

WEBINAR

Designing Ads for TikTok

PART 2



L I F T O F F

ROCKETSHIP HQ

Growth. Accelerated.

What We'll Cover

1

TikTok style ads

2

What works (and what doesn't) on TikTok

3

3 pitfalls to watch out for

4

5 'templates' for TikTok style ads

5

Let's build an ad!



Shamanth Rao

Founder & CEO

ROCKETSHIP HQ

Growth. Accelerated.



Dennis Mink

VP Marketing



L I F T O F F

- TikTok style videos also work outside of TikTok
- Always be testing
- Always stay plugged into TikTok to see what is working on the app

WHAT WORKS

- Emotion & exaggeration
- Music & movement
- Character-driven

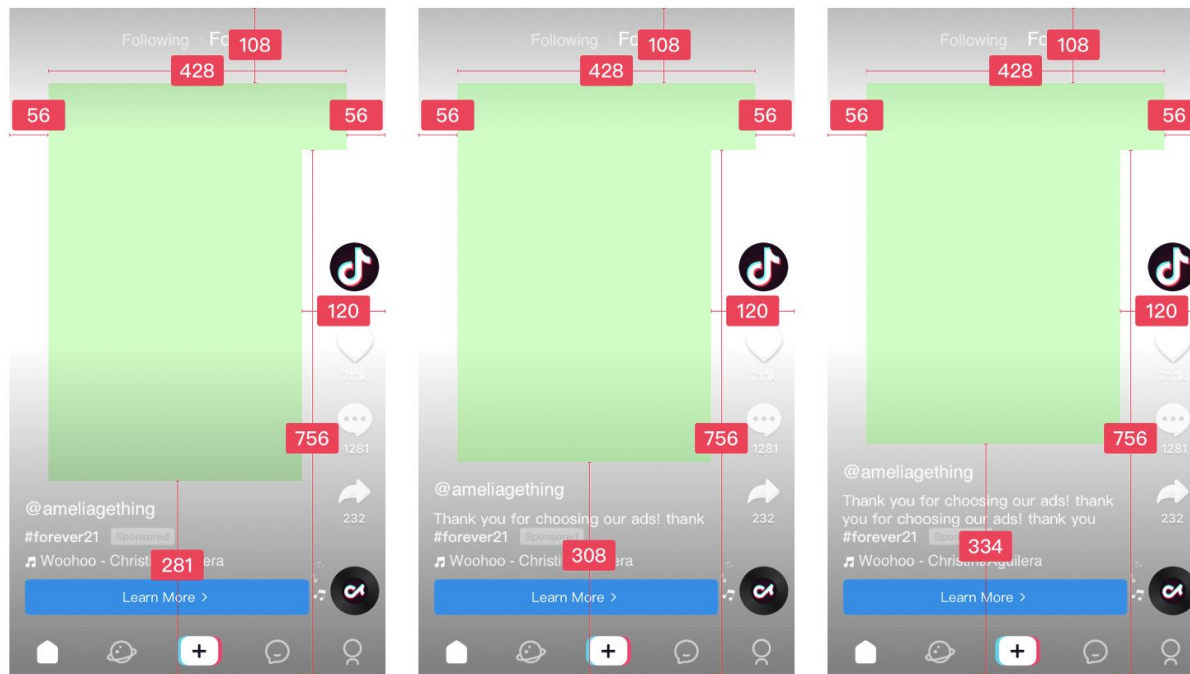
WHAT DOESN'T WORK

- Talking to the camera
- Audio off
- Product or app driven

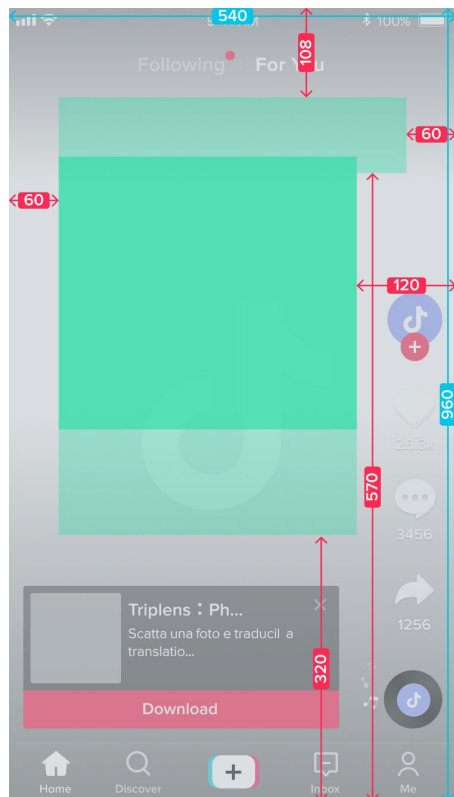
3 Things To Keep In Mind While Making TikTok Ads

- The safe zone
- The download card
- The TikTok logo

The 'safe zone'



The download card



The TikTok logo

Don't use it. :)

If you use TikTok to make your ads,
edit out the logo.

