



Checklist 01 - How to Set Up a Tiktok Ad Account

Project:

Date:

Completed

TikTok marketing is one of the most sought-after marketing strategies in the world today. Similar to other social media marketing techniques, TikTok marketing encompasses the use of influencer marketing, creation of viral content, and advertising on TikTok to promote a brand or service. The proliferation and increasing popularity of TikTok marketing makes it one of the fastest growing marketing strategies targeted by advertisers and marketers. Statistics show that TikTok has about one billion active users globally. TikTok users access the app daily and spend close to sixty minutes on the app, which makes TikTok one of the most effective marketing strategies in terms of the ability to reach the target audience, a majority of whom are young audiences. Notably, companies and marketers that are dominating the TikTok marketing scene have mastered the art of creativity, which is among the strategies with a higher percentage of reception and engagement especially among young audiences. The first step to TikTok marketing is creating a TikTok account and merging your account with TikTok ad manager. This checklist is a step-by-step guide to opening and setting up your TikTok ad account.

Step 1 – Installing Your TikTok Account

- 1 Download the TikTok app from Play Store or App Store.
- 2 Install the app on your android, iPhone, or iPad.

Step 2 – Creating a TikTok Login.

- 3 Use your email address or phone number to create a login.
- 4 Ensure your login information is verified.
- 5 Accept TikTok terms and conditions for ads.
- 6 Click the sign up button.

Step 3 – Creating an Account

- 7 Enter the country or region your business is located in.
- 8 Enter your business name.
- 9 Select the appropriate time zone for your business location.
- 10 Select your preferred currency for billing.
- 11 Check that your account info is accessible via the dashboard.

Step 4 – Setting the Business Info.

- 12 Fill in your business website.
- 13 Select the appropriate industry for your brand.
- 14 Include the street address of your business headquarters.
- 15 Include the state/province and postal code of your business.
- 16 Verify your business.

Step 5 – Payment and Account Submission.

- 17 Select your preferred payment method, whether manual or automatic.
- 18 Conduct a self-assessment of your account by analyzing the "Account Review Checklist."
- 19 Submit your account info for review.

Notes:

- *Always enter a business name that is similar or close to your company's name.*
- *Check that the business name entered matches your legal business name in order to pass the account review.*
- *Note that matching your TikTok business name with your legal name enhances your applications for TikTok Creator Marketplace and application for ad credit program.*
- *Check that your selected time zone is appropriate since you are not allowed to change it later.*
- *Verify your business using government documents or the official number used in tax payments.*

Notes: