



Q1 2023

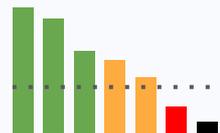
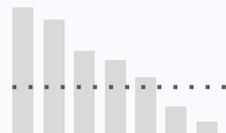
Social Content Opportunity Analysis™

Social Content Opportunities For the Ski 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 Ski audience on TikTok includes:

- **POV Trick**
Athletes take viewers through the motions of a ski trick from their perspective as they land a flip.
- **Ski Vlog**
Athletes share moments from their ski trips or segments from being on the hill with voice-overs or text on screen.
- **Follow-Cam**
One athlete follows another as they ski down the mountain passing in front and behind one another.
- **Quality Air Time**
Exploring big air moments as athletes make their mark in the sky and land it... or not.

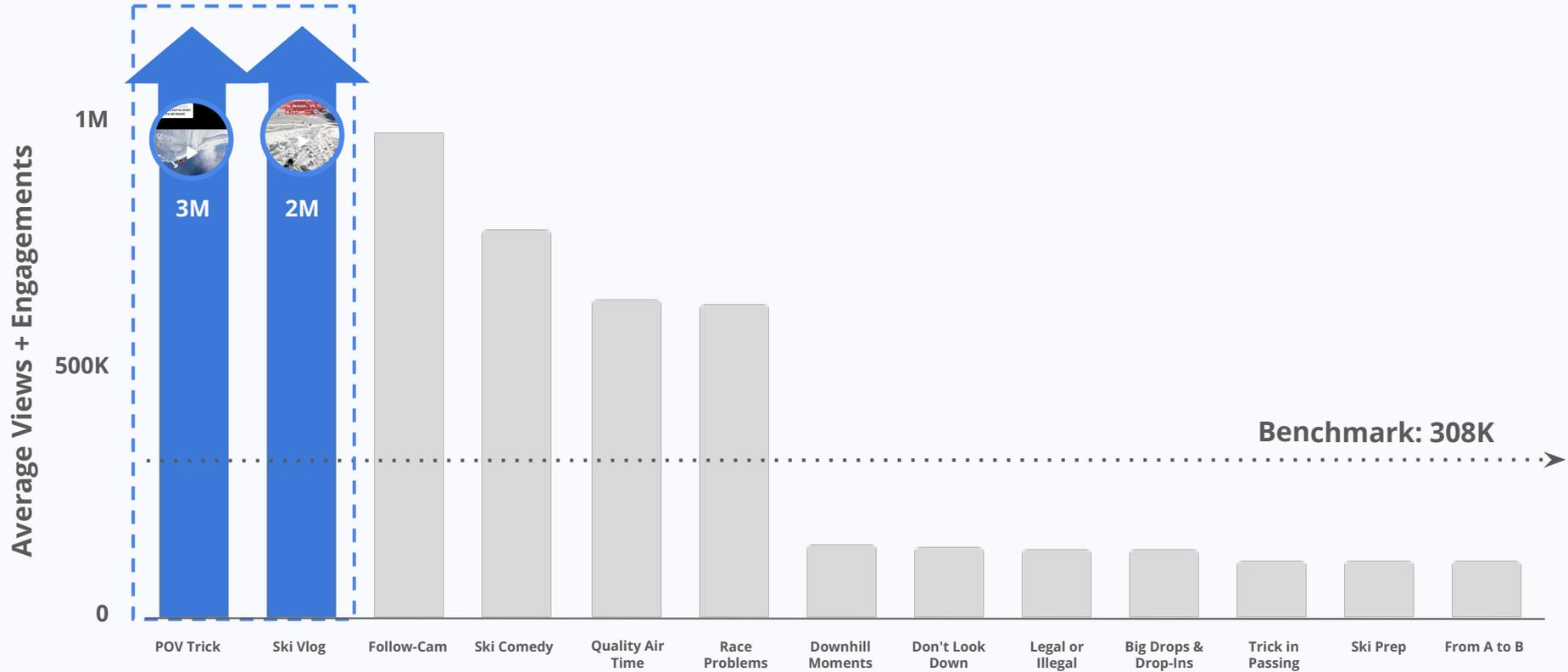
TikTok Content Bucket Definitions

Click to see example

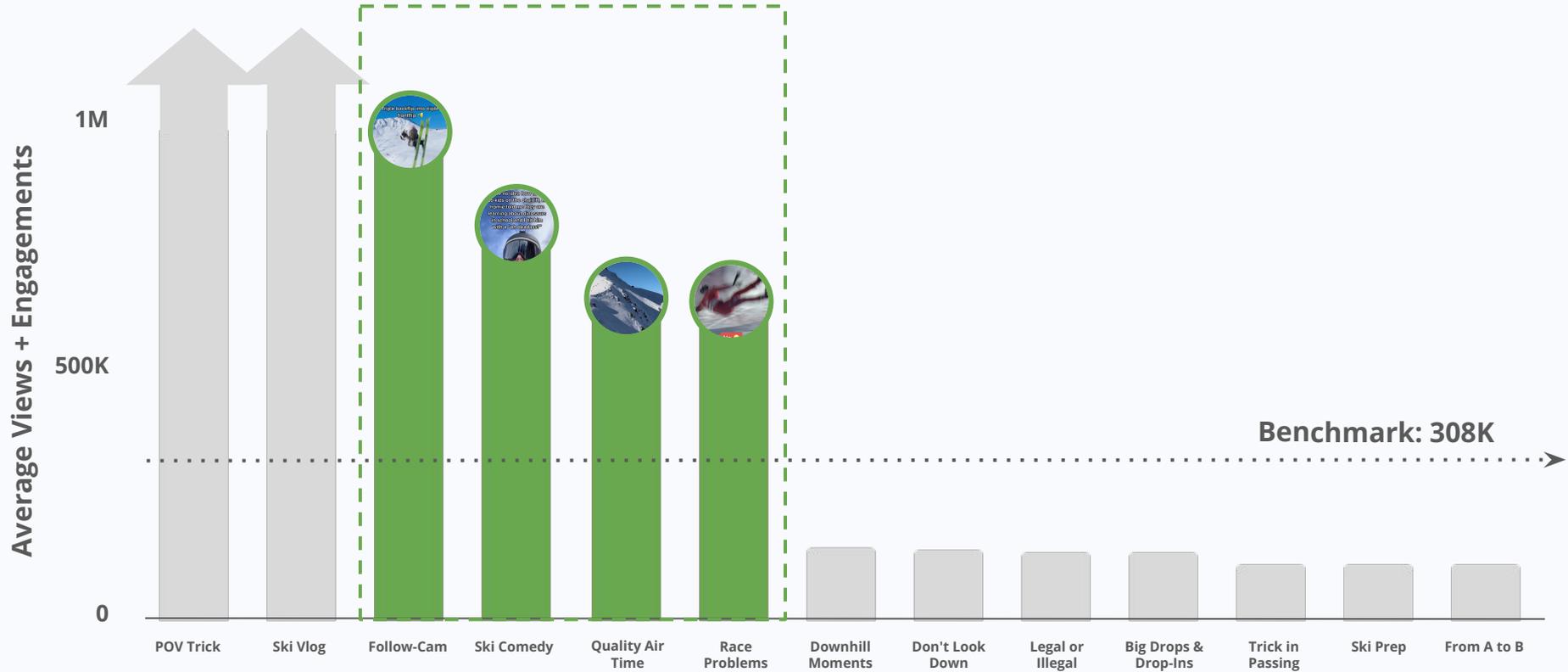


- **POV Trick**: Athletes take viewers through the motions of a ski trick from their perspective as they land a flip.
- **Ski Vlog**: Athletes share moments from their ski trips or segments from being on the hill with voice-overs or text on screen.
- **Follow-Cam**: One athlete follows another as they ski down the mountain passing in front and behind one another.
- **Ski Comedy**: Relatable or funny moments for athletes to recognize from their own experiences on the hill.
- **Quality Air Time**: Exploring big air moments as athletes make their mark in the sky and land it... or not.
- **Race Problems**: Moments gone wrong in Austria's alpine skiing competition Hahnenkamm Races.
- **Downhill Moments**: Following athletes down segments of mountains to enjoy their view and skiing techniques.
- **Don't Look Down**: Pre-drop-in where athletes show their POV view of narrow mountain tops or prepare drop-in routes.
- **Legal or Illegal**: Asking ski fans on TikTok whether near misses and falls should count in alpine skiing competitions.
- **Big Drops & Drop-Ins**: Views of drops and drop-ins where athletes fall in from major heights then continue on their journey.
- **Trick in Passing**: Viewing athlete tricks from the perspective of a bystander on the side of the hill.
- **Ski Prep**: Athletes share their clothing & equipment choices for a day of skiing or how they prepare for the upcoming season.
- **From A to B**: Moments from alpine and slopestyle courses where athletes artfully get from point A to B on their skis.

