



How to Get Your First 1,000 TikTok Followers

Ampfluence
AMPLIFY YOUR INFLUENCE

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Hello TikTokers...

TikTok for
growth?

I thought it's
only about
dancing...



When we talk about **TikTok**, we're sure that the first thing that comes to mind for marketers isn't a growth hack...

But here's the deal...

Everything can be a tool for growth if we know how to use it!

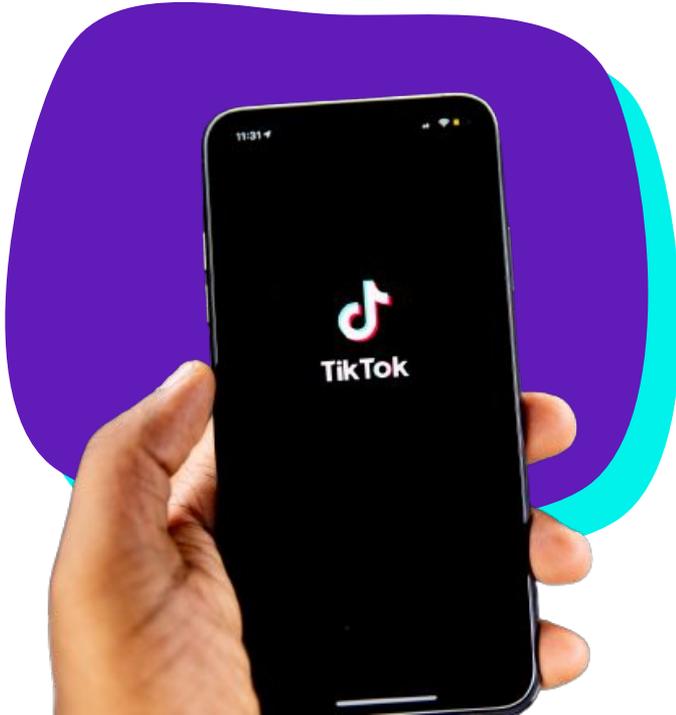
What is TikTok, actually?

TikTok is a short-form video-sharing platform that enables users to create and share short videos.

After the official takeover in 2017, the monthly active users of the app grew to over 130 million within the first three months!

Having **1 billion active users**, TikTok is now used by 20.83% of the world's 4.8 billion internet users.

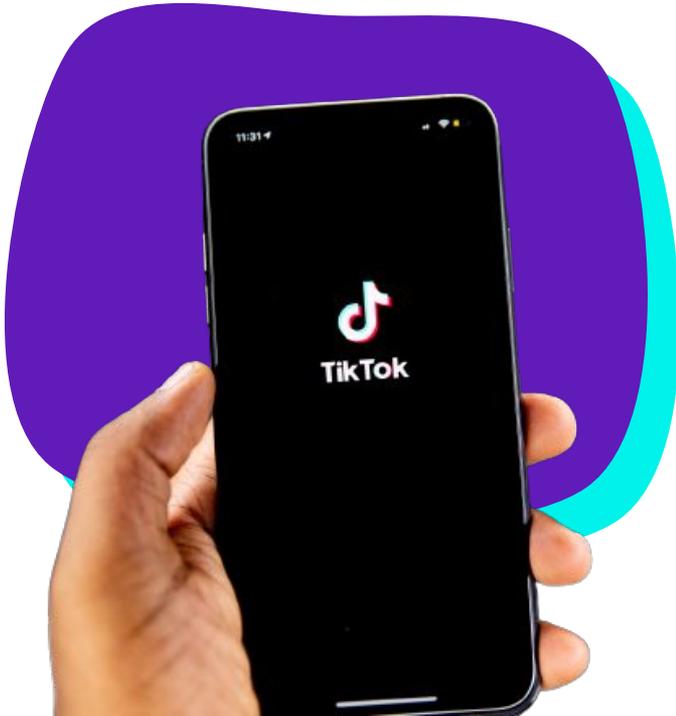
Approximately 22.32% of social media users use **TikTok** on a regular basis.



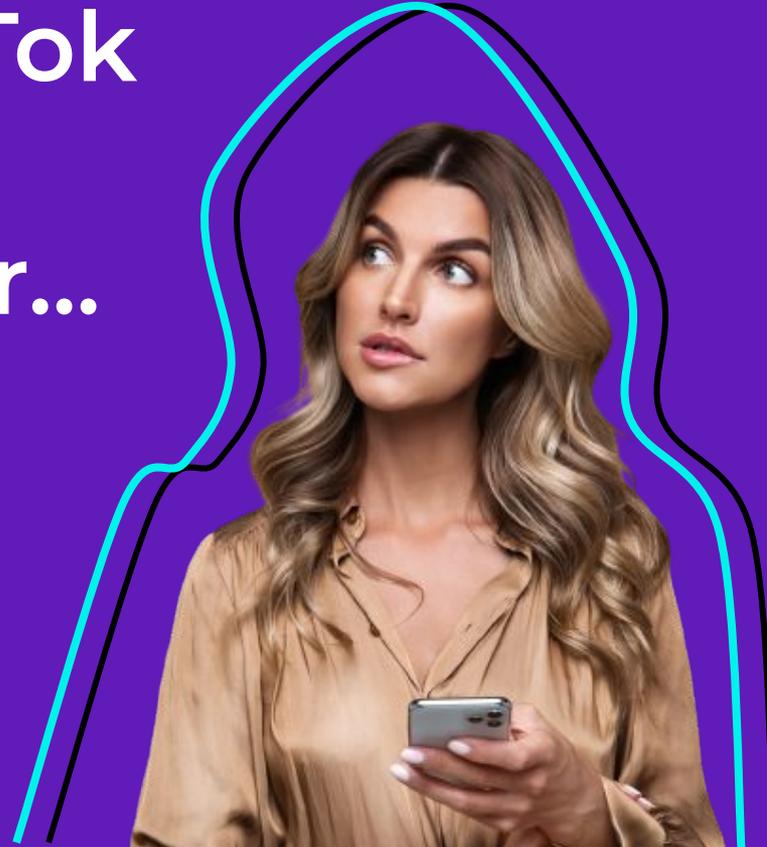
Why Read This Guide?

There's no doubt that TikTok is a powerful platform for anyone interested in growing their digital presence. But why should you trust Ampfluence to teach you how to do it.

Ampfluence is a human powered social media growth service that helps brands large and small build a targeted social media presence. (We've been doing this for years). We are constantly experimenting with social growth strategies for ourselves and thousands of clients.



Let's create your
first TikTok
account
together...

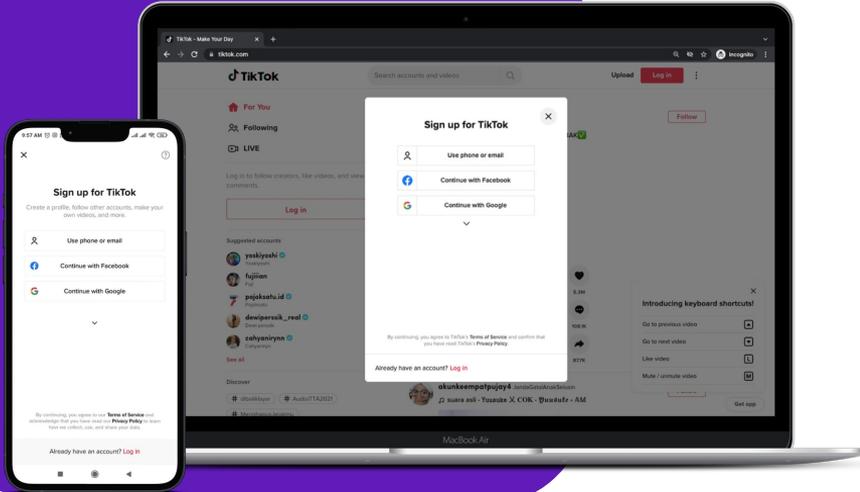


Create a TikTok Account

TikTok works like most social networks.

