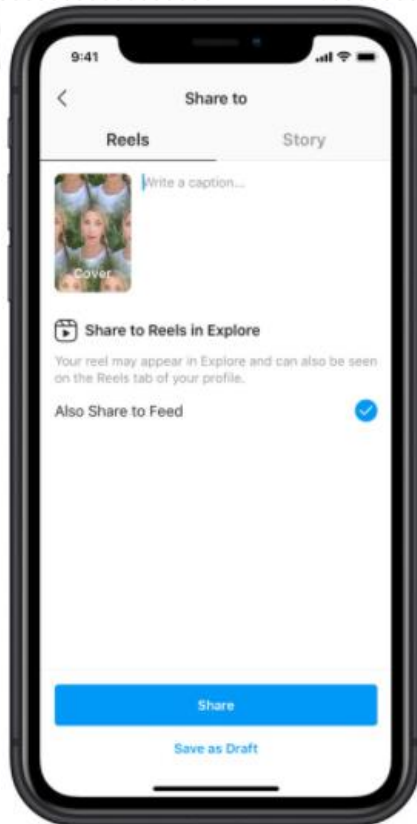
Post 4-6 times a week to build your audience

Save sounds that you find on your "For You" page

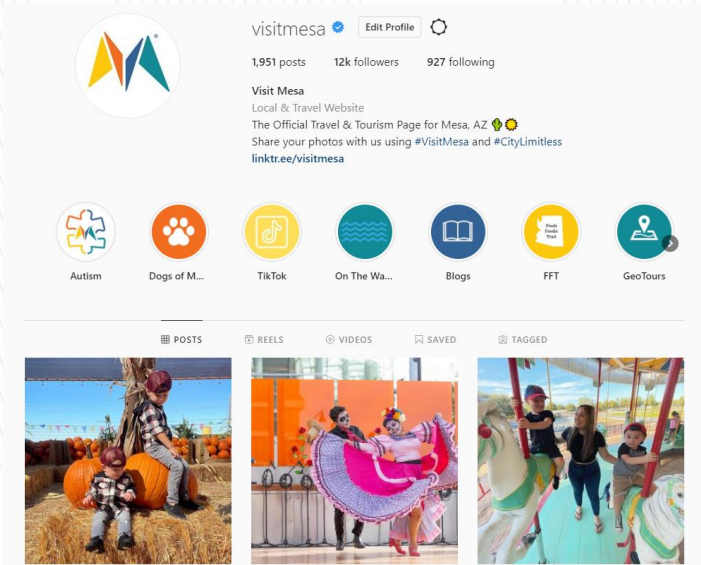
Videos that perform the best: travel destinations, roundups, date nights, fun facts ...

