

Gerardo Perez:

You just submitted your first TikTok ad campaign, and there's a couple pointers that I want to give you, the first of which is be patient when it comes to making adjustments. Oftentimes it might be a little bit slower than you anticipate to get results and that's totally fine. But at the same time, you have to manage your losses. My general rule of thumb is if an ad group has spent more than 3X of your target CPA, then you can go ahead and turn it off.

Another thing that I want you to understand is oftentimes it's not necessarily the targeting. The targeting is just there to kind of guide TikTok in a positive direction so that they can find those specific users. The main issue, typically when it comes to TikTok, is going to be your creative. Before you start going wild on all these different targeting techniques or targeting strategies, instead, reevaluate your creatives and see if there's something that you can optimise there.

One of my favourite phrases in marketing is KISS, which stands for keep it simple, stupid. That being said, go back to what I just mentioned about being patient, about making micro adjustments to your campaigns. In addition to that, oftentimes the problem is going to be the creative, not so much the actual targeting. The platform is going to learn over time, so the longer that you actually run those specific ad groups or those campaigns, the more it's going to optimise.

In addition to that, keep an eye on key metrics. Again, we already talked about how to properly create your custom columns to be able to track the metrics that matter. Click through rates vary on industry to industry, product to product, optimization event to optimization event. But at the same time, you'll be able to figure out what's a solid click through rate for your brand and what isn't. Evaluate your click through rate, but don't solely measure your performance based off of that. I also want you to take a look at conversion rate. I've had ads in the past that have not the best click through rate, but their conversion rate is absolutely killer as opposed to an ad that has a higher click through rate, but their conversion rate is lower. You just have to see the bottom line numbers and actually evaluate the numbers that truly matter, such as cost per purchase and overall ROAS.

That being said, I want to congratulate you on making it this far. Please keep in mind that my main goal and the reason why I actually created this course is for you to actually take action and apply everything that you've learned. I think one of the things that holds people back the most is over-learning and that's something that actually held me back initially throughout my process. I would just consume as much information as I possibly could and never really got into applying. But at the end of the day, if you never apply, you'll never know what can actually come from it. Please, take a step back and see if there's anything that you've learned throughout this entire process that you can go and apply before moving onto the next section.