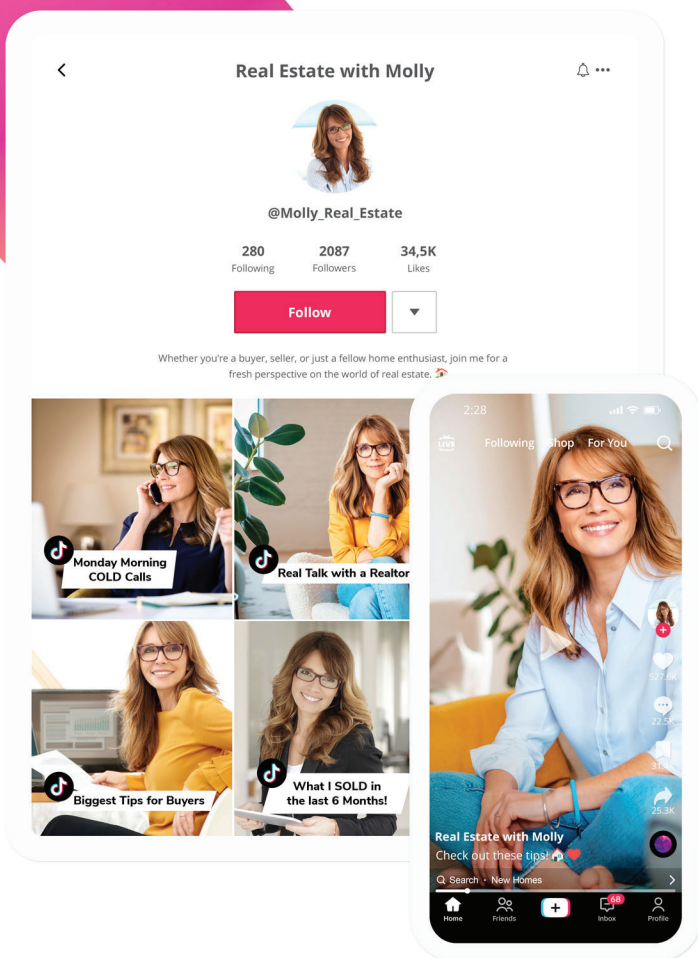


YOUR TIKTOK PLAYBOOK FOR REAL ESTATE SUCCESS



Elevate Your Social Presence with Back At You & TikTok

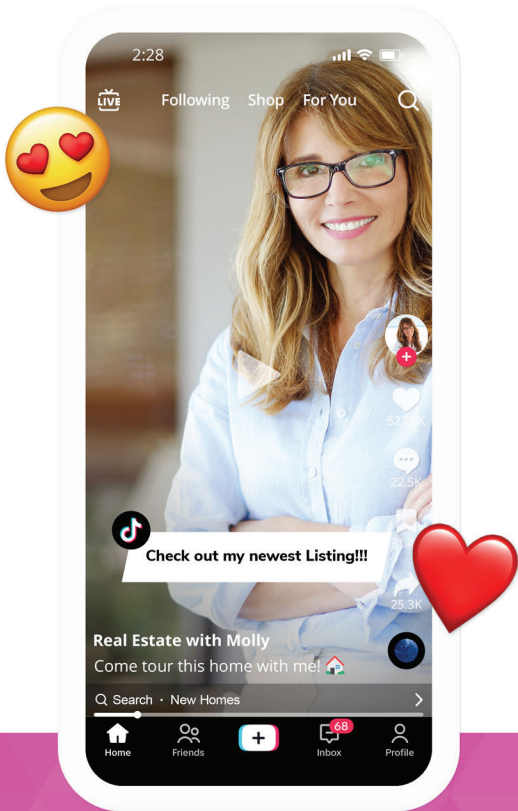
At Back At You, we recognize the importance of staying ahead of social media trends and empowering real estate professionals to maximize their online presence. With our integration with TikTok, we're enabling our users to tap into the platform's vast audience and post compelling video content effortlessly.

- Our integration with TikTok streamlines the process of posting and sharing content for real estate professionals. Our platform automates the creation of listing videos and generates engaging videos, ensuring that brokers, teams, and agents can focus on their core business activities.
- This integration extends to both parent accounts and individual agent accounts, allowing for seamless collaboration and content distribution within real estate teams.

IF YOU HAVE ANY QUESTIONS, WE'RE HERE TO HELP!

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WHY YOU SHOULD BE ON TIKTOK

TikTok has rapidly emerged as one of the most popular social media platforms, focusing on short-form videos. Its engaging and dynamic nature makes it an ideal platform for brokers, teams, and agents to showcase properties, connect with potential buyers, and establish their brand presence.

TIKTOK USAGE & HISTORY

- TikTok boasts over a billion active users worldwide, with a significant portion of its user base in the coveted 18–34 age range.
- The platform's short-form video format has revolutionized content consumption, with users spending an average of 52 minutes per day on TikTok.
- TikTok's rise to prominence has been meteoric, with its parent company ByteDance launching it internationally in 2018, quickly gaining traction and surpassing other social media giants in terms of user engagement.

