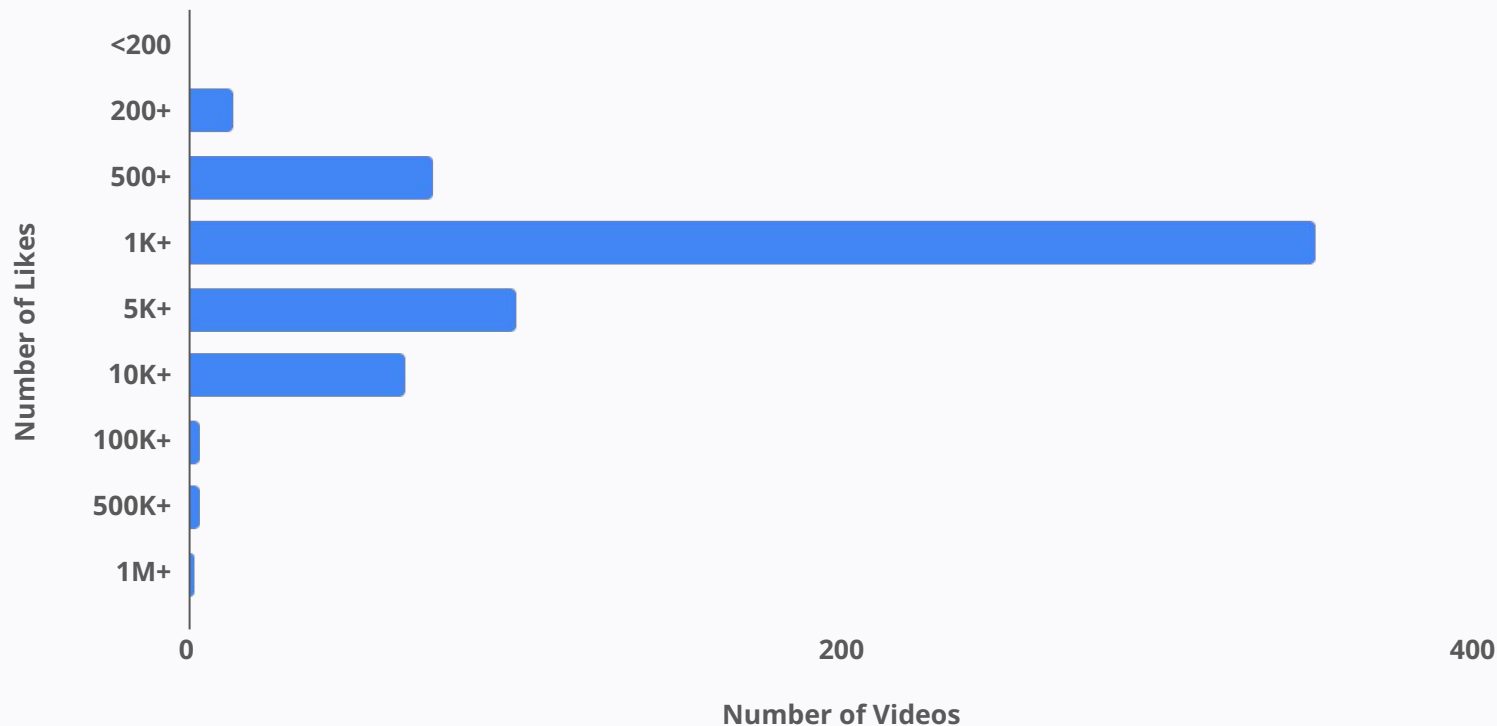


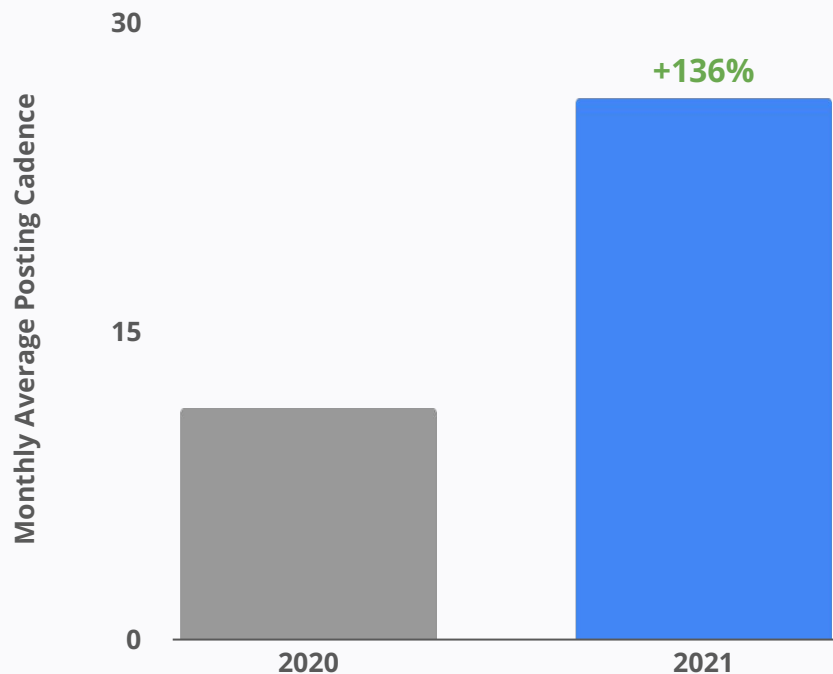


**How Specialized Gained 1.3M  
Followers & 180M Views on TikTok**  
Sporting Goods & Outdoors

Having started an account in 2018, Specialized has 1.3M TikTok followers and 350 videos generating between 1K-5K likes as of November 2021.



