Lamphills

TikTok Ad Campaign Checklist

1. Planning and Strategy

- **Define Campaign Objectives:**
  - Brand awareness
  - Engagement
  - Traffic
  - Conversions
  - App installs
- **Identify Target Audience:**
  - Demographics (age, gender, location)
  - Interests and behaviors
  - Custom audiences (using customer lists, website traffic, etc.)
- **Set Budget and Bidding Strategy:**
  - Daily budget
  - Total budget
  - Bid Amount (automated or manual)

2. Account Setup

- **Create a TikTok Business Account:**
  - Ensure all business information is accurate
  - Verify your account
- **Install TikTok Pixel:**
  - Add TikTok pixel to your website for tracking conversions and retargeting

3. Creative Development

- **Content Planning:**
  - Develop a content calendar
  - Plan the themes and messages of your ads
- **Ad Formats:**
  - In-Feed Ads
  - Branded Hashtag Challenges
  - Branded Effects
  - TopView Ads
  - Brand Takeovers
- **Create Engaging Content:**
  - Use high-quality visuals and sound
  - Keep videos short and engaging (15-30 seconds)
  - Include clear CTAs (Calls to Action)
- **Ad Design Guidelines:**
  - Resolution: 1080x1920 pixels
  - Aspect Ratio: 9:16
  - File Formats: .mp4, .mov, .mpeg, .3gp, .avi
  - Max File Size: 500MB

4. Campaign Setup

- **Ad Group Creation:**
  - Define your ad group's objective
  - Set targeting parameters
- **Upload Creatives:**
  - Ensure all ad creatives meet TikTok's ad specifications
- **Set Ad Placements:**
  - Select automatic placements or manual placements
- **Define Bidding Strategy:**
  - Choose between CPC (Cost Per Click), CPM (Cost Per Thousand Impressions), CPV (Cost Per View), etc.

5. Tracking and Optimization

- **Set Up Tracking:**
  - Configure conversion events in TikTok Pixel
  - Set up UTM parameters for tracking in Google Analytics
- **Monitor Performance:**
  - Track key metrics: impressions, clicks, CTR (Click-Through Rate), conversions, CPC, CPM

- **Optimize Campaign:**
  - Adjust targeting based on performance data
  - A/B test different ad creatives and placements
  - Optimize bids for better performance

6. Compliance and Review

- **Review TikTok Ad Policies:**
  - Ensure all ads comply with TikTok's advertising policies
- **Check Ad Content:**
  - Verify that ad content is appropriate and adheres to community guidelines
- **Final Review:**
  - Double-check all settings and creatives
  - Confirm that tracking is set up correctly

7. Launch and Post-Launch

- **Launch Campaign:**
  - Schedule the campaign start and end dates
  - Monitor the campaign closely during the first 48 hours
- **Analyze Results:**
  - Collect data on campaign performance
  - Generate performance reports
- **Adjust and Scale:**
  - Based on performance data, make necessary adjustments
  - Scale successful campaigns by increasing the budget or expanding the targeting.