

Answer the poll



NICE



TikTok For Business

Vendor Sales **Creative Talks** ***1. Ideation***



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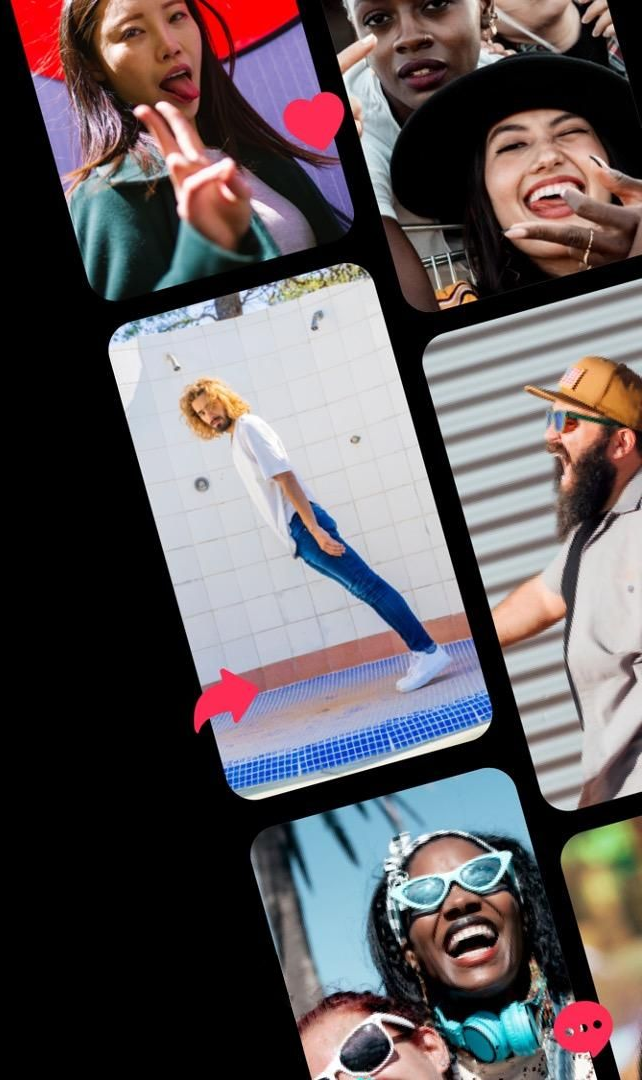
Meet our speaker...

Alfredo Z.

 **TikTok** for Business

TikTok Creative Made Simple

Best practices and tools to make your client's ads a smash hit.



Creating for TikTok is *different*, not difficult.

It's faster, relevant, and memorable. It's a place to come as you are and connect with joyful discovery.

And audiences take note.

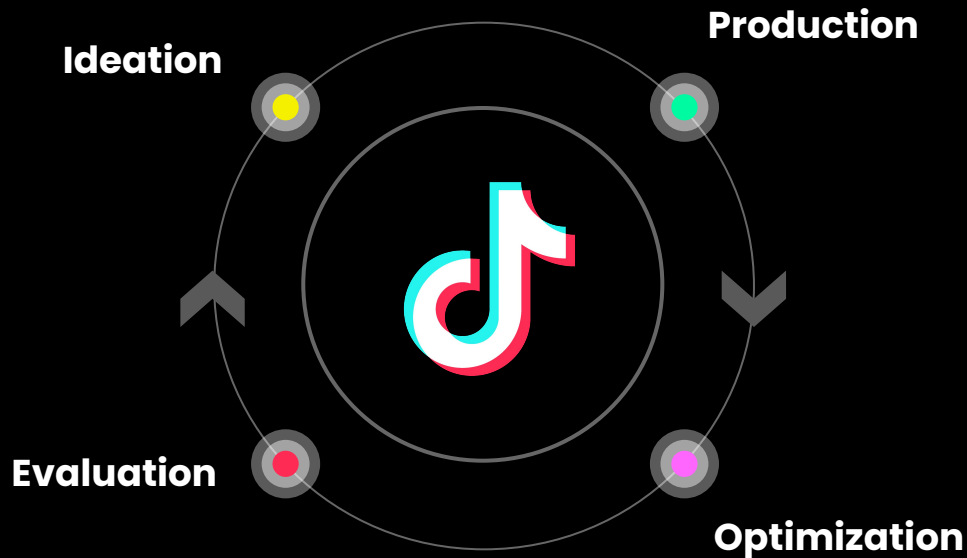
73%

of TikTok users say they feel a deeper connection to the brands they interact with on TikTok vs. the other sites and apps they use.



TikTok has the solutions the client needs for *every step* of the creation process.

This playbook will walk you through a roadmap to creative success, highlighting the solutions to help your client build impact-driving video content with ease.



The four stops on the TikTok creative journey:

1

Ideation

Find inspiration, brainstorm video ideas and structure your content to capture attention.

2

Production

Film and edit video clips to produce a finalized asset that's ready to use in ads.

3

Optimization

Optimize your finished ads for success and proactively address any potential issues.

4

Evaluation

Quickly diagnose and solve creative-related issues that affect performance.



