

What is TikTok?



TikTok is an app that lets users create short videos, animations and stickers. The app is similar to other apps like Instagram and Snapchat, but instead of sharing photos and videos, users share digital stickers and animations. Users can add text, images, video and audio to their TikTok posts, which can be shared with their friends and the world. The app works on a platform economy model, meaning users can access features for free, but can also purchase additional features with in-app currency or real-world money. TikTok is an artificial intelligence platform that allows users to make videos and other content. The platform is powered by artificial intelligence and gives users the ability to make their videos come to life with various effects and music. It also allows users to discover trending content.

How to make money from TikTok?

The artificial intelligence platform, or platform economy, of the TikTok app lets users access the platform's features for free, but also allows users to purchase additional features with in-app currency or real-world money. Users can access the platform's artificial intelligence features for free, which allows the platform to generate revenue by showing users ads and generating revenue from in-app purchases. The platform has millions of users around the world, who use it to create and share content on a daily basis.

Users can make money from TikTok by advertising on the platform. Users can generate revenue from their ad campaigns by selecting the right targeting for their ads. Users can also generate additional revenue from their ad campaigns by implementing in-app purchases on their ad campaigns. User can also generate revenue from their ad campaigns by selling access to their ad campaigns to businesses.

Some users become an influencer and make a commission from items bought with the links in their "bio". Users also create different profiles and target their audience by giving away some free and valuable information, and if the follower is wanting more, they can access this through the links to a paid service.

To make the most out of this platform, it's best to post daily, create outgoing content, offer free advice / services and get your followers hooked.

A hand is holding a smartphone. The screen of the phone displays the hashtag '#foryou' in a bold, black font. The background behind the hand is a blurred image of a person's torso wearing a plaid shirt.

#foryou

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Do I need expensive lighting and sound platforms?

Short answer: No!

You can purchase affordable starter kits if you are wanting a more professional staged look, or take a video straight from your phone and post it on TikTok. You can start your creative journey with a Multi-Colour Ring Light Kit that includes all the essential tools required to start producing custom videos and photography. Whether you're creating content for social channels (TikTok, YouTube, Instagram, Facebook)

Some kits come with everything you need to start creating, including a green screen, microphone and colour changing 8" ring lights. You can opt for having it all, or starting with one item and building up your kit. We always suggest having these key features in your kit:

- **Folding tripod**
- **Ring light: 0-100% dimmable light levels**
 - **Universal phone holder for devices**
- **Green screen perfect for creating custom backgrounds (if you're really keen)**
 - **Microphone ideal for recording audio**

A built-in smartphone mount will hold your phone steady while you film, while the handy floor standing tripod stand allows you to adjust the position and height of the light to suit any scenario.

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About OM Consulting & Media

We look after many businesses for their social media marketing, training in generating leads, business development, turning a lead into a client and return for your investment.

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If you would like to know more, please either contact us on 0420 677 634 or admin@omconsultingandmedia.com.au



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