

# How To Grow On TikTok From Zero

TikTok has around 1.5 billion active users. From 2018 to 2024, the audience has grown drastically. This growth of TikTok by 2027 is said to be around 2.25 Billion. As this graph is increasing, users are going viral like never before. So, you must wonder how these people are getting TikTok growth even with ordinary TikTok videos.

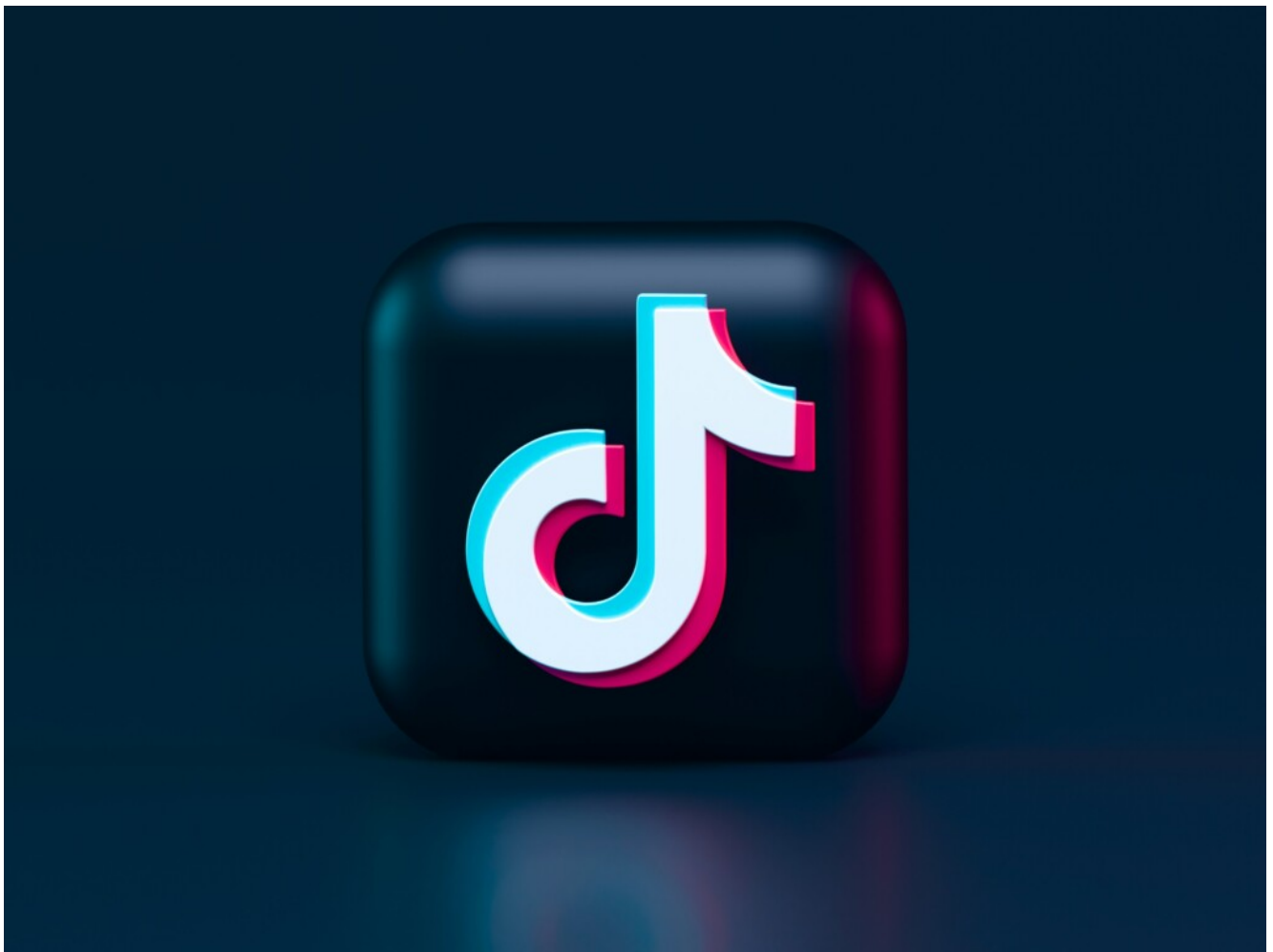


Photo by [Alexander Shatov](#) on [Unsplash](#)

## A Beginner's Guide for Tiktok Growth

TikTok has a very catchy and user-friendly UI and UX design

that makes you want to scroll it all day long. So, let's first talk about it. When you first open the app, you can see two buttons on the top: one for "Following" and the other for "For You." The "For You" page shows TikTok videos according to the TikTok algorithm; however, the "Following" page shows you the TikTok videos of the people you have followed.

This means the more followers you have, the more people will see your video on their page. But the hurdle here is that these people need to see at least one of your videos to follow you, which means your video needs to go on the "For You" page. So, here are some tried and tested ways to ace your [TikTok user growth](#).

Let us break it down: TikTok's algorithm has significantly transformed in the past few years. People are becoming influencers, promoting their businesses, spreading awareness, and getting PRs by getting one viral TikTok video. People spend [4.43 billion minutes](#) on TikTok in a day worldwide, and the average time spent by a TikTok user is around 95 minutes per day, which is more than any other social media platform. So, getting the fame you crave with such a broad audience is a manageable task.

