

Have you ever wondered how much TikTokers make?

With more and more people following TikTok trends, you might be curious to know if the video-sharing platform can generate a good income.

While becoming an influencer isn't easy, the job can bring a decent sum when done correctly.

In this blog post, we'll explore the world of viral fame, from calculating revenue streams on TikTok to tips for getting started as an influencer.

Read on as we cover the following:

- How Much TikTok Pay Famous Creators Make?
- How Much Does TikTok Pay?
- Ways to Make Money on TikTok
- How to Go Viral on TikTok
- Final Thoughts on "How Much Do TikTokers Make?"
- Frequently Asked Questions Related to "How Much Do TikTokers Make?"

How Much TikTok Pay Famous Creators Make?

Here's how much the highest-paid TikToker creators made in Q2 2023:

1.) Charli D'Amelio (\$17.5M)

Charli D'Amelio is one of the top TikTok creators in 2023. Moreover, Forbes has mentioned her twice as one of the [highest-paid TikTok influencers](#).

Besides, when Charlie started posting dance videos in June 2019, they got popular quickly. She also opened for the Jonas Brothers and was a guest on Jimmy Fallon's Tonight Show.



charlidamelio ✓

charli d'amelio

Follow

1293 Following 150.8M Followers 11.4B Likes

No bio yet.

www.dameliofootwear.com



2.) Dixie D'Amelio (\$10M)

Dixie D'Amelio is Charli D'Amelio's older sister. They post content together on TikTok, which made them famous.

While Charli focused on dance videos, Dixie geared towards a music career. In June 2020, she released her first single, "Be Happy." It was a big hit, becoming viral on YouTube. It even reached number one on Billboard's charts.



dixiedamelio ✓

dixie

Follow

1954 Following 57.1M Followers 3.3B Likes

hey

linktr.ee/dixiedamelio?fbclid...



3.) Addison Rae (\$8.5M)

Addison Rae Easterling posts [dance and lip-sync videos](#) on Tiktok. In less than a year, she had over one million followers. Her first advertisement was for Fashion Nova, a retail site for women's clothes.

Later in the same year, Addison decided to focus only on her career. She stopped attending school and moved to Los Angeles, California, where she joined other famous Tiktok personalities at Hype House.



addisonre ✓

Addison Rae

Follow

2561 Following **88.6M** Followers **5.8B** Likes

No bio yet.

[addisonraefragrance.com](#)

4.) Bella Poarch (\$5M)

Bella Poarch is one of the biggest Tiktok stars in the world. A viral video she created lip-syncing to "Soph Aspin Send" by Millie B facilitated her ascent to stardom.

She swiftly surpassed 80M followers and rose to the third-most followed account on Tiktok. The [most watched Tiktok of 2020](#) was also hers.



bellapoarch ✓

Bella Poarch

Follow

612 Following 92.6M Followers 2.3B Likes



5.) Josh Richards (\$5M)

Josh Richards remains among the highest-paid TikTok stars due to his popular lip-syncing, dancing, and singing videos. His TikTok followers dubbed him a bad boy and a heartthrob.



joshrichards ✓

Josh Richards

Follow

9940 Following 26M Followers 1.9B Likes

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How Much Does TikTok Pay?

The TikTok Creator Fund has committed \$300 million to pay eligible creators.

Through this program, [TikTok pays creators](#) per 1,000 views on videos 2 to 4 cents.

Creators allocated their funds by considering various factors:

- Number of views
- Authenticity of the views
- Level of engagement
- Amount of posted content

However, to apply for TikTok's creator fund, creators must:

- Be based in the US, UK, Germany, France, Spain, or Italy
- Be at least 18 years old
- Have 10,000 and above followers
- Have 100,000 and above video views in the past 30 days
- Have an account that fits TikTok Community Guidelines

Some TikTokers have suggested areas for improvement with the model. Even so, the more videos you make, the more money you can earn.

<p>How much do <u>TikTokers</u> make per 1,000 views?</p>	<p>It's estimated that the creator fund pays around 2 to 4 cents per 1,000 views.</p>
<p>How much money does one million TikTok views make?</p>	<p>A creator who received one million views could make between \$20 to \$40.</p>
<p>How Much Does TikTok Creator Fund Pay?</p>	<p>The Creator Fund has a combination of factors to determine each payment.</p>
<p>How Much Money Can a Viral TikTok Video Make?</p>	<p>A viral video with 10 million views could get \$200 to \$400 from the creator fund.</p>

Ways to Make Money on TikTok

Here are some popular ways you can make money on TikTok with the Creator Fund:

- **Creator Marketplace:** This TikTok platform matches brands and influencers with the same niche to allow them to collaborate.
- **Gifts and tips:** Encourage followers to send tips to your account or virtual gifts when you're live streaming.
- **Collaborations and sponsorships:** Reach out to brands for collaborations and partnerships where they'll pay you to show their product on TikTok.

