



TikTok Ads Masterclass: Strategies & Frameworks From \$1M Ad Spend

Kris Sugatan



Who Is Kris Sugatan?

- Founder & CEO of Sugatan



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- ◉ ~ 200 viral, multi-million dollar Facebook, Instagram & TikTok ads to date for micro D2C brands



Who Is Kris Sugatan?

- ◉ Founder & CEO of Sugatan
- ◉ ~ 200 viral, multi-million dollar Facebook, Instagram & TikTok ads to date
- ◉ Our methodology for growth hacking micro DTC businesses doing ~ \$30K – \$300K/mo. revenue to \$1MM/mo. in less than 18 months



What To Expect

- ◉ What's the big deal with TikTok?
- ◉ Why invest time and \$\$ in it?
- ◉ TikTok ads strategy
- ◉ Viral TikTok ads
- ◉ The Sugatan way
- ◉ Case study
- ◉ Media buying strategy
- ◉ The TikTok algorithm
- ◉ Final thoughts



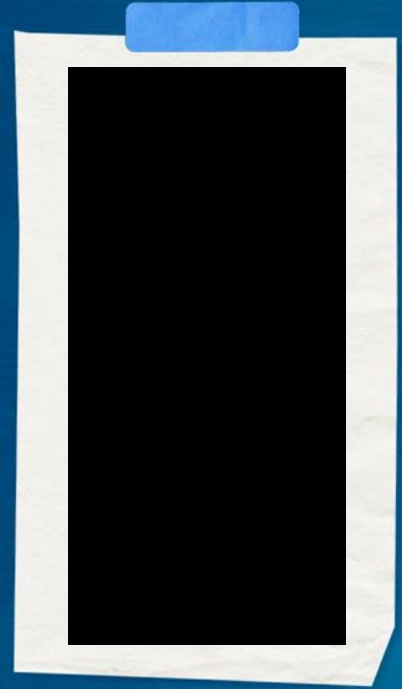
What's *really* the big deal with TikTok?

TikTok is here to stay...



for at least another 5–10 years

What Makes TikTok Unique

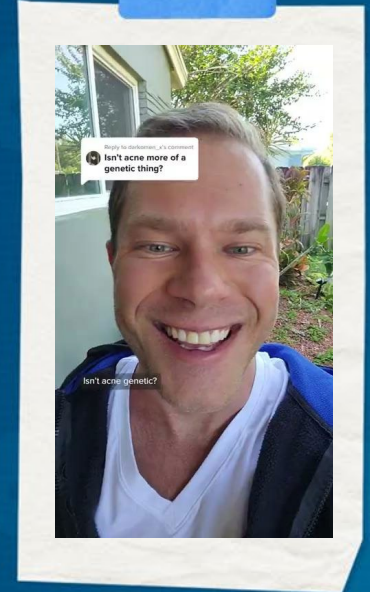
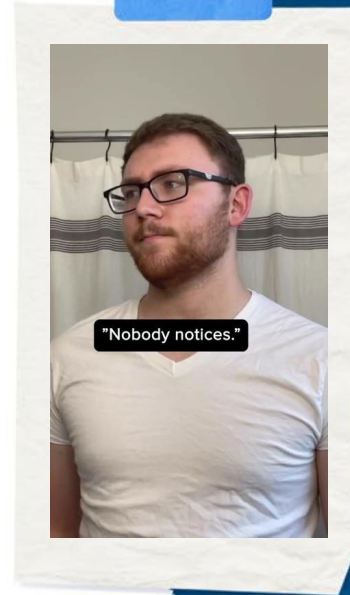


What Makes TikTok Unique

Music, editing tools & filters native to the platform



Trending sound & zoom effect



Answering a native TikTok question, selfie mode & native captions

What Makes TikTok Unique

It sucks you in and keeps you engaged for hours with:

- ⦿ Anticipation – For You feed
- ⦿ Music – Has the power to trigger feelings
- ⦿ Irony & Entertainment

Leads to a lasting impression which lingers long after exiting the platform



What Makes TikTok Unique

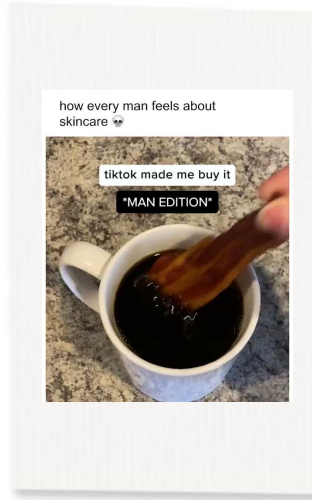
The “For You” page is not (yet) as targeted as the Facebook & Instagram algorithms i.t.o. showing users random content

