

# HOW TO - TikTok Marketing

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## How to Warm-up New TikTok Accounts?

**Warming up accounts might or might not be necessary.** It hasn't been scientifically proven.

Sometimes you can create a brand new account, post right away, and your content gets pushed out. Other times, the account might get shadowbanned.

It's hard to say exactly *how* or *why* that happens.

**Truth is, I wouldn't risk it.** Just in case.

I do think warming up has some impact. At the very least, it helps reduce the chances of being flagged.

So, once you've set up your new account, follow these steps:

1. **If you've got creators or third-party folks handling these accounts**, ask them to collect a list of 30 to 50 profiles within the niche you're targeting.  
Slowly start following those accounts and interacting with their content.  
  
(Here's an example of what a warm-up list looks like: [\[insert link\]](#))
2. **Spend 15 minutes on the FYP**—scrolling through content **every day for 2 to 3 days**.
3. Only engage with content **within your niche**. Like, comment, bookmark—stay relevant.
4. During these first few days, set up your **bio**, add a **profile picture**, leave comments, and follow niche-relevant accounts.

Basically, **look, act, and behave like a real user**.

After 2 to 3 days of this warm-up phase, you can start posting.

**Bonus tip:** Before and after you post, spend **2 to 3 minutes scrolling** on the FYP. This helps signal to the algorithm that you're real... not just some spammy bot.

## How To Attribute TikTok/Reel Traffic

Attribution is a real challenge with TikTok and Reels organic marketing.

Most conversions will come from direct brand searches, organic searches, or app store brand searches.

While you can attribute spikes in traffic to viral videos, it's difficult to track consistent traffic from regular posting, especially when running multiple distribution channels simultaneously.

A few partial solutions:

### 1. Custom Domain:

For web apps, create a dedicated domain exclusively for TikTok/Reels. If you direct traffic to [yourdomain].ai instead of [yourdomain].com and ensure only this channel uses that domain, voilà—you've captured most of the "direct" clicks. Organic search might still default to your primary domain ranking higher, though.

### 2. Link in Bio:

Only captures a minor percentage of traffic but can serve as an indicator of growth and engagement trends.

### **3. Referral Codes:**

These often feel promotional rather than authentically organic, slightly lowering conversion rates. Plus, only a fraction of viewers will actually use them.

### **4. Ad CPM vs. Organic CPM:**

Calculating CPM through paid ads or regular influencer marketing provides a useful benchmark. It helps you estimate the number of organic views you'd need to match or surpass your paid CPM.

### **5. Traffic Source Differential:**

If your app or site is established with clear traffic splits (direct, search, paid, social), measure your compounding growth in direct and organic searches. Analyzing these shifts will help pinpoint the impact of your TikTok or short-form video efforts.

## **How to Structure Contracts and Payments with Creators?**

### **With dedicated creators (ambassadors)**

Some effective payment structures split fees into 50 % upfront and 50 % upon completion, or, alternatively, 25 % in advance with 25 % at set milestones.

For dedicated creators, we settle payment weekly and upfront, which unlocks the next batch of videos, with bonuses paid at the end of each cycle or month.

This approach increases trust and transparency for the creator while still protecting you from problems down the line.

If you already have a strong, trusting relationship, you can simply pay after the videos are posted.

### **With micro creators**

When working with micro creators on a fixed fee, payment is usually issued after the demo is approved and before the video goes live.

If a CPM or milestone-based reward system is in place, settle those payouts afterwards.

### **Contracts**

Keep contracts short and clear.

Accept a range of payment methods, including PayPal, Stripe, and direct transfer. For younger creators, you can also offer Shein, Roblox, or Amazon vouchers.

Before signing a full contract with ambassadors or dedicated accounts, run test or demo videos to confirm that the content style and quality match your needs; this step ensures the creator can deliver.

For ambassador deals, make sure the contract includes a clause allowing the content to be boosted or reused for ads at your discretion. You can negotiate the same right with one-off creator campaigns, but expect a higher rate.

