



TikTok Fundamentals

FOR SMALL BUSINESS

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

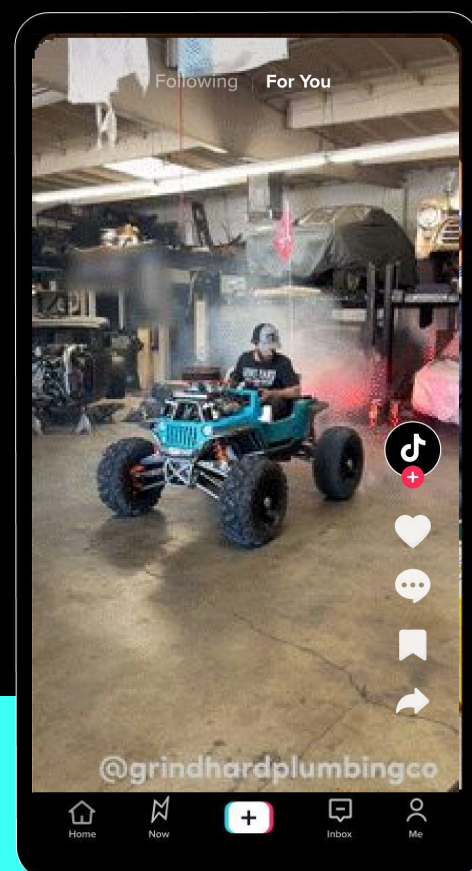
The Challenge:

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

We'll walk you through the details on page 2 and 3.

1



Create your [TikTok Ads Manager account](#)

- Set Up Payment

2



Set up your [TikTok Pixel](#)

- Set up 3+ tracking events
- Turn on Automatic Advanced Matching and First Party Cookies

3



Build your first ad creative

- Pick a video for Spark Ads
- Check out our [Creative Center](#) for inspiration

4

Run your first campaign

- Use the Website conversions objective
- Optimize for Add to Cart* first
- Start with at least \$30 daily ad group budget for optimal results
- Choose your targeting

5

Measure, optimize, and grow your sales on TikTok!

Optimization strategy:

***Start with Add to Cart events for better results**

If you're just starting out on TikTok ads, you need to teach the system what types of visitors are more likely to convert throughout the user journey with a mid-funnel event like Add to Cart. Once the system understands your ideal audience, you can focus on Complete Payment events.

Proven Results:

HiSmile drove a +28% lift in revenue using our formula



Context

HiSmile started advertising on TikTok with lower funnel events like Complete Payment from day 1. They saw limited results.

Solution

HiSmile tried optimizing for events earlier in the purchase journey like Add to Cart to teach the system who was most likely to be a customer.

Results

With the new approach, HiSmile saw revenue increased by 28%.

See the full case study [here](#).

The Checklist: Guide to running your first campaign

 Check the boxes when you complete each step!



1 Create your TikTok Ads Manager account

- ☐ **Register for a TikTok Ads Manager account**
(see detailed instructions [here](#). This works best on desktop.)
- ☐ **Set up a payment method** (Go to Dashboard > Account Settings > Payment)

2 Set up your TikTok Pixel

Why? TikTok Pixel allows advertisers to measure ad performance, optimize campaigns, and find customers. It is essential for running conversion ad campaigns for your website.

- ☐ Select TikTok Pixel under **Tools > Events > Web Events**
- ☐ Turn on the Automatic Advanced Matching and First Party Cookies toggle
- ☐ Set up at least 3 events: View Content, Add to Cart, and Complete Payment. We recommend using Event Builder to do so for advertisers with limited developer resources.



Pro tip: Pixel Setup

- **Set up Pixel with a click** if you use a TikTok E-Commerce Partner Platform. Partners include: Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop and [more!](#)
- **Add Pixel Custom Code events with little to no developer resources** using TikTok’s tag template with Google Tag Manager. Learn more [here](#).
- **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

Don’t be intimidated by the video format—we have plenty of tools and resources to get you started.

- ☐ Find an existing TikTok video to use as a Spark Ad
- ☐ Check out our [SMB Creative Playbook](#) at the bottom of the next page for more information on best practices and tools to make your ads a smash hit.

