DMANC
The Direct Marketing Association of Northern California

CERTIFICATION WORKSHOP

The Direct Marketing Association of Northern California

TikTok Social Media Masterclass 2 Module Series

Module 1: Understanding your audience and then Creating the Right Content





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About Us

CERTIFICATION WORKSHOP

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,500 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
  - AI for Digital Marketing
  - SEO
  - Google Ads
  - Google Analytics 4.0/Looker Studio
  - Email Marketing
  - Social Media (Organic and Paid Advertising)
  - Content Marketing
  - Podcasting and YouTube Marketing
  - Influencer Marketing
  - Copywriting
  - Video Production for Social Media
  - B2B Product Marketing and Account Based Marketing (ABM)
  - Sustainable Marketing



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Become a Certified Digital Marketer

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- Become a Certified Digital Marketer by completing any eight masterclass modules within two years.
- Take masterclasses live online or recorded, or a hybrid of both.
- You decide the classes you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for their website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the masterclasses as you'd like.





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https://dmanc.org/certification/

Become a Certified Sustainable Marketer (CSM)

CERTIFICATION WORKSHOP

- Earn a Certified Sustainable Marketer (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- This Certificate also qualifies as 3 classes toward the Certified Digital Marketer (CDM) program.





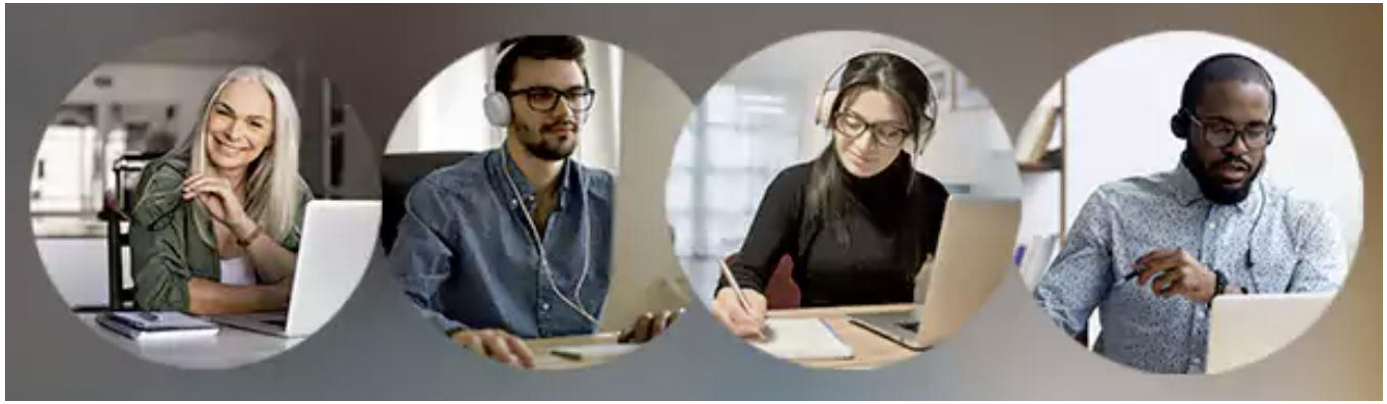
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After this Class

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- The video recording of this workshop will be sent the day following each module.
- It will be sent from the email no-reply@zoom.us.
- If you don't receive it, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you still don't receive it, please fill out the Contact Us form at DMAnc.org and we'll be sure to get it to you some other way.

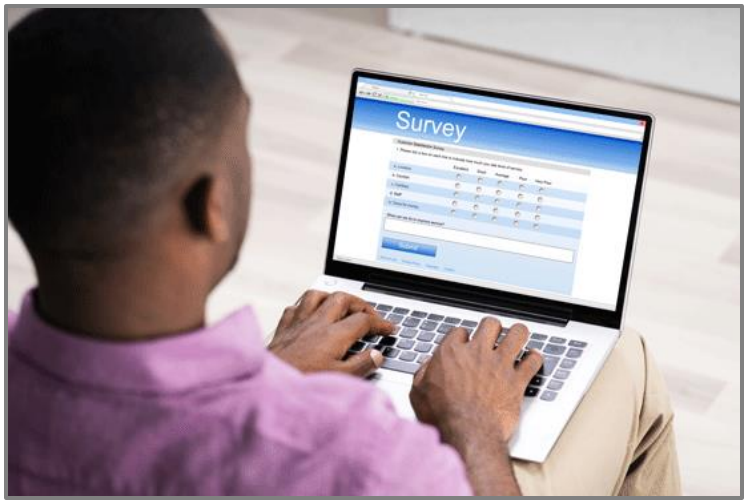


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We want Your Feedback

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- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a $10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders use the DMAnc.org Contact Form.







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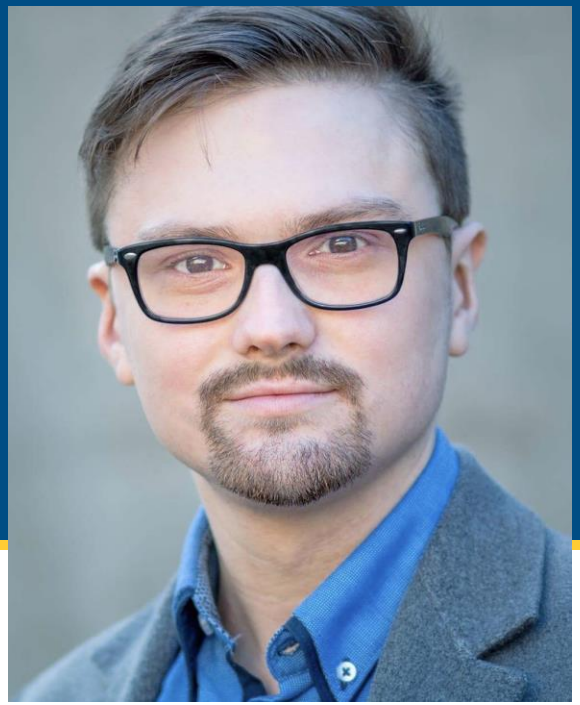
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TikTok Social Media Masterclass, 2 Module Series

Module 1: Understanding your audience and then Creating the Right Content



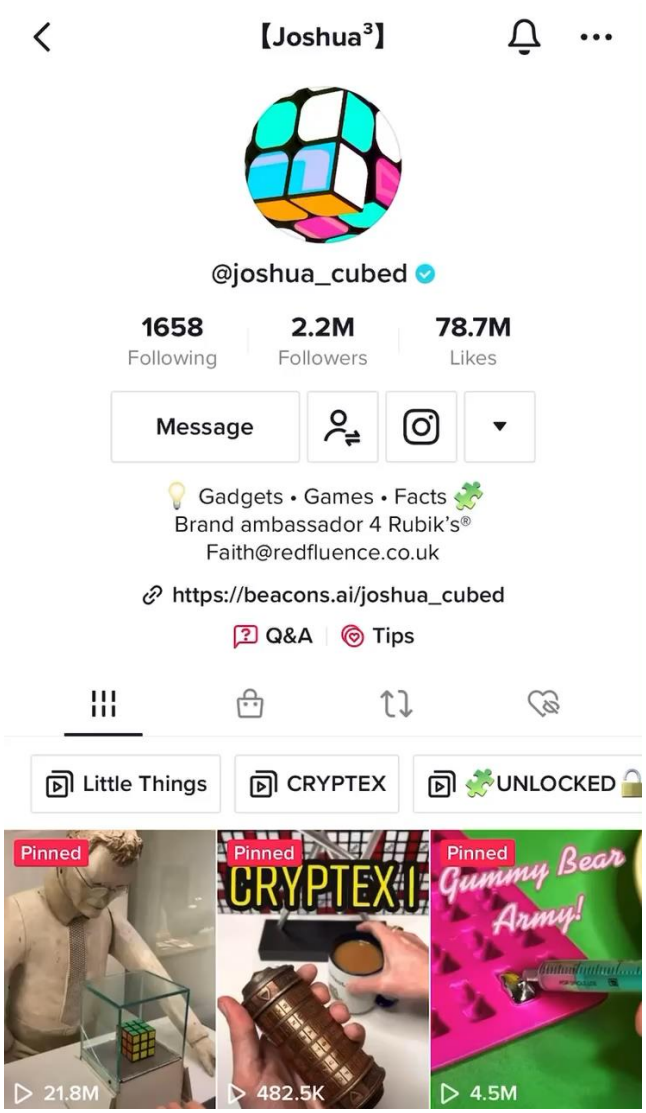
Presented By Joshua Morris

- Short form content creator & specialist
- ☑ Influencer
- Social stratergy & Brand Ambassador at Rubik's™

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WHO AM I?

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- Education: 1st Class BA Hons from the Royal Birmingham Conservatoire – Acting
- Influencer: TikTok: 2.3M
  Instagram: 162k
- 10 – 30 Million monthly views
- Lecturer at the 'British Film Institute' (socials workshops)
- Rubik's – TT growth from 120k to over 400k since 2018. Personal IP rights.

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What will we cover?



The Power and Profile

- The TikTok revolution and how its changed the game
- The terrifying…. ‘algorithm’
- Profile pages - some brands currently thriving on TikTok
- Crafting your brands profile to get the follow

Organic content creation

- The need for Hooks and pattern interruption
- Giving Value by putting the audience first
- Content threads and what to prioritise
- Narratives – scripting/storyboarding
- The edit – quality assurance and posting
- Using TikTok for inspiration and finding trending themes

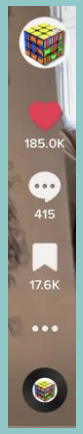
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The TIKTOK Revolution…

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What did TikTok change?

