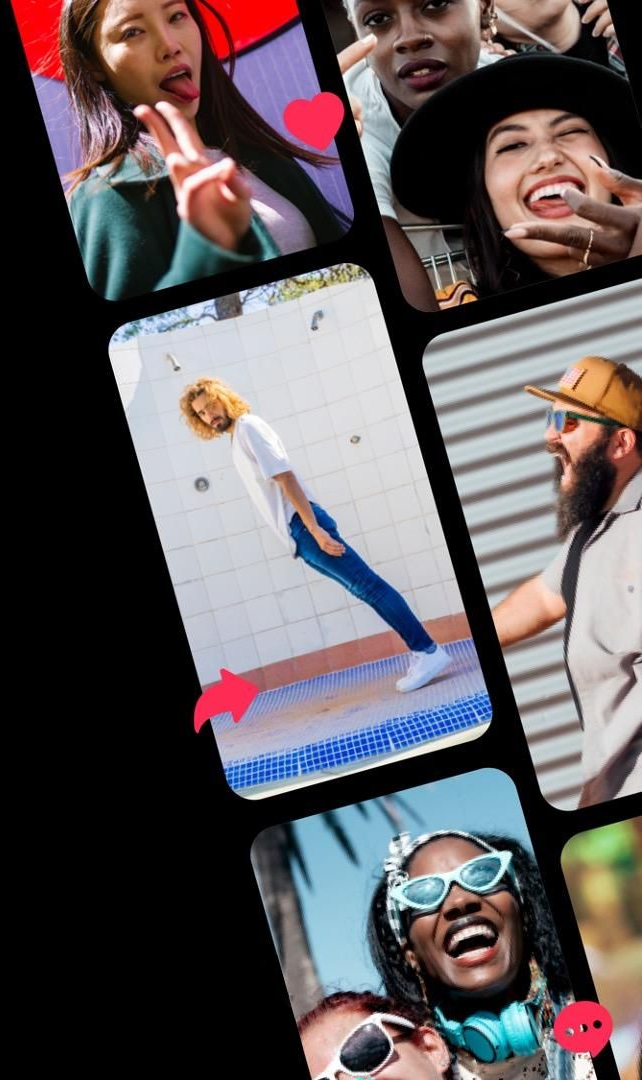


 **TikTok** for Business

TikTok Creative Made Simple

For Your Business

Best practices and tools to make your ads a smash hit.



Creating for TikTok is *different*, not difficult.

It's faster, relevant, and memorable. It's a place to come as you are and connect with joyful discovery.

And audiences take note.

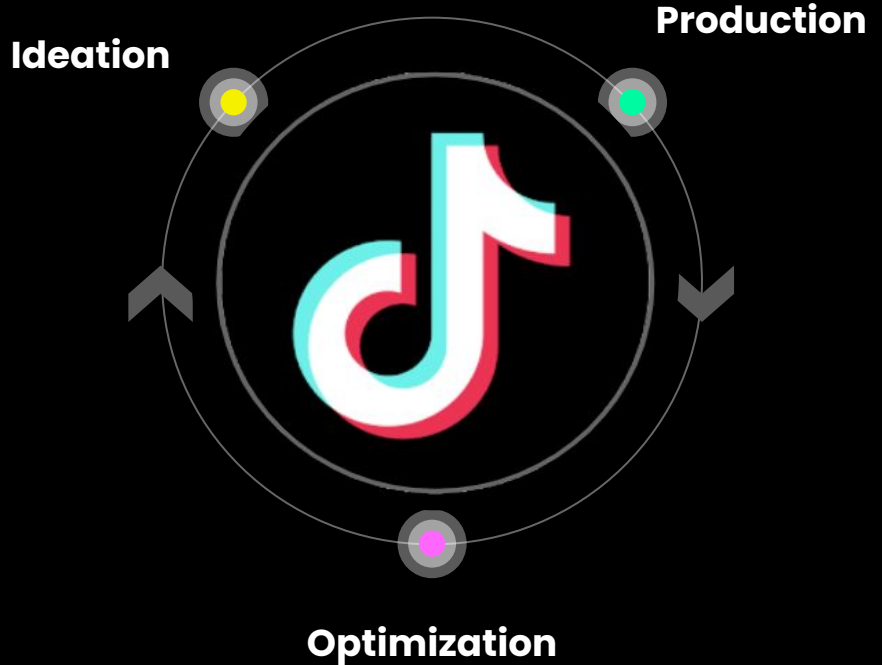
73%

of TikTok users say they feel a deeper connection to the brands they interact with on TikTok vs. the other sites and apps they use.

