

TikTok: For Business

Vendor Sales Creative Talks 2. Production





AGENDA

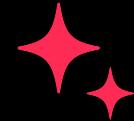
- 01 **Introduction**
What to expect from today's session
- 02 **Production**
What is production?
- 03 **Creating content myself**
The tools our advertisers need to get started
- 04 **Working with creators**
How to work with creators
- 05 **Repurposing existing assets**
How to repurpose our content
- 06 **Q&A**
Any questions?



Meet our speaker...

Camillo C.

Answer the poll



NICE





Production

The Production Stage is where the creative vision comes to life



This is the stage where we put our ideas into action, and begin filming and editing our content.

There is no one right way to produce great video content for TikTok. In fact, **78% of users agree that it's ok for brands to try different ways to create content.*** To help advertisers find the right approach for their business, this section outlines three easy production paths to follow.



We've outlined **three easy production paths**

Explore the paths below to discover what works best for your business.

1

I want to
produce
creative assets
myself

2

I want to work
with a creator to
produce my
creative assets

3

I want to
repurpose
existing creative
assets

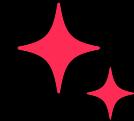


PRODUCTION
PATH

1

I want to produce
creative assets
myself

Answer the poll



NICE





Production Best Practices

Create natural feeling content that's authentic to TikTok.

- TikTok supports video lengths ranging from 15 sec to 3min. Any video length within this range can find success. However, research shows that regardless of format, the **first six seconds are vital for impact.***
- **Lean into lo-fi video.** You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P.
- For an optimal viewing experience, keep videos full screen at a **9:16 vertical aspect ratio**
- To capture attention, videos should **always include sound.**

NICE

Tips for Capturing Footage

Plan and prepare. Once you have a concept, plan out the details of your videos, such as the script, the props, the location, and the timing.

Make sure you have all the **necessary resources and equipment** ready.

Capture a variety of footage from different angles, use good lighting, and record clear audio.

Have a photo or video shoot coming up? Capture behind the scenes footage that you can edit into TikTok videos.



HOT TIP

Perfecting the TikTok Aesthetic

Create content that feels authentic to the platform



- **Feature people** such as creators, employees, and customers for more engaging content
- **Live action:** Showcase your product's benefits by sharing the experience of using it
- **Transition:** Elevate your content with creative transitions between video clips
- **Text overlay:** Emphasize key messages and visually engage your customers with text
- **Stickers & graphics:** Highlight key information you want your audiences to remember with eye-catching stickers or graphics.



Shooting and Editing Your Videos on TikTok

How to Access: TikTok Mobile App

One way to produce your TikTok videos is directly within the TikTok app. You can shoot video clips directly in the app and use the editing tool to edit your video together. You can also add music, effects and captions.

1. Open the TikTok app and tap the '+' sign at the bottom.
2. Record footage or upload your own videos and photos.
3. Choose a sound.
4. Click 'Adjust clip' to edit your video.
5. Add text and transitions.



[Watch video here](#)



Editing your Videos with CapCut

How to Access: CapCut on desktop or mobile

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of video editing expertise. CapCut features include:

Simple Drag & Drop Video Editor

Import video clips from your camera roll. Video Editor lets you trim, split, and adjust the video as desired, and the drag & drop function allows you to edit with ease in an intuitive timeline format. You can also add transitions, filters, effects, and music to your video using the app's built-in library, and include AI-powered features like text to speech, auto-caption, and green screen.

TikTok-Styled Elements for Commercial Use

Thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.