Full screen vertical content + icons

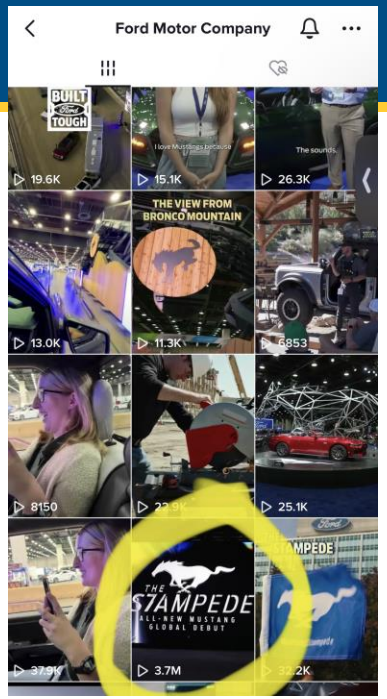


In app editing software

25% higher 6s watch rate

Less consistency of views….





….but more chances of virality.

The TikTok clock runs slow!

Addictive Algorithm storyboarding - stepping away from *social* towards *entertainment*…
'JUST ONE MORE SCROLL'

Restructured the monetisation of advertising on socials.

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The Reluctant change

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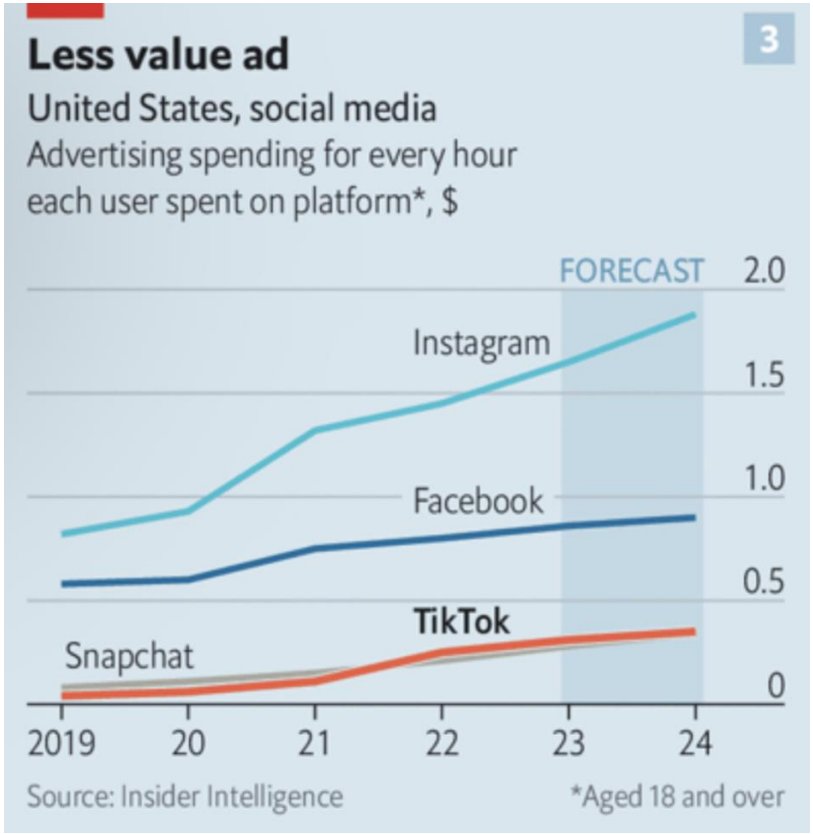
- TikTok monetises at a rate of $0.31 for every hour a typical user is on the app.
- Instagram above $1.50/hr

Tiktok	Instagram
$67	$200

*yearly profit per user (US)
'insider intelligence'

- Instagram 'Reels' only set to profit end of 23

…TikTok's current plan to not over advertise has yielded mass popularity…



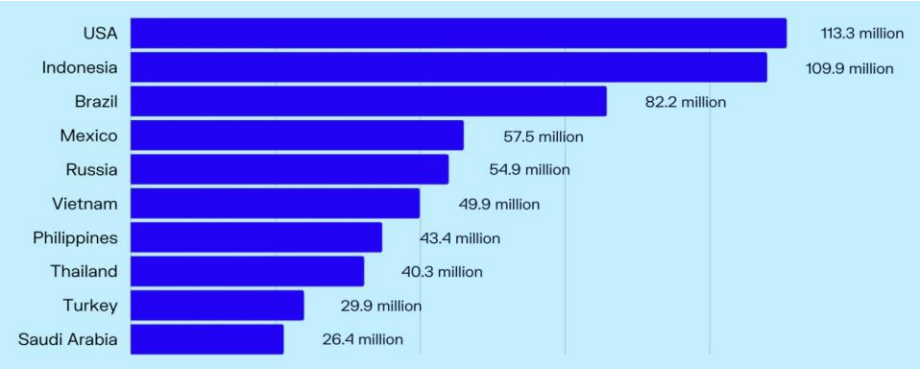
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World Data

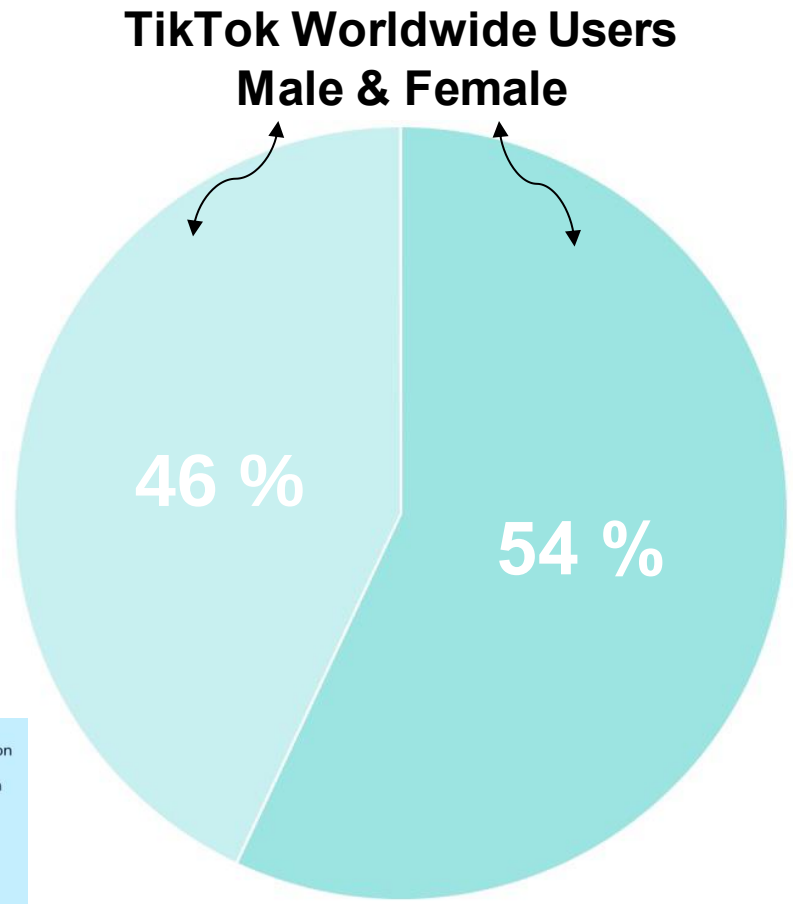
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Social Media	MUA (billion)	/day
Facebook	2.95	33 min
YouTube	2.54	29 min
Instagram	2.00	30min
TikTok	1.05	46 min
Snapchat	0.50	31min
Twitter	0.40	31min

Source: Statista



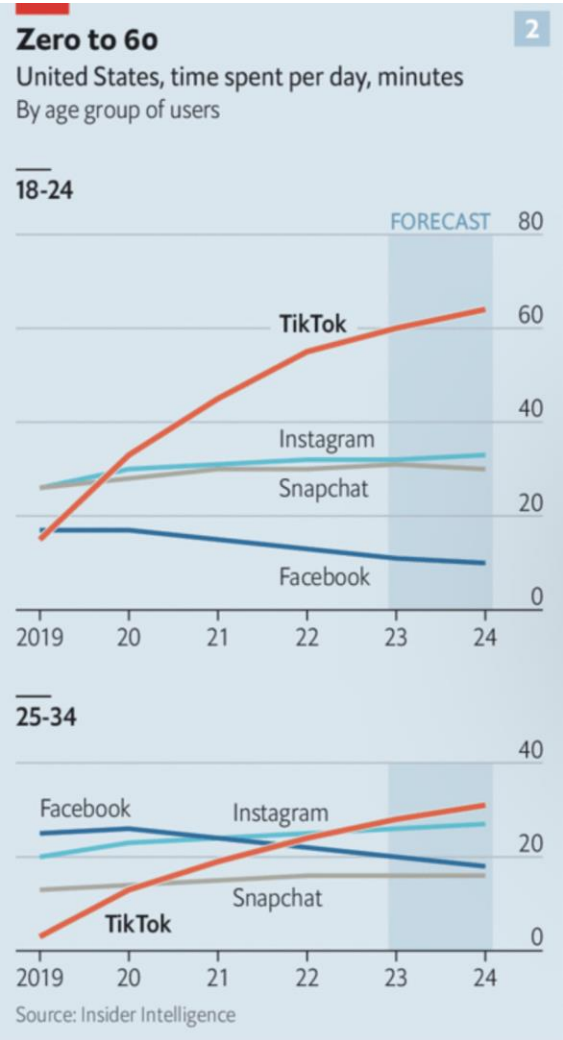
Source: DataReportal



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USA data

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Age group	% of TikTok users us
13-19	25%
20-29	22%
30-39	21%
40-49	20%
50+	11%

27-58

- 'Millennial' and 'Gen X' – Make up well over half of the TikTok market and are the most profitable.

