

TikTok for Business

# TikTok Creative Made Simple

For Small & Medium Businesses

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Best practices and tools to make your  
ads a smash hit.



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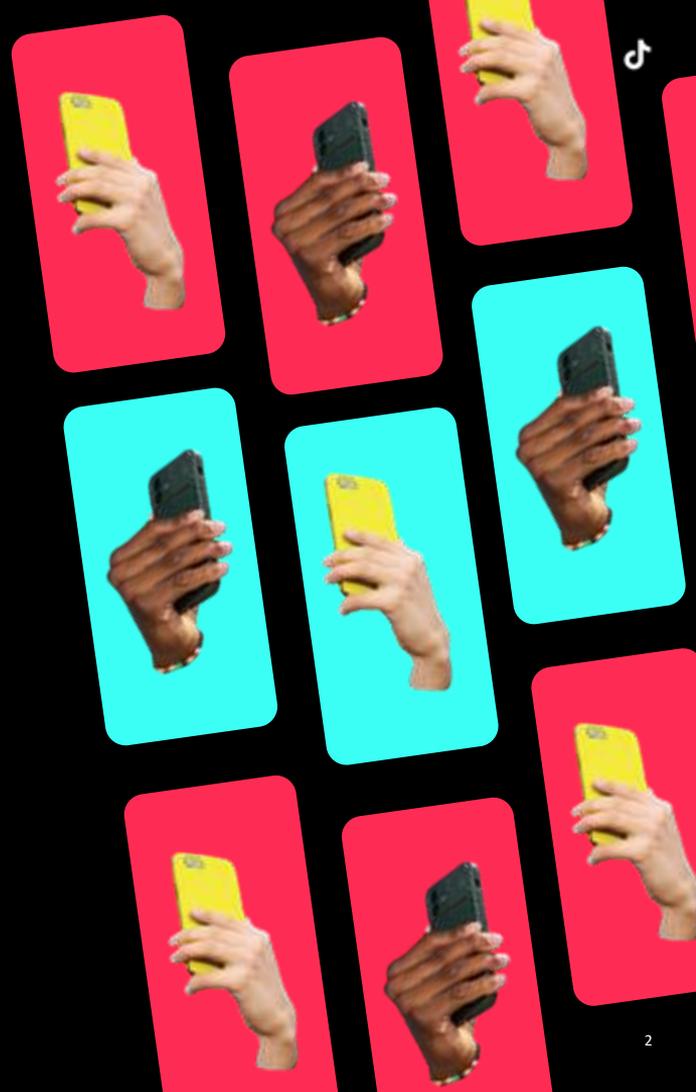
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# Intro to Creative



# On TikTok, you don't need big budgets or big production to tell big stories

TikTok isn't a curated highlight reel, it's based in joyful creativity and honest storytelling.

Creative is single handedly the most important mover when it comes to increasing performance and driving conversions on TikTok.

To connect with your audience on TikTok, it's important to tell your brand story in a way that feels authentic and true to the platform.



And audiences take note:

# 73%

**of TikTok users** say they feel a deeper connection to the brands they interact with on TikTok vs. the other sites and apps they use.

Source: TikTok Marketing Science Global Creators Drive Commerce Study 2022 conducted by Material

# TikTok has all the tools you need from *first idea* to *final frame*.

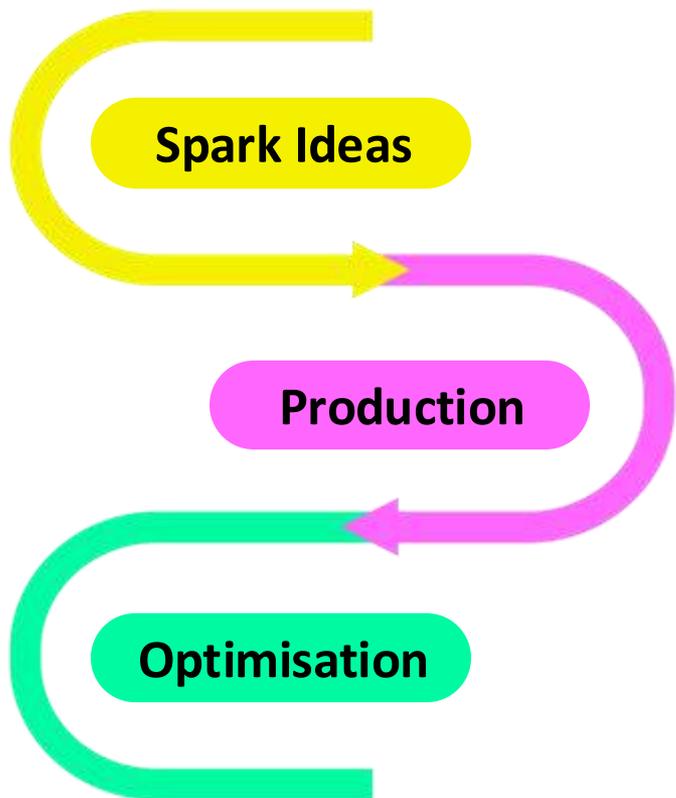
Ready to level up your content game?  
This guide is your behind-the-scenes pass to creating  
scroll-stopping videos that convert. We'll show you  
all the tools and tricks to make TikTok magic happen  
across all your creative campaigns.



Spark Ideas

Production

Optimisation



# Your TikTok creative roadmap: 3 steps to content that clicks ✨

## Sparks Ideas



Turn inspiration into attention-grabbing creative with our suite of idea-generating tools and pro tips.

1

## Production



Shoot, edit, and polish your videos into ad-ready assets that feel native to the FYP (For You Page).

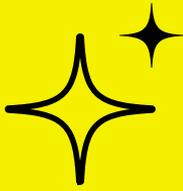
2

## Optimisation



Fine-tune your ads for maximum impact and tackle potential speed bumps before they happen.

