

TIKTOK SHOP TACTICS

13 POWER PLAYS for TOP SELLERS



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Introduction

Advanced Selling Techniques for TikTok Shop

From hosting live shopping events to tagging products directly in your videos, TikTok Shop offers a suite of features designed to turn your social interactions into transactions. But that's just a small (albeit powerful) part of what you can do to market and sell your products with TikTok Shop.

Let's take a closer look at the many ways you can leverage TikTok's platform to sell from your new Shop.



Native Selling and Advertising Programs

TikTok Live Shopping

TikTok Live Shopping lets you be the host of your own shopping channel, directly engaging with potential customers and making sales on the spot. It's not just a feature; it's an event.

TIPS BEFORE GETTING STARTED:

- ④ Plan your live shopping event in advance. This includes deciding what products you're going to showcase, what promotions you're going to offer, and how you're going to engage with your viewers.
- ④ Promote your live shopping event on TikTok and other social media platforms. Let your followers know when and where your live event will be, and what they can expect.
- ④ Start your live shopping event with a bang. Introduce yourself and your brand, and give viewers a quick tour of the products you're going to be showcasing.
- ④ Be engaging and informative. Talk about your products in detail, and answer any questions that viewers may have.
- ④ Use product stickers and other interactive features to keep viewers engaged.
- ④ Offer exclusive discounts and promotions to live shopping viewers. This is a great way to incentivize people to buy your products during your live event.
- ④ End your live shopping event with a call to action. Tell viewers how they can purchase the products they've seen during your event.



BEST PRACTICES:

- ✔ Use high-quality video and audio equipment. Your viewers should be able to see and hear you clearly.
- ✔ Have a good lighting setup. You should be well-lit and evenly lit.
- ✔ Use a variety of camera angles. This will help to keep your live event visually appealing.
- ✔ Be yourself and have fun! Viewers can tell when you're being genuine, so just relax and be yourself.

PRO TIPS:

- ✔ Partner with TikTok creators. They can help you to promote your live shopping event to their followers.
- ✔ Use TikTok's live shopping analytics to track your performance. This information can help you to optimize your live shopping events and improve your results.
- ✔ Run contests and giveaways during your live shopping events. This is a great way to generate excitement and engagement.
- ✔ Offer exclusive discounts and promotions to live shopping viewers. This is a great way to incentivize people to buy your products during your live event.

1. TikTok Ads

Forget spray-and-pray advertising. TikTok Ads let you laser-target your audience, ensuring your products appear right where they'll generate the most buzz—and business.

BASICS:

- ① Choose the right ad objective. TikTok Ads offer a variety of ad objectives, such as increasing brand awareness, driving traffic to your website, and generating leads and sales. Choose the ad objective that is most aligned with your business goals.
- ② Create high-quality ad creatives. Your ad creatives are the first thing that potential customers will see from your brand, so it is important to make a good impression. Use high-quality product photos and videos, and write clear and concise ad copy.
- ③ Target your ads carefully. TikTok Ads allow you to target your ads to a specific audience based on factors such as demographics, interests, and behaviors. Use this targeting functionality to reach the people who are most likely to be interested in your products.
- ④ Set a budget and track your results. It is important to set a budget for your TikTok Product Ads campaign and to track your results so that you can see what is working and what is not.

BEST PRACTICES:

- ✔ Use relevant keywords. When creating your ad campaigns, be sure to use relevant keywords so that your ads are shown to the right people.
- ✔ Test different ad creatives. Don't be afraid to experiment with different ad creatives to see what works best for your target audience.
- ✔ Use social proof. Social proof, such as product reviews and testimonials, can be very effective in increasing conversions.
- ✔ Offer limited-time deals and promotions. This is a great way to create a sense of urgency and to encourage people to buy your products.
- ✔ Use TikTok analytics in TikTok Ads Manager to optimize your campaigns. TikTok analytics can provide you with valuable insights into your ad performance and your target audience. Use this information to optimize your campaigns and improve your results.