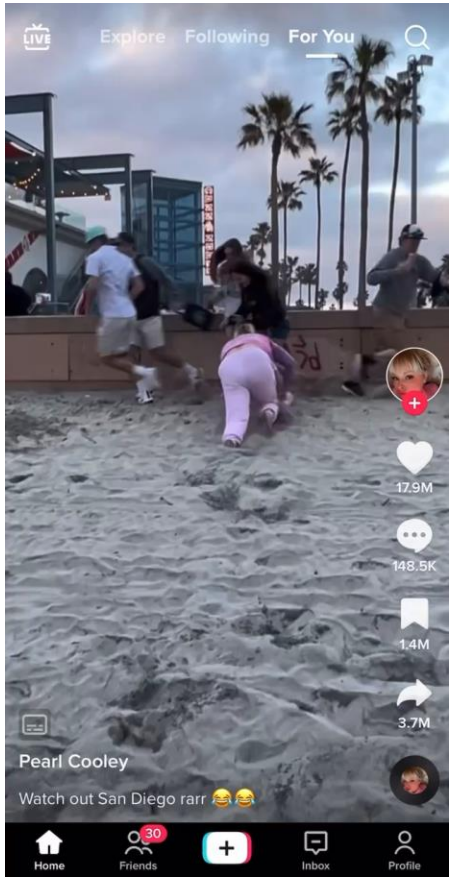
11-26

- Gen Z – TikTok has overtaken 33.3M-instagram vs 33.7M-TikTok

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The Algorithm: FYP Rules supreme

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The constantly changing Alg storyboards around 6 videos in advance, deciding what is most likely to interest the viewer. Intersplicing different styles while collecting data.

You will repeatedly see an account you engage with until you choose to follow. After this it will no longer (rarely) show you that account organically.

When you post:

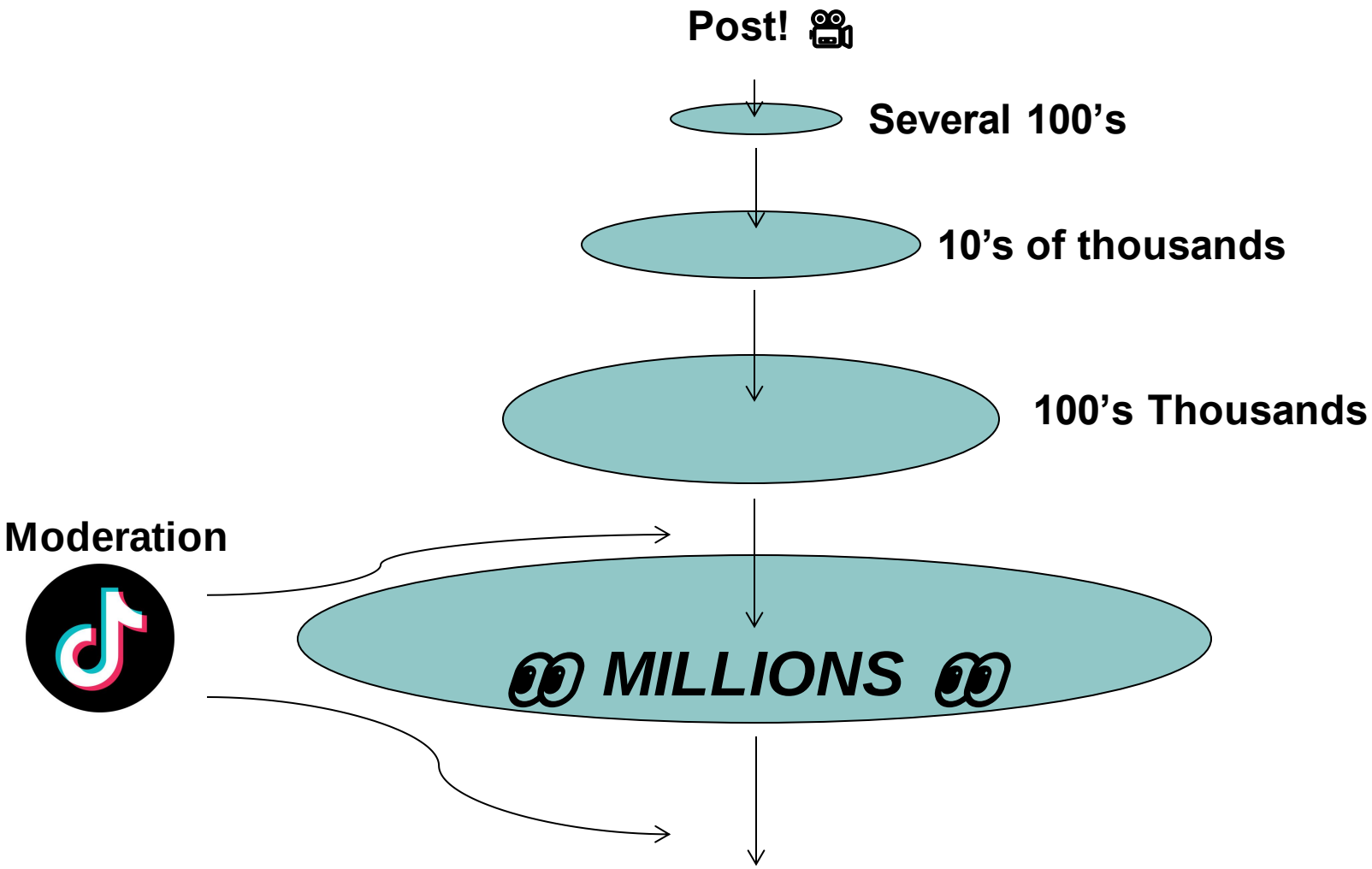
- Measures your video strength via engagement.
  - ✓ Completion
  - ✓ Comments
  - ✓ Shares
  - ✓ Likes
  - ✓ Rewatches

  } Optimise
- Confirms subject matter via automated scripting
- Audio
- Caption keywords and Hashtags
- Use of new or popular features (filters/polls etc…)

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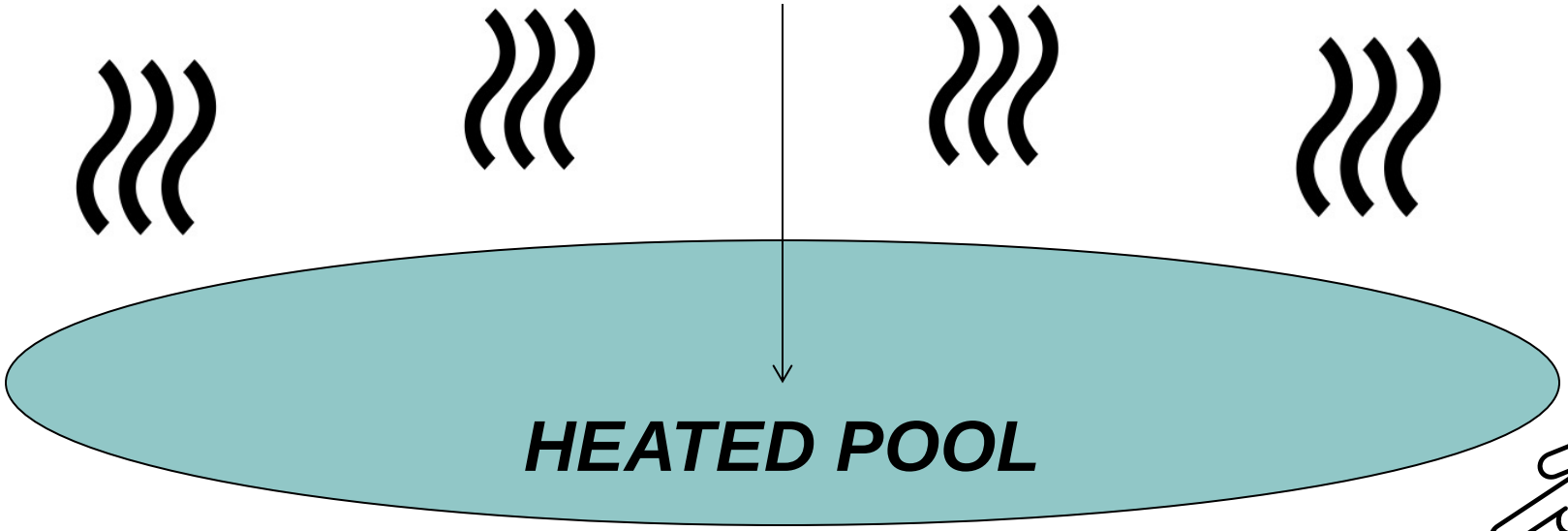
Will your post get seen?