3



# Spark Ideas



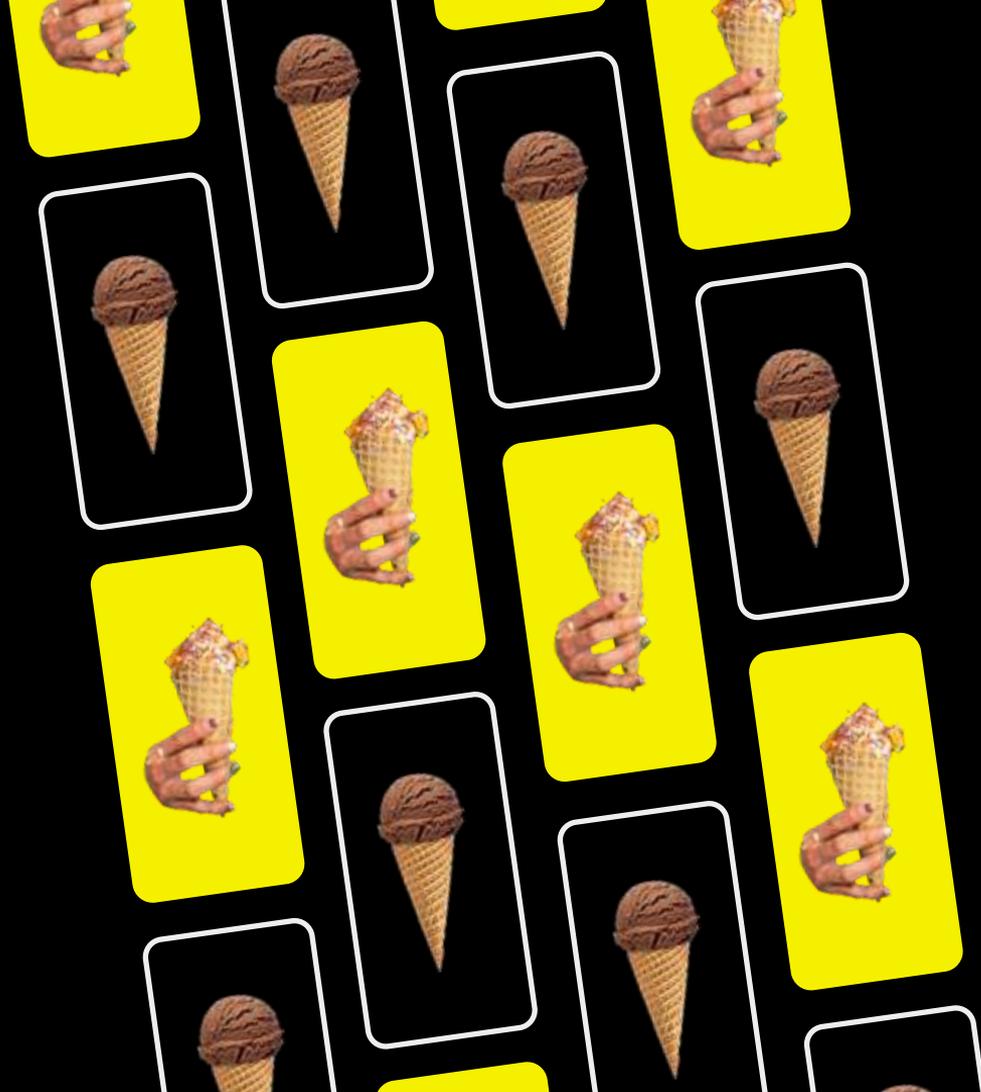
# The ideas stage is where creativity begins



This is where your scroll-stopping content begins to take shape.

Unlike other platforms, the TikTok audience craves real, raw, and relatable moments - not picture-perfect polish. So bring your ideas, your personality, and everything that makes you unique.

On TikTok, different hits different!



# Step up your ideas

## Know your crowd:

Meet your audience where they are. Deep dive into what makes them hit the like button and share content so you can create videos targeted to them.

## Let your personality shine:

Whether you're the class clown or smart cookie, embrace it! Your unique brand voice is your superpower on TikTok.

## Ride the trend wave:

Spot what's hot – then make it yours. Jump on trending sounds, challenges, and formats, making sure you add your brand's spin.

## Show off what you've got:

Make your products and services the main character. Think tutorials with a twist, behind-the-scenes peeks, and off-the-cuff demos.

## Squad up for ideas:

The best TikTok concepts often come from those group-thinking sessions, so get together and let your creativity run wild.

**attention!**



**Keep it real to keep them watching.**

TikTok loves authenticity, so don't be afraid to test, tweak, and find your own unique groove.



HOT TIP

## Think Sound-On

TikTok without sound is like a party without music. When you're cooking up content ideas, audio isn't just an add-on – it's your secret weapon!



## Some ways to use sound on TikTok:



### MUSIC

Use music to set your video's vibe and pace.

- Drop into TikTok's [Commercial Music Library](#) in-app or on desktop to explore thousands of royalty-free, ad-ready tracks.
- Get inspired by songs trending on TikTok and filter by music approved for business use.



### VOICEOVER

Tell your story organically through voiceover.

- Use in tutorials, behind-the-scenes content, reviews, commentary, or product spotlights.
- Keep it snappy and natural-sounding.

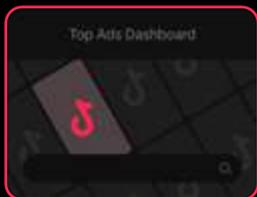
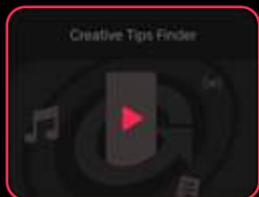
# Unlock your creative superpower with TikTok Creative Center

[Get Access](#)



Be the most creative marketer in the room with Creative Center – your ultimate destination for the latest TikTok trend data, music, and creative insights.

Get expert tips at your fingertips, deepen your TikTok expertise, and kickstart your creative content planning (while impressing everyone in the room)!



**Looking for inspiration?** Check out:

- **Top Ads Dashboard**  
Where winning ads come to show off
- **Top Ads Spotlight**  
Creative success stories that'll get you thinking
- **Keyword Insights**  
See which keywords are having a moment
- **Creative Strategies**  
Insights for content that converts
- **Creative Tips Finder**  
Tips to level up your creative game

**Want to see the hottest Trends on TikTok right now?**

Head to the **Trends** section for the latest on trending hashtags, songs, Creators, and videos.

**Want to find the best music for your ads?**

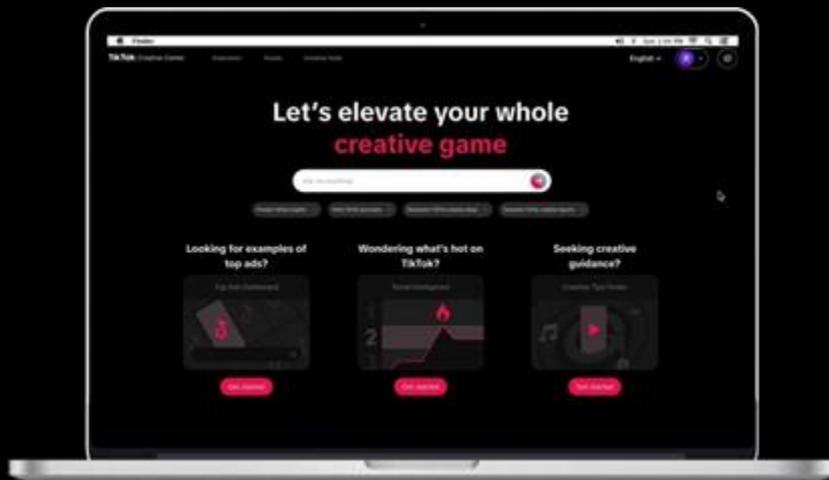
Explore **Commercial Music Library** your ticket to virality. Featuring chart-topping hits free for your business to use.

**Want to explore popular products?** Check out **Top Products** to see what's making waves in TikTok ads and spark ideas for your next creative.

# Meet Symphony Assistant, your AI creative companion.

Creative block? Never heard of it. Let Symphony Assistant do the heavy lifting and supercharge your creative process with smart, data-led ideas.

Click. Sit back and take all the glory.



## Let Symphony Assistant help with:

### Summarizing

Get the TL;DR on top ads, trends, hashtags, songs, and more

### Extracting

Spot winning patterns and insights in seconds

### Creating

Whip up attention-grabbing scripts, hooks, and captions

### Brainstorming

Turn “what if” ideas into “wow” concepts

### Advising

Get smart solutions when you need them



HOT TIP

# Your Symphony Assistant Cheat Sheet

Ready to make Symphony work harder for you? Try these power prompts to kick things into high gear:

[Get Access](#)



## New to TikTok? Start here

**Prompt:** "I am new to creating ads on TikTok. What are some best practices I need to know before starting?"

## Research like a pro

**Prompt:** "Show me some top-performing [industry] ads in [market]."

## Get the script right

**Prompt:** "Write a TikTok ad script for my [industry] brand named [name], targeting [market] and [target audience]. Highlight these benefits in the script – [benefits]."

