Case Study: How I Generated \$8,000 Sales in One Month with a Near-Closed TikTok Store

Last 28 days ∨ Updated Nov 2, 19:00 (GMT+00:00)

GMV > Buyers > Ordered SKUs > Visitors >

\$8,816.58 644 661 28,928

725% **+** 341% **+** 271% **+** 612%

Introduction:

Running a TikTok store can be challenging, especially when things start to go wrong. This case study details how I turned around a TikTok store in the USA region that was at high risk of closure. The client's priority was to save the account, which had accumulated 42 violation points and a dangerously low health score of 1.9 out of 5. Just one more violation could have resulted in permanent closure. My goal was to stabilize the account first and then gradually work toward increasing conversions. Through strategic actions, I improved the store's health, reduced violations, and boosted sales to over \$8,000 within a month.

The Problem: A Store in Trouble

The TikTok store was in significant trouble. Here's what I was dealing with:

- **Violation Points**: The store had 42 violation points, and if it hit 48, it would be shut down.
- **Health Score**: The store's health score was 1.9, which meant it was on the edge of being banned.
- **Low Sales**: With the store in such bad shape, not many people were visiting or buying, leading to very low sales.

My Goal

My goal was simple but tough:

- 1. Save the store by improving its health score.
- 2. Reduce the violation points to ensure the store wouldn't get banned.
- 3. Increase sales and get the store back on track.

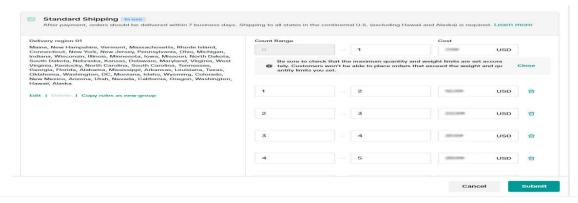
The Plan:

What I Did to Turn Things Around

To save the store, I needed to be smart and quick. Here's what I did:

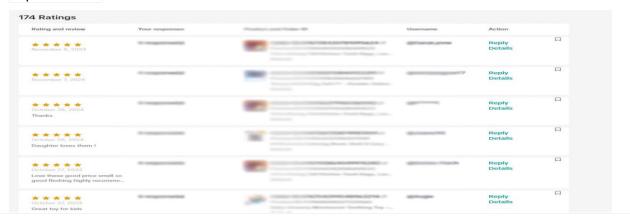
Step 1: Adjusting Shipping Fees

- What I Did: I decided to raise the shipping fees slightly. This allowed me to lower the original prices of the products.
- **Why It Worked**: Lower product prices attracted more visitors. As more people visited the store, orders started coming in, which boosted sales and improved the store's overall health.



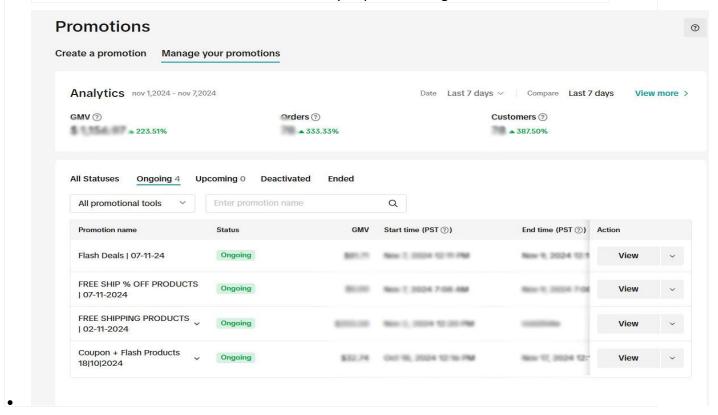
Step 2: Asking Customers for Feedback

- What I Did: After each order was delivered, I sent a friendly message to customers explaining that I was a new seller and asking for their support by leaving feedback.
- Why It Worked: This personal touch encouraged customers to leave positive reviews, which improved the store's health score. Over time, the health score went up from 1.9 to 4.3—a huge improvement.



Step 3: Running Promotions and Deals

- What I Did: I set up various promotions like flash deals, free shipping offers, and percentage discounts with free shipping.
- Why It Worked: These deals caught the attention of more people on TikTok, leading to increased visitors and sales. The store's visibility improved along with its conversion rate.



The Results: A Dramatic Turnaround

Thanks to these strategies, the store saw significant improvements:

- **Health Score**: The store's health score increased from 1.9 to 4.3.
- **Violation Points**: The violation points dropped from 42 to 24, reducing the risk of the store being shut down.
- **Sales**: The store generated over \$8,000 in sales in just one month—a remarkable boost from where it started.

Ready to Boost Your TikTok Store's Success?

This case study demonstrates that even a store on the brink of closure can achieve impressive sales with the right approach.

If you're facing challenges with your TikTok account whether its low sales, account health issues, or customer engagement hurdles—reach out at nasreenokaasan.com. We're here to help you boost sales and maintain a healthy, thriving account.