PRO TIPS:

- ✔ Use TikTok trends in your ad creatives. TikTok trends that are relevant to your brand are a great way to capture people’s attention and to make your ads more relevant.
- ✔ Partner with creators through TikTok Creator Marketplace. TikTok creators can help you to promote your products and reach a wider audience.
- ✔ TikTok Creative Center to get inspiration. TikTok Creative Center can help you find the best performing ads, viral videos, and trending hashtags across regions and verticals.
- ✔ Use TikTok’s ad targeting options to reach your ideal customer. TikTok offers a variety of ad targeting options, including demographic targeting, interest targeting, and behavioral targeting. Use these targeting options to reach the people who are most likely to be interested in your products.
- ✔ Use GoDataFeed to inject keywords into listings and give structure to your product presentation. Product titles and descriptions can benefit from strategic optimization. GoDataFeed makes it easy to enhance all of your product listings dynamically.

2. Product Showcase Tab

Think of the Product Showcase Tab as your brand’s curated gallery within TikTok Shop. It’s not just a list of products; it’s a narrative that turns casual browsers into committed buyers.

FUNDAMENTALS:

- ⌚ **Showcase the most popular and profitable products:** The product showcase is a great way to feature your best-selling products and to encourage shoppers to buy them.
- ⌚ **Promote new products and collections:** The product showcase is also a great way to promote new products and collections to your customers.
- ⌚ **Create a unique and branded shopping experience:** You can customize the product showcase to match your brand and to create a unique shopping experience for your customers.

- ⌚ **Use the product showcase to run promotions and giveaways:** You can use the product showcase to promote exclusive discounts and giveaways to your customers.
- ⌚ **Collaborate with and creators:** You can partner with TikTok and creators to promote your products in the product showcase.



BEST PRACTICES:

- ✔ **Use high-quality product photos and videos:** The product showcase is a visual platform, so it is important to use high-quality product photos and videos.
- ✔ **Write clear and concise product descriptions:** The product descriptions should highlight the key features and benefits of your products.
- ✔ **Use relevant keywords:** Use relevant keywords in your product descriptions so that shoppers can easily find your products.
- ✔ **Use a variety of product showcase templates:** TikTok Shop offers a variety of product showcase templates to choose from. Experiment with different templates to see what works best for your brand and your products.
- ✔ **Track your results:** Use TikTok Shop analytics to track the performance of your product showcase. This information can help you to optimize your product showcase and to improve your sales.

Exclusive TikTok Shop Features

3. Product tagging

Imagine your TikTok videos as interactive catalogs. With Product Tagging, every video becomes a direct portal to product details and purchases. It's content and commerce, rolled into one.



FUNDAMENTALS:

- ④ To use Product Tagging, you first need to create a TikTok Shop and sync your product catalog with TikTok Shop. This will allow you and your collaborators to tag your products from your Shop in your TikTok videos.
- ④ To tag your products in your videos, click the "Product" button and select the products you want to tag.
- ④ Include a call to action in your video and in your captions to tell viewers what you want them to do, such as "Shop now" or "Learn more."

BEST PRACTICES:

- ✔ Use product tagging to tell a story. Don't just tag your products randomly. Instead, use them to tell a story about your brand and your products. For example, you could create a video about how to style a particular outfit, and then tag the products featured in the video.
- ✔ Use product tagging to promote new products and collections. Product tagging is a great way to introduce new products and collections to your audience.

PRO TIPS:

- ✔ Use TikTok trends in your videos. TikTok trends are a great way to capture people's attention and make your videos more relevant.
- ✔ Partner with TikTok creators. TikTok creators can help you to promote your products and reach a wider audience.
- ✔ Use TikTok's Product Analytics to identify your top performers. Prioritize these products in your videos.

4. Creator Collaboration

Creators aren't just promoters; they're community builders. Partnering with the right TikTok creators can turn their followers into your customers.