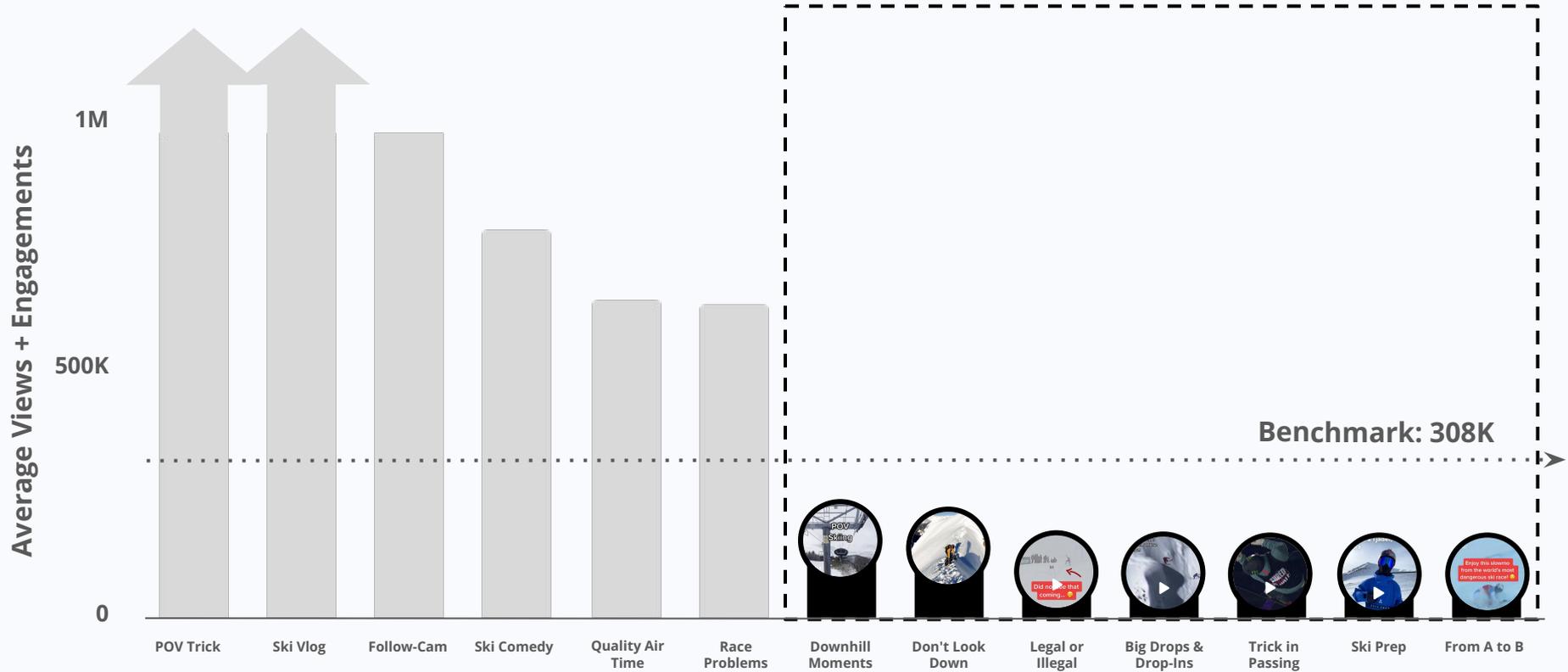
POV Trick and **Ski Vlog** are **extreme performing** content opportunities, averaging 3x the views & engagement rate on TikTok.



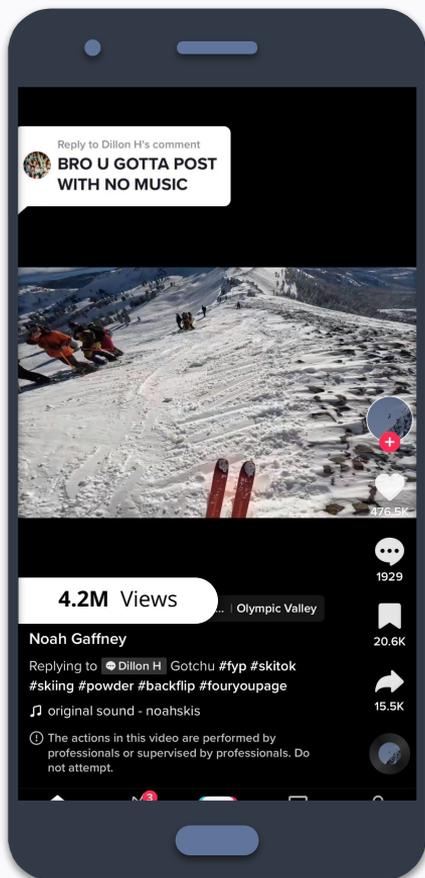
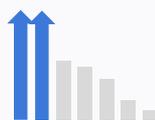
Excellent performing content categories for the Ski audience on TikTok include:



