

TIKTOK AD HOOKS



foundr

How to Run
TikTok Ads
by foundr

REMEMBER THAT THE FIRST 3 SECONDS OF YOUR AD ARE ARGUABLY THE MOST IMPORTANT, SO MAKE THEM COUNT.

VERBAL

- I bought this (x) I saw on TikTok so you don't have to
- Things you didnt know you needed pt (x)
- (Customer) you won't believe this
- 3 Reasons why...
- I wish I would have bought this sooner
- I finally found (x) that I was looking for
- This is me before using (x)
- This is what I bought vs what I got



VISUAL

- Unboxing product
- Drop product into frame
- Pull product out of screen
- Greenscreen showing product on screen
- Product being used/worn in the first scene
- Addressing a question posed as a TikTok comment response