

# Tips On How To Start And Grow A Personal Brand In 2023

<https://silosolo.com/530341>

## Summary

This video discusses the use of short TikTok videos for marketing and driving traffic to longer-form content. It emphasizes the importance of social content and longer-form content working together. The video also mentions different subgroups within the audience of 25-35 year olds who run businesses, specifically the prevalence of family business takeovers. It highlights the need for content creators to listen to their audience and evolve their content based on feedback. Finally, the video addresses the importance of personal growth content and its potential impact on individuals.

## Silo sample questions

- How can short TikTok videos be used in marketing?
- What should content creators keep in mind when creating social and longer-form content?
- What are some subgroups within the audience of 25-35 year olds who run businesses?
- What is the difference between VC-backed businesses and family business takeovers?
- Why is it important for content creators to listen to their audience and evolve their content?

## Topics

Using short TikTok videos for marketing

The importance of social and longer-form content working together

Different subgroups within the audience of 25-35 year olds who run businesses

The prevalence of family business takeovers

The need for content creators to listen to their audience and evolve their content

The importance of personal growth content

## Key Takeaways

- Short TikTok videos can be used as a marketing tool to drive traffic to longer-form content
- Social content and longer-form content should work together
- Serious content creators should not underestimate the power of social media
- There are different subgroups within the audience of 25-35 year olds who run businesses
- The family business takeover is a larger sector than VC-backed businesses

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