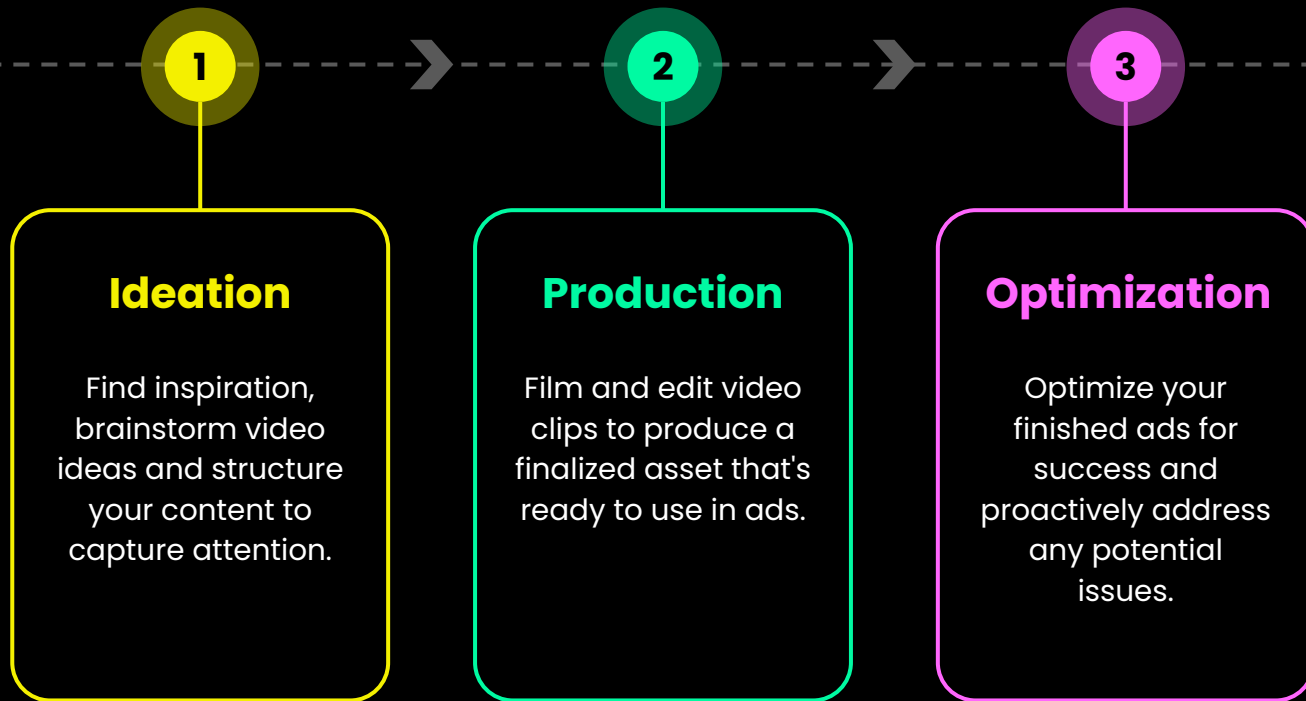


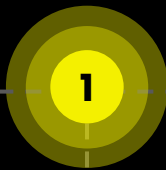
TikTok has the solutions you need for *every step* of the creation process.

This playbook will walk you through a roadmap to creative success, highlighting the solutions to help you build impact-driving video content with ease.



The three stops on the TikTok creative journey:





Ideation

The Ideation Stage is where the creativity begins

This is the stage where you (and your team!) can brainstorm and come up with ideas for the content you want to create.

The ideation phase is crucial for ensuring that your TikTok video is engaging, unique, and able to capture the attention of your viewers. Unlike other platforms, TikTok users embrace joyful authenticity, so feel free to come as you are.



Tips for Ideation

- **Identify & define your target audience:** Understand who your target audience is and what type of content they would be interested in seeing. This will help you create content that resonates with them.
- **Consider your business' unique personality:** Think about the personality and tone of your brand and how you can showcase it in your TikTok videos. Are you quirky, serious, educational, or playful?
- **Use current trends:** Pay attention to what's trending on TikTok, especially among your target audience, and think about how you can incorporate it into your videos.
- **Showcase your products or services:** Use TikTok to showcase your products or services in creative, informative and visually engaging ways.
- **Bring the whole team on board:** Hosting TikTok brainstorming sessions with your team can be a fun and effective way to generate lots of great ideas that reflect your business's personality and values.

