

LESSON 5.

STEP-BY-STEP GUIDE TO PAID PROMOTION FOR AFFILIATES ON TIKTOK

In this lesson, you'll learn:

- Why TikTok Ads are a powerful tool for crypto offers
 - How TikTok advertising works: from account setup to launch
 - How to choose the right offer and adapt it for paid traffic
 - How to create creatives that TikTok will approve and that convert
 - How to set up an ad campaign: step by step
 - How to scale results and avoid bans
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What TikTok Ads are and why affiliates need them

TikTok Ads allow you to show paid ads to your target audience inside TikTok. Ads appear in users' feeds like regular videos—but with a button or link.

If you're an affiliate, TikTok Ads give you a direct way to drive traffic to offers. You don't have to wait for organic growth like with free methods. You launch—and get traffic the same day.

WHY TIKTOK ADS WORK SO WELL WITH CRYPTO OFFERS

1. TikTok algorithms help even beginners

TikTok doesn't care how many followers you have—paid ads show your video to the right audience immediately. Even if it's your first creative and your first ad, TikTok will give you a chance.

2. Young audience that loves trying new things

TikTok's audience:

- Ages 18–34
- Active, curious people

- Willing to register on new services, download apps, try DeFi, and participate in airdrops

This is exactly what crypto offers need:

Get someone to register, verify, set up a wallet, or deposit funds.

3. Paid traffic = full control and scalability

With organic (free) videos, you can't predict:

- Who sees your video
- How many views it will get
- When the traffic will come

Paid ads are different:

- You choose country, age, interests—and TikTok shows your ad to these people
- You control the budget: \$10/day or \$500/day
- You get stats for every step: clicks, registrations

4. You can test a hypothesis for just \$20–50

One of the main benefits of TikTok Ads is that you don't need to spend thousands to test something. Even \$20–50 gives you traffic, clicks, and idea testing.

This is especially useful for beginners. For example:

- Test which video topic performs best
- Check if people click your link
- See if the offer works in a specific GEO

WHAT TO PREPARE BEFORE LAUNCHING TIKTOK ADS

1. TikTok Ads Business Account

To run ads, you need a separate ad account—not a regular TikTok account.

Where to create: 🖱️ <https://ads.tiktok.com/> → “Create now”

Required info:

- Business name (any name is fine, even a fake one)
- Country (choose the target GEO)
- Currency (USD is convenient)
- Email and password

Important:

TikTok may ask for verification—to confirm business, website, and niche. Don't worry—even a one-page landing with info about your crypto service can pass. Just avoid “bold” promises like “earn \$1000/day.”

2. Offer – affiliate program allowing paid traffic

Not every offer can be promoted via TikTok. You need an offer that allows Paid Ads (PPC traffic) and preferably a clear one, compliant with platform rules.

Suitable crypto offers:

- Crypto wallets: Trust Wallet, Metamask (if affiliate program exists)

- Exchanges: OKX, Bybit, Bitget, Binance
- Airdrops: e.g., “register and get a token” offers
- Crypto education platforms (like CoinMarketCap, if affiliate program exists)



Important:

Before launching, make sure the offer terms allow TikTok Ads. Prefer offers marked “PPC allowed.”

3. Landing page (or bridge) compliant with TikTok rules

TikTok won’t approve an ad that leads directly to an exchange, verification, or a “foul” offer.

You need a bridge—simple intermediate page that:

- Explains where the user will go
- Doesn’t promise “earnings” or “investments”
- Looks clean and clear



No website? Use:

- Tilda or Carrd — simple landing in 15 min
- Linktree (if designed carefully)
- Taplink — mini-site

Tips:

- Add a privacy policy
- Avoid “forbidden” words: “invest,” “income,” “guaranteed”
- Add a neutral CTA button: “Learn more,” “Try for free,” “Open wallet”

4. Ad creative — short video with a hook

This is the heart of your ad—15–30 seconds to grab attention.

Working formats:

- “Simple Crypto Trading Strategy for Beginners in 2025!”
- “Secret Registration Tips on EVEDEX (Boost Cashback & Rewards!)”
- “Free Crypto? How to Get Maximum Bonuses from EVEDEX (Step-by-Step)”

Filming tips:

- Start with a hook
- Add captions—many watch without sound
- First scene is crucial—it decides if viewers continue
- Always include a call-to-action: “Watch how—link in description”

Content must be clear

TikTok strictly moderates crypto content.



