

Social Diva Ads

TIKTOK MARKETING



STEP-BY-STEP
TIKTOK SET-UP TO SUCCESS
CHECKLIST

COMPLETE GUIDE FOR BEGINNERS

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DEAR DIVA,

You're standing at the edge of something incredible. With the right tools and determination, your TikTok Shop journey can become the driving force behind your business growth. Remember, success is built step by step, and every small victory brings you closer to scaling heights you once only dreamed of.

This workbook is your guide to prepare for our exclusive 2-day workshop happening this September 26-27. It's crucial that you mark your calendars now, as we have only 500 limited spots available.

Remember, **your vision is the key**. Trust the process, stay consistent, and watch as your brand inspires, engages, and transforms on TikTok.

You've got this!

LOTS OF LOVE,

Marielle Tiano

MY TIKTOK BRAND VISION BOARD

Date: _____

My dream for the year ahead for my brand is...

1 My number one goal this year is: _____

I need to take these steps to reach it:

1 _____
2 _____
3 _____
4 _____

2 How do I visualize my brand 5 years from now? _____

I need to take these steps to reach it:

1 _____
2 _____
3 _____
4 _____

I _____ PROMISE TO COMMIT INTO MAKING THESE GOALS COME TRUE:

SIGN HERE

TIKTOK SHOP SET-UP CHECKLIST

01

Download the tiktok app and create an account

02

Go to Tiktok Seller Center and create an account using your Tiktok Account or Gmail

03

Ensure you meet the TikTok Shop eligibility criteria (business verification, product categories).

04

Link a valid business bank account to receive payments.

05

Set up your TikTok Shop by adding product listings with descriptions, images, and pricing.

06

Integrate with inventory management systems if necessary.

Questions to Ask:

1. What unique selling points (USPs) of my products will I highlight on TikTok Shop?

2. Is my branding consistent across TikTok Shop and other online platforms?

3. Have I optimized my product descriptions for searchability and engagement?

OPTIMIZING YOUR TIKTOK SHOP PROFILE

01

Use a professional and memorable username that aligns with your brand.

02

Upload a high-quality logo or brand image as your profile picture.

03

] Write a compelling bio that includes a call-to-action (CTA) and a brief description of your brand.

04

Add a link to your TikTok Shop or website

Questions to Ask:

1. Does my profile clearly convey my brand's personality and offerings?

2. Are my CTA and bio driving visitors to my TikTok Shop?

3. Is my profile engaging enough to convert visitors into customers?

CONTENT STRATEGY FOR TIKTOK ADS CHECKLIST:

01

Create **video content** that aligns with your product offerings (tutorials, unboxings, product highlights)

02

Post regularly to build an audience, leveraging **TikTok trends and challenges.**

03

Encourage **user-generated content (UGC)** by running contests or hashtag challenges

04

Use **TikTok Ads Manager** to create in-feed ads, TopView ads, and branded hashtag challenges.

Questions to Ask:

1. Which TikTok trends can I leverage to make my products more visible?

2. Is my content entertaining, educational, or inspirational enough to resonate with my target audience?

3. How can I encourage customers to create UGC for my brand?

RUNNING TIKTOK ADS CHECKLIST

01

Go to ads.tiktok.com & set up a TikTok Ads Manager account and connect it to your Tiktok Seller Center

02

Make sure that your Business Manager and Ad account name is the same name in your Business Permit

03

Verify your Business Manager by uploading your Business Permit (optional but recommended)

04

If your products needs FDA certification make sure to upload the documents as well or else you can't run ads

05

Make sure to connect your card for Billing

06

Make sure you have at least 1k followers before you run ads

07

Make sure your Tiktok Shop landing page has testimonials

08

Identify what campaign objective you will use:
For Tiktok Shop (Shop purchases is recommended)

RUNNING TIKTOK ADS CHECKLIST

Questions to Ask:

1. What is my main goal for running ads? (awareness/purchases/video views?)

2. Which ad format aligns best with my goals (e.g., brand awareness, sales conversion)?

3. Who is my target audience, and what are their shopping behaviors on TikTok?

4. How can I differentiate my ads from competitors?

TRACKING AND MEASURING PERFORMANCE

01

Monitor key performance indicators (KPIs) such as conversions Cost Per Purchase, and ROAS (return on ad spend) depending on your campaign objective.

02

Use **TikTok Analytics** to track follower growth, engagement, and sales conversions.

03

A/B test different ads to see which creative performs best.

04

Adjust your ad strategy based on the insights from your performance data.

