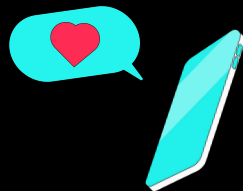
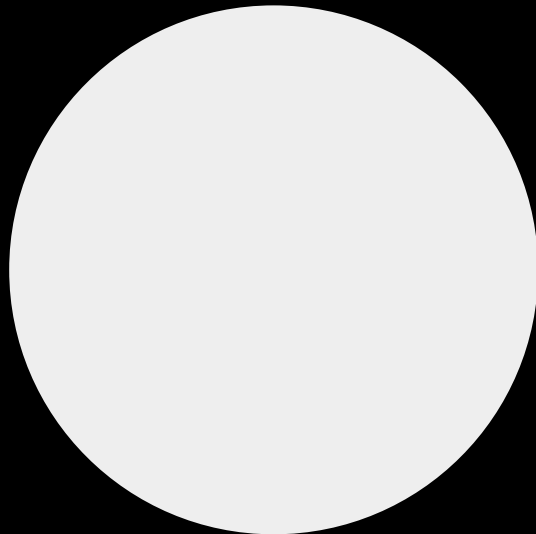




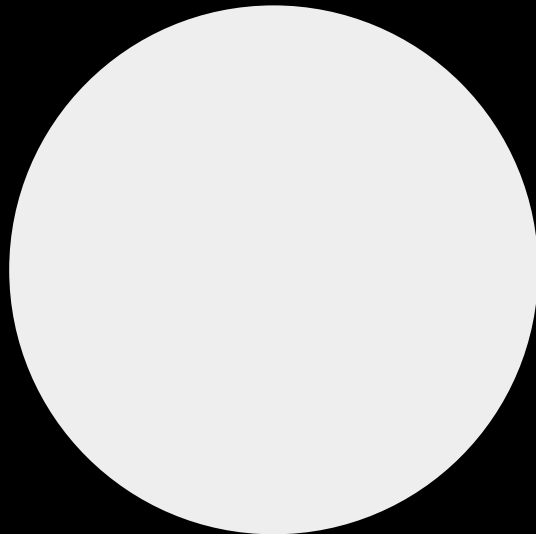
TikTok Bootcamp: Create



Let's meet!



Name
Title



Name
Title

TikTok Bootcamp



1:1 support from TikTok
Educational resources
Exclusive perks & incentives

TikTok Bootcamp



WE ARE HERE



1

Create an account on TikTok Ads Manager

2

Install Pixel & set up Pixel events

3

Build creatives for TikTok

4

Set up a campaign

5

Targeting & bidding

6

Measure, test & learn

YOU ARE SET!



START

Discover everything you need to know about getting started on TikTok, with the help of a TikTok expert.

CREATE

Unlock your creativity with our accessible, step-by-step guide to creating ads on TikTok

GROW

Harness your new TikTok expertise to deliver on your advertising objectives, by creating campaigns on TikTok

1:1 support from TikTok
Educational resources
Exclusive perks & incentives



Let's recap our last session



1



What is TikTok?

TikTok is the leading destination for short form entertainment - the platform has continued to evolve and grow over the past few years. TikTok now welcomes over 1 billion monthly active users!

2



Why TikTok?

A hyper growth entertainment platform influencing culture, that is best at grabbing user attention. Combine this with our full-funnel advertising solutions and you have a media channel you cannot miss.

3



TikTok Ads Manager

TikTok Ads Manager provides the tools you need to create and manage your businesses' ads on TikTok.

Table of Contents

- 01 Why creatives are important
- 02 How to create a TikTok video
 - Ideation and real life examples
 - Production and tools recommendations
 - Optimization

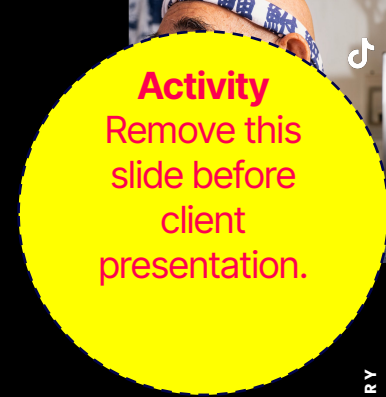


Internal slide - Remove before presenting

**Remove this
slide before
client
presentation.**



Interaction



What kind of **TikTok user** are you?

