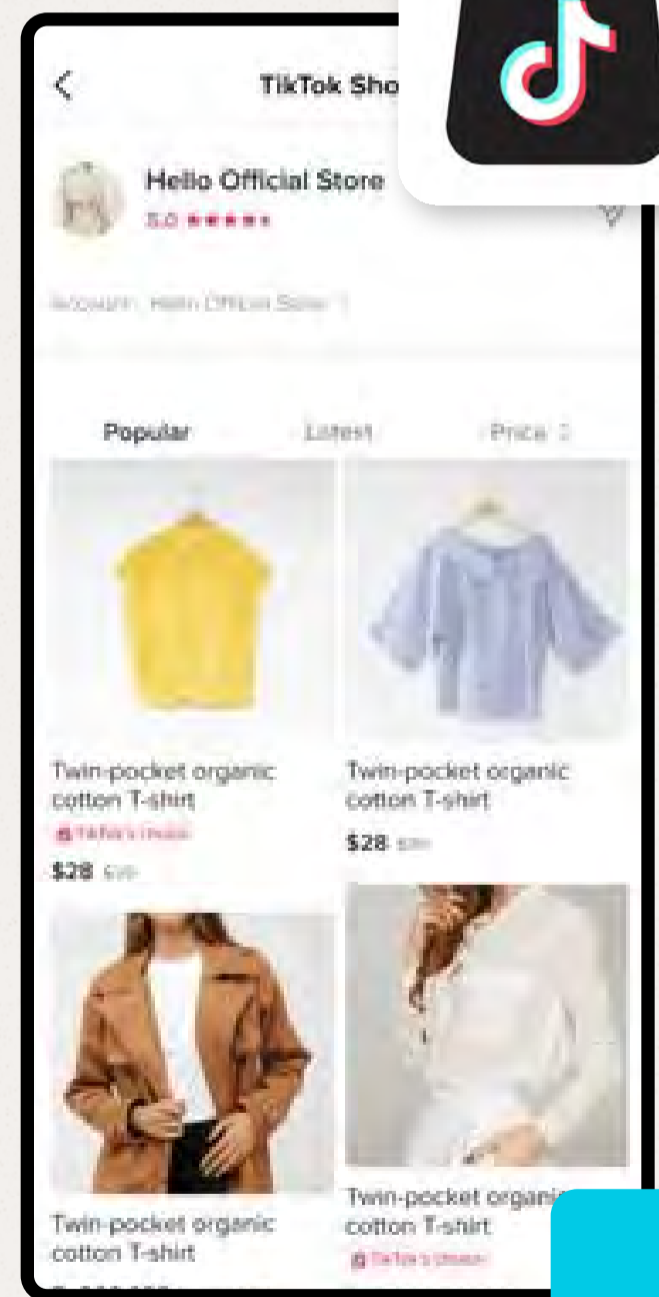
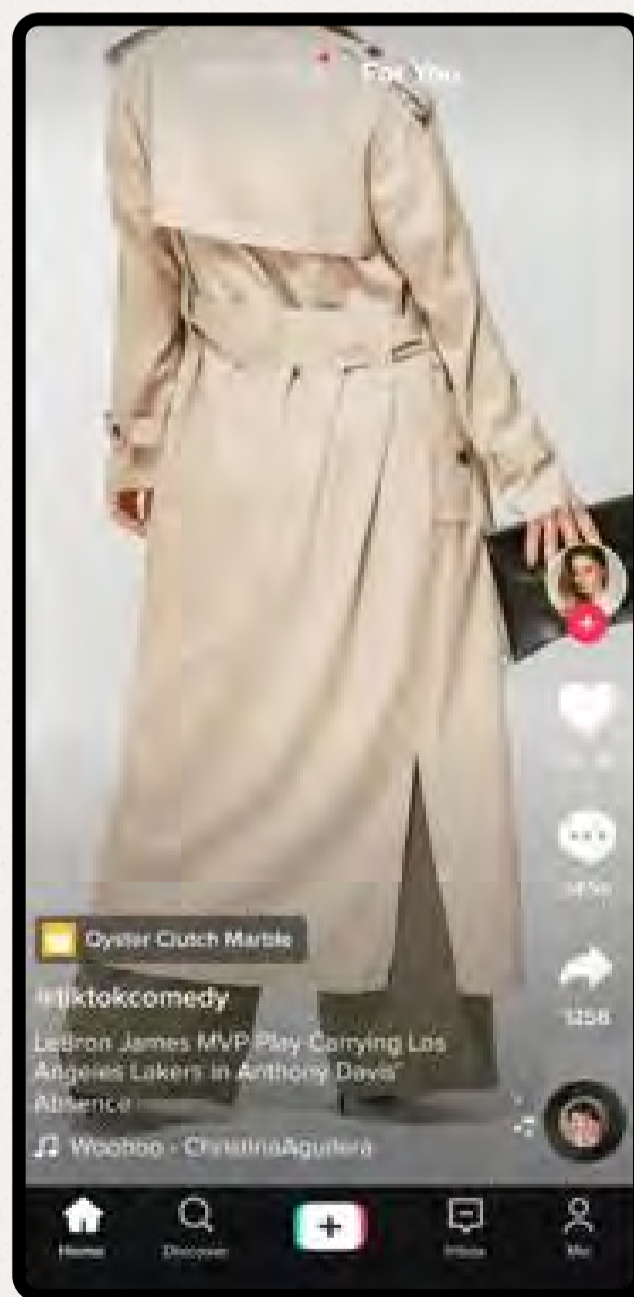
