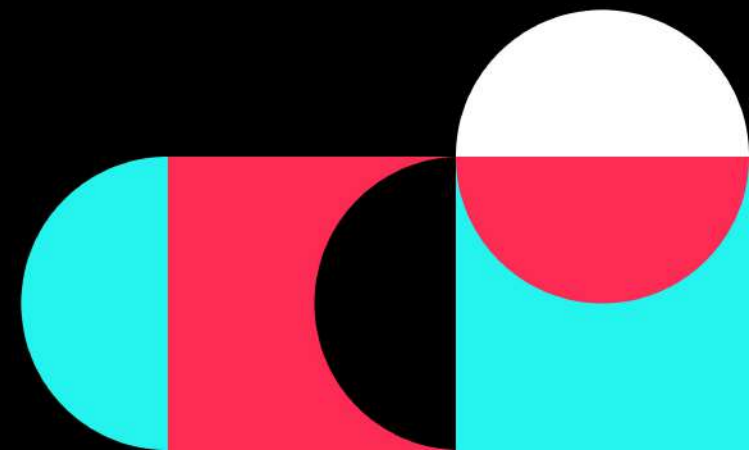# TikTok Video Editor

User Playbook

TikTok : Video Editor

TikTok
Video Editor

TikTok Video Editor is TikTok Ads Manager's web-based video editor that gives you access to a suite of TikTok style editing features. Use the TikTok Video Editor to

Layer Media Tracks
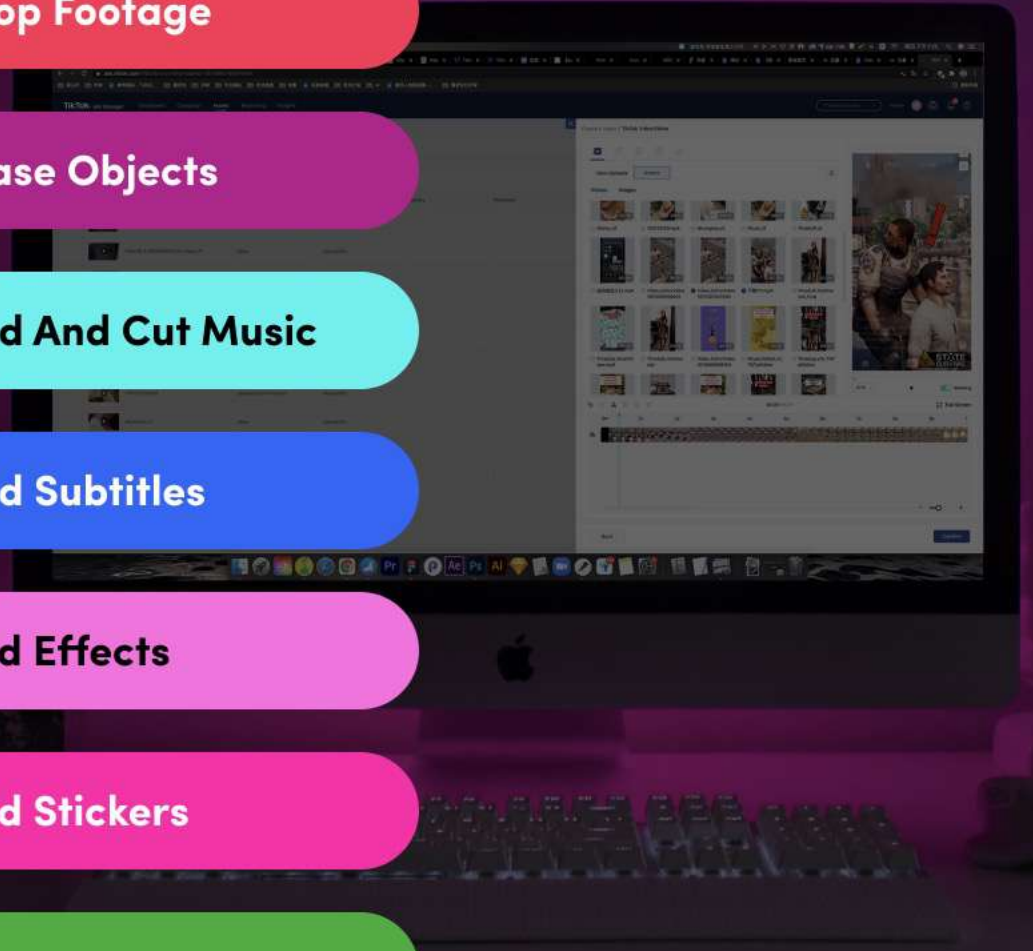
Crop Footage

Erase Objects

Add And Cut Music

Add Subtitles

Add Effects

Add Stickers

...

Reasons To Use TikTok Video Editor

ACCESSIBLE

Web-based video editor on TikTok Ads Manager, free to all users

CONVENIENT

Linked to TikTok's library of royalty-free soundtracks; the tool also allows you to make quick edits before launching global campaigns

CUSTOMIZABLE

Flexibly edit video creatives down to a single frame

INSPIRING

Tech-based trendy music, video transitions, visual effects and stickers are provided for all users

01

Quickly edit assets from other marketing campaigns

▸ Resize assets (crop, aspect ration selection, etc)

▸ Add TikTok royalty-free soundtracks

▸ Erase objects

▸ Preview your creative with TikTok app interface (Masking)

02

Quickly edit assets from TikTok ads campaigns

▸ Frame-by-frame video editing

▸ Scenes removal

▸ Combine multiple assets (transitions & visual effects)

▸ Add subtitles

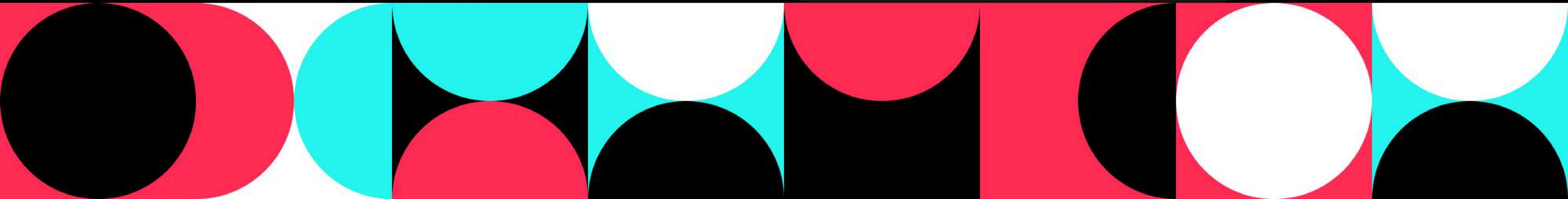▸ Preview your creative with TikTok app interface (Masking)

