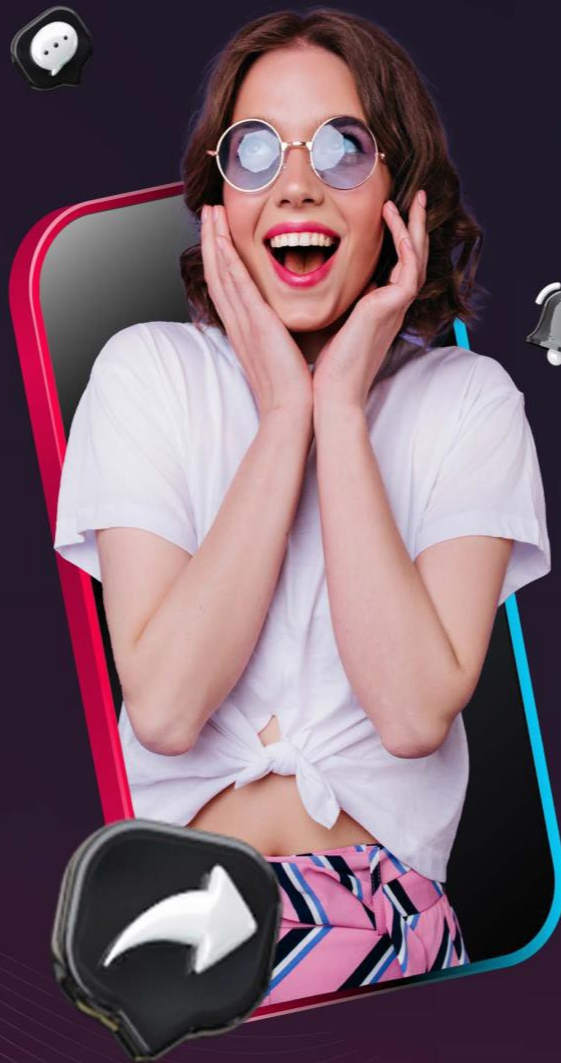


TikTokTM Ad Training kit

TRAINING GUIDE



Learn to **Manage** and **Optimize** Ads with our
Exclusive and **Top-notch Product**,
Tik Tok Ad Training Kit.



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TikTokTM Ad Training kit



INTRODUCTION

Hello Future **TikTok Ad Master**; firstly – we want to THANK YOU for picking up *TikTok Ad Mastery*. You now have EVERYTHING you need to understand and master the TikTok Ad platform.

Now don't worry: you do not need have any prior knowledge of TikTok or online advertising to succeed at this. You simply need to be someone who reads the information carefully and DOES NOT SKIP parts.

Well, this guide will train you like a pro and will make you a master of TikTok Ads. This guide will assist you in learning how TikTok Advertisements work and how you can access them to develop a more effective marketing approach.

So, let's get started!



TikTokTM Ad

Training kit

CHAPTER 1



TIK TOK

AN OVERVIEW

Welcome to the first chapter of this guide that will walk you through and will help you to find all the tools and resources you need to create, execute, and measure the success of your own ad campaigns on TikTok. In this guide, you will gain an understanding of the basics of running a successful ad campaign on TikTok and learn how to create, execute, and measure your own campaigns. You will also receive valuable tips and tricks to ensure that your campaigns are effective and successful. With this guide, you will be well on your way to mastering the art of advertising on TikTok and reaching your target audience globally with ease.



What is Tik Tok?

TikTok is an incredibly popular, fun and interactive video-sharing social media platform that has taken the world by storm. It allows users to create and share short videos, often featuring lip-syncing, dancing, comedy, and other creative content. TikTok has become one of the most popular apps in the world, with over 800 million active users.

It's especially popular with younger generations, and it's often used to create viral trends and challenge videos. The app also has a massive selection of music and sound clips to use in videos, and users can follow each other and interact with each other's content. It's an incredibly fun and engaging platform, and it's always evolving with new features and content.

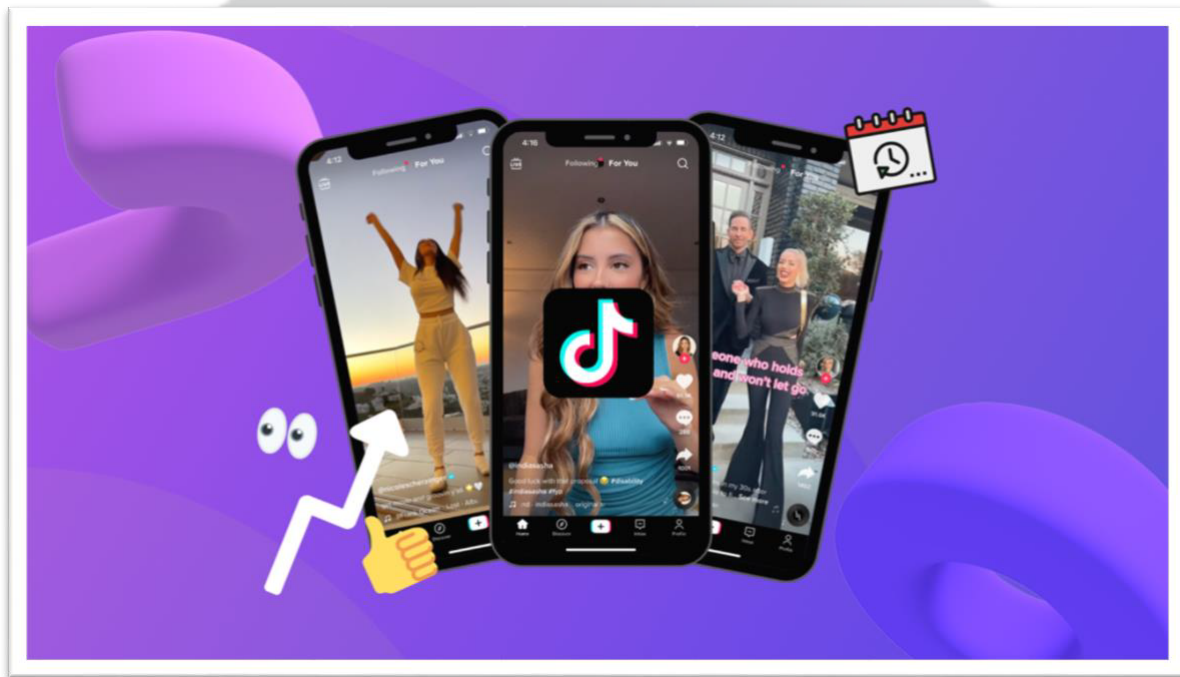
TikTok is a fun and interactive video-sharing app that has taken the world by storm. It has become one of the most popular social media platforms, with over 800 million active users worldwide.

TikTok allows users to create and share short videos up to 15 seconds long. It includes a variety of creative tools, including lip-syncing, special effects, and unique filters. Users can also add music and sound effects to their videos to make them even more entertaining.

TikTok is a great way to connect with friends and family, discover new trends and explore different cultures. It's also a great platform for budding creators to showcase their talents and grow their fan base. Many popular influencers and celebrities have used TikTok to spread their message and promote their brand.

TikTok is available on both iOS and Android and is free to download and use.

It is constantly being updated with new features, so users can always find something new and exciting. So if you're looking for a fun and creative way to express yourself, then TikTok is the perfect platform for you!



Despite political pressure on operating in certain places such as the United States, it continues to gain in popularity.

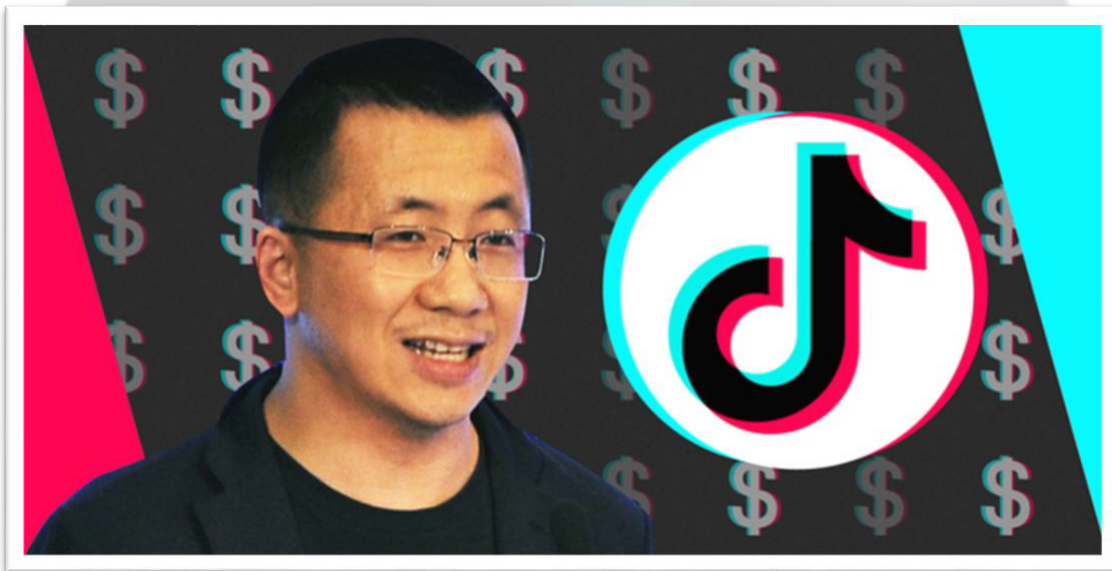
Origin of Tik Tok

As we discussed above, TikTok is a video sharing app with which you can interact to your family and friends.

- The app was launched in 2016 in China, where it's called Douyin.
- It went international in 2017 as TikTok; the name, apparently, is a play on tick-tock, onomatopoeia for clocks and a term for countdowns and minute-by-minute action.
- In 2017–18, TikTok bought and merged with competitor, musical.ly.



- In year 2018–19, TikTok came into prominence with a video trend where people transform into cowboys and cowgirls while lip-synching and dancing to Lil NaS X’s “Old Town Road.”
- The trend, sometimes called the #YeehawChallenge or Yee-Yee Juice Challenge, helped make the country-rap track “Old Town Road” a smash hit.



In 2020, TikTok became a center of attraction in the news for several reasons. The app has come under fire from President Donald Trump. He claimed that TikTok had been a source of privacy and security concerns due to it being owned by a Chinese tech company, and it has been the target of an acquisition by Microsoft. And soon, with time, everything became interconnected.

On Friday, July 1, 2020, The President of the United States, Trump, said that he has the authority to ban TikTok from the United States based on concerns

that the data the app collects would fall into the hands of the Chinese government, which is not a wise thing.

Later, Trump shortly slowed down his threatened ban by giving Microsoft a short deadline to finalize an acquisition of TikTok because it was reported that Microsoft had a deep interest in purchasing the app from a Chinese tech company, ByteDance. It's because the app was gaining immense popularity. It was becoming a center of attraction for everyone due to the vast amount of user data that the app collects (which Microsoft would gain legal access).

TikTok has created a platform for comedians and influencers, many of whom seek to monetize their content there. As with much new technology, incredibly tech that is popular with younger people, TikTok has its curmudgeons and critics—and plenty of cringe-worthy moments too.

Someone who regularly creates videos on TikTok is referred to as a TikToker. A video made on the TikTok app can be called a TikTok.



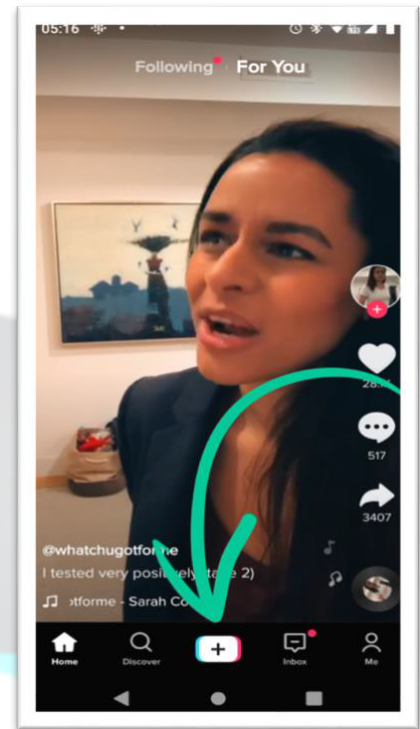
Who Can Use it?

As discussed above, TikTok is a social network for sharing user-generated videos, mostly of people lip-synching to popular songs. Users can create and upload their videos, many of which feature people lip-synching to popular songs. You can also browse and interact with other users' content, which covers various topics, themes, and styles. These videos can be grouped by hashtags, which often correspond to challenges, memes, or current events like #pandemiclife.

It has been recommended that the app is for age 15+, mainly due to privacy issues and mature content. TikTok requires that users be at least 13 years old to use the basic TikTok features, although there is a way for younger kids to access the app.

A section of the app that includes additional safety and privacy features is available in the U.S. for kids under 13. In this section, kids can only see curated, clean videos and aren't allowed to comment, search, or post their own videos. However, the lack of these features makes it unappealing for most kids. And bypassing that section only requires entering a false birth date, so it's not perfect.

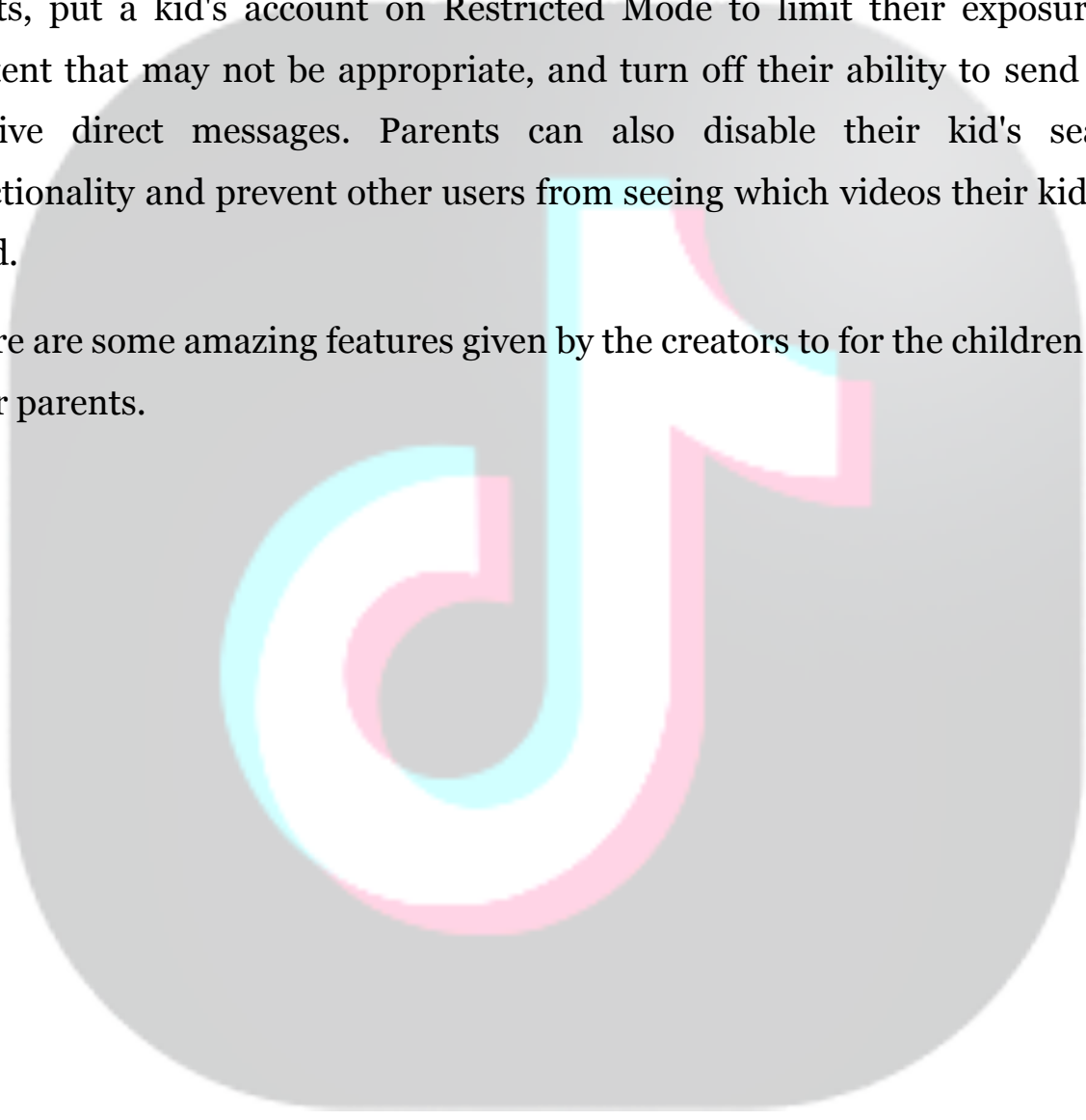
You can provide a buffer between kids and iffy content by watching with your kids and making videos together. Offer to hold the camera or turn it around to do a selfie duet. You can post it or save it as "private" so only you can see



it. The app also lets you share videos by email, text, or other social media apps, where you can better control who sees it.

TikTok introduced the Family Pairing mode in 2022, letting parents link their accounts to their kids' accounts. It includes the ability to set daily viewing time limits, put a kid's account on Restricted Mode to limit their exposure to content that may not be appropriate, and turn off their ability to send and receive direct messages. Parents can also disable their kid's search functionality and prevent other users from seeing which videos their kid has liked.

There are some amazing features given by the creators to for the children and their parents.





TikTok offers a few ways for parents and caregivers to manage kids' accounts. You can enable time limits and the content filter on your kid's phone and protect the settings with a passcode. Or you can download TikTok, create your own account, and use the Family Pairing feature to manage your kid's TikTok settings using your phone. Also, If you choose Family Pairing, you'll need your kid's phone to sync the settings.

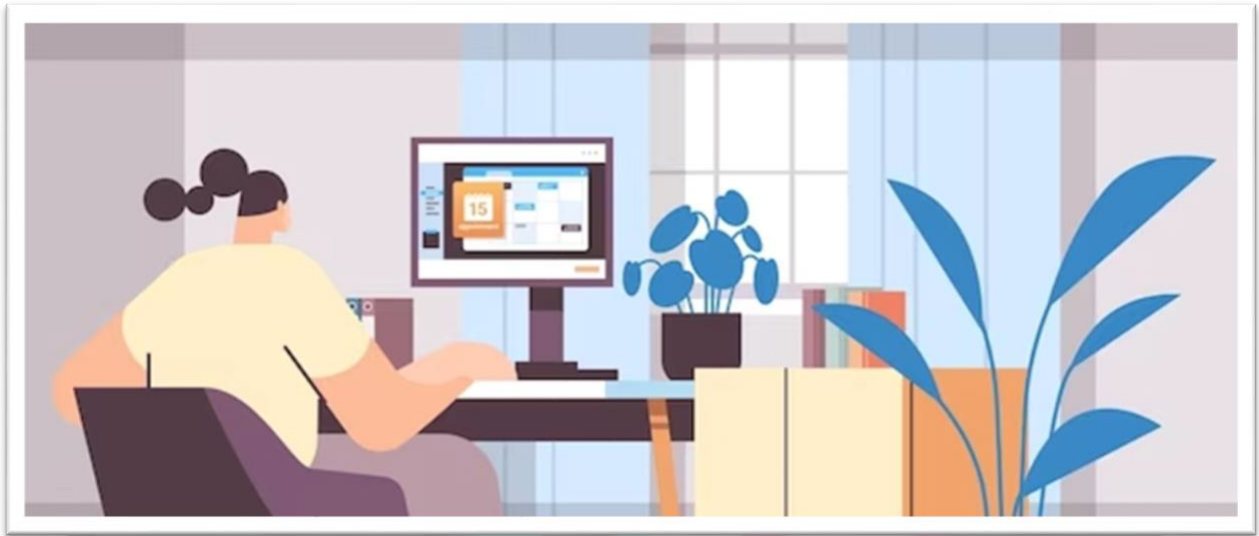
Here's the step to enable screen limits and filter content on your kid's phone

—

1. Go to your kid's TikTok account within the app and tap the three dots at the top right of the user profile.
2. Then select "Digital Wellbeing" next to the icon of an umbrella. From there, select the features you want to enable:
 - Screen Time Management
 - Restricted Mode
 - Family Pairing

Let's see these points in a bit depth —

Screen Time Management - This setting limits the user's time in the app daily. So, If you're only enabling this on your kid's phone, choose a passcode to lock the setting.



Restricted Mode - This blocks mature content, but kids using the app might come across age-inappropriate videos even with the filter on. Lock the setting with a passcode.

To set up Family Pairing to manage the above settings, safety, and privacy, first, download TikTok onto your phone and create an account. Then, ensure you have your kid's phone and TikTok login handy.

TikTok-Restricted Mode



Family Pairing - Tap the three dots next to the user profile on both phones. Then tap Family Pairing and sync your account with your kid's via the QR code.

Remember that kids can always re-download TikTok and create a new account using a different phone number or email address, so any controls you enable aren't foolproof.



TikTok is one of the world's most popular social media apps that's not immune to controversies like other social media applications. And it is available in more than 150 markets and more than 35 languages. The app has seen over 3.5 billion downloads worldwide, making it one of the most popular apps ever.

- ❖ Here's a breakdown of some of the app's demographics:
- ❖ About 40% of users are aged 18 to 24.
- ❖ 56% are female.
- ❖ About 141 million active users are from the U.S.
- ❖ Its users spend an average of 46 minutes per day on it.

TikTok is an enormously popular web app with over 3.5 billion downloads worldwide. TikTok allows users to make short videos, roughly 15–30 seconds in length, and distribute them within the app's following. Most of the videos are based on entertainment, hijinks, and comedy. The site is particularly popular with the under-24 crowd, with about 40% of its users in the 18–24 age range. It's owned by ByteDance Company, of which Shou Zi Bite became the CEO of TikTok in May 2021.

Statistical Verification of Tik Tok

While many Chinese apps have failed to succeed globally, most notably Tencent's WeChat, TikTok pushed itself into the overseas market by acquiring Musical.ly in November 2017 for \$1 billion. This added 80 million users, mainly in the US, which TikTok then imported to its platform.

From there, TikTok quickly grew into the most popular app in 2019 and 2020. It was downloaded 693 million times in 2019 and 850 million in 2020. Even though it only launched in 2017, TikTok was the seventh-most

downloaded app of the 2010s and looked to be a true competitor against Facebook’s grip on social networking in the West.



Even with this vast growth, TikTok faced many controversies. In 2019, India and Pakistan banned it for “morality issues,” with both bans being rescinded after a while. India banned the app again in June 2020, along with other Chinese-based apps, as tensions between China and India heightened.

India upheld the ban in January 2021, which has led to several other TikTok clones taking over market share in the country. TikTok also had to sell its US operations to a holding company, which Walmart and Oracle would have controlled. However, the Biden Administration has canned President Trump’s executive order.



Despite the slowdown in downloads due to India’s ban and Facebook and Snapchat launching clones of TikTok, the app remains one of the fastest growing in the world. It is expected to surpass 1 billion monthly active users by the end of 2023.