Remember, the key to success on TikTok is to be authentic and engaging.

Have fun with the process and experiment with different types of content until you find what works best for your business.



HOT TIP

Think Sound-On

Audio plays a crucial role in content on TikTok. As you ideate your TikTok content, think about how sound can be additive to your videos.

Some ways to use sound on TikTok:

Music

Use music to set the mood and rhythm for the video.

- Explore the Commercial Music Library in-app or on [desktop](#) explore thousands of royalty-free tracks cleared for use in paid advertising.
- Get inspired through [songs trending on TikTok](#) and filter for songs approved for business use.

Voice-over

Reveal details through voice-over.

- Use in how-to content, reviews, commentary, or narration.
- Be sure to keep it clear and concise.

Kickstart Ideation on Creative Center

How to Access:

ads.tiktok.com/business/creativecenter

Creative Center is a one-stop destination for for the latest TikTok trend data, music, and creative insights. It's an excellent free, public-facing resource to deepen your TikTok expertise, and a great place to start your creative content planning.

Looking for inspiration? Check out:

- **Top Ads Dashboard** – A collection of top-performing ads
- **Top Ads Spotlight** – Creative success stories
- **Keyword Insights** – Trending keywords from TikTok ads
- **Creative Strategies** – Insights for creative success
- **Creative Tips Finder** – Tips to elevate your creative proficiency

Want to see the hottest Trends on TikTok right now? Visit the **Trends** section for insights on trending hashtags, songs, Creators and TikTok videos.

Want to find the best music for your ads? Visit the **Commercial Music Library** to browse TikTok's library of music

Want to explore popular products? Visit **Top Products** featured in TikTok ads to help identify which products to showcase in your creatives.

1 Ideation

Get Ideation Support From Creative Assistant

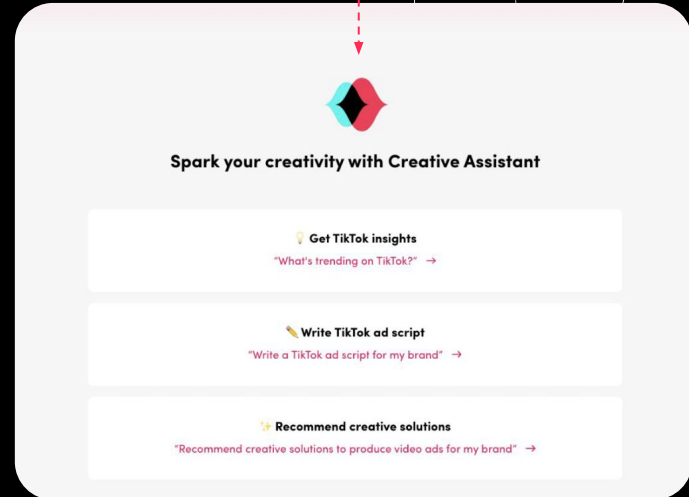
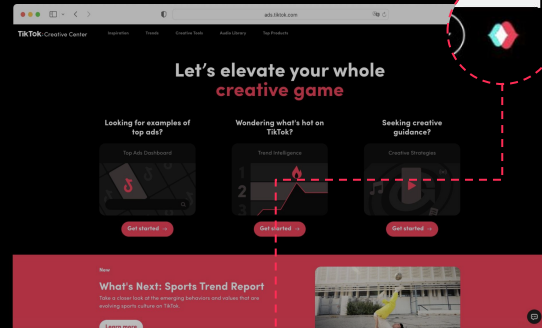
How to Access: Log into [Creative Center](#)

Available in Creative Center, TikTok Creative Assistant is designed to intelligently collaborate with advertisers, drawing knowledge from TikTok to provide creative inspiration, insights, script generation and refinement, best practices and solution recommendations.

Creative Assistant can:

- Highlight and explain [creative best practices](#)
- Summarize top ads, [trends](#), hashtags, songs, playbooks
- Extract data & patterns for [industry/market-specific insights](#)
- Write engaging [TikTok-ready scripts](#) for your next video
- Brainstorm ideas and concepts
- Identify the most relevant creative and advertising solutions

Currently only supports English (Other languages coming in Q4)



HOT TIP

Get the Most Out of Creative Assistant

Creative Assistant can help with summarizing, extracting, creating, and brainstorming. Follow these sample prompts to get started.