## Level up your ideas

**Prompt:** "Come up with ad ideas for my business named [name], promoting [topic]."

## Extract the gold

**Prompt:** [On Creative Center] "Summarize this page."

**Prompt:** "Tell me why the ad on this page performs well."

## Get an expert take

**Prompt:** "Recommend creative solutions I can use to create this [video idea]."

**Prompt:** "Show me what's trending on TikTok."

# Create Structures That Sell

Showing up on TikTok isn't about playing it safe – it's about finding your authentic voice and letting it shine.

# 79%

**of users** agree that TikTok is a place for brands to flex their personality and express themselves.

\*Source: TikTok Marketing Science Global Community and SelfExpression Study, 2021, conducted by Flamingo.

Narrative Flow

While authenticity is key, many of the top ads on TikTok follow this tried-and-tested structure to capture users' attention and drive engagement:

## The Hook

The first 3-6 seconds are crucial: captivate your audience with a powerful, on-message hook to pique their curiosity.

## Unique Selling Points

Now's your moment to showcase what makes you special. Tell your story and highlight your benefits in a way that clicks with your customer to build trust.

## Call-to-action

Seal the deal with a clear CTA that turns interest into action. Use text, voiceover, and graphics to guide your viewer's next move.

# The Hook: **The first 3-6 seconds are critical.**

TikTok is a fast-paced platform, and users scroll through content quickly. A hook is one way to grab users' attention and keep them engaged. Here are a few ideas to kick-start your ideation:



**Highlight the popularity of a product.**

**For example:**

Everyone on TikTok is talking about this [product]

The [product] that sold out 3x is back in stock



**Provide tips and hacks for a specific problem.**

**For example:**

I have the perfect solution for anyone who has [problem]...

I know I am not alone when I say [problem] is such a struggle

My [problem scenario] must-haves...



**Highlight price and/or promotional info.**

**For example:**

We never do this: All [product/service] are X percent off this weekend only

This [product/service] costs just \$X



**Call out the target audience.**

**For example:**

Calling all sustainable fashion lovers! You need to try this [product/service]

Are you a homeowner? This [product/service] is for you



**List out your key selling points.**

**For example:**

Calling all sustainable fashion lovers! You need to try this [product/service]

Are you a homeowner? This [product/service] is for you



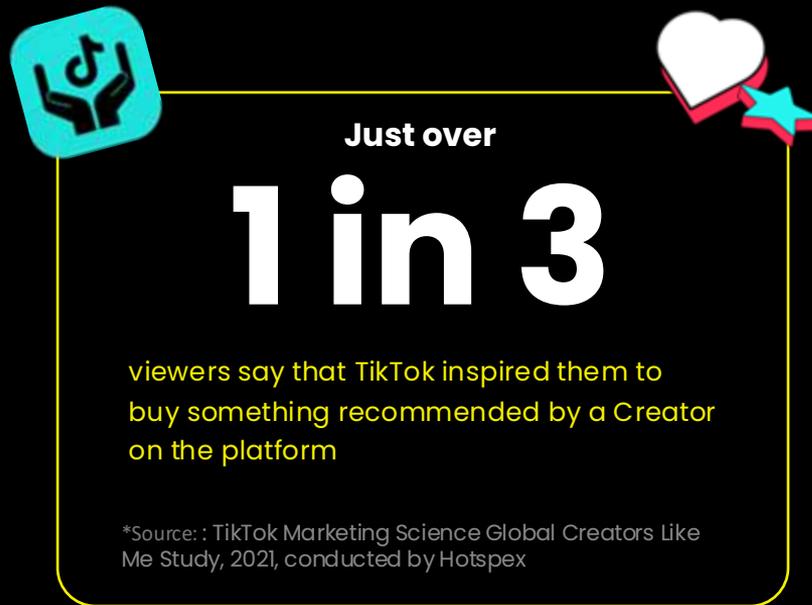
**HOT TIP**

**Struggling with an awesome, attention-grabbing hook? Try the Script Generator to write you a hook that engages your audience**

# Your Unique Selling Point

This is your moment to Show and/or speak to the top 3-5 benefits of your product. You can frame these as:

- The solutions to a common problem.
- Personal anecdotes in a testimonial  
Show why it's popular.
- Give the reasons your product/service is a bestseller.



**Camera shy?** Creators are your cheat code to success.

Hire creators to talk about your products to bring your USPs to life in an authentic and creative way. Check out the Creator Marketplace to start your creator journey.

# Call-To-Action:

Remember: Every hook needs a payoff. Follow your hook with key selling points and close out with a strong call-to-action (CTA).

Including a CTA is key because it prompts the viewer to take a specific action, such as visiting a website, following a brand on TikTok, or making a purchase. Here are some examples to get you started:



**Swipe to try it out yourself!**

**You have to check this out for yourself!**

**Click below to order!**

**Try this and never have to buy [product] again!**

**Click the link below to learn more !**

**Buy from [retailer]. Link in bio.**

**Buy from [this link] for a discount.**

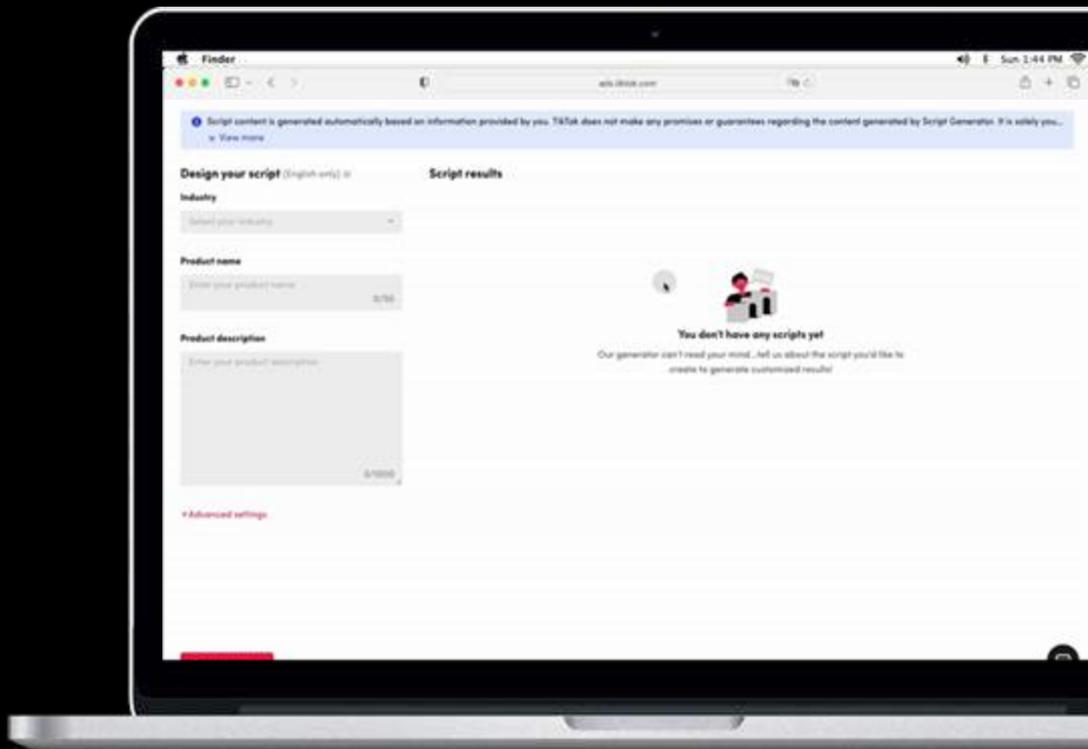
# Become a TikTok storyteller with **Script Generator**

When you're short on time, just drop in a few details and let Script Generator turn your brand basics into compelling scripts. Magic.