Make it welcoming – have someone be in the video

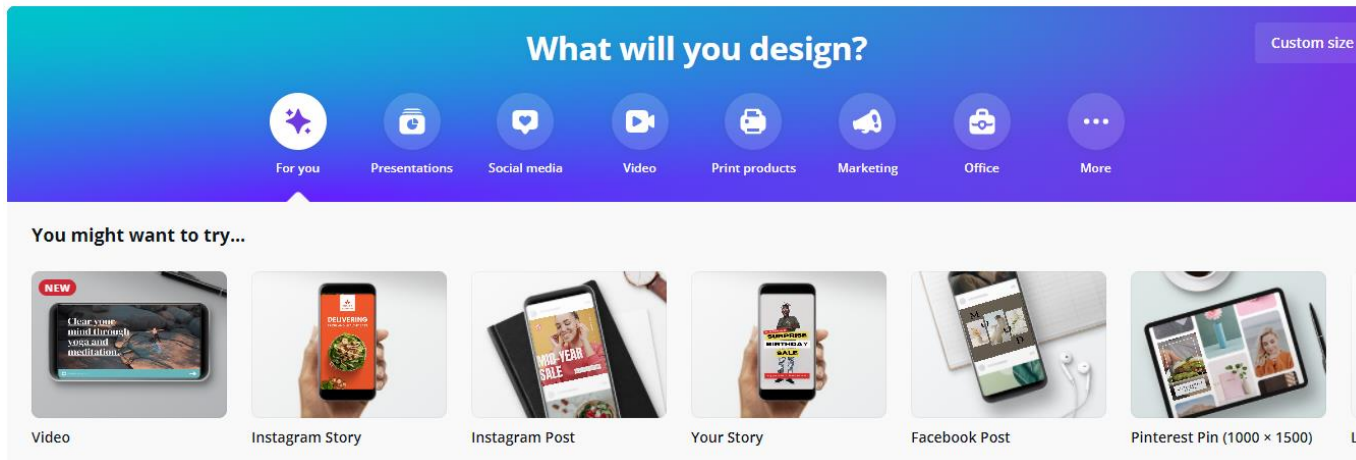
Share your TikToks on Instagram



Utilize all of Instagram's Features



- Weekly stories
 - Events, updates, inspiration
 - Travel Tuesdays, Foodie Fridays, What's happening Wednesdays
 - Incorporate polls, questions, games
- Create Highlights
- Utilize Canva for creating content
- Find user generated photos
 - *Make sure to get permission/regram rights*
- Create a content calendar
- Linktree



Games 67w

SHARE YOUR MESA CITY LIMITLESS MOMENTS

BEST SPOT TO CATCH A SUNRISE/SUNSET

FAVORITE STOP ON THE FRESH FOODIE TRAIL®

HAVE KIDS IN TOW, OFF WE GO TO...

CHEERS! FIND ME AT HAPPY HOUR HERE...

MY MESA MOOD (IN 3 EMOJIS OR LESS!)

@VISITMESA

Take a short poll to get you ready for stop #2

SWEET	SAVORY
64%	36%

Travel Tuesdays 135w

HAPPY #TRAVELTUESDAY ✨

What's your favorite thing to do in Mesa City Limitless?

Type something...

