Are you looking for a new and effective way to advertise your business?

TikTok Spark Ads is what you need. This special type of ad allows you to use normal TikToks as ads.

In other words, here is your chance to connect with your audience with native and organic content. This blog post will explain TikTok Spark Ads and how to use them.

Read on as we cover the following:

- What is a Spark Ad?
- How Do Spark Ads Work?
- Why Should You Use Spark Ads?
- 2 Methods to Create Spark Ads with TikTok Ads Manager
- Final Thoughts on TikTok Spark Ads
- Frequently Asked Questions on TikTok Spark Ads

What Are TikTok Spark Ads?

TikTok Spark Ads is a unique ad format enabling brands to transform organic TikTok videos into ads. They unite the worlds of organic content and advertising.

Since Spark Ads have the feel of organic posts instead of adverts, they provide a natural and effective way to connect with your audience and boost your visibility. Viewers will have no idea they are viewing an ad at first glance.

How Do Spark Ads Work?

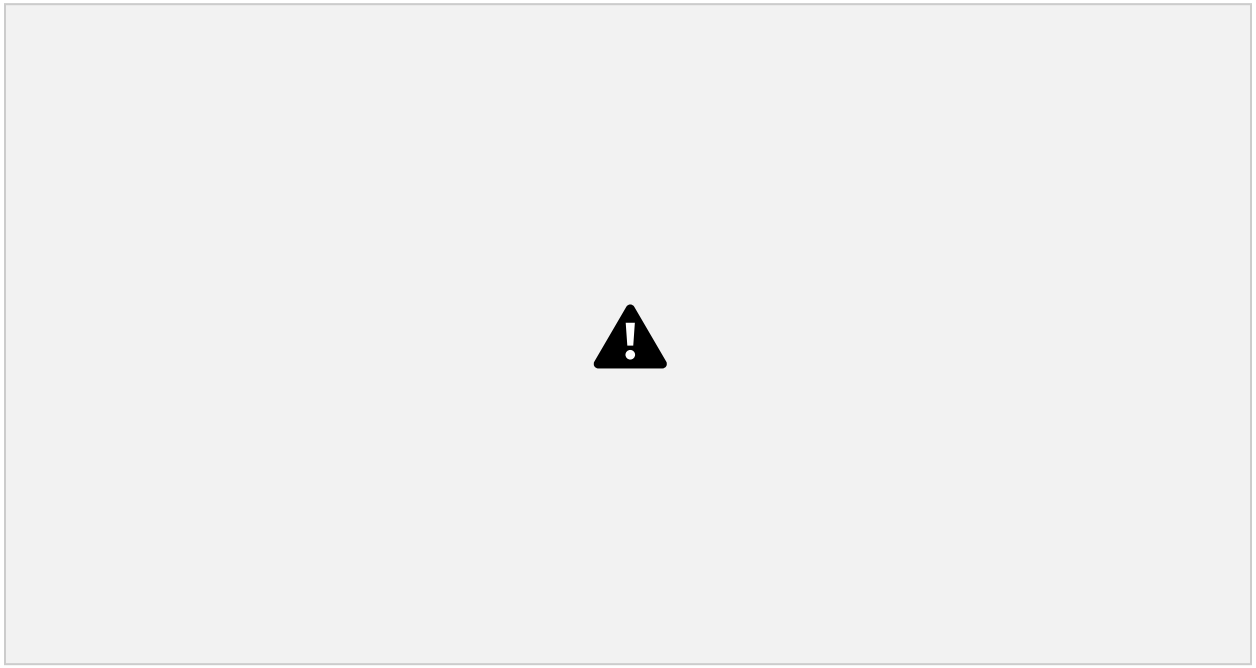
Spark Ads are amplified organic content. So, TikTokers can like, comment, share, and create duets with them just like a normal post. Users can also visit your profile or follow you while watching them.

Additionally, you can create Spark Ads from your account's videos or content created by other TikTokers with their permission. You can also add a caption or CTA that directs your audience to your landing page. The Spark Ads interface will show a section of your landing whenever a user visits your profile from the ad. This potentially results in a higher click-through rate.

How Effective Are TikTok Spark Ads?

