Savannah Sanchez

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Course • 46 Lessons

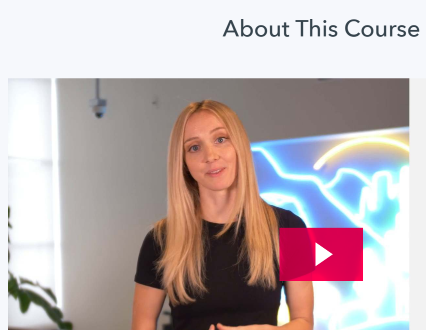
TikTok Ads Course: Grow Your Brand With TikTok Advertising

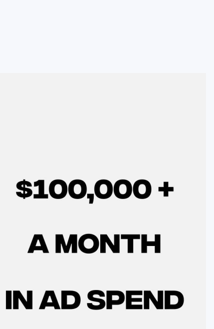
$749 • 2 payments of $400

Learn how to set up, optimize, and scale your TikTok ad campaigns, as well as how to produce amazing ads for TikTok.

Buy now

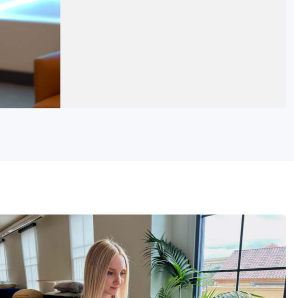
About This Course

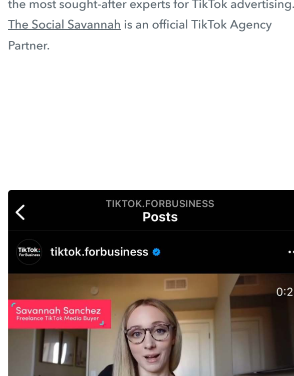




Your Instructor: Savannah Sanchez

I've been helping top eCommerce brands with their TikTok media buying and ad creative strategies since April 2020. I have quickly established myself as one of the most sought-after experts for TikTok advertising. The Social Savannah is an official TikTok Agency Partner.



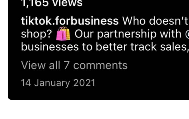


Learn From The Top eCommerce TikTok Media Buyer

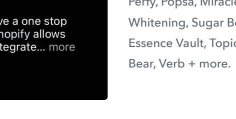
My TikTok Ads strategies has been featured in the official TikTok For Business social channels. I have built my Twitter and Instagram following off of sharing my TikTok ad tips and tricks!

Brands I have worked with for TikTok media buying and/or creatives: BlendJet, Casely, Fabletics, Fernish, Gainful, Jones Road, Lalabu, Our Place, Outer Aisle, Perfy, Popsa, Miracle Sheets, Skinny Mixes, Snow Teeth Whitening, Sugar Bear Hair, Teema Towels, The Essence Vault, Topicals, Thrive Market, Wandering Bear, Verb + more.

Course Structure



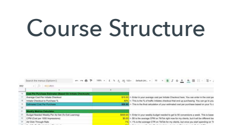
Ads Manager Walk-Throughs



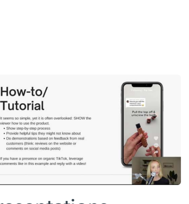
Calculator Tutorials

Presentations

Whiteboard Sessions



Fireside Chats



Editing Tutorials

Contents

Introduction

- What to expect in this course.
- How the iOS14.5 change in April 2021 had an effect on paid social advertising & why advertising on TikTok is the best platform for advertisers in 2022.
- Which industries/products perform the best on TikTok ads.

Course Introduction • 1 min

Why Advertise On TikTok? • 3 mins

Which Industries Perform Best On TikTok? • 6 mins

Determining Budgets & Seasoning The Pixel

- The most important step to seeing great results with your TikTok ads.
- Explaining the funnel and where to start to get the best-seasoned pixel.
- Introduction to the "Rule of 50."
- See how much budget you need to optimize lower-level funnel events.
- How much budget do you need to get out of the learning phase.
- How long it will take you to optimize for each event in the funnel.
- My proven formula to determine the best TikTok daily budget based on your metrics
- Sharing tricks and tips to help with your ad conversion rate.
- Cost per add to cart/initiate checkout/purchase estimator
- Weekly metrics calculator.
- Take a look at the pixel events firing in some of my TikTok ad accounts.
- I show you how to get into your analytics for Ads Manager.
- Learn how to tell if your events are firing properly.

