



Tiktok content

building

2024



CONTENT

WHY SHOULD WE
BUILD CONTENT ?

01

02

HOW DO WE
BUILD CONTENT ?

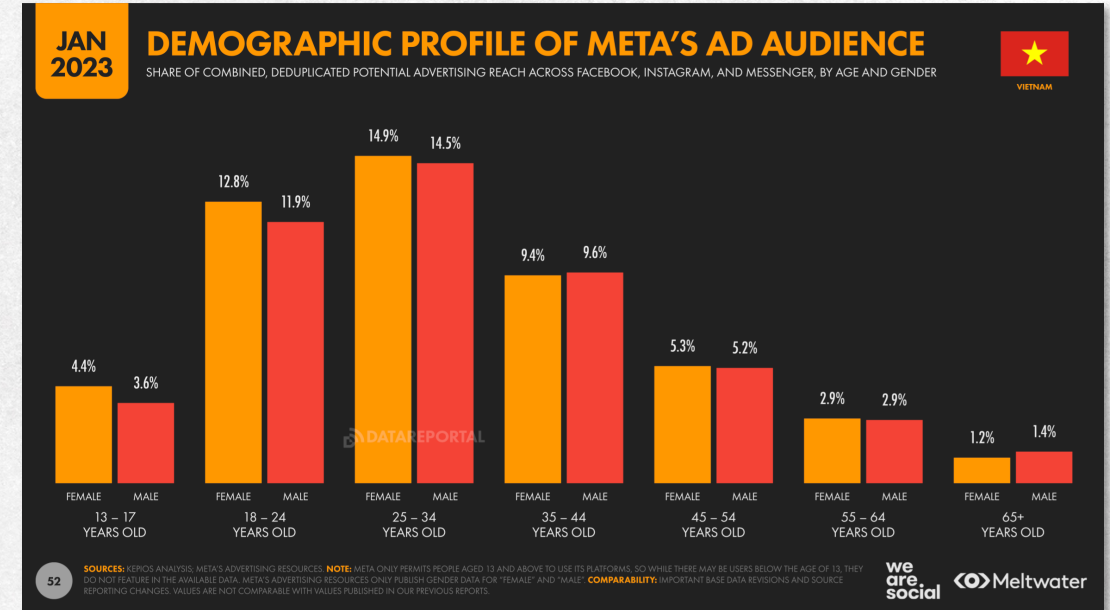
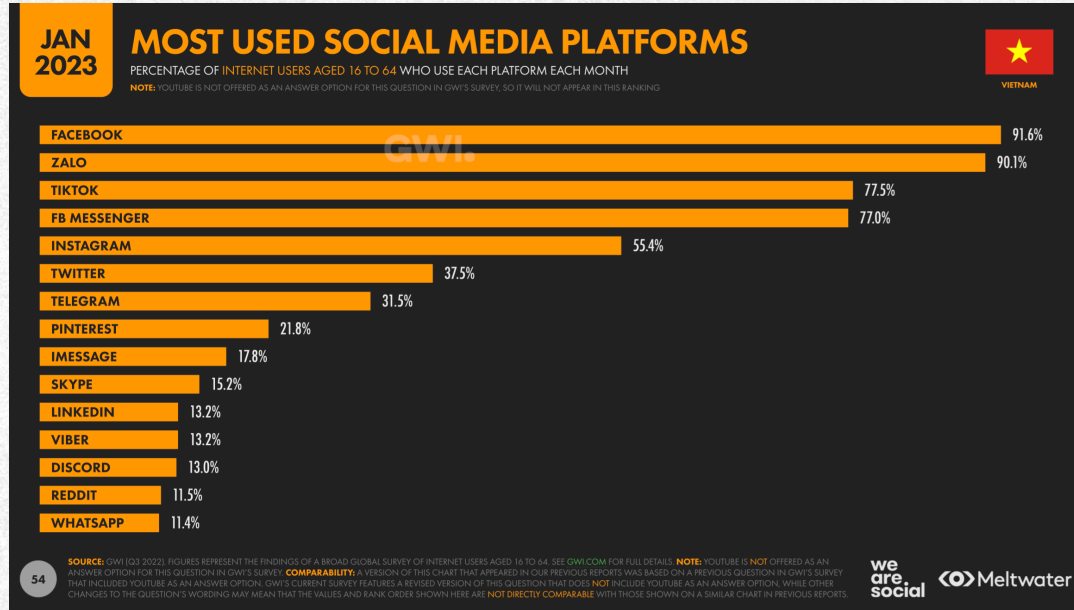
WHAT DID WE DO ?

