



Product Feature: TikTok

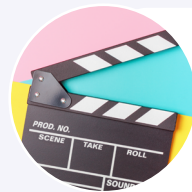
Enhance engagement for the long-term with short-form videos

Let's face it, every man and their dog is on TikTok these days. In fact, it's expected to reach [1.5 billion](#) users by the end of 2022 - that's a whopping 15% of the world's population! There's no denying those snappy, short-form videos can get you hooked from the first hit, and they're a marketer's dream when it comes to driving engagement. Looking to schedule TikTok videos alongside your other digital channels? Well, with Orlo, now you can - we're among the first UK-based platforms to integrate with TikTok!



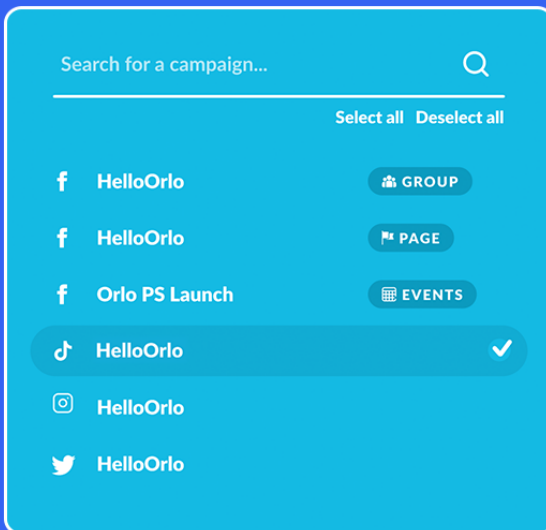
All together now

We could all do with a bit of simplicity in life, which is why Orlo brings together all of your social and digital channels into one place. With one platform to manage, not only do you save time, but you also get a single view of all of your published and scheduled posts, plus powerful analytics across channels too!



Lights. Camera. Action!

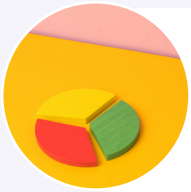
Whether you're just dipping your toe into the TikTok pool, or hoping to go viral with a new trending sound, composing your post within Orlo couldn't be easier. Get your video at the ready and upload it into Orlo's compose tab to create a post for immediate scheduling - simple!





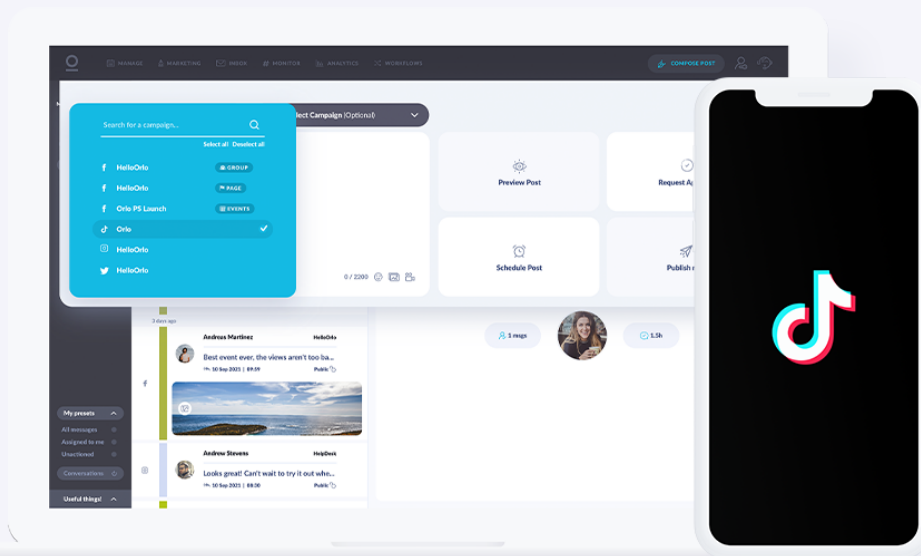
Preparation is everything

Getting ahead on your content scheduling is every social media manager's ultimate goal! With the ability to build out your content calendar with posts scheduled for later or upload videos to your Content Library for future use, you'll be ahead of the game in no time!



Metrics that matter

Want to know how engaging your videos really are? Have a peek at those all-important metrics with our Performance Analytics. You can see how many people are watching your video, whether you're getting loads of likes, if shares are on the rise and if your comment count is something to shout about.



Say Hello 

Want to find out more or see Orlo in action?

Our team is always happy to have a chat, answer any questions and welcome you to the Orlo herd!



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