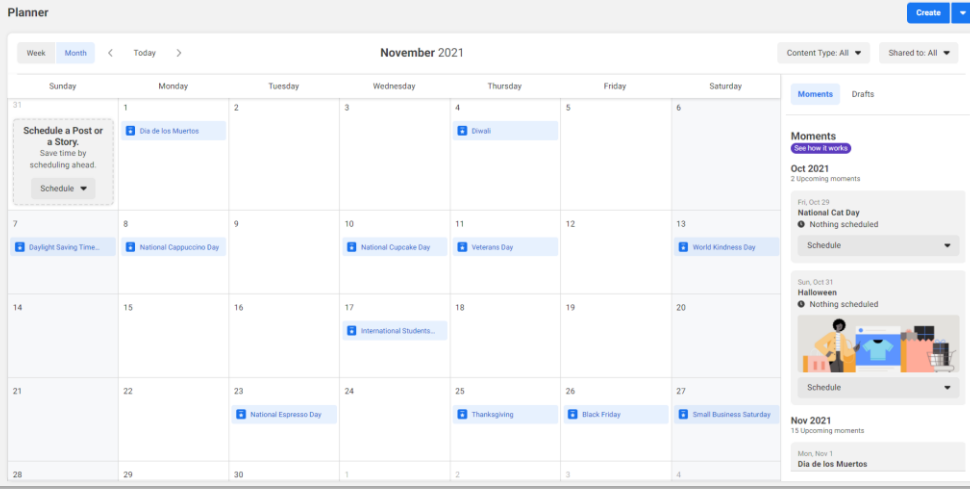
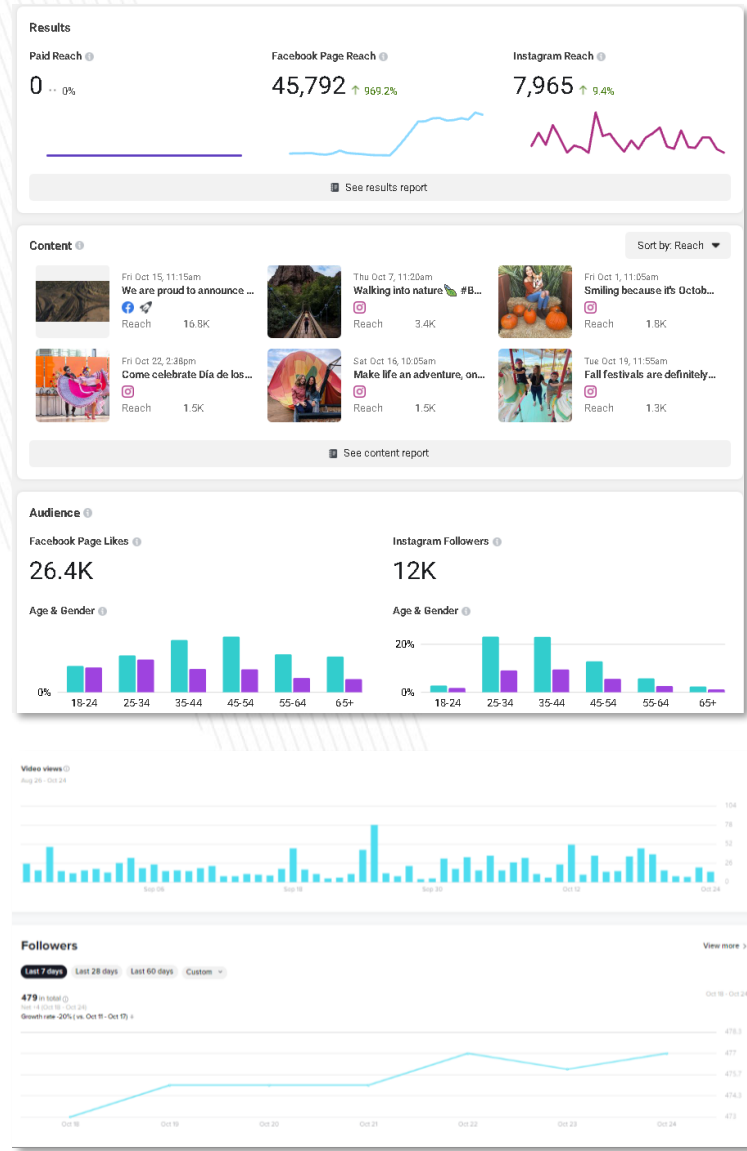
Influencer Outreach on Instagram/TikTok

- **Step one:** Find and follow local influencers
 - Use your explore page to find influencers
 - Look to see who your competitors are following/ working with
 - Analyze their feed to see if they would be a good partnership
- **Step two:** Create your pitch
 - What can you offer for their coverage?
 - Money, trade, mutual exposure...
 - What type of coverage are you looking for?
 - What story can you tell?
- **Step three:** Reach out/ send your pitch
 - Look for an email
 - Message on Instagram/TikTok
 - Introduce yourself and your brand
 - Set your expectations
- **They are interested! Now what?**
 - Negotiate expectations
 - Plan their visit – give them a great experience!
 - Share their posts
 - Maintain a relationship

Social Media Analytics and Strategy

Accessing your Analytics

- For Tik Tok, go to www.tiktok.com/analytics for a downloadable report.
- For Facebook & Instagram, get set up with Facebook Business Suite.
 - Analytics
 - Posting/Scheduling
 - Manage inboxes



Social Media Analytics and Strategy

GOAL TYPE	PERFORMANCE MEASURE
AWARENESS	Impressions, Reach, Audience Growth Rate
ENGAGEMENT	Engagements, Engagement Rate
CONVERSION	Link Clicks to Website, Click Through Rate

REACH	# of unique users who have seen your content
IMPRESSIONS	# of times your content has been displayed
ENGAGEMENT	Likes, comments, shares and clicks
ENGAGEMENT RATE	Total Engagements/Impressions (%)
CLICK THROUGH RATE	Total Link Clicks/Impressions
AUDIENCE GROWTH RATE	New Followers/Starting # of Followers (%)