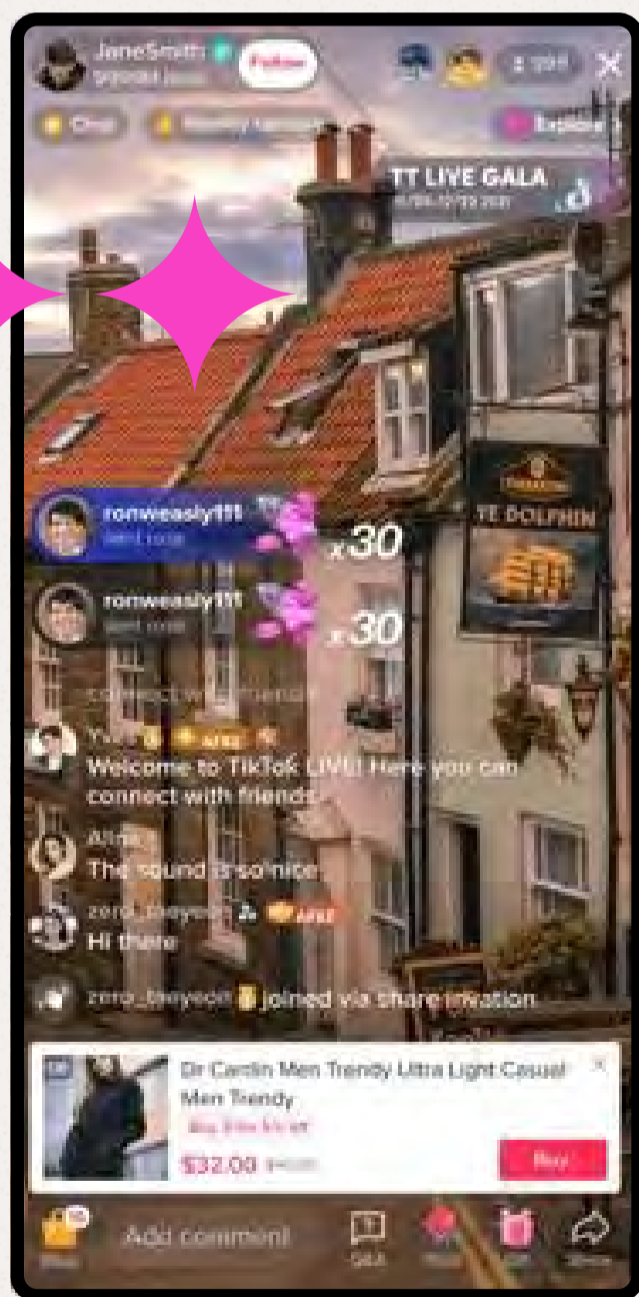


