

July 2025

GlowMore

x



Who is GlowMore?



Unlocking Social Commerce



TikTok Shop is our specialty

Our founding team helped D2C brands do \$26 Million in a year through TikTok in the U.S., and brings a depth of experience in executing these campaigns.

Our strategies have launched major brands and unlocked influencer marketing + paid ads on these channels as profitable growth channels for brands.

Our Team worked with:

**ROOT
LABS**TM



VAHDAM[®]
Feel Alive



Building A Strong Foundation

Shop 101

Marketing Funnel Overview



Explore the full customer journey on TikTok Shop—from awareness through conversion—and shows how to strategically use organic content, live selling, and paid media at each stage of the funnel to maximize GMV.

Product Syncing and Optimization



Integrate your product catalog from Shopify, and optimize product data, PDPs, inventory, pricing) for TikTok Shop's algorithm and customer experience.

Shop Health



Defining the core metrics that determine your Shop's visibility and eligibility for promotions, including shipping speed, cancellation rates, policy adherence, and customer satisfaction.

Shop Setup



Properly register and configure a TikTok Shop account, ensuring that your business profile, policies, and fulfillment options are correctly established before launching.

Seller Center Overview



A breakdown of how to navigate TikTok's Seller Center, including tools to manage products, orders, creator partnerships, performance tracking, and policy compliance.

Fulfillment



Cover key aspects like inventory management, order fulfillment, and customer service, while highlighting best practices to enhance efficiency and drive success.

TikTok for Business

From Performer to Best Seller

Your best performing products have proven their potential—now it's time to build them into hero products that dominate the category. With TikTok Shop's advanced scaling tools, transform your early wins into best sellers and keep your momentum going.

Why Best Sellers Matter

Best-sellers

drive the biggest spikes in mega-sale seasons

Less than

0.8%

of best selling products drive



67.8%

of GMV in U.S.—well above the platform average.



Hero Product Criteria : Identify your top performers with clear, data-driven benchmarks

US | \$30,000+ GMV or 1,000+ orders (Past 30 days)

TTS Best Selling Product Checklist

Use this as your north star when building a hero product

- ✓ **Inventory**: Ensure 500+ units are available monthly
- ✓ **Affiliate Plan**: Set commission at 15%+ to boost creator interest
- ✓ **Free Samples**: 100+ (Beauty) / 50+ (Fragrance); 20% to L3+ creators
- ✓ **Discounts** : 15%+ (Beauty), 10%+ (Fragrance) to attract buyers
- ✓ **Reviews** : Aim for a 4.0+ average rating for credibility



Carrier Mapping is accurate Warehouse Mapping is complete

Shipping Option aligns with your fulfillment process
(Seller, TikTok Shipping, or Fulfilled by TikTok)

