



TIKTOK LIVE ENGAGEMENT & ADVERTISING STRATEGIES (INTERMEDIATE LEVEL)



Synopsis

The training program provides a comprehensive overview of leveraging TikTok Live and TikTok Ads Manager effectively. Participants will learn the fundamentals of conducting engaging live sessions on TikTok, including essential preparations, scripting techniques, and best practices for audience interaction. Additionally, they will gain insights into TikTok's advertising platform, learning how to create and manage successful ad campaigns using TikTok Ads Manager.



Course Objective

The course aims to equip participants with the skills to leverage TikTok Live, including scriptwriting, audience engagement, and overcoming barriers, while also offering training on TikTok Ads Manager to create and manage successful ad campaigns.



Audience

This TikTok Live course is for content creators, business owners, marketers, influencers, and entrepreneurs aiming to master live streaming and TikTok Ads Manager.

Pre-requisite :

None

Duration :

1 Day (9.00AM-5.00PM)

Course Delivery Mode :

Theory, Demonstration and Practical

Course Modules

Module 1

- Introduction to TikTok Live
- TikTok Live Introduction
- Things You Need Before Beginning
- What to Say and Not Say
- Live Script Sample
- How to Do Live Without 1,000 Followers

Module 2

- TikTok Ads Manager
- Introduction to TikTok Ads Manager
- Step by Step to Register the Account
- TikTok Campaign
- TikTok Spark Ads Campaign

Module 3

- Assessment
- Creating TikTok Live Scripts - By Participants
- TikTok Ads Campaign - By Participants

Module 4

- Assessment Review
- Review of Live Script and Video Creative for Ads Manager
- Open Q&A Session
- Recap of Key Takeaways



GET IN TOUCH



Ms Sally 012 - 331 4855
Ms Wanie 019 - 976 5169



39, Jalan PJS 11/2 Bandar Sunway,
47500 Subang Jaya, Malaysia



Follow us at Facebook!