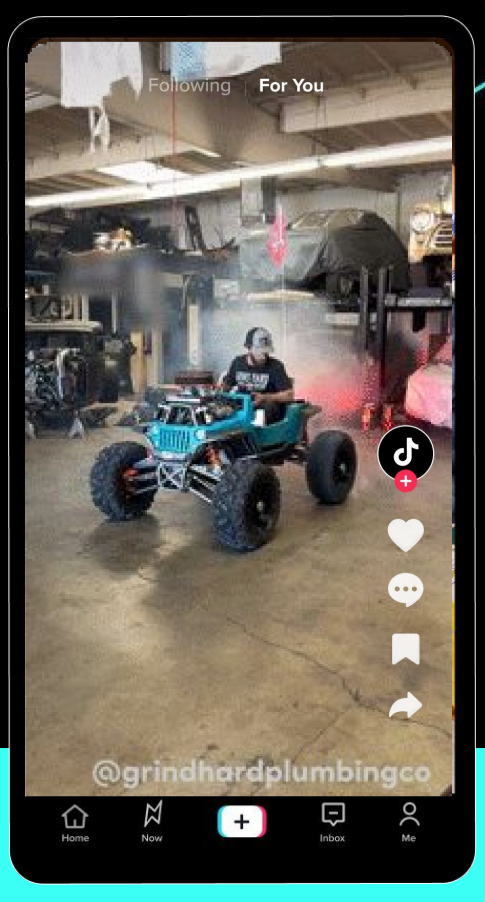
TikTok Fundamentals

FOR SMALL BUSINESS

A step-by-step plan to lead your next customers straight to you on TikTok



The Challenge:

Whether you're an established online retailer or just getting started selling direct-to-consumer, finding your next customer can be challenging.

The Solution:

Your next customer is shopping on TikTok.
This simple plan will help you find them and increase your online sales.

44% **of users discovered and immediately went to buy something in the past year - 22% more than on other platforms.**
**Source: TikTok Marketing Science US Path-to-Purchase Part 2 Research 2022, conducted by Material*

The overview:

Here's how to get started with TikTok Ads

Our most successful clients with Website Conversion* business goals follow these best practices:

(Note: If you're unsure of the meaning of any of the astrixed phrases, you can scroll to the glossary on page 3 for more explanation)

1. Create your TikTok Ads Manager Account

- Set up a payment method (Go to Dashboard > Account Settings > Payment)

2. Set up your TikTok Pixel

- Select TikTok Pixel under Tools > Events > Web Events
- Set up your website Pixel* and optimize for 3+ events for a full-funnel approach
- Turn on the Automatic Advance Matching and First Party Cookies toggle
- Data connections* make it easier for you to measure the effectiveness of your campaign. They enable you to learn from the actions (aka: Pixel events*) that consumers take on your website.
- Set up Pixel with a click if you use a TikTok E-Commerce Partner Platform. Partners include: Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop and more!
- Verify Pixel and Event Setup by downloading TikTok Pixel Helper in the Chrome Store to check for any errors in setup

3. Build your first ad creative

- Pick a video for Spark Ads
  - **Why?** Spark Ads have a 134% higher completion rate[1] than standard in-feed ads.
- Use our AI-powered TikTok Creative Assistant to find a personalized creative solution
- Check out our Creative Center for inspiration
- Try out CapCut for Business' ad creative templates
- Check out our SMB Creative Playbook for more information on best practices and tools to make your ads a smash hit.

4. Run your first campaign

- Start setting up your first campaign in TikTok Ads Manager by clicking on 'Create an Ad' in the Dashboard.