Learn how to create on TikTok

- **Prompt:** "I am new to creating ads on TikTok. What are some best practices I need to know before starting?"

Gather inspiration with a research companion

- **Prompt:** "Show me some top-performing [industry] ads in [market]."

Create a TikTok ad script

- **Prompt:** "Write a TikTok ad script for my [industry] brand named [name], targeting [market] and [target audience]. Highlight these benefits in the script – [benefits]."

Brainstorm unique content ideas

- **Prompt:** "Come up with ad ideas for my business named [name], promoting [topic]."

Obtain synthesized insights and takeaways.

- **Prompt:** [On Creative Center] "Summarize this page."
- **Prompt:** "Tell me why this ad on the page performs well."

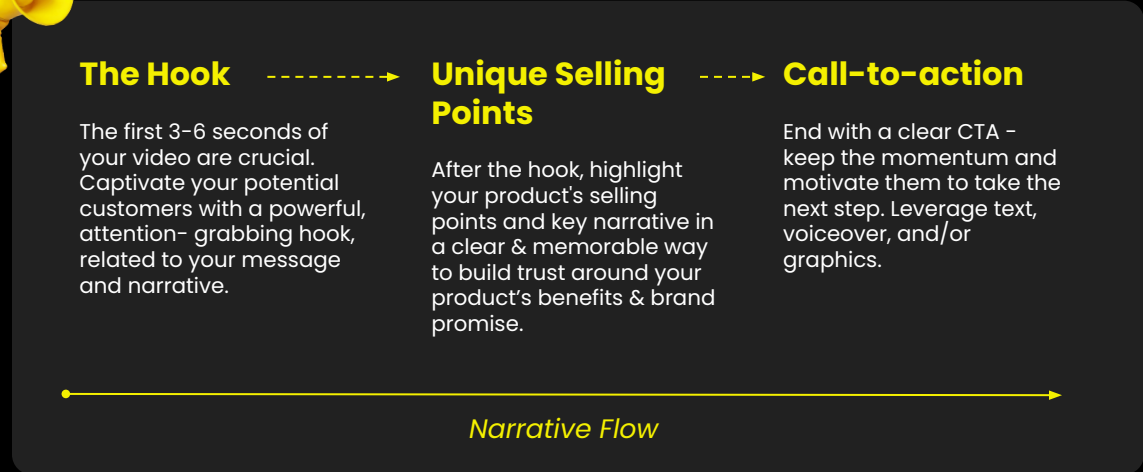
Consult the expert

- **Prompt:** Recommend me creative solutions I can use to create this [video idea]."

Create Content Structures That Sell

Showing up on TikTok is about finding your own voice. Being unique and authentic is what will get you noticed.

79%* of users agree that TikTok is a place for brands to demonstrate a bit of personality and express themselves. That said, many of the top ads on TikTok follow a content structure to capture users' attention and encourage engagement:



The Hook

The first 3–6 seconds are critical.

TikTok is a fast-paced platform, and users scroll through content quickly. A hook is one way to grab users' attention and keep them engaged. Here are a few ideas to kick-start your ideation:

Highlight the popularity of a product. For example:

- Everyone on TikTok is talking about this [product]
- The [product] that sold out 3x is back in stock
- There's a reason we have 500 5-star reviews on Google

Provide tips and hacks for a specific problem. For example:

- I have the perfect solution for anyone who has [problem]...
- I know I am not alone when I say [problem] is such a struggle
- My [problem scenario] must-haves...

Highlight price and/or promotional info. For example:

- We never do this: Ally [product/service] are X percent off this weekend only
- This [product/service] costs just \$X
- Free gift with purchase in [month]

Call out the target audience. For example:

- Calling all sustainable fashion lovers! You need to try this [product/service].
- Are you a homeowner? This [product/service] is for you.
- Attention #BookTok! Have you heard of [product/service]?

List out your key selling points. For example:

- 3 reasons why I use this [product/service] every day
- 5 ways to use [product/service]
- 3 signs you NEED [product/service]



Call-To-Action

Remember: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA). Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase. Here are some examples to get you started:

WANT

Swipe to try it out yourself!

You have to check this out for yourself!

Click below to order!