CONFIDENTIAL & PROPRIETARY



SHARE

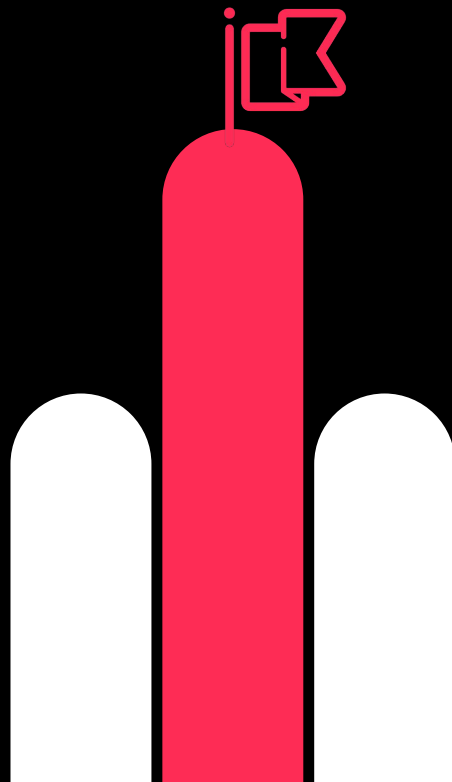




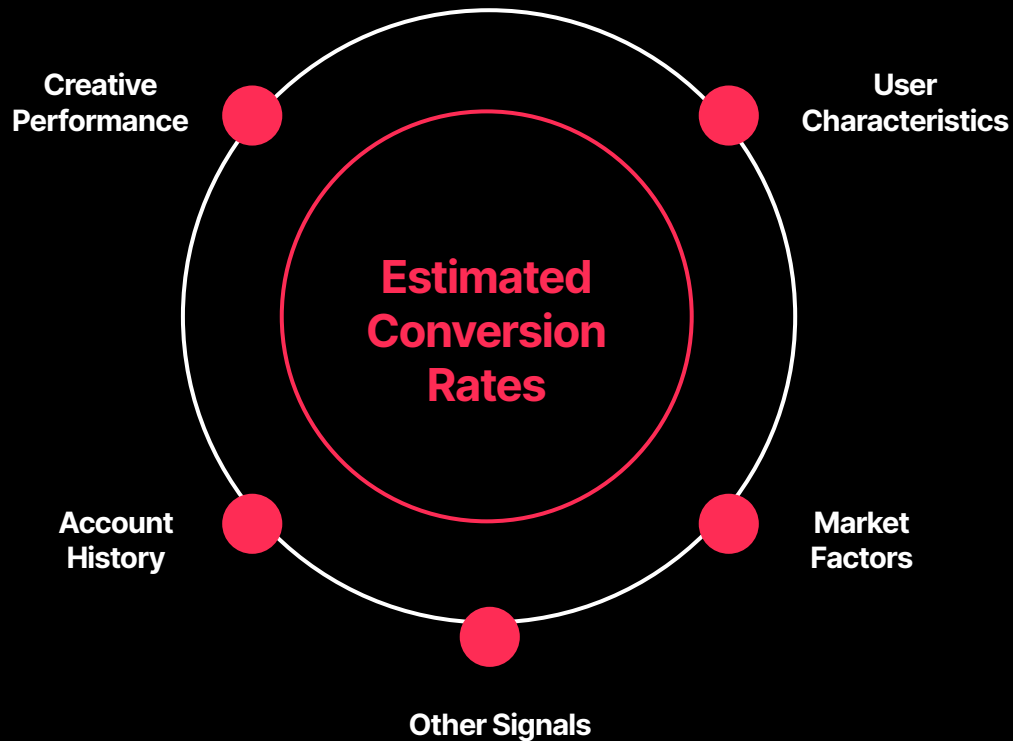
Section 1: Why creatives are important

TikTok is built on a **content graph**.

Our recommendation system prioritizes content itself—not a person's following. That means anyone and any business can get discovered and seen by millions.



Factors That Impact Your Ad Rank





Why TikTok is a playground for brand's creativity



SHARE





Be discovered by
being you





Instant feedback
and **meaningful**
connections





**Daily and dynamic
trends that
power culture**





Section 2: How to create a TikTok video

The three stops on the TikTok creative journey:

1

Ideation

Find inspiration,
brainstorm video ideas
and structure your
content to capture
attention.

2

Production

Film and edit video
clips to produce a
finalized asset that's
ready to use in ads.

3

Optimization

Optimize your finished
ads for success and
proactively address
any potential issues.

