

# TikTok Ad Campaign Checklist

## Launch Your First TikTok in Just 3 Weeks

Kick off 2022 with TikTok For Business and join the new age of retail. With over 1 billion users, TikTok is a great opportunity to capture a new audience, connect with shoppers and boost sales. Prepare your first TikTok ad campaign with our quick and easy checklist.

Not connected yet? Get started [here](#).

## 3 Weeks Out: Define Your Strategy

You don't need big budgets to make effective TikToks, but planning in advance will help you create content that resonates with your audience. Here are some pointers to help make your first campaign pop.

- ❑ **Establish your goal(s):** Before you start, determine your business goals and objectives. For example, selling a specific product, promoting a new line, or driving awareness to your brand.
- ❑ **Find your audience:** Dive into TikTok's sub-communities to learn what your audience is talking about so your content is relevant.
- ❑ **Develop your voice:** What's the tone you want to set for your campaign? Is it funny, reflective, educational?
- ❑ **Plan your content:** Build out a few ideas of what types of videos you want to create for your ads. Consider what makes you different and how you might stand out.

**Pro tip:** Conduct some research and see how your competitors are positioning themselves on TikTok.

- ❑ **Test and learn:** Post organically first to see what type of content resonates with your audience. If something performs well, consider using TikTok's Promote tool to amplify visibility and [Spark Ads](#) to drive sales amplify visibility. Learn more [here](#).

**47% of TikTok users say that they have bought something they saw on TikTok**



### GETTING CREATIVE

**Creativity is one of the most important drivers when it comes to increasing performance and capturing conversions on TikTok.**

Audiences on TikTok love authenticity, so using your phone and TikTok's in-app editing tools rather than over-produced videos can be a great way to humanize your brand. Need creative inspiration? Check out the [TikTok for Business Inspiration Center](#).



### 3 Weeks Out: Choose an Ad Type

Familiarize yourself with our ad solutions to plan your campaigns.

- ▢ **Lead Generation:** Lead Generation ads allow you to optimize the collection of new leads on TikTok. Customizable instant TikTok forms load nine times faster than 3rd party landing pages. Leads can be used to build [custom audiences](#) for retargeting and email marketing. Learn more [here](#).
- ▢ **Spark Ads:** Spark Ads is a native, immersive ad format that harmoniously blends into the For You feed. Spark Ads enables you to amplify your own existing organic videos or videos from creators in the TikTok For You feed. Spark Ads delivers higher campaign results with minimal budget and resources. Learn more [here](#).

### 2 Weeks Out: Operational Set-Up

Now that you've got a plan and know what type of content you're going to create, it's time to setup your pixel and get your TikTok ad campaign operations in order.

- ▢ **Install TikTok For Business:** Start by installing the TikTok For Business solution [here](#). The pixel will be automatically connected at setup.
- ▢ **Set up events:** Define the events you want to track and optimize. Best practice is to track at least one high-funnel event (e.g. view content), one mid-funnel event (e.g. add-to-cart), and one low-funnel event (e.g. complete payment/purchase). You can find a list of supported events [here](#).

**39% of TikTok users say they discovered a product/brand on TikTok they didn't know about before**



### 2 Weeks Out: Operational Set-Up Continued

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- **Set your target audience parameters:** If you're just starting, help brand new users discover your brand by utilizing our targeting capabilities on Ads Manager or our native TikTok Ads Module. Once you've built up your presence or have a sizable [custom audience](#), try using [lookalikes](#) to find people who've already engaged with your business.
- **Select your bidding method:** At the ad group level, pick the objective that aligns with your business goal. Our recommendation would be to use 'Lowest Cost' bidding. Learn more about other bidding options [here](#).
- **Run a test campaign:** Running a test campaign can be a great idea before your big launch. This will allow you to see which TikToks are effective, better understand your audience and prepare you for your big campaign launch.

### 1 Week Out: Prepare for Launch

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Just one more week before your campaign is live! Now that your operations are up and running smoothly, here are the final steps to ensure you have a successful launch.

- **Get your TikTok ready:** Upload your ads to Ads Manager and place them into your ad sets. Or, within our native Ads Module, try the Smart Video Generator Tool to automatically turn a set of product pictures into a TikTok video.
- **Preview your content:** It's time to check how your ads look! The actual ads will be adjusted based on a user's device and network conditions so check out how your ad will look once it's published on your actual device. Check it out [here](#).
- **Publish your TikTok ad:** Take all the research you've done about your audience, double check your campaign set up and publish your ad. Learn how to monitor performance [here](#). Congrats on your first TikTok ad campaign!

**Daily time spent on TikTok averages the same length as a movie.**