Try this and never have to buy [product] again!

Click the link below to learn more 📌!

Buy from [retailer] Link in bio.

Buy from [this link] for a discount



2



Production

The Production Stage is where your creative vision comes to life

This is the stage where you put your ideas into action, and begin filming and editing your content.

There is no *one* right way to produce great video content for TikTok. In fact, **78% of users agree that it's ok for brands to try different ways to create content.*** To help you find the right approach for your business, this section outlines three easy production paths to follow.



*Source: TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo.

We've outlined **two easy production paths**

Explore the paths below to discover what works best for your business. Pick one or mix and match.



2 Production



PRODUCTION
PATH

1

Do it myself



Production Best Practices

Create natural feeling content that's authentic to TikTok.

- TikTok supports video lengths ranging from 15 sec to 3min. Any video length within this range can find success. However, research shows that regardless of format, the **first six seconds are vital for impact**.*
- **Lean into lo-fi video**. You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P.
- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**
- To capture attention, videos should **always include sound**.

NICE

Tips for Capturing Footage

Plan and prepare. Once you have a concept, plan out the details of your videos, such as the script, the props, the location, and the timing.

Make sure you have all the **necessary resources and equipment** ready.

Capture a variety of footage from different angles, use good lighting, and record clear audio.

Have a photo or video shoot coming up? Capture behind the scenes footage that you can edit into TikTok videos.

HOT TIP

Perfecting the TikTok Aesthetic

Create content that feels
authentic to the platform



- **Feature people** such as creators, employees, and customers for more engaging content
- **Live action:** Showcase your product's benefits by sharing the experience of using it
- **Transition:** Elevate your content with creative transitions between video clips
- **Text overlay:** Emphasize key messages and visually engage your customers with text
- **Stickers & graphics:** Highlight key information you want your audiences to remember with eye-catching stickers or graphics.



Editing your Videos with CapCut

How to Access: CapCut on desktop or mobile

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of video editing expertise. CapCut features include:

Simple Drag & Drop Video Editor

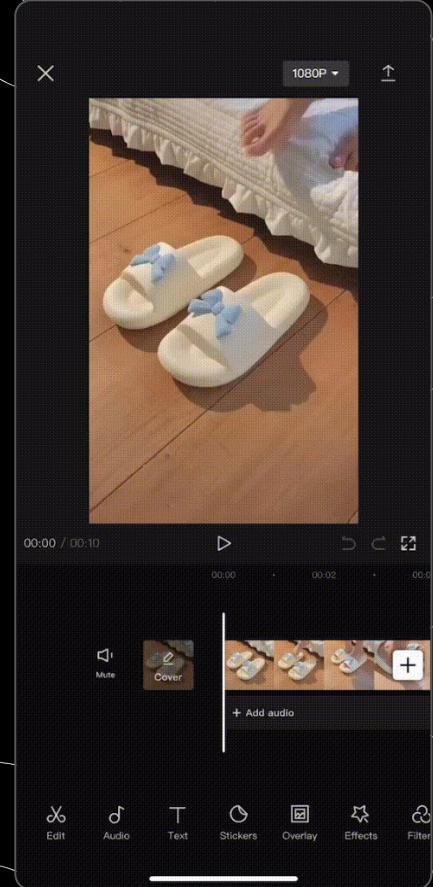
import video clips from your camera roll. Video Editor lets you trim, split, and adjust the video as desired, and the drag & drop function allows you to edit with ease in an intuitive timeline format. You can also add transitions, filters, effects, and music to your video using the app's built-in library, and include AI-powered features like text to speech, auto-caption, and green screen.

TikTok-Styled Elements for Commercial Use

Thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.



2 Production



PRODUCTION
PATH

2

Do it for me

LOVE
IT!



Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience. By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

