

[← Back to Course](#)

HOW TO RUN TIKTOK ADS

81% Complete
66/81 Steps

Part I: All about ads

4 Lessons

3 Lessons

4 Lessons

6 Lessons

5 Lessons

Part II: Developing Creative

8 Lessons

7 Lessons

10 Lessons

Bonus Part III: Organic

3 Lessons

3 Lessons

4 Lessons

How to Run TikTok Ads > Module 03: Your brand on TikTok > Lesson 01: Establishing Your Content Pillars

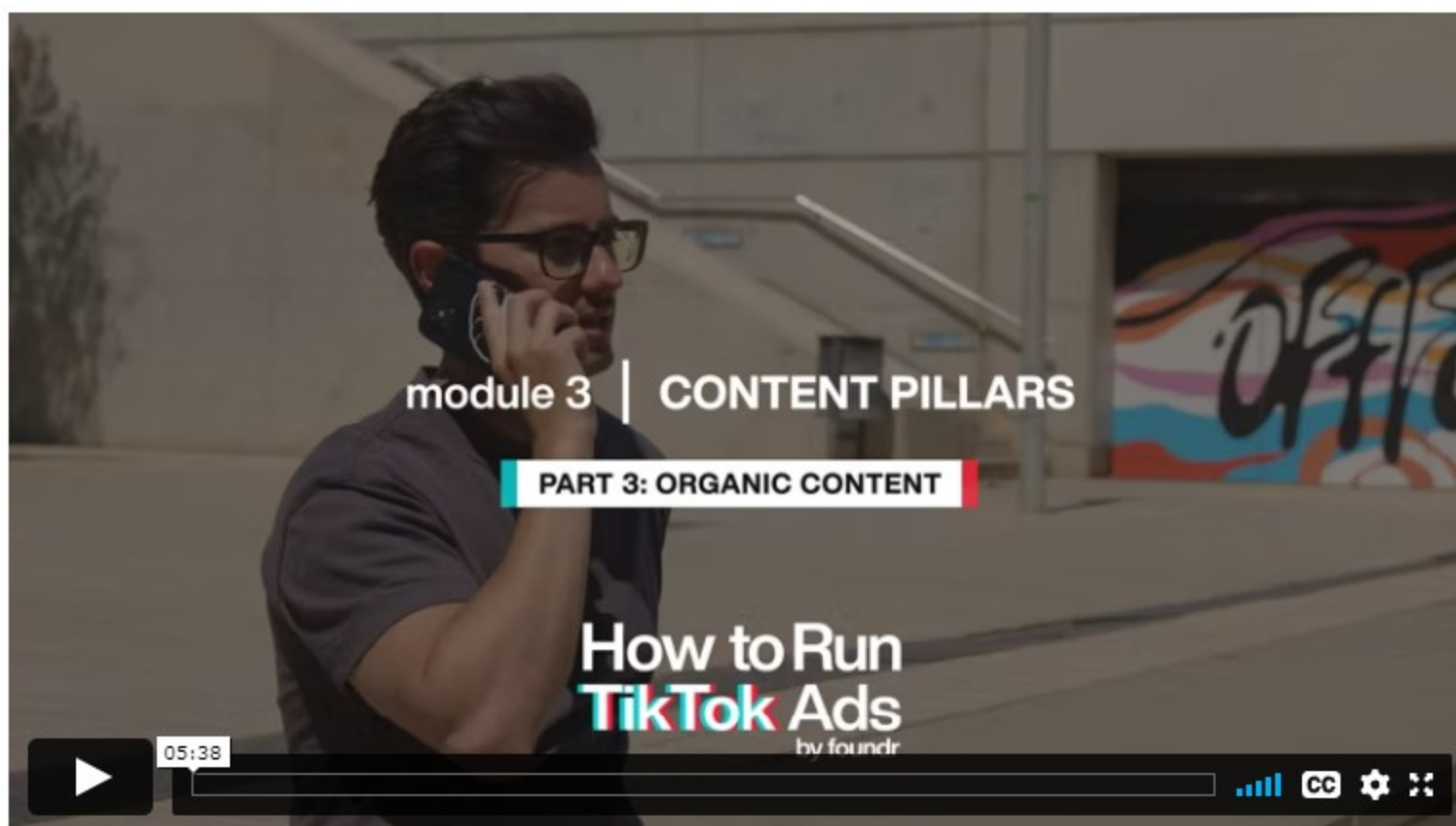
MODULE 03: YOUR BRAND ON TIKTOK , LESSON 1

LESSON 01: ESTABLISHING YOUR CONTENT PILLARS



MODULE PROGRESS

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Establishing content pillars is vital to growing an organic account **sustainably**. This is an important step, do not skip it!

Some content pillar ideas:

- Trending sounds
- A specific series (example: Amazon finds part 3 of 17)
- Comment planting

Remember that if people know what kind of content to expect from you, they'll be much more likely to follow.

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