## SMB Creative Roadmap to Success -----

Ideation	Production			Optimization	Evaluation
Find inspiration, brainstorm video ideas and structure your content to capture attention.	Film and edit video clips to produce a finalized asset that's ready to use in ads. Explore the three easy production paths to discover what works best for your business.			Combat creative fatigue and proactively address any potential issues with your ads.	Use TikTok's Creative Diagnosis capabilities, to quickly diagnose and solve creative-related issues.
	Produce creative assets yourself	Work with a Creator to produce creative assets	Repurpose existing creative assets		
Think Sound-On. Start by browsing the <u>Audio Library</u>	<u> </u>			Use <b>Smart Fix</b> to analyze ads, diagnose potential ad review issues and provide fixes	Explore <b>Video Insights</b> to closely monitor performance.
	Follow TikTok's <u>Production</u> <u>Best Practices</u>	Follow TikTok's <u>Creator</u> Best Practices	Gather impactful, high quality brand photos and videos. Prioritize video assets for a TikTok-ready feel.		
Visit <u>Creative Center</u> for the latest trend data, music, and creative insights	Video Editing Option 1: Shoot and Edit your Videos on TikTok			Enable <b>Smart Creative</b> to automatically detect creative fatigue and refresh your assets.	
		Collaborate with the right	Use <u>CapCut Video Editor</u> to Repurpose Existing Assets		
		creators for your campaign on <u>TikTok</u> <u>Creator Marketplace</u> .			Identify creative performance patterns with <b>Creative Fatigue Diagnosis</b> (Coming Soon)
	Video Editing Option 2: Edit your Videos with <u>CapCut</u>				
Create content structures that include a hook, unique selling points, and a call-to-action.				Defreeb your greative	
	Get a Head Start with CapCut's Library of Business Templates and Ad Script (US only)	Connect with Creative Experts through <u>TikTok</u> <u>Creative Exchange</u> (NA, EU, METAP, CN-OB ONLY)	Using <u>CapCut's Library of</u> <u>Business Templates</u> to Repurpose Photos and Videos (US only)	Refresh your creative assets with Interactive Add-ons available in <u>TikTok</u> <u>Ads Manager</u>	