

7 **GOLDEN** TIPS TO START ADVERTISING ON **TikTok** WITH YOUR BUSINESS



UPTHRUST

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Content Is Still King



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Creative fatigue on TikTok happens faster than on any other channel. The success of your ads lies in the number of creatives you produce per month. Say you're spending €3K to €5K in ad spend per month, then you need at least 8-12 videos per month

10X Your Video Output

2

A pro-tip for TikTok ads is to record your video ads in short blocks. This gives you the possibility to mix and match these short blocks in your video ads and in doing so, effectively 10X your output with all the different combinations.

Create Content Specifically for TikTok

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Re-using content from other platforms like Facebook or Youtube does not work on TikTok. Your best bet is creating dedicated content for TikTok. It's worth noting that re-using your TikTok creatives on other channels however, can work very well.

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Aim For Stopping Power

When designing your TikTok ads, aim for pattern disruption. Using strong opening hooks and contrasting text overlays are key to force the viewer to stop scrolling. The first 1 to 3 seconds of the creative are defining for the performance of your ads.



5

Target Massive Audiences

TikTok as a platform is still experiencing explosive user base growth. Don't limit your audience targeting settings too much so you can benefit from this continuous expansion. When the platform has fully matured you can start narrowing down again



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Retarget On Facebook

Another pro-tip we like to apply at Upthrust for our clients is retargeting their TikTok traffic on Facebook. You can do this too by creating dedicated retargeting campaigns on Facebook to track your ROI. Use UTM's to set this up properly.



Test Your Value Propositions With Organic Posts

TikTok organic posts can give you insights into what value propositions your business should use. Create 3 to 4 different videos with the same setup but a different story, within a few days you will be able to tell which value proposition is more appealing to your existing audience.

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