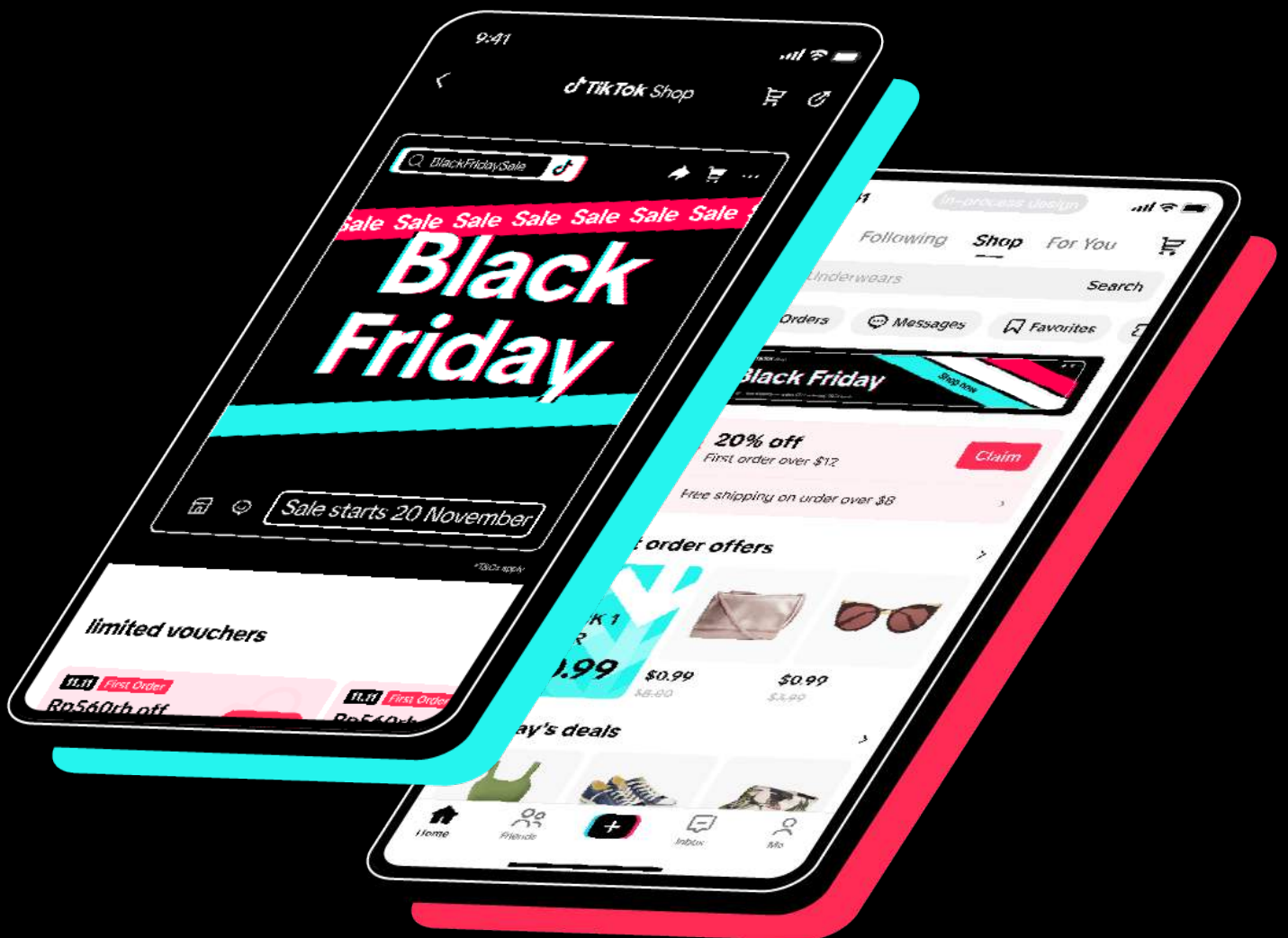


Ready, set, sell: Your Black Friday Playbook



 **TikTok Shop**

01

Optimising your TikTok Shop

Product Detail Pages (PDP) are key for visibility

Your PDP is the first thing potential customers see when they click into your product.

