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Ramiro Jose      


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HOW TO RUN TIKTOK ADS


27% Complete  
22/81 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   

 Lesson 01: Customer Journey

 Lesson 02: Complete Campaign Setup


 Lesson 03: Tips for Running a Campaign


 Lesson 04: Linking Ads to Organic


 Lesson 05: Closing Thoughts for Part 1

Part II: Developing Creative

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▶ 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 05: Your Customer's Journey   >   Lesson 01: Customer Journey

MODULE 05: YOUR CUSTOMER'S JOURNEY , LESSON 1

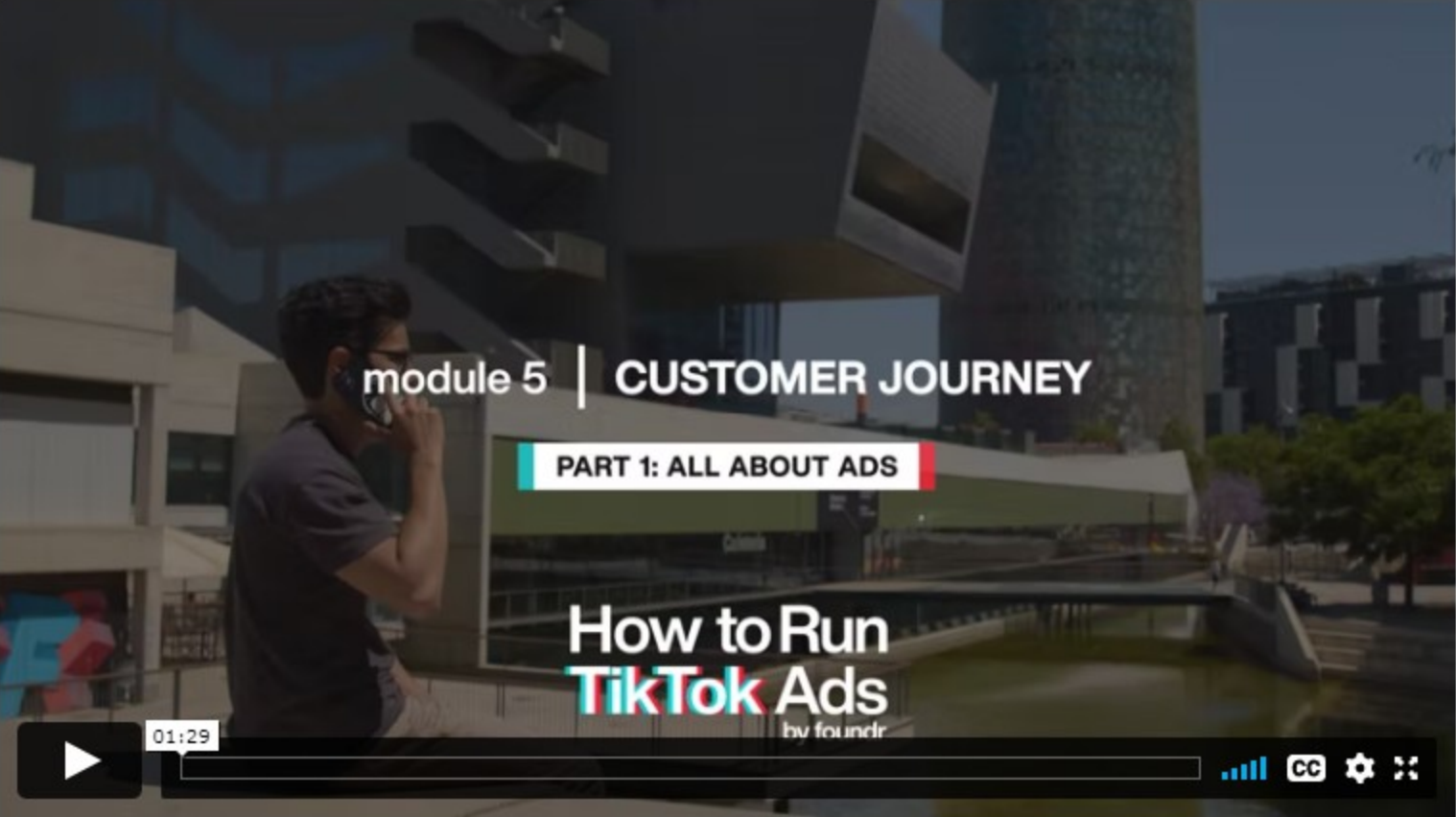
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LESSON 01: CUSTOMER JOURNEY

 Gerardo Perez

MODULE PROGRESS

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All customer journey's follow the general pattern of:

1. Awareness

2. Consideration

3. Decision

Retargeting campaigns will focus on audiences that make it to the “decision” phase but who don’t actually purchase. In the next few lessons we’re going to get into the weeds a little!

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Take Notes