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HOW TO RUN TIKTOK ADS

44% Complete
36/81 Steps

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- Part I: All about ads
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MODULE 01: THE IMPORTANCE OF CREATIVE, LESSON 8

In Progress

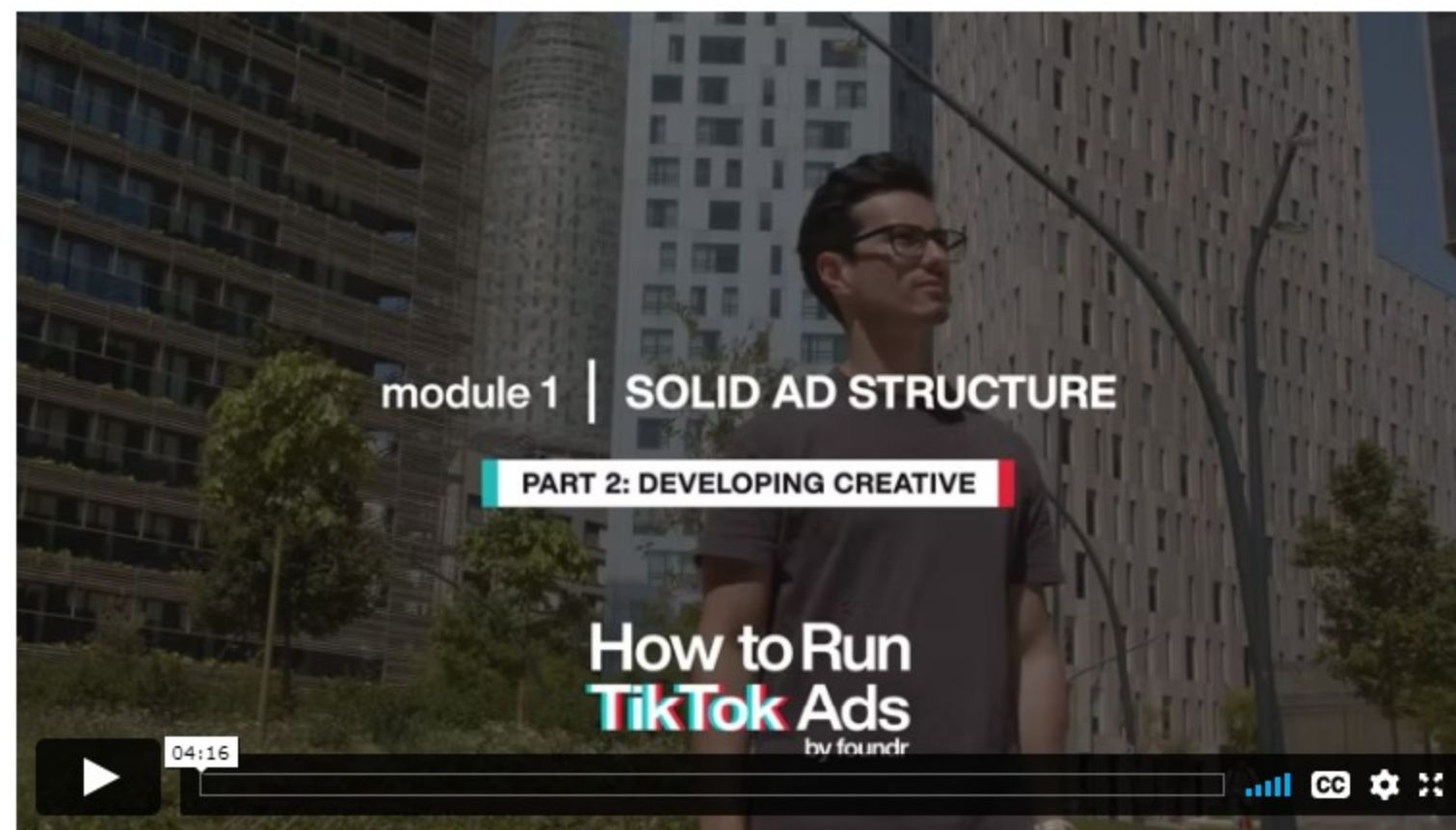


LESSON 08: SOLID AD STRUCTURE

Gerardo Perez

MODULE PROGRESS

87% Complete



To get started, let's follow a simple framework for scripting ads:

1. Hook — the first 3-4 seconds that grab people's attentions
2. Pain point — not mandatory, but a great way to get emotional interest
3. Showcase your product — remember, benefits > features
4. Call to action (CTA) — what do you want your audience to do now that they're interested?

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Mark Complete

Take Notes

