



TikTok Campaign Planner Worksheet

Not sure where to start? Don't worry, we're here to help. We created a simple campaign planner worksheet to help you plan and visualize how your TikTok campaigns can come to life this year.

Campaign Name:

Key Dates:

What are my campaign objectives?

- Discovery
- Reach
- Consideration
- Other
- Traffic
- Video Views
- Conversions

How will I measure my objectives?

Who am I trying to reach?

Is my website ready for shoppers?

Thought starters for creating your first TikTok:

- What **trends** do I like?
- What type of stories do I want to tell?
- What's the tone and voice of my TikTok?
- How do I want my TikTok to look visually?