

HOW TO MAKE MONEY ON TIKTOK

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How to make Money with social media TikTok

TikTok is one of the most popular social media apps on the planet. Here is how it works: Users

can film videos up to 30 seconds long and choose from a database of songs, effects, or sound bites. Using AI technology to customize your experience --- “Swipe” and “like.” The more you use this app, the better TikTok understands what you like. It helps the content creator connect to the target user's potential followers. Therefore, TikTok is a great tool to send messages to your target user. With 500 million active users, TikTok is a gold mine of opportunities. In today's social media, the more followers we have, the better chance we have to utilize these followers to make money.

Do you want to make money but do not want to get a job? The global short video community app, TikTok, can make your dream come true. The talented users of TikTok have many options to earn money. Compared to 2017, the total web celebrity (more than 100,000 followers) has increased 51% The web celebrity that has more than 1,000,000 followers has increased 23%. The users and followers' numbers substantially increased and it is going to continue to increase in the future. Until April 2018, the total number of followers had increased by over 25% compared to last year, with around 588 million followers. The total value of the “Web Celebrity Industry” is worth more than \$16 billion. The “web celebrity industry” is booming, but the question is how we could benefit from it and make extra money for ourselves.

The more followers, the merrier

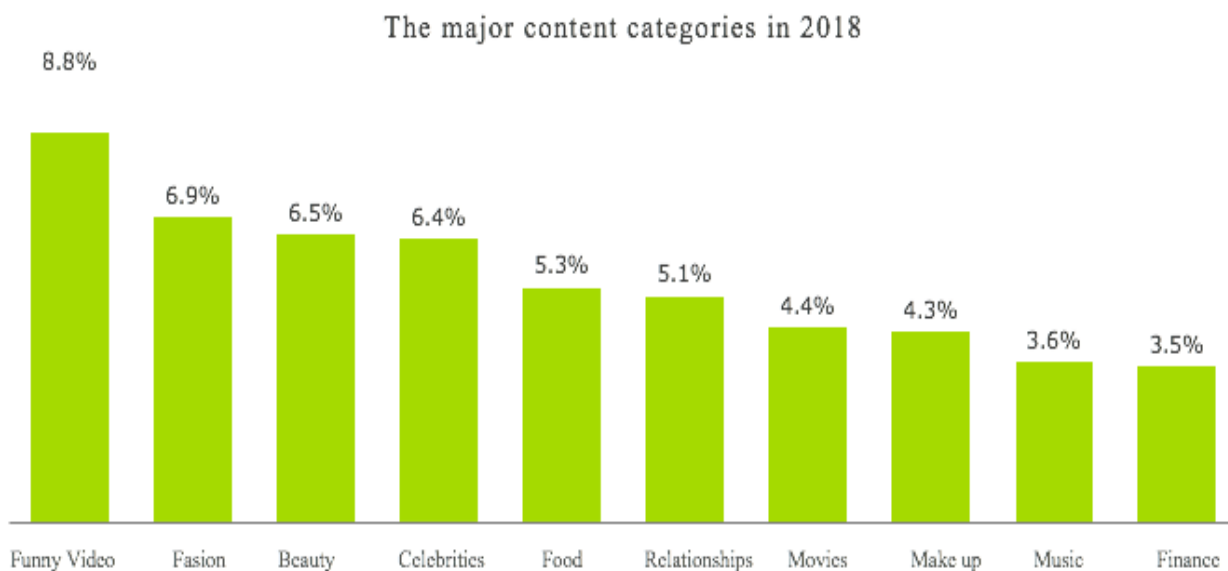
Just like any other social network, the secret to success is making yourself noticed by the viewers. Get as many followers as possible, and this requires regular video uploads. The more followers, the more influence the social media app has, Even though it is not easy at first, it could be extremely rewarding. Here are some of the most effective ways to obtain

new followers on TikTok.

Be creative! Content is very important; it defines the channel. Based on successful web celebrities' patterns, most of them have their own theme for their videos, and they continue to make these videos with similar themes. The themes could be about sports, dancing, cooking, or hiking. The consistency of the theme helps users make the decision to follow the content creators because they know next time the content creator will post another video related to dancing (for example) that they would like. There are some new trends on TikTok that are not just dancing and singing, the users are starting to like videos that have educational purposes.

Hitomi, a content creator on TikTok, has generated more than 800,000 followers within the last year. The reason for Hitomi's success is related to the content she creates. She makes videos of the wrong and correct ways of doing exercises in the gym. Unless you are a professional trainer, you will struggle with gym equipment. That is one of the main reasons why some people stop going to the gym, because of a lack of knowledge of equipment. But now they could watch the demonstration on TikTok for 30 seconds. No long tutorial videos, because of the limit on the length of the video on TikTok, the content creator has to squeeze the content into 30 seconds, which means users could spend less time understanding what it looks like to do an accurate exercise on a machine. People love this content and would love to share it with friends as well. By creating content with short videos, answering questions, and using Weibo, Hitomi has over 1 million followers, and it is increasing.

Sama is a great cook who loves to make videos. Nowadays, people like to cook for themselves, because it could be healthier than restaurant food and cooking has become a lifestyle. But the problem with cooking is that we are not good at it. We are not formally trained in cooking by anyone, and now we need to make a meal for ourselves or friends who are coming to visit us next week. This is the problem Sama is trying to solve on TikTok, by giving all the ingredients and materials that are needed for a meal and teaching the users how to cook it within 30 seconds. It sounds too good to be true but Sama's video has become very popular. With vivid video and sound effects, Sama's cooking video is short and easy to understand. She creates content in short videos and Weibo stories, which brought her 1.5 million followers in one year.



