

Gerardo Perez:

What is going on everyone? My name is Gerardo Perez and welcome to How To Run Ads On TikTok. I'm very excited to kickstart this learning process with you. Throughout this course, you'll be learning everything that you need to know about TikTok ads, how to make proper creative, and also a bonus section on how to actually create organic content on TikTok.

Over the past two years, I have dedicated absolutely all my energy to TikTok, everything from organic content to paid ads as well, and have managed over \$2 million in ad spend. I've spent a lot of time putting together this course to compile all my knowledge and everything that I've learned about TikTok over the past two years. If you're here, you obviously understand the importance of TikTok and its presence on social media these days. TikTok is only getting started. And the fact that you're here this early should excite you. Being an early adopter on the TikTok ad platform has taught me a lot. Obviously it comes with wins and losses. So I'm excited to put that all together for you so you can learn from my mistakes and also my wins. I'm really excited to get started. I'll see you inside the course.