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## HOW TO RUN TIKTOK ADS

7% Complete  
6/81 Steps

Part I: All about ads

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

Part II: Developing Creative

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- ▶ **Module 01: The importance of ...** 8 Lessons 
- ▶ **Module 02: Ad Inspiration** 7 Lessons 
- ▶ **Module 03: Framework and H...** 10 Lessons 

Bonus Part III: Organic

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- ▶ **Module 01: Intro and setting up...** 3 Lessons 
- ▶ **Module 02: Navigating TikTok** 3 Lessons 
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- ▶ **Extra Bonus Content!** 4 Lessons 

How to Run TikTok Ads > Module 02: Campaign Structure and Budget > Lesson 01: Campaign Structure

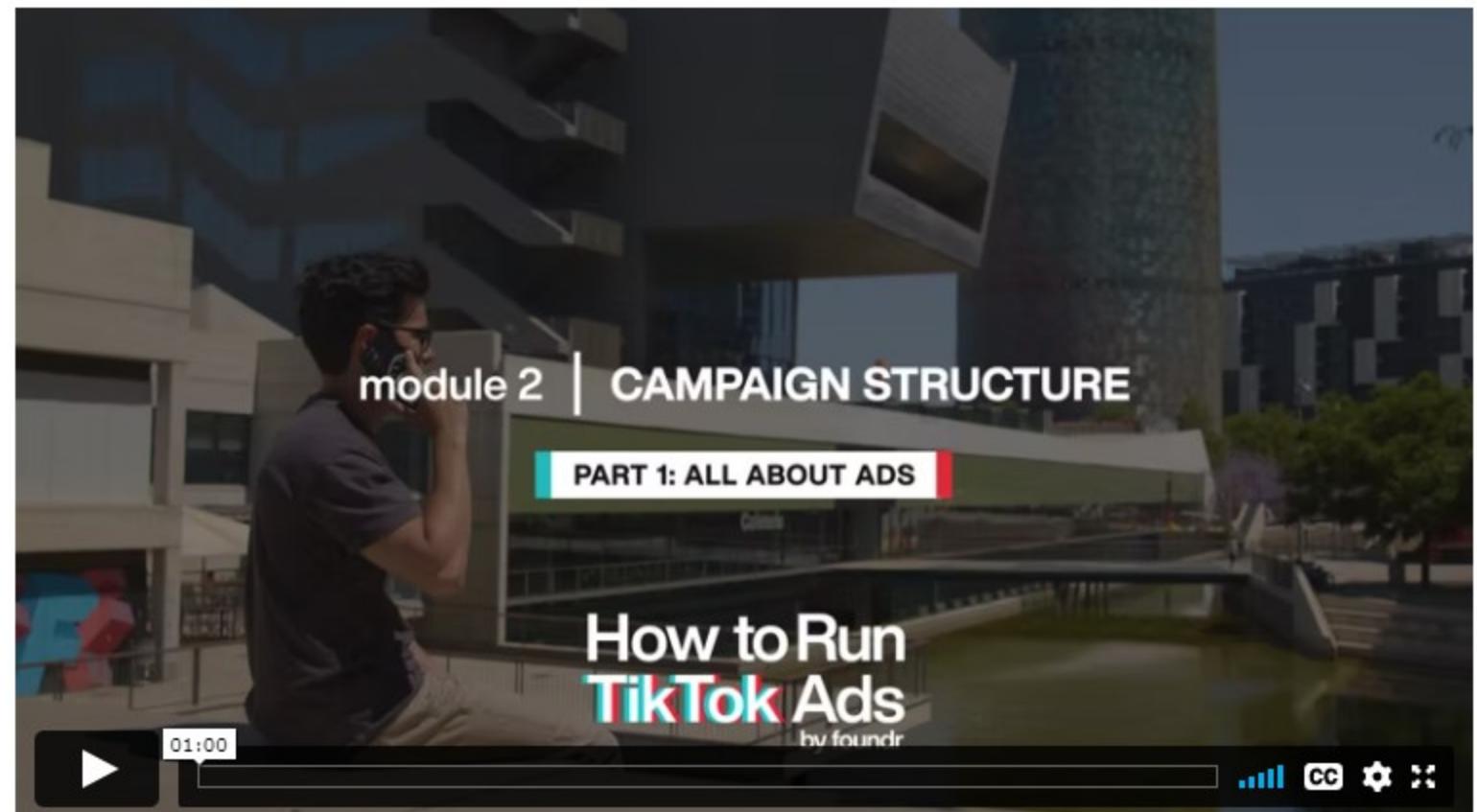
MODULE 02: CAMPAIGN STRUCTURE AND BUDGET , LESSON 1   

## LESSON 01: CAMPAIGN STRUCTURE

 **Gerardo Perez**

MODULE PROGRESS

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Your campaign structure is made up of three levels:

1. Campaign level: where you decide on your overall advertising objective
2. Ad group level: where you have control over your campaigns, decide your audience, and your budget.
3. Ad level: where you build your ad

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