Another keyword to attract followers on TikTok is beyond the limits. People want to see things that they cannot do themselves, for example, skydiving, which makes users think, "How can

he/she do that?" or "This is so cool and I want to share it with my friends.". Doing something that people could not do would make them want to follow the brave content creator. Shooting videos of celebrities or pretty people is very popular as well. Users want to see good-looking people, and that is true. Sometimes content creators do not need any talent to make cool videos that people would like. Good-looking people could look at the camera, smile, and get tons of followers. If a content creator is not that confident in their look, do not worry; finding a pretty friend is easy for most of us. If not, then go after celebrities. Most of the users would love to hit likes for their idol's video. Content creators could also leverage their talent if they know how to play the piano and perform magic. Users love to learn and watch these talent shows.

Live Chat is the money maker!

If you want to earn from TikTok, after you have a reasonable number of followers, you need to start live chatting with your followers as much as you can. This is because there is a paid emoji system that allows your fans to send you virtual gifts via the app. If your fans like you and want to send you gifts, then he or she would need to buy it using the coins purchased from TikTok. The app has a virtual gift program; users can buy 100 coins for one dollar. 50% of every dollar is received by the person who is performing that act, while 30% goes to Google and Apple as fees. The remaining 20% is Tiktok's revenue. Also, live chat is a great way to connect with your followers, they would ask you questions like "How's life lately?" and "What's exciting?". The questions sound familiar because these are the questions we ask our friends and families. By connecting with followers like friends, it builds connections and loyalty.

Promote!

The popular users of TikTok get contacted by brands who want to promote their products through popular user videos. Because one video could have millions of views, it is one of the trending approaches to getting huge exposure. Brands pay a lot of money to TikTok users for promotion.

Sometimes, when TikTok users have nothing to do, brands send them a gift with a note where their name is mentioned. This is a good way to show appreciation for TikTok users' work and that they want to give them something.

Restaurants, hotels and more!

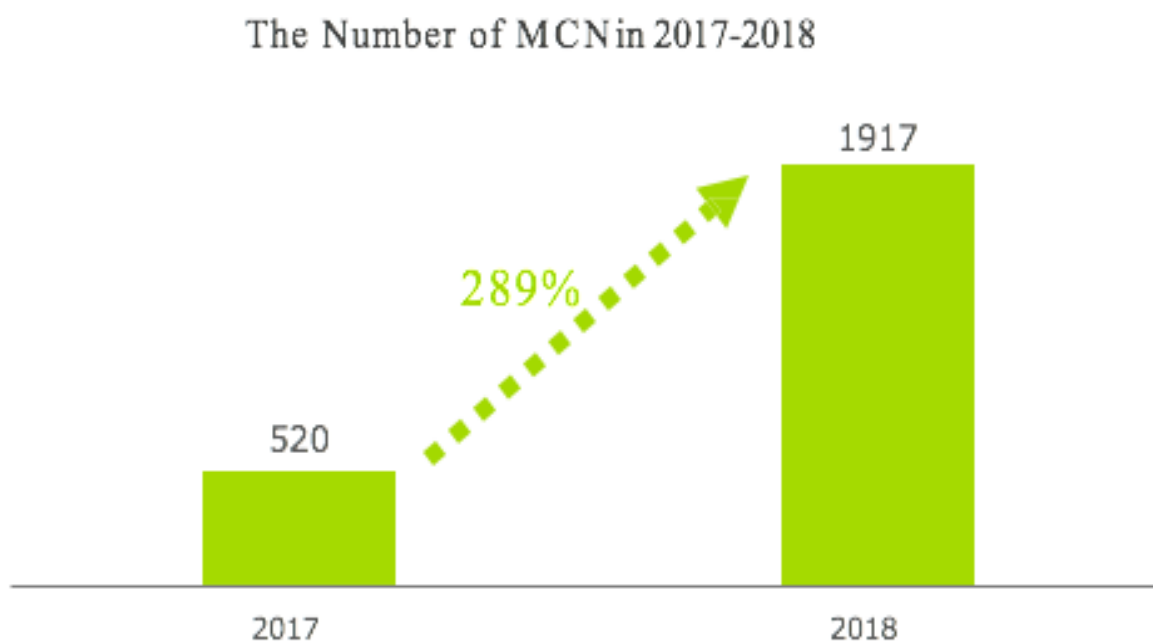
TikTok users can also be paid guests at restaurants and hotels. Restaurants and hotels invite them to their location to attract more people to the event. As a result, TikTok has become a platform for people to showcase their talent and earn a considerable income.

Open your own online store

After generating more followers, the content creators have built trust with their followers. It is easier to convince these people to buy from you, especially for daily necessities and clothes.

Imagine if a content creator wears a fancy dress in a video, and the followers and people who

view this video are asking about where he or she bought this fancy dress. The followers want to buy it too! To dress like someone that they admire. All the content creator needs to do is put an Amazon link under the video. The followers are going to buy them. Again, it depends on how many followers the content creators have, but having these potential customers as followers is the best thing from a sales perspective.



Joining MCN (Multi-Channel Network)

A multi-channel network (MCN) is an organization that works with video platforms such as TikTok, to offer assistance to a channel owner in areas such as “product, programming, funding, cross-promotion, partner management, digital rights management, monetization and sales, and

audience development in exchange for a percentage of the ad revenue from the channel. Joining MCN is beneficial; it means the content creator is not doing this alone. They have someone to rely on.

Conclusion

Social media (TikTok) is a great way to generate followers and it is easy to convert followers into income. The market is booming and will create more demand after 5G is established. If someone is creative and he or she does not like their boss, we see a new option for them to make money, and please do not feel surprised. Based on the study, nearly 44% of working people want to make money on social media part-time or full-time.

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