

Quick tips for your TikTok campaign setup

Need help with setting up your campaign?

Check out these recommendations and templates to get you started!

TikTok Ads Manager is a powerful and easy-to-use tool for reaching audiences around the world. Once your account has been set up and approved, you're ready to take the first step to run ads on TikTok: setting up your first campaign.

We'll begin with two of the most important elements of your TikTok campaign: the objective and budget.



1. Choose your objective

Your campaign objective is what you want people to do when they see your ads. Do you want them to visit your website? Buy your product? Or do you just want to get your brand in front of as many eyeballs as possible? You'll see three categories of objectives in TikTok Ads Manager: **Awareness, Consideration, and Conversion.**

Awareness

Reach: Boost awareness by showing your ad to the maximum number of people.

Consideration

Traffic: Drive people to any destination on your website or app, such as a landing page or blog post.

Video Views: Get more people to watch your video ads by maximising plays from audiences who are most likely to watch them.

Lead Generation: Allow your customers to share their contact information with you, directly on TikTok.

Community Interaction: Get more followers or profile visits.

Conversion

App Promotion: Get more users to install and engage with your app.

Website Conversions: Encourage people to complete a specific action on your website, such as adding items to their shopping cart, signing up for your newsletter or completing a purchase.

2. Which objective is right for my campaign?

There are no hard and fast rules, but you can help identify and fine-tune your priorities with the following questions:



What are your business goals?

From here, identify which objective matches these goals the best.



Consider your target audience:

Where are they on the customer journey? Are they familiar with your brand? If not, you might want to extend your Reach. Have they heard about you and want to learn more? You may want to drive Traffic or Video Views. Have they already considered your brand and are now thinking about making a purchase or signing up? Go for Conversion.



Do you want to showcase your brand's personality and help customers get to know you?

Video Views are great for communicating your brand's style, mission, and unique selling points.



Do you want to keep your brand at the top of people's minds?

Reach works well, even for well-established brands.



Is your brand just starting out?

Awareness and Consideration campaigns can lay the groundwork to optimise future Conversion campaigns.



Last but not least: What's your budget?

Knowing what you want to spend on your campaign can help you make decisions about its objective.

3. Set your budget

Your campaign budget is the specific amount that you are willing to spend running ads. Setting your budget on TikTok Ads Manager helps you to better control your ad delivery, measure your ad performance, and allocate your marketing spend.

You have three basic options for setting your campaign budget:

- **Daily Budget:** The maximum amount you are willing to spend on your campaign per day.
- **Lifetime Budget:** The maximum amount you are willing to spend on your campaign for its duration.
- **No Limit:** If you're open to experiment, or if you'd rather set a separate budget for each ad group (instead of the entire campaign), you can select 'No Limit' for your campaign budget. This allows the system more flexibility in testing and optimising your ad delivery.



Sample recommendations for campaign optimisation

Explore our suggestions below and test them out to see what works best for your brand to drive performance and maximise return on investment.

Example 1



Objective: Reach - Increase awareness about your brand

Targeting Broad - the idea is to get as many eyes on the ad as possible.

Ad creative Spark Ads - choose high-performing organic videos or ones that show off your brand personality. You can use your own TikTok account's posts or organic posts made by other creators (with their authorisation). Try slightly longer videos - 15-30 seconds is good!

Campaign setup 1-3 ad groups, 1-3 ad creatives per ad group.

- 1x broad ad group with gender, location and age targeting.
- 1x interest targeting ad group, same gender location and age targeting, with 3-5 interests - keep the interests broad.
- 1x interest and behaviour targeting ad group, same gender location and age targeting, 3-5 interests, and 3-5 behaviours, 1-3 hashtags. Your interests in this third ad group need to be different from the previous to avoid competing with each other and driving the cost up.

Check out our demo video to see how to set up a sample Reach campaign.

Watch now

Example 2



Objective: Traffic - Drive visits to your website

Targeting Broad - let the machine determine how to best deliver your ads.

Ad creative Spark Ads, ideally 8-20 seconds long. Feel free to include a call-to-action within the ad creative itself - a discount code works well and allows you to track conversions on your website backend.

Campaign setup 1-3 ad groups, 1-3 ad creatives per ad group.

- 1x broad ad group with gender, location and age targeting.
- 1x interest targeting ad group, same gender location and age targeting, with 3-5 interests - keep the interests broad.
- 1x interest and behaviour targeting ad group, same gender location and age targeting, 3-5 interests, and 3-5 behaviours, 1-3 hashtags. Your interests in this third ad group need to be different from the previous to avoid competing with each other and driving the cost up.

Check out our demo video to see how to set up a sample Traffic campaign.

Watch now

Example 3



Objective: Community Interaction - optimise towards followers or profile visits

Targeting Your traditional target market.

Ad creative Spark Ads - choose high-performing organic videos or ones that show off your brand personality which are between 15-30 seconds long.

Campaign setup 1 ad group with gender, location, age and interest/behaviour targeting is fine to start with.

- 1-3 ad creatives per ad group.

Check out our demo video to see how to set up a sample Community Interaction campaign.

Watch now

Example 4



Objective: Website Conversions - start by optimising towards an event like 'Add to Cart'

Targeting Broad - let the machine determine who to and how to best deliver your ads.

Ad creative Spark Ads, ideally 8-20 seconds long. Feel free to include a call-to-action within the ad creative itself - a discount code works well and allows you to track conversions on your website backend.

Campaign setup 1-3 ad groups, 1-3 ad creatives per ad group.

- 1x broad ad group with gender, location and age targeting
- 1x interest targeting ad group, same gender location and age targeting, with 3-5 interests - keep the interests broad.
- 1x interest and behaviour targeting ad group, same gender location and age targeting, 3-5 interests, and 3-5 behaviours, 1-3 hashtags. Your interests in this third ad group need to be different from the previous to avoid competing with each other and driving the cost up.
- Utilise Campaign Budget Optimisation for more than 1 ad group.

Check out our demo video to see how to set up a sample Website Conversions campaign.

Watch now



Get started now!