- TikTok generated an estimated \$4.6 billion revenue in 2021, a 142% increase year-on-year
- TikTok had 1.2 billion monthly active users in Q4 2021 and is expected to reach 1.8 billion by the end of 2022
- In China, TikTok is accessed by over 600 million users daily
- TikTok has been downloaded over three billion times.

Revenue Generated in Past years -

TikTok has rapidly increased its revenue generation in the past few years. In 2021, it generated \$4.6 billion, a 142% increase year-on-year.

Year	Revenue (\$mm)
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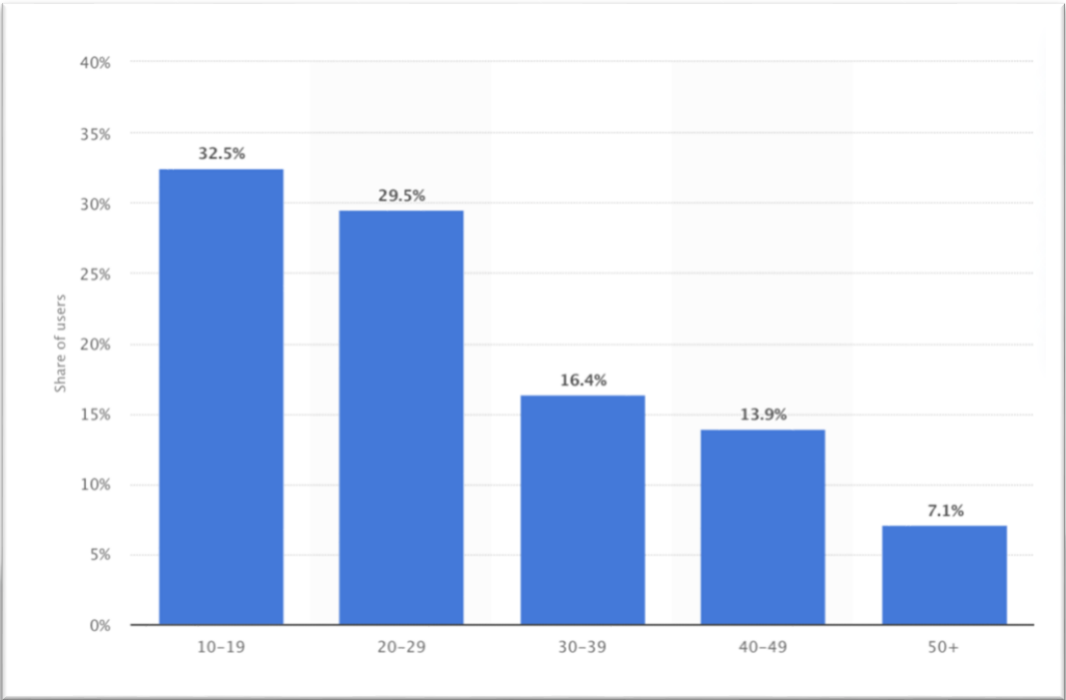
2017	63
2018	150
2019	350
2020	2640
2021	4697
2022	9401

In 2022, TikTok's annual revenue from ads registered at \$11.04 billion, a whopping 200% yearly increase. In other words, TikTok's annual revenue in 2022 was three times higher than in 2021.

According to the latest data, TikTok’s ad revenues are set to hit \$18.04 billion in 2023, a 55% increase from the previous year. As it is, TikTok is the social network consumers spend the most time on, and the fastest-growing social media platform.

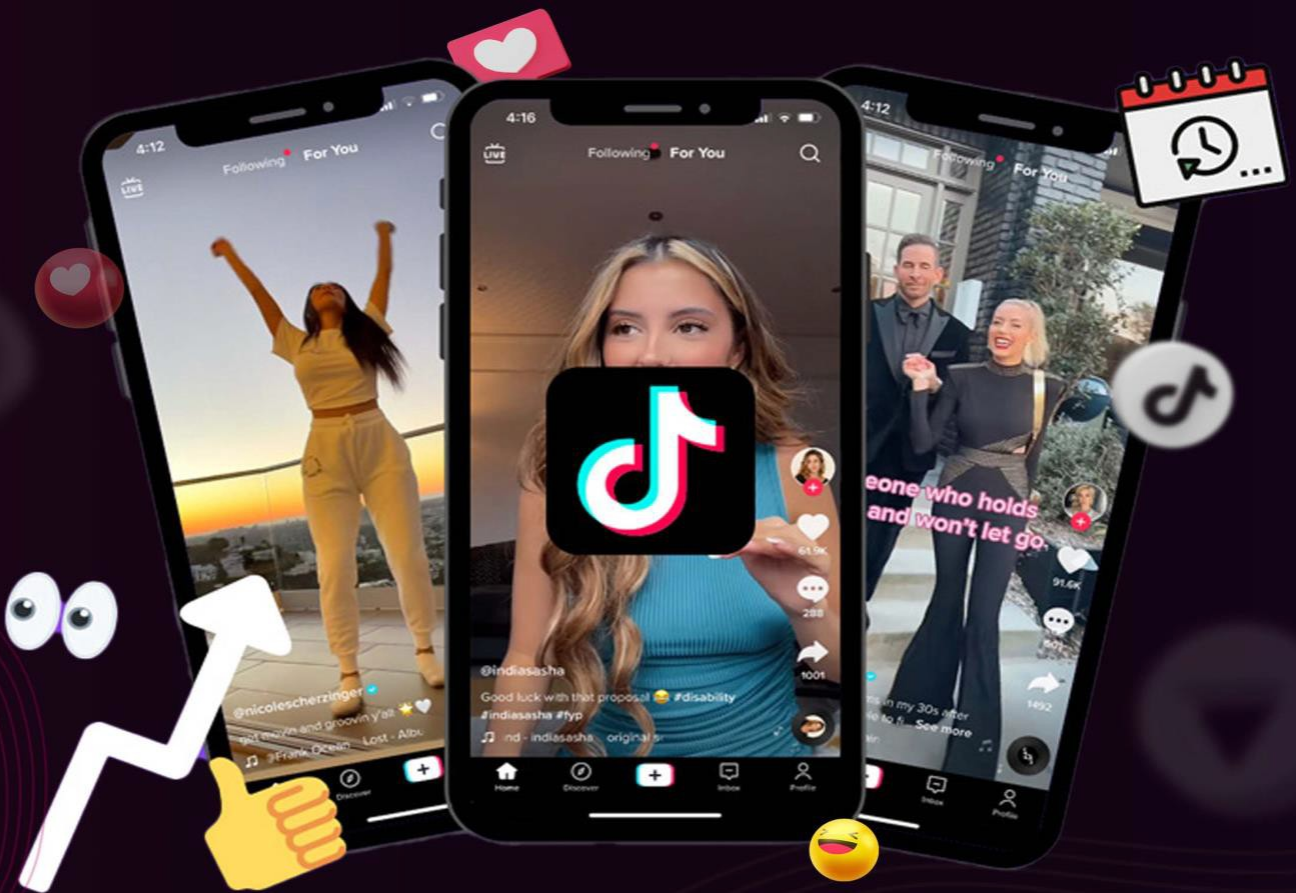
Impressive as this may be, the expected growth in TikTok’s ad revenues this year actually marks a significant slowdown from the previous year. In 2022, TikTok’s annual revenue from ads registered at \$11.04 billion, a whopping 200% yearly increase. In other words, TikTok’s annual revenue in 2022 was three times higher than in 2021.

To really understand the boom TikTok has been experiencing, we only need to go back a few years. In 2019, TikTok’s ad revenue was \$340 million—a fraction of what it is today. It multiplied by more than four times, to \$1.41 billion in 2020, before surging another 175%, to \$3.88 billion in 2021.



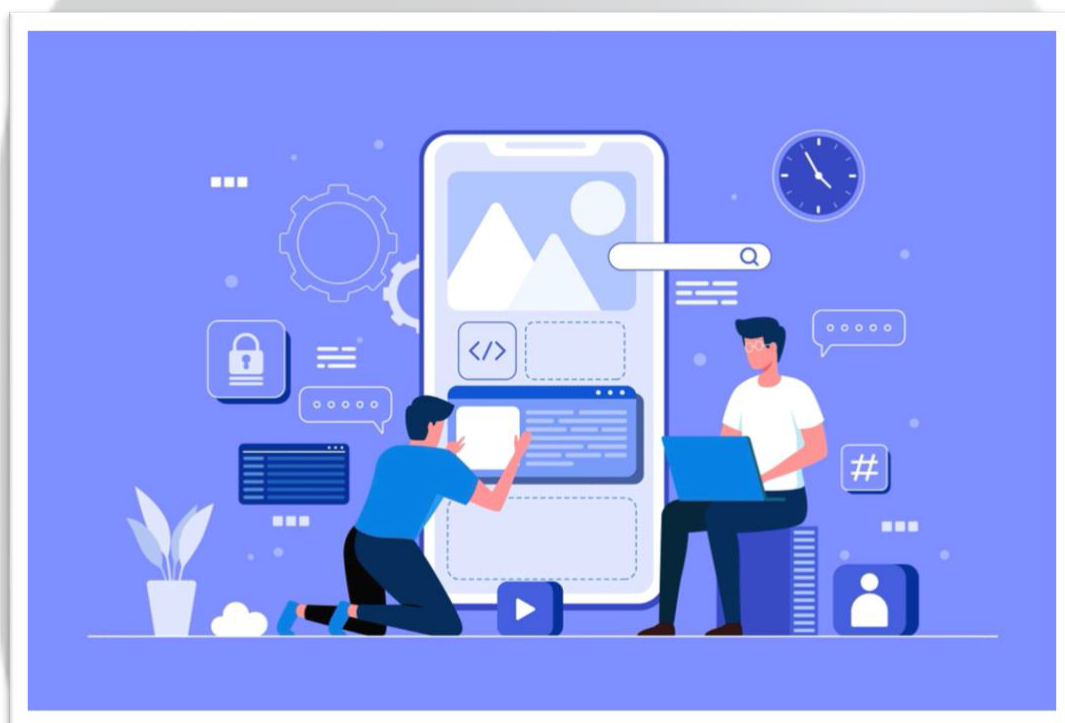
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CHAPTER 2



TIKTOK FEATURAL INFORMATION

TikTok made a name as a lip-syncing app, and it's become much more. "TikTok, as we know it today, didn't exist five years ago, and we anticipate the TikTok of 2027 to look similarly unique. TikTok has been a disruptor in many ways, so the most significant opportunity for brands at that point in time probably doesn't exist yet. However, building a strong network and community around your brand will help serve as a foundation for what's next.

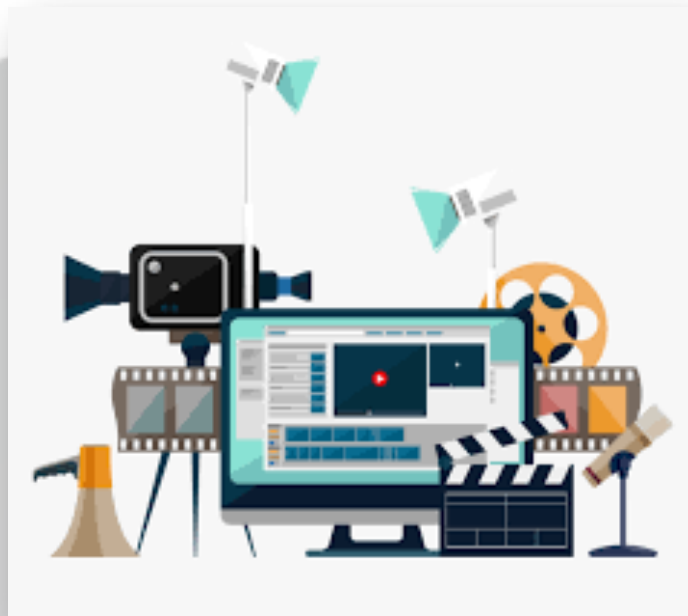


Everything About Features in Tik Tok

TikTok makes video content creation easy with a number of regularly-enhanced tools and features. I Here are some of those features:

- **Video Creation** - The 'Create Videos' feature on TikTok allows users to create their own short-form videos. Users can record and edit their own videos and add a variety of effects, filters, and music to them

before posting them on the app. The feature also allows users to share their videos with other users and explore the content that other users have created. With this feature, users can create and share creative, entertaining, and educational videos with the world.



- **Music Addition** - The “Music Addition” feature in TikTok allows users to add music to their videos from the app’s library of licensed music. This feature enables users to find their favorite songs and add them to their videos for more creative and fun videos. With the “Add Music” feature, users can search for songs by artist, track, or genre, and even create their own playlists for their videos. Additionally, users can pick certain parts of songs to use in their videos, or even select from a range of sound effects and sound bites to add to their videos.
- When you use a song or sound that’s trending, you boost your chances of going viral. The songs or sounds that take off can spark new memes,

create a billboard hit, inspire cross-platform content or simply become part of the larger conversation.

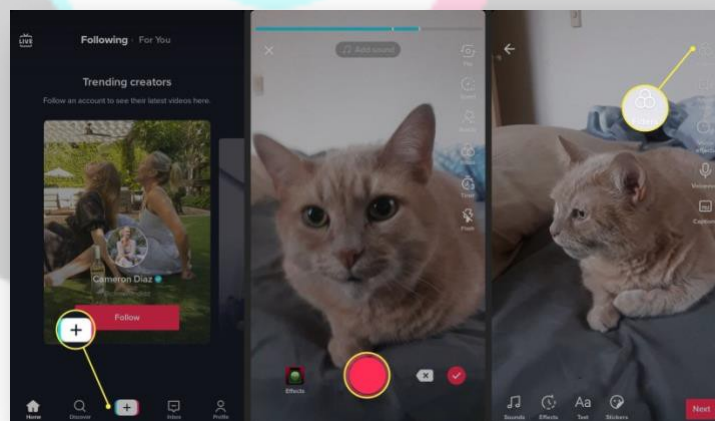
- Note - If your video uses a song, avoid copyright issues and double check that you're legally allowed to use that song on other platforms.



- **Co-create content using duets** - The 'Co-create Content Using Duets' feature on TikTok allows two users to collaborate on the same video. This feature allows users to create and share unique content with their followers. This feature allows users to create a duet video by adding their part to the original video. The duet video will be visible to the original creator and their followers, as well as to the co-creator and followers. This feature can create interactive videos, remixes, and more.



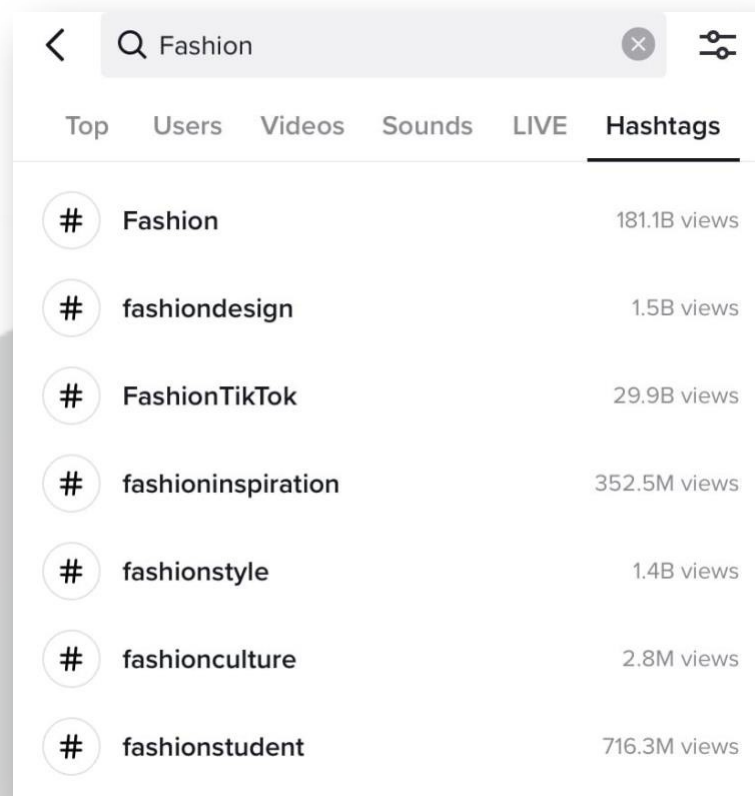
- **Filters and Effects** - The Filters and Effects feature in TikTok allows users to enhance their videos with special effects and filters. Users can choose from a variety of filters, effects, and soundtracks to make their videos stand out. Filters can be used to change the colors and tone of a video, while effects can be used to add special effects to a video, such as slow motion, fast motion, and reverse video. The soundtracks feature lets users add their own music to their videos or choose from a library of songs.



- **Stream Live** - The Streaming Live feature in TikTok allows users to broadcast live video streams to their followers. Users can invite other users to join in on the stream, interact with viewers and followers in real-time, and even add filters, music, and other effects to the stream. This feature has become increasingly popular among TikTok users as it allows them to connect with their audience in a more personal and engaging way.



- **Hashtags** - Hashtags are a feature on TikTok that allow users to tag their content with specific words or phrases, making it easier for other users to find content related to that tag. Hashtags also allow users to join trends and challenges. They can also be used to engage with the community by using popular hashtags.



Users and brands alike come up with challenges that eventually go viral and encourage user participation. These challenges are also highly effective in enticing non-users to join the platform.

TikTok has the type of content that consumers want: bite-sized videos. 66% of consumers say that short-form video is the most engaging type of content.

TikTok popularized this format so that other platforms added their short video feeds, like Instagram Reels and YouTube Shorts. Appropriately, we'll leave this section short and sweet.

Users on the platform can freely download videos from other users and share them on other social media platforms to reach more people. This is perhaps one reason why the platform has gained so much popularity quickly.

Since each video has a TikTok watermark and the username of the original creator, it leaves little room for plagiarism. It gives due credit, and when people watch those downloaded videos on other platforms, they'll know exactly who to follow for more.

Can People Use it For Business?

Yes, people can use social media for business purposes. Social media has become an essential tool for businesses to reach their target audience, build relationships with customers, and increase brand awareness. People can use social media platforms to post content, engage with their customers, and promote their products or services. For example, businesses can use TikTok to post short updates, engage with customers in real-time, and share links to their websites. TikTok is also a great platform for businesses to share content, build relationships with customers, and advertise their products or services. Additionally, businesses can use it to post visual content, drive traffic to their websites, and showcase their brand. Social media is a powerful tool for businesses looking to expand their reach and connect with their target audience.

TikTok is a great social platform for marketing to younger audiences. Here are few ways to learn how you can use it to increase audience engagement and brand awareness.

- Nearly 90% of all TikTok users are younger than 50.
- TikTok for Business users can create TopView Ads, In-Feed Ads, Brand Takeover Ads, Branded Effects and Branded Hashtag Challenges.
- TikTok is great for increasing your audience reach, consumer engagement and creativity.

- Startup and small business owners can also use TikTok to market their business.



If you run a business, chances are you will eventually use some form of social media for marketing purposes. In 2022, nearly 4 billion people were estimated to use social media worldwide – a number that has been steadily increasing each year – which makes social press ripe with opportunities for companies to reach their target demographics.

One of the booming social media platforms that have recently exploded is TikTok. The app has been described as a mashup of Vine, Twitter, and Instagram, allowing its 1 billion active monthly users to create short-form, music-focused videos and edit them with lenses, filters, and AR features.

Although TikTok was adopted early on by teens, it has been steadily gaining the attention of young adults (nearly 70% of its active users are under 40), making it a prime target for any brands seeking the elusive attention of millennials and Gen Z.

With the ever-growing popularity of engagement marketing, TikTok is an excellent platform for businesses to advertise in a way that doesn't feel contrived or ingenuine.

Here are the some tips for small business owners –

Study prevalent trends amongst users in your target audience -



This strategy can be used on any social media platform, but it is especially useful for TikTok. The platform sees high volume around specific topics like entertainment, dance, pranks, DIY, travel and learning. Research your target audience to see which type of content they are

engaging with most, and use that knowledge to influence which type of TikToks you make.

For example, if you notice your target audience is highly engaged with prank videos, you can post videos of your employees playing good-hearted pranks around the office.

Use a laid-back, less commercial approach

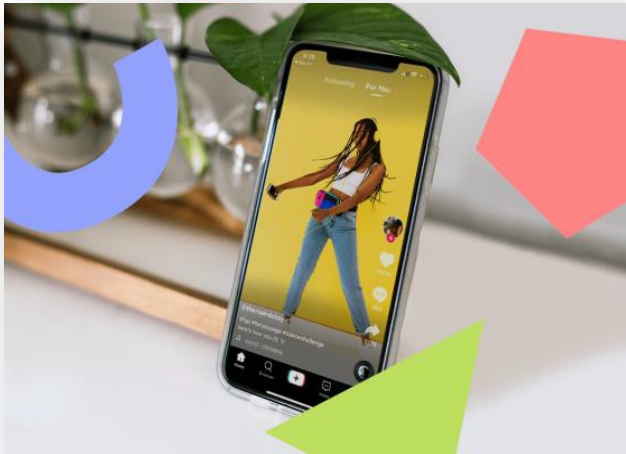
You all must be aware of the brand commercialization on Instagram. Advertisements and brand awareness on Instagram looks like commercial. But TikTok largely rejects polished, high-quality content. As such, it has earned a reputation as a casual platform where users feel comfortable expressing themselves.



The best part about TikTok is that it's an easily accessible creative space. That means it thrives on a touch of quirkiness and avoids heavily commercial-style productions.

Let your account's engagement be your guide and decide what is fun about your business. Make sure you clearly understand your brand culture, values and identity so that what you create is genuine and true to your brand, and avoids typical corporate guidelines.

Participate in Trending challenges on TikTok



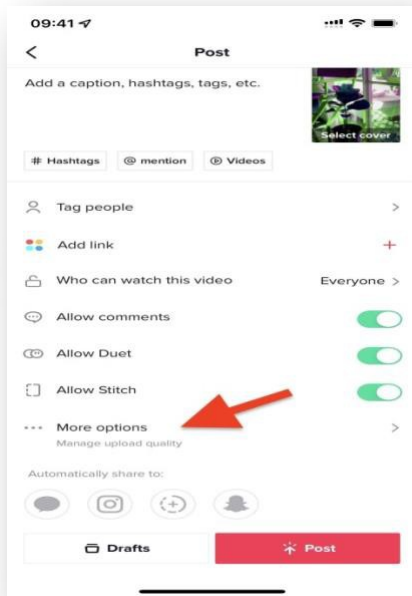
An easy way to increase engagement and visibility is to participate in the trending challenges of TikTok to find out which songs or activities are trending and create your own branded version of one to post on your TikTok. This can increase

your visibility and make you seem more relatable and down to earth, and your content will gain engagement then.

Younger generations like supporting brands they connect to. Participating in challenges can help you connect to your audience on a fundamental level, especially if your target demographic is teens or young adults. Remember, when you post a challenge video, include the relevant hashtags to increase your likelihood of ending up on peoples' ForYou pages.

