

Target audience

The target audience is businesses that are running TikTok ads or at least branding their courses, programs, products, etc in TikTok ads. These businesses are getting little to no results and want to up their branding game and want to increase sales and engagement in their ads and products. They want to improve their marketing game and they are basically the highest LTV customer.

Avatar

My avatar's name is Sanna, she's 28 years old, and she dropped out of school 4-5 years ago after going an engineering education at a university so that she could start her own business. She succeeded in opening her business and now she's marketing her products, but the problem is that the ads and the branding game she's making in TikTok aren't good. She feels overgiven because she doesn't know how to improve her ad game. Her day-to-day life starts at 10 am, she wakes up like a morning queen, then she starts working for a few hours after she has eaten a "girl-type" breakfast, like musli with banana and a lot of nuts, then she uses the rest of her day either chilling on her tiktok account or she makes TikTok ads.

Current state

Sanna's current state is that she finds tiktok ads hard to understand because she thinks making tiktok ads is the same as making regular tiktok videos, which makes her extremely confused, ready to quit, and discouraged. She fears that if she doesn't start improving her tiktok ads that she might lose her business and have to work as an engineer again, and she hated that job, even though she spent 3 years for that program. She's a little bit lazy and wants a relaxing life.

Dream state

Working with Social Savannah was easy and quick, and the videos the delivered were extremely high quality. We were also pleasantly surprised by the breadth of options delivered. Across two "hero" concepts, they delivered 8 videos that are highly distinct from each other.



Danny Fein

6 reviews

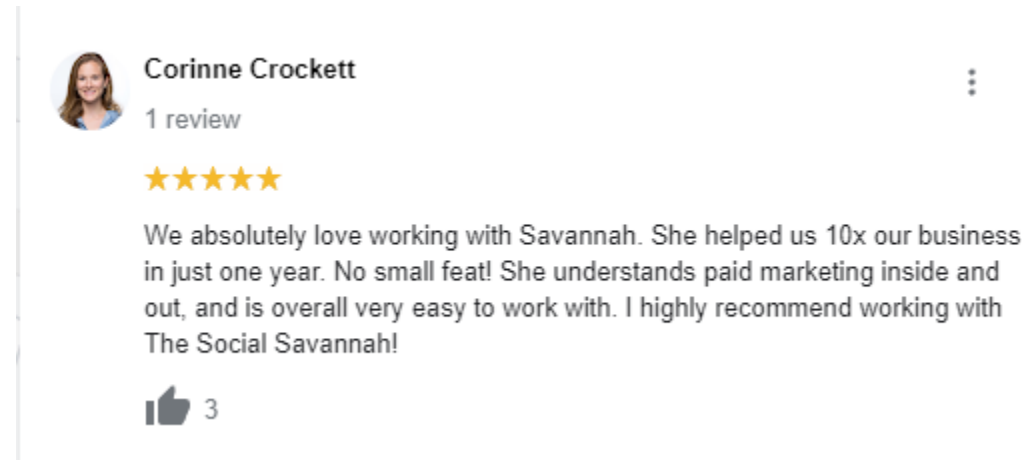


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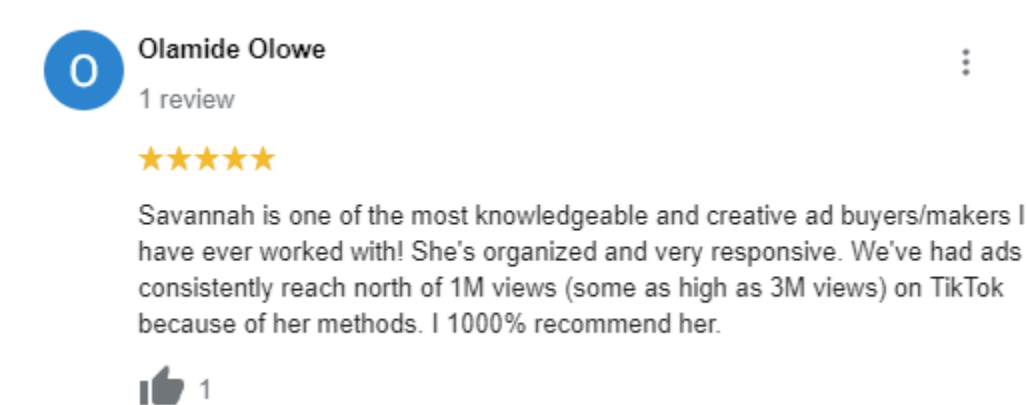


Savannah is truly top of her class. She understands ad buying and marketing on the most granular level, and she's been an invaluable asset to our growth. She's incredibly smart and passionate about her work, an excellent communicator, and gives honest, helpful feedback. Any business would be fortunate to get to work with her; I couldn't recommend her more.

