



Q1 2023

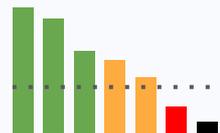
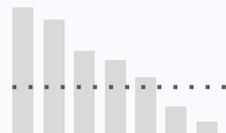
Social Content Opportunity Analysis™

Social Content Opportunities For the Financial Services Audience on TikTok in Q1 2023

SHARED CHANNELS

TIKTOK

How the **Social Content Opportunity Analysis™** Methodology Works



1

Measure & Categorize Posts

Sample a large number of social posts to find ones that are significantly outperforming the average.

2

Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

3

Measure The Benchmark

Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.

4

Identify & Rank Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

5

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Key Takeaways

Top content opportunities in Q1 2023 for the Financial Services audience include:

- **Career Battles:** These videos explore how wealth is accumulated over time in different careers, such as a trucker vs. a nurse or an American vs. European doctor. The point of these videos is to demonstrate the advantages of long-term compound interest and the disadvantages of student loans.
- **Careers & Compensation:** Creators share and demonstrate their strategies for interviewing, negotiating, and advocating for oneself in their career.
- **Money Savings Hacks:** These videos show you how to save money on daily purchases and expenses and get free products or services from popular retailers or restaurants.
- **Tax Hacks:** Explanations of tax rules and strategies that can be used to help reduce the burden of personal tax owing. Top videos discussed the benefits of ROTH IRA accounts.

TikTok Content Bucket Definitions

Click to see example



- [Career Battles](#): Creators discuss the difference in wealth earned over time by different career paths.
- [Careers & Compensation](#): Creators share and demonstrate their strategies for interviewing, negotiating, and advocating for oneself in their career.
- [Money Savings Hacks](#): Helping viewers find ways to save money on daily purchases and expenses as well as how to get free stuff.
- [Tax Hacks](#): Explanations of tax rules and strategies that can be used to help reduce the burden of personal tax owing.
- [Travel Tips](#): Informing viewers of their total compensation rights with different airlines when dealing with travel related adversities.
- [FTHB Tips](#): Sharing tips for first-time homebuyers.
- [Recession Advice](#): Videos discussing how to make investment profit and protect one's finances during a recession.
- [Lottery Breakdown](#): Creators discuss how to accept lottery winnings and invest them accordingly to ensure long-term wealth.
- [Financial News](#): These videos share information and explanations on current events and news impacting finances on personal and global scales.
- [Money Mistakes & Lessons](#): Videos highlighting common mistakes to avoid and how to manage money properly.
- ["What I Spend In A..."](#): Creators share how much money they spent in a given day/week/weekend/month.
- [Building Credit](#): These videos describe strategies to build and improve your credit score.
- [Retirement Planning](#): Videos discussing strategies on how to save and prepare for retirement.
- [Investing 101](#): Opinions and advice targeting individuals new to investing or interested in getting started.

The top* videos from Q4 2022 published by the following Financial Services creators were analyzed:



[John Liang](#)

Followers: **2.1M** | Views: **60M**



[NDA](#)

Followers: **795K** | Views: **19M**



[Jarod Angehr](#)

Followers: **188K** | Views: **9M**



[Michela - Break Your Budget](#)

Followers: **733K** | Views: **52M**



[Nick Meyer](#)

Followers: **933K** | Views: **17M**



[Nicole Victoria](#)

Followers: **1.3M** | Views: **8M**



[Money Coach Vince](#)

Followers: **419K** | Views: **45M**



[Loral Langemeier](#)

Followers: **568K** | Views: **15M**



[John Eringman](#)

Followers: **1.3M** | Views: **5M**



[Your Rich BFF](#)

Followers: **2.2M** | Views: **36M**



[Tyler - Social Cap](#)

Followers: **148K** | Views: **13M**



[Erin - Money to Miles](#)

Followers: **212K** | Views: **4M**



[Mark - Finance Unfolded](#)

Followers: **1.3M** | Views: **26M**



[Lexa](#)

Followers: **478K** | Views: **13M**



[Sam Lichtman](#)

Followers: **73K** | Views: **3M**



[Nathan Kennedy](#)