Mention about your Location in Posts Every time

Location plays a significant factor that's a key driver for brand awareness, especially for small local businesses. Talk about your location in your videos, and include the location in your caption and hashtag. This will help people in your area find your business. It can also be helpful to create videos that are unique to your local area. This will make your product or service appear more relatable to locals.



It allows users to connect with other users who may be in the same area as them. It also helps to establish a sense of community and encourage new users to explore the platform. Additionally, it allows users to better target their content to specific audiences, as users can filter content based on geographical location.

In conclusion, TikTok is proving to be a great platform for businesses of all sizes to reach potential customers and grow their brands. The platform's creative, fun, and interactive nature makes it easy for businesses to engage with their target audiences and build up their brand identity. With the help of influencers, businesses can increase their reach and build a strong customer base. Therefore, it is safe to say that TikTok is an excellent platform for businesses to do business on.

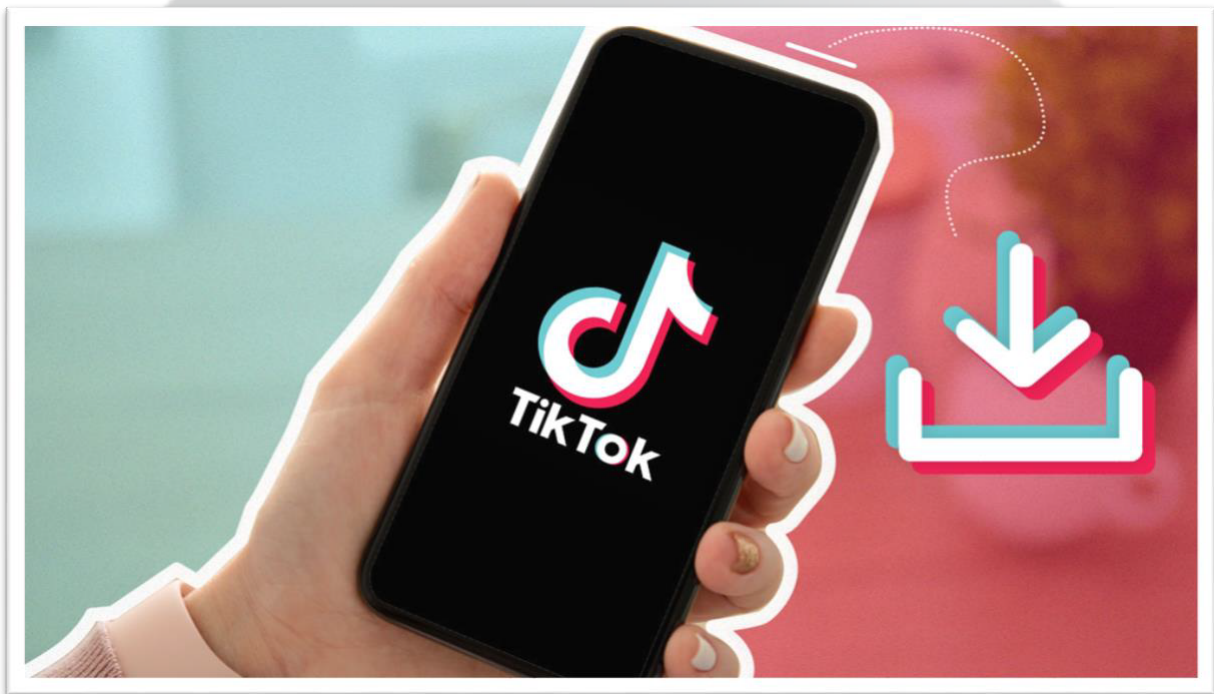
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CHAPTER 3

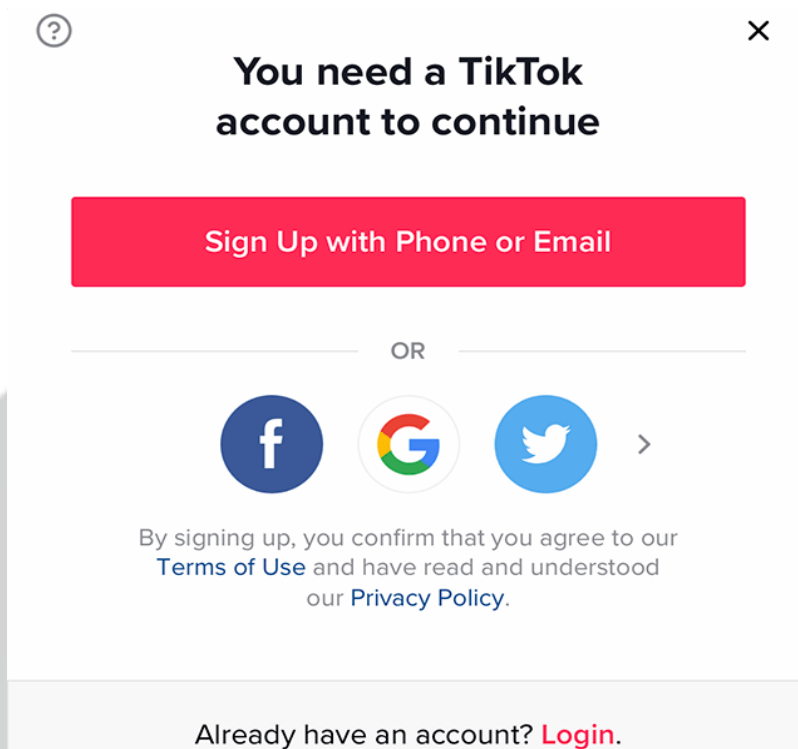
GET STARTED WITH
TIKTOK ACCOUNT

If you're looking to join the millions of people who are already creating and sharing content on TikTok, then you've come to the right place! This guide will walk you through the steps to create an account and start posting content on the popular social media app. Whether you want to share lip-sync videos, dances, comedy skits, or anything else, you'll be up and running in no time. So, let's get started!



How to Make a Tik Tok Account?

Welcome to the world of Tik Tok! Creating a Tik Tok account is a quick and easy process that requires only a few steps. This guide will teach you how to make a Tik Tok account quickly.



The steps are as follows –

STEP – 1 First, you must download the Tik Tok app on your mobile device. Depending on your device, the app can be found on the App Store or Google Play Store. Once you have downloaded the app, open its app and click “Sign Up.”

STEP – 2 Next, you must enter your personal information, such as your full name, email address, phone number, and password. Once you have provided this information, click “Sign Up” again.

STEP – 3 If you use a phone number or email address to create a TikTok account, you must enter it and create a password.

STEP – 4 Choose your username. If you’re a business owner, using the same username across social media accounts is a good idea to help your customers

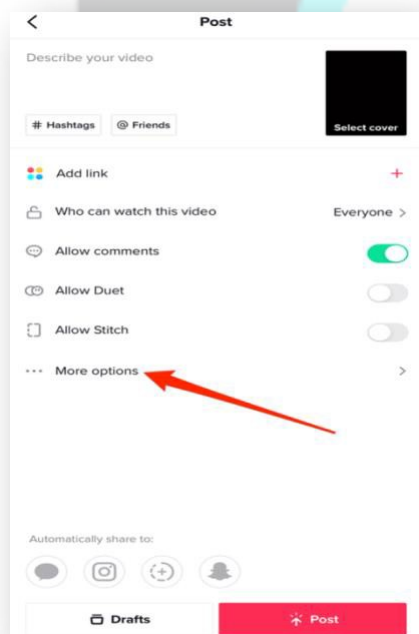
reach out to you. Whatever you pick, make sure it's easy to remember and reachable. You can always change it later!

STEP – 5 Finally, you must follow some accounts to get started on Tik Tok. You can find people to follow by using the search bar or by looking at the “For You” page.

Now that you know how to make a Tik Tok account, you can start creating short videos and connecting with other users, or you can use it for whatever purpose you want to use.

How to Make a Video on TikTok

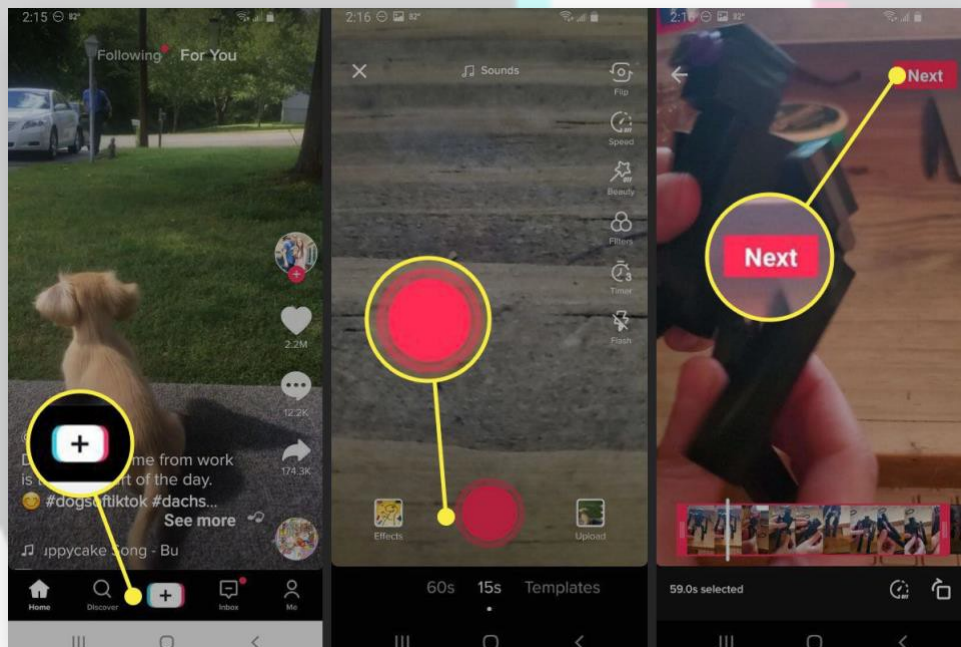
Well, there are 3 ways from which you can create videos.



First is that you can create a video externally by using any other editing apps and add music to it and then post it on TikTok, as there are many other applications available that offer these services for free with custom fonts, effects, and filters to give your content that great look, you wanted it for.

Second is the most simple and easiest way.

- Just open the application in your device and you will see the **[+]** sign at the bottom of the page.
- Tap on the **[+]** sign to start a new video.
- Just above the red big button, you'll see the time duration of the video you desire to post and TikTok allows.
- You need to choose a time duration that you want by swiping it.
- And to start recording, you just have to tap on the red big button.
- After the video recording, you can add your video effects, music, voiceovers, and more.



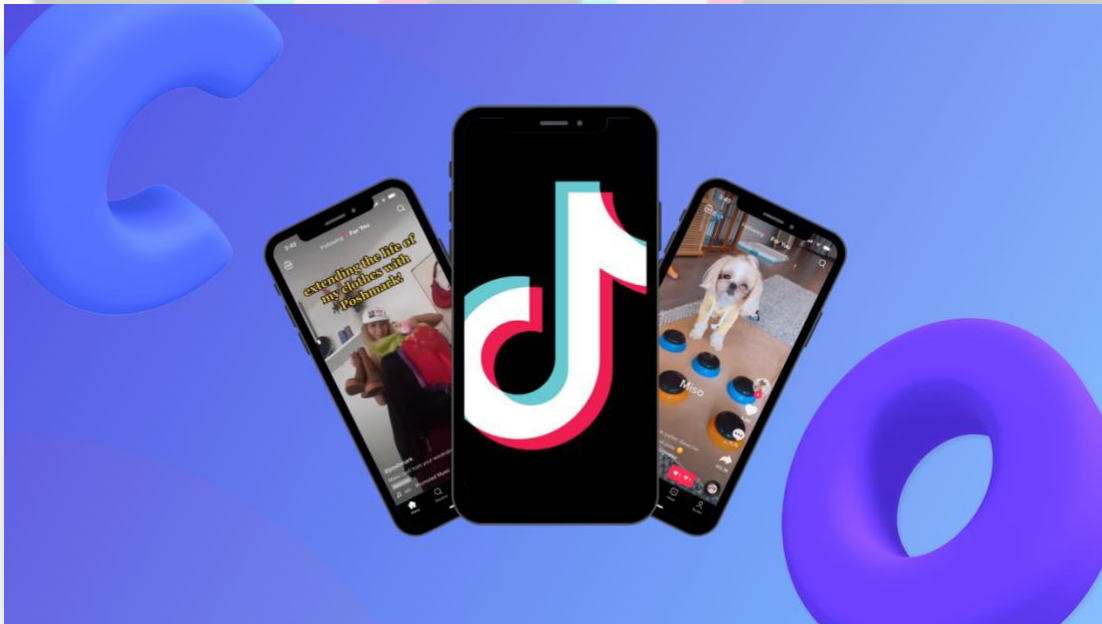
The third option is to upload video clips and edit them together.

- Tap the **+** sign at the bottom of your screen.

- Tap Upload and select your clips and you can even add pictures instead of just clips. You are eligible to choose more than 3 minutes worth of clips!
- On the next screen, tap Adjust Clips. You can trim and reorder the individual videos from here until you've got the desired duration of time in total.

How to Grow on TikTok?

If you're someone who's struggling to make a growth on TikTok, then you have reached out to a right place. We're going to show you how to grow your TikTok followers with simple things you can do right away. With more than 138 million monthly active users in the United States alone, TikTok is a great platform to focus some marketing attention on—especially if your target audience falls solidly into the Gen Z and Millennial markets.



How to Grow Your TikTok Followers

Are you looking to grow your TikTok followers? Growing your TikTok audience can be a great way to increase your visibility to potential customers and build a following of engaged users. With the right strategies, you can grow your followers quickly and efficiently. In this guide, we'll review some of the best tips and tricks to help you increase your TikTok followers.

It is a great way to share your videos with a larger audience. With over 800 million active users on the app, TikTok is one of the most popular social media platforms. Growing your followers on this platform can be challenging, but with the right strategies, you can increase your reach and gain more followers. In this guide, we'll provide tips on growing your TikTok followers and becoming a successful content creator.

- **Determine Your Target Audience** - Determining your target audience is the process of identifying and understanding the characteristics of the people who you want to reach with your product or service. It involves researching who your potential customers are, what their needs and wants are, and how best to reach them. By understanding your target audience, you can tailor your marketing and communication strategies to better meet their needs and increase the chances of success.



- **Take Benefits of Trends** - Trends can be used to gain competitive advantage in the marketplace. By staying up to date with industry trends, companies can identify opportunities and create products or services to capitalize on them. Trends can also be used to inform marketing and advertising strategies, helping to ensure that the message is aligned with the current market conditions. Additionally, trends can be used to inform pricing and product development decisions, providing an edge over competitors. Finally, trends can be a source of inspiration for new products or services, allowing companies to stand out from the competition and increase their market share.



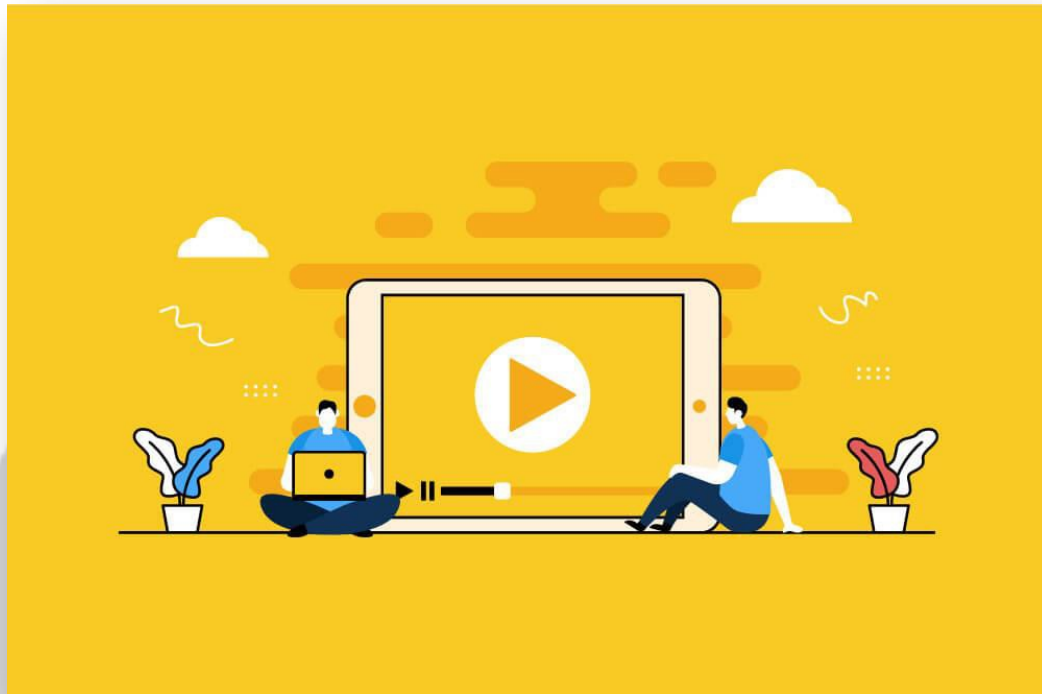
- **Educate Your Followers** - Educate Your Followers is a method of engaging with your followers and providing them with useful, relevant information that can help them make informed decisions. This can be done through Educating followers can help to build trust and increase engagement. It can also help to establish a brand as an authority in the industry, as providing useful and reliable information demonstrates a level of expertise. Additionally, educating followers can help to drive more traffic to your account and encourage more conversions.



- **Use Hashtags** - Using hashtags on TikTok is a great way to improve the discoverability of your content. Hashtags are used to help categorize your content and make it easier for potential viewers to find and view your videos. When you use relevant hashtags, you can get your videos in front of a larger audience and increase the chances of people discovering and engaging with your content. This can lead to more likes, views, and followers, which can help to drive more organic growth for your account.



- **Cross-Promote Your Videos** - Cross-promoting your videos on TikTok can be an effective way to build your brand, reach new audiences, and gain more followers. It is a great way to increase viewership, engagement, and engagement with your content. Cross-promoting also allows you to leverage the power of other TikTok accounts to help promote your content. You can use other popular accounts to share your content and help drive more viewers to your videos. Additionally, it allows you to reach a wider audience and introduce your content to new audiences. Cross-promoting your videos on TikTok can help you grow your presence on the platform and build a larger following.



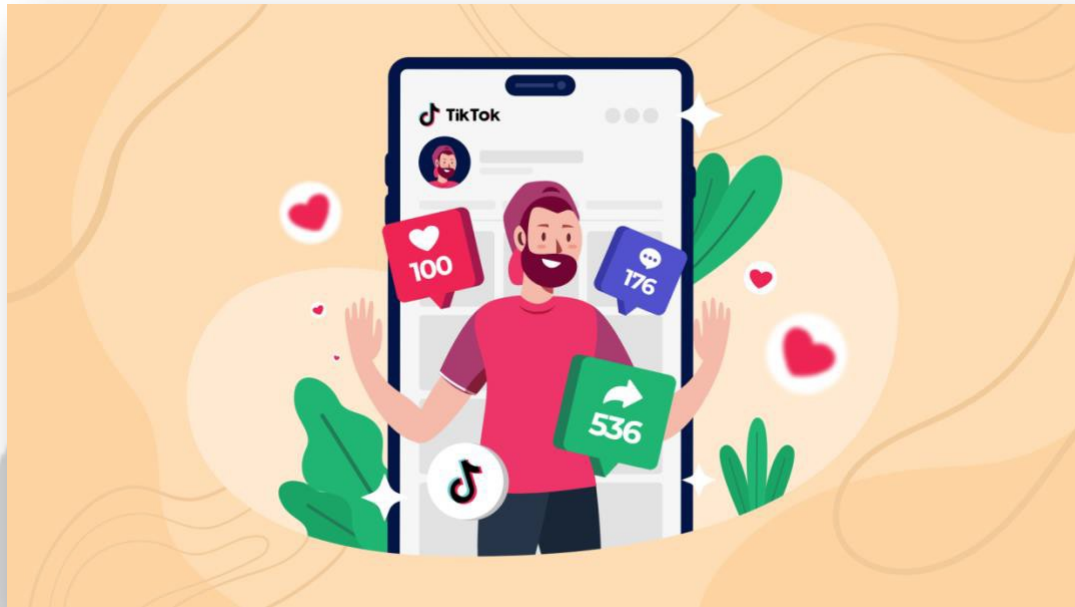
- **Post Content at the Correct Time** - Posting content at the correct time on TikTok is important because it helps you reach the maximum amount of people. The best time to post on TikTok is when the majority of users are active. Knowing when to post helps ensure that your content is seen by the most people and is more likely to get engagement. Additionally, posting at the right time can help you increase your visibility and build an audience.



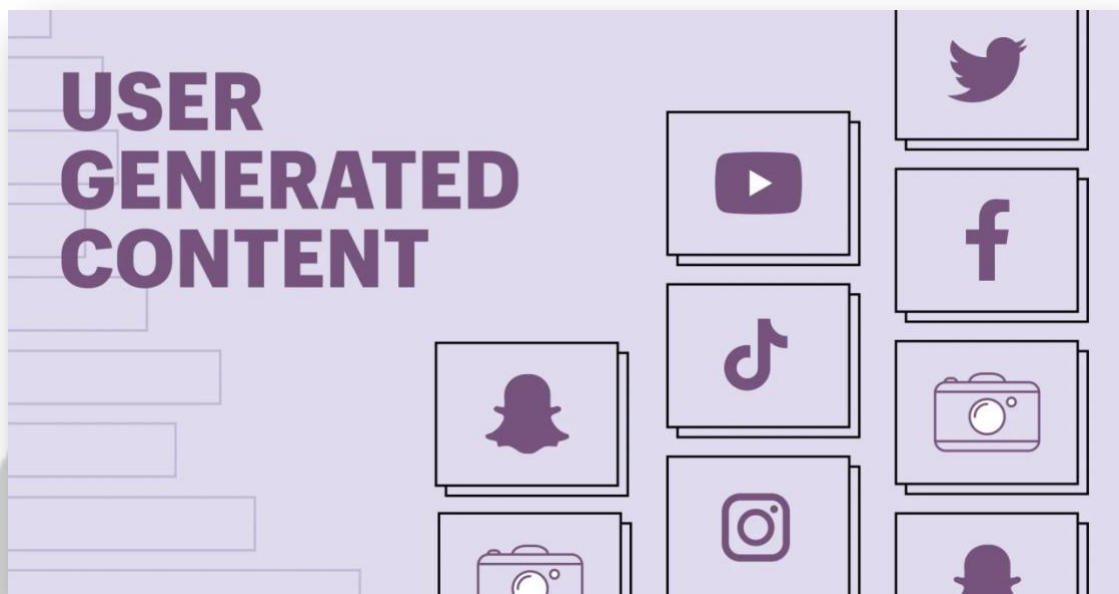
- **Create and Participate in Challenges** - Creating and participating in challenges on TikTok is an excellent way to engage with a larger audience, build relationships, and grow your following. Challenges provide an easy way for users to get creative and share content that is fun and interactive, all while connecting with new people. Challenges can be used as a platform for social media influencers to showcase their talents, collaborate with other creators, and gain more visibility. Additionally, challenges create a sense of community by giving users a shared experience and the opportunity to interact with each other. Participating in challenges can also give users an extra incentive to stay active on TikTok and keep up with the latest trends.



