

TikTok Brief Template for Influencers, includes Spark Ads

Use this Brief Template to generate content for the Creator to post on their TikTok, with the ability to use post in a Spark Ad.

Pre Work

TikTok provides a wealth of [resources](#) for brands to ensure that their content is in line with what TikTok users want to see. Be sure to take a look before building your brief.

Cohley Brief Type

Influencer Partnership

OVERVIEW	
Brief Name	Name your brief something that will entice creators. <i>Example: Calling all moms!</i>
Products	Connect with Shopify or manually enter products
Required Assets	1 video, posted to creator's TikTok 1 Spark code after the post is live (optional)
Select Platform	TikTok
Will you be asking creator permission to boost post?	Toggle to "Yes" if you plan to Spark the content.
Video Directions	• Submit 2 versions ◦ 1 TikTok ready ◦ One raw version • 15-30 seconds max • Use voice overs, or sounds that have been approved for commercial use on TikTok • Use TikTok's Preview Tool to ensure your overlays are not obstructed ◦ Select "in feed ads" from top left dropdown menu → upload video

BRIEF	
Why You Want This Content <i>This section is to tell creators what they need to know to create content for your brand.</i>	Content Considerations The goal of paid TikTok is to have scroll stopping content that will help drive consumers to a purchasing decision. There are also different considerations for content that you're planning on putting spend behind. In this section, you should include: Content Requirements This is what we recommend, but please adjust based on your brand's needs and guidelines • Must use sounds from the TikTok Commercial Library • Must add brand as branded partner • Must provide Spark Code in Chat after posting Messaging Points We don't recommend a script, as content that is authentic and in the creator voice performs best. That being said, you should provide key messaging points that the creator should cover in the brief. You can also include fun facts about your brand, and what makes your product special. <i>Example:</i> <i>Please mention the following points in your voiceover:</i> - Our brand is eco friendly and made in the USA - Our product is available in Target - The product comes in a diverse set of sizes Creator Qualifications Who are the creators who you're looking for to tell your story. <i>Example: We're looking to work with women between the ages of 20-30 who love skincare.</i>
Style Guide	Links to videos you like with a bullet point under each Example: Video Link • Creator starts with a hook & lists the reasons you should try the

	brand's product
Dos	<i>Example:</i> • <i>Use approved hook in first five seconds</i>
Donts	<i>Example:</i> • <i>Don't make any false claims about the product</i> • <i>Use music that is not commercially approved</i>
Sample Asset (Request from Creator)	N/A
#Hashtags	Use a mix of relevant and trending hashtags (link to creative center) Examples: #momtok, #guthealth, #mothersday
@Mentions	Your brand's TikTok handle
Caption	Keep it short, but include a call to action
Deadlines	Must Apply By: 7/5/23 Product Sent By: 7/12/23 Content Submitted By: 7/28/23
Compensation	Recommended: \$250 for video (You'll get two versions: 1 raw video, 1 TikTok ready video)
Terms & Conditions	All content must be uploaded in Cohley and posted by outlined brief deadlines in order to be considered for compensation and future collaborations. Failure to meet all brief requirements and deadline will lead to voided payment and removal from Cohley.
Gated Questions	This can help you more easily identify the creators that will be right for your brand. <i>Example: Do you have a child between the ages of 2-6?</i>