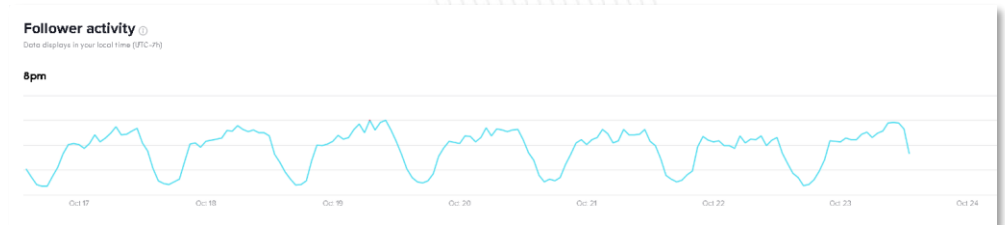
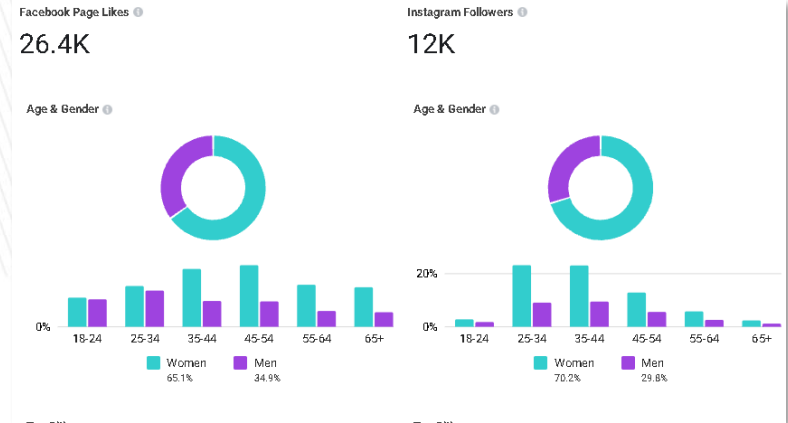
Optimizing your Social Media Strategy

Identify which posts are helping you reach your goal

- What type of content?
- Was there a call to action?
- What platform?

Look at page trends

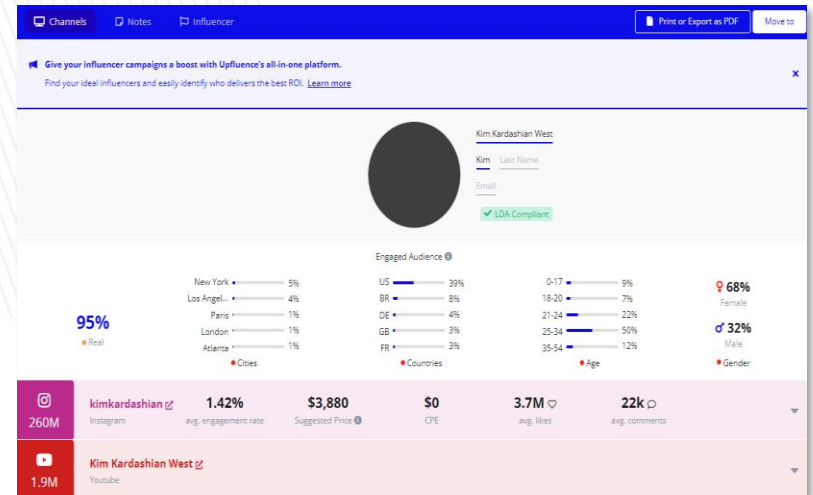
- What are your audience demographics?
- What days/times do you see higher engagement?



Build posts based off your parameters of success. Measure and repeat.

Resources And Tools

- **Upfluence Chrome Extension**
 - Free tool to view influencer insights
- www.infact.com
 - Hashtag generator
- **Facebook Business Suite**
 - Free tool for Facebook & Instagram management
- www.tiktok.com/analytics
 - Tik Tok Analytics
- www.tiktok.com/forgood
 - Tik Tok opportunity for non-profits to receive additional benefits
- www.canva.com
 - Web based design platform
- www.linktr.ee
 - Link in bio, drive web traffic from social



Reach out if you have questions!

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