## PERFECT FOR:

- Sparking fresh TikTok creative concepts
- Structuring scripts in a TikTok-native style
- Getting pro tips for voice, text and visuals that pop

[Get Access](#)



# Brands that get **trends**, get results

Trends are the lifeblood of the platform and tapping into them is a surefire way for your business to relate to audiences and drive brand love. To stay ahead of the curve, you need to immerse yourself in the places where trends are born and evolve.

The closer you are to the pulse of the platform, the stronger your creative impact will be.



## Creative Center

Start with the TikTok Creative Center, your go-to hub for real-time insights into what's resonating globally or within specific markets.



[Click here](#)

## Symphony Assistant

Discover top-performing trends with the help of our AI-powered Symphony Assistant on the TikTok Creative Center.

[Click here](#)

## Spending time on app

Scroll, engage, and explore daily to spot emerging trends and understand how creators and communities are making them their own. The closer you are to the pulse of the platform, the stronger your creative impact will be.

[Click here](#)

# How Fei Er Cottage used trends to triple revenue

This unassuming eatery began posting a series of unexpected, humorous, trend-led videos that have resonated with the TikTok community all over the world.

Fei Er Cottage has shown, brands can [lead the way with creative editing](#) and achieve real-world effects.

To create content that differed from the food-focused videos typical for restaurants, Fei Er Cottage decided to highlight the unique features of the restaurant's dishes with humour and unexpected edits.



“Our restaurant's footfall is soaring every day, with revenue tripling in less than two months. We are so busy that we've run out of dishes and bowls.”



Paul Qiu  
Owner, Fei Er Cottage

Click to play





# Production



# Lights, camera, action: it's Production time



This is where your ideas transform into impactful content.

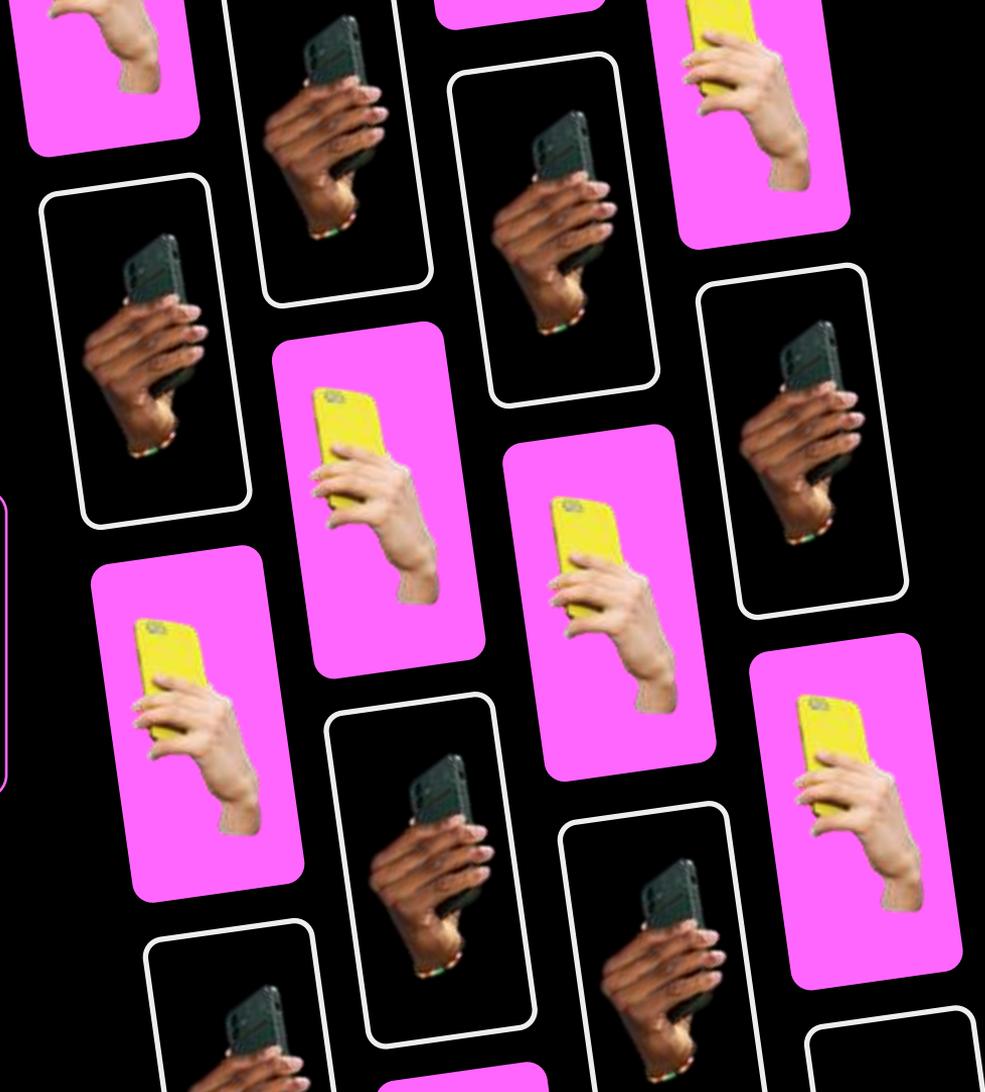
Here's the good news:

# 78%

of users agree that it's ok for brands to try different ways to create content.\*

So, while there's no one right way to produce great video content for TikTok, here are some proven paths to get you rolling.

\*Source: TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo.



# Keep it simple and authentic

Create content that hits with our core production tips:

TikTok supports ads up to 60 seconds but research shows that shorter ads, typically **around 9 to 15 seconds, tend to perform better on the platform.**

**Lean into lo-fi video.** You don't need fancy cameras – smartphones are perfect for capturing TikTok content, as long as the quality is 720P+.

Format matters: stick to full-screen **9:16 vertical aspect ratio** for maximum impact.

**Sound-on** is non-negotiable – it's part of the TikTok magic.

## Be Camera Ready 🎬



**Plan and prepare:** lock down your script, props, location, and timing before you start rolling.

**Gear check:** have all your essential equipment and props ready to go.

**Mix it up:** Capture a variety of different angles to give you options when editing, use good lighting, and prioritize getting crystal-clear audio.

**Got a photo or video shoot coming up?** Don't forget to capture behind-the-scenes footage – it's perfect for editing into additional content.



HOT TIP

# Nail the TikTok Vibe

Make your content feel right at home on the FYP.



**Keep it human:** Put real faces – like creators, employees, and customers – front and center

**Show, don't tell:** Let your product's benefits shine through real-life action and experiences

**Smooth transitions:** Connect your clips with creative cuts that wow

**Text that talks:** Make your messages pop with text overlays that make your content engaging and accessible

**Stick(er) the landing:** Highlight important information with eye-catching stickers or graphics

# Editing? It's easy with

# CapCut

[Get Access](#)

Say goodbye to complicated editing software and hello to your new secret weapon for content that converts. Whether you're just getting started or more advanced, CapCut makes you look good.



## Edit like an pro, no experience needed

Transform your camera roll into TikTok-ready content in minutes. Import, trim, and perfect your clips with zero stress. Add those trending transitions and effects that make your content stand out, plus tap into AI magic like text-to-speech and auto-captions that save you hours of work.

