

5 Tricks to Build a TikTok Audience (And Get More Engagement)

While many people are skeptical about TikTok, it is now reaching the masses. Not only a large number of creators are joining the platform, but the demographics of the users are shifting too. Brands are also using TikTok as an efficient medium to promote themselves and their products and services.

In its initial days, TikTok was generally considered as a platform for young people, with the average age being 15 to 18 years. Now, diverse aged groups are joining this video app, scrolling through content, as well as sharing their own creations.

Boosting TikTok engagement and growing an audience on the platform is comparatively easier than other social media networks such as Instagram, Facebook, etc. TikTok's main strength is its 'For You' page, on which relevant content highlights, even if you do not follow the creator yet.

In this article, we will discuss how to build TikTok Audience and gain more engagement.

Picture 1 of 5 Tricks to Build a TikTok Audience (And Get More Engagement)

1. Create short videos

The TikTok video lasts for a maximum duration of 60 seconds. Yet, most viral TikTok videos are shorter. Instead of using the full 60 seconds, you should create a video of no more than 20–30 seconds. Start your video with a hook and make sure the content is engaging so that the audience watches your video until the end.

Most of the people hardly watch a 60-second video repeatedly. However, if your video lasts only 20 seconds and is funny, informative, engaging, relatable, or valuable, people might like to watch it again or even share it with their family and friends. This, in return, will help the TikTok algorithm understand that your content is relevant, and your video will appear on the 'For You'. This will help your content reach more people across the platform.

2. Use internal tools and current trends

Content creation on TikTok is straightforward. The app provides you with tons of tools, and you do not require external tools or any video editing experience to create fascinating videos.

TikTok wants content creation to be effortless. That is why the algorithm pushes native video content that was produced without using expensive cameras or videography tools. So, instead of using an expensive digital camera or phone, and spending hours editing your videos, you should invest a few minutes in learning how to create content within the app.

Additionally, participating in challenges while using trending music, and using new features will help you to stay updated and relevant and reach a wider audience. Therefore, you must ensure to scroll through the 'For You' page to stay aware of the current trends to grow your TikTok engagement and audience.

3. Use Hashtags

Similar to Instagram, hashtags play a very important role on TikTok. By using trending and popular hashtags strategically in your TikTok content, you can reach a large number of people and gain lots of new followers in a short time.

Moreover, with the use of hashtags, you help the algorithm understand what your video is about so that it shows your video to the relevant audience. Experts suggest that around 3-6 hashtags are enough to be used on each video. So, instead of choosing massive hashtags, research the most relevant keywords and hashtags that will likely attract your target audience.

4. Know your target audience and serve a niche

No matter if it is on TikTok, Pinterest, or Instagram, knowing your target audience and sticking to a specific niche are must-haves to build a strong following.

Without a niche and targeting in your content, people would not know why they should follow you and what you stand for. Moreover, knowing your target audience will help you in speaking their language and thus attracting more potential followers or customers.

For example- if you produce health-related content, people will follow you to get several health tips. If you, however, suddenly begin posting irrelevant content having a separate niche, you might lose your existing followers and will face a harder time growing your audience.

That is why most successful TikTok content creators stick to their specific niches instead of talking about too many different topics. Rather than doing weird, unrelated videos, they focus on producing content on their main topic so that their audience knows what to expect.

5. Create an Attractive Profile

One of the most simple yet much-ignored tips to grow your audience on TikTok is creating an attractive profile. If people find your video engaging on their For You page, they might quickly visit your profile and leave a like or comment.

You do not have many options to impress a visitor on TikTok- a short bio, profile picture, and your created content.

Put an attractive and relevant profile picture. Additionally, take some time to construct a marvelous bio that tells people who you are, and what you do. Make sure your bio is free of grammatical and spelling errors. Keep it concise and do not forget to add URLs to your website and other social media channels.

Conclusion

TikTok is a fast-growing platform that is gaining popularity among not only common content creators but also brands and influencers. There is no doubt that brands are experiencing an increase in their sales through it. All the 5 tips mentioned above are highly effective in growing your audience and gaining more engagement on TikTok.

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