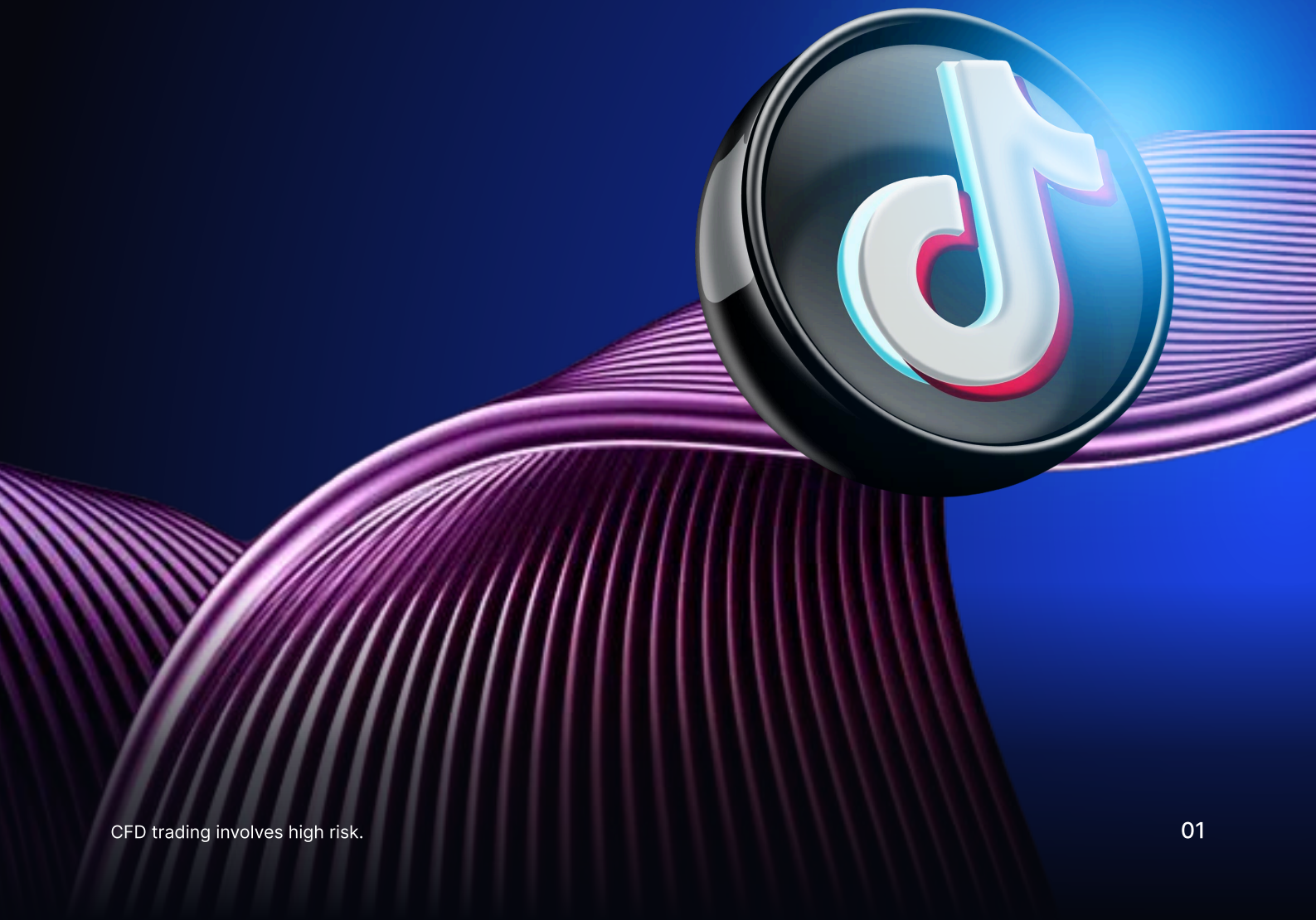
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TikTok Strategy



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STRATEGIC GUIDE FOR IB PARTNERS

Turn every video into a new client

The TikTok playbook for growing your trading network alongside FP Trading. Strategy, content and concrete steps to attract new clients, every day.

