Gerardo Perez:

Now we've made it to the ad level. I'm going to go ahead and break down the different elements that you need to actually complete and submit your ads.

So, first things first, you have "ad name". This can either be structured by either the creative name attached to when you actually submit the ad, or you can customise it yourself to anything that you'd like.

Next up, we have "identity". As you can see here, we have two different selections to choose from, first of which is, "Use TikTok account to deliver Spark Ads." Spark Ads are a phenomenal TikTok ad feature, which we'll discuss in a later module.

Then we also have "set custom identity". For this example, we're going to go ahead and set a custom identity just to walk you through it. So first, we're going to go ahead and click on this megaphone right here, and you'll be able to select any picture that you want from your computer. I'm going to go ahead and use this. Then you can actually just go ahead and enter a display name.

Pro hack right here: you can actually use "set custom identity" in a very clever manner. Let's say, for example, you don't necessarily have an account to run Spark Ads off of, but you still want to disguise it into the For You Page just a tad bit. What you can do here is upload an image that is very native to the platform or any sort of headshot image that a creator may use. You can also set the custom identity to any creator name that you would want. So let's say, for example, I just want to call it by my name, Gerardo. You would be able to do that as well, and instead of actually using your brand name, you are just disguising it as whichever name that you want. It's a little bit of a sneaky tactic, but I do implore you to be as responsible as you can be with whatever name or image that you choose to attach to your brand, simply because I don't want you getting in trouble.

Next up, we have ad details, and we have two different types of ad formats: single video and collection ads. We'll be talking about collection ads in a different module, but for now, we're just going to keep it with single video. As you can see here, when it comes to uploading your video, you have a couple different options to choose from. You have "upload from library" and "create". In this case, we're just going to go ahead and upload straight from my desktop. Once you upload, you just check the file name and you select "upload".

Another alternative is to upload all of your creative assets to your creative library before actually launching your campaigns. That way you can just already have them there and just easily select them and pop them into the ad level.

So as you can see, we have an example ad actually uploaded, and if we take a look over at this UI reference, I want you to take a look at what it would actually look like on the For You Page. So on the top hand side, we have "following" and "for you". On the right hand side, we actually have our interactions or engagement buttons. Very important to steer clear of this specific section if you have any sort of text. I want you to scoot it over a little bit more to the left hand side, if necessary, just so that it's actually legible for your users.

In addition to that, you're also going to have the caption. So let's just write, "I love this TikTok ad course!" In your caption, not like Facebook or Instagram, you're actually limited to a hundred characters maximum. This is definitely something to keep in mind when you're drafting your captions, as you're going to want to keep it short and sweet.

One thing to notice, or to mention about the caption: you can't actually use either hashtags or emojis on TikTok, unless it's a Spark Ad. Just something to keep in mind.

Next up, we have interactive add-ons. These are added elements to your ads that make your ads slightly more dynamic, and they can be more engaging. If we click "create", there's two types: you have ad cards and stickers.

Unfortunately, we don't have ad cards enabled just yet on this ad account since it's brand new, but eventually you will have them, and it's just a small card that basically takes over the caption and you can add a specific CTA. In our course resources, you'll be able to actually access a template that I created for you guys, so that you can easily just change out the colours and add your brand assets to make some stunning ad cards.

As for the stickers, you have three different options. You have voting stickers, gift code stickers, and countdown stickers. As you can see, on the top left corner, it also has a suggestion for what type of campaign you should actually be using them for. For example, voting stickers are great for engagement campaigns, gift code stickers are great for conversion campaigns, and countdown stickers can be used in both conversion and engagement campaigns.

If you're running ads for your e-commerce store, I personally suggest using gift code stickers, potentially even in your retargeting campaigns, to be able to offer users a special little discount to encourage them to convert.

Next up, we have destination pages. Here you can either put your website URL or you can add a TikTok instant page. In a later module, I'm going to be building out a TikTok instant page to show you what it would be like to actually create one and insert one instead of adding your web experience. All you have to do here is add your URL. Additionally, if you are operating with UTMs, you can just go ahead and insert that specific link into the URL section.

Next up, we have call to action. You have two different options to choose from. Number one is going to be dynamic. Dynamic is essentially telling TikTok, "Look, I understand that you have multiple different types of CTAs. Just go ahead and test all of them and see what the actual crowd is reacting to best and see which one's giving me the best CTRs." Or you can actually go the more traditional route, which is standard, and you can stick to your guns and either select "learn more" or something like "shop now" as well. It all depends on what your objective is and what actionable result you're trying to get users to take.

Down here, you'll notice a little checkbox that actually says, "By checking this box, you agree for the ad and associated performance metrics of the campaign to be displayed in the TikTok For Business Creative Centre." This is totally up to you to select or leave alone. I personally never allow these ads to actually go into the TikTok Creative Centre, simply because I don't want competitors to be able to spy on those specific ads, but if you're cool with it, then I guess roll with it. But my personal suggestion is just leave this box unchecked.

Finally, you have tracking. As you can see here, we have the TikTok Pixel selected for your tracking methods, so you're good to go here. You really don't have to select anything.

One more thing to mention is you're probably going to have multiple ads within a specific ad group. One of the best ways to actually optimise a specific workflow is just to go over here once you already created your ad and select "duplicate". As you can see here, there's a little red bar, so this is a duplicated version of that specific ad, and all you would have to do here is come down to "update" and actually substitute that specific creative. That way, it just makes it a lot quicker instead of submitting your campaigns, duplicating that creative, and so on and so forth.

Now that we went through the ad level, you have a very solid understanding of campaign, ad group, and ad level, and at this point, you're pretty much ready to hit submit. Later in the course, I'm

going to be teaching you some of my favourite targeting strategies so that you can go ahead and implement into your campaigns.

Now that we're all wrapped up, go ahead and click "next" and I'll see you in the next lesson.