All the best PDPs include:

- Non repetitive, **prime product images**
- Clear and informative product titles
- **Detailed product descriptions**

All of these factors can help **increase your clickthrough & conversion rate by up to 60%!***

Excellent Product Titles

Instantly let potential customers know what they're getting with a detailed product title.

The best product titles...

- are between 25-80 characters
- capitalise the first letter of each word
- include necessary punctuation such as hyphens & forward slashes
- use numbers e.g. 5 instead of five
- have abbreviated measurement units such as cm, in and kg
- avoid special characters or symbols unless it's part of the brand name

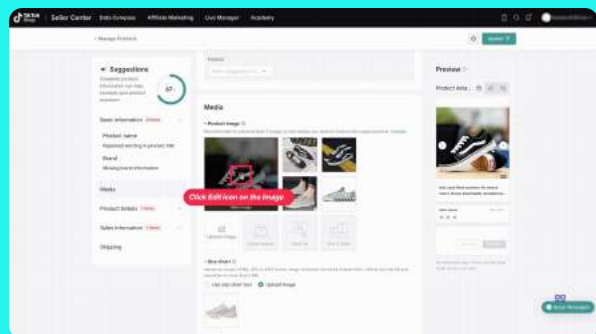
High Quality Images

High quality images can set your TikTok Shop apart and are a great marketing tool for your shop. The main image has to get people onto your PDP.

Here's some tips to make that image stand out:

- Choose the **ideal image type for your product**
- Depending on the product, use product flat lay or a model to show it in action. We recommend **using real people to model because real people are buying it!**
- Try using a minimum of 5 additional images. Showing variation helps improve findability and credibility.
- Include a clear front and back shot of the product and any important angles.
- If you have different colours available, add images for each variation but avoid repetition.

Use our new AI optimiser tool in your Seller Center to standardise your images.

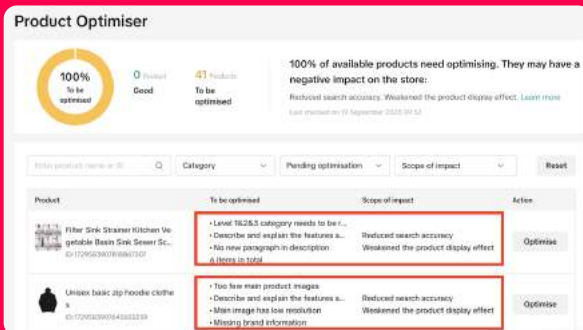


Detailed Product Description

Use this list to make sure essential information is included:

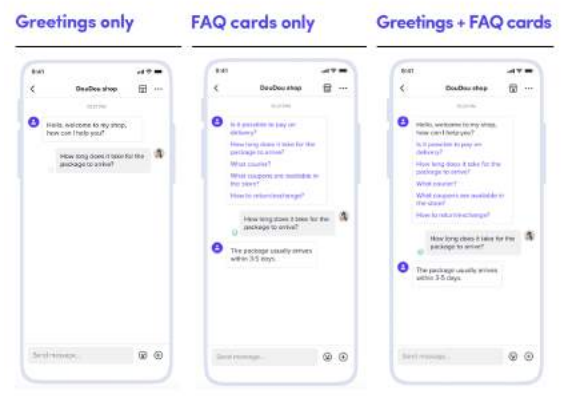
- If you are not the brand owner, **get the relevant authorisation so it can officially be on your PDP.**
- Define **product type** (T-shirt, Phone Charger, Hair Straighteners, etc.).
- Define the **composition** of the product (material, color, size, quantity, pattern, packaging, capacity, etc.).
- Define the **type of user or scenario** ('men's' or 'outdoor') and specify what's included in the box if applicable.
- **Features and advantages** help to sell the product and highlight valuable benefits (Waterproof, Limited Edition, Multi-Functional, etc.)

Use the new 'Product Optimiser' in your Seller Center to learn what is missing from each listing. We recommend working on your best sellers first to increase your chances of making sales.



Elevate your Customer Engagement

Providing great customer service is key to **building trust with your customers on TikTok Shop**. Find out how to set up automatic greetings and FAQ cards to help solve customers queries on the [Academy](#).



Logistic lessons for Peak 2023

Here are some logistics lessons from our last Black Friday Campaign to help new and existing sellers avoid shipment issues and late deliveries.

