



Mastering TikTok Ads

A Step-By-Step Training That Will Position You For Success On This Rapidly Growing Platform.

Maxwell Finn

TikTok Today

It's not just Gen Z dance videos

- The demo on TikTok has been aging up rapidly (stats coming).
- We're seeing success with a wide range of industries from beauty and apparel to finance and SaaS.
- Selling products from \$9 to \$997 on front end.



Some Of Our TikTok Clients...



POSH PEANUT



Content Graph vs. Social Graph

The biggest difference between TikTok and other social media apps



But First Some Stats

TikTok's growth and usage data is off the charts

1B+ Users

open up their TikTok app every month

3B+ Downloads

of TikTok, which makes them first non-Facebook app to hit milestone.



30M+

targetable users 35+ in the United States



5.5M+

targetable users 55+ in the United States



47%

of users bought something they saw on TikTok



66%

of users were inspired to shop even when not planning on shopping



77%

of users expect TikTok to inspire a gift idea this year





28%

of users say TikTok inspired more impulse purchases than any other app

4.2B+ Views

of the #TikTokMadeMeBuyIt

Creative = Your X Factor

When it comes to TikTok ads creative is KING

21-34 Seconds

25%+ of all top performing ads are this long

14 Days

The average length of time we refresh our creatives



99.29%

Of top performing ads feature multiple scenes



70%

Of a TikTok ads success lies in its creative

5-60 Seconds

Ad length allowed by TikTok for In-Feed placement

Sound On

All ads need to have an audio track

9:16

Dimensions for TikTok ad creative

Types Of Creative



What I've learned running
TikTok ads for some of
the biggest brands in the
world!

Native Brand Content



Me: you ready to get
some baby gear?

Native Creator Content



Repurposed Content

Top Performing Angles

1

Unboxing

2

Demos

3

Reverse
Story

4


Step-By-Step
Guide

- 

Follow The Trends

6:54

Search



Careless Whisper

George Michael

358.2K videos

Add to Favorites

Play full song

Well I found my name on

you

"we should take a break"

you're too ugly, I don't like

you anymore"

she's jealous of me and

my ASSets

we could

have been

so good

together

we could

have been

so good

together

you would look way better

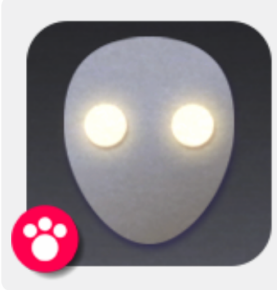
if you lose weight"

Use this sound

Trending Sounds

6:54

Search



Cursed TikTok

231.9K videos

Add to Favorites

crying and throwing up

rn

so glad this didn't work on

my room

seeing if there's a ghost

in my room

that scared the shit out of

me

I SCARED MYSELF AT THE

END BECAUSE I FORGOT

TO TAKE OFF THE FILTER

A pair of glowing eyes

watching directly over

my head"

YALL FUCKING SAW

THA TOO RIGHT

Levitation spell gone

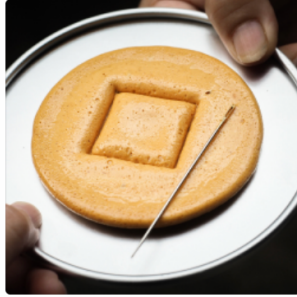
wrong

Try this effect

Trending Effects

6:54

Search



#SquidGame

37.7B views

Add to Favorites

Whether you're watching plenty of fan theories or just trying to find the perfect dalgona recipe, we're here for all things #SquidGame.

Star-shaped dalgona

Dress him up: Squid Game

SCENE

ESRIE Music from SQUID GAME

FILMTOK PROP GLASS FROM SQUID GAME

dalgonas

Colorful dalgona

DALGONA DOLL

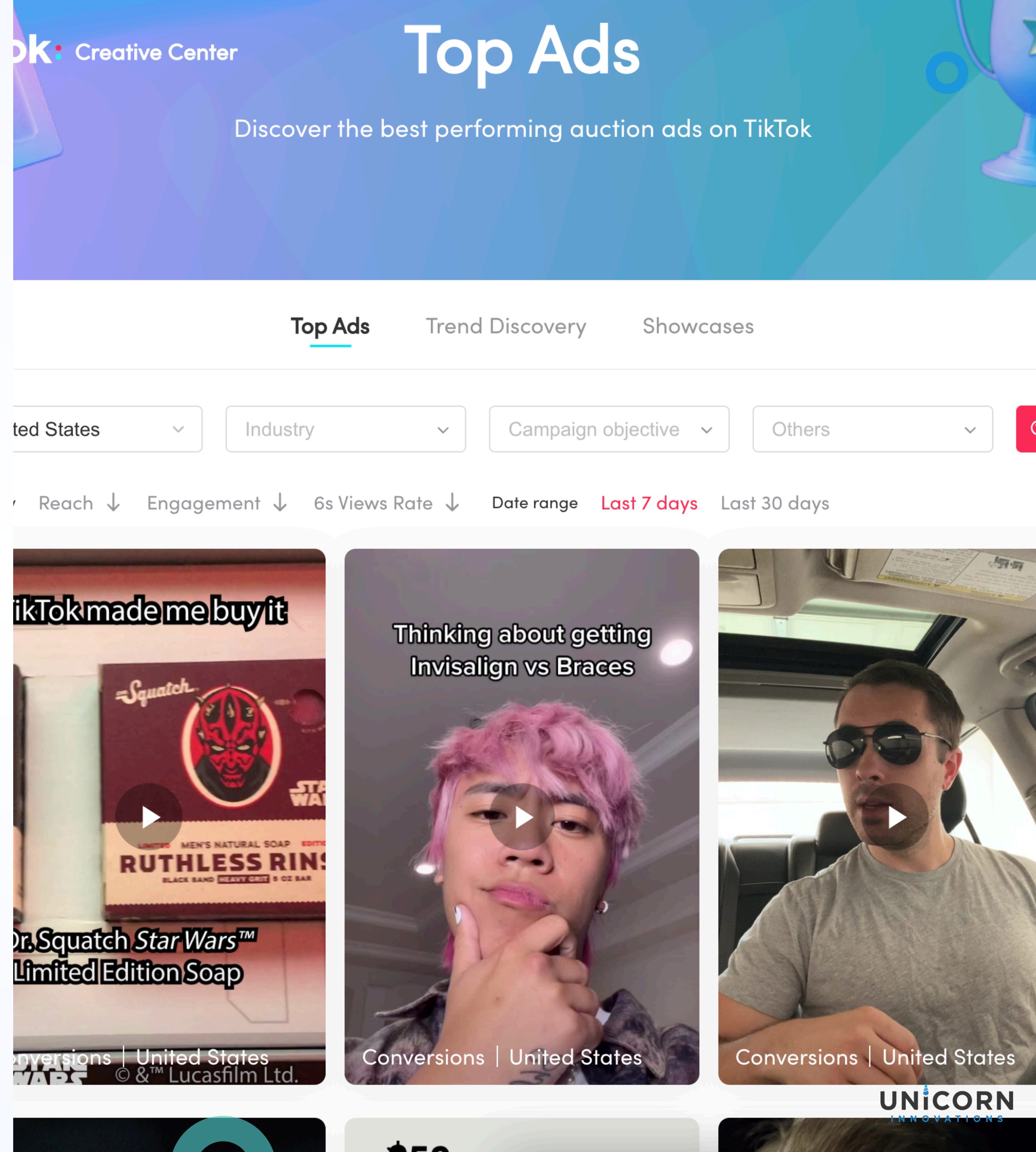
Squid games theory

Join this hashtag

Trending Hashtags

Creative Research

- Follow top influencers in your target market and study their best performing videos.
- Leverage the screen record feature on phone to save really good ads you see.
- Search your industry in the Creator Marketplace to see the most viral videos.
- Study top ads and trend discovery in creative center.



Making Creative

- TikTok Creator Marketplace
- TikTok Video Editor
- TikTok Video Templates
- Fiver
- Billo
- Promo
- Canva
- Biteable
- Vimeo
- InShot

The screenshot displays the TikTok Creator Marketplace interface. At the top, the navigation bar includes 'TikTok Creator Marketplace', 'My activity', 'Creator search' (which is highlighted), 'Discover', and 'Shortlist'. A red 'Create campaign' button is located in the top right corner. Below the navigation bar, a search bar contains the text 'gadget' and a blue 'Search' button. Underneath the search bar, there are several filter buttons: 'Creator Country or Region', 'Audience Country or Region', 'Followers', and 'Average Views'. To the right of these buttons are links for 'More filters' and 'Clear'. The main content area shows a grid of creator profiles. The first row includes profiles for 'TVgadget' (Italy, 77.3K followers, 129K average views), 'Gadget's Power' (United States of America, 405.3K followers, 700.1K average views), and 'GadgetFix' (United States of America, 938.7K followers, 847K average views). The second row includes 'Kortney and Karlee' (United States of America, 434.1K followers, 24.5K average views), 'Maxie Elise' (United States of America, 205.1K followers, 123.8K average views), and 'Hello Workman' (United States of America, 1.2M followers, 31.4K average views). Each profile card shows a profile picture, a header image, the creator's name, location, category tags, follower count, average views, and a demographic breakdown by country, gender, and age. Below the demographic information are three video thumbnails with play buttons. The bottom of the screen shows the top of several more creator profiles.

Using TikTok

- Open app and go to the TikTok
- Tap “...” in bottom right
- Tap “copy link”
- Visit <https://snaptik.app/en>
- Paste your link
- Click download
- No more watermarks

TikTok Video Download

Without Watermark. Fast. All devices

Paste TikTok link here

Paste

Download

Need Help Building Your Website?

Click Funnels

How To Build A Website Fast

We're here to walk you through how to build a website the easy way.

Open

Download SnapX Android App

we provide an app for downloading TikTok videos. It is fast, easy, with no watermark and HD quality

GET IT ON Google Play

Download TikTok videos (Musically) Without Watermark for FREE

Our App is one of the best TikTok Downloader available online to download video tiktok without a watermark. You are not required to install any software on your computer or mobile phone, all that you need is a TikTok video link, and all the processing is done on our side so you can be one click away from downloading videos to your devices.

Features:

• No watermark for better quality, which most of the tools out there can't.

• Download TikTok videos, Musically videos on any devices that you want: mobile, PC, or tablet. TikTok only allows users to download videos by its application and downloaded videos contain the watermark.

• Download by using your browsers: We want to keep things simple for you. No need to download or install any software. We make an application for you as well but you can only install whenever you like.

