

EPISODE 184

# GOING VIRAL: INSIDER TIPS FROM A TIKTOK STAR AND CEO

*SYSB PODCAST WITH*  
**HILARY BILLINGS**



## GOING VIRAL: INSIDER TIPS FROM A TIKTOK STAR AND CEO

WITH HILARY BILLINGS

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This is a super fun Scale Your Small Business podcast episode! Jillian Flodstrom sits down with the one and only Hilary Billings, TikTok superstar and CEO of Attentioneers. She's got all the insider tips on creating viral videos and building real relationships with your followers on TikTok. And let me tell you, she knows what she's talking about!

Hilary started from the bottom, now she's here! She went from not even caring about TikTok to having over a BILLION organic views and being on the advisory board for TikTok. Plus, she grew her own following to 400k in just 40 days! Hilary believes that the key to success on TikTok is creating intentional content that leverages the psychology of attention and targets the right audience for your business.

But here's the thing, creators can't be too precious about their work. You gotta be willing to adapt to the ever-changing environment and focus on the process. Hilary stresses the importance of having a pre-production strategy and starting with creative content that resonates with your audience.

And let's not forget about the power of social media! TikTok allows businesses and influencers to find their audience without breaking the bank. It's all about creating relationships and bypassing the gatekeepers.

Hilary's agency has a secret weapon called the Three Vs. This proprietary process helps content creators provide value to their audience, increase their visibility, and develop their brand voice.

So, what's the bottom line? This podcast episode is a must-listen for anyone looking to create viral videos for their business on TikTok. Hilary Billings brings the energy and expertise, and she'll have you TikToking in no time! Just remember to approach social media with the right mindset and have fun with it, even when it's not always glamorous.

Go to: <https://www.attentioneers.com/viral> to download a free copy of Hilary's Viral Video Story Map

## WHERE TO FIND HILARY BILLINGS:

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## KEY TAKEAWAYS



- ✓ **Viral TikTok star** and **CEO** of Attention Years, shares her expertise on **creating viral videos** and building **genuine relationships** with followers on TikTok.
- ✓ The importance of **starting with creative content** and having a **pre-production strategy** to leverage the psychology of attention to **reach the target audience**.
- ✓ **Short-form video content** has taken over social media, changing the way people watch traditional shows and **grab and keep attention**.
- ✓ **Hilary** went from not caring for TikTok to being a viral video creator and strategist with over a **billion organic views** last year and being on the **advisory board for TikTok**.
- ✓ Her agency's proprietary process called the **Three Vs**, which helps creators create content that is **valuable, visible, and vetted**.