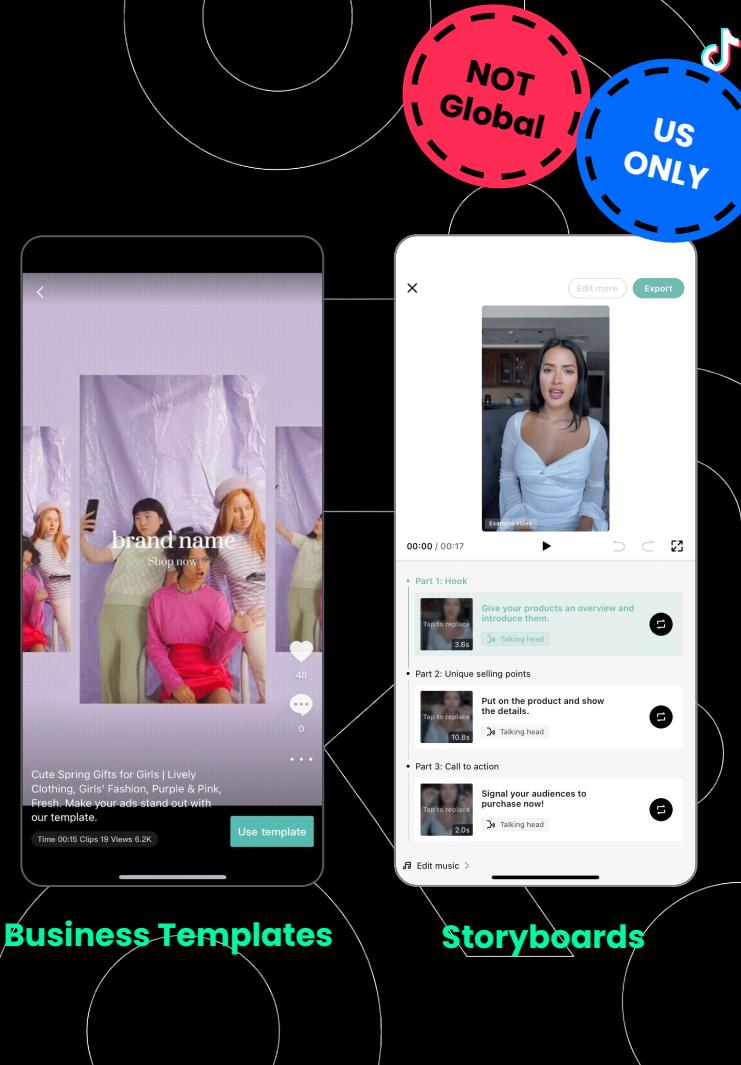


Get a Head Start with CapCut Templates

How to Access: CapCut on desktop or mobile

Repurpose your existing media assets or create a new one, with **CapCut's Library of Business Templates & Storyboards**, featuring AI Presenter Templates, Top Performing Ad Creatives, Green Screen Ad Storyboards, and more, to guide your storytelling approach and help you achieve effective TikTok-first video content with just a few clicks.

These templates provide scene-based shooting and editing guidelines, making it easy to upload clips and photos directly from your camera roll, or shoot new video content directly in the CapCut app.

