

How to Boost Your TikTok Account with Promote

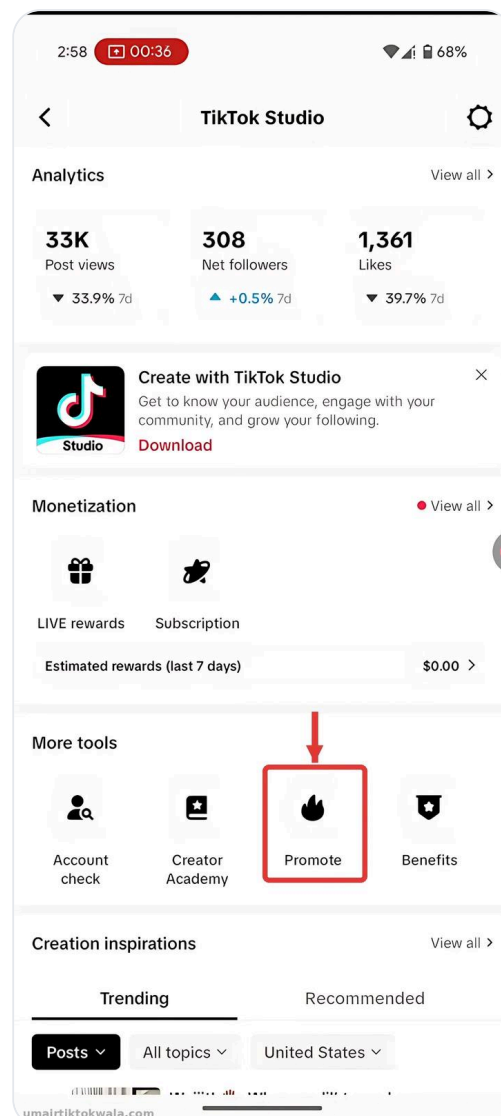
6 steps · Last updated 19 Oct 2026

TikTok Promote is TikTok's own paid tool to show your video to more people. A small Promote on your best video can bring new followers and views quickly.

Before you start, keep ready:

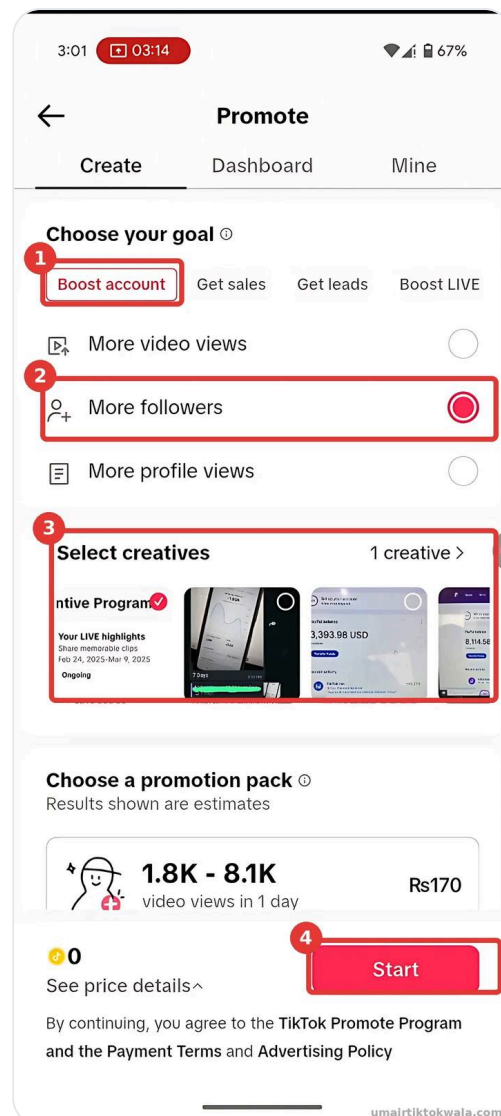
- A public video that already performs well
- A debit/credit card or wallet in your own name to buy coins
- A small budget to test first (e.g. Rs170-190)