5. Measure, optimize, and grow your sales on TikTok!



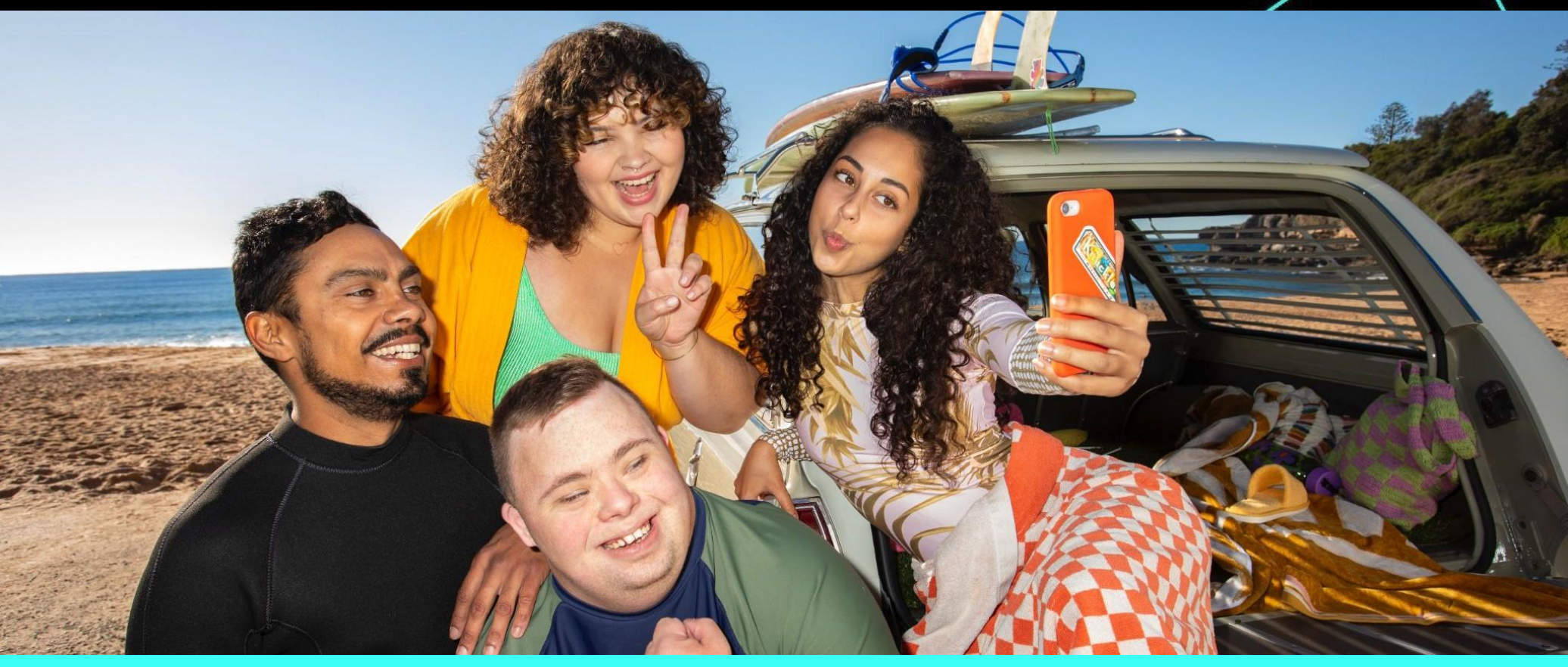
Congratulations! You've unlocked your first TikTok ad campaign.

For more details on the ad review process, see here

1. **2022 Spark Ads Internal AB Test Result Data - Brand Auction**

TikTok Fundamentals

FOR SMALL BUSINESS



Budget Best Practices

Users who are more likely to purchase from you (ie: higher intent users) may cost more to reach. Spend the right amount based on your desired Event Optimization* to maximize your campaign's performance.

- ☐ If you're using a lower-funnel* event like Complete Payment, we recommend at least **€50** per daily ad group.
- ☐ If you're using a mid- or upper-funnel event like Add-to-Cart, we recommend at least **€30** per daily ad group
- ☐ Set budget by daily ad group
- ☐ Run campaigns for at least 7 days

Choose the right audience strategy

When you're starting out with TikTok advertising, we recommend that you give our system time to introduce your website to a broader audience of users.

- ☐ Make sure your first campaign's Audience Estimation Size* is at least "Fairly Broad"

Once you have your Pixel set up, you have at least one creative ready to go and have a significant existing audience, you can try retargeting certain users with a Custom Audience*.

Pro tip: Spark Ads

Spark Ads are an advertising format that turns existing TikTok videos into paid ads in the 'For You' feed. Since Spark Ads look like native content, they tend to get better results.

Our internal research suggests the best performing Spark Ads are videos that touch on your business or product with the most views. This works better if your video is recent, within the first 3-5 days, but you can use any TikTok video with Spark Ads.

Build your organic presence

Why? A good organic strategy can help you maximize the effect of paid content and increase your ROAS. Use your organic channel to test and learn what content works best–then boost success with Spark Ads.

Set up your Business Account on TikTok. What is this? A Business Account is a public profile on TikTok and your business' home base on the platform.

Stuck for ideas on how to make your first ad creative?

Scan the QR code here to access our creative playbook, tailored just for SMBs like you.

Inside, you'll find tips for all stages of asset creation, from ideation, right through to optimization and evaluation!