FUNDAMENTALS:

- ② Identify the right creators to collaborate with. Choose creators whose values align with your brand and who have a following that is relevant to your target audience.
- ② Develop a clear campaign brief. This should outline your goals for the campaign, the target audience, and the key messages that you want to communicate.
- ② Track your results. Use TikTok analytics to track the performance of your creator collaboration campaign. This will help you to understand what is working and what is not, so that you can improve your campaigns in the future.
- ② Provide the creator with creative freedom. Allow them to create content that is authentic to their personal brand and that will resonate with their audience.





BEST PRACTICES:

- ✔ Choose creators who are a good fit for your brand. Consider the creator's values, audience, and content style when making your selection.
- ✔ Set clear goals for the campaign. What do you want to achieve with your creator collaboration? Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can develop a campaign brief that outlines the steps you need to take to achieve them.
- ✔ Provide the creator with creative freedom. The best creator campaigns are authentic and engaging. Allow the creator to create content that is true to their personal brand and that will resonate with their audience.

PRO TIPS:

- ✔ Offer a fair payment structure. Creators should be compensated fairly for their work. When negotiating payment, consider the influencer or creator's reach, engagement rate, and the amount of work that they will be putting into the campaign.
- ✔ Provide the creator with support. Make sure that the creator has all of the resources they need to create successful content. This may include providing them with product samples, product information, or access to your team.
- ✔ Promote the creator's content. Once the creator has created content for your campaign, be sure to promote it on your own TikTok account and other social media channels.
- ✔ Use Spark Ads to promote your creator collaboration content to a wider audience. Spark Ads are a great way to reach people who are most likely to be interested in your products and who are already following the creator whose content you are promoting.

5. Fulfilled by TikTok (UK Only)

→ Logistics, Handled

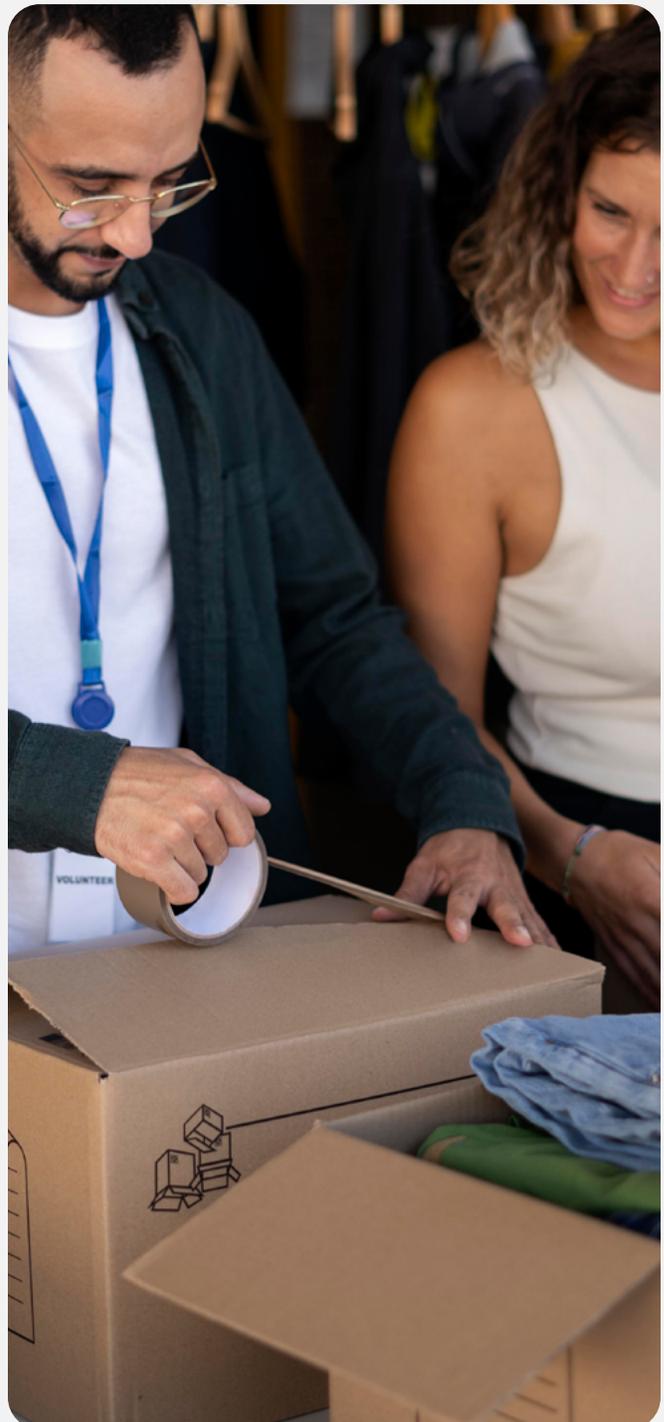
→ FBT isn't just about shipping; it's about freeing you to focus on what you do best—creating killer products and marketing campaigns.

