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HOW TO RUN TIKTOK ADS

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32/81 Steps

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MODULE 01: THE IMPORTANCE OF CREATIVE , LESSON 4

In Progress

Take Notes

LESSON 04: MUSIC AND SOUNDS

Gerardo Perez

MODULE PROGRESS

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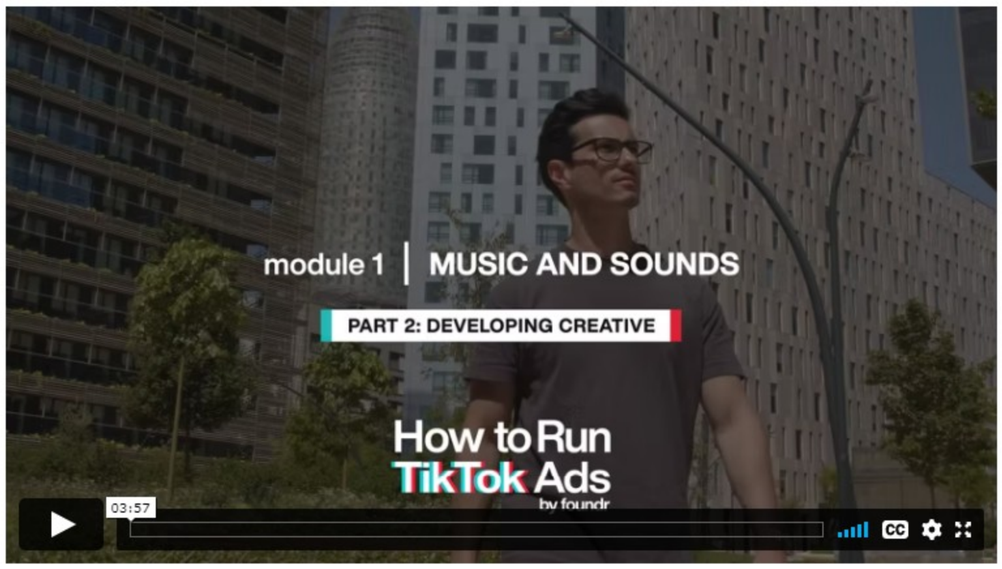

Be careful when you use 3rd party music in your ads — it's a legal grey area. Our best advice is to test your ads with music and without music and see what converts better. As for sounds, while they can be effective, they're not a creative strategy. Simply attaching your product to a trending sound will often not be sufficient to create a winning ad. Think of sounds as simply one tactic in your library — something to mix and match with other in-app features.

Bonus Content : Check out Gerardo's massive list of trending sounds

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