CAMPAIGN BRIEF 1 OF 4 · GENERAL INTRODUCTION

ViralTiks Introduction: Four Tools, One Website

Tell people in your own voice what ViralTiks is and what its four tools do, and show the real website.

VIDEO	STYLE	PAY	POSTING
45–60s, 9:16	Your own	Fixed fee (UGC.ng)	After approval

Make it yours

This brief is a guide, not a script. You know your audience and your voice better than we do. Use your own words, your own style, your own humour and your own order. Don't memorise lines. What matters is that **what you say is true** and that people can see the real website working.

1 Goal and audience

The aim of ViralTiks: help people go viral on TikTok, with organic content and with paid ads. Everything the tools do points at that.

Goal of this video: help people understand, quickly, what ViralTiks is, what its four tools do, and that they can try it free at viraltiks.com.

Who it's for: small-business owners selling on TikTok, creators, social-media managers and agencies, and anyone about to spend on a TikTok ad or an influencer.

2 What to know about ViralTiks

ViralTiks is a TikTok growth and ad-research website. It never asks for your TikTok login. Four tools:

TOOL	WHAT IT DOES
Spark	Writes opening lines, captions and hashtags for your video.
Match	Tells you exactly who to show your ads to, so they reach people who'll buy.
X-Ray	Researches your competitors and gives you ads ready to film.
Pulse	Checks how engaged an influencer's audience really is, before you pay them.

Free to try, no card needed (3 Spark, 3 Match and 1 X-Ray try; Pulse quick checks are free). Paid plans are on viraltiks.com/pricing. Send viewers there for prices.

3 The idea

"One website, four tools." Introduce ViralTiks the way you'd tell a friend about something useful you found. Tell it however suits you: a walkthrough, a story, a problem-and-solution, a reaction. Funny, calm, energetic, it's your call.

Starting points only. Write your own in your own voice.

> **"I found one website with four tools that take the guesswork out of TikTok."**

> **"Before you post another TikTok or pay for another ad, look at this."**

> **"Stop guessing what to post, who to target and who to hire."**

4 What to cover, in your own words

- What ViralTiks is, and who it helps.
- What **Spark, Match, X-Ray and Pulse** each do, in a line each.
- **At least two tools running for real** on your screen, with a real result.
- That it's **free to try**, and that it never needs your TikTok login.

A loose flow, if it helps (change it freely)

Hook → what ViralTiks is → quick look at the homepage and the four tools → two or more tools in action → free to try → call to action.

5 Showing the real website

- Create a free account at **viraltiks.com** and use your free tries on camera.
- Record your screen in vertical (or crop to 9:16) and zoom in so it's readable on a phone. Let results stay on screen long enough to read.
- Use your own business or a simple example, and say it's an example.
- X-Ray: pick a market from the list on the page. Pulse: use your own account or an influencer who agreed.
- If something is slow or errors, don't fake it. Cut it or tell us.

6 Call to action

Send people to try it free:
"Try it free at viraltiks.com."
https://viraltiks.com

Say it, show it on screen, and put viraltiks.com in your caption.

7 Format and posting

ITEM	REQUIREMENT
Format	Vertical 9:16 MP4, 1080 × 1920, burned-in captions
Length	45–60 seconds
Language	English
Audio	Clear voice. Music only from TikTok's Commercial Music Library, or none
Posting	Don't post until ViralTiks approves it. If it's posted from your account: turn on TikTok's content disclosure (branded content) setting and add **#ad**

8 The non-negotiables

- ✕ **No promises about results.** Don't promise views, followers, going viral, sales or savings. Say what the tool gives you, not what it will earn you.
- ✕ **Nothing invented.** No made-up numbers, results, reviews or testimonials. Show what really appears on screen.
- ✕ **Not TikTok.** ViralTiks isn't affiliated with or endorsed by TikTok. Don't suggest otherwise or use TikTok's logo as ours.
- ✕ **Never say** ViralTiks posts for you, runs your ads, or needs your TikTok login or password. It does none of these.
- ✕ **Private details stay private.** Hide your email, payment details and anyone else's personal information on screen.
- ✕ **Be accurate about the tools.** Describe what each one gives you, not how it works. X-Ray gives you ideas, not guaranteed winners. Match doesn't run ads, you set them up yourself. Pulse flags are signals, not proof. Free tries are limited, so don't say "free forever".

9 Submission and tracking

- The final MP4 and your raw screen recording, through UGC.ng, by the date in your gig order.
- The caption and hashtags you'd post, in your own words.
- If posted from your account: your tracking link in your bio or caption, `https://viraltiks.com/?utm_source=ugcng&utm_medium=creator&utm_campaign=intro&utm_content=YOURHANDLE` (replace YOURHANDLE with your TikTok handle), and your TikTok analytics (views, likes, comments, shares, link clicks) 7 days after posting.
- One round of reasonable changes is included.

10 Payment

This is a **fixed-fee** gig. You're paid the price on your UGC.ng gig listing, through UGC.ng, once ViralTiks approves the video. It doesn't depend on views, sign-ups or sales. Usage rights are as set in the gig listing.