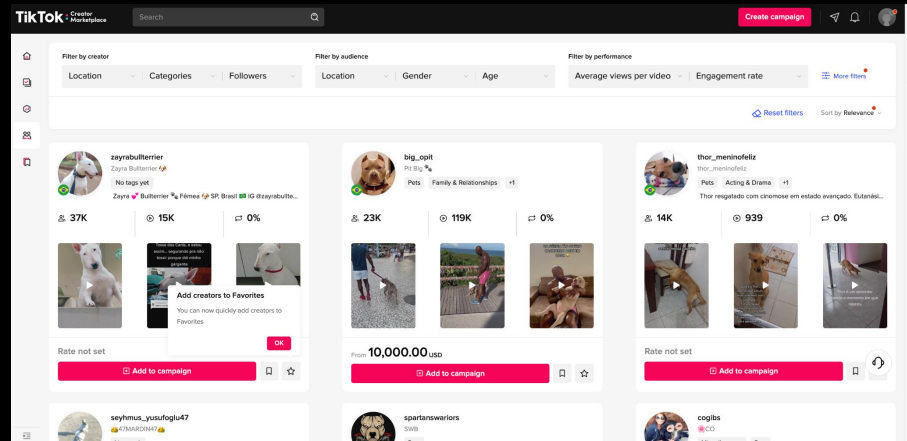
SHARE

- **Ditch the Script:** When content is delivered in a creator's own, natural voice, it can drive stronger engagement. Trust them to create content in their style.
- **Pick the Right Community:** Choose a Creator who's familiar with a subculture that's relevant to your business. This gives you a built-in audience to work with. The **TikTok Creator Marketplace** will help you discover creators and top videos based on filterable categories.
- **Be Strategic with Trends:** Think beyond viral trends. Utilize longer-term trends, like shopping hauls, unboxing, "get ready with me" and more. Don't feel boxed in by trends with a specific style or tone.
- **Build Trust:** Be open and transparent about expectation and ownership of content.
- To learn more, check out this simple [Creator campaigns guide](#) for advertisers.

TikTok Creator Marketplace makes Creator collaboration easy

How to Access: creatormarketplace.tiktok.com

Through the Creator Marketplace is the official all-in-one platform for brand and creator collaborations on TikTok. It's a self-serve tool that connects brands with our community of 800K+ creators of all follower-counts to fit any marketing budget and needs.

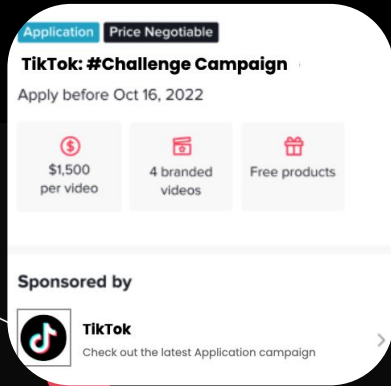


- **Discover the right creators** by leveraging Keywords search
- **Invite Creators to collaborate** by reaching out directly
- **Access Insights** across reach, audience data, deeper view & engagement insights
- **Seamlessly make payments** and track invoices

TTCM Open Application Campaigns

This campaign type **was previously a TTCM alpha/beta test exclusive** that allows advertisers to post the details of an upcoming campaign to TikTok Creator Marketplace for creators to proactively apply.

1 Post a campaign




Application Price Negotiable

TikTok: #Challenge Campaign

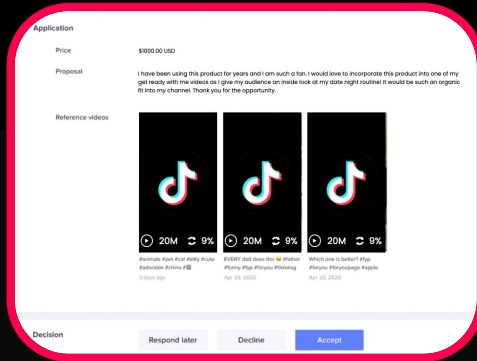
Apply before Oct 16, 2022

- \$1,500 per video
- 4 branded videos
- Free products

Sponsored by

 **TikTok**
Check out the latest Application campaign

2 Review pitches & answers from creators

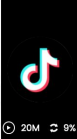
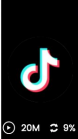
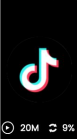


Application

Price \$500.00 USD

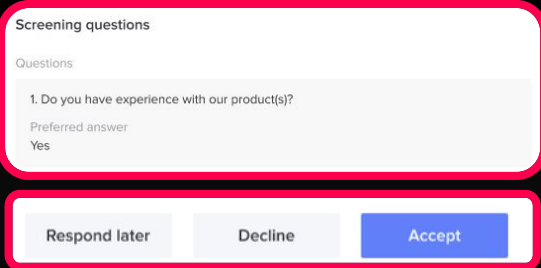
Proposal I have been using this product for years and I am such a fan, I would love to incorporate this product into one of my get ready with me videos or give my audience an inside look at my daily routine! It would be such an organic fit into my channel. Thank you for the opportunity.

