

IS TIKTOK SUCCESSFUL IN MOTIVATING TRAVEL?



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Discover The Palm Beaches



Why TikTok?

@thepalmbeaches

- Entertainment platform, not social media
- More than 2 billion followers
- The most downloaded non-gaming app. The most downloaded countries are China 15% and US 9%
- Nearly 58% of US users are women



Why TikTok?

@thepalmbeaches

- The age group is getting higher: 25-44yr old are now 45%
- Average time spent: 61 min/day (38 min fb, 30 min ig)
- ER is much higher. Micro-influencers 18%, Macro-influencers 4.96%
- Travel is one of the most popular categories; 1.2 billion views. 43% of users go somewhere new after seeing it on the platform



Why TikTok?

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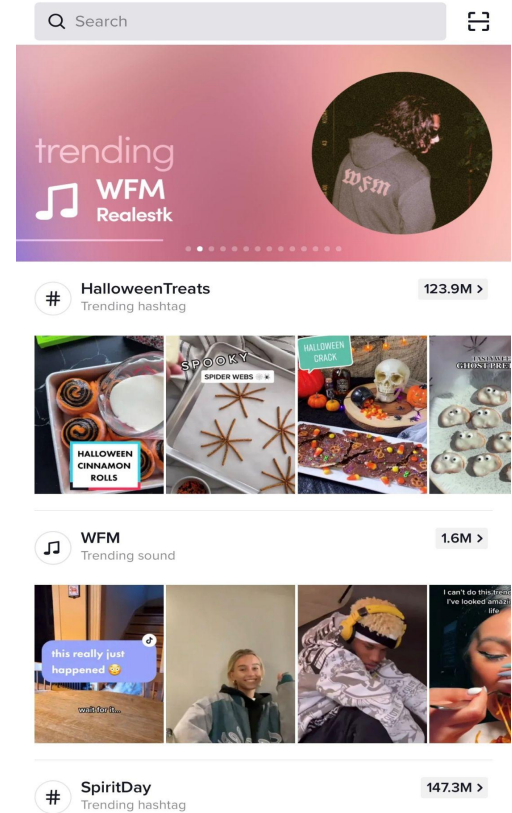
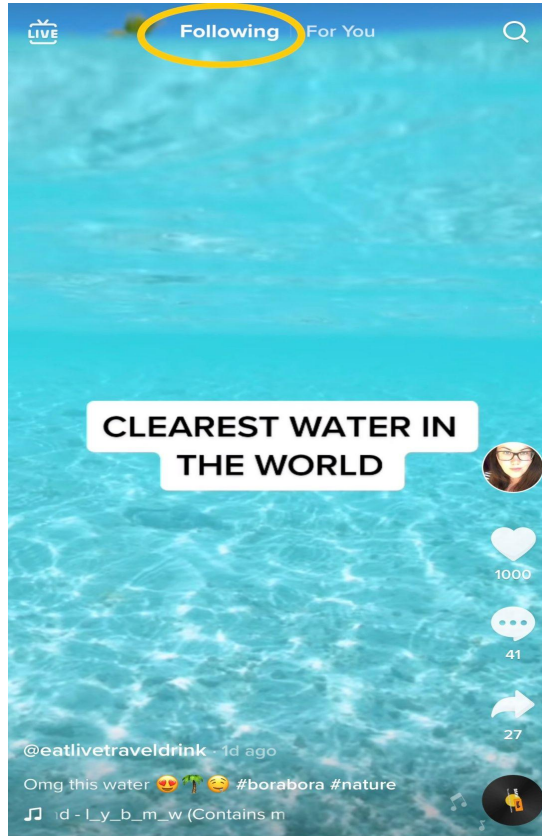
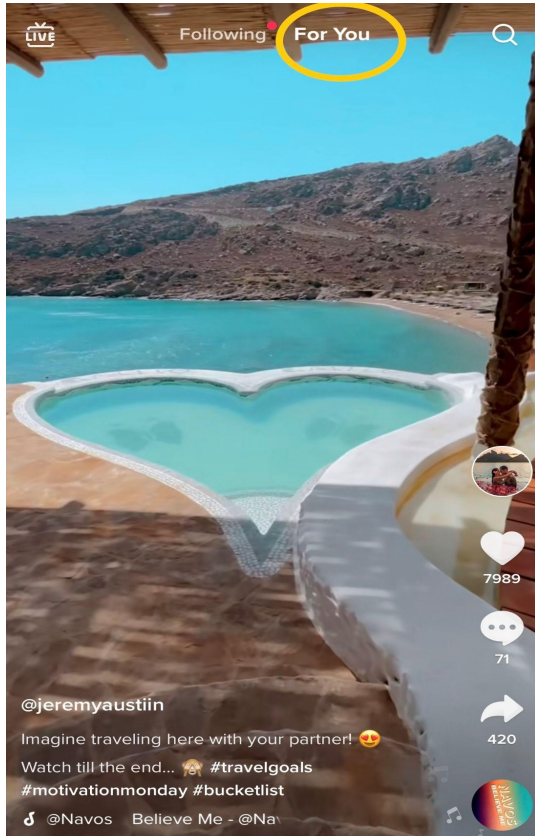
- TikTok is community, creativity, culture
- 35% of TikTok users watch less TV because of TikTok
- 46% of users watch TikTok without any other distractions
- There is a niche and audience for everything