TikTok Fundamentals

FOR SMALL & MEDIUM BUSINESSES

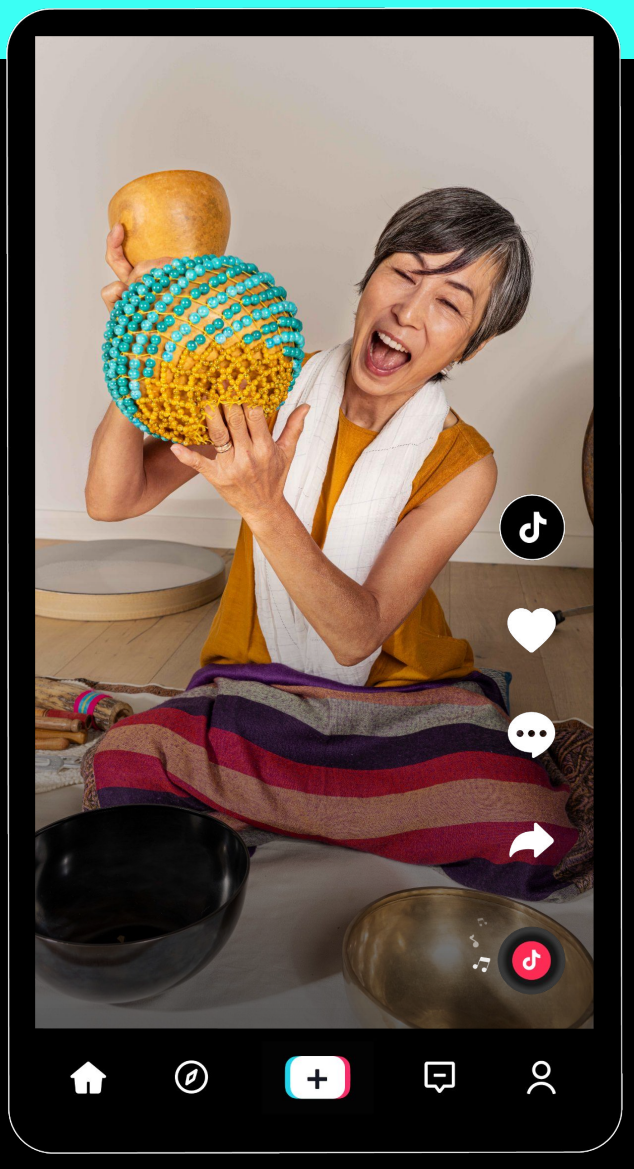
WHY TIKTOK ADS?

52% of TikTok users that have come across SMB content on TikTok **have gone on to make a purchase**

Source: TikTok Marketing Science EUI SMB Consumer Research 2022 conducted by InSites Consulting

THE LINGO

Check out our glossary below for a breakdown of some TikTok ads terminology.



Website conversion

When you have a 'website conversion' goal, this means that you're aiming to drive sales or valuable actions on your website. Whether you want people to visit your website, add items to their cart or complete a purchase, TikTok has a Website Conversion ad objective to suit you and your business goals!

Data Connections

Data connections enable our system to better measure campaign effectiveness, and to learn from the actions (also known as events) that consumers take on your website or app. These learnings will increase TikTok's ability to drive your future conversions.
Data connections are essential to deliver high performance ads.

Pixel & Pixel Events

A Pixel is an industry standard solution: a piece of code added to your website to safely and seamlessly share event and optimization data. A Pixel event is when a Pixel indicates that a user has taken an action on your website.

a 'Creative'

This is essentially just another way of saying 'your TikTok video'. Your ad creative is the core video & audio that will be shown to users when your ad goes live. You can add a call-to-action button, product card, stickers and more to your creatives in order to optimize your TikTok ad!

Event Optimization

Event optimization refers to what type of user actions you want your ads to be optimized towards. For example, it could be that you want to drive visits to your website, optimize towards Add-To-Cart, or you want the ads to optimize towards users who will complete a full purchase.

Upper-funnel event optimization

If you want your TikTok ad to result in users becoming more familiar with your brand or showing interest in buying your products, then you would be optimizing towards upper or mid-funnel events. An ad that is optimized towards upper-funnel events on TikTok might include a creative of the company founder talking about why they established the company. Meanwhile, an ad that is optimized towards mid-funnel events might showcase your product in use, enticing users to go to your website and add an item to their shopping cart.

Low-funnel event optimization

If you want your TikTok ad to result in users making a purchase from you, then you would be optimizing towards low-funnel events. Examples of ads that are optimized towards lower-funnel events on TikTok would be ads with a 'buy now' call-to-action button, or ads that retarget existing customers.

Audience-Estimation Size

This is a tool that you'll find within TikTok Ads Manager when setting up a campaign. It aims to provide visibility on the size of the audience that would see your ad, based on your custom audiences. The targeting criteria that are used by the audience estimation tool include custom audience (if applied), location, gender, age, languages, interest, behavior etc.

Custom Audience

Custom Audiences is an ad targeting option that lets you find people who already know or have engaged with your business.This type of targeting is a powerful tool for re-marketing, reaching possible repeat customers, increasing your following, increasing app engagement, or creating audiences of users with similar traits to your custom audience (ie:lookalike audiences). A minimum audience size of 1,000 is required to target Custom Audiences in an ad group.

*Source: TikTok Marketing Science Global Time Well Spent Research 2021 Conducted by Kantar

TikTok for Business