Gerardo Perez:

So we just went over the process on how to make your first TikTok ad creative. That being said, there are so many more in-app features that I do encourage you to use that I don't want to neglect so I'm going to go ahead and give you a walkthrough.

So let's go ahead and start off with, arguably, TikTok's most notable feature, Greenscreen. Greenscreen can be one of your best friends, especially if you don't have immediate access to a product. There are multiple different types of Greenscreen, such as Greenscreen Image, Greenscreen Video, Greenscreen Sticker and even Greenscreen Eyes and Face.

So what we're going to do here is simply select Greenscreen and once you actually click on there, it's going to allow you to actually browse your photo library and upload an image. So as you can see here, we have an image on screen, super simple. This really allows us to talk about a specific product or maybe even a website. Another great way to incorporate this for your brand is say, for example, you have specific articles written about your business, you can actually use that as social proof.

So let's say, for example, you recently had an article online that mentions something super positive about your business. You can start the frame by saying, "This is why X says that this is the product to buy." Whatever it is that the headline actually mentions. This is also an incredible feature when it comes to apps or showcasing something within the website, maybe it has to do with a quiz to be able to match you up with a specific product, or, if you're advertising for an app, Greenscreen is quite frankly going to be one of your best friends. You can also use Greenscreen video to piggyback off of someone else's video and recreate a Stitch.

Another incredible feature to use are comment responses. In order for you to actually make a video based off of a comment response, you simply have to plant it on a specific profile. If I visit one of my videos, I went ahead and specifically planted a comment from a burner account. This is something that you can definitely do in order to recreate videos. Again, remember why we use comment responses to anchor videos in the first place. It's a great feature that allows us to just hop into the premise of the video and it can also help us address either a pain point or some sort of objection when it comes to purchasing a product.

In order to create a video based off of a specific comment, all you have to do is click on that comment and you'll see a little red button on the left hand side of the screen with a video camera. Once you click on that, it's going to take you straight to the TikTok Video Editor and you should be good to go.

Another TikTok favourite is the Text-to-Speech feature. If you're not familiar with Text-to-Speech, it's essentially when you upload a piece of text onto your actual TikTok and you enable the feature that says "Text-to-Speech". Another name for this is the "robo voice".

This is a great way to provide an added layer of dimension to your actual creatives. One way that you can actually implement this is using the Text-to-Speech as your internal voice, so if you don't necessarily want to use a feature like Voiceover or talking straight into the camera, you can use Text-to-Speech to actually substitute that and give your ad a very native feel.

Additionally, even if you are using voiceover and you want to add a little bit of a pop here and there, you can add a Text-to-Speech feature simply to say, "Wow, love this." Or any sort of internal dialogue that you would be having within your mind. Again, this is going to make your ad a little bit more playful and incredibly native to TikTok.

Hey.

Text-to-Speech:

Hey.

Gerardo Perez:

The last feature I want to mention are UGC sounds. UGC sounds, or "TikTok sounds", are very different to actual music within the app. These are essentially sounds that have been uploaded by a specific creator that kind of caught fire and had other creators also create videos based off of that same sound. Going back to what I've preached time and time again, I'm okay with you using UGC sounds from time to time, but I wouldn't rely your entire strategy based off of that. Yes, it feels incredibly native, but again, there's a big difference between solid organic content and solid paid content on TikTok. That being said, I do like the sound to be able to apply it to specific ads at times, simply because it goes through a framework where you can highlight different product benefits so let's go ahead and check it out and I'm going to show you how to actually use it within your videos.

Riana Nicole:

You see, this. We want this, we love this, we need this. But this. Yeah, we don't need this.

Gerardo Perez:

So as you can see, it is quite simple. All it says is, "You see, this. We want this, we love this, we need this." You can easily insert three different text inserts on screen within those positive statements. Then it says, "Yeah, we don't need this." And you can obviously dispel something that your product actually solves or potentially even replaces when the customer purchases.

Again, there's nothing wrong with testing different sounds and different frameworks to see what works for your business, but just make sure that you're using these sounds super intentionally if you're putting paid spend behind it.

In order to create a video based off of this, all you have to do is actually find the sound on TikTok and at the bottom of the screen, you will see a big red button that says, "Use this sound". Once you actually upload there, it's going to tell you how long the video can actually last based off of the sound and all you have to do is click record.

Once you get better at framing content, there are different features that you can use such as the timer. When you're making videos specifically adapted to sounds, I do suggest that you use the timer just so that you can be more playful with your actual scenery and your framing while, at the same time, not necessarily having to click on your phone, it's just going to make it a lot more streamlined and way better looking.

The last TikTok native feature that I want to mention are Stitches. So Stitches are something that people can either enable or disable when they upload a video. Essentially, when you choose to Stitch a video, you have up to five seconds that you can pull from another user's video to be able to use that as your hook in your video. With a little bit of planning, you can make some very interesting creatives that add a little bit of diversity and different figures within your ad.

Let's say, for example, you can make a base video that says something like, "Show me your favourite purchase in the past month." And then based off of that, you simply Stitch it and you showcase your product. This is a very fun and very native way, and it doesn't necessarily have to be built on platform, so if you get creative with it, you can have different creative variations, especially depending on what your creative output workflow looks like.

That being said, I did create some resources just for you based off of some of my favourite TikTok effects, as well as TikTok trending sounds. Again, not necessarily encouraging you to use those

trending sounds as I typically use those moreso for organic, but there are a couple of pieces in there that you could adapt for your ads. I know by now you have your creative juices flowing and you just can't wait to start making your first ad. We're almost there.