

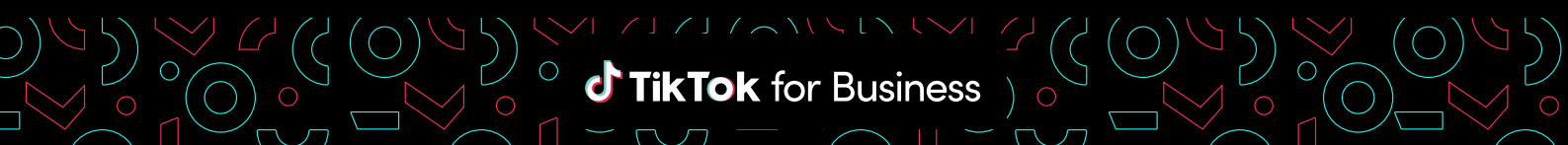


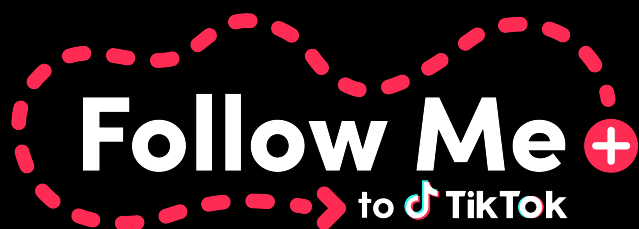
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Best Practices

Playbook



Welcome



We're so glad that you're joining us on this journey to learn from other small business creators who are making waves on TikTok and beyond.

Whether you're a beginner starting out with TikTok for the first time or already know your way around the platform, this playbook is chock-full of the latest and greatest tips and insights on how to amp up your TikTok game to drive results for your business.



"I posted my first video on TikTok about 12 months ago and it took me less than 10 minutes to record and edit using the TikTok editing tools. The video ended up reaching over 500,000 people and sent through thousands of clicks to our website. **TikTok has been a game changer for my business. Follow me and I'll show you how to get started on TikTok today!**

Phillip Kuoch

CEO / Founder, Goldelucks

Australia

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"I want to reassure everyone that doing marketing on TikTok is definitely not as difficult as you think!"

Nitchakran Niyhatiwatchanchai

Vice President, Purefoods Group

Thailand

Getting Started

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Before you get started, ensure the groundwork is in place by setting up the following:

TikTok Business Account

Your TikTok profile created on the TikTok app



A TikTok Business Account is a requirement to run Spark Ads and use TikTok Shopping.

TikTok Business Center and Ads Manager

To setup and manage campaigns



Business center, helps you organise and manage your business. You can use it to manage areas including your users, assets, and budget.

Ads Manager, which can be accessed via the Business Center, is a powerful, easy-to-use self-serve platform with the tools to create campaigns, manage resources, monitor data and optimise your In-Feed Ads.

Getting Started

TikTok Pixel

To measure the performance of your advertising



Installing a pixel code allows you to:

- Build marketing audiences
- Optimise ad delivery
- Measure campaign performance

You can install your pixel in two ways:

[Direct integration](#) →

[Partner integration](#) →



And you're all set! Let's get cracking on your first **TikTok** ad.

Content and Creative

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What makes a great TikTok?



As a video-first platform, crafting great creative that feels native to TikTok can seem a little intimidating at first. The good news is that we have a range of easy-to-use tools that make the creative development process easy.

Getting started & exploring trends

Wondering how to get started? Good news – there's endless inspiration to be found on TikTok! A great way to get started is to search for hashtags relevant to your business and take note of the editing styles and trends that spark the most engagement.



5 Quick & Easy TikTok Ideas for your Business



Showcase your bestsellers

Introduce TikTok users to your hottest item. Focus your ad on one best-selling product/service and amplify your top selling points by talking about why it's so popular.

Ideas to get started:

- What stand-out statistic do you want to share with prospective customers?
- Why is this product/service so popular?
- Show the product in use to highlight its best features



Talk to happy customers

Use testimonials to establish trust and credibility with your audience. Encourage happy customers to post a review of your product/service and tag your business.

Ideas to get started:

- Why did they purchase your product?
- What are the top benefits they are experiencing since their purchase?
- Why do they think others should try your product?

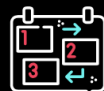


Go behind the scenes

TikTok users love learning about how things are made! Show the human side of your business by giving users a glimpse of what it looks like behind the scenes.

Ideas to get started:

- Show the process of making your product
- Film the process of packing orders
- Go behind the scenes of a photo, video, or commercial shoot



List it out

Organising information in a list format is an approachable template for content creation on TikTok. As a bonus, lists make it easy for your audience to remember your product benefits.

Ideas to get started:

- "5 reasons you need this [service] in your life"
- "3 reasons why [beauty product] is the best thing in my makeup bag"
- "5 ways to style [clothing or accessories product]"



Work it into a daily routine

Connect with your audience by showing your product/service in the context of their daily lives. Through this lens, you can demonstrate your product benefits in a relatable and engaging way

Ideas to get started:

- Showcase a versatile item with many uses throughout the day
- Show how your product/service fits in a daily routine
- Show how your product/service helps with daily challenges

Storytelling

It's no surprise that businesses that showcase authenticity in their content find the most success on TikTok. But the ones that really hit that next level of performance do so through engaging and connecting with their audiences on a deeper level. And that doesn't require big budgets or polished production; in fact, lo-fi and authentic content can be highly efficient to produce. Structuring content around narrative formats that are simple to execute at scale will save both time and production costs.

Like all good stories, your TikTok videos should have a **beginning, middle and end**

Here's a guide to help you map out your storylines to ideate successful TikTok content for your business.





Story Arc Overview



Beginning

Use your opening frame to build interest and, or suspense.

For example

- Pose a question
- Open with a hook – an engaging statement designed to catch people’s attention.
- Use eye-catching opening visuals



Middle

Show and/or speak to the 3–5 benefits of your product

You can frame these as

- Solutions to a common problem
- Personal anecdotes in a testimonial
- Reasons your product/service is a best seller



End

End with a compelling tagline and/or a strong call to action

- Tell viewers how to purchase your product/service
- Give users a specific occasion to purchase your product

For example: “Treat yourself”, “The perfect birthday gift”, “Not sure what to get your partner [holiday?]”

- Include promo code, special deals or limited time offers

TikTok Creative Tools

Start your creative journey here. The [Creative Center](#) is a free resource that helps businesses discover top-performing ads and to spot user trends across regions and demographics.



[Video Template](#) →

This tool allows you to create top-quality ad creatives from over 100 customisable templates. Find the right template for your brand using advanced search filters, then simply drop in your photos, text and logos to make them your own.



[Quick optimisation](#) →

A one-click tool to make your content more TikTok-native with visual effects, music and more.



[Smart Video](#) →

This tool intelligently combines multiple images and/or videos into beautiful videos.



[Video Editor](#) →

This web-based editor gives you access to a suite of TikTok-style editing features, so that you can easily create your TikTok video all in one place. Add music, text in a variety of fonts and colours, creative effects, transitions, and more to make your content stand out while remaining true to the platform.



[Smart Video Soundtrack](#) →

With Smart Video Soundtrack, you can find pitch-perfect audio for your content, all from within TikTok. The rhythm, melody, style, and mood of the selected track can help you convey the relevant information to your target audience on a deeper level - whether it's your brand values or product information. Music leaves a solid brand impression and can attract more potential customers.



[Asset analysis report](#) →

Pull performance data for your ad creatives with this all-in one reporting tool to help you understand which creatives perform best and how you can optimise your video content.

You can access these tools on TikTok Ads Manager, under

Assets → Videos → Create



Regina

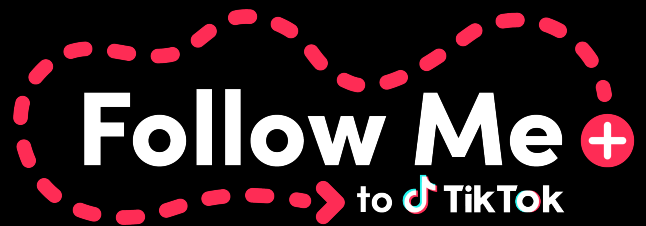
Owner and Founder,
Oktaviana Tas Grosir

Indonesia

"To my fellow small business owners,
join me and start growing your business
on TikTok. Don't be scared to start – if I
can do it, so can you!"



Creators



Why Creators?

TikTok creators are natural storytellers and brand advocates, and the TikTok community trusts the opinions of their peers. You can find the right creator for your budget or campaign in the [TikTok Creator Marketplace](#), or transform organic content from creators into paid advertising using [Spark Ads](#). Alternatively, you can engage directly with the community through organic content and encourage them to post their own videos around a given theme.

Working with Creators

Steps to working with a TikTok Creator:

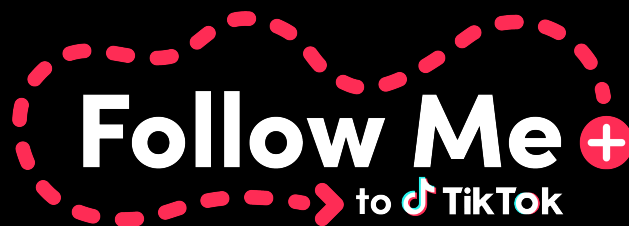
- Identify target audience and set your goals
- Select the right type of Creator
- Connect with and brief the Creator
- Set video live, analyse results and optimise accordingly!