Followers: **512K** | Views: **25M**

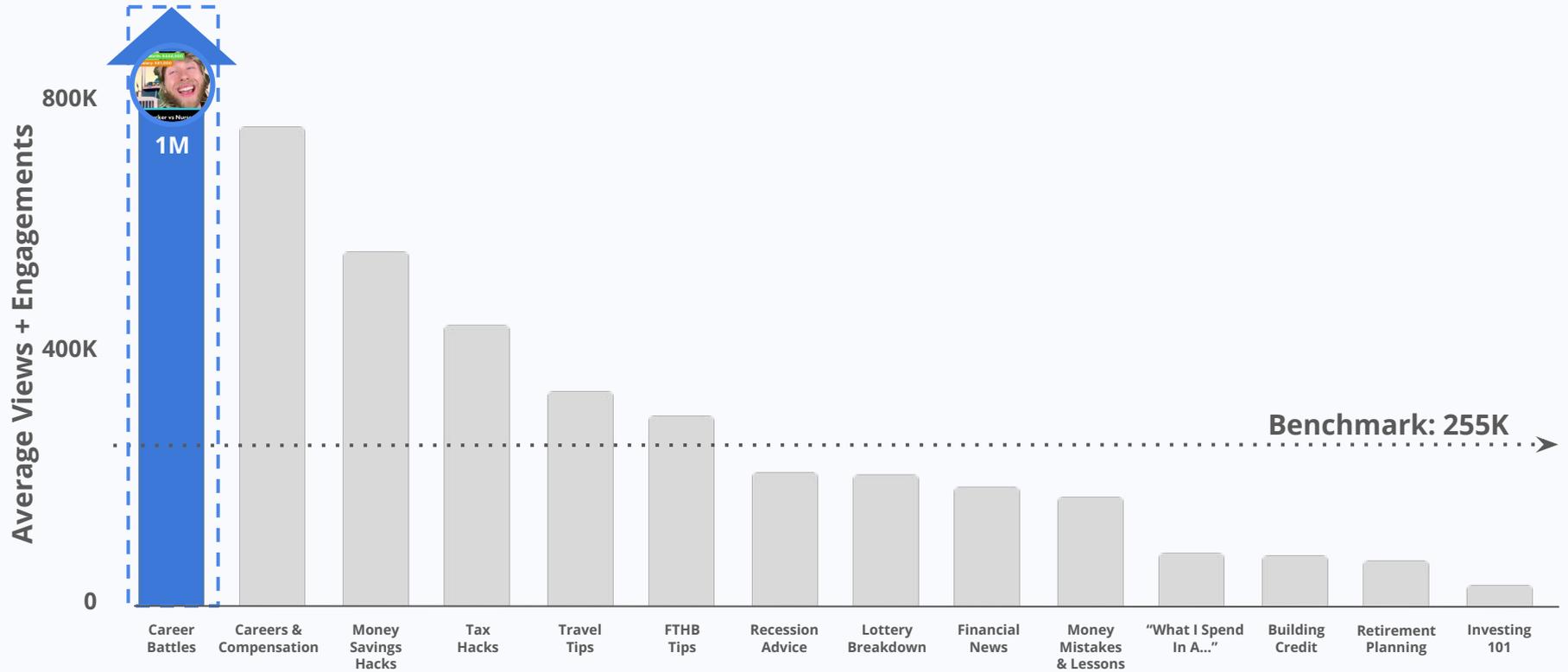


[Humphrey Yang](#)

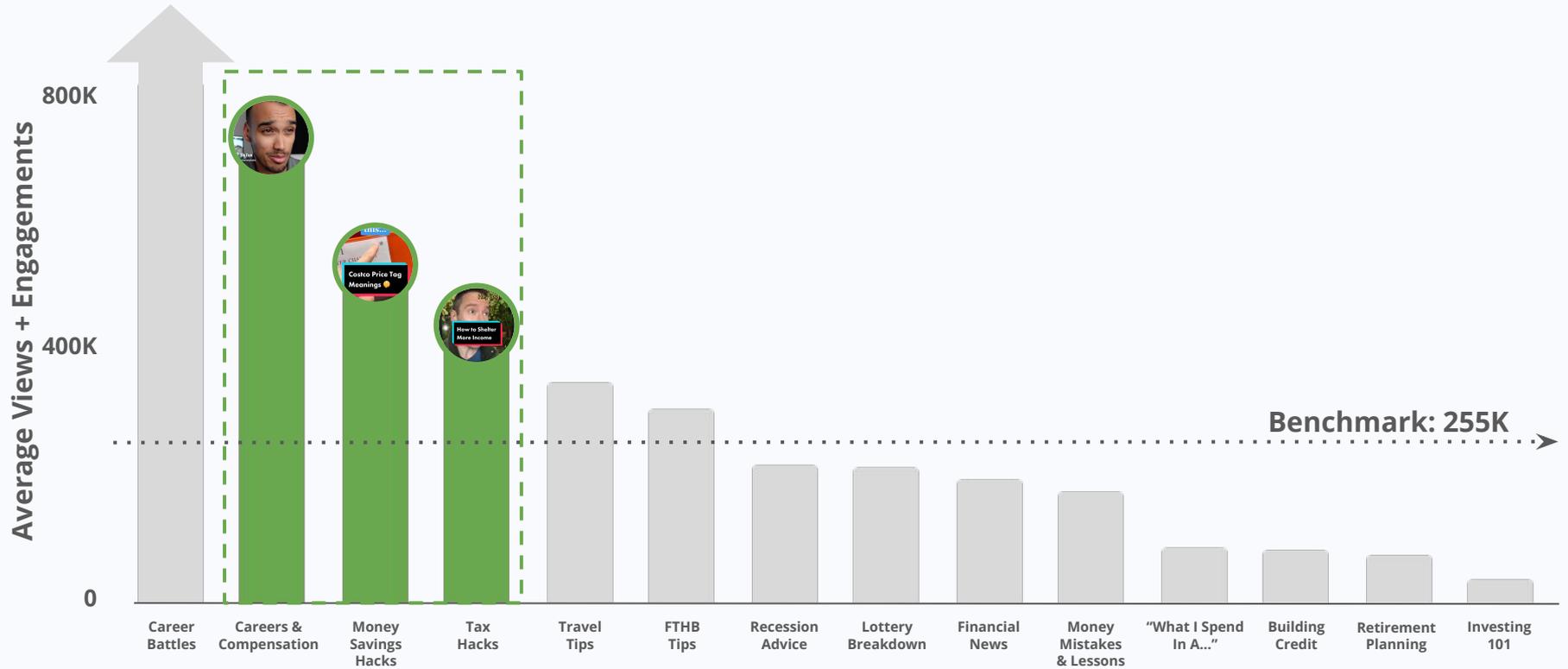
Followers: **3.3M** | Views: **11M**

*The top 15 applicable videos were analyzed per creator. Video views based on organic videos shared in Q4 2022 on TikTok.

