

# 10

## EXPERT STRATEGIES FOR TIKTOK MARKETING SUCCESS IN 2024

1.

### Crafting Captivating Hooks:

Use questions, visuals, or bold statements like Fenty Beauty's.



2.

### Riding the Trend Wave:

Stay updated with memes, trends, and challenges like GymShark.

3.

### Harnessing the Power of Music:

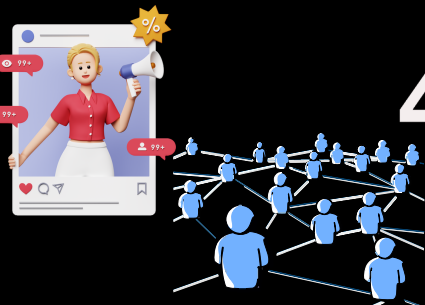
Use catchy tunes to boost engagement, like Sony Music Ireland featuring a celebrity.



4.

### Understanding Your Niche:

Tailor content to your audience, like Lad Bible.



5.

### Collaborating with Creators:

Partner with influencers like GAP and @YoungBlackDad.



6.

### Embracing Authenticity over Corporate Stiffness

Be genuine; Duolingo's humor has won millions of followers.



7.

### Geotargeting for Personalization:

Customize content for different regions, like Lays' separate TikTok channels.



8.

### Fostering Community Engagement:

Interact with your audience to build community, like @erikatitus.



9.

### Maximizing Hashtag Strategy:

Use strategic hashtags to boost discoverability, like Shopify with #ShopifyDisplay.



10.

### Analyzing and Iterating for Optimal Results:

Continuously analyze analytics to refine strategy for maximum impact

