



**CHARLESMANN**  
SOLUTIONS

# **TIKTOK FOR BUSINESS AND MARKETING**

Using TikTok as a Digital  
Marketing Strategy

*One Day Training Course*



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## Course Outline

Since its launch in 2016, TikTok has grown in popularity as a daily provider of content for social media users. With its trending and viral opportunities to present short form video content, it has become an extremely engaging social media platform.

With almost 1.5 billion active users per month, there is an immense opportunity for businesses to leverage on TikTok as a powerful digital marketing platform to reach target audience and customer groups. Similar to other social media platforms, TikTok offers business specific marketing opportunities and features that can be utilised for conversions and brand awareness.

Our short one day training course focuses on how businesses can use TikTok as a marketing tool to engage with an audience and present a personality of your brand that can't be as effectively communicated on other social media channels. Our trainer focuses on how TikTok can be used with correct objectives and campaign strategies as well as present the advantages the platform offers in a practical hands-on manner.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

## Course Benefits

Following this course, you will be able to:

- Setup an effective presence on TikTok tailored to your business
- Understand how to strategically deploy TikTok content
- Understand the techniques and methods to start growing a network of followers
- Understand the numerous business specific features made available on TikTok
- Create, develop and deploy content effectively
- Understand TikTok advertising options and benefits
- Track and optimise TikTok advertising campaigns
- Understand engagement and growth on TikTok

## Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

## Previous Clients



# Course Programme

- How are individuals using TikTok
- What does TikTok have to offer for businesses?
- What are the features and functions of TikTok?
- What's in the Home feed?
- Your profile and setting up
- How to use TikTok
- Creating your first content
- Editing and improving your video
- Advantages and challenges of TikTok
- Making your content share-worthy
- Comment and chat functions
- Creative tips for content creation
- TikTok Hashtag strategies and usage
- Positioning your brand effectively
- Developing your brands personality
- Developing authenticity
- How to bring in content from an external sources
- What does a 'Follow' really mean?
- Using 3rd party apps and what's possible?
- Top tips on what to do and what to avoid
- What can be measured and monitored?
- Measurement tools
- Measuring success beyond TikTok and followers



# Course Trainer

## Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

# Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

# Registration Form



## TIKTOK FOR BUSINESS MARKETING Using TikTok as a Digital Marketing Strategy

**COURSE FEES: RM1,250 per delegate**



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
<b>FULL ADDRESS:</b>	
<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>WEBSITE:</b>	

- SELECT DATE:**
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Monday 6th Jan 2025 | <input type="checkbox"/> Monday 5th May 2025  | <input type="checkbox"/> Monday 8th Sep 2025 |
| <input type="checkbox"/> Monday 3rd Feb 2025 | <input type="checkbox"/> Monday 16th Jun 2025 | <input type="checkbox"/> Monday 6th Oct 2025 |
| <input type="checkbox"/> Monday 3rd Mar 2025 | <input type="checkbox"/> Monday 7th Jul 2025  | <input type="checkbox"/> Monday 3rd Nov 2025 |
| <input type="checkbox"/> Monday 7th Apr 2025 | <input type="checkbox"/> Monday 4th Aug 2025  | <input type="checkbox"/> Monday 1st Dec 2025 |

	<b>FULL NAME</b>	<b>JOB TITLE</b>	<b>EMAIL</b>
<b>ATTENDEE 1:</b>			
<b>ATTENDEE 2:</b>			
<b>ATTENDEE 3:</b>			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: [info@charlesmann.com.my](mailto:info@charlesmann.com.my) or call us on **010 425 0886**  
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600  
Payment can be made direct into our CIMB account:  
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