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| <h2>HOW TO RUN TIKTOK ADS</h2>                 |   |
| 88% Complete                                   |   |
| 72/81 Steps                                    |   |
| <hr/>  |   |
| <h3>Part I: All about ads</h3>                 |   |
| Part I: All about ads                          | <input type="radio"/>                       |
| ▶ Module 01: Ads Setup                         | 4 Lessons <input checked="" type="radio"/>  |
| ▶ Module 02: Campaign Structure                | 3 Lessons <input checked="" type="radio"/>  |
| ▶ Module 03: Ad Group                          | 4 Lessons <input checked="" type="radio"/>  |
| ▶ Module 04: The Assets Tab                    | 6 Lessons <input checked="" type="radio"/>  |
| ▶ Module 05: Your Customer's Journey           | 5 Lessons <input checked="" type="radio"/>  |
| <h3>Part II: Developing Creative</h3>          |   |
| Part II: Developing Creative                   | <input type="radio"/>                       |
| ▶ Module 01: The importance of creative        | 8 Lessons <input checked="" type="radio"/>  |
| ▶ Module 02: Ad Inspiration                    | 7 Lessons <input checked="" type="radio"/>  |
| ▶ Module 03: Framework and Hacks               | 10 Lessons <input checked="" type="radio"/> |
| <h3>Bonus Part III: Organic</h3>               |   |
| Bonus Part III: Organic (aka the Secret Sauce) | <input type="radio"/>                       |
| ▶ Module 01: Intro and setting up              | 3 Lessons <input checked="" type="radio"/>  |
| ▶ Module 02: Navigating TikTok                 | 3 Lessons <input checked="" type="radio"/>  |
| ▼ Module 03: Your brand on TikTok              | 9 Lessons <input type="radio"/>             |
| Lesson 01: Establishing Your Content Pillars   | <input checked="" type="radio"/>            |
| Lesson 02: Your Brand's Style                  | <input checked="" type="radio"/>            |
| Lesson 03: Posting Cadences                    | <input checked="" type="radio"/>            |
| Lesson 04: Hashtags                            | <input checked="" type="radio"/>            |
| Lesson 05: Community Engagement                | <input checked="" type="radio"/>            |
| Lesson 06: Duets and Stitches                  | <input checked="" type="radio"/>            |
| Lesson 07: Comment Responses                   | <input type="radio"/>                       |
| Lesson 08: TikTok Live                         | <input type="radio"/>                       |
| Lesson 09: Wrap up                             | <input type="radio"/>                       |
| ▶ Extra Bonus Content!                         | 4 Lessons <input type="radio"/>             |

How to Run TikTok Ads > Module 03: Your brand on TikTok > Lesson 07: Comment Responses

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MODULE 03: YOUR BRAND ON TIKTOK , LESSON 7

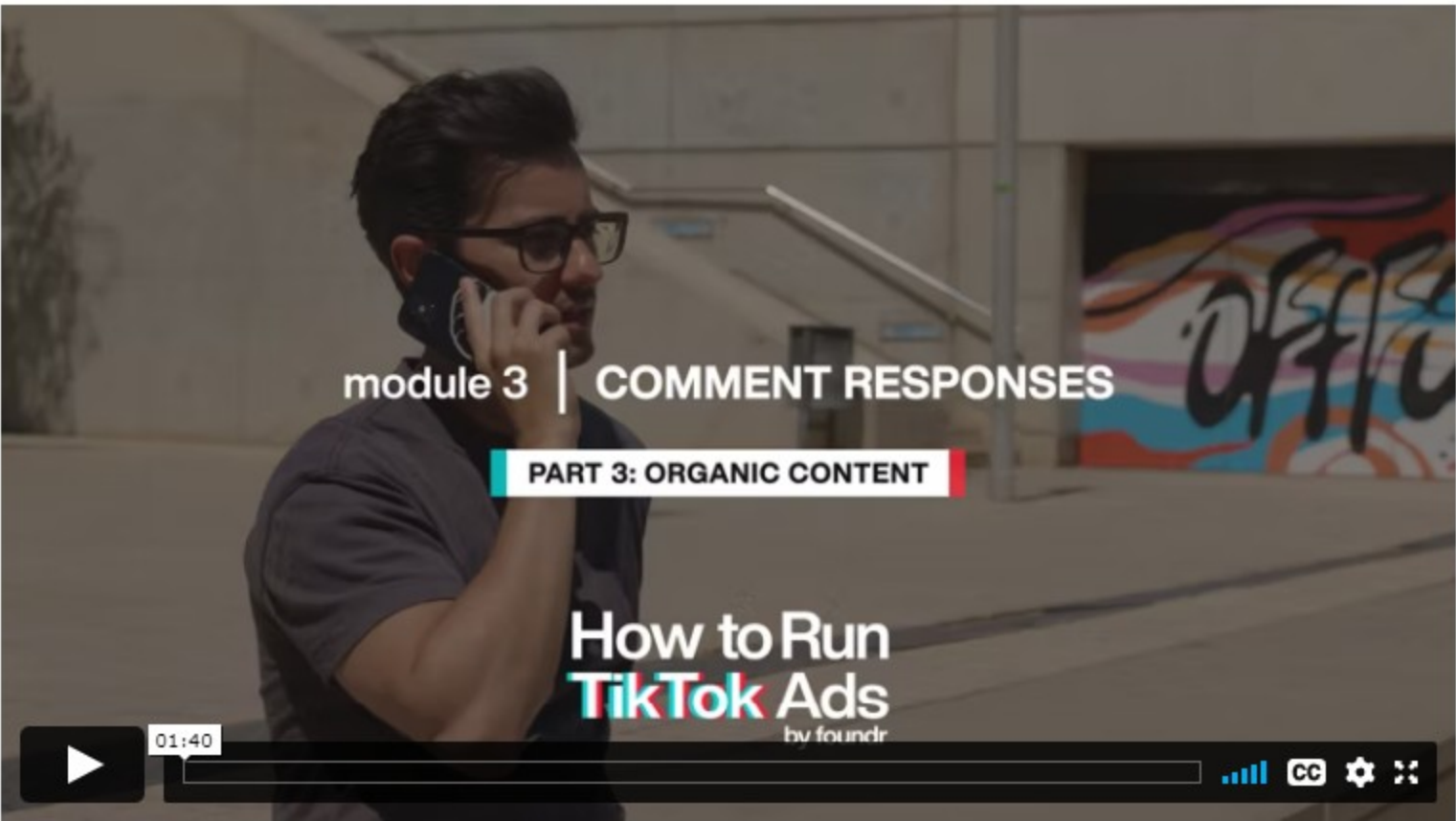
In Progress < >

## LESSON 07: COMMENT RESPONSES

 Gerardo Perez

**MODULE PROGRESS**

66% Complete



Comment responses are a personal favorite of ours — they jumpstart community engagement and show others valuable social proof. It can really boost engagement because users can see clearly that you're a brand that responds to the community.

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