

ONLYFANS 6 FIGURE

MARKETING BILLEDDING



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Welcome to our comprehensive OnlyFans Marketing Success Guide! Whether you're just starting your journey or looking to level up your marketing game, this guide is designed to provide valuable tips and strategies to thrive in the marketing industry so that you can start implementing these strategies immediately.

At Cloud9, we believe in empowering content creators, and we're excited to share our knowledge with you!



TIKTOK

TikTok is one of the go-to platforms when it comes to marketing yourself as an OF creator, and with the platform expected to grow to 1.8 billion active users by the end of 2025, there's a reason so many creators are using this platform.

But before we get into different strategies that you can implement; we need to cover some common misconceptions that YOU need to throw out NOW!

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MISCONCEPTIONS

If you have ever gone on YouTube or spoken to other agencies in the past, you have probably heard all sorts of crazy "hidden" tricks that you need to do to have a successful TikTok account.

Let's just start by saying, most of these woo woo, conspiracy tricks that these TikTok gurus preach, are mostly, completely unnecessary and are just there to make you think that it must be true because its more complicated than simply clicking post.

So... here is a list of things that don't affect your TikTok performance...at all:



MISCONCEPTION ONE

Only using phone numbers to create TikTok accounts.

This is unnecessary, but if it's easier for you, hey, keep doing it. But accounts made with emails, with no phone numbers connected, will perform just the same as any other account.



MISCONCEPTION TWO

Using country specific sim cards.

We hear this thrown around the space so often that you need American sim cards to target the USA audience on TikTok.

Well... it's just another myth. The sim card in your phone won't bring any real difference to who TikTok pushes your content to. In fact, you don't even need a sim card in your phone, and you can still grow accounts without issues. Of course, you can use some methods to increase the likelihood of being pushed to the USA audience, but we will cover that later in the guide.



MISCONCEPTION THREE

Account Warming.

You've probably heard some crazy methods to warming up accounts and posting content, some are as ridiculous as needing to scroll on TikTok accounts for 15 minutes before posting and then once you post don't open the app for two hours, or something along those lines, the truth is, it doesn't matter, take a huge creator such as Bryce Hall as an example, do you think that before he posts he scrolls the FYP for 15 minutes and then again after he posts? Or he closes down TikTok for two hours after every post?

No, of course, he doesn't.



MISCONCEPTION FOUR

Recording in TikTok.

A lot of creators out there and gurus will tell you that you absolutely need to record in the App and that TikTok can see if the content is recorded out of the app and won't push it.

This is not completely true; while TikTok can read the metadata on the videos you upload, TikTok won't punish you for creating content outside of TikTok. Just make sure you use the camera app and not other platforms like Instagram or Snapchat to record the content. And if you are still worried, you can upload the content through CapCut since it is owned by the same company as TikTok.



It's obvious we know, but making good content will be one of the sole reasons you succeed on TikTok.

Everyone expects there to be some secret method that they need to do to get views, but in reality, they just need to make good content.

Here are some things you should consider wher making TikTok's:



CONTENT TIP ONE

Is the video quality good?

TikTok tends not to push low quality pixilated videos, and if you are not uploading directly from in app, there is a setting on your phone that could affect this further.

Hint, its HDR, turn this setting off immediately.



Lighting and colours.

Always remember that lighting and colours can play a big part on how well a video does. That doesn't mean you need a studio setup with lighting rigs. A ring light will achieve the goal needed here, and you can double up by wearing colours that stand out, helping you catch the viewers' attention in the first second they scroll to your content.



A good hook and a reason to stay.

Like colours and lighting, you need something that hooks viewers in within the first second, and gives them a reason to stay. How you do this will massively depend on your niche and the style of content you create. But here are just a few examples for different styles of content:

Engagement words - For TikTok where there is talking such as skit style or public content, use engaging words in your sentences. An Example is the word "you", this hooks the user by subconsciously making them feel a part of the video, even if the word "you" was not directed at the viewer.

False Dilemmas - This again fits into the talking style TikTok's, and here you simply provide the viewer or subject in the video with two options, this is best done for comment engagement on your posts.

