

How Famous Tik Tokers are making their money!

TikTok, known in China as Douyin, is a video-sharing social networking service owned by the Chinese company ByteDance. The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from three seconds to one minute. TikTok started Musically, where people used to mimic famous dialogues or post dancing videos of themselves creating new dance trends with their friends. Then suddenly a few of these users started getting an insane number of followers and attention. These teenagers who were just regular school-going kids became stars literally overnight. Let's talk about some of them- Addison Rae, a 20-year-old American girl who used to upload family-friendly videos of her dancing to popular music overnight gained a following of 75.6 Million on TikTok as of 31st January 2021. Next, I would like to introduce Charli D'Amelio, a 16-year-old girl who is the Biggest TikTok star on the planet with a following of 107.4 Million as of January 31st, 2021. Now the point we are trying to explain is that Millions of people follow and watch whatever content these TikTok stars are posting on a day to day basis. The way these people make their money is spread out in different directions.

1. TikTok's Creator Fund

Lets talk about TikTok's own system that pays out to people putting out content everyday. It is called TikTok's Creator Fund, The Creator Fund is not a grant or ad revenue sharing programme. Creators receive funds based on a variety of factors from their videos, and creators will know that performance on TikTok is dynamic - it changes naturally - so your funds will ebb and flow in the same way. The funds that each creator can earn are worked out by a combination of factors; including the number of views and the authenticity of those views, the level of engagement on the content, as well as making sure content is in line with our Community Guidelines and Terms of Service.

No two creators or videos are the same, and there is no limit to the different kinds of content we will support with the fund.

The Creator Fund total varies daily and is dependent on the amount of videos published by our community that day - so this will fluctuate based on the amount of content being published.

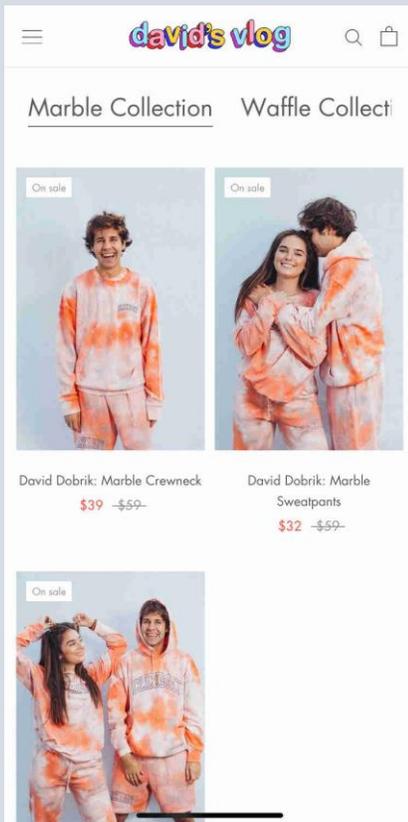
2. **Brand Partnerships**

Another way TikTok stars make their money is through successful brand partnerships. If you are popular enough, brands will start to notice you, and begin to approach you, asking you to partner with them in influencer promotions.

TikTok's equivalent to a Like is a Heart. If you're getting plenty of hearts on each post, plus regular comments on your videos from your fans, it is likely that brands will begin to follow and examine your activities.

You are most likely to find that it will be brands that sell a product that would appeal to your followers who approach you. So, if you are popular with the average TikToker (girls aged 13 to 18 years) then expect brands who sell products to teenage girls to take an interest in you.

3. Creating Custom Merchandise



Creating and selling your own custom-made merchandise is another way TikTok stars are able to make good amount of money. If you've established a big enough support base on TikTok, people are going to buy your merch to be able to support you and show their love for your work. One good example is Addison Rae's merchandise - Hey Y' all or David Dobrik's Clickbait merch which he himself in his podcast- Views, mentioned that was his main source of income for the year 2020 due to him not uploading anymore vlogs. So if you are a up and coming TikTok star just remember to have some ideas for your merch available in mind and not forget where you read it- Thapar Media.

These are the main directions that TikTok stars head to in terms of making money. There some other ways which are starting your YouTube Channel and taking your TikTok audience to YouTube or starting a podcast or becoming a Brand Ambassador. At the end of the day its one's own innovation and ideas that helps them grow and build.