1

Ideation

The Ideation Stage is where the creativity begins



This is the stage where the advertiser (and team!) can brainstorm and come up with ideas for the content you want to create.

The ideation phase is crucial for ensuring that the TikTok video is engaging, unique, and able to capture the attention of the viewers. Unlike other platforms, TikTok users embrace joyful authenticity, so feel free to come as you are.



Tips for Ideation

- **Identify & define your target audience:** Understand who the target audience is and what type of content they would be interested in seeing. This will help you create content that resonates with them.
- **Consider your business' unique personality:** Think about the personality and tone of your brand and how you can showcase it in your TikTok videos. Are you quirky, serious, educational, or playful?
- **Use current trends:** Pay attention to what's trending on TikTok, especially among your target audience, and think about how you can incorporate it into your videos.
- **Showcase your products or services:** Use TikTok to showcase your products or services in creative, informative and visually engaging ways.
- **Bring the whole team on board:** Hosting TikTok brainstorming sessions with the team can be a fun and effective way to generate lots of great ideas that reflect your business's personality and values.



Remember, the key to success on TikTok is to be authentic and engaging.

Have fun with the process and experiment with different types of content until you find what works best for your business.





HOT TIP

Think Sound-On

Audio plays a crucial role in content on TikTok. As you ideate your TikTok content, think about how sound can be additive to your videos.

Some ways to use sound on TikTok:

Music

Use music to set the mood and rhythm for the video.

- Explore the Commercial Music Library in-app or on [desktop](#) explore thousands of royalty-free tracks cleared for use in paid advertising.
- Get inspired through [songs trending on TikTok](#) and filter for songs approved for business use.

Voice-over

Reveal details through voice-over.

- Use in how-to content, reviews, commentary, or narration.
- Be sure to keep it clear and concise.

Kickstart Ideation on Creative Center

How to Access:

ads.tiktok.com/business/creativecenter

Creative Center is a one-stop destination for for the latest TikTok trend data, music, and creative insights. It's an excellent free, public-facing resource to deepen your TikTok expertise, and a great place to start your creative content planning.

Looking for inspiration? Check out:

- **Top Ads Dashboard** – A collection of top-performing ads
- **Top Ads Spotlight** – Creative success stories
- **Keyword Insights** – Trending keywords from TikTok ads
- **Creative Strategies** – Insights for creative success
- **Creative Tips Finder** – Tips to elevate your creative proficiency

Want to see the hottest Trends on TikTok right now? Visit the **Trends** section for insights on trending hashtags, songs, Creators and TikTok videos.

Want to find the best music for your ads? Visit the **Commercial Music Library** to browse TikTok's library of music

Want to explore popular products? Visit **Top Products** featured in TikTok ads to help identify which products to showcase in your creatives.

Get Ideation Support From Creative Assistant

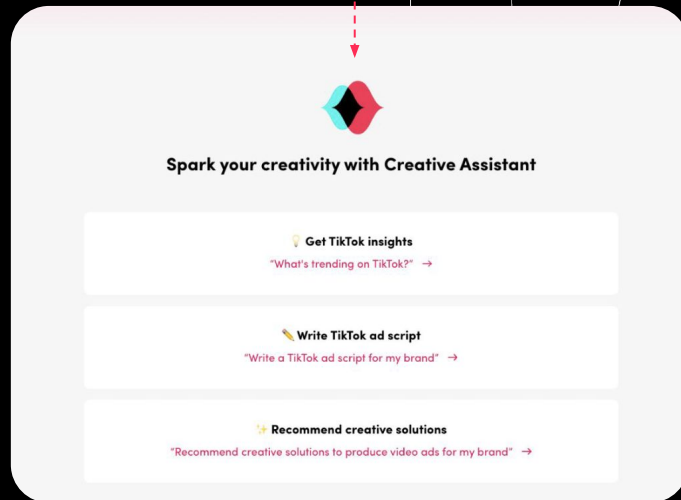
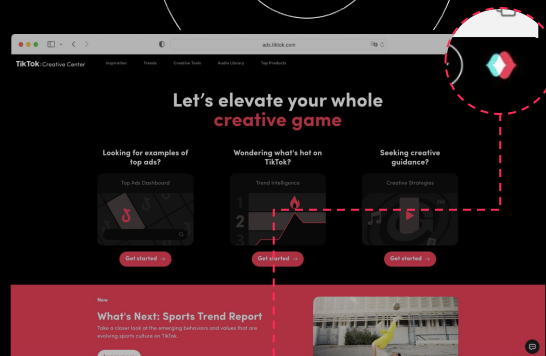
How to Access: Log into [Creative Center](#)

Available in Creative Center, TikTok Creative Assistant is designed to intelligently collaborate with advertisers, drawing knowledge from TikTok to provide creative inspiration, insights, script generation and refinement, best practices and solution recommendations.

Creative Assistant can:

- Highlight and explain creative best practices
- Summarize top ads, trends, hashtags, songs, playbooks
- Extract data & patterns for industry/market-specific insights
- Write engaging TikTok-ready scripts for your next video
- Brainstorm ideas and concepts
- Identify the most relevant creative and advertising solutions

Currently only supports English (Other languages coming in Q4)





HOT TIP

Get the Most Out of Creative Assistant

Creative Assistant can help with summarizing, extracting, creating, and brainstorming. Follow these sample prompts to get started.