You can create an account with your email or phone number. A username will be automatically assigned upon signup.

You can change your username later so don't worry it's not set in stone. Afterward, simply complete your bio and upload your profile pic and you're good to go!

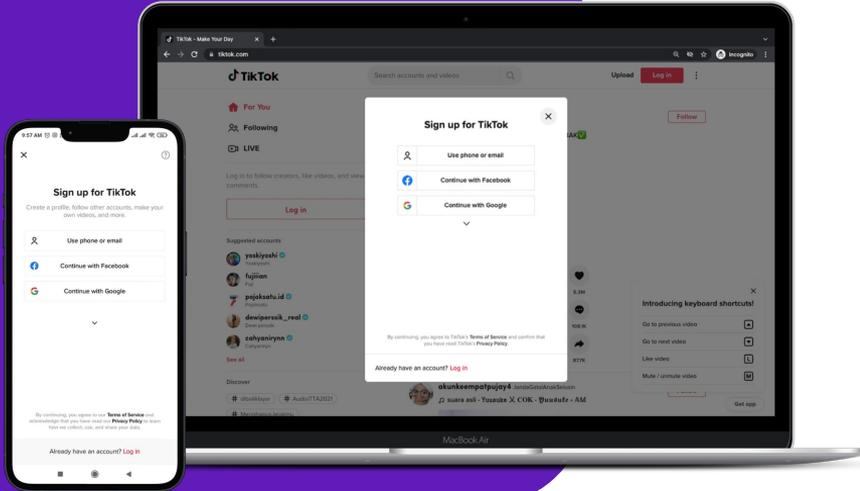


Pro Tip: Bio Optimization



Make sure to optimize your bio by following these simple steps:

- Describe your account, brand, or business
- Add a call-to-action (CTA)
- Add a link to your website or other social platforms.



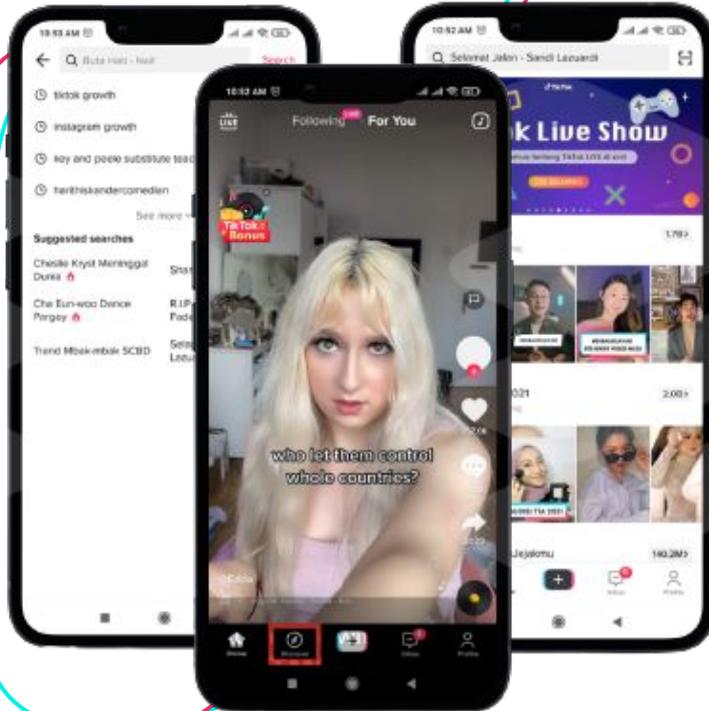
For You Page a.k.a FYP



After a user logs in, the first page they see is the “For You Page”. It presents users with videos based on their interests and can be personalized by simply interacting with accounts and content you enjoy!

The “For You Feed” is personalized to each user. For instance, if a video is uninteresting or inappropriate, the user can mark it as "Not Interested" or report it.

Discover Page



Users can go to the Discover page by clicking on the magnifying glass icon at the bottom of the screen. On this page, you'll be able to find popular TikTok content, as well as a list of all trending videos.

You can also use the search bar at the top of the Discover page to search for specific creators, videos, sounds, or hashtags.

How the TikTok Algorithm Works



How Does It Work?



TikTok explains: "The system recommends videos based on a combination of factors, including the interests you indicate as a new user as well as the things you indicate you are not interested in."

In short, TikTok's algorithm determines which videos will appear on your For You page (FYP). Users will not see the same videos on their FYP, and over time the videos you see can change depending on your viewing preferences, platform interactions, and other factors.

Understanding Algorithms

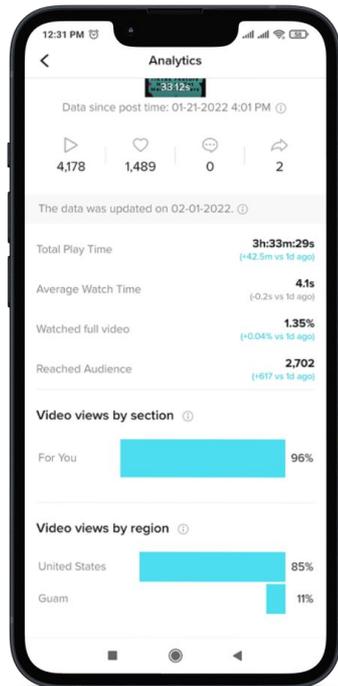


Originally, social platforms were very secretive about their algorithms. An algorithm is a proprietary set of conditions with a platform that helps make each social network experience unique.

The algorithm is a mechanism used by social networks to enhance your experience on their platform. TikTok doesn't want spammers and other shady characters to be able to game the algorithm for more visibility than they deserve.

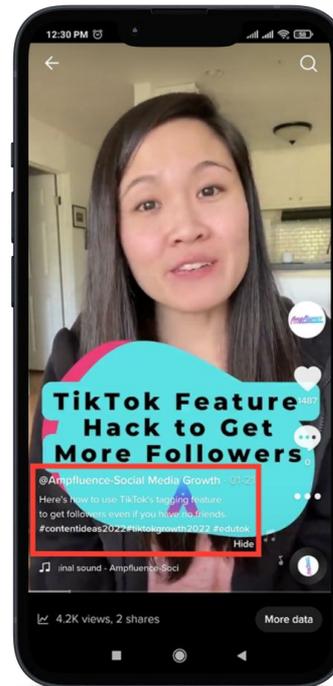
Nevertheless, as people have grown more skeptical about social networks, many have revealed the details of their algorithms. As a result, now we know some of the key factors that influence visibility on TikTok.

Influential Factors



Video Interaction

On TikTok, users can interact with videos in several ways. It could be likes, comments, shares, a rewatch, a stitch, or even a duet. Engagements and views on a TikTok video are indicators of whether or not it will be shown to larger audiences.



Video Information

A video's caption, hashtags, sound, and effect can all increase its popularity. By using the right keywords in the caption, it will have a greater chance of being seen by the right target audience, if it is relevant to the video and the niche.

Other Considerations

Content Theme

The topic or theme of a TikTok video is important for reaching potential users since TikTok categorizes videos according to user interests. Each TikTok user is offered high-interest videos based on their past activity, which it uses to determine what to serve. The number of likes, comments, shares, and re-watches is a major indicator of interest. In the event that users mark a video as "Not Interested" or report it as inappropriate, similar themes of content will not appear for them.

