

Launching a TikTok Sales Conversion Campaign



STEP 1

LOG IN TO TIKTOK ADS MANAGER

Log in

Don't have an account yet? [Sign up now](#)


Email [Use phone](#)

Password [Forgot password](#)

Log in



Or

 Log in with TikTok

[Having problems logging in with TikTok?](#)

Login: Go to ads.tiktok.com and log in to your Ads Manager account.

STEP 2

CREATE A CAMPAIGN

Conversion



App promotion

Get more users to install and engage with your app.



Lead generation

Collect leads for your business.



Website conversions

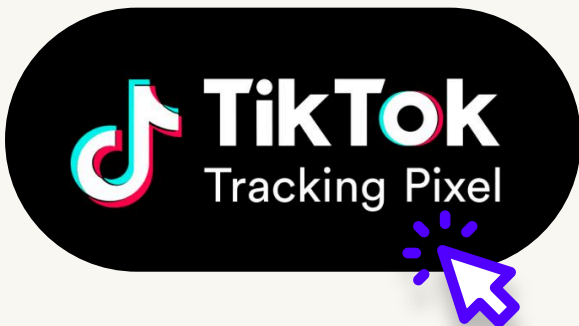
Drive valuable actions on your website.



New Campaign: Click on “Create” and select “Website Conversions” as your objective.

STEP 3

SET UP TIKTOK PIXEL



Install Pixel: Ensure TikTok Pixel is installed on your website to track conversions.

STEP 4

DEFINE AUDIENCE

Audience targeting

Smart audience will automatically target the most receptive audience for your business. Ads won't deliver to audiences under 18.

Location

Germany



Languages

All

Target Audience: Set demographics, behaviors, and interests for your target audience.

Lookalike Audience: Use TikTok's lookalike audience feature to reach users similar to your current customers.

STEP 5

CHOOSE AD PLACEMENT

Placements

TikTok, include search results

⤴ Hide advanced settings



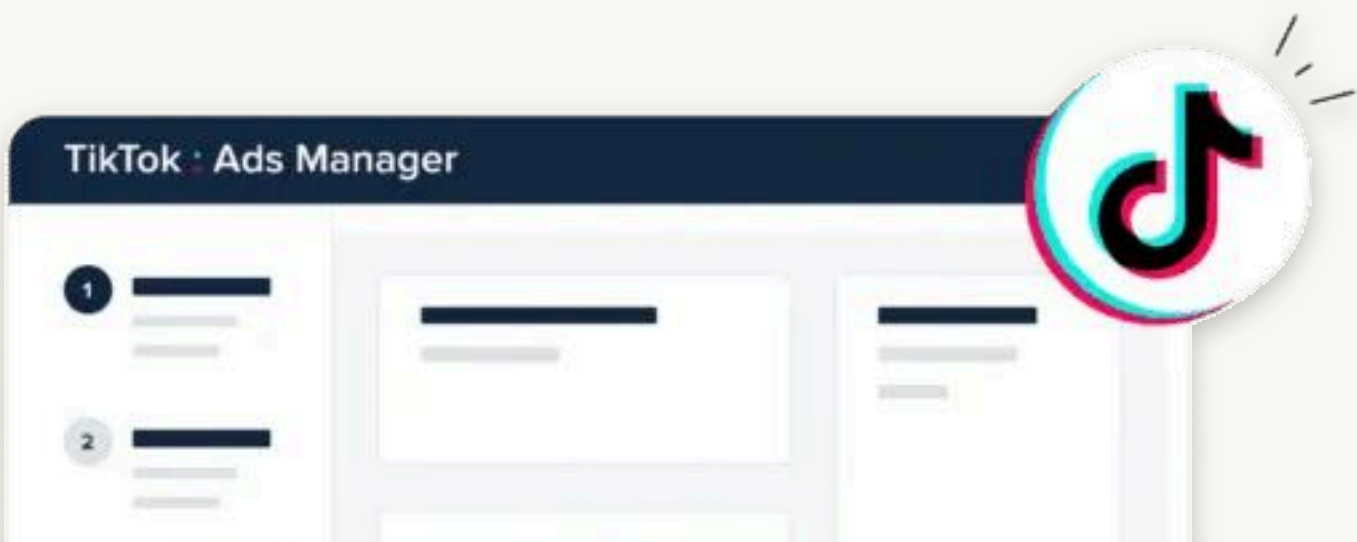
User comment

We recommend keeping user comments on to help your ads achieve more impressions and conversions. You can hide, pin, and reply to comments using our comment management tools. [How to manage comments](#)

Allow video download ?

