TikTok Shop

Affiliate Introduction

For Sellers

Contents

1. What is TikTok Shop Affiliate?

About TikTok Shop Affiliate

For sellers:

TikTok Shop Affiliate helps brands/sellers to connect with TikTok creators on a commission basis.

For creators:

TikTok Shop Affiliate connects creators and sellers via commission-based product marketing, where creators can promote high-quality products in short videos and livestream, monetizing their creativity and impact in a brand new way.
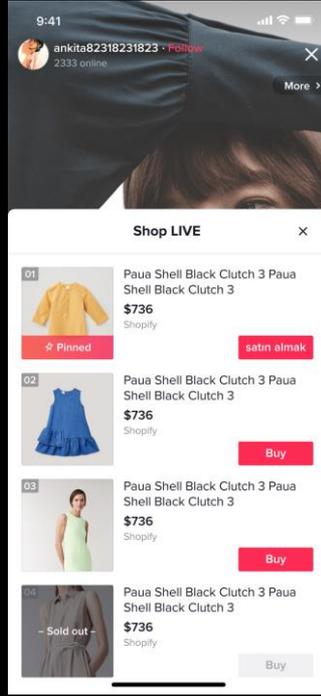
What problem does it solve: it enables products to find the right person, as sellers can identify the suitable creators to promote their products through affiliate, improving product conversion rate;
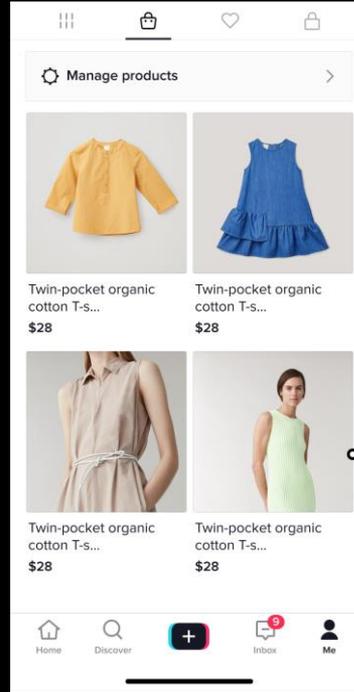
2. What does TikTok Shop Affiliate do?

Why you should opt in TikTok Shop Affiliate

TikTok users discover products in 3 ways:
1. Short videos
2. Livestream
3. Showcases

Products that are not in the Affiliate are unable to be promoted in short videos or livestream, which severely impacts their conversion rate;

Short Videos

Livestream

Showcase

Affiliate Product Showcases

Creator:
@amritsaraje
3.2M followers on TikTok

About:
Friendly & fun vologger, loves his mom, focus on electronics, home & living

Video:
Borrowing power banks from strangers on the stree to show kindness, and introduce this great product - fast charging power bank.

vv>2m

CTR> 1.54%

Creator:
@yolenta joanna
300k+ followers on TikTok

About:
A fresh-looking marketer with delicate taste, focus on small appliances, home & living.

Video:
Showed a car accident first to hit the pain points of car drivers and introduced a solution - a dashboard camera with night view.

vv>2m

CTR>0.01%

Creator:
@wulanwu
847k followers on TikTok

About:
Makes informative unboxing videos with authenticity. Focus on small appliances, home & living.

Video:
Introduces the fridge deodorizer, how to install it, tips, and experimented on her own fridge in a. fun and fast-paced manner

vv>3m

CTR>1.61%

3. Main Types of TikTok Shop Affiliate

Main Types of TikTok Shop Affiliate

Open Plan

Open plans are visible to all creators with affiliate access.

Creators can apply to promote products in the plan, and they can start once approved.

Targeted Plan

Sellers can invite targeted creators to promote products, and if creators accepted the plan, they can start promotion.

Shop Plan

Sellers can set a commission rate for all products in their shop, which will be the basic commission rate used across the products

Note: A seller's commission rate is prioritized as "targeted plan > open plan > shop plan". It is suggested that sellers set an attractive commission rate to creators.

