

**PARTYSLATE**

Digital Day



**Cracking the Social Media Code:  
TikTok and Instagram for Business Growth**



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Message



**Amrit Dhillon-Bains**

Event Planner

San Francisco / Silicon Valley / Napa /  

TOP PLANNER Over the Moon; Featured: Vogue India, Harper's Bazaar, Fast Company, Condé Nast Traveller +

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afrikarmando 

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**Afrik Armando**

Photography for the chic & playful at heart ✨

Featured in VOGUE UK, Martha Stewart Weddings, Junebug & Ruffled.

🌟 NY + PA

[afrikarmando.com/weddingportfolio](http://afrikarmando.com/weddingportfolio)

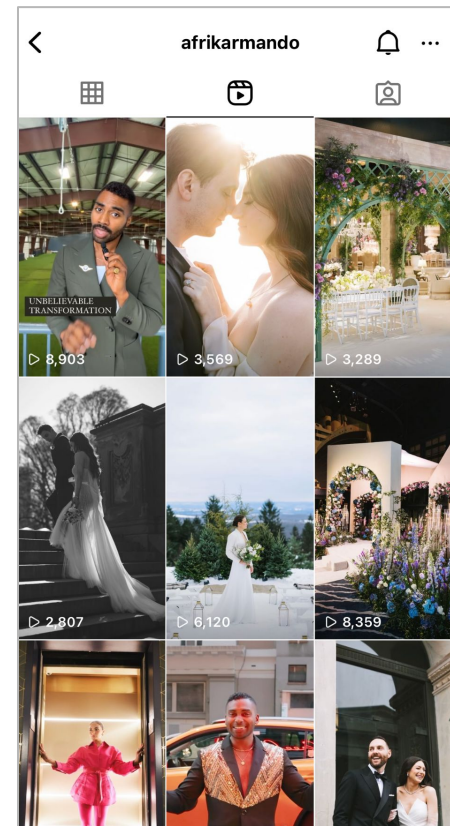
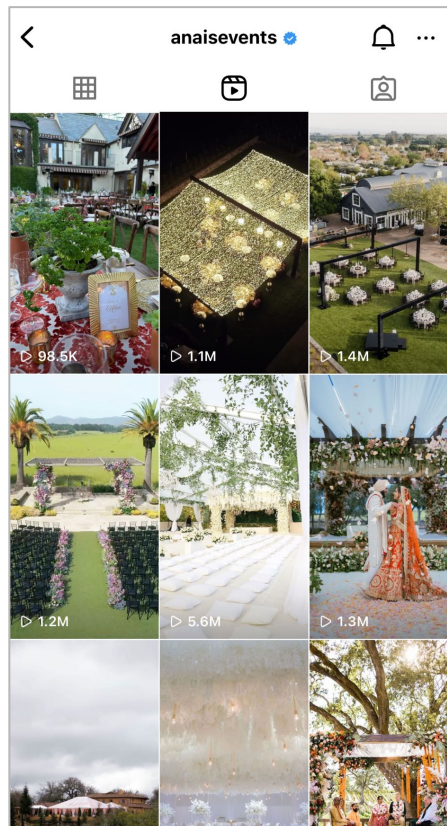
# Agenda

- **Why Instagram and TikTok for business**
- Key differences between Instagram and TikTok
- How to get started with Instagram
- How to get started with TikTok
- How to break through the noise and drive growth
- Your Instagram and TikTok action plan



# Instagram and TikTik can help you build your brand and reach more target clients and partners

- Decide what metrics are most important for your business growth
  - Engagement?
  - Traffic?
  - Inquiries?
- Generate original content to stand out
- Share photos and videos that best represent your brand
- Use features that help you get discovered by more people
- Ultimate first impression for people vetting your business



# What is Instagram?

Instagram is a photo and video sharing app with a wide variety of content formats

What type of content can you share?

