



# WHAT'S WORKING FOR TIKTOK **ORGANIC GROWTH**

**2021-2022**

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# 3 Steps to Success

**Attention** = Unfair Advantages

**Retention** = Story

**Trends** = Sounds & Hashtags

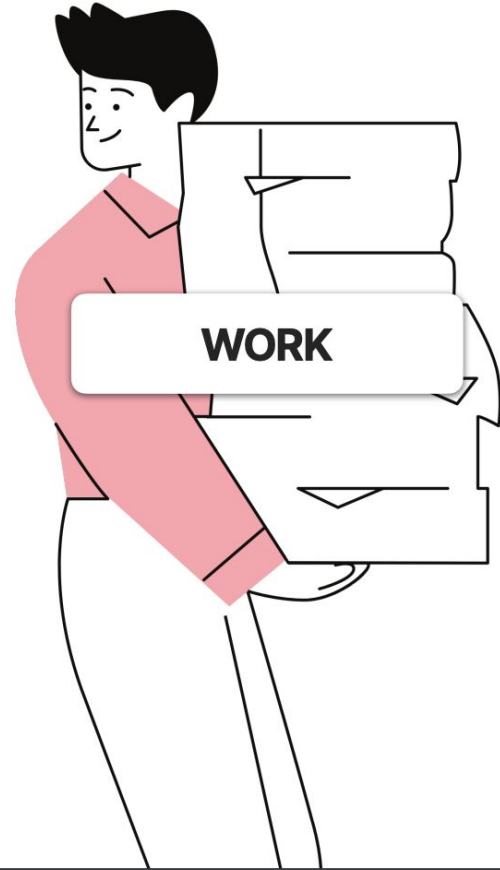


**Common Thread  
Collective**





+



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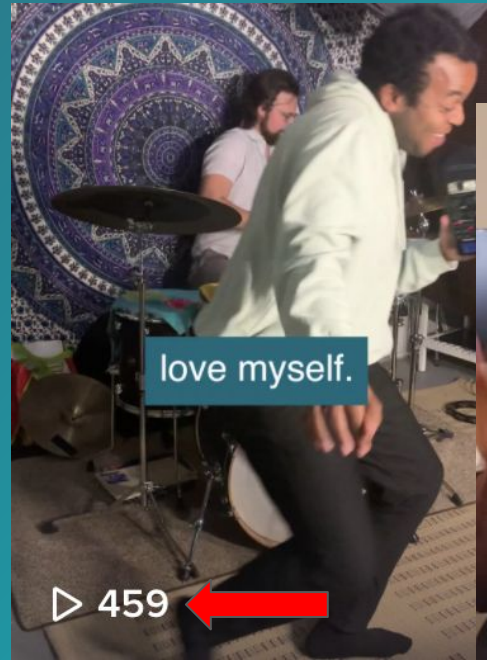
# Unfair Advantages

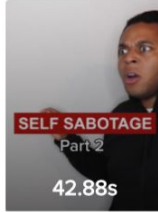
**What can you do that others cannot easily imitate?** Talents, access, stories, people, footage, the possibilities are endless.



# Story

How can you create a short narrative around your product? TikTok, YT Shorts & IG Reels will show your video to more people the longer they watch it.






Data since post time: 10-22-2021 7:51 PM ⓘ



The data was updated on Dec 15, 2021. ⓘ

Total time watched	<b>2h:25m:7s</b> (+1.0svs 1d ago)
Average time watched	<b>17.1s</b> (-0.1svs 1d ago)

Watched full video	 <b>20.0%</b> (-0.2% vs 1d ago)
Reached Audience	<b>404</b> (+1 vs 1d ago)





Data since post time: 11-24-2021 9:23 PM ⓘ

  
**540.1K**

  
**82.7K**

  
**128**

  
**77**

data was updated on Dec 15, 2021. ⓘ

Total time watched

**3738h:57m:17s**

(+65.2hvs 1d ago)

Average time watched

**25.4s**

(-0.1svs 1d ago)

Watched full video

 **62.3%**

(-0.15% vs 1d ago)

Reached Audience

**482.7K**

(+9,336 vs 1d ago)



## Christmas when I'm a parent #shorts #christmas #comedy

Dec 2, 2021 • Published

Visibility  Public

Restrictions None

### Video performance

First 13 days, 16 hours:

Ranking by views 1 of 10 >

Views **1,224,881**   
Typical: 10 – 240

Average percentage viewed  **112.8%**   
Typical: 47.1% – 54.4%



# Sounds & Hashtags

**“Follow the trends” on TikTok really means use relevant sounds and hashtags.** This will lead to your videos being shown to people who like that sound. But it IS NOT a foundational strategy.





# FEEL FREE TO SEND ME QUESTIONS OR COMMENTS

VIA SLACK OR EMAIL

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