

How to handle Creative objections!



Here, you'll discover the most frequently encountered creative objections and a few ideas on how to address them!

01 “Creating content for TikTok is too difficult!”

Advertisers often mention that creating content for TikTok Ads is challenging and time-consuming. How can we address this objection? Well, the approach depends on the type of advertisers!



a. We have the tools to support your creative process:

“We can assist you in finding inspiration through our Creative Center and Creative Assistant. With these tools, you can discover current trends, top-performing ads in your industry, popular hashtags, and even request support from our Creative Assistant for scriptwriting. With these resources, creating a high-performing ad structure will be a breeze!”

b. It might sound repetitive, but we also have the tools to help your production process:

“When your idea is ready, and you have your script, you can use either the TikTok app on your mobile phone or CapCut (accessible on both phones and computers) to create your fresh new content. Both options are user-friendly and will assist you in bringing your ideas to life!”

c. Also, if you can’t create content yourself, have you thought about working with creators?

“If you have an idea but can't create the content yourself, you can always collaborate with creators. Not sure how to find creators? No problem! The Creators Marketplace is here to assist you. With this tool, you can discover new TikTok creators who can support you on your path to success!”

02 “I advertise in other platforms, can I use the same content?”

Many advertisers have been running ads on other platforms for a while. They often want to repurpose the same content for TikTok, but we understand that this might not be the best approach. TikTok has its unique style, and ads should align with it. How can we assist these advertisers in quickly launching effective campaigns on TikTok?



a. Advertisers can always repurpose their creative assets:

“We understand that creating entirely new content can be time-consuming. But why not repurpose content from other platforms? If the advertiser already has video content from other platforms, they can quickly make small changes using CapCut that will make a significant difference on TikTok.”

b. And in the meantime, they can work on creating the fresh new content!

“While repurposing content is a valuable strategy, creating fresh, new content can help us combat ad fatigue and achieve better performance. It's important to note that creating content for TikTok isn't difficult at all. We provide the tools you need to craft scripts, find inspiration, and produce new ads.”

03 “When advertising on TikTok, I need to refresh creatives too often”

Advertisers often mention that when they advertise on TikTok, they need to frequently refresh their creatives to maintain high performance compared to other platforms. How can we address this issue and avoid the need for frequent creative changes?



a. Easy one: SMART CREATIVE

“In that case, I strongly recommend using our Smart Creative solution. Smart Creative is TikTok's next-generation automated creative tool that allows you to efficiently combine creative assets while enhancing performance through cutting-edge anti-creative fatigue strategies.”

b. Again, repurposing content can be a good option!

“If your ad has been running for an extended period, and its performance is declining, you can make some changes using CapCut to repurpose the content. This approach will not only improve your campaign's performance but also ensure a consistent supply of fresh creatives.

c. And last but not least: Having a big content library.

“The more ads you have, the greater the number of combinations you can create. Aim to diversify your creatives, and when you observe a drop in performance, give the ad some time to rest. After a few weeks, you can reintroduce it. In the interim, experiment with other assets, ensuring that you always maintain a minimum of three creatives per ad group.”

04 “I’m a dropshipping business and get my creatives directly from my suppliers website”

Dropshippers are potential high-value clients. They have the potential to achieve remarkable results when advertising on TikTok. However, they frequently express a preference for using ads available for download from suppliers' websites, rather than creating their own content. This poses a problem, as it results in uniform advertising content that may lead to account penalties. How can we address this issue and help them avoid such penalties?”



a. You are not the only one! Most of dropshippers are doing the same thing.

“Distinguish yourself from the competition. Crafting fresh content for TikTok allows you to stand out and build trust with potential customers. When everyone else is following the same path, generating unique content offers you the opportunity to demonstrate what sets you apart from the rest.”

a. Avoid suspensions and policy issues.

“Our compliance team consistently works to guarantee the best possible experience for our end users. If they detect a pattern of numerous advertisers consistently posting the same ads, the accounts in question may be suspended for violating our platform's spam policies. We want to ensure that you don't lose the valuable data and insights you've accumulated thus far, so it's advisable to create your own unique content.”