Ideation



01

SHARE

Tips for Ideation

Identify & define
your target
audience

Consider your
business' unique
personality

Use current
trends

NEED

Showcase your
products or
services

Bring the whole
team on board

YES



6 tips for making effective engaging content

Say it direct

Speak to camera and break the fourth-wall

See it fast

Let viewers see the product upfront

Show it off

Show the product and how it works

Shoot it simply

Don't make creative that feels overly polished

Sub it

Use captions to feel more native

Send 'em off

Have a call-to-action for viewers to follow

Say it direct

- Speak to camera directly to fans (this way you quickly engage viewers)
- Say the product name clearly and consider having your creator endorse it upfront
- Vouch for the product and explain what makes it unique in your own voice



See it fast

- Prominently feature product shots (preferably in the first few seconds)
- Mix up various product shots (so it's not just one locked-off shot) to help keep energy up
- Hold the product as you talk about it



Show it off

- Consider featuring a quick unboxing segment to show fans what they're getting
- Smaller/handheld products, but even in the case of larger items, this is still a helpful step



Shoot it simply

- Shoot your creative simply and spontaneously (use your phone, shoot at home)
- Lower production values and this has been very much the case with effective DR creatives
- Higher production values do not always equate to more effective creative



Sub it

- Captions make your TikTok video feel more native
- Use captions to subtitle your TikTok video or to emphasise certain phrases



Send 'em off

- A clear call-to-action is an important aspect of effective DR creative
- Tell viewers exactly where to go or what to do next to help drive conversion



Kickstart Ideation on Creative Center

How to Access:

ads.tiktok.com/business/creativecenter



Looking for inspiration?

- **Top Ads Dashboard** – A collection of top-performing ads
- **Top Ads Spotlight** – Creative success stories
- **Keyword Insights** – Trending keywords from TikTok ads
- **Creative Strategies** – Insights for creative success
- **Creative Tips Finder** – Tips to elevate your creative proficiency

Hottest Trends on TikTok right now? Visit the **Trends** section for insights on trending hashtags, songs, Creators and TikTok videos.

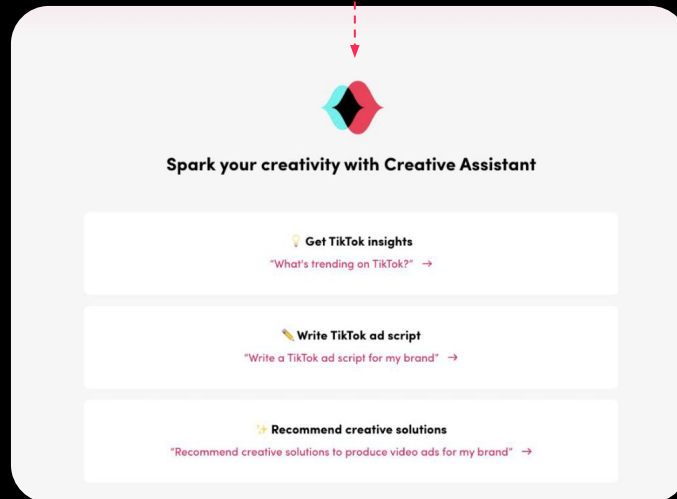
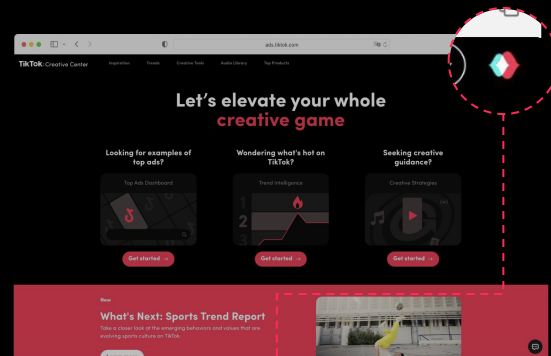
Best music for your ads? Visit the **Commercial Music Library** to browse TikTok's library of music

Explore popular products? Visit **Top Products** featured in TikTok ads to help identify which products to showcase in your creatives.