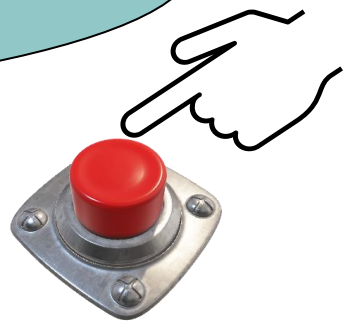
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Heating





- TikTok isn't fair
- 1-2% of FYP posts have been heated
- These posts are not selected 'for you' but instead to push a TikTok agenda
- New accounts heated - 1 in your first 12 or so post is automatically heated to encourage further use of the platform

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The Truth…..for now

TikTok's main use is:

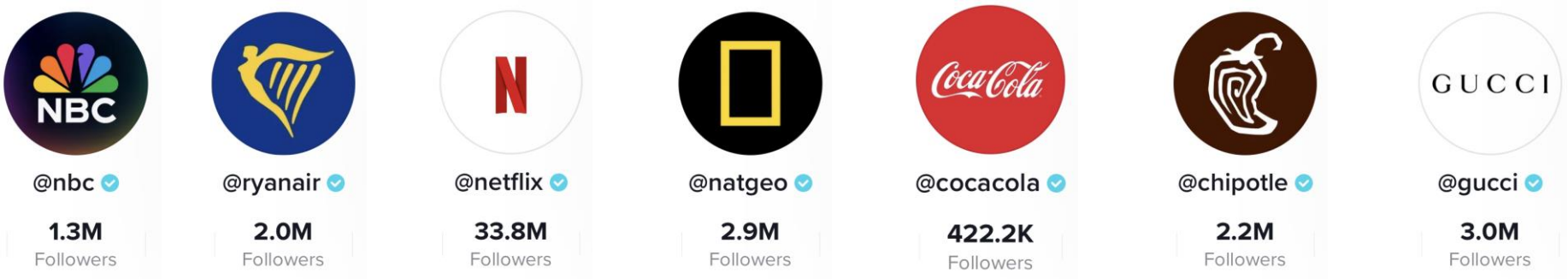
BRAND AWARENESS

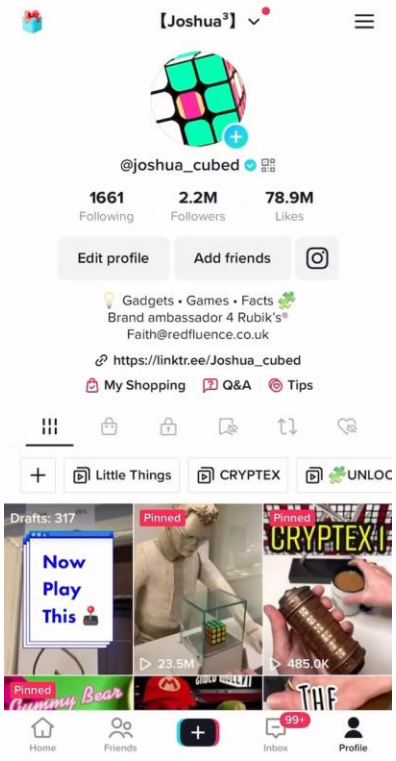
- Compared to other platforms small accounts are on a fairer playing field with larger ones, and good content will win.
- In 5 years this level of free exposure will be saturated and costly.
- Virality WILL occur with consistency bringing followers and sales.

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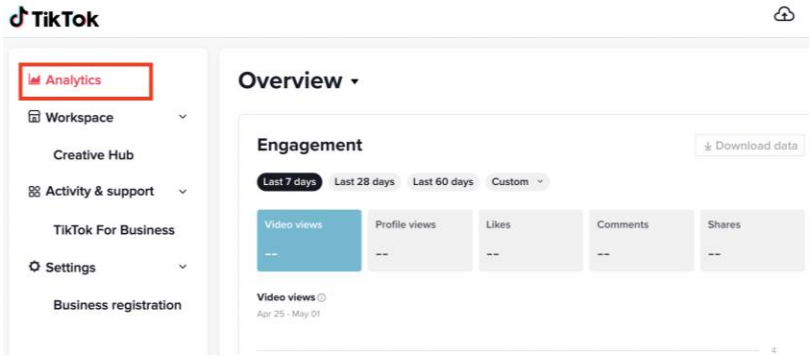
Being a Brand on TikTok

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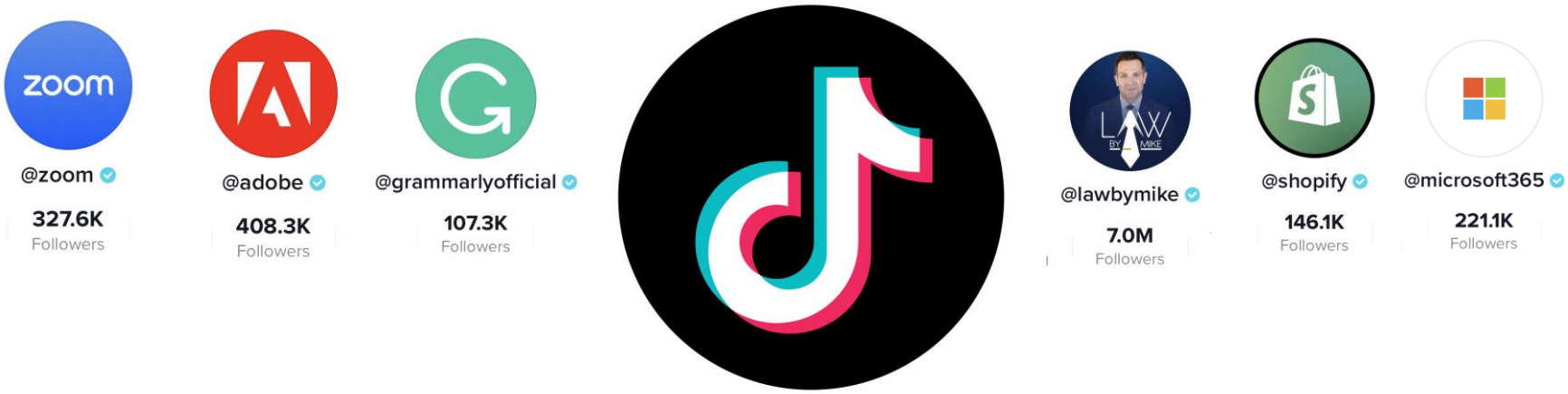
- Commercial library of sounds only 1M+ sounds
- No need to state 'AD' on posts
- TikTok shop partner
- Website in bio
- Scheduling for posts 10 days in advance



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Is there a B2B market on TikTok?

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Underestimated as a future market as more demographics that make B2B decisions become permanent users.

Most B2B's use TikTok as a LEARNING TOOL to support what they already deliver because they need to deliver VALUE to get ENGAGEMENT. This boasts the capabilities, simplicity, competence and HUMAN TOUCH of the services/product provided

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Your Branded Profile

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- Connect Instagram &Youtube
- Direct Message option (most opt not to)

- Web Link to your business site
- NB: Amazon links can be troublesome so double check.
- Flexible – Change to direct product page if a post is gaining traction.




Change photo


Change video

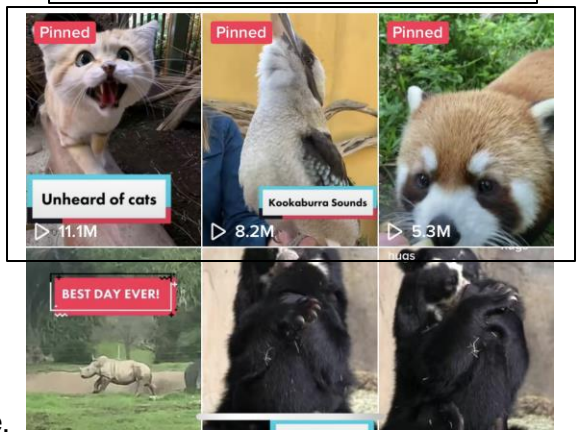
- 80 Characters Bio
- Bullet point your VALUE (why follow)
- On brand Joke – (HUMAN TOUCH)

Q&A

- Q&A allows people to ask Q's that can help you generate content ideas
- Link a charity

Pinned

- 3 Posts that remain at the top of your feed
- They should
  - ✓ Represent your brand very well
  - ✓ Typical content VALUE you offer
  - ✓ Have high views (at least 1)
- Varied styles. I suggest:
  - ✓ Educational with your service
  - ✓ Entertain in classic TikTok style (organic high view one)
  - ✓ Have a person direct address to camera welcoming them to your page.