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Spark Ads

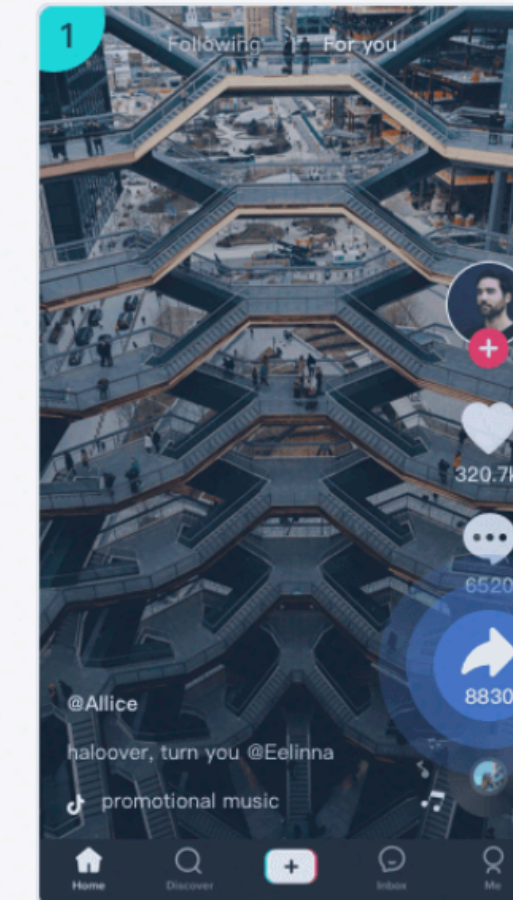
- TikTok's equivalent to Facebook's existing post ID
- Ads are run from actual brand or influencer page
- Stacks social proof
- Helps grow following
- Looks even more native

Apply for Authorization

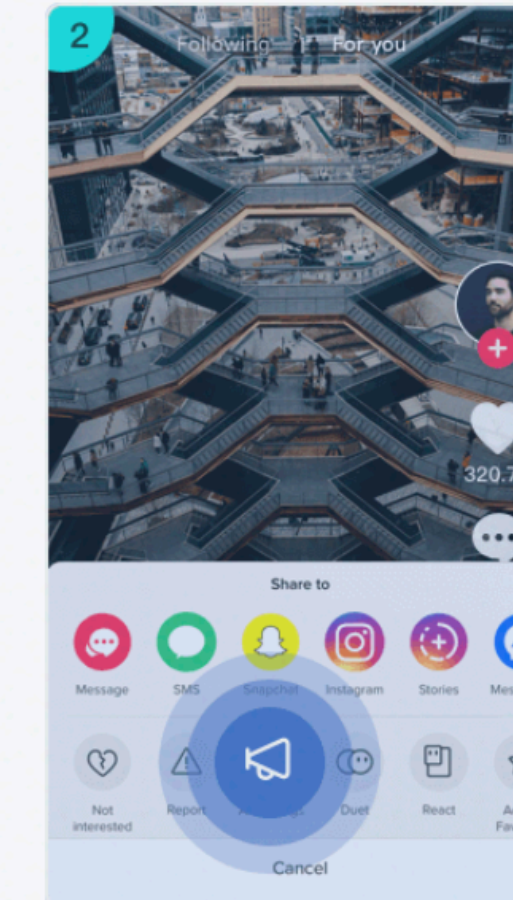
Enter TikTok post code and preview the post

Search

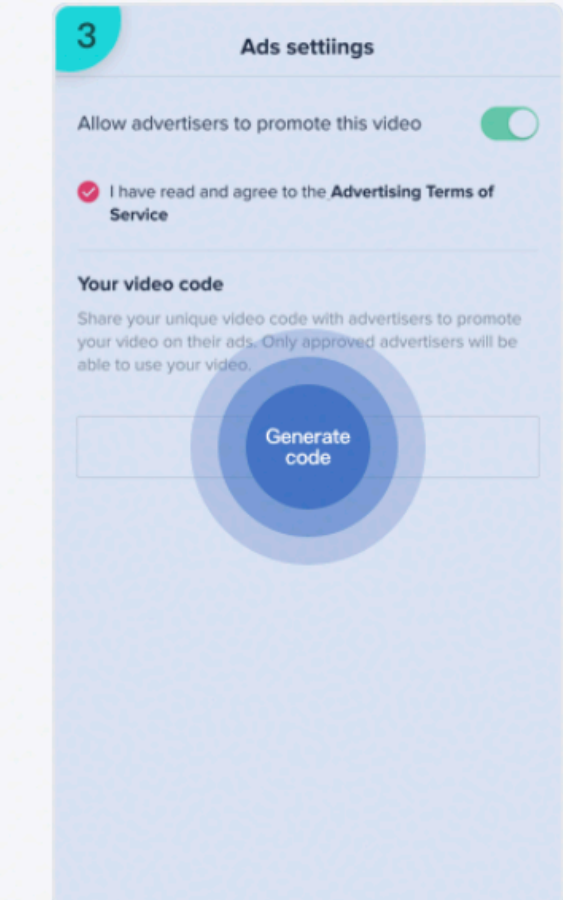
How do I get TikTok post codes? [Learn more](#)



Open TikTok

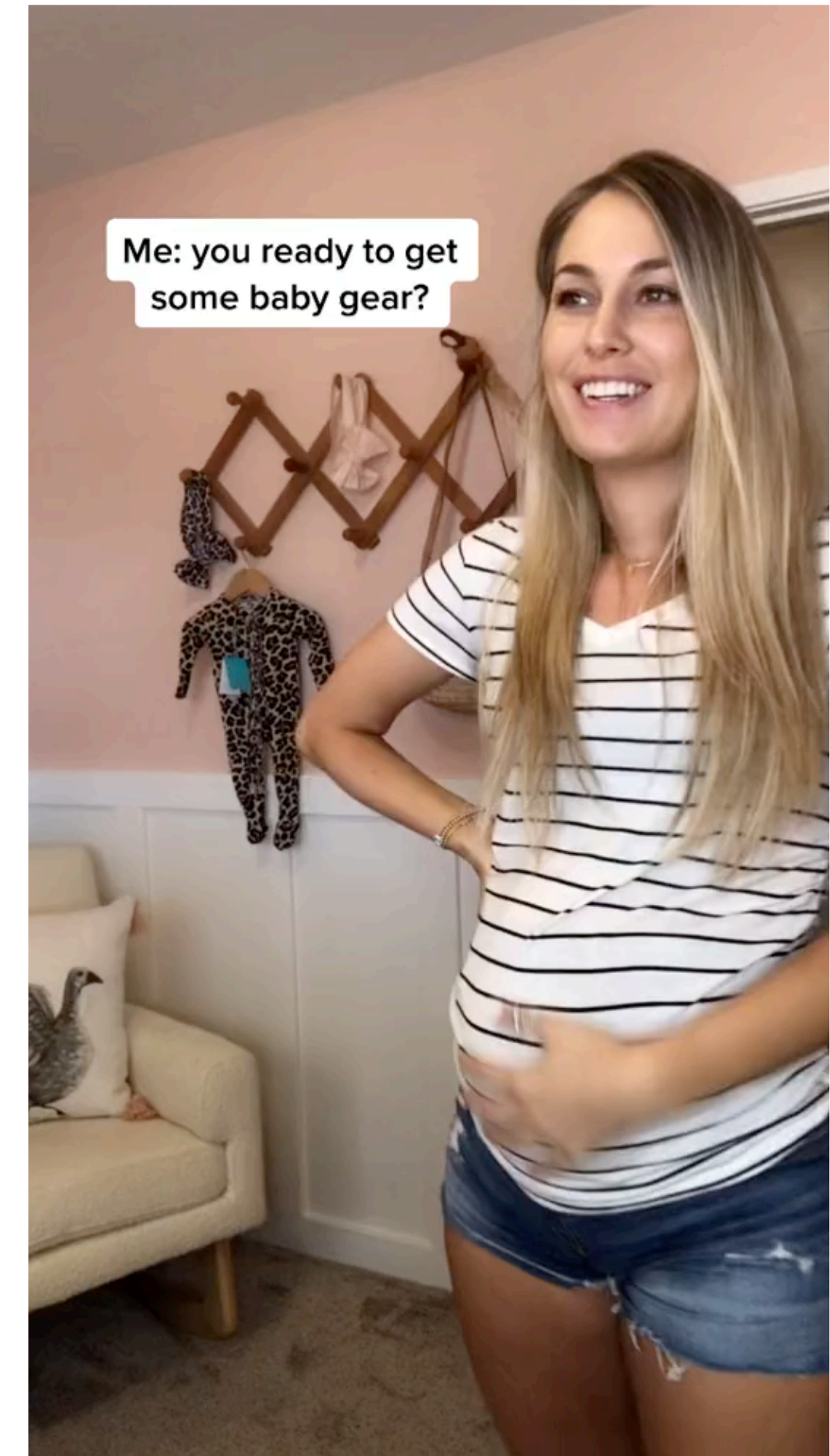
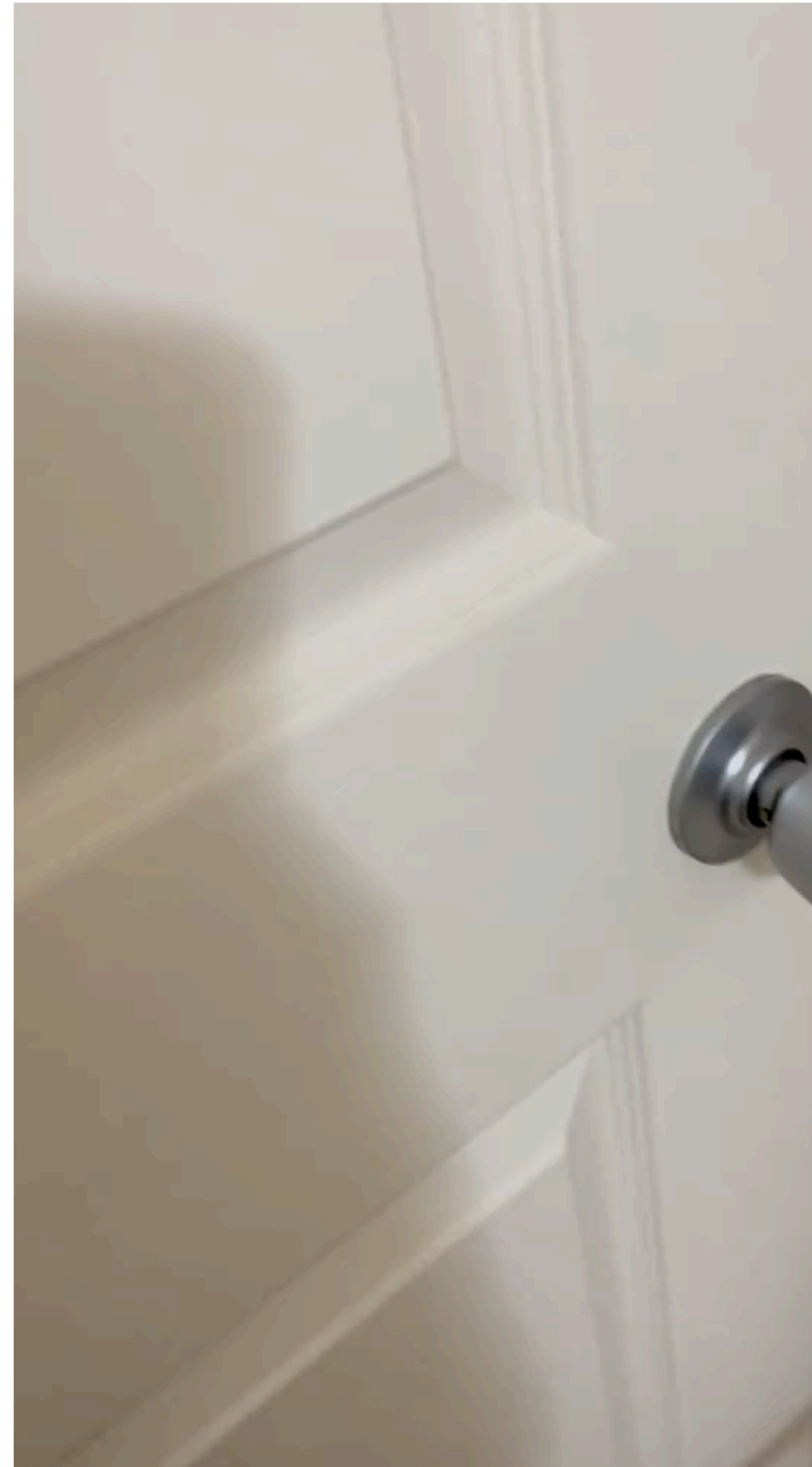