# Guide

## The Ultimate Guide to TikTok Shop

Bonus: 6-step strategy for TikTok Shop success

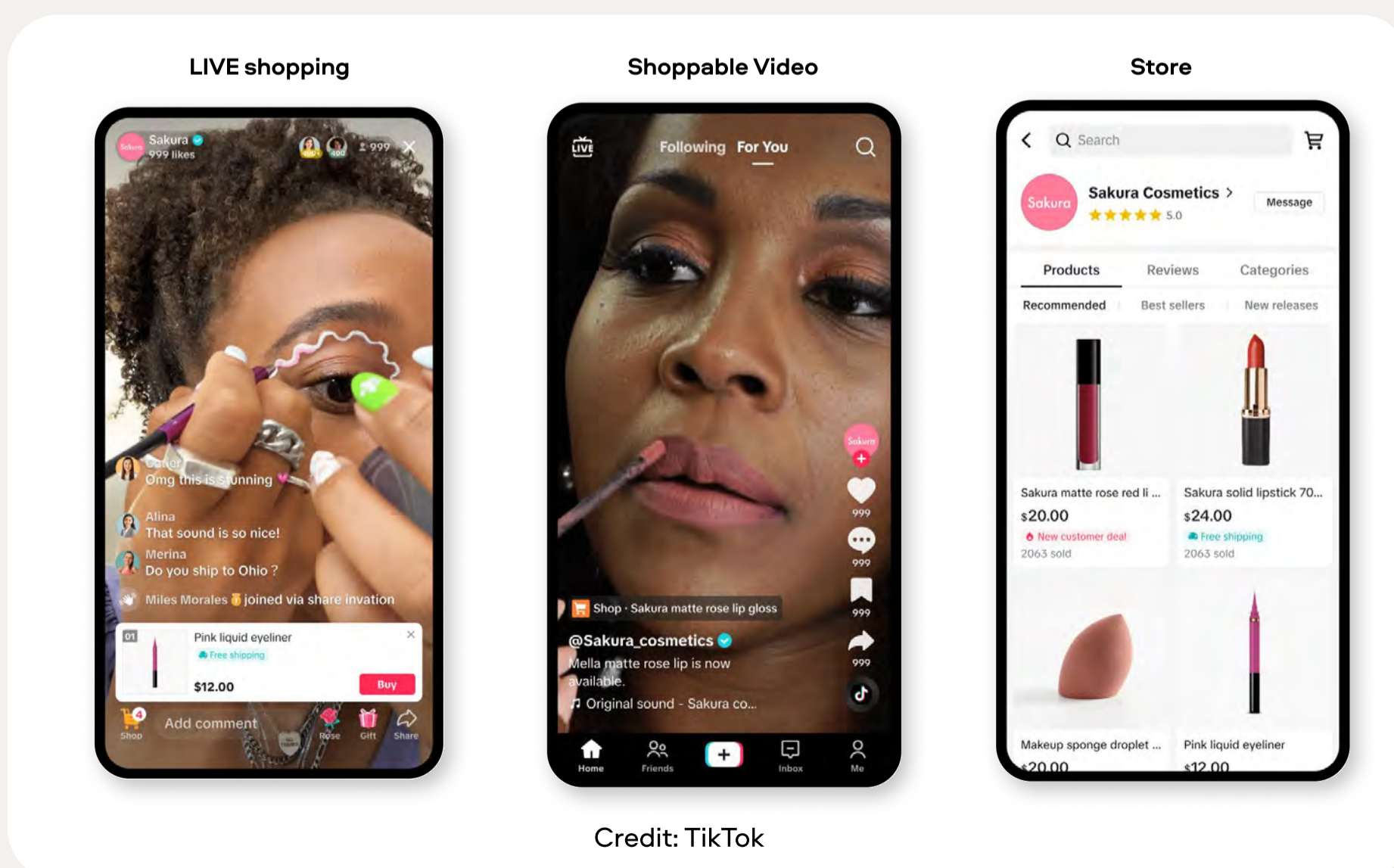


TikTok Shop is an eCommerce storefront that allows merchants, brands and creators to showcase and actually sell products directly on TikTok through in-feed videos, LIVEs, and product showcase tab.