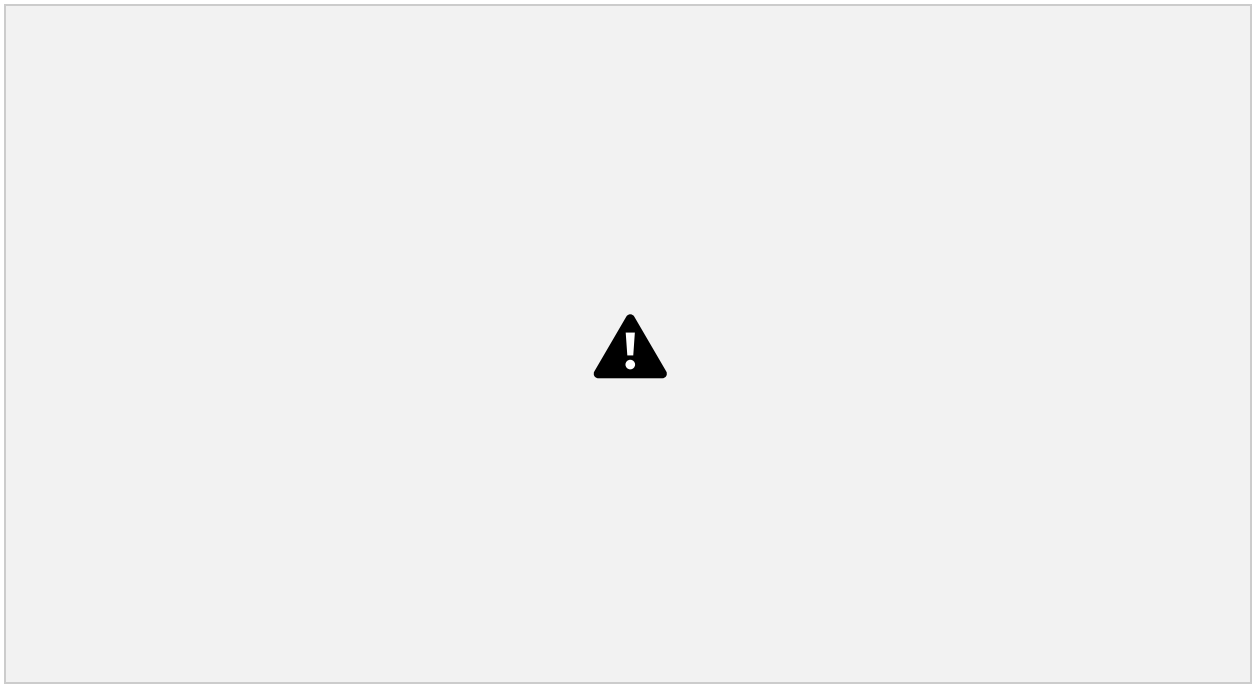
According to TikTok stats, Spark Ads offers a 134% higher completion rate and 157% higher 6-second view-through rate compared to normal in-feed ads. What's More? The new profile landing page UI also has a 47% lesser cost per action and a 69% higher conversion rate.

Demo:



Non-spark ads vs. spark ads

Demonstration:



User Interaction:

Spark Ads:

- Click the CTA buttons and read the ad caption, which will take you to a special page that tells you more about the advertisement.
- Click on the picture and name of the person who posted the video. Then, swipe left, which will take you to their profile page.
- Click the “+” sign on the profile photo to follow an account.
- Click on the sound icon, artist’s name, or music disc icon to access the music page. Kindly note that this music feature is yet to be available to all users.

Creating Spark Ads With TikTok Ads Manager

You can choose between two Identity types for your Spark Ads.

- **Type 1**: Choose this option to use your TikTok business account. This account should be linked to the Ads Manager.
- **Type 2**: Choose this option to use an account authorized via Business Center or use posts authorized via video codes.

Method 1: Using a Linked Business Account

Using a linked business account allows you to access any of its posts as a Sparks Ads creative. It will also allow you to publish videos on the account from the Ads Manager.

Stage 1: Select “Use TikTok account to deliver Spark Ads” in the Ads Manager.

- Choose your advertising objective.
- Complete Campaign and Group Ad settings.
- Toggle “Use TikTok account to deliver Spark Ads.”
- Select ” Use account owned by you.”

Stage 2: Publish your ad.

To publish your Spark Ads, you may use an existing post in your account or create a new one.

- Use “+ TikTok post” to select an existing video.
- Use “+ video” to create or upload a new video.

Method 2: Using Authorized Accounts or Posts From Other Creators

Stage 1: Approve Authorized Posts

The location of the Ad settings may vary depending on your app’s version. However, one of these procedures should work:

- **Me > Settings and privacy > Privacy.**
- or **Me > Creator tools.**

Stage 2: Enter the code.

The content creator will give you a code to use their video. You will have to enter it into the Ads Manager.

- Go to the Ads Manager.
- Click on Assets > Creative > Spark ads posts.
- Select “Apply for Authorization” and enter the code.
- Click “Confirm” when the video comes up.

Stage 4: Create your Spark Ad.

Once the video is added to the Ads Manger, you will be one step away from creating your Spark Ad. Follow these steps to complete the process:

- Choose your advertising objective.
- Complete Campaign and Group Ad settings.
- Toggle “Use TikTok account to deliver Spark Ads.”
- Select ” Use account owned by you.”
- Click the creator’s account.
- From Ad details, select “+ TikTok post” to choose your creative.
- Click “Submit” after completing the Ad settings.

Final Thoughts

Spark Ads takes TikTok advertising to another level. Use this ad format for your campaigns to enjoy the benefits of organic TikTok content and original ads simultaneously.

Partner with our ad agency TikTok to achieve your company goals and elevate your brand to the next level!

Is your company seeking to enhance its marketing strategies? AdvertiseMint, the premier social advertising agency, can assist you.

Frequently Asked Questions

Why have most businesses adopted spark ads more than other ad formats?

Spark ads have a higher performance than other ad formats offered by TikTok due to their authentic style that blends well with the rawness of the FYP.

How can I delete a video code?

To delete a video code on TikTok Ads Manager, you must first delete all the ads.

When does a private video become public?

If you use a private video in a campaign, it will become public, and you won’t be able to change it during promotions. However, you can enable TikTok Ads Only Mode. This will keep the video in TikTok ads.