FUNDAMENTALS:

- ① Enroll in FBT. You can enroll in FBT through the TikTok Seller Center. Note: This is only available to UK sellers at time of publication.
- ① Send your products to TikTok Shop's fulfillment centers. Once you've enrolled in FBT, you'll need to send your products to TikTok Shop's fulfillment centers.
- ① FBT fulfills your orders. Once an order is placed, TikTok Shop will fulfill it for you. You'll be able to track the status of orders and view fulfillment reports through the TikTok Seller Center.

BEST PRACTICES:

- ✔ Use FBT's inventory management tools. FBT offers a variety of inventory management tools that can help you to track your inventory levels and optimize your fulfillment process.
- ✔ Use FBT's customer service team. FBT's customer service team is available to help you with any questions or problems that you have.
- ✔ Use FBT's feedback reporting tools. FBT offers feedback reporting tools that can help you to understand how your customers are rating your fulfillment experience.



6. TikTok Shop Product Analytics

→ The Pulse of Your Store

→ Think of analytics as your shop's heartbeat, a real-time pulse that tells you what's working and what needs a tune-up. With TikTok Shop Product Analytics, you're not just collecting data; you're gaining vital signs that guide your next move.

TIKTOK SHOP PRODUCT ANALYTICS PROVIDES INSIGHTS INTO A VARIETY OF METRICS, INCLUDING:



Product views



Product page visits



Add to carts



Purchases



Purchase rate



Average order value



Revenue



Return rate



FUNDAMENTALS:

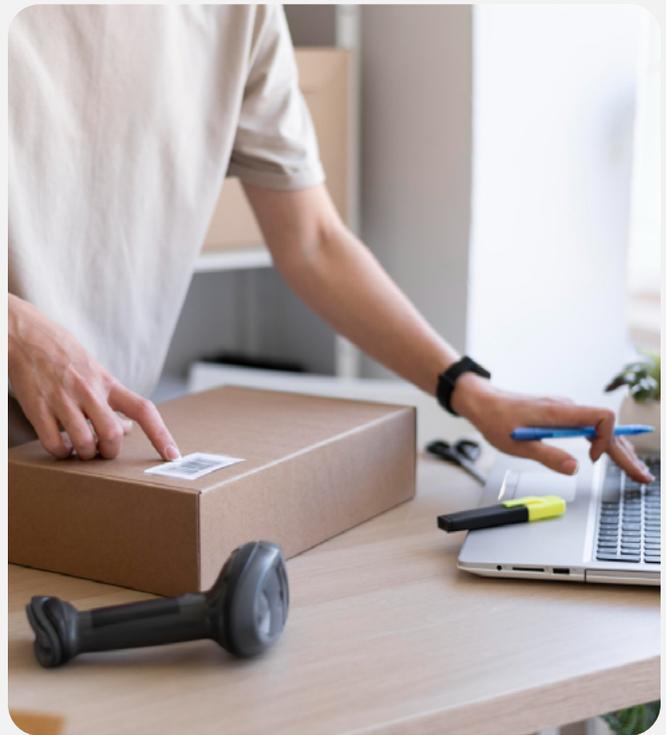
- ① Enable TikTok Shop Product Analytics. You can enable TikTok Shop Product Analytics through the TikTok Seller Center.
- ② View your product analytics data. Once you've enabled TikTok Shop Product Analytics, you can view your product analytics data through the TikTok Seller Center.
- ③ Analyze your product analytics data. Use your product analytics data to identify trends, patterns, and opportunities to improve your product performance.

