

Secret Guide to Earn Millions on

 **TikTok**

and Become Trend Maker



Tik Tok

# **Secret Guide to Earn Millions on *Tik Tok***

# **and Become Trend Maker**

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# Acknowledge

Our present day world is being largely influenced by high-end digital technologies. Social media platforms are created using advanced digital technologies which can ensure creation of a strong online presence both as an individual and an enterprise. The extensive growth of various social media platforms has given common people like us an opportunity to be both creators and followers at the same time. It means that you can create your profile and then add pictures, music, videos of your preferred choices and can then share across your favorite groups or communities. This will be shown in the profiles of your friends who can become immediate followers of your posts.

TikTok is a social app created with the sole purpose of connecting friends by sharing, creating and discovering crisp music videos. While some are well versant regarding its usages, some are totally new. So for those who are new and who have a flair for using such apps, the information below given to you.

**How do you know about Tik Tok?**



# What is *Tik Tok*?

Tik Tok is a Chinese video-sharing social networking service owned by ByteDance, a Beijing-based internet technology company founded in 2012 by Zhang Yiming. TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. It is used to create short dance, lip-sync, comedy and talent videos.

TikTok maintains a separate app for the Chinese market, known as Douyin, which has over 300 million active monthly users. The new app's logo is a combination of the Musical.ly and Douyin logos. The TikTok app offers users a wide selection of sounds and song snippets, along with the option to add special effects and filters. There is also an option to directly add videos created on your phone.

ByteDance first launched Douyin for the China market in September 2016. Later, TikTok was launched in 2017 for iOS and Android in markets outside of China. It became available in the United States after merging with Musical.ly on 2 August 2018. TikTok and Douyin are similar to each other, but run on separate servers to comply with Chinese censorship restrictions. The application allows users to create short music and lip-sync videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds. They also have global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo. The app is popular in East Asia, South Asia, Southeast Asia, the United States, Turkey, Russia, and other parts of the world. TikTok and Douyin's servers are each based in the markets where the apps are available.

After merging with Musical.ly in August, downloads rose and TikTok became the most downloaded app in the US in October 2018, the

first Chinese app to achieve this. As of 2018, it was available in over 150 markets and in 75 languages. In February 2019, TikTok, together with Douyin, hit one billion downloads globally, excluding Android installs in China. In 2019, media outlets cited TikTok as the 7th-most-downloaded mobile app of the decade, from 2010 to 2019. It was also the most-downloaded app on the App Store in 2018 and 2019.

Since May 2020, Kevin Mayer is CEO of TikTok and COO of parent company ByteDance. Previously he was chairman of the Walt Disney Direct-to-Consumer & International.



## Notable *TikTok* features overview



TikTok allows users to interact with each other by following, liking, and re-sharing content. But it also provides users with additional features, including:

### **Uploading Video Directly**

Users can upload ready-made videos to their TikTok account, rotate or crop them, and even change the playback speed.

This is indeed an unique feature of this application. With TikTok, you can upload your recorded videos directly to your account. You can then edit those and add type of effects as per your wish. This helps in saving your time and energy as you will be able to engage your followers in a situation where video recording is not convenient.

### **Duet Videos**

All users, who like to sing, enjoy this feature. TikTokers can create a video, add a #duetwithme hashtag, and ask other users to duet with them.

Are you interested in collaborating with your friend for making videos? You may hesitate in this as your friend is staying in a far off place. But again with TikTok things are pretty simple. You can produce good quality duet videos using this app even if your friend stays in a different country. Standard effects can be added in those videos. This feature can add variety to your feed which will further help you in acquiring more followers.

### **Slideshow Maker**

If you are an active user of social media, you should be familiar with popular slideshow videos. Through such videos, you can create a unique collection by embedding several memories of yours in the form of videos. For other similar types of apps creation of slideshow videos is a bit difficult as you need to download external apps. But with TikTok it is easy and also you can share those in your feed seamlessly.

