

How to Set Up TikTok Ads for the First Time

If you're new to [TikTok ads](#), the site might seem strange at first. But once you get the hang of how it works, it's one of the easiest and most rewarding places to advertise. To get started, do this.

Step 1: Set up a business account on TikTok

You need to make a TikTok for Business account to run ads. It lets you use Ads Manager, audience insights, and creative tools that make it easier to keep an eye on and run campaigns.

Step 2: Get to know how the campaign is set up

There are three levels to TikTok ads:

Campaign: Set a goal for your traffic, sales, app installs, etc.

Ad Group: Pick your target audience, budget, and where your ads will show up.

Ad: Upload your creative work, write captions, and finish the details.

You can test a lot of different creatives or audiences with this structure to see which one works best.

Step 3: Set your budget and targeting

You can target ads on TikTok based on age, gender, interests, and behaviours. You can narrow it down by country, age group, or even hobbies.

You can set a daily or total budget based on how long you want your ad to run. Start with a small amount, look at the results, and then grow from there.

Step 4: Write interesting ad copy

TikTok is all about being creative and making an impact quickly. Your ad needs to:

Get people's attention in the first three seconds.

Don't sound too much like a sales pitch.

Use sounds or effects that are popular right now

Add a clear call to action

Short (15 to 30 seconds) vertical videos are the best. Show people using your product, tell a short story, or show the benefits in a picture.

Step 5: Send in and start

TikTok checks your ad after you upload it to make sure it follows the rules of the site. Your campaign goes live and starts reaching your audience once it is approved.

Step 6: Keep track and make improvements

To do well on TikTok, you need to keep a close eye on how things are going. Look at important numbers like impressions, click-through rate (CTR), and conversions. To get better results, stop running ads that aren't working, try out new formats, and keep improving your targeting.

Last Thoughts

It doesn't have to be hard to start TikTok ads. You can start seeing real growth quickly if you set up the right structure, come up with creative ideas, and test things regularly.

Social Media Infinity is Dublin's most trusted TikTok advertising company. They can help you set up your campaign, design your ads, and make sure they work well.