- Reels
- Stories
- Feed
  - Carousel
  - Photo
  - Video

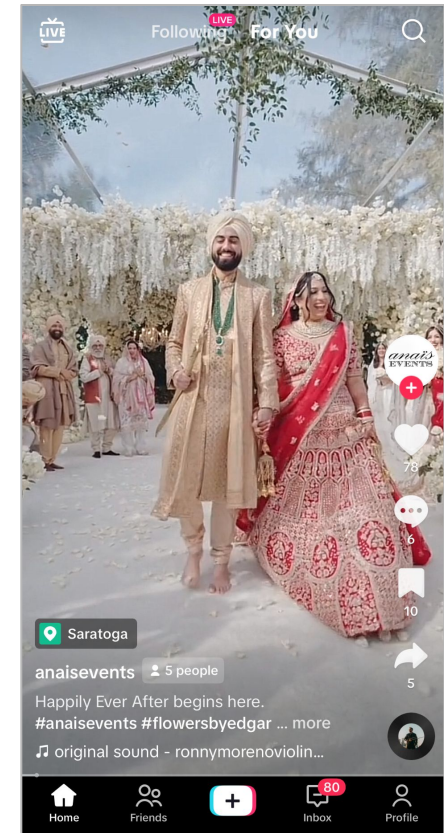
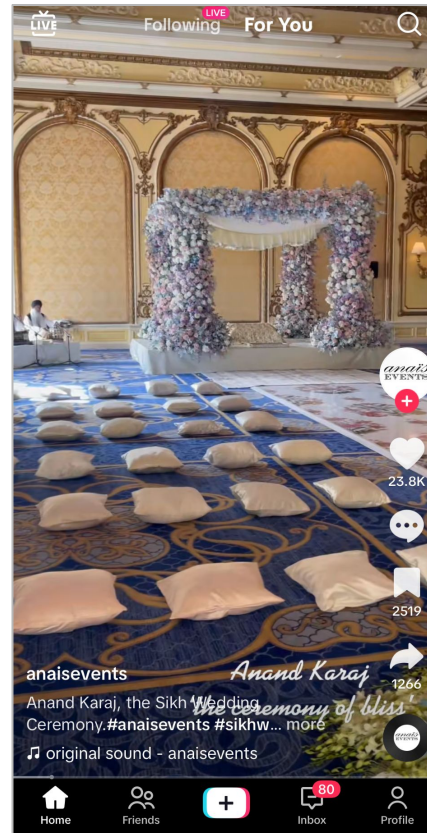


# What is TikTok?

TikTok is a video sharing app with a casual, authentic vibe

What types of content can you share?

- Videos
  - Vertical format
  - Audio included
  - Professional and amateur footage



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# 1. User demographics



- 60% of Instagram users are ages 18 to 34
- 15% of Instagram users are ages 35 to 44



- 25% of TikTok users are ages 10 to 19
- 22% of TikTok users are ages 20 to 29
- 22% of TikTok users are ages 30 to 39



## 2. User behavior



- Instagram has more than 2 billion monthly active users
- Users spend an average of 30 minutes per day on Instagram



- TikTok has over 1 billion monthly active users
- Users spend an average of 95 minutes per day on TikTok

### 3. Content formats



- Photos and videos across reels, feed posts, and stories
- Reels have the highest reach rate



- Video only
- TikTok has the highest average engagement rate of any social media platform