Select Ad Settings

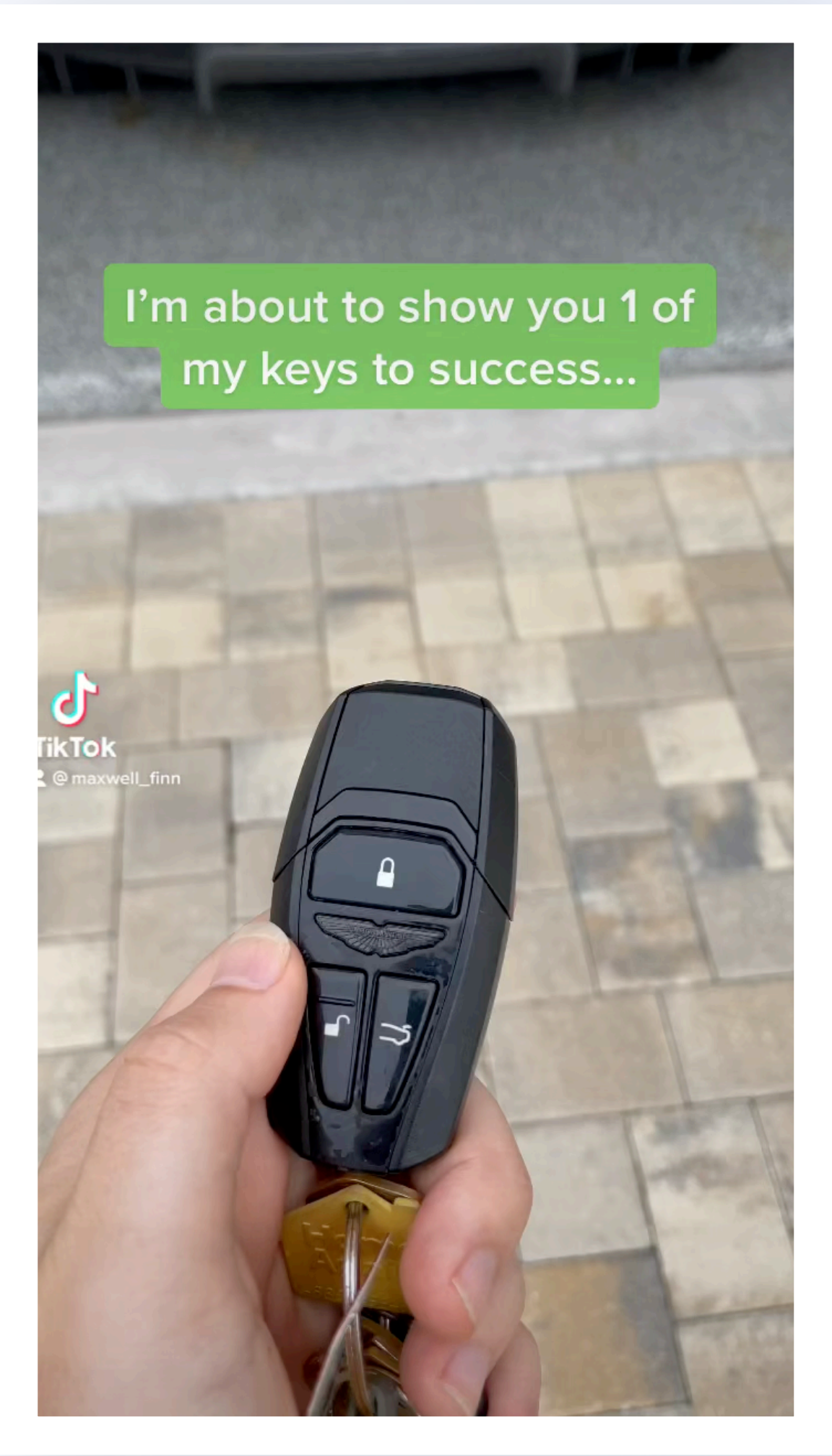
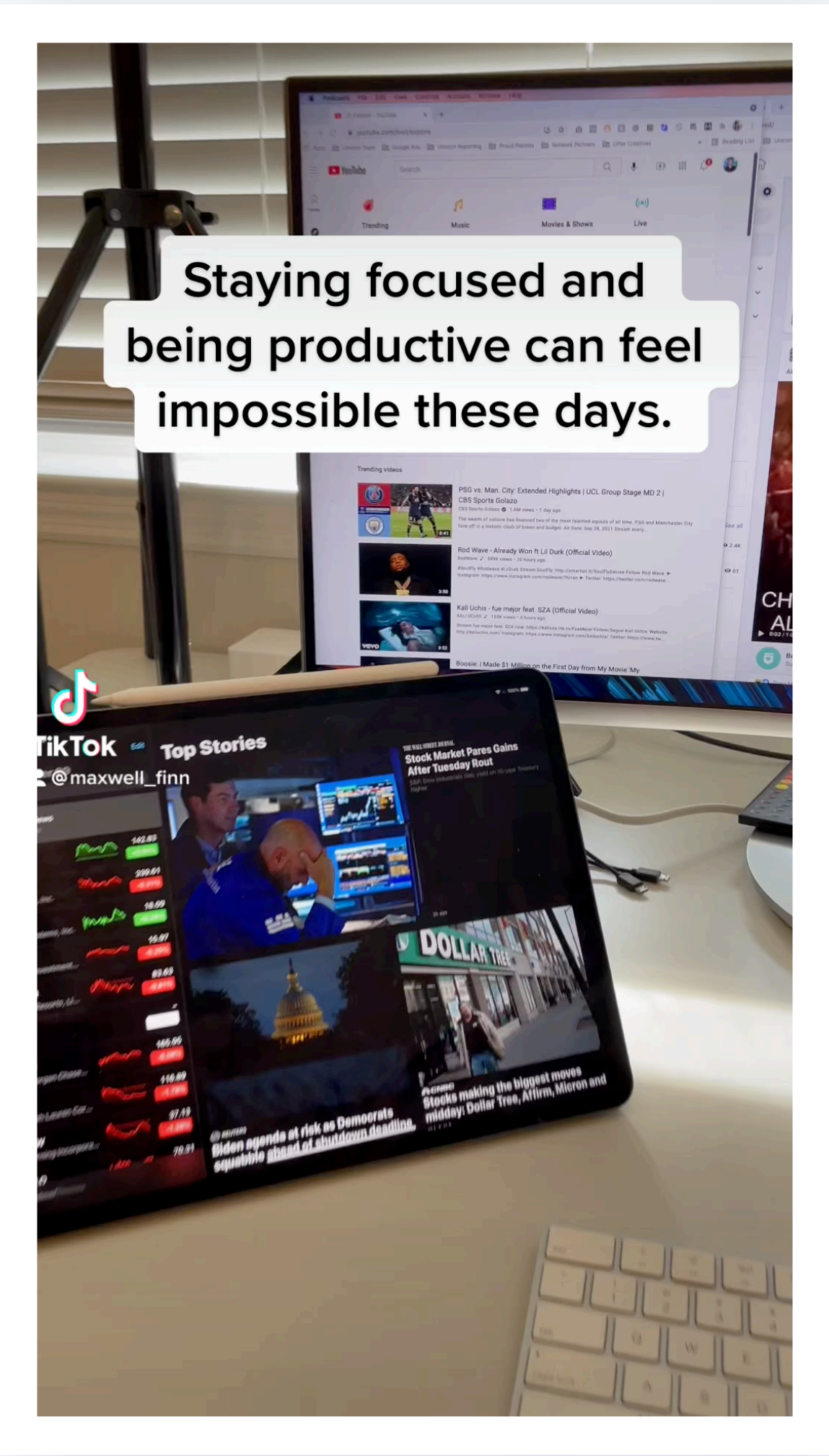
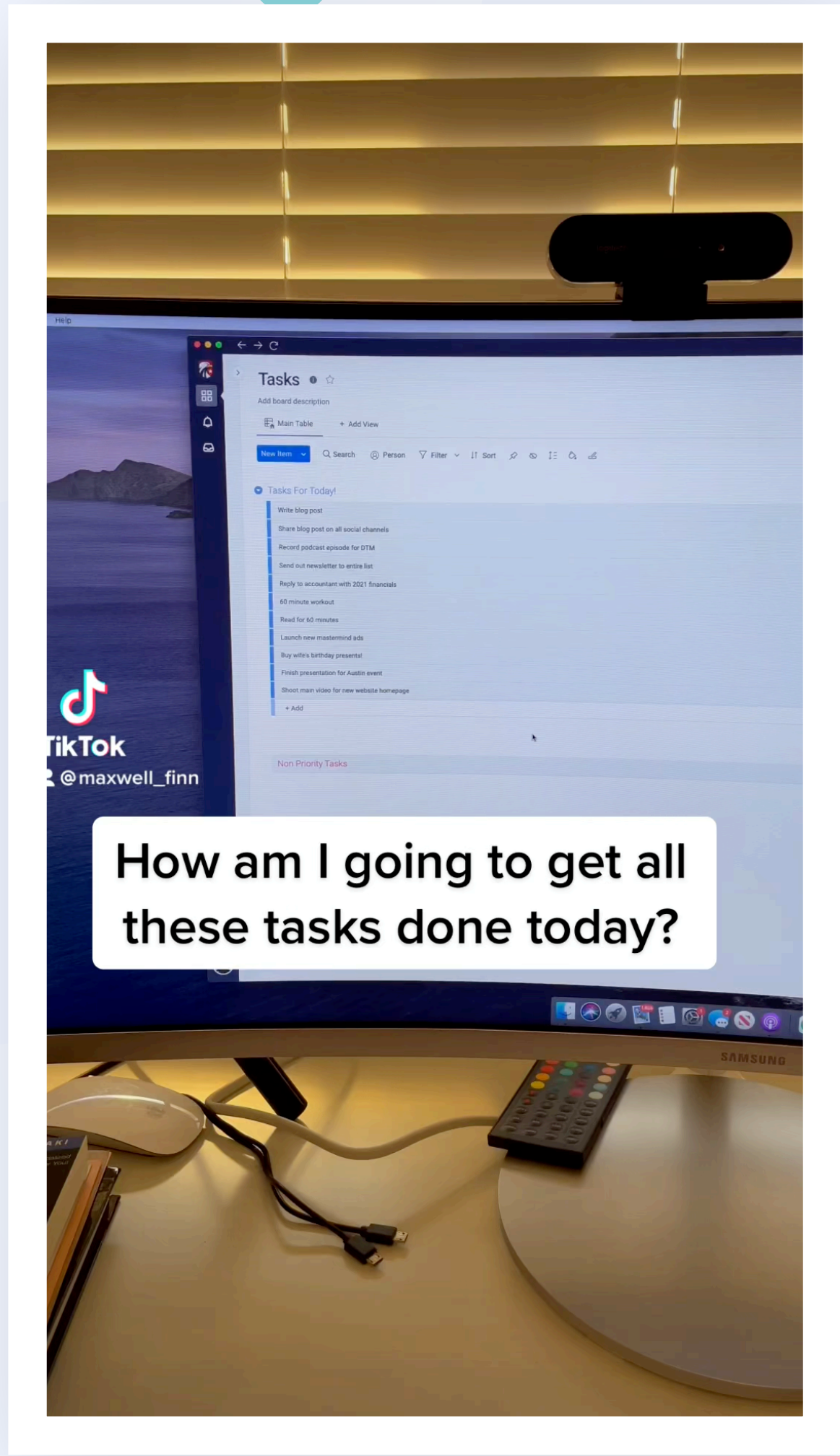