03

Add TikTok style elements to new assets

▸ Soundtrack customization with music recommendation

▸ Subtitle customization with text inspiration

▸ Video customization with good-performed transitions & visual effects inspiration

▸ Preview your creative with TikTok app interface (Masking)

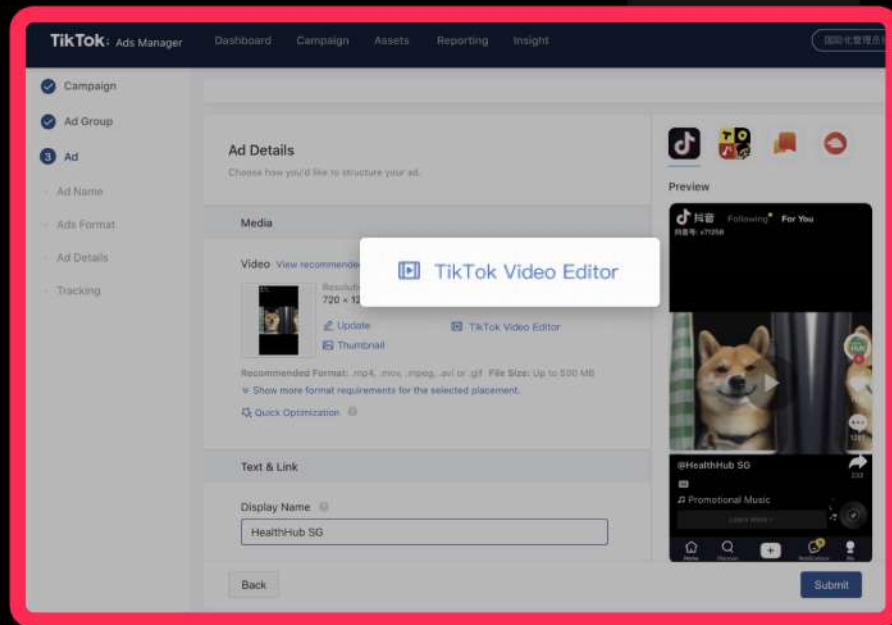▸ Add TikTok styled stickers

Key Features

TikTok : Video Editor

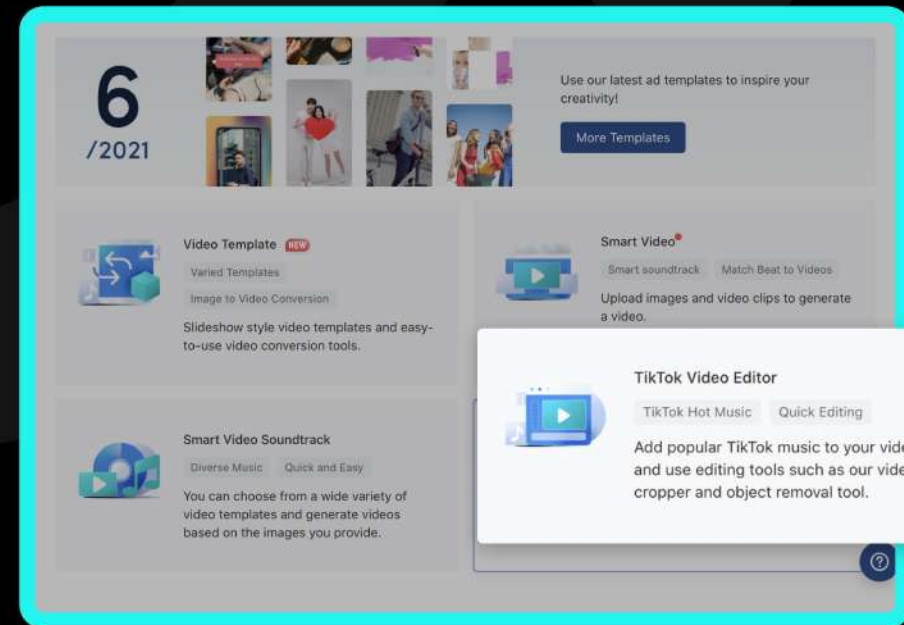# CONTENTS

ACCESS THE TOOL

OPTION 1

During the campaign/ad creation step

OPTION 2

Via Assets > Creative > Create > Creative Tools > Video Editor
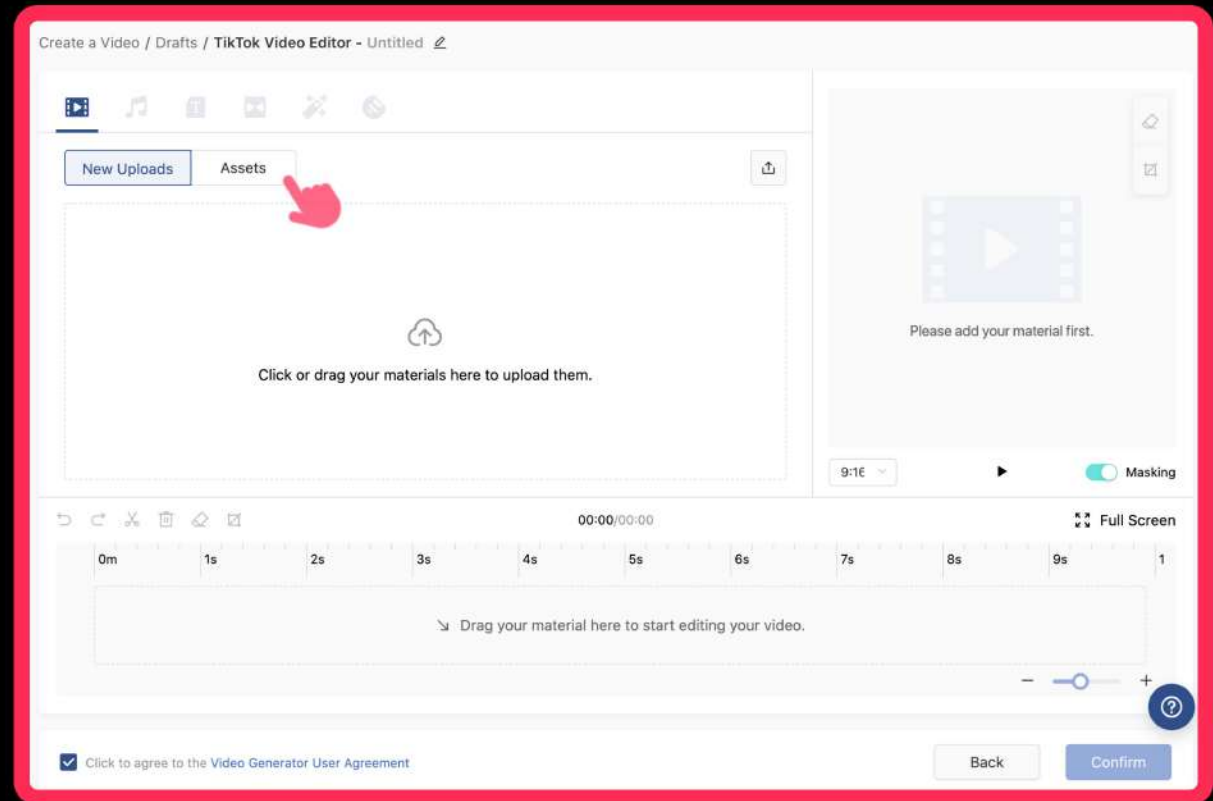
UPLOAD ASSETS