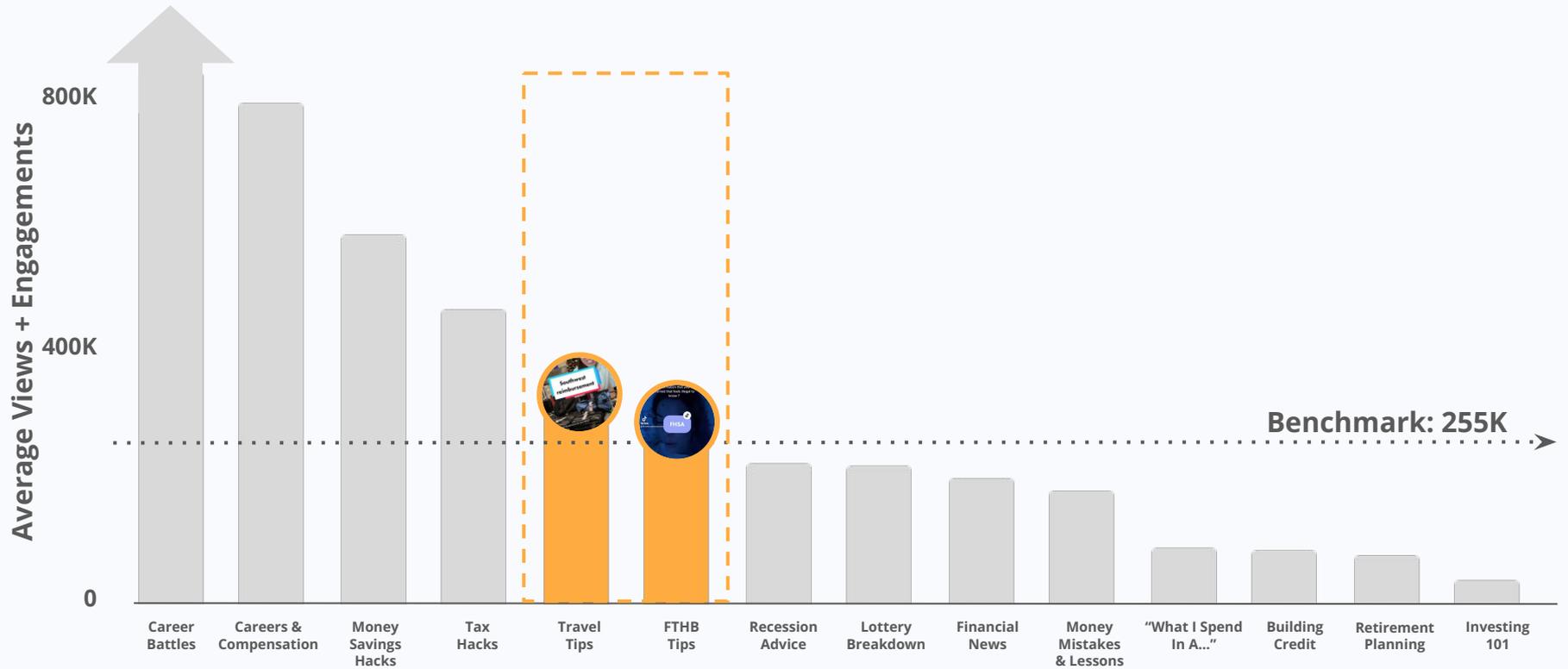
Career Battles is an **extreme performing** content opportunity, averaging 3x the views & engagement rate on TikTok.



