REACH THE FASTEST GROWING NEW AUDIENCE ONLINE AND GROW YOUR BUSINESS WITH TIKTOK ADS

SIGN UP NOW!

SCROLL DOWN

PROOF THAT TIKTOK ADS ARE THE MARKETING OPPORTUNITY OF THE DECADE

FASTEST TO ONE BILLION ACTIVE USERS...

5.1 years | 8.7 years | 7.7 years

AGE 30 & ABOVE	#1 IN SPENDING	MOST ENGAGING
Over 50% of TikTok users are 30 or older. It's not just for teenagers anymore.	Global spend on TikTok for Q1 2020 was the biggest quarter for any app or game ever, despite buy here	Average users spend 25.7 hours per month on TikTok, more than Facebook and Instagram combined

Bloomberg
Technology
TikTok Turns On the Money Machine
TikTok's parent company is on track to triple revenues and double profits this year, according to people familiar with the matter.
By Shelly Banjo
July 31, 2019 5:00 PM EDT
TikTok's parent company is on track to triple revenues and double its profits, according to people familiar with the matter. The company's revenue is on pace to reach $3 billion this year, more than double its 2018 sales, the people said, asking not to be identified because the matter is private.

IF YOU'RE RUNNING ADS, YOU KNOW THIS:

GROWTH HAS STALLED, EVEN FOR THE BEST ADVERTISERS

Even the biggest platforms are seeing declining user growth for the first time in their history. And with paid ads being more crowded than ever, it's now risky to rely on just one paid channel.

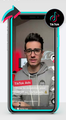
THE TRENDS WE'RE SEEING...

- **LESS TRACKING** – Apple's anti-tracking updates will hit Facebook $10B in 2022 alone.
- **DECREASING ROAS** – Razer this margins as all costs increase and platform performance decreases.
- **AD FATIGUE** – More advertisers targeting your audience means faster ad fatigue.

This isn't saying don't use Facebook ads. We still do. But you have to adapt with the changing ads landscape and find new, highly engaged audiences...

SHORT-FORM MOBILE VIDEOS ARE TAKING OVER SOCIAL MEDIA

With unmatched levels of engagement, a higher average time spent and more people preferring them over any other media, it's time to double down on short-form videos.



- **1,200%** The average videos are around **1,200% more than text and links combined.**
- **86%** Of people say they would like to see **more video from brands.**
- **58%** Of viewers said they **finish watching videos under a minute long.**

INTRODUCING:

HOW TO RUN TIKTOK ADS

"WON'T MAKE ADS, MAKE TIKTOKS"

A step-by-step proven framework to creating TikTok ads that sell. You'll learn how to create valuable, high-converting ads that [illegible] and drive sales.

THIS NEW COURSE WILL HELP YOU...

- **Create winning ads faster:** By using Gerardo's proven framework, perfected from running ads for 8 figures, you'll have everything you need to create winning ads faster.
- **Accurately test and scale:** You'll learn how to set up your ad campaigns correctly, how to easily optimize and scale your highest performing winners.
- **Acquire in-demand skill:** No matter the economy, there's always a need for good media buyers. Master this high-paying skill to work on own business or get hired to help others.
- **Drive more high-quality traffic:** You'll learn how to target TikTok's massive audience by using the platform's powerful ad features. They even have offer personalizing for local businesses.
- **Multiply your brand reach:** You'll learn how to leverage TikTok's viral marketing strategies so you can multiply your reach, increase conversions, and decrease your costs.
- **Enjoy more free time:** With a repeatable sales system in place, you'll have more free time to launch new products, scale your team, or spend more time doing what you love.

