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Now we are inside of the Creatives tabs under assets. On the left hand side, you can see that we have overview images, videos, playable ads, spark ad posts, instant forms, and interactive add-ons. For the most part, I want you to focus on videos, spark ad post instant forms and interactive add-ons.

Over time, as you continue to spend on the platform and garner a little bit of add data, you will actually see your highest performing ads right here, and you can sort it by different filters, such as CTR and Impressions, and you can actually select a specific time range as well. If you scroll down a little bit more, you'll actually get access to TikTok's trend discovery, as well as some of the top ads. This is identical to the top ad section in the TikTok creative centre as well, which you can actually link out to by clicking this button in right here.

If we go over to our video tab, you can go ahead and upload any creative asset that you want. You just want to make sure that it fits the proper dimensions of TikTok in that vertical format. As you can see here, you can easily upload any video that you'd like or even hit Create. The thing about Create, I'm not a big fan of the actual TikTok ad platform editing features, so I really suggest that you edit off platform. And I'll talk more about that in a later module.

Next up, let's talk about Spark Ads. What are they? What do they do? And how do I use them? First things first, Spark Ads are essentially another name for white listing an ad. If you're unfamiliar with what that means, it's essentially having a creator posts on their profile or your own brand account and using that specific asset as an ad. Some of the advantages behind Spark Ads are distinct captions. For example, you can actually use hashtags within that and actual emojis, which if you were just making a normal ad on the platform, you wouldn't be able to do that. Additionally, you also get to preserve the original username within the account. Say for example, if it was posted from my personal account, you get to see my username, you get to see my profile image. And if they were actually to click on my username, it would link back to my profile. Essentially it makes the post feel a little bit more native on the platform and it disguises it just slightly better into the For You page.

In order to run a Spark Ad in your ad account, you have to request a code from the creator or make it yourself if it's coming from your brand profile. One of the key things to mention here is you can't actually generate a Spark Ad code if you're using licenced music within the video. If you are looking to commission a creator to make a post for you on their profile, that you're looking to run as a Spark, make sure that they don't use a licenced sound.

As you can see here, I am on my very own profile. And if I were to hypothetically run this as an ad, I would still have the same caption, which says, I can't live without the last one, and it has an emoji alongside the actual hashtags, which again, if I were to try it and replicate that caption within the ad platform by uploading a post organically, I wouldn't be able to do so because you can't actually have hashtags or emojis in your captions currently.

If I wanted to generate a Spark code for this specific post, all I have to do is click down here on the share button and then scroll over to Ad Settings. Here I have three different options. Branded content, which essentially would mean that it is a sponsored post, Ad authorization, which basically generates the code to run as a Spark Ad, and Only show in ads. This is a good time to mention what I like to call as Dark Sparks. Dark Sparks are essentially the same exact thing as Spark Ads. The only difference is that this video specifically isn't shown on my own profile. It's only shown on the back end, or better said, it's not even shown to my audience. But it still has all the same features as a Spark Ad.

This is a good tool to use, say for example, if you were to commission a creator to make two, three, four videos for you. The reason being is you're not necessarily saturating their organic profile page with all these ads, but you're still actually able to run it on the back end as a Spark Ad. In this case,

I'm just going to toggle Ad authorization, which would make it a normal Spark Ad. Then you'll see an option that says video code, and next to it is a button that says generate. It also asks me for how long I would actually like to licence the post for.

I have four different options currently, which are seven days, 30 days, 60 days, and 365. In this case, just for example purposes, I'm going to go ahead and leave it at 30. Now, all I have to do is click save. And it's going to give me three different options, copy code, extend code period, and delete code. I'm just going to go ahead and copy the code. At this point, if I were the creator, I'd be sending that code directly to the brand via email. Once you as a brand, actually have access to that specific code, what I want you to do is go to your assets and creative tab within your TikTok ads dashboard.

On the left hand side, you'll notice that there's a tab that says Spark Ad post. Click there. Then you'll see a big red button that says apply for authorization. Once you're here, all you have to do is copy and paste your Spark Ad code and hit search. And as you can see right here, all I have to do is hit confirm, and this video is going to be saved to my ad library. You then have the option to either create an ad or just wait till you actually go through the flow of setting up your campaigns and then select that specific ad when you're at that stage of your campaign.

That's pretty much it on how to actually request a code via Spark Ads and how to implement them into your campaigns. That being said, I think Spark Ads do have a place in your ad account, but I don't want you to actually fall in love with them. I think it's very important to test that specific creative spark and non-spark. One thing I will mention is if you were to stack a Spark Ad alongside that same ad as a non-spark in the same ad group, I have seen the platform highly favour the Spark Ads for whatever reason. This is also regardless of its performance. For some reason, the platform just really, really likes to push these out. Again, like I said earlier, don't necessarily fall in love with Sparks. I think they have a place, but don't make it your overall strategy. And most importantly, test out different ad variations and different types of identities that you run your ad under. Now that you learned about Sparks, it may be a good time to either commission a creator or actually run one through your own brand account. I'll see you in the next one.