

Gerardo Perez:

Next up, we have our comments tab. Your comments tab can either be your best friend or your worst enemy. Keep in mind that you can either enable or disable your comments in the actual ad group level.

As you can see here on the left hand side, you have TikTok comments, blocked word, blocked users, and replies. You can go ahead and block specific words and people that are trying to comment on your specific videos won't actually be able to comment. It's going to show that they're commenting, but it's not going to be visible to other people. The blocked words list is very subjective from brand to brand and you know your business better than I do.

Next up, we have the comments tab. Comments on TikTok, especially on the ad side can either be your best friend or your worst friend. Keep in mind that you have the option to either leave comments on or turn them off at the ad group level. I personally suggest that you leave comments on simply because it gives you a good perspective on what your potential customers are fussing about, or maybe raving about your products.

One of my favourite things to do with this specific comments tab is check back in occasionally to see what viewer sentiment is about the product. A lot of times you'll notice that either people love it or they have a specific objection to it. You can also use this as incredible ad inspiration. Say for example, someone has a question or maybe even a complaint about your product. It might not even be a complaint, but maybe they ask, "Oh, why would I even need this?" You can even use this section to reply back to different comments and maybe even dismantle certain objectives or certain questions that people may have about the product. That being said, if you do leave comments on, please, please check your comments, because you may be actually losing the ability to convert a new customer or maybe get a good ad creative out of it.

In the comments tab as well you can also delete comments. So if you have a relevant and hateful comment and you don't want that staining the actual impressions of other people that might be seeing your ads, you can go ahead and delete that as well. One thing to keep in mind is that the way that you choose to reply to comments is completely dependent on the tone and voice of your brand. You can choose to be witty. You can choose to be snarky. You can choose to be helpful, but that's totally up to you. The only thing I will say is I do implore you to check your comments often if you do decide to keep comments turned on. That being said, I'll see you in the next lesson.