## TikTok-native elements without the legal headache

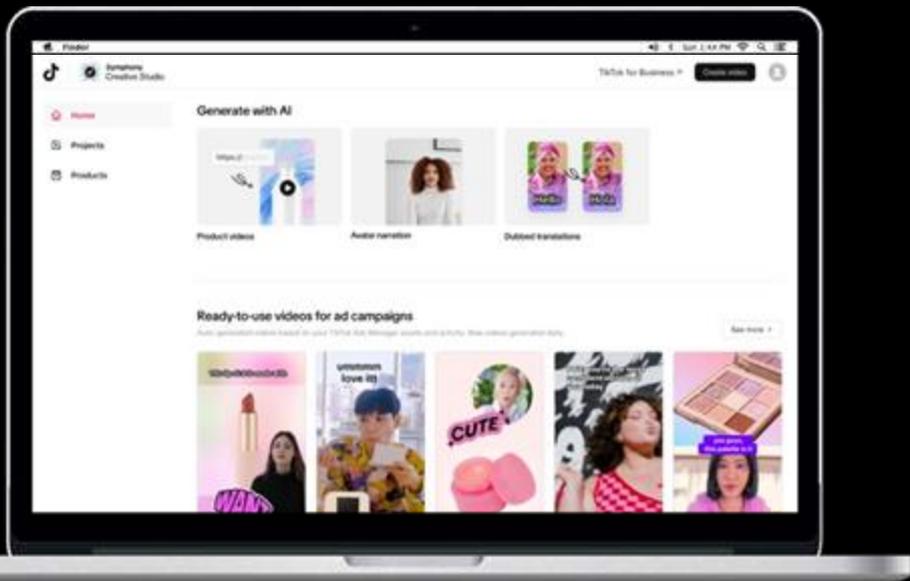
No more hunting for licensed assets or worrying about copyright! Access thousands of cleared-for-use music tracks, fonts, and stickers that make your content feel native to TikTok. If you have a legal team, they will thank you...

## Smart features that make your job easier

Let AI handle the tedious stuff while you focus on strategy. Auto-adjust ratios, generate captions, add voiceovers, and even turn keywords into scripts. Create a week's worth of content in one afternoon (without hiring an editing team!)

# Work smarter and faster with Symphony Creative Studio

Forget complex production processes – Symphony Creative Studio is an AI-powered video generator that turns your ideas into scroll-stopping content while you make your coffee.



## Symphony Creative Studio can:

Experience the latest in video creation technology and elevate your marketing efforts today!

Create high-quality TikTok content – no budget needed.

Make you look like a pro from day one

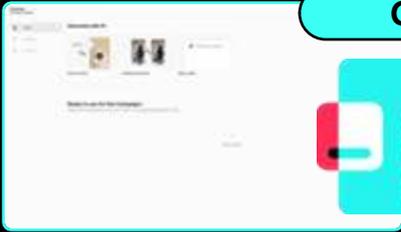
Take your content global without the headache



# From idea to awesome in 4 steps with **Symphony Creative Studio**

1

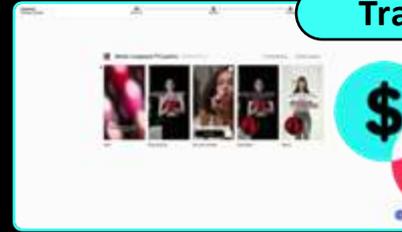
## Generate & remix



Turn hours of production time into minutes with simple uploads.

2

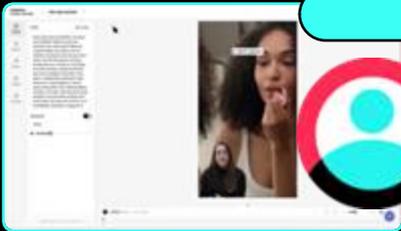
## Translate & Dub videos



Go viral around the world – translate and dub your best content for any market in just a few clicks.

3

## Avatar videos



Bring content to life with AI Avatars of real people. Personalise through various gestures, expressions, nationalities, ages, and languages.

4

## Video editor



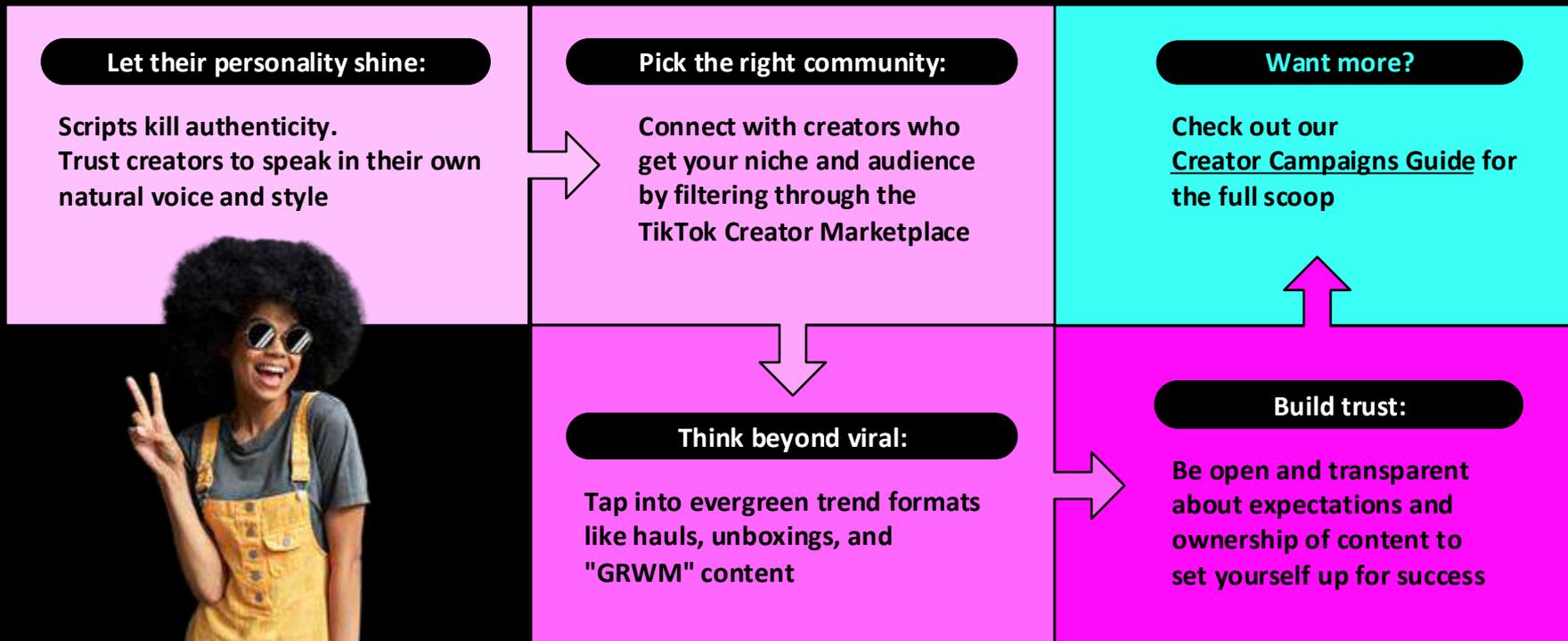
Create high-production value with no experience necessary.