## 4. Quantity vs. quality



- Quality, engaging content is prioritized by the Instagram algorithm



- The TikTok algorithm rewards frequent sharing and engagement

## 5. Strategic outcomes



- Curate your brand story to:
  - Drive traffic
  - Increase conversions



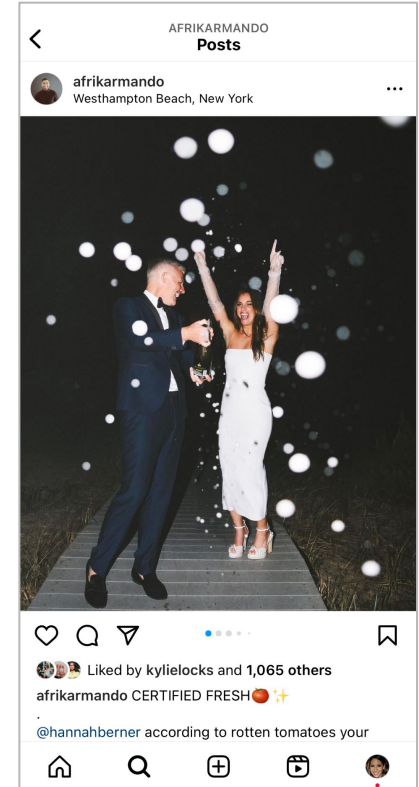
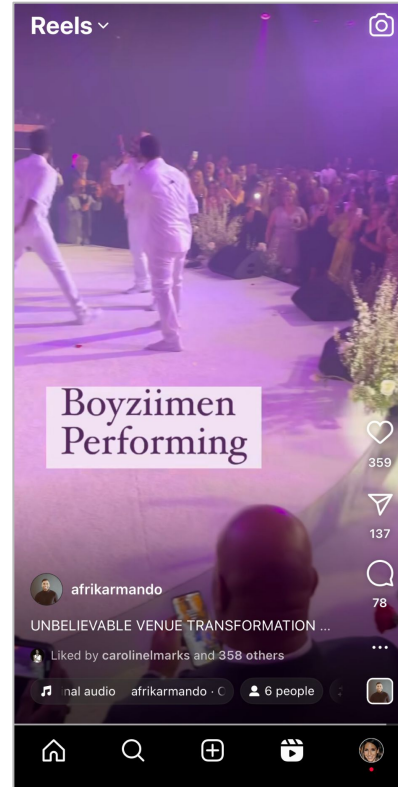
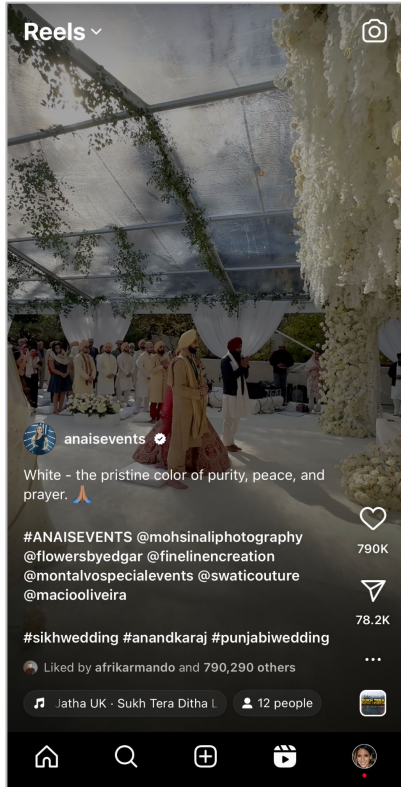
- Showcase your authentic brand to:
  - Reach a wider audience
  - Have a chance to go viral

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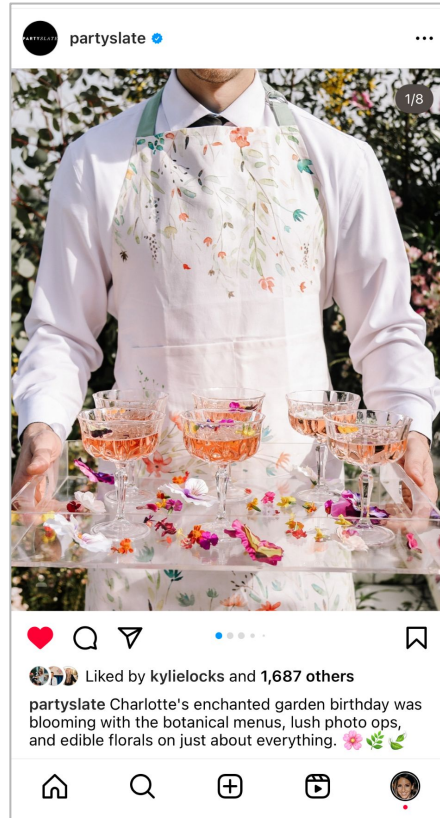
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# Think of Instagram as a highlight reel for your events business

