

How to Create Revenue Generating TikTok Ads

Step 1: Hook Users.

The hook is the most important part of any video. Hooks compel users to stay, and a user that stays is a user that converts. Experiment with hooks like, "hey you!" "4 reasons you need X product/service" in the first 2 seconds of your video.

Step 2: Go Native.

Ads should be vertical and TikTok First. Users will know if an ad is repurposed from another platform, or worse, cut from a television spot.

Step 3: Structure

Think of a TikTok ad like a mini three act play. Ads should have a beginning, middle, and end.

Ex. Person has problem, your product solves problem, person is better off.

Step 4: Use Sounds and Trends

TikTok's Commercial Music Library (CML) is a great place for royalty free music. Use popular sounds and link them to popular trends on platform. Note: stay current, don't be dated.

Step 5: Profit

If your ad has these elements, it'll stand a good shot at being a winner. For more information, hit us up at hello@nvertical.io and we'll help you out.