



# TikTok Course

A 5 Star Rated course from the  
Marketing experts

# TikTok Course

This 1 day TikTok Course gives you a practical understanding of how to build a brand presence, create authentic content, and measure performance on one of the world's most influential platforms.

## Introduction

This 1 day TikTok Marketing Course will help you to learn how to use TikTok strategically for business.

You'll learn how to create content that connects with your audience, track results with TikTok Analytics, and build your brand authentically.

By the end of the day, you'll know how to develop content strategies, analyse results, and confidently run campaigns that align with your marketing goals.

## Who would benefit from this course?

This TikTok training is ideal for marketing professionals, social media managers or

business owners who want to understand how TikTok can drive real results.

You do not need any prior experience with TikTok.

## Classroom & Online Courses

We offer this course as classroom based and as a live, interactive online course.

Our classroom courses are run as private courses held at our premises or at yours anywhere in the UK.

Our online courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

Great trainer, with an excellent subject knowledge.

Content was useful and relevant to job role. They tailored course to individuals needs & skill level.

Nicole  
Arvia Technology



# TikTok

## Course Outline

### Introduction to TikTok

- What makes TikTok different from other social apps
- How the algorithm works and why it matters
- Key trends and audience insights you need to know
- How TikTok fits into your wider marketing strategy

### Setting Up Your Business Profile

- Step-by-step account setup for businesses
- Crafting a bio, handle and links that convert
- Using TikTok's Business Suite and creator tools
- Keeping your visuals and tone on-brand

### Understanding Your Audience

- Identify your target audience on TikTok
- Learn what your followers actually want to see
- Use insights to shape your content themes
- Map your TikTok content to each stage of the customer journey

### Content Strategy

- Set clear goals and content pillars
- Balance trending and evergreen videos
- Create a content calendar that works for you
- Build loyal communities through engagement and collaboration
- Work with creators and influencers effectively

Continued on next page



5.0 ★★★★★

The social media course was very helpful,

Our instructor was very knowledgeable and I left equipped and with things to consider that I had never thought about before.

Tim  
Acts 29

For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



# TikTok

## Course Outline

### Advertising on TikTok

- Overview of TikTok Ads Manager and ad types
- Setting goals, budgets and targeting options
- Designing ad creative that feels native to TikTok
- Combining organic and paid content for best results
- Real brand examples and what made them work

### Measuring Success

- Key TikTok metrics explained simply
- How to use TikTok Analytics and Ads Manager data
- Building reports and dashboards that matter
- Turning insights into better creative and performance
- Setting realistic goals and tracking ROI

### Hands-On Workshop

Put everything into practice

- Build your own TikTok marketing plan
- Create content ideas and ad campaigns
- Get feedback from peers and refine your approach
- Leave with a ready-to-use action plan

To book please see next page



5.0 ★★★★★

I found the course really useful and it has made me excited to implement some great changes on our pages.

Thank you so much! Watch this space over the next couple of weeks!

Jonathan  
Neve Fleetwood

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## Why Choose M Training's TikTok Training Course

- Run by a highly experienced digital marketer and trainer with over 15 years experience marketing
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations: Your offices, Online & our training rooms
- Detailed course notes provided
- Lunch & refreshments provided\*
- Certificate of achievement

## Private and One-to-One Courses

Classroom one-to-one and private group courses are available from £690 or Online for £590 for a one day course (6 hours).

With private course the content can be tailored to suit your requirements. If the course outline doesn't list what you're looking for please get in touch.

## How To Book

**For more information or to book this course please get in touch on:**

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

I found the course really useful and it has made me excited to implement some great changes. Thank you so much!

**Jonathan Marr |  
Neve Fleetwood**

