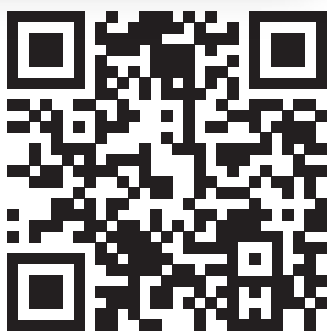
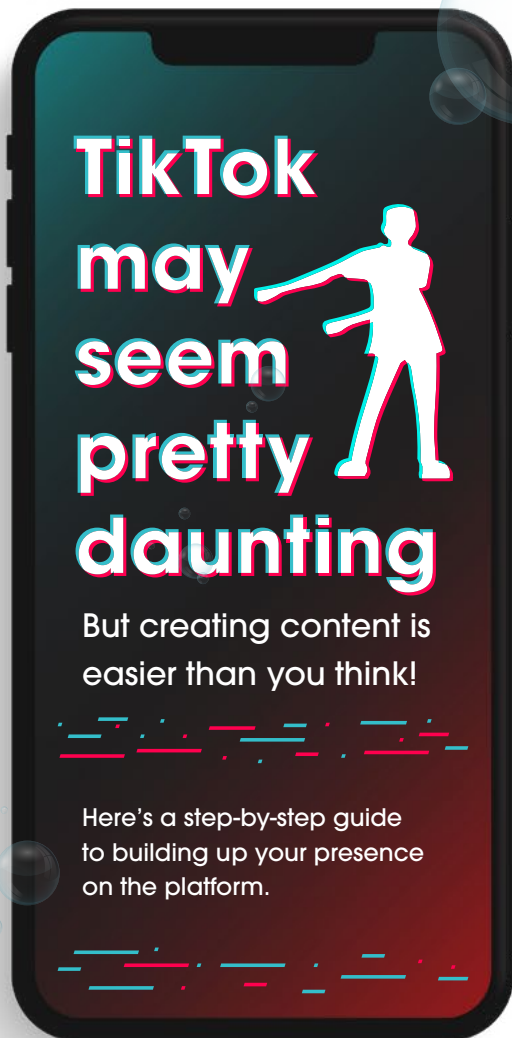


TikTok Content Checklist



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STEP 1 - Determine your topic and format

- A how-to guide or an on-the-fly vlog?
- What is the hook or angle?
- Do you want to include people or just use text or visuals?



STEP 2 - Storyboard your content

- Map out key visuals and angles
- Determine if you want to use voiceover or music



STEP 3 - Shoot and edit

- Film first and upload onto the platform, or film and edit as you go
- Consider designing visuals to stitch together (image size 1080x1920)
- Ensure there is space in each shot for added text/gifs if needed
- Shoot vertically
- Keep each clip snappy
- Try to stick to 7-15 seconds and ensure the hook appears in the first three seconds.



STEP 4 - Upload

- Upload video then add text or gif overlay
- Add music or voiceover. Choose viral music if it suits the video
- Use enticing caption to get viewers to keep watching
- Add hashtags to the caption if relevant (avoid hashtags such as #fyp or #foryoupage if you are just using them to go viral)

