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Now it's time for some of the spicy stuff. In this section, I'm going to be walking you through an entire campaign setup so that you can know how to properly structure your campaigns. For this example, we're going to go back to the mouse and pretend that we're actually selling this. In a later section, I'll also be showing you how to make high converting creatives based off of this specific product as well. In our dashboard, we're going to want head over to campaign. Once we're here, we're going to go ahead and click create. First, we're going to start off by selecting our advertising objective. In this case, I want to select conversions.

When it comes to selecting your advertising objective, you have to understand that TikTok is very specific about who they go after. I also want you to understand that not every advertising objective is priced the same. Conversions for example, since you are going after audiences that are far more desirable are going to be slightly more expensive when it comes to CPMs, as opposed to a traffic or a video view campaign. That being said, just because it's more expensive, it doesn't mean that you should deviate from it. Like I said previously, TikTok is really good at being able to identify specific audiences that are likely to match up with your optimization events.

I'm going to go ahead and name this TOF Mouse Conversions. As far as split test goes, I'm going to go ahead and leave that alone simply because I like setting up my ad groups with more than one variation. So I'm going to go ahead and leave that alone for now. When it comes to campaign budget optimization or CBO, as I explained earlier, this is essentially saying, "I want to establish my budget at the campaign level instead of at the ad group level," which in this case I don't want to do. The reason being is I want to give each and every ad group during our testing phase, a fair shot to be able to spend and see what converts the best. Once we understand which ad groups are actually converting the best we can go ahead and reallocate our spends accordingly.

For the ad group name, I'm not going to touch this for now, but I'm going to come back to this before actually going to the ad level simply because I want to see what I'm actually going to target and then I'll come back in and adjust the name. As far as promotion type, we talked about this previously, but we're still going to go ahead with website simply because we would be referring them to a specific website. Here, I want you to select your pixel and make sure that it has a little green button here that says active.

When it comes to selecting different optimization events, you have different options to choose from. In this case, I'm going to be selecting complete payment because going back to what I said earlier, TikTok is really good at identifying which audiences are most likely to match up with your optimization requests. And of course, what we're going after here are purchases. When it comes to placements, I'm going to go ahead and select select placement, and I'm going to toggle everything off, except for TikTok. If you click on advanced settings, you'll also notice that you have the ability to toggle on or off user comments or video downloads.

As far as user comments go, I'm going to go ahead and leave that on. Going back to the section related to the user comments. I like leaving comments on simply because I can garner a little bit of feedback on what pain points are. And it also serves for great ad inspiration moving forward. Video downloads. Here, I'm actually going to toggle that off just in case I ever run into a four U page of a competitor's brand or something like that. Don't necessarily want them to download the video and actually have consistent access to something like that. Just a personal preference, but totally up to you. It's not really going to influence your campaigns in a significant manner.

Next up we have ACO or automated creative optimization. I like leaving this off, especially when I'm operating with lower budgets, simply because having too many creatives can dilute your campaign

efforts. Now we've made it down to the targeting section. Targeting is very dependent on what it is that you want to accomplish on the platform, who it is that you're going after, but typically in my experience, having broader audiences is a good move. If you notice here on the right hand side, you'll see that our available audience is considered as fairly broad with over 121 million potential users. In this specific example, I'm going to be creating multiple ad groups based off of slight interest variations. The reason why I do this is I want to see which interests and which stacks actually convert the best so that later down the line, I can reallocate my budgets and hopefully increase conversion signal in that specific ad group. That being said, we're going to go ahead and leave location as is. Languages, we're going to leave that alone as well. Gender, going to go ahead and leave that alone. Age, not going to touch that either.

Now, when it comes to audiences, we already talked about how you can insert custom audiences into this section if you were to create a retargeting campaign. In this specific part of our campaign, we're not going to include any of those specific audiences simply because we're currently prospecting and we're at the top of funnel stage, not mid or bottom funnel. Now it's time to add our interests. So what I'm going to do here is I'm going to find specific interests that are related to my product, which in this case would be the mouse. So as you can see here, I'm trying to find something that's related to products or tech. I'm seeing games. I don't want to do that. Tech and electronics. So you have cell phones, computers, computer components, gaming devices, computer accessories, office equipment.