Get support from creative assistant

How to Access:
Log into [Creative Center](#)

- Highlight and explain creative best practices
- Summarize top ads, trends, hashtags, songs, playbooks
- Extract data & patterns for industry/market-specific insights
- Write engaging TikTok-ready scripts for your next video
- Brainstorm ideas and concepts
- Identify the most relevant creative and advertising solutions

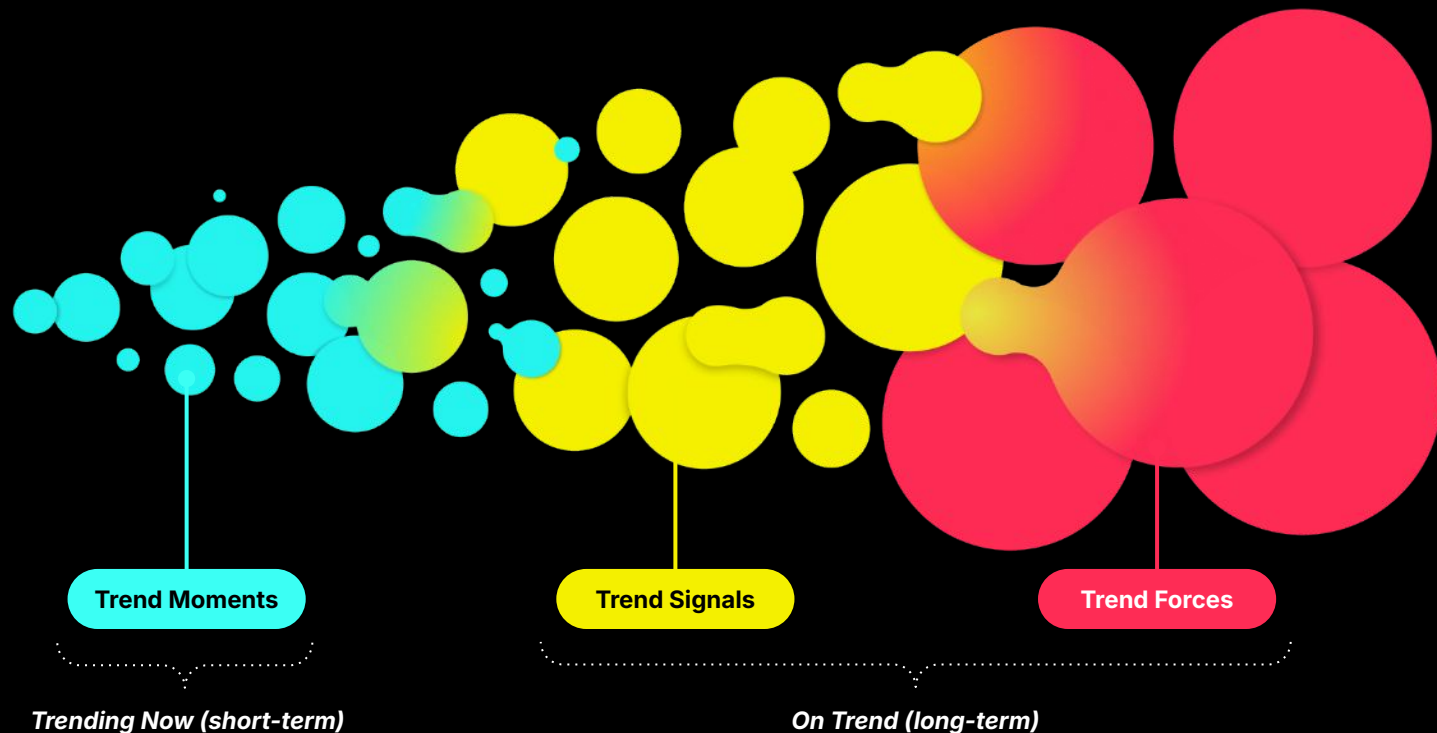


Ideation

When it comes to defining trends on TikTok, there's a difference between what's *trending now* and how to be **on trend**



We developed the *Trend Speeds of Culture* to **decode** the full spectrum of TikTok trends



This is how we define them

Trend Moments

Creative prompts that quickly gain traction and buzz through high participation

Think popular TikTok sounds, hashtags and formats

i.e. Barbie filters, #albumcoverchallenge, Wes Anderson scenes, etc.

Lifecycle:

Days to weeks

Trend Signals

An emerging user behavior or interest revealed through new content patterns

Think new behaviors within specific categories

i.e. Creating fan edits for your favorite franchises or highlighting more accessible luxuries

Lifecycle:

Months to a few years

Trend Forces

Enduring, large-scale behavioral transformations.

Think major shifts that define culture on TikTok

i.e. How communities form, how people discover new products, how users wield influence, etc.

