

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 >

\$8,816.58

⬆ 725%

Buyers >

644

⬆ 341%

Ordered SKUs >

661

⬆ 271%

Visitors >

28,928

⬆ 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.

The screenshot shows the 'Standard Shipping' configuration page. It includes a 'Delivery region 01' list of states, a 'Count Range' table, and a 'Cost' column. The table has 4 rows with ranges 1-2, 2-3, 3-4, and 4-5, each with a cost field set to USD. There are 'Edit', 'Delete', and 'Copy rules as new group' buttons for the delivery region. A 'Cancel' button and a 'Submit' button are at the bottom right.

Count Range	Cost
1 - 2	USD
2 - 3	USD
3 - 4	USD
4 - 5	USD

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.

The screenshot shows a table of customer ratings and reviews. The table has columns for 'Rating and review', 'Your responses', 'Product and Order ID', 'Username', and 'Action'. There are 6 rows of reviews, all with 5-star ratings. The 'Action' column contains 'Reply' and 'Details' links for each review.

Rating and review	Your responses	Product and Order ID	Username	Action
★★★★★ November 15, 2024				Reply Details
★★★★★ November 7, 2024				Reply Details
★★★★★ October 28, 2024 Thanks				Reply Details
★★★★★ October 28, 2024 Daughter loves them!				Reply Details
★★★★★ October 22, 2024 Love these good price small as good fleshing highly recomme...				Reply Details
★★★★★ October 22, 2024 Great toy for kids				Reply Details

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.

Promotions

Create a promotion

Manage your promotions

Analytics

nov 1, 2024 - nov 7, 2024

GMV

\$ 1,154,937

▲ 223.51%

Orders

788

▲ 333.33%

Customers

788

▲ 387.50%

All Statuses

Ongoing 4

Upcoming 0

Deactivated

Ended

All promotional tools

Enter promotion name

Promotion name	Status	GMV	Start time (PST)	End time (PST)	Action
Flash Deals 07-11-24	Ongoing	\$851.75	Nov 7, 2024 12:11 PM	Nov 15, 2024 12:11 PM	View
FREE SHIP % OFF PRODUCTS 07-11-2024	Ongoing	\$51.00	Nov 7, 2024 7:08 AM	Nov 15, 2024 7:08 AM	View
FREE SHIPPING PRODUCTS 02-11-2024	Ongoing	\$1000.00	Nov 11, 2024 12:30 PM	Continuous	View
Coupon + Flash Products 18 10 2024	Ongoing	\$132.74	Oct 18, 2024 12:14 PM	Nov 17, 2024 12:14 PM	View

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.