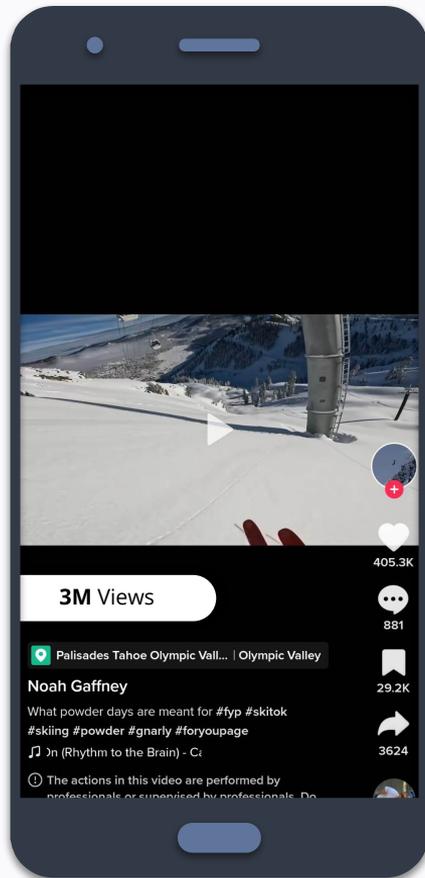
Low performing content categories for the Ski audience on TikTok include:



Benchmark: 308K



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Content Opportunities:

#1. POV Trick

Athletes take viewers through the motions of a ski trick from their perspective as they land a flip.

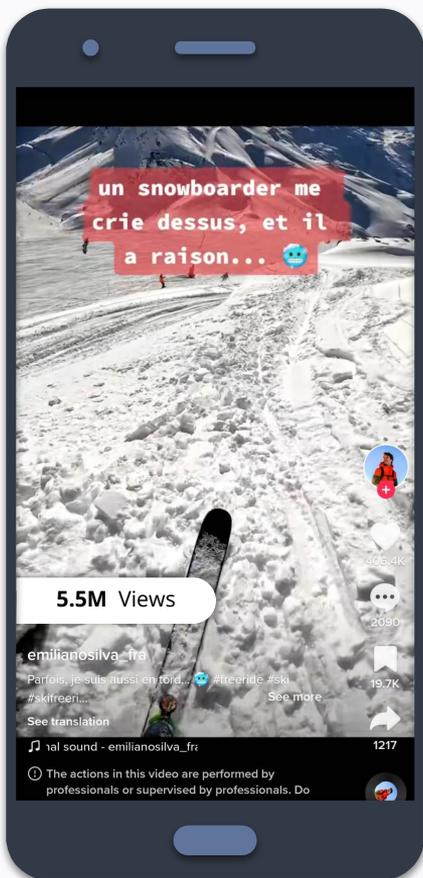
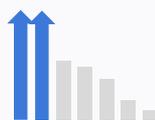
Tactics to Implement:

- **Short-Form Videos:** These videos tend to be 17 seconds on average.
- **Slow Motion:** Due to the nature of performing tricks from a POV perspective, these videos were filmed with a high frame rate and slowed down to help the viewer follow along.
- **Original Audio:** 63% of the total views and engagements for this content featured no added audio so that fans could hear the sound in the moment, especially bystanders cheering the athlete on.

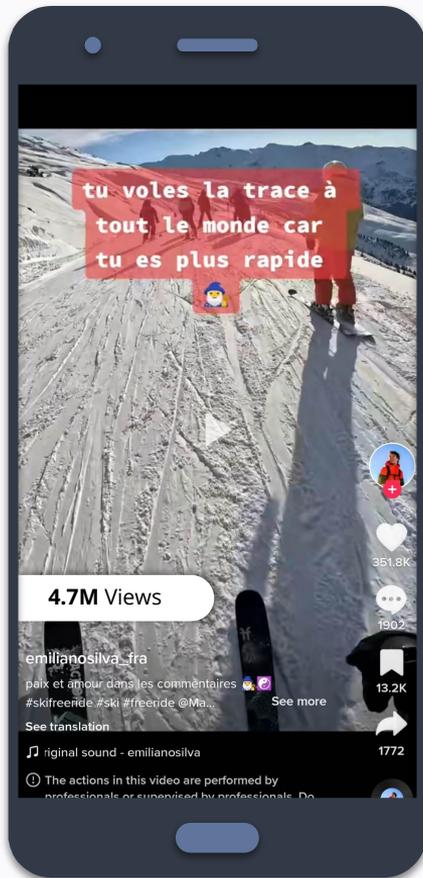
Content Opportunities:

- This section has been leveraged by creators using the TikTok Reply feature to engage with their audience and make content that they want to see, i.e. [fans asking for other similar videos without added audio](#). Find ways to leverage the Reply feature with low-hanging content such as a POV slopestyle run.





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Content Opportunities:

#2. Ski Vlog

Athletes share moments from their ski trips or segments from being on the hill with voice-overs or text on screen.

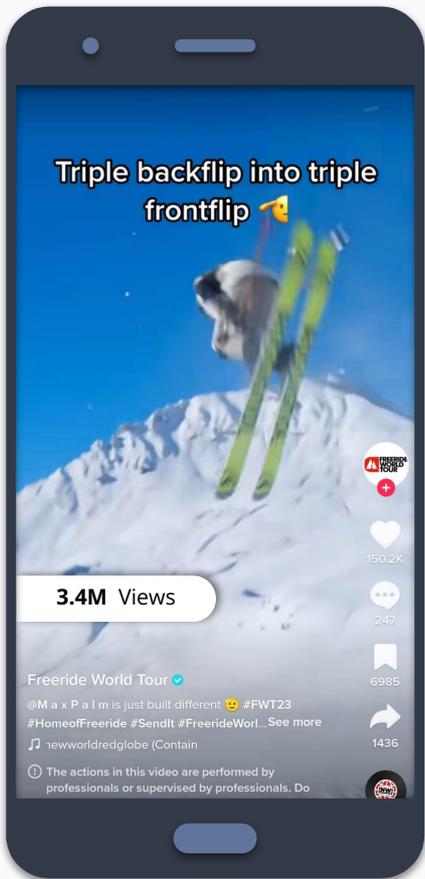
Tactics to Implement:

- **Video Length:** These videos tend to be 1 minute and 20 seconds on average.
- **GoPro:** 100% of videos in this category feature GoPro footage.
- **TikTok Text to Speech:** Videos in this category use this feature to set the stage for the content of the video as an introduction.
- **Stream of Consciousness:** 50% of the views and engagements in this category were driven by videos where the creator talks to the camera sharing whatever is on his mind as he skis.

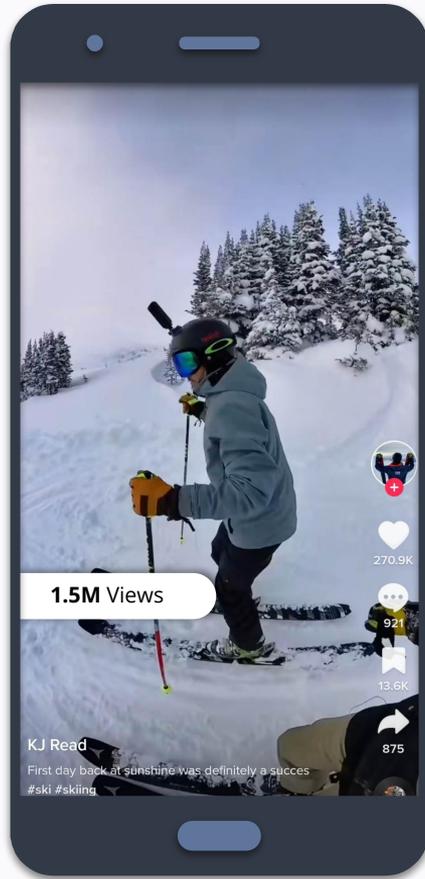
Content Opportunities:

- Storytelling is the main driver behind the success of these videos. The athlete sets the stage by offering viewers a look into his ski runs from his perspective based on a series of events.
- This [athlete](#) often starts his videos with “The day that I...” such as “[The day that I fell into the water below 0 degrees](#)”.





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Content Opportunities:

#3. Follow-Cam

One athlete follows another as they trek down the mountain passing in front and behind one another.

