

TikTok Growth Accelerator

TikTok Organic (SMM) + Ads (SMA) • 3 Months or up to 6 Months

Build Reach, Community & Sales Through TikTok

TikTok has become one of the fastest-growing platforms for discovering products, services and brands — but success takes more than posting videos. Bluehive's TikTok Growth Accelerator combines organic content with paid advertising to build an authentic presence and maximise reach, engagement and conversions.

BUSINESS OBJECTIVE

Build brand awareness, community engagement and sales through strategic short-form video marketing and TikTok advertising.

BEST FOR

Retail, F&B, Beauty & Wellness, Fashion, Furniture & Home Living, Lifestyle Brands, Education and Service Businesses looking to launch on TikTok, reach younger audiences and drive enquiries and sales.

OUR APPROACH — THE BLUEHIVE GROWTH FRAMEWORK

1

Discover

Understand your business and audience

2

Strategy

Develop content pillars and campaign direction

3

Create

Film and produce engaging TikTok videos

4

Promote

Amplify winning content using TikTok Ads

5

Optimise

Review performance and improve monthly

OUTCOMES

EXPECTED OUTCOMES

- Stronger brand visibility & consistent presence
- Increased engagement and community growth
- Improved product discovery & website traffic
- Higher enquiries and sales

TYPICAL KPIS

- Organic CTR: 1–5%
- Paid Campaign ROAS: 150–300% (industry dependent)

WHAT'S INCLUDED

1. Discovery & Strategy

- Business, competitor & SWOT analysis
- Audience personas & content pillars
- TikTok Growth Strategy Report
- Advertising budget recommendations

2. Organic TikTok (3 Mths)

- Monthly filming session (up to 4 hrs per month)
- 4–8 posts/month, captions & hashtags
- Trend research & cover design
- 12–24 videos — yours to keep

3. TikTok Advertising

- Ads account setup & targeting
- 1–3 ad creatives + copywriting
- Campaign optimisation & monitoring
- Monthly performance reporting

TRAINING, HANDOVER & NOTES

TRAINING & HANDOVER

- Canva, CapCut & content planning training
- All digital assets handed over at completion

NOTES

- Filmed on high-res iPhone/Samsung with stabilizer, or DJI Osmo
- Advertising spend not included
- Deliverables adjustable to business needs

TIMELINE & INVESTMENT

TIMELINE

3 Months, extendable to 6

INVESTMENT

\$5,000

After 50% PSG support (subject to eligibility)

WHY BLUEHIVE

Unlike agencies that simply produce videos, Bluehive combines business consulting, branding, digital marketing and AI-powered strategy to build a complete TikTok growth system — tailored to your products, audience and growth objectives.

Recent clients

- Aary Jewellery
- Aeroveg
- Attap House Cafe
- Blue Skies Cafe
- Fotile Appliances
- Loon Lock
- SupaSpace
- WinStudio