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## HOW TO RUN TIKTOK ADS

37% Complete  
30/81 Steps

### Part I: All about ads

- Part I: All about ads 
- ▶ **Module 01: Ads Setup** 4 Lessons 
- ▶ **Module 02: Campaign Structure** 3 Lessons 
- ▶ **Module 03: Ad Group** 4 Lessons 
- ▶ **Module 04: The Assets Tab** 6 Lessons 
- ▶ **Module 05: Your Customer's J... 5 Lessons** 

### Part II: Developing Creative

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- ▼ **Module 01: The importance of ... 8 Lessons** 
- ☰ **Lesson 01: Introduction to Part 2** 
- ☰ **Lesson 02: The Difference Between Ads...** 
- ☰ **Lesson 03: The Top Ads Library** 
- ☰ **Lesson 04: Music and Sounds** 
- ☰ **Lesson 05: TikTok Creative Best Practices** 
- ☰ **Lesson 06: Understanding safe zones** 
- ☰ **Lesson 07: The Difference Between TikT...** 
- ☰ **Lesson 08: Solid Ad Structure** 
- ▶ **Module 02: Ad Inspiration** 7 Lessons 
- ▶ **Module 03: Framework and H... 10 Lessons** 

### Bonus Part III: Organic

- Bonus Part III: Organic (aka the Secret S... 
- ▶ **Module 01: Intro and setting up... 3 Lessons** 
- ▶ **Module 02: Navigating TikTok** 3 Lessons 
- ▶ **Module 03: Your brand on TikTok** 9 Lessons 
- ▶ **Extra Bonus Content!** 4 Lessons 

[How to Run TikTok Ads](#) > [Module 01: The importance of creative](#) > [Lesson 02: The Difference Between Ads and Organic Content](#)

MODULE 01: THE IMPORTANCE OF CREATIVE , LESSON 2

In Progress

[Take Notes](#)

## LESSON 02: THE DIFFERENCE BETWEEN ADS AND ORGANIC CONTENT

 Gerardo Perez**MODULE PROGRESS**

12% Complete