4. Tips on Setting up Affiliate

Tips on Setting up Affiliate

	Plan ID	Product	Price	Commission	Sales
☐	3301343	xiaomi_zqy_003 ID: 1729382317870384689	Rp22.000.000	1%	--
☐	3278239	xiaomi_zqy_004 ID: 1729382317873071665	Rp22.000.000	10%	--
☐	2230303	Test_Price ID: 1729382312358479409	Rp14.000.010- Rp22.000.000	10%	--
☐	1380675	New Product With Optional Certificati on Category In 2.28 Second ID: 1729382309571561009	Rp600.000	5%	--
☐	1380611	New Product With Optional Certificati on Category In 2.28 First ID: 1729382309543904817	Rp120.000	5%	--

1

Set an attractive commission rate to encourage creators; it is suggested to be >=10%

Tips on Setting up Affiliate

2
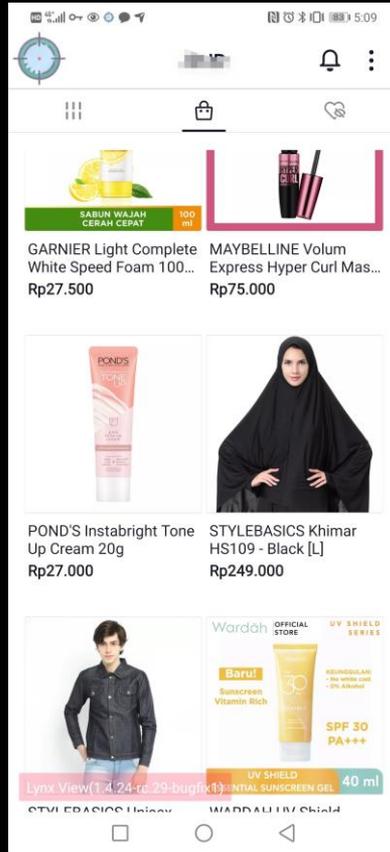
Sellers are advised to provide a rich pool of products for creators to choose from, especially viral products such as beauty & fashion (e.g. apparel, accessories), home & living, electronics; prices also need to be competitive to attract creators;

Tips on Setting up Affiliate
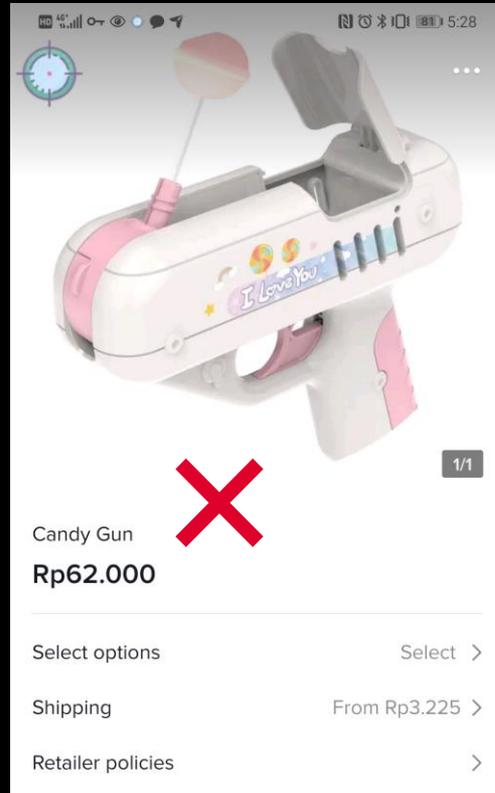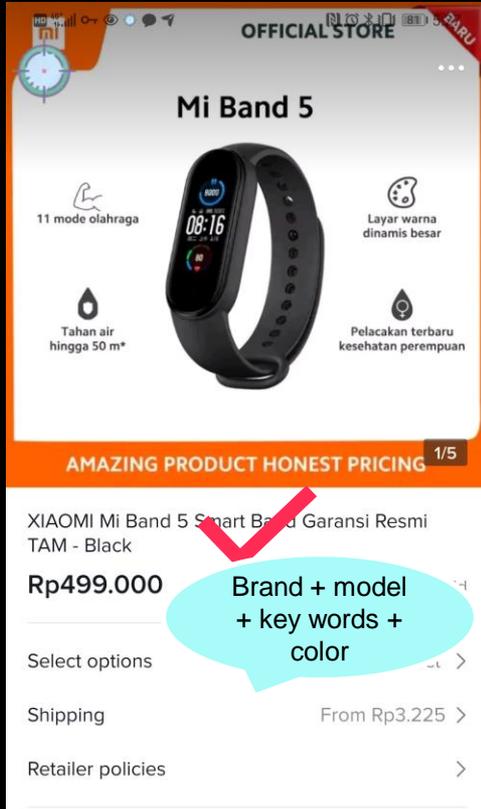
1. Fill in the accurate name of the product so that creators can quickly locate the product;

2. Explain clearly the selling points to facilitate creator understanding and inspire creativity;

Tips on Setting up Affiliate

A-205 Kalung Wanita Permata Perhiasan Lapis

Rp19.999

~~Rp39.999~~ -50%

Heich Home - Scented Candle - Cinnamon Rolls

Rp310.000

4

If the product has been chosen by a creator, do not change the pricing or cancel discounts too often, which might make the anchor in the video invisible to users, making them unable to buy the product and decreasing the conversion rate;

5. User Guide on Affiliate Seller Center

Entry to Affiliate Seller Center

Step 1: Log in to Seller Center, click on "Affiliate Marketing" to enter the settings page

Create an Open Plan

Step 2: Click on 'Plan' --> 'Open Plan' --> 'New Open Plan'.