To add pictures and videos

OPTION 1

Choose from existing materials from your asset library

OPTION 2

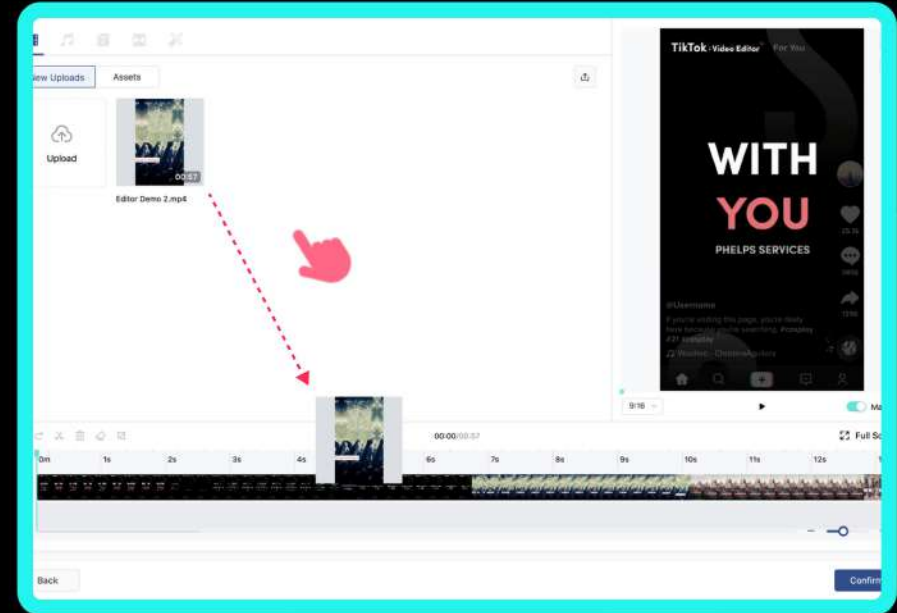Upload new materials from your computer
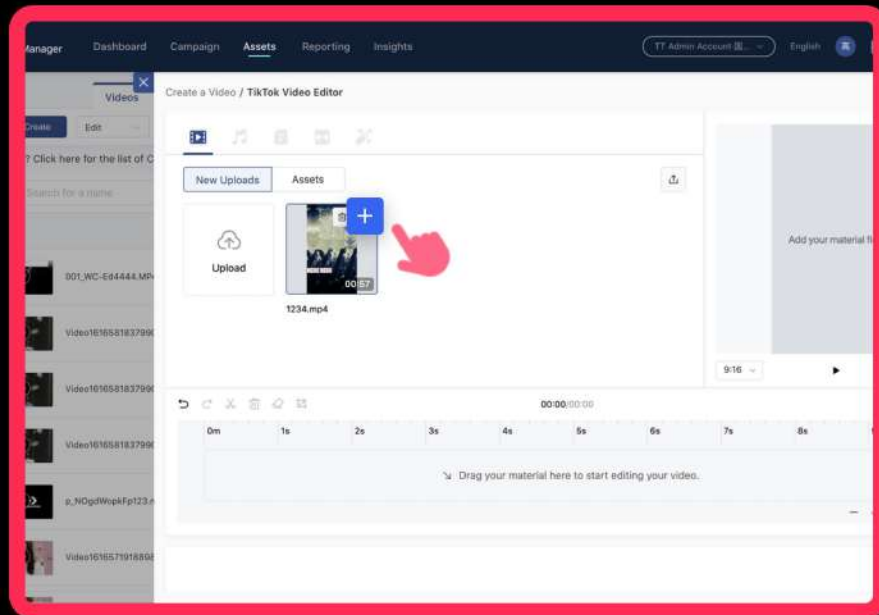
USE ASSETS

OPTION 1

1. Move cursor over a material and a "+" will appear on the top right corner.

2. Click on "+" and the material will be added to a media track.

OPTION 2
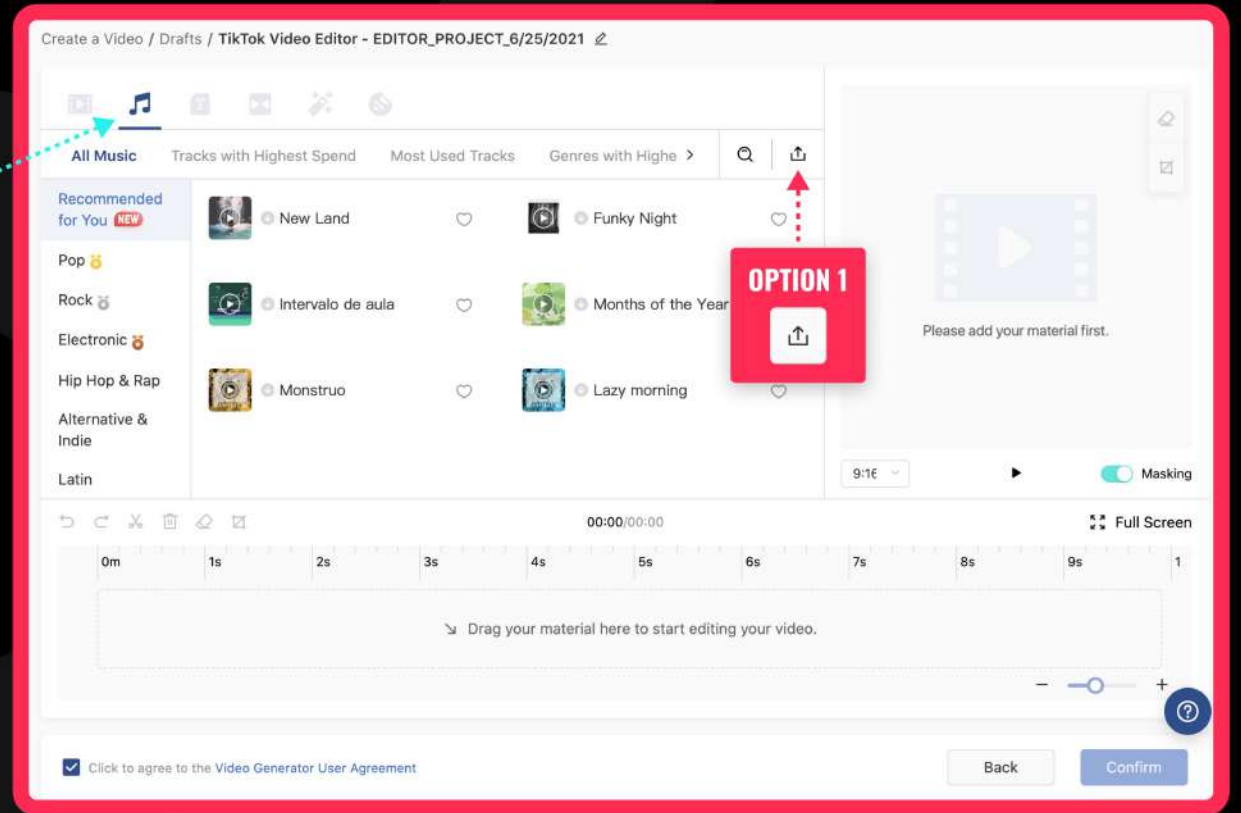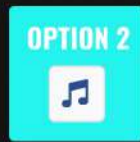
Drag a material to a media track.

