



TikTok Page Creation and Management Plan for RDW Creations

1. Goals

- Increase brand awareness and visibility on TikTok
- Drive traffic to RDW Creations' website or online store
- Showcase products and the creative process behind them
- Build a loyal and engaged community around the brand

2. Brand Style

- Maintain a consistent tone and aesthetic that reflects RDW Creations' identity
- Use a visual style that highlights creativity, craftsmanship, and originality
- Keep content authentic, artistic, and aligned with the brand's values

3. Hiring the Right Person

Look for a **TikTok content creator or social media manager** who:

- Has proven experience managing social media accounts
- Understands current TikTok trends, analytics, and audience engagement
- Can film, edit, and post high-quality videos consistently
- Knows how to interact with followers and respond to comments professionally

Suggested content types include:

- **Behind-the-scenes videos** showing the making of RDW Creations products
- **Product showcases** highlighting features, uses, and design details
- **Tutorials or how-to videos** demonstrating creative techniques
- **Customer testimonials** or user-generated content
- **Trend-based videos** that incorporate popular sounds, challenges, or effects while staying true to the brand

5. Posting Schedule and Metrics

- Post **3 times per week** to maintain visibility and engagement
- Track performance using TikTok analytics, focusing on:
 - Follower growth
 - Engagement rate (likes, comments, shares)
 - Video reach and watch time

- Develop a monthly content calendar
- Approve video concepts before posting
- Review analytics weekly to adjust strategy
- Engage with followers to build community

This plan ensures that RDW Creations' TikTok presence is strategic, visually cohesive, and designed to grow both brand recognition and audience engagement.