Learn how to create on TikTok

- **Prompt:** "I am new to creating ads on TikTok. What are some best practices I need to know before starting?"

Gather inspiration with a research companion

- **Prompt:** "Show me some top-performing [industry] ads in [market]."

Create a TikTok ad script

- **Prompt:** "Write a TikTok ad script for my [industry] brand named [name], targeting [market] and [target audience]. Highlight these benefits in the script – [benefits]."

Brainstorm unique content ideas

- **Prompt:** "Come up with ad ideas for my business named [name], promoting [topic]."

Obtain synthesized insights and takeaways.

- **Prompt:** [On Creative Center] "Summarize this page."
- **Prompt:** "Tell me why this ad on the page performs well."

Consult the expert

- **Prompt:** Recommend me creative solutions I can use to create this [video idea]."

Create Content Structures That Sell

Showing up on TikTok is about finding your own voice. Being unique and authentic is what will get you noticed.

79%* of users agree that TikTok is a place for brands to demonstrate a bit of personality and express themselves. That said, many of the top ads on TikTok follow a content structure to capture users' attention and encourage engagement:



The Hook

The first 3-6 seconds of your video are crucial. Captivate your potential customers with a powerful, attention-grabbing hook, related to your message and narrative.

Unique Selling Points

After the hook, highlight your product's selling points and key narrative in a clear & memorable way to build trust around your product's benefits & brand promise.

Call-to-action

End with a clear CTA - keep the momentum and motivate them to take the next step. Leverage text, voiceover, and/or graphics.

Narrative Flow

The Hook

The first 3–6 seconds are critical.

TikTok is a fast-paced platform, and users scroll through content quickly. A hook is one way to grab users' attention and keep them engaged. Here are a few ideas to kick-start your ideation:



Highlight the popularity of a product. For example:

- Everyone on TikTok is talking about this [product]
- The [product] that sold out 3x is back in stock
- There's a reason we have 500 5-star reviews on Google

Provide tips and hacks for a specific problem. For example:

- I have the perfect solution for anyone who has [problem]...
- I know I am not alone when I say [problem] is such a struggle
- My [problem scenario] must-haves...

Highlight price and/or promotional info. For example:

- We never do this: Ally [product/service] are X percent off this weekend only
- This [product/service] costs just \$X
- Free gift with purchase in [month]

Call out the target audience. For example:

- Calling all sustainable fashion lovers! You need to try this [product/service].
- Are you a homeowner? This [product/service] is for you.
- Attention #BookTok! Have you heard of [product/service]?

List out your key selling points. For example:

- 3 reasons why I use this [product/service] every day
- 5 ways to use [product/service]
- 3 signs you NEED [product/service]

Call-To-Action

Remember: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA). Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase. Here are some examples to get you started:

WANT

Swipe to try it out yourself!

You have to check this out for yourself!

Click below to order!

Try this and never have to buy [product] again!

Click the link below to learn more 📌!

Buy from [retailer] Link in bio.

Buy from [this link] for a discount

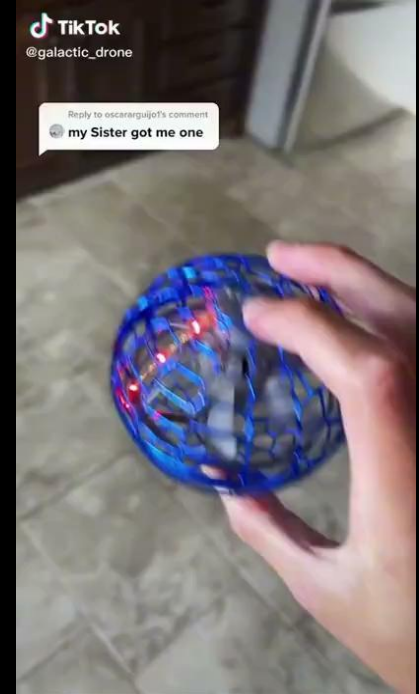
Creative Review



VS



Creative Review!



Let the games begin: We will create our own Ad and compete for amazing prizes!



Activity: Choose one of the three client options provided and craft a creative and inspirational advertisement tailored to their needs:

Option 1: "We're an e-commerce specializing in providing very budget-friendly, yet highly useful products, pens ✍️"

Option 2: "We are a high-end luxury brand offering exquisite and costly jewelry pieces 💎💍👑"

Option 3: "I'm a life coach dedicated to guiding individuals on their path towards becoming the best version of themselves. Your services are delivered through one-on-one sessions or via your website. 🧘"

Rules: 1 video per team! Each team needs to have two participants. The video with most votes will be the winner! 🏆

Prizes:

2 [Papershoot](#) cameras
2 Amazon gift cards of €100

Deadline: All the videos must be uploaded to the document containing the names of both creators before the **25 of November**

TikTok For Business

Q&A

TikTok For Business

THANK
you