Allow video sharing ?

In-Feed or Multi-Placement: Choose between TikTok's In-Feed ads or additional placements like BuzzVideo.



STEP 6

SET BUDGET AND SCHEDULE

Budget

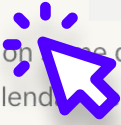
Daily



30.00

EUR

You'll spend up to 37.50 EUR on the most days, and less on others. You'll spend an average of 30.00 EUR per day and no more than 210.00 EUR per calendar week. [Learn more](#)



Budget: Choose a daily or lifetime budget for your campaign.

Schedule

Set start time and run ad group continuously

2024-12-13 14:30



Ad delivery is based on your registered account timezone (UTC+01:00) Berlin Time. Check the [local time of your targeted location](#)

Set start and end time

Schedule: Set start and end dates or run the campaign continuously.

STEP 7

UPLOAD AD CREATIVES

Add images or videos (0/30)

Adding more videos and images will help TikTok automatically optimize your performance.

- + Upload
- + Choose from library
- + Create

Add text (1/5) ?

Enter text for your ad 0/100

- + Add
- Smart Text ?



Interactive add-ons ?

- + Create
- + Choose from library

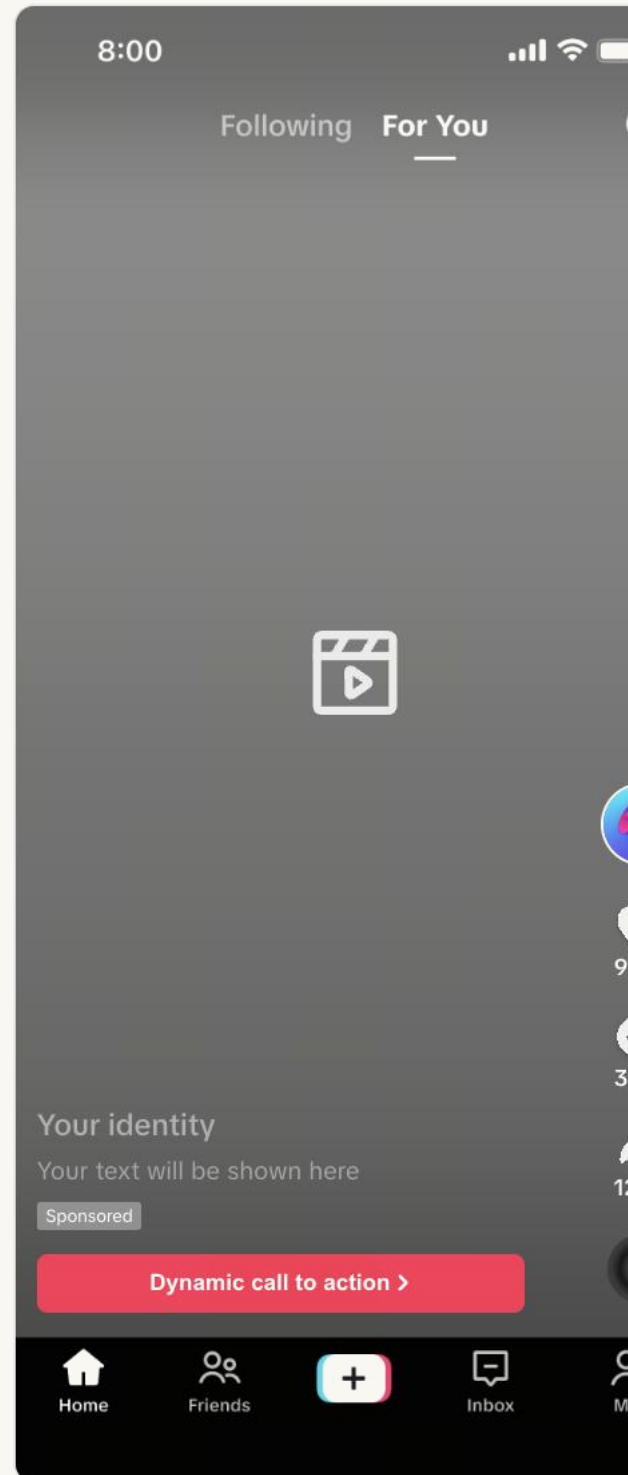
Video Format: Upload high-quality vertical videos (9:16) that capture attention.

