

7 Top Tips for Making TikTok Videos

Businesses succeeding on TikTok create authentic content that closely aligns with the community. To build creative that converts, it must feel native to the platform. Follow these **7 tips** to produce high quality content for your TikTok ads.

1 Go full-screen.

TikTok provides an immersive full-screen experience. Compared to videos that fit poorly on the screen, videos that use the full 9:16 aspect ratio see a significant lift in impressions¹. If you're looking to repurpose some of your existing business content, check out our [creative tools](#) that can help format them to work best on TikTok.

2 Make some noise.

Sound is essential to the TikTok experience. This can include music, voice-over, or a mix of both. Your music selection's rhythm, style, and mood can help convey your brand image or product information. If you are looking for a soundtrack for your TikTok ad, you can browse the royalty-free music **Commercial Music Library** directly in the TikTok app.

3 Keep it short and sweet.

Ultimately, the length of your TikTok videos should make sense for the message you're trying to get across, but overall, shorter videos perform better. TikTok allows for In-Feed Video ads to be 5-60 seconds. However, 21-34 seconds is the recommended length for In-Feed advertising¹.

4 Lo-Fi works best.

On TikTok, content creation doesn't require a big production budget. A mobile phone with a video camera is all you need to start creating. Our built-in offerings and effects, paired with authentic, sound-on, and immersive full-screen video is more than enough to make your content TikTok-worthy. However, it's important to note: Lo-Fi ≠ low quality. The overwhelming majority of top-performing TikTok videos have a video resolution of 720p or higher.

5 Show & Tell.

When creating your promotional content for TikTok, there are a few ways to deliver your key business messaging that align with the native TikTok experience:

- Address users directly on camera
- Include a voice-over - spoken or speech-to-text
- Overlay concise and informative text
- Make your video accessible by including closed captions

Mix and match these tools to create an engaging TikTok ad and drive your message home.

6 Use trends to spark creativity.

Learn from trending TikTok videos and get inspiration for your ad creatives. [Popular Trends](#) is an interactive hashtag tracker for spotting what's hot on TikTok this week or this month.

7 Collab with Creators.

TikTok Creators know how to make your branded content shine. The [TikTok Creator Marketplace](#) features thousands of Creators at a range of price points. Filter your search by content topic, follower count, location, and more to find the perfect creators to tell your story².

Now it's time to put these tips into action! A great place to start is browsing TikTok's range of [creative solutions](#).

¹ Data Source: Decision Tree Model based Ads Creative Performance Research, May - July 2021

² NOTE: For detailed information about TikTok's branded content toggle and our policies regarding what can be posted as branded content on TikTok, please refer to our [Branded Content Policy](#).

TikTok Creative Quality Control Checklist

While producing content for TikTok, make sure it checks the following boxes:

Video Quality:

- Does your content fit the full-screen 9:16 aspect ratio?
- Is your video well-lit? If you have a physical product, is it easy to see in detail?
- Is your video resolution equal to or greater than 720p?
- Does your video adhere to TikTok's [specs and safe zones](#)?
- Be mindful of recommended video length (9-15 seconds)

Sound:

- Are you using music, voice-over, or a mix of both?
- If using music for your ad, make sure it's a royalty-free track from the Commercial Music Library
- If not using music for your ad, make sure your voice-over is audible and provides useful and/or interesting information.
- If using a mix of both, check your volume levels to make sure any spoken words are audible

Messaging:

- Is your messaging clear and concise?
- Are you clearly stating your business and/or product name?
- Are you using at least one of the messaging tactics below:
 - Voice-over
 - Speaking directly to the camera
 - Text overlays
- Does the video include a clear call to action? Does the CTA align with your ad objective?

Advertising Approvals:

- To ensure that your ad creative is approved and published, read through TikTok's [Ad Creative Policies](#)