Reference videos

-  20M 9%
-  20M 9%
-  20M 9%

Decision

3 Select creators



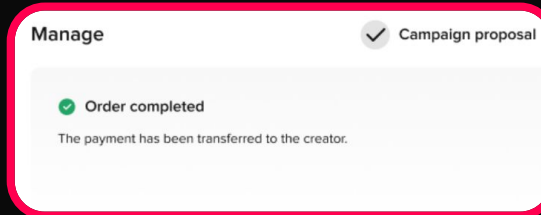
Screening questions

Questions

1. Do you have experience with our product(s)?

Preferred answer
Yes

4 Negotiate, create and go live!



Manage Campaign proposal

Order completed

The payment has been transferred to the creator.

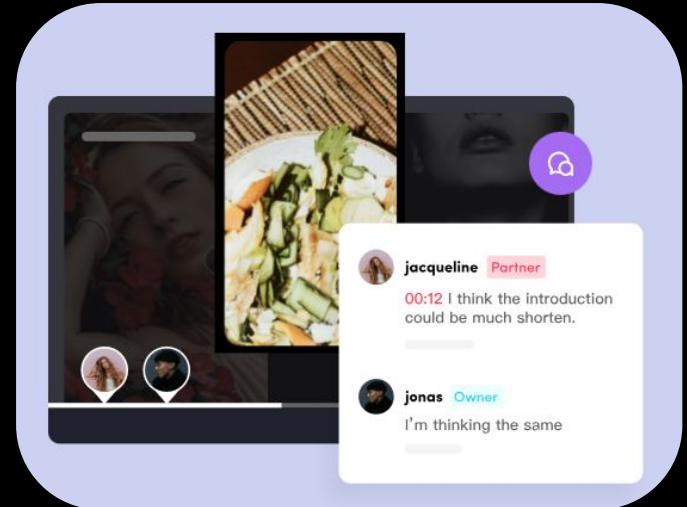
TikTok Creative Exchange

Connect with Trusted Creative Agency Partners

How to Access: Currently for allowlisted, managed clients only - please inquire with your Account Manager

Benefits of TikTok Creative Exchange:

- Access a variety of trusted TikTok Creative Agency partners that specialize in your category, market and type of campaign.
- Select the creative partner of your choice to select talent and concepts for your ads.
- Receive quality assets by trained creative partners vetted by TikTok.
- Sync your videos directly to TikTok Ads Manager to launch campaigns.



Creative Challenge

Authentic video ads received at scale with user generated content.

TikTok Creative Challenge provides high-performance and easy-to-use creative content, at scale, for performance-driven advertisers. By simply creating a creative challenge on the platform, advertisers can receive up to 30 ad creatives generated by creators within 10 days.

Maximise Creatives with **Minimal Effort**

Performance Driven

Free to Use

The screenshot shows the TikTok Creative Challenge interface for a campaign titled "CFC x Sapphire Test Campaign". The interface includes a navigation menu on the left with options like "Overview", "Videos", "Brief", "Assets", "Weekly Creative L...", and "Top videos". The main content area displays a notification: "Deliver your ads in TikTok Ads Manager. If you need a revision, click request revision and this video will be withdrawn from TikTok Ads Manager." Below this, there is a table of video submissions.

Video	Name & MID	Status	Uploaded	Note for internal collaboration	Action
	Wait for the Easter Egg 🥚... 7117004932813504513	Delivered	2022-07-05 14:37	-	Details Request revision
	Wait for the Easter Egg 🥚... 7117004833660256297	Delivered	2022-07-05 14:36	-	Details Request revision



3



Optimization

The Optimization Stage is where you set your ads up for success



Once your videos are produced, it is important to continue ensuring your success by focusing on optimization.

TikTok's optimization solutions allow you to refresh current assets with quick edits to combat **creative fatigue** and proactively address any potential issues with your ads.



Creative Fatigue: When an audience has seen the same ad too many times and become less likely to engage.

Smart Fix

Auto-fixes. Fewer rejections.

