

Is Your TikTok Page Ready For Ads?

The Exact Steps To Make Sure TikTok Ads Actually Work For You

Hi, I'm glad you're here.

If you're reading this, chances are you've thought about running ads on TikTok before, but something held you back. Maybe you tried the "Promote" button on the app and it didn't do much. Maybe you're just not sure where to even start. Either way, I wrote this for you — one business owner to another. No fluff, no big grammar. Just what you actually need to know.

Let's get into it.

1. TikTok Ads Is Not The Same As "Promote"

A lot of people try the blue "Promote" button inside the TikTok app first, because it's the easiest thing to see. You tap it, you pay a small amount, and TikTok pushes your video to more people. Simple, right?

Here's the problem: Promote is a very basic tool. It doesn't let you choose what you actually want to achieve — more sales, more messages, more followers. It just shows your video to more random people and hopes something happens. There's no real targeting, no real strategy behind it.

Real TikTok ads (the kind run through TikTok's actual Ads Manager) are different. You choose your goal. You choose who sees it. You get real numbers back, so you know exactly what's working and what isn't. It's not magic, but it's a real tool — not a shortcut.

So if Promote didn't work for you before, please don't conclude that "TikTok ads don't work." You just used the wrong tool.

2. What To Actually Expect From TikTok Ads

I'll be honest with you here, because that's the whole point of this.

TikTok's ad system is still younger than what you'll find on Instagram or Facebook (Meta). Meta has had years to build up its algorithm — it knows a lot about people, and it can match your ad to the right audience fairly quickly. TikTok is still growing into that. It's improving, but it's not there yet.

What that means for you: don't expect your very first ad to be perfect immediately. It might take a little adjusting — the content, the offer, who you're targeting — before you find what works. That's completely normal. It's not because you did something wrong. It's simply how a newer ad platform behaves.

The businesses that win with TikTok ads are the ones who test small, learn from what happens, and adjust. Not the ones expecting a miracle on day one.

3. What You Need In Place Before You Even Start

Before you spend a single naira on an ad, a few things need to be sitting right on your page. I won't walk you through every technical step here — that's a longer conversation — but here's what you need ready:

- **Your content.** A few videos already on your page. It doesn't need to be a lot, but an ad sending people to an empty page loses trust immediately.
- **Your bio.** It should say clearly what you do or sell. Don't make people guess.
- **Some social proof.** Comments, reviews, screenshots of happy customers — anything that shows real people already trust you.
- **A clear offer.** Not "check my page," but something specific — a product, a price, a next step someone can actually take.

If any of these are missing, fix them first. An ad can only work as well as the page it's sending people to.

4. How To Actually Run A TikTok Ad (In Simple Terms)

Here's the general shape of it, without getting too technical:

1. You set up your TikTok Business Center and a proper ad account (this is different from your regular TikTok app).
2. You choose your objective — what you actually want the ad to do (bring people to your WhatsApp, your website, your DM, or just build awareness).
3. You pick your audience — as close as you reasonably can to the kind of person who'd actually buy from you.
4. You set your budget and let it run.

5. You watch the numbers, and adjust what isn't working.

That's the shape of it. The details inside each step matter a lot, but this gives you the map.

5. You Don't Need To Spend Big To Find Out If It Works

Here's something a lot of people don't realize: you don't need a huge budget to test TikTok ads.

The least amount you can realistically use to run an ad on TikTok is around N2,500 per day. Run it for about 5 days, and you'll already start to see whether this is something that can work for your business or not. That's a small, low-risk way to test the waters — instead of stressing yourself wondering "will this work for me," you can just find out directly.

We Built Something For This Exact Moment

If you've read this far, you're clearly someone who takes their business seriously — that's exactly who this is for.

We built a step-by-step training that walks you through everything mentioned here, and more — how to get your page ready, how to set up your ad account properly, how to run ads to the goal that actually matters for your business, and how to read your numbers so you know what's working.

You don't have to figure this out alone, or waste money learning by trial and error.