

Gerardo Perez:

Next up, we have TikTok made me buy it. This is a great anchor or hook for your videos because you can disguise it quite well. When it comes to advertising on the platform. One little tip here is if you include this in your creatives, you can also add TikTok made me buy it part, whatever crazy number you can think of simply to make it feel like you actually have an ongoing series and maybe disguise it a little bit more. Could be a good ad type to actually use setting a custom identity, or maybe even through Spark Ads. Let's go ahead and watch an example.

Speaker 2:

Back with another TikTok made me buy it. I saw my friend Carolina share this viral sippy cup, and I knew I had to try it. It's a straw cup that's supposed to be spill resistant. I filled it with water, gave it a little shake and it seems to check out. It's really cool.

Gerardo Perez:

So as you can see here, this specific video follows a framework where it's not only TikTok made me buy it, but it's also an unboxing and it's almost like a product review as well. Unboxings are a great way to provide some sort of visual appeal so they'll get hooks of your video, because it's almost like a surprise. People don't necessarily know what you're getting, and let's be real who doesn't love opening a package?

You'll also notice that there's a very popular type of content on TikTok that has to do with Amazon finds. If you want to study how to create killer ad content like that, make sure to look up that hashtag as well as there are so many things that we can learn from it. If you want to take a different approach, instead of TikTok made me buy it another good one could be stuff you didn't know you needed part X, Y, Z. This is incredibly dependent on the nature of your product as well as it might appeal to a little bit more of a gimmicky product, but totally up to you. It never hurts the test. Let's go ahead and check out a video.

Speaker 2:

TikTok made me buy a chop chop. Open up mitt. Woo Woo. Pop, pop, pop, time to pick one. This one. Yes, queen! Look at that. 10 out of 10.

Gerardo Perez:

So one of the reasons why I really like this video specifically is A, she is incorporating text to speech, which in other words is kind of like the robo voice. In addition to that, it's anchored with TikTok made me buy it. One of the reasons why TikTok made me buy it can be a little bit more effective than you could imagine is simply because it provides a little bit of social proof by saying that she discovered it on TikTok, it must imply that she's not the only one that has actually seen or heard of this specific product.

In addition to that, I really appreciate the playful bits like the pop pop on the bubble wrap or the yes, queen that we can actually appreciate when she actually shows us what the product looks like once it's installed, being able to really layer on these different elements and bring them all together is going to give you your best shot at creating killer TikTok ads.