

TikTok Fundamentals

FOR SMALL BUSINESS CLIENTS

A step-by-step plan to lead customers straight to your clients on TikTok

The Challenge:

Whether your client is an established online retailer or just getting started selling direct-to-consumer, finding their next customer can be challenging.

The Solution:

Your client's next customer is shopping on TikTok This simple plan will help you find them and increase their online sales

of users globally take action after watching a TikTok video *Source: TikTok Marketing Science Global Time Well Spent Research 2021 Conducted by Kantar

The overview:

Here's how to get started with TikTok Ads

We'll walk you through the details on page 2 and 3.



Create your client's TikTok **Ads Manager account**

Set up through your agency's Business Center



Set up TikTok Pixel

- Set up 3+ tracking events
- Turn on Automatic Advanced Matching and First Party Cookies



ad creative

Pick a video for Spark Ads

Build their first

Check out our creative tools for inspiration



Run their first campaign

- Use the Website conversions objective
- Optimize for Add to Cart* first
- Start with at least \$30 daily ad group budget for optimal results
- Choose targeting

Measure, optimize, and grow client sales on TikTok!

Optimization strategy:

*Start with Add to Cart events for better results

If your client is just starting out in TikTok ads, you need to teach the system what types of visitors are more likely to convert throughout the user journey with a mid-funnel event like Add to Cart. Once the system understands their ideal audience, you can focus on Complete Payment events.

Proven Results:

HiSmile drove a +28% lift in revenue using our formula



Context

HiSmile started advertising on TikTok with lower funnel events like Complete Payment from day 1. They saw limited results.

Solution

HiSmile tried optimizing for events earlier in the purchase journey like Add to Cart to teach the system who was most likely to be a customer.

Results

With the new approach, HiSmile saw revenue increased by 28%. See the full case study <u>here.</u>

The Checklist: Guide to running your client's first campaign

Check the boxes when you complete each step!



Create your TikTok Ads Manager account			
Click the <u>"Add a new advertiser account"</u> button in your agency's Business Center to automatically set up your client's Ads Manager account			
If your client already has an Ads Manager account, you can just link your client's TikTok Ads Manager to your agency's Business Center			

Set up your TikTok Pixel Why? TikTok Pixel allows you to track events for all the visitor actions your client values, and informs campaigns to find users more likely to become customers. Select TikTok Pixel under Assets > Events > Web Events Turn on the Automatic Advanced Matching and First Party Cookies toggle Set up at least 3 events: View Content, Add to Cart, and Complete Payment. We recommend using Event Builder to do so for advertisers with limited developer resources.



Pro tip: Pixel Setup

- **Set up Pixel with a click** if your client uses a TikTok E-Commerce Partner Platform. Partners include: Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop and more!
- Add Pixel Custom Code events with little to no developer resources using TikTok's tag template with Google Tag Manager. Learn more here.
- Verify Pixel and Event Setup by downloading <u>TikTok Pixel Helper</u> in the Chrome Store to check for any errors in setup.



Build their first ad creative

1. Don't be intimidated by the video format – we have plenty of tools and resources to get you and your clients started.

Find an existing TikTok video to use as a Spark Ad	•
Check out our SMB Agency Creative Playbook for n	nore information on

best practices and tools to make your client's ads a smash hit.

Why? Spark Ads have a 134% higher completion rate* than standard in-feed ads.



Pro tip: Spark Ads

- Spark Ads are an ad format that transforms existing TikTok videos into paid ads on the For You feed.
 Because Spark Ads feel like native content, they tend to perform better.
- Our internal research suggests the best performing Spark Ads are videos that touch on your client's business or product with the most views. This works better if the video is recent, within the first 3-5 days, but you can use any TikTok video with Spark Ads.

The Checklist Continued: Guide to running your clients first campaign



Check the boxes when you complete each step!



Run their first campaign

Start setting up their first campaign in TikTok Ads Manager by clicking on "Create an ad" on your dashboard.

Campaign Level	Select the "Website conversions" objective			
	Turn off "Set Campaign Budget" (you'll use daily ad group budg control)	ets for more		
Ad Group Level	Select "Website" and your Pixel	Why? Our research shows starting with Add to Cart events helps the system learn what types of visitors		
	Choose "Add to Cart" as your Optimization Event. •	convert. See the 'Nurture your first campaign' section below for when		
	Choose "TikTok" under "Select Placement"	we recommend moving to Complete Payment.		
	Choose their Targeting. We recommend "Automatic Targeting." If you do use "Custom Targeting" keep your client's audience broad using the <u>Audience Size Estimator</u> .			
	Set a daily ad group budget (start with at least \$30USD)			



Pro tip: Daily Ad Group Budget

- Daily Ad Group Budget is the maximum amount you will allow your client's ad group to spend per day.
- Start with at least \$300USD daily budget (or local equivalent). **This amount gives the algorithm** enough to learn who your client's ideal audience is and get optimal results early.

Ad Level	Select identify to use their account to rui	What is this? Spark Ads allow you to use organic content from your client's or a creator's TikTok account as an ad video.	
	Select the organic post you'd like to use as your client's ad or upload their new video		
	Fill in the ad's Text and URL.	Why? This is what your client's ad will say and link to on TikTok.	
	Select Dynamic for "Call to action"		
	Click submit to send their first campaigr	n for review!	

Congratulations! You've unlocked your client's first TikTok ad campaign!



What comes next?

Build Your Clients Ad Review Nurture Their First Campaign Organic Presence All ads go through a review If you've made it this far, follow these tips to drive more Why? A good organic strategy can process after you click sales and reach new milestones! help you maximize the effect of paid "Submit" to ensure all paid content and increase your client's Monitor how many **Add to Cart** promoted content is both ROAS. Use their organic channel to test conversions your client gets in week 1: safe and engaging for and learn what content works best our community. then boost success with Spark Ads. AT LEAST 1 ADD TO CART 0 ADD TO CART **CONVERSION CONVERSIONS** You will receive a notification **Set up their Business Account** once your client's ads have on TikTok. What is this? A Business been approved and Account is a public profile on TikTok Start new Ad Group: Start new Ad Group: published-most ads are and their business' home base **Complete Payment View Content** reviewed within 24 hours. on the platform. The system has initial insights The system may need more into what types of visitors are time to nurture your client's See <u>here</u> for more details on **Build their organic** more likely to convert. You can audiences. Once they hit 100 the ad review process. strategy on TikTok. start optimizing for Complete View Contents, they're ready to How? Build quality content by Payment while collecting more move onto Complete Payment. Add to Cart insights, too. researching what's trending and using sound. Try to post 3-5 times a week to see what resonates most with their Pro tip: Keep the Add to Cart ad group on to drive audience. Get more tips <u>here</u>. continuous conversion volume and let the system learn!

Check out more resources:



Video Inspiration: Looking for ideas for your client's next TikTok video? Here's some <u>Creative Inspiration</u> to crush it.

Product and Ad Policy Questions: The <u>Business Help Center</u> can assist you with everything from product how-tos to ad policy details. Just type in a keyword to find what you need.

TikTok Pixel: Learn more about how the TikTok Pixel works and the easy installation options we offer with this guide.