BEST PRACTICES:

- ✔ Regularly review your product analytics data. Make it a habit to regularly review your product analytics data so that you can stay up-to-date on your product performance and identify any areas for improvement.
- ✔ Use product analytics data to inform your business decisions. Use your product analytics data to inform your business decisions, such as which products to promote, which products to discontinue, and how to price your products.
- ✔ Compare your product performance over time. Compare your product performance over time to see how your products are trending and to identify any areas where your performance is declining.
- ✔ Segment your product analytics data. Segment your product analytics data by product category, region, or other criteria to get more granular insights into your product performance.

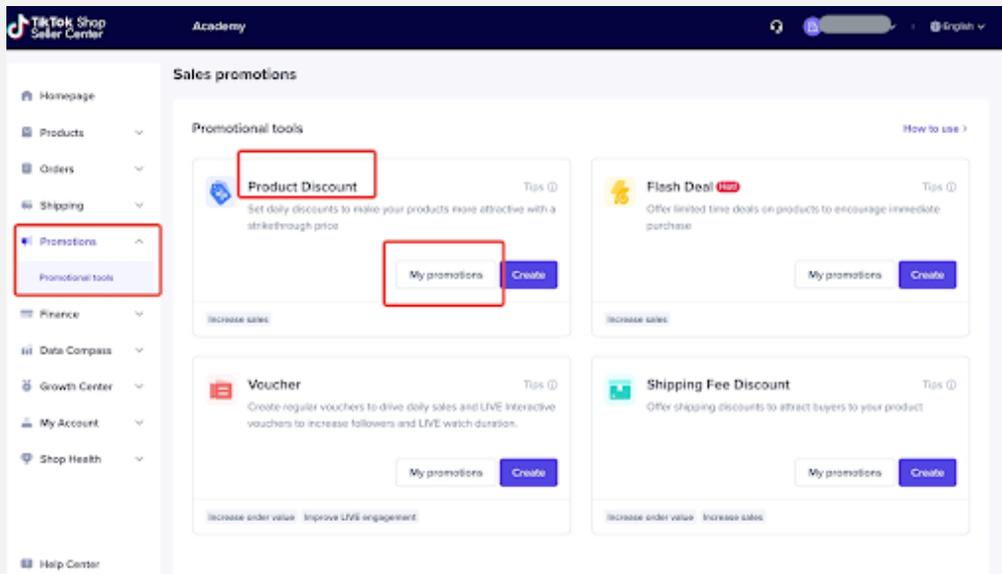
PRO TIPS:

- ✔ Use TikTok Shop Product Analytics to identify your best-performing products. Use your product analytics data to identify your best-performing products. Then, focus your marketing efforts on these products.
- ✔ Use TikTok Shop Product Analytics to identify your underperforming products. Use your product analytics data to identify your underperforming products. Then, analyze these products to identify why they are underperforming and take steps to improve their performance.



7. Discounts and promotions

- The TikTok-Exclusive VIP Pass
- Special offers aren't just incentives; they're statements. Make your products irresistible with TikTok-exclusive deals that turn viewers into buyers.