Device & Account Settings

The algorithm recognizes a users' device settings such as their posting location and language, thus allowing local content to be shared. Another setting that might influence the algorithms is the categories of interest a user selects when they create their new account. However, since these device and account settings are based on one-time settings choices rather than active engagements, they have less impact on what users see on the platform than the other two factors we have talked about previously.

Heads Up!

The more popular the hashtag, the sound, or the effect, the more likely it will be seen by more people.



Ready for TikTok Growth Strategies?



🔍 How to Get Your First 1K TikTok Followers



7 Daily Steps to 1,000 Followers



The 1,000 followers formula

1. Post 3 posts EVERYDAY for at least 3 months
2. Find your niche & target audience, then focus on that (keep reading we'll show you how to target)
3. Stick to your persona
4. Post content that people want to see
5. Use hashtag strategies (it just works)
6. Jump into TikTok Trends and challenges
7. Engage! Spend an hour per day liking and commenting on popular content related to your niche.

Consistency is Key!

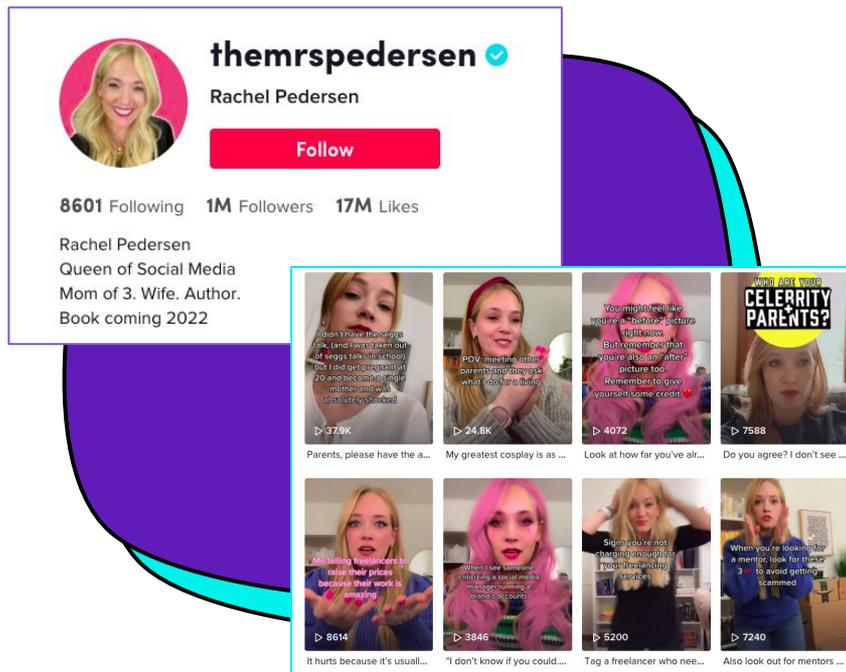


Listen up. The mantra of every social media platform always starts with **Consistency**.

Our definition of consistency is posting at least one video per day when we're just starting out. Regardless of how many views a TikTok video gets right away, it could continue to gain more viewers in the coming weeks, months, or even years.

In other words, TikTok is a great platform for sharing evergreen videos! For anyone getting started on the platform, we recommend to post 3 videos per day for 3 months.

Example: Rachel Pedersen



themrspedersen ✓
Rachel Pedersen

Follow

8601 Following 1M Followers 17M Likes

Rachel Pedersen
Queen of Social Media
Mom of 3. Wife. Author.
Book coming 2022

<p>Don't have a handbag yet, (and matches out of seeps this is school) Did I do get pregnant? 20 and becoming their mother and was also sorry, stressed</p> <p>▶ 37.9K</p> <p>Parents, please have the a...</p>	<p>POV, meeting other parents so they ask what school is like</p> <p>▶ 24.8K</p> <p>My greatest cosplay is as ...</p>	<p>You might feel like you're a "before picture" right now. But remember that you're also an "after" picture too! Remember to give yourself some credit.</p> <p>▶ 4072</p> <p>Look at how far you've alr...</p>	<p>WHY ARE YOU CELEBRITY PARENTS?</p> <p>▶ 7588</p> <p>Do you agree? I don't see ...</p>
<p>Are seeing influencers to make their prices because their work is amazing</p> <p>▶ 8614</p> <p>It hurts because it's usual...</p>	<p>When I see someone posting a social media makeover using a brand's account</p> <p>▶ 3846</p> <p>"I don't know if you could...</p>	<p>Stop, you're not changing enough for your husband's pockets</p> <p>▶ 5200</p> <p>Tag a freelancer who nee...</p>	<p>When you're looking for a mentor, look for those 3 - to avoid getting scammed</p> <p>▶ 7240</p> <p>Also look out for mentors ...</p>

Rachel Pedersen, Queen of Social Media, yeah - we read that right - is one of the perfect examples of **consistency**.

Try to take a look at her [TikTok page](#) and everyone can obviously see a bunch of videos. Accumulating this type of content takes time. Consistency is the secret to creating large volumes of content.

Make sure to **post 3 video per day for 3 months** and **your first 30 content should be less than 10 seconds**.

Find Your Niche

TikTok is a fun app for those who want to be loved and get a lot of fans. Nevertheless, it would be more realistic to try to find the right niche and stick with it. Particularly if you want to grow your brand, business, or be a paid TikTok influencer! If the next question is “With so many interests, what should I choose?” then the first thing to consider is what type of followers will best suit your brand, business, or area of expertise.

Here's how to do it:

- Identify 2 or 3 topics that you are most interested in or that are relevant to your business.
- Let's take fashion marketing, for example. Fashion is the topic of many TikTok videos posted by users, influencers, brands, and businesses.
- Then you can choose to post fashion-related content for petite young women who are around 5'6" and you've made yourself a niche!
- Once a niche is picked, continue to research for your target audience and post your content on a regular basis.



Exercise to Find Your Niche

1

Pick an industry you are interested in or you are currently in.

*As an example, let's go with **Beauty Industry**.*

2

Pick a specific category you think will be the most relevant with you or your business.

*Let's pick **Hair** as the category here.*

3

Now, pick the audience you can and you want to serve.

*We will pick: **Black women with curly hair**.*

If we break it down, then it would be:

- Industry → Beauty
- Category → Hair
- Audience → Black Women with curly hair
- Niche → Beauty Hair Product for Black Women with Curly Hair

Example: Brinkley

The image shows a screenshot of an Instagram profile for 'its.brinkley'. The profile picture is a woman with curly hair. The bio includes the name 'Brinkley', a 'Follow' button, and statistics: 179 Following, 272.8K Followers, and 8M Likes. It also includes a link to her YouTube channel: 'Watch my YouTube: https://youtu.be/HABY3VmA7bM'. Below the profile is a grid of six video thumbnails, all related to curly hair care. The thumbnails show the woman with her hair styled in various ways, with view counts ranging from 3056 to 18.2K.

Thumbnail Description	View Count
How I did my hair the day ...	18.2K
Reviving my curls with @n...	6514
Better skin! with @lorealpa...	4425
Minimal heat curls #curls ...	3056
Oh look she did her hair L...	11.9K
Instead of reviving my curl...	8484

Brinkley, a black TikTok influencer is one of the example of someone who **pick her niche** that related to herself and the audience she wants to serve.

Try to take a look at her **TikTok page** and everyone can obviously see that the majority of her videos is about curly hair tutorials.

Pick a **specific niche** and create videos that focus on your niche to get exactly the right audiences that will turn into customers.

Identifying Target Audiences

We've pretty much talked about this when we were doing the [Niche Finding](#) exercise, so let's just recap why identifying target audiences is important.



1

The right target audiences are more likely to engage with your content

2

If you are selling products or services, a relevant audience will increase the value of your TikTok presence.