How To Season The Pixel • 6 mins

Determining Your Budget • 23 mins

Calculator For Seasoning The Pixel & Determining Budgets • 32 mins

Analyzing Conversion Events in TikTok Ads Manager • 8 mins

Account Structure & Building In Ads Manager

- My simple but very effective TikTok ads set-up.
- See how I use my Google Sheet calculator to structure my campaigns and how that structure evolves over time.
- Launching your campaigns, ad sets, and ads.
- Setting up the TikTok Pixel
- Tips and tricks on how to best set up your ad sets.
- How many ad sets and ads to have live at one time.
- How to utilize interest stacks + targeting expansion.
- Introduction to lookalike audiences.
- Learn a secret tool I use when switching from add to cart to initiate checkout.
- How long to run your ad sets.
- Should you have all of your spark ads in one place?
- Should you delete ads that have already run?
- How many ads can you have per ad set?
- Are retargeting ads on TikTok effective?
- Can you run TikTok ad campaigns for organic follower growth?
- How I would set up a brand new eCommerce account on TikTok
- Recommendations for: audiences to start with, number or creatives, conversion best practices.
- Should you do campaign budget optimization?
- How to name your ad groups.
- For placements should you choose TikTok, Buzzfeed, Pangle, or all three?
- Is keeping user comments enabled helpful?
- Should you allow users to be able to download your ads?
- What is automated creative optimization?
- Which audiences to target?
- Should you add in recommended interests from Tik Tok?
- How often to check your ad sets?
- Should you add in behavioral targeting?
- What picture and handle to use for your custom identity.
- Single ads vs. collection ads.
- What to put as your ad captions.
- Is broad or narrow targeting the best route to go?
- Should you target users under 25?
- Male or female targeting or both?
- How to create the best lookalike audiences and what that means.
- See how simple it is to create your first lookalike and custom audiences.

Default TikTok Account Structure • 16 mins

The Ideal Account Structure And How It Evolves Over Time • 32 mins

Setting Up The TikTok Pixel • 5 mins

Watch Me Build A New Campaign • 28 mins

The Best Audiences To Target • 2 mins

How To Build Custom & Lookalike Audiences • 4 mins

How To Launch An Ad Campaign To Grow TikTok Followers • 5 mins

How To Moderate TikTok Ad Comments • 4 mins

Optimizing & Scaling

- How to interpret the data in your TikTok ads manager.
- What metrics do I care about? Cost per click? CPA? Click-Through Rate?
- Order of importance of metrics on how to know if your ad is performing well.
- What your TikTok ROAS means.
- What metrics should I expect?
- Deep dive into metrics and which are the best to evaluate how I am reaching my target audience.
- What is a good CPM?
- What is the source of truth for TikTok ad performance?
- Should I use Google Analytics to measure TikTok ad performance?
- Which bidding strategy is the most effective?
- Learn the number one reason why TikTok stops spending your budget.
- Will limitations on the audience selection/bidding help or hinder reaching your daily ad budget?
- Should you go back to add-to-cart optimization?
- How much money does your ad need to spend before you kill it?
- Should you kill an entire ad set?
- Tips and tricks like make your existing ads perform even better
- How to use your old creatives as a basis for new winning ads.

Interpreting Data & Scaling • 43 mins

Lowest Cost vs. Value Optimization • 3 mins

How To Set Up Value Optimization • 3 mins

Should I Use Campaign Budget Optimization? • 2 mins

What To Do If Ad Sets Stop Spending • 3 mins

When To Kill An Ad / Ad Set • 4 mins

Your Have A Winning Ad! What To Do Next? • 3 mins

Attribution & Reporting

- What 3rd party tools do I use to measure TikTok ad performance
- How TikTok measures attribution in their dashboard
- Changes on the horizon to TikTok's attribution
- Post-purchase survey attribution with Enquire
- Server-side tracking attribution
- How to attribute TikTok sales in TripleWhale
- How to do TikTok reporting in TripleWhale
- How to create reports in TikTok Ads Manager

How To Measure TikTok Performance • 13 mins

Post-Purchase Survey Attribution with Enquire • 12 mins

Attribution & Reporting with TripleWhale • 23 mins

Running Reports In TikTok Ads Manager • 3 mins

TikTok Ad Creatives

- All of my tips and tricks for shooting great TikTok ads
- Ad creative do's and don'ts
- High-performing TikTok ad formulas
- Hooks you can test for your TikTok ads
- What tools and software do I use to edit
- How to film TikTok ad UGC
- Launching new creatives in your ad account
- How to do creative testing in TikTok ads manager
- How to select music for your ads and libraries I rely on
- How to get inspired for your TikTok ad creative
- What to put as your ad caption

TikTok Ad Creative Best Practices • 7 mins

How To Film & Edit for TikTok Ads • 38 mins

Ad Creative Hooks You Need To Test • 24 mins

Launching New Creative In Your Ad Account • 2 mins

How To Go About Creative Testing • 5 mins

Selecting Music for TikTok Ads • 3 mins

Learning From The Top Brands on TikTok • 4 mins

Ad Creative Do's and Don'ts • 4 mins

Captions For Your TikTok Ads • 2 mins

Ad Creative Tutorials

- How I edit TikTok ad creatives using the CapCut app
- How I edit TikTok ad creatives using Instagram Reels
- Tips for the models that are staring in the ads
- How to shoot and frame TikTok ads
- Selecting the right environment for filming TikTok ads