This means that more than 150 million TikTok users in the U.S will now be able to browse, shop, and buy without ever leaving the platform.

There are three ways for users to shop within TikTok:

- **LIVE Shopping:** Shop directly from a LIVE stream by tapping the pinned products or browsing the shopping basket icon. You can even find TikTok creators on InSense to carry out LIVEs with direct shoppable links.
- **Shoppable videos:** Shop directly from an in-feed video by tapping the product link and basket icon. You 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. You can set up your own TikTok shop, source static images and videos from creators on InSense (or repurpose), and allow direct shopping and create product lists that creators can apply to promote and earn commissions..



Credit: TikTok

# How to get started with TikTok Shop

1. Brands will need to enroll in the TikTok Shop Affiliate program and choose from one of three plans:

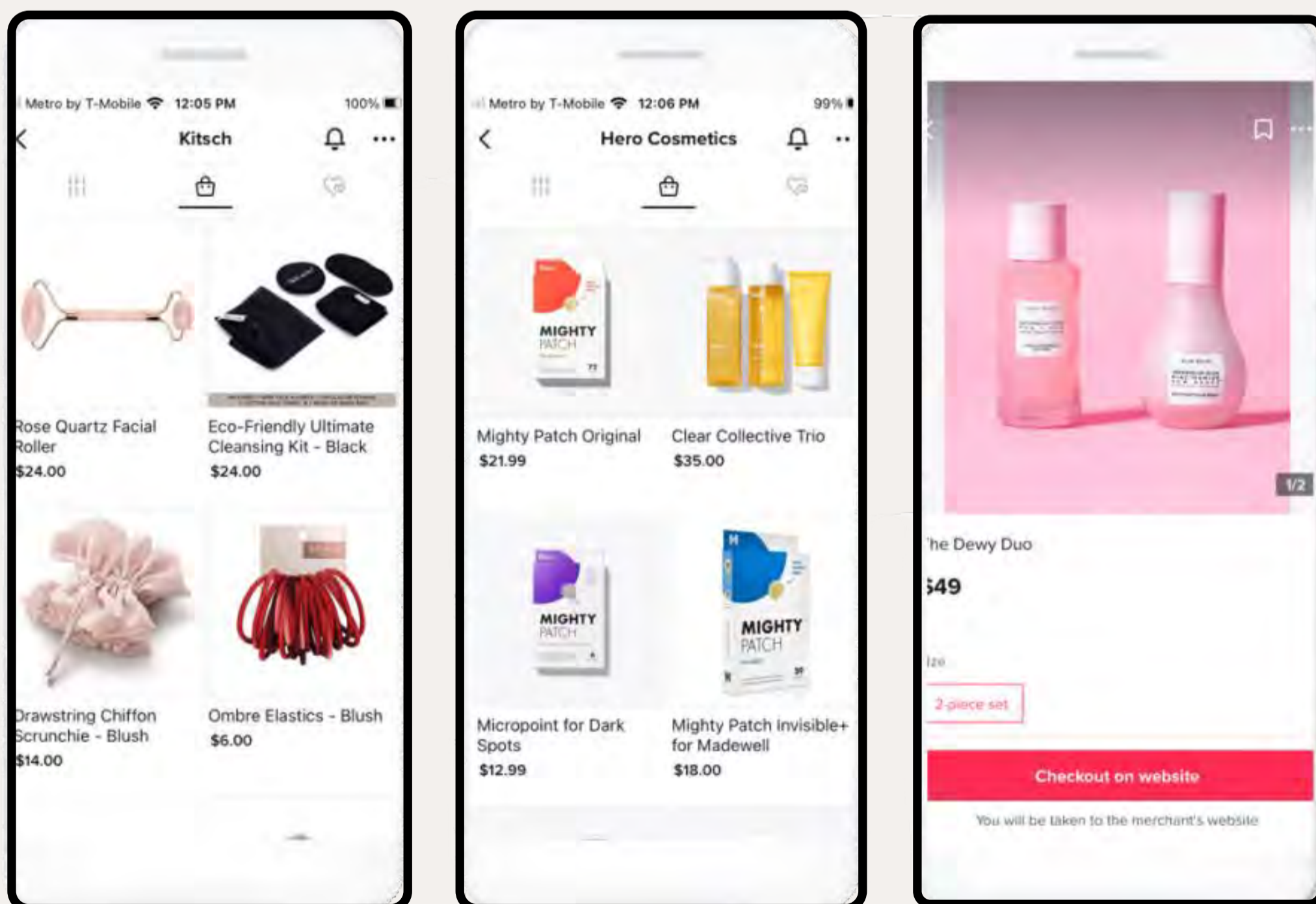
**a. Open Plan:** Merchants can make products available publicly to any creators. Creators must apply to promote products and be approved by the merchant.

