

TIKTOK

Ads (TTA) Course



Presentation
and guide
format--
slides + video



Dennis Yu
Host of the
CoachYu Show



Perry Marshall
TikTok for Real
Business Owners

GUIDE VERSION
coachyu_tiktok_adscourse_guide_v3.1_2022_0527

Table of Contents

One-Pager	4
Jarvis training with Darby Rollins	6
Schedule	8
Common Misconceptions	9
Key Stats	10
Partner Teachers	11
Content factory	12
Welcome	13
6 phases: TikTok Ads System (SAE slide deck)	15
Setup	16
TikTok Ads Structure	17
Types of TikTok Ads	18
The Perfect TikTok Ad	19
There are 6 phases to Social Amplification	20
Your Marketing Technology Stack	21
3 Content Production Strategies	23
I. Plumbing	25
2. Goals	26
III. Content	28
Course Checklist	31
Video Lessons	32
15 Second Video	35
Need to Know	39

Organic or Paid	40
GOALS OF THE 15 second videos COURSE	41
CLICK TO JOIN FACEBOOK GROUP	42
The Structure of the 15 Second Why Video	43
24 Types of Emotions	44
Here's the foolproof framework to make a 15-second video about your story.	45
Types Of Videos	46
Creating Videos Using iPhones	47
Pro Tips When Filming	49
More Filming Tips	50
Content Planning	52
Filming VS Editing	53
Editing Videos	54
Standard Of Excellence	58
Amplifying Video	59
Dollar a day layering	60
6 Types of Figureheads	62
Course Overview	66
Testimonials	67
Setup just like Facebook (intentionally)	69
Influencer networks:	71
Get your business verified	72
Billio	73
TikTok Creator Marketplace	74
TikTok Creative Exchange	75

TikTok for Pros:	76
WHY Videos	77
HOW Videos	83
WHAT Videos	86
The Influence Generator	89
IV. Targeting	90
Spark Ads	91
Dynamic Scene Ads	92
TikTok Commerce Solutions	93
3x3 Video Grid	94
V. Amplification	95
How to set-up a TikTok Ad Campaign in 60 Minutes - and Look Good	96
VI. Optimization	97
Conclusion	99

One-Pager



- Must use #sponsored if they are getting compensated for the posting.
- Like this example with Guess at 500k likes on just this one post.
- Note that @guess has only 250k likes total across their entire account.

[TikTok Pixel: About & How to Implement](#)- For event tracking and attribution: I would also install the TikTok Pixel Helper Chrome Extension, this is helpful in verifying the Pixel was embedded correctly, and troubleshooting if for some reason it's not capturing/firing when it should be.

[TikTok Events Manager: Web Attribution](#)

[iOS14 Impact & Guidance](#)

[TikTok Creator Marketplace](#) you can create a login and access our creator marketplace here for all things related to official TikTok Creator Collaborations.

[TikTok Creative Center](#): Top Performing Ads, Trends, Insights, Tutorials, Access to Tools and Music Library

