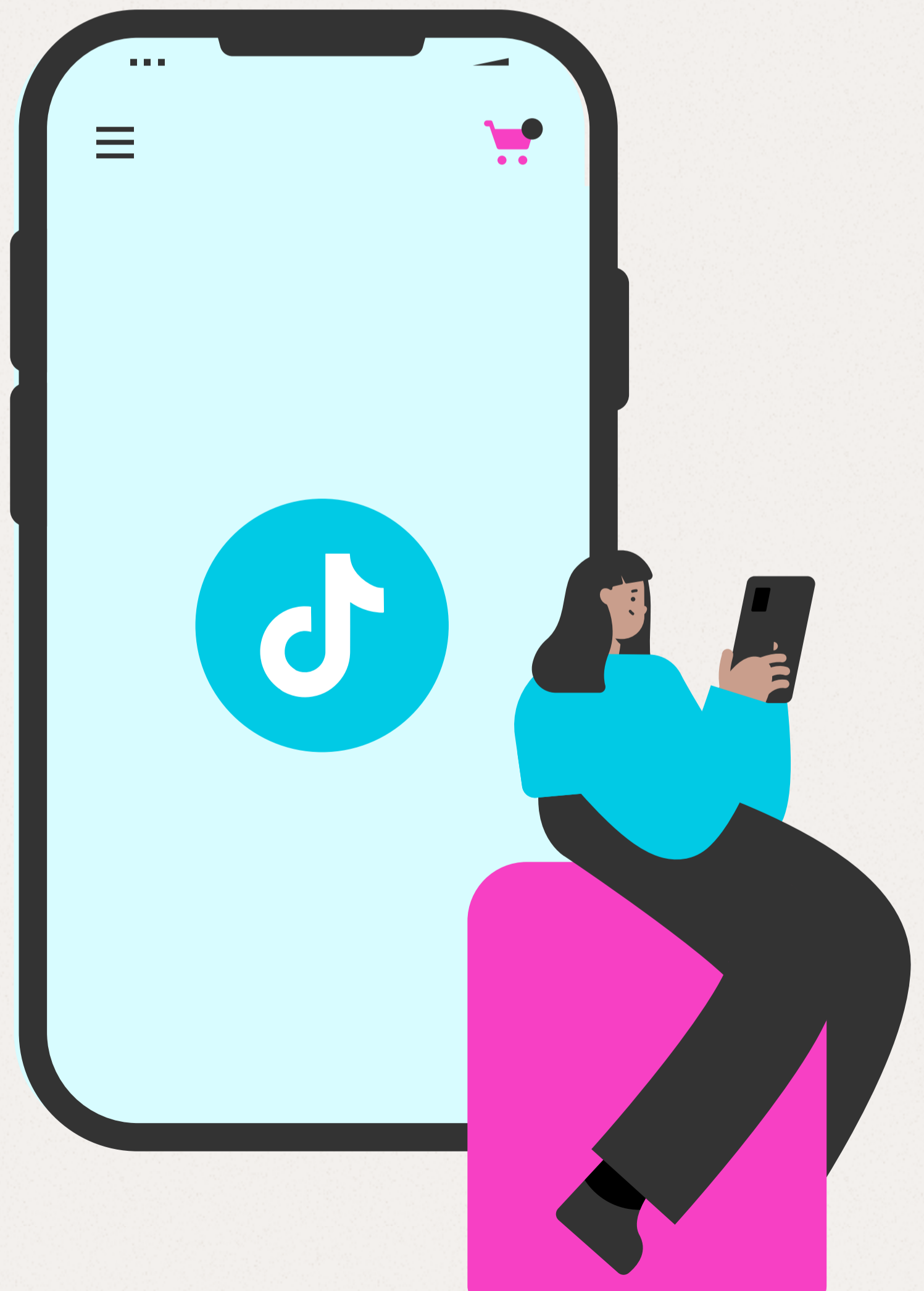


# Cheatsheet



How to Brief for TikTok Shop  
Campaigns: Creating Compelling  
Shoppable Videos



TikTok Shop is a one-stop e-commerce solution for driving brand growth and sales directly on TikTok. It brings together brands, merchants, and creators and connects them with their communities on TikTok. It allows the full shopping journey to occur all within the TikTok App.

## Three ways to shop within TikTok

TikTok Shop provides 3 native ways for the TikTok community to discover and purchase directly through a complete in-app experience.

### LIVE Shopping

Shop directly from a LIVE stream by tapping the pinned products or browsing the shopping basket icon.

Clients can find TikTok creators on Insense to carry out Lives with direct shoppable links.

### Shoppable Videos

Shop directly from a shoppable in-feed video by tapping the product link and basket icon.