UPLOAD MUSIC

To add music

OPTION 2

OPTION 1

Upload your own soundtrack

OPTION 2

Choose a soundtrack from the music library

Create a Video / Drafts / **TikTok Video Editor - EDITOR_PROJECT_6/25/2021**

All Music   Tracks with Highest Spend   Most Used Tracks   Genres with Highe

Recommended for You **NEW**

Pop
Rock
Electronic
Hip Hop & Rap
Alternative & Indie
Latin

New Land   Funky Night

Intervalo de aula   Months of the Year

OPTION 1

Monstruo   Lazy morning

Please add your material first.

9:16   Masking

00:00/00:00   Full Screen

0m   1s   2s   3s   4s   5s   6s   7s   8s   9s   1

Drag your material here to start editing your video.

Click to agree to the Video Generator User Agreement   Back   Confirm
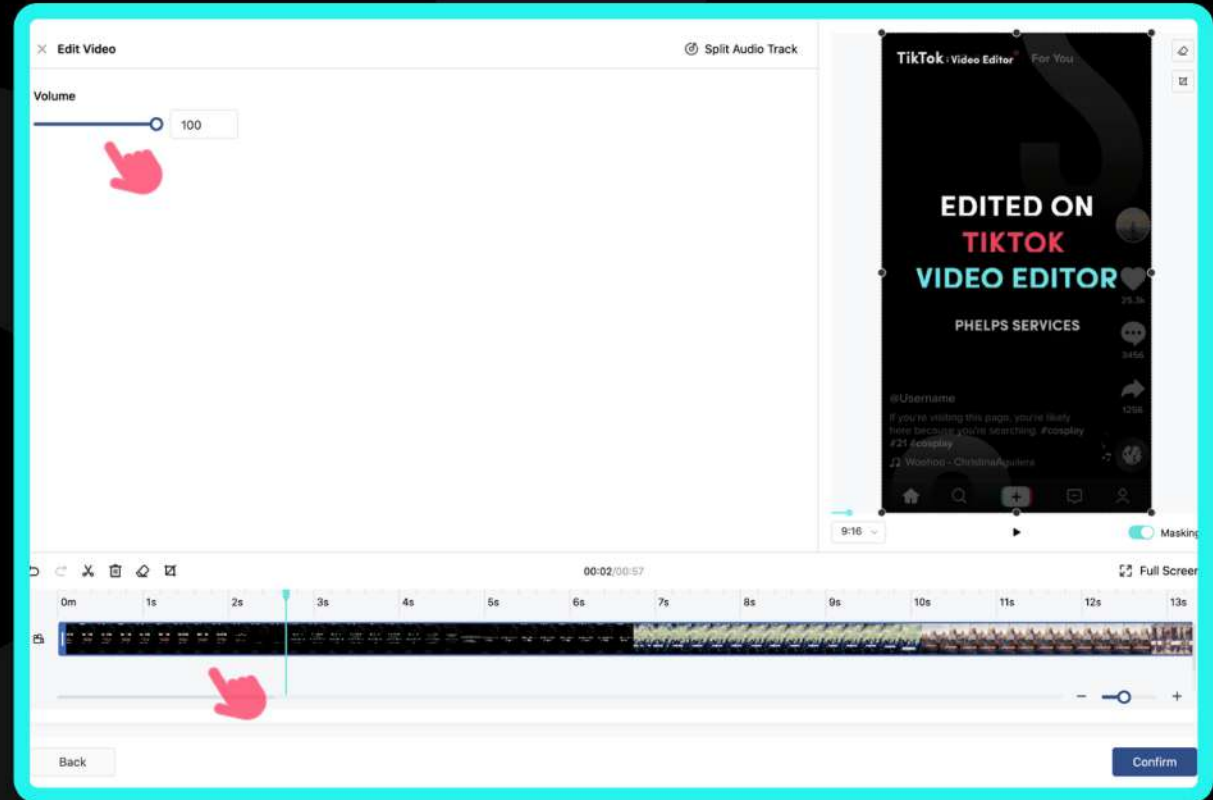
CHANGE VOLUME

