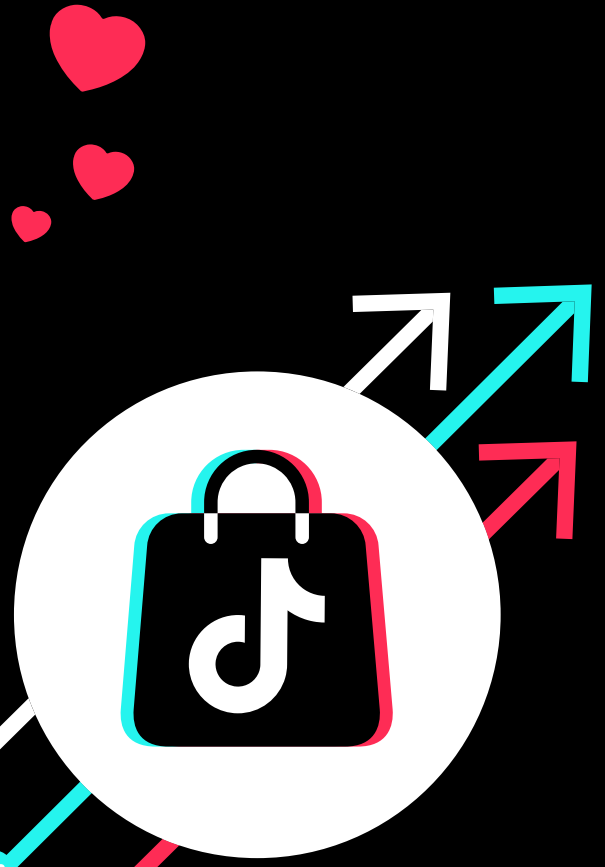


 TikTok Shop

Discover,  
 Sell,  
Grow



#TikTokMadeMeBuyIt

# TikTok Shop UK Summit 2023

Playbook

# Chapter 1

## Introducing **TikTok Shop**

In 2020, e-commerce accounted for \$4 trillion in worldwide sales, a figure set to double by 2026. (1)

Social commerce is a fast-growing subset of e-commerce where shoppers can buy within social platforms, going from discovery, to purchase, to shipping and payment, all inside the app. This is a huge opportunity for UK Sellers.

TikTok Shop offers a more personal way to shop by enabling Sellers and creators to showcase and sell products for the TikTok community to discover and purchase directly through a complete in-app experience. (2).

We call it 'Shoppertainment'. But you'll know it better as #Tiktokmademebuyit, the hashtag phenomenon that's already clocked up over

**60 billion views** (3).

**4/5** people are likely to buy on social media if they have watched participated in conversational commerce or a LIVE (4).

**#skyhighmascara**

has had over 767 million video views (5).

LIVEs alone account for up to **20%** of global e-comm sales (6).

sources: (1) eMarketer, E-Commerce Strategy (2) Enterprise Nation 2023 (3) Euromonitor, 2022 (4) Essence, Social Commerce Report, Nov 2021

On TikTok Shop, Creators power #TikTokMadeMeBuyIt. With their entertaining, authentic and relatable content, Creators are the foundation for forging trust and credibility within TikTok communities.

**68%**

TikTok users agree Creators are approachable

**3 in 4**

TikTok users find Creator content to be believable

**71%**

TikTok users said Creator authenticity motivated them to buy a product

Source: TikTok Marketing Science Global Creators Like Me Study, 2021, conducted by Hotspex.

# Chapter 2

## Get started with **TikTok Shop**

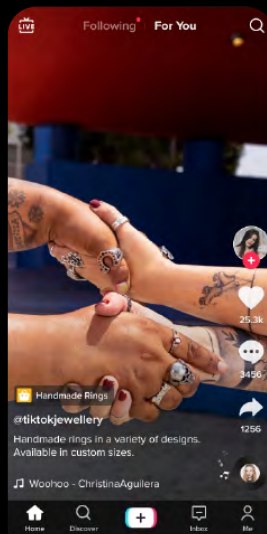
You can sell in three different ways:

**LIVE format** allows customers, Sellers and Creators to connect in real time. Products are linked to your LIVES for users to seamlessly shop within the app.