03

**WHY
WE
BUILD**



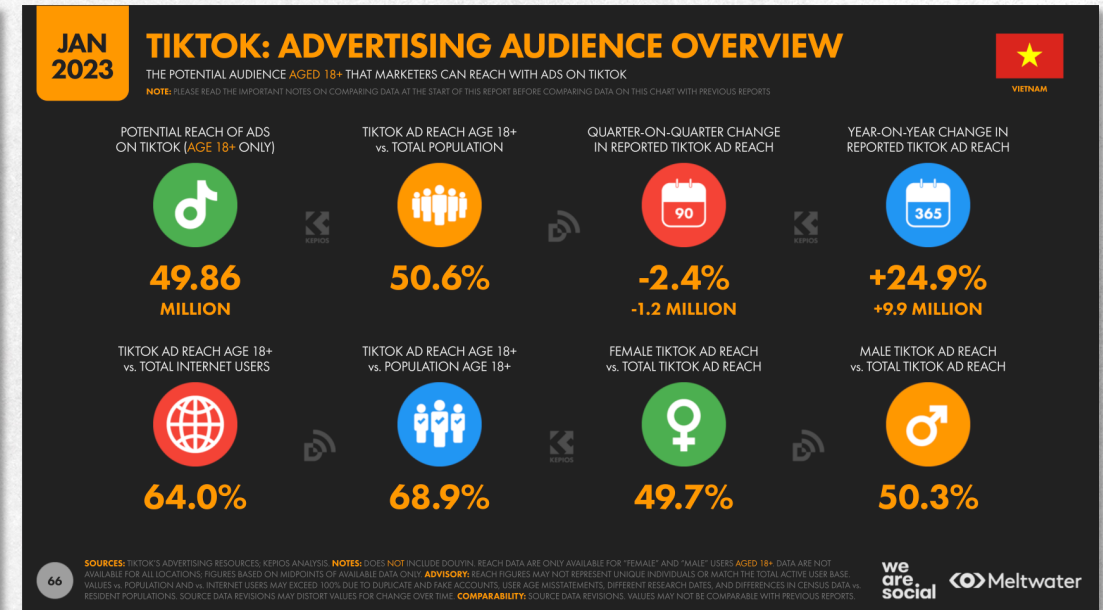
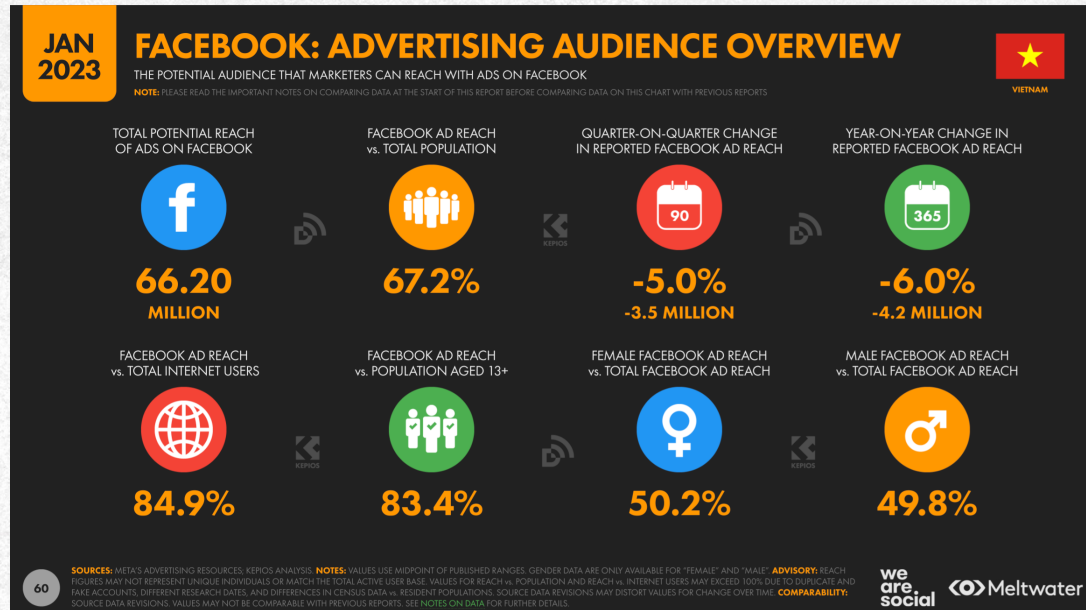
CUSTOMERS POTENTIAL ON SOCIAL MEDIA



Facebook continues to dominate as the leading social media platform, while TikTok secures a respectable third position. The age group that shows the highest level of customer engagement on Meta's social channels falls within the 25-34 range—an age bracket highly sought after by brands due to their significant purchasing power.



CUSTOMER REACH THROUGH ADVERTISING ON SOCIAL



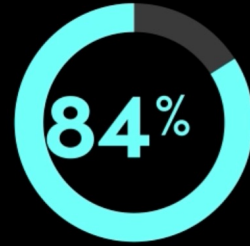
Facebook's ad reach in Vietnam was equivalent to **67.2 percent** of the total population in Vietnam (1.2023). For additional context, Facebook's ad reach in Vietnam was equivalent to **84.9 percent** of the local internet user base (regardless of age) in January 2023. At the start of 2023, **50.2 percent** of Facebook's ad audience in Vietnam was **female**, while **49.8 percent** was **male**.

Data published in ByteDance's own ad planning tools show that TikTok's potential ad reach in Vietnam **increased by 9.9 million** (+24.9 percent) between the start of 2022 and early 2023.