### **Timer for Video Recording**

Making of lip sync videos are a bit difficult as you need to maintain the right time along with focusing on the video. Creating such videos consumes a lot of time, but using TikTok you can do it in few minutes. The timer feature will enable you in concentrating on the video content. You just have to choose the timer option and then wait to make the record happen automatically.

### **Superior Video Editor**

This is another distinctive feature of this app. This feature will help you in editing videos so that the lip sync can be made perfect even if the

recording does not happen properly. This possibility is not available in other apps of similar types.

### **Video editing.**

Just like Snapchat, TikTok has an impressive toolset of AR effects for changing the color of the eyes, hair, and even adding makeup. There are also many stickers, animations, and masks.

### **Live streaming**

Using this premium TikTok feature, video creators can make live streams and receive virtual goods from their fans purchased with TikTok Coins.

### **Social sharing**

TikTok users can share all their videos edited in TikTok on their Instagram, YouTube, and FaceBook profiles.

### **Soundtracks**

Users can add a favorite song to their short videos from the built-in TikTok library.

### **QR code scanner**

To allow users to subscribe to each other, the app provides them with a unique QR code.

### **Geolocation**

With geolocation, the app displays users currently active bloggers broadcasting live, nearby, in an instant.

### **Conclusion:**

An Android app development company can come up with apps like TikTok so that video creation can be made much simpler and interactive for the users. This is because Android has the largest numbers of users all over the world. Similarly, to meet the demands of the iOS users, an iPhone app development company can come up with incredible ideas to pose real challenge for TikTok.

# **This is How the TikTok algorithm works**



The TikTok algorithm can seem mysterious, especially if you're new on the platform, but don't be fooled.

Just like Instagram, there are factors that impact how well your videos perform. From the hashtags you use, to the time you post, and even your music choice — they can all influence the TikTok algorithm.

In this blog post, we're sharing everything we know about the TikTok algorithm and how you can start using it your advantage:

# Understanding the *TikTok* algorithm

If you're new to TikTok, the app can be an intimidating GenZ-filled place at first glance, but don't let that put you off!

It's not just viral dance or lip-sync challenges on the feed — there's a whole host of brands, businesses, and publishers getting on board.

From skincare tips and tutorials to hilarious skits, and even politics, there is a space for literally every niche on TikTok.

Before we dive into the TikTok algorithm and how it works, we should note that TikTok is notorious for keeping their algorithm secret.

Unlike Instagram — where they openly explain how your feed is ranked — the inner-workings of the TikTok algorithm are very much unverified by TikTok themselves.

But that hasn't put a stop to people investigating it for themselves. From journalists like Henry Hien Ton and Matt Schlich at Medium (whose experiments and results alone are worthy of honorary doctorates!) to TikTok users coming up with theories, there's a lot of talk of how the TikTok algorithm actually works.

What we do know is that the TikTok algorithm is influenced by many different factors, and while there's no quick-fix to hacking the algorithm, there are things you can do to help improve our reach and engagement.

Follow along as we walk you through each TikTok algorithm touchpoint and how you can start using it to your advantage!

# How does the *TikTok* algorithm work?

In the social media world, TikTok is still relatively new on the scene, which makes the algorithm hard to pin down as trends, behaviors, and app features are constantly changing.

Once you set up a TikTok profile, your feed experience will be broken down into two categories: the “For You” page and your “Following”.

Both have their own utility — the Following tab focusing on who you are currently following, while the For You page is considered the ultimate real-estate on the platform in terms of discoverability and virality, similar to how Instagram’s Explore page operates.

As you continue to use the platform, your For You page will continue to get more and more curated, highlighting what you’re engaging with, commenting on, saving, or sharing.

TikTok’s For You curation and algorithm is responsible for feeding us that endless stream of content — which makes for some seriously addictive scrolling and one of the many reasons users keep coming back for more.

With an average daily view time of 52 minutes, the TikTok algorithm is obviously doing something right!