- **Engage With Other TikTok Creators** - Engaging with other TikTok creators is essential to growing your TikTok presence. When you show your support for other creators, they're more likely to do the same for you. Interacting with other creators can help you build relationships and can lead to collaborations, which can help you expand your reach and gain more followers. Additionally, engaging with other creators can help you get a better understanding of the type of content that resonates with viewers and can help you come up with new and creative ideas.

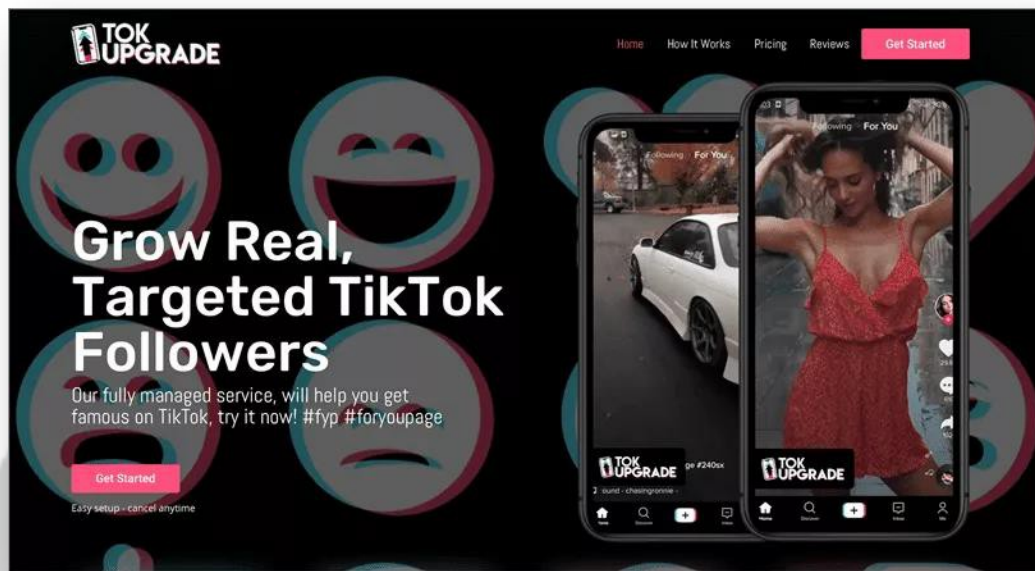


- **Use User-Generated Content** - As you create more content and more challenges on TikTok, you'll start to amass a decent collection of user-generated content. User-generated content (UGC) is simply content created by users. It can help increase trust in your brand, get more engagement, and increase your TikTok followers. To get your hands on tons of UGC, you can start your own challenge, host a contest, or start a hashtag trend.



- **Try a TikTok Growth Tool** - TikTok Growth Tools can be a great way to increase your audience size and engagement. If you're looking to grow your TikTok account, using a tool is a great way to do it. There are a variety of tools available, from automated bots that post content on your behalf to analytics and reporting tools to help you track your progress.

One of the biggest benefits of using a TikTok Growth Tool is that it can help you save time and effort. Automated tools can post content on your behalf and track your progress, so you don't have to spend hours manually creating content and analyzing your performance. This is especially helpful if you're a busy social media manager or influencer who doesn't have the time to dedicate to producing content every day.



Another advantage of using a TikTok Growth Tool is that it can help you identify what types of content work best for your audience. Many of these tools come with analytics and reporting features that tell you which content types, hashtags, and influencers drive the most engagement.

This can help you focus your energy on creating more content your followers like the most. Overall, using a TikTok Growth Tool can be a great way to help you save time, find out what works best for your audience, and grow your account. However, it's important to remember that it won't guarantee success. To build a following, you must create engaging content and be active on your account.

Is it Safe to Use?

Yes, It is safe to use just like any other social media applications. It's not something that would infect your device with viruses but it comes with some safety risks like scams and saved user data.

You need to be aware of the scams that happen on TikTok.

To be fair, any social media app that has the ability to direct message (DM) other users has the potential for scams. Here's a few to watch out for in your DMs:

- **Follower or like scams** - This is where the messenger promises that, for a low fee, they'll boost your followers or video likes to make you look like a TikTok star. Just block them and report them for spam.



- **Romance scams** - These smooth-talkers will tell you you're the most beautiful thing they've ever seen, then hit you up for money as the conversations progress. Or they will try to get as much information out of you as possible to steal your identity. Don't engage with these catfish.



- **Investment scams** - Looking to make money real quick? Who isn't? That's how these scamsters attack. They draw you in with promises about making fast money through crypto or other investments and then take you for as much as possible. Block and report.



- **Phishing scams** - Don't click links blindly and mindlessly. Scammers can use the links to download malware to your phone that can steal private information.



Always read the privacy policies before accepting their terms and conditions on anything. TikTok collects information about you when you use it.

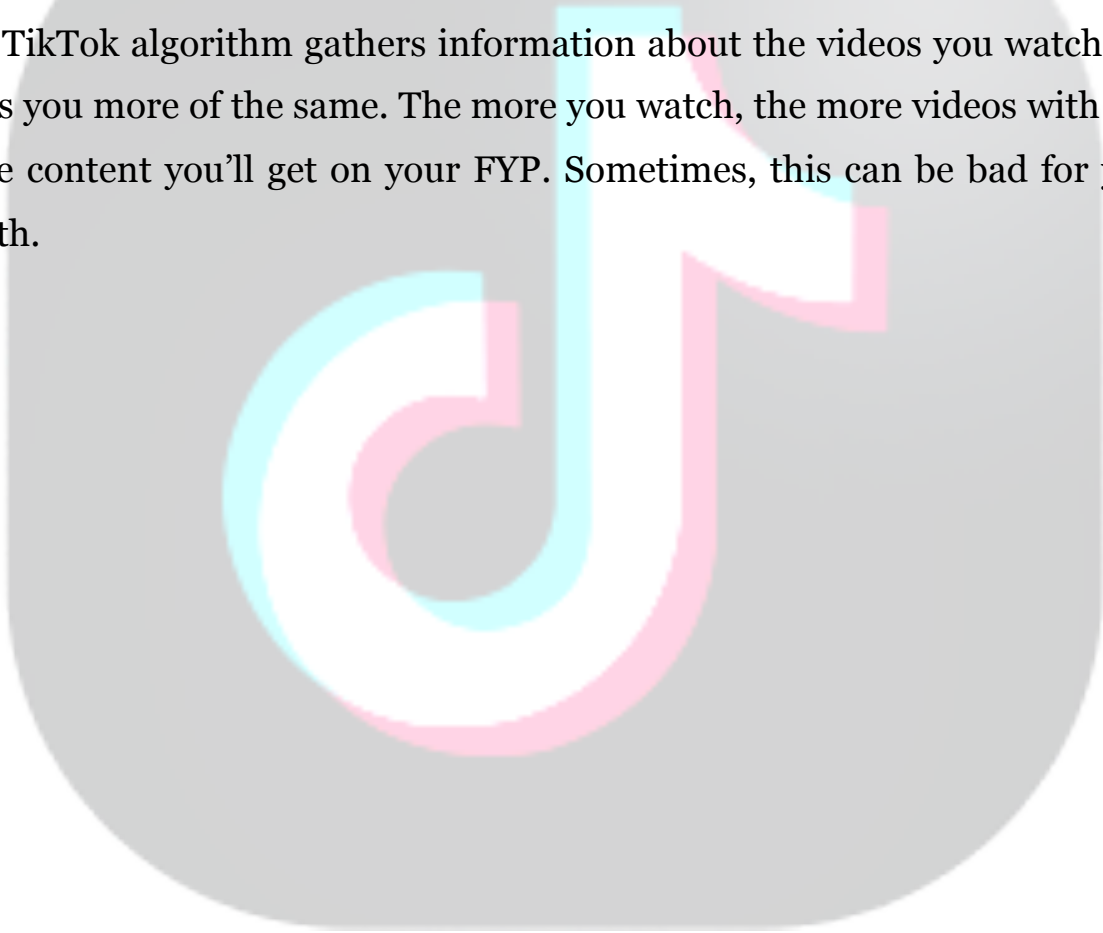
Here is the short summary of what information it collects:

- Any information you add to your profile, like age, language, phone number, photo, and email address
- Any information it can gain from third-party accounts (like Facebook or Google) you link to your TikTok account
- Any content you upload, like photos and videos
- Information it can find about you from other “publicly available sources”
- Information about what you searched for on TikTok
- Information about your phone, including your IP address, your telco, time zone, and app and file names found on your phone

- Keystroke patterns or rhythms
- Location data
- Messages you send and receive from other users

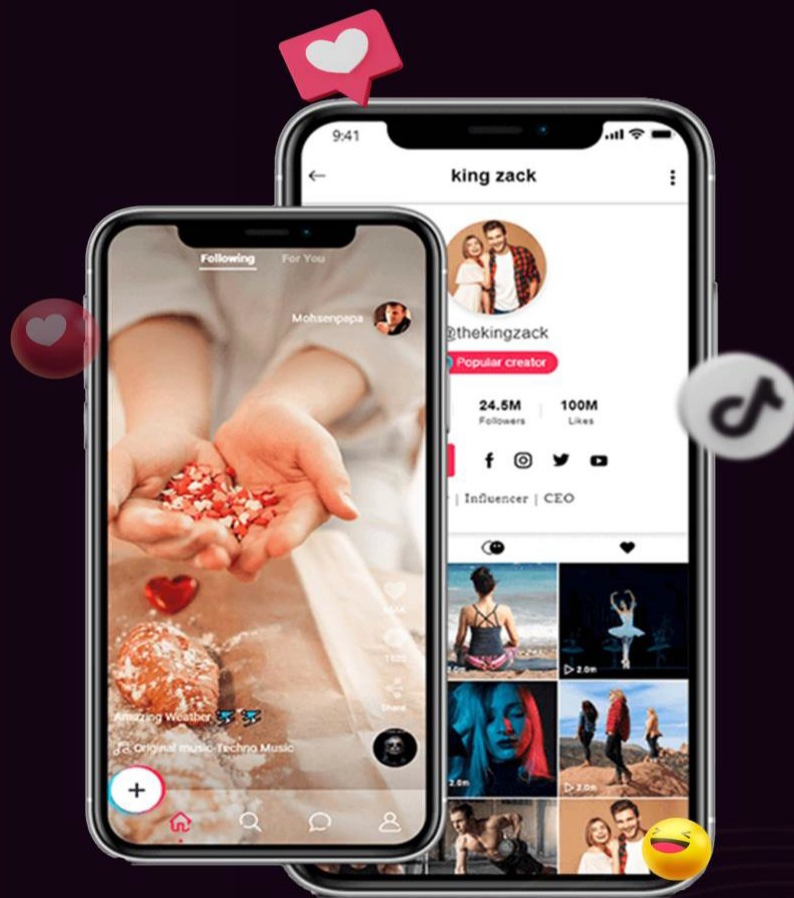
Once TikTok has your information, the company uses it. Some of the uses include tailoring what type of TikTok videos show up in your FYP (For You Page) and learning how to target you with ads. TikTok also shares your information with third parties.

The TikTok algorithm gathers information about the videos you watch and feeds you more of the same. The more you watch, the more videos with that same content you'll get on your FYP. Sometimes, this can be bad for your health.



TikTokTM Ad Training kit

CHAPTER 4



TIKTOK MARKETING & ADVERTISING

TikTok marketing is the practice of using TikTok to promote a brand, product or service. It can include different tactics, like influencer marketing, TikTok advertising and creating organic viral content.

TikTok marketing aids business to Increase brand awareness, Build engaged communities, Sell products and services, Get feedback from customers and audiences, Provide customer service, Advertise products and services to target audiences.



Can People Promote Their Business on Tik Tok?

Yes! They can promote it on TikTok in various ways, and one of them is Influencer Marketing. Influencer marketing is now a mainstream form of online marketing. It has been a buzzword, and the mainstream media regularly refers to it.

Influencer Marketing is a hybrid of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers.

But you don't need a high-profile influencer for successful marketing—try to discover rising stars or influencers in your niche. For example, a small cosmetics brand in Toronto might search for the hashtag #torontomakeup and find influencers like Nila Haran.



You can even create your own TikTok. Wondering How?

Well, Create a Business TikTok account for your brand and start making your own organic content.

The sky is truly the limit here—you can post everything from showing off your products to day-in-the-life videos to dance challenges. Spend some time scrolling through your For You page for inspiration.

Is Lead Generation Possible with Tik Tok?

Yes, it's possible! Now, if you're a person who's looking for solution to get started and want to invest money to generate profits then you're at the right place.

TikTok's site is full of success stories from brands that started advertising on TikTok, including Aerie, Little Caesars and Maybelline. Similar to Facebook and Instagram, the cost of TikTok ads is based on a bidding model.

You can set up your account to a business account. TikTok opened a TikTok for Business hub in summer 2020 and rolled out TikTok Pro a few months later.

Originally, there was a distinction between the two—one was for businesses, the other for growth-savvy creators—but since both hubs provided almost the same kind of insights, TikTok eventually combined them.

Now, TikTok for Business is the only way to go. With a business account, you can add more information to your profile and access real-time metrics and audience insights.

Steps to create a business account –

- 1) Go to your profile page.
- 2) Open the Settings and Privacy tab in the top right corner.
- 3) Tap Manage account.

- 4) Under Account control, choose Switch to Business Account.
- 5) Choose the category that best describes your account—TikTok offers categories from Art & Crafts to Personal Blog to Fitness to Machinery & Equipment.

From there, you can add a business website and email to your profile, and you're ready to roll.



To generate leads, you will have to create ads. So, below is the procedure for setting up ads on TikTok.

Step 1: Create your TikTok ad account.

- The first step is simple: start by creating an account on the TikTok Ads Manager, choose your billing country or region, and then select

whether you're using the account for a business or individual. Then click on "Next."

- Enter general information such as your email address/ phone number (In case, If registration has been made with the phone number) and password. Then enter a verification code or OTP sent to your email/ phone number.
- Confirm that you agree to the terms and conditions, then click "Sign Up."

Once your brand is approved, log in to your dashboard and finish the initial account setup according to the instructions. Then you can follow the steps below to create TikTok ads:

Step 2: Create and install the TikTok Pixel

- Now you'll need to install the TikTok Pixel—a snippet of code on your website that gathers information about site events (such as how users arrived on your site, what device they're using, and where they're located).
- After selecting "Standard Mode" or "Developer Mode," you'll create your Pixel by first setting up a "Web Event" in your TikTok Ads Manager. Remember to review your cookie consent settings before deploying your Pixel. Then download or copy the Pixel code and paste it into your website header.

Step 3: Create a new campaign

- Create an ad campaign under the "Campaigns" tab and click the "Create" button.

- This will allow you to choose your campaign objective — whether you want to drive traffic, conversions, or app installs.
- Then give your campaign a name and set a campaign-level minimum budget. You can select a lifetime budget to quickly reach as many people as possible. But if you set a daily budget, you can gradually and steadily get your target audience.

Step 4: Create an ad group

- Create an ad group to define your ads' audiences, campaign budgets, and placements. Choose the promotional type or goal:
- Select either “App Install” or “Website” as your promotion type.
- Select the ad placement: Your choice of ad placement will determine where your ads appear on TikTok and its partner platforms. If you're just getting started with TikTok ads, you can choose “Automatic placement” to have TikTok place your ads for maximum reach and value. You can also manually place ads across TikTok and its news feed apps.
- **Select your creative type** - Turn on the “Automated Creative Optimization” feature, and TikTok will create variations of your content and test its engagement. You can turn off this feature at any time.
- **Define your target audience** - Choose the audience for your ad by selecting a location, gender, and age group. You can also specify user languages, add users with specific interests, and include people who have previously interacted with your content.
- **Select a delivery type** - Choose either standard or accelerated delivery. Standard delivery ensures your ad will appear during high-

traffic times throughout your ad delivery period, with your ad budget spread consistently across that time frame. Accelerated delivery means your ad budget is dedicated to getting the most eyes on your ad as quickly as possible.

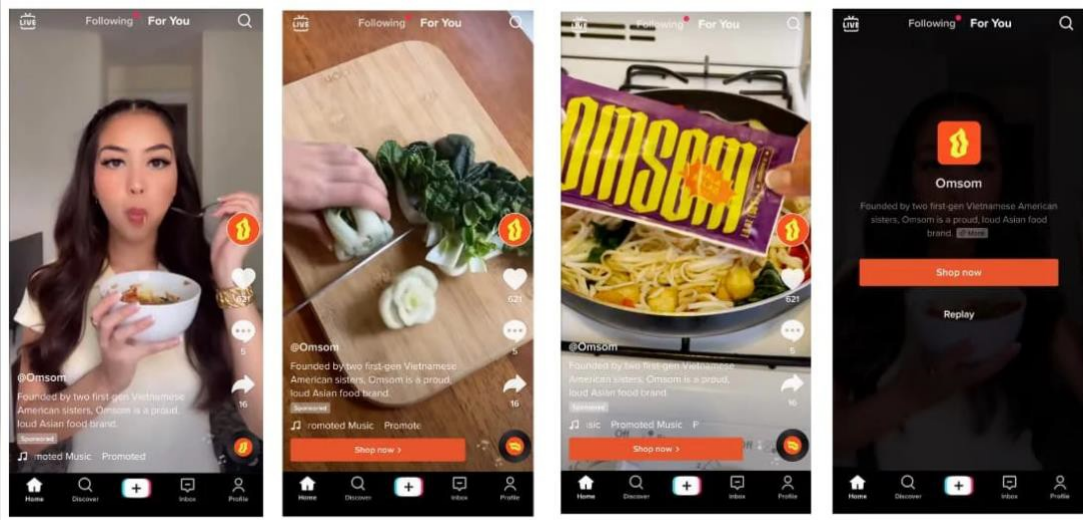
Step 5: Create a new ad

- After setting up your ad group, you can configure your first ad. TikTok allows you to upload a video or an image file as your ad creative. For best results, make sure you follow the recommended ad specs. This will ensure your ad looks excellent on TikTok and across all the partner platforms.
- After creating an ad to your liking, you can preview it and get an idea of how it'll appear to TikTok users. At this point, you can also find out whether your ad needs some tweaking before you submit it for review.
- You can customize your ad by naming it, so it's easier to distinguish between different ads within the same ad group. Then enter your ad text using 12-100 characters to convey your message more effectively. This text will appear above your ad.
- Next, you can choose between different calls to action depending on what you want your audience to do. So you can ask your audience to "Sign Up," "Download Now," "Contact Us," "Book Now," "Shop Now," "Apply Now," or "Learn More." Then click on "Submit" to finish creating your ad.
- **Use TikTok Promote to boost existing ads** - TikTok Promote is a paid feature that lets you choose a goal—video views, website visits, or new followers—and promote your video content. Select an

audience, define your budget, and schedule the duration of your ad, then start your promotion.

Step 6: Measure your ad performance

- After launching your ad, the job isn't done; you should also measure your performance to see how the campaign is paying off. TikTok provides native analytics that shows you how your ad is doing regarding impressions, clicks, conversions, and more. You can even test and compare the performance of different ad creatives and placements to see what works best for you.



How Does the Marketing and Advertising Work on TikTok?

TikTok provides you with many options to advertise on the platform. So you can choose the most effective way to reach your target audience and get your message across. Here are the different types of ads you can run with the TikTok ads platform:

- **In-feed video** – These ads appear among the native news feed of TikTok users on the “For You” page.
- **Brand takeover** – This type of ad allows you to dominate the conversation as your message takes over the whole screen for a few seconds. It then turns into an in-feed video ad.
- **Spark ads** – TikTok rolled out this ad type in 2021, allowing brands to sponsor popular organic content related to their products.
- **Image ads** – Brands can place images in videos via TikTok’s news feed apps: BuzzVideo, TopBuzz, and Babe.
- **Video ads** – These are full-screen videos of 5 to 60 seconds appearing in a user’s “For You” feed.
- **Pangle ads** – Pangle’s video platform integrates with TikTok to offer video, native, and banner ads, but this feature is available only to specific countries.
- **Carousel ads** - include up to 10 images and appear in TikTok’s news feed apps.

- **Branded AR content** – Your ads can also appear as branded stickers, lenses, and other AR content so TikTok users can use them in their videos.
- **Hashtag challenge** – This type of ad shows up in the “Discovery” section of the app and can encourage user participation.
- **Sponsored influencer content** – For this type of TikTok advertisement, you get your message across through sponsored content from an influential TikTok user.

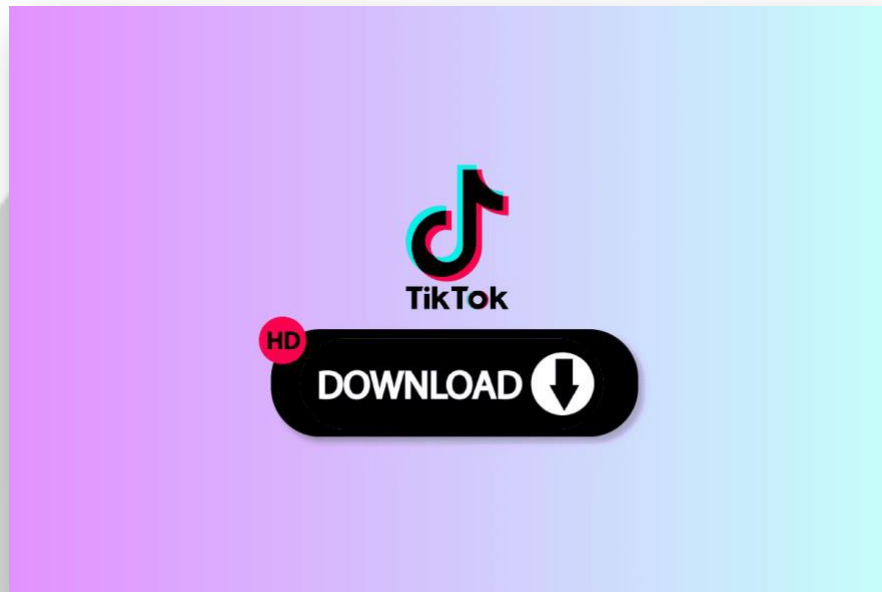
Here are few marketing strategies that you can imply.

Get Familiar with TikTok

Well, it would not be appropriate to approach TikTok marketing like you approach Instagram or Facebook marketing. TikTok is a social network with unique trends, features, and user behaviors.

Spend some time getting sucked in by TikTok videos (beginners, start here). Explore the different features available on the TikTok app, and note what filters, effects, and songs are trending. Keep an eye out for Branded Hashtag Challenges, which involve music, dance moves, or a task that members are challenged to recreate (basically, TikTok’s spin on user-generated content). Don’t overlook TikTok’s Duets feature, either.