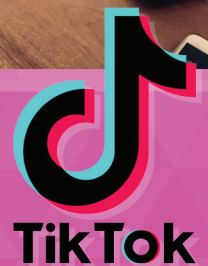
VIDEO REQUIREMENTS

- We allow users to upload videos up to five minutes in duration, allowing you to showcase properties, give home buying tips, post testimonials, and more.
- Users can leverage this range to capture the attention of potential buyers and increase their online exposure and reach on the fastest growing social network today.
- **Size Dimensions:** Vertical video format (1080 x 1920px) is the preferred format for video uploads on TikTok, ensuring optimal viewing experience across devices.



SETTING UP A TIKTOK ACCOUNT & GETTING CONNECTED

- Back At You will provide you with step-by-step guidance on setting up a TikTok account and connecting it to your SocialBAY.
- If you don't have a TikTok account yet, we have instructions that are easy to follow, or a responsive Customer Success Team can help you get set up and answer any questions.



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TIKTOK TERMINOLOGY: KEY STRATEGIES FOR SUCCESS

Below is a list of common terms you'll see, what they mean, and how to use them on TikTok.

Hashtags: A hashtag on TikTok is a keyword or phrase preceded by the '#' symbol, used to categorize content and make it discoverable to users searching for a particular topic.

Users can click on a hashtag to explore related videos and trends on the platform. Utilize relevant hashtags to increase the visibility of your content and reach a broader audience within TikTok's vibrant community.

Comments: A comment on TikTok refers to a response left on a video post by another user. Comments can range from simple reactions like emojis or text messages, to longer responses, questions, or discussions. Engage with viewers by responding to comments and fostering conversations around your listings and real estate expertise.

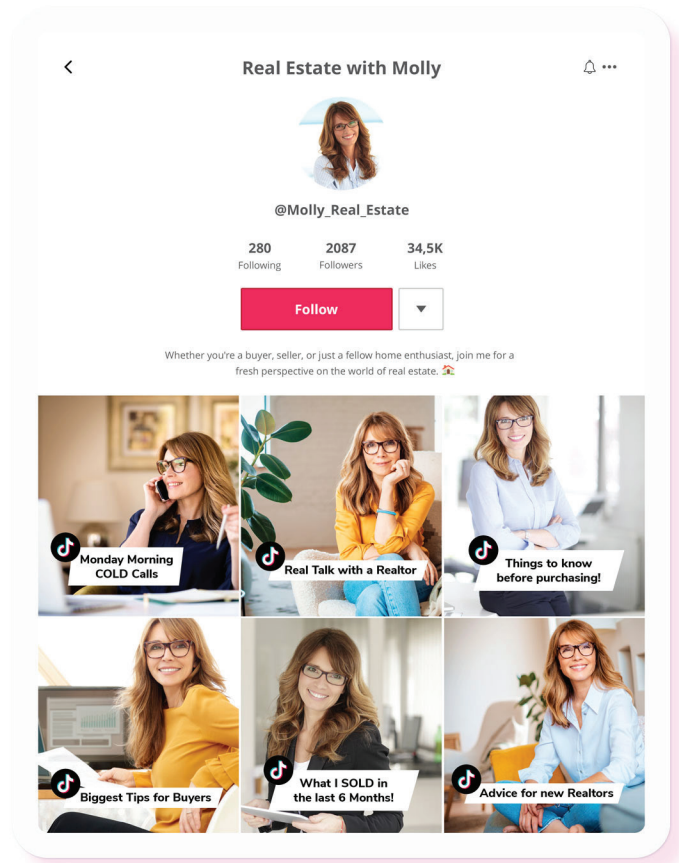
Duets & Stitches: On TikTok, "duets" and "stitches" are two types of collaborative features that allow users to interact with and remix each other's content.

Duets: Duets enable users to create a split-screen video alongside another user's video. When someone duets a video, their recording appears side by side with the original video, allowing for creative interactions, reactions, or collaborations. Users can sing along, dance with, react to, or add their own content to the original video. Duets are a popular way for users to engage with each other's content and participate in challenges or trends.

Stitches: Stitches allow users to clip and incorporate segments of another user's video into their own. When someone stitches a video, they select a portion of the original video to include in their own creation, seamlessly integrating it into their content. Stitches are often used to respond to or build upon the original video, adding context, commentary, or additional content. Like duets, stitches encourage collaboration and interaction between TikTok users, fostering creativity and community engagement.

Encourage interaction by inviting users to duet or stitch your videos, enabling those options will add unique perspective and reactions to your content.

**MAXIMIZE YOUR REACH BY LEVERAGING TIKTOK WITH BACK AT YOU'S
INTEGRATED PLATFORM FOR REAL ESTATE PROS. BOOST ONLINE PRESENCE,
ENGAGE A BROADER AUDIENCE, AND DRIVE LEADS EFFECTIVELY.**



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