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HOW TO RUN TIKTOK ADS

76% Complete
62/81 Steps

Part I: All about ads

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- 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 Journey 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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- Module 03: Your brand on TikTok 9 Lessons 
- Extra Bonus Content! 4 Lessons 

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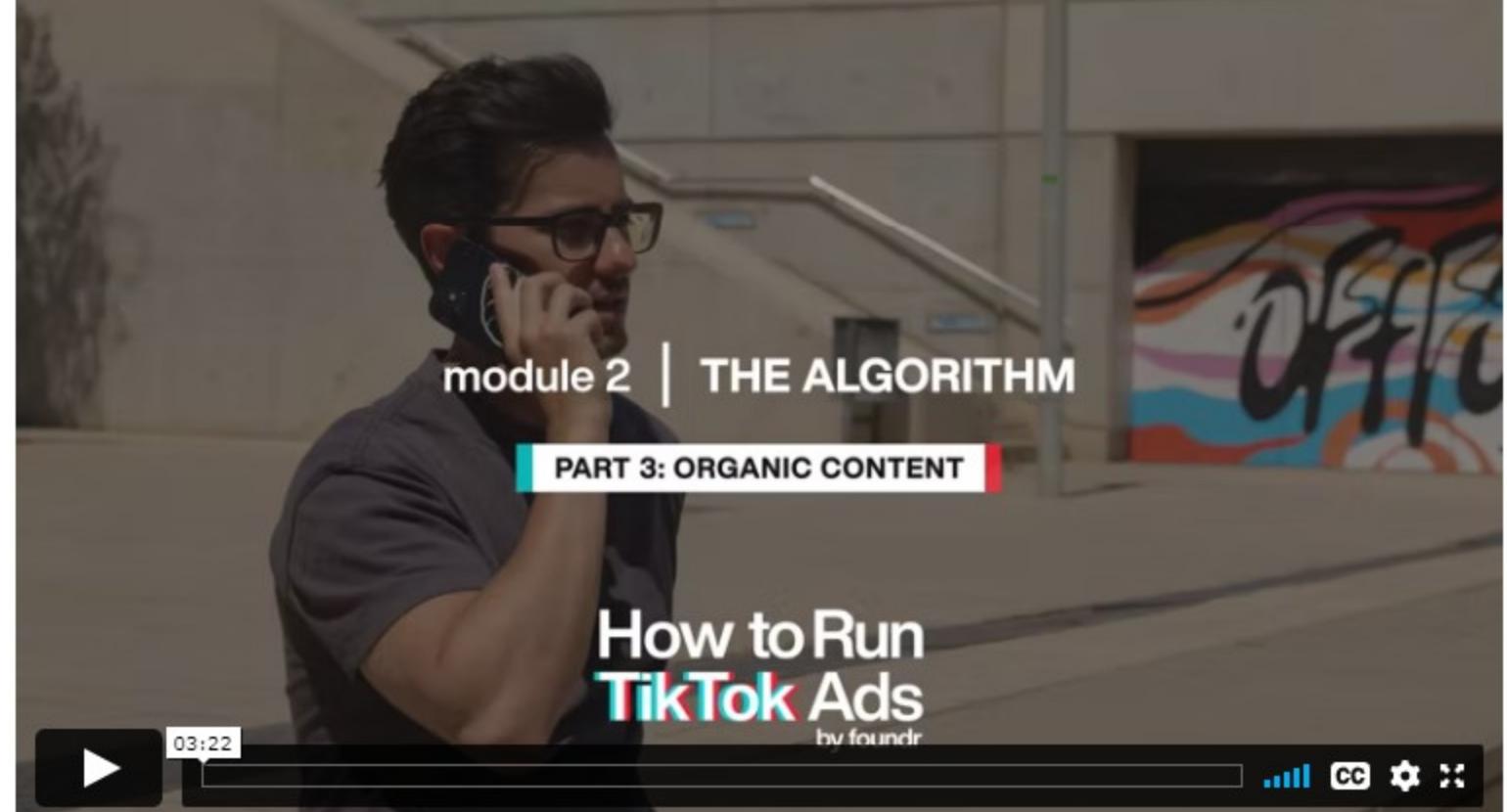
MODULE 02: NAVIGATING TIKTOK , LESSON 1   

LESSON 01: THE ALGORITHM

 Gerardo Perez

MODULE PROGRESS

0% Complete



While we can't say for certain how the algorithm works (it changes constantly), we do know that there's a hierarchy when it comes to engagement on TikTok.

TikTok's Engagement Hierarchy (in order of importance):

1. Average watch time
2. Shares
3. Favorites
4. Comments
5. Likes

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