1

Increase your resources ahead of peak time

Why? To maintain the best customer experience during this time, TikTok expects the same dispatch lead time performance (max 4 working days from order to dispatch). We recommend you **scale your operational capacity to align with your expected volume forecast for peak periods.**

2

Check your Seller Center settings

Why? Avoid courier no-shows by **ensuring you have the correct warehouse address.** Once orders are assigned to a shipping option, they must be fulfilled via this option, or they may disrupt your operation.

3

Conduct regular audits of your label printer, label print quality & label placement on boxes

Why? Decline in label print quality can make them unreadable on courier scanners, meaning they will have to be manually sorted, increasing risk of delays and loss. In addition, only place your label on one side of the box so it can be read by scanners.

4

Check your stock-keeping unit (SKU) Dimensions are set correctly

Why? Your SKU dimensions ensure the dimension information received by the courier is correct. Setting the correct measurements helps the courier **provide accurate pickup capacity and prevents additional charges caused by larger-than-expected parcels.**

5

Use Ready-to-Handover (RTH) Process

Why? If you choose the 'Shipped by Seller' option, use RTH as it alerts TikTok Shop that you prepared your orders on time, and you can report any issues out of your control, e.g., the courier is a no-show or had insufficient capacity. If the TikTok Logistics team approves your ticket (which needs to include proof), your LDR (Late Dispatch Rate) won't be impacted.

6

Request an additional pickup request if needed

Why? 'Shipped by Platform' users can raise a ticket via the Seller Center > Help Center > Request Pickup if a courier has an issue or exception when collecting your orders. This helps **maintain dispatch times and avoids customer dissatisfaction.**

7

Use holiday mode if your TikTok Shop is taking a break

Why? This is a lesson for peak selling times in general. Avoid unnecessary LDR penalties from orders via your showcase or Shop Tab while your shop is inactive.

REMINDER: Not maintaining a good logistics performance will increase your LDR and/or Seller Fault Cancellation Rate.

This may result in you getting an Order Volume Limit, which can lead to a longer payment cycle.

An Order Volume Limit means you'll only get a set number of orders per day to ensure you meet TikTok Shop and customer expectations.

02

Maximise your Shoppable Content

**What makes your Shoppable videos appear on more feeds?
Check out these tips to help optimise your video!**

What makes a high quality video?

- **Video quality:** Present yourself and your products with **clear and stable video quality**.
- **Subtitle placement:** Avoid covering key information like the presenter, brand info, product details, etc.
- **Sound quality:** Consider using a microphone to optimise sound and **avoid background noise**.
- **Background:** Keep your background simple to focus attention on your product. Consider a **product display to show your range**.
- **Video length:** Your video should be **at least 10 secs long** to allow viewers to see what you're presenting.
- **Presenters:** AI may be popular, but **real people buy from real people**, so use them in your shoppable videos

Improving your TikTok Search Engine Optimisation (SEO)

Traditional SEO improves text based content with keywords on web pages or blogs to appear as high as possible in search engine result pages.

With TikTok SEO, you're improving **your content's chances of appearing higher in the search results in the app**.

It's been reported that TikTok users, especially Gen Z, prefer using TikTok as a search engine, which would contribute to how 79%* of UK users discover new brands on TikTok.

*Source: 2022 Marketing Week survey

Why is TikTok SEO important?

- TikTok SEO can help increase your content's **visibility, boost engagement, and attract a wider audience**.
- Views and likes don't necessarily have a major influence on TikTok search rankings, but keywords do.
- It's important to make your content accessible to anyone, as consumption preferences may differ.
- Closed captions help users remember more about the videos they watch.

Help improve your TikTok SEO and increase your visibility and chances of making sales by:

- Adding keywords to text overlays
- Adding keywords to captions
- Using trending & related hashtags
- Generating audio captions

Not sure where to find related keywords and/or hashtags for your products?

Check out our free [Creative Center](#) for the latest trending hashtags, e-commerce approved songs and more!

What determines a high quality LIVE?

- LIVE duration - **the longer you're LIVE, the better.** The standard is 2 hours, but work your way up if you're a beginner.
- Interaction (like, comment, follow)- your **hosts should repeatedly encourage interaction.**
- Watch time - how long **a viewer stays in your Livestream and interaction** can help them stay longer.
- Product click through rate - how many viewers **click the shopping basket** to view products linked in the LIVE.
- Sales volume - how many viewers **purchase from your LIVE.**
- Skip rate - how long your LIVE is **watched before the user skips** (min: over 3 seconds).