Creator Checklist

To make things easier for you, we've created this [handy checklist](#) you can pass to the creators you work with to help them ensure they check all the boxes when it comes to creating a great TikTok video. Download it [here](#).



Campaigns



Ad Solutions

Spark Ads

Spark Ads is a native ad display format that enables brands to combine the power of organic TikToks with targeting capabilities, optimisation objectives and measurement. You can leverage Spark Ads with or without product links.

Spark Ads enables you to amplify your own existing organic videos or videos from creators in the TikTok For You feed, resulting in greater authenticity and creating an ongoing marketing impact through real connections with the TikTok community.

Collection Ads

Collection Ads are rotating product cards on video assets that let you showcase your product collections using instantly loading product experiences.

Video Shopping Ads New

A new ad solution built to help TikTok Shopping sellers amplify product discovery, purchase intent, and translations by leveraging advanced auction optimisation levers available on TikTok Ads Manager, via a dedicated ads creation flow.



Quick Start Recommendations

Still a bit unsure of the best way to structure your campaign? Have a look at our “Quick Start” campaign set-up recommendations, which we’ve put together based on some of the common business goals we see advertisers coming to TikTok to achieve. Follow these recommendations to save time and get started with your first campaign today!

Quick Start Campaign Setup Recommendations

Increase Brand Awareness

Campaign

- Select “Reach” Objective

Ad Group

- Budget: Use Your Daily Budget Minimum
- Optimization Goal: Reach
- Frequency Cap: 1 every 7 days
- Bid Control: Lowest Cost
- Targeting: Broad*

Refer to the Audience Size Estimation Tool to ensure your audience is sufficiently broad

Ad Level

- Use a diverse set of creatives per ad group (ideally 3-5)
- Refresh ad creatives regularly to avoid fatigue (every 7 days, or as needed depending on performance)
- Try ACO, Quick Optimization, or Smart Video to create TikTok-style videos

Generate Leads

Campaign

- Select “Lead Generation” Objective Ad Group
- Budget: Use Your Daily Budget Minimum
- Optimization Goal: Reach
- Bid Control: Lowest Cost
- Targeting: Broad*

Consider incorporating lookalike audiences

Ad Level

- Use a diverse set of creatives per ad group (ideally 3-5)
- Refresh ad creatives regularly to avoid fatigue (every 7 days, or as needed depending on performance)
- Try ACO, Quick Optimization, or Smart Video to create TikTok-style videos

Quick Start Recommendations

Drive Sales

Campaign

- Select “Conversions” Objective

Ad Group

- Budget: Use Your Daily Budget (Ensure you’re allocating >50x your target CPA so your ad group has sufficient budget to generate 50 conversions and exit the learning phase)
- Optimization Event: Recommend starting with an upper funnel event (such as “Add to Cart” or “View Content”)
- Bid Control: Lowest Cost
- Targeting: Use broad targeting

Consider incorporating lookalike audiences to find new customers who are similar to your current customer base

Ad Level

- Use a diverse set of creatives per ad group (ideally 3-5)
- Refresh ad creatives regularly to avoid fatigue (every 7 days, or as needed depending on performance)
- Try ACO, Quick Optimization, or Smart Video to create TikTok-style videos

Drive Traffic to Website

Campaign

- Select “Traffic” Objective
- Ad Group
- Budget: Use Your Daily Budget Minimum
- Optimization Goal: Clicks
- Bid Control: Lowest Cost
- Targeting: Broad*

Consider incorporating lookalike audiences

Ad Level

- Use a diverse set of creatives per ad group (ideally 3-5)
- Refresh ad creatives regularly to avoid fatigue (every 7 days, or as needed depending on performance)
- Try ACO, Quick Optimization, or Smart Video to create TikTok-style videos

