TikTok Creative Made Simple

For you & your clients

TikTok has the solutions you need for **every step** of the creation process, whether you're just getting your clients started or ready to level up. Follow the Creative roadmap below to explore the solutions designed to help you build impactful video content for your clients with ease.

Ideation

1

The Ideation Stage is where the creativity begins.

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

Tips and tools:

- Think Sound-On. Start by browsing the Audio Library.
- Visit Creative Center for the latest trend data, music, and creative insights.
- Create content structures that include a hook, unique selling points, and a call-to-action.

Production

2

The Production Stage is where the creative vision comes to life.

Film and edit video clips to produce a finalized video asset that's ready to use in your client's ads. We've outlined 3 easy production paths:

1 Produce your client's creative assets

- Editing Option 1: Shoot and Edit your client's videos on TikTok.
- Editing Option 2: Edit your client's videos with CapCut.
- Get a Head Start with CapCut's Library of Business Templates and Ad Script. *(US only)*

2 Work with a Creator to produce client's creative assets

- Collaborate with the right creators for your client's campaign on TikTok Creator Marketplace.
- Connect with Creative Experts through TikTok Creative Exchange. *(NA, EUI, METAP, CN-OB ONLY)*

3 Repurpose client's existing creative assets

- Gather impactful, high quality brand photos and videos. Prioritize video assets for a TikTok-ready feel.
- Use CapCut Video Editor to repurpose existing assets.
- Using CapCut's Library of Business Templates to repurpose photos and videos. *(US only)*

Optimization

3

The Optimization Stage is where you set client ads up for success.

Optimize your client's finished ads and proactively address any potential issues.

Tips and tools:

- Use **Smart Fix** to analyze ads, diagnose potential ad review issues and provide fixes.
- Enable **Smart Creative** to automatically detect creative fatigue and refresh assets.
- Refresh their creative assets with Interactive Add-ons available in TikTok Ads Manager.

Evaluation

4

The Evaluation Stage is where you analyze performance.

Quickly diagnose and solve creative-related issues that affect performance.

Tips and tools:

- Explore **Video Insights** to closely monitor performance.
- Identify creative performance patterns with **Creative Fatigue Diagnosis**. *(coming soon)*

♪ **TikTok** for Business