orsys TRAINING 50 YEARS

Course : Implementing your strategy on TikTok

From theory to practice: the keys to an effective TikTok strategy
Practical course - 2d - 14h00 - Ref. TIK
Price : 1310 € E.T.

NEW

This training course will enable you to fully exploit the potential of TikTok as part of your corporate strategy. You'll learn how to decipher the platform's specific codes and opportunities, define an editorial strategy consistent with your objectives, and create compelling, engaging video content. It will also enable you to develop an active community and optimize your visibility, as well as analyze your performance to refine and continually improve your approach.

⊙ Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding TikTok's specific features and opportunities for businesses
- ✓ Define a TikTok strategy aligned with corporate objectives
- ✓ Create engaging and unique video content
- ✓ Build a community on TikTok and increase your visibility
- ✓ Measure and optimize the performance of your actions on TikTok

Intended audience
Marketing and communications managers, community managers, content creators, customer relations managers and anyone looking to develop their company's presence on TikTok.

Prerequisites
General knowledge of social networks.

Practical details
Hands-on work
Theoretical input, practical exercises, exchanges and feedback.

Course schedule

1 Introducing TikTok

- Introduction to TikTok: history and evolution of the platform
- TikTok's algorithm: how it works and how to maximize the visibility of your videos
- TikTok features: discover the main functions (duets, filters, effects, etc.).
- Trends on TikTok: identify and follow current trends to stay relevant

Hands-on work
Analysis of popular videos to understand what makes them go viral, and identification of current trends.

2 Defining your TikTok strategy

- Identify objectives: branding, engagement, lead generation, product/service sales
- Determining the target audience: demographic and behavioral analysis
- Develop engaging, unique content: storytelling, challenges, tutorials, etc.
- Developing an editorial line: consistency and regularity in publications
- Encourage UGC: encourage the community to generate User Generated Content (UGC) for the brand or company.

Hands-on work
Develop a content plan for the coming month based on defined objectives, and create personas to better understand your target audience.

3 Create an editorial calendar

- The importance of planning: the benefits of an editorial calendar
- Create an editorial calendar: plan publications in advance
- Management tools and techniques: use of tools such as Trello, Notion, Monday, Asana or integrated calendars

Hands-on work
Creation of a personalized editorial calendar and content planning for the coming weeks.

4 Master the basics of video shooting and editing

- Filming techniques: use of light, framing, sound recording
- Editing tools: video-editing software and applications (InShot, Capcut, etc.)
- Tips for successful videos: how to captivate your audience from the very first seconds

Hands-on work
Shoot and edit a TikTok video in a group and use editing tools to create attractive effects.

⑤ Managing your TikTok community

- Creating an influential community: strategies for attracting and engaging a loyal audience
- Interact with the community: respond to comments, take part in challenges
- TikTok Ads: available ad types and how to use them effectively

Hands-on work
Develop strategies to create an influential community and launch a TikTok Ads campaign

⑥ Measure and optimize performance

- KPIs to track: views, engagement, conversion rate, etc.
- Analysis tools: use of TikTok statistics and third-party tools to measure performance
- Optimizing strategies: adjusting content and campaigns according to the results obtained

Hands-on work
Analyze the performance of published videos and adjust strategy based on data collected

Dates and locations

REMOTE CLASS
2026 : 9 Apr., 1 June, 8 Oct., 10 Dec.

PARIS LA DÉFENSE
2026 : 2 Apr., 18 May, 1 Oct., 17 Dec.