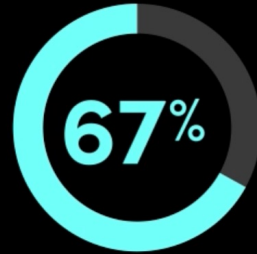
FROM REPORT



THE RISE OF VERTICAL VIDEO



84% have been convinced to buy a product or service by watching a branded video



67% want a variety of different storytelling approaches from brands



52% of internet audiences want brands to be authentic

THE RISE OF VERTICAL VIDEO

90%

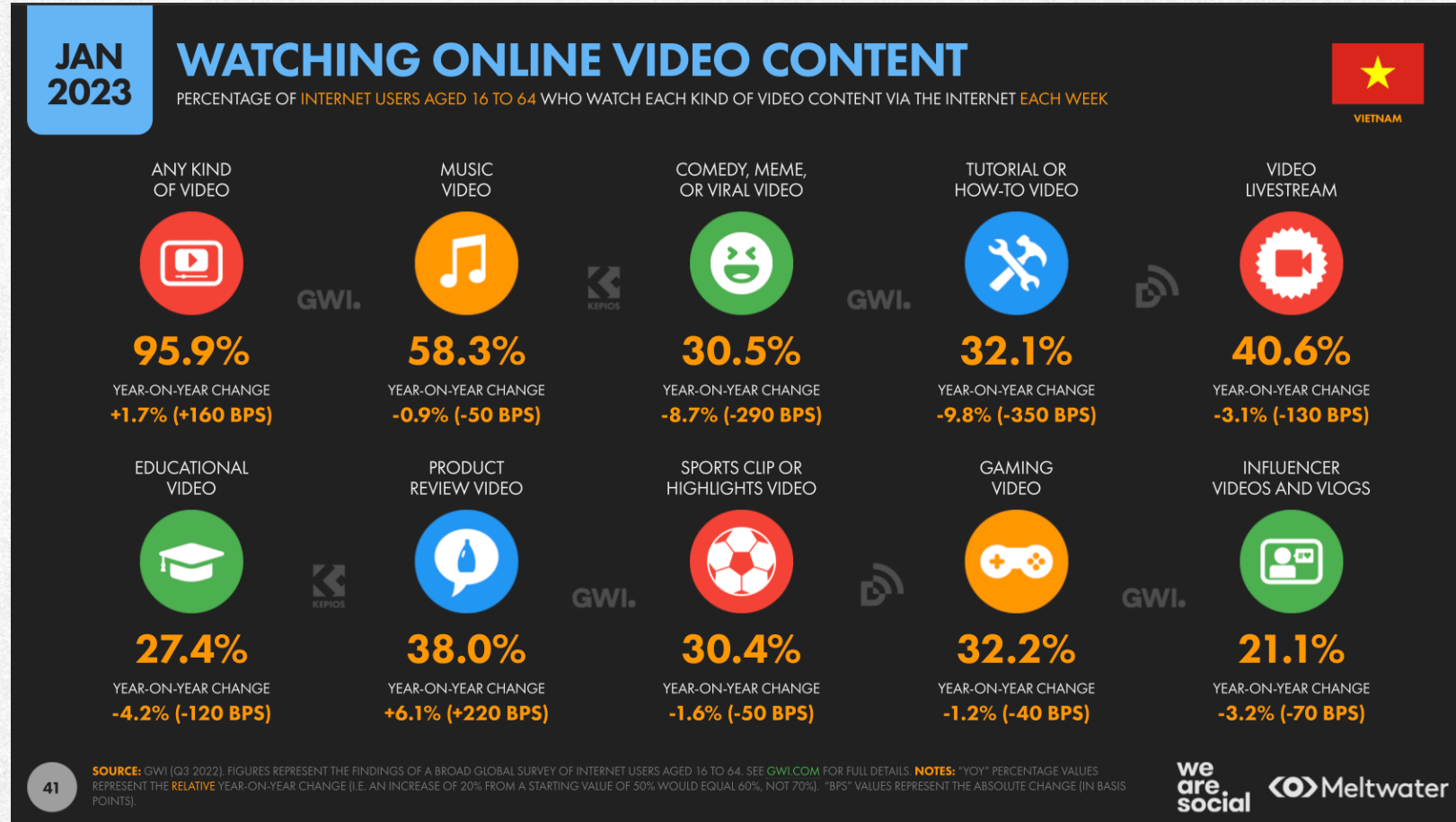
higher completion rate for vertical videos compared to horizontal videos.

30%

users are turning their phones sideways to watch an ad

FROM REPORT

VIDEO CONTENT TREND



The high viewership rate of videos indicates the strong appeal of this type of video content across multiple platforms, especially TikTok.

WHY SHOULD WE BUILD CONTENT ON TIKTOK?



KEY FACTORS

#ENGAGE
#CATIVATE



#CONNECTION
#COMMUNICATION

#SHOW_BRAND
STYLE



Creative content grabs attention and **keeps your audience engaged**. It allows you to stand out amidst the noise and capture the interest of your target audience.

Creative content can foster connections with your audience and help you build a loyal community around your brand. By sharing valuable insights, entertaining stories, or thought-provoking ideas, you can **create a sense of belonging and encourage interaction**.

Creative content showcases your brand's unique style and character, allowing you to express your identity, build trust, and engage with your audience. **Through consistent visuals, storytelling, and engaging communication, it sets you apart from competitors and leaves a lasting impression.**



#BOOST_BRAND_VISIBILITY

Creating unique and compelling content helps increase your brand's visibility. It allows you to showcase your expertise, values, and personality, making your brand more memorable and recognizable.



#DRIVE_TRAFFIC_AND_CONVERSIONS

Well-crafted content can drive traffic to your website or other platforms, leading to increased conversions and sales. Valuable and engaging content builds trust and credibility with your audience, encouraging them to take action.

HOW TO BUILD

PROCESS



PROCESS MAKE US BUILD YOUR CONTENT

1

Comprehensive Page Setup

We will create a professional and visually appealing fanpage that aligns with your brand's identity. This includes optimizing profile and cover images, writing an engaging bio, and providing relevant contact information.

2

Content Planning & Creation

Our team of content creators will develop a content calendar based on your brand's objectives and target audience. We will produce high-quality and diverse content, including engaging posts, visuals, videos, and articles to keep your audience entertained and informed.

3

Audience Engagement

We will actively engage with your audience by responding to comments, messages, and inquiries in a timely and friendly manner. This will help foster a sense of community and build trust with your followers.



