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Let's talk about using music and sounds in your ads. One of your first inclinations, simply because you're playing to the language of the platform, is going to be wanting to add all these different sounds or adapt your ads to specific sounds or music that's trending on the platform. I'm not necessarily discouraging you to do that, I've just not necessarily found that to be the most effective form of creating direct response content on TikTok. I think one of the main reasons behind that, is simply the amount of time that you have to condense your ad to, in order to fit into these specific types of video templates. That being said, when it comes to using music specifically, look, you technically can, but I'm discouraging you from doing it. Simply because I don't want you getting some sort of like DMC complaint or some sort of record label knocking at your door, asking you to take that down or potentially finding you. Even when you ask different TikTok reps, their answer is a little bit vague in the sense of whether you can or can't use it.

And they kind of just suggest against it, but they'll kind of look away if you do choose to do so. That being said, going back to the actual efficacy of these types of formats for direct response content, I don't necessarily find it to be the best way to go about actually advertising on TikTok. Again, I'm not discouraging you not to do it. If you really feel inclined to do so, please go ahead and test it into your ad account, but also be very objective when it comes to what's working and what's not within your specific ad account. If you do want to access all these sounds or specific music that I've actually compiled over the last several months made up of hundreds of different sounds to choose from. There are some sounds that I actually use quite frequently when it comes to making ad creatives, but that's just because they fit a nice little template that actually makes sense when it comes to advertising on the platform.

But these are just a select few. It's not just because a new trending sound is out there, that I actually want to adapt that into a specific ad. Later in the course, I'll be teaching you one of my favourite frameworks when it comes to creating and scripting direct response content, so that you're actually able to get these users intrigued, hooked, and hopefully convert. When it comes to using music within your ads, be sensitive of it. Not saying not to, I'm just kind of leaving that up to you. But my personal advice, is stay away from it. When you're new on the platform, one of your first inclinations is going to be able to attach a specific sound to your product in some sort of witty manner and just put paid spend behind it. Again, this isn't necessarily the most effective form of marketing for a couple reasons.

One of the reasons behind it, is simply because these sounds are at times a little bit shorter than I would actually suggest running an ad for. In addition to that, since it's shorter and you're playing it into the actual template of the sound, it might not actually give you enough time to accurately represent your product to someone that's coming across it for the first time. Another thing to mention, is if you are planning on running Spark Ads through a creator account or anything along the lines of that, you want to make sure that if they use a sound or some sort of music in the background, it's not actually licenced.

If it's licenced, then that means that you won't actually be able to generate the Spark code in the first place and you'll actually have to redo that video. This course actually comes with access to my trending sound library that I update on a weekly basis. But keep in mind, I actually use these trending sounds to be able to adapt to organic client content, not so much ad related content. If there is a sound that I find to be fitting or adaptable to more direct response type content, I actually have it tagged with a specific hashtag that says #ad. So keep an eye out for those specific sounds. Now that we learned a little bit about how to and not to use these specific music and sounds, I want to talk about different features that you can actually incorporate into your content to make it more TikTok friendly and a lot more native to the platform.