



# COURSE

## **TIKTOK & SNAPCHAT ADVERTISING**

### **Course overview**

- Have you ever considered marketing your product or service to an area that isn't really interested in using Facebook? This course steps up to the basics of how to use Tiktok and Snapchat for business. It tackles when and how to use these two platforms for marketing to your target audience. It discusses the characteristics of good content for each platform and how to measure your marketing efforts on those two platforms.

### **What will you learn?**

**By the end of this course you will be able to do the following:**

- Learn about Tiktok and Snapchat
- Learn how to use Tiktok and Snapchat as Marketing tools
- Learn how to do campaigns on Tiktok and Snapchat
- Learn what type of content is suitable for each of Tiktok and Snapchat
- How to measure your marketing on Tiktok and Snapchat

**12** Total Course  
**HOURS**  
3 DAYS (4:00 hrs each)



### Course Outline:

#### Introduction about Tiktok & Snapchat :

- The history of Tiktok & Snapchat
- The nature of Tiktok & Snapchat
- The Status of Tiktok & Snapchat Nowadays
- Why Tiktok & Snapchat is Useful
- When to use Tiktok & Snapchat
- Uses of Tiktok & Snapchat

#### Snapchat Account for Business:

- How to create a powerful profile
- How to modify your profile to be used for business
- How to use your Tiktok & Snapchat profile as a Marketing tool
- How to build a strong presence on Tiktok & Snapchat platform

#### Content Creation for Tiktok & Snapchat:

- How to create High-quality video
- Using rich media
- Find relevant topics and conversations
- Other Types of content on Tiktok & Snapchat

#### Advertising on Tiktok & Snapchat:

- Setting up an advertising account
- Types of Tiktok & Snapchat ad campaigns
- Choosing a Campaign's objective on Tiktok & Snapchat
- Targeting on Tiktok & Snapchat
- Bid Configuration & Budgeting on Tiktok & Snapchat
- Managing your campaign on Tiktok & Snapchat
- Optimizing your campaign on Tiktok & Snapchat

#### Insights:

- Review campaign reports
- Measure Video activity
- Audience insights