- **Affiliate marketing:** Include an affiliate link when sharing products and service recommendations so that you can receive a commission.
- **Merchandise:** Launch your merch and inspire your followers to get them.
- **Video platform:** Create your video-on-demand platform and charge members for exclusive content.

TikTokers earn substantial amounts from other sources besides the TikTok Creator Fund.

Typically, 30% to 50% of a TikToker's income is from sponsored posts, with some charging \$100,000 to \$250,000 per post.

[Making money on TikTok may differ.](#) You can try different approaches and see which one works for you.

How to Go Viral on TikTok?

Various factors contribute to a video going viral on TikTok, and it often happens unexpectedly.

However, here are some methods to boost your videos' popularity on the platform:

Know your audience

TikTok has a wide variety of content, which results in various communities on the app. Identifying your community and the content they prefer to engage with is crucial.

Targeting your audience increases the likelihood of users sharing or stitching your TikToks, resulting in more views.

Furthermore, with more views, you have a better chance of showing up on other people's For You Page or Discover page. Ultimately, you can increase your chances of going viral.

Advertise your content

To increase the visibility of your TikTok content, you can advertise it on other social media platforms like Instagram, Facebook, and YouTube. One way to promote your account is by sharing a teaser on your Instagram story. Doing so encourages your followers to visit your profile to see the full video.

Occasionally posting a link to your TikTok account can also help you gain more followers.

Moreover, it's important to continue sharing your regular content on both platforms besides your TikTok videos.

Post frequently

You should have a posting schedule to increase the chance of appearing on TikTok's for you page.

The platform's algorithm rewards users who post frequently and bring more app traffic. You can post one TikTok per day or three every week as long as the content is of good quality.

Lastly, having a set schedule can also encourage your followers to return to your page to check for new content.

Use hashtags

Using hashtags in your videos can assist you in reaching a particular audience or topic, increasing user recommendations. The algorithm recognizes your video's subject matter through hashtags and proposes it to the appropriate audience.

Moreover, you should use three to five hashtags to convey your message. Choose specific ones rather than a generic #FYP. This way, you'd compete with fewer videos.

Collaborate with TikTok creators

To connect with TikTok creators in your niche, comment on their videos and send them private messages.

You can then coordinate and post collaborations on each other's accounts, such as sketches or challenges.

Finally, working with other TikTokers enables your videos to reach new audiences who may start to follow and appreciate your content.

Know the trends

If there is a popular new sound or challenge, it is a good idea to "jump on the bandwagon" and participate. You can look for popular songs and hashtags on the Discover page or while scrolling through the For You Page.

By creating TikToks that follow current trends, you increase your chances of having viewers watch your videos and on other users' For You pages.

Encourage interaction

To boost engagement on TikTok, respond to comments and create videos that others can Stitch or reply to in the comments. By encouraging interaction, there's a greater likelihood that the app will suggest your videos soon to users.

Additionally, users may view you as a potential friend and be more inclined to follow your content.

Keep it short

Indeed, TikTok allows up to 3-minute videos. However, keeping videos short is recommended to maximize view duration and reach.

Creating a concise [video that effectively conveys your message in 15 seconds](#) increases the likelihood of viewers watching it multiple times.

Moreover, producing shorter videos allows for more content and more opportunities for views.

Add a call-to-action (CTA)

At the end of your video or its description, give your audience clear instructions on what to do next.

You can request them to share their insights or invite them to stitch your video. Including a specific CTA will help keep your viewers engaged and encourage them to return for more.

Use Your Audio

TikTok lets you record your audio, making connecting with your followers easier. Ensure that the audio is engaging and enjoyable. Moreover, it should be able to attract the right audience.

Cross-promote your audio on other platforms or suggest that users stitch your TikTok with your original song for a better outcome.

Make it funny

Creating humorous TikToks can increase the likelihood of people sharing and interacting with your content.

Final Thoughts on “How Much Do TikTokers Make?”

Earning potential for TikTokers depends on the creator and their reach.

So, the more effort you put in, the greater chance of success you have at gaining monetizable views or better-sponsored deals. No matter your goals regarding making money through TikTok, you can partner with our [TikTok ad creative agency](#). We'll help you bring your brand to the next level.

Frequently Asked Questions on How Much Do TikTokers Make?

How many videos do you need to make money on TikTok?

You need to have no set number of videos to make money on TikTok. Instead, money-making potential comes from the number of followers you have.

Can I be financially fortunate in TikTok?

Yes. You can be financially fortunate and get paid by TikTok, but making a mark requires much effort and creativity.

How much does TikTok pay for gifts?

TikTok allows their fans to send virtual gifts for specific videos of their creators. You can exchange these virtual gifts for real-time money.