1 Open Promote from TikTok Studio



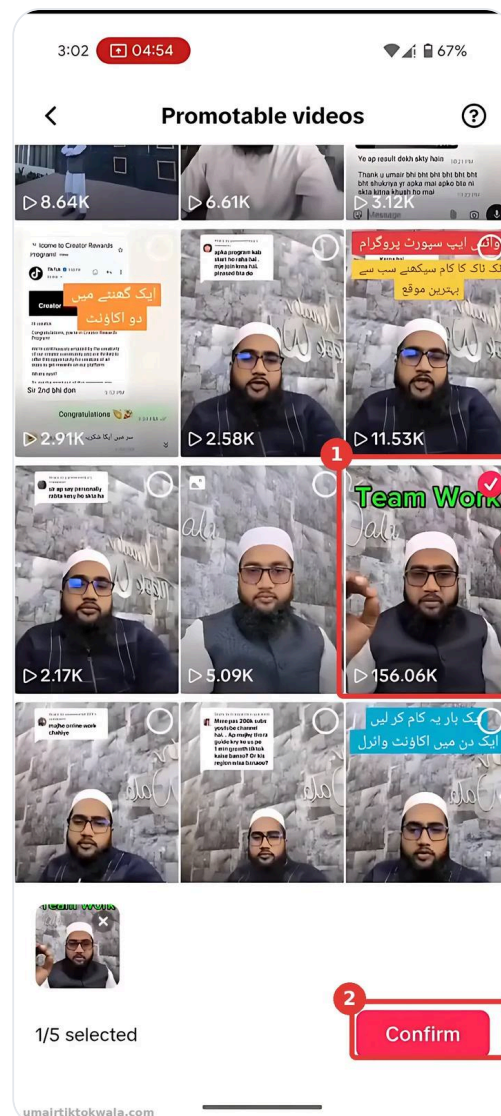
Go to **Profile** → **≡ menu** → **TikTok Studio**. Under **More tools**, tap **Promote**. (You can also tap **⋮ / Share** → **Promote** on any of your videos.)

2 Choose your goal and video



1. Tap **Boost account**. **2.** Choose your goal: **More followers** (or video views / profile views). **3.** In **Select creatives**, tap **1 creative >** to pick the video to promote. **4.** After choosing a pack, tap **Start**.