Change volume of the music piece you select

1. Click on the music track

2. Change the volume with the slider

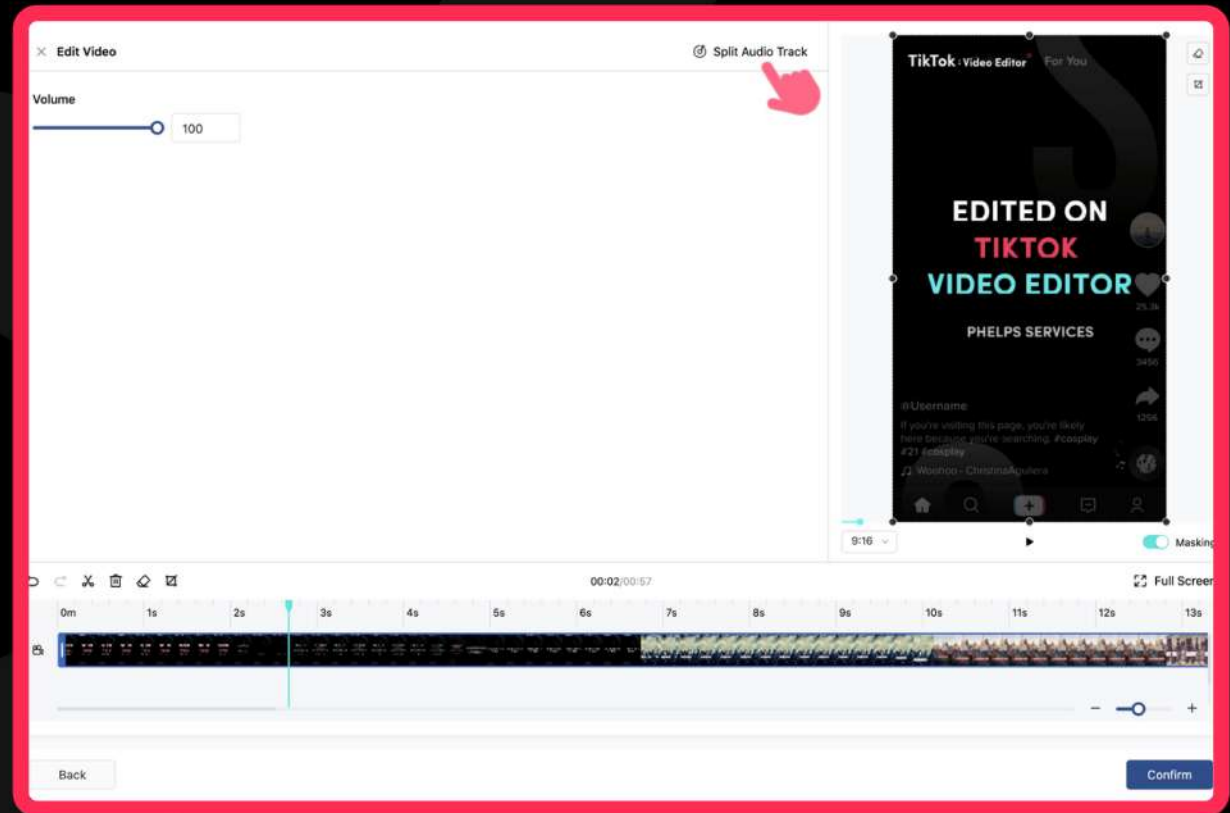## Change the volume of the video you upload.

1. Click on the video in the media track

2. Change the volume with the slider

3. Add a new music piece

EDIT SOUNDTRACKS

Remove/split an audio track from a video

1. Click on the music track

2. Change the volume with the slider

3. Use the scissor above the music track or move the blue-white bar at the end of the music piece to change the length of the music piece

ADD SUBTITLES

OPTION 1

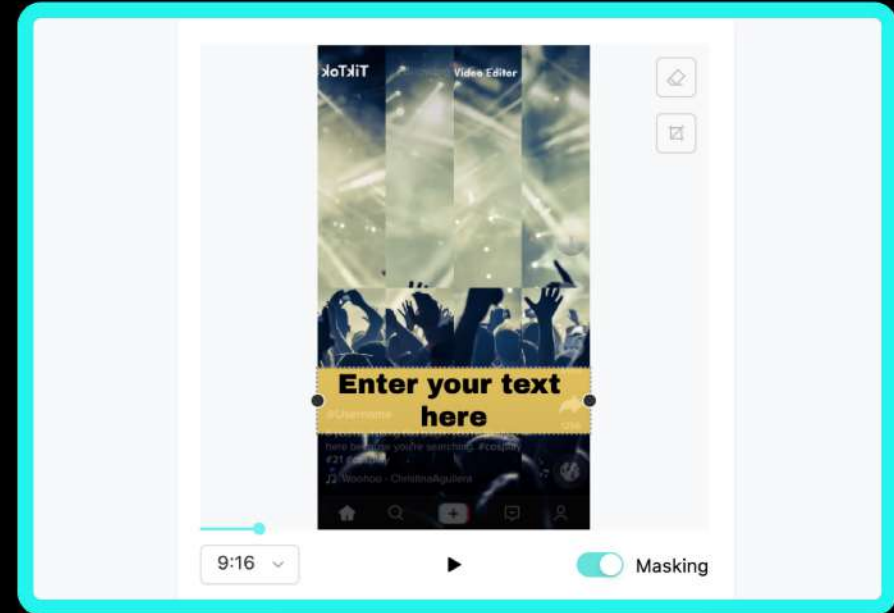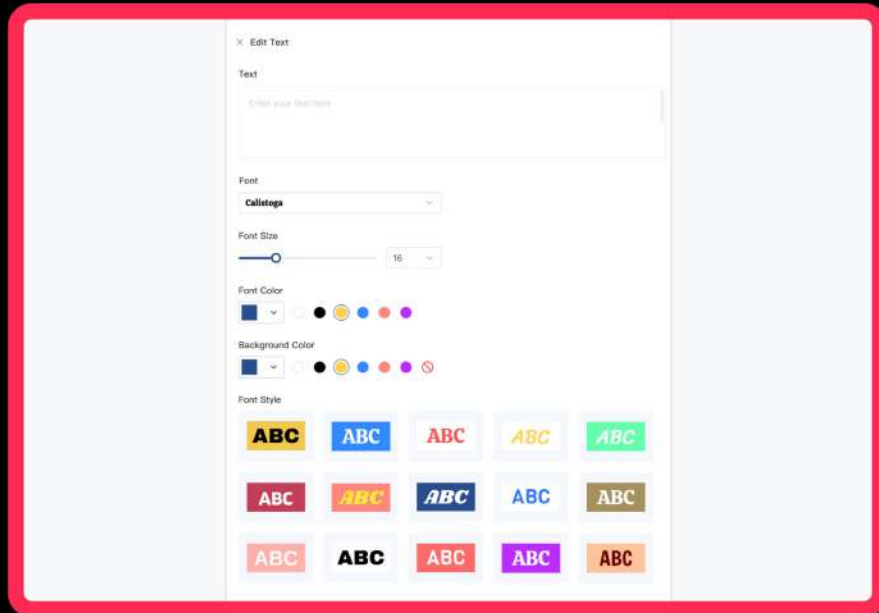Click on the subtitle icon to enter the subtitle editing page

Create a Video / Drafts / **TikTok Video Editor - EDITOR_PROJECT_6/25/2021**

ⓘ Tip: Text is great to give more information to users, but try to avoid adding too much text to one frame, as this may impact the CTR of your ad. ✕

ABC	ABC	ABC	ABC	ABC
ABC	ABC	ABC	ABC	ABC
ABC	ABC	ABC	ABC	ABC

Please add your material first.

9:16   ▶   Masking

00:00/00:00   ⛶ Full Screen

0m   1s   2s   3s   4s   5s   6s   7s   8s   9s   1

↘ Drag your material here to start editing your video.

