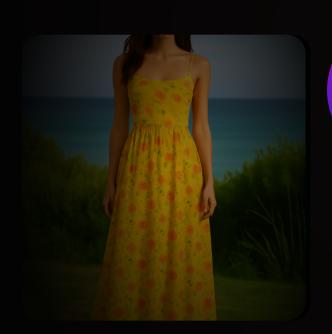




# The TikTok Shop Sales Growth Checklist















# 75%

TikTok Shop is designed to convert interest into purchases. **Seventy-five percent (75%)** of TikTok users say that they are likely to buy from a brand they've seen on TikTok Shop.

The best part? Users never have to leave TikTok to buy—making it a frictionless shopping experience. And for those brands that advertise on TikTok the results speak for themselves. TikTok reports that sellers that use TikTok Shop Ads report a 112% increase in GMV.



## 1. TikTok Shop Setup

price point of less than \$150
Create your TikTok Shop
Maximize the number of products featured in your Shop
Make sure product description pages (PDP) are complete with compelling titles, photos, and descriptions
Add a Shop tab to your profile
<b>Choose initial KPIs to track:</b> Gross Revenue, Purchases, Average Value per Purchase, Cost per Purchase etc. (you can see a full list of TikTok Shop metrics here)
Make sure every post is shoppable with a product tag



# 2. Fulfillment & Operations

Set up fast, reliable shipping ( <i>liklok prioritizes customer</i> experience) either fulfilled by your brand or by TikTok Fulfillment
Create bundles, free shipping, or first-time discounts
Use TikTok's Seller Center to track orders, shipping, and returns
Respond quickly to customer issues or questions
Maintain high Shop ratings and and a high service score to stay eligible for TikTok promotions
Track your fulfillment score and order issue rate via Seller Center
Regularly review inventory levels to avoid stockouts
Prepare for TikTok Shop events like Mega Sale Days or platform-wide promos



### 4. Content Creation

Download Teikametrics' TikTok Shop Content Planning Checklist

### 5. TikTok Shop Ads

Choose initial KPIs to track. We suggest measuring Gross Revenue,
GMV, ROAS

- Create ads with the Sales objective in TikTok Ads Manager
- Launch Video Shopping Ads first
- Identify top-performing posts to boost with Spark Ads
- Complete the 7-day learning phase
- Incorporate the remaining ad types Product Shopping Ads, and LIVE Shopping Ads



### 6. Creator Partnerships

Create a creator brief or toolkit with product info, talking points, and inspiration
 Build a network of creators who regularly promote your products. If you don't already have creator partnerships, you can look through the TikTok Creator Marketplace on TikTok One.
 Track creator performance (views, sales, engagement) and reinvest in top performers

Use Spark Ads to boost top creator posts



### 7. Performance Tracking & Testing

A/B test different content types: educational, UGC, founderled, demos, etc.
 Review weekly metrics in TikTok Seller Center and Ads Manager
 Identify top-converting products, content formats, and creators
 Use insights to inform next round of content or ad tests
 Find optimization strategies specific to your ad type here



### 8. Brand Story & Community Building

Create a memorable brand voice/personality on TikTok
Reply to comments to build community and drive algorithm favor
Feature customer videos and reviews to build trust
Duet or stitch customer content to show love and social proof
Consider building a TikTok-exclusive loyalty or referral program

### For additional resources we recommend:

- Best Practice for TikTok Shop
- 30 Day Starter Guide for TikTok Shop Ads
- <u>TikTok Shop Ads learning</u> module from TikTok Academy