

# Holiday Media Plan

Plan for Oct - December 2023

Campaign/Objective	Traffic	Conversion Add to Cart	(BOF) Conversion Complete Payment Optimization	(BOF) Retargeting Product Sales Complete Payment Optimization
Timeline	Oct, Nov, Dec	Oct to Mid Dec	after we see 50 conversion on ATC: Nov 10th	Dec
Q4 Total Budget	atleast \$100 a day	20 X CPA	20 to 50 X CPA	TBD
Targeting	<b>Campaign: Turn on CBO</b> 1st ad group: Automatic Targeting, Broad, USA, 2nd ad group: Interest & Hashtags 3rd ad group: Premium Audience	<b>Campaign: Turn on CBO</b> <b>1st ad group: Broad but select high Spending Power</b> <b>2nd ad group: Interest &amp; Behavior</b> 3rd ad group: LAL Audiences: LAL Clicks , LAL Page View, LAL View Content, LAL 100% Video View, LAL Add to Cart 4th ad group: Premium Audience	<b>Campaign: Turn on CBO</b> 1st ad group: Interest & Behavior 2nd ad group: LAL Audiences:LAL Initiate Checkout 180D, LAL Add to Cart 180D, LAL View Content 30D, LAL 100% Video Views 30D, LAL Page View 14D, LAL Clicks 14D 3rd ad group: Premium Audience	<b>narrow</b> Retargeting Retargeting campaign - complete payment - Ad group: Include only custom retargeting audiences: Initiate Checkout 180D, Add to Cart 180D, View Content 90D, 100% Video Views 90D, Excluding "Complete Payment 180D" Possibility to also include a warm/narrow LAL Audience within this
Creative	<b>Spark Ads</b> (3-5 Recommended) every 2 weeks	UGC Spark Ads (3-5 Recommended) every 2 weeks	<b>UGC Spark Ads</b> (3-5 Recommended) every 2 weeks	<b>Product Focused Spark</b> (3-5 Recommended) every 2 weeks
Bidding Strategy	Lowest Cost	Lowest Cost	Highest Value	Highest Value

## Oct- Dec:

**Adopt a full-funnel e-comm strategy**

### **Part 1: Build Awareness and Seed a New Audience (Reach/Traffic)**

With over 50% of our audience not on platforms like Meta, this is a crucial step to gain awareness for your product

### **Part 2: Maximizing Signal Volume(Add To Cart)**

Hone in on users with greater intent in an area of signal deficiency

### **Part 3: Prospect the Goal (Complete Payment)**

Find the right targeting for your goal

### **Part 4: Create Frequency(Retargeting)**

Leverage 1, 2 and 3 to maximize chances of conversion

## **Oct, Nov, Dec - ongoing: Add in traffic campaign**

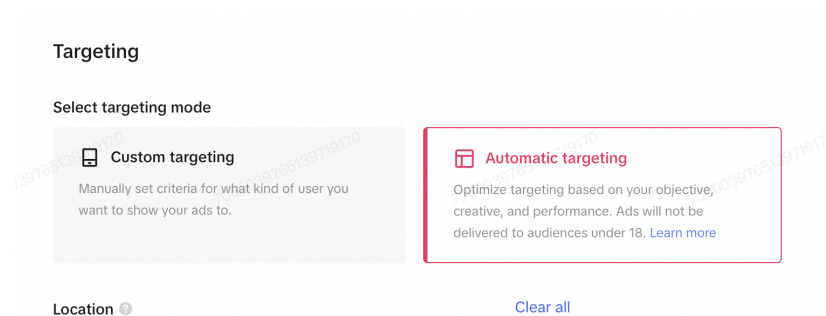
- **Primary goal** = Send more people to a destination on your website or app.
- **KPIs we will be looking at:** CPC, CTR, CPM

### **Campaign Level:**

Choose Traffic, Turn off SPC, Turn on CBO, Add in Budget

### **Ad Group Level:**

1st ad group: we can have a broad/open ad group using automatic targeting. Automatic Targeting is a function helping advertisers to have a more hands-off ad creation and campaign optimization process. It will optimize the audience for the campaign delivery toward the advertiser's objective. We can reach new audiences and cast a wide net to acquire new customers.



