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## HOW TO RUN TIKTOK ADS

71% Complete  
58/81 Steps

Part I: All about ads

- Part I: All about ads 
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- ▶ **Module 02: Campaign Structur...** 3 Lessons 
- ▶ **Module 03: Ad Group** 4 Lessons 
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Part II: Developing Creative

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- ▶ **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 
-  **Lesson 01: Intro** 
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MODULE 01: INTRO AND SETTING UP YOUR PROFILE, LESSON 1 In Progress 

## LESSON 01: INTRO

 **Gerardo Perez**

MODULE PROGRESS

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Welcome to Bonus Part 3! Here you'll learn how to get started on the organic side of things. The organic side of TikTok allows you to work on building your brand's voice, identity, and presence on TikTok for free — but it's a very different platform from the paid ads side.

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