Translates to a higher chance for your content to go viral



Why Most Marketers Are Failing On TikTok

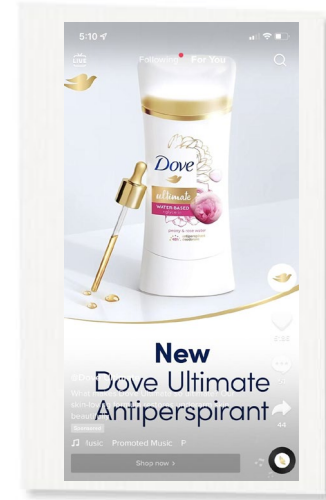
You can repurpose content from TikTok on other platforms, but not vice versa i.e. native content is king on TikTok



Repurposed content



Non-native content



**How it looks on TikTok
(the app covers text)**

TikTok Ads Strategy

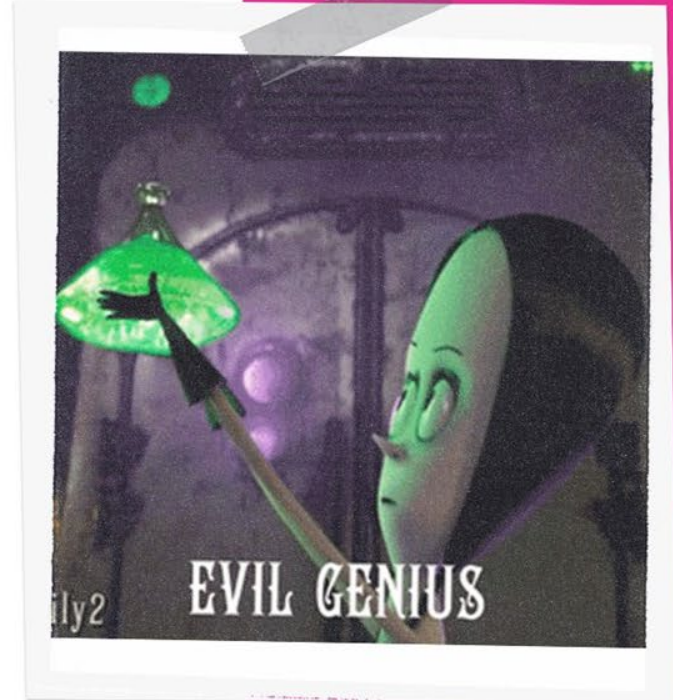
“Attention is the highest form of currency.”

Direct-response principles apply, as always



TikTok Ads Strategy

Do your research as a TikTok **user**



TikTok Ads Strategy

“Think of it as **content** strategy as opposed to ad strategy”

– Holly Fischer, Video Ads Director



TikTok Ads Strategy

3 types of content thrive:



Humorous



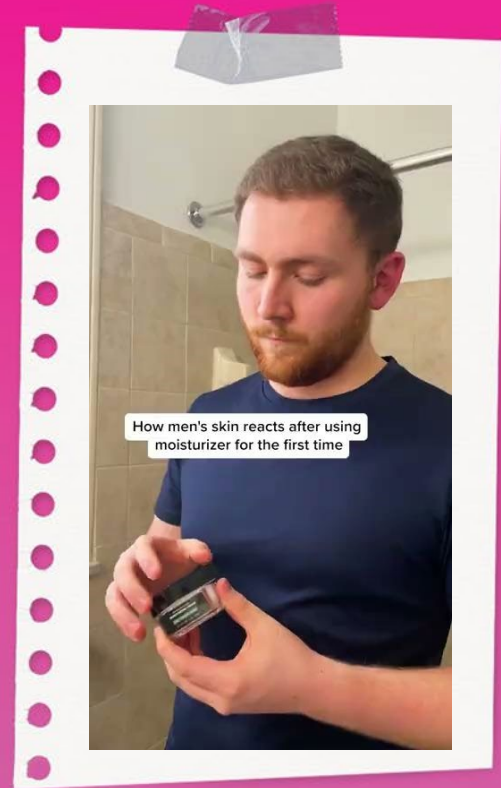
Surprising



Demonstrative

TikTok Ads Strategy

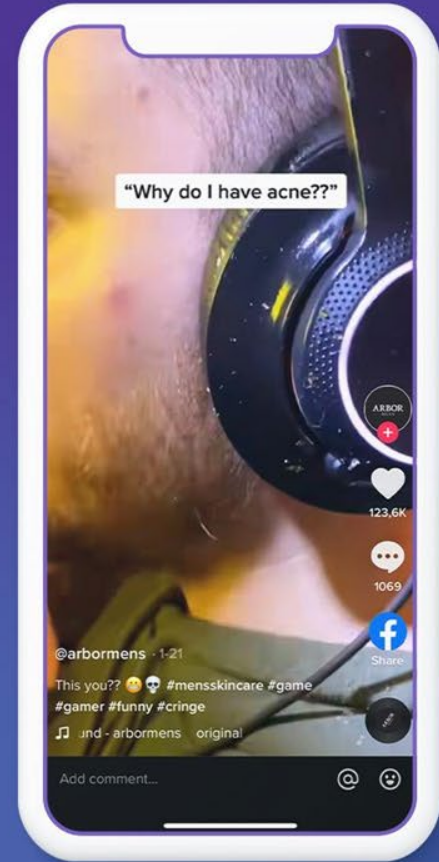
Include organic & paid content



Viral TikTok Ads

Be **native** to the platform

- ◉ 9:16 iPhone portrait video format
- ◉ Native sound/music
- ◉ Native copy overlay
- ◉ Unscripted & authentic UGC

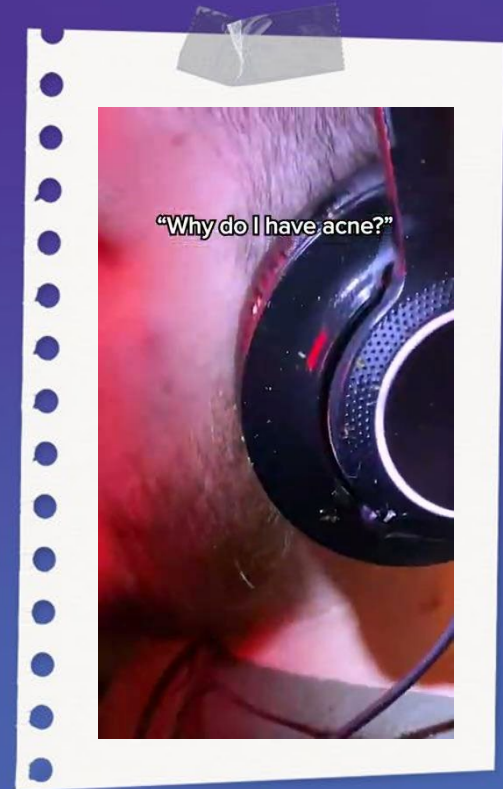


Viral TikTok Ads

Create intrigue or curiosity in the
first second

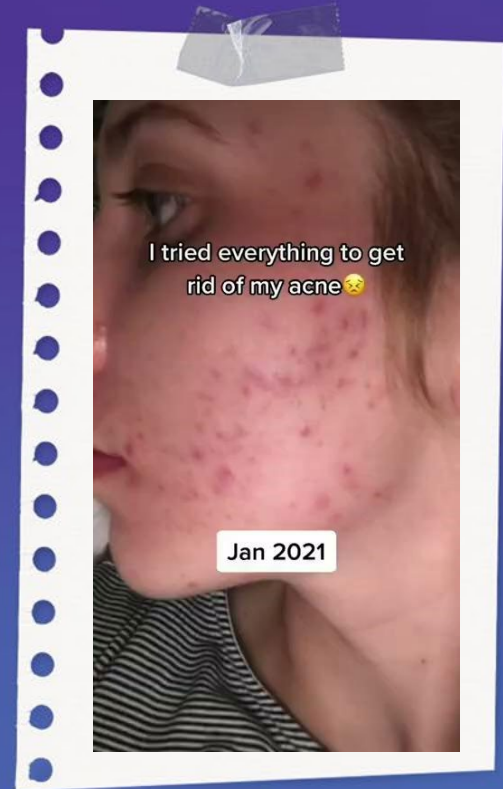
Organic stats:

- ◉ 1.9MM views
- ◉ 123.6K likes
- ◉ 1085 comments
- ◉ 1,799 shares
- ◉ 9.6 sec avg. watch time



Viral TikTok Ads

Demonstrations & before/after videos
perform best



Viral TikTok Ads

Post content that:

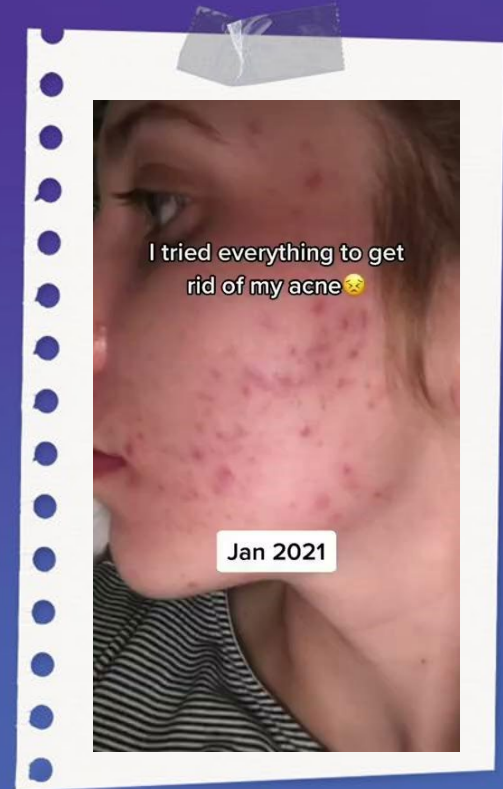
- ⦿ Incorporates a trending sound or video effect
- ⦿ Is humorous or provocative
- ⦿ Shows a transformation



Viral TikTok Ads

There's a viral ad formula for every niche

- ⦿ What's your demographic?
- ⦿ What's makes your product unique?
- ⦿ Is there a trend it can relate to?



Viral TikTok Ads

But be careful with trends!



TikTok Trends

- ⦿ Trends typically have a 4-7 day lifespan
- ⦿ Evaluate trend longevity & relevance to your product



The Sugatan Way

What sets us apart from other TikTok marketers?

