

Types of accounts



- ▶ There are three main types of accounts that you can create on TikTok:

- **#1 Personal account**

- it focuses on yourself as an individual
- you can post dances and funny videos or give professional advice in your niche

- ▶ Examples:

@dixiedamelio - dance videos
@zachpincince - hypnotism videos
@garyvee - entrepreneurship & marketing videos
@willsmith - behind the scenes, fun videos
@victoria - marketing videos & fun videos
@thebentist - dentistry videos & fun videos
@plai.io - marketing tips & promoting a product

- **#2 Business account**

- it focuses on your company
- you usually post videos about your products

- ▶ Examples:

@capitals - sports highlights & fun videos
@primevideosport - sports highlights
@ralphlauren - fashion videos
@boschpowertools - videos of their tools
@getflexseal - videos of their products
@oslo_official - tourism videos

- **#3 Aggregate / Themed account**

- it focuses on a specific theme
- you gather and post videos on a certain theme

- ▶ Examples:

@barstoolsports - funny sports videos

@whosefault - videos of car crashes

@pubity - memes, funny videos