

Meet Tony DaSilva: The TikTok Expert Helping Build Explosive Brands



San Leandro, Dec 15, 2020 ([Issuewire.com](https://www.issuewire.com)) - It seems as though virtually overnight, TikTok has grown to be a key social platform moving forward. While a lot of us might view TikTok as a place for comedy skits and dancing videos, brands have been able to capitalize off of the organic traction. [Tony DaSilva](#), The Social Media Plug by day, and rising TikTok Influencer by night, is on a mission to positively impact lives, level up people's social media game, and create effective content.

Tony DaSilva works with individuals to ensure they understand the importance of a personal brand & how to utilize their social media to generate business. Many of us see the incredible organic traffic that is provided on TikTok, but most of us just don't know where to start. Tony helps bridge the gap of this unknown. Having grown his own TikTok to about 50,000 followers in less than 3 months, and consulting for other brands in the e-commerce space to over 40,000 followers, it's safe to say Tony is your go-to resource for all things TikTok.

With that being said, let's dive into 3 of the most important factors to consider when growing your TikTok brand.

Determine Your TikTok Objectives

As with everything you do, building a brand on TikTok starts with a plan. Having a strong understanding of exactly why you are on the platform is vital to your success. Is there a specific space that you want to become a content creator? Do you own or work for a company that you want to generate new leads for? Do you just want to create cool content and connect with other creators?

These are extremely important questions to ask that will help guide you throughout this journey. In order to build anything sustainable, you should have a deep understanding of why you're doing it.

Determine Your TikTok Niche

Next, it's extremely important to consider your niche within TikTok and it should align with your objective. TikTok's algorithm does a great job of grouping content & creators into categories. Some people may choose "no niche" because they don't want to limit themselves to certain types of content, but even choosing "no niche" puts you into a category. You can succeed by posting random content, but understand that finding a niche & sticking to it is the fastest way to grow on the platform. This is because TikTok knows exactly who to distribute your content to, but more importantly, you'll begin to grow an audience of raving fans because people love consistent content.

If you're struggling to figure out your niche here are a few important questions to ask yourself:

- **What are you passionate about?**
- **What does your brand represent?**
- **If money was not a factor, what would you be doing right now?**
- **What form of knowledge or entertainment resonates with you or your business the most?**

Once you answer these questions, your niche will become clear.

Search for Creators to Model

Finding other creators & brands that have had success on the platform allows you to understand what types of content do well with specific audiences. Right now, because of the organic traffic available,

mirroring another creator can be one of the fastest ways to grow on TikTok. A few things to understand when mirroring other creators is to add your own flair to the content, take note of the frequency in which they post and what sounds & trends they are following, and understand how they engage & communicate with their audience. These are all essential keys to your accelerated growth on TikTok.

Tony DaSilva has quickly scaled the ranks as a TikTok expert. He understands exactly how to capitalize on the organic traction that TikTok provides. By following the tips that Tony has provided today, you can start to understand exactly how to build your brand on TikTok.

For more information make sure to follow [Tony on Instagram](#).

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