TikTok Content Blueprint for Brands (Planner + Printables)

TIKTOK CONTENT BLUEPRINT FOR PRINTABLES (PLANNER + PRINTABLES)

Looking to grow your brand's TikTok presence? Check out our TikTok content planner to map out your goals, uncover new content ideas and much more!

If your brand is trying to tackle TikTok, your head is in the right place.

The platform is booming right now for brands and marketers alike. Don't just take our word for it, though:

- A staggering 84% of marketers are upping their investment in TikTok in 2022, making it the priority social platform for brands by far.

- TikTok is currently the fastest growing social network, boasting over one billion monthly active users as of February 2022.

- The platform has become a hub of social shopping and product discovery among younger consumers — some brands claim to see 10x sales from TikTok versus Facebook or Instagram.

Translation? TikTok represents a massive opportunity for brands to build awareness and win social sales.

Why Your Brand Needs a TikTok Planner

Here's the deal, though: engagement on TikTok doesn't happen by accident.

With so many brands flooding the platform, standing out from the crowd is becoming an uphill battle.

And while TikTok might seem simple at a glance, there's so much that goes into creating content.

Coming up with creative ideas. Filming and editing. Scheduling and promotion. That doesn't even scratch the surface!

Brands that want to foster community on TikTok and see an actual ROI from the platform need a game plan. That means strategizing content that not only engages your audience but also helps you achieve specific business goals.

The good news? Our TikTok content planner can help! This planner will help you...

- Create a custom roadmap for your brand's TikTok strategy based on your goals

- Uncover new content ideas and creative opportunities to help your account stand out

- Plan your individual videos and stick to a content schedule that makes sense for your brand

- Assess the performance of your TikTok content, including what's working and what's not

- Learn the best practices for creating TikTok content that engages your audience

How to Use Our Free TikTok Content Planner

Whether you're growing your presence from scratch or want to optimize your current presence, our free TikTok content planner can help. Feel free to use the planner pages as a template or physically print them out if that's your style.

To get the most out of our planner, we recommend the following:

- Fill out the first two sections of the planner ("Goals" and "Research") completely

- Print out (or make digital copies) of the remaining worksheet-style sections of the planner

Complete the worksheet pages on a weekly/monthly basis for the sake of accountability and tracking your process

- Refer to the tips, ideas and best practices sprinkled throughout the planner if you get stuck

- Work through the content challenge at the end of the planner to kickstart your presence

And with that, good luck taking over TikTok!

Part I. Goals and Target Audience

First thing's first — define what you want to accomplish on TikTok, who you are and who your audience is.

What are the goals of your TikTok presence?

List words, phrases and emojis that describe your brand and its voice.

What makes your brand different from your competitors?

List phrases that describe your target audience on social media.

What are your customers' motivations and challenges?

Motivations	Challenges

"Our customers love…"

Brands	Creators	Activities

Part II. Research

This is a space to research relevant brands and creators on TikTok and what makes them compelling.

BRAND, COMPETITOR AND CREATOR ANALYSIS

Here you can highlight who's crushing it, why their content is effective and how you might be able to apply their principles to your own TikTok presence. This also is a place to do homework on your competition and how you might be able to stand apart from them.

As you're researching creators, be on the lookout for unique brand collaborations you could potentially roll out in the future. See a cool post or campaign? Write it down and use it as inspo!

Brands We Like

Brands @	What They Do Well	Takeaways

Competitors

Competitor @	# of Followers	What They Do Well	Takeaways

Creators We Like

Creator @	What They Do Well	Takeaways

Part III. Brainstorming

This section is a free-for-all to help you track trends, organize your ideas and brainstorm TikTok videos.

"WHAT'S TRENDING RIGHT NOW?" (WEEK/MONTH OF _____)

TikTok is all about trending, time-sensitive content (and trends come and go quickly). The space below provides a place to highlight notable content for the month/week.