IMPORTANCE OF SOUND

- Top 10 spotify songs are mostly coming from TikTok
- Lil Nas X went viral on TikTok first with Old Town Road
- 73% of users said they would “stop and look” at ads with audio on TikTok
- Sound is the anti-scroll
- Sound produces TRENDS
- Creator accounts have access to all music, but cannot promote due to copyrights. Business accounts can use commercial music library
- Save the sounds you like!

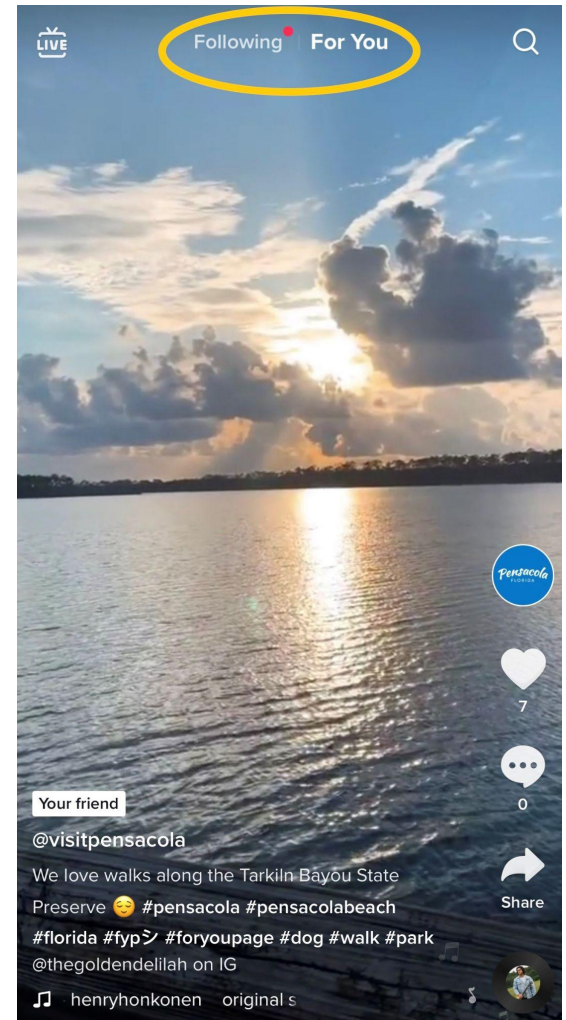


FYP/FOLLOWING/DISCOVER



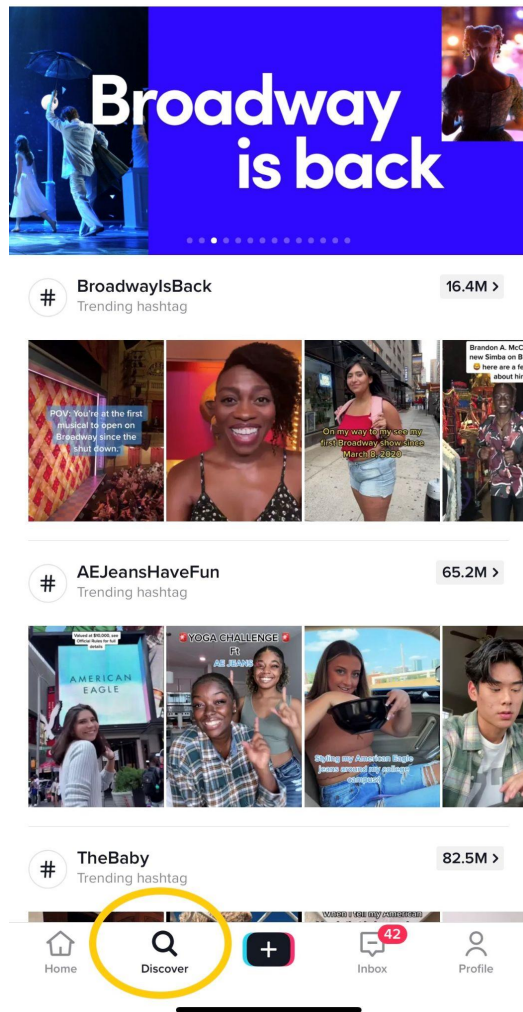
FYP

- Click the HOME button
- For You Page is similar to explore page of ig. The algorithm determines what you will see, but sometimes it is just random videos.
- Unlike explore page on ig, **the majority of people spend their time on FYP** on TikTok



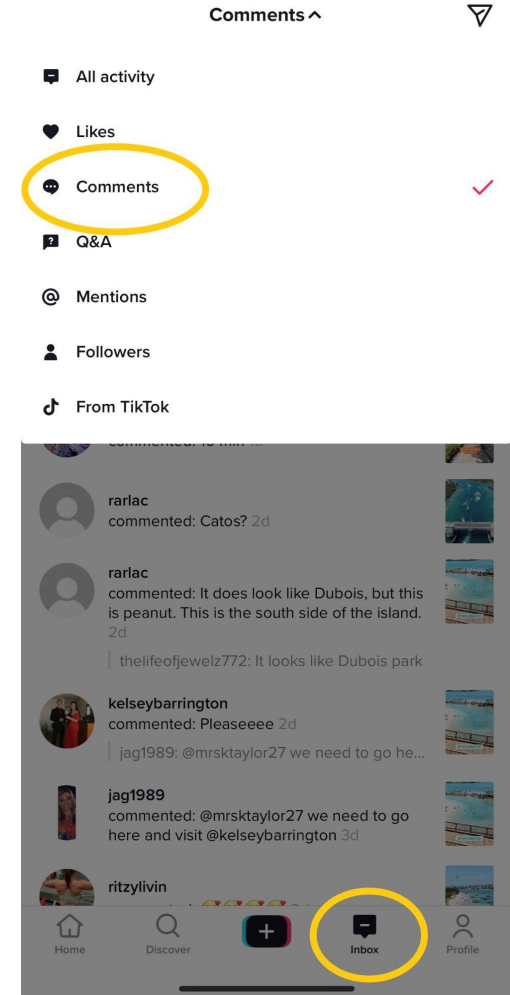
DISCOVER PAGE

- Discover Page will show you trends, trending hashtags, sounds, effects etc.
- When you click on a trend, it will show you all the videos and creators who hopped on that trend
- This is a good place to find out what is trending and creators for your campaigns



INBOX

- Your inbox shows likes, comments, mentions, followers, Q&A etc
- You can sort just the COMMENTS and respond to them quickly
- Always answer comments for better engagement on your videos



TIKTOK BEST PRACTICES

- Link your IG account through “Edit Profile”
- Add your webpage on your bio
- Videos should be in the vertical format
- Write captions, especially if it is an informative video



The Palm Beaches 



@thepalmbeaches

15

Following

31.8K

Followers

189.4K

Likes

Edit profile



Official page of The Palm Beaches



#ThePalmBeaches



<https://www.thepalmbeaches.com>

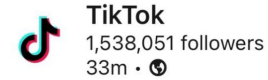
TIKTOK BEST PRACTICES

- The first 2 seconds is the hook. Start with an impactful visual!
- You can do up to 3 minutes, but short videos do better. Watch time determines the virality of your content!!
- Most videos are between 9-15 seconds. Make it short and to the point
- Make part 1 and 2, if you have a long interesting video
- If you want to go live, your videos should be at least 30 minutes long

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TIKTOK BEST PRACTICES

- TikTok is encouraging story telling with longer than a minute videos; #discovermyworld
-



Did you know that TikTok videos longer than a minute receive up to 5 billion views each day?