Here is a contract template for monthly ongoing creator deals:

[https://docs.google.com/document/d/1bcV3pJH9zaSMa79Oq11AUMhG\\_XWFU\\_W0zPZdWgr7fFg/edit?usp=sharing](https://docs.google.com/document/d/1bcV3pJH9zaSMa79Oq11AUMhG_XWFU_W0zPZdWgr7fFg/edit?usp=sharing)

# What Should I Do If My Account Gets Shadowbanned?

If you're shadowbanned on a new account, there are two scenarios:

**Scenario 1:** Your first video(s) get 0 views. In this case, keep posting for a few days — you might start getting distribution. If you don't, go ahead and re-create an account.

**Scenario 2:** Your videos get less than 150 views and usually only 1 like max. In this case, you could either be restricted for one reason or another, or your content just isn't good enough. To fix the former, re-create an account on the same device or, ideally, on another device. For the latter, create a couple more accounts on different devices and test your content there. After posting on a handful of accounts, you'll reduce statistical errors.

If you're being shadowbanned on an existing account, keep posting but reduce your usual posting volume.

Another way to confirm a shadowban is if most of your views are coming exclusively from followers rather than a broader audience. Instead of deleting content, privatize it to avoid further penalties.

Accounts can take anywhere from 24 hours to 2 weeks to recover, and consistent posting is essential for restoring normal viewership.

For newer accounts, starting fresh may be the better option if recovery proves difficult.

During the recovery period, make sure you're using only one account per device to avoid further complications.

# How to Create Bulk Faceless Content for TikTok

Most bulk faceless content creators programmatically generate content using open-source libraries like MoviePy.

MoviePy documentation



Date: Jan 26, 2025 Version:

Useful links: [Binary Installers](#) | [Source Repository](#) | [Issues & Ideas](#) | [Q&A Support](#) |

MoviePy is the [Python](#) reference tool for video editing automation!

It's an open source, MIT-licensed library offering user-friendly video editing and manipulation tools for the [Python](#) programming language.

☰ On this page  
Contribute!

[✎ Edit on GitHub](#)

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If you're looking to convert long-form content into short-form, there is multiple tools and services that can help you.

"AI" short-form generation SaaS tools are generally low quality and not recommended. Although they're improving fast, the formats they unlock might be too restrictive or too competitive.

## Carousels:

Download Pinterest images or GPT-4o images and create lines of carousels in Figma. Make them in bulk, repeat hooks. This is ideal for both hook/format testing and scaling a working strategy.

[Read about Cray Cray's carousel strategy](#)

### **Clipping:**

Clipping is the process of chopping and remixing existing content. Through this process, you can make a nearly infinite number of videos. The best route is usually to either hire an army of clippers/posters or bring on a full-time editor. You'll provide them with a bank of video assets and guidelines on how to create "viral" content.

[Read about Cheaterbuster's clipping strategy](#)

### **Repurposing:**

Repurposing content from other platforms, or your own content into different localities, can be a huge hack to increase output volume.

[Read about Rayz repurposing strategy](#)

### **Programmatic:**

This is often a mix between clipping and repurposing. Programmatically creating bulk video content — either through animated images, AI, or AI avatars — is a powerful way to scale aggressively. That said, this technique should only be used after finding content-market-fit.

[Read about POV programmatic strategy](#)



# How Much to Pay Creators

Creator pricing can vary widely based on multiple factors.

## Full-Time Gigs

There are four common ways to pay creators for full-time U.S.-based roles:

### 1. Full Fixed Retainer

Depending on the quality of the creator and the type of videos you're after, costs can range from \$250 to \$5,000+/month.

- For creators with experience in viral videos and a solid UGC (User-Generated Content) portfolio, expect to pay between \$1,000 and \$2,500.
- For new creators or random individuals, you can aim for a lower range of \$750 to \$1,500.

### 2. Performance-Based Compensation

Using metrics like \$1 CPM (Cost Per Mille, or cost per 1,000 impressions) can be highly cost-effective.

- \$1 CPM works well for broad audiences.
- For highly targeted niches, you can aim for \$2 to \$5 CPM.

### 3. Part Retainer / Part Performance

This hybrid model is the most common. It combines a lower fixed retainer with performance-based or milestone-based incentives.

### 4. Affiliate-Only Payment

This model strictly incentivizes creators based on conversions, meaning you only pay for tangible results.

