

True North Social Reveals Data-Driven Strategies to Help Brands Get More Views on TikTok

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CULVER CITY, CA - December 18, 2025 -
True North Social, a Los Angeles-based digital marketing agency, has compiled comprehensive guidance addressing the growing challenge of achieving visibility on TikTok, where millions of videos compete for attention daily. The agency's analysis reveals specific techniques that brands and creators can implement to significantly improve their content performance on the rapidly evolving platform.

With TikTok's user base surpassing one billion active users globally, businesses increasingly recognize the platform as essential for digital marketing success. However, many struggle to break through the noise and reach their target audiences effectively. The latest insights from True North Social address these challenges by identifying proven methods that align with current platform algorithms and user behaviors.

"The TikTok landscape has fundamentally shifted how brands need to approach social media marketing," said Sophia Williams, Digital Strategy Director at True North Social. "Success on the platform requires understanding not just trending content, but the specific engagement patterns and algorithmic preferences

that determine visibility. Our research shows that brands implementing strategic approaches see average view increases of 300 to 500 percent within the first month."

The agency's findings emphasize the critical importance of the first three seconds of any TikTok video, noting that this brief window determines whether viewers continue watching or scroll past. Content creators who master this initial hook through compelling visuals, trending audio, or immediate value propositions consistently outperform those who follow traditional video marketing approaches.

Trending sounds and music emerge as particularly powerful tools for increasing visibility. The analysis indicates that videos incorporating popular audio tracks receive 65 percent more engagement than those using original or lesser-known sounds. This insight challenges conventional content creation wisdom that prioritizes originality over platform-specific optimization.

Engagement strategies extend beyond content creation to include active participation in the TikTok community. Brands that regularly interact with their audiences through comments, duets, and stitches build stronger connections that translate into improved algorithmic performance. This community-focused approach differs significantly from passive content distribution strategies common on other social platforms.

Hashtag optimization remains crucial, though the approach differs from other social media platforms. The research suggests combining popular hashtags with niche-specific tags creates optimal discovery potential. Posts using this balanced approach typically achieve broader reach while maintaining relevance to target audiences.

Consistency in posting frequency proves essential for maintaining algorithmic favor. Data shows that accounts posting between one and four times daily maintain higher baseline visibility than those posting sporadically. This frequency requirement challenges resource allocation for many brands but proves necessary for sustained growth on the platform.

Cross-platform promotion amplifies TikTok content reach beyond the app itself. Brands that strategically share their TikTok content across other social media channels create multiple discovery points for potential viewers. This integrated approach maximizes content value while building cohesive brand presence across digital channels.

For those seeking additional insights, True North Social encourages interested parties to follow us on social media platforms where regular updates and tips are shared.

True North Social specializes in comprehensive digital marketing services, including social media management, search engine optimization, pay-per-click advertising, and content creation. The agency works

with brands across various industries to develop customized digital strategies that drive measurable results in today's competitive online marketplace.

Brands looking to implement these strategies can visit our website for more detailed resources and case studies demonstrating successful TikTok growth campaigns.

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True North Social - Los Angeles

True North Social is a digital marketing agency with headquarters in the Los Angeles area. Using an artful mix of social media management, paid advertising, SEO expertise, website design, photography, and video.

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