"Your content. Your community. Your lifetime commission."

Active Partners	Trading Clients	Monthly Payouts
5,000+	150,000+	$1M+

Excellent ★★★★★ 4.9 out of 5 ★ Trustpilot

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Your starting point

Your next client is scrolling their feed right now

Every day, millions of people discover trading for the first time on TikTok. Not through a banner or an advert, but through a real person with a camera and something worth saying. That person could be your next client talking to you, or it could be you talking to them.

What this guide will help you achieve



Create content that builds real trust, not passing views.



Build a community that follows you for the value you deliver.



Turn that reach into active accounts and recurring commission.

"This is not a manual to read once. It is an action plan to execute today, this week and every week."

Your transformation in three steps

You create content



You generate real reach



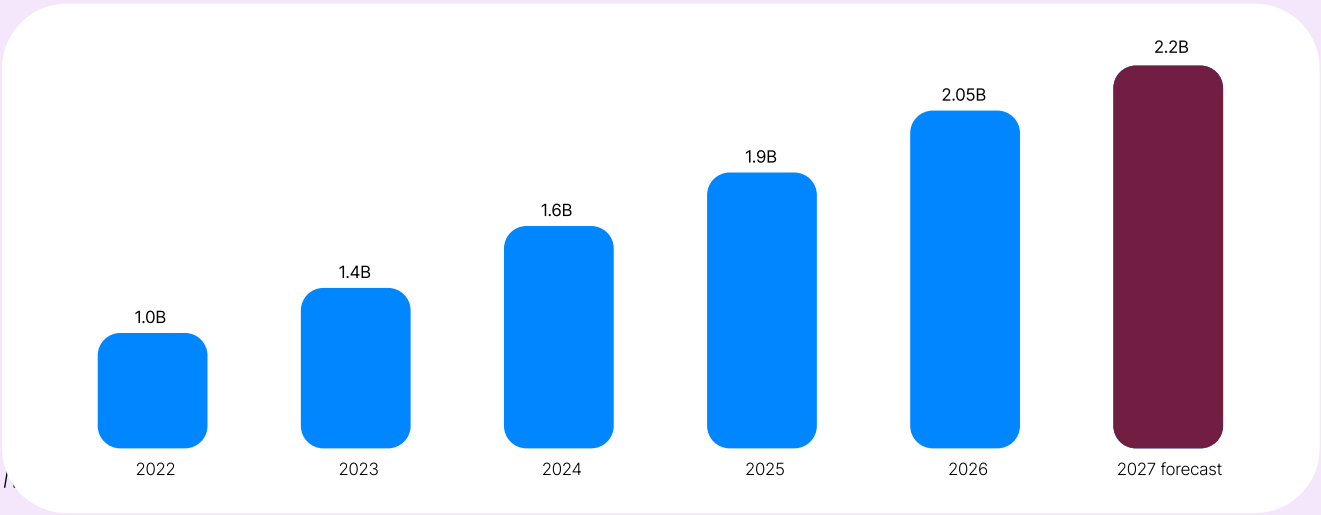
You earn lifetime commission



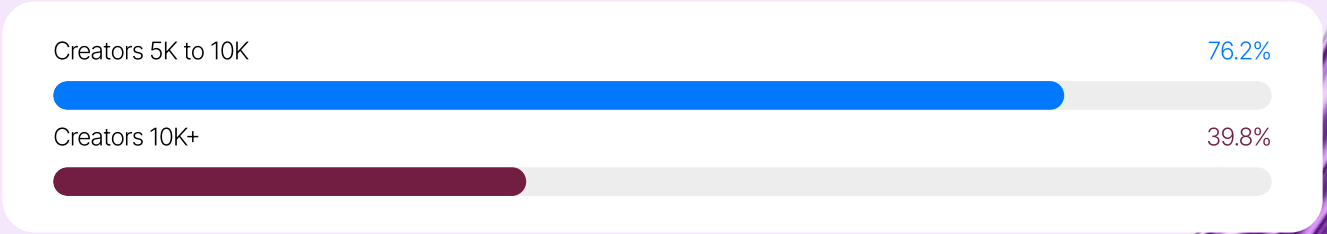
The playing field

The biggest wave in financial marketing is already here

The FinTok phenomenon turned TikTok into the largest meeting point between people who want to learn to invest and creators who know how to explain it. Better still, the smaller creators are the ones connecting most today.



