

Gerardo Perez:

Next up, I want to talk about trends and sounds, but before I get into that, I want to ask you, what do you think when you think of a meme? Traditionally, memes are, what I like to call, two dimensional. You have an image and you have a caption. You combine both of these together and you have a traditional meme. TikTok, in my opinion, is revolutionising memes through trends and sounds.

Let's use one of the most iconic memes, Bad Luck Brian, as an example. The anchor here is the actual image of Bad Luck Brian, and the take on it is the caption. Trending sounds are very similar, but they use video and sound. So in a sense, I like to call them 3D memes.

One of the biggest advantage of trends and sounds on TikTok is the ability to inspire to create. If you think about it, you may see a trend and you're like, "Ah, I can think of how to adapt that to my brand or my business." It's literally almost like a flywheel. And in a sense, that's why it is a 3D version of a meme.

Once you spend more time on the platform, you'll pick up on the little nuances and the language of TikTok to be able to automatically think of how to adapt these specific sounds to your business. If that's something that you want to explore, then you can definitely integrate that into part of your strategy, which I'll go ahead and actually teach you how to map that out in the next section.

So if you have a business account on TikTok, you'll notice that your music library is quite limited. That's why trends and sounds can be a huge asset to be able to bust out content on a consistent basis. If there's a sound that you can't necessarily use, you'll get an image that looks like this. If you can use it, then the actual page of that trending sound looks a little bit different.

I also want you to consider that trending sounds are almost like a hashtag. The way that TikTok stores these specific videos under those songs or sounds is very similar to that. You'll have a ranking system based off of most engagement, most views, and those are going to flourish all the way at the top.

You'll notice that trends and sounds, they come and go. Being able to hop on timely onto a trend might actually increase your chances of ranking under that specific sound. That being said, just because a trend is older doesn't necessarily mean that you can't apply it to your business. I'm a big believer that if the shoe fits, you can wear it. So don't shy away from using sounds that have been played out in the past, just because they may not necessarily be trending right now. Again, if the shoe fits for your business, by all means, wear it.

If at any point you're looking for a little bit more inspiration on what to post or what's actually trending on the platform, make sure to check out the TikTok trends list provided in the course resources.