Define Yourself on TikTok

Consider writing a mission statement to help you determine the type of videos you want to create and how do you want your audience to know you!

Asking yourself questions such as these can also be helpful:

- What skill or passion can you pass on to others?
- How do you want to make an impact?
- What message would you like to convey?

Let's take [Amie Balesky](#) as an example. She has a catchy phrase to say in all of her videos. Amie captures people's attention by saying, "STORY TIME, stay with me on this."

Having a catchy phrase like this is common on TikTok and this is one of the way to define yourself or in short, to define your personal brand.



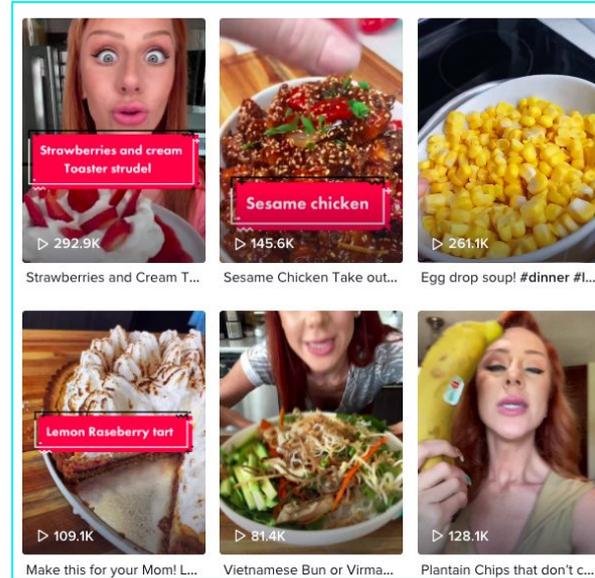
Post Videos that People Want to See

Never hope to get famous on TikTok with junk posts. Be sure to only publish videos that people want to see! Instead of focusing on virality and popularizing junk content, you should deliver real value and make impacts on your audiences.

We will stick to Amie Balesky as an example. As she loves cooking, she posts videos about cooking in creative and fun ways.

Additionally, remember that [TikTok suggests](#) to make videos in a vertical orientation no longer than 5 seconds.

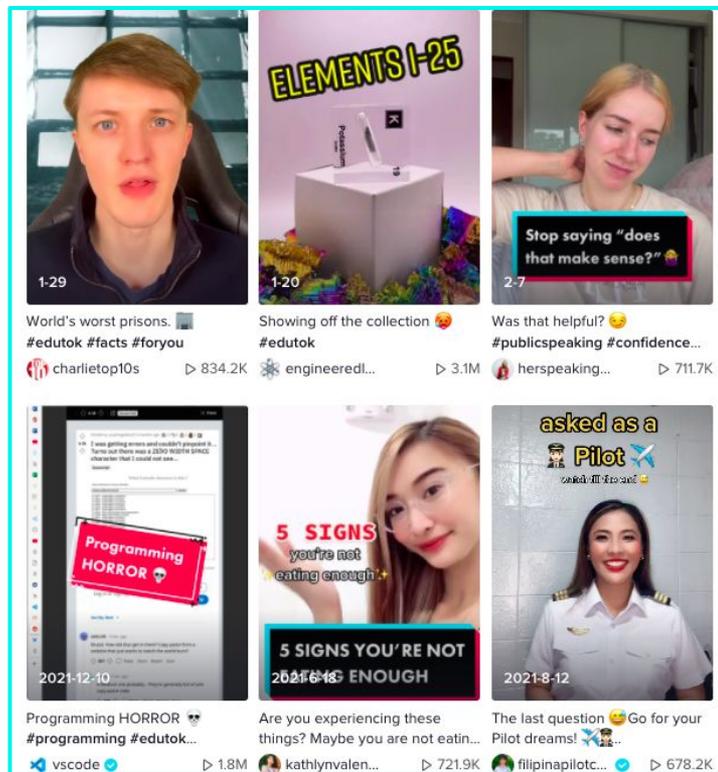
Let's take a closer look to some examples of videos that people want to see.



Educational Content

Educational content might suit brands and influencers best, but videos need to be both educational and entertaining. A clever TikTok video can be a great way to share information about your products and services that can best serve your audience.

To get started, check the hashtag [#edutok](#) and see how many influencers present educational videos.



Entertaining Content

Having fun here means adding value in a way that is appealing. When it comes to growing our followers, we cannot ignore the value. Let's look at a simple example below.

A TikTok influencer [Marco Andre da Silva](#) shared a video where he said Merry Christmas in 6 languages that he knows in a casual and fun way and it got 170K views! Nevertheless, it's valuable because we also get to learn how to say Merry Christmas in another language we may not have heard or learned before.



Use a Video Cover



Video covers are one way for TikTok creators to engage with their audiences. Make sure you use a really bold title on the video cover (and one that is compelling, of course!), so people will click on it and watch it.

Choose a video cover from one of the scenes in your video or upload one of your own. The option to add a video cover will appear to the right of the caption field on the last step of the video upload process.

Use Overlay Text



Adding text overlay to the entire video will keep the viewers remain visually engaged.

The audience might not have the sound on automatically when scrolling through TikTok - well even though we believe that most people will have the sound on. But, just in case.

Best Time to Post (Does it even exist?)

Time matters as much as what you post. Does TikTok have an optimal time? Maybe... but maybe not.

Let's take a cue from [London Laz](#) who found his own formula.

Since London thinks that TikTok Analytics served him slightly false data, he does not follow what TikTok Analytics suggested.

TikTok suggested he post at 3PM. He then experimented with posting his content at 3 PM and 7 AM so that it stays on the platform all day.

And his 7 AM post **ALWAYS** outperforms a 3 PM post!



The 3 Hashtags Strategies

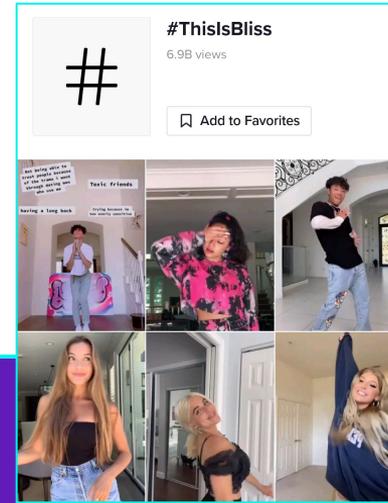
The use of hashtags on TikTok is pretty robust. The platform also provides hashtag suggestions once users start typing them in. Similar to Instagram, where users can see how many posts are associated with a hashtag, you'll want to pick hashtags that are niche and specific to your followers, ones they already follow.

While hashtags should go in the caption space, TikTok only allows users to write captions with up to 150 characters. Therefore, make sure to write a short, sweet, and keyword-optimized caption with relevant hashtags.



Branded Hashtags

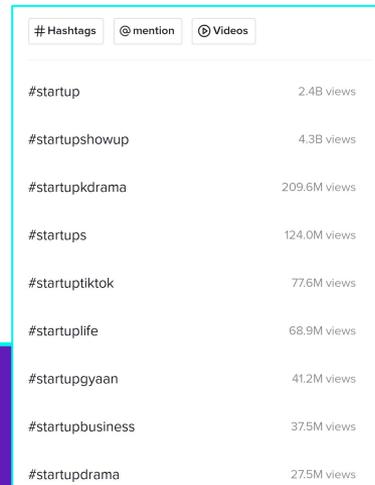
In order to capitalize on current trends, the branded hashtag should be a phrase or word that inspires people to get their brands involved in TikTok conversations.



See how [#ThisIsBliss](#) branded hashtag has been successful of encouraging people participating in their challenges.

Trending Hashtags

TikTok trending hashtags can help you grow your TikTok audience - especially when you use a combination of branded hashtags, trending hashtags, and business-specific hashtags.