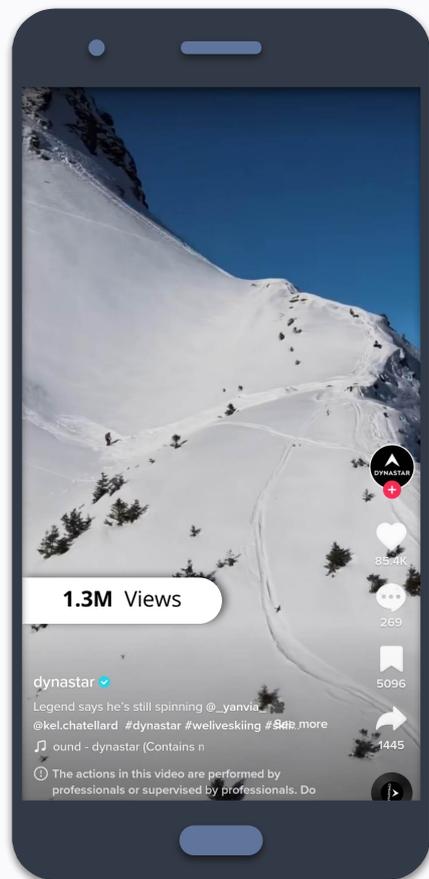
Tactics to Implement:

- **Video Length:** These videos tend to be 23 seconds on average.
- **Filming Equipment:** 89% of the footage in this category was filmed with GoPros, while 11% was filmed with a drone.
- **Natural Reactions:** The [top-performing video](#) uses additional audio but ensures the viewer can still hear the videographer's reaction as the athlete "lands" the flip.

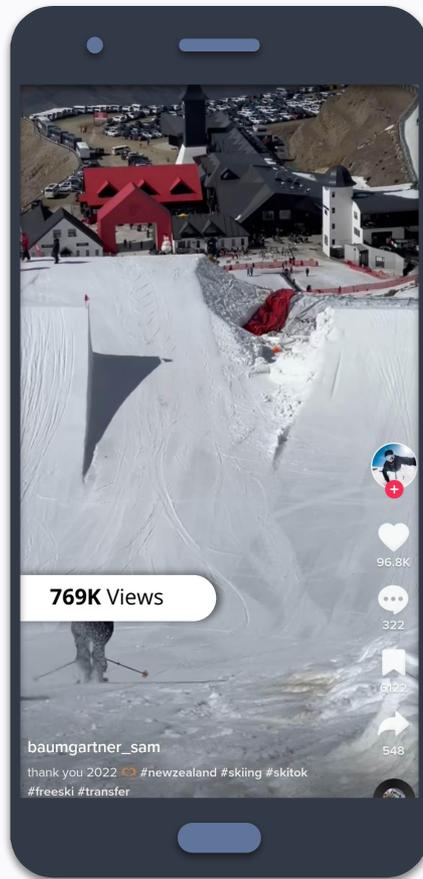
Content Opportunities:

- The follow-cam method is a grounded technique to bring any skier into the feel of spending a day with friends and other athletes on the slopes.
- Create videos where viewers can marvel at the technique of a fellow athlete filming another while also riding down the same path.





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Content Opportunities:

#4. Quality Air Time

Exploring big air moments as athletes make their mark in the sky and land it... or not.

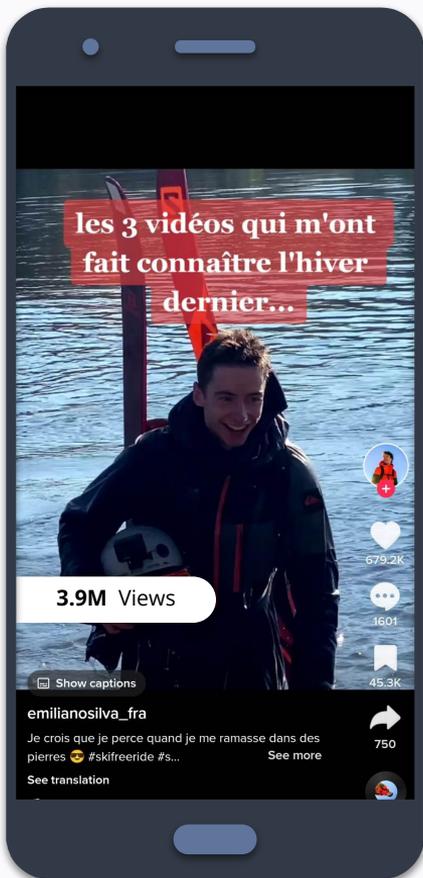


Tactics to Implement:

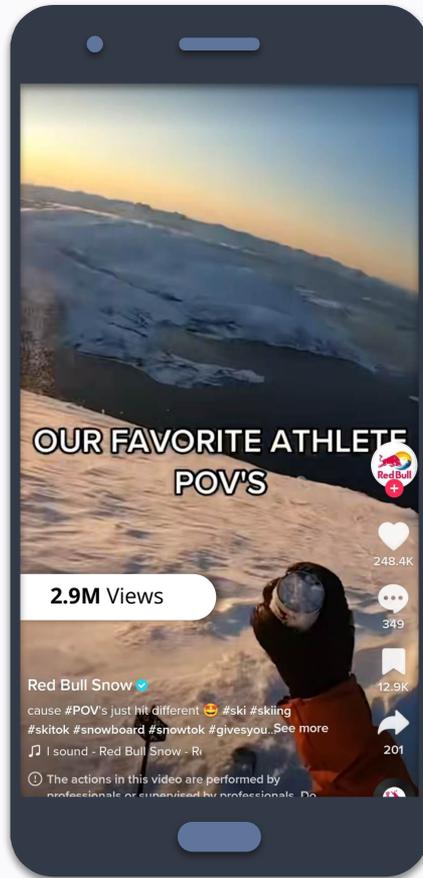
- **Video Length:** These videos tend to be 12 seconds on average.
- **Filming Techniques:** 54% of the views and engagements were driven by content filmed with drones, while 21% was driven by content filmed in a stationary position with a long shot.
- **Throwbacks:** 19% of the views and engagements in this category were generated by old footage shared by competitions like [FWT](#).
- **Follow Through:** Footage in this category was made up of 50% moving footage and 50% stationary footage. However, footage that moved with the athlete generated +71% more views & engagements compared to stationary footage.

Content Opportunities:

- It's all about the drop. Quality airtime videos benefit from the audio that builds up and then drops as the athlete launches into the air as seen [here](#).



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Outlier Callout:

Favourite Video Compilation

Brands take 3 or more of their best, favourite or top-performing videos from the year and compile them into one TikTok, creating a “top video compilation”.

Tactics to Implement:

- **Video Length:** These videos tend to be 1 minute and 18 seconds on average.
- **Themed:** Videos feature a unifying theme around the content chosen for the compilation. For example, “[three videos that got me noticed last winter](#)” or “[our favourite athlete povs](#)”.
- **What Goes Around Comes Around:** TikTok has a positive cycle when it comes to top-performing content. This means that if a video performs well once, it will most likely perform well again.

Content Opportunities:

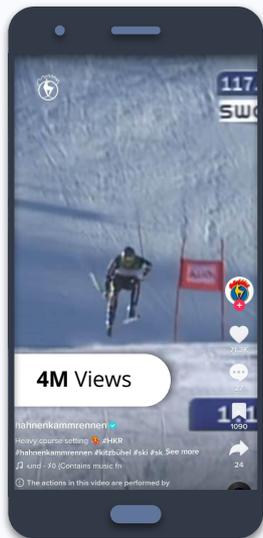
- This is an under-utilized tactic on TikTok, containing only two videos within this category. The opportunity is a low-hanging fruit to apply to existing content.



Outliers:

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

From A to B

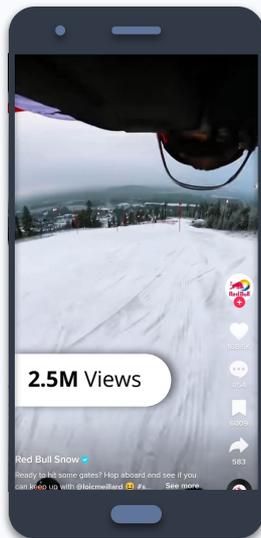


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Tactics:

This video is 8 seconds in length, **-53%** shorter than average. It features footage of a specific gate in an alpine race that athletes were struggling to reach.

From A to B

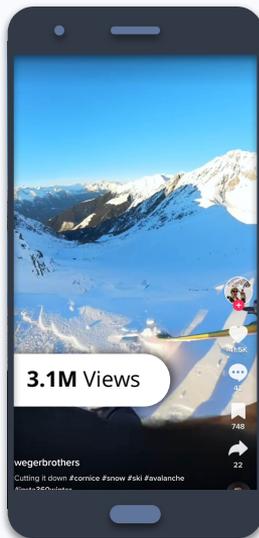


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Tactics:

This video is 43 seconds in length, **+153%** longer than average. It features a GoPro POV of what it's like to go through a slalom. There is no added audio.

