Case Study

Tiktok Shop

Turning Challenges into Opportunities! Meet Our Client His previous employer efficiently managed the client's store Despite his previous employer's efforts, the client's store struggled with significant losses, making it difficult to manage all aspects effectively. He worked with several service providers, hoping for a breakthrough, but none delivered the results he envisioned. Frustrated and in need of a reliable solution, he turned to us. Seeing his trust as an opportunity, we took on the challenge of managing a brand-new store for him in the USA. It was a high-stakes situation where his satisfaction was our top priority, pushing us to go above and beyond to achieve the success he had been searching for.

Problems They Faced:

The key challenges he encountered with his previous store were...

- Low valid tracking rate
- Poor listing
- Poor store health
- Low orders
- Low Customer response rate
- Untouched with affiliate section

Client Satisfaction:

We gained his satisfaction by showcasing the stores we were working on, which yielded the best results. We focused on addressing and resolving any violations.

Our Strategy

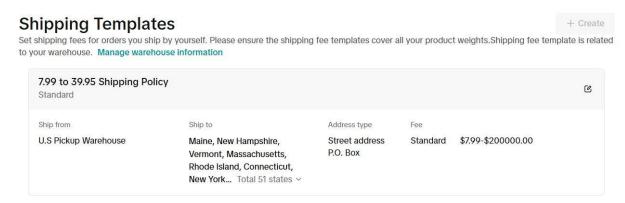
Setting Up the Store:

We began by completing all the necessary setup steps required to run the TikTok Shop effectively.

Step 1: Shipping fee Template:

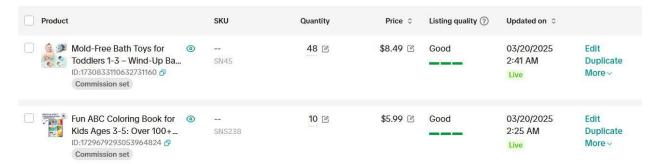
When I first took over the TikTok Shop, setting up the store was both exciting and overwhelming. I began by creating a shipping fee template that was not only buyer-friendly but also satisfied my client needs. Ensuring it was compatible with the platform structure and appealing to customers

was key. This helped streamline the process, making it easier for buyers to make purchases while maintaining profitability and satisfaction on both ends.



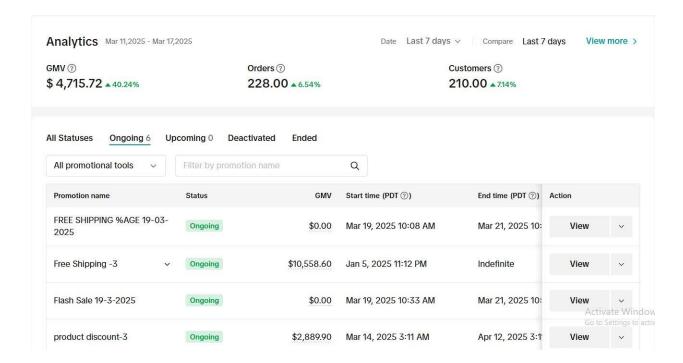
Step 2: Products Listing:

We listed the products by fully optimizing them, ensuring all attributes were included, and enhancing the titles and images for better visibility.



Step 3: Promotions:

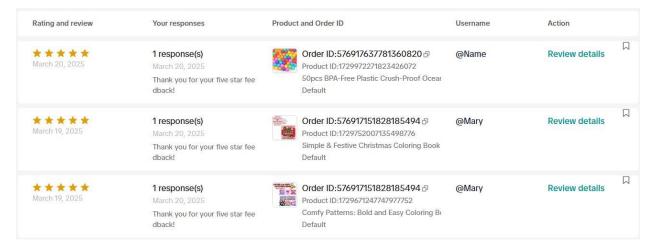
We offered customers attractive deals, including flash sale discounts on products and free shipping. Additionally, we provided a combination of discounts and free shipping, making it highly beneficial for both store visitors and sales.



After implementing these strategies, the store delivered results beyond our client expectations, leading to a significant number of orders. While he was pleased with the outcome, our team felt there was still room for improvement. We continued to work efficiently, striving to drive even more sales.

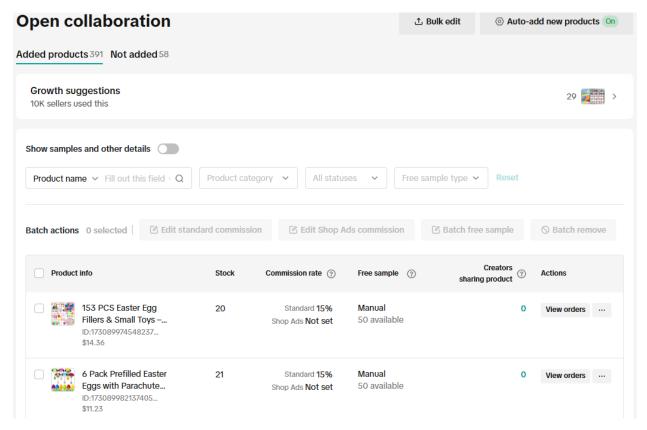
Step 5: Customer Feedback:

We reached out to our customers to gather feedback on their satisfaction with our products. We were thrilled to see that our efforts paid off, as we received positive five-star reviews from our customers. This will definitely boost our sales and generate more traffic to the store.