Lifecycle:

Up to several years

Trending Now (short-term)

On Trend (long-term)

Looking for the
hottest Trends
on TikTok right
now?

**REMOVE PRESENTING
PRESENTING**

Based on the month of your
prez, use the slides of the
monthly Trends Digest post
from [this document](#)



Recapping key creative takeaways

Say it direct

Speak to camera and break the fourth-wall

See it fast

Let viewers see the product upfront

Show it off

Show the product and how it works

Shoot it simply

Don't make creative that feels overly polished

Sub it

Use captions to feel more native

Send 'em off

Have a call-to-action for viewers to follow

Real life examples



Overview

01

Show the product as natively as possible, giving an overview while you do so

02

Indicate what problem the product/service you're advertising can help to solve

03

If possible, tell a personal story about the product/service you're advertising



Guide

01

Briefly describe how your product works, or how to use or navigate it

02

Show the product or app interface where possible to make it feel more accessible

03

As a follow-up, make a video to **answer a question** from the comments section



Unpacking

01

Unpack the product while on camera, use or wear the product where applicable

02

Include **close-up shots of the product** once unpacked

03

Film as natively as possible to give the unpacking video an added air of authenticity



Story

01

Describe a situation or life experience — tell a true story about yourself or your business

02

Show contrasts, so as to make the story more engaging for the audience

03

Consider giving your platform to a customer to tell their story or share their experience



Problem-Solution

01

Set up a **simple problem-solution** situation for the audience

02

Use subtitles with offers and **incorporate a strong call-to-action**

03

Consider working with a **charismatic creator** to help advocate for your solution



Routine / Lifestyle

01

Shoot the ad as if you were shooting a lifestyle video or short-form vlog

02

Appear on camera to make the video feel personal and to keep the audience engaged

03

Clearly show the benefit of your product and how seamlessly it works or fits into your day



Humour

01

Make humorous videos which either showcase or set up your product as a solution

02

Use overlays to communicate a key message to the audience

03

Incorporate trends or humorous sounds into your video to join in the fun



Internal slide - Remove before presenting

**Remove this
slide before
client
presentation.**



Interaction



Activity
Remove this
slide before
client
presentation.

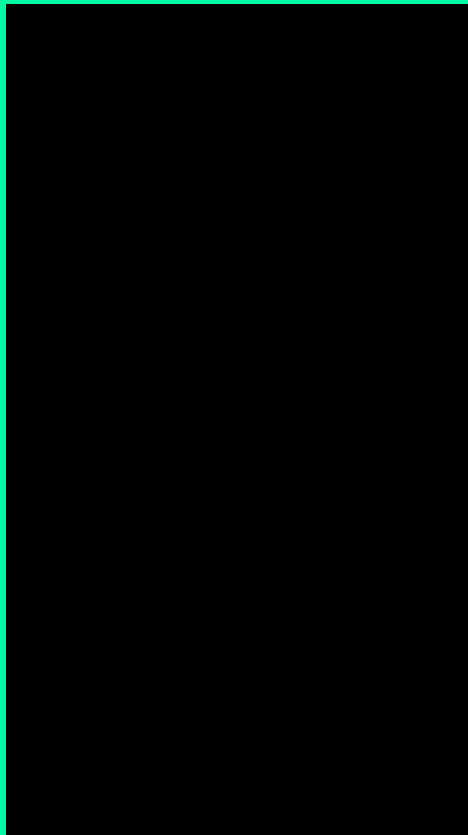


Let's make a video
together
using our **creative tips**



SHARE





Say it direct

Speak to camera and break the fourth-wall

See it fast

Let viewers see the product upfront

Show it off

Show the product and how it works

Shoot it simply

Don't make creative that feels overly polished

Sub it

Use captions to feel more native

Send 'em off

Have a call-to-action for viewers to follow



02

Production

We've outlined **two easy production paths**

Explore the paths below to discover what works best for your business. Pick one or mix and match.

1

Do it myself

2

**Work with
creators**





Production Path 1

Do it myself

Production Best Practices

Create natural feeling content that's authentic to TikTok.