Read up on the TikTok algorithm, too. Understanding how TikTok ranks and displays videos in the For You tab can inform your content, hashtag, and engagement strategy.



Determine Your Target Audience

Who do you hope to reach on TikTok? Before creating content, learn about the TikTok demographics, and identify those who might be interested in your brand.

TikTok is most popular with teens, but it would be a mistake to write TikTok off as a teen app. The 20-29-year-old cohort follows behind teenagers in the U.S. In China, “glam-mas” show that fashion only gets better with age.

Spend time researching your audiences on other social media platforms and looking for overlap on TikTok. But don’t rule out new or unexpected audiences. Your current audience may not be on TikTok, but maybe there are subgroups with related or slightly different interests on the platform. For

example, a children’s book publisher’s audience could include authors on LinkedIn, readers on Instagram, and illustrators on TikTok.

Once you’ve zeroed in on a potential audience, research what content they like and engage with. Then start to brainstorm content ideas for your brand.



Perform a Competitive Audit

Are your competitors on TikTok? If they are, you could be missing out on the action. If they aren’t, TikTok may be a way to gain a competitive advantage.

Whether or not your competitors are on the platform, find at least three to five similar brands or organizations and see what they’re up to on the app. Try to learn from what’s worked and hasn’t worked for them. Use the S.W.O.T. framework to identify each competitor’s strengths, weaknesses, opportunities, and threats if it's helpful.

Because TikTok is a creator-led platform, don’t rule out including TikTok stars and influencers in this exercise. Find personalities specializing in your expertise, from cosmetics to medicine, education, and literature. Because

TikTok is a creator-led platform, don't rule out including TikTok stars and influencers in this exercise. Find personalities that specialize in your area of expertise, from cosmetics to medicine or education and literature.



You need to be consistent to actually grow your account and profit from it.

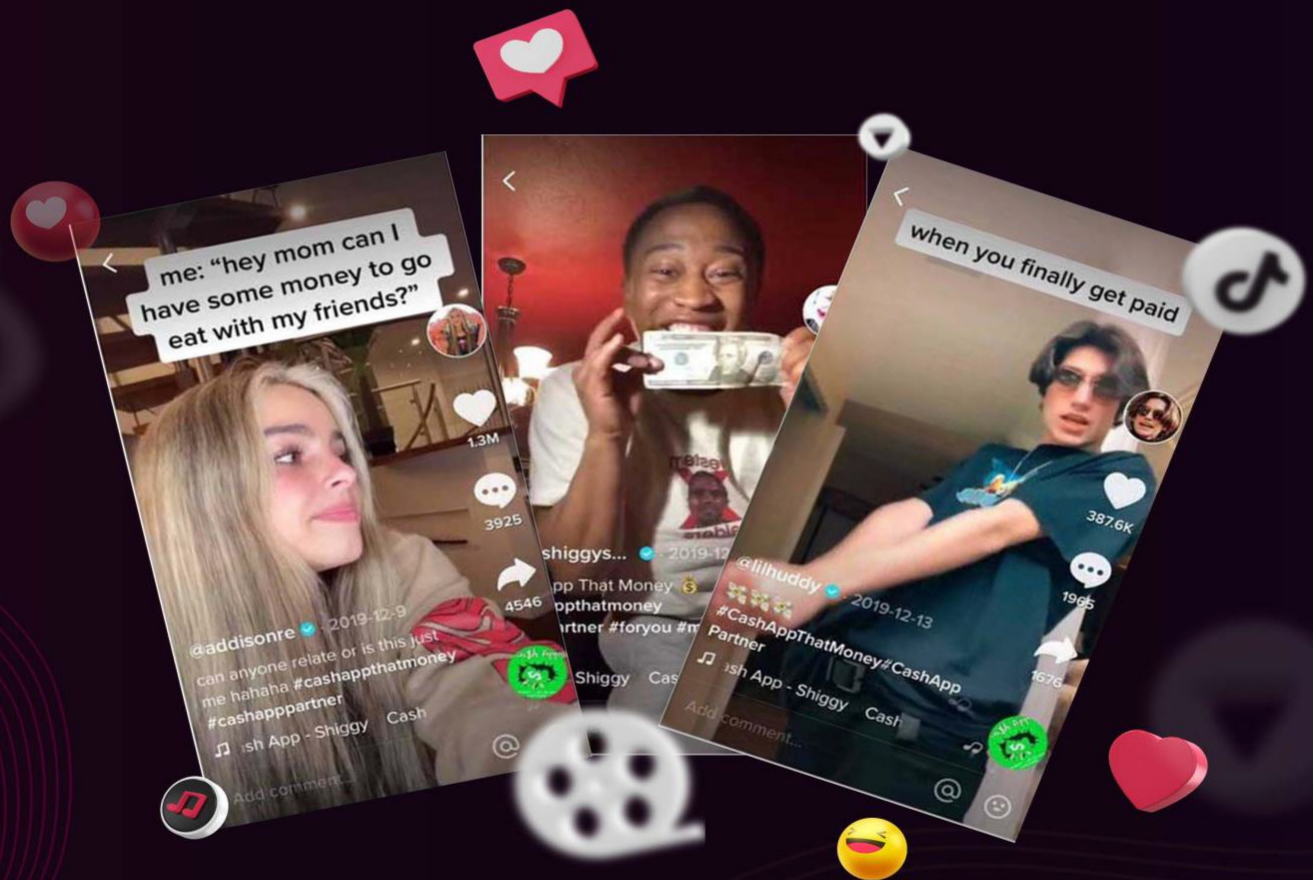
Here are three factors that you can consider –

- 1) Post regularly
- 2) Track your progress
- 3) Create space to experiment

If something flops, learn from it and proceed to the next experiment. If your brand accidentally trends like Ocean Spray or Wendy's, make the most of it. Be in on the joke. Don't plan to be taken too seriously on TikTok.

TikTok™ Ad Training kit

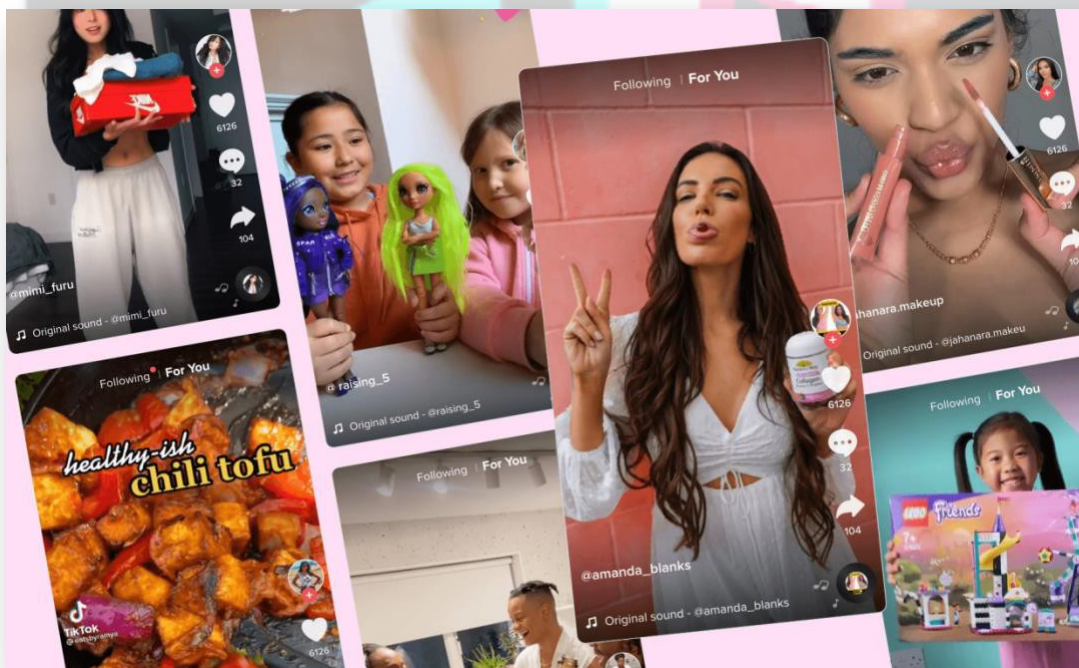
CHAPTER 5



BECOME AN INFLUENCER ON TIKTOK

If you're looking for ways to become an influencer on TikTok, you've come to the right place! TikTok is a rapidly growing social media platform, and if you're looking to become an influencer, there are a few key steps you should take to get started. First, you need to create an engaging and entertaining profile that will draw in viewers and followers. You should consider creating a profile that showcases your interests, talents, and your unique style. Once you've got your profile set up, you need to start creating content that your followers will enjoy.

This could be anything from funny skits and lip-sync videos to educational content and tutorials. Aim to post regularly and consistently, as this will help you build an engaged audience.



What Kind of Content Can Be Published on Tik Tok?

TikTok offers brands the opportunity to connect with younger audiences while enjoying relatively few business competitors present on the social network. If you're considering adding TikTok marketing to your social media strategy, it's important to understand the types of content that perform best on the platform. Learn more about TikTok and content ideas to see successful results!

Like any other social media platform, TikTok also prefers certain kind of conceptual ideas.

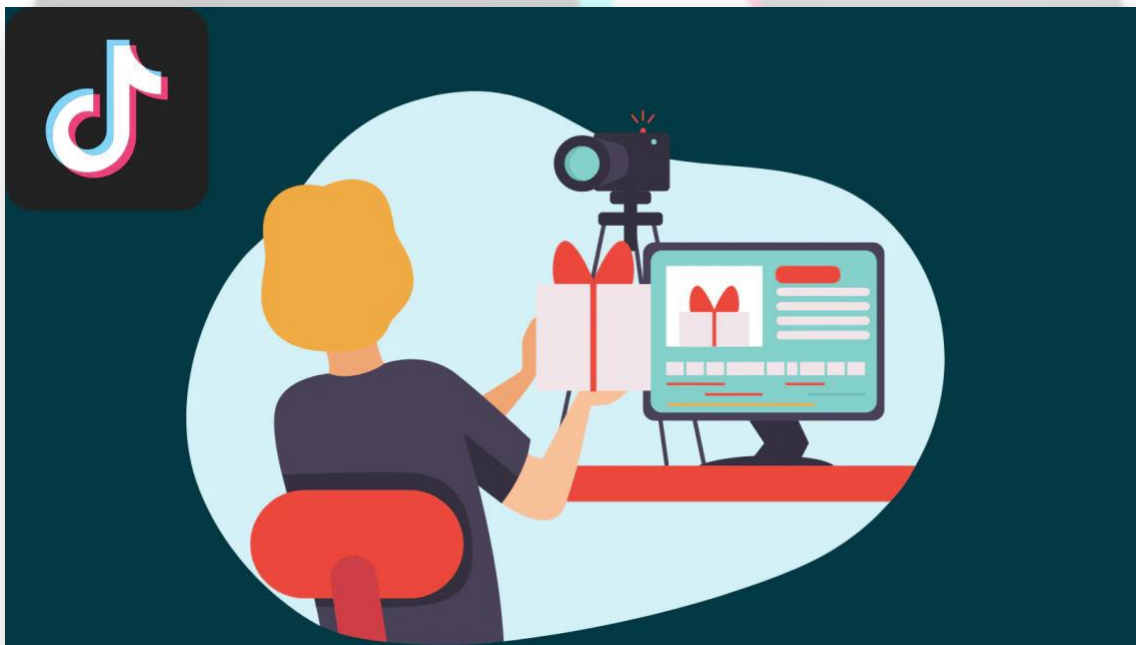
Below mentioned are some of the ideas that you can consider –

- **Humorous Content** - Funny content engages your audience and makes your brand more relatable and memorable. For example, you can present a problem that your ideal customer faces in a humorous light. Another way to use humor is to display your company culture.
- **Educational Content** - Share tips and hacks to help your target audience solve everyday problems. If you have a humorous video about a problem, the following video can be educational to demonstrate a solution. Another educational content idea is to provide recommendations and insights which position your business as a thought leader.
- **Trends** - Raise your brand's visibility by participating in TikTok trends such as hashtags, songs, and challenges. You can find trending topics via the discovery section in the app. You don't need to jump on every trend but instead identify trends that make sense to your product/service and content intent.

- **Influencers** - Partnering with influencers that match your brand values allows you to reach a wider audience and build relationships.

Additionally, an influencer understands their audience and pain points, so the brand shown in a piece of content is likelier to be seen as trustworthy.

- **Local** - Although TikTok is a global app, you should consider local trends, hashtags, challenges, and contests in your content strategy. Marketing, in general, is moving toward personalization, so it's not surprising that localized content experiences higher engagement rates.



Is it Possible to Become Influencer on TikTok

When you become a source of value provider to the audience, and start getting engagement then TikTok pays you a certain amount of money.

TikTok helps you monetize your video content and generate revenue from it. The primary source of income for a TikTok influencer comes through ads and sponsorships. For this reason, you need to be aware of specific steps to become an influencer on this platform and earn money.

They include –

Pick Your Niche - The opening move to becoming a TikTok influencer is finding and isolating your area of interest. Picking a passionate domain ensures your research and develops a good mastery over your chosen niche. This lays the foundation for you to create and generate excellent content regularly. Further, a certain level of expertise in the related domain helps you accumulate more followers. If you answer positively for the below-mentioned points, choose the field without hesitation.

- Will you create content on the topic for the long term?
- Does your domain consist of things that you enjoy doing without getting paid?
- Do you strive to resolve issues for other people predominantly?
- Do you master a skill that finds a solution for others' challenges? Create

And Set Up A Unique TikTok Profile

Additionally, consider the most popular domains listed here to proceed:

- Beauty

- Travel
- Motherhood
- Food
- Fashion
- Fitness
- Comedy
- Memes
- Music and Dance
- Finance
- Gaming
- Home Décor
- Entrepreneurship

Know Your Audience - You need to post unique content to attract your audience. This compels your followers to follow you. However, even if not, you can still choose to present it in an attractive manner suitable for your audience. First, you must understand your audience to build a strong content strategy. For this purpose, analyze your follower base and search for the post that received the maximum engagement. This area is where you need to create more content.

Analyze Your Competitors - Knowledge of your competitors gives you an insight into the current market needs. For this purpose, find the influencers who work with similar demographic interests. Analyze the content they post to:

- Identify the type of content they post.
- Find the posts with the maximum likes and shares.
- Find the missing information or links in their posts.

Draw inspiration from the above observations and create your unique content or add your style to improvise the existing content.

Build And Strengthen Your Content Strategy

Once you plan your content strategy, you must also designate a time for your video uploads. This way, you can inform your audience when and what content to expect.

- Begin with a trial-and-error method to post random content regularly.
- Later, stick to the theme of the content that receives maximum engagement.
- Ensure your content is original and infuse innovative ideas to go viral and engage your audiences. Add some content around your personal lives to gain a humane touch with your followers. This also aids in breaking the monotonicity from developing the same type of content.
- Integrate trending hashtags into your posts to improve visibility. You can even search for popular hashtags on the app's discover page to enhance the value of your posts and reach the right audience.
- Keep up with the evolving trends and adapt your content with some fun to reach new audiences. Similarly, integrate trending songs in your videos to get people for your section.

Engage Your Audience - It is vital to engage your audiences after you post your content. You can do this by:

Reply to your followers through the comments section and create a two-way conversation. TikTok also allows creators to comment on a video along with a text. Apart from these traditional ideas, you may even plan to:

Host An “Ask Me Anything” Event - These sessions offer the advantage of engaging your audience and prompting them to ask any questions about your personal or professional life. As a result, you can have an emotional connection with your followers. Additionally, you can establish your mastery over your niche.

Announce A Giveaway/ Contest - You will reach out to more people through these giveaways and contests. As a result, it adds them to your follower base. Additionally, you can effectively promote other influencers with whom you collaborate.

A giveaway is when you reward your followers for the likes, shares, and comments they give to your post. Additionally, you can let your followers tag their friends in the announcement.

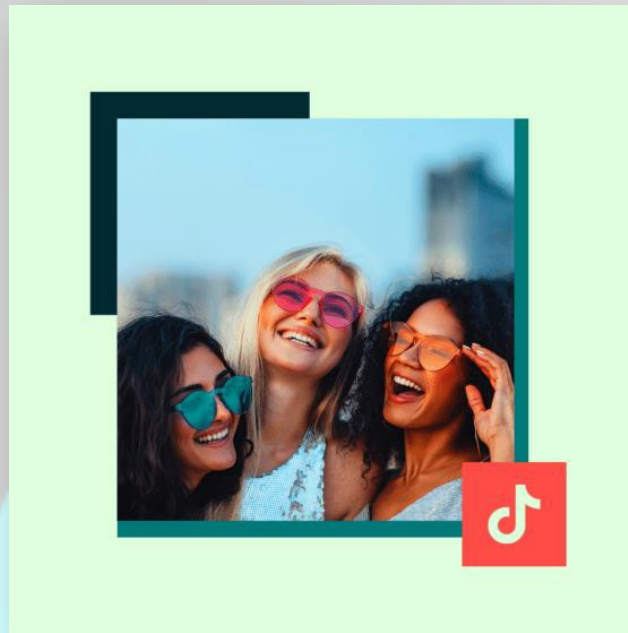
A contest is very similar to a giveaway, with the difference that your followers have to upload specific content or use your hashtag to win the same.

Promote Your Videos - Once you are ready with your videos, you have to promote them through other social media platforms. Divert your audiences from your blog, Instagram, and Facebook accounts through a link to your TikTok profile. Additionally, you can use TikTok to promote your other social media profiles to drive your audience.

Network With Other TikTokers - Maintaining a friendly relationship with other TikTokers helps you to look at them as someone more than mere competition. Additionally, you may even get collaboration opportunities due to your bond. Therefore, engage with other TikTokers through your comments, messages, or likes.

Things to know before creating your first TikTok

There are some factors that you need to consider before creating your first TikTok.



- **Use trending songs or audio clips** - Music is a massive part of TikTok, and many users explore the platform and discover videos through audio. Likewise, the original audio is often the basis of a TikTok trend like this “cha-ching” effect. Adapting it for your content can help you reach a bigger audience.
- **Start strong** - The first few seconds of your video are the most important. Either user will keep right on scrolling, or you’ll capture their attention. According to TikTok, 67% of the best-performing videos have their crucial message in the first three seconds. So make sure you’re getting to the point!

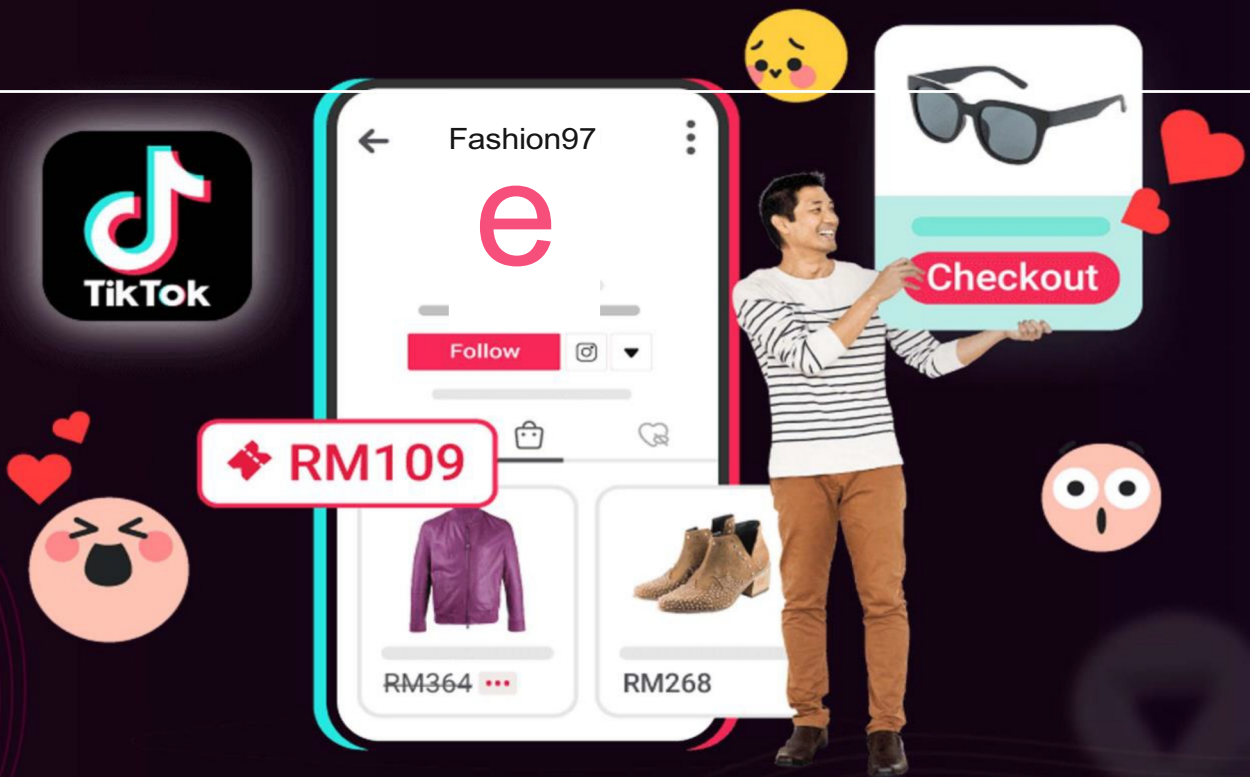
- **Don't stop at one!** Posting regularly is the key to success on TikTok, so don't just drop one video and wait for the Gen Z tastemakers to come to you. TikTok recommends posting 1 to 4 times daily to determine what content resonates with your audience. To make your daily posts count, check out the best time to post on TikTok.
- **Don't aim for perfection** - TikTok is about authenticity and in-the-moment relevance. Users prefer their content a little raw 65% of users agree that professional-looking videos from brands are out of place. In our journey to grow our TikTok following to 12.3k followers, we learned that our less-polished videos performed best!
- **Make it snappy** - While TikTok videos can now be up to 10 minutes long, brevity is your friend. Earlier in 2022, a trending #sevensecondchallenge showed that concise videos with lots of text were getting massive engagement. We tried the seven-second TikTok challenge ourselves — and it worked! While you don't need to go that short, the best length for a TikTok video is 7-15 seconds.
- **Learn the lingo** - What is “cheugy?” Why does that funny video have so many skull emojis in the comments? Figuring out how to talk like a TikToker is critical to fitting in. Fortunately, we made a vocab cheat sheet for you.

These are the factors that you can consider before making your first TikTok.

