



FIREBALL®

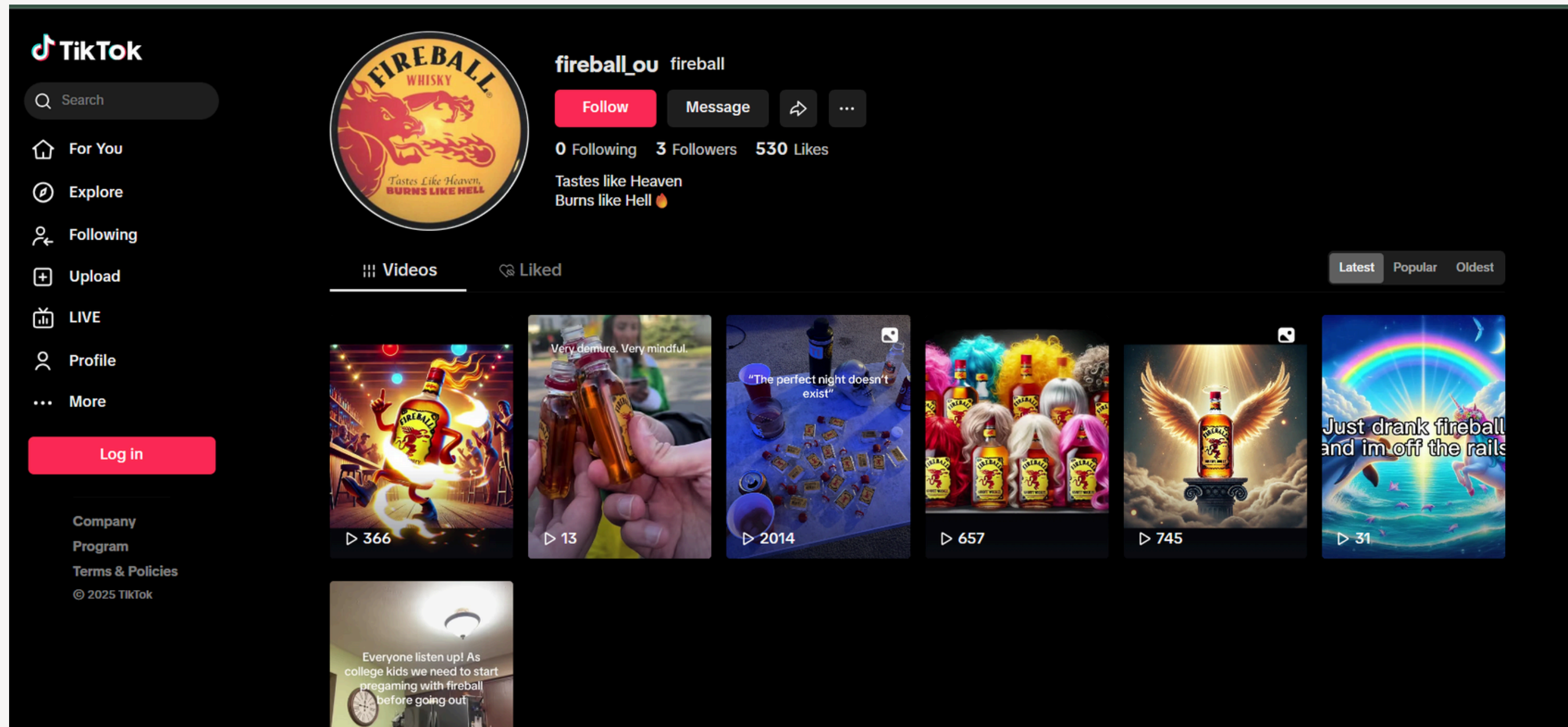
WHISKY

Tastes Like Heaven, **BURNS LIKE HELL**

BY ISABELLE
COULTER

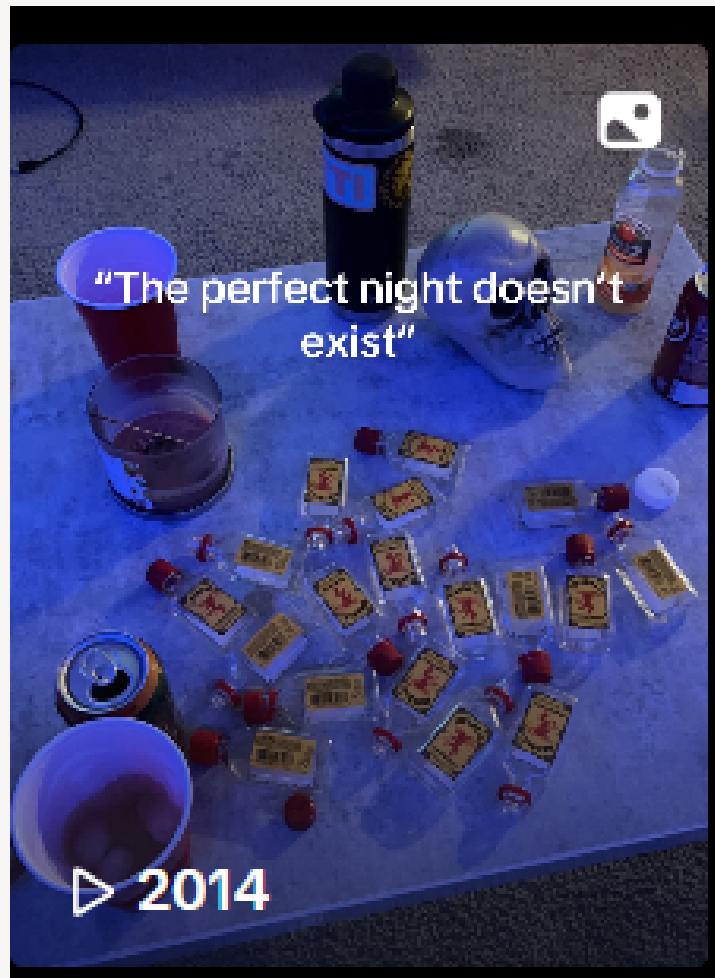
CONTENT CREATION
& INFLUENCER
MARKETING

CONTENT PLATFORM: TIK TOK



[fireball_ou tik tok link](#)

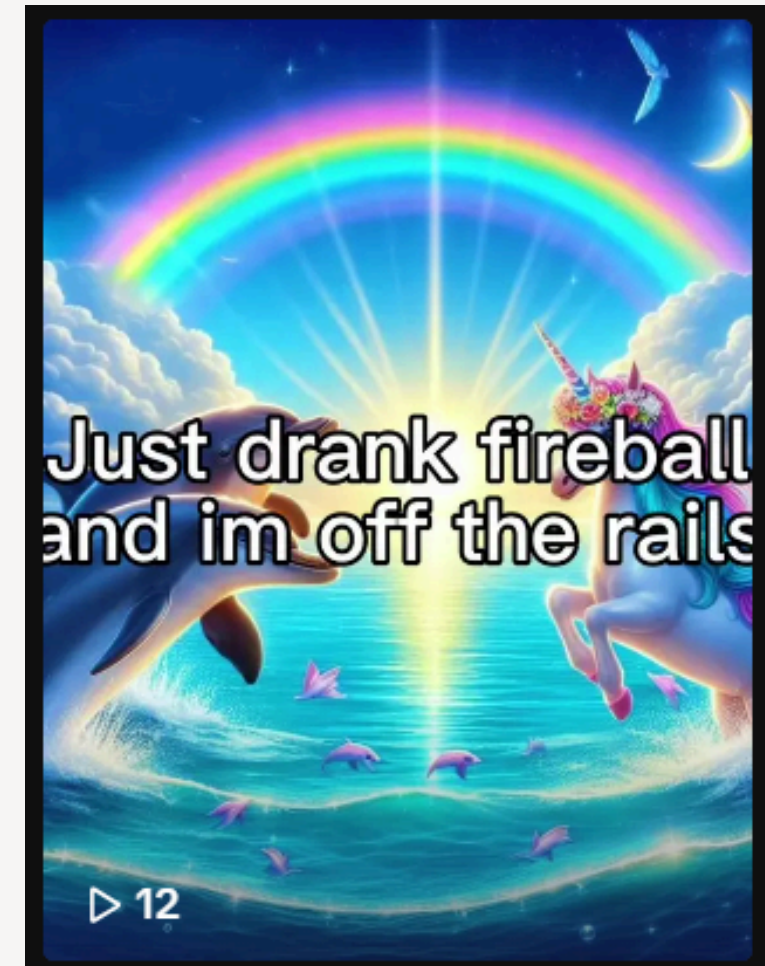
CONTENT LINKS



[tik tok link](#)



[tik tok link](#)



[tik tok link](#)



[tik tok link](#)

REFLECTION

CHALLENGES

- camera quality
- creating images
- finding applicable trends
- cropping
- thumbnails
- engaging content

SUCCESSSES

- hashtag utilization
- AI image generation
- following trends
- appealing to target audience

REFLECTION

HOW TO IMPROVE

- create better thumbnails that make the overall page look unified
- incorporate real people into the content
- work on transitions that flow better
- find better ways to upload images on tiktok rather than using greenscreen because I do not like the cropping/black edges
- use more purposeful lighting when filming

TAKE AWAYS

- I was surprised to see how fast the videos got views and likes
- I realized it is much harder to make meme content that looks visually appealing than I thought it was
- hashtags are very important