Back to Course

HOW TO RUN TIKTOK ADS

23% Complete
19/81 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

~~Lesson 01: Introducing the Assets Tab~~

~~Lesson 02: Creatives~~

~~Lesson 03: Audiences~~

~~Lesson 04: Catalogs~~

Lesson 05: Comments

Lesson 06: Instant Pages

Module 05: Your Customer's Jo… 5 Lessons

Part II: Developing Creative

Part II: Developing Creative

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

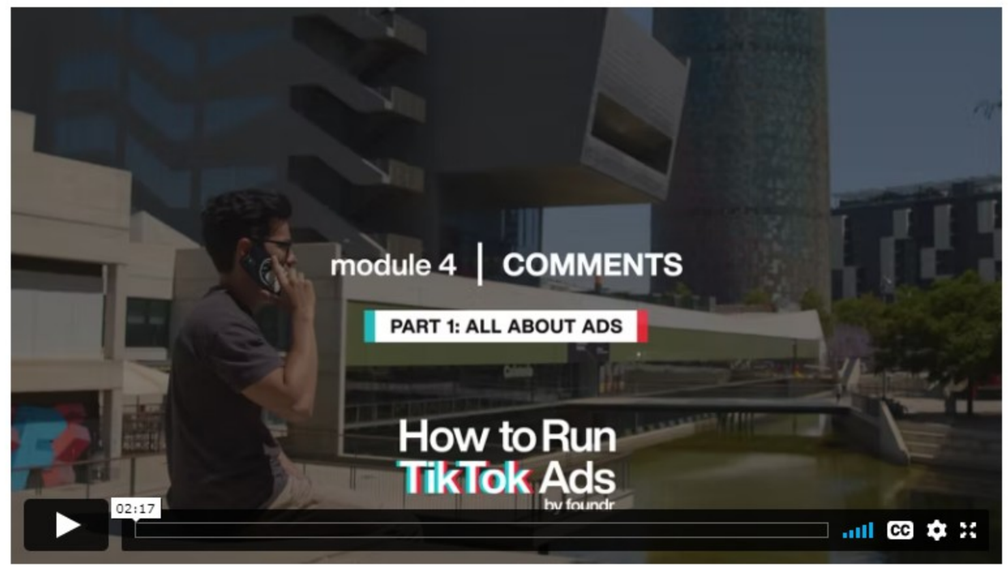
Extra Bonus Content! 4 Lessons

LESSON 05: COMMENTS

Gerardo Perez

MODULE PROGRESS

66% Complete



To use comments or not use comments, that is the question! Comments can be an extremely powerful tool for engagement, as long as you monitor them. Remember that *the way* you choose to respond to comments should reflect your overall brand identity: your voice, tone, etc. Try and maintain a consistent brand identity so that your audience knows what to expect from you.

Download transcript

Mark Complete