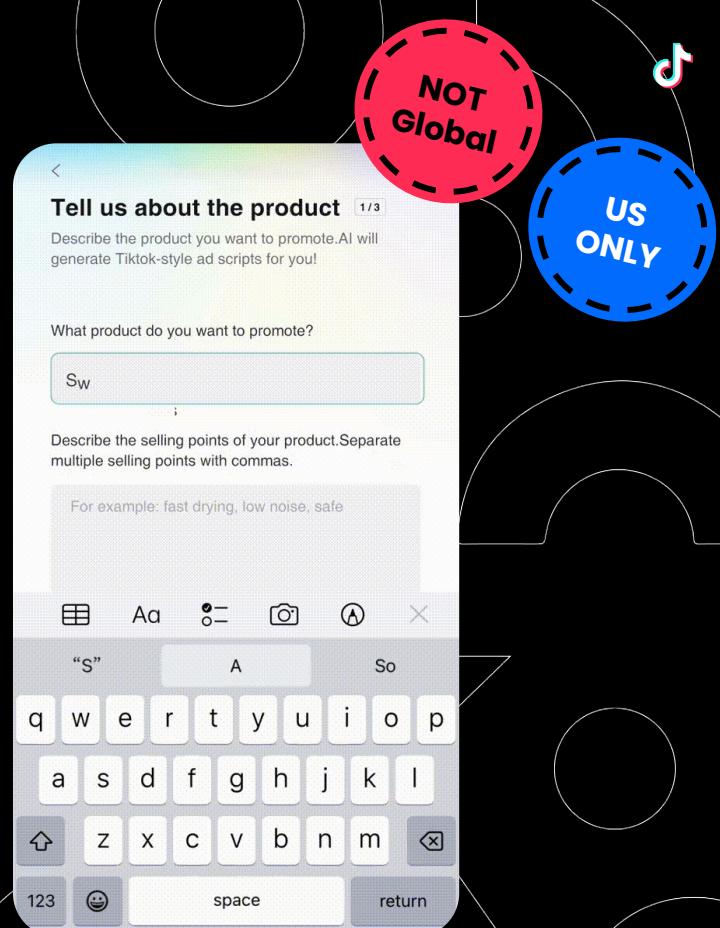




Instantly Generate TikTok-ready script with AI-Powered Ad Script

How to Access: CapCut on desktop or mobile

Using AI and TikTok's data on top performing ads, Ad Script instantly generates different versions of ad scripts to get you started. You can combine these ad scripts with CapCut's Storyboard templates to make TikTok-style video ads. Simply fill in the scenes, and our smart features auto-generate your script for voice-over.

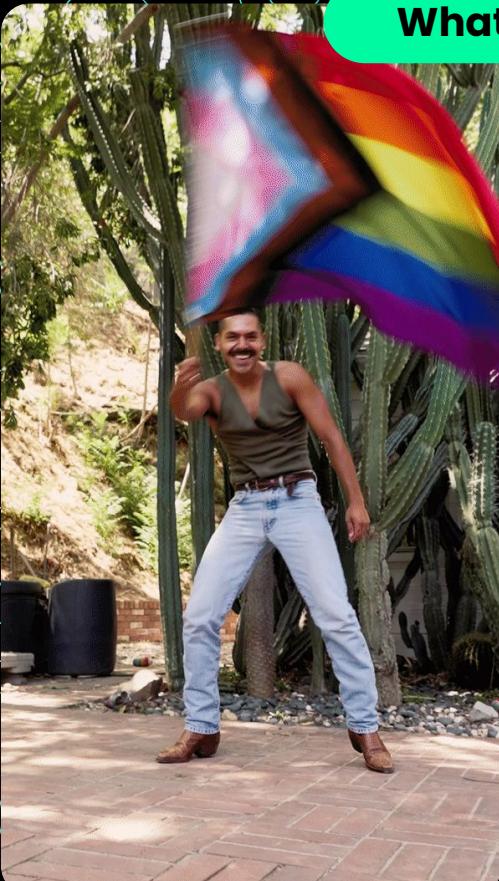




**PRODUCTION
PATH**

2

**I want to work
with a creator to
produce my
creative assets**



What is TTCM?

Introducing the TikTok Creator Marketplace

The official **all-in-one platform** for **brand and creator collaborations** on TikTok.

Through the Creator Marketplace, brands can get connected with our community of **800 000+ creators who are expert storytellers** to promote their products and services on TikTok.

LOVE
IT!

Best Practices for Creator-Led Content

TikTok creators are experts in creating engaging and entertaining content that resonates with their audience. By collaborating with a creator, you can tap into their creative expertise and ensure that your ad is tailored to the TikTok platform and its unique culture.

