TikTok Paid Marketing Checklist

✅ **1. Define Your Campaign Goals**

- Choose an objective:
    - ☐ Brand awareness
    - ☐ Website traffic
    - ☐ Lead generation
    - ☐ Sales conversions
- Set measurable KPIs (e.g., engagement rate, CTR, conversion rate)

2. Select the Right Ad Format

- ☐ In-Feed Ads – Blends into users' feeds
- ☐ TopView Ads – Premium ad displayed when users open the app
- ☐ Branded Hashtag Challenges – Encourages user-generated content
- ☐ Branded Effects – Custom filters, stickers, or effects
- ☐ Spark Ads – Boosts organic posts

3. Set Up TikTok Ads Manager

- Create a TikTok Business Account
- Access TikTok Ads Manager
- Set up Billing Information

4. Define Your Target Audience

- Select demographics:
    - ☐ Age
    - ☐ Gender
    - ☐ Location
    - ☐ Language
- **Choose interests & behaviors based on:**
    - ☐ Content engagement
    - ☐ Follower activity
    - ☐ Past purchase behaviors
- Consider Lookalike Audiences (similar to existing customers)

✅ **5. Set Budget & Bidding Strategy**

- Choose budget type:
  - ☐ Daily Budget (min. $20 per ad group)
  - ☐ Lifetime Budget
- Select a bidding strategy:
  - ☐ CPC (Cost per Click)
  - ☐ CPM (Cost per 1,000 impressions)
  - ☐ oCPM (Optimized CPM for conversions)

✅ 6. Create Engaging & Authentic Content

- Research TikTok trends & challenges
- Use high-quality visuals & sound
- Keep videos between 9–15 seconds
- Add clear CTAs (e.g., "Shop Now," "Sign Up," "Learn More")
- Optimize for vertical mobile format
- Include captions & text overlays

7. Leverage Influencer Marketing

- Identify influencers within your niche
- Check audience alignment & engagement rates
- Allow influencers creative freedom to maintain authenticity
- Set clear objectives & deliverables

8. Launch & Monitor Campaigns

- Track performance using TikTok Ads Manager
- Measure key metrics:
  - ☐ Engagement rate
  - ☐ Click-through rate (CTR)
  - ☐ Video completion rate
  - ☐ Cost per conversion
- Run A/B tests on different creatives, captions, and targeting
- Adjust budget allocation based on performance insights

✅ 9. Optimize & Scale

- Identify high-performing ads and increase spending
- Pause underperforming campaigns
- Experiment with new ad formats and strategies
- Repurpose successful content for organic reach

This checklist ensures that you stay organized, track progress, and optimize results while running a successful TikTok ad campaign. You can adapt it to fit your business goals and budget!