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HOW TO RUN TIKTOK ADS

86% Complete
70/81 Steps

Part I: All about ads
Part I: All about ads
~~Module 01: Ads Setup~~ 4 Lessons
~~Module 02: Campaign Structur…~~ 3 Lessons
~~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
~~Lesson 01: Establishing Your Content Pil…~~
~~Lesson 02: Your Brand's Style~~
~~Lesson 03: Posting Cadences~~
~~Lesson 04: Hashtags~~
Lesson 05: Community Engagement
Lesson 06: Duets and Stitches
Lesson 07: Comment Responses
Lesson 08: TikTok Live
Lesson 09: Wrap up
Extra Bonus Content! 4 Lessons

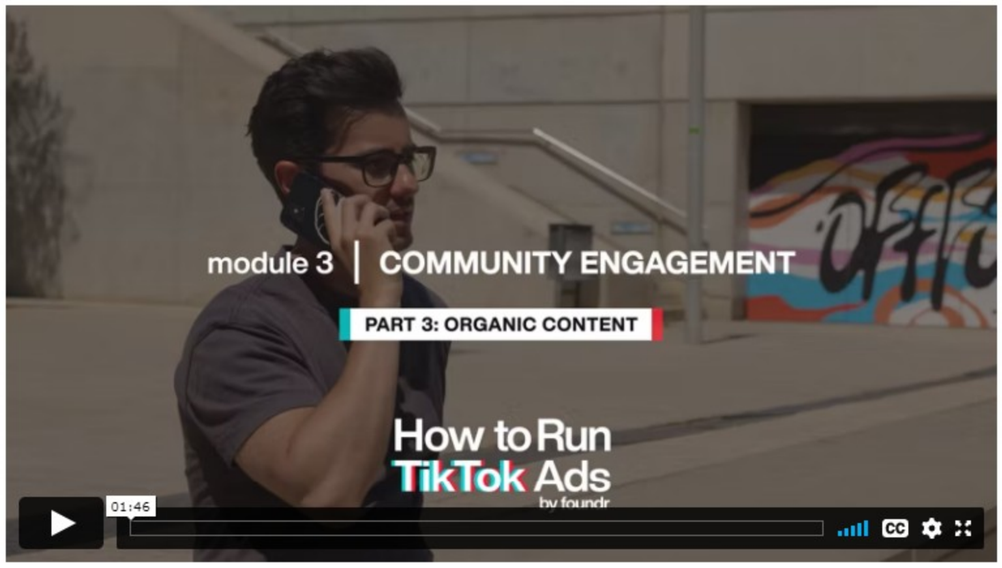
Take Notes

LESSON 05: COMMUNITY ENGAGEMENT

Gerardo Perez

MODULE PROGRESS

44% Complete



Establishing a voice by commenting on **other people's posts** can be a great way of jumpstarting engagement, particularly if you don't have a strong following to start with.

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