

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED VIRAL TIKTOK MARKETING MANAGER™

CVTM™

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



TikTok has grown in popularity among marketers, who admire the app's viral marketing functions. According to a survey by Influencer Marketing Hub, **over 52% of marketers who have been using TikTok plan to increase their investment in the coming years.** Dunkin' was one of the first brands to employ influencer marketing on the platform by partnering with TikTok megastar Charli D'Amelio. After posting content about the partnership, Dunkin' saw a 57% spike in app downloads and a 20% sales boost for all cold brew coffees.

This **Certified Viral TikTok Marketing Manager (CVTM™)** program will help you to capitalize on TikTok's unique viral video marketing and **boost your marketing results through conversion, traffic, and sales leads.** You will learn how to set up both organic and paid accounts on TikTok and **leverage the platform's algorithm to increase the virality of your marketing content.** Through understanding how the algorithm could benefit your campaign, you will learn the art of **trendspotting the most impactful TikTok trends such as Duet and Stitch that fit to your marketing niche** and scaling your business through effective ads campaign and brand awareness. You will gain the skills you need to generate and execute viral content ideas, as well as the data-driven strategies needed to reach new heights of business growth. In addition to that, the program will include best practices and case studies from successful TikTok brands so you adopt their strategies in **optimizing marketing ROI by growing a community of raving fans around your brand through viral content creation.**

By the end of the program and upon passing the Chartered exam, you will have earned the **Certified Viral TikTok Marketing Manager (CVTM™)** designation which you can use to demonstrate your professional credentials and track record in the field of **TikTok marketing and viral marketing.**

Globally demanded and recognized, this designation is an industry-recognized trademarked charter developed by the **Chartered Institute of Professional Certifications** and has lifelong validity. It's also fully accredited by CIPD (Chartered Institute of Personnel and Development), with 160,000 membership organizations worldwide.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



**VIRAL CONTENT CREATION
TIKTOK MANAGEMENT
TIKTOK ALGORITHM
SOCIAL MEDIA MARKETING**

**TIKTOK PIXEL
TIKTOK MARKETING STRATEGIES
DIGITAL MARKETING
BRAND MARKETING**

**TIKTOK ADVERTISEMENT
VIDEO CREATION FUNDAMENTALS
TIKTOK ANALYTICS
TIKTOK INFLUENCER MARKETING**

**TIKTOK BUSINESS
CRAFTING BRAND VOICE
EFFECTIVE BRAND NARRATIVE
IDENTIFYING TARGET AUDIENCE
GROWTH HACKING**

**COMPETITOR ANALYSIS
TIKTOK METRICS
TRENDSPOTTING TIKTOK TRENDS**

YOUR FACULTY DIRECTOR



Elsa Barbera

Popular TikTok Growth Strategist & Viral TikTok Content Creator Who Has Helped Companies Produce Over 100 Million Views

Elsa Barbera is a world-renowned TikTok Growth Strategist and the Founder/Chief Executive Officer of **Middle East's fastest-growing TikTok marketing agency - 'Home of Creators'**. Through her dynamic and extensive experience as a TikTok marketing expert and serving as the Head of Marketing at Educatly, Elsa has helped hundreds of global organizations of all sizes to **gain revenue driven results on TikTok such as accumulating over 100 million views with \$0 spent through her acclaimed TikTok Growth Blueprint**. Elsa is also one of the most sought-after TikTok Viral Creators and podcast host where she managed several organic TikTok accounts with 1M+ weekly views.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before

Goldman Sachs

SAMSUNG

ExxonMobil

BURBERRY

citi

IKEA

VOLVO

HYUNDAI

Pfizer
Life is our life's work

Nestlé

PROGRAM AGENDA



MODULE 1 - WHY AND HOW WILL TIKTOK BE YOUR BIGGEST REVENUE GENERATOR

Introduction to 'Why And How Will TikTok Be Your Biggest Revenue Generator'

Lesson 1: Is TikTok right for your business?

Lesson 2: Creating your organic TikTok account

Lesson 3: Creating your TikTok ad account

Lesson 4: Setting up your pixel

Lesson 5: YES! Your ideal target audience is waiting for you on TikTok: A guide on how to find it

MODULE 2 - THE SECRETS OF GOING VIRAL ON TIKTOK: HACKING THE FAMOUS ALGORITHM

Introduction to 'The Secrets Of Going Viral On TikTok: Hacking The Famous Algorithm'

Lesson 1: Introducing what is the algorithm

Lesson 2: Understanding TikTok trends

Lesson 3: Capitalizing on trends: How, why and when

Lesson 4: The 3-second challenge

Lesson 5: Removing your mask: Revealing your true self

MODULE 3 - GENERATING UNLIMITED VIRAL CONTENT IDEAS FOR YOUR NICHE

Introduction to 'Generating Unlimited Viral Content Ideas For Your Niche'

Lesson 1: Finding your niche and capitalizing on it

Lesson 2: The ideation circle: 100 ideas in 5 minutes

Lesson 3: The secret to unlimited content ideas

Lesson 4: What are your users asking?