Click to copy code

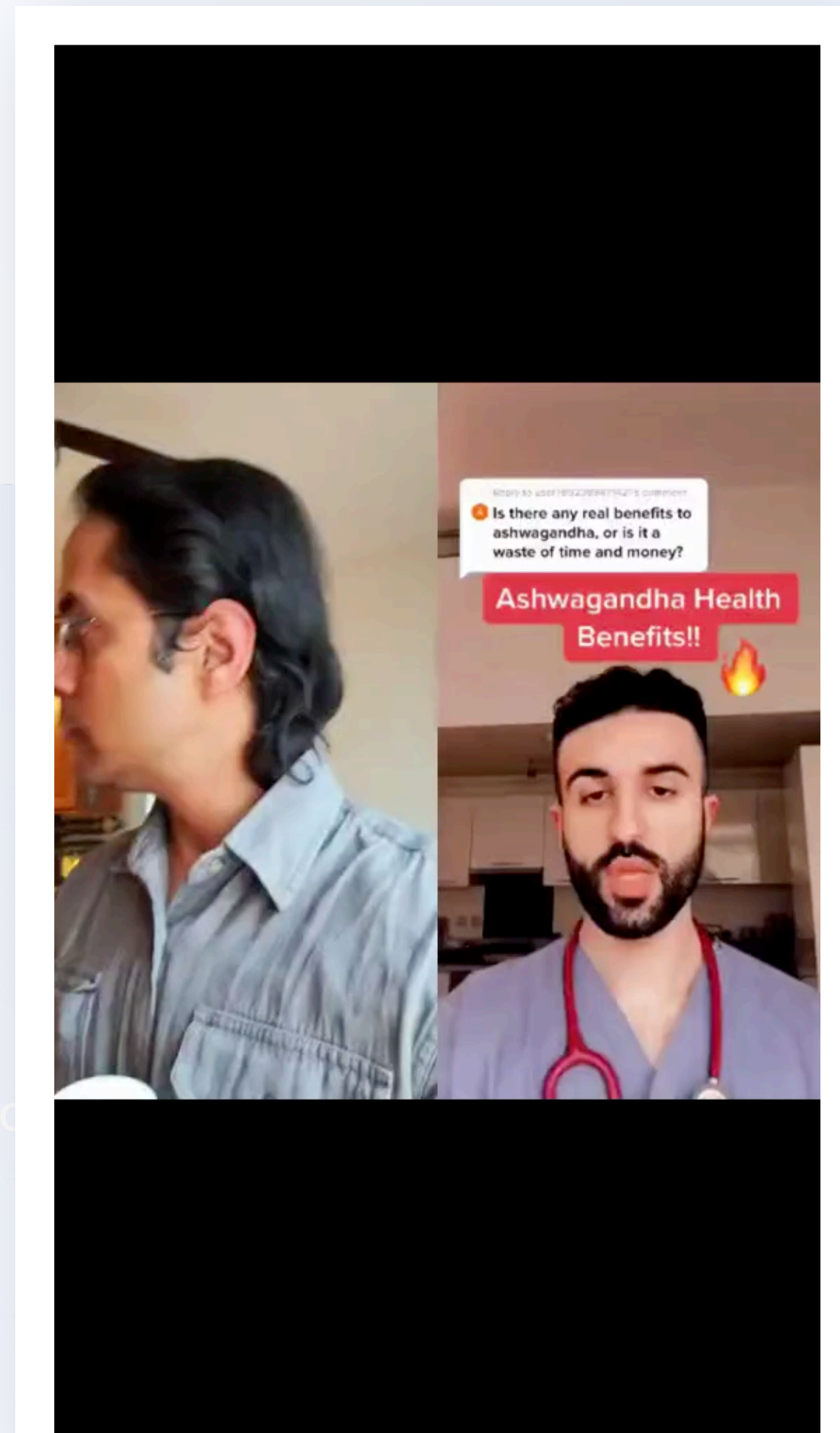
Posh Peanut Creative



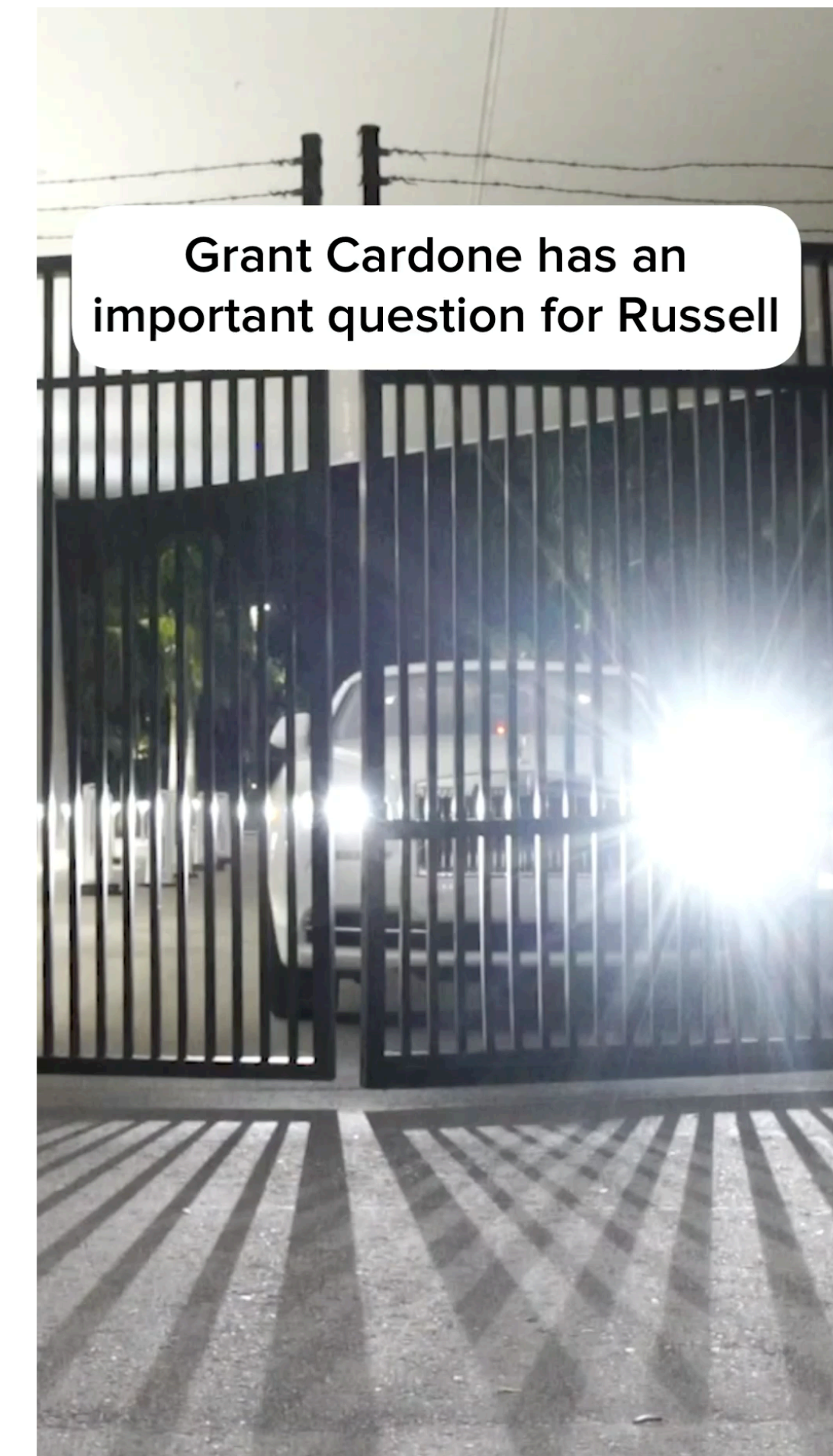
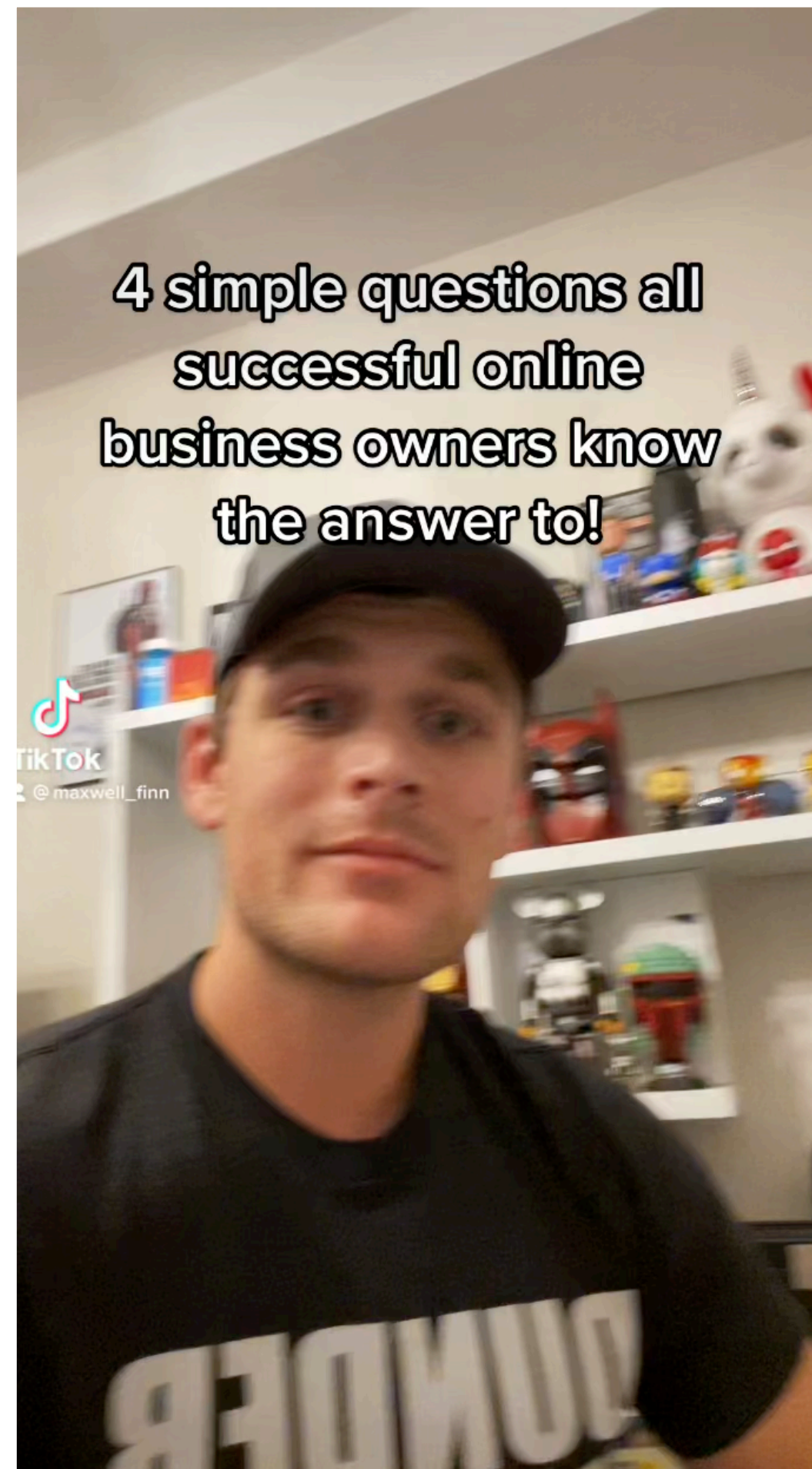
Onnit Creative