Call to action ?

Dynamic: Automatically show different call to action text to different users to maximize performance. [Edit](#)

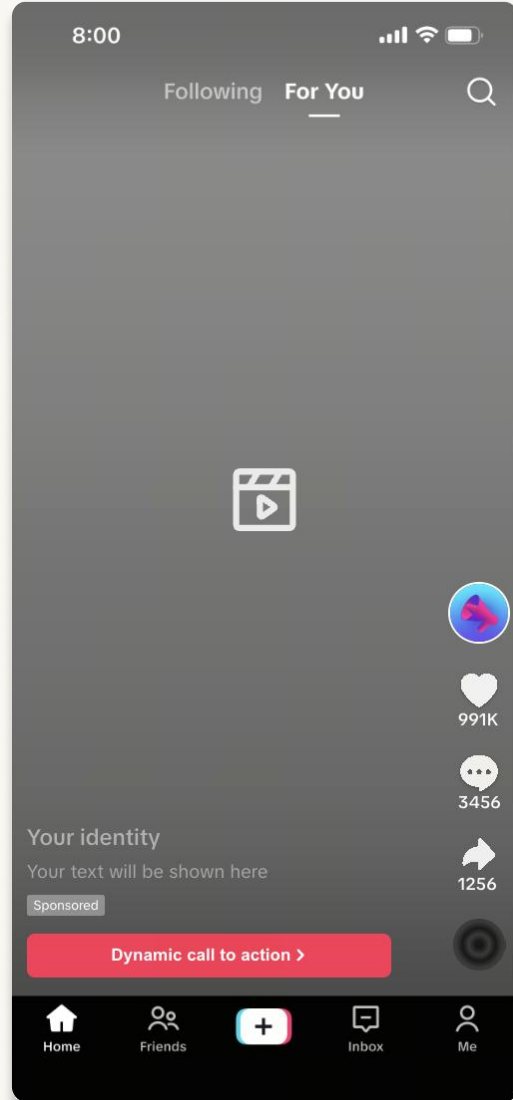
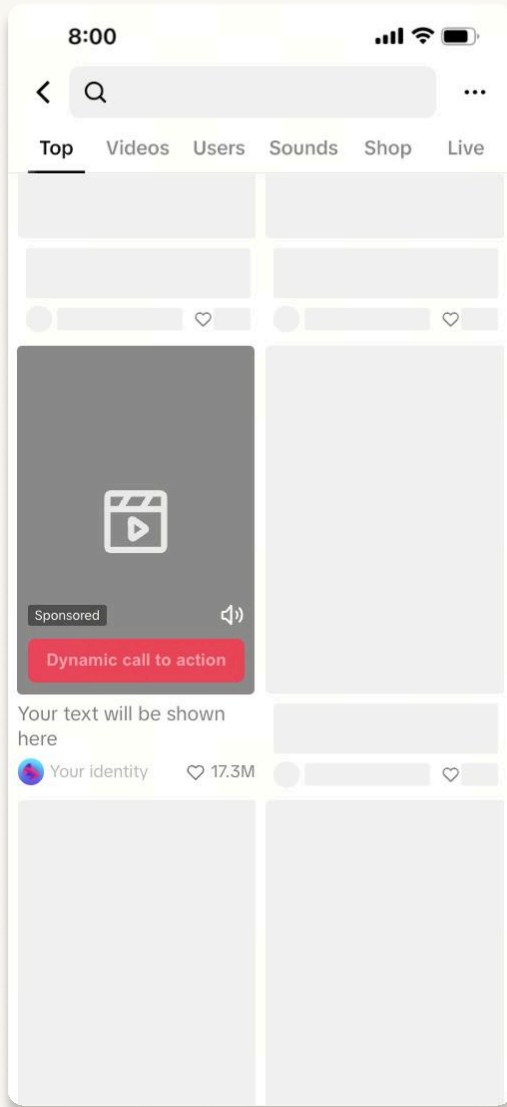


Call-to-Action: Add a strong call-to-action to drive users to your landing page.



STEP 8

REVIEW AND LAUNCH



Preview Ad: Ensure the ad looks great across devices and preview before launching.

If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

Contact us today!