While nobody can say the For You page is how you go viral on TikTok, it is often discussed to be a “holy grail” if you land on it as a creator.

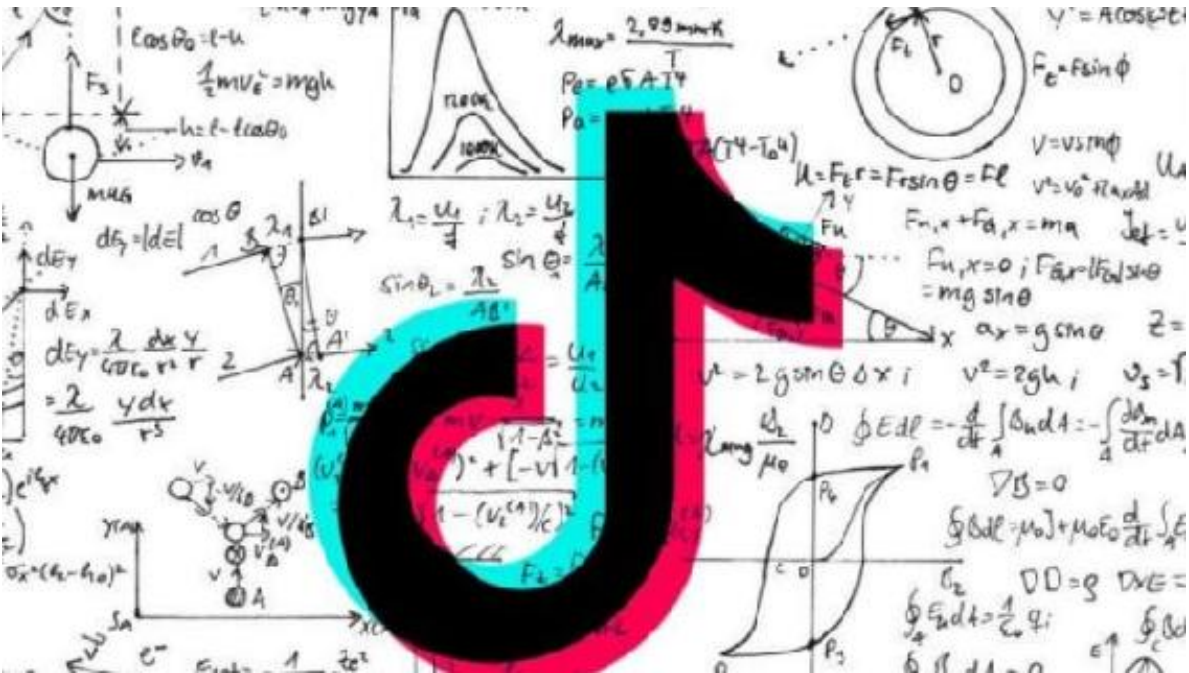
Instead of leaving it up to chance and good luck, there's still plenty of variables TikTok uses to filter and pick what goes on users' For You pages, including hashtags, music choices, timing, and more.



## The 5 most important factors for the $TikTok$ algorithm

To help you create the best content, and use those variables to get more limelight on the TikTok feed, we're going to jump into the top 7 factors that influence the TikTok algorithm!

From nailing your hashtag strategy to choosing trending songs and sounds, we have everything you need to hack the TikTok algorithm.



## #1 TikTok Algorithm Explained: Hashtags

As we mentioned above, the For You page is where users aim to land in order to hit the TikTok lottery.

To hack the system, you're likely to see the following hashtags on content such as #Foryou, #ForYouPage, and #FYP.

Knowing exactly what hashtag is best in terms of optimizing your content for the FYP is still relatively mysterious. Vice highlights that if posts include at least one of these #fyp, #foryou, or #foryoupage hashtags in their captions, their posts are more likely to surface on more For You pages.

Along with the #FYP tactic, we've seen people utilize the trending hashtag feature to tap into what's gaining momentum in real-time.

By tapping the Discover Tab, you can find trending hashtags, as well as typing them out if you want to check a hashtag's performance.