TikTokTM Ad

Training kit

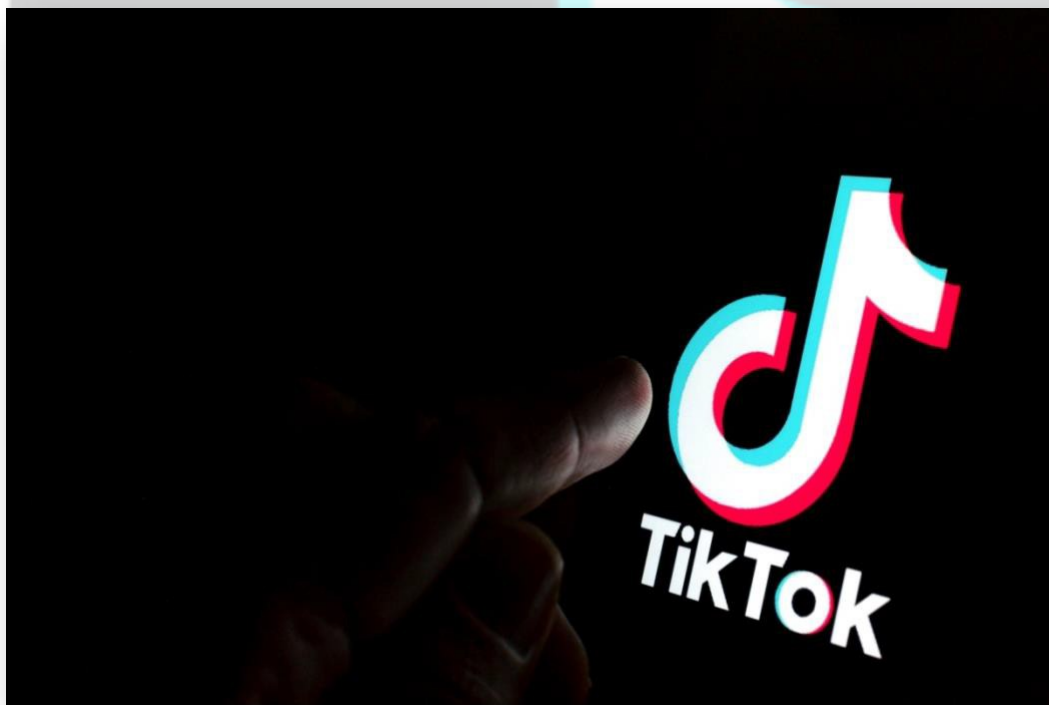
CHAPTER 6



PERKS OF TIK TOK

Welcome to the world of TikTok! This article will explore the many fun and exciting benefits of using this popular app. TikTok has become a global phenomenon and there is no doubt that it is here to stay. There are so many different ways to use TikTok, from creating fun and creative video content to discovering new trends and connecting with other users from around the world.

We will look at all the amazing perks that come with using TikTok, from discovering new music to gaining a larger following. So let's dive in and discover all the amazing benefits of using TikTok!



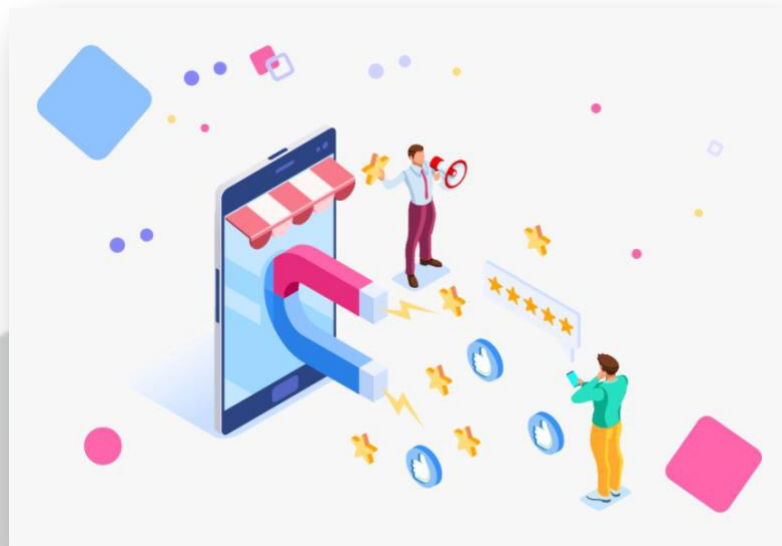
Reasons Why You Should Go for It

TikTok can be very beneficial to your business if you use it strategically. It gives you the opportunity to create diverse, engaging content that comes across as genuine to your consumers.

- **Audience reach:** TikTok is one of the most used social media platforms, joining the ranks of heavy hitters like Facebook, YouTube, and Instagram. It has 1 billion active monthly users in 141 countries. More eyes on the app mean more potential for those eyes to land on one of your branded ads. This makes it an attractive marketing platform for businesses that want to reach a large audience.



- **Consumer engagement:** Users aren't just downloading the app; they are actively engaging with content on TikTok, resulting in a high engagement level. The average user spends 858 minutes per month on the app, and this number has been increasing dramatically year over year. This, accompanied by TikTok's unique delivery algorithms, allows you to see high brand engagement.



- **Creative opportunity:** Brands on TikTok thrive with whimsical and entertaining content. This allows you to explore different aspects of your business, such as what makes you fun and exciting, and TikTok provides a platform where those fun aspects will be welcomed (and can even make you money).



Few Disadvantages of Tik Tok

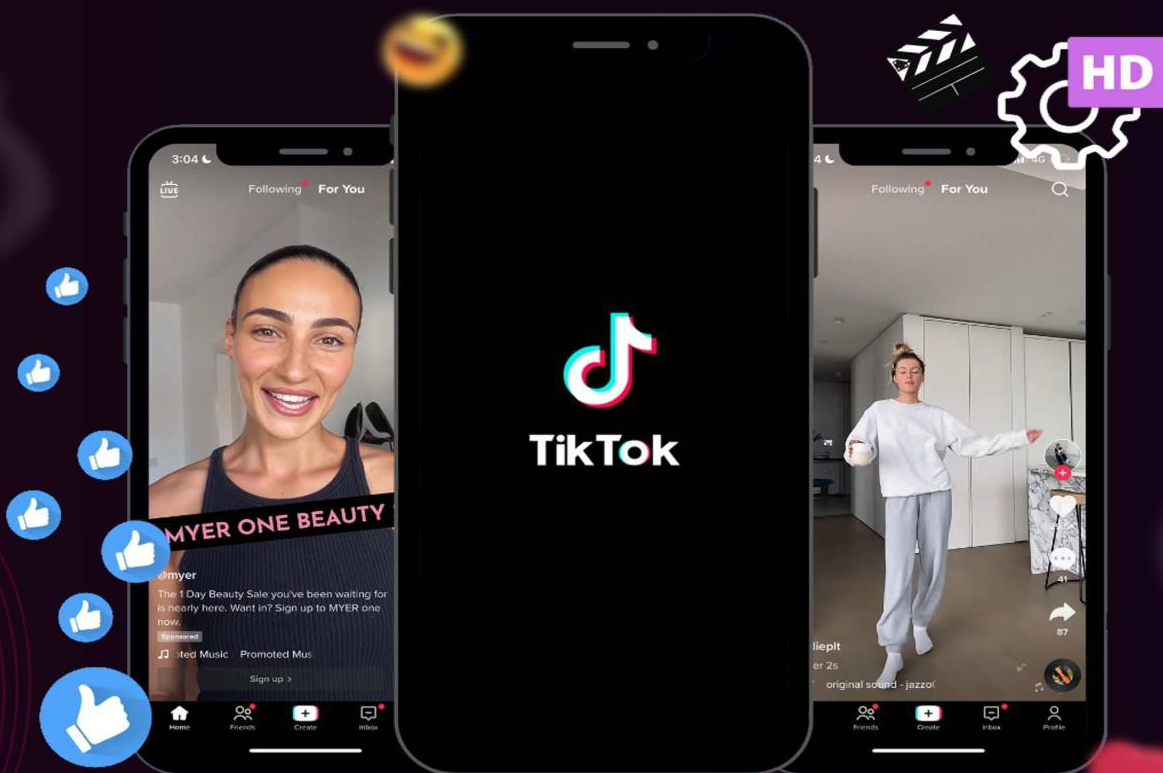
1. **Unregulated Content:** Tik Tok does not have strict policies in place to regulate the content that people post. This can lead to the spread of inappropriate and offensive material, as well as hate speech, which can be damaging to young viewers.
2. **Data Collection:** Tik Tok collects data from its users, which can be used to target ads and customize content. This data can also be shared with other companies, potentially resulting in a lack of privacy.
3. **Risk of Cyberbullying:** Tik Tok can be a platform for cyberbullying, as users can easily post negative comments and send messages to other users. This can lead to feelings of isolation and insecurity.
4. **Time Wasting:** Tik Tok can be very time consuming, and users may find themselves spending hours scrolling through videos when they should be doing other things.



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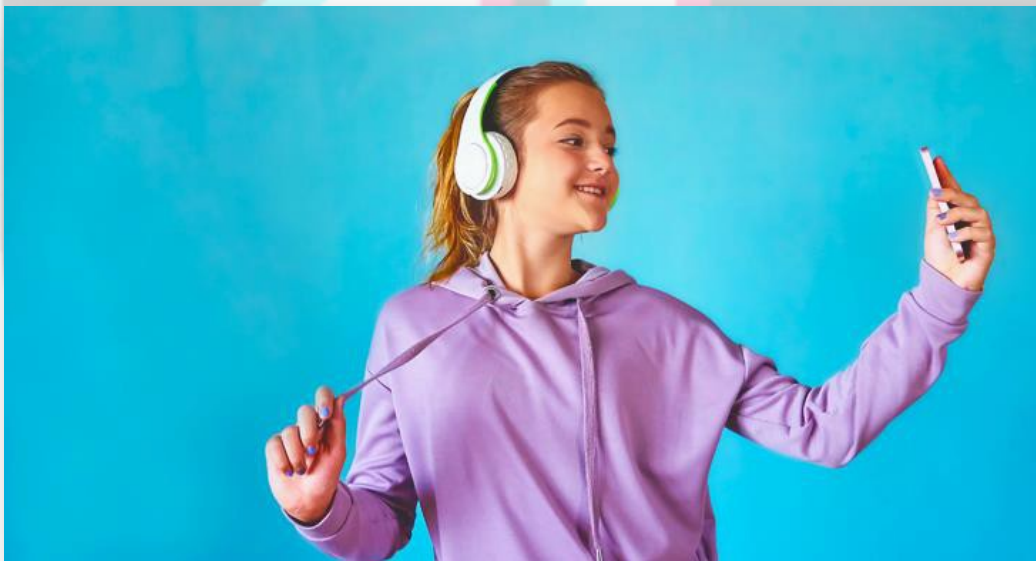
CHAPTER 7



WAYS OF USING TIKTOK

TikTok is the latest social media platform that has been gaining immense popularity in recent years. With its creative and fun content, it has attracted a large number of users from all around the world. TikTok is a great platform for both entertainment and marketing. It can be used to create and share short videos with friends and family, as well as to promote businesses and brands.

In this article, we will take a look at some of the best ways to use TikTok to its fullest potential. We will discuss how businesses can use TikTok for marketing, how to get the most out of it, and some tips for creators. We will also explore some of the unique features that make TikTok stand out from other social media platforms. So let's get started and find out the best ways to use TikTok!



What are the Best Ways to Use TikTok

Stitch top-performing or relevant videos - Stitch is a tool that enables you to combine another video on TikTok with one you're creating. It's yet another way to collaborate with other TikTokers, leverage user-generated content, and expand your reach.

Start by looking for top-performing videos in your niche. You can do this by using the search bar and typing keywords relating to your brand. Or, check if any videos directly mention your brand.

Once you find a video to stitch, tap the Share icon on the right-hand side.

Then, tap Stitch. This will open an editing tool where you can select five seconds of the video to use in yours.

Use the green screen effect - TikTok has many filters and effects, but one stands out from the crowd: the green screen effect.

Like a traditional green screen, this effect lets you stay on-screen while different images appear in the background. It adds a whole new level of storytelling by incorporating visual aids.

This filter is ideal for explaining topics, providing recommendations, or whenever visuals could complement your story.

For instance, suppose you're a fitness influencer. You could explain the proper form of an exercise by referencing photos in the background. In this case, the background visuals enhance your commentary rather than distract from it.

Leverage trending audio - 88% of TikTok users say sound is essential to the TikTok experience. It grabs people's attention and adds flavor to your content. And for many users, it's the starting point for creating a great video.

Not sure what sounds are trending right now? TikTok's Creative Center ranks the most popular music and audio clips each day. You can even filter the results by region, which is helpful if your audience is in a different location from yours.

Try vlog-style videos - Vlog-style videos feel more personal and intimate — which might explain why they're so popular on TikTok.

These videos typically include multiple clips tied together with a voiceover describing the series of events. It's highly engaging and lets viewers feel like they're living in your shoes.

Incorporate both niche and trending hashtags.

Making a TikTok is half the battle — you also need to ensure it lands in front of your audience. Hashtags are one way to get there.

Adding hashtags in your description gives your videos a better chance of being seen, allowing you to drive discoverability, build brand awareness, and extend your reach. But how can you do it?

This may sound counterintuitive, but only targeting popular hashtags is ineffective. While they command a larger audience, they're also highly competitive. On the other hand, niche hashtags have fewer people searching for them, but those who do are highly engaged and interested.



What is the Purpose of this Application?

TikTok is a popular social media app that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams. With its personalized feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement.

TikTok is a short-form video platform and social media app. It enables users to create and share 15-60 second videos with music and special effects. It is a fun, creative way to express yourself through videos.

The purpose of TikTok is to bring joy, creativity, and entertainment to its users. The app is designed to be easy to use and understand, so that anyone can make and share their own videos. With its array of special effects, soundtracks, and editing tools, users can create unique, entertaining videos that showcase their unique personalities and skills.

The platform also encourages users to engage with one another by liking, commenting, and sharing videos. This encourages users to create content that other people will enjoy and interact with. Through this, users can build relationships with other users and gain new followers.

TikTok has become a popular platform for influencers and celebrities to reach out to their fans and followers. It is also a great way for brands to build their presence and interact with potential customers.

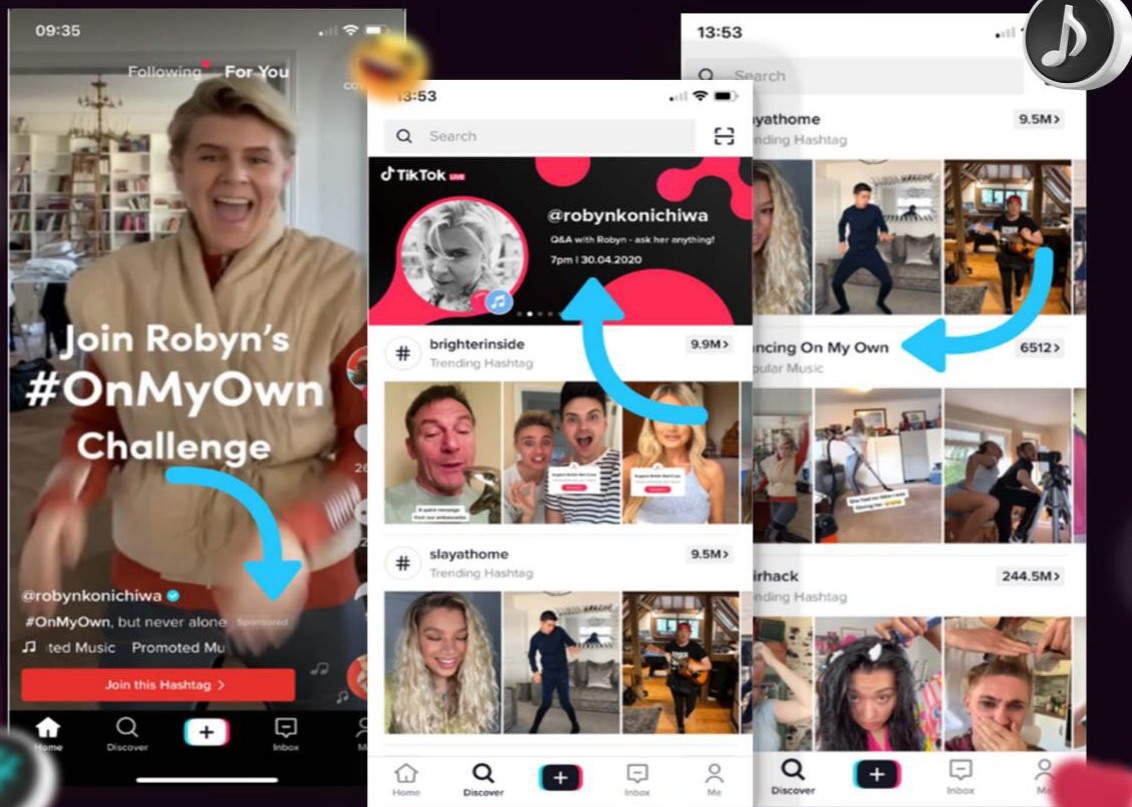
Overall, the purpose of TikTok is to provide a platform for creativity, entertainment, and engagement. It is a fun, entertaining way to express yourself and connect with others.



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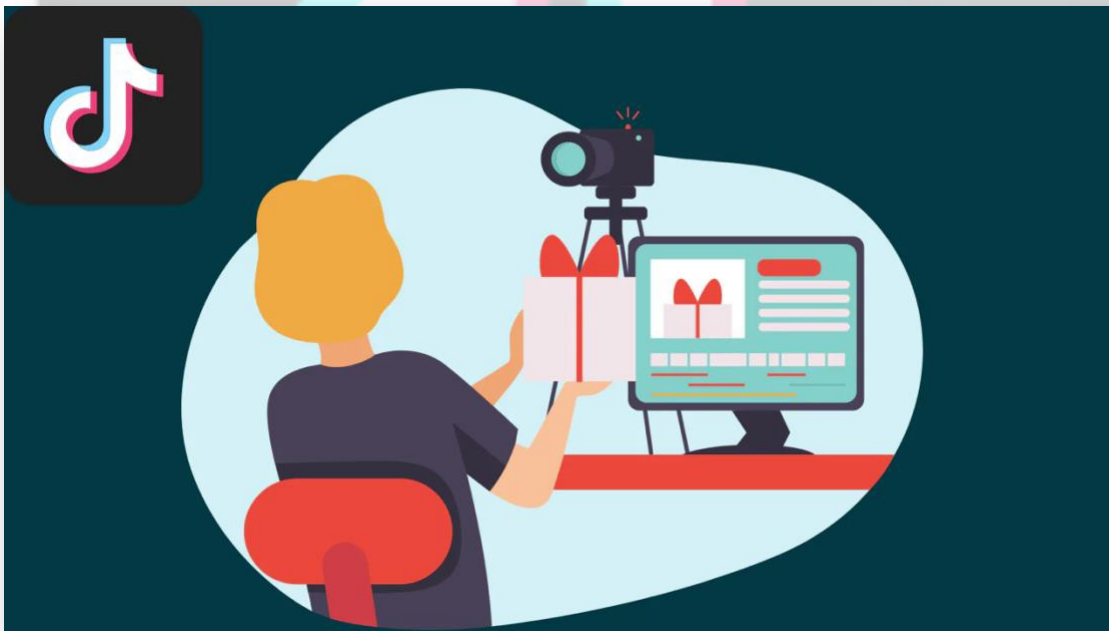
CHAPTER 8



VIRAL TRENDS

TikTok, the popular video-sharing platform, has become the go-to place for viral trends. Whether it's a hashtag challenge, a funny meme, or an inspirational message, TikTok users have quickly spread their content across the app, resulting in massive engagement and millions of views. A platform is also an excellent place for influencers and brands to promote their products and messages.

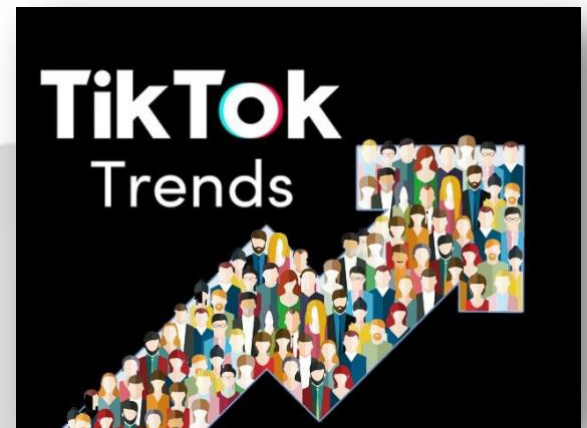
With its growing popularity and reach, TikTok is now a significant force in viral trends. From the wildly popular "Renegade" dance challenge to the newest "Don't Rush" challenge, TikTok users have created trends that have quickly spread across the app and beyond. If you want to stay on top of the latest trends and create content that will stand out, it's essential to understand how to use TikTok and make the most of its viral potential.



What Kind of Videos Go Viral on Tik Tok

Well, the main factor to be a part of any trend is that be funny and relatable to people. In terms of content, no single category is guaranteed to go viral. But if you want to raise those odds, being funny and relatable in your posts can help.

Humor—especially dark humor—goes a long way in TikTok. This is primarily thanks to Gen Z, which makes up 60 percent of TikTok users. This group of users appreciates and finds amusement in ironic, self-deprecating, and sometimes even embarrassing video content.



TikTok is also about authenticity, with 64 percent of users saying they can be authentic on the platform. Be relatable and genuine if you want to cater to the TikTok crowd and go viral.

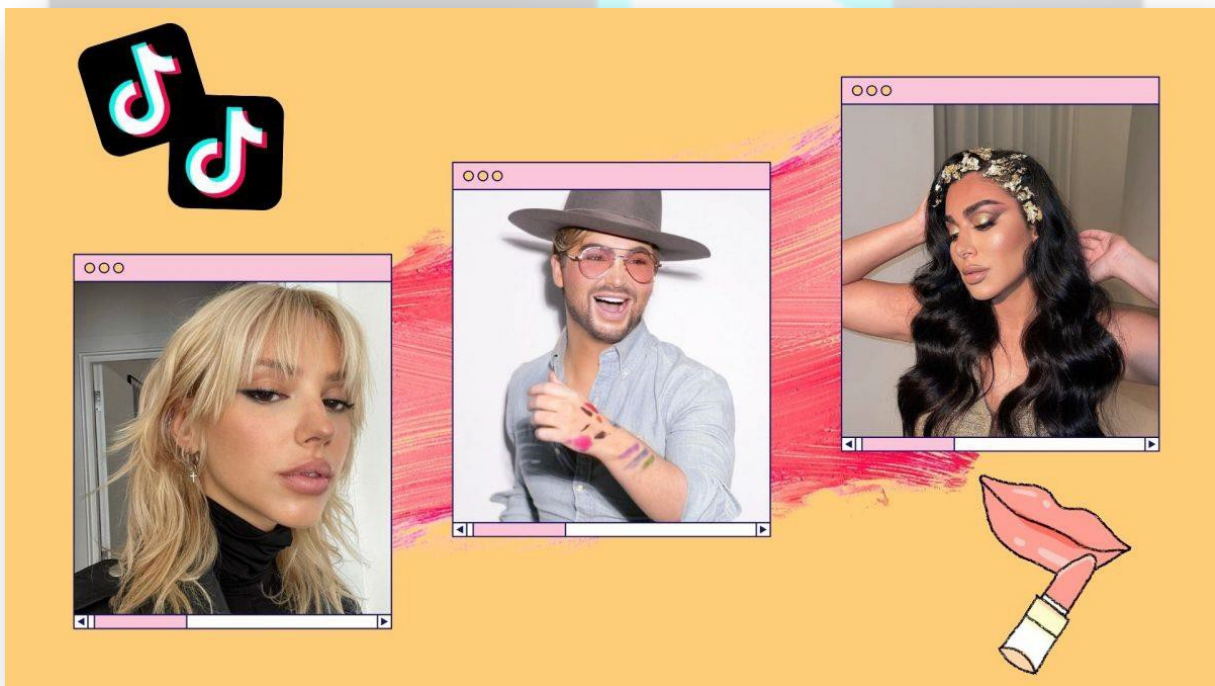
You need to be a little controversial too. Controversy is a double-edged sword. When used tastefully in your TikTok videos, it can be the nudge you need to go viral. Though this isn't a method that's specific to TikTok, it's one that has been tried and tested over the years and has a high chance of working.