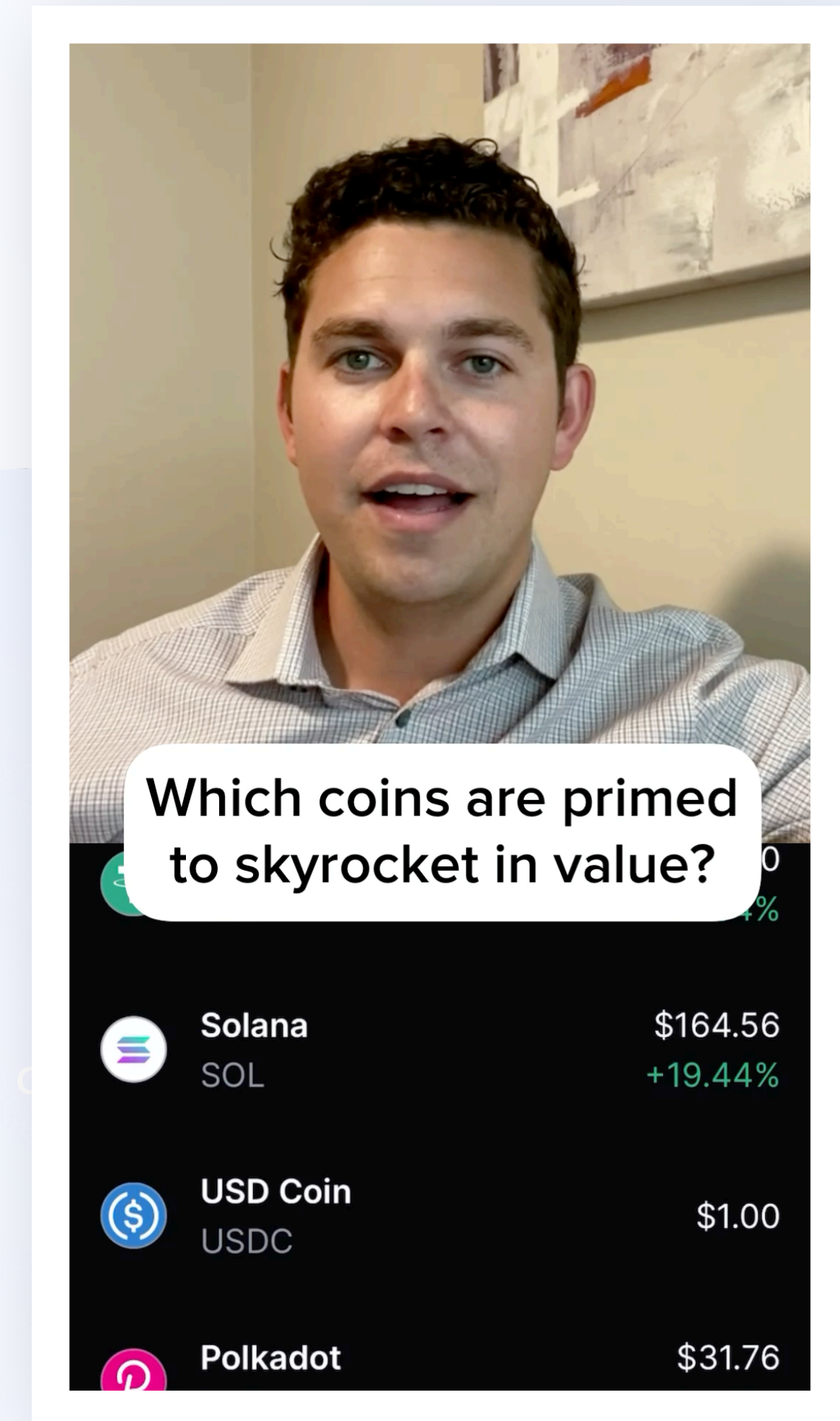
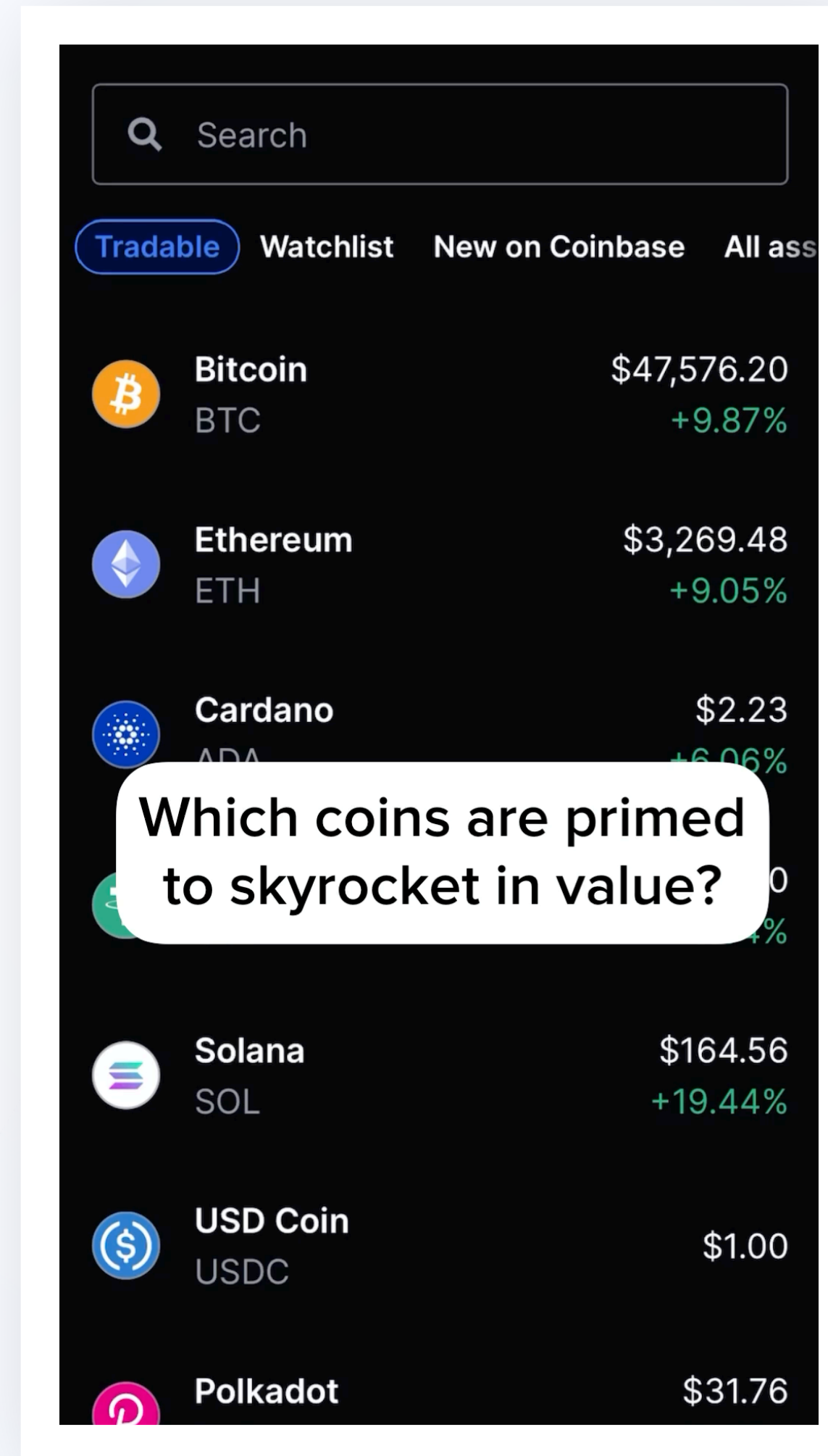
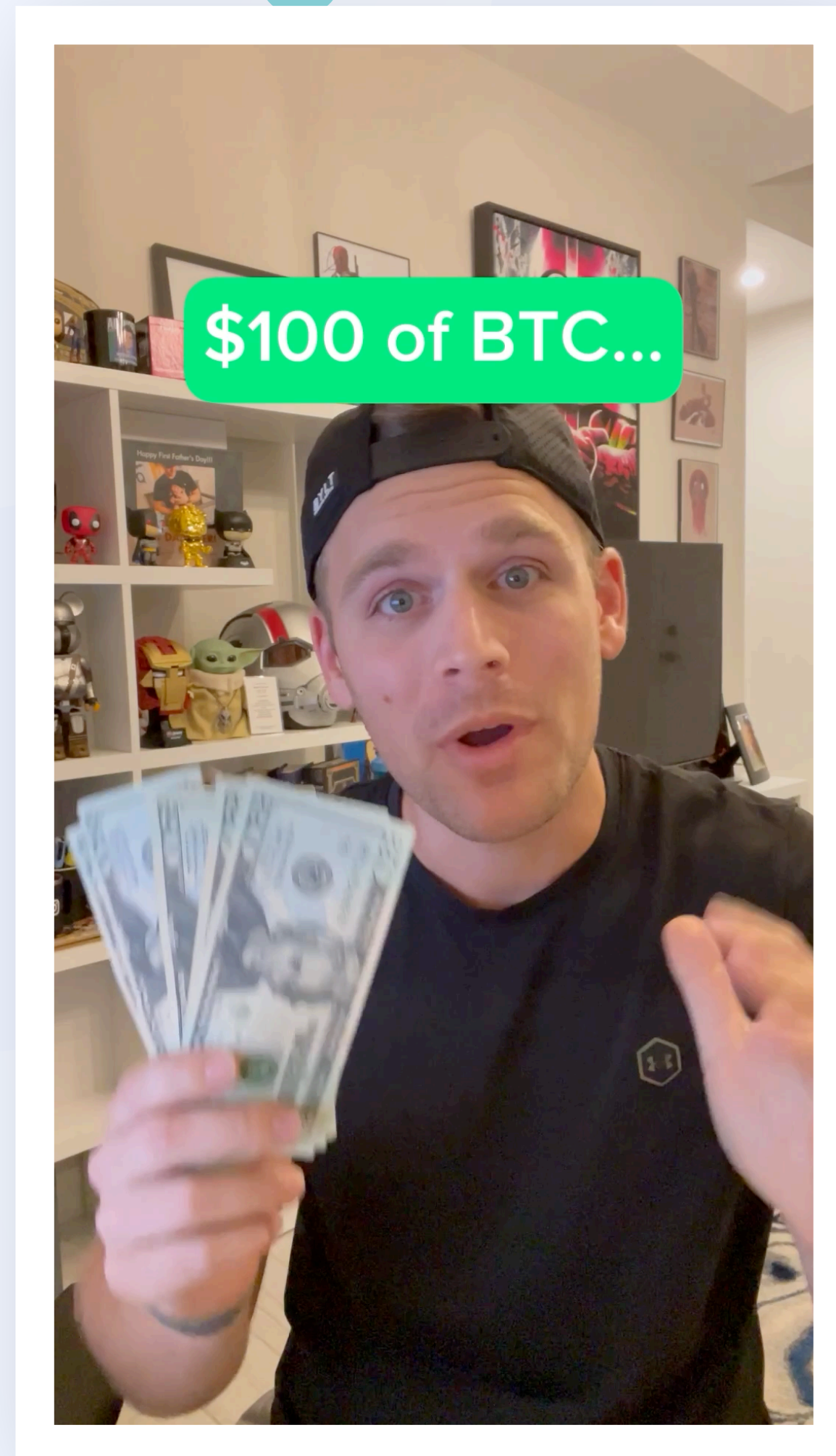
Goli Creative