FUNDAMENTALS:

- ① Offer discounts and promotions that are relevant to your target audience. The discounts and promotions should be something that your target audience will find valuable and appealing.
- ② Communicate your discounts and promotions clearly to your audience. Make sure your audience knows what discounts and promotions you are offering and how to take advantage of them.
- ③ Track the performance of your discounts and promotions. Use TikTok Seller Center analytics to track the performance of your discounts and promotions. This will help you to see which discounts and promotions are driving the most sales and which discounts and promotions are not.

BEST PRACTICES:

- ④ Make sure your discounts and promotions are competitive. Compare your discounts and promotions to what other merchants are offering.
- ④ Make offers exclusive to TikTok Shop users only. This will make TikTok Shop users feel special and valued.
- ④ Run exclusive discounts and promotions for a limited time. This will create a sense of urgency and encourage people to shop quickly.



PRO TIPS:

- ✔ Use TikTok ads to promote your exclusive discounts and promotions. TikTok ads can help you to reach a wider audience and promote your exclusive discounts and promotions to people who are most likely to be interested in your products.

8. Affiliate program

→ The Crowd-Powered Sales Team

Why limit your sales force to your company? With TikTok's Affiliate Program, anyone can be a brand ambassador, earning while they promote your products.



FUNDAMENTALS:

- ① Set up your TikTok Shop affiliate program. To apply to the TikTok Shop affiliate program, you need to have a TikTok account and a TikTok Shop account. You can apply to the program through the TikTok Seller Center.
- ① Once you have been accepted into the program, you can start creating affiliate links for your products. You can create affiliate links for individual products or for your entire store.
- ① Creators can promote your affiliate links to their audience via TikTok videos, their TikTok bio, and even on other social media channels.
- ① When a visitor clicks on a creator's affiliate link and makes a purchase on your Shop, creators earn a commission on the sale.

BEST PRACTICES:

- ✔ Choose the right creators to partner with. When choosing creators to partner with, make sure to choose creators whose audience is relevant to your products and who have a good reputation.
- ✔ Provide creators with the resources they need. Give creators access to high-quality product photos and videos, as well as detailed product descriptions.
- ✔ Track the performance of your affiliate program. Use TikTok Seller Center analytics to track the performance of your affiliate program. This will help you to see which creators are driving the most sales and which creators are not.



PRO TIPS:

- ✔ Use TikTok's Creator Marketplace. TikTok's Creator Marketplace is a platform where businesses can connect with creators and collaborate on marketing campaigns. You can use the Creator Marketplace to find creators who are interested in promoting your products and who have a good audience fit.
- ✔ Offer creators exclusive deals and discounts. Offering creators exclusive deals and discounts can be a great way to incentivize them to promote your products.
- ✔ Run affiliate contests and giveaways. Running affiliate contests and giveaways is another great way to incentivize creators to promote your products and to generate excitement and engagement around your brand.

Organic Content

9. Engaging TikTok content

→ The Heartbeat of Your Brand

Content isn't king; it's the whole kingdom.

→ On TikTok, your content doesn't just represent your brand; it's the experience that turns viewers into customers.

FUNDAMENTALS:

- ⌚ Know your target audience. What are their interests? What kind of content do they like to watch? Once you know your target audience, you can create content that is more likely to resonate with them.
- ⌚ Be creative and original. TikTok users are constantly bombarded with new content, so it is important to be creative and original in order to stand out. Try to come up with new and innovative ways to promote your products.
- ⌚ Use trending sounds and effects. TikTok trends can change quickly, so it is important to stay up-to-date on the latest trends. Using trending sounds and effects can help your videos to get seen by more people.
- ⌚ Write catchy captions. Your captions should be clear, concise, and attention-grabbing. Use relevant keywords and hashtags to help people find your videos.



BEST PRACTICES:

- ✔ Tell a story. People are more likely to watch and engage with videos that tell a story. Use your videos to tell the story of your brand, your products, or your customers.
- ✔ Use humor. Humor is a great way to engage viewers and make them more likely to watch your videos. If you can make people laugh, they are more likely to remember your brand and your products.
- ✔ Be yourself. People can spot a fake from a mile away, so be yourself and let your personality shine through in your videos.
- ✔ Interact with your audience. Respond to comments and questions from your viewers. This shows that you care about your audience and that you are interested in building relationships with them.