What NOT to do:

- Promise income: “earn \$100”
- Mention investments, gambling, casinos
- Use red words: “guarantee,” “profit,” “get rich”



What you CAN do:

- Give useful info
- Show the process: “how to register,” “how to set up a wallet”
- Spark curiosity: “here’s why everyone talks about USDT”

STEP-BY-STEP GUIDE TO SETTING UP A TIKTOK ADS CAMPAIGN FOR BEGINNERS

TikTok Ads = “paid boost” for your content.

You pay, TikTok shows your video to the right audience. If the video performs well—people click the link and become leads (and you earn \$\$\$ from the affiliate program).

Here’s how to set up your first ad even if you’ve never tried it.

Step 1 Create a campaign

Go to TikTok Ads Manager: <https://ads.tiktok.com/>

Click “Create” → Campaign creation menu

Choose:

- **Campaign Objective:** Traffic (we want people to click the link)
- **Campaign Name:** anything, e.g., Crypto-Test-01
- **Campaign Budget:** you can start with No Limit to control the budget at the ad group level (easier for testing)



Tip: If you have TikTok Pixel and conversion events, you can choose Conversions instead of Traffic. Beginners should start simple.

Step 2

Set up Ad Group

This is where you configure audience and placement.

Key points:

Geo: depends on offer. Example:

- USA offer → set USA
- Vietnam offer → set Vietnam
- Global → choose top 5 English-speaking countries (India, Indonesia, Philippines, Mexico, Egypt)

Audience:

- Age: 18–35 (most active and engaged for crypto)
- Gender: All (if offer is not gender-specific)
- Languages: English if offer is English

Placement:

- Automatic Placement (TikTok chooses best spots)

Optimization Goal:

- Conversions if Pixel is set
- Clicks if no Pixel and we want to see what works well



If no Pixel yet—start with Clicks

Bidding & Budget:

- Budget Type: Daily
- Budget Amount: \$20–30/day for testing
- Bidding Strategy: Lowest Cost, TikTok will find the cheapest clicks

Step 3 Upload creative

Upload video and set up your ad.

Tips:

1. Video: vertical (9:16), up to 30 seconds, first 2–3 seconds are crucial, avoid words “earnings,” “income,” “investments”
2. Text (title): up to 80 characters, no promises or clickbait



Examples of good titles:

- “How to Get the Biggest Registration BONUSES on EVEDEX! (Full Tutorial)”
- “Where to Learn Crypto & Trading in 2025? EVEDEX Academy Review”



Examples of bad titles:

- “Earn \$300/day”
- “Invest and get income”
- “Fast money on crypto”

3. Link: to landing/bridge page, loads fast, not directly to exchange

Step 4

Budget and testing

To get first clicks and test:

- Start with \$20–30/day
- Create 3–5 different ads in one group (same settings, different videos/titles)



Why?

This tests which video grabs attention. TikTok will show the best-performing one.

QUICK SETUP CHEAT SHEET:

Element	Choice
Campaign Objective	Traffic
Geo	USA or Vietnam
Age	18–35
Placement	Automatic
Optimization Goal	Clicks or Conversions
Budget	\$20–30/day
Creative	Video ≤30s
Title	No “earnings,” info style
Link	Landing / bridge

Lifehacks:

- Don't aim for it to be perfect at the start—launch, watch reactions, improve
- TikTok needs 2–3 days to learn—don't turn off the ad immediately, let it consume data
- Analyze: which video gets more clicks and traffic? That style/topic works

Now you have a step-by-step guide to launch your first TikTok Ads campaign for crypto offers.

It's not complicated: anyone can do it from scratch—even if you just learned about affiliate marketing yesterday.

Key points to remember:

- TikTok gives beginners a real chance to succeed
- You don't need thousands—\$20–30 is enough for first clicks
- Don't sell directly. Educate, engage, spark interest—then people click your link themselves
- Advertising = testing. More tests = faster discovery of winning combinations

 Important:

paid promotion on TikTok is just an additional tool. It is not mandatory for an affiliate. If you don't have a budget or just don't want to run ads, you can work only on organics and still get results. Use paid traffic only when you have the desire and opportunity to test hypotheses or accelerate growth.

In the next lesson, you'll learn how to analyze TikTok results, which metrics matter, how to scale successful campaigns, and avoid wasting your budget.