

Gerardo Perez:

Understanding safe zones are super important when it comes to advertising on TikTok. But first, what are safe zones? At this point, we all know that TikTok is shown in a vertical format, but we actually don't have the entirety of that screen real estate at our disposal. I want you to keep in mind all the UI that goes into it as well. On the right hand side of the screen, you have your engagement buttons. This is going to be the likes, the comments, the shares, and all that fun stuff. Towards the bottom left hand side, you're going to have your caption. Even though captions aren't incredibly extensive on TikTok, it can take up quite a bit of screen real estate, especially when it comes to ads, because once the CTA button comes up, it actually pushes up the UI just a little bit.

And if you choose to use ad cards as well, after the third or fourth second, you're not really going to have that real estate at your disposal. That being said, when it comes to filming your products or actually inserting text inserts, I want you to focus on this area of the screen. Keeping these safe zones in mind is really going to enhance the quality of your content. It's a super minor detail that can have a super major impact. So please don't forget about your safe zones.