

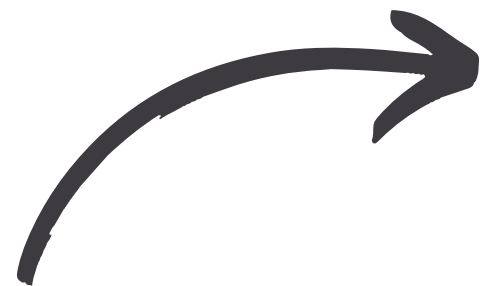


@ERICHULTGREN



TIKTOK

HOW 34 CHRISTMAS DAD JOKES ACCELERATED MY TIKTOK ACCOUNT



THEINCREDIBLEHULT.NET

THE GOAL



NOTICING THAT TIKTOK SEEMED TO FAVOR CONTENT THAT TOOK ADVANTAGE OF HAVING THE TITLE, DESCRIPTION, AND VOICE-OVER SAY THE SAME THING IN THE FIRST FIVE SECONDS - WE SET OFF TO CREATE A TEST TO SEE IF LEANING INTO THAT COULD BUILD AN AUDIENCE OVER THE HOLIDAYS.





CREATE THE CONTENT

The content needed to be repeatable and scaleable to facilitate the test, so we settled on 15-second **Christmas Dad Jokes** every day for 34 days. This would represent 32% of the total content during that same time.



A total of 109 TikToks were created during that period.

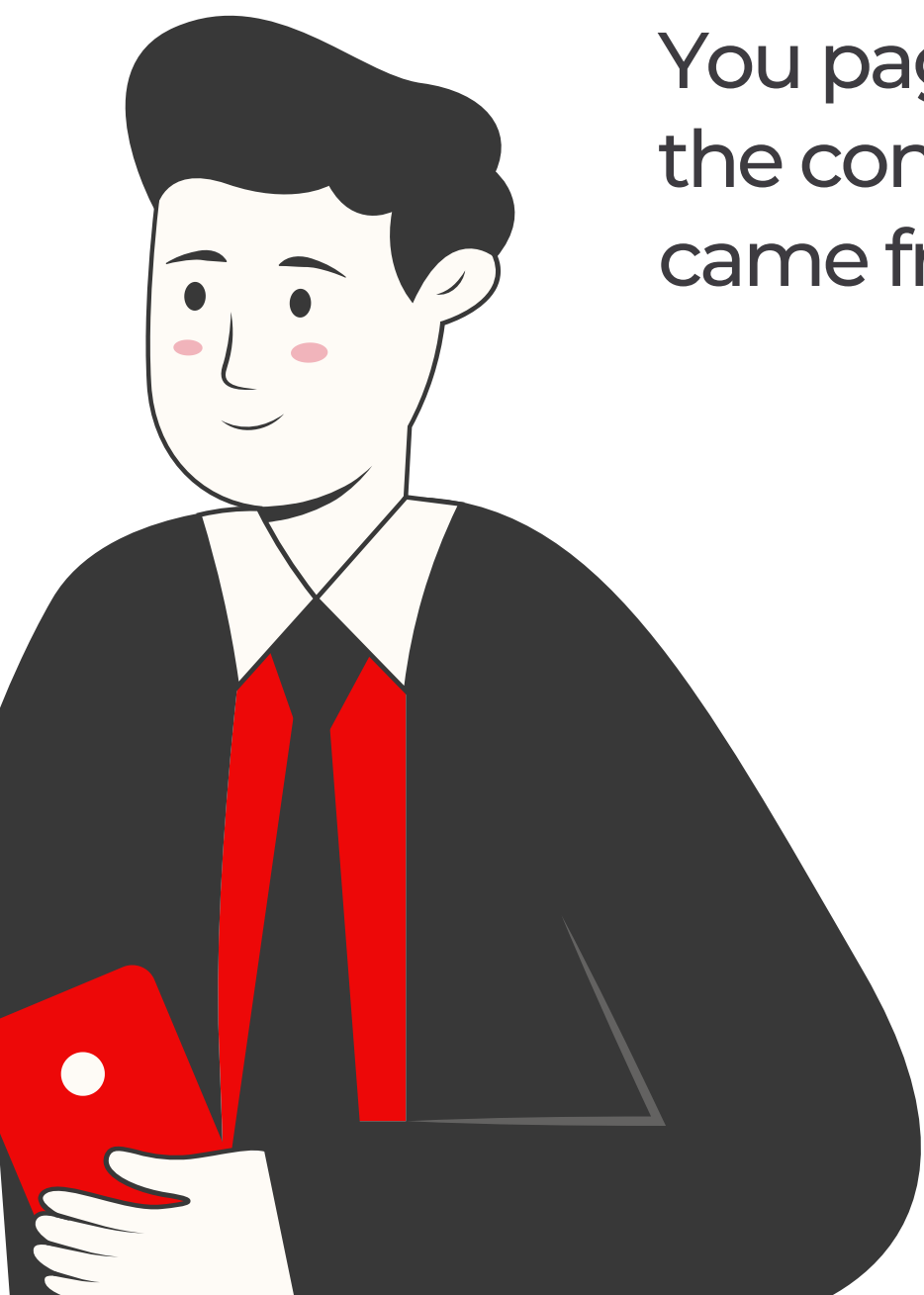


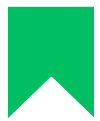


WHO CONSUMED THE CONTENT?

52% of the views came from search with terms like “Christmas jokes,” “Santa jokes,” and “Christmas dad jokes” among the most used.

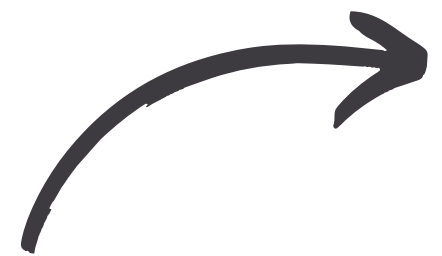
45% of the views came from the For You page, meaning less than 5% of the consumption over those 34 days came from **followers**.





BEING CONSISTENT ON TIKTOK **MATTERS**

You need to have a plan to produce content at scale (duh). What the data showed over the past 34 days is that if you post **daily**, **each day the joke went up between 6a and 7a EST**, and you follow that content up with content that resonates with your audiences the platform rewards that behavior.



Set The

EXPECTATION



REWARD THE EXPECTATION



In 2024, the @erichultgren TikTok account created **1754 videos** over 12 months.

However, from **Nov 21st to Dec 25th** the account saw triple-digit growth in views, likes, and comments along with an incredible 4500% increase in shares (measuring how sticky the content was) directly attributed to the “joke test.”

