

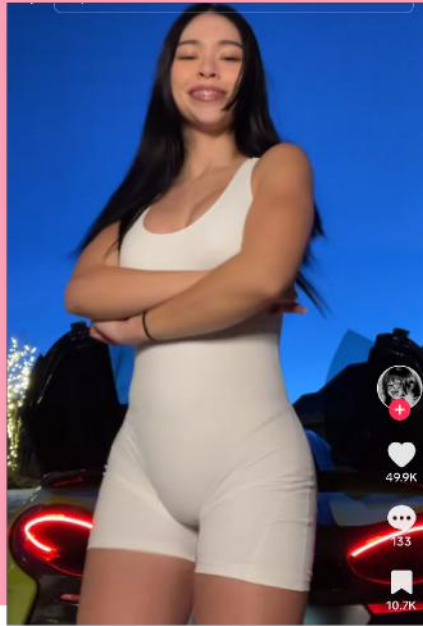
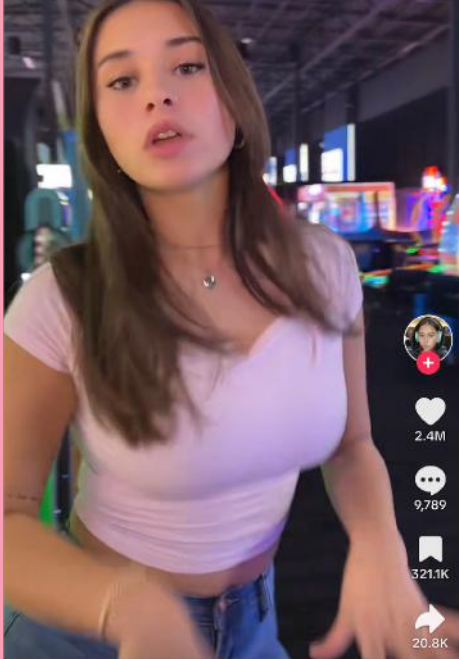


TikTok Guide

By Sakura
Management LLC



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Overview

Welcome to the ultimate guide for harnessing TikTok's immense potential! To conquer the TikTok landscape and expand your audience reach, embracing strategic maneuvers is key. From creating multiple accounts to avoiding algorithmic red flags, this guide unravels the secrets to maximizing visibility while mitigating risks of shadow banning and suspension.

Additionally, diving into niche targeting and content creation is imperative. Understanding your audience's desires and crafting tailored content sets the stage for profound engagement. This guide delves into the art of capturing attention, leveraging trends, and actively participating in the TikTok community to propel your content to the forefront.

Embark on this journey armed with invaluable insights and strategies to dominate TikTok and achieve your creator goals.

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TikTok Tips

TikTok is extremely "biased" and favors certain types of content from certain creators. Be one of those creators by following these tips:

- Focus on the details of your content, ensuring that every single TikTok is recorded with strong lighting (preferably a selfie light)
- Never have multiple accounts on TikTok & use Wifi as it'll shadow ban all your accounts except for the biggest one
- Change your TikTok username to "♥ig: @yourIGhandle" as it'll help people find your IG/OF link faster
- Analyze your successful TikToks. Note the factors contributing to their success and apply them to your new content

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Creating Account(s)

To create a TikTok profile, you need to sign up via Google. It's best to use aged Gmail accounts for better success. Aged Gmail accounts have a longer history, makes it less likely to be flagged by TikTok. However, buying aged Gmail accounts online can be risky due to scams. **At Sakura Management, we provide and create TikTok accounts warmed up via a more in-depth process.**



Escape The Shadow Ban Realm

To maximize visibility and reach on TikTok, you should prevent your accounts from being flagged as potentially fraudulent. One significant factor that can weaken your TikTok strategy is shadow banning. Shadow banning occurs when TikTok restricts the visibility of your account and your content doesn't appear in the feeds of your followers or the "For You" page.

To avoid shadow banning, it's recommended to use the TikTok app on 4G/5G (LTE) and avoid being on Wi-Fi while using the app.

After recording and posting TikToks, you should also ensure that you close the TikTok app before enabling Wi-Fi and do the same before opening TikTok again. This step is essential because TikTok's algorithms can flag your account if you switch from a mobile data connection to Wi-Fi immediately after posting a TikTok video.

