



**OUR**

**'TikTok**

**GROWTH  
PROGRAM**



**UPTHRUST**

digital acceleration office

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# Nice to meet you!

## About Upthrust

We are digital explorers that focus on full-funnel growth and performance marketing, data and analytics, and building better digital experiences that convert.

We work from different locations in Europe for small and mid-size enterprises or corporates. Remotely as well as on-site, we transfer our knowledge to your team.

In our growth academy we teach marketers, sales people, C-level executives and founders about the most popular digital topics. Upthrust is also a part of Customer Collective, a leading growth acceleration ecosystem in Europe



## **Tiktok Growth Program**

Based on our insights from running dozens of Tiktok campaigns for our clients, we created our own Tiktok Growth Program.

With it, you will go from your current 'as-is' situation, to 'accelerated growth' with Tiktok in a period of three months.

From there we can continue 'Growth as a Service' on Tiktok. You will be thankful you did not let this opportunity of still being early on the platform go to waste!

# 1 STRATEGY DEFINITION

Series of short efforts in which we align on the appropriate TikTok strategy

Alignment On Positioning And Content Themes

KPI Definition

Decision On Call To Actions And Strategic Funnels

Translation Of Content Strategy: Plan & Actors

Overview Of Existing Content + Content Briefs

Channel Governance: Growth Vs Community Management

WEEKS 2 WEEKS **2 WEEKS**

# 2

## CHANNEL SET-UP

Preparation of the Tiktok channel,  
Ads Account, and Touchpoint eco-system.

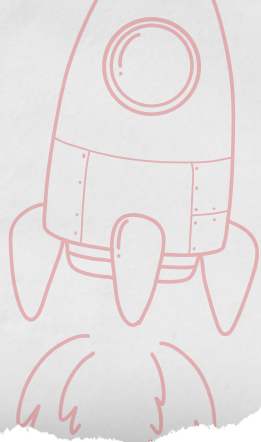


WEEKS 2 WEEKS 2 WEEKS

# 3

## LAUNCH

Go Live and launch of first campaigns, allowing account recognition and starting to build the user base



MONTH 1 MONTH 1 MONTH 1

# 4

## ACCELERATION

Accelerate TikTok channel growth by increasing the use of new original content and boosting via ads

Content Production Based On Existing Content

Content Production Based On New Content Briefs (6/month)

Training On Raw Content Creation

Content Editing After Receiving Raw Files

Content Posting After Approval

TikTok Ads Campaigns

WITH 2 MONTH 2 MONTH 2

# 5

## FULL POTENTIAL

Combining Organic Posts with TikTok influencers to reach maximum potential



MONTH 3 MONTH 3 MONTH 3

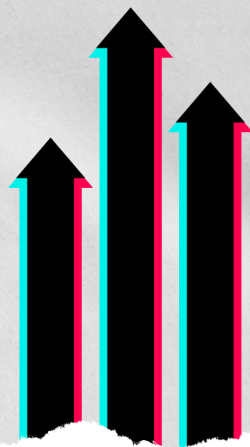


**TikTok  
GROWTH  
AS A SERVICE**

**MONTHLY MONTHLY MONTHLY**

# READY TO ACCELERATE YOUR BUSINESS WITH TIKTOK?

Don't hesitate to get in touch!



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