

Gerardo Perez:

Welcome to part two. In this section, we're going to be learning how to actually make creatives that convert on TikTok. This is arguably the most important section, simply because this is where you have the majority of your control within your ad campaigns. I want you to absolutely erase everything that you've learned about making creatives on other platform and just rewire your brain to think in terms of TikTok. One of TikTok's favourite phrases is, "Don't make ads. Make TikToks." And yes, even though that may sound cliché and it may sound overplayed, it's incredibly true.

There are a whole bunch of tools out there such as a TikTok creative centre for you to be able to scope out your competitor's ads. This is going to give you a great frame of reference so that you can learn what's working and what's not on the platform. Whether you end up creating these ads yourself, or commission creators on your behalf, it's still very important to understand basic fundamentals on what's working and what's not on the platform.

Most importantly, I want you to keep an open mind and always, always test. What's worked in the past may not work in a couple months, so it's always good to stay on your toes and be able to adapt to what's coming next on the platform. Your first creative may not be a work of art, but that's okay, because over time with practise, you'll continue to refine your actual content skills and you'll notice that you'll be creating much more high quality content while still remaining native to TikTok. Really excited to get into this. I'll see you in the next section.