Monthly active users on TikTok, in billions.Illustrative



Interaction rate by account size.Starting small is your advantage.Illustrative

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Your content arsenal

When you speak, you speak with a regulated broker behind you

You do not need to invent anything. FP Trading gives you concrete, verifiable facts to build every video on real authority.

Spreads in pips	Leverage	Insurance coverage	Trustpilot rating
0.0	1:500	$1M+	4.9/5

Points you can use in your videos, with full transparency

- Regulated across multiple jurisdictions.
- Client insurance backed by Lloyd's of London.
- Financial Commission compensation fund of up to EUR 20,000 per eligible claim.
- FP Trading AI and Trading Central signals included at no extra cost.
- Lifetime rebates on every client you refer, so your income grows with your community.

Four jurisdictions. One standard of protection.

"You can show this screen or mention each regulator in your videos. It is verifiable proof, not a promise."

CMA
(Capital Market Authority)
United Arab Emirates

FSRA
(Financial Services Regulatory Authority)
Saint Lucia

FSCA
(Financial Sector Conduct Authority)
South Africa

FSC
(Financial Services Commission)
Mauritius

FSA
(Financial Services Authority)
Saint Vincent

Find your voice

Find your angle, the algorithm rewards clarity

TikTok rewards creators who focus on one subject per video. Choose a main angle for your profile and combine the others sparingly.



The educator

Explain trading concepts and market ideas in under 30 seconds, simply.



The daily analyst

Share quick market reads, key levels and the setups of the day.



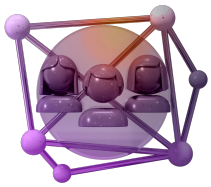
Real stories

Show your own journey and what you learned, with full transparency about risk.



Financial lifestyle

Build a personal brand around discipline and financial



The community mentor

Answer questions live and guide beginners step by step.

Choose one as your base. Combine the others sparingly.

Your content framework

The four pillar framework

Alternate these four video types across your weekly calendar so you do not sound repetitive or sound like nothing but a sales pitch.



Educate

Teach one trading, market or platform concept in under 30 seconds.



Demonstrate authority

Share regulation, results and social proof. Why you and FP Trading can be trusted.



Show your human side

Behind the scenes, your routine, your reasons. Authenticity is what builds loyalty.



Call to action

Always close with a clear next step: "link in bio", "message me trading", "register today".

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Idea bank

Ten video ideas you can record today



Myths versus
reality of CFD trading



Tutorial: open you
demo account in 60 seconds



React live to a
chart or a key news event



"Three mistakes I
made when I started trading"



Seven day challenge:
one trading concept a day



Compare platforms:
MT4 versus MT5 versus cTrader



Behind the scenes: what a
day as an IB actually looks like



Answer the question
you get asked most by DM



Share a real testimonial
from your community



Explain what protects
a trader at a regulated broker

Evergreen videos can keep circulating on the For You page for up to 90 days. Not everything has to chase a trend.

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The first three seconds

You win or lose attention at the start

1

Direct challenge
"I challenge you to do this before you trade today."



2

Counterintuitive fact
"Nobody tells you this about leverage."



3

Personal reveal
"This is how I lost my first deposit, and what I learned."



4

Numbered list
"Three things that would change how you trade."



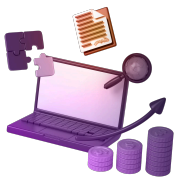
5

Starting from scratch
"If I started trading today, this is what I would do."