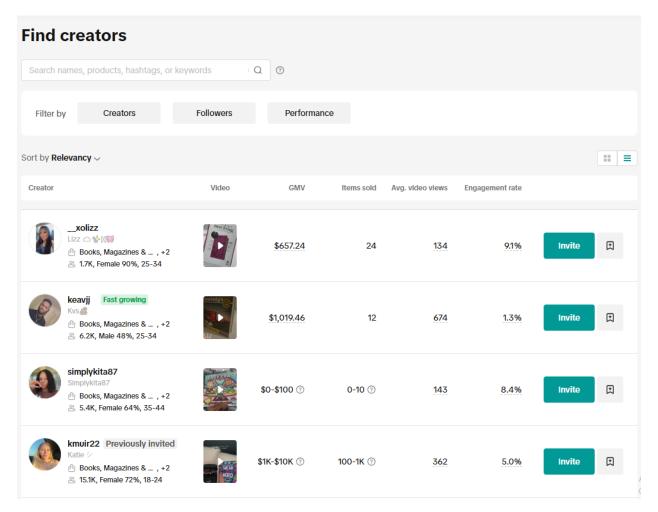
Step 6: Affiliate:

Enhancing the order ratio in TikTok Shop Seller Center can be effectively achieved by adding more products to open collaboration. By expanding your product range in open collaboration, you increase visibility and attract a wider audience of creators who can promote your items through affiliate marketing. This not only boosts engagement and sales but also helps build brand credibility. More products mean more opportunities for influencers to showcase your items, leading to higher conversions and a stronger presence on the platform.



Find Creator:

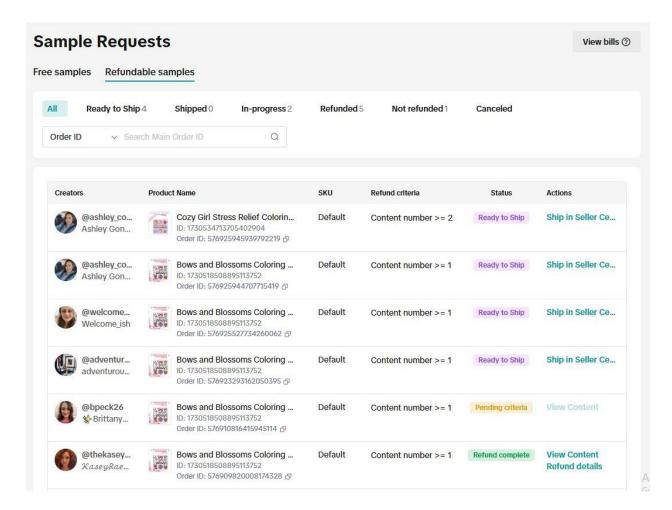
Attract high-quality creators by offering free samples and competitive commissions to encourage them to promote your products. By collaborating with the right influencers, you can increase brand exposure, drive more traffic to your store, and significantly boost sales. Providing incentives helps build strong relationships with creators, ensuring they actively promote your products to their engaged audience, leading to higher conversion rates and long-term success on TikTok Shop.



Sample Request:

The **Sample Request** section in TikTok Shop allows sellers to send free product samples to potential creators who can promote their items through affiliate marketing. This feature helps sellers connect with influencers who can drive more traffic and sales by creating engaging content around the product.

To enable sample requests, sellers need to go to the **Affiliate Program** section in the **TikTok Shop Seller Center**, navigate to the **Sample Request** tab, and activate the option for their products. Once enabled, approved TikTok creators can browse the available products and request a free sample if they are interested in promoting it. They will submit a request, and the seller can review their profile, engagement rate, and previous collaborations before deciding whether to approve. If the request is approved, the seller then ships the product sample to the creator. After receiving the sample, the creator produces engaging videos showcasing the product and shares them with their audience, including an affiliate link that allows viewers to purchase the item. When customers buy the product through the creator's affiliate link, the creator earns a commission, motivating them to promote the product more effectively. This approach not only helps increase sales and brand exposure but also allows sellers to leverage influencer marketing with minimal upfront advertising costs.



What Our Client Achieved

In just one month, our client experienced remarkable growth in their store's performance. Both sales and visitor traffic saw a significant boost, reflecting clear progress and increased engagement. The improved results not only enhanced overall store visibility but also strengthened customer trust. As a result, our client is highly satisfied with the outcome and the positive impact on their business.