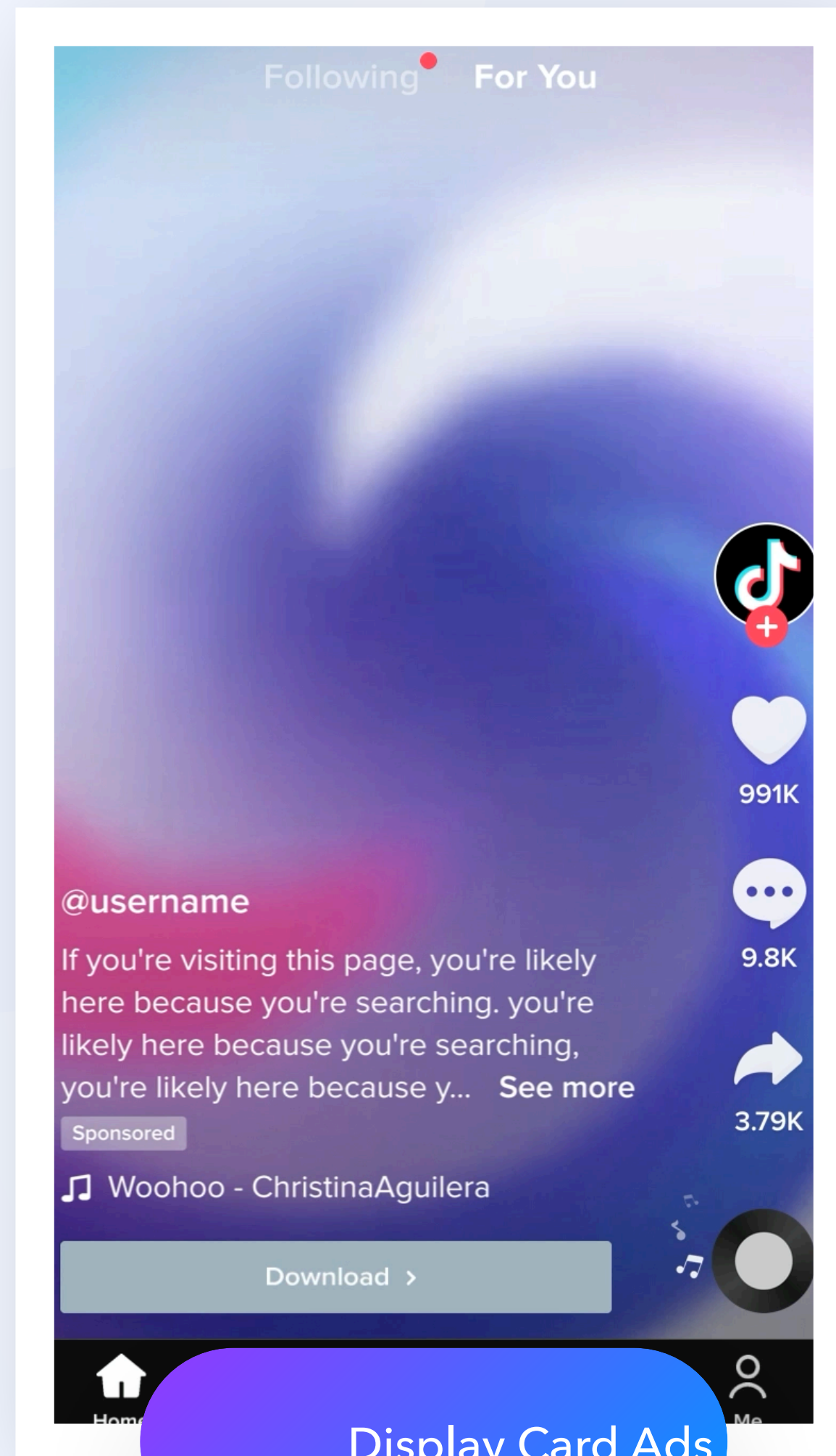
ClickFunnels Creative



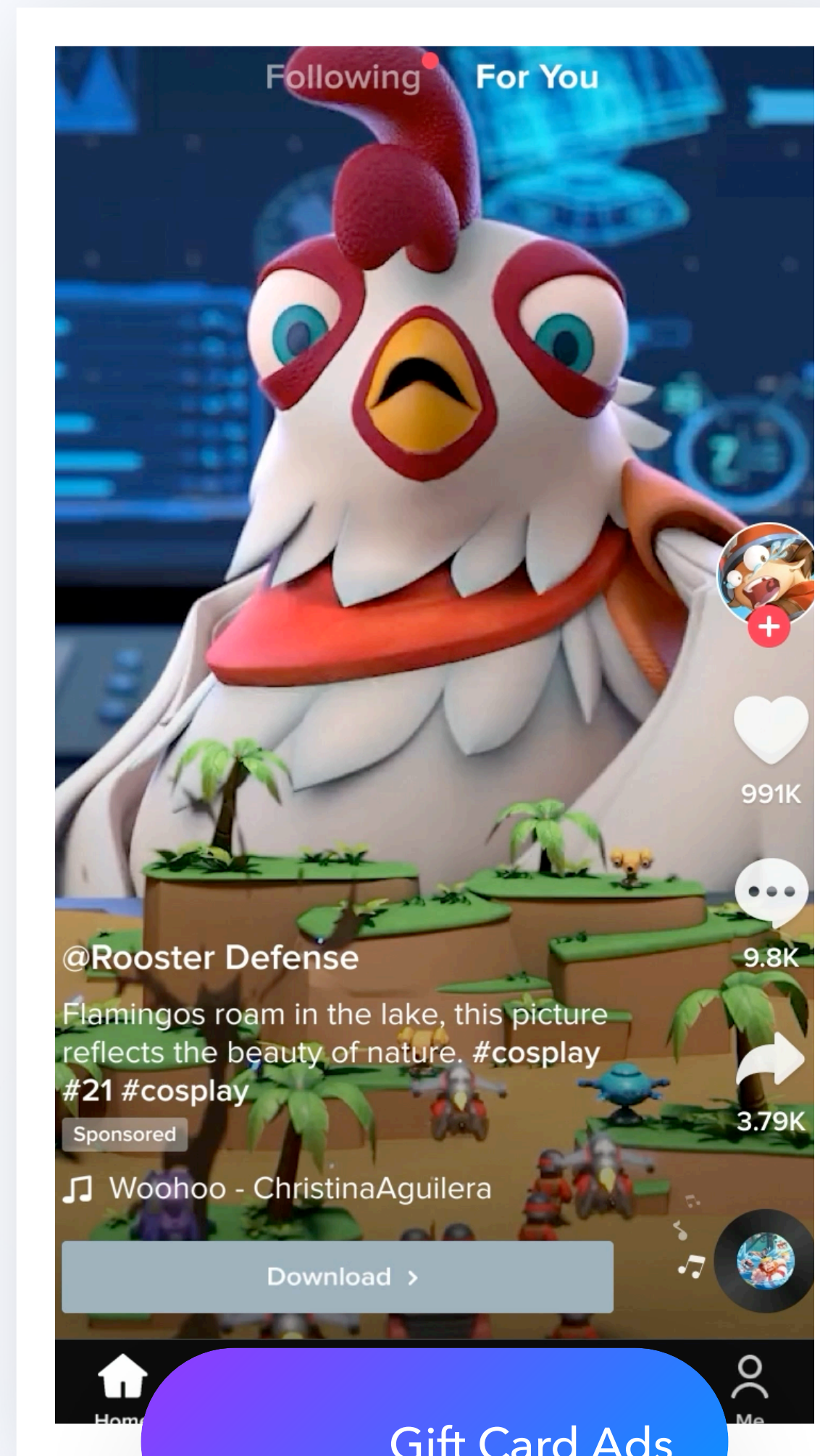
Finance Creative



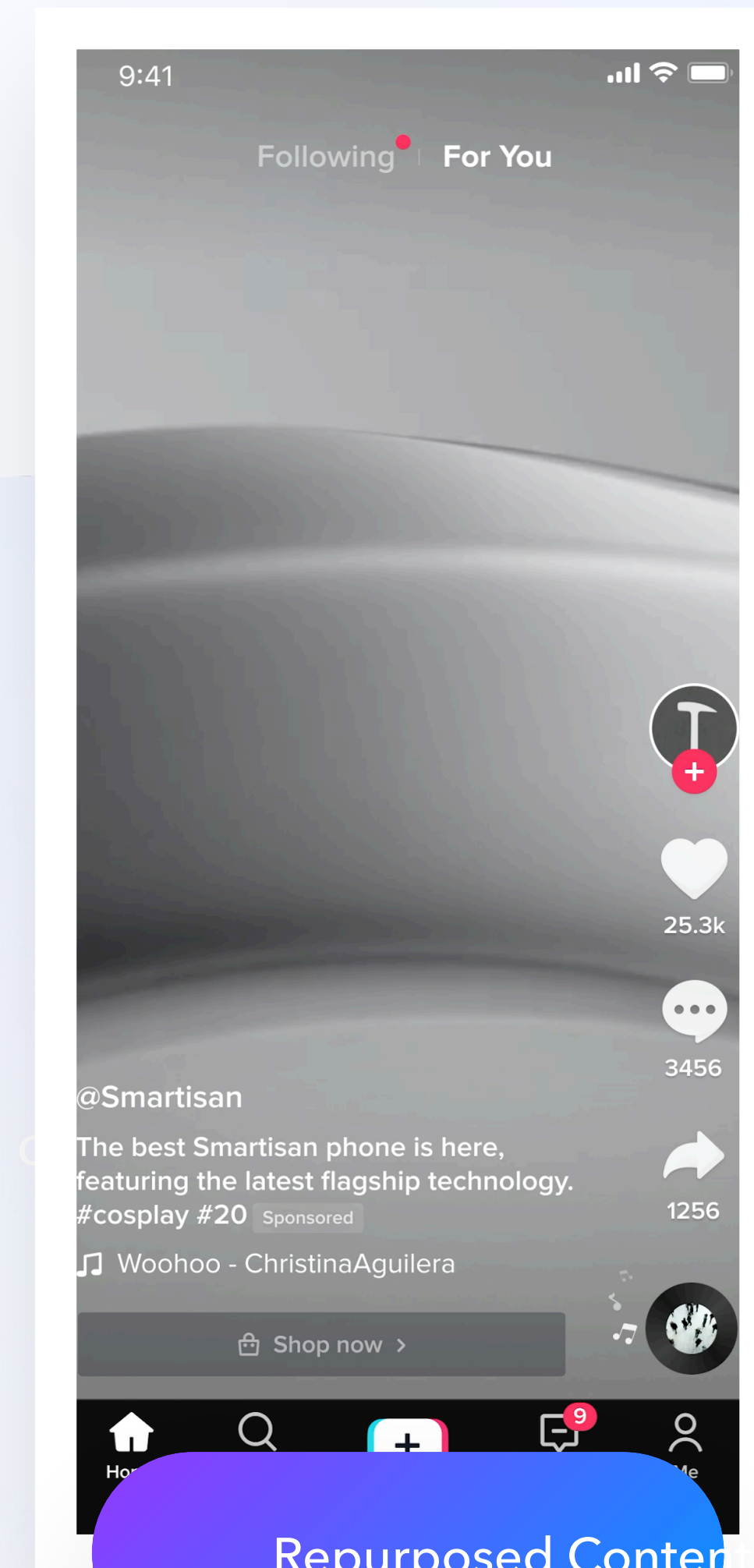
New Ad Units In Beta



Display Card Ads



Gift Card Ads



Repurposed Content

Launching

How we go about launching new ad accounts

The Campaign

- 7 campaign objectives
- Single ABO campaign
- Optimize for conversions
- Shell for all future prospecting ad groups

The screenshot displays the TikTok Ads Manager interface. At the top, a dark blue navigation bar contains the 'TikTok Ads Manager' logo and links to 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. Below this, a section titled 'Advertising Objective' with the subtitle 'Choosing the right advertising objective' presents seven options categorized into three groups: Awareness, Consideration, and Conversion. The 'Awareness' category includes 'Reach' (Show your ad to the maximum number of people). The 'Consideration' category includes 'Traffic' (Send more people to a destination on your website or app), 'App Installs' (Get more people to install your app), 'Video Views' (Get more people to view your video content), and 'Lead Generation' (Collect leads for your business or brand). The 'Conversion' category includes 'Conversions' (Drive valuable actions on your website) and 'Catalog Sales' (Deliver personalized products to the most relevant users). The 'Conversions' and 'Catalog Sales' options are marked with a 'NEW' badge. A 'Learn more' link is provided for each objective.

TikTok Ads Manager Dashboard Campaign Assets Reporting

Advertising Objective
Choosing the right advertising objective

Awareness

- Reach**
Show your ad to the maximum number of people.

Consideration

- Traffic**
Send more people to a destination on your website or app. [Learn more](#)
- App Installs**
Get more people to install your app.
- Video Views**
Get more people to view your video content.
- Lead Generation** NEW
Collect leads for your business or brand. [Learn more](#)

Conversion

- Conversions**
Drive valuable actions on your website. [Learn more](#)
- Catalog Sales** NEW
Deliver personalized products to the most relevant users.