So I think two good fits here. We have two options. Number one, I want to see if I were to select tech and electronics, or just simply select computers and see what that does to my audience size. So as you can see there, it took my audience size from over 120 million down to 20 million ish. Even though that sounds like a fairly large audience, it's still showing me that it's considered to be narrow. So I'm going to go ahead and bring it up just a tad and deselect computers and leave it at tech and electronics and see what that gives me. So tech and electronics is giving me right around 75 million, which is a lot bigger. I always like calculating the numbers on the low side because the range is 75 to 92 million, which is totally fine, but it's always better to look at the smaller number. Now that I establish my primary interest, I'm going to go ahead and copy and paste that, go back up to my ad group name and name it, tech and electronics.

In this scenario, I'm not necessarily going to enable targeting expansion simply because my audience size is still really big at 75 to 92 million. So I'm going to leave that as is. Now we made it down to budget and schedule. Earlier in the course, I talked about how to establish your budget based off of your target CPAs and your goal to exit the learning phase. Just to revisit that equation. You have CPA times 50 divided by seven. Our target CPA here is \$30 times 50, which is the 50 events that we actually want to get, in this case, purchases divided by seven, which is going to give us a estimated daily budget of right around \$215. Let's just call it 210 for this purpose. That way we can split up our ad groups accordingly. Now my general rule of thumb about establishing a budget within a specific ad group is to at least put your target CPA as your minimum spend. So in this case, our minimum spend in this specific ad group would be \$30.

When it comes to actually establishing testing ad groups, in my opinion, the more that you can segment the better while still having broad audiences. If your budget doesn't necessarily allow for this, I want you to be able to actually stack different interests or even experiment with completely open audiences. The thing about open audiences is yes, they are massive. And sometimes initially they'll be shooting in a lot of different directions, but it also gives the algorithm a lot of breathing room to optimise accordingly. Now, this is completely dependent on what type of product you sell. If you sell a very niche product, then yes, I absolutely want you and I encourage you to lean into interest. But if your

product is a little bit more at mass scale or something that a lot of people could appeal to, you might actually want to integrate an open audience into your testing phase.

Now we made it down to bidding and optimization. In your conversion campaigns you're going to have three different options when it comes to optimization goals. Number one is going to be value. Number two is going to be conversion. And number three is going to be click. I'm going to go ahead and leave it at conversion. Value can be a good option later down the line once you get a little bit of insights in terms of what your estimated row as is, so that you can have a little bit more predictability and a little bit more consistency when it comes to your campaigns. When it comes to bidding strategy, we have two different options based off of this specific optimization goal. Number one is going to be cost cap. And number two is going to be lowest cost. If this is your first time advertising on TikTok and you have no insights on what your CPAs actually are, I encourage you to roll with lowest cost.

The issue with cost cap is yes, they can be more consistent when it comes to predictability and actual returns. The problem there is if you have zero insights on what your actual CPAs are on the platform, then you're really just guessing. And oftentimes you're going to undershoot it, which in turn causes the platform not to be able to find those specific audiences and not spend your entire budget. Once you have more insights on what CPAs you're getting consistently on TikTok, then you can make the decision to transition over to cost cap bid strategy. Now we've made it over to the ad level. This is where we upload our creatives, establish our CTA, insert our caption and our destination URL. When it comes to how many creatives you need per ad groups, that's very dependent. One thing that I will tell you is I've ran ad groups that range from one to 5k per day. And even then I didn't have even more than four ads within those specific ad groups.

The issue with having multiple ads is again, you're diluting your spends. And oftentimes you'll find that spends are disproportionately allocated to one specific winning ad. That being said, if you're operating with lower budgets, I do encourage you to keep your ad creatives per ad group at a minimum, somewhere around two to three per ad group. Under identity, you see that we have the ability to use spark ads, but we're not going to be using that for the time being. Instead what I'm going to do is upload my own custom identity to disguise it as a dark spark so that it looks like it's actually running for my personal profile.