PRO TIPS:

- ✔ Use eye-catching visuals. TikTok is a visual platform, so make sure your videos are visually appealing. Use bright colors, interesting graphics, and dynamic video effects.
- ✔ Keep your videos short and sweet. TikTok videos can be up to 10 minutes long, but it is best to keep them to 15-30 seconds. People have short attention spans, so you need to grab their attention quickly and keep them engaged.
- ✔ End your videos with a call to action. Tell viewers what you want them to do next, such as visit your website, follow you on TikTok, or purchase one of your products.
- ✔ Use CapCut to create engaging TikTok content without having to spend a lot of time on video editing. CapCut offers a variety of tools to create professional-looking videos quickly and easily, including pre-made effects, transitions, and music, so all you have to do is add your own footage and text.

10. Hashtags

→ The Road Signs to Your Content

→ Hashtags aren't just metadata; they're your content's GPS. Use them wisely to guide TikTok users straight to your brand's doorstep.

FUNDAMENTALS:

- ④ Use a mix of popular and niche hashtags. Popular hashtags can help your videos get seen by a lot of people, but they can also be very competitive. Niche hashtags are less competitive, but they can also help you reach a more targeted audience.
- ④ Only use hashtags that are relevant to your videos. Don't just use popular hashtags for the sake of it. Make sure to use hashtags that are relevant to your videos and that your target audience is likely to search for.
- ④ Use a variety of hashtags. Don't use the same hashtags in all of your videos. Try to use a variety of hashtags to reach a wider audience.
- ④ Use trending hashtags. TikTok trends are constantly changing, so it is important to stay up-to-date on the latest trends. Using trending hashtags can help your videos get seen by more people.

PRO TIPS:

- ✔ Use long-tail hashtags. Long-tail hashtags are more specific and less competitive than short-tail hashtags. Try to use long-tail hashtags in your videos to reach a more targeted audience.
- ✔ Use branded hashtags. Branded hashtags are hashtags that are unique to your brand. You can use branded hashtags to promote your brand and to build a community around your brand.
- ✔ Use hashtags in your TikTok bio. You can also use hashtags in your TikTok bio. This will help people to find your account when they search for those hashtags.

Best practices:

- ✔ Use TikTok's hashtag tracker to spot trending hashtags that could be used for your content.

11. TikTok Challenges

→ Dare to Go Viral

Challenges aren't just fun; they're viral loops. Create or join TikTok Challenges to make your brand the talk of the TikTok town.

FUNDAMENTALS:

- ④ Come up with a creative and engaging challenge. Your challenge should be something that people are likely to want to participate in. It should be fun, easy to do, and relevant to your brand and products.
- ④ Promote your challenge. Once you have come up with a challenge, you need to promote it to your audience. You can promote your challenge on your TikTok account, on your other social media channels, and through TikTok ads.

- ② Use the right hashtags. When promoting your challenge, be sure to use relevant hashtags. This will help people to find your challenge when they search for those hashtags.

- ② Encourage people to participate in your challenge. When people participate in your challenge, be sure to like and comment on their videos. You can also feature some of the best challenge videos on your own account.

BEST PRACTICES:

- ✔ Make your challenge easy to participate in. Your challenge should be something that people can do with minimal effort. If your challenge is too difficult or time-consuming, people are less likely to participate.
- ✔ Make your challenge relevant to your brand and products. Your challenge should be something that your target audience is interested in and that is relevant to the products that you sell.

- ✔ Use trending sounds and effects. Using trending sounds and effects in your challenge video can help your challenge to get seen by more people.
- ✔ Offer your products as prizes. Offering your TikTok Shop products as prizes can be a great way to encourage people in your target audience to participate in and share your challenge.



