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# Reels vs TikTok



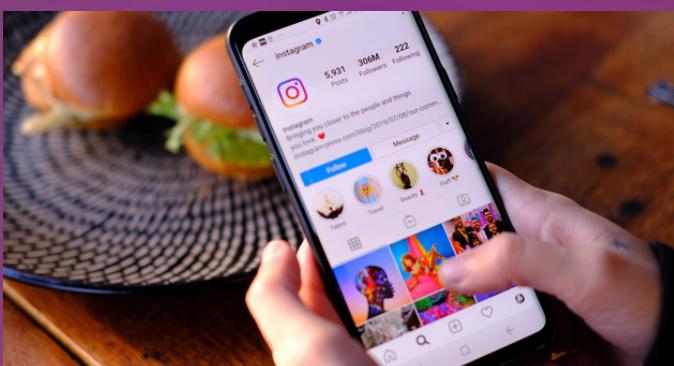


Instagram Reels and TikTok — two of the hottest forms of video content on the planet. But what's the difference? And more importantly, how can you leverage them for your business?

In this Guide we'll break down everything you need to know about Reels and TikTok, the differences between the two, and how you can utilize the apps to grow your brand.

# Reels and TikTok

Instagram Reels and TikTok are very similar in the sense that they are both short, fun videos that users can create and share with their followers. The videos can include text, music, filters, and other effects. Both apps allow users to really show off their creative side.



## Instagram Reels

- User base: predominantly millennials
- Can be up to 60 seconds long
- Educational / Informative
- More about aesthetics
- Hops on trends from TikTok
- Limited audio selection
- Puts a focus on pushing content out to current followers

## TikTok

- User base: predominantly Gen Z
- Can be up to 3 minutes long
- Entertaining / Funny
- More casual
- Starts the trends
- Large audio selection
- Puts a focus on pushing content out to new viewers (non-followers)

# Which app is better for your business?

Reels and TikTok are both great for reaching a wider audience and building a following. But which one you should use for your specific business depends primarily on your target audience and the type of content you enjoy creating.

## Examples:

If your target audience is Gen Z and you enjoy creating funny, entertaining content, you'll likely have more success promoting your brand on TikTok. This is because TikTok is where the younger demographic spends most of their time online.

If you enjoy making short videos that are educational and directed toward a millennial or older audience base, Reels would be a better platform for you.





**BUT**, there are always exceptions. There are still younger users on IG Reels, and older users on TikTok—you just have to be a little more strategic to tap into them.

**Best Advice:** try out both platforms to see where you gain the most traction. There are two different ways you can post videos to both Reels and TikTok:

**1 Post the same videos on both platforms.** You can create and post a video on TikTok, download the video to your phone, and then upload that same video to IG Reels.\*

\*It's important to note that it's a big no-no to post a video with a TikTok watermark on Reels or vice versa. There are apps, like "TokSave," that you can use to remove the TikTok watermark from your video before posting it as a Reel.

**2. Create different content for each platform.** Many companies use this strategy where they'll create more informative, aesthetically pleasing content for Reels and then create more casual, funny videos for TikTok.

# **How To Leverage Reels And TikTok For Your Business:**

## **Switch your profile to a Business Account**

There is a difference between a personal account and a business account on both Instagram and TikTok. If your goal is to promote and grow your brand, then you should convert your account to a Business account. This is really simple to do and can be done inside your Account Settings.

**Benefits of switching to a Business account:**

- Gain access to audience insights and analytics (age, gender, location, what time they're most active on the platform)
- Gain access to post insights and analytics (reach, views, likes, comments, saves, shares)
- Can link your website in your profile bio
- Have the ability to boost or promote posts

## **Test, Test, Test!**

The only way to find out what kind of videos resonate with your audience and drive engagement is to experiment. Here are a few video ideas to help you get started:

- Educational / How-Tos / Tutorials
- Behind the scenes
- Showcase your products and services
- Introduce your team members
- Answer commonly asked questions
- Hop on trends / Use trending audios and make it about your niche (the algorithms love when you use trending audios)

## **Utilize Your Analytics**

Take the time to look at your post analytics to see which of your videos are performing the best. See if you can identify any patterns between the videos that perform well and the ones that don't. This allows you to continually optimize your content and give your audience more of what they love to see.

Also, don't get discouraged if you post a Reel or TikTok and it doesn't perform well. Think of it as a continual learning process. You're learning what works and what doesn't and your content will get better and more refined as you go along. Enjoy the process!

## **Paid Posts**

If you have a post that's performing well organically, it most likely will perform even better if you put a little money behind it. Having a business account on IG and TikTok allows you to boost (IG) or promote (TikTok) posts.

When doing so, you can select what your goal of boosting or promoting the post is: more views, more website visits, or more followers.

## **Create Content That Encourages Your Audience To Take Action**

**Be intentional with your video content. Each time you're creating a Reel or TikTok, know what action you want that video to inspire your audience to take, such as:**

- Drive them to your website link
- Drive them to a lead magnet so that you can grow your email list
- Encourage them to follow you for more tips, tricks, or insights
- Give them an incentive to share your content



We hope this has given you a better understanding of how you can use these apps to promote your brand, products, and services.

If you don't have the time or resources to produce your own content, our team of experts at B A S Media can help. We'll work with you to develop a content strategy that aligns with your business goals and create compelling content that resonates with your audience.



**And if you need help or have questions, contact us! At B A S Media, we're all about helping brands reach their ideal audience and build long-term relationships with their customers.**

**You can learn more about us and what we do on our website:  
<https://basmedia.net/>.**

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