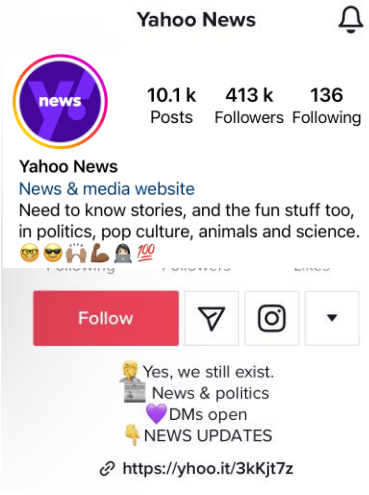


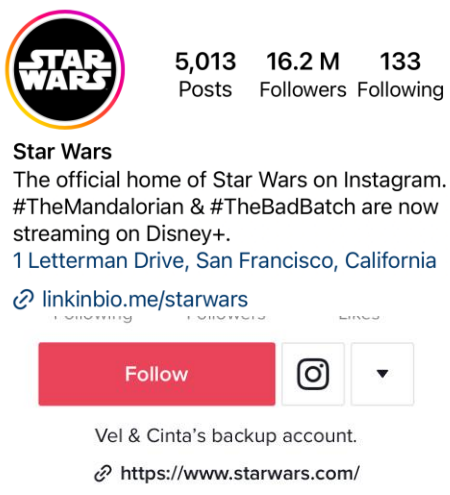
- PLAYLISTS are the best way to organize previous content for the user.
- Separate the VALUE you offer into your threads
- Services of your brands clearly labelled

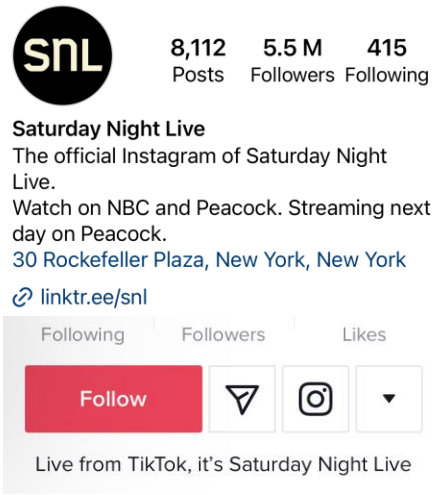
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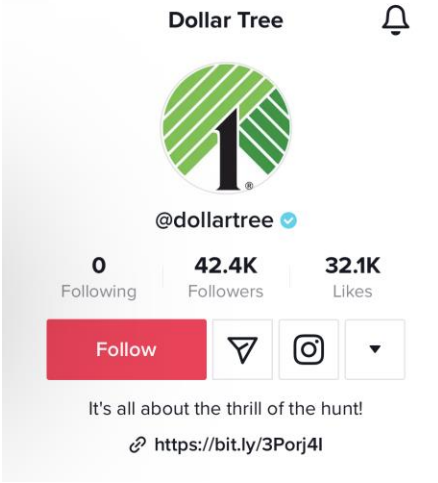
Show character in 80 characters

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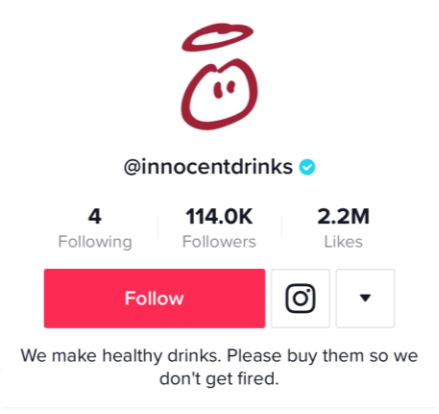




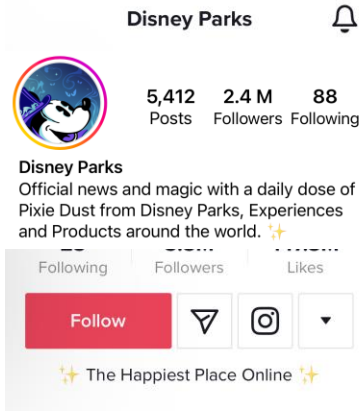












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The need to be ‘REAL’

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Trusted for business $$$

Reduces impersonations

Comments get attention



Can help gain followers early ‘Ahead of the crowd’

Used to check legitimacy of business when the brand is encountered IRL

How to get verified on TikTok

To request verification of your TikTok account:

1. In the TikTok app, tap **Profile** at the bottom.

2. Tap the **Menu** button at the top.

3. Tap **Settings and privacy**.

4. Tap **Manage account**, then tap **Verification**.
   - If you're registered as a Business Account, then you can only apply for Business Verification.
   - If you're registered as a Personal Account, then you can apply for Personal and Institutional Verifications.

5. Follow the steps in the app to submit a verification request.

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The need to be 'REAL'

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Trusted for business $$$

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Comments get attention



Can help gain followers early 'Ahead of the crowd'

Used to check legitimacy of business when the brand is encountered IRL

https://www.tiktok.com/legal/report/verification?lang=en

- Email +Username
- Short message option
  - You are a known established company
  - You aim to use TT's promotional services
  - Describe copy accounts (if any)
  - URL's of ant other ☑
  - Needs to read like you expect it.
- Attachments - Obvious proof of establishment.
  - News articles
  - Wiki Page
  - Any celeb endorsements/connection
  - ANYTHING that proves popularity in society!

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Organic content creation

/ɔːˈganɪk kɔnˈtɛnt/

~ Refers to free content such as posts, photos, video, memes, Stories, etc…. that all users, including businesses and brands, share with each other on their feeds.

- ✓ Must be effective without context
- ✓ Tell stories
- ✓ Feel Human
- ✓ First few seconds are everything!
- ✓ Offers value to the viewer

Entertainment **Edutainment** **Education**

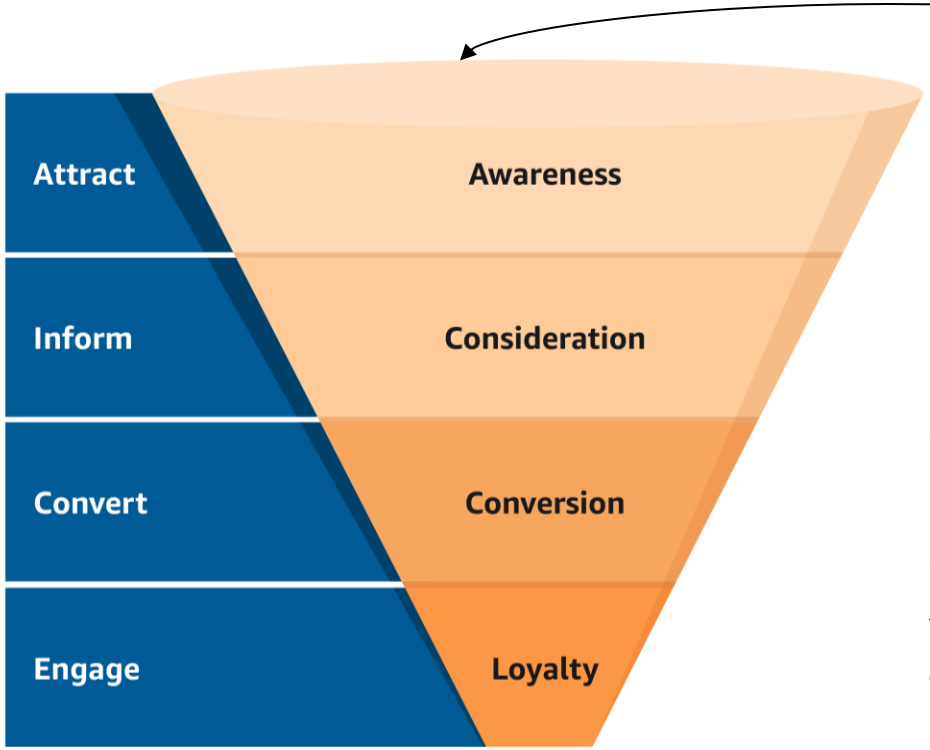


+TRULY INSPIRE

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"In the era of cookieless world, ad blockers, and free subscriptions there is no place for lazy marketing."

Nestle's Global CMO, Aude Gandon



TikTok lies at the start of your customers journey and the top of your marketing funnel. At this point we gift them value and earn their trust.

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First few seconds =

Scrolling becomes habitual. A video must break this cycle and invite them to watch.



BREAKING NEWS:

HOOKS ARE THE NEW HEADLINE!!

- *A simple phrase behavior or action with the aim of engaging curiosity to hold attention.*

Examples:

"3 things that will speed up your spring cleaning"

"If you struggle with (incert relatable issue) – I have the solution"

"You are wearing your hair all wrong"

"I wish I knew this sooner…"

Hook exercise :

- What is the VALUE the viewer will receive? (in as few words as possible)
- Reframe with invitation
- Reframe with Question
- Try to say any of the above without words.

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'To Hook or not to Hook that is the question"



- Quick movement, jarring edits or just a lot of action on screen will stop the scroll – this is **Pattern Interruption**

A way to alter a person's mental, emotional, or behavioral state to break their typical habits - an unexpected act that jolts them into another state of mind.



- Super short posts where the value begins immediately wouldn't require a hook (under 12 seconds)
- Unpack principle can act as a hook
- Some trends can make you wait for a reveal and the hook is the recognisable traits of that trend

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How long should a tiktok be?

How long does the algorithm currently prefer?



The message from TikTok currently is - LONG. 1.03min+ (possibly competition is less with the creativity program)

Ads – If there is a CALL TO ACTION, the shorter the better to increase viewers who reach it.

Quality > Everything else… REMEMBER a millennial's attention span has been averaged at about 12 seconds.

Experiment with longer posts and asses with analytics later. TikTok will always need snappy short posts so get used to delivering them.



- **Trends**
- **Storytelling**
- **Connect**
- **Collaborate**
- **Humans @ work**
- **How can we help**
- **IRL**

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Trends

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Repeated fashionable post, often short using a sound that has gone viral.

- If you are early to a trend these can work well. Week 2 is too late.
- Trending:
  - Sounds
  - Filters/features
  - Challenges (This has lost popularity and power)
- A trend must be made brand heavy and individual to your niche. Trends only excel if you are able to add variation somehow and offer quick often meme like entertainment.
- ⚠ Trends have a tendency to appear outside of your niche to just anyone's FYP. This specific thread you won't be repeating - any followers gained won't be very useful going forward.