Today, we're delighted to launch Discover My World, showcasing the many ways to create, connect and be entertained with longer videos on TikTok! 🌍

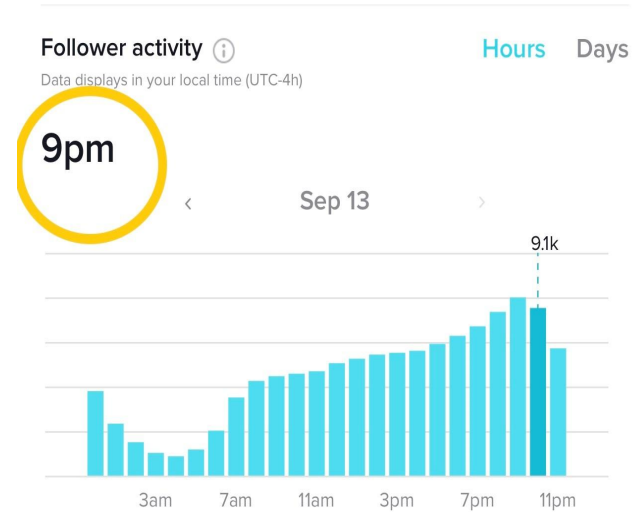
Vlog and day-in-the-life videos are emerging as one of the most popular categories globally. Through Discover My World, we're featuring some of the world's most popular creators and celebrities as they unleash their creativity and bring their stories to life through their own vlogs.

Storytelling is continuously evolving on #TikTok and we can't wait to see how our creators will use longer videos to showcase their lives. Find out more about Discover My World here: <https://lnkd.in/gVuQ278w>



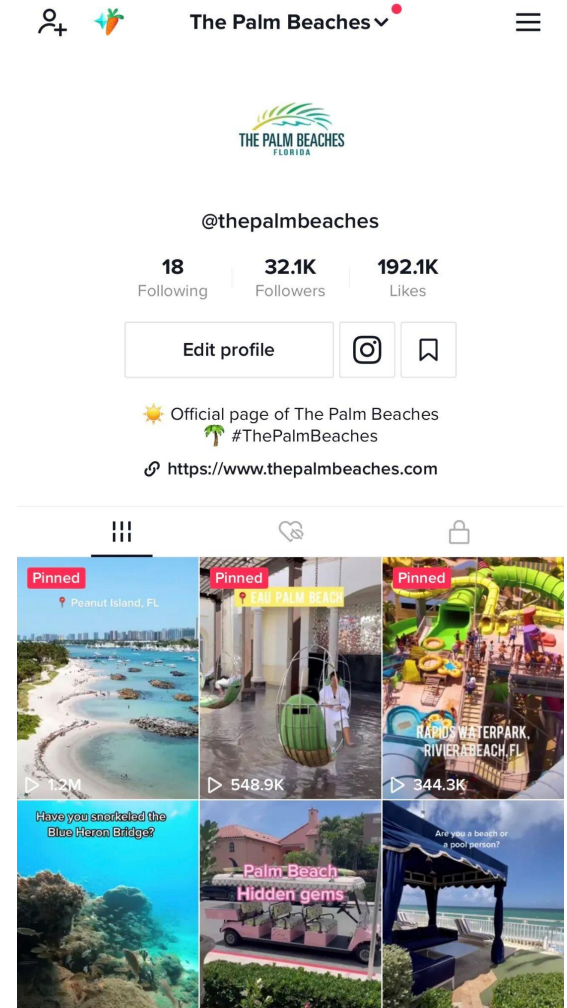
TIKTOK BEST PRACTICES

- Don't make ads, Make TikToks!!
- Follow popular trends (What people are wearing in NY today? Yo bro who got you smiling like that?)
- Videos don't have to be polished, or curated. Authenticity is key!
- Add a few hashtags. Make sure you're using small, niche hashtags too
- Post time is important!! Check your analytics. Post 1-2hrs before your audience is most active!



