

# 9 Creative Tips to drive performance for SMBs

TikTok offers Marketing solutions in the form of Video Ads for Small Medium Businesses (SMBs).

We combed through massive amount of data and defined 9 creative tips that are proven to drive better ad performance and results for your business.



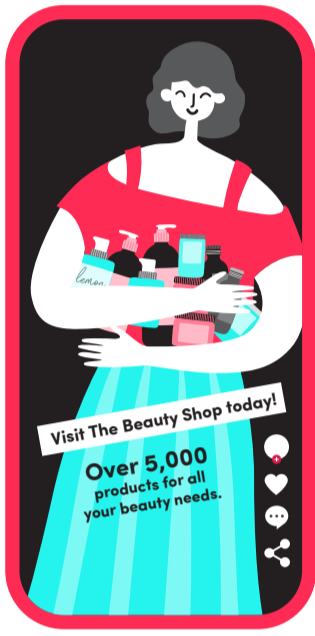
**61%**  
of the most effective video ads use half or more of these tips.

## 1 Leverage the power of sound



Recontextualize lyrics, take them literally or access our 900+ commercially licensed tracks.

## 2 Get key messages out early



Get straight to the point. Embed your message in a compelling narrative for your audience.

## 3 Let humans take the lead



Ensure that you have human representation. This can be either you, staff or influencers that relate to your brand.

## 4 Ride on the latest trends



Referencing existing trends can be a natural conversation starter with the TikTok community.

## 5 Keep stories real and entertaining



Keep it real and relatable, by including an undertone of light-heartedness, positivity, or humor.

## 6 Shoot natively



Find the right balance between authentic-looking content that fits in with User Generated Content (UGC) and polished advertising.

## 7 Address viewers directly



Look at your viewers straight in the eye or even pose questions to the audience directly.

## 8 Include a strong call to action or offer



Leverage one of many call-to-action buttons and include an offer.

## 9 Overlay concise and informative text



Include text overlays with relevant information, and work with effects and stickers.

Get inspired, experiment and have fun with these tips!  
Grow your business on TikTok For Business today.

[www.tiktok.com/business](https://www.tiktok.com/business)

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