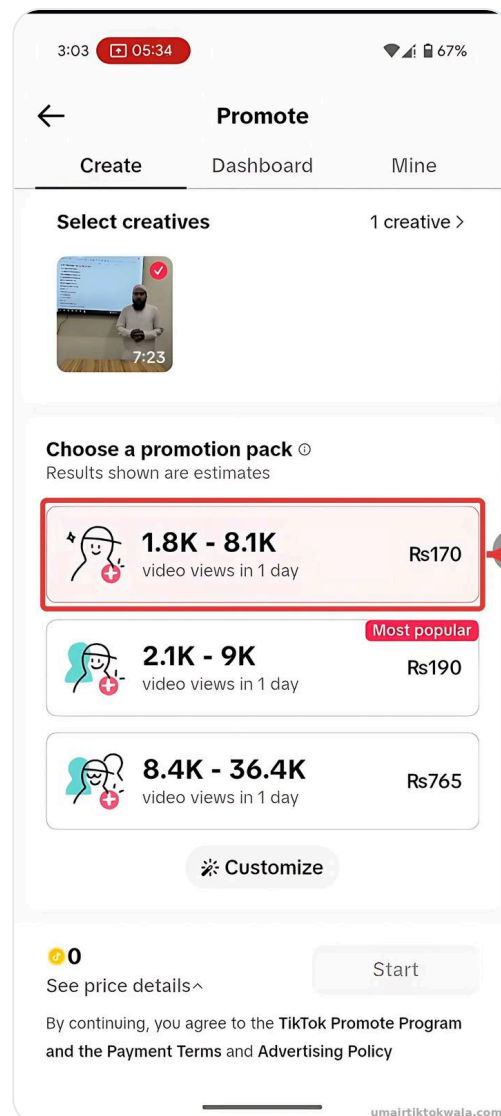
3 Pick the video



1. Tick your best-performing video (up to 5). 2. Tap **Confirm**.

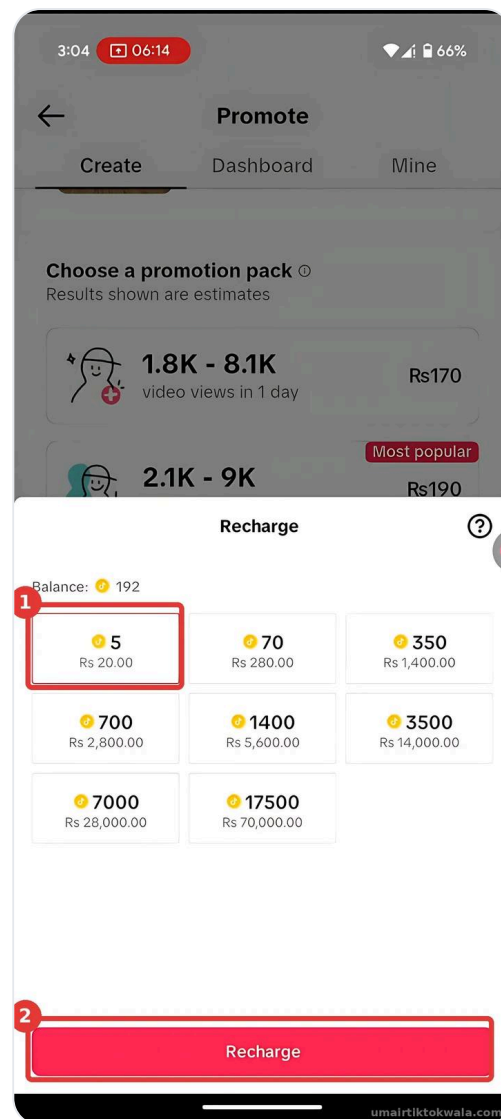
Tip: Promote a video that already gets good watch time — Promote multiplies what already works.

4 Choose a promotion pack



Pick a pack — the estimated views for 1 day and the price are shown (e.g. 1.8K–8.1K views for Rs170). Tap **Customize** to set your own budget and audience.

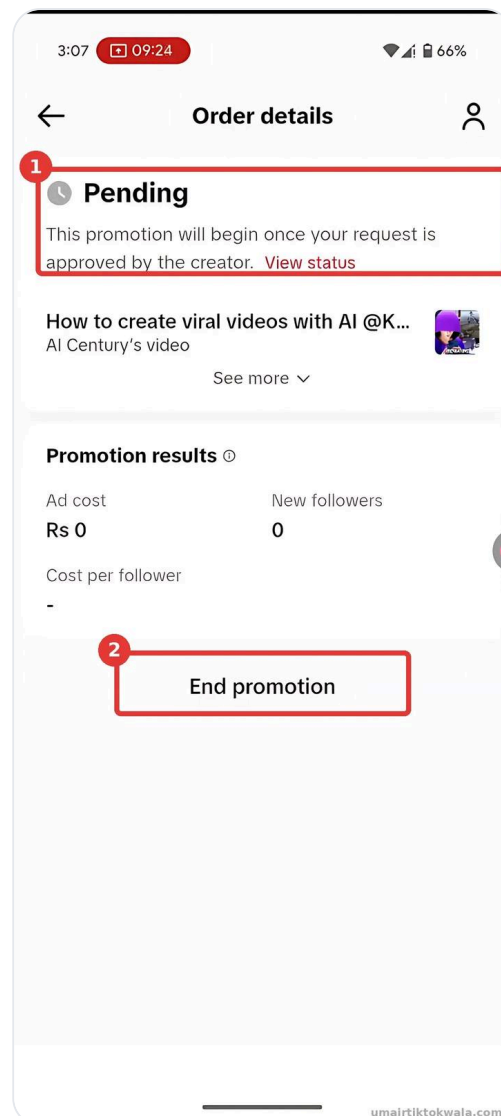
5 Recharge coins and pay



Promote is paid with TikTok coins. **1.** Choose a coin pack. **2.** Tap **Recharge** and pay with your own card. Then tap **Start / Pay** to begin the promotion.

⚠ Careful: Start with the smallest pack. Check results before spending more.

6 Track or end the promotion



Open **Promote → Dashboard** to see your orders. **1.** Each order shows its status (Pending, Active, Completed) and results (cost, new followers). **2.** Tap **End promotion** to stop it early.

Common mistakes

- Promoting a weak video
- Spending a big budget on the first try
- Using someone else's card to buy coins