From 2020 to 2021, Specialized's average monthly posting cadence saw a **+136%** increase from 11 to 26 posts a month.

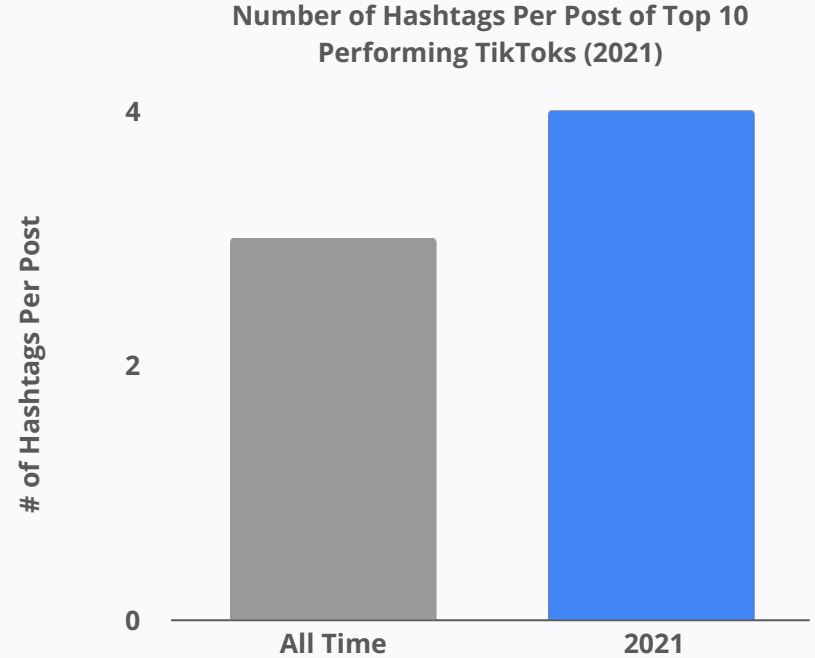
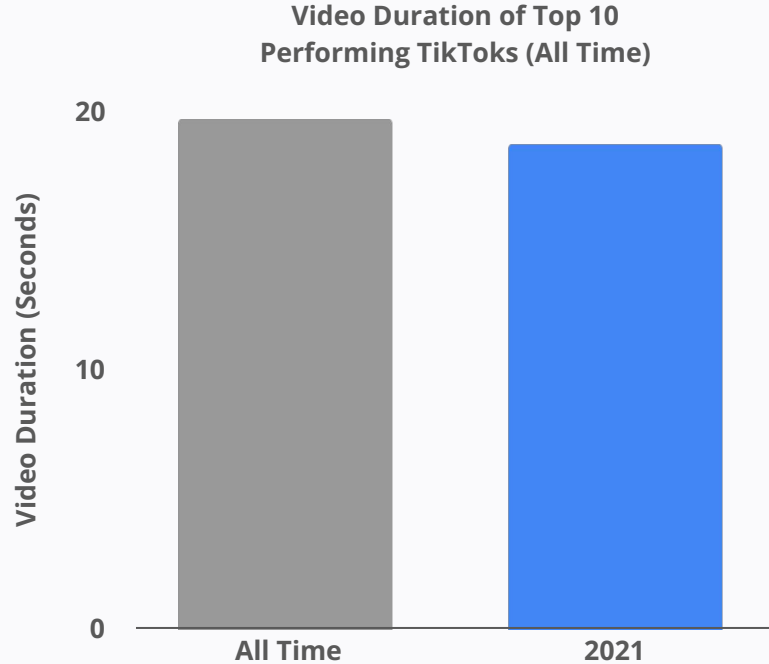


Specialized sees an average engagement rate of 9%\*. Top performing post times have yielded engagement up to 17% such as on Sundays from 7-8pm PST.