Looking for the ones that are getting a lot of traction right now? Just look for the fire icons next to the hashtags and think about incorporating that hashtag into your caption, if the content aligns.

TikTok lets its users know how many views each hashtag gains. And while these numbers can look intimidating — especially if they're in the millions — they're also proving this content is favored.

It almost provides a “creative brief” for users to tap into, such as the latest #albumlookalike challenge, #jamsessions, and #learnfromme hashtags, all prioritized by TikTok.

**TIP:** Research what hashtags are trending right now and see if your brand can create content to take part!

But be cautious — jumping on a hashtag just because it's trending may seem like a good idea, but if the hashtag is completely unrelated to the content in your video, it could backfire!

So always find relatable hashtags that will help people discover your content and inform the TikTok algorithm what your video and your profile is all about!

## **#2 TikTok Algorithm Explained: TikTok Captions**

Unlike the trend of long captions on Instagram and Facebook, TikTok is not the platform to share an essay.

The ideal caption for TikTok should be short, feature hashtags relating back to the content, and be digestible (and complimentary) to the content you're sharing.

TikTok is a mobile-first video platform, so keeping copy short and quippy tends to bring better results.

TIP: Want to make your copy most engaging? Consider asking a question, using a joke, or making the copy a little mysterious or something you need to "wait for."

These themes tend to perform well, especially for influencers on the platform.

When it comes to boosting engagement, being able to start and lead a conversation in your comments really pays off. Your video's top comments will have a prime spot at the top of your comments list, which means you could spark even more conversation as people will notice the comments on your video as they scroll through TikTok.

## **#3 TikTok Algorithm Explained: Trending Songs & Sounds**

Like hashtags, TikTok's music and sounds play a major part in your content's discoverability.

The good news is that using a trending song at the right time can mean a quick bump in likes and views.

But unlike TikTok's Discover tab, TikTok's Sounds are not as easily accessible as a tap of a tab. Unless you're actively consuming video or creating one yourself within the app, you need to be a little more stealth in finding what music and sounds are getting the most traction.

Here's how you can find trending music (and save music for later):

#### *#1: Sounds in Video Editor*

To find new, trending, and popular sounds on TikTok, you'll need to go into TikTok's video editor.

Press the plus icon at the bottom of the screen.

Don't worry, you don't have to actually film anything to see what's hot! Tap "Sounds" at the top of the screen.

Now you can have fun and scroll through what's trending!

It's an awesome hub to find new stuff and make sure you're on the pulse of what sounds people are using! This hub is also where your favorites list lives (more on that below!).

#### *#2: Favorites*

When you're on TikTok, keep an ear out for sounds you like! Similar to "Saves" on Instagram, favoriting a sound collects it for you in one handy spot.

If you like a sound and want to use it in the future, tap on the sound under the username and tap “Add to Favorites”. The Favorites tab is an awesome tool to keep all your favs in one place — it’ll come in handy when you need it most!

### *#3: Sounds Your Followers Listened to*

One of the best-kept secrets of the TikTok app is hidden in the Analytics tab of TikTok Pro accounts.

Under the Followers tab, scroll down to find the top sounds your audience has listened to over the last 7 days — making it a shortlist of music you could use for your next video!

### *#4 TikTok Algorithm Explained: When Your Audience is Most Active*

Posting content when your audience is most active is a sure way to get your content seen. And, thanks to TikTok’s Pro Accounts, you can tap into some juicy audience analytics.

TikTok analytics may not be as in-depth as Instagram analytics, but don’t be fooled! TikTok gives you a ton of useful information to help you gain a better understanding of your personal best time to post.

Knowing when your audience is live is a great starting point. To help you find your personalized best time to post on TikTok for your brand and business, we’re covering everything you need to know in this blog post.

### *#5 TikTok Algorithm Explained: Video Content & Editing*

There's no denying that TikTok's video style is unique — there's nothing off-bounds! It's a place where creativity flows and you can represent your brand any way you like.