[Learn more](#)

# Unlock creator magic

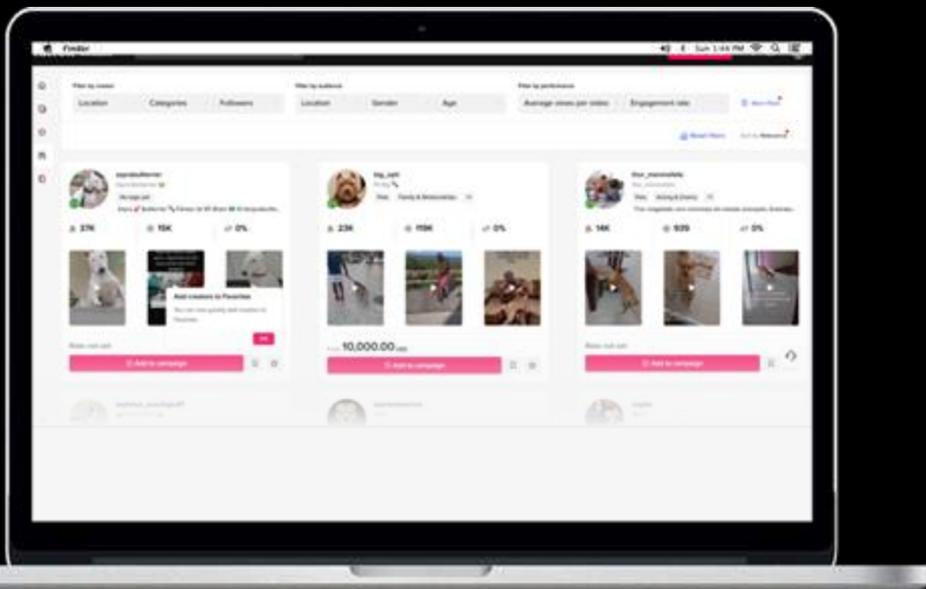


TikTok creators are experts in making content that connects and converts. By partnering with them, you can tap into their creative magic and make sure your ads feel right at home on the platform.



# Find your perfect match on TikTok Creator Marketplace

Get access



Unlock the power of authentic storytelling with TikTok Creator Marketplace - your gateway to a vibrant community of 800K+ creators. Effortlessly find creators that understand your vision for on-brand collaborations no matter your budget.

## Find your dream team

by using Keywords search to discover creators who get your vibe

## Connect and collaborate

by reaching out directly to creators who catch your eye

## Track insights that matter

like reach, audience data, deeper view, and engagement

## Manage everything in one place,

from invoices to payouts and more

# Meet TikTok

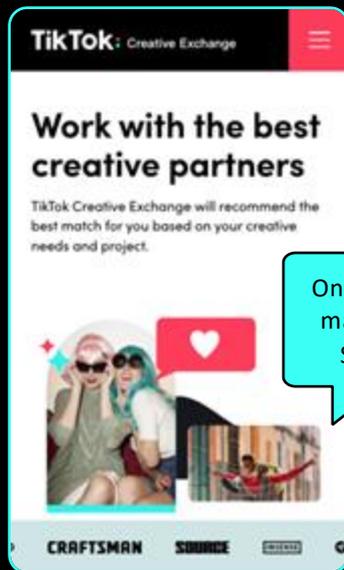
## Creative Exchange

Your shortcut to quality content at scale

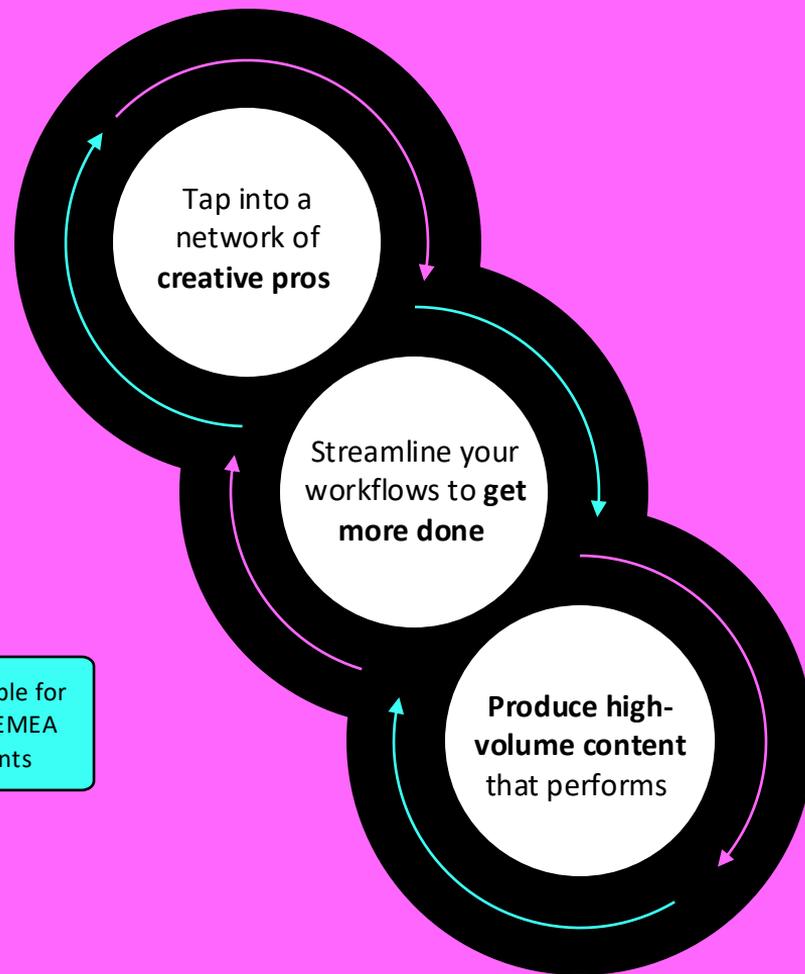
[Get access](#)

### Need engaging content at scale?

TikTok Creative Exchange connects you with trusted creative agency partners who live and breathe TikTok. No more production bottlenecks or quality concerns, just fast, scalable video production specifically designed for the FYP.



Only available for managed EMEA SMB clients



# Recap: 6 steps to content that converts on TikTok.



## Go Native

Make content that feels right at home on the For You Page.



## Hook 'em

Structure your story to grab attention and drive action.



## Make It Pop

Use transitions and effects that grab attention.



## Sound Matters

Start with the beat, then build your story. Audio drives engagement.



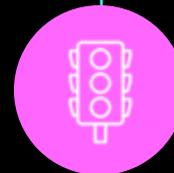
## Ride the Wave

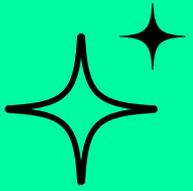
Put your brand spin on trends to reach new audiences.



## Own the Space

Fill the space with your story but keep those UI zones clear.





