

LESSON 4.

HOW TO CREATE TIKTOK TREND-BASED CONTENT FOR PROMOTION

In this lesson, you'll learn:

- How to identify and use current TikTok trends
 - How to create content with or without showing your face to fit the trend
 - How to adapt popular formats for your product or offer
 - How to stand out among similar trending videos
 - Common mistakes that prevent a trend from “taking off”
-

What a trend on TikTok is — in simple terms

A trend is something that is currently popular. On TikTok, trends can be:

- Certain sounds or songs (people create videos using the same tracks)

- Video ideas or formats (e.g., “How I changed in a year”)
- Editing tricks (transitions, effects, filters)
- Visual techniques (screen recording, text overlays)
- Even challenges (like “show results after 7 days”)

In short:

If you see many similar videos — using the same sound or idea — that’s a trend.

TikTok “pulls” you into the trend: you want to make a video “in the template” and get views.

Why TikTok actively promotes trends

TikTok is not a regular social network. It’s a smart algorithm that:

- Understands what content people enjoy
- Likes repeated formats — they’re familiar to viewers

- Promotes trending videos faster because:
 1. They are watched to the end more often
 2. People engage more (likes, comments, shares)
 3. Viewers recognize the format and stay longer

Simple example:

Imagine opening TikTok and seeing a popular song with a video where the creator shows “How I earned \$100 on crypto.” You’ve seen similar videos before, it’s interesting — you watch until the end. The algorithm sees: “Oh, people like this video!” and starts recommending it to others.

HOW TRENDS HELP BEGINNERS

Trends are the best starting point for newcomers because:

01 You don't need to be a genius or highly creative

You can take an existing idea and just adapt it to yourself or your offer.

**Example:**

Trending sound “Run Boy Run” + “before/after” clips. You make a video:

Before: “Working 10 hours, \$0 earned”

After: “Started affiliate marketing, earning \$200/day”

02 No expensive editing or equipment needed

A regular phone and a free app like CapCut are enough.

03 Easier to get into recommendations

TikTok “sees” you following a trend → shows your video to more people → more views → more clicks on your link.

HOW TRENDS DIFFER FROM JUST “GOOD CONTENT”

Good content is when a video is made with care, is useful, or aesthetically pleasing, but:

- The algorithm might not “catch” it immediately
- It might not go viral quickly
- It often requires more time and effort

Trending content is:

- Fast: can be made in 15 minutes
- Algorithm-friendly: TikTok recognizes the familiar mechanics
- Viral: viewers know what to expect and watch until the end



Ideally you combine a trend + value.

You take a popular format and “weave in” your topic or offer.

TYPES OF TRENDS THAT WORK FOR AFFILIATE MARKETING

Trends aren’t just “fun videos”; they are working schemes to capture attention. In affiliate marketing, attention means traffic, traffic means money.

It's important to know which formats are easy to adapt for affiliate offers and how to do it.

1. Trending sounds — popular tracks or phrases



What it is:

Music or audio clips widely used by TikTok users. The algorithm “loves” these sounds — they get recommended more often.



Why it works:

TikTok identifies popular sounds and promotes videos using them.

People enjoy seeing how others use the same sound in different ways.



How to use for affiliates:

Take a trending sound and create a short video embedding your offer. Don't make direct ads — link the sound to the meaning.

2. Visual tricks — flashy transitions, before/after, slow-mo



What it is:

Visual techniques that make a video dynamic:

- Quick transitions (finger snap → change of scene)
- Before/After — how it was and what it turned into
- Slow-motion — slowed shots with music



Why it works:

Such videos hold attention. TikTok “likes” videos with high retention — watch time boosts promotion.



How to use:

Show a transformation or result related to your affiliate offer.

3. Presentation formats — “5 tips,” “Failure story,” “How I earned...”



What it is:

Ready-made video structures easily adapted to any topic. These work well because they provide quick value or evoke emotion.



Why it works:

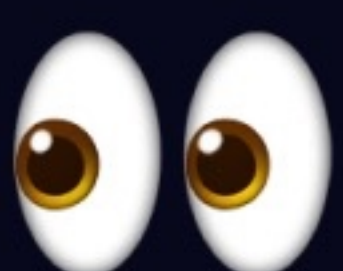
- People love concrete steps (5 steps = clear plan)
- Stories build trust and engagement
- “How I...” titles spark curiosity



How to use:

Choose a format fitting your affiliate offer, and insert your value, offer, or a real case.

