

78K and counting: How one local architect is using TikTok to boost business

By Dillon Lowe



At 71, Baton Rouge architect Kevin Harris has embraced, with great success, an unconventional business tool for professionals of his age: TikTok.

Harris started posting content to the short-form video platform three years ago, mostly as a means of introducing his [residential design practice](#) to a younger demographic. Little did he know that his online presence would evolve into a consistent pipeline for new clients across the age spectrum.

“I wanted to make sure my office was relevant and visible to the next generation so the younger architects in my office would be equipped to take over when I’m gone,” Harris tells *Daily Report*. “To my surprise, I started getting clients who were way older than my staff who saw me on TikTok. ... It’s been very good for business.”

Harris has now amassed [more than 78,000 followers](#). The highest-performing video of the roughly 350 that he's uploaded has racked up an impressive 3.2 million views.

He's built his following by producing content that's engaging even to those with little prior exposure to the world of architecture. One of his most popular recurring series is called "Fix the Floor Plan," in which he critiques and reworks dysfunctional or inefficient designs. He also posts "Word of the Day" explainers, behind-the-scenes peeks into his projects and commentary on current architectural trends (including a fan-favorite video titled "Five Trends That Need to Die Immediately"). On TikTok Live, he engages directly with viewers—sometimes as many as 40,000 at once—walking them through floor plan fixes and answering their questions in real time.

A former LSU professor with more than four decades of architectural experience, Harris says TikTok has helped him with more than attracting clients and boosting visibility. It also sharpened his communication skills.

"When I was teaching, my lectures would take 45 minutes," he says. "Now, thanks to TikTok, I think I could go in and get the same core messages across in three minutes."

According to Harris, those sharpened communication skills translate into stronger client relationships.

"If I can communicate quickly to my clients what's possible, trust ensues," he says.

What's more, the feedback Harris gets from his audience has become a valuable research tool. With the help of artificial intelligence, he's analyzed the trove of comments he's received from viewers to produce a report titled *Design and Data: Viral Choices to Actionable Insights*, an exploration of consumer preferences that he plans to release free to the public later this month.

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