

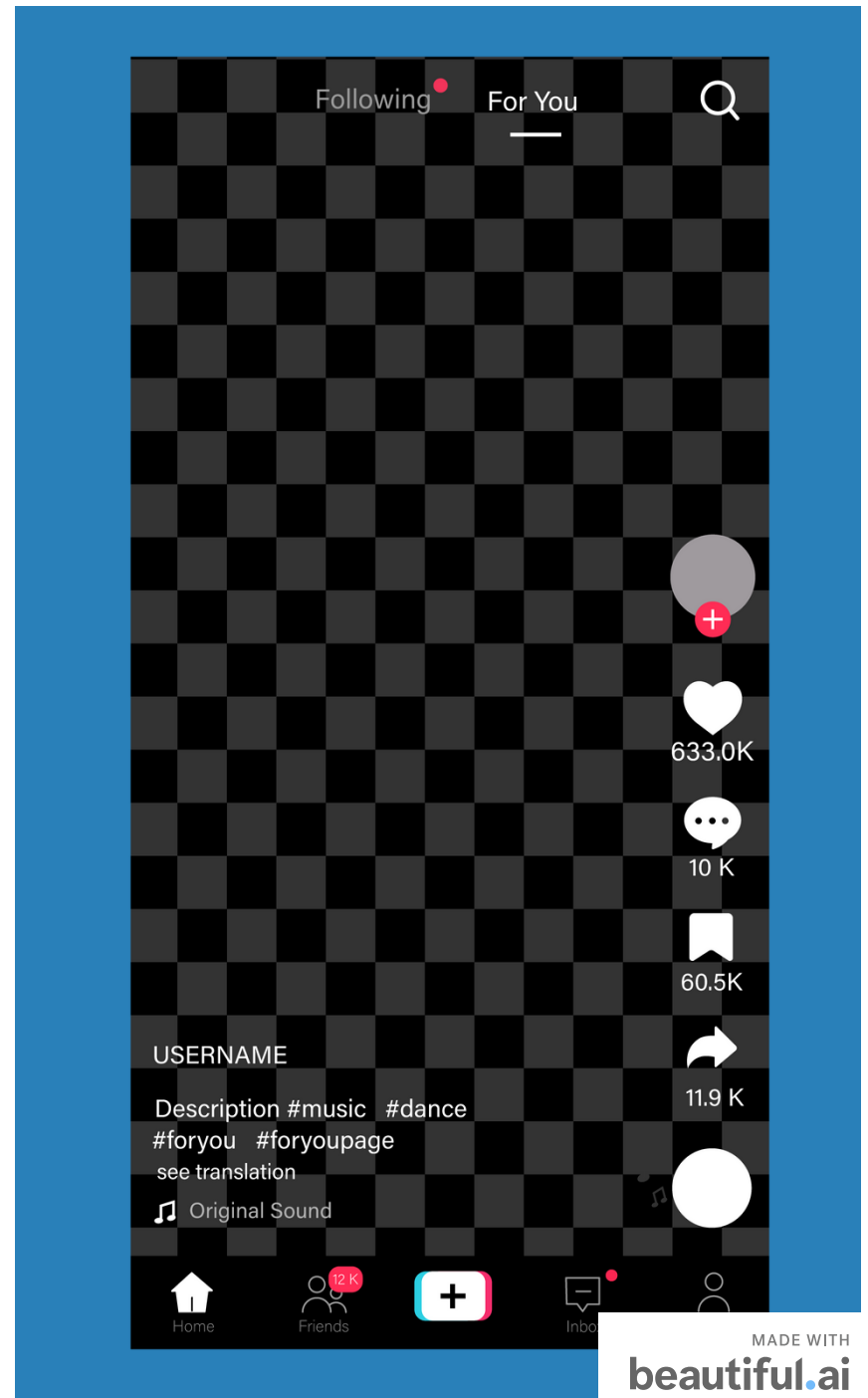


TikTok / REELS / YOUTUBE SHORTS

VIDEO CONTENT

1 video

3 platforms for free promo
TikTok, Instagram,
YouTube



TikTok Algorithm

The app shows the video to the first 300 people. Depending on how they react, it goes on to expand.