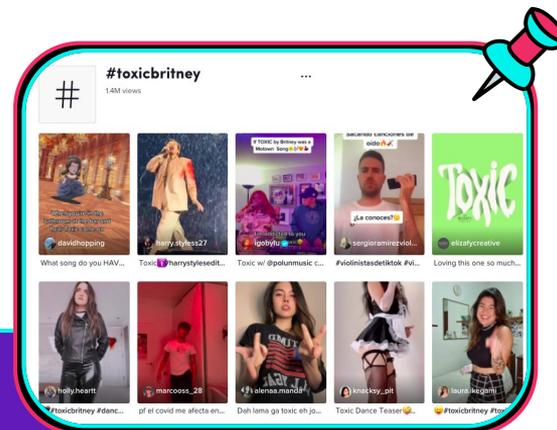
A screenshot of the TikTok trending hashtags page. At the top, there are three tabs: '# Hashtags' (selected), '@ mention', and '📺 Videos'. Below the tabs is a list of trending hashtags with their corresponding view counts. The list is as follows:

Hashtag	Views
#startup	2.4B views
#startupshowup	4.3B views
#startupdrama	209.6M views
#startups	124.0M views
#startuptiktok	77.6M views
#startuplife	68.9M views
#startupgyaan	41.2M views
#startupbusiness	37.5M views
#startupdrama	27.5M views

When you hit the #, suggestions for trending hashtags will appear and from there you can choose the ones relevant to your niche and video!

Micro-Niche Hashtags

TikTok users can leverage micro-niche hashtags in massive numbers. Micro-niche hashtags are an excellent way to get down with an audience and grow rapidly.



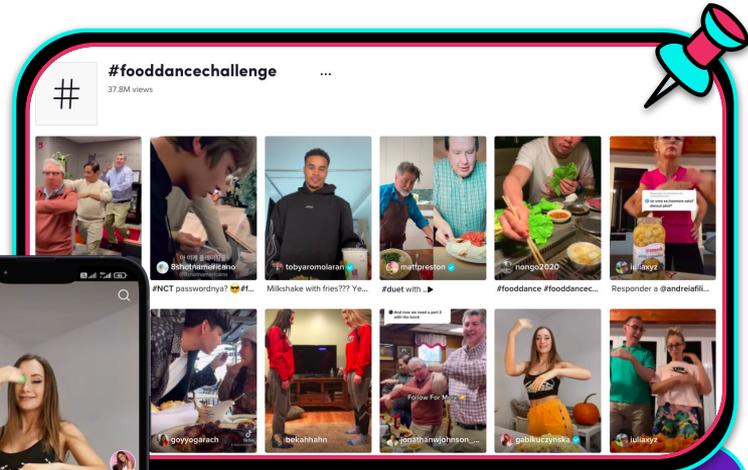
See [#toxicbritney](#) hashtag that has 1.4M views as of now. However, when the hashtag first appeared, only those 90s kids who grew up with the song understood or "connected" right away.

Focus on TikTok Trends

The TikTok challenge is one of the most popular trends, which can skyrocket your followers. If you are unaware of what a challenge is, it is asking or daring users to do or try something new. Challenges can involve anything even something simple related to food.

See how [The Food Dance Challenge](#) went crazy last year!

TikTok challenges are the most common, but they can happen on any network. If you take part in a TikTok challenge, make sure to pick a challenge that is appropriate for your brand, business, or role. Joining the challenge you think is too hard or too far from your niche will get you viral, but you won't bring any valuable thing to your audience. Instead, you can always try to create a new challenge.



Pro Tip: Other than join the TikTok challenges, you can also create your own video using Trending Sounds!

Promoting Across Multiple Platforms

The majority of people use multiple apps at the same time. A report on [social media use in 2021](#) states that 71% of 18-to-29-year-olds in the US are on Instagram, 65% are on Snapchat, and TikTok accounts comprise roughly half of all accounts. Having your content on multiple platforms, such as Facebook, Instagram, and Twitter helps your overall visibility and will drive traffic to your TikTok profile.

With Instagram's Reels feature, you can repurpose your TikTok videos there as well. Despite the fact that you can automatically share your TikTok videos to Instagram, it might be wiser to make sure that the video does not have a TikTok watermark so it looks native to the platform you are sharing it on.



Network & Engage with Other TikTokers

Remember that TikTok's social nature is similar to every social media platform. To increase engagement, it is important to engage with other TikTok creators on the platform, using the duet and stitch features on TikTok.

Consider ways to incorporate educational content about your products or services into these engagement efforts, without being spammy, of course.

Don't shy away from engaging with other creators simply because you like their content.

See the examples from [Ed Sheeran](#) where he enables the duet feature so other TikTok creators can duet his video.



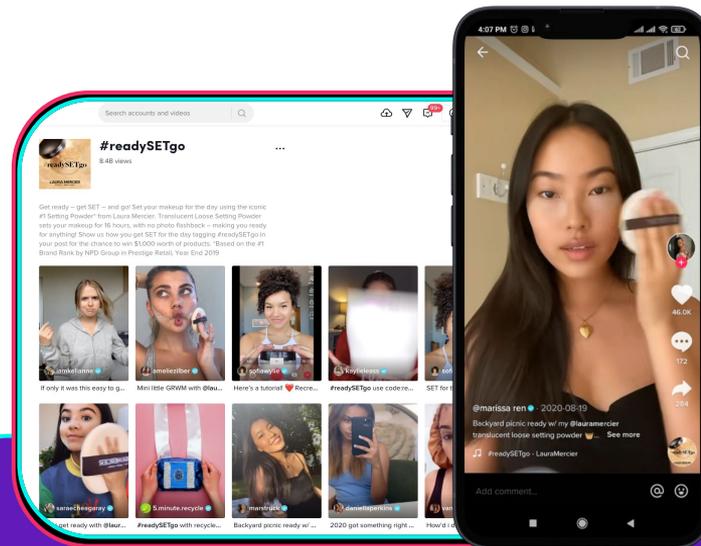
Pro Tip: Spend an hour per day to engage with other TikTok content by commenting or liking the videos that relevant to your niche.

User-Generated Content (UGC)

As you continue creating content on TikTok and taking up new challenges, you will begin building a decent collection of user-generated content. User-generated content (UGC) is simply content created by other users. This will help build trust in your brand, increase engagement, and increase the number of TikTok followers you have.

Starting your own challenge, hosting a contest, or using a hashtag trend can help you get your hands on tons of UGC.

See the example of Laura Mercier who did the [#readySETgo](#) TikTok challenge when they can collected **2,500 pieces of user generated content!**



Pro Tip: Other than UGC, you can always repost your MOST VIRAL content 30 days after it posted.

TikTok: For Business

Your First TikTok Ad

Another way to get in front of your audience and sidestep the algorithm is to use TikTok Advertisement. We will give a brief overview of TikTok Advertisement including how to set up your ad account, setup the payment method, and finally, start creating your first TikTok campaigns.