Choose Automatic Placement everything will be broad

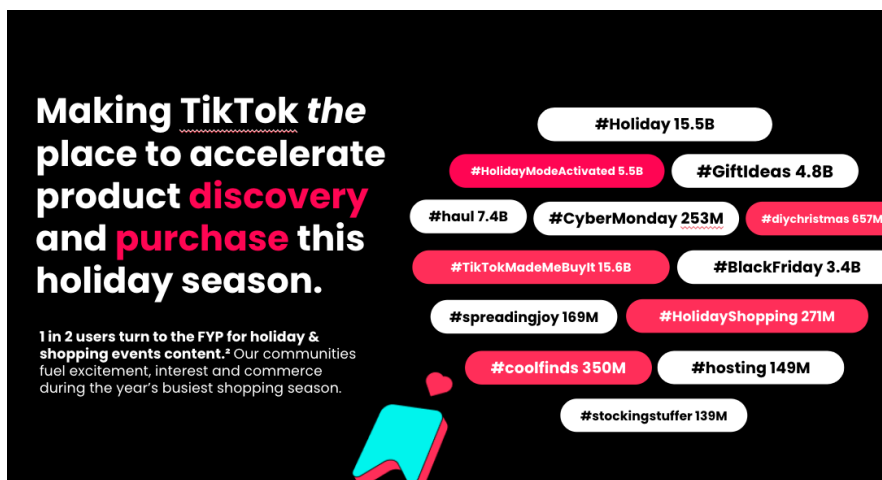
2nd we can use interest & behavior targeting. Interest targeting provides advertisers a way to serve relevant ads and offers to users based on their Interests on TikTok, thus improving

campaign effectiveness. Interest Targeting focuses on users' long-term interest based on their interaction with content.

- Advertisers can click on the search bar to see all Interest and Behavior Segmentations, and type in the search bar to find all available segments related to their search query. Additional Interests will be shown when searched

## Ad Group 2: Interest & Behavior Audience

- Optimization location = website
- Placement = TikTok
- US location
- Ages all
- No limit on language, spending power, household income, or device
- Add in General Interests - ( we can go over specific ones during our call)
- Add in Video Behaviors
- Add in Creator Behaviors
- Add in Hashtags

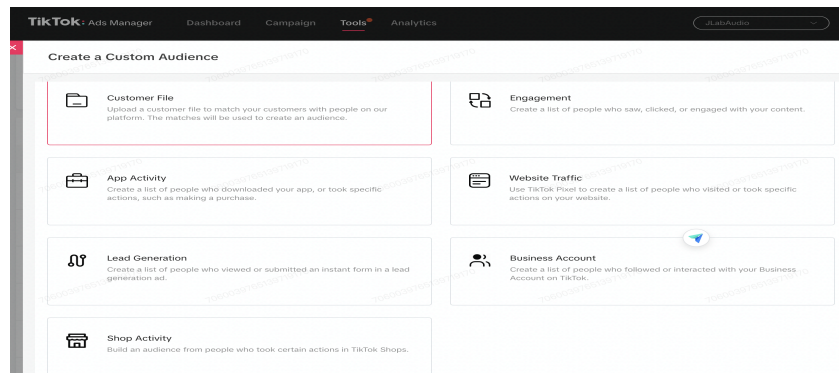


- Daily budget = 20 x average cpa
- No dayparting
- Optimization goal = Landing Page View
- Bid strategy = Lowest Cost

## Ad Group 3: Premium audience: Lastly, we can use a premium audience:

We can enhance your targeting by utilizing a premium audience. This advanced feature allows us to focus on a specific industry and create an audience based on users' previous engagement, specifically their clicks, with ads from specific industries within the past 30 days. By leveraging this feature, we can identify user groups with a higher level of interest in your industry, leading to greater efficiency in your media spend.