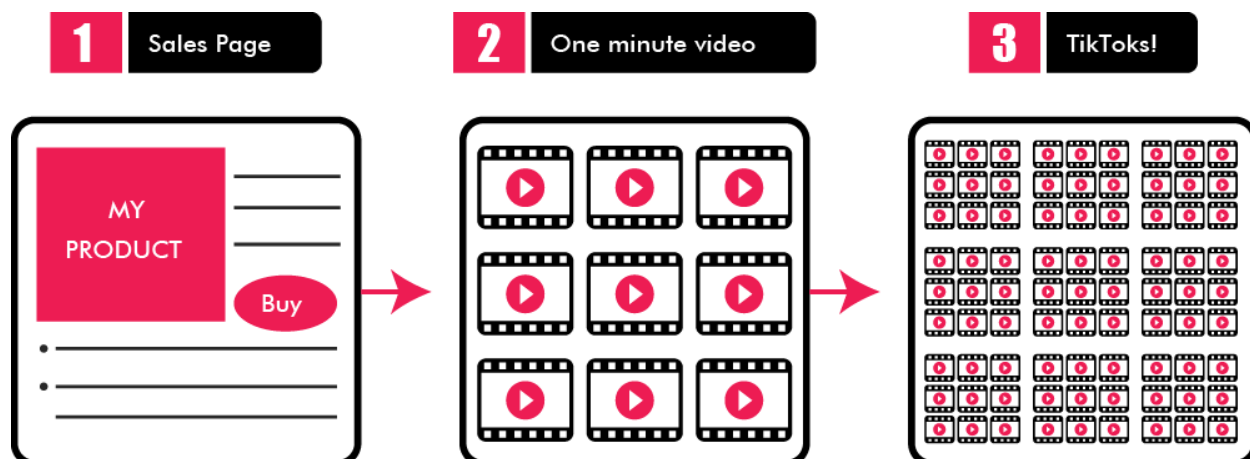
[TikTok In-Feed Ad Specifications](#)

[TikTok Ad Policy](#): Creatives/Landing Pages page

Jarvis training with Darby Rollins



Writing a Book in a Weekend - Darby Rollins (37:21)



Digital plumbing <ul style="list-style-type: none"> • pixels, remarketing • conversion tracking 	One minute video course <ul style="list-style-type: none"> • 3x3 grid • 15 second versions 	Spark Ads <ul style="list-style-type: none"> • boosted posts
Business Manager <ul style="list-style-type: none"> • Assets • Access 	Video production/editing <ul style="list-style-type: none"> • mobile • desktop 	Native editing Optimization

Schedule

Office Hours with Dennis Yu:
Every Wednesday at 1 PM PST

[Office Hours](#)

Live Webinars:

- 10/13/21 @11 AM PST
- 10/20/21 @11 AM PST
- 10/27/21 @11 AM PST

Resources:

15-Second Video Course
TikTok Ads Course Guide

For questions, reach out to Dennis Yu
dennis@blitzmetrics.com

Tucker Monheimer
tucker@blitzmetrics.com

Common Misconceptions

You don't need to go viral or have a million followers to make an **impact**

You don't need to become a YouTube or Instagram influencer to succeed with TikTok ads