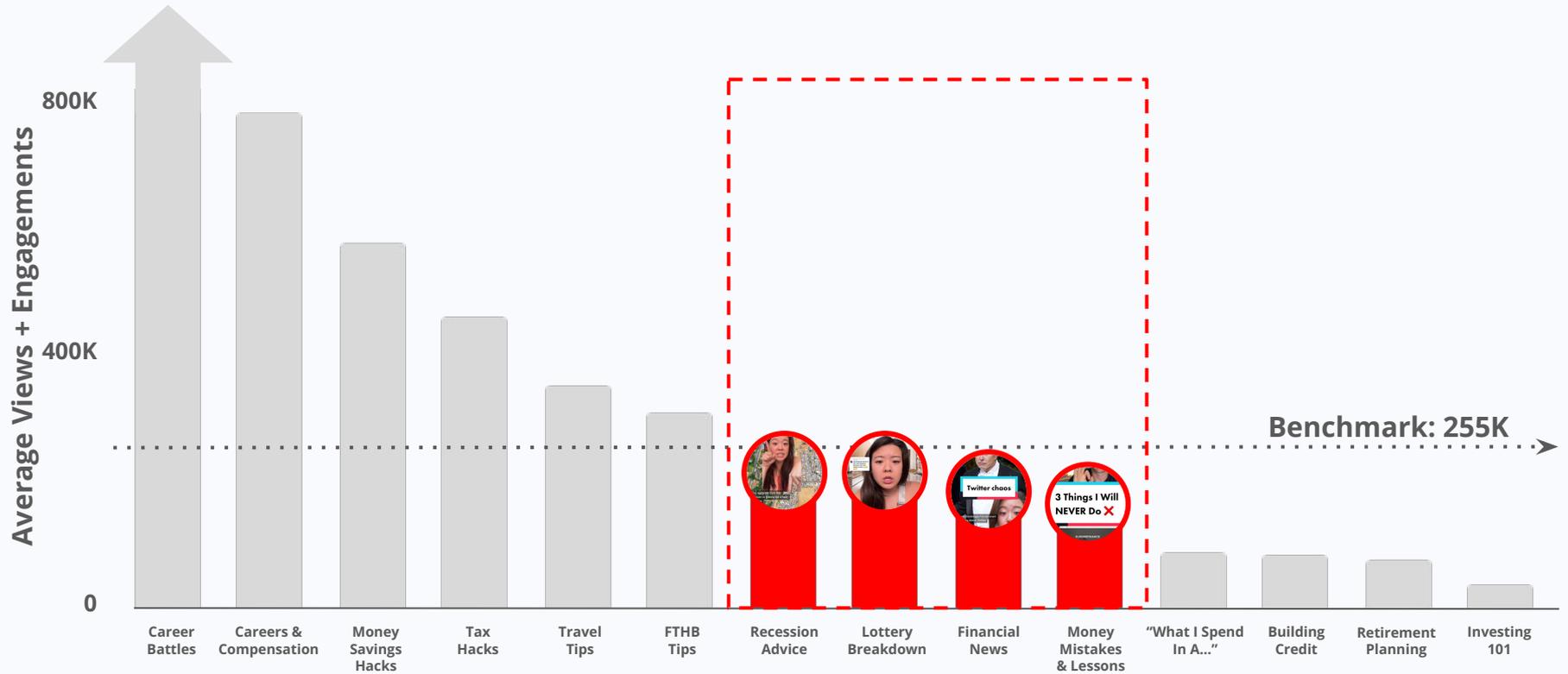
Excellent performing content categories for the Financial Services audience on TikTok include:



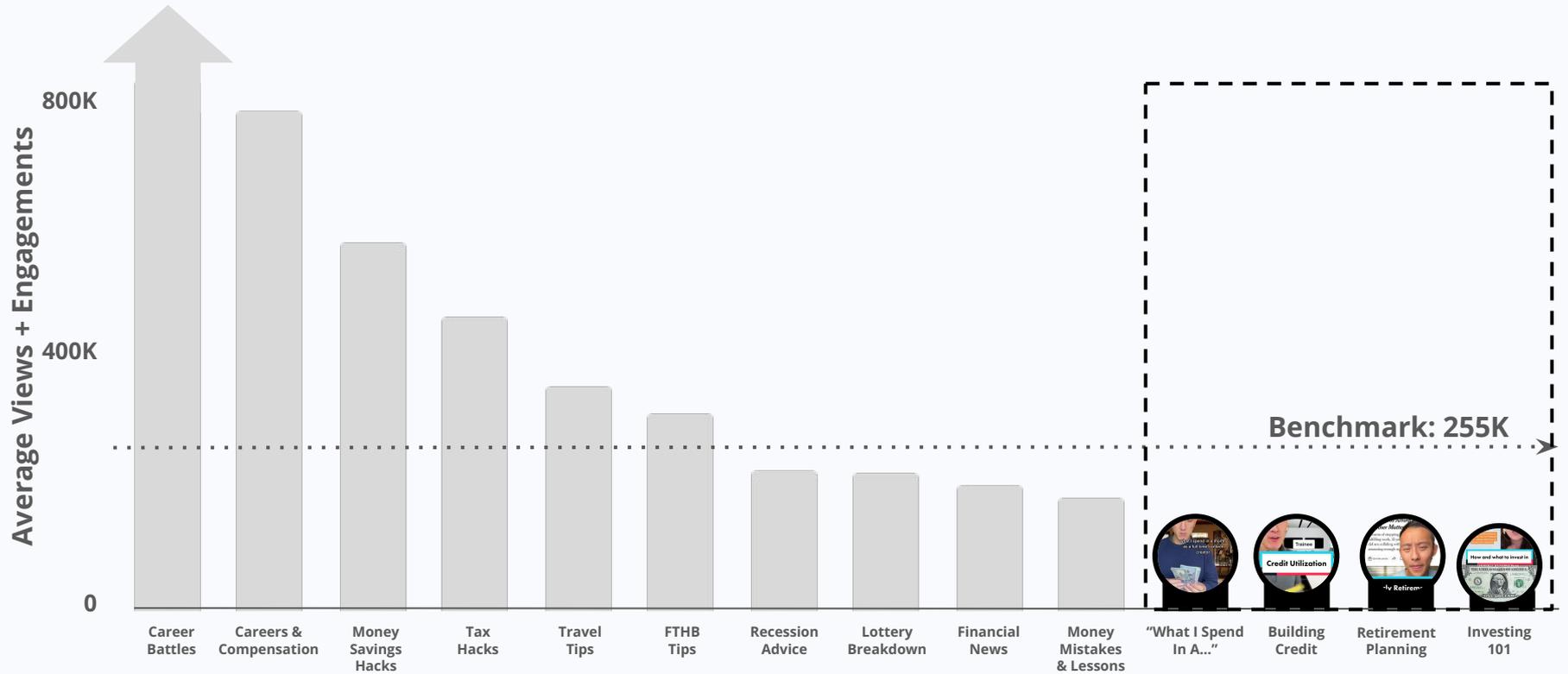
Good performing content categories for the Financial Services audience on TikTok include:

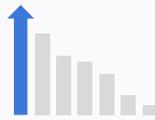


Substandard performing content categories for the Financial Services audience on TikTok include:

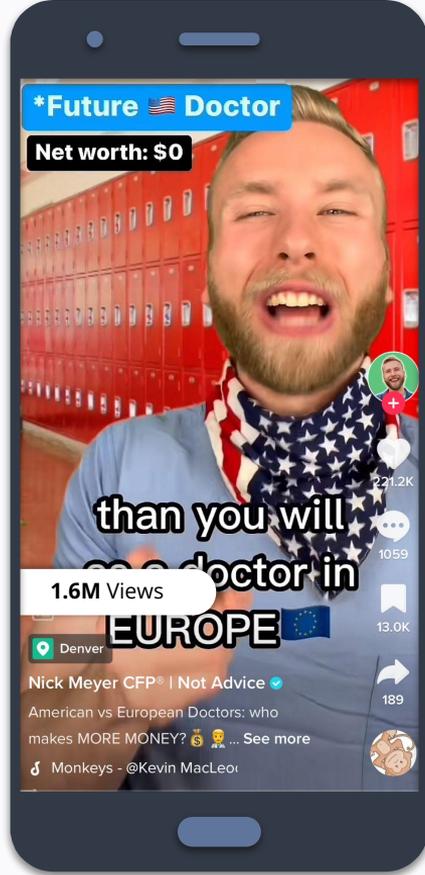


Low performing content categories for the Financial Services audience on TikTok include:





[Click to view](#)



[Click to view](#)

Content Opportunities:

#1. Career Battles

These videos explore how wealth is accumulated over time in different careers, such as a [trucker vs. a nurse](#) or an [American vs. European doctor](#). The point of these videos is to demonstrate the advantages of long-term compound interest and the disadvantages of student loans.

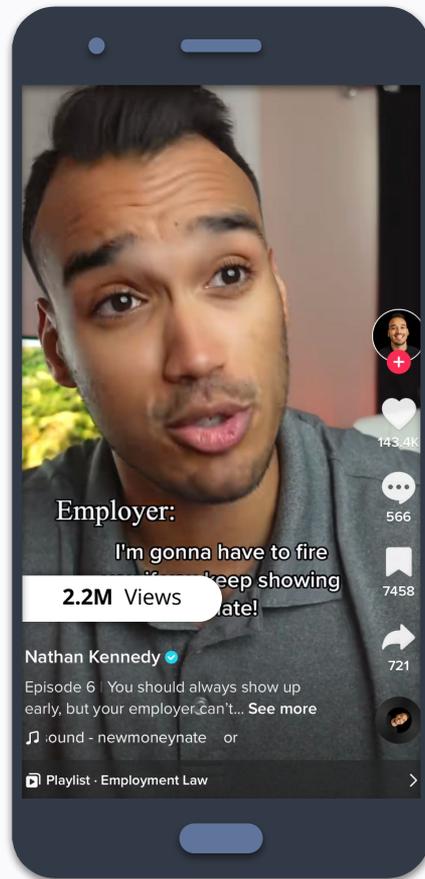
Tactics to Implement:

- **Skit Format:** [Nick Meyer](#) uses a skit format to showcase the differences in net worth amongst different professions over time. Nick's over-the-top costumes help viewers remember which occupations he's talking about, along with various green-screen backgrounds.
- **Video Length:** Nick Meyer's "Career Battle" videos range from 51 to 60 seconds.

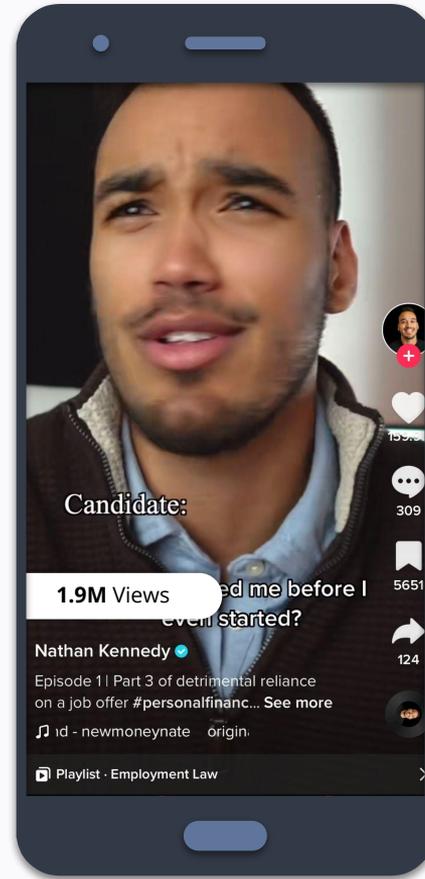
Content Opportunities:

- Use a skit to demonstrate the power of compound interest and debunk the myth that you need a post-secondary degree to get rich.





