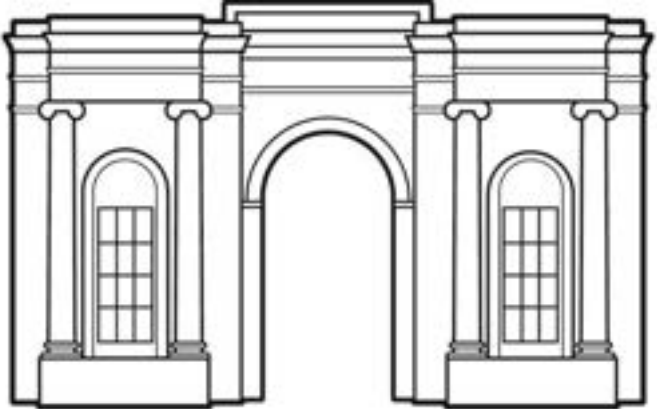




TikTok

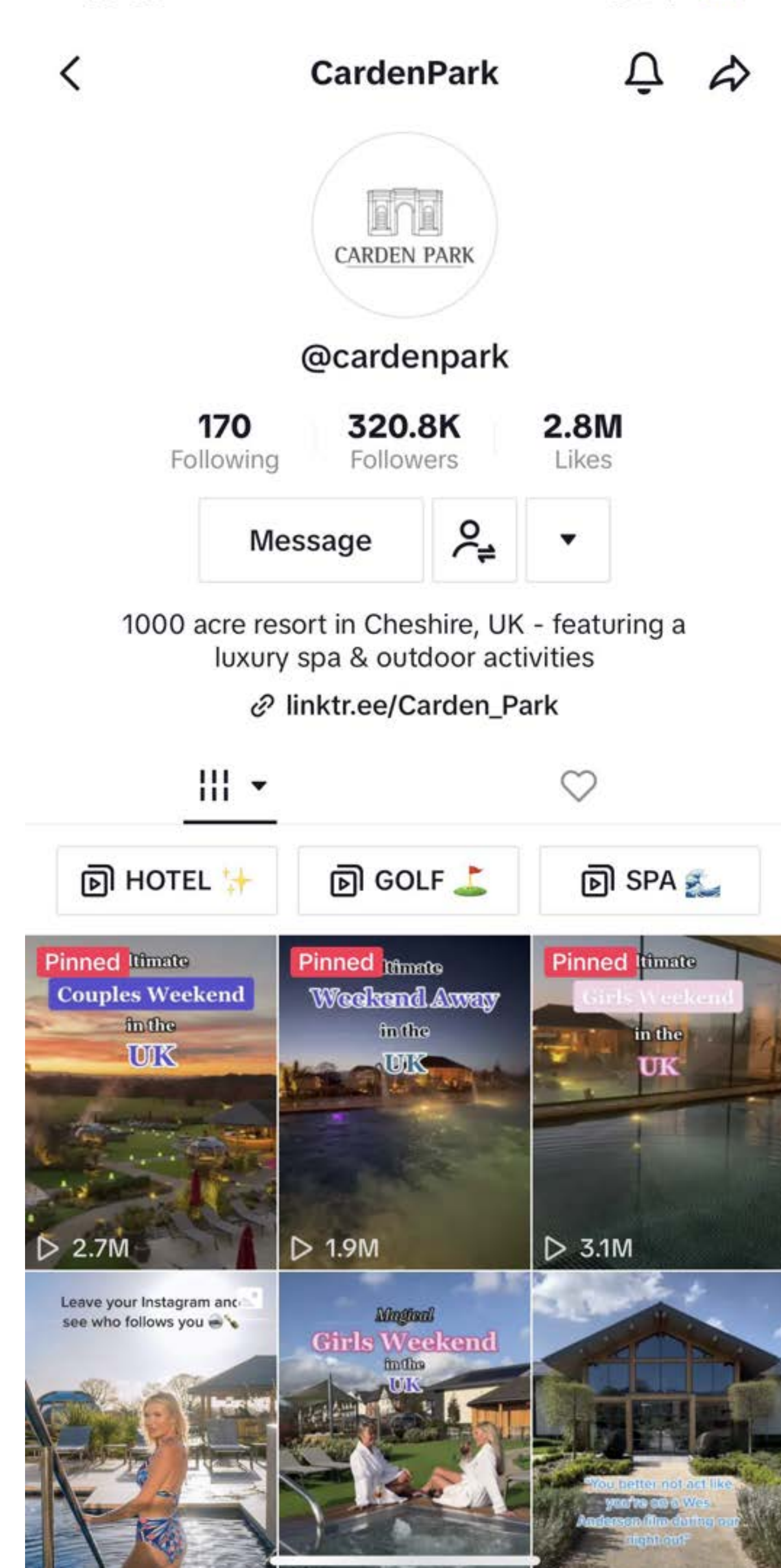


CARDEN PARK

Brand Visibility Using TikTok

Chloe Parry

- Content Marketing Executive
- Carden Park started the TikTok channel in March 2021
- 320,000 followers
- 2.8 million likes
- Viral videos over 1 million views
- Grown our TikTok organically which has aided in growing our business



What do you want to get out of TikTok?

Grow your business

Recruitment

Over **3 million** views

- 307,000 Likes
- 8,500 Comments
- 28,500 Shares
- 32,800 Favourites



Why did this video work so well?

Short video

Music

Engaging hook

Perfect opening shot

Call to action

Posted at the right time for our target audience

Right hashtags



Look at trends in your niche

What style video is trending
in your niche?

What music or sound is trending?

How can you recreate
This for your brand?

Think you don't have enough time
to film content each day?

Batch produce your videos



Bucket List
Staycation
in the
UK

It's ok if a video doesn't perform well

- “This video is going to do so well!”
- It flopped!
- TikTok will sometimes delay videos
- They can go viral days, weeks, even months later
- This video now has over 100,000 views



TikTok updates the algorithm regularly...



but that can be a good thing

Hashtags and the description are important


Both help TikTok identify your audience

TikTok is now turning to it's own SEO within the app

19:52

Spa Getaway UK Search

Ultimate Weekend Away in the UK



156.8K

1857

22.8K

14.2K

CardenPark · 2022-2-18

Part 134 | Perfect for couples, friends or solo breaks away 🙌 #fyp #tikt... more

no lie (Contains music from: No Li...)

The actions in this video are performed by professionals or supervised by professionals. Do not attempt.

Playlist · HOTEL ✨

Add comment...

19:49

carden park spa Search

Search: Visiting Carden Park

667 comments

NIAZ™ 🇬🇧

Got it - next step, find a girl 😂

4-3 Reply 41

View 5 replies

The Forum With Jen

I have my eye on this! Definitely coming for a visit soon.

4-3 Reply 5

Liked by creator

CardenPark · Friends

4-4 Reply 2

Add comment to your repost

Say something...