The goal is to generate leads and sales from TikTok Ads

5 Main Types of Objectives

Reach

Traffic

App
installs

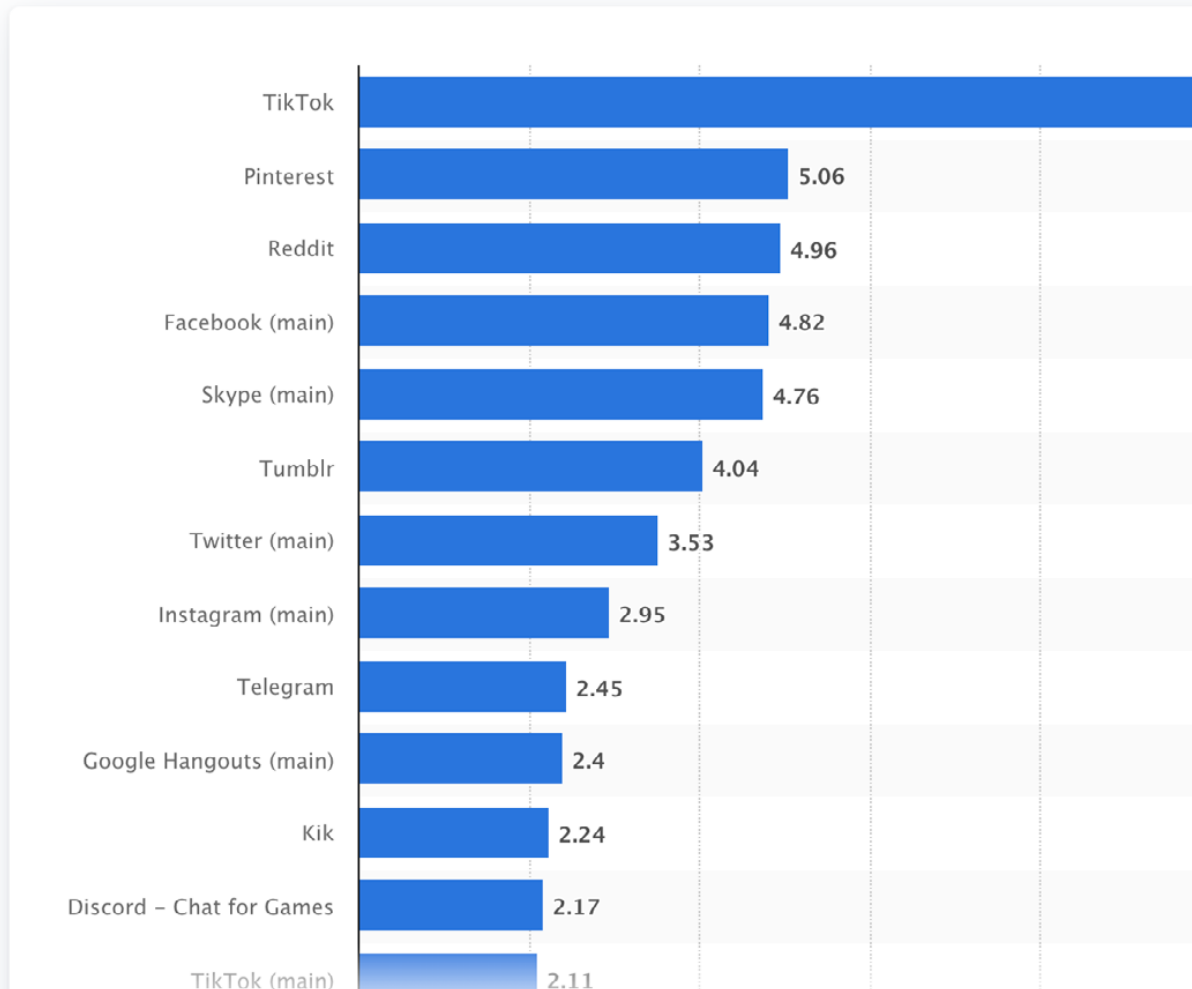
Video
Views

Conversion
Objectives

Key Stats

Most popular mobile social networking apps in average session duration

(in minutes)



