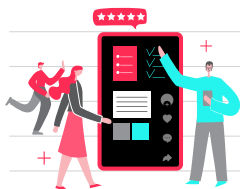


WIN
**MEGA
SALES**
WITH JOY

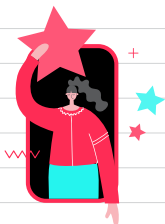
4 Checks for Mega Success: Sales Announcement Phase

Begin your campaign **15 to 30 days before the actual sales day!**
Ensure your brands and products are **kept top of mind**
with this checklist.



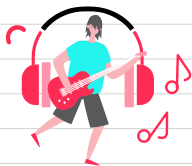
Grow your community

Encourage users to follow your **organic business account** to receive latest about the sale



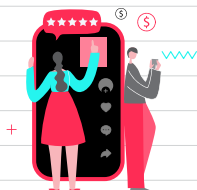
Build awareness early

Power up your brand with **TikTok's creators**
[\[Read more\]](#)



Drive recall consistently

Use high energy **music and jingle** to drive brand recall



Test-learn-test, and repeat!

Start **testing creatives** for your brand auction ad