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Unlike running ads on Facebook or Instagram, you're actually not required to have an organic profile in order to run TikTok ads. But if you do, you can actually link it to your ad account so that you can easily run ads under that set identity. In this section, I'm going to go ahead and show you how to actually link your organic profile to your ad account. So as you can see here, we are in our TikTok ads dashboard, and what I want you to do is under your actual username, I want you to go down to user settings.

Once you're here, you'll actually see an option that says link TikTok account. Go ahead and click there. If you're actually already logged into TikTok on desktop, it might actually automatically recognise your account and it will do an easy sync. If not, all you have to do is insert your login information. And once that's done, you're good to go. Some of the main advantages to this is having a consistent username with your actual organic account, and also being able to seamlessly use that same profile image that you already have on your organic account. Again, I do want to emphasise the fact that you don't need an organic account on TikTok to run ads on TikTok, but if you do, I would definitely recommend taking this step.