Lesson 5: From an idea to content: Turning ideas into million-dollar videos

Lesson 6: What are your competitors creating?

MODULE 4 - STEP-BY-STEP CREATION GUIDE OF VIRAL CONTENT

Introduction to 'Step-By-Step Creation Guide Of Viral Content'

Lesson 1: Understanding the short-form video hype & how to make it work

Lesson 2: Ready, set, go: How to create your setup

Lesson 3: Ready, set, go: How to create your script

Lesson 4: Ready, set, go: How to create your video

Lesson 5: Ready, set, go: How to edit

Lesson 6: Ready, set, go: How to post

Lesson 7: Updates about TikTok

Lesson 8: The magical world of hooks

Lesson 9: Resources & tools to help you create content

PROGRAM AGENDA



MODULE 5 - 30-DAY BLUEPRINT TO 100K FOLLOWERS WITH \$0 SPEND

Introduction to '30-Day Blueprint To 100K Followers With \$0 Spend'

Lesson 1: Breaking down the secrets to organic growth in 30 days (Part 1)

Lesson 2: Breaking down the secrets to organic growth in 30 days (Part 2)

Lesson 3: Your niche is king

Lesson 4: Utilizing your competitor's growth to boost your own

MODULE 6 - BUILD A FOLLOWING OF RAGING FANS FROM SCRATCH

Introduction to 'Build A Following Of Raging Fans From Scratch'

Lesson 1: Crafting a brand narrative that truly resonates with your audience

Lesson 2: Case study: The 3 unsung heroes behind the best brands on TikTok: Duolingo

Lesson 3: Case study: The 3 unsung heroes behind the best brands on TikTok: Ryanair

Lesson 4: Case study: The 3 unsung heroes behind the best brands on TikTok: Mid-day squares

Lesson 5: Case study: Why giant brands are sinking in TikTok waters

Lesson 6: Case study: Samsung: Analysis and way forward

MODULE 7 - THE RISE OF THE CREATOR ECONOMY: MAXIMIZE YOUR BRAND'S REACH

Introduction to 'The Rise Of The Creator Economy: Maximize Your Brand's Reach'

Lesson 1: The true power of UGC

Lesson 2: Finding the best influencers for your niche

Lesson 3: Tracking the impact of your collaborations

MODULE 8 - CREATING AN IMPACTFUL AD CAMPAIGN

Introduction to 'Creating An Impactful Ad Campaign'

Lesson 1: Discovering the different ad formats & objectives that fit your goals best

Lesson 2: Sparking your results with Spark ads

Lesson 3: Creating & launching your first ad

Lesson 4: Creating custom audiences

MODULE 9 - GENERATING UNLIMITED LEADS THAT *ACTUALLY* CONVERT

Introduction to 'Generating Unlimited Leads That *Actually* Convert'

Lesson 1: Improve campaign targeting by understanding & utilizing your own data

Lesson 2: Strategies to boost your sales & ROI

Lesson 3: Looking for the right audience: Exploring lookalike audiences

PROGRAM AGENDA



MODULE 10 - TRACKING YOUR METRICS FOR QUICK OPTIMIZATION AND FASTER SUCCESS

Introduction to 'Tracking Your Metrics For Quick Optimization And Faster Success'

Lesson 1: Tracking your performance and optimization: Organic

Lesson 2: Tracking your performance and optimization: TikTok Ads Dashboard

Lesson 3: Tracking your performance and optimization: Campaigns

Lesson 4: Tracking your performance and optimization: Custom reports

Lesson 5: Tracking your performance and optimization: Video insights

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with professional charter designation and mark that can be used across your lifetime once you have completed our programs.

After completing the program and passing the exam, you will be awarded the **Certified Viral TikTok Marketing Manager (CVTM™) designation** that can be used in your resume, CV and other professional credentials. This designation is a global trademark and industry-recognized with lifelong validity.

Globally demanded and recognized, this designation will help you distinguish your viral TikTok marketing skillset and make you an expert in creating viral content for effective business marketing.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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OF ECONOMICS AND
POLITICAL SCIENCE



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Business
School**

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CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

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