That said, if you've covered your bases with the perfect song, the ideal caption, and the timing of your post, but don't have a strong video to share it with, does the content still perform? This is perhaps the biggest unknown of the TikTok algorithm.

One theory is that TikToks with a seamless loop can potentially be a trigger for the algorithm.

It's worth thinking about videos you've watched 3 times in a row, or clips you just keep coming back to — these are the ones that really grab audience attention and the algorithm could reward you for it!

This is something TikTok is very likely monitoring, serving more of the content all users are gravitating towards. It could be machine learning over personal preference that determines whether a video goes viral or not.

Once you have a good video concept, it's worth spending some time editing your TikTok video to make the format even more engaging for viewers.

## **#5 TikTok Algorithm Explained: Location**

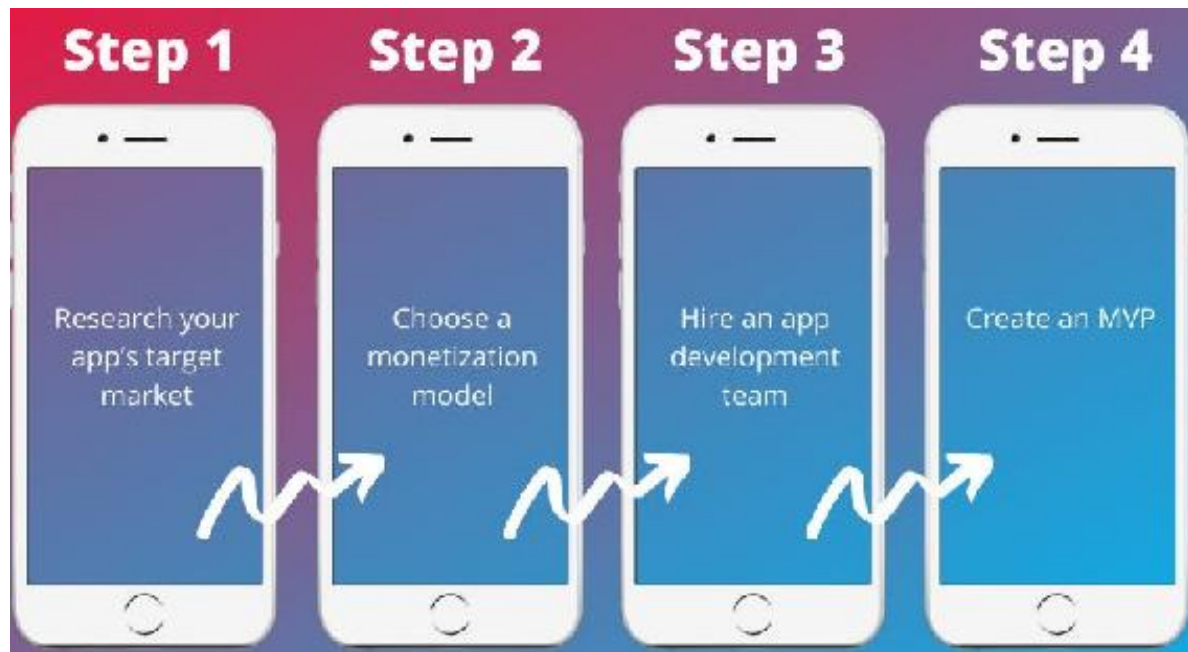
TikTok profile location is something we're investigating at Later. We're predicting TikTok is going to serve hyper-local content to viewers to make a more community-oriented feed.

While the Later team is scattered around the world, we're all posting to the same TikTok account — that's why you'll see so many faces on our

TikTok page!

# Four steps to develop an app like TikTok

Below we share the most useful tips on how to transform your idea into a popular app like Tik Tok.





# **1. Research your target market**

The first step to your goal is to find out more about your prospective users. For that, you should do the following:

Demographic profile. You need to learn the average age of your users, where they live, what devices they use, and so on.