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Colab

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Repurposing UGC to your branded page

- Choose content that features or connects to your brand and ask for permission to post.
- Don't offer money - be nice!
- Some will use this as an opportunity to make money – just let it go and use that video as inspiration.
- Ask for organic usage rights in writing.
- If they agree get a hard copy. Often they have filmed within app - use download website to grab the content without watermarks such as: https://ssstik.io/en
- 'Collaboration posts' on Instagram are currently gaining traction.

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Using inbuilt features that puts the social in a fairly unsocial App like TikTok.

Generate easy content and get ideas. Bring a very personal touch to your viewers who now have found a place to directly engage with your brand.

- Reply/Q&A: Reply to a question in a post. The comment will remain on screen as a visual hook you don't even need to read it out. This also adds automatic value and purpose to the post.
- Stitch: Take the most exciting few seconds of UGC to act as a hook which you can respond on the topic. These are often good trends for brands.
- Duet: Appear side by side with UGC in your niche and simply watch or react from your seat. This shows your brand's support for their message and is VERY effective as you can select tried and tested content.

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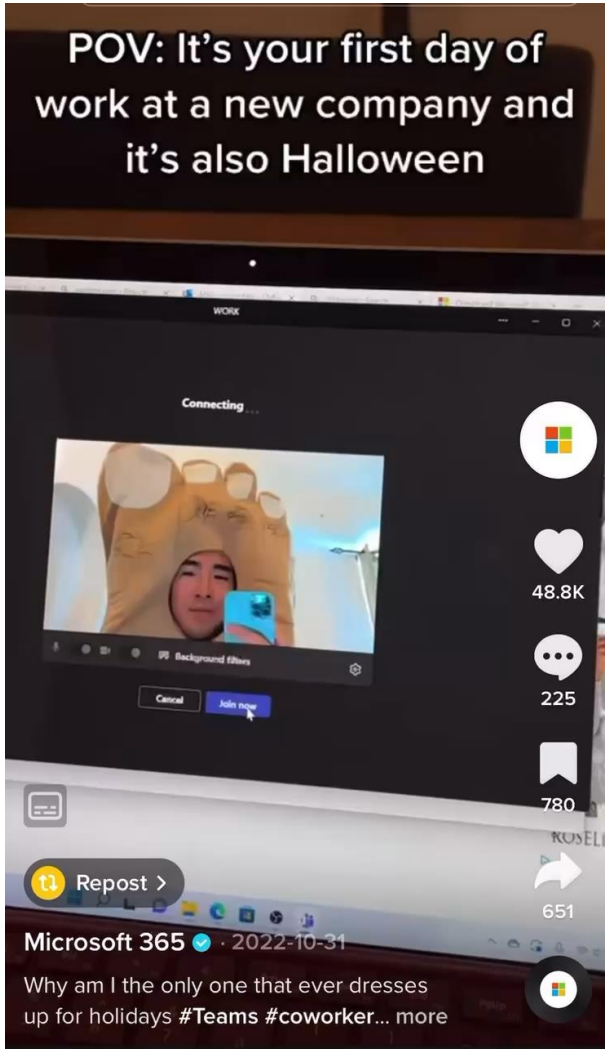
<u>Show your brand's history & mission</u> – How you do aim to change the world tell your story!

- Standard story arc of beginning, middle, & end.
- Very human and relatable.
- Spoken or visual.
- Investigative/ journalistic
  "we wanted to find out what the nations fav flavor of cookie was"
- Inspirational content: Your struggle to build your business and how your product has helped people's lives.
- The Hook is in the past tense without giving away the conclusion.

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Humans @ work

CERTIFICATION WORKSHOP



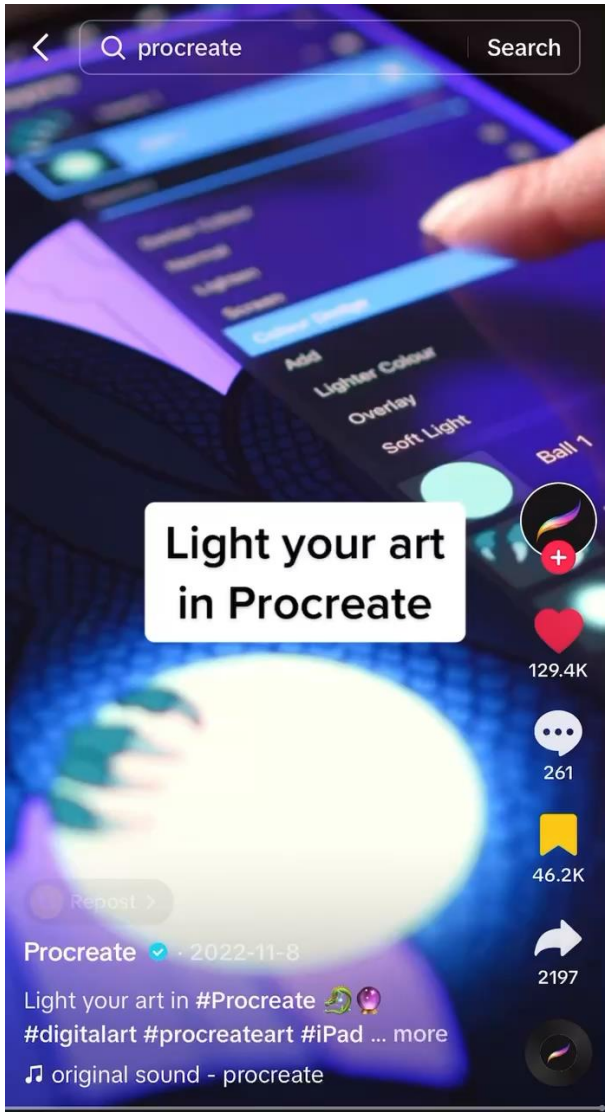
A glimpse behind the corporate curtain. A modern audience trusts a brand more when seeing the people making it run.

- Office jokes will connect well with millennial professionals.
- Office trends surface often. 'What everyone wears on Halloween' or 'Hiding the milk from Jim for 5 days'
- If someone loves your brand they will want to see that branding in action. E.G. at Rubiks we had our logo constructed in a mosaic style out of 1000 cubes.
- The value here is generally to entertain.

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How can we ~~sell~~ help?

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This is the place to niche down and educate your viewers.

- Show how your product or service can help improve and simplify the viewer's life.
- Identify common issues and empathize with them.
- 'Connect' works well (comments & stitches)
- Educate around your field to encourage follows.
  - E.g. A lawyer may use this style to tell the viewer their rights when caught speeding.
- Make description SEO friendly 'How to make a good presentation for Americans' ☺
- 📌 Pin the most relatable at the top of your profile

⚠ Huge potential to gain followers – should be a significant proportion of your content

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Go out into the world and include people!

- Set them challenges
- Acts of kindness
- Interview them about using your product

Alternately post something that really happened that requires little context.

- Content needs almost no edit – just start at the most captivating moment.
- Feels unplanned adding the realism which thrives in short form socials.
- If something just happened look around to see if someone caught it!
- Film anything that has jeopardy or heightened energy.



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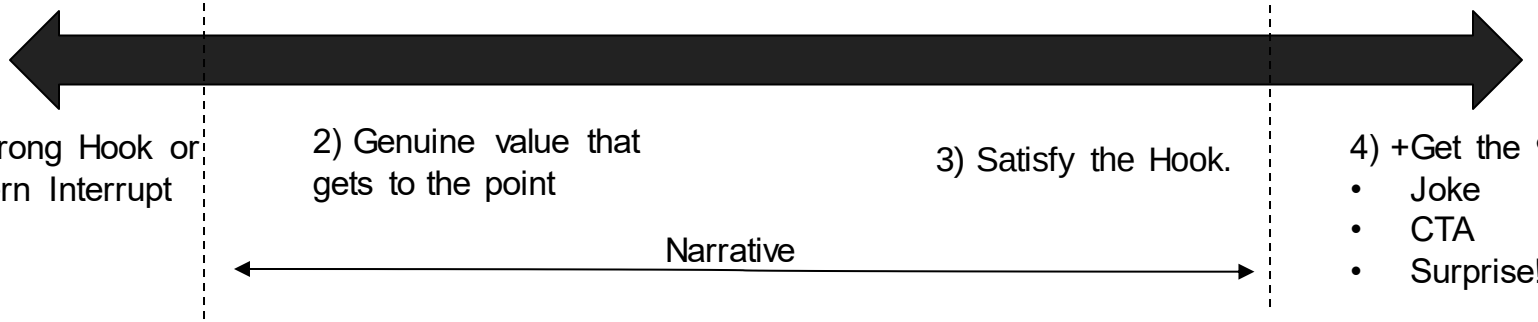
Storyboarding and scripting

CERTIFICATION WORKSHOP



A linear narrative should be planned before filming! – Time is precious once the camera is out.





NOTE: 4) which encourages engagement is an optional feature.

