

Gerardo Perez:

Next up, we have comment plants. Comment plants are probably one of my favourite features to actually incorporate. One of the reasons why I absolutely love comment planting is because it really anchors the video. It allows you to really just jump into the meat of the content without actually having to explain or provide a verbal hook to ease your way into the content. Let's check out a video together.

So a couple things here. I know that I've talked about me not necessarily being a huge fan of incorporating music, simply because of all the licencing issues. But in this specific video, I think this was designed a little bit more for organic purposes. That doesn't mean that it could do quite well as an ad. If you take a look at the actual comment response, it says, "Where can I get this? I need this." This automatically creates an implication that it's up for sale and that you can get one as well.

The second element to this video is just straight visuals. Obviously, it has to do with skincare/cosmetics, so it feeds into that before and after sequencing. You'll start to notice that a lot of these different video topics actually overlap with one another, but it's also important to be able to identify which actual techniques or frameworks are being used in these specific videos. Once you get a little bit more experience, you'll start to notice that actually layering these on top of one another can create some amazing creatives. Another reason why I think comment responses can be incredibly effective is simply because you get straight into the content. Even though there's no voiceover in the video, we still know and understand that we can get our hands on this product and what it actually does.

The last thing I would mention is if I was actually running this as an ad, I would maybe tone down the music a little bit, and add voiceover on what's actually happening within the video, and why she loves this product so much. Maybe even include where she can get it. That being said, make sure to incorporate comment responses within your TikTok ad creative. It makes it so much more native to the platform and it allows you to really just hop into it.