SHARE

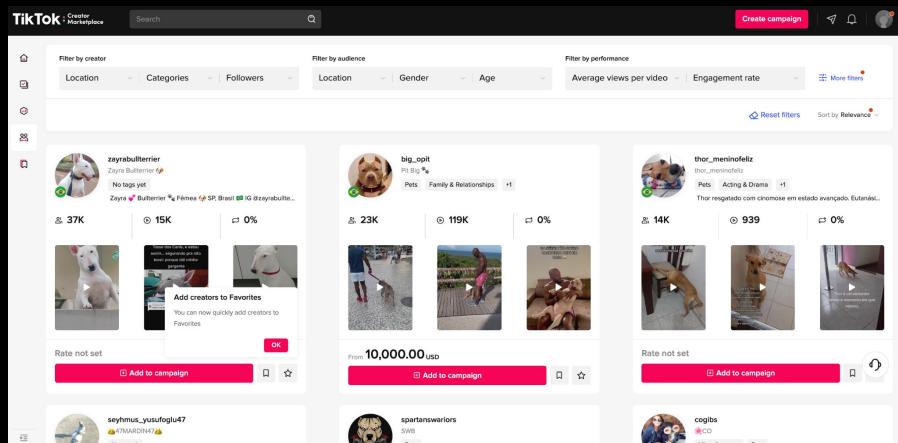
- **Ditch the Script:** When content is delivered in a creator's own, natural voice, it can drive stronger engagement. Trust them to create content in their style.
- **Pick the Right Community:** Choose a Creator who's familiar with a subculture that's relevant to your business. This gives you a built-in audience to work with. The **TikTok Creator Marketplace** will help you discover creators and top videos based on filterable categories.
- **Be Strategic with Trends:** Think beyond viral trends. Utilize longer-term trends, like shopping hauls, unboxing, "get ready with me" and more. Don't feel boxed in by trends with a specific style or tone.
- **Build Trust:** Be open and transparent about expectation and ownership of content.
- To learn more, check out this simple [**Creator campaigns guide**](#) for advertisers.



TikTok Creator Marketplace makes Creator collaboration easy

How to Access: creatormarketplace.tiktok.com

Through the Creator Marketplace is the official all-in-one platform for brand and creator collaborations on TikTok. It's a self-serve tool that connects brands with our community of 800K+ creators of all follower-counts to fit any marketing budget and needs.



- **Discover the right creators** by leveraging Keywords search
- **Invite Creators to collaborate** by reaching out directly
- **Access Insights** across reach, audience data, deeper view & engagement insights
- **Seamlessly make payments** and track invoices



Connect with Trusted Creative Agency Partners through TikTok Creative Exchange

How to Access: Currently for allowlisted, managed clients only - please inquire with your Account Manager

Benefits of TikTok Creative Exchange:

- Access a variety of trusted TikTok Creative Agency partners that specialize in your category, market and type of campaign.
- Select the creative partner of your choice to select talent and concepts for your ads.
- Receive quality assets by trained creative partners vetted by TikTok.
- Sync your videos directly to TikTok Ads Manager to launch campaigns.



PRODUCTION
PATH

3

I want to repurpose
existing creative
assets



Repurposing Assets

Repurposing creative assets from other platforms for TikTok can be an effective way to save time and resources. By adapting your content to feel fresh and TikTok-friendly, you can create engaging and effective TikTok content that resonates with your target audience.



If you are repurposing Creator content, refer to your copyright agreement with each Creator to ensure the assets are still cleared for promotion on TikTok.



Start by identifying your source material:

- Select impactful visuals of your product, brand and/or service.
- Prioritize video assets over photos for a more TikTok-ready feel
- Revisit your past best performing ads and find the source material (i.e. no text overlays, raw footage when possible)
- Prioritize high-quality video
- Some ideas on what to look for:
 - Expressive people focused footage
 - Product/Service focused content
 - Behind the scenes content
 - "How To" focused content
 - Customer reviews