☑ Click to agree to the Video Generator User Agreement

Back   Confirm

ADD SUBTITLES

Choose a style you like and you will see a subtitle/text box. You can change font, size, and color of font and background. Text will be shown in the preview while editing
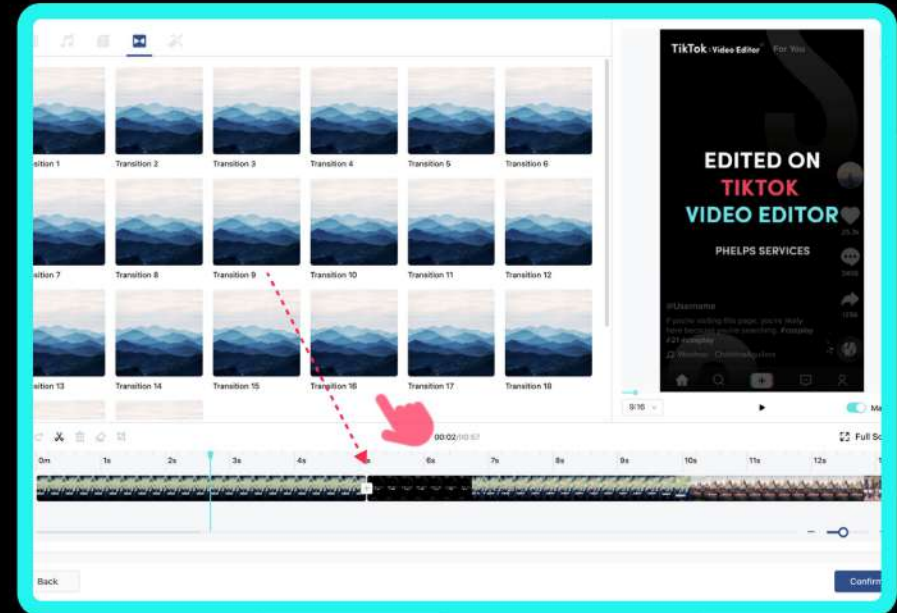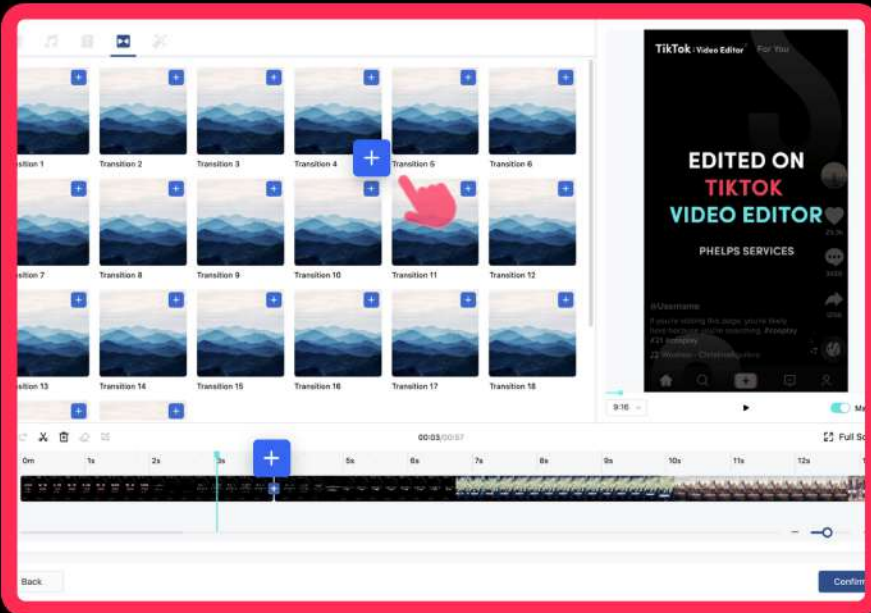

You can drag freely in the preview panel, and you can change the size of the text box freely

