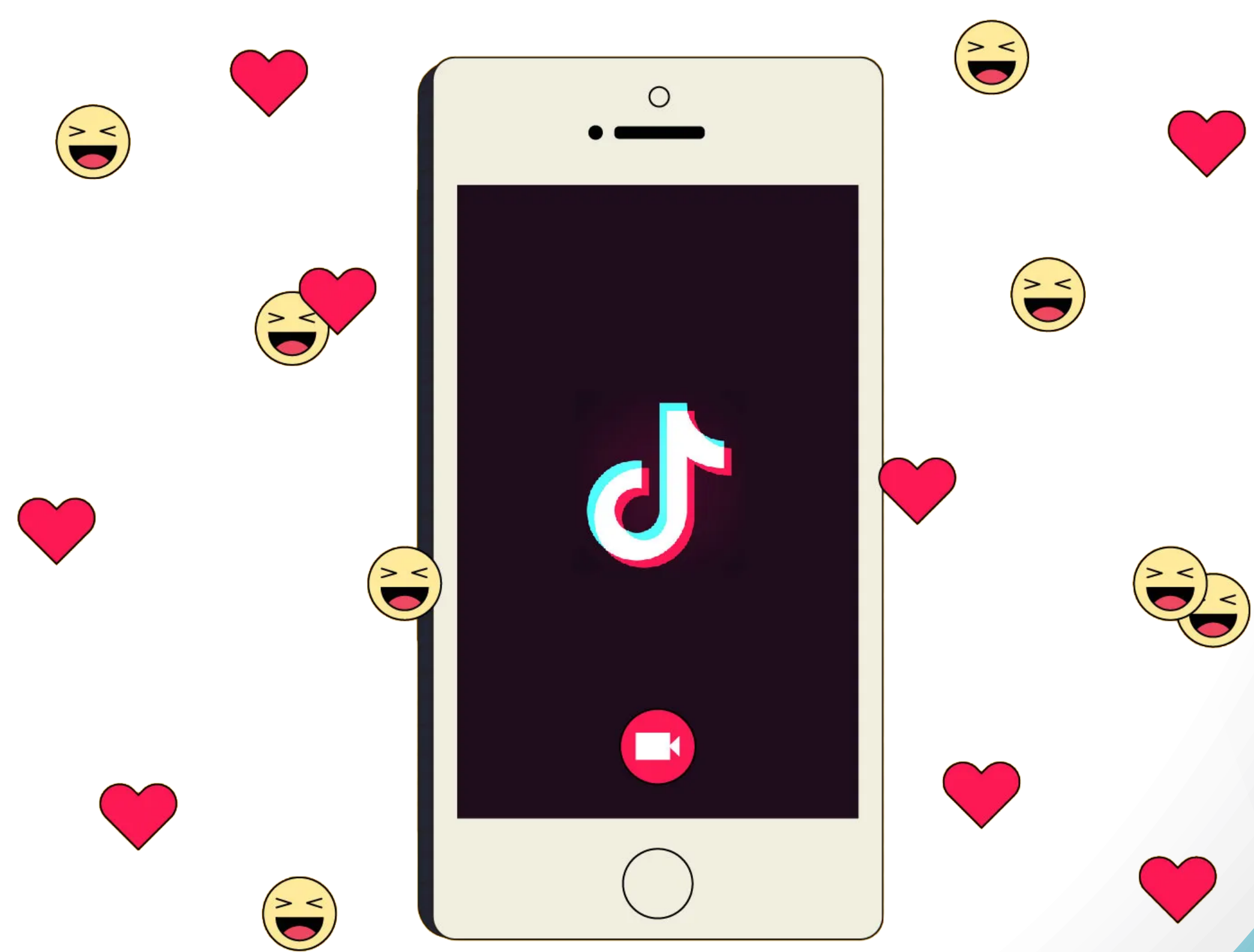




HOW TO GROW YOUR TIKTOK ACCOUNT

With over a billion users [\[1\]](#), TikTok is currently one of the trendy social media platforms to grow and expand your personal or business brand. Once you've set up your TikTok account and figured out how it works, the next step is to grow your account.

Even if you're not thinking of selling on TikTok, you should grow your account because TikTok is in its early adoption stage, and may offer you many benefits in the future. The following tips will help you grow your TikTok account.

Post regularly

Growing your TikTok account is a numbers game, just like every other social media platform; the more you post, the higher the chances of growing your account. If you're serious about growing on TikTok, you should post regularly, don't just post one video and go offline for days. Post at least 3 times a week or 1 video a day and ensure that you post well-thought-out content, not random videos.

Speak the platform's language

It's important that you create content that appeals to your audience on TikTok instead of recycling content you use on other platforms. Creative, spontaneous, unedited, entertaining, and unfiltered content works on TikTok. So, if you're hoping to go viral, don't recycle content created for another platform, hoping it will go viral.

Provide value

The content you put out should be beneficial to your viewers. On TikTok, you either entertain your audience, educate them, provide information, or deliver some other kind of value. So, plan your content around a message that will captivate and engage your viewers.

Use trends

Just like Twitter, LinkedIn, and Instagram, TikTok uses hashtags to show the trendy topics. You can utilize the power of trends to create videos that are unique to your brand and appealing to your audience. Hop on the newest trend, create a fun video, add your spin, and offer your services. While it's advisable to jump on trends, you should not copy everything someone else does. That rarely works; always add your own twist.

Use popular songs

Another unique way to grow your account on TikTok is by using popular songs. These songs play a pivotal role by making users search for videos with trendy songs. So, make videos using popular songs that people enjoy and recognize. TikTok also features videos with popular songs, which may end up getting lots of traffic because of the song they used.

Participate in challenges

You should participate in challenges on TikTok because that's where most of the users will be watching the challenge videos. When you find a viral challenge, create a video and add a twist to make it unique to you. Challenge videos have a better chance of doing better than non-challenge ones.

Use call-to-actions

Add a call to action in your video to remind your viewers of what they should be doing. When people interact with your video and take action, your video may likely reach more people. TikTok's algorithm shows your video to more people when users interact and engage with your videos.

So, add a call-to-action at the end of your video and in the caption to get your video out there.

Network with bigger accounts

Interact with the bigger accounts in your niche and chat with them directly. This way, you can connect with them and build a relationship with them. You can plan collaborations with them, or they may share your content with their larger audience.

Share your content on other platforms

You can connect your other social media platforms on your bio and share your TikTok videos there. This increases your audience base, and therefore, your chances of going viral.

References

[1] Wallaroomedia. [Tiktok-statistics](#)