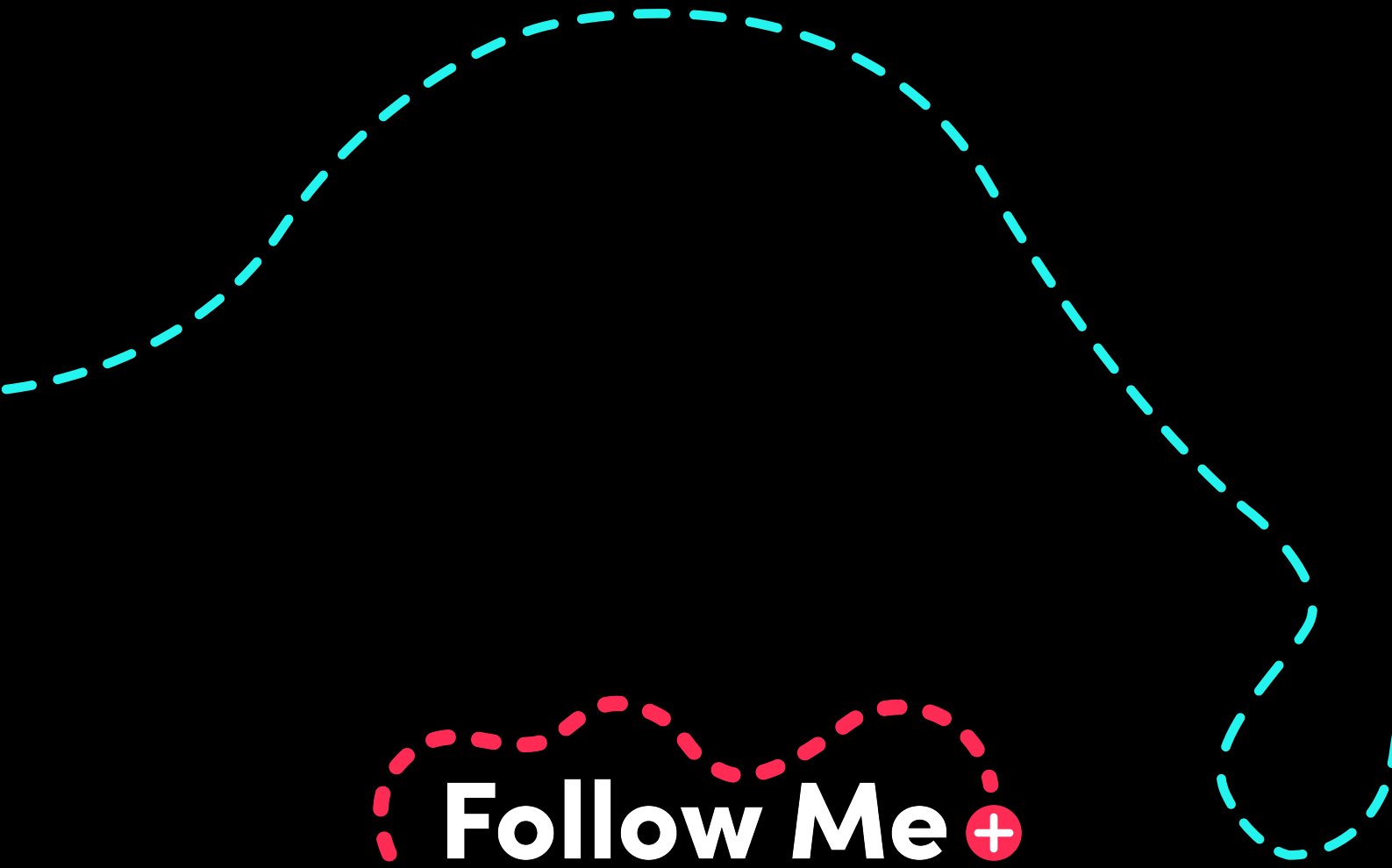
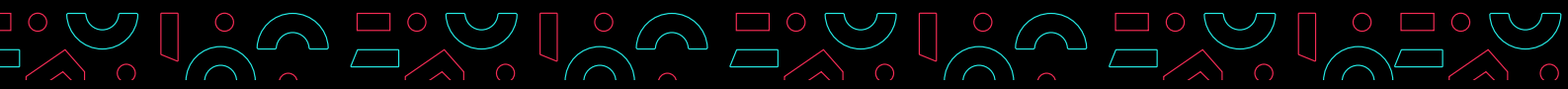
For a more detailed how-to guide on TikTok Ads Manager, download the TikTok Ads Manager playbook [here](#).




Optimisations

Once your campaign is live, you will likely want to make some optimisations to encourage continually strong performance as time goes on. Here are some top tips to keep in mind!

- Try to refrain from making any adjustments to your targeting, bid, budget, and creative before your campaign exits the learning phase. Allow ad groups time to adjust and recalibrate in between changes.
- For Conversion campaigns, optimize based on upper funnel events like Add-to-Cart or Page Views before moving down the funnel to optimize for Purchases. This allows TikTok to gather more learnings and ultimately improve the outcome of your campaigns.
- Regularly refresh your creative (every 7 days ideally)
- Avoid modifying targeting, bid, budget, and tracking more than once in every two continuous days. Allow ad groups time to adjust and recalibrate in between changes.
- When you do make adjustments to your bid and budget, make sure these are incremental changes:
 - Don't change the budget by **more than 30%** from the previous budget setting
 - Don't change the bid by **more than 20%** from the previous bid setting.
 - Once you make a change to your bid, **wait 2 days** until changing again.





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