PRODUCE ENGAGING & VALUABLE CONTENT

THAT RESONATES WITH BRAND'S AUDIENCE. ENSURE BRAND'S CONTENT IS INFORMATIVE, ENTERTAINING & ALIGN WITH BRAND'S MESSAGING.

PROCESS



PROCESS MAKE US BUILD YOUR CONTENT

4

Social Advertising Campaign

To maximize the reach and engagement of the fanpage, we will strategically run social media advertising campaign

5

Influencer Collaborations

Leveraging the power of influencers in your industry, we will identify and collaborate with relevant influencers to promote your brand and fanpage. This will help expand your reach and attract new followers.

6

Performance Tracking & Analytics

We will utilize advanced analytics tools to track the performance of the fanpage. This data will provide valuable insights into audience engagement, reach, and conversions, allowing us to optimize our strategies and content accordingly.



PUSH PAGE CONTENT & PAGE PERFORMANCE

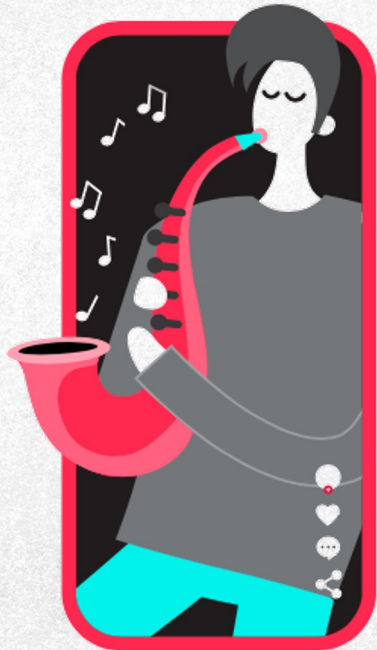
THAT HELP BRAND REACH MORE POTENTIAL CUSTOMERS

TIKTOK CONTENT CREATIVE



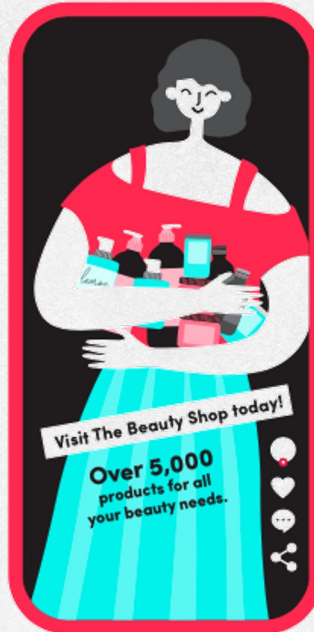
HOW TO BUILD CREATIVE CONTENT ON TIKTOK CHANNEL

1 Leverage the power of sound



Recontextualize lyrics, take them literally or access our 900+ commercially licensed tracks.

2 Get key messages out early



Get straight to the point. Embed your message in a compelling narrative for your audience.

3 Let humans take the lead



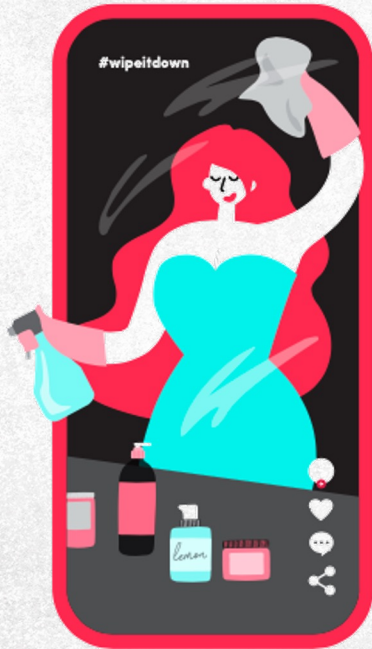
Ensure that you have human representation. This can be either you, staff or influencers that relate to your brand.

TIKTOK CONTENT CREATIVE



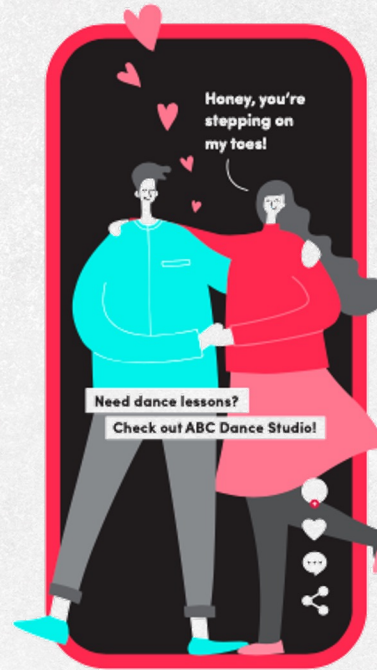
HOW TO BUILD CREATIVE CONTENT ON TIKTOK CHANNEL

4 Ride on the latest trends



Referencing existing trends can be a natural conversation starter with the TikTok community.

5 Keep stories real and entertaining



Keep it real and relatable, by including an undertone of light-heartedness, positivity, or humor.

6 Shoot natively



Find the right balance between authentic-looking content that fits in with User Generated Content (UGC) and polished advertising.

TIKTOK CONTENT CREATIVE



HOW TO BUILD CREATIVE CONTENT ON TIKTOK CHANNEL

7 Address viewers directly



Look at your viewers straight in the eye or even pose questions to the audience directly.

8 Include a strong call to action or offer



Leverage one of many call-to-action buttons and include an offer.