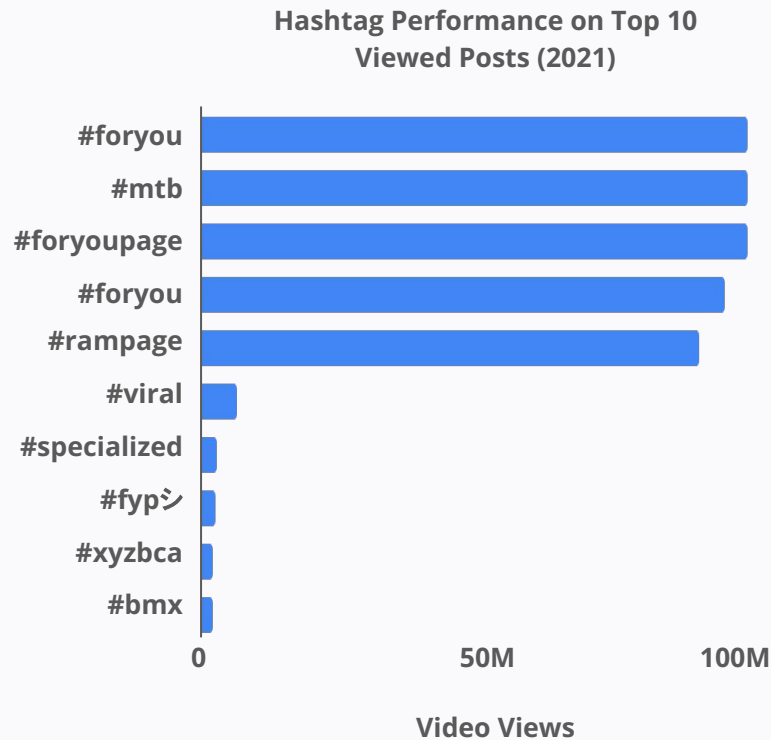
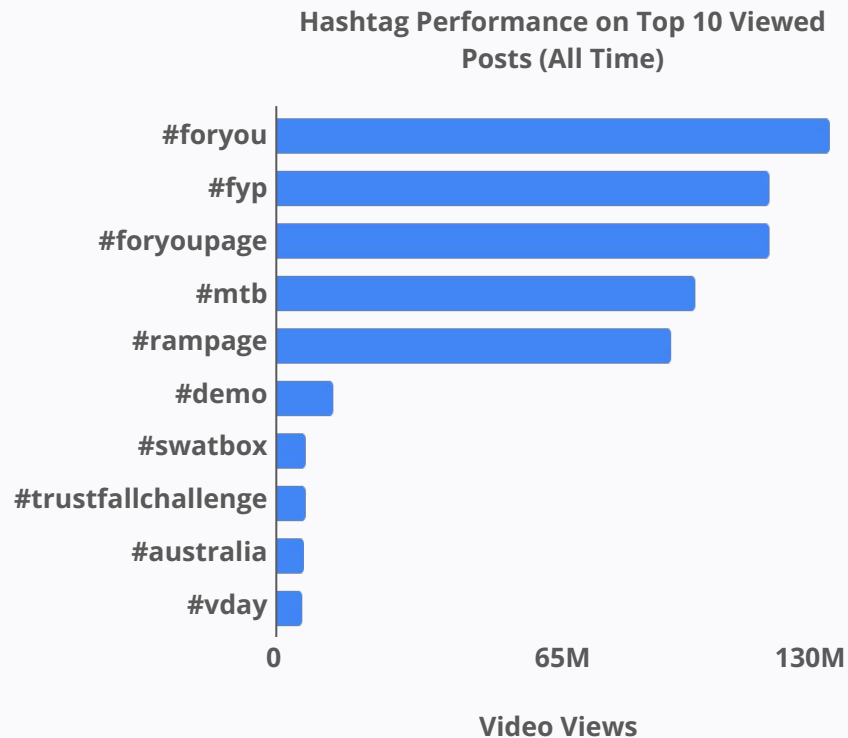
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6-7AM							11%
7-8AM	13%						11%
8-9AM							11%
9-10AM	11%						
10-11AM							
11-12PM							
12-1PM							
1-2PM							
2-3PM					11%		
3-4PM							
4-5PM					12%		
5-6PM						13%	
6-7PM							
7-8PM	17%						11%
8-9PM							

Engagement Rate

Specialized's top performing content hasn't seen much fluctuation in video duration or hashtags. On average, top performing posts in 2021 are 19 seconds and feature 4 hashtags.