- TikTok supports video lengths ranging from 15 sec to 3min.
- **Lean into lo-fi video.** You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P
- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**
- To capture attention, videos should **always include sound**



Tips for capturing footage

- **Plan and prepare.** Once you have a concept, plan out the details of your videos, such as the script, the props, the location, and the timing
- Make sure you have all the **necessary resources and equipment ready**
- **Capture a variety of footage** from different angles, use good lighting, and record clear audio
- Have a photo or video shoot coming up? **Capture behind the scenes footage** that you can edit into TikTok videos



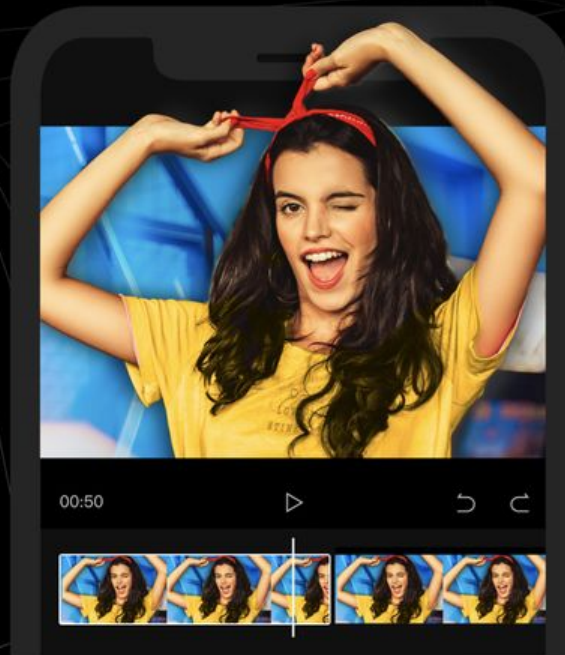


Editing your Videos with CapCut

How to Access: CapCut on desktop or mobile

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of video editing expertise. CapCut features include:

- **Simple Drag & Drop Video Editor**
- **TikTok-Styled Elements for Commercial Use**
- **Smart Features to Help with Quick Creation**



Sounds for Business: The Power of TikTok Sounds

10 custom sounds to create easy, fun, and engaging videos from our Commercial library.

Pre-cleared for commercial use on TikTok.

A mix of upbeat music and directional voice-over, including storytelling prompt for easy ideation.





Production Path 2

Work with creators

LOVE
IT!

Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience. By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

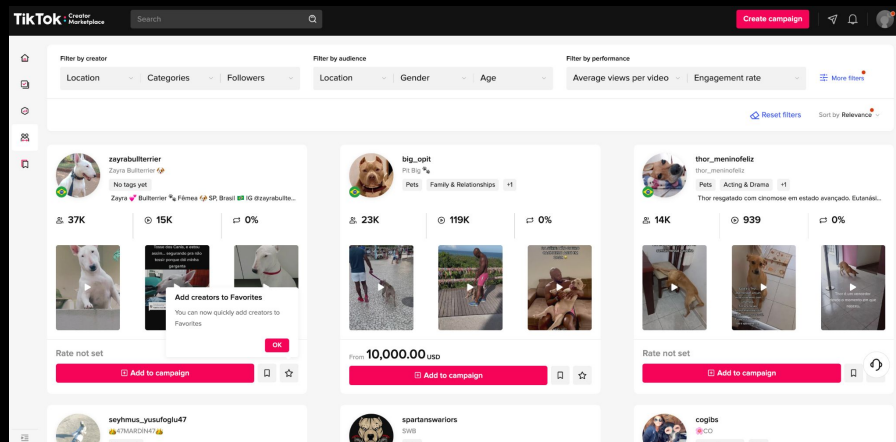
SHARE
↗

- Ditch the Script
- Pick the Right Community
- Be Strategic with Trends
- Build Trust
- To learn more, check out this simple [Creator campaigns guide](#) for advertisers.



TikTok Creator Marketplace makes Creator collaboration easy

How to Access: creatormarketplace.tiktok.com

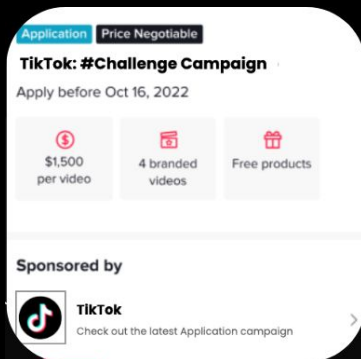


- **Discover the right creators** by leveraging Keywords search
- **Invite Creators to collaborate** by reaching out directly
- **Access Insights** across reach, audience data, deeper view & engagement insights
- **Seamlessly make payments** and track invoices

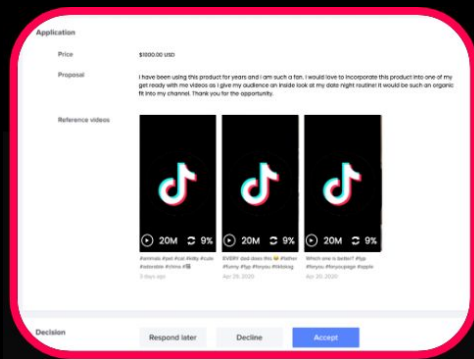
TTCM open application campaigns

Allows advertisers to post the details of an upcoming campaign to TikTok Creator Marketplace for creators to proactively apply.