Use LIVE features to help increase engagement!

- Billboards help viewers instantly see what your LIVE is about. Tip: use it to announce a special LIVE-only offer!
- The LIVE Giveaway feature gives viewers a chance to win free items by typing in the comments. This helps boost engagement and watch-time as they have to stay until the countdown ends to see if they've won.

Leveraging Promotional Tools to Unlock Sales Potential

- Sellers must meet certain criteria to participate in campaigns like Black Friday - see Store Rating.
- If you're not eligible to participate yet, **you can still run your own campaign using our promotional tools to leverage the increased traffic on our platform.** Learn more!

Supercharge Your Reach with Paid Ads

- Build your organic presence with the Shop Tab, Shoppable videos and LIVES, then boost it with paid Live & Video ads. Learn more!

03

Fostering success with creator collaborations

Even if you have a small following, **Affiliate Marketing** is a great way to reach an already engaged community.

How to connect with Creators on our Affiliate Marketing platform:

- Check their follower numbers and content style to make sure **they align with your strategy.**
- Be proactive! **Regularly reaching out to new creators, daily screening, and granting free sample requests** can help collaboration growth.
- Build a relationship with your creators not just through their profile, but also with the IM feature on our Affiliate Marketing platform to help make collaborations easier and stronger.
- Provide **product information tips, tricks and latest product updates** to help with ongoing content.
- **Share success stories** of other creators to help motivate inactive creators and inspire future content ideas.



04

Success starts with nailing policies & best practices

Avoid these mistakes during the order fulfillment process this busy season! Top ranked violations at each stage and how to avoid them:

Before sales:

Product listing rejections - **see our best practices [here](#).**

Intellectual Property Rights & Brand Authorisation - check **our [policy](#) and submit your [brand authorisation](#)** documents to your Seller Center.

During sales:

Avoid issues with your Shoppable Videos and LIVES by **[checking our content guidelines](#)**.

Know the dos and don'ts of Shoppable LIVES, why games shouldn't have a [gambling risk](#), and how [redirecting traffic](#) can be a violation.

After sales:

Fulfill all orders with the chosen method within the stated timeframe and comply with UK law.

Logistics best practices

Dos

- Initiate courier collection in 2 business days for 'Ship by TikTok'.
- 4 calendar days for 'Ship by Seller' deliveries.
- Pack parcels correctly & take pictures/videos of shipped packages.

Don'ts

- Falsely update orders as 'Shipped' without shipping the order.
- Ship empty, incomplete or damaged packages.
- Ship prohibited items or disregard shipping laws/carrier requirements.

Stay on top of your [Shop Health](#) by checking your Seller Center to monitor your performance.

TikTok Shop's Black Friday campaign takeaways

- TikTok Shop campaigns can increase visibility and are a great opportunity to broaden your community.
- Campaign participation depends on your Store Rating.

Limited period, where **discount support** from TikTok Shop is **higher than daily incentives**

Increased **marketing activities** available

Normally based on a specific theme / season, **encouraging engagement** from your **potential customers** on TikTok Shop

Opportunity to increase sales!

The Importance of Store Rating

Your Store Rating is one of the keys to success on TikTok Shop. Here's why it matters:

- Repeat Business: Satisfied customers are more likely to **return for future purchases**.
- Visibility: Highly rated stores may receive **more exposure to their content**.
- Campaigns: Be included in high profile campaigns that can **boost your visibility and sales**.



Here's a run down of key information for the Black Friday season

1

Remember the 3 key factors to optimising your PDPs to help boost your visibility on our [Shop Tab](#):

- High quality images
- Excellent product titles
- Detailed Product descriptions

2

Improve your after sales service by using [customer service tools](#) & leveraging [key logistic policies](#).

3

Implement 'high quality' factors in your shoppable content and amplify its visibility with [paid ads](#).

4

Establish successful [creator collaborations](#) by building relationships and sharing product knowledge & updates.

5

Stay up to date on key TikTok Shop policies for before, during and after sales process with our [Policy Center](#).

6

BONUS Your Store Rating can determine campaign participation on TikTok Shop, so regularly review your [account health](#).

 **TikTok Shop**

**Thank
you**

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