Keep in mind:

- A **CPM model** protects you upfront if performance is low, but can become more expensive over time as the creator starts getting more views.
- A **fixed retainer** is more expensive in the short term (since CPM is higher early on), but becomes extremely cost-effective once your strategy works and you're generating millions of views at a low CPM.

Each of these models has its pros and cons and should be chosen based on your goals, industry, and situation.

## How To Measure Success for Multi Account TikTok Marketing?

At the start, when setting up a network of accounts, you need to monitor both each account's individual health metrics and the overall network health.

Accounts ● 22											
Username	Videos							Avg	Highest	10x	25x
[redacted]	113	5.5M	754K	2.2K	74.5K	50.6K	16.0%	48.7K	3.6M	12.4%	6.2%
[redacted]	108	642.4K	31.4K	138	5.6K	2.5K	6.2%	5.9K	181.6K	8.3%	3.7%
[redacted]	74	423.9K	10.2K	194	2.2K	870	3.2%	5.7K	157.9K	4%	2.7%
[redacted]	92	125K	11.2K	426	477	259	9.9%	1.4K	28.1K	1.1%	1.1%
[redacted]	59	72.7K	5.5K	19	177	46	7.9%	1.2K	5.4K	0%	0%
[redacted]	32	57K	5.4K	13	311	377	10.6%	1.8K	26.8K	3.1%	3.1%
[redacted]	60	55.8K	3K	28	150	46	5.7%	929	4.1K	0%	0%
[redacted]	48	48.9K	3K	23	154	71	6.6%	1K	6.3K	4.2%	0%
[redacted]	45	47.4K	2K	20	94	43	4.6%	1.1K	4.2K	0%	0%
[redacted]	49	36.9K	2.2K	1	134	30	6.4%	754	5.3K	46.9%	46.9%

A good account — whether it has a 500 or 1K+ views median — shows high view variation. That means videos perform anywhere from 0.25x to 3x the median, and ideally, one video hits 5x to 10x the median every 5 to 10 days. That's assuming the content you're pushing is solid.

The idea behind horizontal scaling and multi-account marketing is to:

1. **Give you a larger algorithm testing surface.** You'll be able to push out way more videos each day, allowing you to test hooks, formats, and strategies at scale. Shooting 100 shots a day at the algorithm gives you a granular testing ground where you can almost scientifically run experiments.
2. **Let you scale your reach aggressively.** You can't scale your reach on a single account beyond what that account is capable of. You may hit limits on how many videos you can post per day.

A counterargument to point 2 could be: just increase video quality and you'll get more views. That's true, but eventually you still run into the same issue — even at higher quality, you don't have the posting velocity needed to reach broader audiences. This matters less for top 5 creators who can cover a lot of ground with their core audience, but for anyone smaller, it applies.

Once your network is up and running, success can be measured by:

- Total views and engagement generated daily or weekly
- Frequency of 10x outliers
- Number of 25x or 100x mega-viral outliers

The higher those numbers, the better.

## How Many TikTok Accounts per Phone?

The general consensus is that you can safely manage up to five accounts on a single device.

However, be cautious about creating them all at once. For safety, it's recommended to space out the creation of new accounts by several days, if not weeks. Make sure each account is fully warmed up and actively running before creating the next one.

Ultimately, the fewer accounts you manage per phone, the better.

That said, there's no official guide or definitive material on this topic, so it's best to experiment and see what works for you.

We've worked with people who run 5+ accounts per device successfully, but we've also seen many try to create more accounts only to have them instantly restricted.


Scaling the number of phones is the safest route. Once your first account is solid and running, create another account on a new device.

## Where to Buy TikTok Accounts?

You can purchase fresh TikTok accounts from platforms like [BulkAcc](#)

Aged Tiktok with Email Access - From 50 to 200 Real Followers

[Home](#) / [Category](#)


Aged Tiktok with Email Access - From 50 to 200 Real Followers

Product Type	Price	In Stock	
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 6-7 Months</a>	\$2.91	23	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 1-2 Years</a>	\$8.28	16	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 2-3 Years</a>	\$10.09	16	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 3-4 Years</a>	\$12.37	10	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 4-5 Years</a>	\$15.21	7	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 7-8 Months</a>	\$3.38	3	<a href="#">Order Now</a>
<a href="#">Aged Tiktok with Email Access - From 50 to 200 Real Followers. Age: 9-10 Months</a>	\$4.73	3	<a href="#">Order Now</a>

or BHW.



