



HOW TO ENGAGE WITH YOUR AUDIENCE ON TIKTOK

Engagement on TikTok has dramatically increased over the past few months. A video posted on the platform may likely reach a wider audience fast because TikTok helps content creators boost their videos organically.

The increase in engagement rate doesn't come as a surprise. It is reported that a TikTok user will open the app up to 8 times/day [\[1\]](#), and spends an average of 89 minutes every day on the platform [\[2\]](#).

If you're looking to embrace TikTok and market on it, you need an engagement strategy that will make your videos go viral. For this reason, we've put together a few tips that can help you grow your TikTok influence quickly.

Live streams

Going live on TikTok is a great way to get to know your audience and build deeper relationships. Before you go on a live stream, announce the day and time on your feed post, and encourage people to head on to your profile to watch the stream.

When you get people on your live stream, engage with them, share knowledge and answer questions. This way, you can boost your TikTok engagement and get people to visit your profile frequently, which might cause TikTok's algorithm to boost your profile to get discovered by more people.

Pause-able videos

Getting your audience to pause your videos is another way to get more engagement. Videos that replay and have on-video engagement tend to go viral on TikTok, so you should create a video that people need to

pause to read the text. You can also create a video that asks your audience to click on a certain object at the right time.

They will have to pause and replay the video several times before getting it right. Additionally, ask them to double-tap on the videos to like them, which also boosts engagement.

Behind the scenes

Showing your audience behind the scenes outtakes is a great way to engage and build a deeper relationship with your audience. Take short snippets of your activities, your everyday life, or how you film your videos. Sharing these snippets with your audience will foster engagement.

Reply to comments

You can reply to comments on TikTok using a video rather than typing in words or sending emojis. This is a great way to share more relevant content and engage with your audience. Use this feature to create a new video and place the comment anywhere on the screen for your audience to understand the reason for the video.

Use the Question-and-Answer feature

This feature is found under your bio on your profile. It lets you engage with your viewers; they submit their questions, and you reply to them with a video. The questions asked by the users can be liked by others, and you can reply to the questions using the same format as the comments feature.

Stitch and Duet

These are two unique features that boost engagement on TikTok. You can duet someone else's video or stitch it to yours. With the stitch feature, you can build your engagement by trimming other users' videos to your desired length and adding yours. Also, encourage your audience to stitch your video with theirs.

The duet feature allows you to build on someone else's video by adding your video next to theirs. This feature is great for review videos, skits, reaction videos, and imitation videos. You can encourage your audience to do duets with your videos, and the more popular the video becomes, the more the video gets seen by a wider community.

Engaging with your audience on TikTok is not a challenge, especially if you follow the tips discussed in this article. Remember, in order to get more relevance on TikTok, you need to engage often for TikTok's algorithm to recommend your videos to others.

References

- [1] Wallaroomedia. [Tiktok-statistics](#)
- [2] Nme. [Tiktok-users-watch-time](#)