

WAVE WYLD.



HOW TO LEVERAGE TIKTOK TRENDS



Who is Wave Wyld?



- OG “Queen of Trend Alerts” - 1st person to announce trends on TikTok
- Leveraged personal brand to get featured on TV & social media conferences
- Started off clueless, observed how others made content & built my account to 360 K+
- Completed 500 Account reviews - Formed the basis of my teachings
- Helped @mentallygreat grow from 8K -1 Million in 2 months

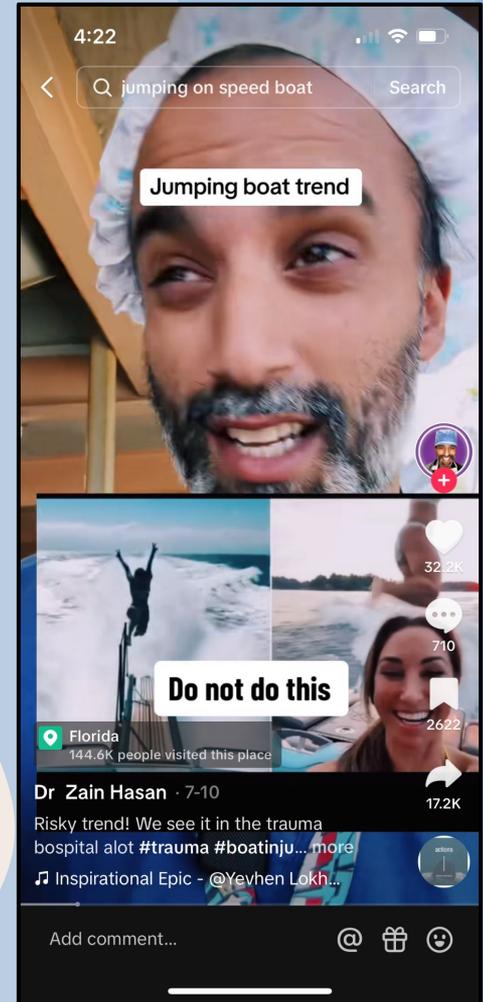
Define Trend

What is a trend?

- The combination of using a sound along with performing some sort of action or use of an effect in the video

What is a trending sound?

- A sound that is popular, and assumed that it will help to boost views when used as background music in a video



Types of Trends

Types of Trends

- Challenges
- Duet trends
- Transition trends
- POV
- Dance trends
- Trending Effects
- CapCut Templates



@bellapoarch



@wavewyld

Trend Benefits

Trends help with:

- Exposure & growth
- Showcase your personality
- Be more relatable
- Fast & easy types of content to create
- Lead gen & sales
- Fun!

Trend Mistakes

- Posting too many trends
- Not posting enough trends

Trends are a strategy and one type of content pillar. The content you post should reflect your goals and showcase a variety of video formats.

1. Use POV Trends

What are they?

- Point of view
- 5-8 seconds long
- Sound with a punchline - adaptable to any niche
- Lip sync the lyrics or dialogue
- Use text on screen that relates to punchline
- Often start with "When you...", "Me", "POV"

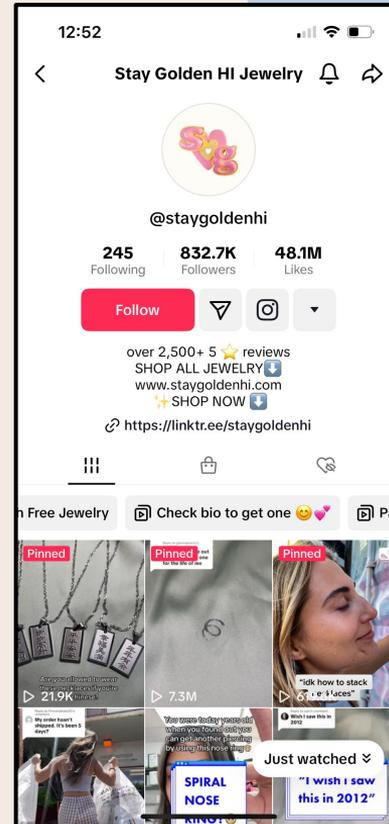


@davidcohen

2. Relatable Joke

- When people relate to you they feel seen and heard
- Show your personality
- Creates more connection with your audience

Key: Make it relatable from the perspective of your target audience





3. Educate

- Depends on the sound
- Consider punchline and think creatively

@doctorrosesbaby

4. Sell or Promote

- How you use the trend to promote depends on sound
- Frame it as POV to feel less “salesy” (When you...)
- Use a CTA in text, caption or 1st comment
- Business accounts stick with dialogue POV trends

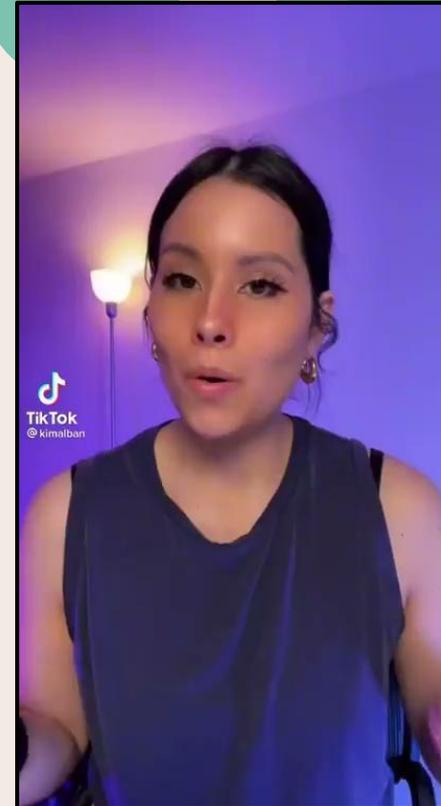
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4. Sell or Promote

@kreftscouch

@brodoughcanada

@kimalban



What's Next

7 Mistakes That Prevent your Trend Videos
from Going Viral on TikTok & Reels



Thank you!

Does anyone have any questions?

Share your screenshots & send a DM on IG

@wavewyld