As you can see there over here on the actual UI example, we have my profile pick and my actual username without it being linked directly to my account. Again, guys, please don't abuse of this, be wise and obviously be ethical when it comes to using this tactic. As you can see here, I already uploaded two different creatives. When it comes to the messaging and the caption, I'm going to keep that consistent. And I'm also going to select a standard call to action of shop now. Now one of the highlights of this mouse, and one of the reasons why I love it so much is because I literally can't use my laptop mouse anymore. So I'm going to go ahead and highlight that in the actual caption. Again, unfortunately, when it comes to captions on videos that you upload directly through your creative library or your desktop, you can't necessarily use emojis or hashtags, but that's okay. I feel like users on TikTok, don't actually read into the captions as intensely as they do on Facebook or Instagram.

Another thing that I want you to keep in mind is that the actual call to action button doesn't pop up until after three to four seconds. So the first three seconds of your video are absolutely crucial because if you can't get them to actually watch through that extended period, they don't even have the opportunity to click out to your website. As far as interactive add-ons go, I'm not going to add anything to that just yet, simply because we're doing a little bit of prospecting don't necessarily want to give them any sort of offer or anything along the lines of that. Now it's time to insert our URL, our call to action, which in this case, I'm going to go ahead and select shop now. We're also going to leave the by checking

this box, disclaimer, completely unmarked, because again, I don't necessarily want my competitors spying on my ads through the TikTok creative centre. Once that's done, all we have to do is hit submit.

Now that we created our first ad group, it's time to duplicate that original one and make a slight variation. The reason why I do this is for me, it's just a quicker way to go about creating these different ad groups. That way you're not starting from scratch at the ad group level each and every time. So what I want you to do is go to the original ad group that you just submitted and select copy. Under copy, select existing campaign and click on duplicate. We're going to leave everything the exact same. The only difference is we're going to change out our interest. So in our original ad group, we selected tech and electronics as our primary interest. We're going to go ahead and get rid of that and substitute it for something else.

Now this is completely up to you, whether or not you want to try out video interactions, creator interactions, or hashtag interactions, but in this case we're going to do all three, but in separate ad groups. Starting with video interactions, I'm going to go ahead and select people that have watched until the end, liked, commented and shared. And we're going to find a specific category that is related to the specific industry. So if we scroll through here, I'm trying to find something that is under, let's see... Culture, entertainment, technology, technology, perhaps, and tech products.

Then we're going to select our given time range. We're going to call it a 15 day. This puts us at a audience size right around 60 million, which I think is more than fine. Now that we have that, we're going to go ahead and change the name of our ad group. And we're going to call it video interactions and copy and paste, whichever interaction that we selected, which in this case would be tech products. Once we have that, we leave everything the same. Select next, and we're going to leave everything at the ad level identical as well.

Two down, a couple more to go. We're going to repeat that same exact process for the other two types of targeting. Go ahead and deselect, come down to create interactions. I'm going to go ahead and select followed and viewed profile. And I'm going to try and find a similar interest or category in this case. Tech and education. Go ahead and select technology. Still a good audience size of 32 to 40 million, which we'll do. Now, we're going to go ahead and rename the actual ad group, select next and submit.

Finally, we have hashtag interactions. Here's where I want you to get creative. I want you to look up some of the bigger brands on the platform that are related to your specific product or industry and see if there's a specific hashtag that you can target. What this is going to allow you to do is actually target specific users that have interacted with those specific brands or hashtags over a certain amount of time. So in this case, I'm going to try and find something Apple related, Mac, potentially PC, Dell, something along the lines of that. Now that I have my interest targeting segmentation at the ad group level, I'm going to go ahead and create one more with a completely open audience to see how it stacks up against it.

So as you can see here, we already segmented our different interests into five different ad groups. What I'm going to go ahead and do here is essentially bump them all up to \$40 a day simply because our allocated budget was \$200 a day and we came in a little under, at 150. Great. Now we've finished our ad setup. By now, you can probably navigate TikTok Ads Manager like a fricking pro. Everything from advertising objective, how to segment your different interests, how to establish your budget and even how to insert different creative variations. In the next section, I'm going to be teaching you how to optimise your ad campaigns after you've acquired a little bit of data. I'll see you there.