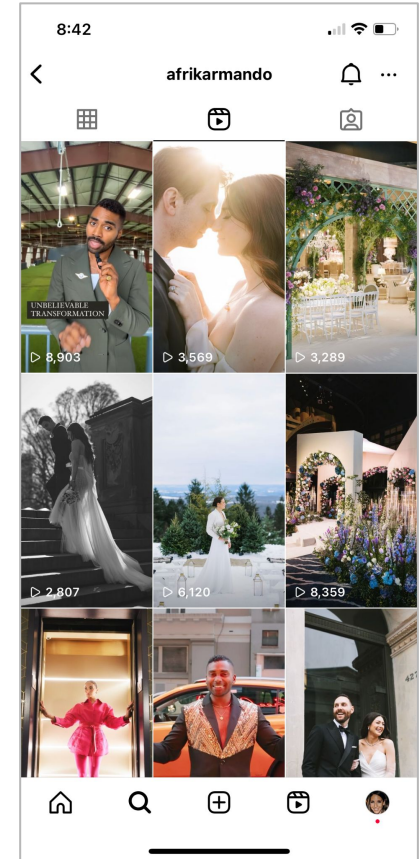
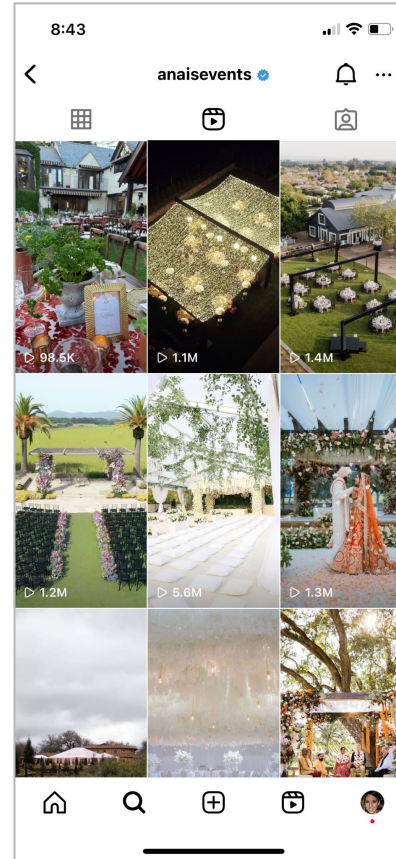


# PartySlate curates beautiful, unique content to attract target consumers on Instagram



# Basic tips to get started with Instagram

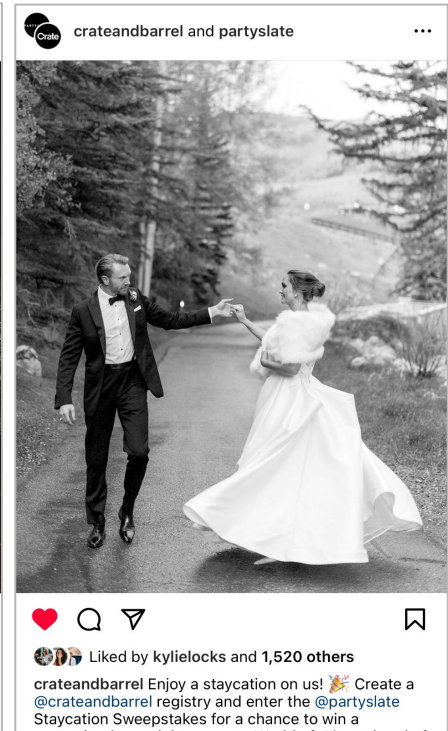
- Instagram reels
  - 2-3 per week
  - Partner with videographers or take iPhone footage
- Instagram feed
  - 3-4 posts per week
  - Stunning photos and videos
  - Can repurpose and post reels!
- Instagram Stories
  - 3-4 times per week
  - Site visits, day-in-the-life, link to website or PartySlate profile





