

TikTok



Growth Hack



Cheat Sheet



CHOOSE YOUR WHY

One reason why you may not be growing is because you're treating TikTok like some playground. You can't just post randomly if you want a loyal following. You need a strong reason why you're posting in order to become an authority figure and have influence.



RESEARCH YOUR MARKET



To truly attract your core audience, you'll need to decide on a specific niche you can provide value to. Look at your competitors in your niche and study their best videos to replicate that content for yourself. Use what already worked in the market!

CATER YOUR VIDEOS

Don't make videos for yourself! If you want to grow on TikTok, you need to ensure your videos are valuable to your audience. It should be what they want to see and hear! Incorporate into your videos a brief hook, a strong reason, a solution and a clear CTA to tackle their pain points and engage them.



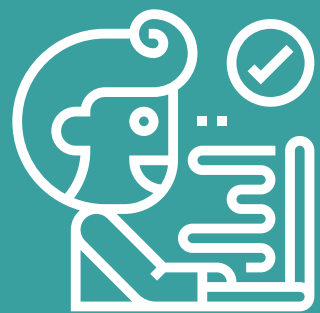
USE KEYWORDS



TikTok is becoming more a search engine nowadays as they're heavily improving the search function. That's why it's very crucial to include keywords in text and captions in your videos to improve your SEO. If you're visible when your target audience search certain keywords, they will likely follow you!

BE AUTHENTIC

Don't hide behind a mask and pretend to be perfect! Be your true self because that's what the TikTok audience wants to see. If you share your success and struggles, people can relate to you and will be more loyal. You want a loyal following because they trust you and will be more likely to engage with your content.



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