

# What TikTok Ads Are and Why Your Business Needs Them

In today's fast-paced digital world, getting people's attention is harder than ever. [TikTok ads](#) have become one of the most effective ways for modern brands to do this. TikTok has changed from a viral video app to a global marketing tool that helps businesses reach millions of people through real, short stories.

What Are Ads on TikTok?

Paid TikTok ads are videos that show up in the TikTok feed or in other ad placements. They fit in perfectly with organic content, which makes them less annoying and more interesting.

Here are the main kinds of ads on TikTok:

**In-Feed Ads:** These are short video ads that look like regular TikToks and show up in the "For You" feed.

When users open the app, they see full-screen TopView Ads.

**Branded Hashtag Challenges:** Campaigns that ask people to make videos with your brand's tag.

**Branded Effects:** AR filters and stickers that are made just for interacting with a brand.

**Spark Ads:** Adds to existing videos or influencer content to get more people to see them.

Why Businesses Need TikTok Ads

## 1. Huge Reach and Active Participation

There are more than a billion people who use TikTok around the world, and the app's algorithm favours engagement over followers. With the right plan, even small businesses in Ireland can go viral.

## 2. Advertising that is cheap and can grow

Advertisers can start small on TikTok and grow their business. The cost per engagement is often lower than on other social media sites, which makes it great for small businesses and startups.

## 3. Real Brand Storytelling

TikTok campaigns do better when they are funny, creative, and real, unlike regular ads. People like brands that "fit in" with TikTok culture, which means they are natural, fun, and easy to relate to.

#### 4. Tools for Smart Targeting

TikTok's ad manager lets you target people based on their age, gender, location, interests, and behaviour. You can reach Irish audiences or markets all over the world with ease.

#### 5. Strong Conversion Skills

TikTok's ad formats and algorithm are made to get people to do things quickly, like visit a website, download an app, or buy something.

#### Why Get Professional Help

It may seem easy to run TikTok ads, but getting them to work well takes experience. Using a specialised TikTok ads service makes sure that your campaigns are creative, based on data, and follow all of the platform's best practices.

At Social Media Infinity, we help businesses make TikTok ads that are powerful, focused on conversions, and connect brands with real people. We also help businesses get measurable ROI.

#### Conclusion

TikTok ads aren't just a fad; they're an important way for brands to grow faster and connect with people in a real way. Businesses that use TikTok ads are getting a lot of attention and interaction, from small Irish shops to big global brands.