



Tik Tok Complete Guide

Presented by:-







What is Tik Tok ?



- ✓ Tik Tok is a social media mobile application
- ✓ Focusses on videos
- ✓ Works on Android and IOS mobile compatible devices
- ✓ People present on Tik Tok create and share short video clips
- ✓ People create also create lip-sync videos that are full of entertainment/comedy/talent.
- ✓ The other people can watch, like, comment and share these videos.



Duration of video that can be uploaded on the Tik Tok

- ✓ 3 to 15 seconds for short music/lip sync video
- ✓ 3 to 60 seconds for short looping videos

Where is Tik Tok most used in the world?

- Asia
- United States



What is the size of TikTok mobile App?

✓ 73 MB – Available on Google Playstore and Iphone App store



What differentiates TikTok from other social media platforms?

- ✓ Videos can get huge amount of views within few minutes, which is not in the case of other social media platforms



Why brands are leveraging TikTok as a marketing channel?

Brands like Paytm, Vodafone, Cadbury, Fogg, Idea, Flipkart etc are already using TikTok as an influencer marketing platform in India and abroad because within a small budget, brands get a great amount of awareness, leads and ultimately sales.



Who are Tik Tok Influencers?

Tik Tok influencers are the social media influencers who create videos on the Tik Tok platform in order to gain engagement, popularity and money. Influencers on Tik Tok make wide variety of videos that can range from comedy, fitness, beauty, entertainment, talent etc in order to gain the engagement in terms of views, likes, comments and shares.



Who are Tik Tok King and Queen?

Tik Tok King - The male social media influencer who has largest number of followers on TikTok. Currently, Riyaz is the Tik Tok King with 20.1 M followers

Tik Tok Queen - The female social media influencer who has largest number of followers on TikTok. Currently, Jannat Zubair is the Tik Tok Queen with 19.3M followers



list of [top Tik Tok influencers in India](#)



Riyaz

Handle - @riyaz.14

Followers – 20.1 M

Likes – 722.1M

Jannat Zubair

Handle - @jannat_zubair29

Followers – 19.3 M

Likes – 420.2 M

Awez Darbar

Handle - @awezdarbar

Followers – 16.6M

Likes – 546.8 M



Garima Chaurasia

Handle – @gima_ashi

Followers – 15.2M

Likes – 341.5M

Nisha Gurugain

Handle - @nishagurugain

Followers – 14.8M

Likes – 320.4 M

Avneet Kaur

Handle - @avneetkaur_13

Followers – 14.6M

Likes – 293.5 M



Manjul Khattar

Handle - @manjullll

Followers – 12.2M

Likes – 243.9M

Lucky Dancer

Handle - @luckydancer5454

Followers – 12M

Likes – 411.6M

Sameeksha

Handle – @sameeksha_sud

Followers – 10.5M

Likes – 327.9M



Aashika Bhatiya

Handle - @aashikabhatiya

Followers – 9.6M

Likes - 231.4M

Nagma Mirajkar

Handle – @nagmaa

Followers – 9.8M

Likes – 222.2M

Saloni Singh

Handle - @salon.e

Followers – 8.8M

Likes – 313.1M

Thank You

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