However, **these accounts should *not* be used for posting content.**

Buying and using fresh or aged (but unused) TikTok accounts for posting will, in 99% of cases, result in the account being banned or restricted once you start uploading content.

These accounts are typically made to be used for their cookies or for other purposes — not for content creation.

## How are New TikTok Accounts Distributed?

New TikTok accounts are distributed based on the phone's current location. If you're located in the U.S., your traffic will primarily come from the U.S. If you're in France, the traffic will be in France.

If you travel to Morocco with a new account, your content will be distributed locally, within Morocco.

Over time, if you consistently speak and caption in your target language, you should start to see a gradual shift in distribution toward countries that match that language.

For example, if I post videos from Portugal in Portuguese, I might get distributed mostly in Brazil, since the audience size is larger there.

When a post gains traction, it will be distributed across your target country, but can also reach other locations. We've seen posts go viral on a U.S.-based phone and get major traffic from the U.K. and Europe.

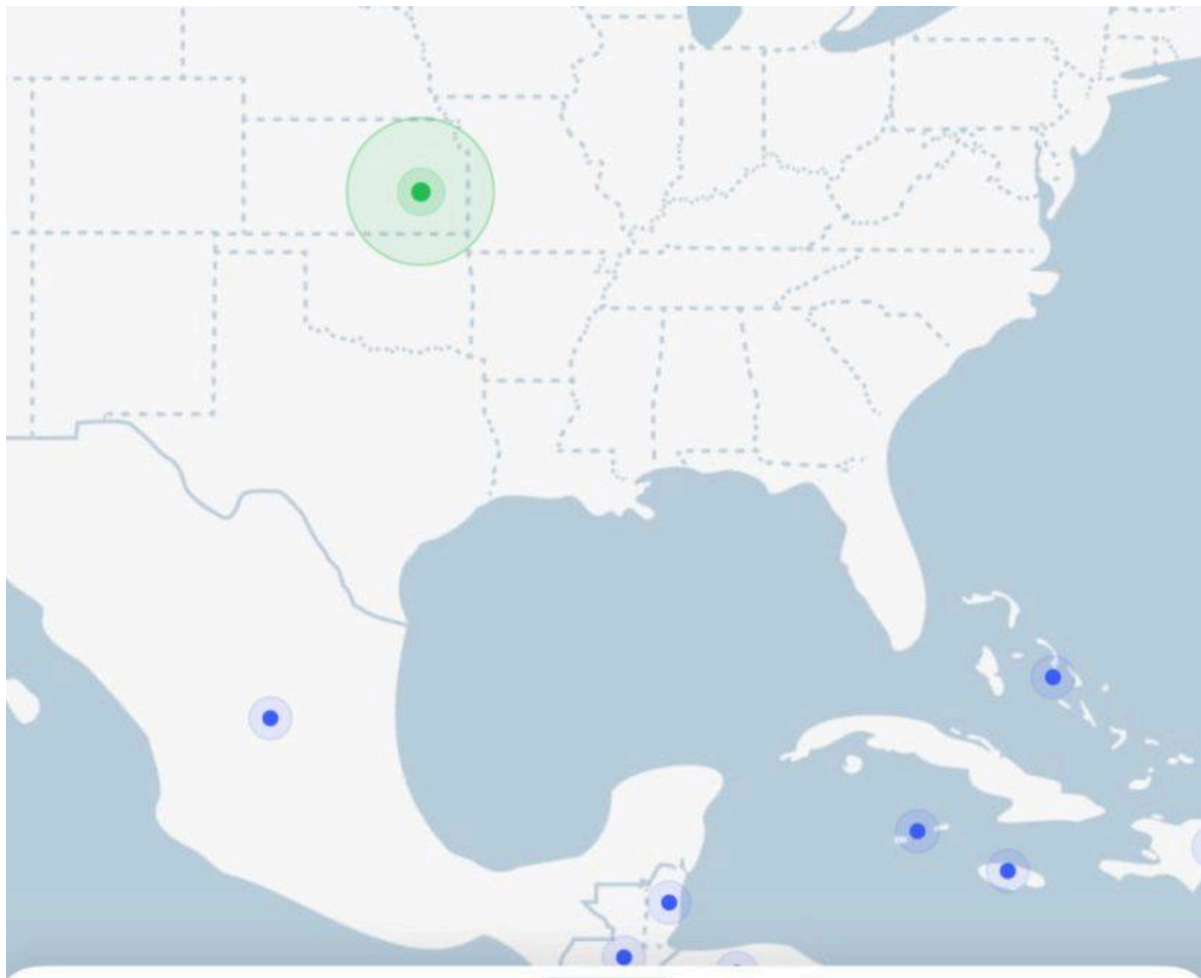
While TikTok's system is mostly a black box, there are some (limited) ways to predict where your content will be distributed.