9 Overlay concise and informative text



Include text overlays with relevant information, and work with effects and stickers.



GUIDING PRINCIPLE FOR CONTENT CREATION

Trends

Narrative: What is the story of the trend? Make sure it fits your brand story.

Attribute: Colors, Music, Words, Gesture, Icons

Effects

Be unique: Make sure it's unique to TikTok.

Be meaningful: Are you going to energize, motivate, or entertain viewers?

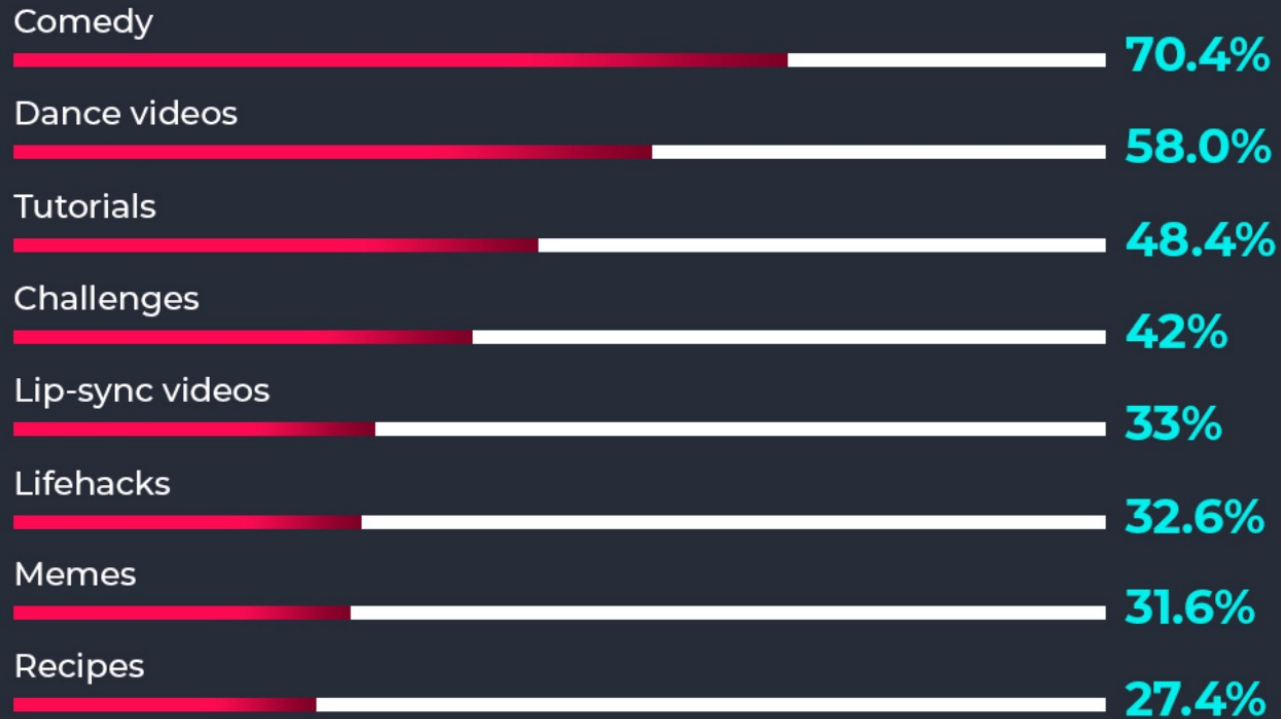
Music

Be memorable: Use memorable melody and lyrics. Employ fun, humor and lift the spirits to / evoking emotions with your audience.



CONTENT FORMAT

What's Your Favorite Type of Content on TikTok?

