



TikTok for Business

Made Simple





Course Overview

This 1-day practical programme is designed for corporate professionals, non-marketers, and business owners who are new to TikTok and want a clear, structured approach to using it for business visibility and engagement.

While many organisations recognise the importance of short-form video, they often struggle with what to post, how to stay consistent, and how to create content that reflects their brand professionally. This programme simplifies TikTok into a practical system focusing on clarity, content direction, and consistency.

Participants will learn how TikTok works, how to position their brand effectively, and how to create simple, engaging videos using mobile-friendly tools. Emphasis is placed on practical application, including content planning, filming, editing, and improving performance over time.

By the end of the programme, participants will be able to confidently plan, create, and improve TikTok content aligned with business goals.

Course Content

» Module 1

Introduction to TikTok for Business

- **Understanding why TikTok Matters for Businesses**
 - Explore TikTok's growth and business opportunities.
 - Understand how brands use TikTok to generate awareness and sales.
- **Analysing TikTok User Behaviour**
 - Learn how users consume short-form content.
 - Discover what captures attention in the first few seconds.
- **Comparing TikTok Versus Other Social Platforms**
 - Compare TikTok with Facebook, Instagram, and YouTube.
 - Identify where TikTok fits in your marketing strategy.

» Module 3

Content Strategy for Beginners

- **Defining Content Pillars for Business**
 - Educational content.
 - Entertaining content.
 - Product or service showcase content.
- **Creating a Simple, Actionable Content Plan**
 - Build a weekly posting framework.
 - Learn consistency strategies without burnout.
- **Identifying And Leveraging TikTok Trends**
 - Identify useful trends for brands.
 - Learn when to join trends and when to avoid them.

» Module 2

Setting Up a Business-Ready TikTok Account

- **Mastering Account Setup Essentials**
 - Create or optimise a TikTok Business Account.
 - Understand key settings for brands and organisations.
- **Implementing Profile Optimisation Techniques**
 - Craft a clear bio with strong positioning.
 - Use profile visuals and links effectively.
- **Establishing Brand Credibility From Day One**
 - Learn how to make your profile trustworthy and professional.
 - Position your account for conversions and enquiries.

» Module 4

Creating Engaging TikTok Videos

- **Structuring Videos From Maximum Engagement**
 - Hook viewers in the first 3 seconds.
 - Deliver clear value quickly.
 - End with a call-to-action.
- **Learning TikTok Video Creation Basics**
 - Recording techniques using mobile devices.
 - Basic editing with TikTok in-app tools.
- **Applying Creative Best Practices for Corporate Brands**
 - Lighting, angles, captions, pacing, and sound usage.
 - Common mistakes to avoid as beginners.



» Module 5 TikTok Growth & Performance Basics

- **Demystifying How the TikTok Algorithm Works**
 - Learn the basics of reach, engagement, and watch time.
 - Understand why small accounts can still go viral.
- **Tracking Key Metrics to Monitor Success**
 - Views, retention, profile visits, follows, clicks.
 - What success looks like for business accounts.
- **Developing effective Growth Habits for Beginners**
 - Posting consistency.
 - Replying to comments.
 - Testing multiple content ideas..

» Module 6 Hands-On Practical Session

- **Practical Exercise 1**
 - Setting up and optimising a TikTok Business Account.
- **Practical Exercise 2**
 - Creating and publishing your first TikTok business video.
- **Practical Exercise 3**
 - Building a 7-day beginner content planner.
- **Mini Challenge**
 - Producing a TikTok video using effective hooks, trends, and call-to-action (CTA) techniques.





Course Summary

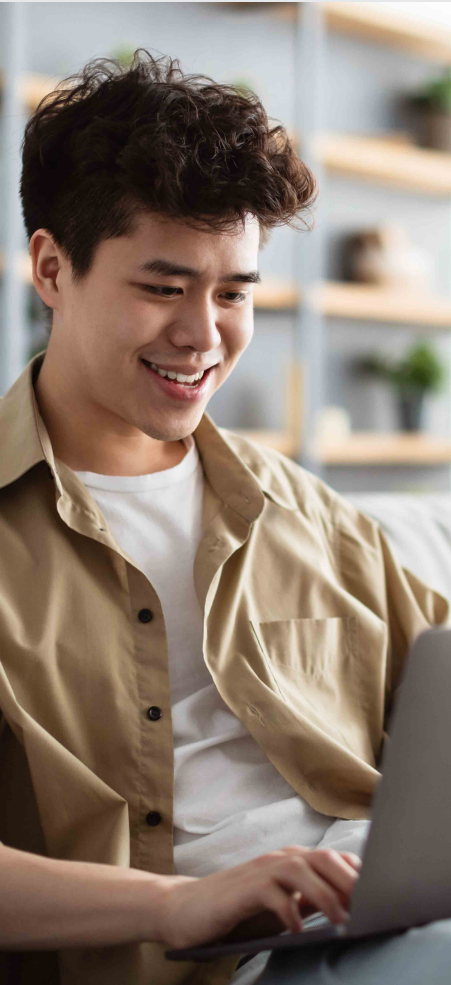
By the end of this programme, participants will be able to confidently set up a business TikTok account, create engaging content, understand platform fundamentals, and develop a practical TikTok strategy for brand growth.

Course Objectives

- ▶ Understand the role of TikTok in modern digital marketing and business communication.
- ▶ Identify how TikTok user behaviour differs from other social media platforms.
- ▶ Set up and optimise a professional TikTok Business account for brand visibility and credibility.
- ▶ Develop simple content strategies using content pillars and audience-focused planning.
- ▶ Understand how TikTok trends, hooks, and short-form storytelling contribute to engagement.
- ▶ Create basic TikTok videos using mobile-friendly filming and editing techniques.
- ▶ Apply practical video structures and creative best practices suitable for business content.
- ▶ Understand key TikTok performance metrics and the fundamentals of the TikTok algorithm.
- ▶ Build confidence in planning, creating, and publishing consistent TikTok content aligned with business objectives.

Course

Learning Outcomes



1.

Explain how TikTok works and what drives content visibility.

2.

Set up and optimise a TikTok profile aligned with brand identity and business goals.

3.

Develop structured content ideas using clear content pillars and audience understanding.

4.

Create short-form TikTok videos using simple scripting, effective hooks, and mobile tools.

5.

Apply a practical system to improve content performance and grow consistently over time.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee

Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin

Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei

VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui

Pansar Company Sdn Bhd

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Navitha Nava Vinoba

HRD Corp Accredited Trainer

Navitha Nava Vinoba is a digital marketing trainer and HRD Corp Accredited Trainer in Malaysia with over 15 years of experience in the education and training industry. As a Certified Digital Marketing Professional from the Digital Marketing Institute (DMI), Ireland, she specialises in delivering practical, hands-on digital marketing programmes designed to equip learners with actual day to day skills.



Course Duration:

1 Day

Course Fee:

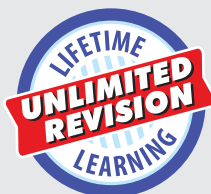
RM1,250 + 8% SST
*per pax

Time:

9:30am - 5:30pm

Delivery Method:

Online (Zoom)





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