## How to Target the US With a New TikTok Account?

how to reach US🇺🇸 audience in TikTok

Full guide how I do it ▼



(change US for any other country and it's the same process)



 **United States #11481** 

IP address: 185.81.126.185

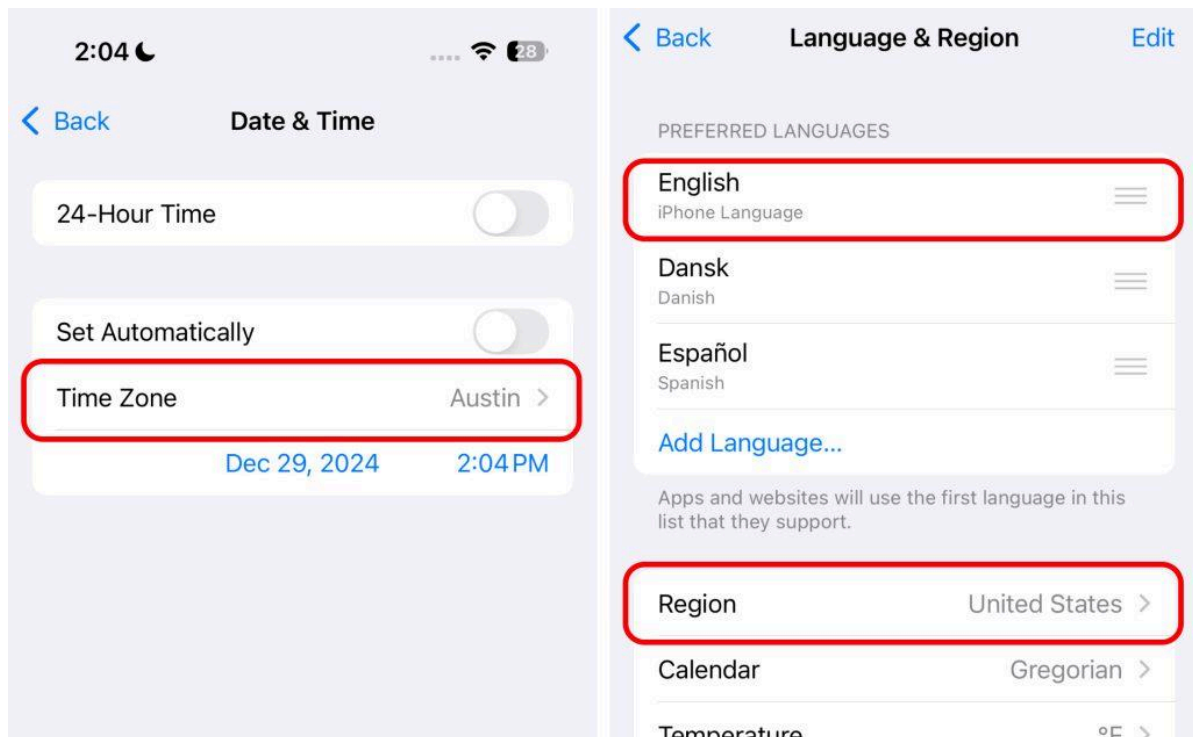
**PAUSE** **DISCONNECT**

How is your VPN connection?  | 

Prior downloading TikTok:

- Phone, no SIM
- VPN → I use nordVPN
- Change settings → region to US + put phone hour to region selected