Questions to Ask:

1. Which ad creatives are driving the highest engagement and sales?

2. Are my KPIs aligned with my business goals?

3. How can I improve the ROAS of my campaigns?

SUCCESS CHECKLIST

Here's a final checklist to ensure you've covered all the steps to maximize your success on TikTok Shop:

01 My TikTok Shop is fully set up, and I've added all my products

02 I have a clear and effective content strategy for organic posts and ad

03 I've identified and defined my target audience

04 My TikTok ads are live, and I am tracking performance regularly

05 I have a process for testing and improving my ads and product listings.

06 I am leveraging TikTok trends, challenges, and UGC to engage my audience

07 I am not solely relying on influencers and we create content with the face of our brand/ reliable content creator seller in our tiktok account

QUESTIONS FOR CONTINUOUS GROWTH

1. How can I continuously innovate my product offerings?

Look at trends and emerging consumer demands to stay ahead of the competition.

2. Are there opportunities to collaborate with TikTok influencers?

- Partnering with influencers can exponentially increase your reach, especially when promoting specific products.

3. How can I optimize my ad budget for better ROI?

- Regularly evaluate which campaigns provide the highest return on investment and adjust your spending accordingly.

4. What feedback am I receiving from customers, and how can I improve?

- Customer feedback on TikTok can offer direct insights into areas where your product or service needs improvement.

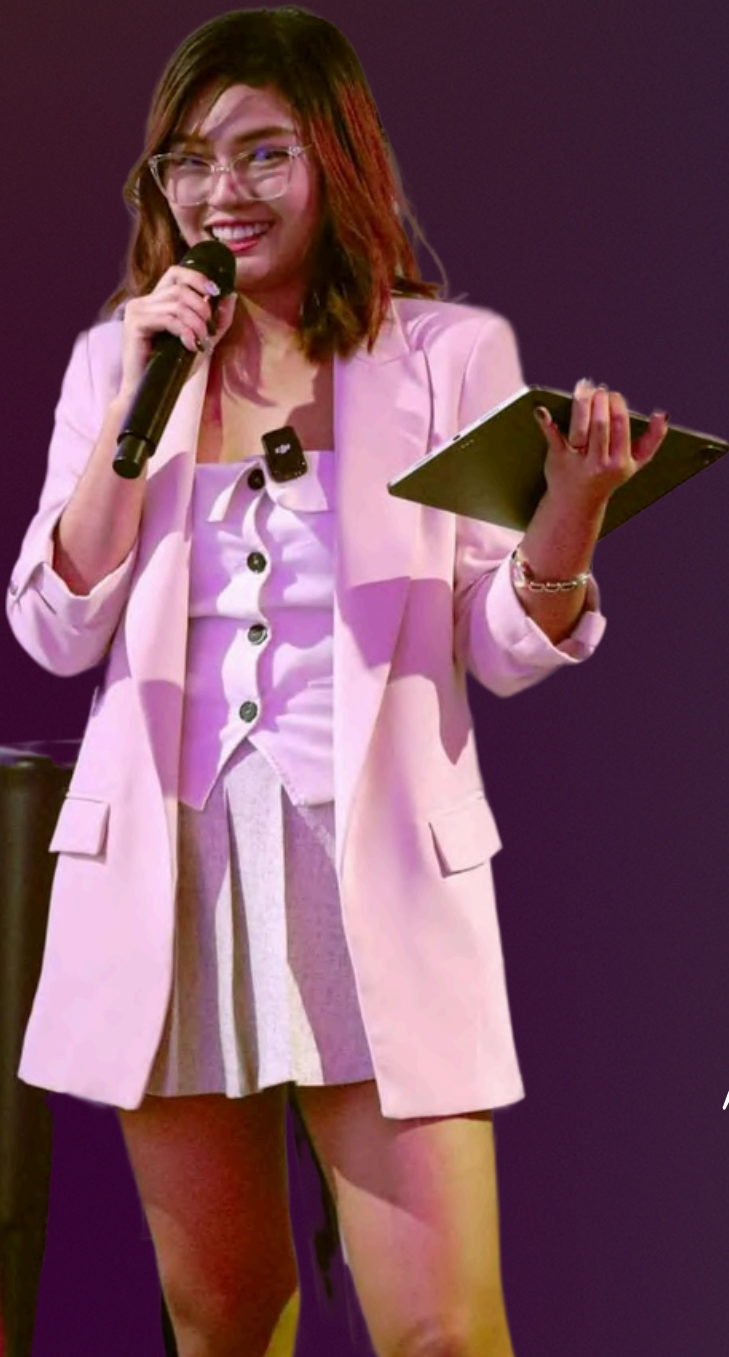
Social **Diva** Ads

FREE 2-Day Masterclass!

How to Win Big in 2025's **Evolving Market** with **TikTok Ads**

and **Scale Your Business Up to 7-8 Figures** with NO FEAR

📅 September 26 -27, 2024 🕒 8pm-9:30pm



Can't wait to see you at our workshop - **don't forget to block off September 26-27 in your calendar.**

We won't have a free recording, so you'll definitely want to be there live. Only 500 spots up for grabs, so make sure you're in.

I'm thrilled about **what's coming your way.** This is gonna be awesome!

Marielle Tiano