Back to Course

HOW TO RUN TIKTOK ADS

8% Complete
7/81 Steps

Part I: All about ads
Part I: All about ads
~~Module 01: Ads Setup~~ 4 Lessons
Module 02: Campaign Structur… 3 Lessons
~~Lesson 01: Campaign Structure~~
Lesson 02: Campaign Considerations
Lesson 03: Setting Up Columns
Module 03: Ad Group 4 Lessons
Module 04: The Assets Tab 6 Lessons
Module 05: Your Customer's Jo… 5 Lessons

Part II: Developing Creative
Part II: Developing Creative
Module 01: The importance of … 8 Lessons
Module 02: Ad Inspiration 7 Lessons
Module 03: Framework and H… 10 Lessons

Bonus Part III: Organic
Bonus Part III: Organic (aka the Secret S…
Module 01: Intro and setting up… 3 Lessons
Module 02: Navigating TikTok 3 Lessons
Module 03: Your brand on TikTok 9 Lessons
Extra Bonus Content! 4 Lessons

How to Run TikTok Ads › Module 02: Campaign Structure and Budget › Lesson 02: Campaign Considerations

MODULE 02: CAMPAIGN STRUCTURE AND BUDGET , LESSON 2

In Progress

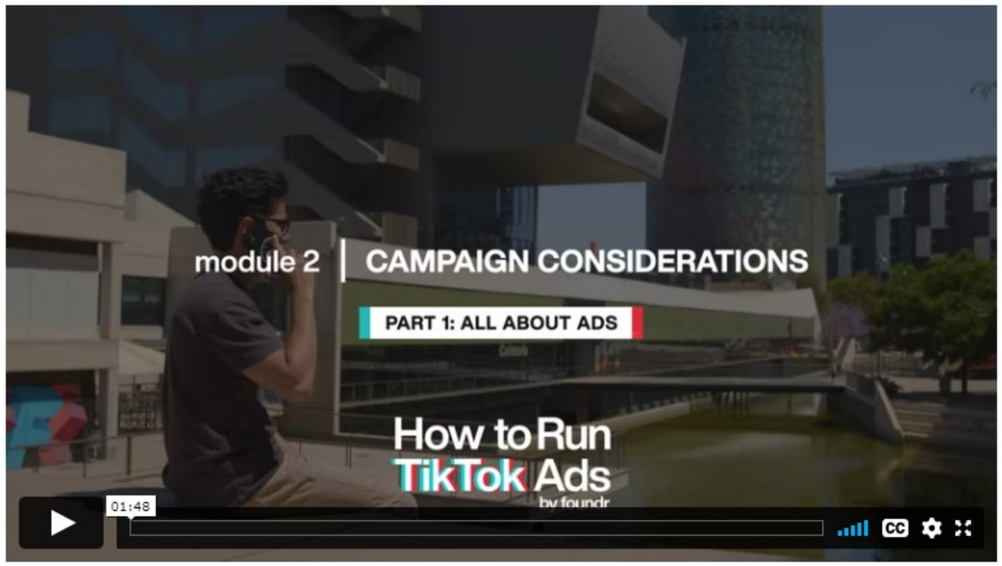
Take Notes

LESSON 02: CAMPAIGN CONSIDERATIONS

Gerardo Perez

MODULE PROGRESS

33% Complete



Your advertising objectives include:

- Reach
- Traffic
- App installs
- Video views
- Lead generation
- Community Interaction
- Conversions

Your advertising objective completely depends on your specific business. What are you trying to accomplish with your TikTok ad? An app install? A website visit? A purchase (conversion)?

Download transcript

Mark Complete