

Your Creative-First Campaign Checklist

Let's make this actionable. Here's your pre-flight checklist for every TikTok ad campaign:

- ✓ Micro-story structured with emotion — Problem, Discovery, Result with feeling
- ✓ DIY, UGC-style video filmed on mobile — authentic, not amateur
- ✓ Adapted trend or relevant audio — fitting in while staying true to your brand
- ✓ Strong text hook, caption, and soft CTA — curiosity over pressure
- ✓ Multiple variants for creative testing — let the data guide you
- ✓ Consistent posting schedule — even if it's just 3-4 videos per week

Then deploy it through your Campaign → Ad Group → Ad structure from Lecture 1.

Let the algorithm do the heavy lifting while you focus on creating content that connects.