[Click to view](#)



[Click to view](#)

Content Opportunities:

#2. Careers & Compensation

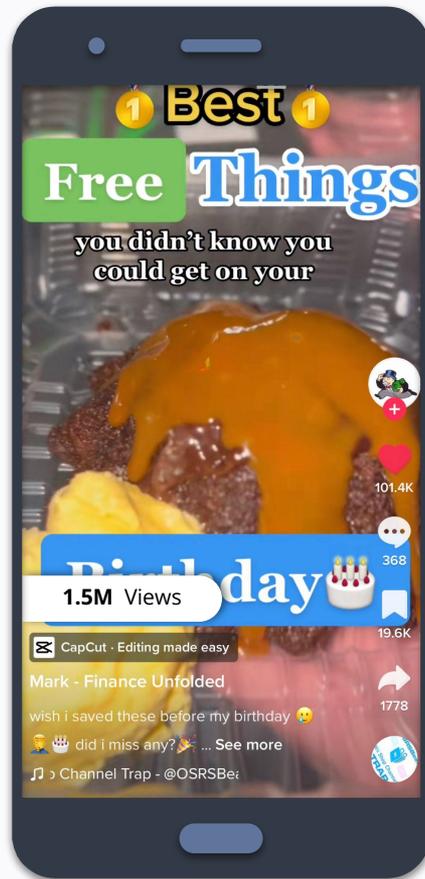
Creators share and demonstrate their strategies for interviewing, negotiating and advocating for oneself in their careers. Top videos featured skits by [Nathan Kennedy](#) that highlighted important employment laws in Canada, such as the fact that [employers cannot require employees](#) to arrive early for a shift without compensation and that one could be entitled to compensation if a [job offer is revoked](#).

Tactics to Implement:

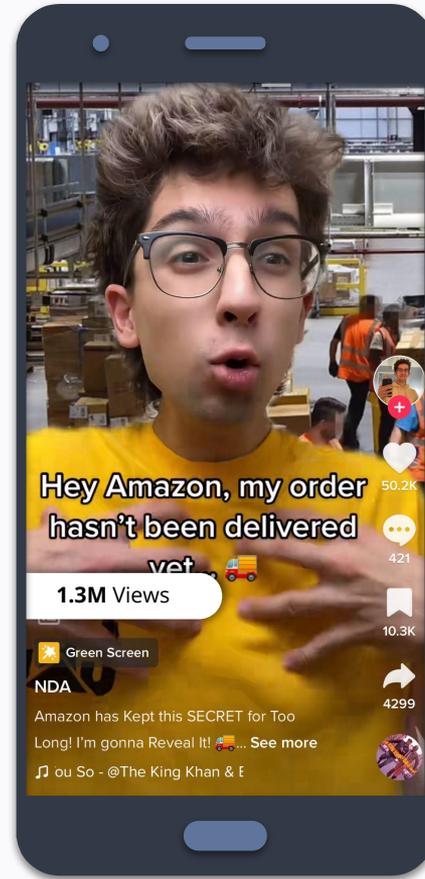
- **Playlists:** Nathan Kennedy created a [playlist](#) with ten episodes discussing employment law, generating over 11M views.
- **Looping:** This video on the [left](#) uses a looping technique where the end of the video perfectly syncs with the beginning of the video, making it seem as if there is no ending. This causes viewers to rewatch the entire video over again.

Content Opportunities:

- Share short, fun videos (using skit formats and subtitles) that teach viewers how to successfully interview, negotiate, and advocate for themselves at work.



[Click to view](#)



[Click to view](#)

Content Opportunities:

#3. Money Savings Hacks

These videos show you how to save money on daily purchases and expenses and get free products or services from popular retailers or restaurants.

Tactics to Implement:

- **Tips for Teens:** [Finance Unfolded](#) posts videos about personal finance for teenagers, such as his “[Birthday Freebies](#)” series, which lists free things people can get on their birthdays. In these videos, he uses the hashtag [#moneytipsforteens](#). Other videos targeted towards teens include videos about the best first [jobs](#) or [cars](#) for teenagers.
- **Short & Sweet:** “Money Savings Hacks” videos that were 10-20 seconds long generated the highest number of views and engagements on average.

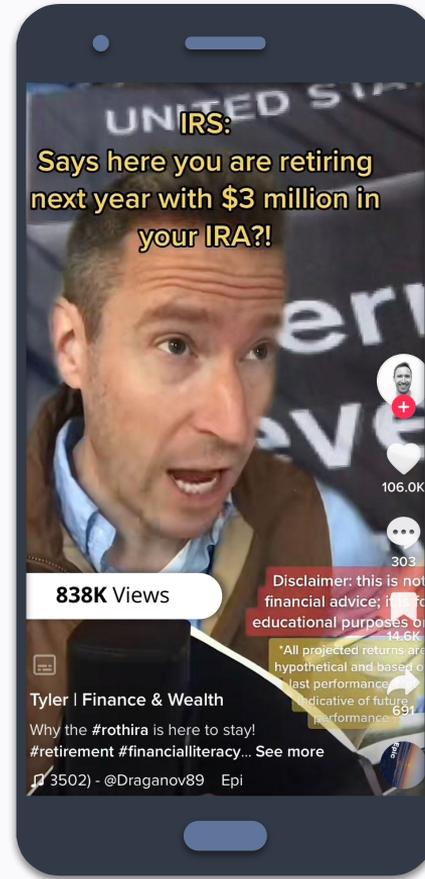
Content Opportunities:

- Share tips, tricks and hacks with your audience on how they can save money on daily purchases or expenses. Look for hacks at popular retailers/restaurants/service providers which are not widely known, such as [Amazon's late delivery policy](#).





