TIKTOK ADS

CAMPAIGN STRATEGY APPROVAL



PRESENTED TO

ACCOUNT NAME

Date: 09-18-2024

YOUR TIKTOK ADS TEAM

01

CAMPAIGN STRATEGIST

The Campaign Strategist designs your ad strategy, aligning it with your business objectives for a comprehensive advertising approach.

INCLUDES

- ✓ Identifying the target audience
- ✓ Selecting appropriate campaign objectives
- ✓ Outlining strategies that will be deployed to ensure campaign success.

02

CAMPAIGN SPECIALIST

The Campaign Specialist collaborates with the strategist to align the campaign with your overall goals.

INCLUDES

- ✓ Setting up Ad Sets
- ✓ Defining target audiences
- ✓ Implementing ad Creatives

03

QUALITY ASSURANCE

The Quality Assurance (QA) team meticulously examines all campaign modifications to ensure they meet our premium quality standards.

INCLUDES

- ✓ Rigorously reviews every aspect of the campaign buildout
- ✓ Ensures strategies match and complies with TIKTOK policies
- ✓ Ensures a smooth campaign launch

04

OPTIMIZATION SPECIALIST

The Optimization Specialists fine-tune live campaigns to maximize efficiency and achieve objectives.

INCLUDES

- ✓ Monitor the campaign's performance
- ✓ Audience targeting refinement
- ✓ Budget adjustments
- ✓ Creative testing
- ✓ Makes adjustments to improve efficiency

OUR IMPLEMENTATION PROCESS

STEP 01

STRATEGY REVIEW & APPROVAL

Our Campaign Strategist designs a strategy tailored to your needs, awaiting your review and feedback.

STEP 02

CAMPAIGN CREATION & QUALITY ASSURANCE

Upon your approval, our Campaign Specialist will construct the campaign.

Our Quality Assurance Team will then meticulously review the setup to ensure it meets our high standards.

STEP 03

CAMPAIGN LAUNCH & POST-LAUNCH CHECK

Our Optimization Specialist will conduct a post-launch checkpoint to confirm if the campaign is performing optimally.

Afterwhich, weekly reports will be sent to you with the details of campaign performance.

UPON YOUR APPROVAL OF THE STRATEGY, THE TEAM WILL BUILD AND LAUNCH THE CAMPAIGN IMMEDIATELY.

CAMPAIGN STRATEGY PHASES

We will focus on reaching people who demonstrate certain behaviors that indicate they might be interested in our offerings.

PHASE
01

Once we've accumulated leads and established a warm audience, we'll launch Remarketing Ads. These are targeted people who've already engaged with your brand or visited your site, aiming to re-engage them for further lead generation.

PHASE
02

USER JOURNEY (EXAMPLE)



USER JOURNEY

TARGETING PROFILE

ON THE BASIS OF

- Interest
- Parental status
- Behavior
- Gender specific
- Demographic
- Job titles
- Income
- Customer data

ENGAGE WITH ADS

LANDING PAGE

LEAD FORM

COOKIE POOL (INFORMATION) COLLECTED

PAGE VIEW DROPPED OFF AUDIENCE

(if eCommerce)

ADD TO CART

INITIATE CHECKOUT

REMARKETING ON TIKTOK

YOUR CAMPAIGN STRATEGY



CAMPAIGN OBJECTIVE

Lead Generation: Collect leads for the business via an enticing offer.



BUDGET

The total budget allocated for this campaign is $500 per month.



AD PLACEMENTS

The Ads will be placed on TikTok News Feed, Instagram Stories, and TikTok Marketplace.



LOCATIONS

Ads will be primarily shown to individuals residing in Ohio.



AD FORMATS

The campaign will primarily use Single Image Ads and Video Ads based on objectives and target audience.



LANDING PAGE

Users will be directed to:

www.example.com



DEMOGRAPHICS

Age Range: 25+
Gender: Male & Female



REPORTING

You will receive weekly reports detailing the performance of the ad campaign.

TARGET AUDIENCE

AUDIENCE	DETAILS
AUDIENCE 1	We will target individuals in the **Industrial Cleaning Services** industry, with a focus on **Decision Makers, Managers, and C-level Executives**.
AUDIENCE 2	We will target individuals who are **Facility** and **Property Managers** responsible for maintaining the cleanliness and operations of **commercial, industrial, and large-scale facilities**.
AUDIENCE 3	We will target E**nvironmental Health & Safety (EHS) Managers** and **Sustainability Officers** in the **Industrial Cleaning Services** sector.

YOUR AD PREVIEW LINKS

AD NO.	PREVIEW LINK
Ad 1	preview link 1
Ad 2	preview link 2
Ad 3	preview link 3
Ad 4	preview link 4
Ad 5	preview link 5

WHAT'S NEXT? 👇

To move forward, please **approve** the proposed keywords and strategy.

Upon your confirmation, we will begin the build to align with your expectations and our strategic goals, and promptly launch the campaign once complete.

✔ APPROVE ✖ DECLINE

HOW TO REQUEST CHANGES

Post-launch, you can request changes to the campaign by contacting your account manager, who will work with the optimization specialist for implementation.

HOW REPORTING WORKS

You will receive your first weekly performance report seven business days after launch.

OUR POLICIES

Our TikTok Ads are crafted to comply with TikTok strict policies and community standards, reducing disapproval risks and enhancing audience experience.

The TikTok Ads Specialist is not liable for losses due to unimplemented recommendations, and any adjustments you make do not affect this accountability waiver.