Future Traffik UNICORN INNOVATIONS

The Ad Groups

- 2-3 ad groups max
- Broad, stacked interests and LAL if possible
- Daily budget formula
 - $(50 \times \text{Average CPA})/7$
- Optimize for higher funnel events if can't hit 50 conversions in 7-10 days
- Ideal size is balanced 20-50M
- Lowest cost bid

kTok Ads Manager Dashboard Campaign Assets Reporting

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Campa

Crea

al of 1

▼ Interest & Behavior

Target users based on their interests or behaviors.

▶ Include people with any of the following interests ? 6 interest(s) selected

+ Add Behaviors: Video Interactions
Target users based on how they've interacted with videos on TikTok.

+ Add Behaviors: Creator Interactions
Target users based on how they've interacted with creators on TikTok.

▶ Device

▼ Targeting Expansion

☐ Enabling targeting expansion will increase your chance of reaching a broader audience and achieving more conversions. ?

Budget & Schedule

Budget

Daily Budget 500.00 USD

🕒 Scheduled Budget Change ?

Future Traffik

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The Ads

- 4-8 starting creatives
- Focus first on the videos
- Leverage ACO if you have a lot of creative to test
- Page name and details set for each ad

The screenshot displays the Facebook Ads Manager interface. At the top, navigation tabs include 'Manager', 'Dashboard', 'Campaign' (selected), 'Assets', and 'Reporting'. On the right, there are icons for TikTok, YouTube, and another platform, along with a 'Generate 50 Ads' button and a pagination indicator '1/50'. The main content area shows a list of four video ad creatives, each with a thumbnail, duration, resolution, and options to 'Update' or view the 'Thumbnail'. Below this list is a 'Text & Link' section with a 'Display Name' field containing 'poshpeanut' and a 'Text' field with the message 'Join our family of over 900k amazing parents'. To the right of the creatives is a large video ad preview for the account '@poshpeanut', showing a baby on a pink blanket. The preview includes engagement metrics (71.1k likes, 1281 comments, 232 shares) and a 'Shop now >' button. At the bottom right, a note states: 'Video looks different in preview? Video Optimization Tool is applied to make your video meet the requirements of the specific placement. [Learn more](#)'. The 'Future Traffik' logo is in the bottom left, and the 'UNICORN INNOVATIONS' logo is in the bottom right.

Manager Dashboard Campaign Assets Reporting

Generate 50 Ads 1/50

01 14s 720 * 1280 Update Thumbnail

02 9s 540 * 960 Update Thumbnail

03 22s 720 * 1280 Update Thumbnail

04 8s 576 * 1024 Update Thumbnail

Text & Link

Display Name ? poshpeanut

Text ? Selected: 5/5

Join our family of over 900k amazing parents

@poshpeanut
Join our family of over 900k amazing parents Sponsored
Promoted music
Shop now >

Video looks different in preview? Video Optimization Tool is applied to make your video meet the requirements of the specific placement. [Learn more](#)

Future Traffik UNICORN INNOVATIONS

Alt Objectives

- For brand new accounts launching low budget reach and traffic campaigns can help build up retargeting audiences while warming up account faster.

TikTok Ads Manager

Dashboard

Campaign


Assets

Reporting

Advertising Objective


Choosing the right advertising objective

Awareness


 Reach

Show your ad to the maximum number of people.


Consideration

 Traffic


Send more people to a destination on your website or app. [Learn more](#)

 App Installs

Get more people to install your app.


 Video Views

Get more people to view your video content.


 Lead Generation NEW

Collect leads for your business or brand. [Learn more](#)

Conversion

 Conversions

Drive valuable actions on your website. [Learn more](#)

 Catalog Sales

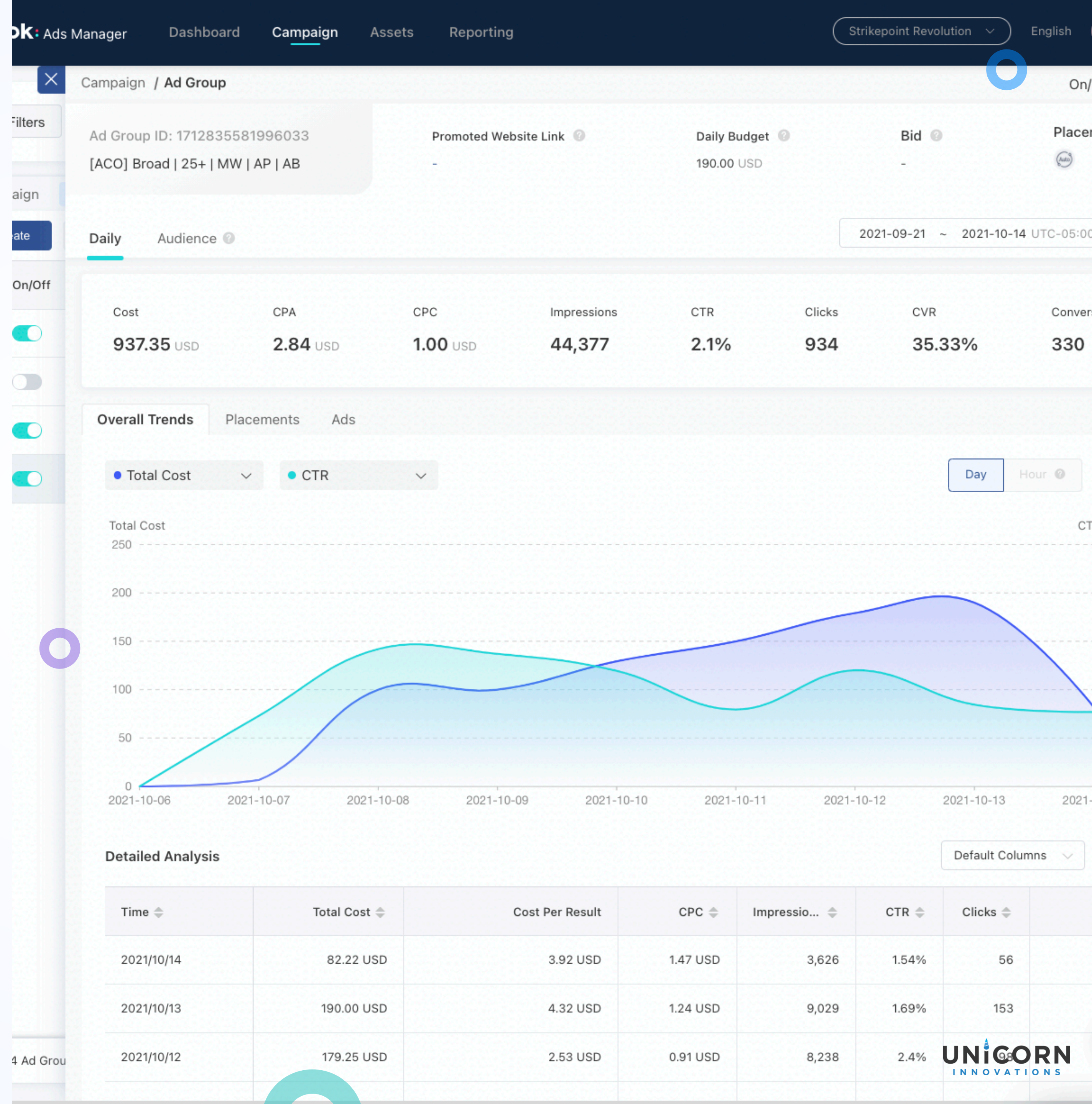
Deliver personalized recommendations to the most relevant audience.

Future Traffik

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Post Launch

- Stay hands off during 7 day learning phase.
- Monitor ad group performance daily.
- Identify top performing creatives, ages, genders and interests.

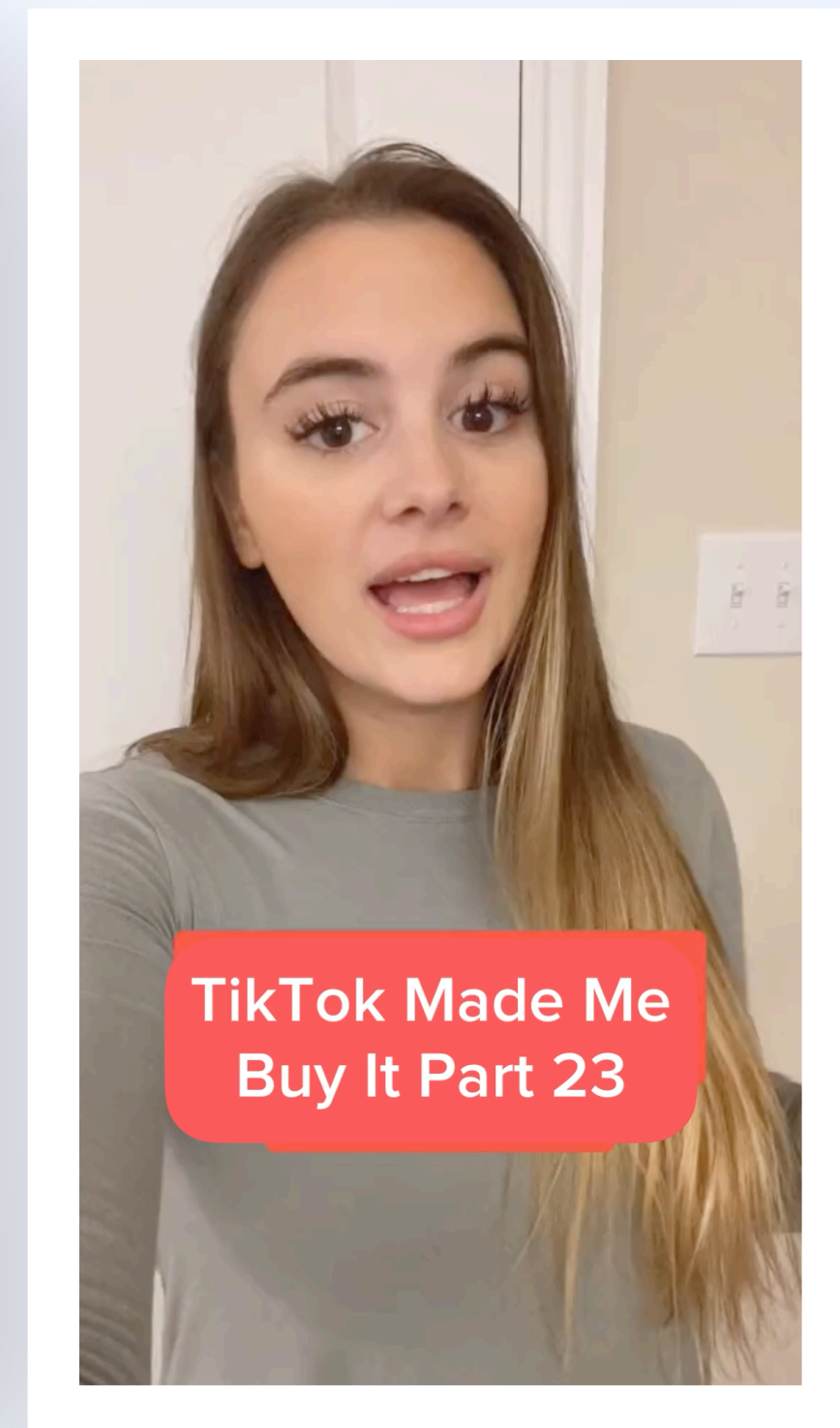
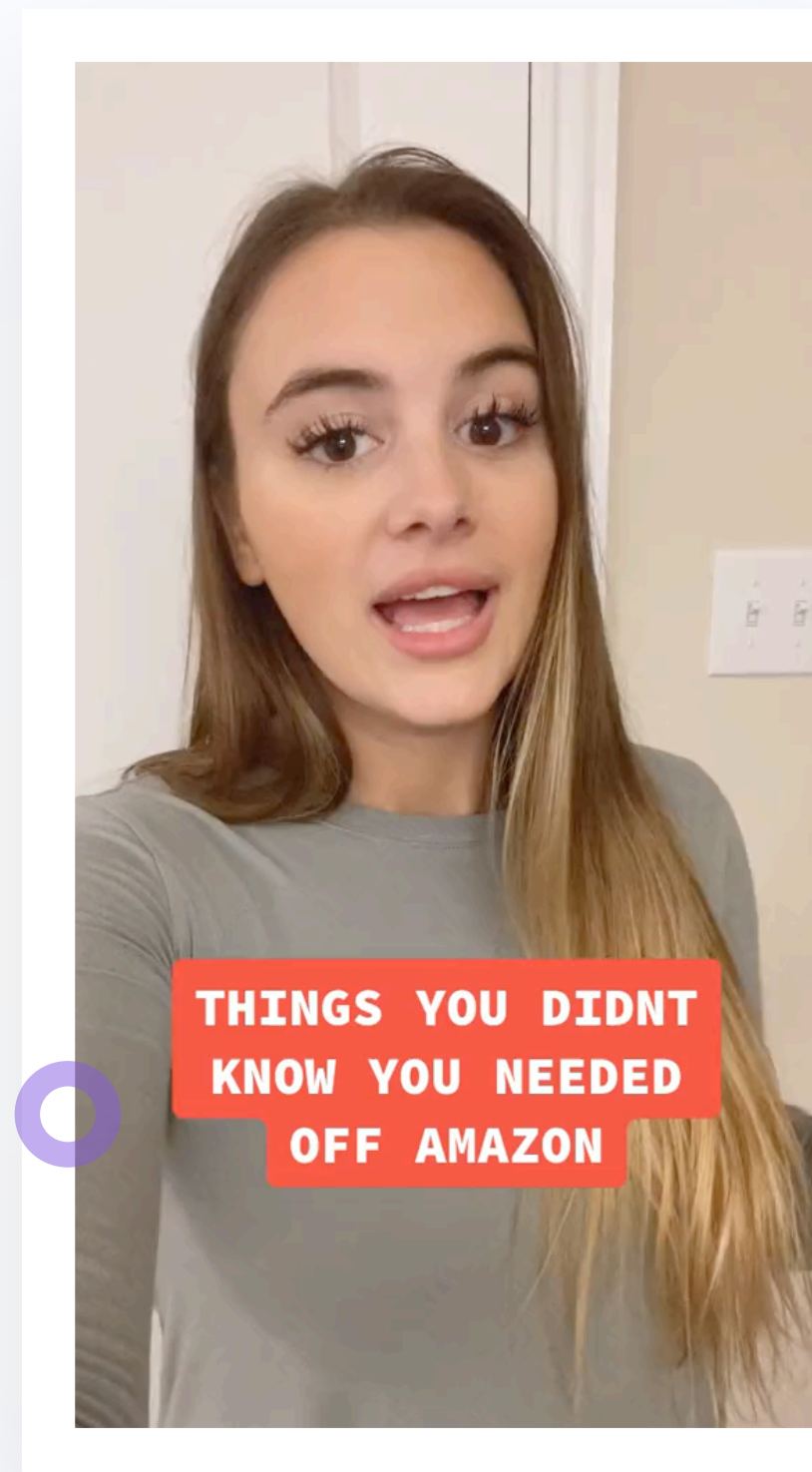


