**Tiktok Ad Strategy:**

TikTok has been doing amazing things for clients although it is still an evolving platform. TikTok is heavily focused on entertainment with short videos (now time capabilities are increasing too).

Although super effective, its advertising platform hasn't developed completely because of its limited time (compared to Facebook, Google, YouTube, etc.). It is also heavily focused on content. You'll need to have a conversation with your clients around producing content. It's different from that of the other platforms (like the ones mentioned above). Effective content can be User Generated Content (UGC). Your client will either need content to be able to use, or have a potential process for producing content for the platform. This does play a part in performance.

**Define your target audience**

One of the first things you want to ask and work through with clients is who their ideal audience is. Before starting to create content, they need to understand who we're trying to reach, so we can reach them in the right way.

Yes, TikTok is most popular with teens. But its capabilities are still wide open. The 20-29 age group follows closely. In China, “glam-mas” are showing that fashion only gets better with age!
Ecom is the favorable niche on TikTok. Ecom campaigns are typically getting the best returns. Lead generation and its variety of niches are also doing well and pulling in massive results - see Miss Excel as a case story with her Excel training program!

**Campaign Setup:**

The strategy framework is similar to that of Facebook:

1. **TOF (Top of Funnel):** focuses on targeting cold audiences, also known as “prospecting”.

The Top of Funnel campaign(s) introduce the products/offers to new audiences. These are people who will be getting their first touchpoint to the brand and product. And the nurturing begins.

2. **MOF (Middle of Funnel):** focuses on warm audiences, typically retargeting people to provide more touchpoints and nurture them to a purchase or sign-up.
3. BOF (Bottom of Funnel): focused on “hot” audiences. This can be similar to the above and include those who have purchased before. This continues our retargeting. "Hot" audiences can be described as those who have been retargeted and have seen ads multiple times but still haven’t purchased.

**TikTok Focused Approach:**
We focus on using CBO (Campaign Budget Optimization) as the approach when we start.

We essentially set the budget at the campaign level to disperse for testing. Much like Facebook, we’ll break the campaign down to allow us to test thoroughly. Different ads with different copy variations and creatives. Once we find winners, we scale. What doesn’t work, gets substituted and we optimize.

**Audience Testing**
We'll start with a wide set of audiences (prospecting campaigns). These audiences are then narrowed down as data comes in and we optimize. Utilizing different creatives (videos) will also allow more testing.

- **Typical Audiences -**
  
  Audiences are initially set up and tested based on research, brand persona/avatars, and industry. A couple examples:

  1. TikTok users
  2. Current customers / fans / followers of the brand
  3. We'll test other targeting options that can be based on interests, behaviors, etc. or a mix. Sometimes, we'll layer our targeting too (meaning stack multiple targeting options in one adset).

- We can also utilize LookaLike Audiences (LLAs). TikTok essentially has 3 categories:
  1. Narrow
  As the name suggests, Narrow is targeted and can be relevant but it's not a big audience.
2. Balanced
3. Broad

Our MOF (Middle of Funnel) with our retargeting can include some of these audiences:

1. Store visitors (segmented by days like 1-30, 30-180, etc.)
2. Store visitors based on time spent on store
3. People who watched certain amounts of videos (those who watch more are more relevant)
4. Abandoned cart (can be segmented by days as well)
5. Initiated checkout (can be segmented by days as well)

Our BOF (Bottom of Funnel) can include some of the following:

1. More retargeting of people from the above stages of ads
2. People who have purchased in the past (can be segmented by timelines like past 7 days, 14 days, 30 days, etc).
   - This can be to bring clients/customers back to buy again (increase value of clients/customers)

Here's a quick example of what that may essentially look like:

![Create Engagement Audience](image-url)
Offers:

Yes, your client may know their audiences and have some awesome content. What really gets people to convert, is the offer.

- We see many strategies that work for offers.

Sometimes we’ll use an offer right off the bat with our cold audience campaigns (TOF) and continue it into our retargeting (MOF). Sometimes, we’ll do a simple product showcase at TOF, and introduce the offer at the MOF with retargeting.

- It just depends on context, the offer(s) we have, and audiences. This is decided upon onboarding and auditing all assets when we get access.

Here are some quick ideas that clients can consider:

1. A %s off
2. Free shipping/delivery
3. Exclusive discounts

Retargeting Offers:

It’s easy to create retargeting audiences that have:

1. Interacted with your ad,
2. Went onto the store/website
3. Added products to their cart with no purchase.

And with these audiences, having an offer with a specific message to them at their stage in the buying process - does wonders in picking up sales!

3 month plan –

Month 1 we focus on onboarding, setup, and launch. 2 weeks is the expected launch time. We aim to launch sooner, but we’d rather under-promise and over-deliver. That could leave us with 2 weeks of testing (given we don’t have any delays). The return is minimal here given we’re getting things setup and likely kicked off from scratch. Things like budget, industry,
product, audience, and the data that comes in, will depend on when we optimize and move winners to separate campaigns.

Month 2 we continue testing and we’ll turn off any campaigns, adsets, and ads that aren’t working. We’ll try new things, and we’ll put more budget to scale what is working (either vertical or horizontal scaling methods). We typically see this after the initial 5-7 weeks. We’ll set the goal to increase ROAS (Return on Ad Spend) and aim to break even.

- Vertical scaling is increasing the budget on adsets, essentially scaling budget vertically.
- Horizontal scaling is duplicating the adsets, essentially scaling with adsets horizontally.

Month 3 we focus on scaling and optimizing ads to at least break-even and start seeing a roadmap to profitability. If we’re starting from scratch, profitability takes time. We’ll walk you through with weekly reports. These are sent out Fridays/Mondays depending on when you onboard each client. These will analyze what we see, why we see it, and what we plan to do going into the next week.

If you have any questions - please reach out to your White Label Partner Manager. They are here to help you! Utilize your full support system with coaches in the program as well!