Our TikTok team consists of young, avid TikTok USERS

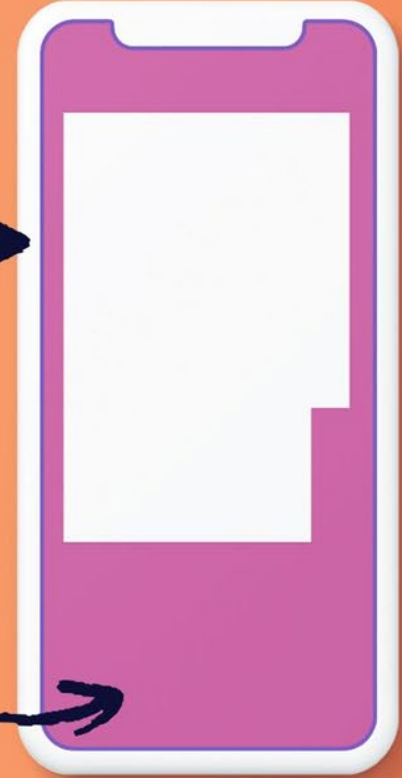


The Sugatan Way

We take layout seriously

- White space to be used for text

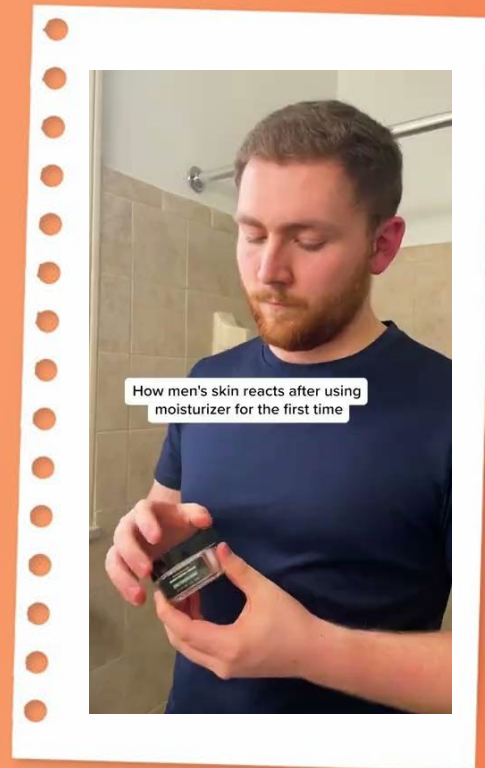
- Leave clear



The Sugatan Way

We take a HOLISTIC approach

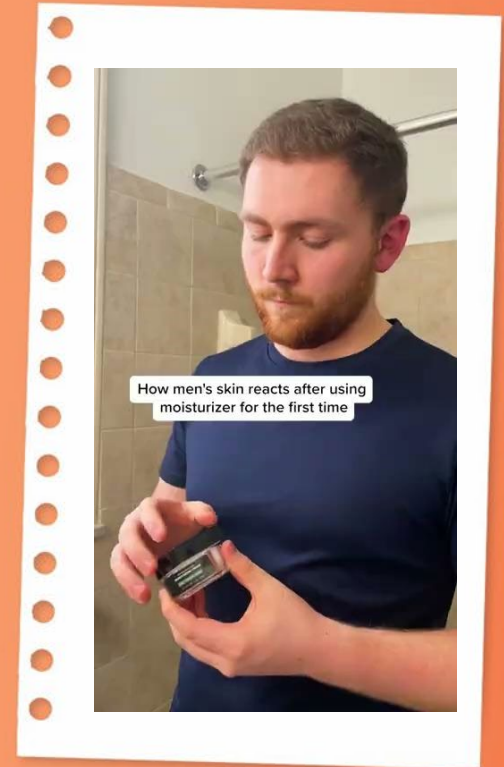
- Copy
- Creative
- Video
- Graphics
- Overall message
- Music
- Voice over



The Sugatan Way

The same fundamentals still apply:

- ◉ Be relatable
- ◉ Be native to the platform
- ◉ If there's a problem, show the solution



Case Study 1

Hey Bud



Case Study 1

Why it worked

- Satisfying
- Intriguing first copy question
- Quick pacing
- Simple benefits
- Quick demo
- Native text



Case Study 2

SBLA



Case Study 2

Why it worked

- Intriguing first line
- Comparing to Botox
- Celebrity
- Educational
- Quick demo
- Authority figure



Media Buying Strategy

- Media buying on TikTok reminds us of Facebook 4-6 years ago
- TikTok is the new “golden age” for media buying



The TikTok Algorithm

- TikTok is still figuring it out
- Cheap costs offsets the quality of traffic (quantity over quality)
- Tiktok is a scalable TOF acquisition channel



Media Buying Strategy

Targeting

- The learning phase is important
- Broad works

The TikTok Rep

- Serves an important part in the “creatives pre-approval process”



Media Buying Strategy

Testing creatives

- The testing process is extremely fast & relatively cheap
- Strong indicators of a winning ad:
 - Scaling 1.5 to 2x higher ROAS than your KPI in the first 24 hours
 - It's sufficient to spend your CPA in the first 24 hours



Media Buying Strategy

Budget & Scaling

- Vertical scaling works
- Campaign/ad sets are less sensitive to aggressive budget increases after exiting the learning phase
- Ad set always spends the full daily “set” budget (scaling/downscaling)



Media Buying Strategy

Tip for new accounts

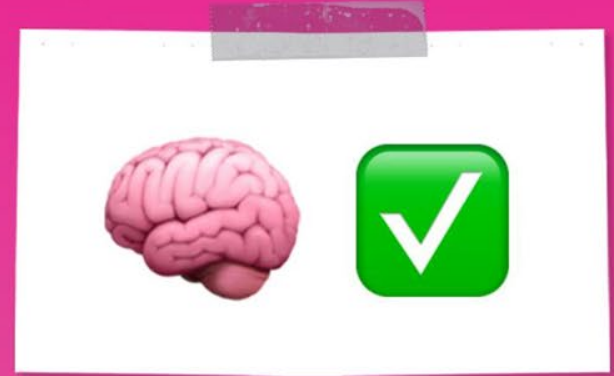
- A pattern we've observed: after spending the first \$10-20K we “unlock” quality & scaling mode



Final Thoughts

DO

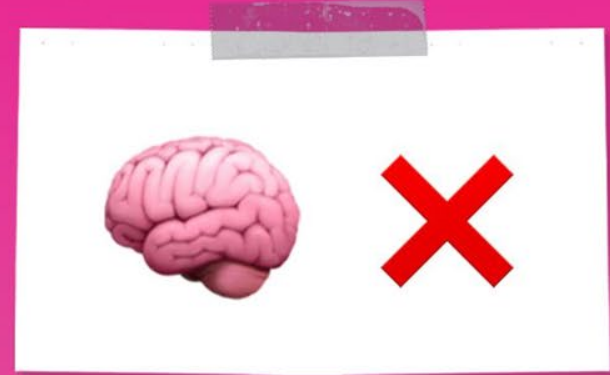
- Research on TikTok itself
- Hire a young, TikTok-obsessed team
- Create native content
- Repurpose & create variations of good content



Final Thoughts

DON'T

- Jump on every single trend
- Post anything obviously scripted or overtly branded
- Repurpose non-native content
- Give up



Thank You

