

Formula 4 Success

A Small Business Playbook to Drive Website Sales



Use TikTok ads to increase website traffic and exceed conversion goals.

Understanding your challenges

- ✓ Advertising that works
- ✓ Strong ad campaign foundation that delivers results
- ✓ Streamlining the management of your ad campaigns



Our solution for you: Formula 4 Success

We created a detailed manual on how to **guide future customers from TikTok directly to your website** using our four best practices, called Formula 4 Success.

This consists of setting up your ad campaigns with:

1. Account Foundation & Data Connections
2. Audience Strategy
3. TikTok-First Creative
4. Budget Best Practices

Formula 4 Success is **ideal for small businesses** looking to **grow their reach and marketing impact**. It offers diverse campaign goals, helping drive website traffic and conversions. This manual provides the flexibility to tailor campaigns to different stages in the customer's journey and directs targeted traffic to boost conversions. You'll also learn retargeting strategies to **re-engage previous visitors** and **build lasting customer relationships** through storytelling-focused ads.



The overview Here's how to get started with TikTok ads. We'll walk you through the details.

1. Account Foundation & Data Connections

Ensure that all of your marketing efforts are set-up properly and tracked accurately, providing valuable insights into which ads are performing the best. This will create custom audiences to retarget in the future and optimize performance.

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).
- Set up your TikTok Pixel.
- Select TikTok Pixel under Assets > Events > Web Events.



Pro tip

Pixel Setup

3 options to choose from **1. TikTok Partner Pixel**, **2. TikTok Pixel**, **3. TikTok Pixel with Google Tag Manager**.

Easy setup with E-Commerce Partners:

If you use platforms like Shopify, BigCommerce, Ecwid, WooCommerce, Prestashop, etc., you can set up TikTok Pixel with just one click. This makes tracking customer actions on your website much simpler.

Install your TikTok Pixel:

TikTok Pixel is a piece of code that you can place on your website that allows you to share website events with TikTok. It allows you to measure ad performance, optimize campaigns, and find customers. It is essential for running conversion ad campaigns for your website.

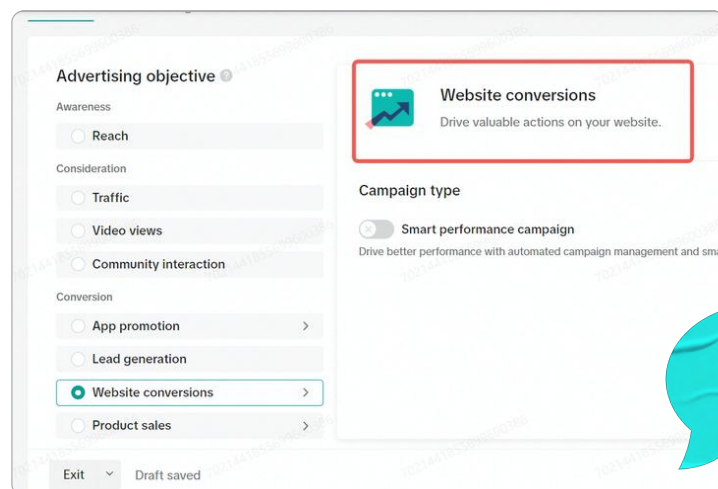
Set up TikTok Pixel with Google Tag Manager:

Google Tag Manager (GTM) lets you easily add and manage tags on your website, such as measurement codes. Using GTM, you can install the TikTok Pixel to track and improve your advertising impact. Learn more [here](#).

Check for errors:

After setting up the pixel and events, it's essential to verify that everything is working correctly.

You can download the [TikTok Pixel Helper](#) from the Chrome Store. It checks for any setup errors, ensuring your tracking is accurate. You can also test your pixel events with the <Test Events> feature in [Events Manager](#).



Turn visitors into customers with Website Conversions objective: This allows you to focus on actions like Complete Payment and Add to Cart.

Requirements: A Pixel is needed to track and optimize for specific customer actions on your site.



We recommend setting up **≥3 tracking events**:

- View Content
- Add to Cart
- Complete Payment

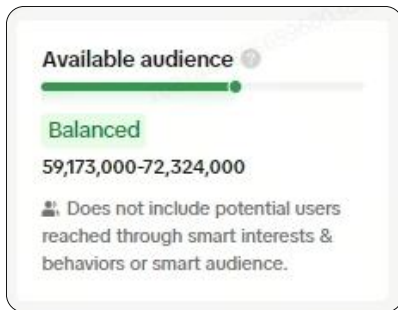
Tracking multiple events allows you to understand the entire customer journey, from initial interest (View Content) to intent to purchase (Add to Cart) and finally the transaction (Complete Payment).