Using Wifi / 5G is fine, no need a dedicated ip address (this might change if you're in a high risk country for TikTok e.g. Russia, India as they monitor + those connections)

- With the VPN on now you can download TikTok
  - You should see the number prefix wished
- If you don't see the US prefix → something is not working



US +1



IN +91 ▾ | 97|

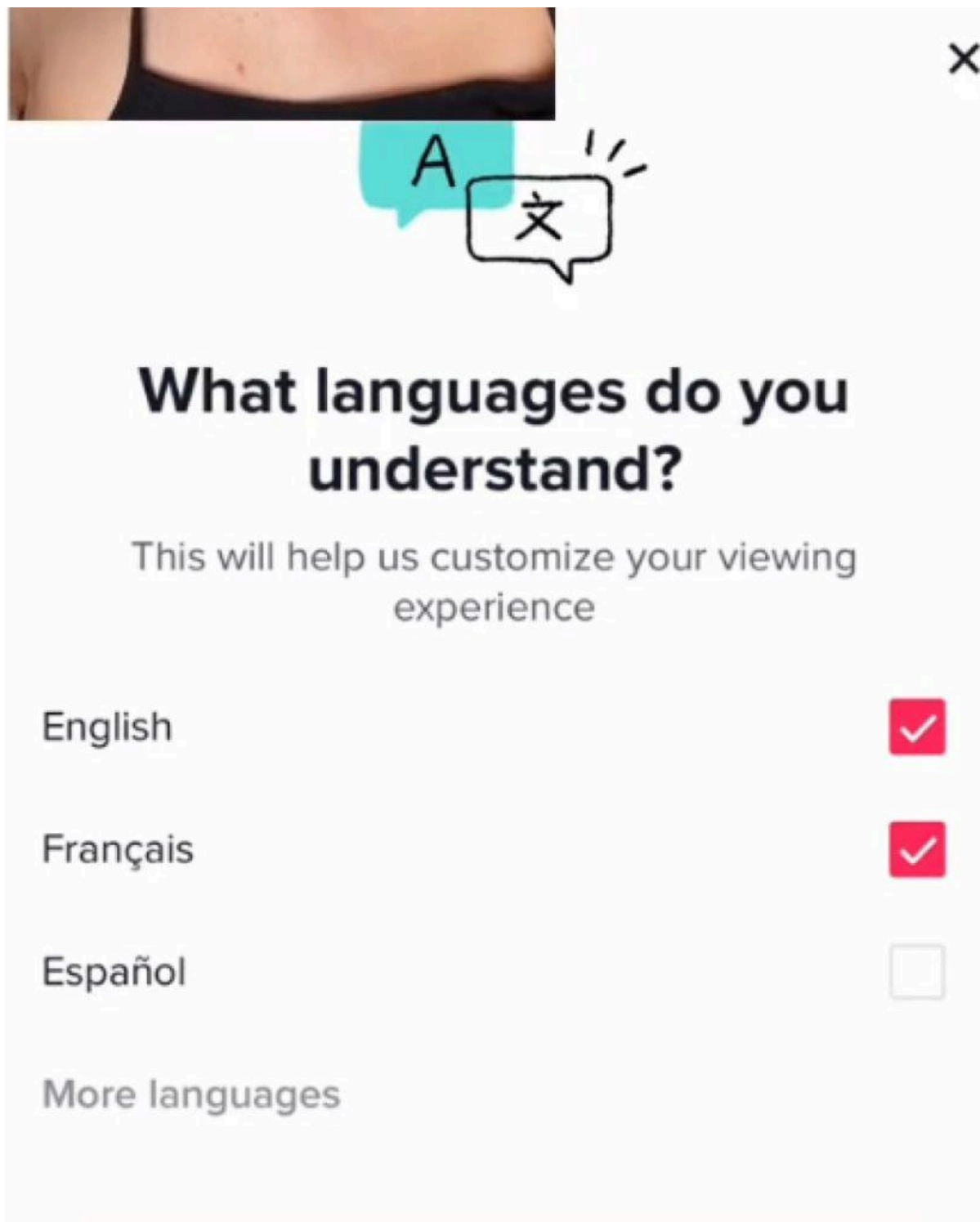


By signing up, you confirm that you agree to our [Terms of Use](#) and have read and understood our [Privacy Policy](#). You will receive an SMS to confirm your phone number. SMS fee may apply.