Unlike other platforms, TikTok offers various opportunities to get in the spotlight. This guide is a complete manifesto for growing on TikTok and building your following from scratch.

## **Set a Clear Picture of Your Target Audience**

TikTok has a broad audience of [52% men](#) and [48% women](#), two-thirds of which are teens and [67%](#) 18-19-year-old users. This is why you should be sure who your target audience is. TikTok covers over [160 countries](#), [75 different languages](#), and several unique niches, so if you have seen someone grow with a particular type of content, it doesn't mean the same formula will work for you.

Knowing your target audience is extremely important so that you can customize your content according to their interest. Once you know your target audience, make sure to provide value to them, and don't just run behind fame because short-term fame doesn't last long.

For example, Khaby Lame is the most followed TikTok with around [163 million followers](#), but it's not necessary that the type of content he makes would work for you as well. Know your element and look deeply into the analytics of what age, location, and gender you are targeting. This will help you make unique and interesting content.

## **Create Engaging Content to Captivate the Audience**

As you know, this app is the hub of engagement, but how you handle it is up to you. For example, Jenefer Lopez posted a video on Twitter(with 45 million followers) and TikTok(with 5 million followers). The engagement result showed that she gained around [2 million views](#) from Twitter and [71 million](#) from TikTok, which is a drastic difference. So, be sure you can't go wrong with engagement stats on this app.

This app is about creating content that engages the audience, following trends, and participating in challenges. When any trend pops up, everyone is interested in contributing their input. Take advantage of this golden opportunity. Following a trend is the best way to gain the views and followers you want. Watch content across a broad spectrum and take video ideas from it. And make sure to engage with the audience in your comment section.

## **Use Trending Songs and Hashtags**

This is one of the best ways to attract an audience. Using trending songs and hashtags will boost the content you publish. Hold on to the song byte, which is going viral

according to your target audience, and then use it to gain traction.

Once you get onto the “For You” page, you don’t have to do anything, let the content do the work. Make sure the content you are posting aligns with the music. Like other social media platforms, trending hashtags help your audience find your content. If you need clarification on trending hashtags, surf through your niche market and see what your competitor is working with.

## **Make Content Series and User-Generated Content**

Crafting content in series can help you take your profile on an upward staircase. Posting your video in parts makes people curious about what happens next, which can be a fantastic boost for your profile. You’ve likely seen examples of people sharing personal stories, events, challenges, opportunities, or even the trending “Get Ready With Me” (GRWM) videos. These formats drive viewers to the creator’s profile, seeking out the subsequent parts, which boosts engagement and follower count.

But there’s another powerful strategy: User-Generated Content (UGC). UGC is incredibly valuable because it builds trust through authenticity. When users see real people sharing their experiences with a brand or product, it creates a sense of reliability and credibility. This is particularly effective for brands selling products or services. According to a study, [90% of consumers](#) said authenticity plays a significant part when choosing an online brand.

## **Collaborate with Other TikTok Creators for Increased Exposure**

Collaborating with different creators will increase your

chances of getting in the spotlight. You'll have the chance to double your reach with just a single video. The audience you have will be able to connect to the influencer you collaborated with, and the audience they have will find your TikTok account.

Although it's not solely about the number, you'll also have a creative exchange. You have another amazing option: making duets or stitches, which can make the collaboration way easier and will increase your followers on TikTok.

## **Cross-promote your Videos on Other Social Media Platforms**

You'll have to go the extra mile to get something of your choice. Cross-promoting is one of them. Post sneak peeks of your TikTok videos on other social media platforms, and this tactic will help you entice the audience to look at your work. Different platforms have a versatile audience; through cross-promoting, you can swiftly tap into their interest list.

Here are a few practical ways to implement cross-promotion:

1. **Share Teasers:** Post a snippet or teaser of your TikTok video on platforms like Instagram, Facebook, or Twitter.
2. **Segmented Content:** If your content is part of a series, you can share one segment on a different platform, directing users to your TikTok for the complete story.
3. **Highlight Solutions:** If you provide solutions or tips, such as weight loss strategies, offer a brief overview on other platforms and direct users to your TikTok for a more in-depth exploration of the topic.

## **Select the Right Time to Publish Your**

## Video

Selecting the right time plays a crucial role in getting the most reach. Publishing at the right time will make you reach a wider audience. You have to find the sweet spot; however, finding it could take some time.

If you have a global audience, take into account different time zones. Schedule your posts to align with the most active times across various regions.

- **Monday to Friday:** 9 AM to 11 AM and 1 PM to 3 PM (local time)
- **Best Days:** Tuesday and Thursday tend to see higher engagement.

## Measure Your Success and Keep the Momentum Going

After following a routine for a while, make sure to check regularly to see what is working for you and what is not. Also, keep a close eye on the app's analytics to see what type of content your audience is most attracted to.

Monitor your growth, the music and hashtags you use, and the reach you are getting out of it. Compare the stats of different types of videos you post. These tactics will help you get more followers and the ways you should take further for the benefit of your profile.

## Final Words

All these tips are important to making your profile ace, but don't get too worked out. Take one step at a time. Things will gradually fall into place. Create high-quality content, engage with the audience, and follow the tips. Soon, you will make your place in this wide forest of competition.

Not everything works for everyone. Remember what is suitable for your brand, try different techniques, and you'll be able to hit the spot with more engaged TikTok followers one day.