This comprehensive view helps you identify where customers drop off and optimize accordingly.

We also advise using [Event Builder](#) for advertisers with limited developer resources. Event Builder is a tool within the TikTok Ads Manager that allows you to create and manage events on your website.

2. Audience Strategy

Reach the right people who are most likely to be interested in your products or services, increasing the chances of engagement and sales.



Select your audience and targeting

During the first 14 days, start off with "Broad" or "Balanced" targeting to increase traffic of TikTok users to your site.

To see if you have a "Broad" or "Balanced" audience, **follow these steps within your TikTok Ads Manager account:**

1. Create or Edit a Campaign

Start creating a new campaign or edit an existing one.

2. Targeting Section

Navigate to the "Ad Group" level where you set up your targeting.

3. Audience Targeting

Look for the section labeled "Audience targeting".

1000%

3. TikTok-First Creative

Engage your audience by crafting content specifically designed for TikTok's unique style and user preferences, making your ads more engaging and relatable.

Build your first ad creative

Check out our [creative tools](#) for inspiration.

Find an existing TikTok video that you have created and/or is made by other creators with their authorization to use as a Spark Ad. [Spark Ads](#) are an ad format that transforms existing TikTok videos into paid ads on the For You feed. Because Spark Ads seamlessly blend in with the TikTok platform and user experience, they tend to perform better.

Check out our [SMB Creative Playbook](#) for more information on best practices and tools to make your ads a smash hit. [Why?](#)

134%

Spark Ads have a **134% higher completion of viewers** who watch an entire video ad from start to finish.

*2022 Spark Ads Internal AB Test Results Data - Brand Auction



Pro tip

TikTok content is uniquely different, and the most successful ads emulate this style



Sound on is integral to any TikTok video, it doesn't work without it.



Write a caption and keep the duration of your video for 12-15 secs to increase TikTok user watch time.

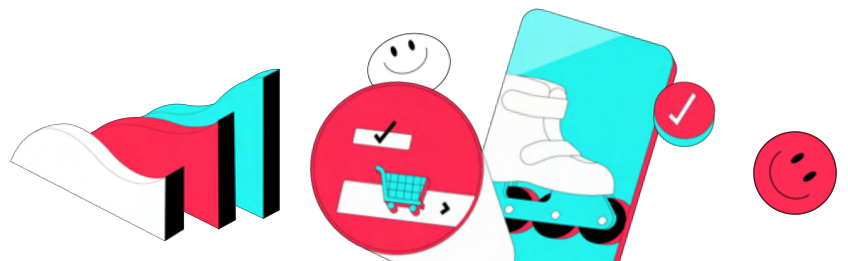


TikTok is built for vertical video, so keep it at 9:16 for video dimensions.



Drive clicks with a call to action because it tells the audience what to do, and boosts your content's engagement.

Creative tips & tricks to supercharge your small business advertising



Use TikTok-native video features

Sound Text overlays Transitions Filters & Effects

Voice effects

Transitions

Video effects

Voiceover

Green screen

Text formats

Music

Trend effects

Establish your voice

How do you want users to feel after watching your video?

This will help curate your voice.

Humorous

Informative

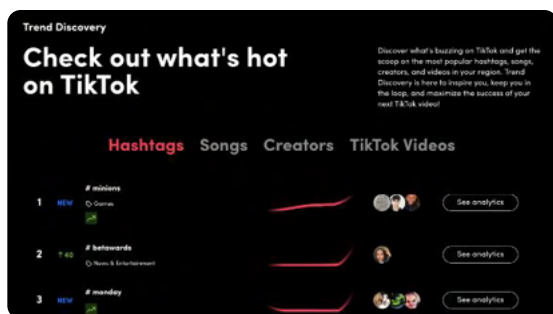
Inspirational

Aspirational

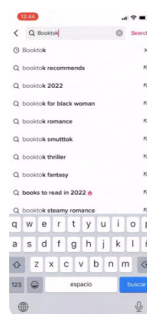
Entertaining

Emotional

Use hashtags to get discovered



Creative Center



In-App

Use the Commercial Music Library

Business Accounts have full access to the **Commercial Music Library** – a collections of **500,000+ royalty-free sounds and songs** to safely use in your business content.