WHAT'S WAITING FOR YOU INSIDE

PART 1:

ADS THAT SELL

- **Module 1: Ads Setup** – Understand your business, manager, set up your ad account and get your pixel installed.
- **Module 2: Campaign Level** – Learn how to create campaigns for different objectives and how to schedule your first campaign.
- **Module 3: Ad Group** – Define where your money is spent for your targeting measures and set the right budget.
- **Module 4: Ad Outlines** – Breakthrough of the different ad types, audience options and different asset tools.
- **Module 5: Suggested Setup** – Learn how to create campaigns, ad groups and retargeting for real conversions your first day.
- **Module 6: Campaign Optimization** – Learn how to optimize any campaign based on time, ad spend and conversions.

PART 2:

DEVELOPING CREATIVE

- **Module 1: The Importance of Creative** – Watch TikTok in an ad, create brand awareness and high converting ad elements.
- **Module 2: Winning Ads & Why They Work** – Discover the 7 top elements of winner every winning ad on TikTok and why they work.
- **Module 3: Scripting Your Ads** – Bring your first angle and film your first ad using the most successful frameworks.

PART 3:

ORGANIC CONTENT

- **Module 1: Your Profile** – Set up your analytics and learn how to use spark ads through brand profiles.
- **Module 2: The TikTok Algorithm** – Leverage what the algorithm likes, find the hashtags, towards, and be
- **Module 3: Your Brand On TikTok** – Develop your own brand voice following 3-5 main content pillars.

JUST ONE GOOD AD CAN CHANGE EVERYTHING

1. **Your first TikTok Ad**
   Follow Gerardo's proven framework and confidently create your first ad, no guesswork.
2. **Your first sale from TikTok**
   Get your first sale and start optimizing your winning campaign, more sales are on the way.
3. **Build a community of raving fans**
   You'll gain new followers and build the most valuable asset in business today, a community.
4. **Do more of what you love**
   With your ads dialed in, you can launch new offerings or simply do more of what you love daily.

SIGN UP NOW!

67% Of users say TikTok inspired them to shop even when not intending to do so.

2X The average TikTok campaign ROAS was 2x the median performance benchmark.

8X Average engagement rates for short form videos on TikTok go up to 8x other platforms.

MEET YOUR WORLD RENOWNED INSTRUCTOR

GERARDO PEREZ

FOUNDER OF "MARKETTRAKS" A LEADING TIKTOK DIGITAL AGENCY & TOP TIKTOK MARKETING INFLUENCER

Running a digital agency focused on driving paid results on TikTok, Gerardo has already spent more than $1M on TikTok advertising and ever curious about what's next, he's now helping others to do the same with TikTok ads.

He's been the go to TikTok growth expert behind some of today's fastest growing brands on the platform and now he's showing others how to do it, doors it.

ON LEVEL #1 2 MONTHS	1.1B VIEWS	1M MEDIALS 30 F 5 MONTHS	5M DE EFF.	$0.01 CPC	2M FOLLOWERS 20 2 MONTHS	2.07% ROAS
coaching	skincare	fitness	graphic design	photo app	online tech	acne prevention

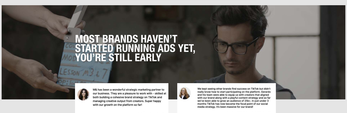
PARTNERED WITH:

GB10 Flare shopify silvi Kaden hey bud

A PROVEN PRACTITIONER, NOT SOME SELF-PROCLAIMED "GURU"

But more importantly not only is Gerardo helping all kinds of different brands grow and sell using TikTok ads, he's also on the cutting edge of TikTok ads using it to grow his own business.

- **11.2M LIKES**
- **100M+ ORGANIC VIEWS**
- **3.2K FOLLOWERS**
- **$250+ TIKTOK AD SPEND**



MOST BRANDS HAVEN'T STARTED RUNNING ADS YET, YOU'RE STILL EARLY

"We have seen wonderful strategic marketing partners in our business. They are a pleasure to work with - skilled and building a cohesive brand strategy on TikTok and Facebook. Gerardo is one of the best in the business and we are grateful on this platform so far."

Kaila Dunker - Vesyldem

"We have seeing online brands find success on TikTok but often find the course does not provide enough support. Gerardo's course does a great job of providing the tools and resources to help you starting with a proven marketing strategy and a TikTok ads account that is ready to go. Gerardo's course is a great value for the price and I would recommend it to anyone looking to start on TikTok."