Testing

What we focus on testing after launch

Different Captions

- This video was by far our best performer for this offer, so the next phase in creative testing involves different captions.
- “TikTok Made Me Buy It”
- “I Just Found The Perfect Gift For My Husband”
- “Stocking Stuffer Gift Idea Number 23”



Different Events

- We've seen certain ad groups optimized for higher funnel events, such as "Submit Form" or "Add To Cart" outperform "Complete Payment".
- These events get lower CPMs and higher CTRs.

The screenshot displays the TikTok Ads Manager interface. At the top, the 'Reporting' tab is active, showing 'Posh Peanut #1' and 'English' language settings. The main section is titled 'Promotion Type' and shows 'Website' as the selected type. Below this, the 'TikTok Pixel' is set to 'TikTok Pixel for Shopify 1624475754'. The 'Optimization Event' dropdown is open, showing a list of events: 'Add to Cart' (Active), 'Complete Payment' (Active), 'Complete Registration' (No Recent Activity), 'Page View' (Active), 'Add Payment Info' (Active), and 'Initiate Checkout' (Active). The 'Block List (Pangle)' toggle is turned off, with a note about brand safety. The 'User Comment' and 'Video Download' toggles are turned on. The 'Creative Type' section is partially visible at the bottom.

Reporting

Posh Peanut #1

English

Targeting Summary

Promotion Type

Website

TikTok Pixel

TikTok Pixel for Shopify 1624475754

Optimization Event

Add to Cart

Add to Cart

Complete Payment

Complete Registration

Page View

Add Payment Info

Initiate Checkout

Manually choose your targeting placement. [Learn more](#)

Block List (Pangle)

To ensure Brand Safety, undesired media placements on Pangle can be added to Block List to help prevent your ads from appearing. However, this will decrease the reach of your ads.

User Comment

Users can comment on your ads on TikTok.

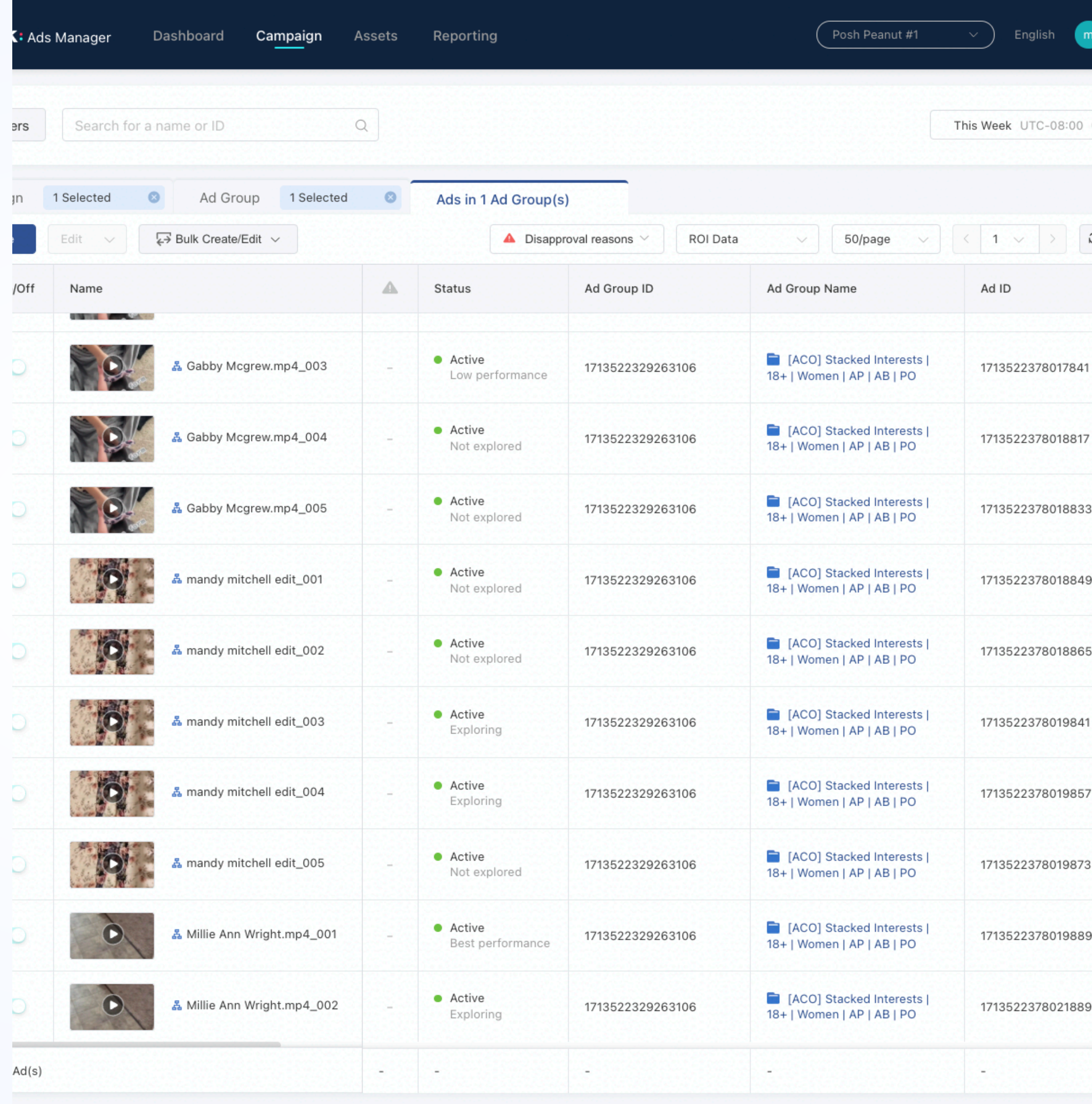
Video Download

Users can download your video ads on TikTok.

Creative Type

ACO Vs. Non ACO

- On several accounts we will A/B test identical ad groups with one using ACO and another using the standard single ad format.
- ACO has several interesting benefits including the new dynamic CTA feature.



The screenshot displays the Facebook Ads Manager interface. At the top, navigation tabs include 'Ads Manager', 'Dashboard', 'Campaign' (selected), 'Assets', and 'Reporting'. The account name 'Posh Peanut #1' and language 'English' are visible in the top right. Below the navigation bar, there's a search bar and a date selector set to 'This Week UTC-08:00'. The main content area shows a table of ads under the heading 'Ads in 1 Ad Group(s)'. The table has columns for 'On/Off', 'Name', 'Status', 'Ad Group ID', 'Ad Group Name', and 'Ad ID'. The ads listed are video ads, each with a play button icon. The 'Status' column shows various states: 'Active Low performance', 'Active Not explored', 'Active Exploring', and 'Active Best performance'. The 'Ad Group Name' for all ads is '[ACO] Stacked Interests | 18+ | Women | AP | AB | PO'. The 'Ad ID' column shows unique identifiers for each ad.

On/Off	Name	Status	Ad Group ID	Ad Group Name	Ad ID
	Gabby McGrew.mp4_003	Active Low performance	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378017841
	Gabby McGrew.mp4_004	Active Not explored	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378018817
	Gabby McGrew.mp4_005	Active Not explored	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378018833
	mandy mitchell edit_001	Active Not explored	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378018849
	mandy mitchell edit_002	Active Not explored	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378018865
	mandy mitchell edit_003	Active Exploring	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378019841
	mandy mitchell edit_004	Active Exploring	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378019857
	mandy mitchell edit_005	Active Not explored	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378019873
	Millie Ann Wright.mp4_001	Active Best performance	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378019889
	Millie Ann Wright.mp4_002	Active Exploring	1713522329263106	[ACO] Stacked Interests 18+ Women AP AB PO	1713522378021889
Ad(s)	-	-	-	-	-

Scaling

How we go about launching new ad accounts

How The Algo Works

1

User Characteristics

2

Your Creative

3

Account History

4

Market Factors

The Learning Phase



Top 3 Scaling Methods For Us

Once you exit the learning phase try these scaling methods

1

30% Budget Increase

This is the most conservative method and involves making 20-30% increases to the ad groups budget every 2-3 days.

2

Dupe With Cost Cap

Duplicate your winning ad group and include your top creative. Then set a competitive cost cap with a budget 50x the bid.

3

Dupe And Refine

Duplicate your winning ad group and include top creative. If using broad targeting then narrow in on top age range and/or gender.

Retargeting

How we go about launching new ad accounts

Best Practices

- 100% video views and ad clicks in MOF audience
- Page views, leads, add to carts, etc. in BOF audience
- Creative be closer to the 60 second mark
- Product review format works very well
- Leverage discounts/deals on BOF ads



Q&A

Agency: futuretraffik.com/work-with-us

Course: tiktokadsmasterclass.com

Group: tiktokadsmasterclass.com/insiders