Budget Talks

When to ask about budget?

Goals and budget are important aspects that you will need to cover during the first call despite the channel used (Phone Call or Video Call).

It's recommended to explore the advertising goals that the clients have from the very beginning so that you can give relevant guidance and become an advocate for their success!

TikTok for Business

Minimum monthly budget recommendations

Before giving a minimum budget recommendation, try to understand what's the targeted CPA and/or the budget they intend to invest in Tiktok. If none of this is shared, you can advice as follows:

E-Commerce Clients

Please observe the Newbie Guidance. As indicated in the document, the minimum daily budget is:

EMEA Market

$30

*This quantity is displayed in USD by default, but you can check the updated conversions to the local currency in the previously mentioned Newbie Guidance.

Considering that the recommendation would be $30 daily per one ad group, over 30 days the minimum would be $900.

**Note that if client has a targeted CPA, initial budget should be at least 20 times the targeted CPA. Remember to *always ask this first!*

YES

Non E-Commerce Clients

⚡ Ask for their intended budget first, if it is over $500-$1.000 monthly try to navigate their options for campaign structure the best possible.

🤝 If the intended budget mentioned by the client is under $500-$1.000 monthly, please indicate that we recommend to invest a minimum of $500-$1.000 monthly as a general guidance to make sure we set them up for success.

🎯 If client does not want to share an intended budget or prefers to hear it from you, indicate that as an indicative investment, a minimum of $500-$1.000 monthly is what we would recommend our advertisers in order to test the channel.

Campaign Length Recommendation

30

days for all advertisers is the ideal to pitch to make sure results are consistent.

*Make sure the advertisers understand that ads will need to be refreshed to avoid creative fatigue and that the pixel set up is highly recommended.

TikTok for Business