

Gerardo Perez:

When you start advertising on TikTok, you'll shortly realise that there's a big difference between great ad content and great organic content. If you're building out your organic profile and have a viral video, one of your first instincts is going to be to promote that viral video with a specific advertising objective. I want you to be very careful when it comes to this. You see, the biggest difference between organic content and ad related content is that one is meant to entertain and the other one is actually meant to convert. This means that the sequencing behind those videos are going to be drastically different. Let's use Duolingo as an example. Obviously, they are one of the most noticeable brands on TikTok and their most viral video has roughly 40 million views. Let's take a look at it together.

That video is essentially Duo talking about swimming in Dua Lipa's pool water. Now, I want you to put yourself in the shoes of Duolingo. If you saw that it had all that success organically, would you actually be inclined to put paid spend behind it? The answer is, perhaps. But I want you to take a step back and actually see this through the eyes of your customers. Let's say, for example, this is your first time coming across Duolingo, you've never heard about them in your life and you're seeing this specific ad, ask yourself the question, "Do I understand what Duolingo is, what they do, and most importantly, what they can actually do for me?" And the short answer, no. Obviously, this video is wildly entertaining, it's fun, and it plays a role into their organic strategy. But when it comes to direct response marketing, it is going to be incredibly ineffective.

This video is designed to entertain first, not so much to convert. I want you to keep this top of mind, especially when it comes to creating ad related content on TikTok and being able to make a clear distinction between entertainment related content and direct response related content. Now that we're able to make a distinction between solid ad content and organic content, I want to talk a little bit more about different principles that can actually make your ad content a lot more successful. A lot of you might be asking yourself, "Should I start running paid ads on TikTok or should I start with organic?" I think this is incredibly dependent on what stage you're actually at as a business. Say for example, maybe you don't necessarily have the funds to really, really go hard on paid, but you do actually have time as an asset to be able to invest into organic content. Being a small business owner and being able to allocate that time and attention to your organic profile can pay massive dividends.

On top of that, people love being able to relate to the brand specifically through the brand owner's eyes and see what experiences you've actually gone through to be able to actually create and grow your business. In addition to that, if you're actually able to leverage both, you can create beautiful harmony between both efforts. I think now would be a great time to take just a step back and evaluate where you are as a business. This is going to give you so much clarity when it comes to where to actually allocate your time, money, and attention. That being said, you don't necessarily have to be growing an organic presence on TikTok to advertise on the platform. But if you're able to actually mix and match both of them, I think you're going to put yourself in a very good position to win on the platform. In the next couple sections, I'm going to be teaching you all the tips and tricks that I've put together and I've learned over the past year, advertising on TikTok to be able to create kick ass content.