

TIK TOK EDUCATIONAL MARKETING



AgriXPlainer

Description of the activity

Farmers around the world have turned to the popular social media app TikTok to **Educate** viewers about life on a farm, farming techniques, or general farming topics. They use funny videos to share important facts about agriculture, the TikTok audience has a growing trend of what life is like on a farm and has made many farmers go viral.

Easy operations to be replicated

Using hashtags, tagging certain accounts, and using popular sounds will allow your content to be more accessible to users unfamiliar with your content. That means that if you are posting your content and utilizing hashtags, it will reach new people who have no prior connection to your brand.

- Displaying agricultural job postings on TikTok can attract new people to the job. It's nice to understand what a future job would be like daily.
- Show and tell your audience how food affects consumers and that agricultural production practices protect them.
- Show how to make a delicious high-protein meal or snack with a time-lapse video highlighting your grain or meat.
- If you raise animals, show how you care for your animals, highlight how they are fed, or put music to a beautiful shot of your farm.
- If you grow grains, show how you reduce your use of herbicides and pesticides.

Expected outcomes

Purpose	Added value	Target Audience
Increase the knowledge of setting educational marketing content on TikTok and give education about life on the farm.	By creating compelling videos that highlight the quality and sustainability of your products, you can attract potential customers who appreciate farm-to-table freshness and support local growers.	All customers, but also a wider public can be the target audience of the TikTok Educational Marketing

Type of experts to be involved

- Videomakers
- Photographers
- Content Creator
- Social media manager (preferably with specialization on TikTok)

Requirements

Geographical requirements	Type of products	Legal requirements
The algorithm on TikTok works by batch. If your video performs well enough it will try a bigger batch of viewers. Each time refine the batch of the viewer using machine learning to find the viewers who want to see your video.	You can use TikTok to assist new customers or sell your products but also to make educational marketing. Adopt the TikTok platform to promote educational products like videos, thematic events, or any other content in a digital format	If you're a verified agricultural business that uses TikTok for content creation, it's good business practice to stay in touch with a lawyer so you can ensure compliance with your obligations.

Tips & tricks/successful case study

1. The key to success on TikTok is creativity and authenticity. Share your farming story, educate viewers about the benefits of your products, and show the behind-the-scenes of your operations to build trust and connection.
2. Engage with Trends: Participate in relevant trends and challenges to increase your visibility on the platform.

3. Use Hashtags Wisely: Incorporate popular and niche hashtags to improve discoverability.
4. Collaborate with Influencers: Partner with influencers who align with your brand values to reach a wider audience.
5. [See here an example of regularly reviews different pieces of machinery from around the farm giving manufacturers an authentic opinion of the equipment farmers use](#)

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