We can discuss which category your business falls into. I can also place you on an allowlist after our call. Once approved, this custom audience will be accessible under your custom audiences, allowing us to build it out and leverage it effectively in your campaign.



This will allow us to collect data from this campaign to use further down the line in a conversion campaign (to retarget). This can be an evergreen campaign that is always-on.

How to set up **Premium Audience campaign**

- Add pixel and select Traffic optimization event
- US location
- No limit on language, age, spending power, household income, or device
- No interest or behavior categories included
- Include: Premium Audience: ( we will go over what industry you fall into)
- Targeting expansion turned off
  - Only add expansion for "Audience" if the estimated audience size is "Too Narrow"
- Optimization goal = Traffic
- Bid strategy = Lowest Cost
- Add 5-7 ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than reach campaign

## **Mid Oct to November: Start adding in some conversion campaigns**

Set up a conversion campaign that's optimized for "Add to Cart". This will optimize the campaign to look for users who are going to engage with the site a bit more. If we feel good about the upper-funnel campaigns, we can start shifting down to the lower-funnel conversion objectives. That said, we should keep budgets going on the upper-funnel objective (traffic) to continually feed the full-funnel strategy. We can also test the retargeting custom audiences based on people who have previously engaged with the ads/website. Would recommend that we run this

campaign until we've seen at least 50 - 100 ATC . This will indicate that the audience is warm enough to move onto the next step in the lower-funnel and future ad groups will pass the learning phase.

## **Mid-Funnel Conversion: at the campaign level**

1. Select Conversion campaign objective
2. Toggle off Smart Performance (SPC)
3. Toggle on Campaign Budget Optimization (CBO)
4. Set daily campaign budget to 20- 50 times average CPA

## **Ad group level: Create 3 ad groups**

1. **Ad Group 2: Broad w spending power on**
  1. Event goal = Add to Cart
  2. Placement = TikTok
  3. US location
  4. Ages TBD
  5. Turn on spending power
  6. Do not add in interest or any audiences
  7. No dayparting
  8. Optimization goal = Conversion
  9. Bid strategy = Lowest Cost
  10. Add 5-7 ads
    - Should be the same as other ad groups in CBO campaign
    - If possible, use different ads than traffic campaign
- 2.
3. **Ad Group 2: Interest & Behavior Audience**
  1. Event goal = Add to Cart
  2. Placement = TikTok
  3. US location
  4. Ages TBD
  5. Do not turn on spending power, household income, or device
  6. General Interests - add in
  7. Video Behaviors - add in
  8. Creator Behavior - add in
  9. Hashtags - add in
  10. No dayparting
  11. Optimization goal = Conversion
  12. Bid strategy = Lowest Cost
  13. Add 5-7 ads
    - Should be the same as other ad groups in CBO campaign
    - If possible, use different ads than traffic campaign

#### 4. **Ad Group 3: Lookalike Audience**

1. Add pixel and select Add to Cart optimization event
2. US location
3. No limit on language, age, spending power, household income, or device
4. No interest or behavior categories included
5. Include: LAL Clicks, LAL Page View, LAL View Content, LAL 100% Video View 180D, LAL Add to Cart
6. Targeting expansion turned off
  - Only add expansion for "Audience" if the estimated audience size is "Too Narrow"
7. Optimization goal = Conversion
8. Bid strategy = Lowest Cost
9. Add 5-7 ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than traffic campaign

#### 5. **Ad Group 4: Premium Audience**

1. Add pixel and select Add to Cart optimization event
2. US location
3. No limit on language, age, spending power, household income, or device
4. No interest or behavior categories included
5. Include: Premium Audience : you can select what category fits best
6. Targeting expansion turned off
  - Only add expansion for "Audience" if the estimated audience size is "Too Narrow"
7. Optimization goal = Conversion
8. Bid strategy = Lowest Cost
9. Add 5-7 ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than traffic campaign

## **Nov: Initiate Checkout and Complete Payments**

Now that we've built up our upper-funnel and seen good results there, we can use all of that data to retarget users for the final step of Initiating Checkout or Complete Payment. Let's start a couple weeks before Black Friday so we can capitalize on sales.