4. Challenges and memes — engagement through humor and participation



What it is:

- Challenges — mass activities (repeat a dance, share a story, show something)

- Memes — humorous, recurring jokes and images



Why it works:

- People love joining trends
- TikTok supports challenges algorithmically
- Memes hook quickly: if something is funny, it gets more views



How to use:

Adapt the format to your offer. Avoid dry advertising — use humor, self-irony, be relatable.

Summary:

Trends are ready-made ideas that already work. Your task is to embed your offer smoothly through format or story. Don't reinvent the wheel — observe, repeat, adapt. Film on your phone, don't be afraid to experiment — even a “raw” video can go viral.



WHERE TO FIND AND HOW TO SPOT TRENDS

Where to look:

- “For You” feed — notice repeating ideas
- TikTok Creative Center (official analytics tool)
- Hashtag search: #trend #fyp #trending and niche tags
- “Audio” section — track viral sounds

What to track:

- Frequently repeated plots
- Viral sounds
- Popular presentation techniques (sketches, transitions, reactions)
- Hashtags and visual effects

HOW TO FILM TREND-BASED VIDEOS: WITH OR WITHOUT SHOWING YOUR FACE

TikTok is a powerful promotion platform. Trends are fuel.

Many beginners get stuck: “I’m shy on camera,” “I don’t have a camera,” “I don’t know how to edit.”

Relax. Two simple approaches: with face and without face. Both work. Choose what’s more comfortable.

Option 1**Filming with your face**

You are the main character — appear on screen, speak, show emotions, look right into the camera.

Why it works:

- People trust faces more than anonymous clips
- TikTok algorithm promotes “live” videos more
- Emotions hook → more comments → higher reach

Tips:

- Be yourself, don’t act
- Speak naturally, like you're talking to a friend
- Use the front camera
- Good lighting and sound are key — even an old phone works
- Add subtitles — many watch videos without sound
- Look into the camera — it creates a personal connection

Example: “I Earned \$1000 in 1 Hour on EVEDEX – Here’s How! (Real Trade Breakdown)”

 Structure:

- Intro (1–2 sec): “Didn’t think this would work...”
- Main (up to 10 sec): Show what you did
- Ending (3–5 sec): “Link in bio, try it yourself” + smile/gesture

Goal: show steps clearly; share experience, not direct ad.

Option 2**Filming without your face**

If you're shy or don't want to appear on video, it's no problem. Many TikTok accounts go viral without showing a face.

Requirements: CapCut (free editing) + idea

Why it works:

- Looks like informative content — people save it
- Can be repackaged in different styles
- Easy and fast to produce

Tips:

- Minimum 2–3 scenes — don't stay on one image
- Add captions or voiceover — even simple phrases like “Website to earn \$10 in 10 minutes” are interesting
- Use CapCut — auto-subtitles, templates, effects, cuts
- Make clear thumbnails/previews, e.g.:
 1. “5 Sites to Earn in 2025”
 2. “How to Earn \$15 Without Investment

It makes the viewers want to click.

Example: “This Platform Lets You Trade with 100x Leverage Like a Pro (No CEX Nonsense)”

Structure:

- Intro: title
- Show phone screen, platform, short text
- Ending: “Details in description” or “All links in bio”

Everything can be filmed: screen recording (iPhone/Android), subtitles in CapCut, free music and templates.

Key: content = meaning + emotion

- Showing face → play on empathy, trust, engagement
- Without showing face → focus on visuals, clarity, and concise presentation

Always: no direct ads. Only value, story, advice — then gently lead to offer.

Mistakes to avoid

- Copying trends without adapting → no interest
- Illogically embedding product → looks like an ad
- Following trend too late → it's outdated
- Creating “dead” content — no emotion, lighting, life

Trend-based content is not copying; it's smart adaptation for your goal. Make videos lively, clear, emotional — with or without a face, and convey value.

Choose trends consciously, try both formats (with/without face) — and you'll build a strong, high-converting TikTok account for affiliate marketing.