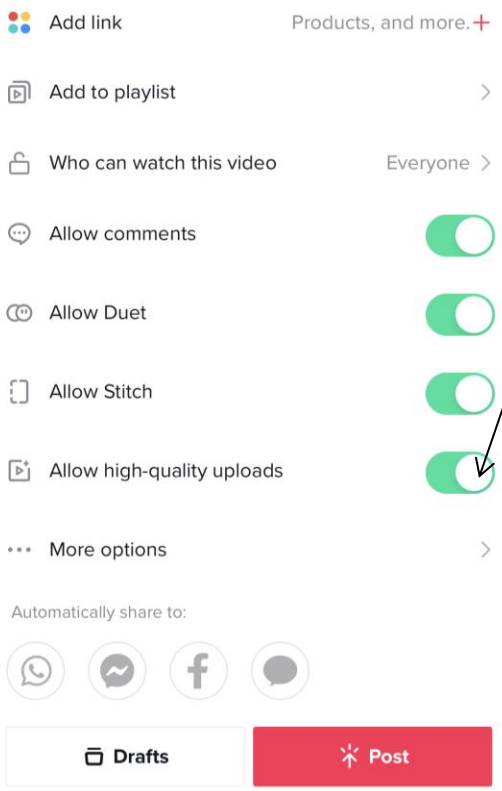
Without a script or storyboard one of these points always ends up weaker. I am guilty of working so hard on the hook that the post may peter out.

If you are passing that script on to another to produce, remind them not to blindly follow it but instead challenge them to adapt it.

PRODUCT NARRATIVE:
Human story, problem or need. >Turning point of story 'I found the product' >Teach 'I use it like this' > CTA

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A modern in-touch brand delivers clean quality imagery

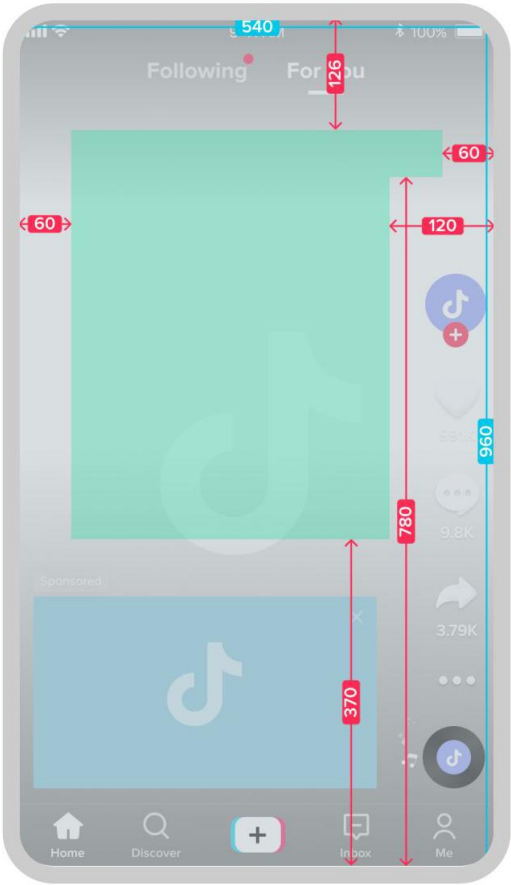


TikTok is 9:16 – Filming with a Cell phone is fine! Both Reels and TT with auto shrink your content to 1080p.

- ✓ Film in 1080p at 30fps outside of app
- ✓ Before post – toggle on high Q upload

⚠ Make sure no text can be obscured by any on screen icons

Notice that if text is fine on your phone they will often still be obscured on others. These apps scale slightly differently for different models of cell. The Safety zone is therefore fairly small.

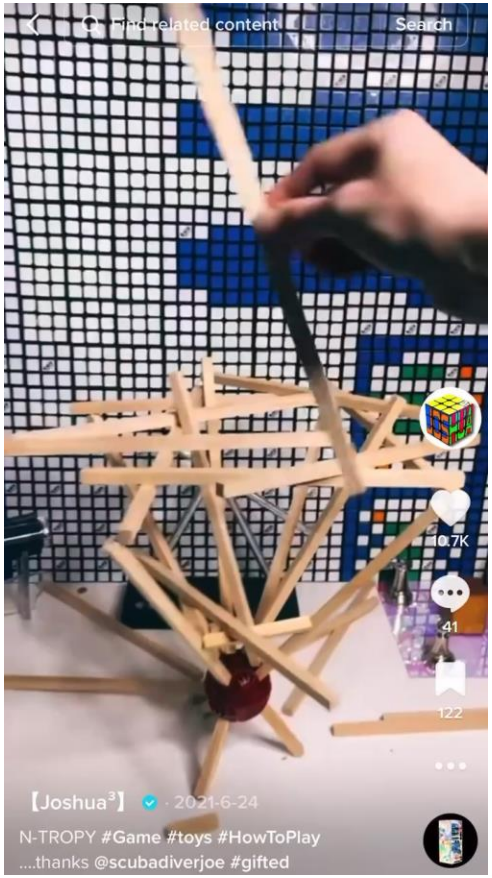


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The Edit

CERTIFICATION WORKSHOP

Feel free to edit wherever you are comfortable.
Editing within CapCut has become very common - Owned by ByteDance



Unpack Principle –
Placing the most visually interesting content at the start and building back up to it.

Editing for short form

- Keep pace and energy up
- Remove some breaths and fluff words –'Ums/ahhs'
- Direct address – keep eyes at same level
- L cuts and J cuts
- Overlay stickers and GIF's
- Add sounds to movements or arrivals on screen 'ding!"
- Jump cuts every 2 or 3 seconds
- Simple zoom in or out at the start of most clips
- Transitions with sounds (to enhance not distract)
- Animated captions. One or two words at a time
- Personality punches (1sec). – human expression or meme
- Music (in app) should enhance the overall feeling your are trying to convey – make them emote!

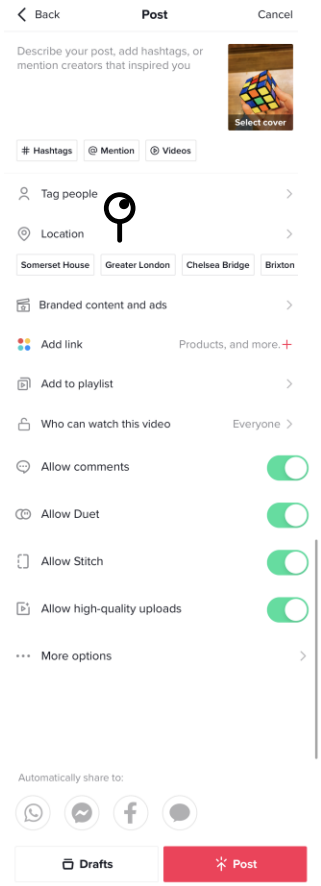
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Before you POST



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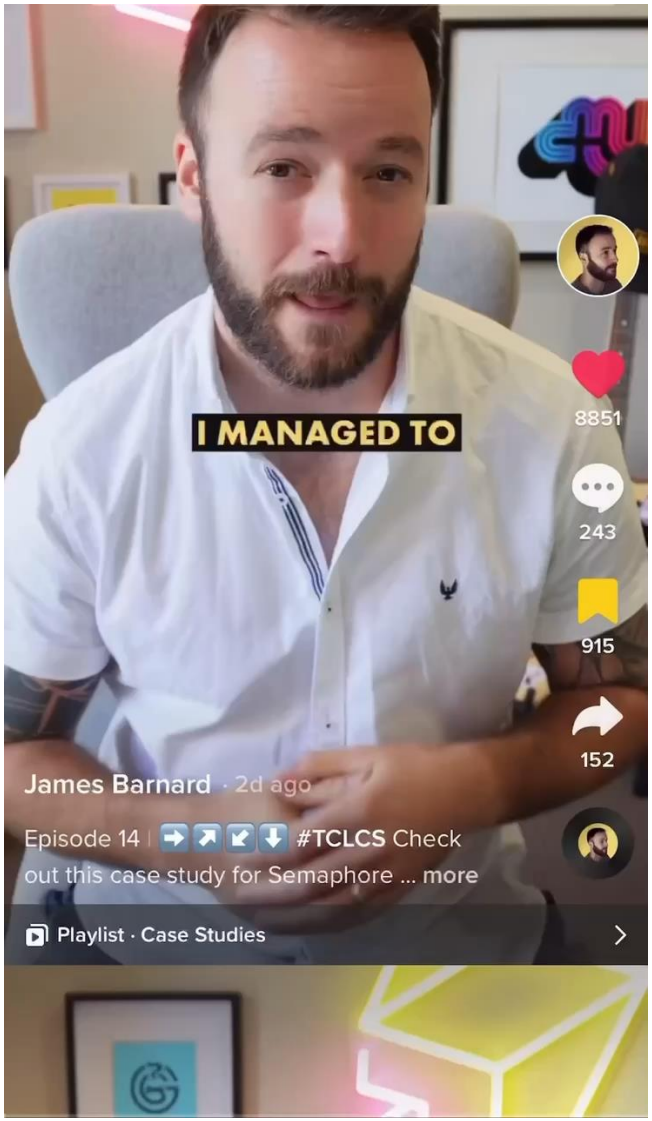
- ✓ Does The post catch attention then offer VALUE?
- ✓ Is the audio usable as a brand?
- ✓ Is it to loud/quiet? (overpowering voice?)
- ✓ Are you happy with any on screen text?
- ✓ Is that text readable and in the SAFETY ZONE
- ✓ Have you chosen a good thumbnail and added text?
- ✓ Is your video description accurate? (Including keywords)
- ✓ Are your few #'s relevant and 'active'
- ✓ Have you added it to a playlist? – only if relevant
- ✓ Have you toggled on: Comments, Duet, Stitch & HQ uploads?
- ✓ Have you Tagged everyone required?
- ✓ Do you need to mark this as 'Adult'? If so toggle 'Audience controls' in the more options area.
- ✓ Do you have captions? If not toggle on 'Auto-generated Captions"
- ✓ Would this video offend your boss? Does it overly embarrass your brand?