### **Campaign Level**

#### **Campaign Budget Optimization Conversion Campaign**

1. Select Conversion campaign objective
2. Toggle off SPC
3. Toggle on CBO
4. Set daily campaign budget to 20- 50 times average CPA

## **Ad group level: Create 3 ad groups**

### **Ad Group 1: Interest & Behavior Audience**

1. Add pixel and select Complete Payment optimization event
2. US location
3. Ages 18-54
4. No limit on gender, language, spending power, household income, or device
5. No included or excluded audiences
6. General Interests: Add
7. Video Behaviors: Add
8. Creator Behaviors: Add
9. Hashtags: Add
  - Targeting expansion turned on if the audience is too narrow
10. Conversion optimization set to Value
  - If you do not see this as an option, make sure to manually select the placement to only include TikTok, you will also have to have 20 complete payments before seeing this feature available.
11. No Minimum ROAS set (at least not for now)
12. Add 5-7 ads
  - Mix of Spark Ads and Diversion Ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than other campaigns

### **2. Ad Group 2: Lookalike Audience**

1. Add pixel and select Complete Payment optimization event
2. US location
3. No limit on gender, language, age, spending power, household income, or device
4. No interest or behavior categories included
5. Include: LAL Initiate Checkout 180D, LAL Add to Cart 180D, LAL View Content 30D, LAL 100% Video Views 30D, LAL Page View 14D, LAL Clicks 14D
6. Targeting expansion turned off
  - Unless estimated audience size is "Narrow" or "Too Narrow", then turn on for Audience
7. Conversion optimization set to Value
  - If you do not see this as an option, make sure to manually select the placement to only include TikTok
8. No Minimum ROAS set (at least not for now)
9. Add 5-7 ads

- Mix of Spark Ads and Diversion Ads
- Should be the same as other ad groups in CBO campaign
- If possible, use different ads than other campaign

### 3. Ad Group 3: Premium Audience

1. Add pixel and select Complete Payment optimization event
2. US location
3. No limit on gender, language, age, spending power, household income, or device
4. No interest or behavior categories included
5. Include: premium audience
6. Targeting expansion turned off
  - Only turn on expansion for "Audience" if the estimated audience size is "Too Narrow" or "Narrow"
7. Conversion optimization set to Value
  - If you do not see this as an option, make sure to manually select placement to only include TikTok
8. No Minimum ROAS set (at least not for now)
9. Add 5-7 ads
  - Mix of Spark Ads and Diversion Ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than other campaign

## Retargeting campaign month of Dec - complete payment

### Objective

To create a frequency with your previously targeted audiences in order to drive them to action if they hadn't done so before.

### Campaign level: Complete payment, turn off SPC, set daily budget (TBD)

- Add pixel and select Complete Payment optimization event
- US location

### Ad group Level:

- No limit on gender, language, age, spending power, household income, or device
- No interest or behavior categories included



- Include only custom retargeting audiences: Initiate Checkout 180D, Add to Cart 180D, View Content 90D, 100% Video Views 90D, Page View 30D, Clicks 30D, Impressions 14D
- Targeting expansion turned off
  - Only turn on expansion for "Audience" if the estimated audience size is "Too Narrow" or "Narrow"
- Add 5-7 ads
  - Mix of Spark Ads and Diversion Ads
  - Should be the same as other ad groups in CBO campaign
  - If possible, use different ads than other campaign

## GENERAL TESTING TIPS/FEATURES:

**CBO (Campaign Budget Optimization):** CBO is a great feature when testing different hypotheses. CBO is toggled on at the campaign level and requires at least 2 ad groups housed under that CBO campaign. Essentially, the feature will allocate budget to the best performing ad group. In this way, we aren't leaving any potential budget on the table and will maximize performance. As an example, we could create a CBO campaign for a Conversion campaign for View Content. One ad group would be broadly targeted (aka no interest/behavior targeting). Another ad group would be interest-focused, targeting 3-5 of the most relevant interest/behaviors). A third ad group could be testing out Purchase Intent targeting. You will find CBO at the campaign level and toggle it on.