Need some additional creative inspo?

We got you!

Get inspired by TikTok Creative Center

Creative Center is a free, public-facing website that serves as a one-stop shop for TikTok creative resources globally. It's designed to inspire, spark ideas and provide insight on how to build quality and effective content for TikTok.

Elevate Your Ads with TikTok Creative Challenge*

TikTok Creative Challenge delivers up to 30 high-performing, scalable ads from TikTok creators within days, seamlessly syncing to your TikTok Ads Manager for immediate use.

*Note: For managed advertisers only.



Produce TikTok Ads with CapCut

CapCut is an all-in-one video editor that empowers anyone to create video ads for TikTok, regardless of experience.

CapCut features include:

Simple Drag & Drop Video Editor

Import video clips from your camera roll. Video Editor lets you trim, split, and adjust the video as desired, and the drag & drop function allows you to edit with ease in an intuitive timeline format. You can also add transitions, filters, effects, and music to your video using the app's built-in library, and include features like text to speech, auto-caption, and green screen.

TikTok-Styled Elements for Commercial Use

Thousands of commercially licensed music and sounds, fonts, stickers, and TikTok elements, all cleared for usage in ads.

Smart Features to Help with Quick Creation

Auto-adjust aspect ratios, add auto-captions and smart voiceover (text-to-speech), edit green screen, generate script from keywords (ad script) and more to further boost your efficiency.



4. Budget Best Practices

Maximize your return on investment by ensuring that every dollar spent is optimized for the best possible return on investment, allowing you to get the most out of your advertising budget.



Pro tip

Start strong with at least \$100 USD/\$140 CAD for Daily Ad Group Budget

Start with at least **\$100 USD/\$140 CAD** for Complete Payment. **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!



Hooray!

You've officially launched your first TikTok ad campaign.

What comes next?

Ad Review

All ads go through a review process after you click "Submit" to ensure all paid promoted content is both **safe and engaging** for our community.

You will receive a notification once your ads have been approved and published – most ads aren't reviewed within 24 hours.

See here for more details on the ad review process.

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. 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](#).**

Ready to take your TikTok advertising to the next level?

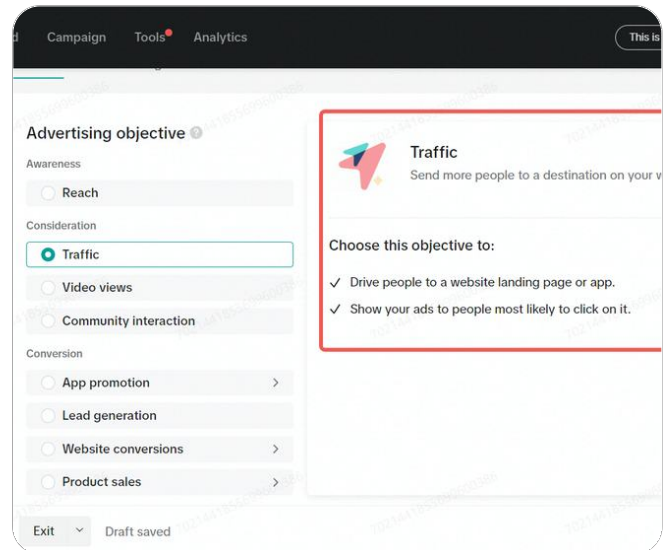


1 Simply turn on the toggle for **Automatic Advanced Matching** in TikTok Ads Manager.

Measure more conversions, boost campaign optimization and expand your reach.

2 Choose **Custom Audience**, then select **Website Traffic**.

After 30 days, we recommend utilizing Custom Audience targeting. With Custom Audience, you are able to create a list of people who have previously shown interest in your site, but haven't yet purchased and re-target them to purchase or convert.



3 Start with a strong daily budget that is **5x your target cost per action (CPA)** to maximize reach and stay competitive.

For example, if you're targeting \$20 CPA, you would do 5 x \$20 to arrive at a \$100 daily ad group budget.

4 Create **3 new TikTok videos per week** and use the **TikTok Creative Center** as a resource.

By creating 3 new TikTok videos per week and leveraging the TikTok Creative Center, you can maintain a dynamic and engaging presence on the platform.