6

Expert reference
"This is what professional traders actually do."



Keep on screen text up for two to three seconds longer than you think you need. Subtitles increase retention.

Consistency beats perfection

Your weekly publishing calendar

Day	Pillar	Content example
Monday	Educate	A trading concept in 30 seconds
Tuesday	Authority	FP Trading regulation and security
Wednesday	Human side	Behind the scenes or your routine
Thursday	Educate	Myth versus reality of trading
Friday	Call to action	Weekly summary plus link in bio
Saturday	Community	Answer questions or go live on TikTok
Sunday	Active rest	Review what worked and plan ahead

Publish four to six times a week. Consistency trains the algorithm, and it trains your audience too.

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Beyond the views

Community is built, not bought

Reply to comments within the first 20 to 30 minutes

This lifts your retention and the video's reach immediately.



Use duets and stitches with other finance creators

It puts you in front of aligned audiences without starting from zero.



Publish content in series

Give your audience a reason to come back for the next instalment.



Go live on TikTok weekly

Answer questions in real time and strengthen the relationship with your community.



Use niche hashtags and trending sounds with intent

It places you in the right corner of TikTok, the finance one.



Collaborate with creators who share your audience, not direct competitors

Both of you gain new reach.



From screen to client

Your conversion funnel

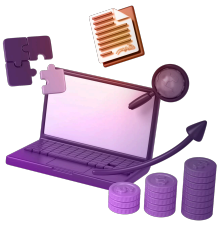
Viral
video on TikTok



Profile
and link visits



Clicks to the
FP Trading landing page



Demo or
live account registration



Active
client, lifetime rebate



Every stage matters. Optimise your bio, your link and your first reply message with the same care you put into your video.

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Measure what matters

The metrics
that actually move the needle

1

Video retention

How long do people stay watching? It is the strongest signal you send the algorithm.

2

Interaction rate

Comments, saves and shares matter more than simple likes.

3

Clicks to your bio link

Measures how many viewers take the next step towards FP Trading.

4

Registration rate

Out of every 100 visits to your link, how many open an account?

5

Active clients and trading volume

The final indicator: your community trading and generating your rebate.

Review your metrics every week and double down on what works.

Trust that lasts: your golden rules



Never promise or imply guaranteed profits.



Always include the risk warning: CFD trading carries a high level of risk.



Be transparent. Identify yourself as an FP Trading IB or affiliate.



Do not give personalised investment advice without authorisation to do so.



Respect TikTok's financial content and advertising policies.



Protect the data and privacy of the people in your community.

"Trust is your most valuable asset. An educated, well informed client is a client who stays with you for the long term."

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The next level

When organic content works, amplify it

Once you identify videos performing well organically, you can use a small TikTok Ads budget to put them in front of more people, in a controlled way.



Identify your best retaining video

The one that generated the most comments, saves and watch time.



Create a TikTok Ads account

The process is simple and you can start with a modest budget.



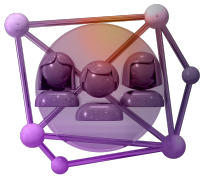
Invest a small test budget

Test before you scale. Watch the results over several days.



Send traffic to your FP Trading registration link

Every click needs a clear, direct next step.



Measure, adjust and repeat

Double down on what works, pause what does not, and test again.

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You are not doing this alone

This is what stands behind you



Real time IB and affiliate portal

Track your referrals, commissions and statistics live.



Lifetime rebates plus Master IB across five levels

Grow your structure and multiply your income.



Ready to use marketing materials

Banners, copy and resources aligned to the FP Trading brand.



Dedicated partner support

A real team supporting the growth of your business.

Questions? Write to partners@fptrading.com. Your partner team is there to help.

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Your moment is now.

Every video you publish today could be the client you earn from tomorrow. Choose your angle, tell your story and let FP Trading stand behind every word.

Become an IB partner

+44 1224 076115 | partners@fptrading.com | fptrading.com

IB.FPTRADING.COM/REGISTER