ADD TRANSITIONS

OPTION 1

1. Click "+" button on the media track (between two assets)

2. Click the "+" above the transition you want to add to the media track
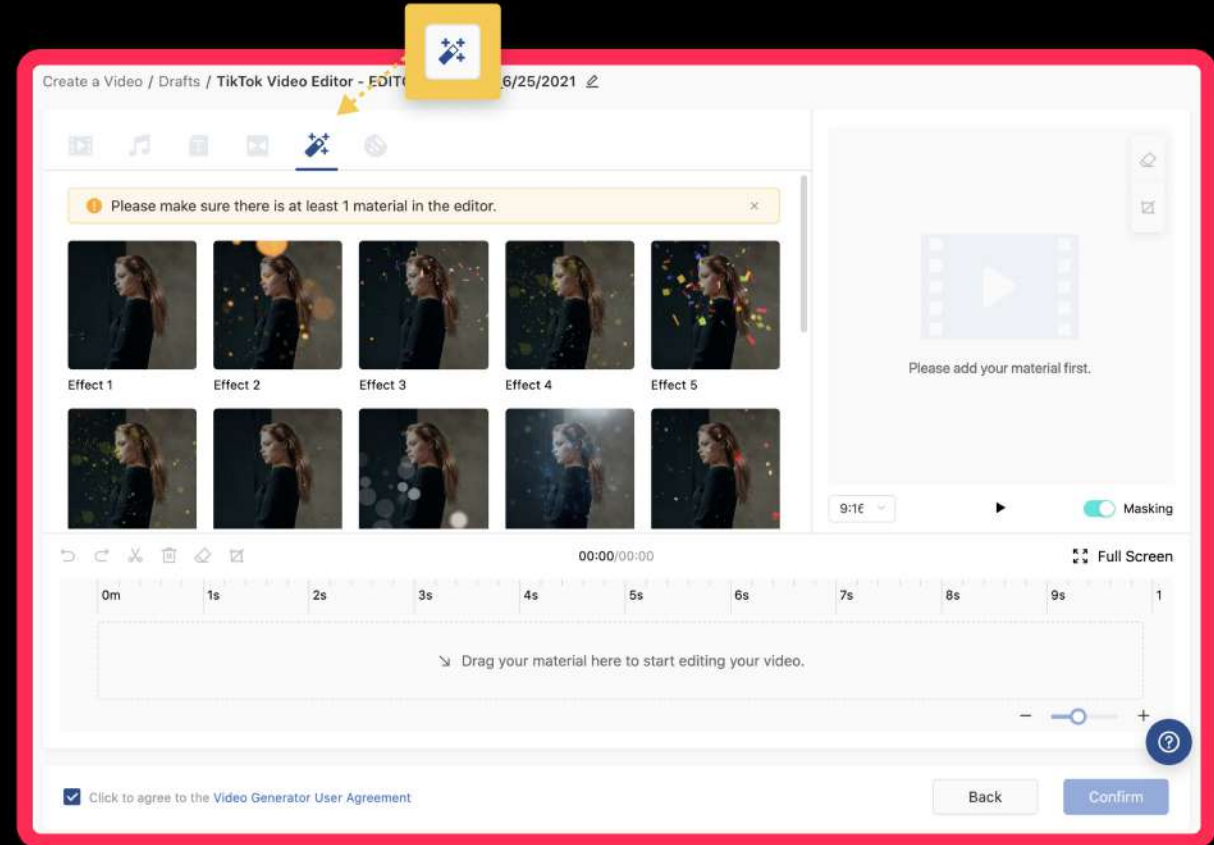

OPTION 2

Insert a transition into your video by dragging it between two materials in the editor below.
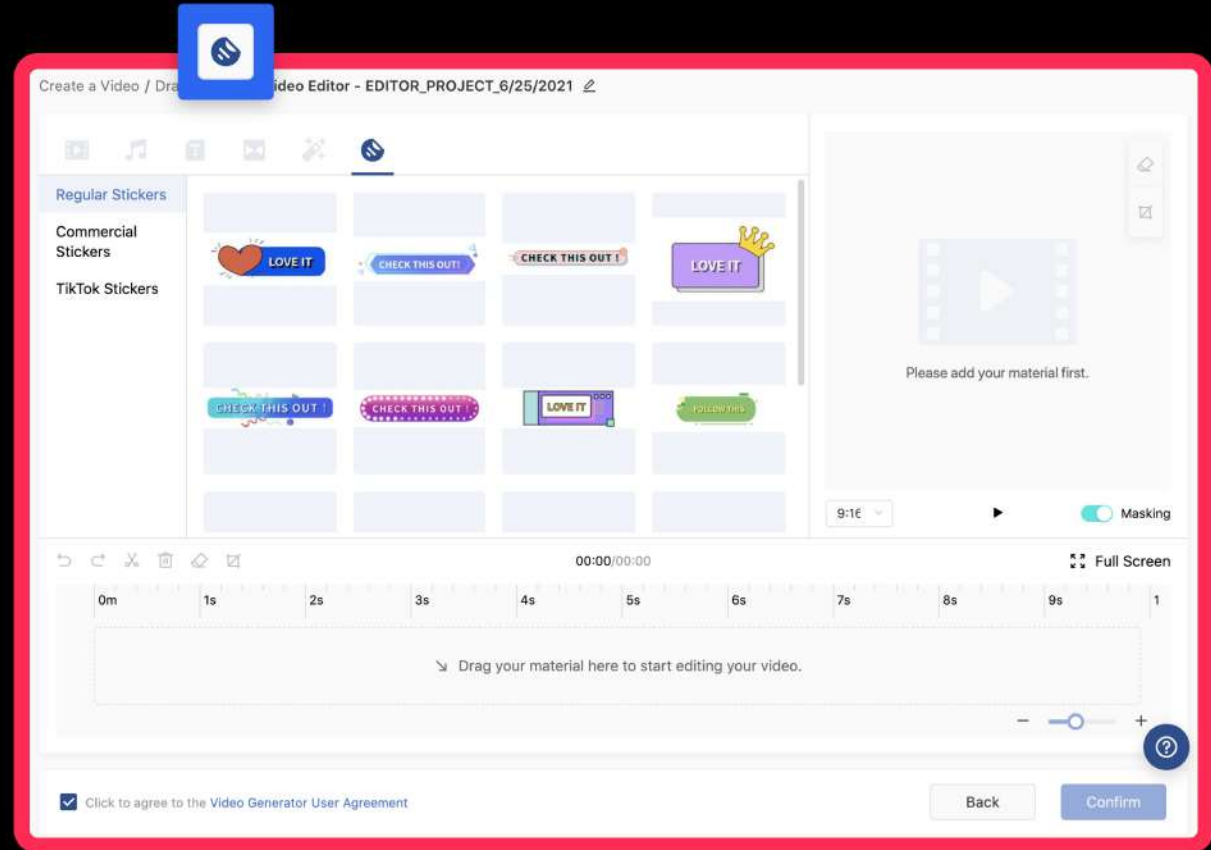
ADD VISUAL EFFECTS

You can layer the effect on top of the scenes freely. Please make sure you have at least 1 material in the editor before using the feature.

ADD STICKERS

Click the stickers icon to add your favorite stickers that are categorized by regular, commercial and TikTok stickers.

VIDEO ADJUSTMENTS

OBJECT ERASER

Remove unnecessary asset elements.

ASSET CROPPING

Choose the cropping ratio and select the cropping frame of the best fit.

ASPECT RATIO

Select the output video aspect ratio at the left bottom corner.
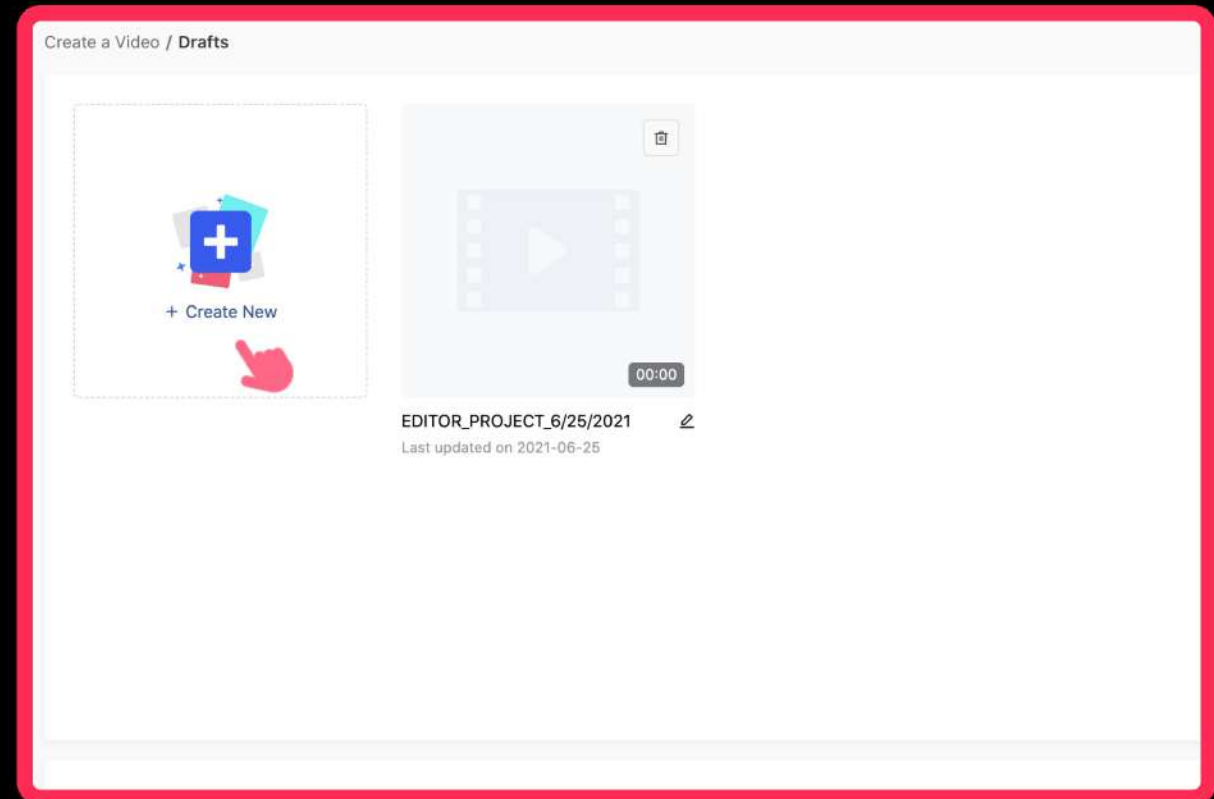
MASKING

When it is turned on, the preview will show the creative in a TikTok app format.