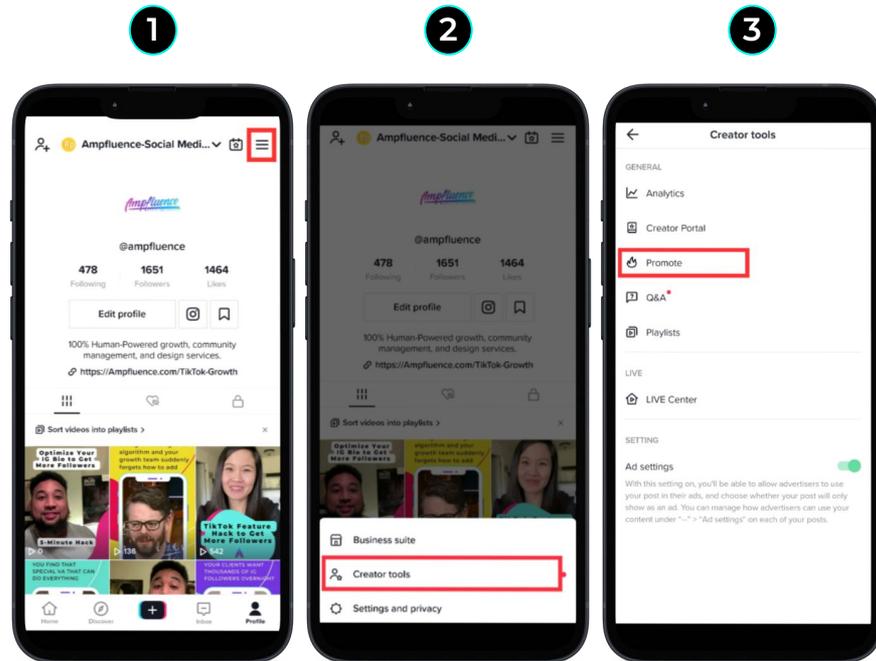
[Get Started!](#)

TikTok Promote Feature

The Promote feature is an excellent way to start advertising on TikTok because it allows you to advertise efficiently, effectively, and quickly within the mobile app. Just click the promote button on your video, follow the prompts, and make your first ad!

How to Get Started

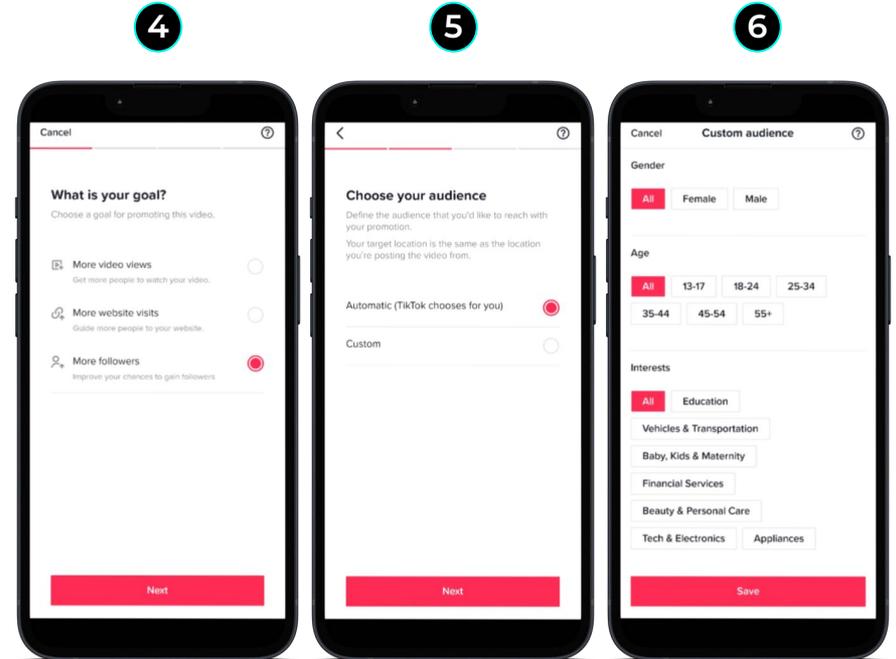
1. From your TikTok profile page tap three-line icon in the top right corner of your profile page.
2. Tap **Creator tools** or **Business Suite**.
3. Tap **Promote** to see all your videos that can be promoted.



Getting Started

How to Get Started

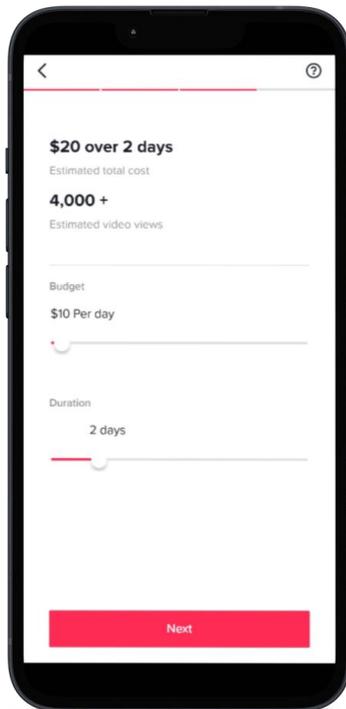
4. As soon as you've selected a video to promote, set your goals. Choose between more views, website visits, or followers.
5. Create your audience or let TikTok do it for you.
6. If you choose to create your audience, make sure to be specific about your targeting. Click "Save" once you are done.



Planning Ad Spend

Budget Considerations

Lastly, on the budget page, use the sliding scale to determine your budget and campaign duration. Once you are done, click “Save” and your ad will be reviewed by TikTok before it can be promoted.



Be sure to track your campaign results in the TikTok app with the post-campaign report. See what works best for your business by boosting different videos with different goals!

These are some things you should know about TikTok Promote:

- Suitable for all types of accounts - business, creator, and personal with any number of followers
- Users must be 18 years of age or older
- The videos will include a sponsor tag.

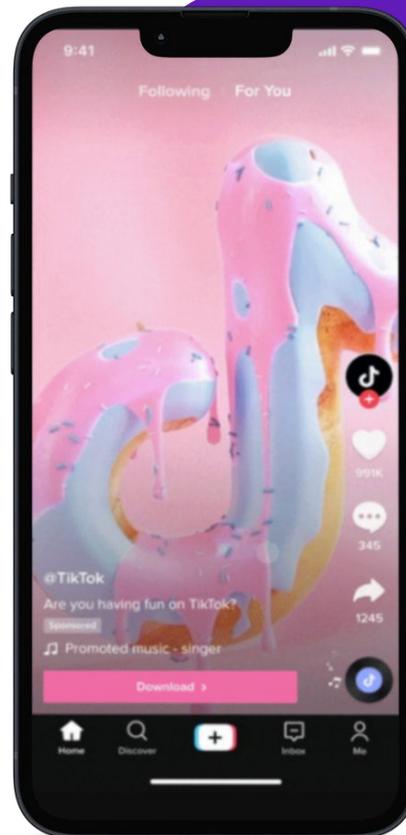
TikTok Spark Ads

You can boost organic content from your own account or from someone else's account using Spark ads. Spark ads is a native ad format within TikTok.

A TikTok study found Spark Ads had a [24% completion rate](#) and [142% engagement rate](#) compared to standard In-Feed ads.

In this ad format, people who view your spark ad can:

- Comment, like, and share;
- Swipe left to view your brand's profile
- Click the handle name or profile picture;
- Follow your brand by clicking the + icon on its profile picture.



TikTok Spark Ads

How to Create a TikTok Ads Account

Here's how to create a TikTok Ads account if you are going to start advertise on TikTok to grow your followers!

1. Go to the TikTok for Business landing page, click Start Now.
2. Fill out your details and click Sign Up

Additional information about your business will be required, including your business's legal name, contact information, and a description. Upon submitting these details, a TikTok Ads representative will contact you to set up your account.

You can expect to receive your account within 48 hours. From then on, creating ads is relatively simple.

Sign Up

Email Phone

Email Address

Please enter your email address.

Password

Please enter your password.

Confirm Password

Please enter your password.

Verification Code
 [Send Code](#)

[Sign Up](#)

Or

 Sign up with TikTok

By signing up, you agree to the [TikTok Commercial Terms of Service](#), [Merchant Terms of Service for TikTok Shop](#), and confirm you have read the [TikTok For Business Privacy Policy](#) and [TikTok Shop Privacy Policy](#) to learn how we collect, use, and share your data.
Agree to all the terms and conditions before signing up.

