

TikTok Ads — Workbook

This workbook turns the course into a launch. You will plan a real campaign structure, install and verify tracking, script hooks in bulk, brief native creative, set up audiences and bidding, and build a scaling and TikTok Shop plan. Work one section per module and finish with a tracked, ready-to-run TikTok campaign and a written plan to scale the winners.

The TikTok Ads Manager Foundation

Lock the account setup and campaign hierarchy before any spend, so every decision lives in the right place.

Worksheet: Objective and Hierarchy Plan

Plan one campaign on paper before you build it. Decide the objective from the real outcome you need, not from whichever metric looks cheapest, and map the three levels.

Business goal in one sentence (e.g. sell the starter kit at a profit)

Campaign objective chosen (Sales / Leads / Traffic / Reach / Video Views)

Why this objective matches the goal (one line)

Budget location (Campaign Budget Optimization or ad-group budgets) and why

Ad groups planned (audience + placement for each)

Ads planned per ad group (creative concept for each)

Exercise: Account Setup, Done Right the First Time

Set up or audit your TikTok Ads Manager account through Business Center. The country, currency, and time zone cannot be changed later, so confirm them deliberately.

- Is the ad account created inside a Business Center you own or admin, so the pixel and catalog are shared assets?

- Are country, currency, and time zone correct for how you report your business day? Note each value chosen.

- Is the payment method set, and did you choose manual or automatic payment for the control you want?

- Are teammates or your agency invited with scoped roles rather than a shared login? List who has what role.

Worksheet: Naming Convention Sheet

Write your naming scheme once and apply it everywhere so a results table is readable at a glance. Fill the pattern, then a real example for the campaign you are building.

Campaign name pattern (e.g. Objective_Offer)

Ad group name pattern (e.g. Audience_Placement)

Ad name pattern (e.g. Concept-hook_version)

Real campaign name for this build

Real ad group names for this build

Real ad names for this build

Checklist: Foundation Ready Gate

- Ad account created inside Business Center
- Country, currency, and time zone confirmed and recorded
- Payment method added and manual/automatic choice made
- Business/identity verification completed so review is not throttled
- Campaign objective matches the real business outcome
- Naming convention written and applied to campaign, ad groups, and ads

Tracking, Targeting, and the Pixel

Make conversions measurable and build the audiences that retarget warm users and find new buyers.

Exercise: Install and Verify the Pixel and Events API

Install the TikTok Pixel (and the Events API for resilience), then prove it works by walking your own funnel. Do not trust numbers you have not verified.

- Which install method did you use (partner integration, manual code, or Google Tag Manager) and why?

- Walk the full funnel yourself: view a product, add to cart, begin checkout, complete a test order. Did each fire?

- Using the TikTok Pixel Helper and Events Manager, confirm each standard event (ViewContent, AddToCart, InitiateCheckout, CompletePayment) appears with the correct name.

- Do purchase events carry the correct value and currency, and are pixel + Events API deduplicating instead of double-counting?

Worksheet: Audience Build Plan

Plan the Custom and Lookalike Audiences you will create. Feed your best signal into the lookalike source, and decide your exclusions so acquisition budget is not wasted on existing customers.

Custom Audience 1: source + recency window (e.g. add-to-cart, 14 days)

Custom Audience 2: source + recency window (e.g. purchasers, 180 days)

Lookalike source audience (your highest-value signal, e.g. purchasers)

Lookalike breadth to start with (narrow/high-similarity or broad)

Exclusion audience(s) (e.g. existing customers excluded from acquisition)

Cold targeting plan (broad age/location with few or no interests?)

Worksheet: Placement, Schedule, and Safety Plan

Decide where and when ads run and how safe the surroundings must be, balancing control against starving delivery. Fill for the ad group you are launching.

Placement choice (Automatic, or manual TikTok-only) and reason

Schedule (continuous or start/end date) and any dayparting hours

Account time zone the schedule follows

Brand-safety / inventory-suitability level chosen and the scale trade-off accepted

Comments on or off, and who moderates them

Frequency concern on warm audiences (yes/no) and how you will watch it

Checklist: Tracking and Targeting Gate

- Base pixel fires on the site, verified with the Pixel Helper
- Key standard events fire with correct names
- Purchase events carry value and currency
- Events API enabled and deduplicating with the pixel
- Lookalike source uses the highest-value signal available and is above the minimum size
- Existing customers excluded from acquisition ad groups
- Targeting left broad enough for the algorithm to find buyers (not over-stacked)

Creative That Works: Formats and the Hook

Produce native creative at volume: pick the right format, win the first two seconds, and clear ad review.

Exercise: Feed Teardown: Make TikToks, Not Ads

Open the For You feed and watch until you hit 8 to 10 sponsored videos (look for the Sponsored label and a call-to-action button). Judge each on how native it feels and how fast it hooks.