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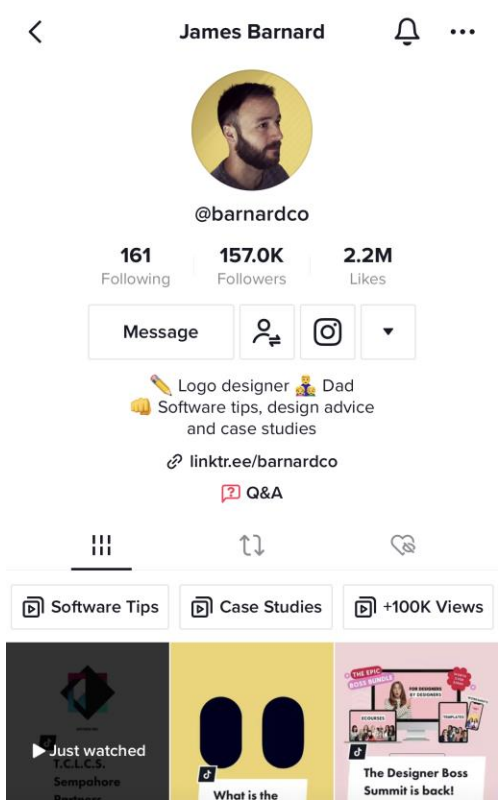
Case study @Barnardco B2B

CERTIFICATION WORKSHOP



A British Logo designer who's business has flourished since early 2021

- Tells a story
- Great hook 'holy grail of logo design'
- Reminds us this is a series
- Pattern interruptions everywhere
- GAMIFY (Logo 1 or 2?)
- Proof of business legitimacy
- Humans @ Work – behind the curtain of his creative process
- Personality punches
- CTA that sounds honest and thankful
- I recognise the logos in the background as his previous case studies.



This man EDUCATES within a niche – ENTERTAINING along the NARRATIVE. And his positivity is incredibly INSPIRING.

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Be Strategic

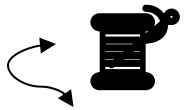
What does TikTok want from us!!!!!???

TikTok trains the creator to repeat what works to maximize their delivery of solid reliable content.

The curse of virality!

☺ - Because it offers us a chance of high views when you need them
☹ - Because it puts us in a box and wont let us do anything else.

How can we utilize this?



Train the algorithm to expect your best threads of content every couple of weeks to a month. Continue to experiment with everything else and clearly distinguish how that content is different and unique from the rest.

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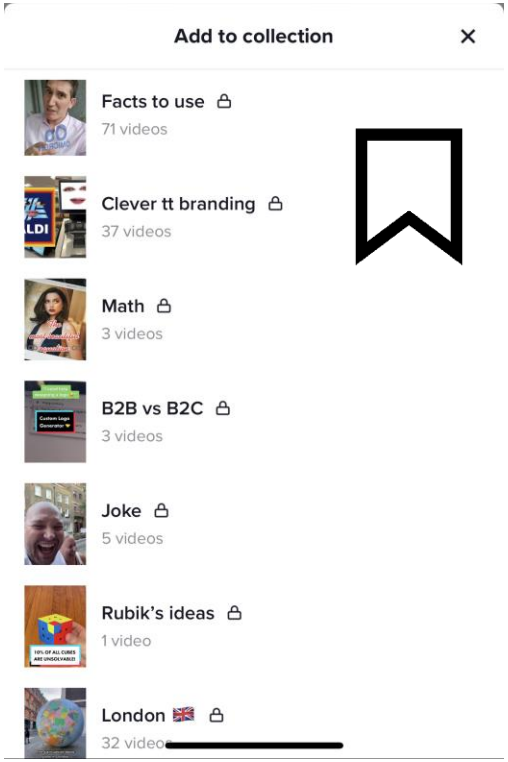
TikTok has become the greatest inspirational tool yet!

Train the algorithm on your branded page (or test page just not your own) to be your target audience:

- ✓ Search similar hashtags
- ✓ Only like or rewatch posts they would
- ✓ Comment lots on non-controversial posts simple positive things.
- ✓ Don't be afraid to appreciate the competitions work

This time is valuable to stay up to date with what your audience is regularly seeing.

- ✓ Make folders labelled as the content styles: Trends, @work, good music…
- ✓ Loosely model your content on UGC that is successful and utilise themes that have worked for them.



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To conclude…



- **Join the revolution**

  Data shows the extreme marketing power of this addictive content style. Over half TT users are Millennials + GenX = $$$.

- **Craft your brand's profile**

  Use playlists, pins, and your bio to show the VALUE a follower will receive.

- **Reel them in with 'Hooks'**

  The need to break the scrolling cycle with a headline or pattern interruptions.

- **Divide and conquer**

  Separate your strategy into threads and weave value into each: 'How can we help?'

- **Tell a story**

  Users connect with a narrative. Bring identity and personality to recreate what influencers can provide.

- **Cut the crap**

  Use the edit to inject energy and personality. Quick cuts, no waffle!

- **Use TikTok!**

  You must be a user to deliver. See what works for competitors and be inspired.

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Next Time…



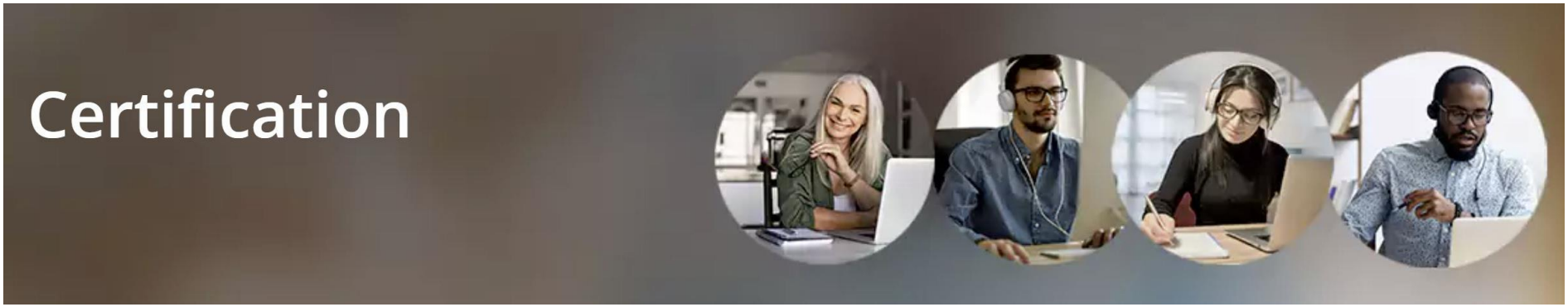
- **Other short form socials**
  The main differences between short form vertical platforms. Do we need to tailor these threads differently?
- **Technical strategy**
  Analyzing your data to see what is working and grow with each post. Utilizing hastags and SEOs
- **Brand in the spotlight?**
  Look at the way your brand can be slipped into content in a trusting way. Does your brand need a 'face' – a human on screen?
- **Going Live and Stories**
  Their uses within your content strategy?
- **Paid advertising on TikTok**
  The main way to get a URL in front of peoples eyes within a post. Directly target an audience and choose a goal – traffic, sales or engagement.
- **Influencers**
  Access your target market quickly. The trusted endorsement they offer has weight and can deliver sales.
- **Commerce on TikTok**
  The TikTok shop launched in the US in September and changes product based services as TikTok attempts to add Amazon to their list of enemies.
- **Staying up to date the future and experimenting**
  Using new creative features TikTok offers when they are launched. Is TikTok leaving the US?

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Calendar of Upcoming Workshops

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- See a full list of upcoming live online and all recorded workshops: https://dmanc.org/certification-masterclasses/

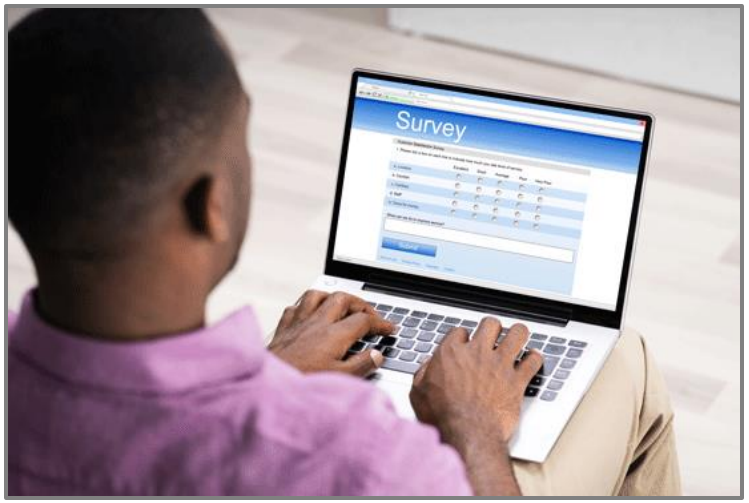


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We want Your Feedback

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- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a $10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders use the DMAnc.org Contact Form.





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Contact Us

Instructor Name

- **Email:** Joshua_morris@live.co.uk
- **LinkedIn:** Joshua Morris
- **Socials:** @joshua_cubed

Send follow-up questions and I'll reply.

Laurie Beasley

- **Email:** lbeasley@beasleydirect.com
- **Twitter:** @BeasleyDirect
- **LinkedIn:** linkedin.com/company/beasley-direct-and-online-marketing/





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