Consistent content creation keeps your audience engaged, while the Creative Center provides valuable insights and inspiration to optimize your efforts. This combination can drive higher engagement, increase visibility, and ultimately contribute to the growth and success of your small business on TikTok.



Advanced tips to help with website conversions

Find high-quality audiences with Value-Based

Optimization (VBO): Target users who are likely to make a purchase and have a higher value per purchase. These are users who are either buying multiple products at once or buying products with higher price points.



Here are the steps to do this:

1. Select Website Conversions as the Advertising Objective.
2. Under Website, choose External website.
3. Choose your TikTok Pixel, and select Complete Payment as your Optimization Event.
4. For Placement choose Automatic Placement, or any specific placement: TikTok, and Pangle.
5. Under the Bidding and Optimization module, select Value as the Optimization Goal.

Usage: Avoid any adjustment before 20 conversions (or in the first 3 days). Ensure that your system is sending back data about completed payments, including the payment amount (value) and the currency type, to the platform.

Considering TikTok Shop? Start with Formula 4 Success before exploring Shop, especially if you're new to TikTok advertising. For existing Web Advertisers, TikTok Shop can be a great addition.

Supercharge sales with Video Shopping Ads

Make TikTok videos shoppable for a seamless shopping experience.

Requirements

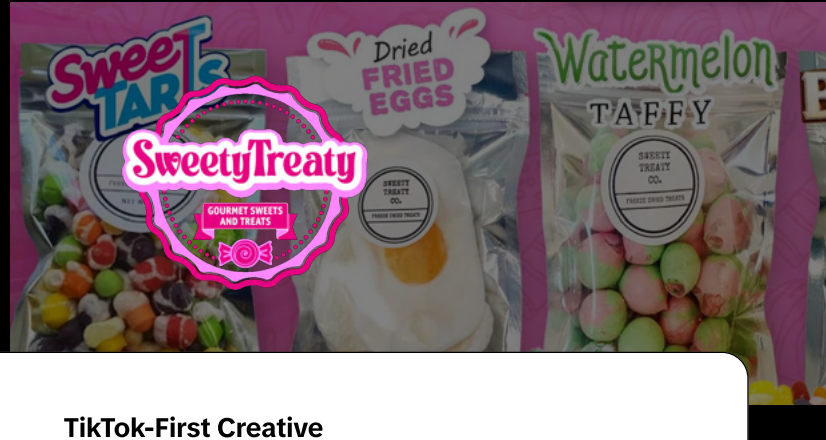
There are 5 main steps required to create Video Shopping Ads using a catalog as a product source:

1. **Create a catalog** on TikTok Business Center.
 - Login to TikTok Business Center (<https://business.tiktok.com/>).
 - Go to Assets, then Catalog.
 - Click Create.
 - Input a Catalog Name.
 - Choose a Default Currency for the products in your catalog.
 - Select a Targeting Location where you will show your ads.
2. **Upload your products** to your catalog.
3. **Upload or generate videos** for the products in your catalog.
4. **Integrate events** between your catalog and measurement partner or TikTok Pixel.
5. **Publish a campaign** using the products in your catalog.

Detailed instructions can be found [here](#).

Proven Results

SweetyTreatyCo is a family-owned, U.S.-based e-commerce business specializing in freeze dried candy. They used the the Formula 4 Success to drive more website sales.



Solution

Account Foundation & Data Connections

As a first step, SweetieTreatyCo implemented the TikTok Pixel with full-funnel event tracking, allowing them to track specific customer actions along the buyer journey.

Audience Strategy

Next, they targeted a broad audience and optimized tracking towards Complete Payment, which helped them drive a significant number of conversions.

Budget Best Practices

SweetieTreatyCo followed best practices and set their daily ad group budget to \$120, helping them boost sales and extend their reach.

TikTok-First Creative

Because SweetieTreatyCo already had an organic presence on TikTok, they used Spark Ads for their first campaign creative.

Results

20% decrease in CPA **14K** increase in conversions **70%** complete payment events in week 1

Learn more about **SweetieTreatyCo's case study** [here](#).



Explore additional resources:



Video Inspiration

Need inspiration for your next TikTok video? Discover some Creative Inspiration to help you crush it!



Product and Ad Policy Questions

The Business Help Center is your go-to for everything from product tutorials to ad policy details. Just type in a keyword to find what you need.



TikTok Pixel

Learn more about how the TikTok Pixel works and options for easy installation we offer with [this guide](#).

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