**Avoid These TikTok Marketing Mistakes**

Marketing on TikTok can be very rewarding for you if you do it right. The platform already has over 500 million users and is growing all of the time. As a fairly new social media platform it is not saturated with marketers like the others are.

But there are many mistakes that you can make with TikTok marketing if you do not do your homework. While there are a lot of cases of brands using the platform successfully for their marketing, there are many more cases where marketers got it completely wrong. In this article we will discuss the marketing mistakes that you need to avoid with TikTok.

**1. Promoting the Wrong Products**

You need to understand that the TikTok platform has a particularly young audience. The majority of TikTok users are under the age of 30 and many of them are teenagers or in their early twenties.

They are only interested in products that suit their age group. If you try to promote products which are aimed at older people then you will fail. In time the platform may attract some older users but at the time of writing these are few and far between.

You need to work out if the TikTok platform is right for your business or not. If your target audience is Generation Z and younger Millennials then there is a good chance it will work for you. If you have a more mature audience then you should use another platform where these people hang out.

**2. Posting Boring Videos**

TikTok is all about fun and excitement. Nobody on the platform is going to be looking for presentation style videos and besides you only have 15 or 60 seconds to get your point across. The majority of TikTok users are going to want to participate on the platform and not just passively watch videos.

You need to plan your videos for TikTok. Take a look at the popular videos on the platform and work out why so many users like them. Are they funny? Do they encourage participation? Are they different? Put your creative hat on and think about how you can engage your audience.

**3. Trying to Sell to TikTok Users**

Nobody likes to be sold to. This applies to all social media platforms but particularly TikTok. You must avoid using pushy sales messages in your videos. This will not impress TikTok users and they will end up avoiding your content in the future.

There are other subtle ways that you can promote your products without being sales orientated. The trick is to engage your TikTok audience around your brand and products. Make a fun video with someone using your product in an entertaining way for example.

**4. Not using a Music Sound Track**

TikTok is an extension of the Musical.ly platform. The young people that use TikTok expect to hear background music with most of the videos that they watch. It is so easy to add a good music clip to your vides so make sure you do this every time.

**5. Not using the Special Effects**

There are a number of special effects available on TikTok. Users know this and expect videos to use at least some of them. You can make your video a lot more fun when you use effects such as speeding up and face filters.