

Growing on TikTok in 2024

Growing on TikTok in 2024 is easier with the right strategies

1. Understanding the tiktok algorithm,
2. Engaging with similar accounts initially,
3. Relevant hashtags, and
4. Posting at optimal times.

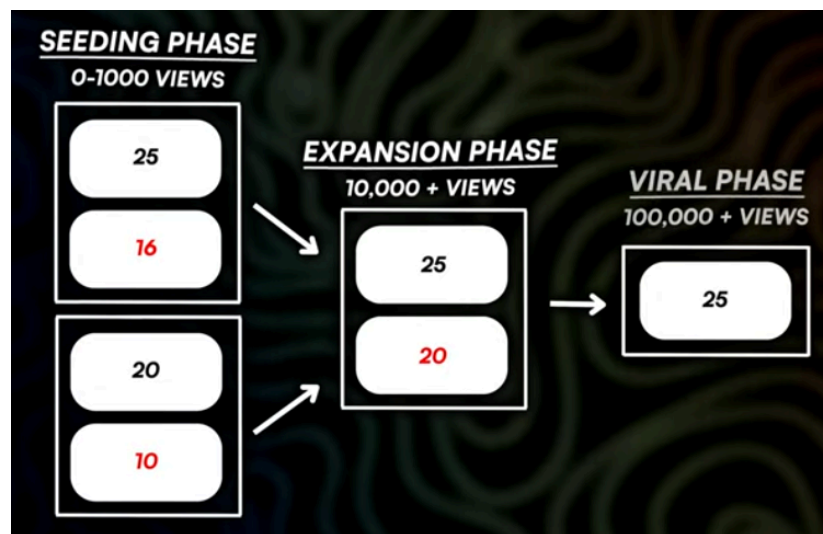
TikTok algorithm

TikTok algorithm is crucial for gaining visibility and attracting views. A point system based on engagement metrics plays a vital role in determining video performance.

<u>METRICS VALUE BREAKDOWN</u>
<u>- 150% + Watch Time (6 Points)</u>
<u>- 100% Watch Time (5 Points)</u>
<u>- Share (3 Points)</u>
<u>- Comment (2 Points)</u>
<u>- Like (1 Point)</u>

Retaining viewers is crucial for success on TikTok, as platforms prioritize user engagement to maximize ad revenue. Understanding how to navigate TikTok's phases can significantly enhance visibility and growth.

The **seeding phase** is the initial stage where videos compete for attention, with metrics determining which videos advance. Engagement metrics play a pivotal role in this competition.



In the **expansion phase**, videos with higher engagement continue to progress, leading to the **viral phase**. Retaining viewers directly influences a video's journey through these phases.

Engaging with similar accounts initially

New TikTok account, initial engagement with niche content is vital. This strategy helps the algorithm understand your content preferences and boosts visibility.

Hashtags

Understanding your TikTok audience is crucial for success. Utilize hashtags effectively and focus on optimal posting times to enhance visibility and engagement.

Using 2 to 3 niche-specific hashtags helps the TikTok algorithm identify your target audience. This approach ensures your content reaches the right viewers initially.

Posting Time

While **posting times** may seem important, users are active around the clock. Posting in the late afternoon can maximize your content's reach and engagement means 6 to 10pm

Misc.

Gaining initial momentum on TikTok is crucial for success. Fast-tracking your growth involves leveraging viral videos and understanding what hooks and styles work best.

Testing different video styles and retention tactics can enhance your content quality. This experimentation helps you identify what resonates with your audience effectively.

Learning from high-performing videos in your niche is essential for growth.

Observing successful accounts can provide insights into creating better content.

Participating in a supportive community can provide valuable tips for growth. Engaging with others focused on social media success can help you achieve your goals.