Subscribe to emails with news, events, and information from TikTok For Business and TikTok Shop. You can opt out any time in your user settings.

Setup a Payment Method

Here's how to setup a payment method or add money to your TikTok ads manager account.

1. Go to '**Payment**' under Account Setting.
2. You can choose to use Credit Card or PayPal as your payment method.
3. If you choose credit card, you will be required to fill out the details of your card and if you choose PayPal you will be directed to PayPal page to complete the process.

The image contains two screenshots of the TikTok Ads Manager interface, numbered 1 and 2.

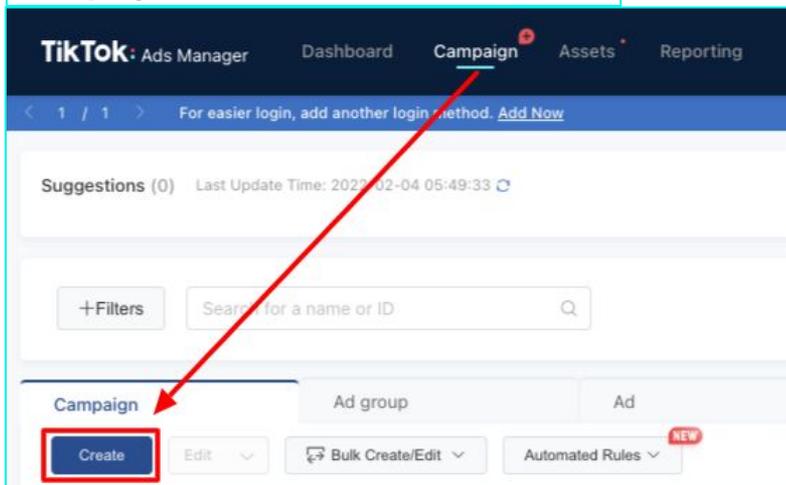
Screenshot 1: Shows the 'Account Settings' menu. The 'Payment' option is highlighted with a red box. The user's profile name 'hello' and 'Log Out' are visible at the top right.

Screenshot 2: Shows the 'Automatic Payment' and 'Manage Payment Methods' sections. The 'Add a New Payment Method' button is highlighted with a red box. The 'Automatic Payment' section shows 'Spend So Far' and 'Next Bill' with a progress bar and a note: 'You'll also get a bill when you spend USD'.

Create Your First Campaign

1

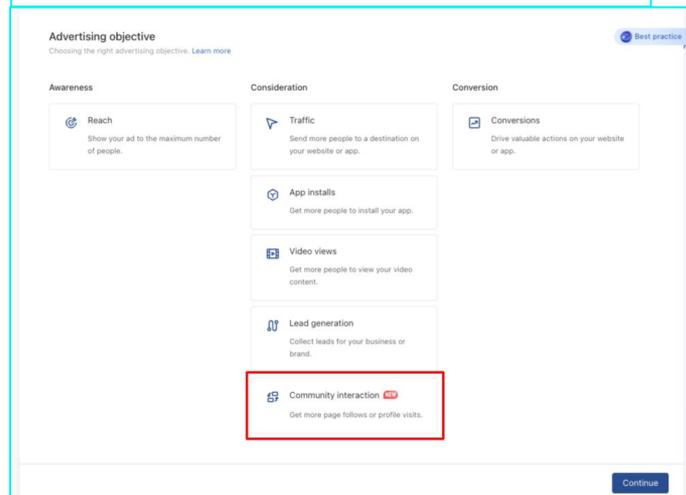
From the top menu of the dashboard, go to 'Campaign' and then click 'Create'.



The screenshot shows the TikTok Ads Manager interface. At the top, there is a navigation bar with 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. Below this is a blue banner with a message: 'For easier login, add another login method. Add Now'. The main content area has a 'Suggestions (0)' section with a search bar and a '+Filters' button. At the bottom, there are three tabs: 'Campaign', 'Ad group', and 'Ad'. Under the 'Campaign' tab, there is a 'Create' button highlighted with a red box. A red arrow points from the 'Campaign' menu item in the top navigation bar to the 'Create' button.

2

Choose the goal you want to achieve. In this case, we choose **Community Interaction**.



The screenshot shows the 'Advertising objective' selection screen. The title is 'Advertising objective' with a subtitle 'Choosing the right advertising objective. Learn more'. There are three columns of objectives: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness', there is 'Reach'. Under 'Consideration', there are 'Traffic', 'App installs', 'Video views', and 'Lead generation'. Under 'Conversion', there are 'Conversions' and 'Community interaction'. The 'Community interaction' option is highlighted with a red box. A 'Continue' button is at the bottom right.

Create Your First Campaign

3

Set up your campaign name and your budget.

Campaign budget refers to the amount you're willing to spend on running your ads.

Campaign settings

Campaign name

Create split test NEW

Get more insights into your ads by split testing your strategy.

Campaign budget optimization

Automatically optimize your budget allocation

✓ Check the delivery performance for the current setting.

Budget

No limit

You have two options of budget:

- **No Limit:** When you set an unlimited budget, there will be no restrictions on your campaign's ad delivery.
- **Daily Budget/Lifetime Budget:** Ad delivery is restricted by the daily or lifetime budget for a campaign. You can set a maximum value for the daily spend of all your ads within a campaign.

Create Your Ad Group

1

Name your ad group accordingly, e.g. based on your target audience.

Create new Use existing

Ad group name

Beauty Enthusiast

Available audience

Fairly broad

120,899,000-147,768,000

Due to data security requirements, this figure does not include audiences under 18 years of age. Any delivery as permitted by applicable laws will not be affected.

Targeting summary

Placements

Placement type

TikTok

User comment

We recommend keeping user comments on to help your ads achieve more impressions and conversions. You can hide, pin, and reply to comments using our comment management tools. [How to manage comments](#)

Video download

Users can download your video ads on TikTok.

2

Targeting allows you to determine the audience for your ads. You can also narrow your audience by demographics, languages, interests and behaviors, and device type.

Targeting

Best practice

Back Next

Custom targeting

Manually set criteria for what kind of user you want to show your ads to.

Automatic targeting

Automatically show your ads to relevant users.

Demographics

Location

Clear All

United States

Search for or select a location

Languages

All

Gender

All Male Female

Age

All 13-17 18-24 25-34 35-44 45-54 55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

Audience

Include

Custom

Excluded

Custom

Interests & Behaviors

To reach more relevant users, try these 15 interest and behavior categories:

Marketing & Advertising Dance Chinese Cuisine 12 More

Select All

Add Interests

Target users based on the videos they're interested in on TikTok.

Add behavior: Video interactions

Target users based on how they've interacted with videos on TikTok.

Add behavior: Creator interactions

Target users based on how they've interacted with creators on TikTok.

Add behavior: Hashtag interactions

Target users based on how they've interacted with creators on TikTok.

Device

Create Your Ad Group

3

Your overall campaign budget has already been set. It's time now to set a budget for the ad group and schedule when it will run or you may opt to run continuously.

Budget & Schedule Best practice

Budget

Daily budget USD

Schedule Time zone: UTC-05:00

Run ad group continuously after the scheduled start time

Run ad group within a date range

Dayparting

4

Select your bidding process and optimization options, and use third-party tracking to monitor the performance of your ads.