We absolutely love working with Savannah. She helped us 10x our business in just one year. No small feat! She understands paid marketing inside and out, and is overall very easy to work with. I highly recommend working with The Social Savannah!



Savannah is one of the most knowledgeable and creative ad buyers/makers I have ever worked with! She's organized and very responsive. We've had ads consistently reach north of 1M views (some as high as 3M views) on TikTok because of her methods. I 1000% recommend her.



Savannah's team are expert content creators - making sure that each video has a great hook and really catches attention. They created some of our best performing ads across tiktok, IG, and facebook. Savannah is incredibly professional and flexible - very understanding of the ebbs and flows that exist in startup world. Best in class

Savannah absolutely over-delivers with UGC content that's perfect for advertising. Her knowledge of what works with ads is used to produce eye-catching ads that will not only stop the user from scrolling, but keep them engaged in the moment. 12/10 will be using again.

Savannah is in a different class, we have worked with massive agencies and we have always seen missed opportunities, but with Savannah, she helped us find new avenues to advertise on

TikTok, and really helped us to diversify our advertising spend and helped us future proof our business.

Savannah is the only one I know that has cracked the code on how to drive meaningful sales with TikTok. But don't tell anyone... we want to keep the CPMs low.

Savannah has been amazing at helping us improve our brand's presence on TikTok. From the great communication and video content to executing our ads, we can't thank her enough for the work she has done!

Me and my team really enjoyed working with Savannah. Her expertise in content and TikTok specifically is unmatched. She is also very organized and efficient which made the process so easy on the team. I also love learning best practices from her and can only recommend her as a great partner.

Roadblocks

We've struggled to nail social creative for the American audience

Solutions

Product

Learn how to set up, optimize, and scale your TikTok ad campaigns, as well as how to produce amazing ads for TikTok.

TikTok Ads Course: Grow Your Brand With TikTok Advertising

How the iOS14.5 change in April 2021 had an effect on paid social advertising & why advertising on TikTok is the best platform for advertisers in 2022.

Which industries/products perform the best on TikTok ads.

- The most important step to seeing great results with your TikTok ads.
- Explaining the funnel and where to start to get the best-seasoned pixel.
- Introduction to the "Rule of 50."
- See how much budget you need to optimize lower-level funnel events.
- How much budget do you need to get out of the learning phase.
- How long it will take you to optimize for each event in the funnel.
- My proven formula to determine the best TikTok daily budget based on your metrics
- Sharing tricks and tips to help with your ad conversion rate.
- Cost per add to cart/initiate checkout/purchase estimator
- Weekly metrics calculator.
- Take a look at the pixel events firing in some of my TikTok ad accounts.
- I show you how to get into your analytics for Ads Manager.
- Learn how to tell if your events are firing properly.

- My simple but very effective TikTok ads set-up.
- See how I use my Google Sheet calculator to structure my campaigns and how that structure evolves over time.
- Launching your campaigns, ad sets, and ads.
- Setting up the TikTok Pixel
- Tips and tricks on how to best set up your ad sets.
- How many ad sets and ads to have live at one time.
- How to utilize interest stacks + targeting expansion.
- Introduction to lookalike audiences.
- Learn a secret tool I use when switching from add to cart to initiate checkout.
- How long to run your ad sets.
- Should you have all of your spark ads in one place?
- Should you delete ads that have already run?
- How many ads can you have per ad set?
- Are retargeting ads on TikTok effective?
- Can you run TikTok ad campaigns for organic follower growth?
- How I would set up a brand new eCommerce account on TikTok
- Recommendations for: audiences to start with, number of creatives, conversion best practices.
- Should you do campaign budget optimization?
- How to name your ad groups.
- For placements should you choose TikTok, BuzzFeed, Pangle, or all three?
- Is keeping user comments enabled helpful?
- Should you allow users to be able to download your ads?
- What is automated creative optimization?
- Which audiences to target?
- Should you add in recommended interests from Tik Tok?
- How often to check your ad sets?
- Should you add in behavioral targeting?
- What picture and handle to use for your custom identity.
- Single ads vs. collection ads.
- What to put as your ad captions.
- Is broad or narrow targeting the best route to go?
- Should you target users under 25?
- Male or female targeting or both?
- How to create the best lookalike audiences and what that means.
- See how simple it is to create your first lookalike and custom audiences.
- A complete walk through to help set up your TikTok Pixel.
- How to interpret the data in your TikTok ads manager.
- What metrics do I care about? Cost per click? CPA? Click-Through Rate?
- Order of importance of metrics on how to know if your ad is performing well.
- What your TikTok ROAS means.
- What metrics should I expect?

