

Gerardo Perez:

Let's talk about some of the best creative practises on TikTok. We just discussed how not and how to use specific sounds and music on the platform but now I want to talk about different in-app features that can make your content feel a lot more native. Some of my favourite in-app features to make your content a little bit more TikTok-y include green screen, text to speech, obviously text inserts, comment planting, and voiceover. Being able to use a combination of these different elements is really going to help you bring your content all together and give it that real native TikTok feel.

Speaker 2:

Last night, I applied some of these Golden Daze tanning drops from Joah Beauty. As we know, all of the Victoria Secret models are super tan so those are my go-to tanning drops if you want a resort tan in literally four hours. Not only that, but it's a hydrating skincare product, so it also gives your skin a boost and makes your base look flawless.

Now using Joah Beauty's Chasing the Sun Palette. I am literally obsessed with this palette. They sold out twice so I finally got my hands on it. I use all their bronzey shades for my face, and then I go with their beautiful golden highlight. What I love about it is that everything you need for a bronzed to look is all in this palette. Look at my face, no filter back flash, it's phenomenal. As you can see, this palette also has eyeshadow so I'm going on with some of these tan-ish reddish colour, adding a little gold sparkle on my lid, and completing that with a black sharp eyeliner. I also use an eye colour for lip, which I love. All of these colours blend so nicely, you guys. It's also so affordable so check it out on [joahbeauty.com](http://joahbeauty.com).

Gerardo Perez:

The thing is, you don't just have to stick to one of these features and make the entire video based off of that. You'll notice that you'll start to master content creation and ad creation once you actually learn how to stack all these different elements and have them coexist with one another. Green screen, for example, is one of my personal favourites, because it allows you to upload an image or a video behind you so that you're able to give specific views or commentary on a specific product, page, image, you name it.

Speaker 3:

I'm going to go over the top three reasons why you and your teen should pick Invisalign over braces. Number one, there are far less emergencies with Invisalign, and you don't have to deal with pokey wires or broken brackets. Number two, unlike with braces, where you have food restrictions, with Invisalign you can eat all the goodies and you can pretty much eat whatever you want. Number three, even better than braces colours, you get to pick your own customizable stickables, which are so cute.

Gerardo Perez:

You'll notice that this is one of the most popular features on TikTok in general so it's definitely a must use. Text inserts are also a great way to either insert in your hooks or alongside different elements of your video to provide added commentary or just a different layer of dimension when it comes to describing what it is that's being shown within the video.

Speaker 4:

Better than your average sneaker reason. Number one, they're 100% waterproof and they're made from the super cool knit material, so basically you can dump buckets of water on your shoes and you'll be chilling. They're very lightweight and very durable too, which make them good for pretty much any occasion. I take them basically everywhere that I go and I'm able to use them wherever. The third reason why I love my Vessi's is because they're super easy to clean. You can basically get any sort of dirt or scruff on it and wash it off super easily. This for sure has been my best purchase I've made in 2022.

Gerardo Perez:

Text to speech is basically when you take that specific text insert and you assign a voice to it. I like to call this the robo voice and it can be incredibly effective because it gives it a added layer of relatability or nativeness on the platform as well.

Speaker 5:

8,760 hours to try the deepest sleep. I love my Nectar. Mattresses start at \$399, so easy to unbox. You get \$200 off and \$499 of accessories. You don't want to miss their special offer. This is the best mattress deal on the market. Run, don't walk, to buy this mattress

Gerardo Perez:

Comment planting is an absolute gem, especially when it comes to using it in the hook of your video, to be able to address a common question that you get about your products. One of the best ways to apply comment planting is to actually revisit your comments within the actual ad platform, under the assets tab you'll find it under comments. Here you can find comments of all sorts of sentiments, whether that's positive or negative, but it's definitely going to give you a great inspiration to find different types of comments to be able to actually create an entire video inspired by it.

Speaker 6:

I just ordered these scrubs from Mandala and I won't buy from any other brand again. Mandala scrubs feel like I'm in my pyjamas, but they look amazing. They're a fraction of the price, shipped so fast. These are the high waisted joggers. They're affordable, true to size, and more importantly, squat proof. Try these and I promise you'll never go back. Shop today.

Gerardo Perez:

Last but definitely not least is voiceover. Voiceover is hands down, probably the best tool that you can use to add an element of dynamic layering into your creatives. This feature really allows you to enhance your storytelling because you're able to focus more so on the product itself and the visual imagery explaining or showcasing what your products actually do alongside giving it an added layer of depth.

Speaker 4:

I'm adulting but how do I make my apartment feel like home?

Speaker 7:

Do yourself a favour and get on Brooklinen and they have so many options to choose from and their essentials are all in one place. I got the classic core bundle in cream and it completely transformed my room. These are half the price of the sheets that you could get from other places, but they have the

same quality. I'm telling you, it literally feels like I'm sleeping on the cold side of the pillow, except always. So go check out Brooklinen right now. You and your girl can just thank me later.

Gerardo Perez:

I wouldn't necessarily say that there is such a thing as using these effects too much, instead, they just give it that really raw unfiltered TikTok-y feel in order to adapt the content to the language of the platform. Remember guys, I know it sounds super cliché, but don't make ads, make TikToks. Keep in mind that this is simply an overview. Later in the course, I'll be teaching you how to integrate all these features and really just wrap them up together so that you can make incredible content for your TikTok ads.