



# DeWalt vs. Milwaukee Tool TikTok

## Milwaukee Tool

### Content Overview

Content is heavily branded similar to DeWalt, but content quality is lower than DeWalt's.

### TikTok | 243.5K followers

- Messaging is centered around [product descriptions](#) and [brand keywords](#) you would see in a more traditional ad space. Speaking to a niche audience who has a high level of understanding in tools. Their messaging is a little lighter on other social platforms, not always product and/or brand forward.
- Not as construction forward as DeWalt's overall social content.
- Decent engagement on TikTok and solid view numbers. Averaging 20,00+ views on each video. Occasionally reaching over 100,000+ views.
- Brand hashtags they consistently use: #MilwaukeeTool & #NothingButHeavyDuty
- TikTok users are talking about Milwaukee Tool but having a hard time spelling Milwaukee. Which might be an issue. DeWalt's top hashtags are much higher in views, and they aren't posting organically on this platform yet.
  - o #MilwaukeeTools: 2.3B views
  - o #MillwaukeeTools: 26.1M views
  - o #MilwaukeTools: 3.4M views
  - o #Milwaukeetool: 357.3M views
  - o #NothingButHeavyDuty: 70.8M views

**Cadence:** About a couple times a week. Not consistent.

**Content Buckets:** Product (Tools) & UGC

**Content Type:** Increased use of lower quality videos with some use of higher quality videos.

**Target Audience:** Construction professionals & Regular tool users



## DeWalt

### Content Overview

DeWalt has a verified TikTok account with a decent number of followers but have not posted on this platform.

### [TikTok](#) | 10.4K followers

- Potentially utilizing paid media here or working on a strategy for this platform. Not 100% sure why they haven't started to utilize this platform from an organic standpoint.
- TikTok users are talking about DeWalt tools.
  - #DeWaltTough: 284.9M views
  - #DeWalt: 3.3B views
  - #DeWaltToughSystem: 966.6k views
  - #DeWaltTool: 43.5M views