



# TikTok Marketing & Content Creation for Business Growth

Workshop By Mike Sharman

MQA Approved, 70% HRDC Refundable

Friday, 27th June 2025  
@ Voilà Hotel Bagatelle

## ABOUT THE COURSE

TikTok for Companies and Businesses is a hands-on 6-hour workshop designed to give you all the tools and insights needed to grow your brand on TikTok. You'll learn how the TikTok algorithm works, how to create content that captures attention, and how to stay on top of the latest trends. The course covers everything from content creation to understanding platform analytics and strategic branding. You'll also get plenty of opportunities to practice and apply what you learn in real-time. By the end of the workshop, you'll walk away with a personalized TikTok strategy and a handy PDF toolkit to keep you on track as you continue building your presence on the platform.

Communication specialists, Entrepreneurs, marketing professionals, content creators, or individuals interested in TikTok marketing



# OBJECTIVES

## Mastering TikTok Analytics

Analytics Tools  
Performance Metrics

## Exploring Case Studies

Brand Success Stories  
Influencer Case Studies

## Fundamentals of TikTok Marketing

Unique Features  
Marketing Basics

## Creating Engaging Content

Trend Analysis  
Content Creation Techniques

## Understanding TikTok's Algorithm

Algorithm Mechanics  
Optimization Techniques

## Developing Marketing Strategies

Business Types  
Strategy Development



# TRAINING OUTLINE

## 01 INTRODUCTION TO TIKTOK & THE DIGITAL LANDSCAPE

- Overview of TikTok: Growth, demographics, and global reach
- Understanding TikTok' unique value in the social media ecosystem
- TikTok vs. other platforms: What makes it different?

## 04 BUILDING A TIKTOK MARKETING STRATEGY

- Identifying target audiences and content themes
- Developing a consistent content calendar
- Working with influencers and TikTok ads
- Best times to post and engage with followers

## 02 UNDERSTANDING TIKTOK'S ALGORITHM

- How the TikTok algorithm works (FYP, engagement, discovery)
- Key factors to increase content visibility
- Best practices for maximizing organic reach

## 05 TIKTOK ANALYTICS & PERFORMANCE MEASUREMENT

- Understanding TikTok Insights and key performance metrics
- Tools for tracking engagement, views, and conversions
- How to refine strategy based on performance data

## 03 TIKTOK CONTENT CREATION

- The anatomy of a TikTok video
- How to create viral content: trends, music, hashtags
- Effective use of TikTok's editing tools and features
- Live demo: Creating a TikTok video in real-time

## 06 CASE STUDIES AND REAL-LIFE EXAMPLES

- Review of successful TikTok campaigns from brands and influencers
- Lessons learned from TikTok success stories
- Group discussion: Ideas for participants' brands or projects

# AGENDA

Registration and Welcome Coffee	Understanding TikTok's Algorithm	TikTok Content Creation (Live Demo)	Lunch Break	TikTok Case Studies	TikTok Filter Challenge Session	Feedback & Closure
<b>08:30 – 09:00</b>	<b>09:30 – 10:15</b>	<b>10:30 – 11:30</b>	<b>12:15 – 13:00</b>	<b>13:45 – 14:30</b>	<b>15:00 – 16:00</b>	<b>16:45 – 17:00</b>

**09:00 – 09:30**

Introduction to TikTok and the Digital Landscape

**10:15 – 10:30**

Morning Break

**11:30 – 12:15**

Building a TikTok Marketing Strategy

**13:00 – 13:45**

TikTok Analytics and Performance Measurement

**14:30 – 15:00**

Coffee Break

**16:00 – 16:45**

Group Discussion & Q&A



Mike, **Chief Creative Officer of Retroviral**, has helped more brands go viral globally than any other African agency. His standout campaigns include The Sixty60 Swindler, My Kreepy Teacher, and Nando's Last Dictator Standing, with work for Checkers Sixty60, Kreepy Krauly, RocoMamas, Russell Hobbs, and M-Net.

Retroviral has been named **African Consultancy of the Year at the 2025 SABRE Awards Africa**. Alongside this honour, Mike took home six awards across various categories and Retroviral was named a finalist for Best in Show—a nod to the quality and impact of the work they have created over the past year.

A 2018 Entrepreneur of the Year finalist and one of Mail & Guardian's Top 200 Young South Africans, Mike also co-founded Webfluential, Retroactive.digital, and MatchKit.co.

Widely recognised for his creative excellence, Mike has won multiple top industry awards, including Loeries, PRISA PRISM, Bookmarks, Assegai, and Cannes Lions, highlighting his consistent impact and innovation in the marketing and digital space.

He is also behind the Put Foot Foundation, which has provided over 100,000 school shoes to children across the SADAC region.



**MIKE SHARMAN**

*"We've never set out to be the biggest. Our goal has always been to be the best. Recognition like this tells us we're on the right path."*

## SABRE Awards Africa

### 2025- African Consultancy of the Year

#### Loeries Awards

2022 – Gold: Effective Creativity – #MyKreepyTeacher

2021 – Gold PR, Gold Digital, Silver Social Media – #MyKreepyTeacher

2011 – Silver: Integrated Media Campaign – Nando's CEO with Black River FC

#### PRISA PRISM Awards

2022 – Campaign of the Year – Checkers Sixty60 | #Sixty60Swindler

2021 – Campaign of the Year – Kreepy Krauly | #MyKreepyTeacher

2017 – Campaign of the Year – RocoMamas #ElectionBurger

2017 – Gold: Social Media – RocoMamas #ElectionBurger

2014 – Gold: Social Media – Douwe Egberts Yawn Activated Vending Machine

2013 – Gold: Social Media – Nando's #25Reasons

2013 – Gold: Best Small PR Consultancy

2012 – Gold: Digital Media Relations – Nando's Last Dictator

2012 – Gold: NGO – Put Foot Rally #ShoesOnFeet

2012 – Gold: Social Media – Nando's CEO

2012 – Silver: Best Small PR Consultancy

Silver – Best Small Agency Category

#### Bookmarks Awards

2015 – Bronze: Branded Content – Kleep Krauly Wrangler

2012 – Silver: Social Media – Nando's Last Dictator

#### Assegai Award

2012 – Silver: Social Media – Nando's Last Dictator

#### Cannes Lions

2012 – Bronze: Integrated Media – Nando's Last Dictator (with Black River FC)

## AWARDS & ACHIEVEMENTS



# TikTok Marketing & Content Creation for Business Growth

FRIDAY 27th June 2025

8:30 - 17:00

@ Voilà Hotel Bagatelle

**FEES PER PARTICIPANT - Rs 22 000**

MQA Approved

HRDC 70% Refundable

**FOR BOOKINGS CALL: 427 0888**



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