How to Access: TikTok Ads Manager
(turned on by default)

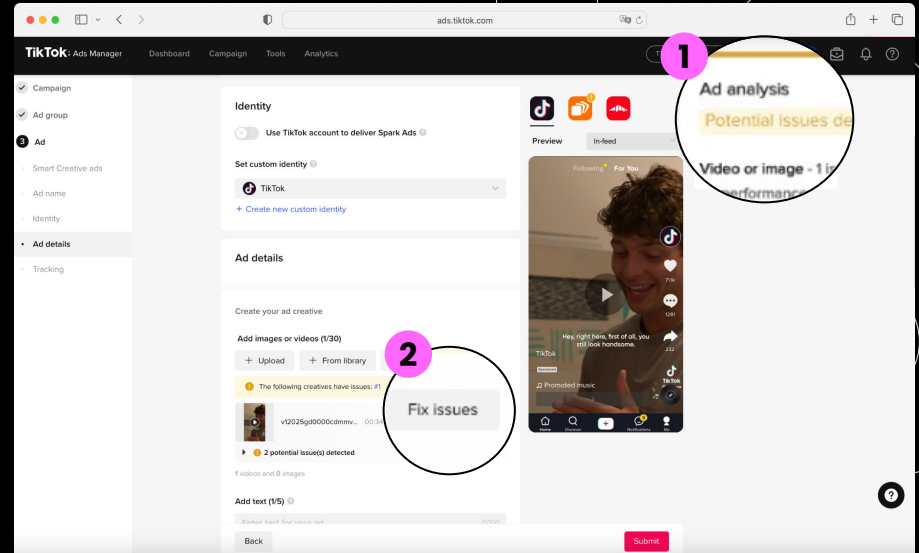
Built into the ad creation flow on TikTok Ads Manager, Smart Fix automatically analyzes ads during ad creation to diagnose potential ad review issues and provide fixes with the click of a button. Features include:

1 Ad analysis and notification

The system analyzes your ad and sends you a notification when it detects potential ad review issues.

2 One-click fix or manual edit

You can resolve detected issues with a single click or be directed to TikTok Video Editor for a more hands-on editing process.



Smart Creative

The all new anti-creative fatigue solution.

How to Access: TikTok Ads Manager

Smart Creative is TikTok's new cutting-edge automated creative solution that simplifies ad creation while boosting performance with anti-creative fatigue features.

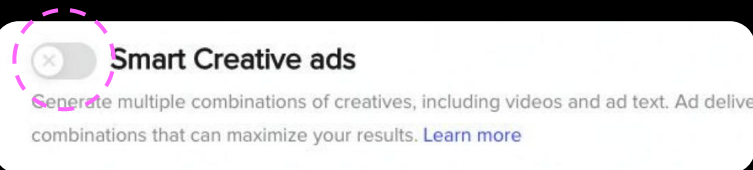
Smart Creative ensures that the potential of ad combinations in your ad group are maximized, prolonging the lifespan of the ads and enabling you to achieve efficient cost per results for an extended period of time.

A hands-off solution

Smart Creative is a fully-automated product. All you need to do is turn on the Smart Creative toggle in Ads Manager to activate its features:

1. **Creative Combination Auto-Generation:** Increase the number of assets by automatically generating variations of the ads in the ad group by combining text and video inputs.
2. **Fatigue Detection:** Automatically identify early signs of creative fatigue.
3. **Auto Refresh:** Rotate different creative assets in and out of auction after early signs of creative fatigue have been detected, tackling fatigue in a timely manner and controlling rising costs.

Toggle on "Smart Creative ads"





Summary

SMB Creative Roadmap to Success

Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

Think Sound-On. Start by browsing the [Audio Library](#)

Visit [Creative Center](#) for the latest trend data, music, and creative insights

Get Ideation Support From [Creative Assistant](#)

Production

Film and edit video clips to produce a finalized asset that's ready to use in ads. Explore the three easy production paths to discover what works best for your business.

Do It Myself

Follow TikTok's [Production Best Practices](#)

Video Editing Option 1: Shoot and Edit your Videos on TikTok

Video Editing Option 2: Edit your Videos with [CapCut](#)

Do It For Me

Follow TikTok's [Creator Best Practices](#)

Collaborate with the right creators for your campaign on [TikTok Creator Marketplace](#).

Connect with Creative Experts through [TikTok Creative Exchange](#)
(NA, EUI, METAP, CN-OB ONLY)

Work with the best creative Partners with the [Creative Challenge](#)

Optimization

Combat creative fatigue and proactively address any potential issues with your ads.

Use **Smart Fix** to analyze ads, diagnose potential ad review issues and provide fixes

Enable **Smart Creative** to automatically detect creative fatigue and refresh your assets.



Thanks