Partner Teachers

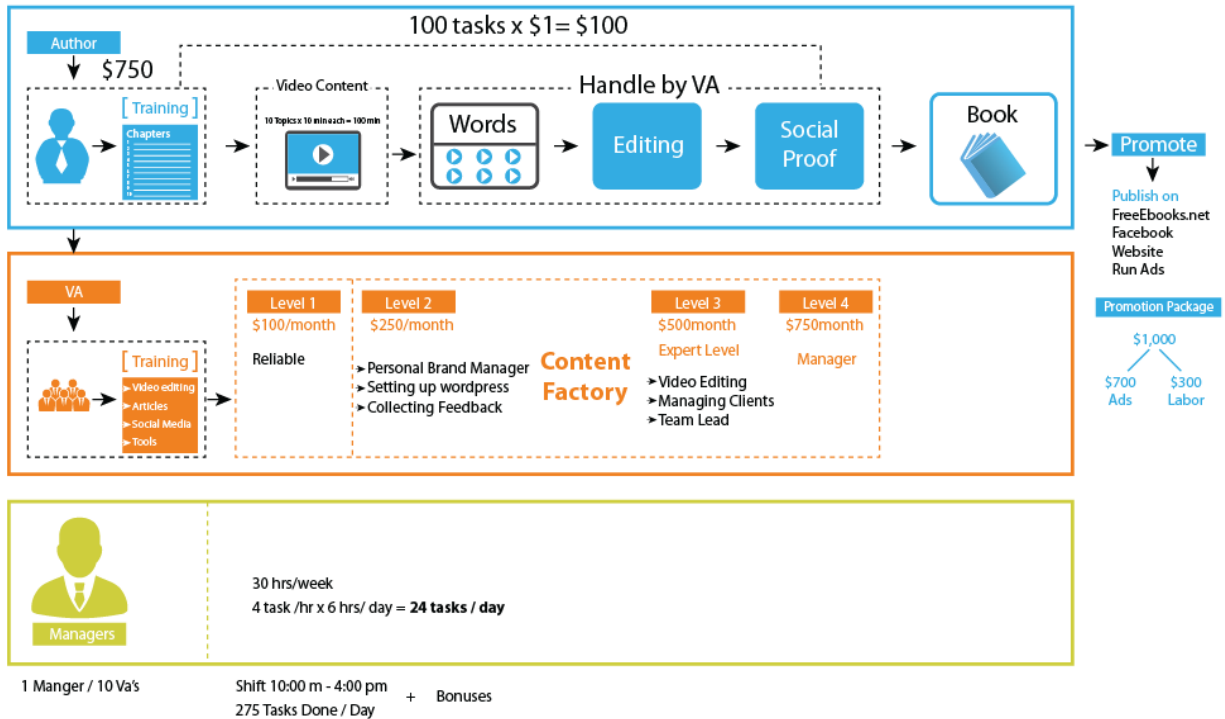


Brennan Agranoff



Jake Bjorseth

Content factory



Welcome



Who is this course for?

Small and medium businesses who are willing to produce engaging videos with their cell phones.

TTA System Cheat Sheet

The GROWTH HACK: "Import" your Facebook ads following a similar framework

Key differences with the TikTok platform



Your instructor: **Dennis Yu**



6 phases: TikTok Ads System (SAE slide deck)

BUSINESS
PACKAGES

1

PLUMBING

2

GOALS

3

CONTENT

4

TARGETING

5

AMPLIFICATION

6

OPTIMIZATION

Strategy

- Social media, paid or not, is an amplifier of what's already working for your business.
 - **What channels are already working? What creatives and what audiences?**
- Social media advertising is less about advertising and more about paid word of mouth.
 - **Collect third-party authority mentions and reviews convert better because they generate implied endorsement.**
- Content marketing engine to generate and collect authority.
 - **Collect third-party authority mentions and reviews convert better because they generate implied endorsement.**

Setup

- Bookmark key links.
- Switch to a pro account and switch to business.
- TikTok for Business.

Access

- Agency Accounts
- Client Accounts
- Ads.TikTok.com
- Connect TikTok ads to an account
- Choose Your Business Center - Use the Business Center ID.
- Set up your access information.
- Add your team to your Business Center
- Add your clients account
- Receive personalized service for telling them about the brand
- Walk-through of ad creation.
- Industry Document (entering your business information)
- Services go down into agency services
- Robust reporting options - ex: drive or track to a phone consultation

Setup

The screenshot shows the TikTok Ads Manager interface. A modal titled "Are you sure you want to switch to automatic payment?" is displayed. The modal contains the following fields:

- Country and Region:** United States (dropdown)
- State:** Arizona (dropdown)
- County:** ARIZONA (text input, highlighted with a red border)
- Street address:** 1310 North Blue Marlin Drive
- Payment Method:** N/A (with a card icon)

Below the form, there is a disclaimer:

By clicking submit below, you are signing up for automatic payment for your TikTok For Business account. In doing so, you are allowing TikTok For Business to automatically charge you for your Ads Manager fees. We will also charge 3 USD when connecting the card to your account, and will refund this to you within 1-15 days.

A "Submit" button is located at the bottom right of the modal. In the background, a "Switch to Automatic Payment" button is visible on the right side of the page.

Be sure to switch payments from manual to automatic.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