# Optimisation

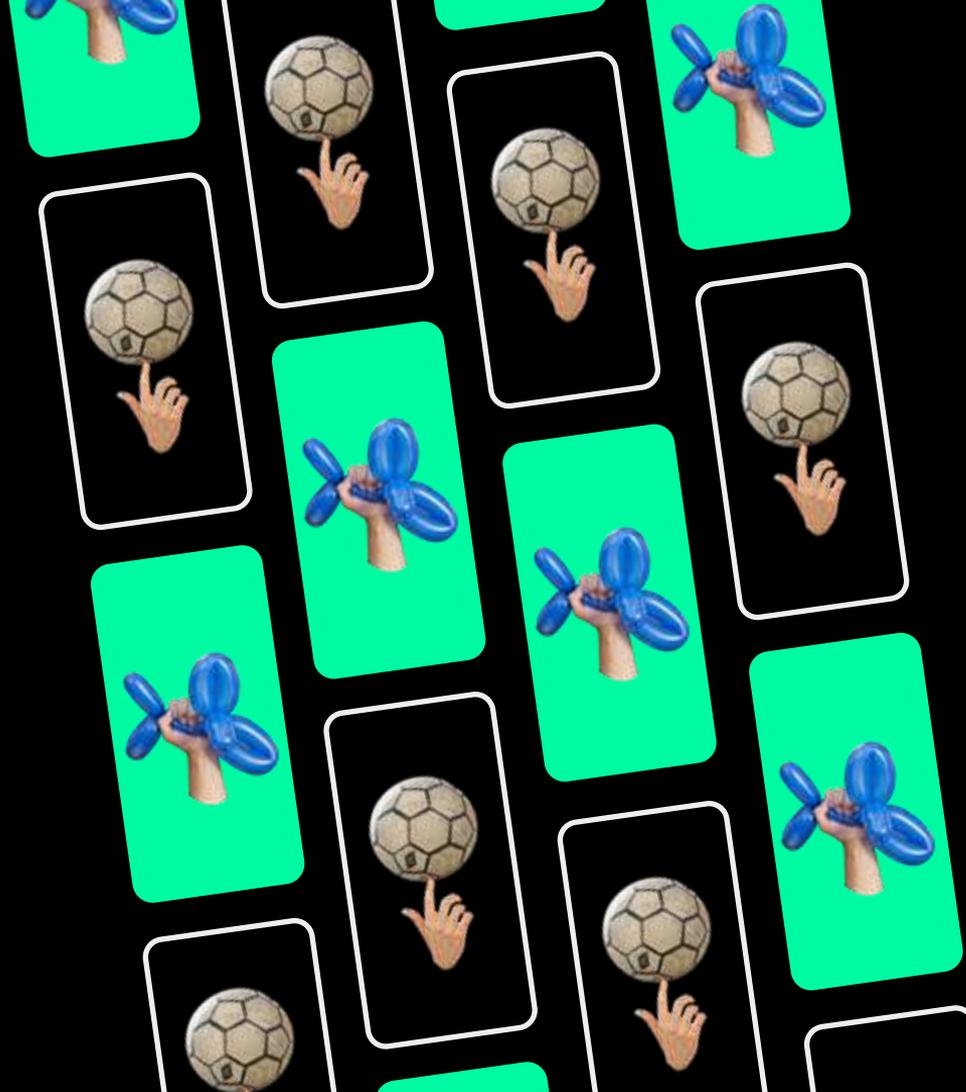
# Optimisation: Make good content work even harder

Don't just post and pray –  
optimize your way to success.

Our smart tools help you keep content fresh  
and performing at its peak, so you can say  
goodbye to **creative fatigue\*** before it hits.

## \* Creative Fatigue

When an audience has seen  
the same ad too many times  
and engagement dips.





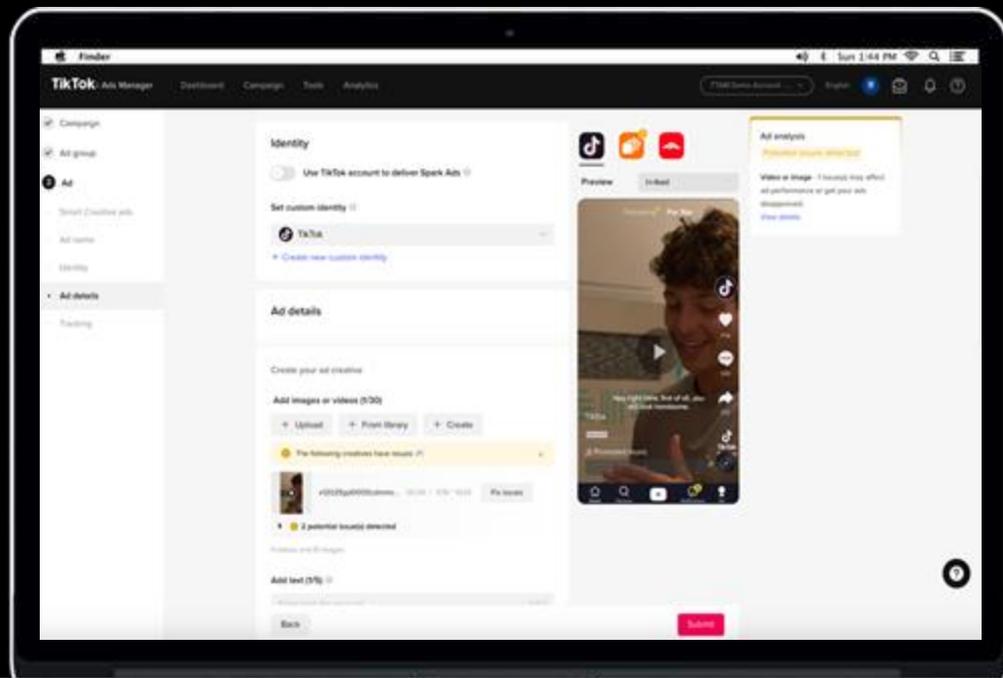
# Smart Fix

## Auto-fixes. Fewer rejections.

Built into the ad creation flow on TikTok Ads Manager, Smart Fix automatically analyzes ads during ad creation to diagnose potential ad review issues and provide fixes with the click of a button. Features include:

- 1 Ad analysis and notification**  
The system analyzes your ad and sends you a notification when it detects potential ad review issues.
- 2 One-click fix or manual edit**  
You can resolve detected issues with a single click or be directed to TikTok Video Editor for a more hands-on editing process.

**How to Access:** TikTok Ads Manager  
(turned on by default)





# Beat creative fatigue with **Smart Creative**

Smart Creative is a TikTok creative solution that automatically optimizes when ads are getting stale. It spotlights your top performers, prioritizes them in delivery, and optimizes budget allocation to keep your campaigns fresh and effective.

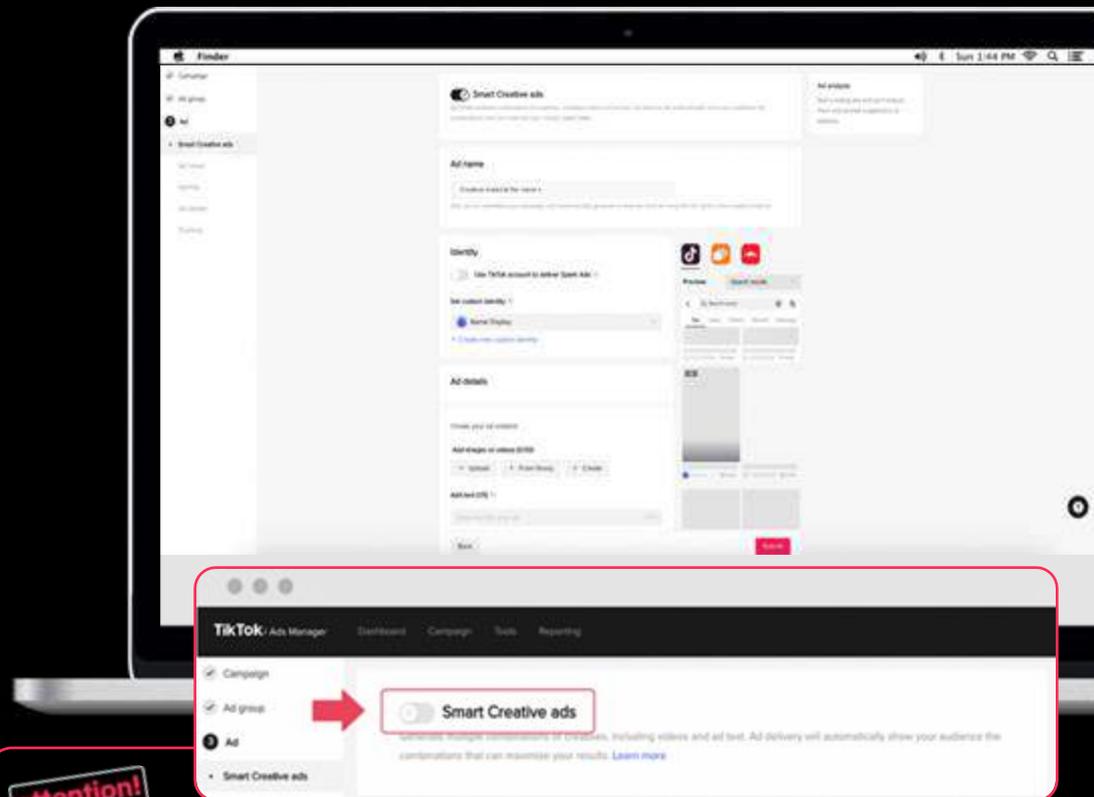
## MAKE IT WORK FOR YOU

Supports App, Web Conversion and Lead Ad campaigns

Add 5+ creatives to unlock the magic (pro tip: more variety = better optimization)