The app analyzes the preferences of those who have reacted to the video and then distributes the video to up to 3000 people with similar interests in a similar region.

Then the distribution follows the same pattern to a larger audience of 10-11 thousand people and more.

What metrics are most important for video promotion on TikTok?

Top 5

- 1 **Viewing depth - how long your videos are watched**
- 2 **Likes**
- 3 **Comments**
- 4 **Saving**
- 5 **Sharing**

Showing the boss phenomenal results in Tik Tok for our business



Video Settings

Tik Tok

- **First seconds are the most important seconds**

Create Catchy video

Right now, videos under 30 seconds work best. Ideally, 15 seconds.

The depth of viewing is the most important thing for promotion, so it is very important to catch the viewer's attention from the first seconds and hold it for as long as possible.

- **New Trend (2023)**

Follow the trends

A new trend is a video edited with photos. You can add several photos to a song.

Tik Tok

- **Remember about the song, which you're promoting**

EDITING VIDEO

It is best to edit Video directly on the TikTok platform, but if you upload a prepared video on another platform with sound, be sure to link the song from TikTok platform:

- in the Volume section, set the sound of the added song to 0, and set the sound to which the video was edited to 200.

Why should you do this? So that the viewer can immediately see the song, switch to it, and use this sound for their videos. TikTok's algorithms capture this and promote the song and video better.

- **Hashtags**

EDITING VIDEO

Create hashtags with the name of the song, your name and ETC.
#Adele #SOMEONELIKEYOU #ROMANTIC #NEWALBUM #SPRING

Up to 5-6 hashtags are enough.

Video Settings

Tik Tok

- **Subtitles**

EDITING VIDEO

Create subtitles right IN THE TikTok: by clicking on them, you can edit or set the duration in karaoke form. To achieve maximum accuracy, go to the Edit Video section, click on the text icon, and when the text tracks appear, adjust them so that they appear smoothly one after the other.

- **Language**

POSTING VIDEO

Communicate with the audience in their language. If the song is in English, make a dubbing.

If a song is in English and you want to spread worldwide - create separate videos for each country. Find your audience in Sweden with a caption under the video in Swedish and Lyric subtitles in English.

+3 tips

In my experience, the best time to post new videos is when your last video has stopped or is gaining views very slowly. But posting must be regularly.



1

Followers are important, but every new content is the most important thing.



2

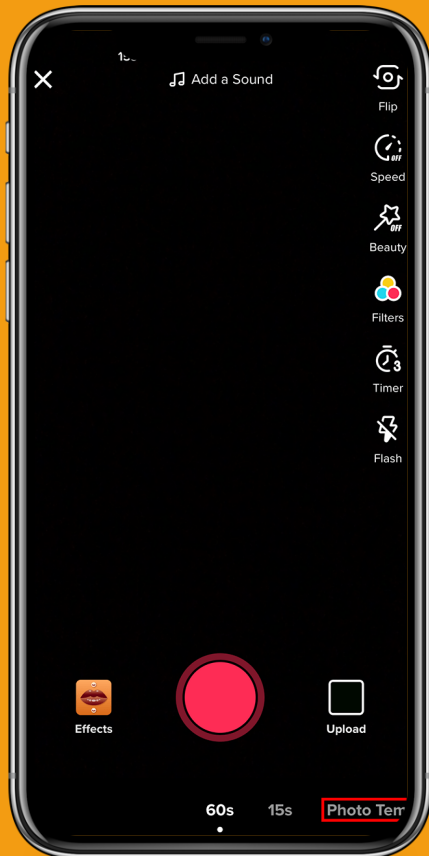
Download the video to your phone without a watermark before you publish it. And use it for Reels and YouTube Shorts.



3

What kind of videos to create?

When you create your account, figure out what topic you're interested in.