[Click to view](#)



[Click to view](#)

Content Opportunities:

#4. Tax Hacks

Explanations of tax rules and strategies that can be used to help reduce the burden of personal tax owing. Top videos discussed the benefits of ROTH IRA accounts.

Tactics to Implement:

- **Hashtags:** Of the Q4 2022 videos analyzed, those with 3, 5 or 6 hashtags generated the highest views and engagements on average.
- **Keep Doing What's Working:** These two videos follow a similar format and script while slightly varying. Analyze the top-performing videos, then create more content using this format.
- **Disclaimer:** Tyler (@socialcap) uses a disclaimer on his videos stating that they are not financial advice and are for educational purposes only.

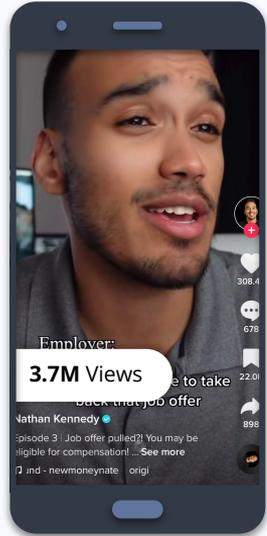
Content Opportunities:

- Use TikTok to share informative videos explaining tax rules and strategies to help people of all ages save money on their taxes.

Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

Careers & Compensation

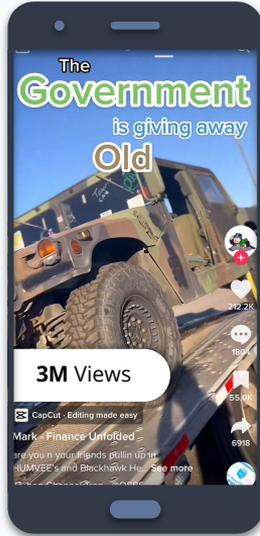


[Click to view](#)

Content:

Using a skit format, [Nathan Kennedy](#) teaches his viewers they are entitled to compensation if they have a job offer revoked.

Money Savings Hacks



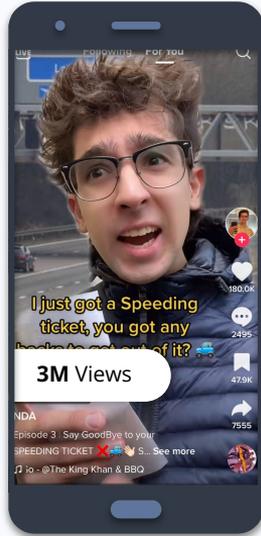
[Click to view](#)

Video Length: 20 seconds on average.

Content: In the outlier "Money Savings Hacks" videos, [Finance Unfolded](#) explained how to [purchase old military vehicles for cheap](#), the [meaning behind price tags at Costco](#) and [birthday freebies](#), and [NDA](#) shared tips on [how to get out of paying for a speeding ticket](#).

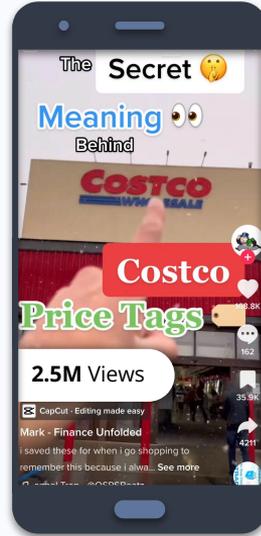
Tactics: At the beginning of this [video](#), the creator says, "I can't believe the last one was free." This line hooks the viewer into watching the video to find out what he means.

Money Savings Hacks



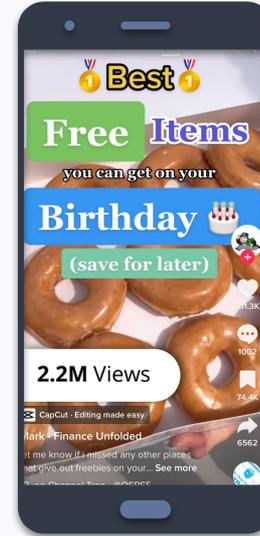
[Click to view](#)

Money Savings Hacks



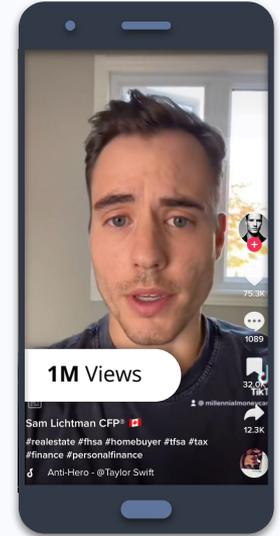
[Click to view](#)

Money Savings Hacks



[Click to view](#)

FTHB Tips



[Click to view](#)

Content:

[Sam Lichtman](#) shows how the FHSA can help Canadians save for their first home by using a hypothetical example and breaking down the math on-screen.

Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

Tax Tips



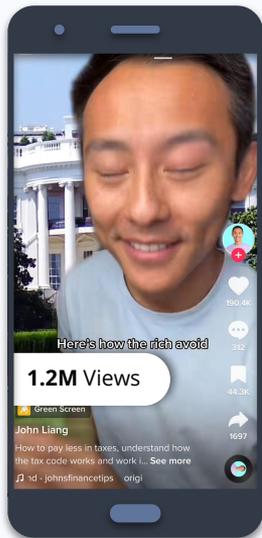
[Click to view](#)

Video Length: 35 & 49 seconds long.

Content: Tyler explains how you can shelter income by creating a private family foundation in this [video](#). In this [video](#), John Liang describes how the rich avoid paying taxes on real estate capital gains through the 1031 Exchange.

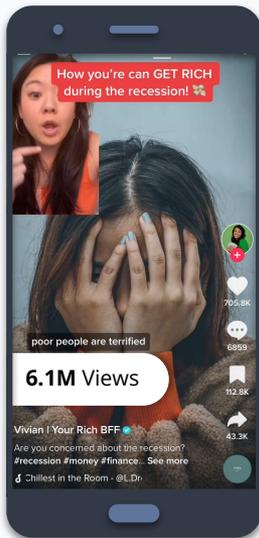
Tactic: Videos hook the viewer by making it appear they are sharing something that seems illegal or top secret.

Tax Tips



[Click to view](#)

Recession Prep

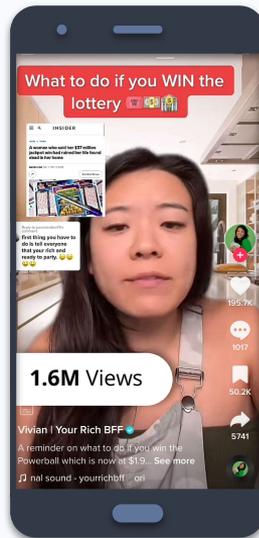


[Click to view](#)

Content:

Creator [Your Rich BFF](#) explains how you can "GET RICH" during a recession by investing while the market is low.

Lottery Breakdown

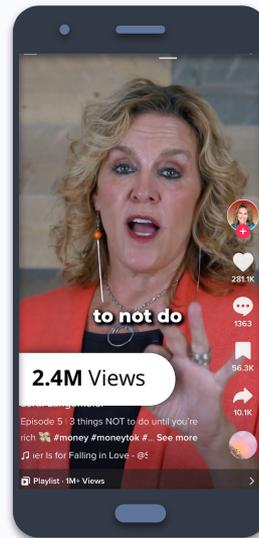


[Click to view](#)

Content:

Creator [Your Rich BFF](#) shares her advice on what to do if you win the lottery.

Money Mistakes & Lessons

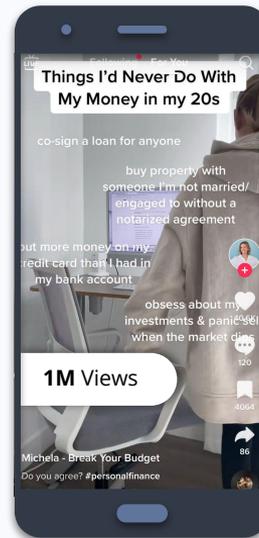


[Click to view](#)

Video Length: 53 & 8 seconds long.

Content: In this [video](#), [Loral Langemeier](#) shares three things people should not do until they are rich. In this [video](#), [Michela](#) shares things she'd never do with her money in her 20s with text overlaying a simple video with music.

Money Mistakes & Lessons



[Click to view](#)

Outliers:

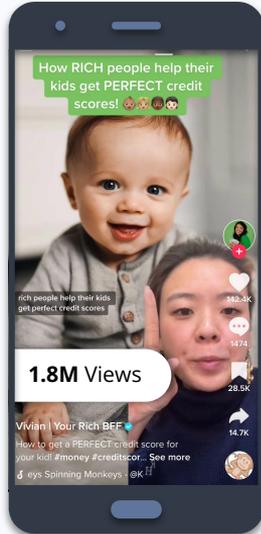
These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

Video Length: 59 seconds long.

Content: [Your Rich BFF](#) shares a step-by-step breakdown of how parents can set their kids up for a perfect credit score.

Tactics: Credit often comes with fear and anxiety for many people. Vivian hooks the viewer and demystifies this by saying, "It's not even that complicated; I can explain it to you."

Credit Lessons



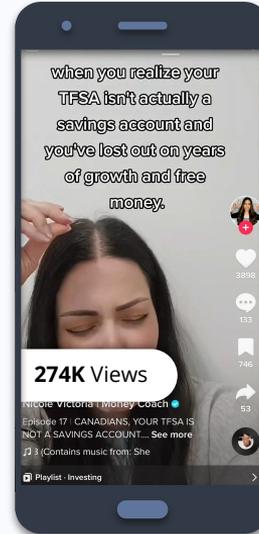
[Click to view](#)

Investing 101



[Click to view](#)

Investing 101



[Click to view](#)

Video Length: 59 & 5 seconds long.

Content: [Your Rich BFF](#) shares her advice with viewers on how and what they should invest. [Nicole Victoria](#) uses the '[world's smallest violin](#)' trend on TikTok to teach her viewers that a TFSA shouldn't be used as a savings account.

Tactics: Look at the comments on previous videos to inspire new content using TikTok's video reply feature. Use trends on TikTok, such as Nicole Victoria's world's smallest violin post, in a way that is entertaining and relatable to finance.