Clients can hire creators and request videos as before but now have the option of an embedded link to complete the purchase process within the app.

### Product Showcase

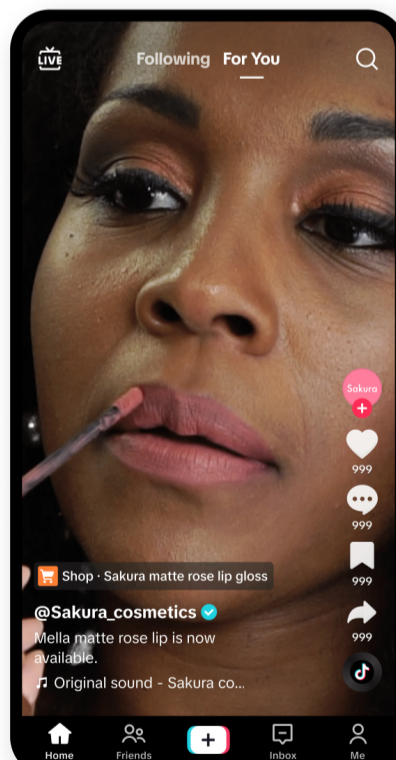
Shop directly from a brand or creator account and get access to products within the app.

Clients can set up their own TikTok shop, source static images and videos from Insense creators (or repurpose), allow direct shopping, and create product lists that creators can apply to promote and earn commissions.

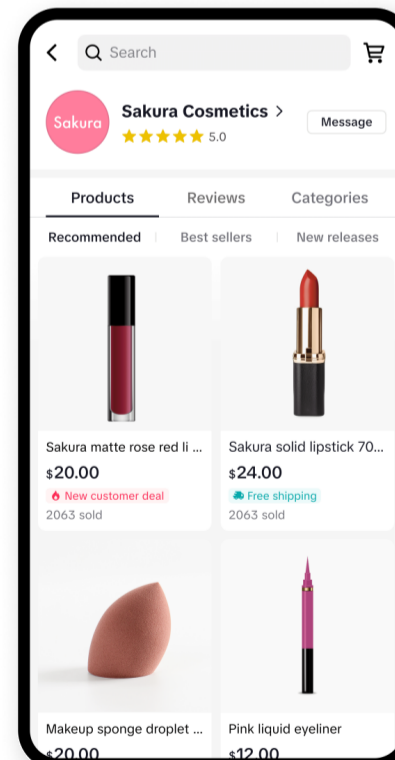
LIVE shopping



Shoppable Video



Store



Credit: TikTok

## How does it work?

First, the brand and its creators must register for TikTok Shop. It's required to enroll in the TikTok Shop Affiliate program and choose one of the following three plans:

1. **Open Plan:** Merchants can make products available publicly to any creators. Creators must apply to promote products and be approved by the merchant. This plan is recommended.
2. **Shop Plan:** Merchants can include all products from the shop to the product selection marketplace with a universal commission rate.
3. **Target Plan:** Merchants select specific creators to participate in and feature their products. Only creators that merchants have selected will show products as available.

Once the brand has been enrolled in this affiliate program, creators can apply to add products to either live videos or short in-feed shoppable videos and earn commissions, depending on the plan.

Learn more about [the TikTok Affiliate program](#).

## Example of a compelling brief

Ready to elevate your strategy with TikTok Shop? Now, let's inspire your creators!

Here's an example of how you can encourage them to start working with you after sourcing them on InSense:

 Welcome to our TikTok Shop Campaign!

- We want you to create a compelling video designed for the TikTok audience. Showcase your favorite product and encourage viewers to want one!
- Your video has to be a shoppable video, and you will earn commissions once your audience clicks on the video Link to go to the product page.

How can you post on TikTok a short Shoppable video?

To participate, it's EASY and SIMPLE:

- 1 . First, you need to create an account on TikTok Shop by meeting the requirements (5,000+ followers and 18+ years old), agreeing to the terms and conditions, and adding your bank information to create your commission account. You can sign up [here](#) or from your phone.
- 2 . Then, you can search for affiliate products through the Affiliate Marketplace, and adding them to your SHOWCASE. For this campaign, you will need to find our shop on TikTok: (your store here) and choose your product from there.

You can choose one of the below products:

Product name 1

Product name 2

Product name 3

You will need to add one of the above products to your SHOWCASE in order to add it as a Link to your video later.

- 3 . The next step is to start creating content, either short videos or Lives, and adding the product links before posting them. By linking them, viewers will be able to click on them directly when watching your videos and buying them without even leaving the app.

As you start generating sales, you will have several analytical tools and insights to rely on and learn what tends to perform best with your audience.