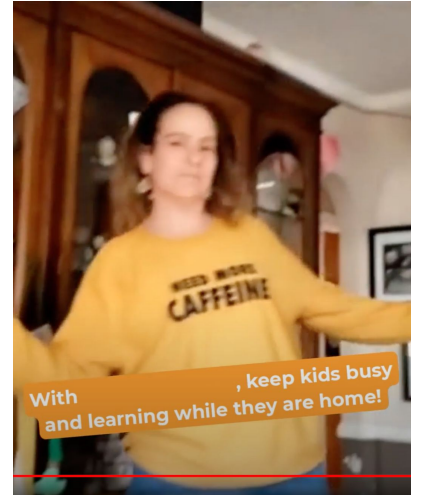


‘Templates’ of TikTok style ads

- Before and after
- Duet
- Mime
- Play with text

Before and after

Depict (emotional state) before and after using product.



Duets

Show a split screen portraying actors doing same/similar acts.



Mime

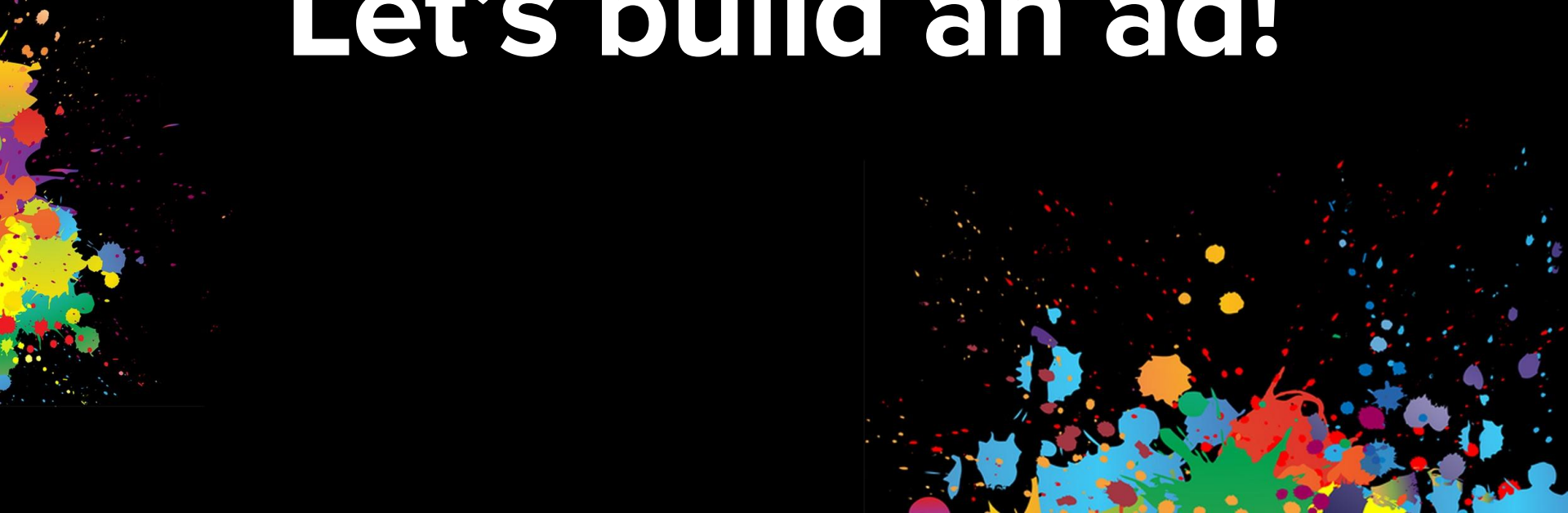
Act out through body movements(+ no props).



Play with text



Let's build an ad!



Q&A

Designing Ads on TikTok





한국의
모바일 앱
리텐션과 특징

LIFTOFF
MOBILE FINANCE
User Acquisition Trends and Benchmarks 2018



KOCHAVA
TRAFFIC INDEX

LIFTOFF adjust

LIFTOFF

liftoff.io/resources
info.liftoff.io/slack-signup

Learning
App

10:30 AM PST



Your
Stack?



AnchorFree

SPAN MOBILE APP
ENGAGEMENT
REPORT



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APPS REPORT

2018 User Acquisition Trends and Benchmarks

LIFTOFF LEANPLUM
2018 MOBILE APP
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INDEX

User Acquisition Trends and Benchmarks

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MOBILE SHOPPING

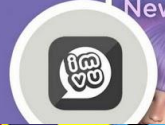
A Monthly Trend Analysis

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MOBILE SHOPPING

User Acquisition Trends and Benchmarks 2018

IMVU
Case Study

Chat & Make
New Friends



**Thank
you!**

