

A BROKER'S GUIDE TO

TikTok

by **ubank**

What is TikTok?

TikTok is the leading destination for short-form video, with a focus on inspiring creativity and bringing joy.

Why TikTok?

Home Loan content is growing massively on TikTok, with 69m views of #Mortgage content in the last 12 months!

TikTok is becoming a powerful SEO tool, and according to Google, it is increasingly favoured by younger generations over traditional search engines.

Your opportunity

Reach buyers in the lead up to purchase by entertaining and educating target audiences, whilst demonstrating your point of difference.

Audience Stats

9.5
MILLION

active Australian users on TikTok, it's the fastest growing social media platform in Australia!

33%

of AU TikTok users want to apply for a Home Loan in the next 6 months.

21%

are quite/extremely likely to switch their mortgage to a new lender.

*Source: TikTok commissioned study on finance attitudes and consumption, Oct 2022

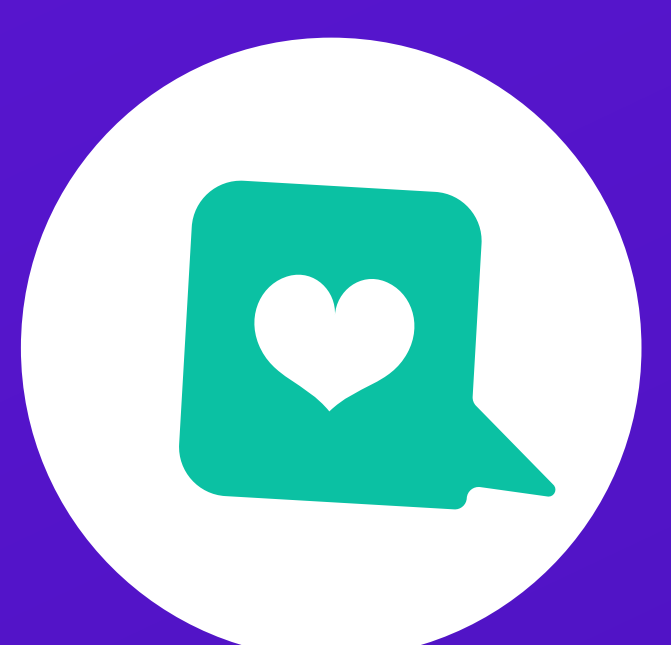
Content that works

Human-led content: showing face and talking to camera in a 'watchout' or 'word of mouth' style video.



Use of parodies and real-life scenarios to be relatable and memorable.

Jump on current trends in a relevant way to entertain and engage. Examples [here](#) and [here](#).



Content ideas

#mortgage

- Tips on how to secure a mortgage, [example](#)
- Different types of mortgages available
- How to navigate the home-buying process

#homeloan

- How to manage your finances to pay off your mortgage faster, [example](#)
- How to increase your chances of being approved
- How to compare home loans

#homeloantips

- Tips and tricks for navigating the home loan application process, [example](#)
- How to improve your credit score
- How to find the best loan rates

Try searching these topics in the TikTok search bar yourself!

Frequency

Minimum two posts per week to keep your audience engaged, but always take a quality over a quantity approach.

Formats

Vertical videos, between 7-15 seconds or up to 30 seconds for longer-form educational content.

Top tips

- 1** Sound on 93% of users enjoy the platform with sound on.
- 2** Jump on trends 77% of users say they like when brands use trends, memes or challenges.
- 3** Be authentic 71% of users prefer brand posts that aren't polished, use TikTok editing tools to make videos.

And entertain, always.

Learn more

[Getting started on TikTok](#)

[Creating a TikTok ad account](#)

[Top tips for making TikTok videos](#)

[Quick and easy TikTok starting ideas](#)

[TikTok Business Creative Centre](#)

[Discover the latest trends on TikTok](#)

Disclaimer: This information has been provided by the ubank Growth team, and may not apply to your specific situation. If in doubt we advise you to consult with marketing professionals.