- Create account using mail
- After joining you should see a US fyp  
how? Locations, types of content. You'll clearly see if you're in a US fyp or in a French one.

If the language preference popup appears select region desired main language + english (so you understand something in case you want to reach Germany e.g. lol)



**What languages do you understand?**

This will help us customize your viewing experience

English ☒

Français ☒

Español ☐

[More languages](#)

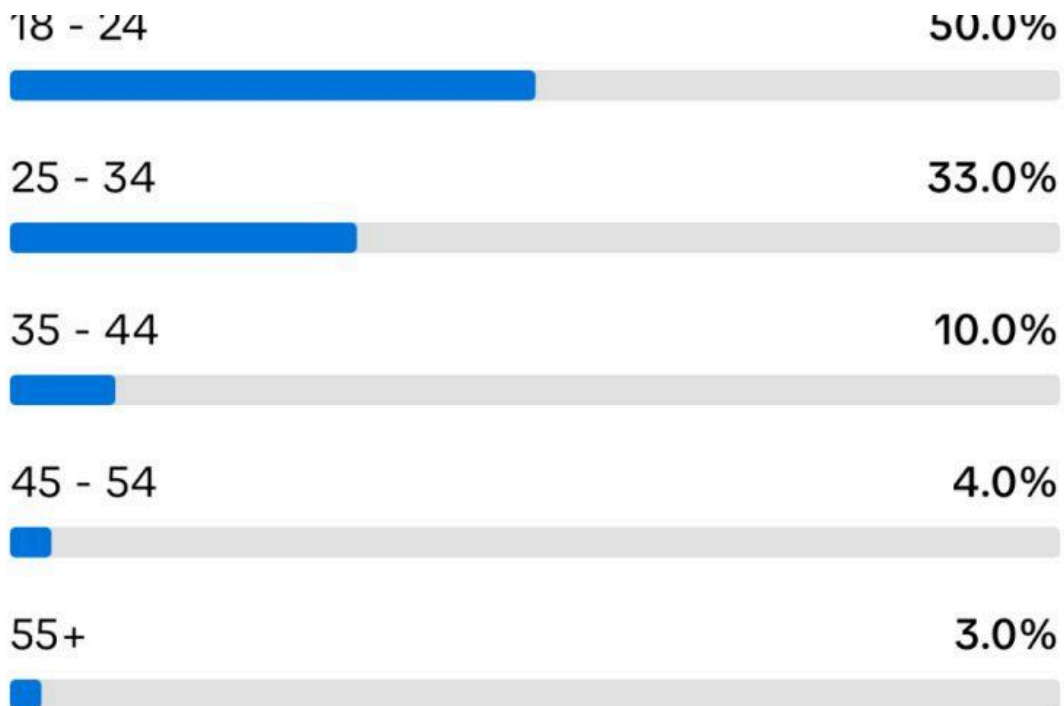
Warming account? Well, sometimes I do, sometimes I don't. For me as much as waiting 3 sessions to post works fine, no need for 3-4 days. Time is money \$\$\$

Just don't be a bot those first 3 sessions.