Shock Value - This can be used for almost all styles of content. The goal is to capture the viewer's attention and leave a lasting impression by presenting content that is unexpected, controversial, or provocative.



Remember the Purpose of the Content (This one is important)

Some of the biggest mistakes creators are making on TikTok, is that they are forgetting the purpose of the content. Quickly think to yourself what the purpose of your TikTok content is, how do you want your viewers to feel or react? The answer... horny, all of your content should be trying to get guys on TikTok horny, that way most of their decision making will be based on emotions not logic. You will see a lot of the bigger OF creators on TikTok are all tapping into this, even if it subtle, it's enough to make sure that they are getting guys horny, just look at their comment section and you will see the result, and that will translate to subs coming in on their OnlyFans account.



Make use of Al.

This isn't a must do, but it can be really helpful to use software's like ChatGPT to provide you with content ideas or different hooks for videos. You can use advanced prompts to tailor the content ideas the Al provides you and teach it to provide you with specific content techniques and biases.



Stay on top of trends.

Creating your own unique content is a great way to grow a core audience, but utilising trending topics or sounds can be an effective tool to get views. Whether it's a sound or big topic blowing up, find a way to utilise it, put your own twist on it and watch the views come in.

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Captions

Captions can be a big part of making a good TikTok. Good content paired with a smart caption is the perfect recipe for viral content.





There is a lot of confusion when it comes to posting on TikTok, how many times in a day should you post? what are the best times to post? What should I do if a post gets flagged? Etc. So here's a quick breakdown:

Daily Posting - When it comes to the number of posts in a day, as a general, try to post at least once a day but no more than 4-5 in a day.

Posting Times - This will massively depend on how many times a day you will be posting. We recommend looking at what times your audience is mostly active. You can structure posts so that you have 1-2 posts during beak hours.

Flagged posts - Being in this industry, you have probably had at least one TikTok taken down for "breaking community guidelines", when this happens, ALWAYS disagree with the decision and appeal with the argument that you have not broken any guidelines. If you simply just delete the video because you panicked, you lose the ability to have any strike on your account removed. Deleting flagged content doesn't make your standing with TikTok any better. Just appeal and 9/10 the content will be approved and you can continue pulling in views.



BROADEN YOUR AUDIENCE

Showing your content to more people is one of the best ways to bring subs into your OF, and it increases the chance of getting a viral TikTok.

The two main ways to do this is, one is making more TikTok accounts, this also has the added benefit of being able to test different content styles or niches on different accounts, Of course, this does mean making more TikTok's, but if you are really struggling, you can use CapCut to edit and repurpose content to be uploaded to TikTok, we recommend doing this with content that is recorded using your camera app, instead of content recorded on and downloaded from TikTok.

(Side note, try to only have a maximum of three accounts per device that you use)

CD cloud? BROADEN YOUR AUDIENCE

The other option is to create accounts that target other countries, yes, there is a way to do it, and no its not sim cards.

Instead, you will be making use of 4G and 5G modem proxies setup in the USA. You will also need an app like Potatso which will be used to host the proxy on your mobile phone, essentially acting as a VPN. You will need to make sure that you are connected to this proxy before opening TikTok, and make sure TikTok is completely closed before disconnecting from the proxy.

Beware, that although this method can increase your audience in the USA, we have generally found that after 2-3 weeks the TikTok accounts will slow down and views stagnate.



If you have the confidence, TikTok Lives are a great opportunity to pull additional views to your account that can be funnelled to your OnlyFans. The best time to do this will be when your followers are most active.

Keep up to date with what other creators are doing or Lives and copy their strategies. Typically, this will involve challenges where you will have people fighting for your attention so that they can win the challenge, the "Not speaking until someone makes me laugh" challenge is a good example as you'll have people joining lives as well as commenting to make you laugh. When TikTok sees this engagement, they will push your live more.



Challenges, where you can speak are just as effective if done correctly. Being able to speak will help you funnel traffic easier as you can reference your OnlyFans (try not to say OnlyFans, refer to it as a spicy link or other phrases).

