

As a social media marketer with experience creating content for brands, I'm familiar with the constant scramble to generate new content ideas every month. When planning your content schedule, it can feel overwhelming to fill all those spots on the calendar with unique content across multiple platforms.

That's part of the reason some brands may be hesitant to add a new social media channel into the mix. If your content team is already stretched thin creating content for Facebook and Instagram, starting fresh on a brand new platform can seem daunting.

But what if we approached our content strategy differently? What if creating video content didn't have to be this huge undertaking? If you have a TikTok-savvy creative at your dealership, it could be as simple as pressing "record" on your iPhone.

That's one of the reasons TikTok offers brands such a great opportunity to show their personality and connect with their audience. The barrier of entry for content creators is so accessible. You don't need an expensive camera, professional videographers, or fancy editing software to create truly engaging content. TikTok users will respond to content that connects with them on a personal level, challenges them to engage with new ideas, or simply provides entertainment.

Just look at these brands who have found massive success on TikTok. Notice what they share in common: leaning into trends, sharing user-generated content, and overall just having fun! These are all strategies you can implement at your automotive dealership. To help get you started, I've compiled 5 videos you can make this month.

One thing that helps me when planning my social media calendar is creating content "themes" or categories that you can generate topics from. As an example, my three content themes will be:



## Seasonal/Timely Content

These topics will change monthly or quarterly and should correlate to the time of year. Can also relate to any monthly sales events or limited time offers.



## Educational Content

These topics can be evergreen, so you have more flexibility to repurpose and reshape this content throughout the year. This is your opportunity to demonstrate your team's expertise and build trust with your audience.



## Trending Content

These topics will be the most time-sensitive as TikTok trends are changing weekly, even daily! Leave these on your content calendar as "open spaces" so you can come up with video ideas on the fly. If you're planning to hop on a trend too far ahead, you're already late!