Create an Open Plan

Step 3: Select products for your plan. You can choose up to 200 products, and then click on "Next".

Create an Open Plan

Step 3: Fill in product notes (selling points), set a commission rate and then click on "Submit" to create the plan.

Range: 0-50%, it is suggested to be >10%;

Edit/Delete Created Plan

Step 1: Click on "Plan - Open Plan", choose a plan, click on "Action - Edit/Delete"

How to View Creator Applications

Step 1: Click on "Manage applications" to view the latest applications from creators.

How to View Creator Applications

Step 2: Click on "Action", choose to "Approve/Reject" an application. It is suggested to click on "Approve".

Create a Targeted Plan

Step 1: Click on "Plan" -> "Targeted Plan" -> "New Targeted Plan".

Create a Targeted Plan

Step 2: Select products for your plan. You can choose up to 200 products, and then click on "Next".

Create a Targeted Plan

Step 3: Fill in the name of your plan, fill in the commission rate for you plan. If you want to add products, click on "Add products".

Create a Targeted Plan

Step 4: scrolling down to add creators: fill in the keywords of your targeted creators to add, and then "Submit"

Create a Shop Plan

Step1: Click on "Plan -> Shop Plan -> Create", set a commission rate, and click on "Submit".
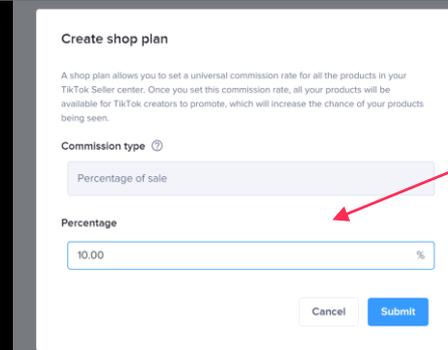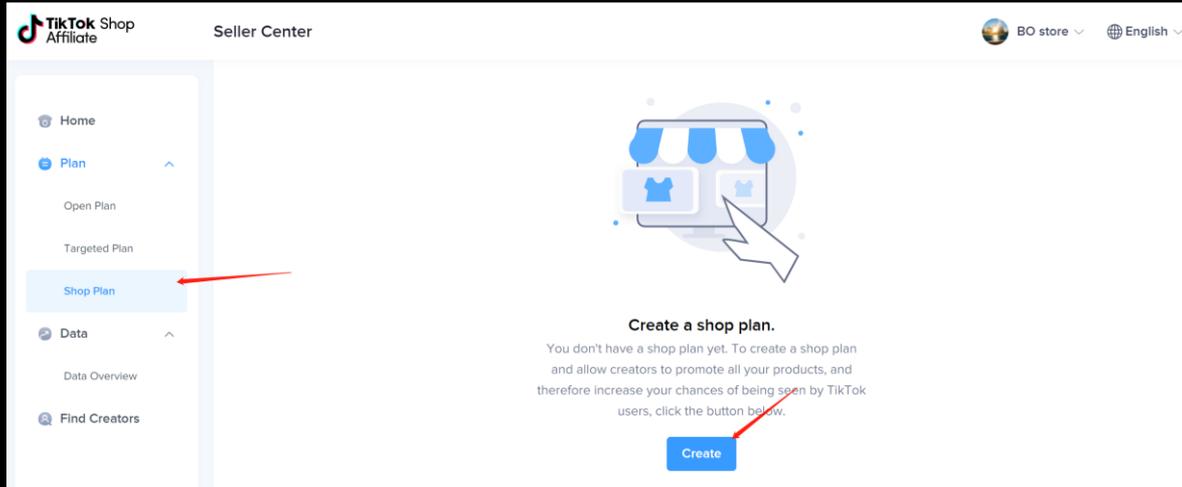
The commission rate will be applied to all products in your shop.

Edit/Quit Your Shop Plan

Step 1: Click on "Plan -> Shop Plan" to view created plans, you can edit your commission rate or quit your plan.

View Affiliate Data Performance

Step 1: Click on "Data-Data Overview", and you can view the revenue of your Affiliate products, and other metrics.

TikTok Shop

Thanks!