Behavioral trends. Such trends include decreasing the user's desire to download something, rapidly decreasing patience for slow loading times, low tolerance for lack of security, high value on the app utility, and so on.

To create a better product that will respond to your users' wants and needs, we recommend creating a buyer persona, a detailed portrait of your ideal users.

## 2. Choose the monetization model

Now that you better understand your prospective users, you can select the right business model for app monetization from below:

### Fundraising

At the initial stage of your project, you can attract investment with fundraising, i.e. collecting money as donations from individuals and businesses. Fundraising is one of earning premium mode even for TikTok. Recently, high-class investors funded the app with \$3 billion.

### In-app purchase

TikTok allows its users to support live broadcasters with virtual currency, bought with real money. Users can exchange virtual currency or coins for gifts.

### Advertising

This app monetization option includes the following in-app advertising types:

Cost Per Click charged each time the user interacts with the ads in their app.

Cost Per Mille charged advertisers for every 1,000 impressions of their ad run the app

Cost Per Action when advertisers pay only for the specified action, such as an app install or newsletter signup

Now, when you know your future business model, let us dip into the app development process.

### **3. Cooperate with the app development team**

With the target audience research and business model in hand, you need to contact the development team and start the project discovery phase.

In the first phase of a software project, Discovery Phase involves business analysis and requirements elicitation, technology stack choice, cost estimation, and project planning.

During the Discovery(Inception) Phase, we usually conduct the following activities, which might vary more or less depending on requirements:

- Define the project scope, main features of the future software, and business priorities;

- Create an app development workflow, taking into account the monetization strategy;

- Identify main app features and user roles;

- Design a future app concept.

Next, the team will prioritize the app's features, create project milestones, and start to develop the app MVP.

## 4. Create an MVP

The social video app development is a complex project. Thus, instead of building a fully-functional and costly app, we recommend launching your project as an MVP or a minimum viable product. In this way, you can find out how users like your app and consider their feedback for further app improvement.

Below we have put together a feature list required for social video app MVP and estimation in hours.

MVP feature	Description	Estimation in hours
Basic UI	The design includes only main screen elements.	From 60+ hours
User login	User can log onto the app using <ul style="list-style-type: none"><li>• Social network accounts</li></ul>	From 60 + hours
	<ul style="list-style-type: none"><li>• Email and password</li></ul>	
User profile	The app user can modify <ul style="list-style-type: none"><li>• Profile picture</li><li>• Password</li><li>• Contact details</li><li>• Name</li><li>• Gender</li></ul>	From 60+ hours
	<ul style="list-style-type: none"><li>• Phone number</li></ul>	
Geolocation features	Users can share the location where a video or photo was	From 120+ hours

	taken.	
Posting	<p>Users can post</p> <ul style="list-style-type: none"> <li>• Images</li> <li>• Videos</li> </ul> <p>Users can apply editing tools</p> <ul style="list-style-type: none"> <li>• Effects</li> <li>• Filters</li> <li>• Smileys</li> <li>• Emoticons</li> </ul>	<p>Up to 320 hours:</p> <ul style="list-style-type: none"> <li>• applying filters 120+ hours</li> <li>• creating custom filters 120+ hours</li> <li>• cropping and rotating photos 80+ hours</li> </ul>
Search	<p>Embedding custom search via</p> <ul style="list-style-type: none"> <li>• Username</li> <li>• Hashtag</li> </ul>	From 60+ hours
Social sharing	<p>Users can share their videos and photos on</p> <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul>	From 120+ hours
Total		From 800 + hours

Consider that developers from different regions have different hourly rates.

- Developers from the US, England, and Australia charge from \$150 per hour.
- In Eastern Europe, the average developer rate starts from \$35 per hour.

- Indian developers average rate is \$15-20 per hour.

Now, let us tell you about our recent social media app project.