19:50

Date night Search

Magical Date Night Away

Search: Log Cabin In The Woods UK

604 comments

Kerry Carr

Where is this

3-5 Reply 14

Liked by creator

CardenPark · Friends

The Spa at Carden Park in Cheshire ✨

3-6 Reply 113

View 3 replies

A Yorkshire Rose Travels

On my list for my next Cheshire trip 💕

4-3 Reply 1

Liked by creator

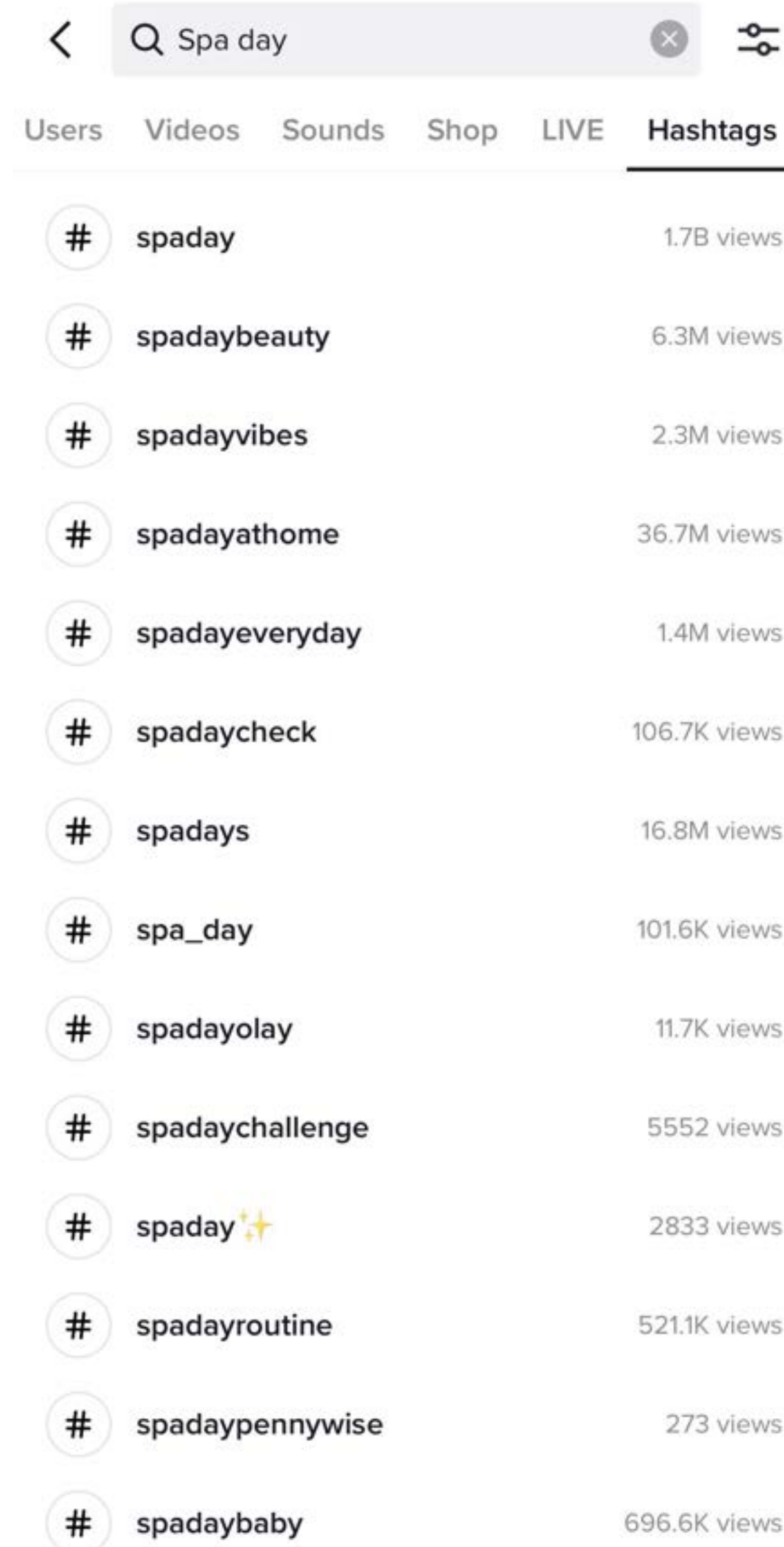
Add comment to your repost

Say something...



ALWAYS use hashtags with a lot of videos attached to them

How do I find the best hashtags to use?



A screenshot of the Instagram search interface for the query "Spa day". The search bar at the top shows the query with a back arrow on the left, a search icon, and a clear button. Below the search bar are navigation tabs for "Users", "Videos", "Sounds", "Shop", "LIVE", and "Hashtags", with "Hashtags" being the selected and underlined tab. The results list 13 different hashtags, each with a circular icon containing a hash symbol, the hashtag name, and its view count.

Hashtag	Views
#spaday	1.7B views
#spadaybeauty	6.3M views
#spadayvibes	2.3M views
#spadayathome	36.7M views
#spadayeveryday	1.4M views
#spadaycheck	106.7K views
#spadays	16.8M views
#spa_day	101.6K views
#spadayolay	11.7K views
#spadaychallenge	5552 views
#spaday ✨	2833 views
#spadayroutine	521.1K views
#spadaypennywise	273 views
#spadaybaby	696.6K views

Top 5 things to remember

- Commit to TikTok and make it part of your marketing strategy
- Make sure your videos stand out
- Post at the right time for your audience
- Use the right hashtags
- Be patient