You can also use an alt account and comment something that will let people know you do only fans and then pin it; an example could be "Just filled out your content partner application, see you Thursday" This creates the narrative that they can fill out a content partner application if they sub to your OF, obviously, this is not the case, but it will get them through the door.



Instagram is another good platform and with reels being heavily pushed at the moment, it is a great opportunity.

Instagram will also act as the landing page for traffic sources from TikTok and potentially dating apps, so it's important that you have a good Instagram, and are utilising all of Instagram's features to bring traffic to your OnlyFans.



ACCOUNT AND BIO OPTIMISATION

Like we mentioned, Instagram will be the landing page for most of your traffic so it's important that it is optimised to keep as much people on your IG and funnelling towards your OnlyFans.

So here are some general tips:



Don't over sexualise.

Don't make your entire profile you on a bed wearing lingerie, try to mix it up, and don't over sexualise your page, you can still upload bikini pics, yoga pants pics, etc, but try to stay away from every picture being a lingerie pic.

Got a pic of you in a dress from a night out and you think you look fire? Great, upload it, the guys who follow you will love it.



Keep reels separate from your main profile grid.

You will likely be posting a lot of reels so it is important to keep them separate from your main profile grid as this makes your profile look cleaner and more appealing.





Don't be like the rest!

If you have ever looked at other OF creators on IG, you will probably see that their bio is probably "Yes I have one" or "what you are looking for is below" followed by a link tree link. And for the most part this is fine, but try testing more creative bios, like what we mentioned in the TikTok section try bios like "Taking content partner applications on my page" followed by a link, this ties in well with how you will use IG stories.



Stories will be your best friend when it comes to funnelling traffic! There will likely be a high amount of people who follow your Instagram, are not subscribed to your OnlyFans. This is where the stories will come into play. You will use stories to retarget your followers, there are a few templates you can use to do this, so here is a few ideas you can try:





Content Partner.

Yes, we are bringing up the content partner thing again, but it works, so why not... but seriously, this can be a great way to bring in thirsty guys who now see that they have a possibility of actually getting with you (of course, this is just marketing, but they don't need to know).

The story would look something like this *Selfie in bed or mirror selfie, wearing lingerie or something similar* Text on screen "Looking for someone who wants to make ② ② content with me, click the link and message me, anyone's welcome" followed by a link to your link tree or similar.



Post Promotion.

Whenever you post a pic of yourself in lingerie or a bikini, you can use it as an opportunity to promote your OnlyFans. It will go something like this: You post the pic on your Insta feed, and you'll put that post up on your story with the text "See more on my oppose" with your link tree link under it although we recommend not spamming this and try to keep your story like a genuine person.



OF sub discount.

Whenever you run a sub discount on your page, you should always post it on your IG story. Just don't overdo it with promoting discounts on Instagram as it will appear less valuable and you may see the conversion decline as a result.





This is the main feature on IG that you will be using to pull more eyes to you, and luckily, the strategy is the easiest to execute.

All you will need to do is just repurpose the TikTok content you make and post it on IG reels, it's that simple, but make sure you are not using content that has water marks, this is easier with camera roll content, but there are many websites that you can use to download TikTok's without the watermark. Another tip, is avoid using hashtags on reels posts, you can still use captions, but we recommend not using hashtags.



REDDIT

Starting off on reddit can feel slow, especially because many subreddits require you to have an account that's at least 30 days old and you will need minimum Karma requirements, both post karma and comment Karma.

So, in these first 30 days, you will need to find subreddits that have no account age or karma requirements and start building there, but this will only help your post karma, for comment karma you can join subreddits that you are genuinely interested in and comment on posts there to help build karma, another option is to comment positive or thirsty comments on other users who are uploading to a subreddit, most users will upvote your comment.



No matter what stage you are at in your Reddit journey, you will need to stay on top of different subreddits and find the best places to post.

This can be done fairly easily with there being several websites that will show you the best subreddits for specific niches, along with their karma and account age requirements.

It is important that before you start posting in any subreddit, read the rules! Each subreddit has its own rules since they are run by different people, so make sure you read the rules to avoid being banned.