Bidding & Optimization Best practice

Optimization goal

Bid strategy

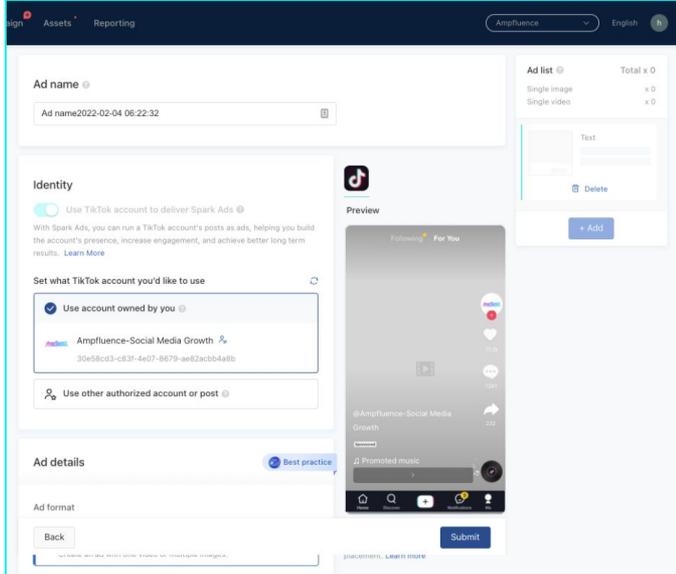
Lowest cost
Maximize your number of results.

Bid cap
Keep your average cost per result lower than your bid.

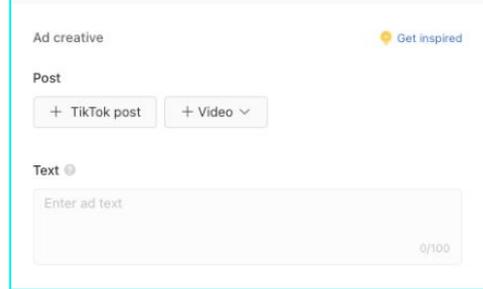
Advanced settings

Create Your Ad

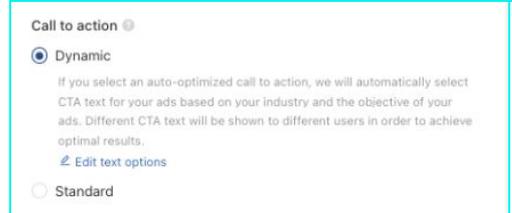
1 After the campaign and ad group, now it's time to create your ad.



2 You can upload new video or use your current TikTok post. Add text as you like (max. 100 characters).



3 Don't forget to add a compelling call to action (CTA).



Create Your Ad

4

You can add tracking with TikTok Pixel and 3rd party services. To learn more about that, you can read [TikTok Ads Guidelines](#).

Tracking
We support tracking with TikTok Pixel and 3rd party services — including tracking URL services, brand safety partners, and viewability verification partners.

Third party tracking settings

Impression tracking URL

Click tracking URL ⓘ

Once you check that everything is match with what you want, click **'Submit'** to create your ad and wait for Tiktok to review and approve. If you want to create another ad right now, click Add. Additionally, you can copy an existing ad or delete the one you just edited.



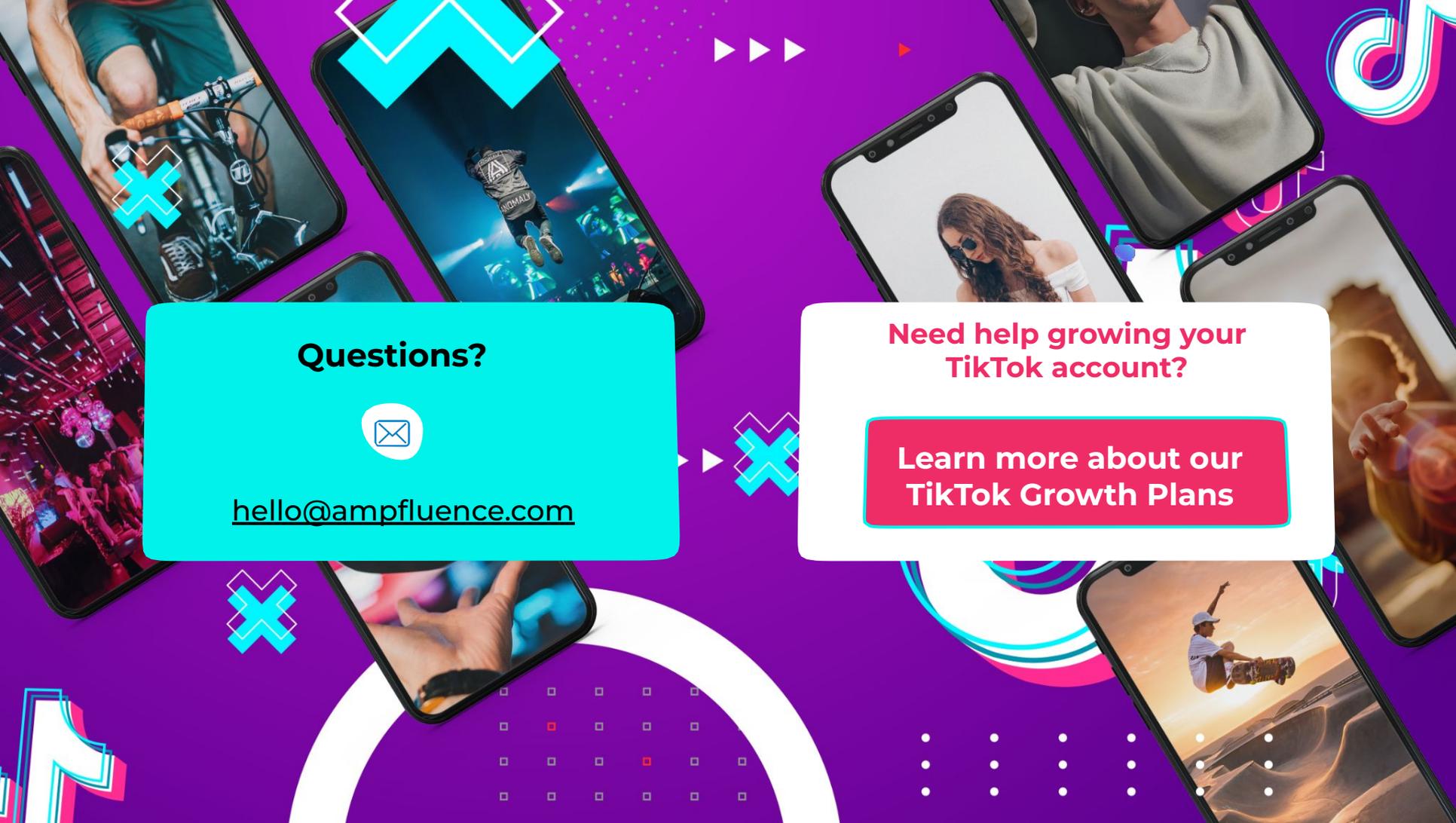
Final Thoughts

As TikTok continues to grow, **there is no one-size-fits-all solution for getting more followers**. Following this guide will help you gain more followers on TikTok, increase engagement, and create a vibrant community on the platform without downloading any sketchy apps or buying bots. With more than 800 billion monthly active users on TikTok, we're pretty sure that you will find your target audience. All you need to do is produce content that those audiences will want to watch.

Despite the importance of each tip in this article, don't let yourself become overwhelmed. You certainly don't have to take on every tip all at once. Find out what your target audience watches on TikTok and when they're most active on the platform. After that, publish high-quality, CTA-driven content during peak times. From there, you can work on other ways to grow TikTok followers that we've included in this post guide.

Be sure to engage with your target audience and try creative methods of getting attention for your TikTok content. As you build your audience on TikTok, you'll be able to meet your marketing goals.





Questions?



hello@ampfluence.com

**Need help growing your
TikTok account?**

**Learn more about our
TikTok Growth Plans**