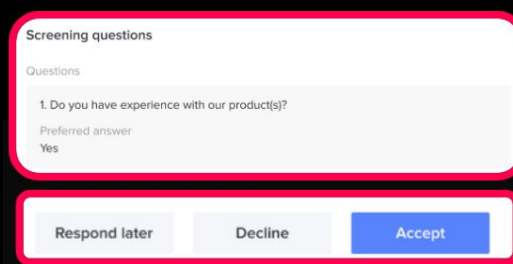
1 Post a campaign



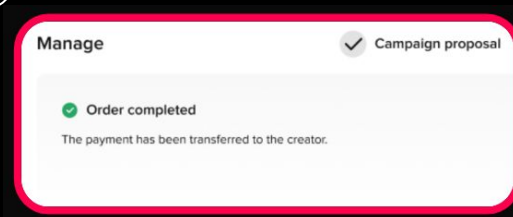
2 Review pitches & answers from creators



3 Select creators



4 Negotiate, create and go live!



Optimization



03

YES

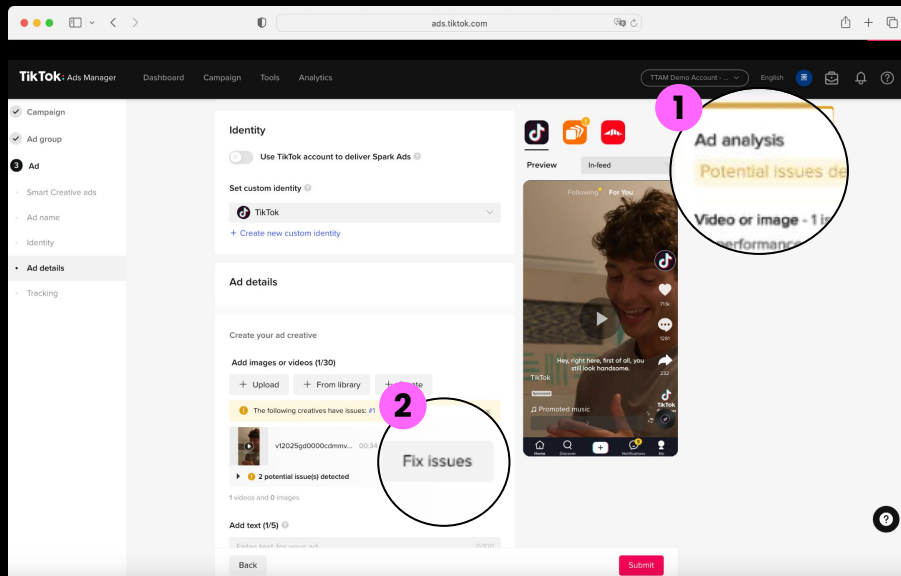
Smart Fix

Auto-fixes. Fewer rejections.

How to Access: TikTok Ads Manager (turned on by default)

1 Ad analysis and notification

2 One-click fix or manual edit

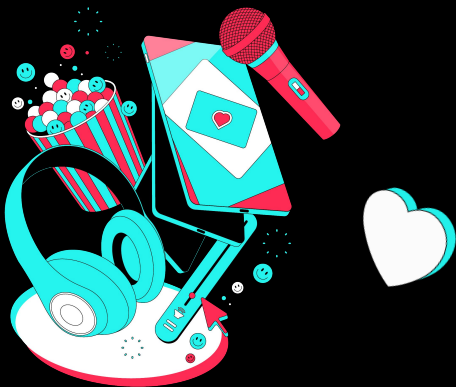


Smart Creative

The all new anti-creative fatigue solution.