This plan is recommended.

**b. Shop Plan:** Merchants can include all products from the shop to the product selection marketplace with a universal commission rate.

**c. Target Plan:** Merchants select specific creators to participate in and feature their products. Only creators that merchants have selected will show products as available.

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



Credit: Glossy

## 6 strategies to boost your TikTok Shop sales

TikTok's algorithm boosts shoppable videos that generate sales, increasing their visibility and engagement. To leverage this, brands need to focus on key areas: working with the right influencers, creating quality content, and building a strong affiliate community.

TikTok Shop sales come from two main channels:

- approx. 30% from brands' own TikTok Shops
- and 70% from influencer posts

Given this, brands need a lot of influencer content and influencers who can drive sales with engaging viral posts.

Let's explore the most effective strategies and tactics to help you succeed and boost your affiliate sales on TikTok Shop.

### Strategy 1: Content is (still) King

TikTok Shop videos should be snappy, authentic, entertaining, engaging, and on-trend.

At the same time, TikTok Shop is a platform for conversions, the content for your campaigns needs to appear authentic and organic while maintaining the elements of an effective UGC ad: strong hook + content body/story + CTA. [See here for an example](#) of a TikTok Shop brief.

### Strategy 2: Flat fee + commission

When working with TikTok creators for TikTok Shop, there are two primary paths: commission campaigns and flat fee + commission campaigns. We recommend our clients to push for both types of campaigns equally:

#### Commission campaigns

- Ensure volume and find product enthusiasts by hiring every possible creator interested in promoting your product. Note that this approach has low predictability, and some items may be counted as losses.
- TikTok suggests a starting commission rate of 15% for affiliates, but it's crucial to set the highest feasible commission based on profit margins. Offering an appealing commission rate not only activates more affiliates but also encourages their continued engagement. Experiment with different commission levels to observe the impact on affiliate activations and order volumes.

## 6 strategies to boost your TikTok Shop sales

### Flat fee + commission

- **Attract higher-quality creators** and provide specific briefs to them. Ensure you hire creators in your product's niche who can create storytelling and personal recommendation videos, and clearly promote products on their TikTok accounts.
- **Control over creative direction and usage rights:** Align content with your brand's vision, repurpose it for broader marketing efforts, and maximize the value of each piece of content created.
- **Guaranteed posts:** Ensure your products get the visibility they need and reduce the risk of creators not delivering after receiving products.

### Strategy 3: Choosing affiliates to sell your products

As TikTok becomes a major platform for social commerce, brands need to adapt their approach to selecting creators.

- **Before:** Brands focused on traditional metrics like likes, comments, and follower counts.
- **Now:** Prioritize engagement rates based on views, content virality, and product affinity. These new KPIs more accurately measure an influencer's impact on direct sales and brand fit.

Using TikTok Shop's analytical tools, brands can identify and collaborate with creators who attract large audiences and drive actual sales.

When choosing creators:

- **Focus on their niche:** Ensure it aligns with your product category. See if your product fits naturally into their content.
- **Verify audience demographics:** Use viewer reports to ensure their followers match your target audience: location, age, gender.

**Assess content skills:** Look for storytelling, personal recommendations, and use of TikTok's in-app editing tools to ensure they can produce high-quality, engaging content that drives conversions.

## Strategy 4: Volume is key

Why volume matters

The more creators you send your products to, the more chances you have to convert!

- Increases exposure: more creators mean more visibility for your product.
- Boosts virality: higher chances of creating content that TikTok's algorithm will promote.
- Drives sales: collaborating with many creators maximizes sales opportunities.
- Generates content with the low CPM: provides a library of content that can be repurposed for both organic and paid.

### Volume recommendations

Work with as many creators as your margins and team capacity allow. According to our data:

- Small brands should aim for at least 50 affiliates per month
- While larger brands should strive for 100–150 affiliates

### Steps to achieve high volume

To maximize your chances of conversions and viral content:

- Use both outbound (massive email outreach via Affiliate Center) and inbound methods (via platforms like [Insense](#) with vetted influencers).
- Offer a combination of commissions and flat fees to attract and incentivize higher quality influencers.

Understanding the distinct stages of sourcing and engaging influencers will help build an efficient process and give you an idea of how many creators you should work with to achieve results:

Stage	Via TikTok's Affiliate Center	Via InSense
Sourcing	<p>By having an open plan in your Seller Center, affiliates can see your products and request a sample. However, first you need to build a strong brand presence so that affiliates want to naturally work with you.</p> <p>You can also search for creators in the center and message them, but as they receive hundreds of messages every day, it's easy that your request may end up lost in their inbox. That is why emailing and sending DMs is also important.</p> <p>In terms of effectively emailing affiliates, generate a mass email outreach: send a large number of outreach emails to source influencers in the Affiliate Center. Out of these outreach emails, expect a 5% response rate</p>	<p>Receive inbound applications: <a href="#">launch a campaign</a>, and see affiliates applying to your campaign with no outreach within 2 days.</p> <p>Screen them using our creator profile features, incl. audience data and content portfolio</p>
Engagement	<p>From the responses, anticipate that 10% will opt in to enroll in the program; those are influencers who will agree to participate in your program, and you will send them your product.</p>	<p>Hire influencers who you liked and send them the product. There is an average of 70-80% hiring rate since creators who are applying match your profile;</p>
Activation	<p>Activation Rate: Of those who opt-in, expect 80% of affiliates to post the content and tag your product.</p>	<p>Out of hired creators, expect 80-100% affiliates posting tagged content and sending you the video for repurposing with content usage rights.</p>
Conversion	<p>Out of the creators who post, approximately 2-10% will convert and generate sales.</p>	<p>Around 10-16% of affiliates you've hired via InSense, will convert and generate sales.</p>
Tips	<p><b>Build long term partnerships with the high converting creators for consistent results. Amplify top-performing content with TikTok Spark Ads.</b></p>	

Understanding the distinct stages of sourcing and engaging influencers will help build an efficient process and give you an idea of how many creators you should work with to achieve results:

## Strategy 5: Leveraging organic content on your brand's TikTok account

Customers can buy on TikTok Shop in two ways: through a clickable link on an influencer video, or directly from your TikTok Shop brand account. For this reason, it's essential to fill your TikTok account with organic content to push for sales.



**Pro tip: Repurpose the videos that creators sent you through Insense on your own TikTok account.**



**Always get the raw files from the creators. Later, you can do post-production and create more videos for your TikTok page.**

On Insense you can easily request both the raw files and the edited content within our interactive brief:

### Raw / Ready to use

Let the creators know if you need the final (ready-to-use) version of the video, only the raw footage, or maybe both!