Why? Spark Ads have a 134% higher completion rate* than standard in-feed ads.



Pro tip: Spark Ads

- **Spark Ads** are an ad format that transforms existing TikTok videos into paid ads on the For You feed. Because Spark Ads feel like native content, they tend to perform better.
- 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.

The Checklist Continued: Guide to running your first campaign

 Check the boxes when you complete each step!

4 Run your first campaign

Start setting up your first campaign in TikTok Ads Manager by clicking on **Create an Ad** your dashboard.

Campaign Level

- ☐ Select the **“Website conversions”** objective
- ☐ Turn off **“Set Campaign Budget”** (you’ll use daily ad group budgets for more control)

Ad Group Level

- ☐ Select **“Website”** and your Pixel
- ☐ Choose **“Add to Cart”** as your Optimization Event.
- ☐ Choose **“TikTok”** under **“Select Placement”**
- ☐ Choose your **Targeting**. If you use “Custom Targeting,” keep your audience broad using the [Audience Size Estimator](#)
- ☐ Choose “Maximum Delivery” as your bid strategy

Why? Our research shows starting with Add to Cart events helps the system learn what types of visitors convert. See the ‘Nurture your first campaign’ section below for when we recommend moving to Complete Payment.



Wondering what budget to start with?

- Daily Ad Group Budget is the maximum amount you will allow your ad group to spend per day.
- What **your** ideal budget is will depend a lot on your individual business goals, what your target CPA is etc. (eg: if you have a target CPA, we’d recommend that your daily ad group budget be 20x that target CPA)
- Start with at least **\$30USD** daily budget (or local equivalent). This amount gives the algorithm enough **to learn who your ideal audience is and get optimal results early.**

Ad Level

- ☐ Select identity to use your account to run Spark Ads**.
- ☐ Select the organic post you’d like to use as your ad or upload your new video
- ☐ Fill in your ad’s Text and URL.
- ☐ Select Dynamic for “Call to action”
- ☐ Click **submit** to send your first campaign for review!

What is this? What is this? Spark Ads allow you to use organic content from your or a creator’s TikTok Account as your ad video. Identity determines how the ad will show up. See more details here.

Why? This is what your ad will say and link to on TikTok.



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

What comes next?

Ad Review	Nurture Your First Campaign	Build Your Organic Presence								
All ads go through a review process after you click “Submit” to ensure all paid promoted content is both <u>safe and engaging</u> for our community. You will receive a notification once your ads have been approved and published—most ads are reviewed within 24 hours. See here for more details on the ad review process. 	If you’ve made it this far, follow these tips to drive more sales and reach new milestones! Monitor how many Add to Cart conversions you get in week 1: <table><tr><td>AT LEAST 1 ADD TO CART CONVERSION</td><td>0 ADD TO CART CONVERSIONS</td></tr><tr><td>↓</td><td>↓</td></tr><tr><td>Start new Ad Group: Complete Payment</td><td>Start new Ad Group: View Content</td></tr><tr><td>The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights, too.</td><td>The system may need more time to nurture your audiences. Once you hit 100 View Contents, you’re ready to move onto Complete Payment.</td></tr></table> Pro tip: Keep your Add to Cart ad group on to drive continuous conversion volume and to let the system learn!	AT LEAST 1 ADD TO CART CONVERSION	0 ADD TO CART CONVERSIONS	↓	↓	Start new Ad Group: Complete Payment	Start new Ad Group: View Content	The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights, too.	The system may need more time to nurture your audiences. Once you hit 100 View Contents, you’re ready to move onto Complete Payment.	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. Learn more here. Build your organic strategy on TikTok. How? Build quality content by researching what’s trending and using sound. Try to post 3-5 times a week to see what resonates most with your audience. Get more tips here.
AT LEAST 1 ADD TO CART CONVERSION	0 ADD TO CART CONVERSIONS									
↓	↓									
Start new Ad Group: Complete Payment	Start new Ad Group: View Content									
The system has initial insights into what types of visitors are more likely to convert. You can start optimizing for Complete Payment while collecting more Add to Cart insights, too.	The system may need more time to nurture your audiences. Once you hit 100 View Contents, you’re ready to move onto Complete Payment.									

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!