CONTENT AND CAPTIONS

Good content and a clever caption will be your best chance at going viral, and if you are struggling for inspiration try looking at the subreddits you are posting in, and look at the hottest or top posts in that subreddit for that day or week.

See what content is doing well, break it down and figure out why that content was done well, what was the caption? Is there something in the caption that helped that post go viral? Take this information and use it to inspire your content and captions, don't copy it, but find a way that you can use the same formula they used to get a viral post.

COCIOUS AGENCY ACCOUNT OPTIMISATION

The traffic you bring from these subreddits will all be landing on your profile page, so like Instagram, it's important you have this setup properly.

Here are a few tips to get you going:

- Make sure your OF is linked in your bio
- Try not to have a bio that is like other creators, be creative and stand out, and find a way to hook people in so they MUST subscribe to your page
- Have pinned posts on your page, this can consist
 of a photo album of your best posts, along with a
 post that links to your only fans again with this
 post be creative, and have a text there that makes
 the viewer need to subscribe



Running one account can be enough to pull in subs to your page, but if you can boost the amount of people seeing you on reddit, why wouldn't you? You can do this with several methods but all of them tied together will give you the best results if done the right way:

COCIOUDS AGENCY BOOSTING YOUR GROWTH

More accounts

The easiest way to be seen more is to have more accounts posting your content. Try not to use the same picture across all the accounts on the same day.

Upvote boosting

This strategy involves upvoting your posts with alt accounts whenever you post, this will help your content get boosted up more in the subreddit you post in. You can either run multiple accounts yourself that are dedicated to just upvoting your content, or you can buy upvotes for your page. Remember, don't go crazy with upvotes otherwise you will get banned.

CO cloud? BOOSTING YOUR GROWTH

When using these methods, its important than none of the accounts you have are attached to your IP address, this can be done by using a proxy service, paired with an antidetect browser service.

Ideally, you would also do this even if you only have one account as if you receive a ban, it will likely affect all future accounts that you make on your own IP address.



Dating Apps can be an effective platform to pull in additional subs, and at a small scale, it can be really simple but there are a few things you should be aware of:





LOOK GENUINE

To be successful with dating apps, you need to look genuine, by that we mean, look like other girls on the app.

You don't need to base your entire profile around showing your ass in lingerie and creating a thirsty/horny bio. Guys know there are a lot of bot accounts trying to promote their OF on dating apps, don't be another!



There are two main platforms to funnel traffic to, Instagram and Snapchat.

Regardless of which platform you use, you can simply message guys you match with and work your chosen platform into the conversation. Most guys are happy to follow you on IG or add your Snapchat.

COCIOUS AGENCY AVOID BEING REPORTED

Sounds easier said than done right? But the best way to do this, is again, don't make yourself look like another OF bot on dating apps.

Second, once you have got a guy's snap or IG and they add you, block them on Tinder immediately, why? Because there are guys out there who will get salty that you are trying to promote you're OF on dating apps, and once they see you got a OF they will try and report you, but since you blocked them, they can't.

Finally, don't swipe right on every single guy, dating apps will pick up on this and could ban you for bot-like activity.

CO cloud? SCALING DATING APPS

So, those are some helpful tips to keep you going on dating apps, but if you want to take it to the next level, you can start running multiple accounts across dating apps. But make sure to use different names and pictures on the accounts so that their AI systems don't recognise duplicate accounts.

If you want to take it to the highest level and have hundreds of accounts running on dating apps, you will need to make use of proxies and custom bots to create accounts automatically for you, allowing you to have a dating app farm without needing to even swipe or message yourself.



Lack of content.

This business is heavily cantered around content, without it, you will not gain fans and you will not be able to upsell current fans.

No/Little consistency.

If you do not consistently make content or post on social media, you will not make it far in this business. You Need to Be All In!

Not committing.

The biggest issue is not committing to a strategy. You will never be good if you keep constantly switching up your strategy.



We hope these little tips gave you something new to try and that they help you take your OF income to the next level!

If you would like to find out how Cloud9 can help skyrocket your OnlyFans career, please feel free to drop us a message on Instagram or visit our website.