[Overview](#)

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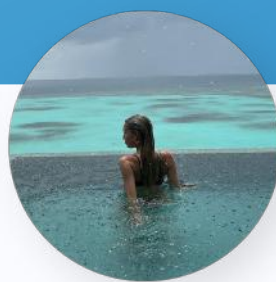


Additional Resources



Learn more about how we work.

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Hear from some of our creators about their results.

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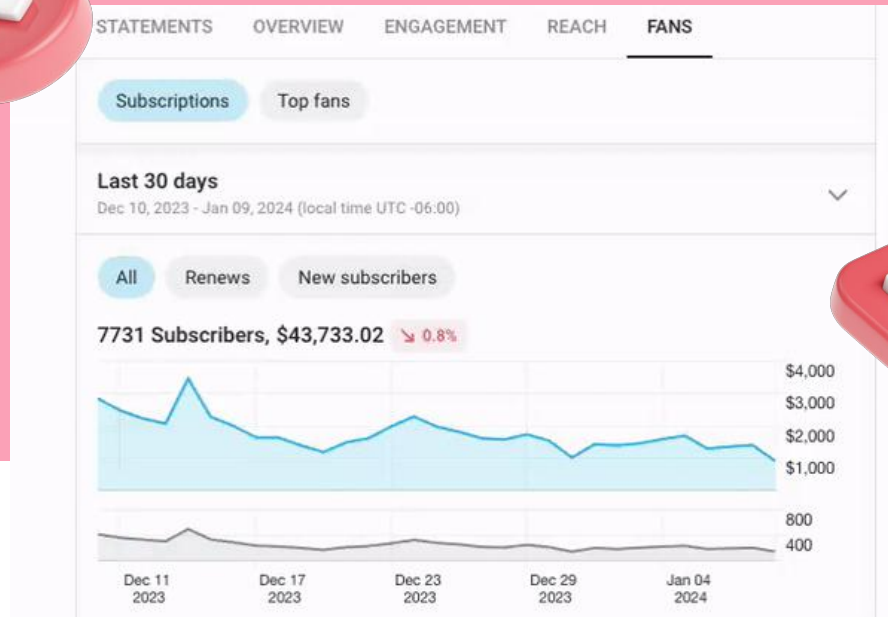
See how we can help



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Find Your Niche

Identify your target audience and research their interests



Your **target audience** consists of viewers who are passionate about your niche(s) and are more likely to connect with you and your content.

To **reach your audience**, you should stay updated with the latest trends and popular hashtags from **creators in your niche, creators that are successful & do similar content to what you want to do**. You should actively participate by engaging with content from successful creators in your niche, such as **following, commenting, liking, and sharing**. By doing this with 20+ creators on TikTok, your following page will be filled with TikToks that can be recreated and target the right audience.

Niche down as much as possible.

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Create HQ Content

TikTok exhibits a symptom of **favoritism**, as it tends to prioritize certain creators and **factors** in their content.



Favorited Factors

- Natural & Strong Lighting
- Constant Movement
- Hand Placement
- Facial Expressions
- Engaging/Short Content



Organic Content


Organic content is ideas brainstormed by you and your team. A steadfast connection with a team allows them to understand your daily life to create content that is unique such as GRWM, Day In My Life, & content that's tailored to you which stands out as everyone on TikTok is copying each other now.

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Final Takeaways

Everything discussed in this guide is provided for free alongside dozens of other strategies with [Sakura Management](#).

Find Your Niche




Narrow down why your fans like you as well as what type of fans do you want? Once you understand your target market audience, cater your content towards that audience. Don't be afraid to explore!

Avoid Bans


Shadow bans are your biggest challenge for growth, make sure not to push the edge on explicitness on your videos if your account is under 3-5k followers. Also create accounts on TikTok.com and sign up with google to have a solid TikTok account.

Create HQ Content



TikTok has a history of favoritism, it's easy to get on their good side by making use of the algorithm, have factors in your videos that it looks for and double down on what works.

Feedback



Extra Tip! Go back on watch your best and worst videos and write the notes why, then apply it to your next day's TikToks and repeat!

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