Viral Content

Trending Hashtags, Sounds, Effects and Challenges

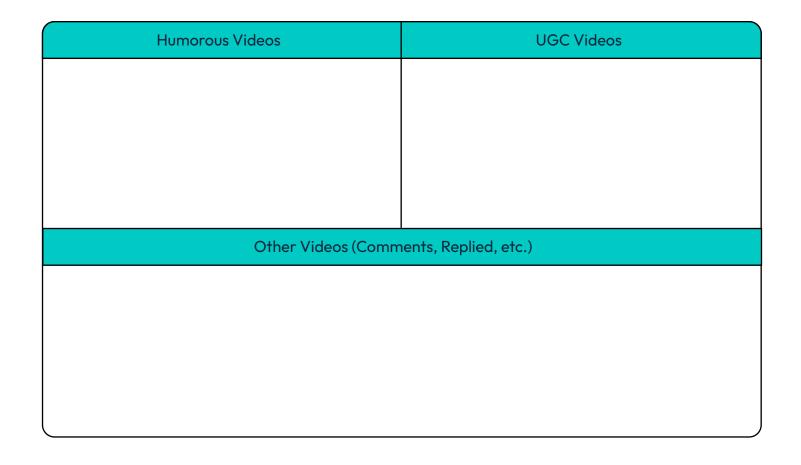| Creator Collaboration Opportunities and Ideas |
| --- |
| |

TikTok Tips! 💡

- Make sure you follow relevant brands and creators yourself to get served trending content that your target audience would likely be interested in.

- Don't feel pressured to piggyback on every hashtag or trend out there. Instead, try to uncover trending tags and challenges that work for your brand, products and voice.

- Review how the TikTok algorithm works and the elements of content that goes viral.

TikTok Content Ideas

Below is a space to fill out all of your content ideas for the week/month. Let your creativity run wild!

Challenge Videos	How-to Videos
Product Videos	**BTS Videos**
Announcement Videos	**Question Videos**

Humorous Videos	UGC Videos

Other Videos (Comments, Replied, etc.)

TikTok Tips! 💡

You should ideally post a variety of videos week-to-week versus sticking to a single content format. This not only keeps your feed looking fresh but also helps you better understand what your audience wants (and doesn't want) to see! Below is a detailed breakdown of the most popular types of content on TikTok:

- **Challenges** - Videos and skits based around current TikTok trends, hashtags and music | Ex: #GetTheWChallenge

- **Product**- Videos highlighting your products and what they look like in action | Ex: @ultabeauty

- **How-tos** - Videos featuring tutorials and tips to educate your audience | Ex: @levis

- **UGC (user-generated content)** - Videos showcasing experiences from actual customers. | Ex: @arcticfoxhaircolor

- **BTS (behind the scenes)** - Videos that take followers "behind the scenes" of your brand | Ex: @hyperx

- **Announcement** - Videos that tease or hype up something new from your brand | Ex: @prosehair

- **Questions** - Videos that involve asking for viewers' thoughts, opinions and experiences | Ex: @fender

- **Humor** - Videos based around humorous TikTok trends or memes | Ex: @wendys

Part IV. TikTok Video Planner

Use this print-friendly (or copy-and-paste-friendly!) template to plan your brand's individual TikTok videos.

Video Title: _____   Collaboration: Yes ☐   No ☐

Goals	
Sounds, Effects and Filters	
Tasks Prior to Shoot	
Caption	
Tags (@Mentions)/#Hashtags	
Notes	
Target Publish Date	

TikTok Tips! 💡

- Authentic videos featuring people (including creators) perform the best on TikTok. If possible, make a point to include yourself, colleagues, customers or creators in your content.

- Be mindful of the music you feature in promotional content to avoid copyright issues. When in doubt, stick to the best practices of TikTok's commercial music library.

- TikTok captions are precious real estate. Make a point to communicate your brand voice while also hitting a few hashtags (2-3 seems is often the sweet spot for brands).

- If you're mentioning other brands or creators in your videos, make sure to @tag them!

TikTok Video Shot List

Use this template to plan how you'll actually film your TikTok videos (broken down shot-by-shot).

