

How I picked my type of content



- ▶ I wanted to grow my personal brand as a marketer, so I chose to create a personal account
- **With a personal brand, you have more options in regards to the direction you might decide to go in at a later time**
- ▶ TikTok is a personal platform and people like to follow and interact with other individuals
- **In terms of content, I wanted to create videos that provide value, but I also wanted to show my personality and have fun - the result was a mix of educational and funny videos**
- ▶ When growing my account, I wanted to attract the right audience (quality) rather than a large amount of followers (quantity), in order to be able to drive business results
- ▶ I looked at role models in my niche (like @garyvee) to see what they post and what kind of content gets the most engagement