DRAFT PAGE

Click on "+ Create New Draft" to start creating your creatives if you do not have any materials uploaded when entering the Video Editor tool

Create a Video / **Drafts**

+ Create New

00:00

EDITOR_PROJECT_6/25/2021
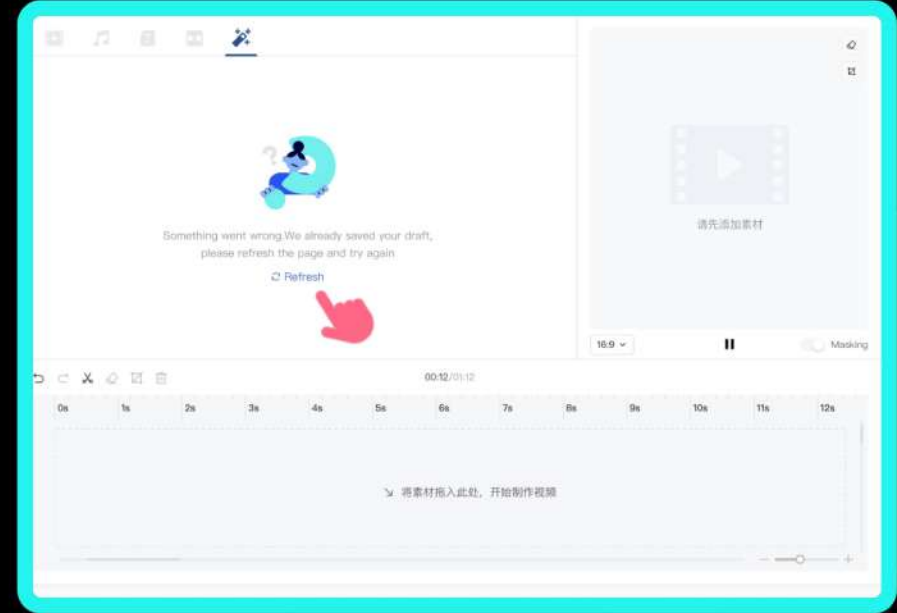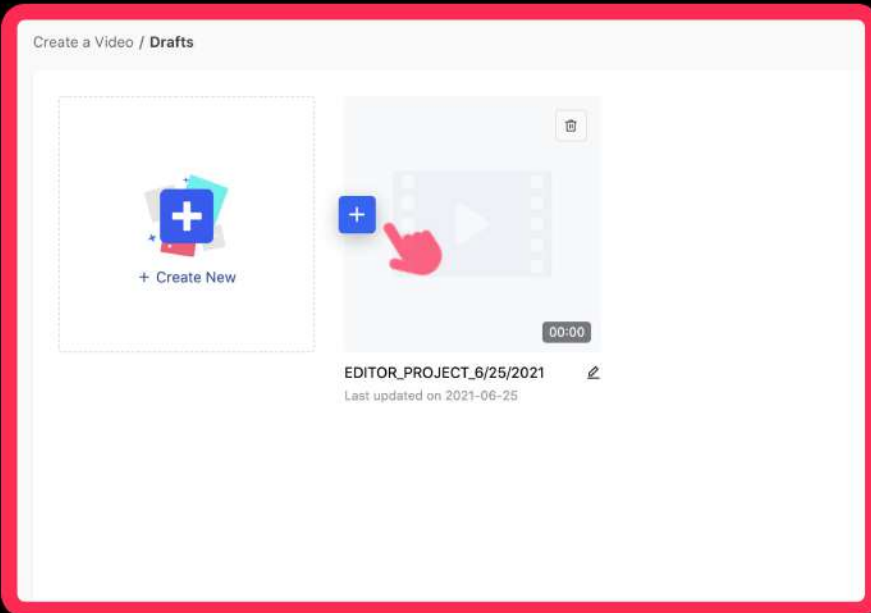
Last updated on 2021-06-25

AUTO-SAVE

OPTION 1

Click the editing button on the right corner of the unfinished project file

OPTION 2

Click "refresh" on the editing page if you encounter an issue (for example, the internet connection is lost) to see an auto-saved version of the project.

01

How many visual effects and transitions are covered by TikTok Video Editor?

Currently, we offer 55 visual effects and 35 transitions on TikTok Video Editor. We will keep updating the effect and transition library.
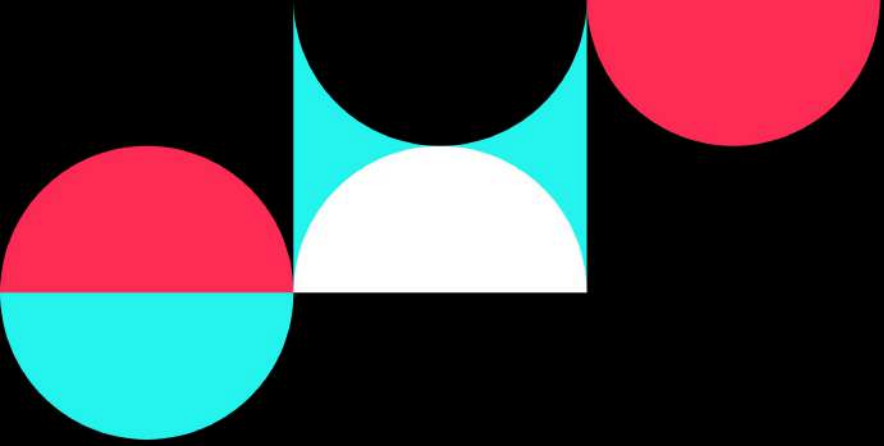
02

Do we need to pay for TikTok Video Editor use?

No, it opens to all TikTok for Business advertisers and it is completely FREE!

03

For the soundtrack recommendations within the TikTok Video Editor, do we have the copyright?

Yes. Music pieces (4000+) displayed on the TikTok Ads platform are royalty free.

THANKS

TikTok : Video Editor