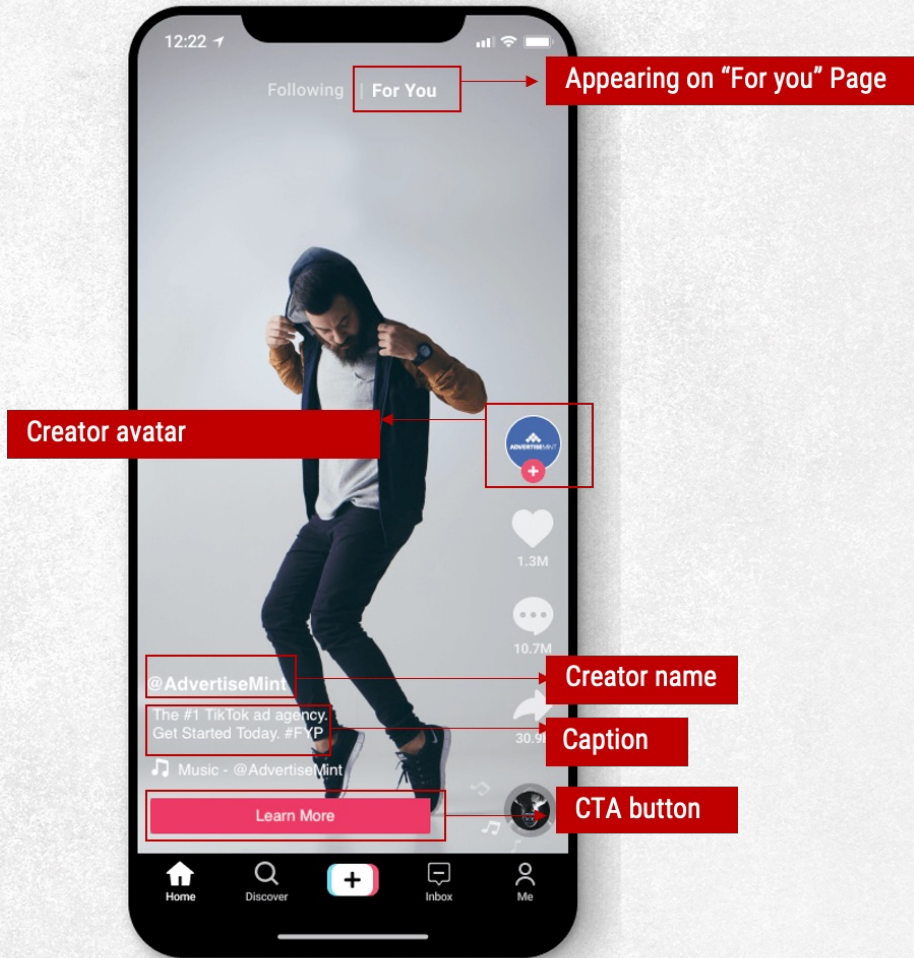


With any format, we will keep your content authentic, visually appealing, and aligned with the TikTok community's interests and trends. Experiment with different formats to find what resonates best with your audience.

TIKTOK CONTENT CREATIVE



CONTENT FORMAT



Short video

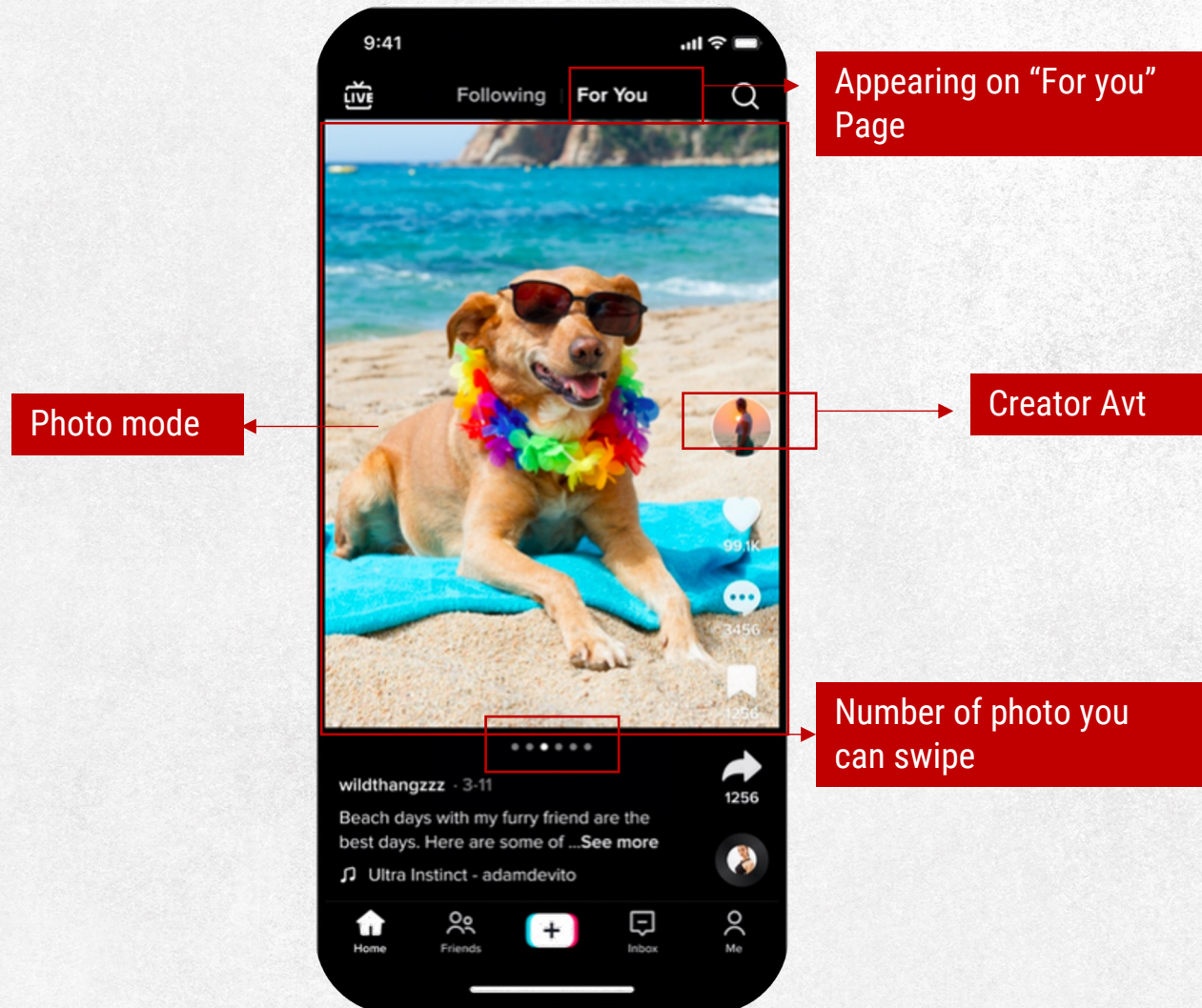
TikTok is known for its short-form videos, typically ranging from 15 to 60 seconds. Create concise and attention-grabbing videos that quickly deliver your message or capture viewers' interest.

TIKTOK CONTENT CREATIVE

CONTENT FORMAT

TikTok Photo Slideshow (Photo mode)

Using the Photo mode feature on TikTok, you can create engaging and visually appealing slideshows using your photos. It's a great way to showcase a collection of images and share them with your TikTok audience.