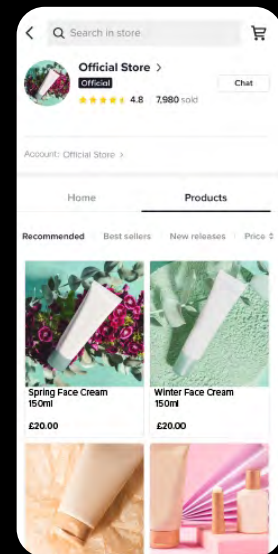
Livestream

**Shoppable Videos** come up in-feed on the user's For You Page (FYP) and look like the short, digestible videos we're all used to seeing, but with an orange shopping cart that links to your shop's products.



Shoppable video

**Product Showcases** allow users to browse and shop a brand or Creator's portfolio, including hero products and sale items.



Product showcase

You can set up on TikTok Shop as a Seller, Creator or Partner.

### Set up as a Seller

1

Sign up as a merchant in our [TikTok Seller Center](#)

2

Upload mandatory documents

3

Wait to receive your approval notification

4

Get ready to sell on TikTok Shop!

You'll be able to manage your shop, inventory, orders, promotions, creator collaborations, and customer service, all in the Seller Center App.

## Set up as a Creator

Creators monetize their content, creativity and influence by collaborating with merchants. Creators support merchants through campaigns, events and collabs. [Find out more here.](#)

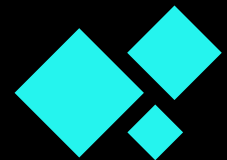
## Set up as a Partner

Creator Agency Partners work as intermediaries, putting the right brands and Creators together. You can set up either as a **Creator Agency Partner (CAP)** or a **TikTok Shop Partner (TSP)**.

## Creator Agency Partners (CAPs)

Creator Agency Partners are creator & merchant collaboration experts who service all your creator needs on TikTok Shop. They cover:

- **Creator Acquisition**
- **Creator Management**
- **Livestream & Short Video Expertise**
- **End-to-end Collaboration Solutions**



For more information, email [uk-creatoragencypartners@tiktok.com](mailto:uk-creatoragencypartners@tiktok.com) to discuss working with us.

## TikTok Shop Partners (TSPs)

TikTok Shop Partners are social commerce experts that support TikTok Shop Merchants. They cover:

- **Merchant Development & Management**
- **Studio, Presenters and Content**
- **Supply Chain and Logistics**
- **E-commerce Strategy**



Visit the TikTok Shop Partner [registration page](#) to find out more.

**60**bn

video views on  
#TikTokMadeMeBuyIt (1)

**2** out of **3**

users are likely to buy  
something while using  
TikTok (2)

**47%**

of TikTok users  
say they bought  
something they  
saw on TikTok (3)

Sources: (1) TikTok internal data, Global, November 2022 (2) TikTok Marketing Science Global Entertainment Study 2021 conducted by Material (3) McKinsey, How Live Commerce is Transforming the Shopping Experience, July 2021

# Chapter 3

## Affiliate Marketing: Working with Creators



With affiliate marketing, Creators can promote your products and earn a commission. Leveraging the creativity and passion of Creators is a great way to expand your reach and tap into new audiences. You can also track the individual performance of each creator to identify which content resonates best with your brand.

## Getting started with Affiliate Marketing



Set up through the “Affiliate Center” and click the “Affiliate Marketing” tab.

Choose your plan type, add your products, invite Creators, set your commission rate... and publish. Simple. You can then invite your favourite Creators to work together on a custom deal. [TikTok Shop Affiliate](#), offers full control over which products you want creators to promote, and who can promote your products.



## REBELLIOUS

Fashion affiliate marketing case study

3 month results showed a

**400%**  
Product sales increase

**x45**  
Revenue increase

**80%**  
Share of Affiliate Sales

[Read the full case study](#)

# Chapter 4

## TikTok Shop & Shop Ads:

### Better together

### TikTok Shop Ads can amplify awareness, discovery and conversion.

Running Shop Ads alongside your organic TikTok Shop activity lowers drop-off rates and increases sales. You can customise TikTok Shop Ads to re-engage users, based on their previous interactions with your shop. Additional promotional tools include free

shipping, flash sales and percentage-off discounts, as well as platform-wide promotions funded by TikTok.

