

Gerardo Perez:

Let's talk about visual hooks. As I've stated before, hooks are probably one of the most important part of your ad creatives, simply because on TikTok, you can't actually click off the ad until after three to four seconds. So your number one goal has to be, how can I actually captivate this user enough to stick around past that point? If you can't get them past that point, there's no chance of them actually visiting your website.

Another way to think of hooks is also reframing it as a pattern interrupt. So obviously, on TikTok everything's video. Some of my favourite hooks are actually quite simple and they just involve a little bit of movement on frame. This can be something along the lines of you dropping your phone and picking it back up, walking towards the camera, moving into the frame, maybe tossing your product towards the camera, or having your product tossed onto frame.

Another great hook is the ever-so-popular unboxings, where you simply drop the box onto the frame, and you start unboxing it.

Speaker 2:

TikTok made me buy it. My Hexclad pan's finally here, and I'm so excited. I've seen many professional chefs and home chefs cook with, and they're Gordon Ramsay-approved. So yes, your girl had to get her a set of pans. Hexclad makes pans that are metal utensil safe. It's also oven safe for up to 500 degrees, non-stick, non-toxic. And it's dishwasher safe. Hexclad also offers lifetime warranty.

Can you imagine having cookware that offers the cooking experience of stainless, nonstick, and cast iron in one? That's what Hexclad provides, and I cannot wait to start cooking with these pan. Just look at the details. Do you see that sparkle? So check them out at hexclad.com. Thanks for watching. Like, share, and follow.

Gerardo Perez:

I want you to keep in mind the idea of dynamic layering when it comes to formulating and scripting out your hooks. Being able to attach visual with verbal is incredibly important in order to retain your viewer. Remember the goal here is to deliver some pattern interrupt, or at the very least be able to call out your audience so that they feel addressed. Who doesn't love personalization?

Speaker 3:

(Singing)

Gerardo Perez:

One of my favourite examples of a visual hook is doing something that's a little bit controversial, or at least is going to make people feel slightly uncomfortable. A great example of this is maybe putting on a screen protector for your phone, but you put it on incredibly crooked. Another example could be eating something in a certain manner where it's a little bit unconventional, like maybe eating a burrito, but instead of from the top, you just eat it sideways. Something crazy like that just gets under people's skin. The idea here is to make people just a little bit uncomfortable, but not to the sense where they would never actually use or purchase your product.

Next up, I'll actually show you how you can identify some of the key benefits of your product to be able to address verbal hooks.