



**Antosca Agency**

**TikTok Ads Overview**

## **TikTok Ads: Why It's a Game-Changer for Online Advertising**

TikTok Ads is dynamic advertising platform that allows brands to reach audiences through short, engaging videos. The platform leverages its massive and highly interactive user base to connect with customers in a creative way. TikTok videos are generally short ranging from 15 seconds to 2 minutes.

### **Key Stats**

- Over 1 billion monthly active users worldwide
- TikTok captures 4.9% of the global digital ad spend, and is rapidly growing with new features
- 60% of TikTok users are aged between 16-24, representing a highly engaged and young audience
- TikTok users spend 52 minutes per day on the app
- 63% of users have engaged with an ad on TikTok, and a large portion of these engagements are with ads that feature local business (special promotions or events).

(Source: TikTok, 2024)

### **Why Do TikTok Ads Work**

#### **The Power of Short-Form Content**

TikTok's brand focuses on short, creative videos that grab attention instantly. This keeps users engaged and connected to your business's news.

#### **Creative Flexibility**

TikTok Ads support a variety of ad formats including In-Feed ads, Ready to use templates, Video editing tools, and more.

#### **High-User Engagement**

TikTok's highly engaging nature, with viral trends, and challenges encourage others to get involved. Ads that tap into these trends can go viral if positioned right.

## **Integrated Format**

TikTok ads often blend in with original videos other users post. These ads are designed in a way that they look and feel like regular TikTok videos, reducing ad fatigue and avoiding the “skip” behavior we see on other platforms at times.

## **How We Run Your TikTok Ads Campaign**

### **1. Initial Consultation**

We'll start with a questionnaire or meeting to understand your business goals and target audience.

### **2. Market Research**

We'll research your market and competitors to help choose the best keywords and strategies for your ads. We will also identify the most relevant audience segments for your ads.

### **3. Set Your Budget**

We then decide how much you want to spend daily or monthly. We run weekly ad campaigns, but are flexible and willing to adapt to your needs. TikTok's flexible budget options allow us to adjust campaigns based on performance to maximize reach and engagement.

### **4. Create Your Ad**

We'll craft high-quality, engaging video ads that resonate with your target audience. From trendy, eye-catching content to influencer partnerships.

### **5. Bid for Your Ad**

TikTok uses a cost-per-click (CPC) and cost-per-impression (CPM) bidding system to determine ad placement. We will select the right bid strategy to build results.

### **6. Your Ad Appears**

Once everything is set up, your ads will begin appearing. With TikTok's algorithm, promoting content to users based on their interests, your ad has the potential to reach millions of users! You will only pay when users engage with your ad.