TikTok Shop offers two advertising formats: Video Shopping Ads and LIVE Shopping Ads

#### Video Shopping Ads

These enable you to sell better using short form video with dynamically overlaid product cards aligned to products that they've previously browsed, or even those they've browsed elsewhere.

#### Live Shopping Ads

Live Shopping Ads drive incremental users to your LIVE Shopping experience, amplifying your audience and sales.

#### With Shop Ads you can...

1

reach brand new audiences or re-engage with interested browsers.

2

encourage existing customers to buy into other product lines or increase their basket size.

3

reach new audiences with lookalike targeting, finding new users similar to your existing customer profile.

Your ideal strategy is to combine branding, performance and sales to magnify your business success.

PL OUI SE

In just one month, P.Louise Makeup drove 10,000 completed payments with 20.8x return on Ad Spend.

Decrease in  
Cost per acquisition

>50%

Completed  
payments

+10k

Return on  
Ads spend

>20.8

[Read full case study](#)

# Chapter 5

## Making content that sells

Here are our top tips to inspire and motivate you to create engaging and authentic content

### 5 Keys to a Successful Livestream

- 1 Be yourself and know your products
- 2 Post teaser videos ahead of your LIVE  
**Bonus tip:** Countdown stickers build momentum and FOMO
- 3 Use natural lighting or a ring light and an uncluttered background.
- 4 Encourage your audience to comment, like and share your LIVE
- 5 Emphasise your CTA and offers  
**Bonus tip:** Get to know your audience by testing out peak times over the week

### 5 Tips for a Successful Shoppable Short Video

- 1 Paint a picture that tells your story about the product.
- 2 Keep nudging viewers to buy.
- 3 Create a sense of urgency with sale/promo start and end times.
- 4 Use lighting, hashtags and snappy captions
- 5 Audience interaction builds relationships and shows you care.  
**Bonus tip:** The first three seconds of your video are crucial to grab viewers' attention and keep it.

### How to attract more viewers

For your LIVES to be recommended on more viewer FYPs, here are five key tips to success:

- 1 Avoid guideline violations
- 2 Encourage product clicks and purchases
- 3 Be clear about the purpose of each LIVE
- 4 Stay on top of your interactions
- 5 Keep your account metrics in shape

# Chapter 6

## Summary

### Next steps if you're new to TikTok Shop

Whether you're a Seller, a Creator or you'd like to explore becoming a Creator Agency Partner or TikTok Shop Partner, now is the time to join TikTok Shop and reap the rewards of joining the Shoppertainment phenomenon while you're ahead of the curve.

So get involved today! Dive deeper now with these quick links:

# 01

Sign up as a Seller:  
[Register here](#)

[Getting started](#)  
[Seller FAQs](#)  
[Seller academy](#)  
[Seller centre](#)

# 02

Sign up as a TikTok Shop Partner (TSP)  
[FAQs](#)  
[Academy Course Introduction](#)

# 03

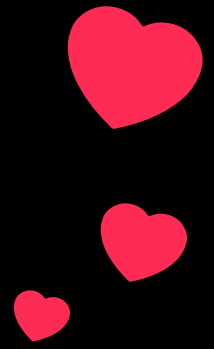
Sign up as a Creator Agency Partner (CAP)  
[FAQs](#)  
[Academy Course Introduction](#)

# 04

Register to watch on-demand content and stay up to date on all the latest news [@SellwithTikTokShop\\_UK](#)

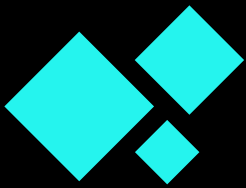
# 05

Discover selling,  
Discover shoppertainment,  
Discover TikTok Shop UK.



 **TikTok** Shop

# Thank you!



#TikTokMadeMeBuyIt