- **Do not create a video whose audience may be different from your audience as a musician**

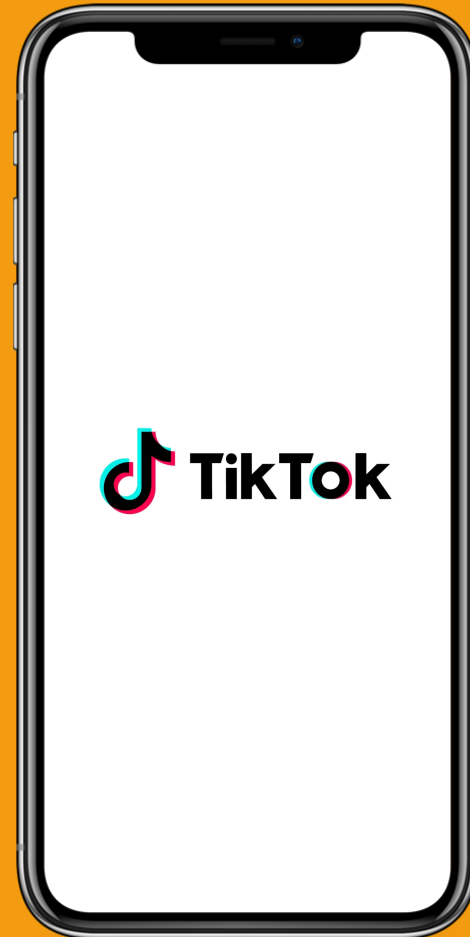
If you are promoting your music, and it is not humorous, for example, you should not make humorous videos that are not related to music at all. TikTok will form an audience for these videos, and then videos with music will not gain views. Because they will be shown to an audience that is not at all close to music and will stop when there are no reactions. If there is humor in the music, you can mix the content on the page and it will work.
- **If you post videos with songs other than your own**

Also, be careful when choosing songs for your videos, if you don't use your own songs, they should be understandable to your audience.
- **Make first videos for testing**

If you've made several videos and want to test them on a new account, don't start with your favorites. They will test the audience in a roundabout way, and after the third video, they will start working better.

How to work with music and where to get ideas?

- **Prepare 6 to 9 scenarios for music video content**



Warming up a song on TikTok should start 2 weeks before the release. Many people do this by posting a demo recording that takes the hook from the song as a basis.



Hello

How to come up with scenarios:

Analyze the song and select phrases or parts of the song that you consider to be a hook or catchphrase

1/ Make snippets where the artist sings the song during filming (for example, during the shooting of a music video) ! Be sure to add subtitles with the lyrics, they should be readable, contrasting, and small. Often people watch social media without sound.

2/ Make snippets, where the artist sings his song in an ordinary everyday way (in the middle of the street, at home with a home microphone, with hairspray instead of a microphone, letting an animal sing along). It depends on the mood of the song, if it is cheerful - hyperbolize it in a joking way, if it is sad - the emotions should be appropriate, and the atmosphere should reflect the context. It should be emotional!



How to come up with scenarios:

Analyze the song and select phrases or parts of the song that you consider to be a hook or catchphrase

3/ It can be live performance, filmed on a good camera from a good angle, a cut from the broadcast, if it is a TV show. It should also be subtitled.

4/ Video soundtrack - when a song is a soundtrack to something you do. Translate your words with actions: throwing away the old things in the song - throw away the old things from the balcony. You can add both subtitles from the song and philosophical reflections on this topic.

5/ Tell a story where at the beginning a song plays in the background, and then a video with some actions corresponding to the song in slow motion, and the sound gets louder.

