

TIKTOK'S EARNING POTENTIAL IN KENYA

TIKTOK LIVE GIFTING

- Rose: 1 coin
- Panda or Italian Hand: 5 coins
- Love Bang: 25 coins
- Sun Cream: 50 coins
- Rainbow Puke: 100 coins
- Concert: 500 coins
- I'm Very Rich: 1,000 coins
- Drama Queen: 5,000 coins
- TikTok Universe: 44,999 coins
- Seal and Whale: 34,500 coins
- Sam the Whale: 30,000 coins
- Dragon Flame: 26,999 coins

BRAND-SPONSORED EVENTS AND COLLABORATIONS

1. Network with brands relevant to your content niche.
2. Create content featuring or tagging these brands.
3. Become a brand ambassador, promoting products or services to your audience.
4. Attend brand-sponsored events, further boosting your reputation and visibility.

SELLING PRODUCTS OR SERVICES

1. Create and sell branded items such as t-shirts, caps, phone cases, or other accessories that resonate with your audience.
2. Develop and market e-books, online courses, or digital art related to your niche.
3. If you have a craft or specialty, use TikTok to promote and sell your handmade items
4. Offer your expertise through consultations or coaching sessions in your area of specialization.