How to Access: TikTok Ads Manager

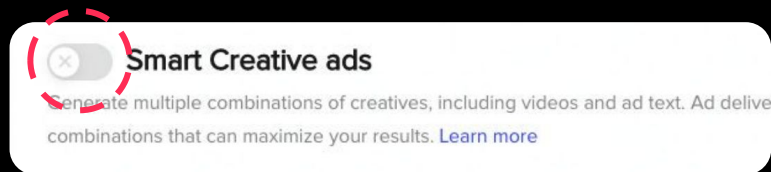
Smart Creative is TikTok's new cutting-edge automated creative solution that simplifies ad creation while boosting performance with anti-creative fatigue features.



A hands-off solution

1. Creative Combination Auto-Generation
2. Fatigue Detection
3. Auto Refresh

Toggle on "Smart Creative ads"

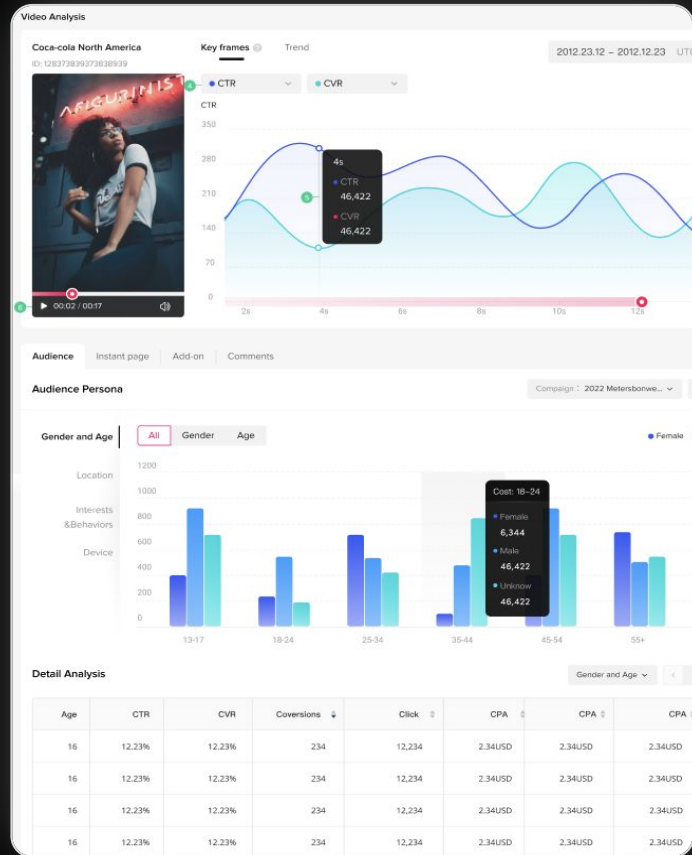


Video Insights

How to Access: TikTok Ads Manager

Video Insights allows you to analyze your video creative performance and understand your audience through video interactions to inspire the next high-performing video. Features include:

- 1 Keyframe analysis
- 2 Industry benchmarks
- 3 Video comparison analysis





Summary

SMB Creative Roadmap to Success

Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

Think Sound-On. Start by browsing the [Audio Library](#)

Visit [Creative Center](#) for the latest trend data, music, and creative insights

Get Ideation Support From **Creative Assistant**

Production

Film and edit video clips to produce a finalized asset that's ready to use in ads. Explore the three easy production paths to discover what works best for your business.

Do It Myself

Follow TikTok's [Production Best Practices](#)

Video Editing Option 1: Shoot and Edit your Videos on TikTok

Video Editing Option 2: Edit your Videos with [CapCut](#)

Get a Head Start with [CapCut's Library of Business Templates](#) and [Ad Script](#) (US only)

Do It For Me

Follow TikTok's [Creator Best Practices](#)

Collaborate with the right creators for your campaign on [TikTok Creator Marketplace](#).

Connect with Creative Experts through [TikTok Creative Exchange](#) (NA, EU, META, CN-OB ONLY)

Optimization

Combat creative fatigue and proactively address any potential issues with your ads.

Use **Smart Fix** to analyze ads, diagnose potential ad review issues and provide fixes

Enable **Smart Creative** to automatically detect creative fatigue and refresh your assets.

Explore **Video Insights** to closely monitor performance.

Internal slide - Remove before presenting

**Remove this
slide before
client
presentation.**



Interaction/Activity



Q&A!



SHARE



THANK YOU

THANK YOU

THANK YOU

THANK



**THANK
YOU!**

TH

THANK YOU



Follow our new
TikTok channel
dedicated to SMBs
in the UK



Remove this
slide if not in
the UK.

@tiktoksmallbusiness_uki