Controversial posts drive engagement because they're sensitive in nature, which stirs up powerful emotions like annoyance, amusement, and even rage. These drive people to want to react.

- Keep in mind to keep your videos short.
- You can also collaborate with other creators too.
- Try to Interact with other users post's too.

- Maintain an interaction with your followers.
- Find the right time for your post.
- Post Consistently and Regularly
- And try to keep up with the latest trends.

Whether a video has gone “viral” is largely subjective, but generally speaking, videos with more than a million views are considered viral app-wide. That said, videos can go viral within specific TikTok communities with as little as 5000 to 10,000 views, while most viral videos may have hundreds of millions of views.



Is It Beneficial to Follow the Trends?

Following viral trends on TikTok can be a great way to stay up to date with the latest trends, get creative ideas, and even gain some followers in the process. By taking part in popular trends, you can easily gain exposure to a larger audience, which can help you reach more people and potentially attract new viewers. Additionally, taking part in these trends can help you stay engaged with your followers and keep them entertained.



At the same time, participating in viral trends can be a double-edged sword. While you can gain a lot of followers and attention from these trends, it can be difficult to stand out from the crowd, as so many users are trying to capitalize on the same trends. Additionally, it can be difficult to keep up with the constantly changing trends and to come up with new and creative content on a regular basis.

Ultimately, it is up to you to decide if participating in viral trends is beneficial for your TikTok page. If you are confident in your content creation ability and are able to come up with creative ideas that stand out from the crowd,

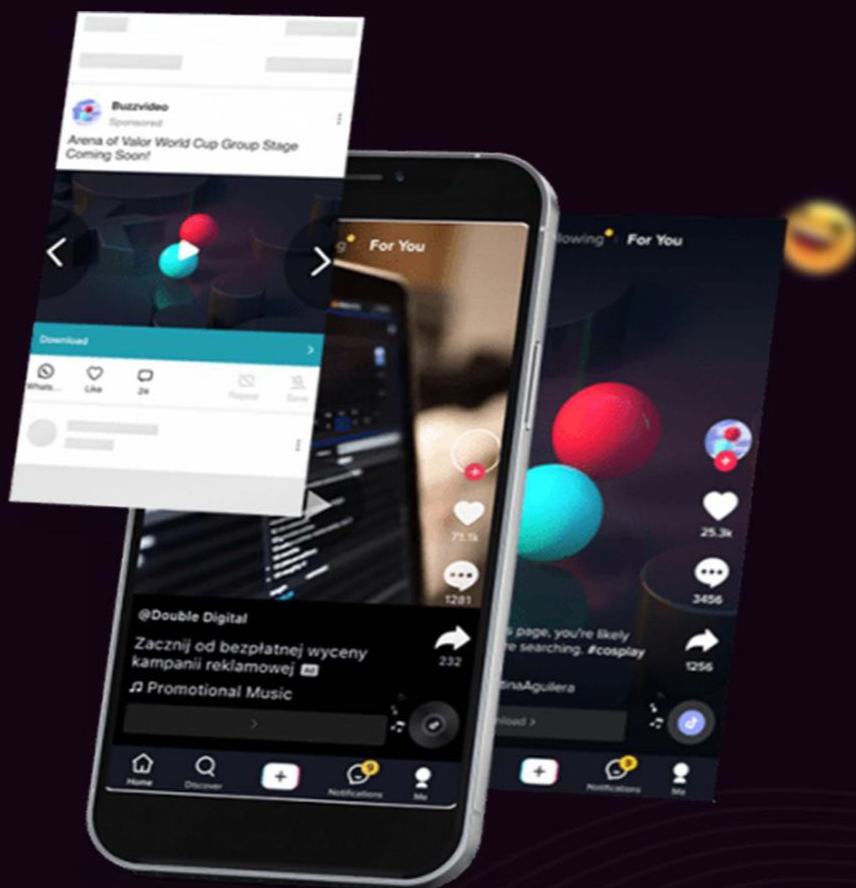
then participating in these trends can be a great way to grow your page. On the other hand, if you find it difficult to stay on top of the constantly changing trends, then it may be best to focus on creating original content that is tailored to your particular audience.



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CHAPTER 9



TYPES OF TIK TOK

TikTok is a popular social media platform that has caught the attention of millions of users around the world. It has become one of the most popular social media platforms and has been used by both celebrities and everyday people alike. With its vast array of features, users can create and share videos that are both entertaining and creative.

In this chapter, we will explore the different types of content that can be created and shared on TikTok. We will discuss the different categories of videos, from lip-syncing to comedy, and look at some of the most popular trends and challenges that are currently taking the platform by storm. We will also discuss how to use the platform to create and share your own content and how to gain followers and traction on the platform.



Finally, we will look at some of the potential risks associated with using TikTok and how parents can protect their children from potential dangers.

By the end of this chapter, you will have a better understanding of the types of content that can be shared on TikTok and how to use the platform safely.

If you are looking for more sales from social, TikTok ads should be a priority.

Food for thought: 84% of marketers are increasing their investment in TikTok in 2022.

Couple that with over a billion monthly active users, and it's clear that business is booming on TikTok. The platform's rapid growth is a massive window of opportunity for brands.

The reality, though? TikTok still needs to be explored by advertisers, even as the platform evolves into a place to discover new products and engage with brands.

Below we've broken down six TikTok ad types, who they're for, and how they win customers.

- In-Feed Ads
- Spark Ads
- TopView Ads
- Brand Takeover Ads
- Branded Hashtag Challenge Ads
- Branded Effect Ads

What is the biggest benefit of running TikTok campaigns? Creative freedom!

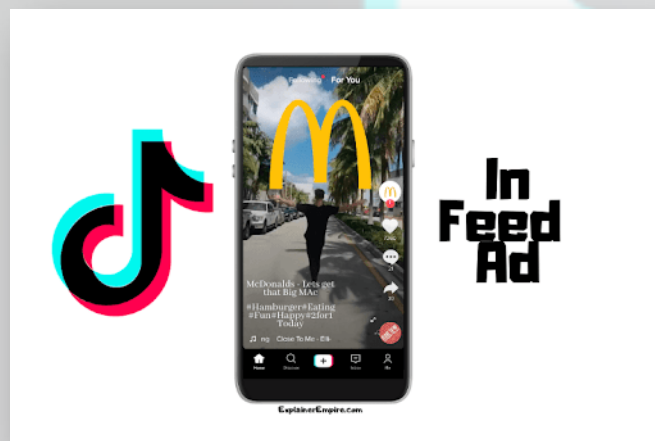
There are plenty of ad formats to align with your brand's goals.

But before we get into the nitty-gritty, keep in mind that creators can boost performance across all types of TikTok ads.

In fact, TikTok recently released a report revealing the power of creator-based ads. From improved brand recall and engagement to view rates, TikTok ads featuring creators saw an 83% higher engagement rate versus non-creator ads (12%)

As we explore the ad types below, consider how you could integrate creators into your campaigns.

In-Feed Ads



These types of TikTok ads appear as people scroll through their “For You Page” (FYP).

In-Feed ads can be up to 60 seconds long (although videos between 9 to 15 seconds seem to be the “sweet spot”). TikTokers can actually engage with these ads via likes, comments (sometimes), and shares. On the flip side, these ads are also skippable.

Brands that create this type of TikTok ad can include a call-to-action button that links to a landing page. In-Feed ads can do the trick if your goal is to drive traffic or sales from TikTok.

These types of TikTok Ads are Ideal for...

- Brands that want their ads to blend naturally in with the native content feed (versus being totally in-your-face).
- CPG brands or anyone selling a physical product — these ads are perfect for showing off products in action.
- Anyone looking to dip their toes into TikTok advertising (since this is the most common ad format and the easiest to create).

Spark Ads



Spark ads allow brands to promote their existing TikTok content and user videos rather than create a video from scratch.

Like In-Feed ads, these ads look and feel like organic content. That's because they appear in-feed without interrupting the scrolling experience.

But unlike In-Feed ads, Spark ads can link to a TikTok account instead of just a landing page. Since these ads are attributed to an actual TikTok account, viewers can visit the original poster directly.

All of the video views, comments, shares, likes, and follows gained during a Spark promotion are attributed to the original, organic post. This happens whether it's the brands or the creator's content. The additional analytics built into Spark ads make it easy to assess the ROI of a campaign.

These types of TikTok Ads are Ideal for...

- Brands that already have viral content that has potential as a TikTok ad.
- Companies that want to leverage social proof by partnering with a creator with a larger, established following than their own.
- Brands interested in expanding their audience and brand awareness versus direct sales.

TopView Ads



These “video-first format” ads are 60 seconds long and appear immediately after someone opens the TikTok app.

These ads are unique because they’re full-screen and auto-play with sound. Advertisers can include a call-to-action button within the ad. These ads are a “must-see” since they take over your entire screen.

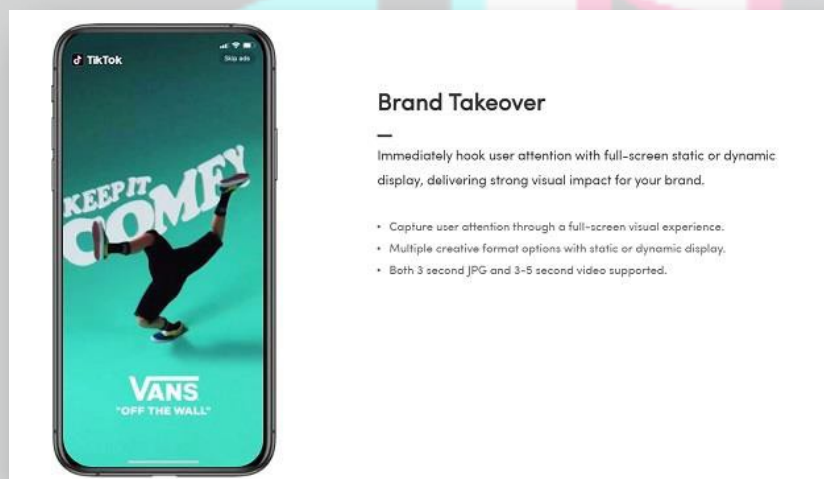
If you’re looking for seamless ads that feel organic, TopView ads probably aren’t your best bet. That’s because they can potentially interrupt the user experience. Coupled with their length, TopView is among the most “traditional” of TikTok’s video ads because they feel like commercials.

However, that doesn’t stop them from being effective. In fact, 71% of TikTokers say TopView ads grab their attention. The platform also notes that CPG companies experienced 67% higher sales effectiveness when using these TikTok ads. Go figure!

These types of TikTok Ads are Ideal for...

- Brands that already have existing ad creatives and commercials they want to repurpose.
- Companies with big ad budgets — the in-your-face nature of these ads increases the price tag (hint: 7.4 million impressions cost \$65,000 per day in 2020 for TopView ads).
- Brands with experience with other types of TikTok ads (or know that their engagement on the platform justifies the ad spend).

Brand Takeover Ads



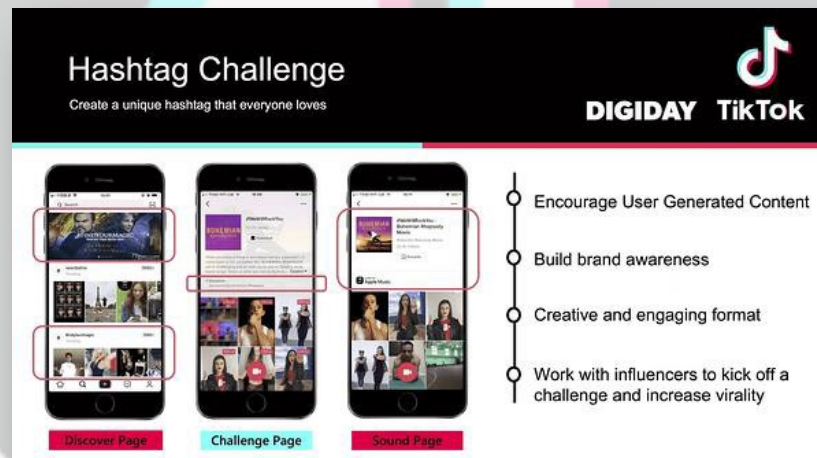
These full-screen ads appear on the FYP immediately after someone opens TikTok. They're created using 3 to 5-second videos (or 3-second images), directing viewers to a Hashtag Challenge or landing page. Brands can choose either depending on their campaign objective.

TikTokers only see one Branded Takeover ad per day. This means less competition for the ad space but also makes them a bit pricey.

These Types of TikTok Ads are Ideal for...

- Brands interested in building buzz for events or getting a TikTok hashtag trending (like Guess' #InMyDenim campaign).
- Product launches where brands attempt to drive a large, one-off surge in traffic.
- Brands with big budgets looking to maximize ad exposure (with less competition).

Branded Hashtag Challenge Ads



These sponsored hashtag challenges are featured at the top of TikTok's Discover Page. This form of advertising results in greater engagement (on average, 8.5%) and encourages user-generated content.

A viewer clicks on the branded hashtag challenge at the top of the Discover Page.

They're taken to a Brand Challenge page containing a description of the challenge, rules, the sponsoring brand's logo, and a link to their website.

TikTokers then create their own content based on the challenge, using the brand's hashtag to promote their post.

These Types of TikTok Ads are Ideal for...

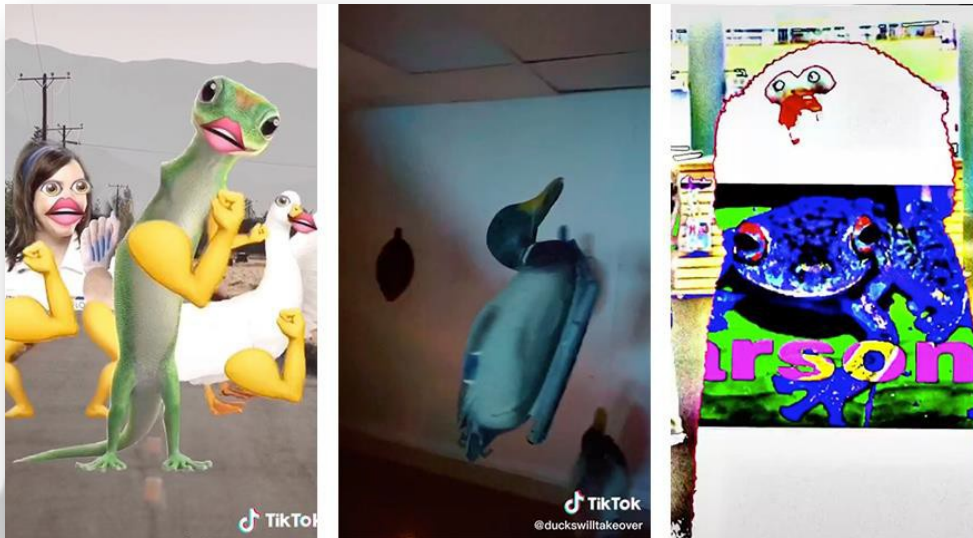
- Brands that want to encourage more user-generated content.
- Companies with experience promoting hashtag campaigns elsewhere (or brands with established, well-known hashtags).
- Brands focused on building awareness and increasing engagement among TikTokkers.

Branded Effects

Think Snapchat and Instagram! Like with these platforms, Branded Effects allow brands to create sharable stickers, filters, and special effects on TikTok for self-promotion. Brands will often combine this format with other TikTok ads.

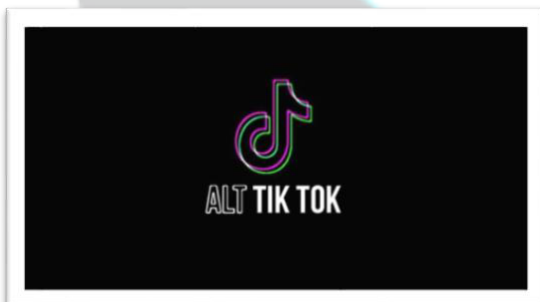
The benefit? Filters and special effects are often loud and flashy, making them perfect for TikTok's audience. These ads are ideal for drumming up engagement and getting more UGC.

What is Alt and Elite TikTok?



TikTok is a popular social media platform that has taken the world by storm. It is used by millions of users around the world to share short videos, lip-sync, and engage in other activities.

For those looking to stand out, the platform offers two different options: Alt TikTok and Elite TikTok.



Alt TikTok is an alternative version of TikTok that provides users with a more creative and experimental way to post content.

This version of the platform allows users to post more creative and unique content, such as music, art, and even fashion. The platform also allows users to use custom filters and effects in order to create unique and engaging visuals.

Elite TikTok, on the other hand, is a premium version of TikTok that offers users access to exclusive content and features.

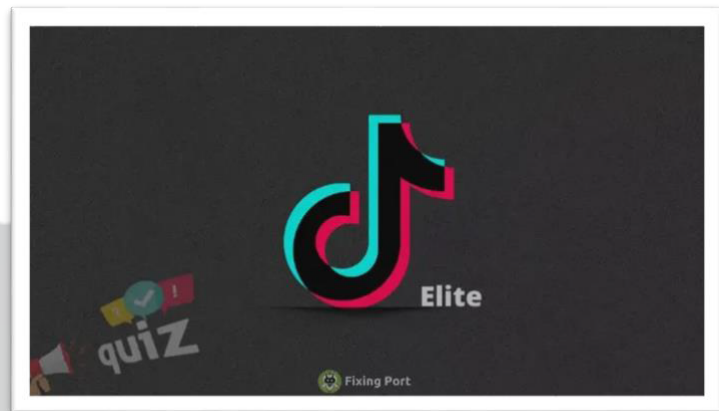
This version of the platform allows users to post longer videos and access exclusive content, such as music videos and exclusive interviews.

Additionally, Elite TikTok offers users access to exclusive events and experiences, such as live streams, contests, and more.

Both Alt TikTok and Elite TikTok allow users to stand out from the crowd and engage with other users in a more creative and unique way. By utilizing these two different versions of the platform, users can enjoy a more personalized experience and create unique content that will be sure to attract attention.

The opposite of Straight TikTok, Alt TikTok, or Elite TikTok, is a non-mainstream side of TikTok known for its quirky and bizarre videos. Self-proclaimed members of Alt TikTok often refer to it as the “cool side,” emphasizing how their non-traditional content makes for more entertaining videos and making fun of straight TikTok for being boring.

Much of the content on Alt or Elite TikTok is meant to be shocking, unsettling, and weird. Rather than focusing on appealing aesthetics, catchy



songs, or replicable dance moves, creators on Alt TikTok often share content that goes against the usual formula for making viral TikTok videos. For those who are deeply immersed in this side of TikTok, such videos may become commonplace. The TikTok's algorithm's ability to feed users content catered to their specific tastes means that those who are on Alt TikTok may rarely see content from Straight TikTok and vice versa.

As the very premise of Elite TikTok is to be out of the mainstream, content is usually unpredictable. Within the Elite TikTok category are subcategories, including Frog TikTok, Beans TikTok, Retail TikTok, Jason Earles TikTok, and Elmo TikTok. This includes deep-fried visuals paired with eerie songs, accounts that impersonate anthropomorphized retail stores, frog fan art, and more. Certain sounds and trends go viral within Elite TikTok, but not usually in a linear pattern like they would on Straight TikTok.

Difference Between Alt and Elite TikTok.

TikTok has become one of the most popular social media platforms among teenagers and young adults. With its wide range of users, it is no surprise that TikTok has created different tiers of accounts, each with its own features and benefits.

The two most popular tiers are Alt and Elite TikTok accounts. While they are both different tiers of accounts, there are some key differences between them.

Alt TikTok accounts are the most common type of account. They are free and open to everyone, regardless of their following or any other criteria. Alt accounts are known for their engaging content, allowing people to share their

creativity, interests, and talent. They are also the most accessible type of account, as anyone can sign up and start creating content.

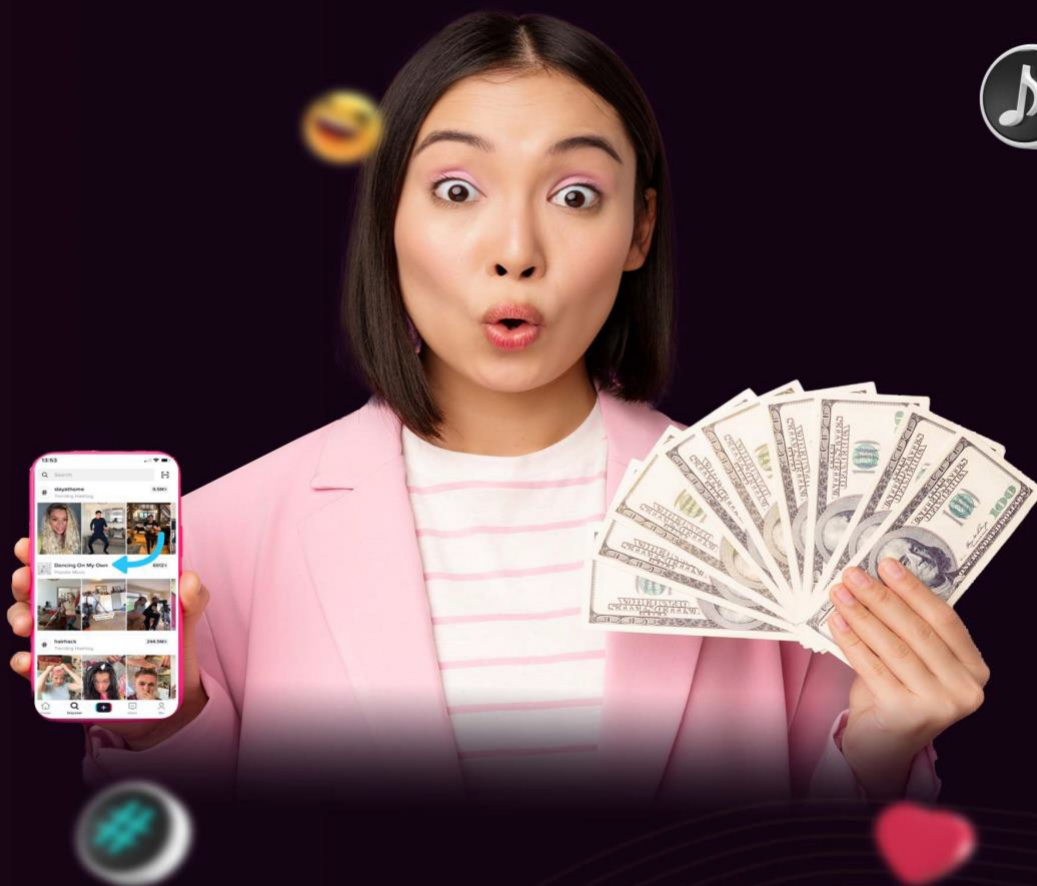
Elite TikTok accounts are the premium version of Alt accounts. They are only available to certain users, often those who have a large following or have achieved a certain level of engagement. Elite accounts provide more features than Alt accounts, such as creating longer videos, accessing exclusive content, and monetizing their content. They are also more exclusive, as they are only available to those with a high level of engagement.

