Gerardo Perez:

Welcome to part one here. I'm going to teach you how to set up everything that you need to start running TikTok ads. In order to get started, you're going to have to sign up for a business manager account. What I want you to do is go to tiktok.com/business. Once you're here, you'll see a big red button that says start now. All you have to do is follow these simple steps by placing an email address, creating a password, and you'll be sent a verification code. Once you sign up, you're going to see a screen just like this. Before you actually click anything here, I want you to go to the top right corner to where it says business centre and click there. Here, I want you to just insert the information that it's asking you to do, and then you'll come up on a screen that looks like this.

Okay. Welcome to your business centre. Here on the left hand side, you'll be able to see everything from members, partners if you have to add any. In addition to that, you'll see on the left hand side, under assets, a tab that says advertiser accounts. Here, you can go ahead and create a new account or request access to an existing account. You created your business manager. Now, it's time to sign up for an ad account. What I want you to do is click here on create new and insert the following information. Now that we created our ads manager, you'll be able to easily see it here under advertiser accounts. What I want you to do is navigate right under here and click on ads manager. Congratulations. You've now made it into your TikTok ads dashboard. You're off to a great start. Let's keep it going. I'll see you in the next lesson.