How to come up with scenarios:

Analyze the song and select phrases or parts of the song that you consider to be a hook or catchphrase

6/ Before-after, if the song is about breaking up, you can show yourself changing moods

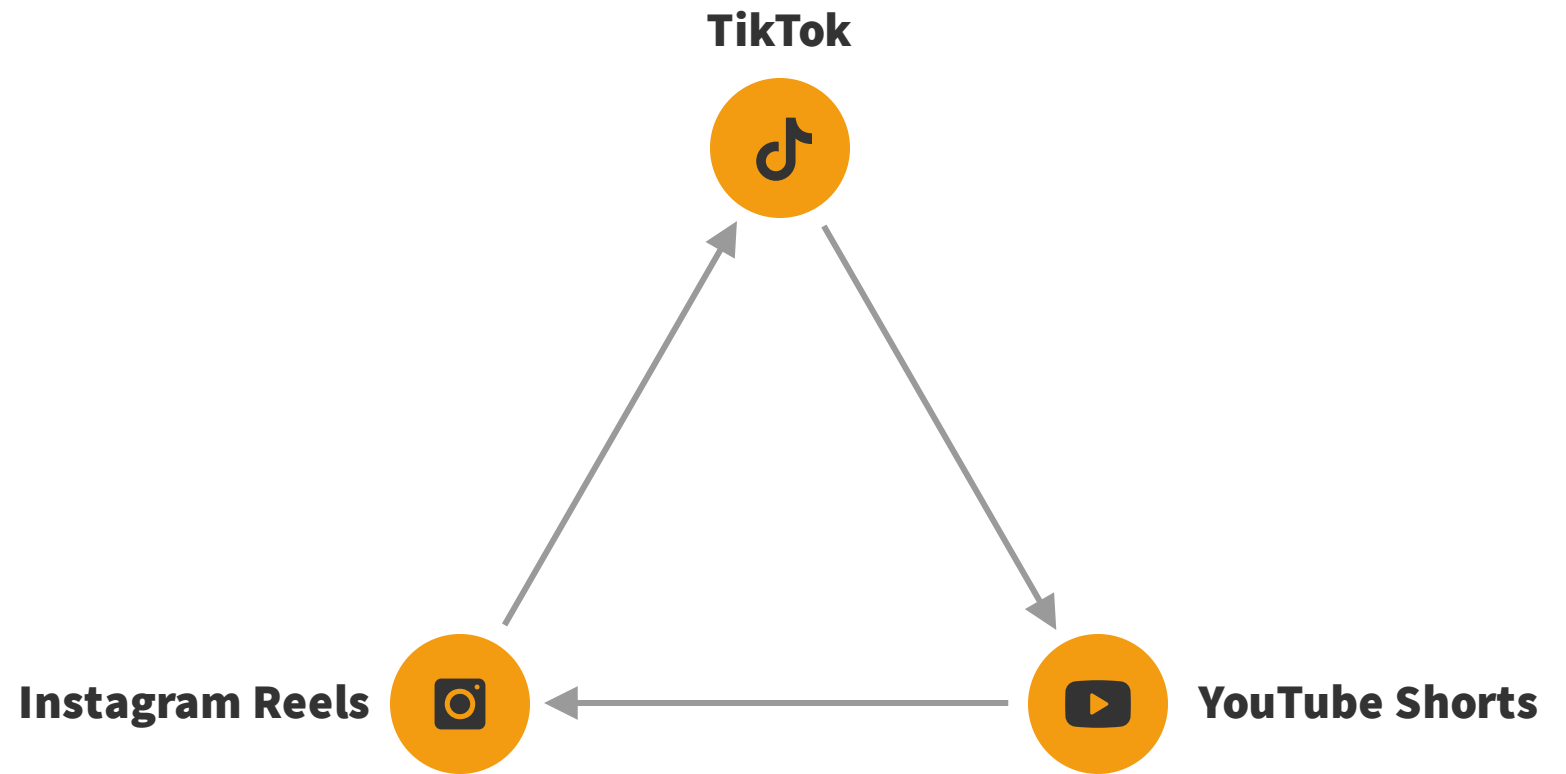
7/ Excerpts from the video clip, which describe the meaning of the song. Also with subtitles





Take these videos and post them to Reels + YouTube Shorts

And watch how your audience and the audience of your music grow.



A vibrant concert scene with a large crowd of people. Many hands are raised in the air, some forming heart shapes. The scene is lit with warm, golden stage lights, creating a hazy, atmospheric effect. The text "Thank You" is overlaid in the center in a large, white, sans-serif font.

Thank You

Thoughts? Questions?

Open the floor to feedback and discussion.