PRO TIPS:

- ✔ Use TikTok Creator Tools' Analytics to track the performance of your challenge. This will help you to see how many people are participating in your challenge and how much engagement it is getting.
- ✔ Be patient. It may take some time for your challenge to gain momentum. Don't get discouraged if you don't see results on your first try.
- ✔ Interact with and feature participants. When people participate in your challenge, be sure to like and comment on their videos. You can also feature some of the best challenge videos on your own account.

Advanced

12. Contests and giveaways

→ The Brand Fiesta

→ Who doesn't love free stuff? Contests and giveaways aren't just promotions; they're events that can skyrocket your brand awareness and customer engagement.

FUNDAMENTALS:

- ① Choose a prize that your target audience will be interested in. The prize should be something that is relevant to your brand and products.
- ① Set clear rules and guidelines for your contest or giveaway. Make sure to communicate the rules and guidelines to your audience before the contest or giveaway begins.
- ① Promote your contest or giveaway on your TikTok account and other social media channels. You can also use TikTok ads to promote your contest or giveaway to a wider audience.
- ① Announce the winner(s) of your contest or giveaway fairly and transparently.
- ① Make sure your contest or giveaway is compliant with all applicable laws and regulations.



BEST PRACTICES:

- ✔ Make your contest or giveaway easy to enter. People are more likely to enter a contest or giveaway if it is easy to do so. Avoid making people complete too many steps or provide too much information in order to enter.
- ✔ Use engaging visuals to promote your contest or giveaway. TikTok is a visual platform, so use high-quality photos and videos to promote your contest or giveaway.
- ✔ Run your contest or giveaway for a limited time. This will create a sense of urgency and encourage people to enter quickly.
- ✔ Partner with TikTok creators. Partnering with TikTok creators can help you to reach a wider audience and promote your contest or giveaway to their followers.

PRO TIPS:

- ✔ Track the performance of your contest or giveaway. Use TikTok analytics to track the performance of your contest or giveaway. This will help you to see how many people are entering your contest or giveaway and how much engagement it is getting.

13. Partner with other TikTok Shop sellers

→ The Mutual Boost

Collaboration isn't just beneficial; it's exponential. Team up with other sellers to cross-promote and tap into new customer bases you couldn't reach alone.

FUNDAMENTALS:

- ③ Cross-promote each other's products in your videos. You can mention each other's products in your videos and encourage your followers to check out each other's stores.
- ③ Run joint contests and giveaways. This is a great way to generate excitement and engagement around your brands and products.
- ③ Bundle your products together. You can bundle your products together and offer a discount to customers who purchase the bundle.
- ③ Co-host a TikTok Live Shopping session. This is a great way to reach a wider audience and promote your products to each other's followers.



BEST PRACTICES:

- ✔ Find partners who have a complementary audience. You want to find partners whose audience is relevant to your products and who have a good reputation.
- ✔ Be clear about your goals. What do you hope to achieve by partnering with other sellers? Do you want to increase brand awareness, drive traffic to your store, or generate sales?
- ✔ Communicate regularly with your partners. Make sure to keep your partners updated on your plans and to get their feedback.
- ✔ Be fair and transparent. When running joint contests and giveaways, make sure to be fair and transparent with your partners and with your customers.

PRO TIPS:

- ✔ Create a written agreement. This will help to ensure that both parties are on the same page and that expectations are clear.
- ✔ Be creative with your partnership ideas. There are many different ways to partner with other TikTok Shop sellers. Think outside the box and come up with partnership ideas that are unique and engaging.

Your Storefront Awaits. Launch Your TikTok Shop Today.

Your customers are on TikTok right now. Are your products? You've got the tools, the insights, and now the know-how. So why wait?

TikTok is teeming with features that are not just innovative but also actionable. Your Shop give you the opportunity to not just join the conversation, but own it. Make your TikTok Shop live today.

SEE A DEMO