Raw footage

Ready to use Ad

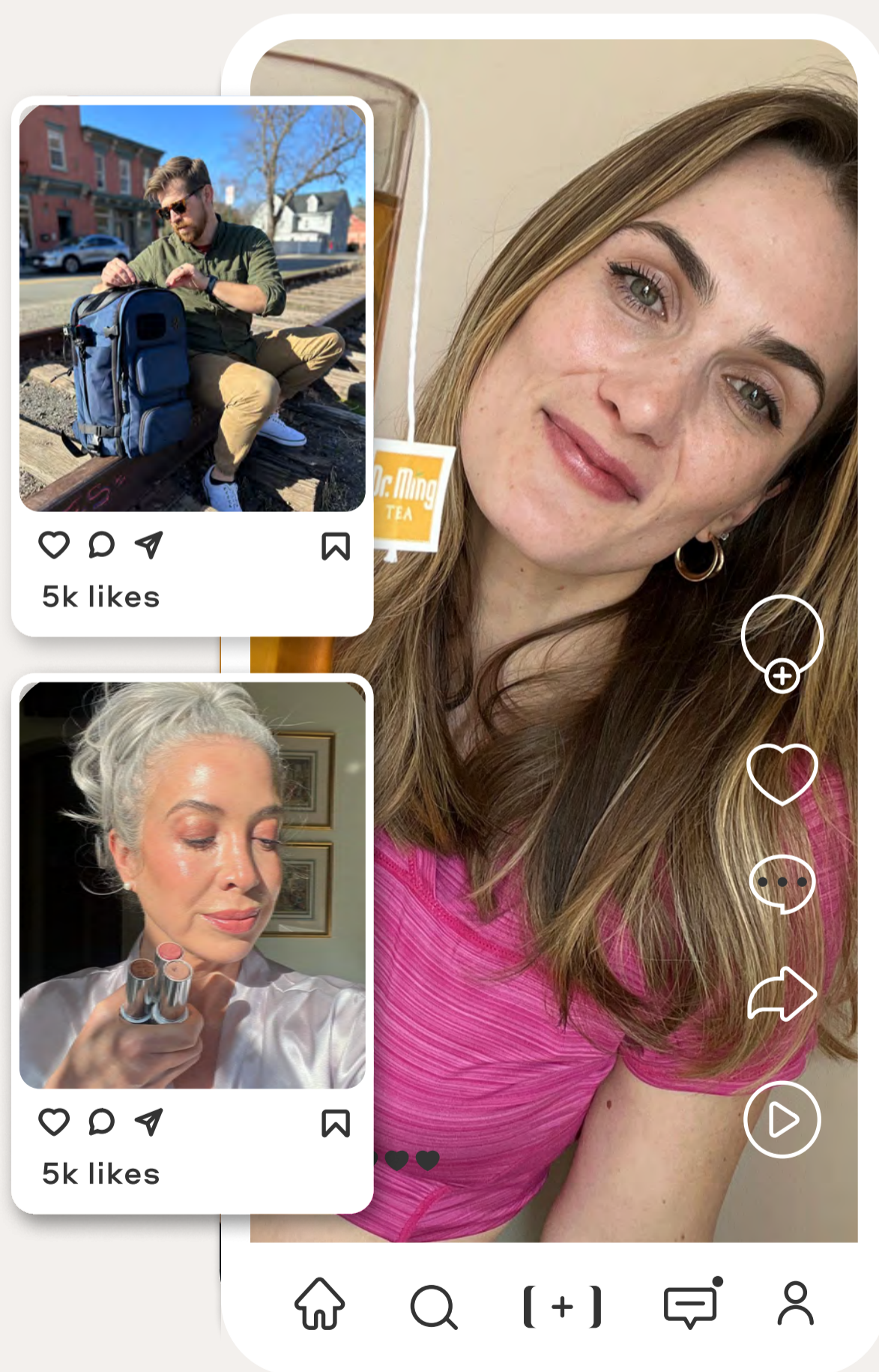
Ready to use Ad  
+ Raw footage



## Strategy 6: Combining organic + paid with TikTok Spark Ads

Paid ads is a path to predictability, scalability and revenue growth on TikTok Shop. As soon as you spot TikTok Shop videos gathering a high number of views and/or generating sales, we strongly recommend you to leverage this content as Spark Ads.

