Storytelling Formats **to** Drive Performance

It's no surprise that businesses that showcase authenticity in their content find the most success on TikTok. But the ones that really hit that next level of performance do so through engaging and connecting with their audiences at a deeper level. And that doesn't require big budgets or polished production; in fact, lo-fi and authentic content can be **highly efficient** to produce. Structuring content around narrative formats that are simple to execute at scale will **save both time and production costs**.

Like all good stories, your TikTok videos should have a **beginning, middle and end**. You can use the guide below and the interactive worksheets on the following pages to map out your story beats and ideate successful TikTok content for your business.

Story Arc Overview

Beginning

Use your opening frame to build interest and/or suspense.

For example:

- Pose a question
- Open with a *hook* – an engaging statement designed to catch people's attention.
- Use eye-catching opening visuals

Middle

Show and/or speak to the top 3-5 benefits of your product.

You can frame these as:

- Solutions to a common problem
- Personal anecdotes in a testimonial
- Reasons your product/service is a best seller

End

End with a compelling tagline and/or a strong call to action:

- Tell viewers how to purchase your product/service
- Give users a specific occasion to purchase your product
  For example: "Treat yourself", "The perfect birthday gift", "Not sure what to get your partner for [holiday]?"
- Include promo code, special deals or limited time offers

TikTok : For Business

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Interactive Worksheets

Feel free to use the worksheets on the following pages to build your own story arc and inform your creative approach.

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Worksheet 1

Ad Theme: Introduce Your Business

Questions to answer before you start building your story arc:

1. Name a problem that your business/service solves.
2. How does it solve this problem? (List 3-5 ways)
3. What action do you want viewers to take after viewing this ad?

Story Arc

Beginning

Suggested length: 3-5 seconds

Open with a statement or question that introduces the problem from **question 1.**

Visual Recommendations:

- Person speaking directly to camera
- Product/service shot

Middle

Suggested length: 10-15 seconds

Introduce your product/service. Talk through the points you outlined in **question 2**.

Visual Recommendations:

- Showing product in use
- Showing UI of an app or website with the green screen effect + VO

End

Suggested length: 3-5 seconds

Drive action! Deliver your call to action based on your answer to **question 3**. Be specific on how to take this action.

Visual Recommendations:

- Person speaking directly to camera
- Text overlay with CTA, website, and/or promo code

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Ad Theme: Testimonial

Questions to answer before you start building your story arc:

1. Think of a hook for a customer to introduce your product/service benefits.
   For example, "X product was my best purchase in 2021. Let me tell you why."

2. Hook payoff – list 3-5 product/service benefits that answer to the hook posed in question 1.

3. How can this customer persuade others to purchase this product/service?

Story Arc

Beginning

Suggested length: 3-5 seconds

Open with the hook from **question 1.**

Visual Recommendations:

- Person speaking directly to camera
- Product/service shot

Middle

Suggested length: 10-15 seconds

Deliver hook payoff by showing/talking through the points you from **question 2.**

Visual Recommendations:

- Showing product in use
- Before and after of product/service use
- Showing UI of an app or website with the green screen effect + VO

End

Suggested length: 3-5 seconds

Drive action! Create urgency by using your answer to **question 3** to craft your call to action.

Visual Recommendations:

- Person speaking directly to camera
- Text overlay with CTA, website, and/or promo code

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Worksheet 3

Ad Theme: Showcasing a Product

Questions to answer before you start building your story arc:

1. Decide on one product to showcase for this ad.

2. Why do your customers love this product?

3. What is a specific reason to buy this product?
   For example, "This is the perfect gift for a loved one"

Story Arc

Beginning

Suggested length: 3-5 seconds

Introduce the product from **question 1.**

Visual Recommendations:

- Product closeup

Middle

Suggested length: 10-15 seconds

Talk through the points you outlined in **question 2**.

Visual Recommendations:

- Zoom out to show to emphasize the product's design, branding or packaging.
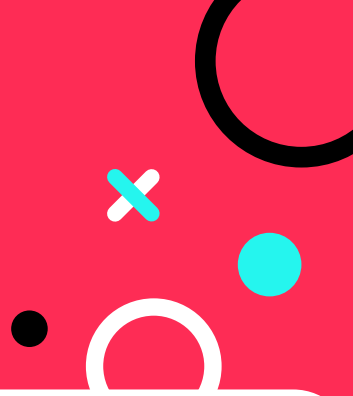- Show the product being worn or used.

End

Suggested length: 3-5 seconds

Drive action! Give users a specific reason to purchase by crafting your CTA around your answer to **question 3.**

Visual Recommendations:

- Person interacting with product
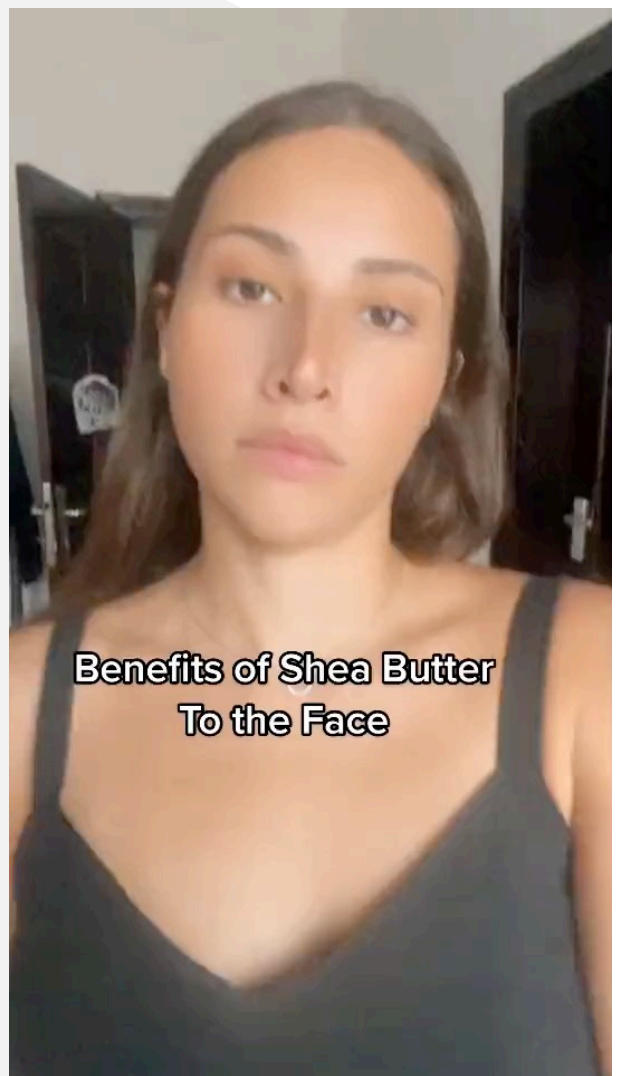- Text overlay with CTA, website, and/or promo code

Storytelling Formats to Drive Performance

Here are examples of ad creative that illustrate a strong **beginning, middle** and **end**:

Partymachines

Fusion by HK

Using a storytelling framework will help you build a stronger connection to TikTok users and creators. These options are powerful starting points but adapting these frameworks for the specifics of your business will be the key to getting the most out of TikTok.

Now that you have the guidelines and tools, it's time to tell your story on TikTok!