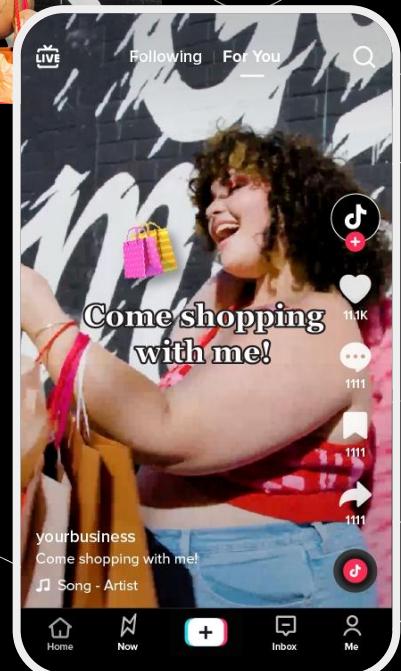
CapCut

Using CapCut to Repurpose Existing Assets

How to Access: CapCut on desktop or mobile

Preparing your creative assets for TikTok is easy with CapCut Video Editor. Here are some simple steps to follow:

1. Ensure your assets are in a 9:16 vertical orientation. You can easily adjust this by **selecting the 9:16 preset** aspect ratio on CapCut Video Editor.
2. For longer videos, break them up into smaller clips. We recommend using CapCut's **trim and split features** to create 5-10 second clips.
3. Arrange your clips to tell a cohesive story, and use the **Transitions tool** to add dynamic transitions between each clip.
4. Add a TikTok-friendly touch to your video with Text Overlay, Effects, and Stickers.



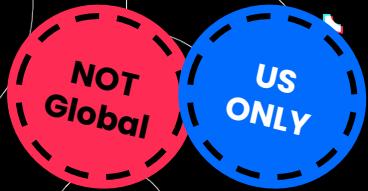


Repurpose Photos and Videos with CapCut Templates

How to Access: CapCut on desktop or mobile

CapCut offers a range of business templates that can help transform your photos and videos into dynamic, engaging TikTok ads. Here's how to use them to repurpose your existing assets:

1. For longer videos, break them up into smaller clips. You can use CapCut's **trim and split features** to create 5-10 second clips.
2. **Choose a template** that best fits your business, and upload your video clips and/or images.
3. **Customize the template** to your liking, adding any additional text, effects, Stickers or music to make it stand out.





CapCut

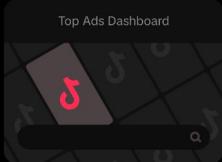
Repurposing Assets back to ideation

TikTok Creative Center: Creative Assistant

TikTok Creative Center Inspiration Trends Creative Tools Education

Let's elevate your whole creative game

Looking for examples of top ads?



Get started

Wondering what's hot on TikTok?



Get started

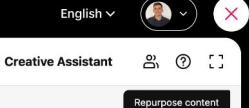
Seeking creative guidance?



Get started

What's Next: Shopping Trend Report

Learn more about today's TikTok Shopper with fresh trends, insights, and case studies in our What's Next: Shopping Trend Report.



Absolutely! Repurposing content is a great strategy to maximize your reach and engagement on TikTok. Here are a few ideas on how you can repurpose your content:

1. Create Compilation Videos: Take your best-performing TikTok videos and combine them into a compilation video. This allows you to showcase your top content in a single video, attracting new viewers and reminding your existing audience of your best moments.

2. Behind-the-Scenes Footage: Share behind-the-scenes content that gives your audience a glimpse into your creative process. This can include blooper outtakes, or sneak peeks of upcoming videos. Repurposing this type of content helps to build a deeper connection with your audience and make them feel more involved in your content creation journey.

3. Remixes and Duets: Take advantage of TikTok's remix and duet features to collaborate with other creators and repurpose their content. You can add your own unique twist to popular trends or challenges, and engage with a wider community of TikTok users.

Remember to always credit the original creators when repurposing their content and use relevant hashtags to attract a larger audience. By reusing your content, you can extend its

Ask anything...