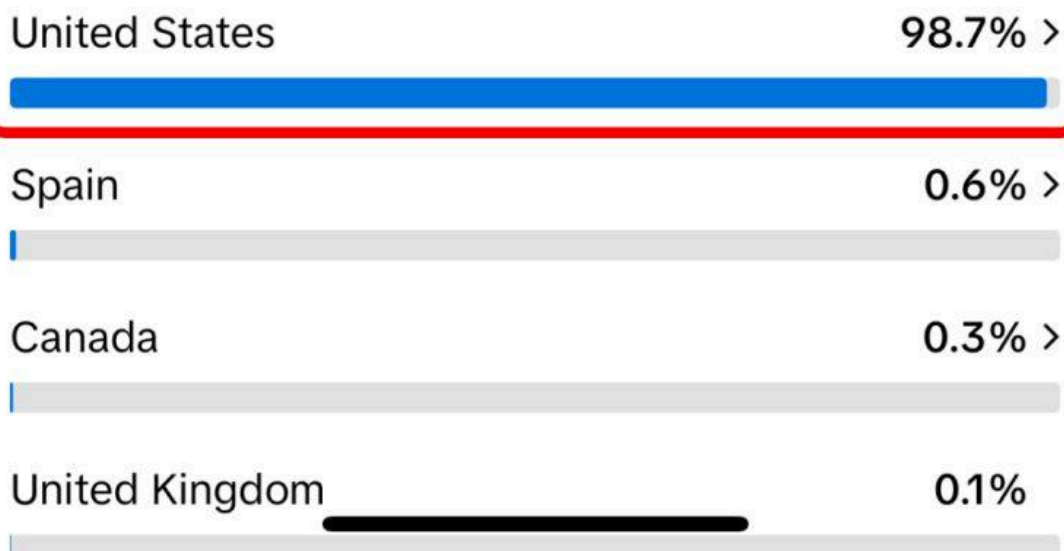
How can you see you're targeting the wanted region?

TikTok analytics → you should see this

Put your profile on creator mode! Now under "TikTok Studio"

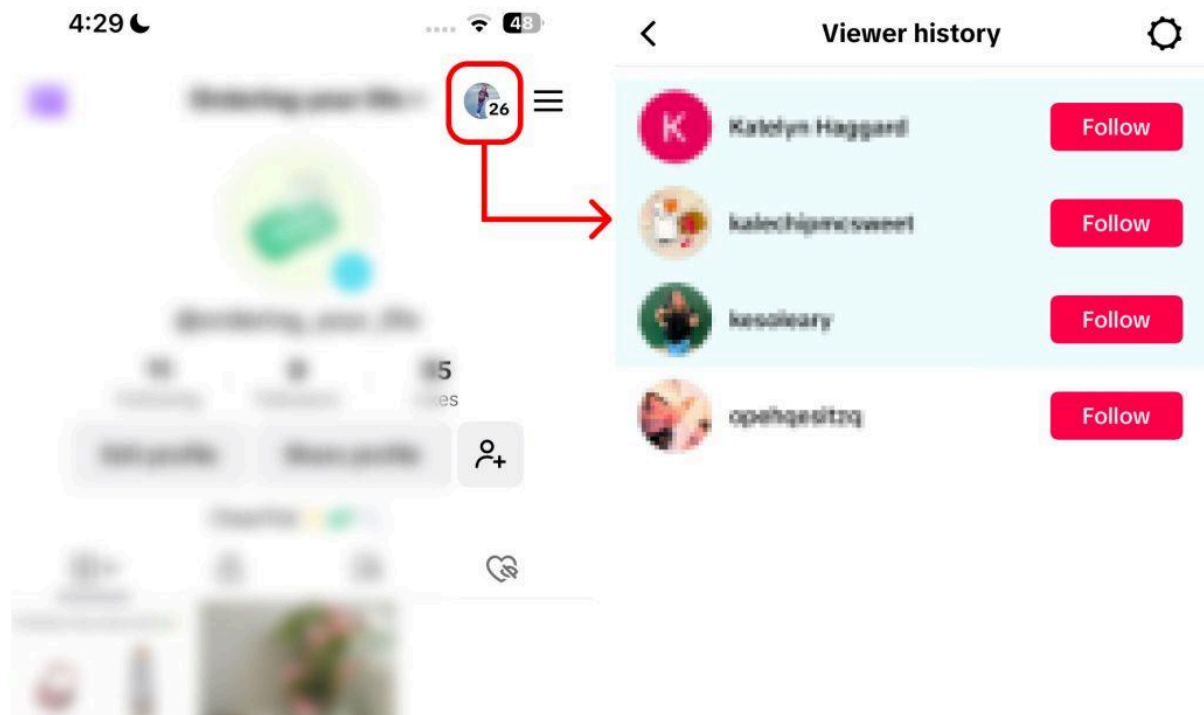


### Locations ⓘ



And a little trick for first days→ enable profile views

Even if you don't get likes you can have data from here and stalk what profiles entered your profile → you can see if they're American or not.



Keep VPN always on for the phone using that account.