The main difference between Alt and Elite TikTok accounts is the level of access they provide. Alt accounts are open to everyone, while Elite accounts are only available to certain users. Alt accounts allow users to create engaging content, while Elite accounts provide users with access to exclusive content, longer videos, and the potential to monetize their content.

Overall, the difference between Alt and Elite TikTok is the level of access they provide. Alt accounts are open to everyone, while Elite accounts are only available to certain users. Both types of accounts can be used to create engaging content, but Elite accounts provide more features and the potential to monetize content.

TikTok™ Ad Training kit

CHAPTER 10



MONETIZATION FROM TIKTOK

The popular video-sharing platform, TikTok, is the latest social media platform to join the ranks of the monetization world.

As TikTok continues gaining more users, brands and influencers are looking for creative ways to monetize their content.

Monetization on TikTok is a relatively new concept, but it's gaining traction in the industry.

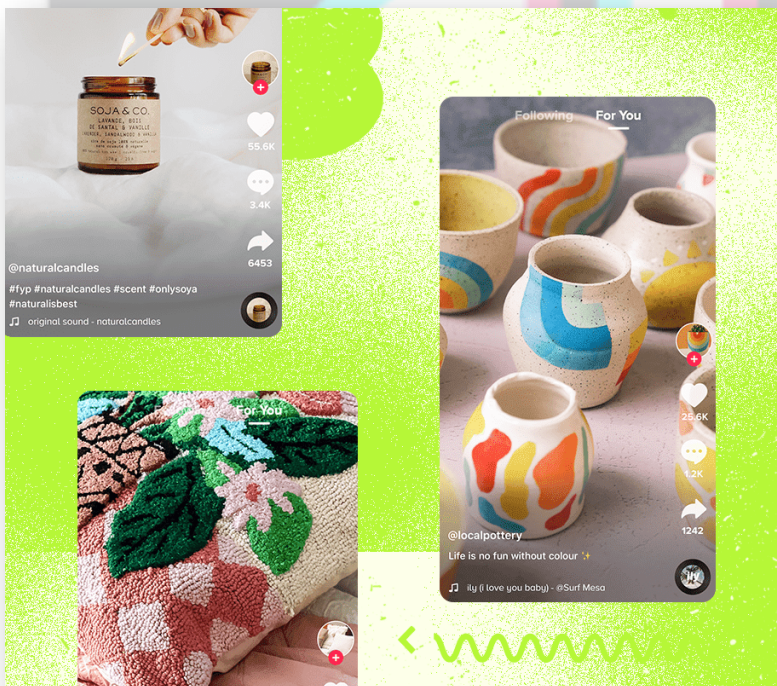
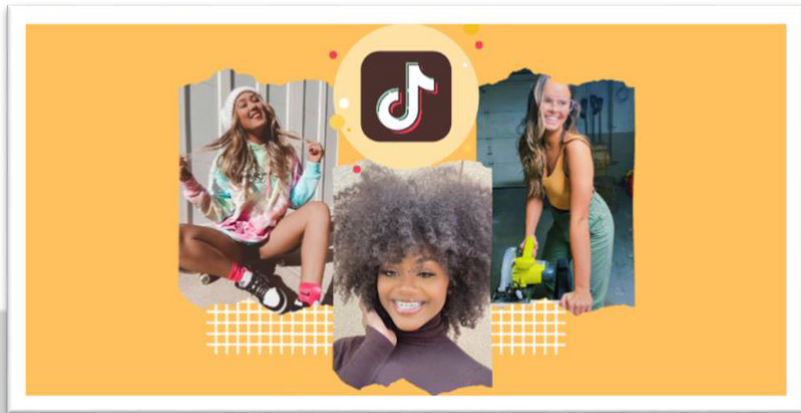


Influencers and brands have several options when it comes to monetizing their content on TikTok, including sponsored posts, brand partnerships, affiliate marketing, and more.

Sponsored posts are one of the most popular ways to monetize content on TikTok.

Influencers and brands can create content that a brand or company sponsors, and the influencer's followers will see those posts.

This type of content usually involves the influencer talking about their experience with the product or service or giving a review.



Brand partnerships are another great way for influencers and brands to monetize their content on TikTok.

This type of monetization involves partnering with brands to promote their products or services.

This could be done through sponsored posts or creating content featuring the brand or company's product or service.

Affiliate marketing is another popular way to monetize content on TikTok.

Influencers and brands can partner with companies that offer affiliate programs and earn a commission for each sale they refer.



This type of monetization is a great way for influencers and brands to make money while promoting products and services they love.

Monetizing content on TikTok is a great way for influencers and brands to make money, but it's important to remember that the content should be relevant and engaging. Content that is interesting, unique, and entertaining will be more likely to be seen and shared by users.

Overall, in this chapter you will get to know how monetizing content on TikTok is a great way for influencers and brands to make money as long as they create interesting, unique, and entertaining content. With the right content and monetization strategies, influencers and brands can profit from their content on TikTok.

How Much Does TikTok Pay for Followers and Views?

TikTok has yet to announce what they pay creators, and the amount varies from person to person. However, influencers who have used TikTok's recently launched Creator Fund claim that they earn between 2 and 4 cents per thousand views.

Does Tik Tok Pay its Users?



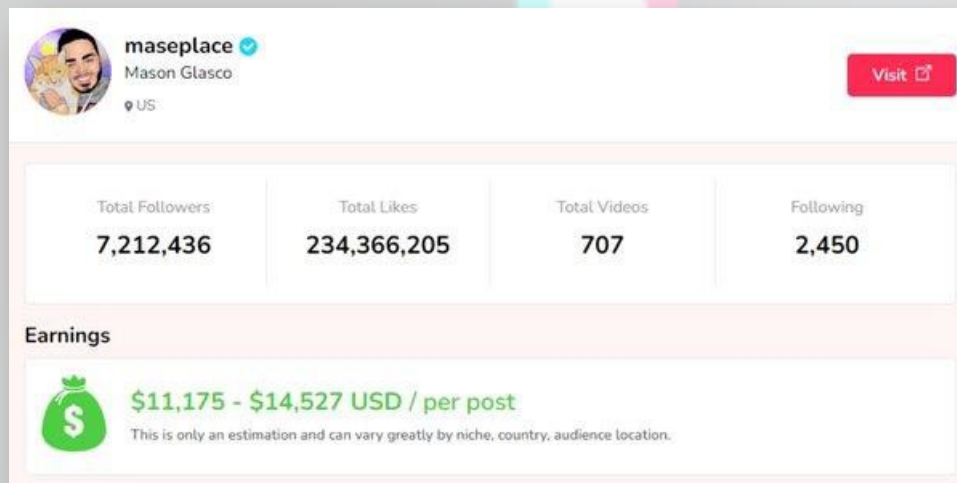
The short answer is no – at least not directly. While there are some ways to monetize your content on TikTok, it doesn't pay its users directly for their content. However, other ways to make money on the platform exist, such as sponsored content or brand deals. For those who create viral TikTok content, there is potential to make money through brand deals and sponsored content.

Brands often look for influencers who have a large following and engage with their content. Brands interested in working with you may contact you directly and offer to pay for your content. In addition, there are other ways to monetize your TikTok content.

For example, some users have created e-commerce stores to sell merch associated with their TikTok content. Others have created Patreon accounts

to ask their audiences to support their content financially. Various services allow users to monetize their TikTok content, such as Revfluence and FameBit. In conclusion, while TikTok does not pay its users directly for their content, other ways exist to monetize your content on the platform. From brand deals to e-commerce stores, TikTok creators have plenty of options for making money off their content.

How many followers do you need on TikTok to get paid?



Whether you are a TikTok influencer (or want to become one) or looking for content creators to promote your brand through the platform, one thing is clear: if you want to get paid through this app, you don't need to have a huge community of followers, but you should follow certain steps to make your content relevant. Also, the best way to manage everything is through a TikTok influencer agency that will help and support you.

TikTok is still a fairly new platform compared to Instagram, where content creators are already well-established, and the game's rules are clear. However, the TikToker phenomenon has hit us with full force this year. We

can see many profiles, especially from very young people, who are true brand ambassadors with very high levels of engagement.

In this chapter, we will tell you how you can get paid with your TikTok profile and how much money you can make on the platform.

How to make money from TikTok?



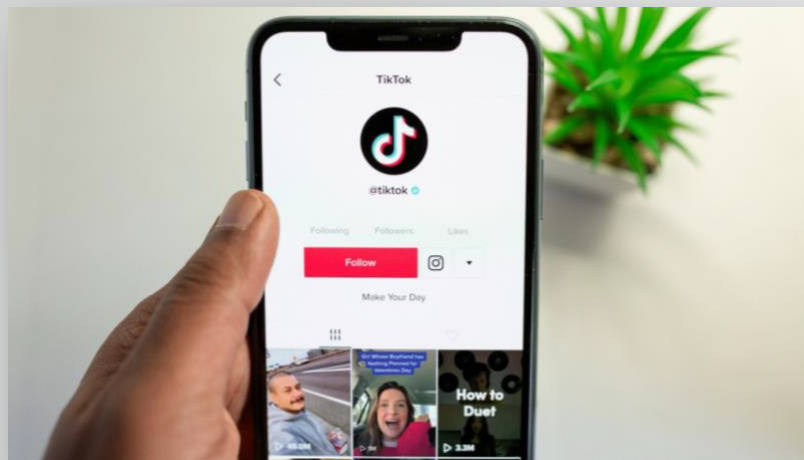
1. Understand your audience

This is the first and most important step to start creating content on TikTok. You have to understand that you are creating content for an audience, so you must know what users want and adapt your content to their desires.

Also, as on any social media platform, there are rules: don't upload offensive content, and respect the community's values.

2. Make a unique TikTok profile.

Why should they follow you? What added value can you bring? Some people are good at singing, others are good at dancing, and others use their sense of humor and creativity can create original content.



You can also focus on giving advice, creating bits on topics you are good at, or sharing your daily life in a new format. You have everything you need to succeed. You have to focus on one type of content and go for it. It is easier to succeed if you are focused on a group of people than if you try to please everyone with too much diverse content.

3. Interact with your audience.



This point is closely linked to the last two. It's about listening to your followers, giving them the content, they ask for, talking to them, answering them, etc. We all want the people we follow to consider us and feel like part of their community. That's why Q&A rounds are so successful because your followers also want to know about you and connect with your personal life.

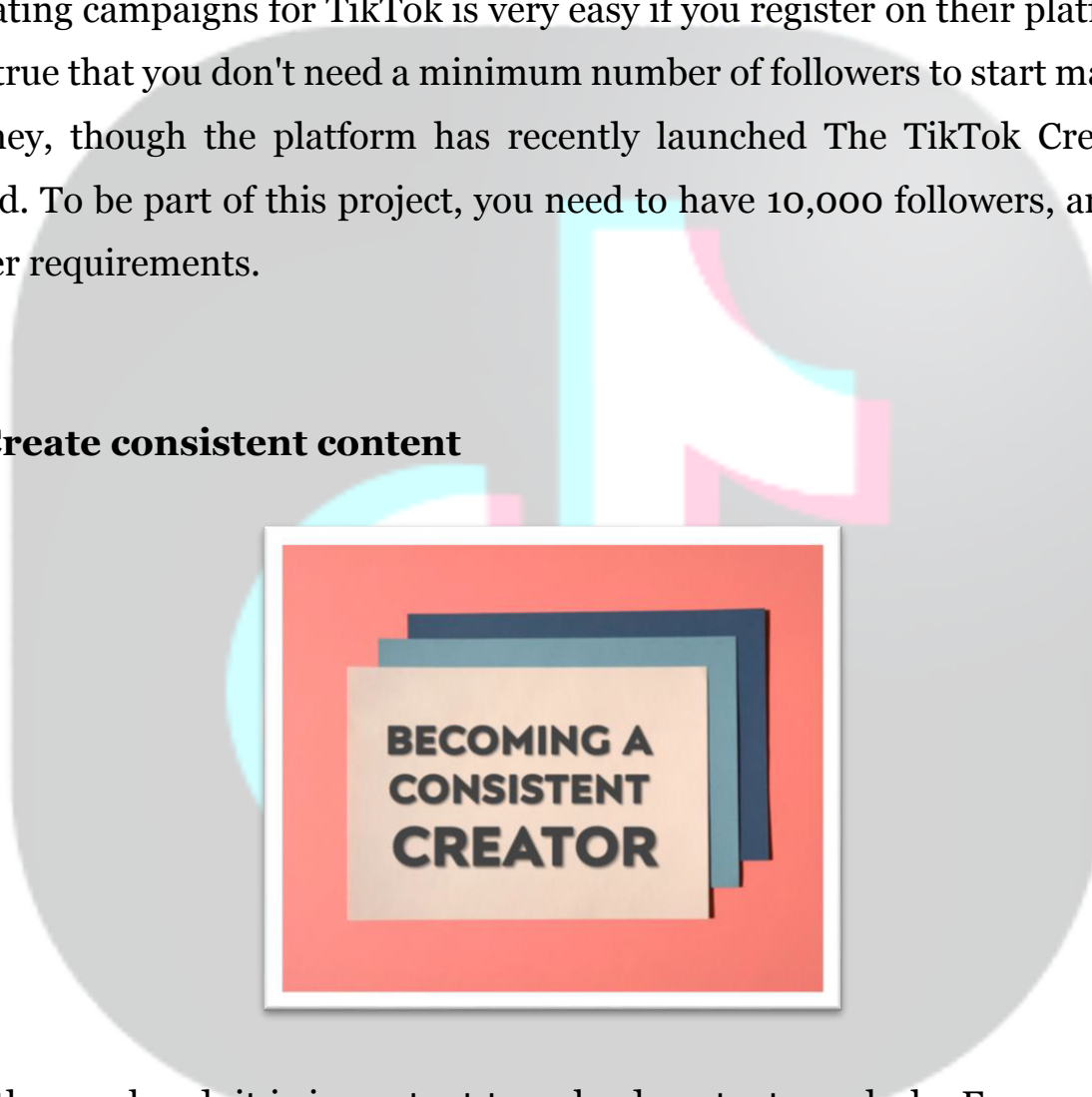
4. Get more followers



As we said before, you can have a few followers to start making money from TikTok. At SocialPubli, we believe in the power of micro-influencers, as their content is much more reliable for their followers, and they have higher engagement.

Creating campaigns for TikTok is very easy if you register on their platform. It's true that you don't need a minimum number of followers to start making money, though the platform has recently launched The TikTok Creators Fund. To be part of this project, you need to have 10,000 followers, among other requirements.

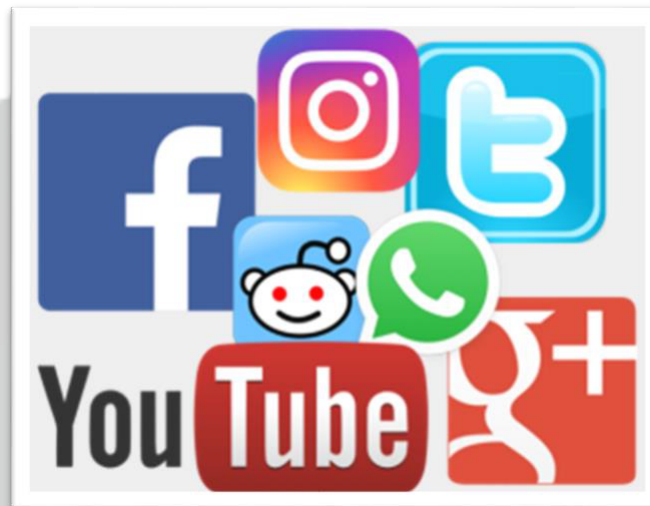
5. Create consistent content



On the one hand, it is important to upload content regularly. For example, you can upload something special or more elaborate content on a specific day of the week so that your followers will be waiting for it and will save, share or create alerts to see your video.

On the other hand, your videos need to have a similar aesthetic or pattern because that will define your style.

6. Promote your content on other social networks.



If you already have an established community on other social media platforms such as Instagram or YouTube, or if you have a blog, you can promote the content you create on TikTok on these other platforms to attract followers.

If your followers love what you do on your other accounts, they will also want to know what you create on TikTok, even if it is in a different format.

How many followers does one need to get paid by TikTok?

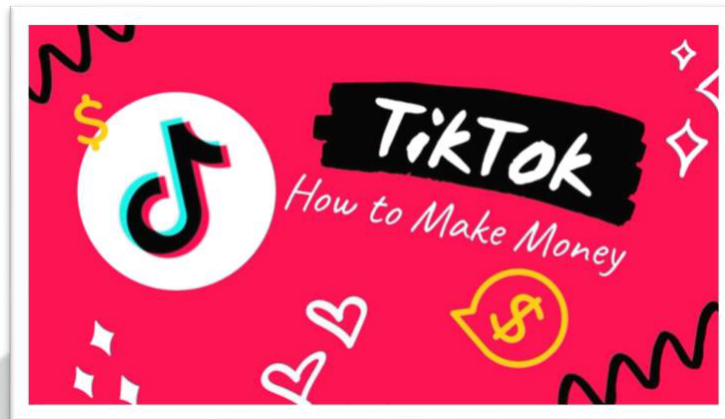


Earning 2 to 3 cents per 1,000 views is possible. So, to win 30 euros, one should have a video with more than one million views. Going viral is one of the ways you can reach that number. You can achieve this by doing an original hashtag challenge.

In September, the platform launched The TikTok Creators Fund, which allocated 60 million euros to thousands of European creators. This project aims to reward TikTokers for their talent and creativity with money. The requirements to join are:

- Be over 18 years old.
- Have more than 10.000 followers.
- Have more than 10.000 views in the last 30 days and publish original content according to the TikTok community standards.

Other ways to make money from TikTok



Once you have followed the previous steps and have a trusted community that loves your content, you now have several ways to make money from TikTok.

Holding a live session and collecting donations online from followers is another way to make money on TikTok. The money you earn will depend on the number of people who have seen it.

During the broadcast, your fans can send virtual gifts bought with "coins." These gifts are converted into diamonds once sent to the live streamer, which will be exchanged for real money deposited directly into your PayPal account.

TikTok begins paying you starting from 1500 followers, so as your subscribers increase, they will pay you more. TikTok is estimated to pay around US\$ 100 for every 10,000 followers for live shows.

But one of the easiest and most effective ways to get money from TikTok is through sponsors. You can get in touch with them through an agency that connects advertisers with Influencers, adapting to both parties need. There are several ways to do these promotions. They can be direct or indirect.

For example, you can collaborate with a brand by unboxing their products or become an ambassador by appearing in some of their videos with clothes or accessories from their brand.

As you can see, there's more than one way to start getting paid on TikTok. There are several ways to make a living with your creativity and talent by creating videos on this platform.

What is the Eligibility to Get Paid on TikTok?



TikTok has quickly become one of the most popular social media platforms, allowing users to create and share short videos. Many people are now looking to make money from this platform; to do so, they must meet certain eligibility requirements.

In this chapter, we will discuss the eligibility requirements to get paid on TikTok. The first step to getting paid on TikTok is to become a TikTok

Partner. To be eligible for this program, you must have a minimum of 1,000 followers and an average of 1,000 views per video.

Additionally, you must be 18 years or older and have had an active account for at least 30 days. Once you become a TikTok Partner, you will be able to monetize your content by enabling ads on your videos. In addition to being a TikTok Partner, you can also make money on the platform through sponsored posts and brand deals.

To be eligible for these opportunities, you must have a minimum of 10,000 followers and an average of 1,000 to 5,000 views per video. You must also have high engagement rates, meaning that your follower's comment, like, and share your content frequently.

You can also make money on TikTok by selling merchandise or digital products. To be eligible for this, you must have at least 10,000 followers and an average of 10,000 views per video.

Additionally, you must have a well-established platform presence and actively engage with your followers. Finally, if you are an influencer with more than 100,000 followers, you can make money through influencer marketing campaigns. To be eligible for this, you must have high engagement rates with your followers and a strong presence on other social media platforms.

In conclusion, if you want to make money on TikTok, you must meet certain eligibility requirements. This includes becoming a TikTok Partner with at least 1,000 followers, having a minimum of 10,000 followers for sponsored posts and brand deals, and having at least 100,000 followers for influencer

marketing campaigns. Additionally, you must have high engagement rates and a strong presence on other social media platforms.

Who is eligible?

Creators who meet the following criteria are eligible to apply to the Creator Fund:

- Are based in the US, UK, France, Germany, Spain or Italy.
- Are at least 18 years old
- Have at least 10,000 followers
- Have at least 100,000 video views in the last 30 days
- Have an account that fits with our TikTok Community Guidelines and terms of service

Why has TikTok started paying creator funds?

TikTok wanted to show its appreciation to the brilliant creator community by rewarding them for their incredible TikTok videos and creativity. They want all creators to have the opportunity to earn money doing what they love and turn their passion into a livelihood.

TikTok has started paying creator funds in order to incentivize and reward its most popular content creators. This helps attract and retain the most talented and creative content creators, as well as encouraging them to produce more innovative and quality content. The funds also serve as a way for TikTok to show appreciation for the work of its most popular content creators, who have become an integral part of the platform's success.

TikTok is also using creator funds to help level the playing field for creators who may not have the resources or access to traditional marketing strategies. This allows creators to focus on creating more content and reach more people, instead of having to worry about the costs associated with marketing their work.

Overall, the goal of TikTok's Creator Funds is to create a more sustainable and equitable ecosystem for content creators, while also helping to drive innovation on the platform. TikTok believes this will help to foster a more engaged and vibrant community of content creators, and ultimately lead to more successful and sustainable businesses for creators.



TikTok™ Ad Training kit



CONCLUSION

This comprehensive guide is to help marketers create successful ad campaigns on the platform. It has covered the basics of setting up an ad, targeting audiences, creating compelling content, and measuring results. With this knowledge, marketers can create effective campaigns that reach their desired audience and drive desired outcomes. By utilizing the tools and techniques outlined in the Kit, marketers can ensure their ad campaigns are successful, engaging, and profitable. With the help of this guide, marketers can confidently navigate the world of TikTok Ads and ensure their campaigns are successful.

