

Gerardo Perez:

Being able to incorporate solid frameworks and ad structure is going to do wonders for your content. One of my favourite frameworks when it comes to scripting and creating ads is simply a four-step process. Number one, you have a hook, number two, you address a pain point, number three, you showcase your product in use, and number four, you have a strong call to action. The only variable here is some products don't necessarily solve a pain point so that number two is sometimes skipped over and simply transitioned straight into the product and use. We talked about different features to make your ads feel a lot more like TikToks, and these are all features that you can incorporate using this same framework.

So first you have your hook. Your hook is essentially your first three seconds of the video that is designed to actually captivate your viewers. One of the reasons why hooks are so important, especially on TikTok, is because your actual call to action button doesn't pop up on your ad until after three to four seconds. If you're not actually able to retain the viewer for past those three to four seconds, you're not even giving users a chance to click out to your website. Hooks are typically made up of different callouts or specific video frames that are highly engaging or visually appealing.

Next, you have the pain point. Again, pain points aren't necessarily adaptable to each and every product, but if you're actually able to incorporate because it fits the nature of your product, it's a great way to actually create some sort of emotional interest.

Then you actually have the product and use. I know this sounds redundant, but it's incredibly dependent on what your product does, what you're trying to solve, whether it either solves a want or a specific need, all those factors combined are actually going to influence how you showcase your actual product.

In this part of your ad, this is your opportunity to actually show your customers why your product is so cool, why they actually need it, and what potential problem it solves. Visual imagery is the name of the game here. This is your chance to actually demonstrate how your product works and why your customer should want it.

Last up, you have CTAs. Some call to actions are a little more straightforward like, "Click the link below to purchase," or you can actually have more subtle CTAs like, "I don't know why I didn't purchase this sooner." When you combine all these elements together, it gives you the proper framework to be able to script and ad from start to finish with a specific goal in mind.

Speaker 1:

... fix for those nasty swamp stains is just \$12.

Yep, Fabletics made anti-stink and moisture-wicking briefs for all you guys out there with a pool of sweat in your pants every day. The material is super breathable and airy so you won't be getting all suffocated down there. They come in tonnes of colours and have a no-roll waistband so it's going to fit correctly around the waist. Seriously, stop worrying about sweat stains and smells, these 3 for \$12 briefs are the answer.

Gerardo Perez:

Now you may be asking yourself, "Well, if I only follow this specific framework, am I going to have variety within my ads?" Yes, absolutely. I think the name of the game is finding and recognising what the benefits not features of your product are and be able to showcase that in 10 different ways.

Again, keep in mind all the TikTok native features that we talked about like greenscreen or text-to-speech, comment responses, voiceover, incorporating all those different elements really gives you a lot of variety on how to actually showcase the benefits of your product.

In addition to that, once you find a specific framework or specific narratives that tend to work well in your ad account, this is going to give you a clear direction on how to basically remix that specific type of content. So you can create very similar content that, at the same time, feels drastically different so that you're actually giving your creatives a refresh from time to time.

I know this might sound a little bit abstract, but being able to understand these different frameworks and piece it all together is going to do wonders when it comes to actually scripting out your content.

In addition to that, being able to understand these specific frameworks, being able to script it, and being able to communicate it is going to save you a whole bunch of headaches when it comes to commissioning creators on your behalf to actually execute your creatives as well.

I'm excited to show you specific examples on how we wrap up all these elements together to be able to create effective ads on TikTok.