



*Inspiring creativity and enhancing  
branded content expression*

# TikTok For Business Creative Toolkit

## What is Creative Toolkit?

The Creative Toolkit from TikTok For Business is a series of tech-empowered content creation and analysis tools, helping advertisers create videos, deliver compelling ad messages and analyze video performance. Put simply, it's an easy-to-use and highly effective method of enhancing and scaling creative production for global brands.

## Major value for your brand



Content  
enhanced



Cost  
reduced



Time  
saved

## Why use Creative Toolkit?

TikTok is a unique platform for your brand to be discovered. But showing up on TikTok is about more than just advertising; it's about real connections, flashes of inspiration, and co-created entertainment.

The Creative Toolkit can help empower your storytelling, balance creative and ad messaging, and evaluate the performance of all your content.

Join our community and share your story with a whole new audience. Win people's hearts, and welcome them into your brand.

## Creation & Analysis tools we offer



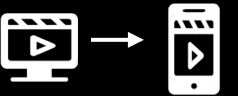
### Smart Video

Intelligently combines multiple images and/or film into beautiful videos



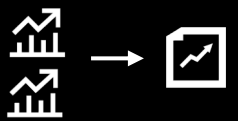
### Smart Video Soundtrack

Generates copyrighted background music



### Quick Optimization

One-click tool for adapting your content into the TikTok style with cool effects and vertical format



### Asset Analysis Report

All-in-one reporting tool to pull out performance data for your creatives



### Video Template

Converts images to video with 100+ customizable templates to optimize content



### Smart Text

Makes it faster and easier to generate popular ad titles according to keyword/phrases



### TikTok Video Editor (Incoming)

Accurately edits videos with more marketing elements, effects, music and other features

## When and how to use these tools

All tools on the TikTok For Business platform are self-serving, and global advertisers can use them for free.

### Use content creation and analysis tools when...



I only have photos, but no videos...

Video Template  
or Smart Video



I only have a few videos and a few photos...

Smart Video



I have videos and music, but don't know what to write for the ad text...

Smart Text



I have videos, but not sure what music to use...

Smart Video  
Soundtrack



I have videos, but not sure how to make them TikTok styled...

Quick  
Optimization



I have ads in delivery, but not sure how specific creatives are performing...

Asset Analysis  
Report



I have basic marketing materials, but don't know how to customize a TikTok ad asset...

TikTok Video Editor  
(Incoming)



More  
Tools  
Coming  
Soon