## What is expected from your video

In-feed/Shoppable video

- Display the versatility and key features of your chosen products. This can help your product speak for itself by making it the main character of your video's story!
- Demonstrate in your video if your product solves a unique problem or need. Showcase how your product can be used regularly in daily life.
- Film a step-by-step tutorial on how to use your product! It can be powerful to show the before and after results to stimulate viewers' curiosity.

TikTok videos should include storytelling, royalty-free background music, transitions, and text overlay.

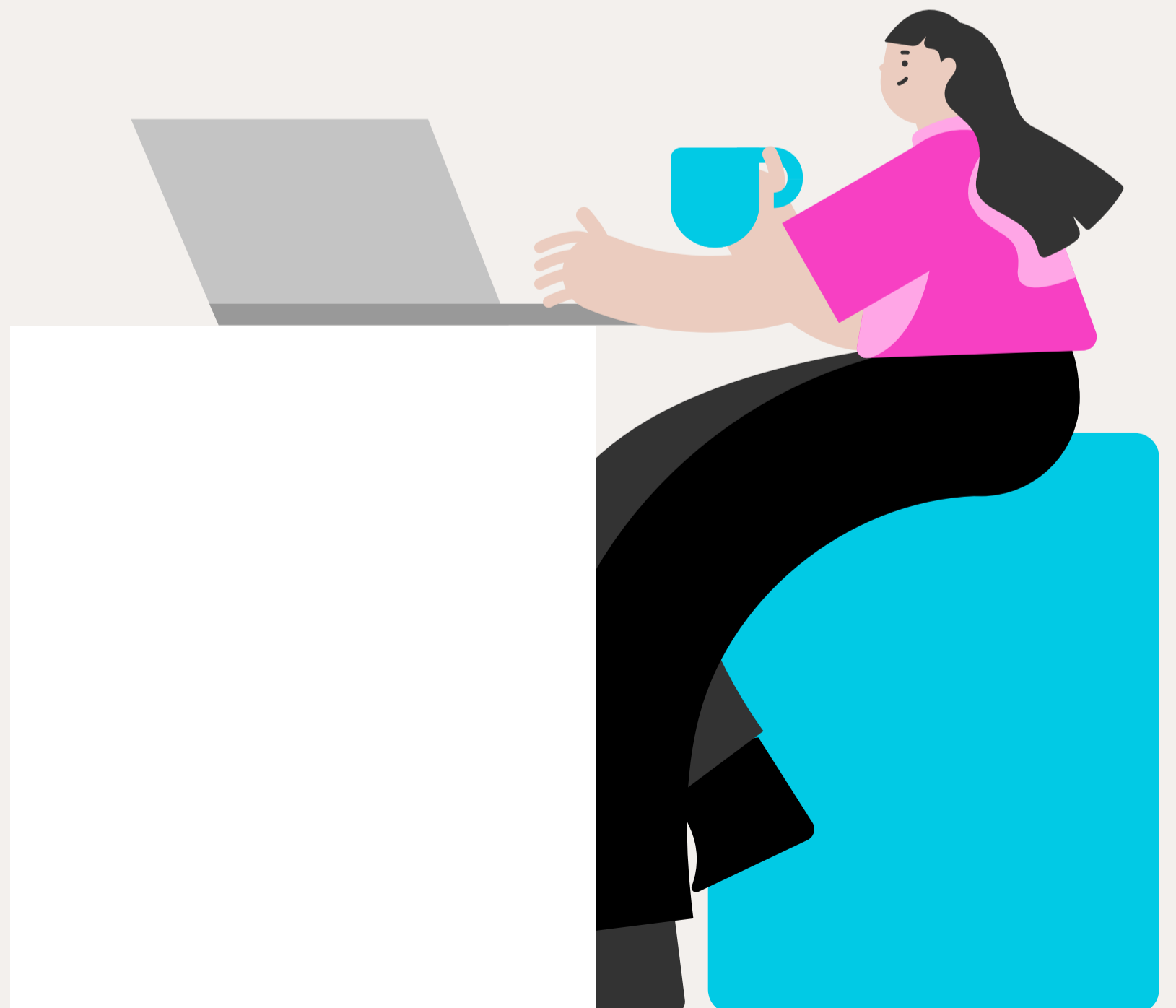
## More resources to explore

[Types of shoppable content](#)

[Best practices for TikTok Live Shopping](#)

[Best practices for short shoppable videos](#)

[TikTok Shop for Sellers](#)





Use [Insense](#) - the all-in-one platform for UGC ads, organic posting, and whitelisting on Meta + TikTok - as a centralized space for all your UGC and influencer marketing campaigns.

Their platform combines a creator marketplace of 20,000+ UGC creators + micro-influencers, an interactive brief, integrated chat feature, automated payments and copyrights, and more.

[Book a call now to learn more.](#)