Quinn Fitzgerald - Founder of Flare

A PERFECT PLATFORM FOR ECOMMERCE BRANDS...

WHERE ENTERTAINMENT MEETS COMMERCE

TikTok Shopping creates an in-app shopping experience that takes social commerce to a whole new level. Join brands like Kylie Cosmetics, OpenSkies, Victoria, and well more products.

27% higher ad recall when collaborated with creators and TikTok gives you a global community of that.

Consumer spending on TikTok increased by 75% in 2021 and many believe it's just getting started.

TikTok's algorithm democratizes content discovery, allowing you to compete with the established brands on the same level.

DON'T WAIT JOIN NOW!

SIGN UP NOW!

Would you consider enrolling in the How to Run TikTok Ads course? *

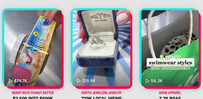
- 1 = No
- 2 = Maybe
- 3 = Yes

1 2 3 4 5

NEXT

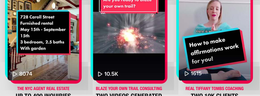
ALL KINDS OF BUSINESSES AND BRANDS ARE CRUSHING IT ON TIKTOK

ECOMMERCE



BEAUTY SUBSCRIPTION BOX	BIRTH JEWELRY GROUP	ADD OPENER
$2,500 INTO $500K	7.79K LOCAL VIEWS	7.78 ROAS
SALES IN ONE MONTH	SPENDING $40-4.25K	WITH A 2.56% CONVERSION RATE

AGENCIES, CONSULTING, SERVICES, AND MORE



THE BEST AGENT REAL ESTATE
UP TO 400 INQUIRIES
PER DAY ON ONE APARTMENT

BLAZE FUNNY RUN TRUE CONVERTING
TWO VIDEOS GENERATED
2 NEW HIGH-PAYING CLIENT

REAL SPYMAN TRIMMER COACHING
TWO 10K CLIENTS
IN FIRST 4 MONTHS

LEARN FROM PRACTITIONERS, NOT GURUS

Found+ instructors are world-renowned entrepreneurs and practitioners of their craft, never gurus. They're industry-an- who've actually built the exact business they're teaching about.

AN MESSEL
Serial Entrepreneur, expert in productivity

OLI GARDNER
Co-founder of Unbounce, the landing page expert

STUART MCKENNA
Founder of Dream.u, the fuel generation expert

MITCHELL HARPER
Co-founder of the $100M Lists, a top-converting email marketing

CHASE DIMOND
Founder of Dimond Labs, a top-converting email marketing

TRUSTED BY

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FOUNDR COURSES GET RESULTS

Foundr graduates have consistently achieved real results they never thought possible. Ready to join them?

$12,800 IN A DAY
REBEL

INCREASED ROAS BY 15X
TYLER

GREW FOLLOWING TO NEARLY 200K
ZOFIA

WENT FROM 300 TO 10K FOLLOWERS
EVIANNA

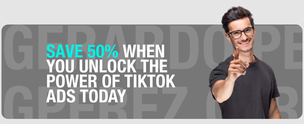
WENT FROM MAKING $60,000 TO $120,000
ALICIA

$1,000,000 IN JUST 6 MONTHS
ALISAR

ON TRACK TO DO $1,000,000
BRANNON

INCREASED ROAS BY 3-5%
MARIEL

BOOSTED EMAIL REVENUE BY 55%
CONNOR



SAVE 50% WHEN YOU UNLOCK THE POWER OF TIKTOK ADS TODAY

EVERYTHING YOU'LL GET:

- Full access to How To Run TikTok Ads
- Save $1,000 with a special launch discount
- 12 easy-to-follow training modules
- 87 in-depth video lessons
- 7 exclusive bonuses
- 24/7 Foundr customer support

or get tiktok ads free by joining foundr+ today

Foundr+ is your all-access pass membership to cutting-edge entrepreneurial education - no matter where you are on your entrepreneurial journey.

- **world-renowned instructors**
- **proven frameworks**
- **like-minded community**

HOW TO RUN TIKTOK ADS

Over 85 different videos covering **everything you need to create TikTok ads that sell**

~~US$1997~~
US$997

SINGUP NOW

Or 3 payments of $332

HOW TO RUN TIKTOK ADS (FREE) with foundr+ membership

33+ courses, access to all **new Foundr courses, and a like-minded community of 20k entrepreneurs to help you grow any business**

US$1,499

JOIN THE PROGRAM

ONLY 8 SPOTS!

BONUSES INCLUDED IN THE COURSE

1 CREATE ORGANIC CONTENT
Genardo shows you how to create authentic content that the TikTok community loves, while combining your organic and paid strategies to grow your brand even faster.

2 ANATOMY OF VIRAL VIDEO
While no one can predict what video will go viral, Genardo breaks down the hidden elements found in all of them, so you increase your chances as much as possible.

3 CREATOR REACH OUT SCRIPTS
Genardo's fill-in-the-blank creator reach out scripts help you to more quickly both find and land the best brand partnerships.

4 VIRAL SOUNDS LIBRARY
You'll get access to Genardo's own detailed database of trending sounds that can help your ads convert better, get more views, and potentially go viral.

5 HIGH-PERFORMING TIKTOK EFFECTS
You'll get Genardo's library of highest-performing TikTok effects that not only add engaging visual cues to your videos, but also boost viewership and conversions.

6 AD CREATIVE SOP
To save time and get your from ad up and running, you'll also receive all the creative shortcuts Genardo uses to consistently produce high-converting ads in all kinds of niches.

7 THE CREATOR MARKETPLACE
You'll learn how to find creators, which ones are best for your brand, what price they should be charging and more in this additional training.

THIS SPECIAL 50% OFFER IS ONLY AVAILABLE FOR A LIMITED TIME

UNLEASH THE POWER OF TIKTOK ADS BY JOINING TODAY AND PAY $1,000 LESS THAN IF YOU WANTED.

How to Run TikTok Ads by foundr

SIGN UP NOW!

FREQUENTLY ASKED QUESTIONS

How to Run TikTok Ads

What kind of businesses can use TikTok ads?
While one-one-billion active users, there's a target audience for just about any business you can think of: From physical products like ecommerce brands, to service-based businesses like digital agencies and everything in between.

- Can I do local marketing with TikTok Ads?
- Will this help grow an ecommerce business?
- Can I target TikTok users on Facebook, Instagram & Youtube?
- How can we track sales accurately with TikTok Ads?
- Can I sell digital products with TikTok Ads?
- Do I need to be a creator?
- Do people actually buy on TikTok?
- Will this help me go viral?
- I've seen other TikTok courses, what makes yours different?
- Does TikTok integrate with my Shopify store?

Pricing & Payment

- How soon can I start once I have access to the course?
- What if I need extra support beyond the course?
- Are there any bonuses included?

Found+ Membership

- What is Found+?
- I'll also receive access to all future Found+ courses?
- If I cancel, do I lose access to other Found+ courses I purchased before my membership?

TAKE ADVANTAGE OF THE MARKETING OPPORTUNITY OF THE DECADE

All kinds of brands are growing faster on TikTok right now than anything else we've seen in more than a decade. Now it's your turn.

92% Of users say they like, follow, share, buy or take some kind of action after watching a TikTok.

10X On average retargeting ads CTR perform 10x better than a regular display ad.

#1 Q1 2022 global consumer spend on TikTok was the biggest quarter for any app in game ever.

READY TO START DRIVING SALES WITH TIKTOK ADS?

SIGN UP NOW!

FOUNDR. LEARN FROM SOME OF THE GREATEST ENTREPRENEURS OF OUR GENERATION.

foundr

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