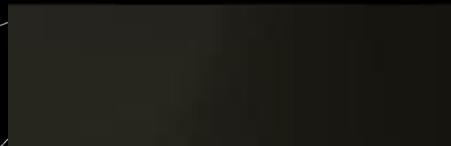
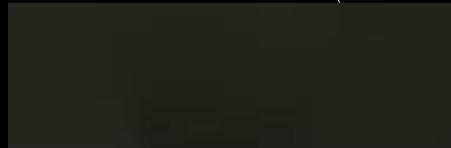


Creative Review!





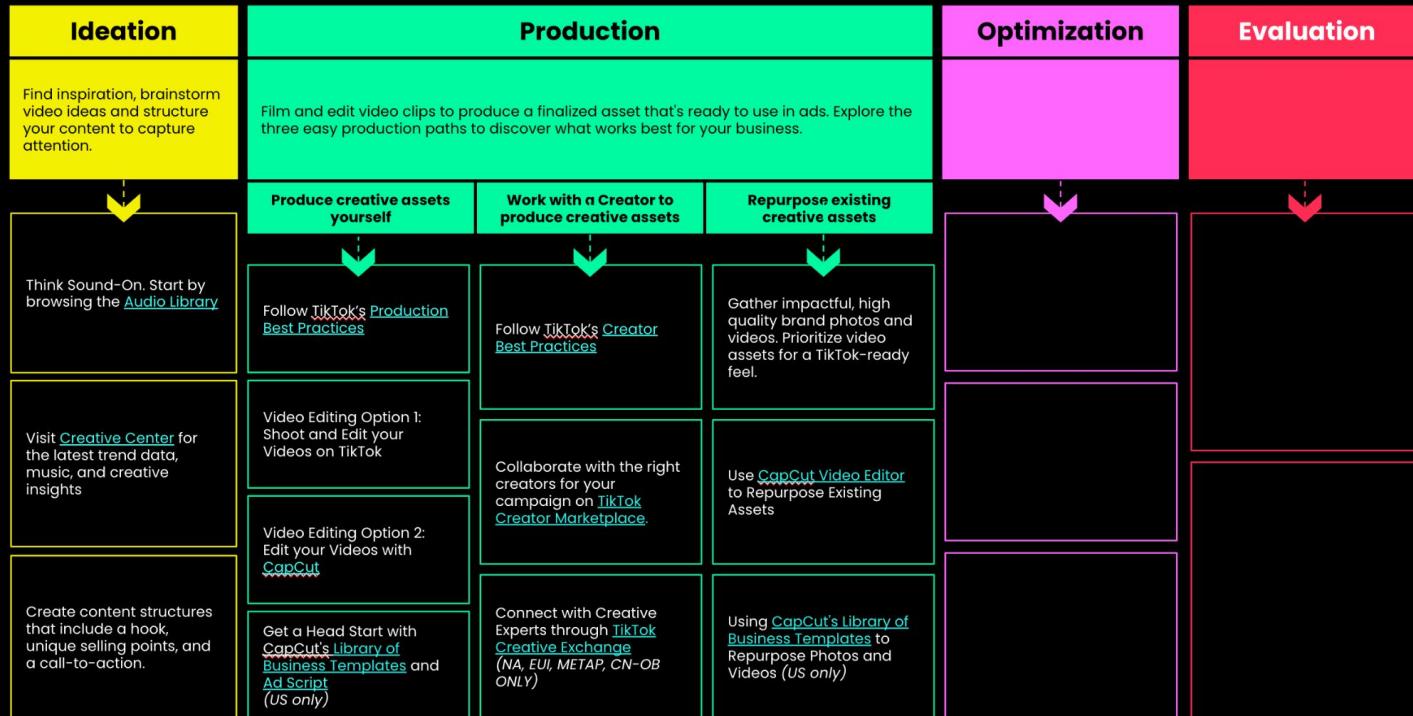
Creative Review!





Quick Recap

SMB Creative Roadmap to Success



TikTok: For Business

Q&A

TikTok: For Business

THANK
YOU