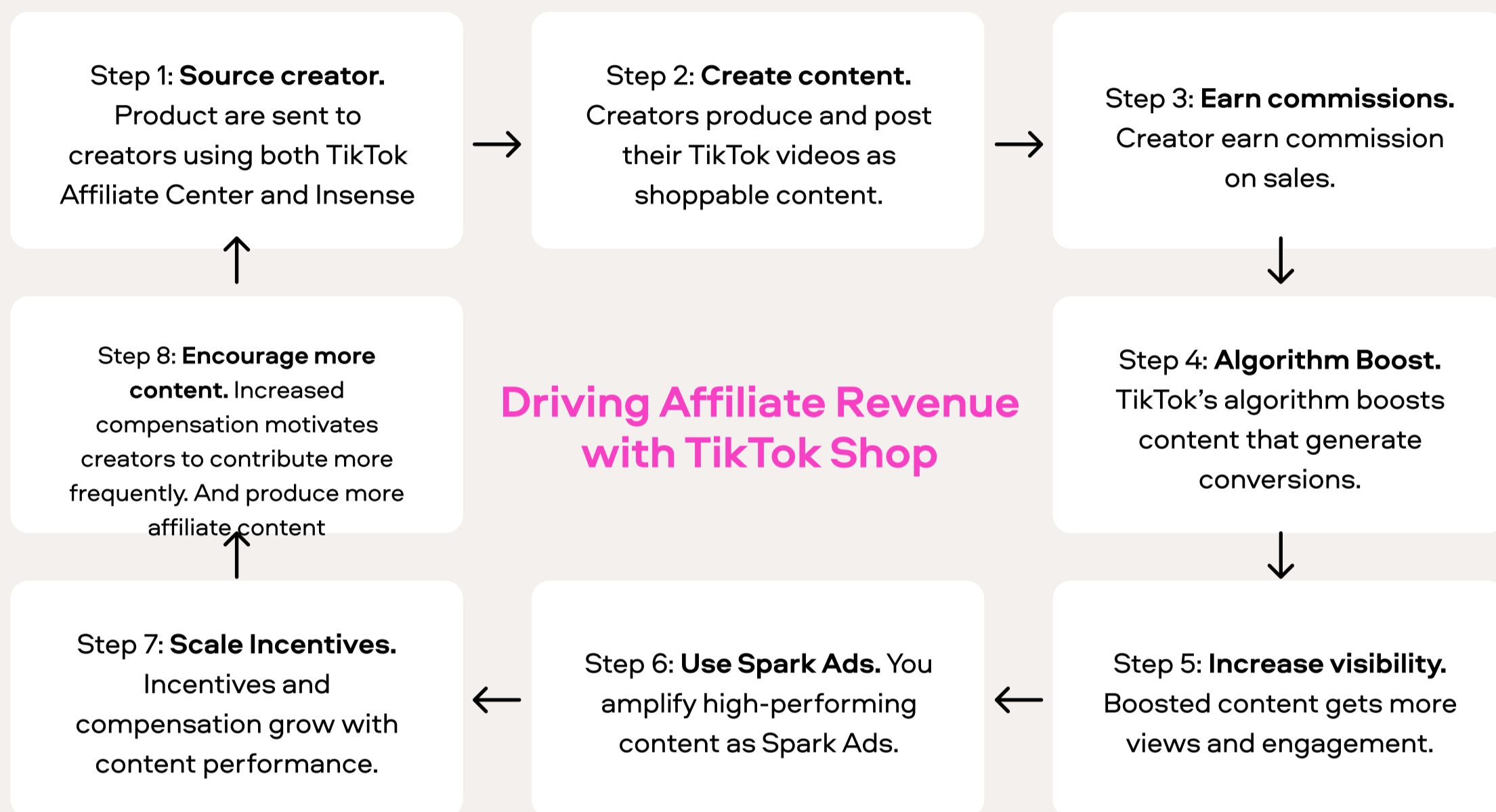
Pushing the organic content as Spark Ads will allow your videos to reach more audiences and hence increase conversions.



## Continuous TikTok Shop success cycle

Paid ads is a path to predictability, scalability and revenue growth on TikTok Shop. As soon as you spot TikTok Shop videos gathering a high number of views and/or generating sales, we strongly recommend you to leverage this content as Spark Ads.

Pushing the organic content as Spark Ads will allow your videos to reach more audiences and hence increase conversions.



# Ready to launch your campaign?

[Click here to launch this campaign on Insense](#)





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.](#)