Video Title: _____

Shot #	Location	Shot Type (Wide Shot, Close-up, POV, etc.)	Shot Description	Shot Duration	Props	Post Production Notes

Part V. Weekly TikTok Content Planner

Below is a place to map out your TikTok content calendar. Use this space for future-mapping. Think about when you want to set aside time for brainstorming, shooting, editing, posting and engaging.

TikTok Content for the Week of _____

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Notes						

TikTok Tips! 💡

- TikTok itself recommends posting between <u>one to four times per day</u> for the sake of experimenting with content — how often you "should" post ultimately depends on your brand.

- Research from Hootsuite notes that <u>weekday mornings and early afternoons</u> are "ideal" times to post on TikTok. That said, we recommend checking your own analytics to understand when your audience is actually most engaged (see "Follower Activity" in your analytics dashboard).

- Again, make sure you're integrating a variety of video types into your content strategy.

- Don't neglect opportunities to align your TikTok content strategy with your social strategy elsewhere. This might include announcements, product showcases, contests and UGC.

Part VI. Engagement Survey

Here are weekly priority tasks to engage TikTok users, promote your content and grow your presence.

Weekly TikTok Engagement Checklist

✔ Reply to @mentions, comments and DMs.

Assignee: _____

Mon: ☐   Tues: ☐   Wed: ☐   Thurs: ☐   Fri: ☐   Sat: ☐

Notable Replies and Interactions:

✔ Engage with content from other brands, creators and accounts.

Assignee: _____

Mon: ☐   Tues: ☐   Wed: ☐   Thurs: ☐   Fri: ☐   Sat: ☐

✔ Cross-post TikTok content and/or promote TikTok account on other channels (email, social)

✔ Share brand TikTok content with employees, colleagues and collaborators.

Assignee: _____

Date Completed: _____

✔ Reach out to creators for future collaborations.

Creators to Pitch:

Part VII. TikTok Content Performance and Analytics

This is a space to track your TikTok analytics and KPIs to assess your content and account growth.

TikTok Performance Totals for the Month/Week of _____

Metric	This Week/Month	This Week/Month	% Change
Video Views			
Profile Views			
Followers			
Comments			
Shares			
Engagement Rate			
# of Videos Posted			

Top Performing Content for the Month/Week of _____

Video Title	Total Views	Likes	Shares	Total Play Time	Average Watch Time
#1.					
#2.					
#3.					

Weekly/Monthly Wins (Mentions, Viral Videos, Successful Collabs)

Challenges (Low Engagement, Flagged Content, Lost Followers)

Observations and Opportunities

Statusphere's TikTok Content Challenge for Brands

To wrap things up, check out our custom content challenge to stay motivated and kickstart your TikTok growth. Good luck!

#	Challenge	Date Completed
1	Publish a TikTok video every day for a week	
2	Publish a TikTok video that exceeds 10,000+ Views Video Title: _____	
3	Get featured on TikTok's "For You" page Video Title: _____	
4	Participate in five different TikTok challenges 1. # _____ 2. # _____ 3. # _____ 4. # _____ 5. # _____	
5	Post content to ten different trending hashtags 1. # _____ 6. # _____ 2. # _____ 7. # _____ 3. # _____ 8. # _____ 4. # _____ 9. # _____ 5. # _____ 10. # _____	
6	Publish five pieces of holiday or event-specific content 1. _____ 2. _____ 3. _____ 4. _____ 5. _____	

7	Reach out to 30 TikTok content creators to collaborate with	
8	Get @tagged by ten creators posting about your brand	
9	Double your total TikTok follower count Starting Follower Count: _____ | Start Date: _____ Current Follower Count: _____	
10	Get followed by a verified TikTok account @account: _____	
11	Earn your own TikTok verification badge	

🎉 Challenge Complete Date: _____

About Statusphere

Statusphere is a scalable micro-influencer platform that helps brands achieve effortless creator collaborations. We ship monthly curated boxes of high-end products to social media creators in exchange for sharing photos, videos and reviews of the products with their followers. We can activate hundreds of people posting about your brand with the click of a button. Contact us to see how we can help your brand create social proof at scale!

STATUSPHERE