MEGA SALES

VIDEO SHOPPING ADS

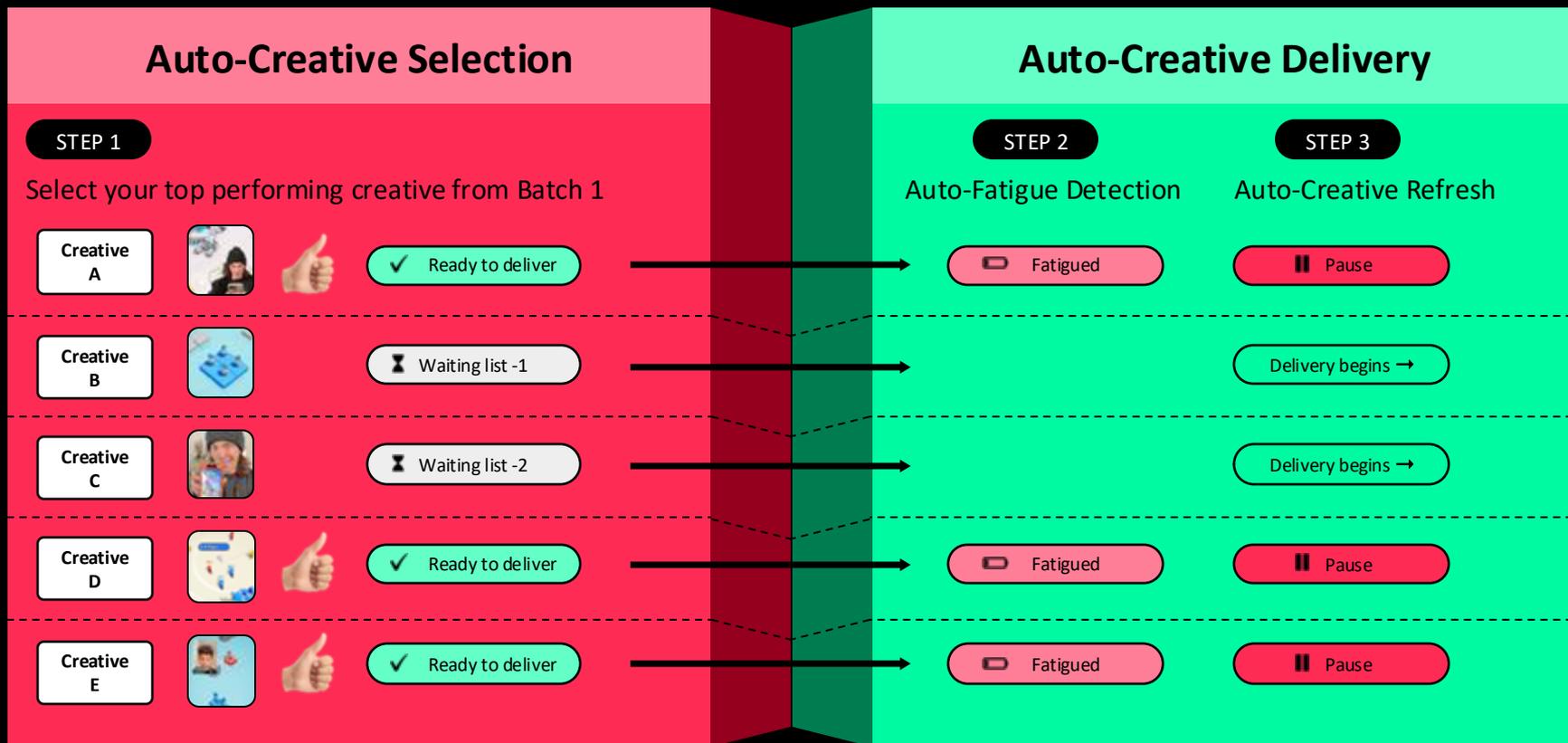


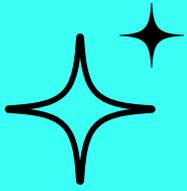
attention!



*If you have 5+ creatives, Smart Creative can help uplift ad performance by up to 9%*

# The Smart Creative break down





# Summary



# Your SMB Creative Cheat Sheet

## Spark Ideas

Turn ideas into inspiring creative.  
Hunt for winning ideas and structure content that grabs attention from the first frame.

Start with a sound that hooks by browsing the **Commercial Music Library**

Visit **Creative Center** for a shortcut to latest trend data, music, and creative insights

Get inspired by **Symphony Assistant** – the strategy assistant in your pocket

Save time with **Script Generator** and write TikTok scripts in seconds

## Production

Create scroll-stopping content your way – DIY, team up with creators, or let AI do the heavy lifting.  
Find what works for your brand.

Follow TikTok's **Production Best Practices** to skip the learning curve

No experience? Edit your videos like a pro with **CapCut**

Use **Symphony Creative Studio** to get from concept to FYP-ready in record time

Make every collar count with **Creator Best Practices**

Find your perfect creator match on **TikTok Creator Marketplace**

Use **TikTok Creative Exchange** to scale your content without scaling your team (Managed clients only in NA, EUI, METAP, CN-OB ONLY)

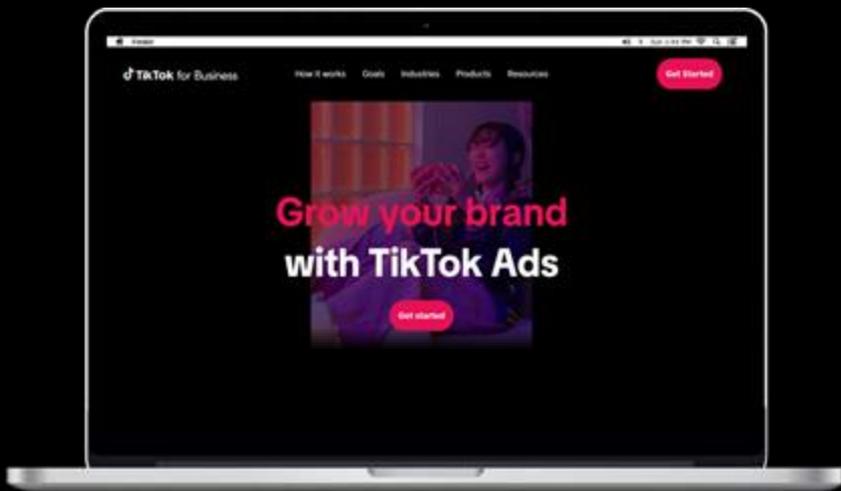
## Optimisation

Combat creative fatigue and proactively address any potential issues with your ads.

Fix your ads before they launch with **Smart Fix**

Enable **Smart Creative** to keep your content fresh 24/7 - avoid creative fatigue

# Haven't started advertising with TikTok yet?



 **TikTok** for Business

# Thanks