- Deep dive into metrics and which are the best to evaluate how I am reaching my target audience.
- What is a good CPM?
- What is the source of truth for TikTok ad performance?
- Should I use Google Analytics to measure TikTok ad performance?
- Which bidding strategy is the most effective?
- Learn the number one reason why TikTok stops spending your budget.
- Will limitations on the audience selection/bidding help or hinder reaching your daily ad budget?
- Should you go back to add-to-cart optimization?
- How much money does your ad need to spend before you kill it?
- Should you kill an entire ad set?
- Tips and tricks like make your existing ads perform even better
- How to use your old creatives as a basis for new winning ads.

Prospect's Language

Hey Everybody

My name is

How to master your tiktok ad creatives

To give you a better background

Ummm with tiktok

For the last 2 and half years

Just to names a few

Brand new tiktoks

I also help them

I'm a official

Where I teach everything

So make sure to stick

First I'll be going over

Styles that works the best in tiktok

Me and my team have made

Then I'll end it with

So let's start to

We all know

AKA

It's filmed with a iphone

But the best equipment

So we found 99%

So you definitely do not have to have expensive

And an abundance of creativity

One thing that is

Lighting.. Sooo

How to shoot the best content

Outdoors

Making sure

Balance between

It's going to make your product to look so much better

Fascinations:

1. [REVEALED] How to 10x your Tiktok ad's profit in just one year.
2. Why you're not producing eye-catching tiktok ads.
3. WARNING - Don't make a single more tiktok ad before you learn this secret "Ad-catching" tactic.
4. Are you struggling to nail your tiktok ads... Ending up with as low as 3-4% conversion rates?

5. The truth behind setting up 10X-producing Tiktok ad campaigns.

Email - DIC

Subject Line: [REVEALED] How to 10x your Tiktok ad's profit fast

Do you want to produce eye-catching TikTok ads that hook any audience of yours...

Stops them completely from scrolling and keeps them in an "engaging loop" where they watch your entire ad and then proceed to your buying page?

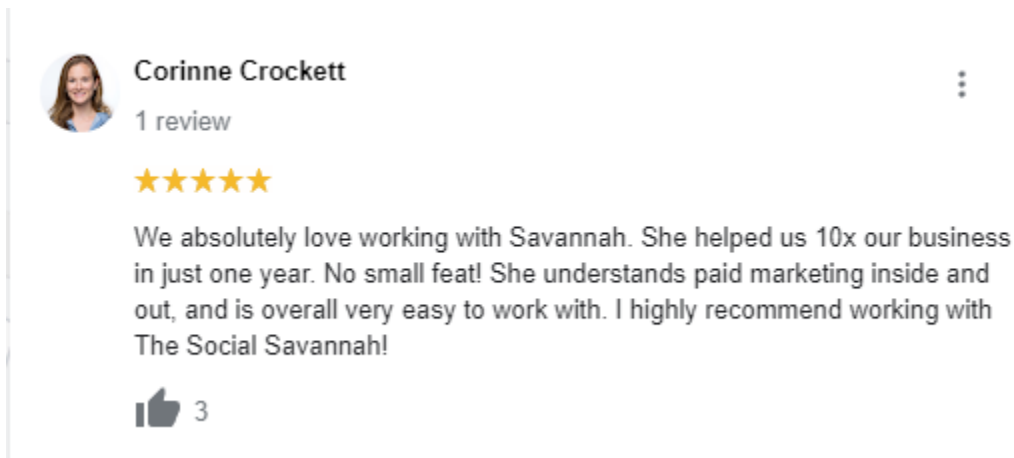
Then the secret "Ad-catching" tactic me and my team created will be needed...

Because there's not a single eCommerce brand out there using the tactic...

And it has literally 10X every brand's profits after being used in their TikTok ad campaigns.

Don't believe me?

Look at this:





Olamide Olowe



1 review



Savannah is one of the most knowledgeable and creative ad buyers/makers I have ever worked with! She's organized and very responsive. We've had ads consistently reach north of 1M views (some as high as 3M views) on TikTok because of her methods. I 1000% recommend her.



The tactic isn't only quick and easy to work with...

But it's also the solution for you who's struggling to nail your TikTok ads for a specific audience.

If you want to crack the code on how to drive gigantic sales with Tiktok ad campaigns, [click here](#).