

7 Marketers Who Absolutely Rock on TikTok

Written by [Ilana Avtsin](#)

As TikTok keeps on gaining popularity, more and more people are utilizing it to create unique content and entertain their followers.

As often happens with social networks, what started as an entertainment channel, instantly brought the attention of businesses and experts striving to understand how to succeed in advertising on TikTok and promoting their service or business.

Some of them quickly realized that TikTok is an uncultivated land and jumped on the opportunity to stand out and gain massive exposure. Since good advertising completely shifted to content-sharing-base marketing, the focus on genuine interaction with the audience is prominent more than ever.

So, what is the potential?

As a marketer on TikTok you can easily reach your audience and share your knowledge while gaining credibility. Also, as opposed to Instagram that already turned into a saturated platform which is quite difficult to break through, on TikTok, one successful video can make you famous overnight. In other words, you can reach your audience with less effort!

Now, if that sounds intriguing to you, check out how your fellow marketers did it. Some of them share tips and tricks, others talk about strategy and creatives. Either way, they are sharing their knowledge in creative and funny ways, providing added value to their followers. These are the marketers that you must follow on TikTok!

ADCORE

1. [Maryannedamarzo](#)



maryannedamarzo



Digital Marketing Specialist

Message



[Mary-Anne Da'Marzo](#) from [Firebelly](#) Media, a digital agency based in London, is doing an amazing work, sharing her tips and tricks about different aspects of digital marketing. From strategy and marketing plan tips to great extensions and useful tools, Mary-Anne has mastered the "How-to" TikToks and is someone you definitely want to follow.

2. [Itxmejules](#)



itxmejules



Jules

Message



Julia is the founder and CEO of [Matches Media](#), a social media PR & marketing agency. With almost 250K followers, Jules is sharing her knowledge about numerous marketing and advertising subjects including Instagram hacks, marketing psychology and content ideas.

ADCORE

3. [invisible_influence](#)



invisible_influence



Ryan McNeill

Message



[Ryan McNeill](#) is a skilled marketer and a videographer. In his TikToks he analyzes campaigns and discusses different marketing studies concerning the influence of the masses. You can boost your professional understanding of human psychology with Ryan's great content.

4. [Zocomarketing](#)



zocomarketing



Corbin White | Marketing

Message



[Corbin White](#) from [Zocomarketing](#) provides marketing consultation and creates very useful content, especially for beginners to intermediate marketers. Corbin focuses mainly on the PPC side of advertising, sharing extensive knowledge about Google Ads, Shopify, Facebook Ads, TikTok Ads, Pinterest and more.

ADCORE

5. [simplydigital](#)



simplydigital



Konstantinos ⚡ Digital Marketing

Message



In his words, he is “simplifying digital marketing”. With his dry wit TikToks, and deadly serious expression, Constantine, the CEO of [Simply Digital](#) agency from Greece, shares his two cents about online hacks, the do’s and don’ts (especially don’ts) concerning digital marketing and other tips for growth on multiple channels.

6. [Marketingdudes](#)



marketingdudes



Marketing Dudes

Message



[Marketing Dudes](#) is an agency providing marketing services for local businesses. They decided to utilize TikTok by presenting interesting brand campaigns and marketing strategies, including McDonalds, Dunkin Donuts and even the British Army.

ADCORE

7. [Withcoramarie](#)



withcoramarie



Cora | Social Media Management

Message



On top of sharing her secrets about social media management (SMM), [Cora Marie](#) is also super fun to listen to. Gracefully, she shares her tips on video marketing, social content, social hacks, and growth strategies on both Instagram and TikTok.