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HOW TO RUN TIKTOK ADS

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33/81 Steps

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Part I: All about ads
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MODULE 01: THE IMPORTANCE OF CREATIVE , LESSON 5

In Progress

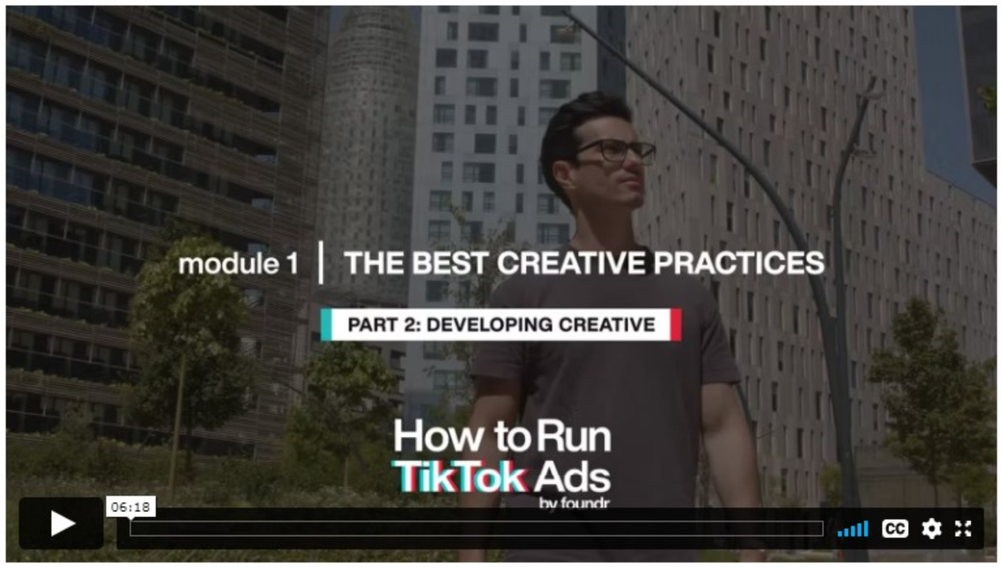
Take Notes

LESSON 05: TIKTOK CREATIVE BEST PRACTICES

Gerardo Perez

MODULE PROGRESS

50% Complete



Let's review a few TikTok creative best-practices:

- Use in-app features including:
  - Greenscreen
  - Text-to-speech
  - Text inserts
  - Comment planting
  - Voiceover
- Stack these features, rather then relying on just one to anchor an entire ad
- Tell us about the benefits of your product, rather than just listing the features

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