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HOW TO RUN TIKTOK ADS

62% Complete
51/81 Steps

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Part I: All about ads
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Part II: Developing Creative
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Bonus Part III: Organic (aka the Secret S…
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How to Run TikTok Ads › Module 03: Framework and Hooks Behind Successful Ads › Lesson 06: Call to Action

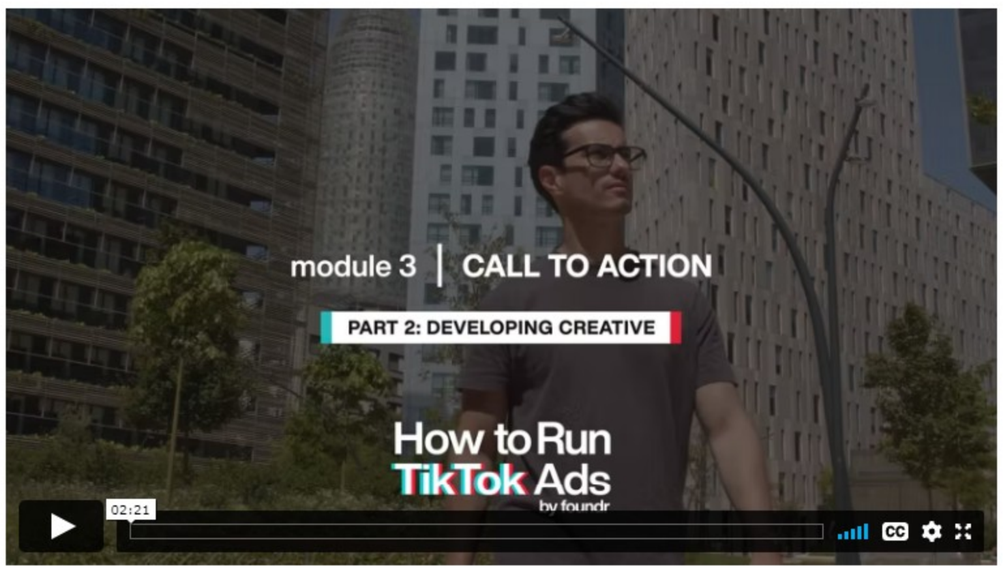
MODULE 03: FRAMEWORK AND HOOKS BEHIND SUCCESSFUL ADS , LESSON 6 In Progress

LESSON 06: CALL TO ACTION

Gerardo Perez

MODULE PROGRESS

50% Complete



Your CTA is a powerful piece of any ad, and depends on the tonality of the brand. Be genuine to your brand. And while adding scarcity to your CTA can be effective, don't overdo it or you'll turn audiences off.

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