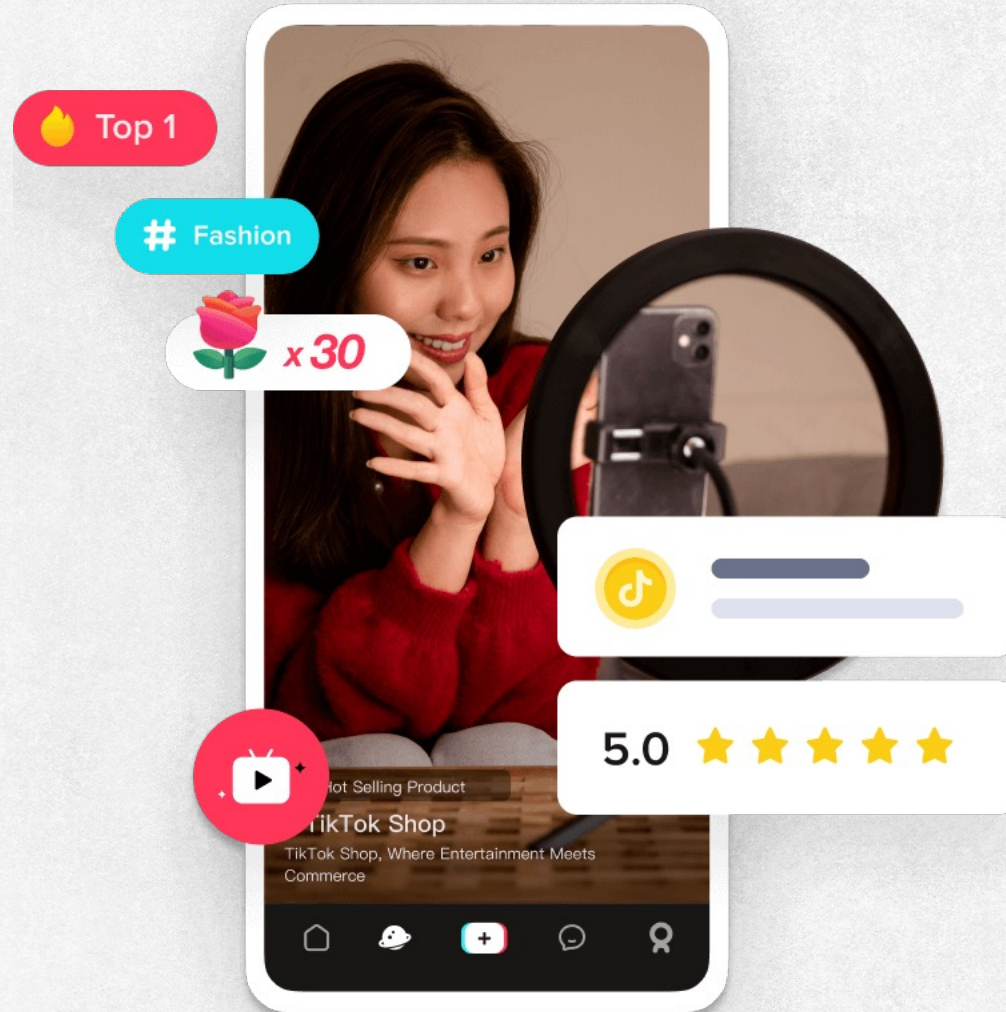


TIKTOK CONTENT CREATIVE

LIVESTREAM

TikTok Livestream

TikTok Livestream is a feature on the TikTok platform that allows users to broadcast live video content in real-time. With TikTok Livestream, users can engage with their audience and interact with viewers through live comments, likes, and virtual gifts.



**WHAT
WE
DID**



CREATIVE CONTENT

BRAND AWARENESS ON TIKTOK LOBSTER BAY SEAFOOD RESTAURANT

CHALLENGE

Lobster Bay wants to create a platform for business Tiktok channels, with the goal of creating a channel platform and increasing brand recognition on the Tiktok platform.

APPROACH

Mitastory and brand team Lobster Bay have worked together to build a series of viral tiktok videos and increase brand recognition.





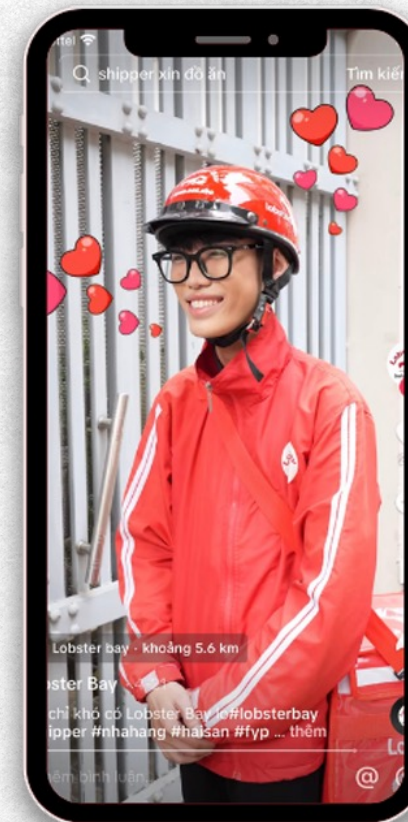
CREATIVE CONTENT

WINNING THE SEGMENT

With a consistent content stream throughout the summer, it had a significant influence on Lobster Bay's customers, gaining a lot of attention and creating a new potential-customer funnel for the brand.

