

There are a few ways that one can use to ensure their users stick with them:

Engage Your Users before You Take an Ad Break

If you engage your viewers well, they will stick around to watch the video advert as they wait for the broadcast to resume. Explain to your users that you are taking a break be the actual break.

Cutting broadcast for another video advert suddenly without warning viewers will confuse them because it is not a common thing.

The sudden cut of broadcasting will also make viewers feel that you don't care about them and your only goal is to use their views to cash money for your site.

Before taking an ad break just tell your viewers that you are going to take an ad break for some seconds and then the broadcast will be back.

Be Transparent

You should always try to be transparent with your users. If you are not transparent with them, they will feel that you have abandoned them and none one would like to feel abandoned especially in the social media.

Tease Information before the Break

If you want to make your users stick around after telling them that you are taking a break, then you will tease them with information that will keep them on your site.

Use the information that will make them want to view the next part of the broadcast. You can use cliffhangers to help you keep your viewers for the rest of the broadcast.

Mention the Break In The Video Comments

You should try to leave a comment on the live broadcast that will announce the ad break to the new users. This will enable them to understand what will be happening.

The new users will have a clue on what they are expecting in the course of the broadcast.

TIK TOK

(1k Followers)

Tik Tok can be monetized via donations, merch sales, sponsorships, and paid videos.

Tik Tok allows users who have generated more than 1k followers to go live. Users donate coins, which the artist converts to diamonds, which are redeemable through Paypal.

Sell Merch- This is actually your job, so you should be great at this. You can promote merch through Tik Tok and collect money through Venmo or Paypal.

Tips- Tik Tok currency is coins, which can be converted to diamonds and cashed in. To do this, you can set up a live stream and request tips or donations. Be sure to engage your audience, take requests, or offer something of value.

Sponsorships are also available through third parties. Some of these require a membership, however **Tiny Sponsor** allows you to create an account for free and then offer "packages" to attract businesses. You can set your price for these packages and tailor them to the business. There are several other third party sponsorship connection apps, but definitely do the research and go with your gut instinct. As Tik Tok is such a young platform, the reviews and information are