# Basic tips to get started with Instagram

- Use a scheduling tool, like Later
- Include 5-7 hashtags in captions
- Reach new people with reels, but engage current audience with carousel posts
- Collaborate with and tag partners to boost reach
- Use Instagram analytics to see what's working



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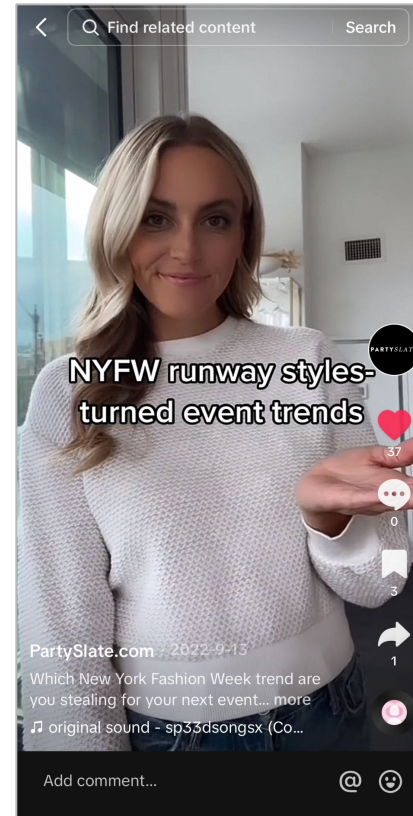
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# Many find success on TikTok by showcasing their authentic brand

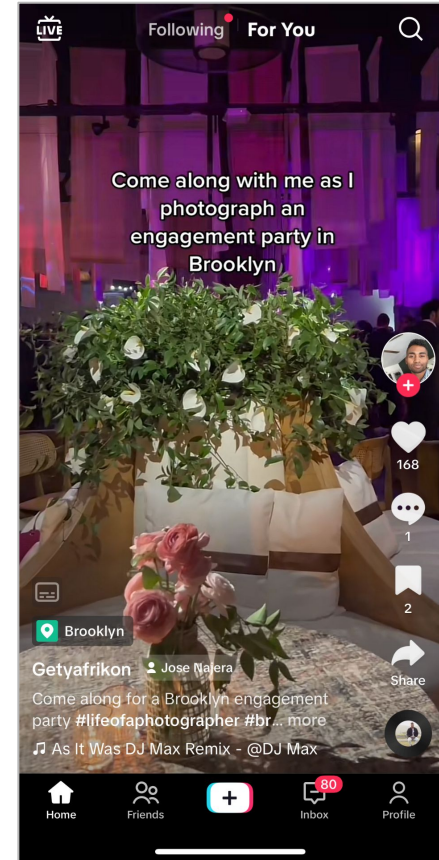


PartySlate showcases trends and unique event elements to reach a wider audience on TikTok



# Basic tips to get started with Tiktok

- Post 2-3 times per week, to start
- Include a hook in the first 3 seconds
- Show your face to build trust with users
- Include keywords to take advantage of search engine approach
- Test long-form (10 minutes) vs. short-form (15-90 seconds)
- Give in to the trends — they might pay off



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# Find what works for your business — and do more of that

- Test, test, and test more
- Showcase your authentic brand
- Engage your community through comments, tags, and polls
- Collaborate with partners on content and posts



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# Your Instagram + TikTok action plan

## 1. Identify your business goals

- To reach a bigger audience through frequent posts, invest more time into TikTok
- To tell a curated story and drive more traffic, invest more time into Instagram

## 2. Generate engaging and unique content for each channel

- Test all content formats on Instagram to reach new audiences
- Give TikTok users a behind-the-scenes look at your brand with personal videos
- Partner with other vendors on posts to maximize reach and exposure

## 3. Test and measure to find what works best

- Use Instagram analytics to understand post performance
- Post often on TikTok to see what resonates with users
- Generate more of the content that works, and less of what doesn't

# How we can help

- Review of your Instagram account
- Review of your TikTok account
- Create your PartySlate profile

\*Tune in for additional digital marketing education on SEO, ChatGPT & AI, and more!

