TikTok / Influencer event email

INVITE

SL: Boss it like a TikTok influencer
PH: We reveal insider tips, tricks, and tactics

> Header copy:
> #fyp
> #challengeaccepted
> #Hult #tiktok #influencersbelike

Hi [First Name],

Looking to level-up your TikTok skills? Or wondered how you can really grow your followers? Maybe you've got the talent and drive to become TikTok famous but just don't know how?

Find out in this interactive session with social media expert and Hult marketing professor Dr. Tessa Misiaszek, discussing *The Power of TikTok and Influencer Marketing.*

[Date & time]
<Register Now>

With over 800 million monthly active users and an average daily view time of 52 minutes, TikTok is officially the hottest new platform on the social media scene—but you need to know the business behind it to really get the most out of it. That's where we come in.

Tessa will be sharing her insider knowledge on how the algorithm works, what it means to be an influencer, and how you can use content, videos, and hashtags to grow your account.

So, whether you've got the dance moves, lip-syncing skills, must-try recipes, artistic talents, or viral challenge tricks, take your TikTok game to the next level by <signing up now>.

[Sign off]

REMINDER

SL: Do you want to influence the TikTok world, [First Name]?
PH: Find out how to make it happen here

Hi [First Name],

I think this event we're running would be perfect for you—maybe you forgot to sign up, so here's a quick reminder.

 [Date & time]
<Register Now>

If you're interested in making your name on TikTok but don't quite know how to do it—we've got the answers. Our super interactive masterclass on ***The Power of TikTok and Influencer Marketing*** will be hosted by social media expert and Hult professor,
Dr. Tessa Misiaszek.

You seriously don't want to miss this session if you've got your sights set on becoming the next big thing in the TikTok world. <Sign up now> and you'll leave the session with the knowledge and power to become TikTok famous!

[Sign off]