**Creative Fatigue:** Creatives on TikTok tend to fatigue a bit quicker when compared to other advertising platforms. If we start to see KPIs/costs rise to an unacceptable level, that is our cue to rotate out the existing creatives and replace with a new set of creatives, assuming we did not make any changes to the campaign.

**Value-Based Optimization (VBO):** VBO is an ad placement that is only for conversion campaigns optimized for Complete Payment. This is a placement that takes into account the value of a user's transaction. As such, we will need the pixel to pass back "Value" so that we can use that data to optimize this campaign. This objective is unlocked when we have seen at least 20 unique Complete Payment conversions with value passed back to the TikTok pixel. Many e-comm advertisers have seen success with this objective as it optimizes for users who are likely to spend the most on your site. This will be the last stage.

### Creative Hub

<https://ads.tiktok.com/business/creativecenter/quicktok/online/creative-tips-fashion-apparel/pc/en>

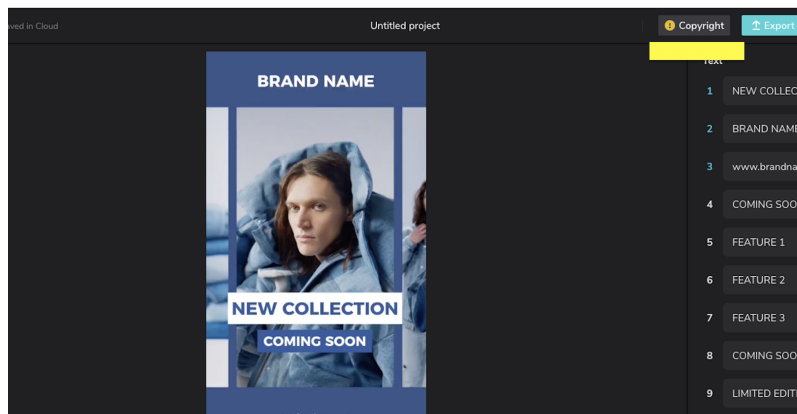
**TikTok Creator Marketplace (TTCM):** [TikTok Creator Marketplace](#) (TTCM) is the official platform for brand and creator collaborations on TikTok.

TTCM helps brands open up exciting new opportunities for growing their business and reaching new audiences in an authentic, effective and innovative way by creating branded content. With TTCM, businesses can browse the platform's **500,000+ qualified creators across 24 countries**, find their perfect match, manage collaborations, receive detailed data insights and promote branded content with targeted ads. This is a self-serve platform. For managed services see Creator Solutions.

**-CapCut:** Capcut is a free app that you can use to edit your creatives! They just came out with a new feature called ad maker that allows you to use existing templates and all you have to do is plug in the videos you want to use! This allows you to create creatives faster that feel native to TikTok. They also have a desktop version here:

[https://www.capcut.com/templates?enter\\_from=page\\_header&from\\_page=work\\_space](https://www.capcut.com/templates?enter_from=page_header&from_page=work_space)

\*\*\*One thing to be aware of with the desktop version is sometimes they use songs that are not royalty free. When you click into use template, make sure to hover over copyright to see what it says. If it says for personal use only then you can mute the song when you upload it to tiktok and choose a sound that you can use.



**Organic/Going LIVE:** This suggestion is purely on the organic side, but we've seen advertisers who lean into both sides of the organic/paid coin see the best results as each side feeds into the other. The more that we can establish a regular posting cadence of, at least, 3-4 posts per week and commit to going LIVE, the more we'll be able to build a community on TikTok and the better performance we'll see from our advertising efforts. We do not need to create high-production LIVES to garner an audience here - many of our clients will go LIVE to package orders or give their expertise on their industry.

Additionally, we'll be creating ad formats for LIVE in the future (they are in beta right now) so that your LIVES will be surfaced to relevant users. If LIVE is a successful organic play for us, we can use that as another channel to drive awareness and sales.