- Which ones felt like organic TikToks and which felt like commercials, and what gave each away?
 - Time the hook: did it land its message or open a curiosity gap within the first two seconds?
 - Was it a standard In-Feed ad or a Spark Ad (real handle, organic likes/comments)? Note which.
 - Pick the two strongest and write the single hook technique each used that you could borrow.
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Exercise: Twelve Hooks for One Concept

For your offer, write 12 opening hooks (the first one to two seconds, spoken or on-screen), spread across the course patterns: direct callout, bold/surprising claim, visual pattern interrupt, show-the-payoff-first, and relatable problem. Then shortlist three to film and test.

- Write at least two hooks for each of the five patterns (10 minimum, push to 12).
- Make each hook specific: name the viewer, the problem, or a concrete result rather than a vague benefit.
- Mark the three you will test first and one line on why each earned its place.
- For your top hook, note the trending sound or voiceover line that carries it for sound-on viewers.

Worksheet: UGC / Creator Creative Brief

Write a brief that produces usable, native video. Fill one brief per creative concept you will commission or film yourself.

One core message and the single action the viewer should take

Three to five scripted hook options to open with

Format requirements (vertical 9:16, filmed for sound-on, product in real use)

Must-include proof points and any accuracy-sensitive claims

Off-limits list (no competitor logos, watermarks, other-platform branding, unsupported superlatives)

Spark Ad or standard In-Feed (and if Spark, whose handle / authorization code)

Checklist: Creative and Ad-Review Gate

- Video is vertical 9:16 at high resolution (1080x1920)
- Hook lands in the first two seconds, on both sound-on and (via captions) sound-off
- Audio included; captions/on-screen text present
- Text and key elements kept out of the interface safe zones (caption, profile, buttons)
- No misleading claims, before-and-after health/weight imagery, or sensitive personal-attribute targeting
- Footage is clean (no competitor logos or heavy watermarks) and the landing page matches the ad
- At least three hook variants prepared for the same concept to feed testing

Bidding, Scaling, and TikTok Shop

Turn a live campaign into a profitable, growing one, then connect TikTok Shop for in-app sales.

Worksheet: Optimization and Bid Plan

Decide what TikTok optimises toward and how it bids, then commit to protecting the learning phase. Fill for the ad group you are launching.

Optimization (billing) event chosen (e.g. Complete Payment, Lead, Click)

Why it matches the real outcome (one line)

Bid strategy to launch with (Lowest Cost / Cost Cap / Bid Cap / value-based)

Target cost per result or ROAS you would accept

Daily budget sized to reach the event threshold within the first several days

Learning-phase rule: changes you will NOT make until learning completes

Exercise: Metric Diagnosis Drill

Once results come in (or using sample numbers your instructor provides), diagnose the funnel before acting. Localise the problem instead of rewriting the whole ad.

- Do you have enough data to judge (not a verdict on three conversions)? State the conversion count.
 - Record cost per result / ROAS, CTR, CPC, conversion rate, hook rate, and frequency.
 - If hook rate is weak, the fix is the first two seconds; if clicks are strong but conversions weak, the fix is the page or offer. Which applies here?
 - Decide: scale, hold, fix creative, fix the page, or cut, and write the one reason.
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Worksheet: Scaling Plan

Plan how you will grow a winner without shocking the learning phase. Remember that on TikTok creative usually fatigues before the audience saturates.

Vertical step: budget increase size and how often (e.g. +20-30% every few days)

Horizontal step: new audiences to duplicate the winner into (broader lookalike, new interest, new geo)

Creative pipeline: how many fresh hooks/videos per week to fight fatigue

Consolidation: when proven audiences move under Campaign Budget Optimization

Saturation signal you will watch (rising cost as spend grows) and your response

Stop-loss rule: cost per result or ROAS threshold at which you pause

Checklist: TikTok Shop Launch Gate

- TikTok Shop seller account opened and verified in a supported region
- Catalog added or synced (each product has images, price, and stock)
- Shop and catalog linked to Business Center and the ad account
- Payment and fulfilment set so in-app orders can be paid and shipped
- A shoppable format chosen to test (Video Shopping, Product Shopping, LIVE Shopping, or Spark Ad with product links)
- Video Shopping Ads optimised toward in-app purchases, with ROAS read natively
- Affiliate/creator partnership considered as an added reach layer

Your Action Plan

1. Write the campaign objective from your real business goal and map the three-level hierarchy on paper.
2. Set up the ad account inside Business Center with correct country, currency, and time zone, and apply your naming convention.
3. Install the TikTok Pixel plus Events API and verify every key event by walking your own funnel.
4. Build Custom Audiences and a Lookalike from your highest-value source, and exclude existing customers from acquisition.
5. Choose Automatic placement and a broad cold audience to start, leaving the algorithm room to find buyers.
6. Write 12 hooks across the five patterns, shortlist three, and brief native UGC or Spark Ad creative for each.
7. Run the creative and ad-review gate so the set is vertical, sound-ready, safe-zone-clean, and policy-compliant.
8. Launch on Lowest Cost with a budget sized to exit the learning phase, then leave it alone through learning.
9. Diagnose results by the funnel, then scale winners vertically and horizontally in measured steps while feeding fresh creative.
10. Connect TikTok Shop, run Video Shopping Ads toward in-app purchases, and read ROAS natively.