55K
FOLLOWS

17K
LIKES



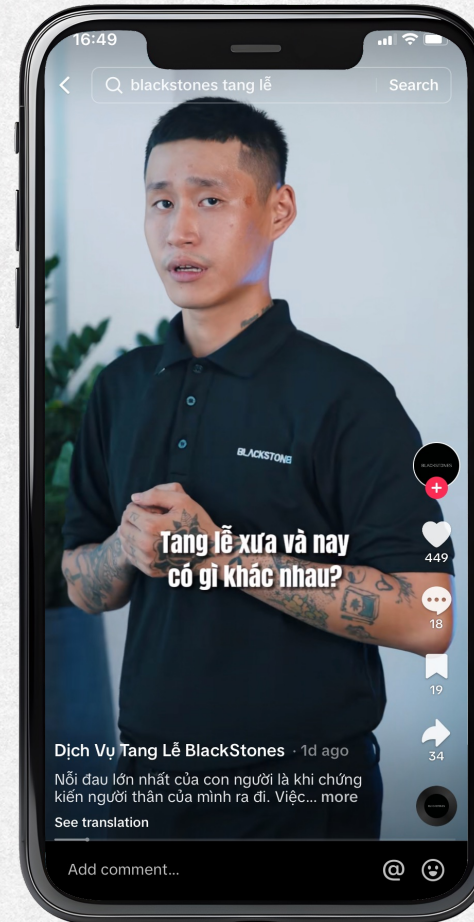
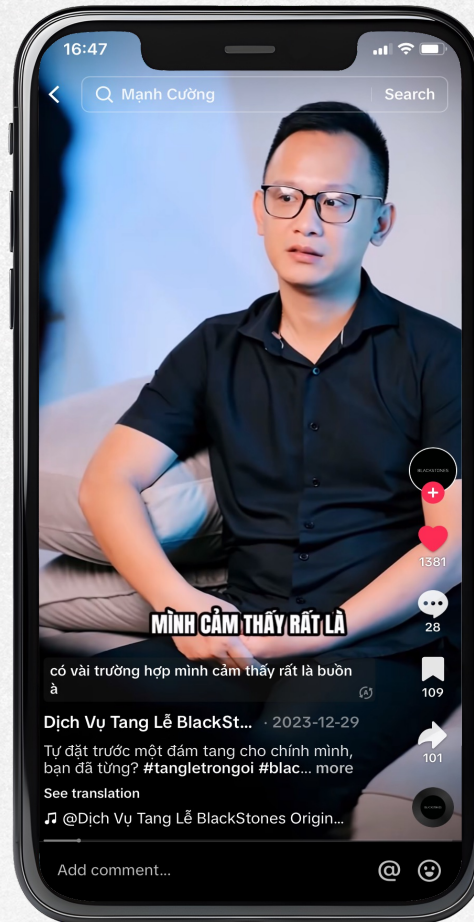
CREATIVE CONTENT



WINNING THE SEGMENT

The key message “BLACKSTONES provides the best services in the market – wholeheartedly dedicated to customer” is the basis for building our tiktok channel with 4 main pillars: EDUCATE – STORY TELLING - ENGAGEMENT – CSR featuring content that brings a gentle, valuable, professional and mordern touch.

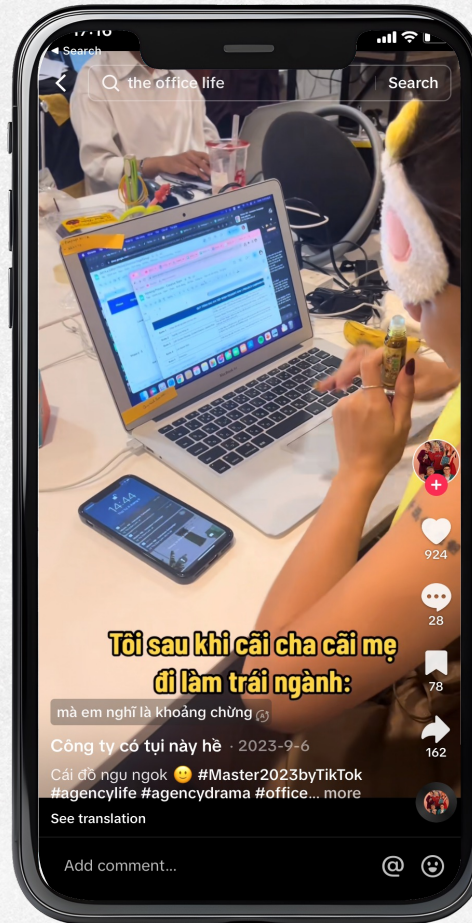
For Blackstones, our goal is to achieve a performance of 25k views per video, with an organic reach target of over 1 million people within 3 months.



CREATIVE CONTENT



Agency Life Story is a TikTok channel dedicated to sharing entertaining and relatable stories from the world of agencies. With a focus on attracting young customers on TikTok, the channel delivers content that resonates with this demographic by offering a unique glimpse into the daily adventures, challenges, and humorous moments experienced in the agency life. Through a combination of engaging storytelling, relatable characters, and a touch of humor, "Agency Life Story" creates a connection with viewers, fostering a sense of community and understanding.



A photograph of a red banner hanging from a building. The banner features the text 'COMMUNITY IS STRENGTH.' in large, bold, white, sans-serif capital letters. Below this, in smaller white capital letters, is the phrase 'BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER.'. The banner is attached to a building with large windows and a brick facade. A small sign with the word 'ALLIED' is visible above the banner.

**COMMUNITY
IS
STRENGTH.**

BE STRONG. LET'S LOOK OUT FOR ONE ANOTHER.

Thank you

FIND US

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