## The App Solution experience

One of our clients came with an idea to build a social mobile app with public chat that will connect users with professionals from different spheres. That is how QuePro mobile app appeared. To meet the goals of the client's business, we have implemented the following features:

- Creating two types of profiles - for average users and professionals

- Posting queries or questions and receiving answers from specialists

- Detecting the user location via Google Maps SDK to show relevant professionals nearby

- Sending notifications empowered by Google Cloud Messaging to users when their question is answered

To develop the project under strict deadlines, we implemented EventBus, an open-source event library that simplifies communication between components and improves the performance of UI artifacts. As a result, we build the app with app essential features in just three months.

### Takeaways

Since social video apps are top-rated among teenagers, you can use some of TikTok's mechanics for your mobile app and make it profitable. For that, you can adopt several business models, as described above.

However, to build a social media app, you need to go through the discovery phase. This phase requires defining the project goals, functional



and nonfunctional requirements, as well as a project roadmap. As we have said, to create complex projects, such as a social media music app, we recommend developing an MVP with a set of basic features and simple design.

# Ways that brands can utilize TikTok in their marketing

Are you thinking about adding TikTok into your digital marketing mix?

Using TikTok for marketing is actually much simpler than you'd think.



There are currently three key options for brands looking to utilize TikTok for promotion:

- Create your brands' own channel and upload videos relevant to your business
- Utilize influencers to open your content to a much broader (but well-targeted) audience
- Pay to advertise utilizing TikTok's new campaign options (though, personally, I'd recommend holding off on this until the market is a bit more established)

### **In-feed native ad**

If you enjoy Instagram stories in full-screen mode and feel how good they help in advertising, then TikTok In-feed native ads are just the tool for you. These have options of adding website links and order now buttons on the ad itself, which helps users to land on the page directly. These are skippable ads and have multiple options on them for designing the overall ad. The usage of the ad can be traced by click-through rates, impressions, total views, video viewing time, and the engagements received.

### **Hashtag challenge ads**



In these type of advertising the user gets to see a specific banner ad that will take the user to the page of instructions and rules of the featuring challenge. The banner is put up on the discover page and depends on user content. It can be measured with insights that include banner views, clicks, number of user-generated content, number of views, engagement, and trending slot. This sponsored tool targets specific consumers, and there are more probable conversions. A classic example of TikTok marketing strategy is the #inmydenim challenge where any user who opened the app got redirected towards the challenge page with the banner ad.

### **Brand takeover ads**

One of the purest forms of TikTok advertising where images, Short video clips and GIF's turn out to be precursors of the brand's landing page or the hashtag challenge if any set. These are category exclusives, and hence only a single brand can take up a particular category per day. Reach can be measured by Impressions, click rates, and unique reaches. The brand takeover ads are effective because TikTok marketing tools are simple, user friendly techniques that has got great effects on branding a particular product or service.

### **Hashtag challenges**

The most popular twitter inspired activity that gathers audiences and spreads the brand message organically. The hashtag challenge campaigns are mostly non-sponsored, and with the right content, they have the ability to make any marketing strategy popular amongst the users and consumers. Hashtag challenges by influencers are more achievable for their extensive reach, thus making it a far-flung accepted ad concept.

Additionally, it garners a considerable number of organic engagements. All you require is some blogger and influencer contacts and ideas of challenges that are doable and fun, along with being relevant to the message that is getting pushed.

### **User participation**

Most accessible and engaging mode of advertising on TikTok marketing strategy is user participation. Basically, user-generated content is used to promote the causes and brands with tools and features that make it easy and enable users to post ideas and content by themselves tagging the trending topic and concerned brands. To understand this concept, we can see the ad work done by Chinese restaurant Haidilao. The restaurant added the DIY option to its menu where users can select it and video the way their food is made as per their choice of ingredients. This concept encouraged more than 15000 users to film their experience at one of their chain of restaurant and post it up which got 2000 videos being shared on the app with over 50 million views on it.

TikTok marketing strategy for business now has sets trends, has popularity, and reach capabilities which are rising with each month passing by, and marketers must consider giving it a try this time if they haven't yet done so.