Don't Look Down

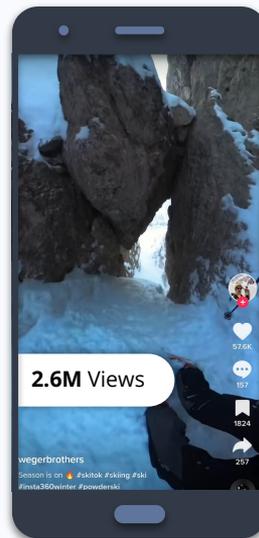


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Tactics:

This video is 7 seconds in length. It features the athlete cutting down a path for a drop-in from high up as the viewer watches the snow fall deep below.

Downhill Moments

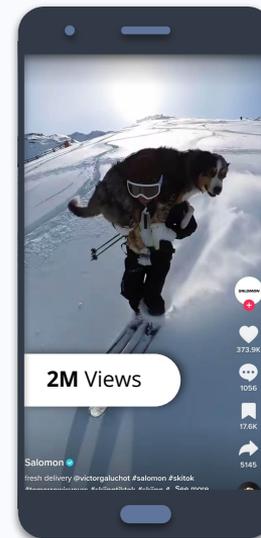


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Tactics:

This video is 10 seconds in length, **-50%** shorter than average. It features the athlete navigating through a gnarly drop wearing an Insta360 camera for an all-around POV.

Downhill Moments



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Tactics:

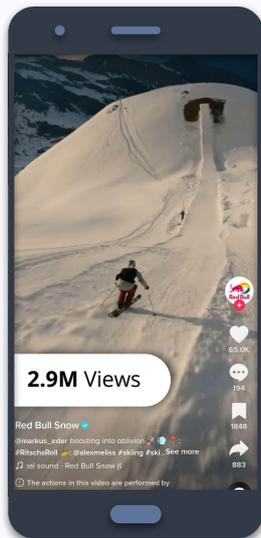
This video is 12 seconds in length, **-40%** shorter than average. It features the athlete skiing downhill with their dog on their back.



Outliers:

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

Quality Air Time



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Tactics:

This video is 11 seconds in length. It features incredible FPV Drone footage of Markus Eder boosting into oblivion with visually stimulating slow motion.

Race Problems

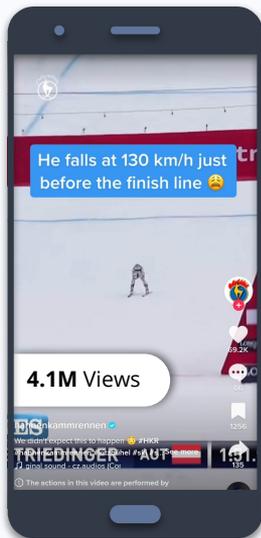


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Tactics:

This video is 8 seconds in length. It features the use of a split screen to show the athlete mid-crash and the corresponding reaction of the audience.

Race Problems

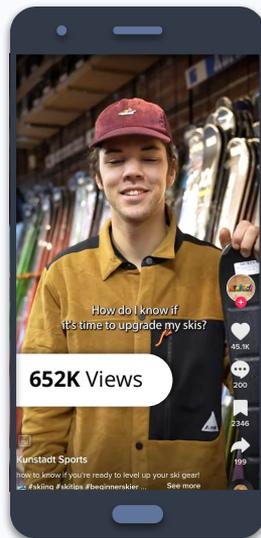


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Tactics:

This video is 8 seconds in length. It uses text on the screen to guide the viewer into the crash, noting that the athlete was close to finishing before going down.

Ski Recommendations

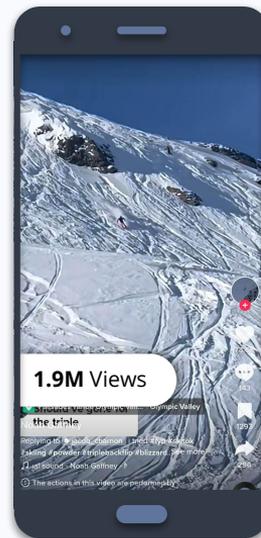


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Tactics:

This video is 88 seconds, **+52%** longer than average. It features someone talking directly into the camera with a caption to answer a question about when to level up ski gear.

Trick in Passing



[Click to view](#)

Tactics:

This video is 9 seconds in length, **-36%** shorter than average. It uses the reply feature to respond to a viewer who wanted to see a trick from a different perspective.



