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Hustle up ! Series

Data Friendly Version

INSTAGRAM vs TIKTOK



Lesson One

Platform choice

Why social platforms?

You could have the best bunny chow in all of Durban, but no one will know about it until you tell them! Word of mouth will only get you so far and generally, it is restricted to your local community...

That is where the power of Social media platforms step up to promote your Side Hustle. Not only can you showcase your products and services online, but you can engage with people all over South Africa that you never would have met otherwise. This powerful resource also comes at the amazing price of FREE (Unfortunately you still need a phone and data).

We will show you what you need to best use the variety of platforms available to you, with some tips and tricks to meet your target market!

Business identity

Always something to constantly remind yourself, this is not your personal space! When you create a business profile, you need to ensure it is separate from your personal life, beliefs, and opinions. You probably have an actual personal account already and should continue to use that for your own expressions.

When you are setting up a Side Hustle profile, you will have your business logo, name, contact details and offerings. You want people to fall in love with your brand and actually pay for your products/services. So therefore, it is critical that you do not risk the brand of your Side Hustle with your own agendas!

Always keep the two separate to ensure your Side Hustle can be promoted as its own brand...

Focal points

When setting up any business account, there are a few key functions to understand that are generally the same across all platforms. Make sure you understand these components to maximise the platforms you choose:

Business account – Every platform will have an option to change your account into a Business profile. Download the app/open the site and create a profile with your personal details. Once created there will be an option within the account menu to change to a Business profile. You can have both a Personal and Business profile for your account, so keep them separate!

Engagement – This is not a once off billboard or magazine folder! You need to post regularly, update your profile when needed, and engage with your audience. Treat it as an active community with the people that want your product or service. Respond to comments, messages, or mentions you may get!

Hashtags – Every social platform allows for Hashtags; these are essential to helping people find your content. Ensure these are specific to your offering that you have, keep it relevant to your industry space. You can also leverage off from current trends and events in going.



Lesson Two

Instagram

Instagram Reach

With over a BILLION people using Instagram around the world, it is one of the most popular platforms to use. Various sources state the amount of people using the social platform in South Africa alone is around 5 Million + on a monthly basis. With so many people using the platform, and a great ability to showcase your Side Hustle visually, it can be a powerful sales tool to be used!

According to Statista – just over 70% of the total users on Instagram are below the age of 35 years. With most users falling into the age range of 25-34, followed by the age range of 18-24.

Instagram even have their own content on how best to use the platform for your business, check out the link below for their tips and tricks on offer!

<https://business.instagram.com/a/instagram-onboarding/create-content>

Target your market

With the majority of Instagram users being between the ages of 18-34, this platform is perfect if your own target market overlaps with this group. But it is not essential, as long as you have identified your specific market then you can tailor your approach to attract your audience.

Knowing your target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market on Instagram:

Current customers – Categorise your history of clients that have already paid you for your services. Put them into categories to figure out what your largest market group is.

Specific Bio – Tailor your Instagram business bio to represent your target market. State the product or service you offer, but more importantly identify the problem you are solving for your customers. Add in some personality and highlight your strong points.

Analytics – Instagram has its own free tool that provides you with analytics. This is information on who engages and sees your profile and content. You should always be checking in on these stats to see if your target market is changing and what works best.

Platform Tactics

Instagram has a wide variety of tools that you can use to promote your Side Hustle. Here are some great options to use if you decide Instagram is the platform for you:

Location tags – Each post has the option for you to add in the location. This is a great tool to let your audience know exactly where you are open for business.

Repost reviews – Anytime a customer posts a positive comment about your product/service, repost it to show the world your value and customer satisfaction. Great for free marketing!

Key captions - Your post content is irrelevant if no one clicks on it. So, you need to have a great, attention-grabbing caption to catch the eye of the user. Words like Sale, Discount, Limited edition, and Best sellers are trusted favourites to try out.

Followers only – Run promotions and competitions that are exclusive to your followers. This will encourage others to follow you just to be included and gets you a bigger audience.

Lesson Three

TikTok

TikTok Reach

TikTok is a video-based platform that allows you to grow your network by creating your own videos. With most videos posted between 15-60 seconds in length, the key is to promote participation through challenges, reveals, and call to action videos.

The TikTok platform reached over a BILLION users since 2021 and continues to grow in popularity. The largest demographic for users on TikTok are between 18-24 and account for around 40% globally, followed closely by the age range of 13-17.

In South Africa, the TikTok market is just over 6 million users and largely considered to be the younger generation of 25 and under. Various sources claim that the average user opens up the TikTok app more than once a day.

Target your market

This social platform is a video only tool and allows for significant engagement and unique advertising options to the younger target market of 25 and under. Therefore, it is expected and acceptable to create videos on your phone, with no budget and a very personal approach.

Knowing your specific target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market:

Current customers – Identify your current clients age range, if the majority fits into the 25 and under group then this is a great platform for your Side Hustle.

Intro videos – Create videos that show off your product being made, used by customers and even your personal journey and ambitions. You can get creative and personal to sell it!

Analytics – TikTok also has an analytics tool that allows you to see your engagement. Regularly check these insights to understand your market and audience.

Platform Tactics

TikTok has a wide variety of tools that you can use to promote your Side Hustle. Here are some great options to use if you decide TikTok is the platform for you:

Trends – Follow creators you associate with and admire, check out their style and current trends for inspiration. Apply the same concepts into your own videos to stay relevant.

Customer reviews – Get some of your trusted clients to create engaging reviews on video of them using your product/service to show its value. This gives a more personal, authentic feel.

Music and effects – Always try to spice up your video content with the many effects available for use, and always pick a song that fits your brand or one that is currently trending on TikTok.

Free tools – Use as many free resources as you can to get the best videos possible. Options like Canva are great to make videos with effects and music. This is an easy-to-use free option!

