

5 CONTENT STRATEGIES TO BOOST YOUR TIKTOK FOLLOWERS IN MALAYSIA

Want to increase your TikTok followers and boost your sales in Malaysia? Follow these 5 content strategies that work for your brand!

Are you ready to use TikTok for your business? TikTok is a video-sharing app that has taken the world by storm due to its ability to provide bite-sized entertainment that can be viewed and shared quickly. The content creation format for TikTok is unique compared to other social media platforms, and has become a popular destination for short-form videos. This makes it an ideal marketing platform for businesses looking to create engaging video content that can be shared with a wider audience especially in Malaysia with over 19.3 million TikTok users.

Local brands have grown exponentially due to their marketing strategy on TikTok. Data experts predict that by 2026, TikTok will experience a **growth of 52% in Malaysia**.

Excited to hop on the bandwagon? We sure are! If you want to increase brand awareness, engagement and attract new customers using this app but need help with TikTok content ideas,

here are five helpful tips on creating content strategies that work.

#1. Get To Know The App

Before creating content, it is recommended that you use TikTok and experience what the app is all about. Start by following accounts and hashtags that are relevant to your business. It's also advisable to follow other business accounts and study how they post branded or non branded content on the app.

Why not be bold and play around with the features in the app too? **Try out the filters, voiceovers, duets, stitch and other functions that make this app special.** They are super fun! Understanding how the app works and how users post viral content is essential, as this will help you to create content that is timely and relevant.

#2. Find Your Audience

TikTok's algorithm works differently when compared to other social sites. This app helps businesses to target their potential customers effectively.

The algorithm learns the user's interests and preferences by studying the app's interactions, likes, comments, bookmarks, and shares. Once the algorithm has sufficient data, it suggests more curated and unique content.

For businesses on TikTok, this means they can create relevant content that is beneficial for their target audience. This increases the chances for the company to reach their target audience and grow its following. When creating content on TikTok, research what the common interests of your target audience are. You can use relevant hashtags to help the algorithm reach your audience.

#3. Check Trends And Challenges

Trends and challenges are constantly going viral on TikTok. You will need to hop on the bandwagon to take advantage of the reach viral challenges can give you. This requires you to actively use the app, follow trends and watch for challenges that are gaining traction.



This method can help you grow the TikTok account as this can be considered free marketing as you won't have to pay for targeted ads to boost the post. Viral challenges can give your account the occasional exposure boost if you get the TikTok content right.

Tips: Looking for inspiration to create your first TikTok video featuring the latest trending songs and challenges in Malaysia? Check out the [Discover page on TikTok](#).

Getting Malaysian audiences to view your TikTok videos would require you to utilise strategies that would work for your account. Here are some tips that can help:

- Use local language or references
- Join localised TikTok challenges
- Use correct hashtags that can narrow down the audience

#4. Post Often And Go Live

Frequently posting content is essential on any social media platform to keep your followers engaged and your business page relevant. This is important for [business pages that sell products online](#), as inconsistent posting will allow algorithms not to prioritise the page. [Use a social media calendar to manage your posting schedule](#).

Click [here](#) for social media calendar template

If you do enough research on how businesses post on TikTok, not every content has to be a hard-selling, informational or heavy post. TikTok thrives on lighthearted and funny posts too. Followers also engage better with accounts with a good mixture of soft-selling, hard-selling, and funny posts.

[You can easily create content with many online designing tools](#) if you need more time to take videos constantly. The key is to keep posting regularly so the algorithm can suggest your content to your target audience. You can also use the Live function and engage organically with your followers during these sessions.



#5. Be Authentic

You and your brand must be unique, honest and authentic when creating an online presence. Social media users can quickly discern if the content creator is not being themselves or putting a front. It's best to keep things simple, funny and honest.

Being authentic sets you apart from your competition, and consumers love uniqueness. Find your brand, style or voice by exploring various types of content. Once you find something that fits your strategy, use it to build your TikTok marketing strategy.

Audiences love behind the scenes videos that show how a business is run, a good example is how popular packing videos have become on TikTok. You can also try giving funny commentaries or sharing customer reviews while showcasing how your product is made.

TikTok: It's For Everyone

For entrepreneurs, social media marketing is a cost-effective way to grow the business while building a loyal customer base. Social

media apps like TikTok, Facebook and Instagram allow business owners to market and sell products to the right target audience if the platform is used according to their unique features and algorithms.

Creating content on TikTok can bring new customers to your business, improving the brand's chances to grow and become more significant. More customers will increase reviews, and if you provide good customer service, you can utilise constructive customer feedback to improve your products. Overall, consider joining TikTok to boost your brand needs.

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