TikTok Ad Editing Tutorial In CapCut & Reels • 6 mins

How To Utilize Native TikTok Effects • 2 mins

TikTok Ads Filming Tips: The Framing • 2 mins

TikTok Ads Filming Tips: The Environment • 3 mins

TikTok Ads Filming Tips: The Model • 1 min

Working With TikTok Creators

- My process for selecting TikTok ad creators
- Ranges for what TikTok ad creators charge
- How I search for new creators and what I look for
- 3rd party platforms I use to source creators
- Introduction to #paid and the TikTok Creator Marketplace
- Guide & Brief for working with TikTok creators

Finding Good Creators, Contacting Them, and Pricing • 4 mins

How I Source For Content Creators On #paid • 16 mins

Working with TikTok Creators Guide & Brief • 13.3 MB

Spark Ads

- Introduction to TikTok Spark Ads
- How I use Spark Ads in my ad accounts
- What the benefits are of spark ads
- Running spark ads from the creator account vs the brand account
- Instructions for generating the authorization for spark ads
- How to launch spark ads in your ad account

What Are Spark Ads & How Do I Utilize Them? • 5 mins

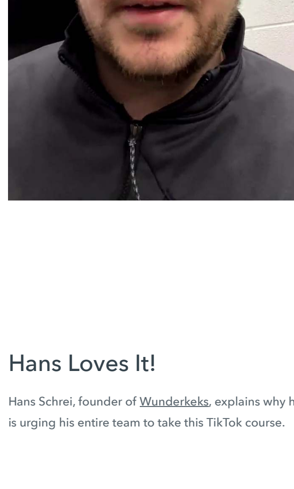
How To Launch Spark Ads In Your Ad Account • 8 mins

You Finished The Course! What's Next?

Next Steps

Michael Loves It!

Michael Sanchez, expert TikTok media buyer and creative strategist and founder of TikTok Marketing Secrets explains why he would only trust Savannah with TikTok marketing.

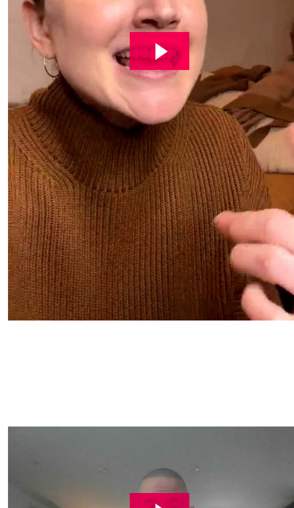


Connor Martin Loves It!

Connor Martin, owner of The Essence Vault. He says that the value from the creative section alone pays for the whole course itself.

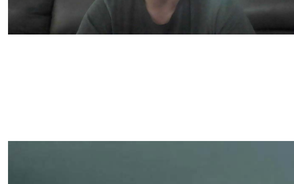
Hans Loves It!

Hans Schrei, founder of Wunderkeks, explains why he is urging his entire team to take this TikTok course.



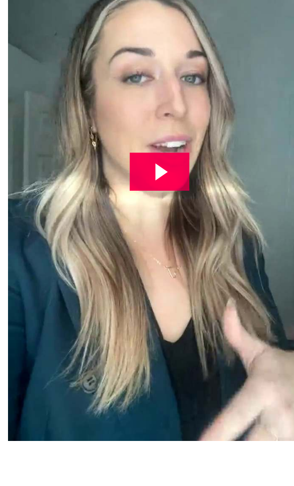
Dara Loves It!

Dara Denney, the Director of Performance Creative at Thesis Agency, talks about why Savannah is her go-to resource for all things TikTok ads!



Ross Loves It!

Ross Greenberg, COO of Muslin Comfort, shares his experience working with Savannah on TikTok ads.



Kristen Loves It!

Kristen Jones, expert content creator and Director of Marketing at Suit Shop shares why Savannah is her go-to source for TikTok ad creative knowledge.

Savannah's TikTok Client Testimonials

Savannah has been amazing at helping us improve our brand's presence on TikTok. From the great communication and video content to executing our ads, we can't thank her enough for the work she

Savannah is the only one I know that has cracked the code on how to drive meaningful sales with TikTok. But don't tell anyone... we want to keep the CPMs low.

Ryan Pamplin, BlendJet

Savannah is in a different class, we have worked with massive agencies and we have always seen missed opportunities, but with Savannah, she helped us find new avenues to advertise on TikTok,

has done!

Kimberly Gordon, Sugar Bear Hair

and really helped us to diversify our advertising spend and helped us future proof our business.

Connor Martin, The Essence Vault