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## HOW TO RUN TIKTOK ADS

27% Complete  
22/81 Steps

Part I: All about ads

- Part I: All about ads 
- ▶ **Module 01: Ads Setup** 4 Lessons 
- ▶ **Module 02: Campaign Structur...** 3 Lessons 
- ▶ **Module 03: Ad Group** 4 Lessons 
- ▶ **Module 04: The Assets Tab** 6 Lessons 
- ▼ **Module 05: Your Customer's Jo...** 5 Lessons 
  - Lesson 01: Customer Journey 
  - Lesson 02: Complete Campaign Setup 
  - Lesson 03: Tips for Running a Campaign 
  - Lesson 04: Linking Ads to Organic 
  - Lesson 05: Closing Thoughts for Part 1 

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

- Bonus Part III: Organic (aka the Secret S... 
- ▶ **Module 01: Intro and setting up...** 3 Lessons 
- ▶ **Module 02: Navigating TikTok** 3 Lessons 
- ▶ **Module 03: Your brand on TikTok** 9 Lessons 
- ▶ **Extra Bonus Content!** 4 Lessons 

How to Run TikTok Ads > Module 05: Your Customer's Journey

In Progress  Take Notes

## MODULE 05: YOUR CUSTOMER'S JOURNEY

Gerardo Perez

Module Content 0% Complete 0/5 Steps

- Lesson 01: Customer Journey 
- Lesson 02: Complete Campaign Setup 
- Lesson 03: Tips for Running a Campaign 
- Lesson 04: Linking Ads to Organic 
- Lesson 05: Closing Thoughts for Part 1 