Hashtags that have been featured on top performing posts consistently include #foryou, #mtb, #foryoupage and #foryou.



Specialized's all time and 2021 top performing TikToks have seen four main content trends including:

1



POV Footage

2



Viral Reposts

3



Comedic & Sentimental Moments

4



Bike Functionality

## Specialized Benchmarks

Avg. Views: **289.7K** | Avg. Likes: **26.3K**



Views: **90.6M** | Likes: **8.2M**

[Click to view](#)



Views: **12.9M** | Likes: **1.6M**

[Click to view](#)

Content Tactic:

## POV Footage

TikToks with GoPro POV footage have consistently been Specialized's top performing content. This content features the following tactics:

1. Feature one rider in busy environments and two riders in larger, vast landscapes.
2. Find the 'wow' factor, which could be the view, audience reaction or specific challenge ahead of the rider.
3. Tag the main rider in the caption to build interest and reach for your audience.



## Specialized Benchmarks

Avg. Views: **289.7K** | Avg. Likes: **26.3K**



Views: **5.6M** | Likes: **177K**

[Click to view](#)



Views: **1.8M** | Likes: **105K**

[Click to view](#)

Content Tactic:

## Viral Reposts

When GoPro footage goes viral, Specialized tends to repurpose the original content and repost it. This content features the following tactics:

1. Identify top performing content.
2. Reshoot it or use another angle of the original viral footage.
3. Post and reference the original viral content in the caption, tag the original creators as well.

### Specialized Benchmarks

Avg. Views: **289.7K** | Avg. Likes: **26.3K**



Views: **6.1M** | Likes: **943K**

[Click to view](#)



Views: **2.1M** | Likes: **163K**

[Click to view](#)

Content Tactic:

### Comedic & Sentimental Moments

Specialized grabs videos that shares feel good/funny moments from riders. This content features the following tactics:

1. Capture and gather authentic and organic content from customers and riders.
2. Bring the product out of its original setting and into different contexts to grab attention.
3. Use trending audio or challenges to reach bigger audiences.

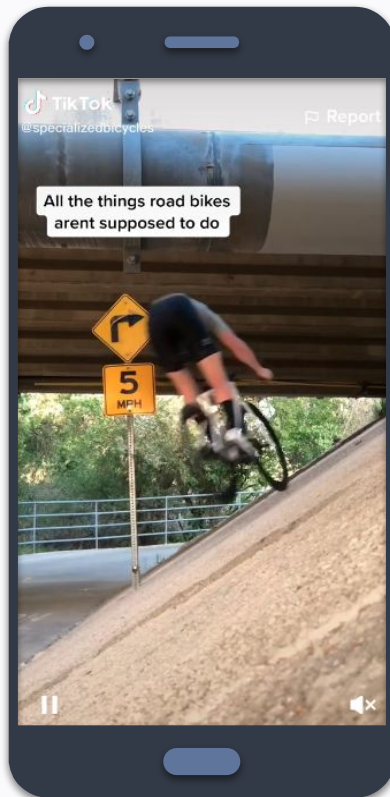
### Specialized Benchmarks

Avg. Views: **289.7K** | Avg. Likes: **26.3K**



Views: **6.8M** | Likes: **539K**

[Click to view](#)



Views: **603K** | Likes: **51K**

[Click to view](#)

Content Tactic:

### Bike Functionality

Top performing content includes videos showing the functionality and unique features of Specialized bikes. This content features the following tactics:

1. Specific, focused video clearly showing the bike feature.
2. Use of text on screen to describe the benefit of the product.
3. Use of audio to help tell a story and get viewers invested and expecting more.

# Key Takeaways

Having started an account in 2018, Specialized has grown to 1.3M TikTok followers and over 180M views. Specialized has used the following tactics to gain traction on their account:

- **Posting Cadence:** From 2020 to 2021, Specialized's average monthly posting cadence saw a +136% increase from 11 to 26 posts a month.
- **Posting Times:** Specialized sees an average engagement rate of 9%. Top performing post times have yielded engagement up to 17% such as on Sundays from 7-8pm.
- **Average Post Duration & Hashtags:** On average, top performing posts in 2021 are 19 seconds in length.
- **Hashtag Use & Performance:** Top performing posts use an average of four hashtags. Hashtags that have been featured on top performing posts consistently include #foryou, #mtb, #foryoupage and #foryou.
- **Top Performing Content Themes:** Specialized's all time and 2021 top performing TikToks see four main content trends including POV footage, viral reposts, comedic and sentimental moments and bike functionality.