TIKTOK BEST PRACTICES

- New algorithm update (September 2021): your posts will be on FYP, only if your followers are engaging with your posts - a chance for smaller accounts to end up on FYP
- Pin your top 3 videos (September update)
- On the video click on the three dots and then pin








TikTok @thepalmbeaches



1.2 million views, Peanut
Island
69k likes
868 comments
13.5k shares



Length of video:10s
Average watch time:8.3s
Watched full video:36%
95% For You Page



TikTok @thepalmbeaches

 momsposttoo
How do we get there?? Is it in Miami????
6-19 Reply  1





 anniecascarano
 i LOVE IT! Can I take my 2 small dogs?
6-17 Reply  1



 flcrzymomma
where is it in Florida?
6-27 Reply  1



 tinkerisa
Love this. Shared it on my Twitter. Thank you 🙏
6-15 Reply  3
Liked by creator

 officialrenee_
What's a good hotel
7-6 Reply  1
Liked by creator

 thegreekgirl38
Oh this is beautiful. I'm 2 hours away. I'm not a fan of the east side beaches but this looks good.
6-20 Reply  1

 icyblueyez13
About 3hrs from me   yay gonna check this out 😊
6-16 Reply  26

 mistysmilez
Are there hotels there? Where to stay?
7-12 Reply  1
Liked by creator

 shmachel480
Ahhh this is so pretty! I've never heard of it 😳
I'm adding to my travel bucket list
6-16 Reply  1
Liked by creator

 kristinefunez
Yasssss Palm Beach Tik tok     
6-15 Reply  1
Liked by creator

TikTok @thepalmbeaches

547k views, Eau Palm

Beach Spa

63.4k likes

375 comments

8,604 shares

Length of video:11s

Average watch time: 9.8s

Watched full video:36%

94% For You Page

TikTok @thepalmbeaches

343k views, Rapids

Waterpark

17.7k likes

255 comments

3,650 shares

Length of video: 8.3s

Average watch time: 6.4s

Watched full video: 30%







87% For You Page

TOOLS AND APPS

- iPhone 12 Pro Max to shoot videos
- DJI OM 4 – smartphone gimbal
- InShot to edit videos (videoleap, splice, quik)
- Tokboard.com - to see the trending songs (or trendtok analytics)
- Creatormarketplace.tiktok.com

Top TikTok Songs This Week

LAST UPDATED 9/13/2021, 4:18:45 AM

1	Kevin MacLeod Monkeys Spinning Monkeys — · 1.1B views · 1.7K popular videos	
2	P.A.S.A.L. 🐒 Love Nwantiti(Remix) ▲1 · 595.9M views · 748 popular videos	
3	The Kid LAROI & Justin Bieber STAY ▼1 · 571.5M views · 717 popular videos	
4	Lukas Graham Mama Said ▲2 · 455.2M views · 608 popular videos	
5	Doja Cat Get Into It (Yuh) — · 489.6M views · 542 popular videos	
6	FYP ❤️ son original ▲966 · 389.7M views · 493 popular videos	

FEATURING UGC

- Use Snaptik.app
(to download videos without watermark)
- Always get permission first!!!
- UGC reels can be repurposed and posted on TikTok
- Any story videos your followers are tagging you on can also be a good source for TikTok UGC content
- To find content, check out ig reels or use location hashtags to find tiktok videos

TIKTOK CREATOR PARTNERSHIPS

Creatormarketplace.tiktok.com



My activity Creator search Discover Shortlist

Create campaign

travel

Search

United States of America

Florida

United States of America

100K-1M

Average Views

More filters Clear



Search in Videos Names Profiles

2700+ Creator(s) Sort by Relevance

Tik Toker
United States of America
Vlog
335.1K Followers | 26.4K Average Views
4.3% | 57% | 35+ 48%

Videos (3)

Blogionista Travels
United States of America
Travel Food Art_Discovery
147.5K Followers | 69.2K Average Views
94% | 85% | 25-34 41%

Videos (3)

Wear I Wandered
United States of America
Travel Home & Garden Outfit
233.4K Followers | 223.6K Average Views
91% | 78% | 35+ 39%

Videos (3)

James LeMay
United States of America
Pop Culture
203.6K Followers | 50.4K Average Views
92% | 65% | 35+ 89%

Videos (3)

TIKTOK CREATOR PARTNERSHIPS

- You don't have to work with big influencers, since anyone can go viral
- Target great content creators
- If your post doesn't go viral, it is highly likely to go viral when a content creator posts it. Make TikTok content creator part of your influencer campaign strategy!!
- We worked with a scuba diver, content creator. The video now has 4.3m views, 4th most watched goliath grouper video on TikTok

WHAT TO POST

- Trends!!! “I was today years old when....”

