

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

- ☐ Identify which products to sell on TikTok Shop. Aim for a product 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
- ☐ **Choose initial KPIs to track:** 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 (*TikTok prioritizes customer 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 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, founder-led, 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](#)
- [TikTok Shop Ads learning](#) module from TikTok Academy