

30-Day TikTok Growth Plan

Purpose: a week-by-week plan to build real, engaged TikTok followers from scratch, with no shortcuts.

Before you start (Day 1, 30 minutes)

- ☐ Switch to a Business or Creator account if you have not already (Settings and privacy > Account).
- ☐ Profile photo: clear logo or face, recognisable at a tiny size.
- ☐ Bio (80 characters): who you help + what they get. Example: "Surrey wedding photographer. Real tips for relaxed photos."
- ☐ Add your website or booking link.
- ☐ Write one sentence: "I help [who] to [do what]." Every video should fit it.
- ☐ Pick 3 content pillars (topics you will repeat). Example for a cafe: behind the scenes, menu favourites, local spots.
- ☐ Note your starting numbers: followers, average views of last 5 videos, profile views.

Week 1: Find your feet (post 3 videos)

Goal: publish, learn, stop overthinking.

- ☐ Video 1: "Who we are and what we do" in under 20 seconds, starting with the problem you solve.
- ☐ Video 2: Answer the most common question customers ask you.
- ☐ Video 3: A quick behind-the-scenes clip with text on screen.
- ☐ Spend 15 minutes a day watching TikTok in your niche. Save 5 videos that you like and note why they work.
- ☐ Reply to every comment within 24 hours.

Week 2: Build a rhythm (post 4 videos)

Goal: test hooks (the first 2 seconds).

- ☐ Video 4: Start with a bold claim. "Most people get this wrong about..."
- ☐ Video 5: Start with a question your customer asks.
- ☐ Video 6: Start with the end result, then show how.
- ☐ Video 7: A myth versus fact video.
- ☐ Turn at least 2 comments into video replies.
- ☐ Add captions to every video.
- ☐ Friday review (10 minutes): which hook kept people watching longest? Write it down.

Week 3: Double down (post 5 videos)

Goal: make more of what worked.

- ☐ Re-make your best video from weeks 1 and 2 with a new angle.
- ☐ Start a series. Title it "Part 1 of 3" and end with "Part 2 tomorrow".
- ☐ Stitch or duet one local creator or business (be friendly and add value).
- ☐ Post one 'how to' video with 3 numbered steps.
- ☐ Post one customer question or story (with permission).

- ☐ Mention your TikTok handle in one email, one in-store sign or website banner.

Week 4: Turn views into enquiries (post 5 videos)

Goal: convert viewers into followers and customers.

- ☐ Finish your series with a clear call to action: "Follow for more" or "Link in bio to book".
- ☐ Post one video showing a result or before and after.
- ☐ Post one video answering "How much does it cost?" or "How do I get started?"
- ☐ Pin your 3 best videos to the top of your profile.
- ☐ Update your bio link to the page you most want visitors to reach.
- ☐ Note down any enquiries, DMs or sales that mention TikTok.

20 video starter ideas

1. The biggest mistake people make when [topic].
2. 3 things I wish I knew before [starting/buying].
3. A day in the life at [business].
4. How [product] is made, in 15 seconds.
5. Answering a comment: "[question]".
6. Myth: "[common belief]". Reality: [truth].
7. Our most popular [product or service] and why.
8. What you get for [price].
9. Before and after.
10. Meet the team member who [does what].
11. 5 local places I recommend in [town].
12. A quick tip you can use today.
13. What not to do when [topic].
14. Reacting to a bad idea in our industry.
15. Customer question of the week.
16. How to choose between [option A] and [option B].
17. A behind-the-scenes mistake and what we learned.
18. Checklist: "Before you [action], check these 3 things".
19. A season or event tie-in (Christmas, school holidays, bank holiday).
20. A thank-you to new followers with a useful tip.

Weekly scorecard (fill in every Friday)

Week	Videos posted	Average views	New followers	Comments	Profile visits	Enquiries
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Record each week in a spreadsheet. Compare week to week, not to other accounts.

Simple rules

- Never pay for followers, likes or views. It does not help your reach and can put your account at risk.
- Never share your password with a growth service.

- If a video flops, move on. Judge by the average of 5 videos, not one.
- Keep a list of every question customers ask. It is your content bank.

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.