WHAT TO POST

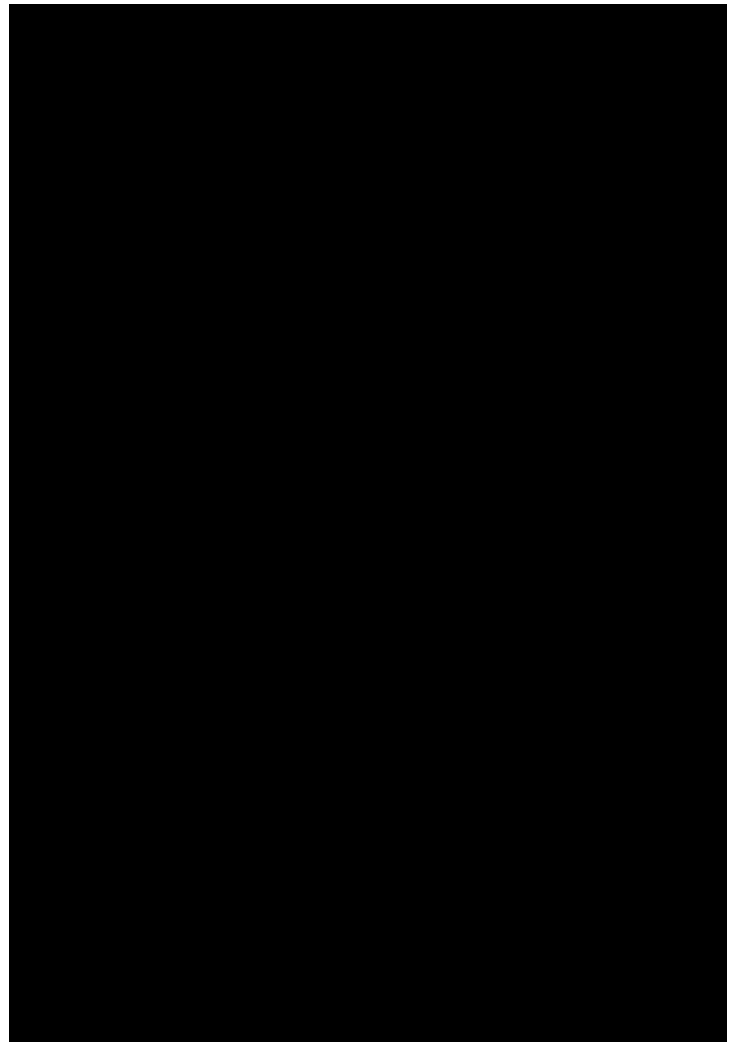
- Fun things to do!
- Beaches, Nature, Wildlife
- Hotels, Restaurants, Shopping
- Attractions
- Adventure (diving, snorkeling, water sports activities)
- Festivals, Sport Events
- Anything unique to your destination (sea turtles, goliath grouper dive)
- If your video goes VIRAL, post similar videos within 24 hours!!!! You will be on top of your new followers' feed!

TIKTOK PAGES FOR INSPIRATION

- @travelandleisuremag
- @eatlivetraveldrink, @followmeaway
- @Ryanair
- @eos
- @vacations, @visit, @beautifuldestinations
- @fathomlesslife
- @chooseyoursocial - for tips on ig and tiktok

RYANAIR

CTA to Brands "COMMENT FOR NO REASON"
6.6m views
35k comments!



RYANAIR



tiktok ✓

📌 Pinned whoa it's crowded in here

10-13 Reply

Liked by creator

♡
220.8K



tinder ✓

don't mind me, just listening to this song on repeat like: 🐜🐜🐜🐜🐜🐜

10-13 Reply

♡
135.5K



lionsgate ✓

ryanair, where the hell have you been loca?!?

10-15 Reply

Liked by creator

♡
47.0K



ryanair ✓ · **Creator**

Bestie your account is a tad iconic 😊

10-15 Reply

♡
12.3K



ring ✓

You rang, we answered 🙌

10-13 Reply

Liked by creator

♡
43.5K



primevideonl ✓

Jeff told us it was LIT in here and he wasn't lying



10-14 Reply

♡
10.4K



microsoftuk ✓

Unmutes Hi everyone *Mutes*

10-14 Reply

♡
129.2K

Q & A

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