**TikTok Shop:** Take your conversion campaigns to the next level by getting started with TikTok Shop! Although it's a relatively new tool, we're already witnessing incredible performance and

higher return on ad spend (ROAS). By incorporating TikTok Shop, you can enjoy a seamless checkout process directly on TikTok. This not only enhances the user experience but also improves attribution and tracking, as there's no need for users to navigate to an external site. While there may be some initial challenges and can be buggy at times, we're committed to working closely with you to overcome any obstacles and ensure your success with TikTok Shop.

**How to get started:**

**STEP 1 : REGISTRATION**

Please visit <https://seller.tiktok.com/> to complete the onboarding and registration process. This creates a TikTok Shop account via our Seller Center (the platform that you will operate your shop from)

- I would recommend creating a specific Gmail email address (ex:(yourcompanyname\_ttiktokshop@gmail.com) for this shop (instead of using your personal email), as it makes it easier for you to share the account with other members on your team.
- Please reference this [step by step onboarding guide](#) which walks you through our registration process and this [onboarding checklist](#) that provides all the documents and information you'll need to onboard successfully.

We can also set up a meeting with a shop expert to go over details.

**APPENDIX (Resources):**

Category	Resources
<p><b>TikTok Ads Manager (TTAM)</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Auction Campaign Set-up Commandments</a></li> <li>• <a href="#">Learning Phase Help Center Article</a></li> <li>• <a href="#">TikTok Budget Activation Guide</a></li> <li>• <a href="#">TTAM Campaign Reporting Tools</a></li> </ul>
<p><b>TikTok Pixel</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Pixel Help Center Resources</a></li> <li>• <a href="#">Getting Started with a TikTok Developer Mode Pixel</a></li> <li>• <a href="#">Developer Mode Implementation Guide</a></li> <li>• <a href="#">TikTok Pixel Helper chrome extension</a></li> <li>• <a href="#">Test Event Tools</a></li> </ul>
<p><b>Audiences &amp; Targeting</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Custom Audiences</a></li> <li>• <a href="#">Automatic Targeting</a></li> </ul>

<p><b>Creative Resources</b></p>	<ul style="list-style-type: none"> <li>● <a href="#">TikTok Creative Center</a> + <a href="#">Help Center Article</a> (trends, inspiration, tools)</li> <li>● <a href="#">Creative Best Practices</a></li> <li>● <a href="#">Spark Ads Help Center Article</a> + <a href="#">Spark Ads Generation Guide</a></li> <li>● <a href="#">How to link TikTok with TTAM</a></li> <li>● <a href="#">Interactive Add-Ons</a></li> <li>● <a href="#">Instant Pages</a> + <a href="#">Help Center Article</a></li> </ul>
<p><b>TikTok Creative Programs</b></p>	<ul style="list-style-type: none"> <li>● <a href="#">TikTok Creator Marketplace</a> (TTCM)</li> <li>● <a href="#">TikTok Creative Exchange 'TTCX'</a> + <a href="#">Help Center Article</a> <ul style="list-style-type: none"> <li>○ <i>Connect with TikTok's trusted creative partners to develop effective creative at scale</i></li> </ul> </li> <li>● <a href="#">TikTok Open Application Campaigns (Beta)</a> *Allowlist Required <ul style="list-style-type: none"> <li>○ <i>Post your own brief on TTCM, creators reach out to you</i></li> </ul> </li> </ul>
<p><b>Additional Resources</b></p>	<ul style="list-style-type: none"> <li>● <a href="#">Audience Insights</a> <ul style="list-style-type: none"> <li>○ <a href="#">Audience Insights Best Practices</a></li> </ul> </li> <li>● <a href="#">TikTok Shopping Products</a> <ul style="list-style-type: none"> <li>○ <a href="#">Video Shopping Ads</a></li> <li>○ <a href="#">Catalog Shopping Ads</a></li> </ul> </li> </ul>

**Interests:** using interests: see what is trending here!

<https://ads.tiktok.com/business/creativecenter/inspiration/popular/hashtag/pc/en>