Ensure tracking numbers sync with TikTok to avoid Late Dispatch Issues

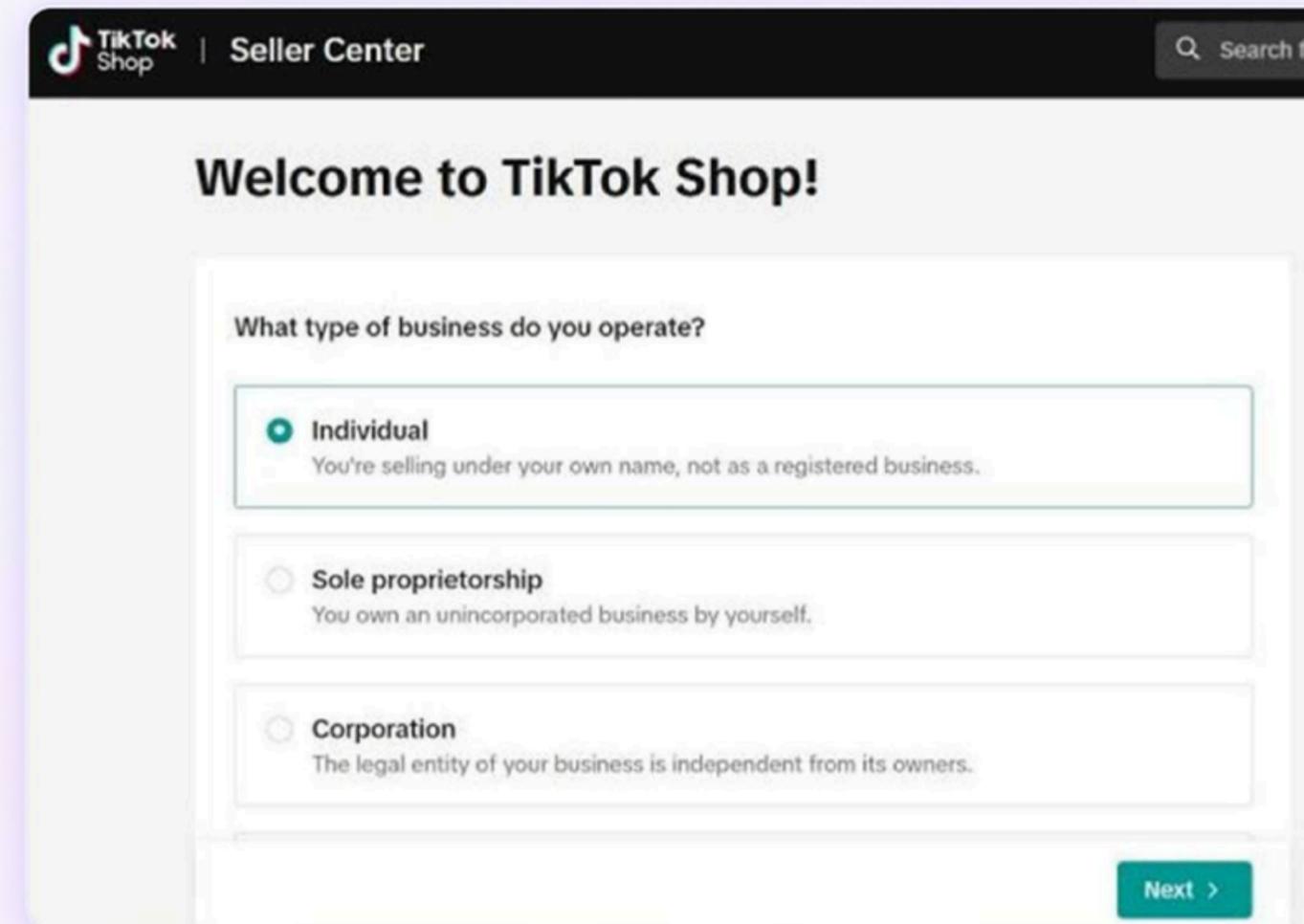
Strategy	Suggested Actions	Why it matters
Optimize the Product	Prioritize Higher Priced Items or bundles (\$20+)	Products with a higher ASP are more likely to qualify for free shipping - a key benefit that is expected by buyers
	Maintain Sufficient Inventory	Products need sufficient inventory available on the platform to maintain existing sales and support rapid growth when the opportunity presents
	Improve Product Detail Page Quality	Customers expect that product information is clear, accurate, and high quality
	Maintain a 4 or higher Product Rating	Customers can buy with confidence if the product's reviews are positive
Optimize Affiliate Marketing	Send Free Samples (100+ samples per product, per month)	Free samples are one of the most important factors for Hero Product success. These samples, sent to creators, drive content creation and support traffic to your products
	Send Free Samples to L3+ (\$25k+ in GMV/month) Creators	We suggest sending a portion of free samples specifically to L3+ creators who can lend their reach to your product
	Set Competitive Open Plan Commission Rates	A competitive commission rate of 15%, open to all affiliates, means that your product is more likely to be selected by influential creators and those with an audience for your product
<i>And can reward additional traffic + Product page badges to increase CVR</i>		
Promote the Product	Set Discounts	Discounts drive sales - participate in all major campaigns
	Leverage Ads	As a product grows, ads become an important lever in driving product reach. Ads are a strong complement to free samples for an effective and scalable promotion strategy

Free shipping is a MUST



Depending on your business and how it's structured the process below may vary:

- **Age:** Each business owner and representative must be at least 18 years old.
- **Identification:** Provide valid U.S. government-issued ID for the legal representative, company director, or person with significant control. tative must be at least 18 years old.
- **Business License:** You'll need to upload a business license, registration, or similar official documents with EIN that matches your business registration.
- **Business Information:** You'll submit additional documents to verify both your business and representatives are legitimate. Verification process typically takes 1-3 business days. Once approved,
- complete your profile:
 - Shop name and logo
 - Provide Tax Information
 - Link your tiktok account to the seller center or create a new one



Easily Sync Your Inventory, Orders & Products with a Connector



TikTok Official Shopify App:
Free Tool with most straightforward setup but lacks additional features.



Silk:
Lowcost connector with Added Functionality



ShoppeDance:
Pricer toolwiththe most advanced functionality, perfect for companies with multiple brands living under the same shopify.

Follow the Sync Steps on Your Connector & Get Ready For:

- **Product Information**
You'll need to provide all relevant information around the product down to the ingredient level.
- **Fulfillment Information**
You should have all of your 3PL's information and their team on call to help troubleshoot and test the connection.

Pay close attention to these areas:



Product/Category authorization information



Warehouse and Shipping Settings



Tracking Information Sync between Shopify and TT Shop



Inventory Syncing

↗ Bundling is a must to increase your AOV

- Bundles can be created on Shopify, within a premium connector like Shoppedance, or even in platform if your shop has “Combined Listing” whitelist access.
- **Increases AOV (Average Order Value):** Bundles raise cart size without increasing fulfillment cost, helping you hit stronger margins per order.
- **Boosts Conversion with Perceived Value:** Shoppers perceive bundles as better deals, especially when framed as “limited-time” or “TikTok-exclusive.”
- **Unlocks Better Flash Deal Placement:** TikTok favors high-AOV, value-driven offers in its Flash Deals algorithm—bundles help you qualify and stand out.
- **Enables Storytelling in Content:** Creators can demonstrate how products work together, making content more compelling and organically upselling.

Basic information

Combined Product Name

 0/255
Please fill in this field

Combined Product Variation

Combined SKU's Name

 0/50
Please fill in this field

Combined SKU list

Select SKUs

Retail price Original retail price: \$ 0.00 ⓘ

Product identifier code (Optional)

GTIN

List price Original list price: \$ 0.00 ⓘ

Quantity: 0
The quantity is calculated based on the available inventory of the selected SKUs in the common warehouse.

Set SKU handling time
You can set up pre-orders for all or specific product variants.

Seller Center Overview

Getting the most out of the platform:

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Home

Access shop health, top products, GMV lookbacks, and outstanding tasks at a glance

Orders

Track order status, fulfillment timelines, and returns.

Products

Manage inventory, pricing, activate products and edit your PDP's to maximize traffic and conversions.

Marketing

Enroll in platform promotions, access GMV max, and build out your shop page.

Affiliate

See creator activity, manage samples and commission rates, and communicate with your affiliates.

Finances

Withdraw funds and see a total breakdown of fees/costs.

Live and Video

Explore content to inform your creative strategy

Growth

Access platform coupons and traffic allocations

Apps and Partners

Install third party apps and explore agencies

Analytics

Deep dive into every aspect of your shop from top level revenue to audience demographics.

Account Health

Deep dive into every aspect of your shop from top level revenue to audience demographics.

Understanding the data:

GMV (Gross Merchandise Value)

Total revenue generated from sales. Core top-line number that reflects all shop performance.

Conversion Rate (CVR)

Percentage of Product Page viewers who complete a purchase.

Click-Through Rate (CTR)

% of viewers who click the product link in videos or live. A key sign of how compelling your content is at driving a viewer to your PDP.

Click To Order Rate (CTOR)

The percentage of customers who clicked product links on LIVEs and purchased.

Avg. Visitors

Average number of visitors per day, important to track overall viewer growth.

Page Views

Total number of page views for all of your product detail pages.

Aware Customers

Customers who engaged with your shop or content that featured your products.

High-intent customers

Customers who favorited your products or added it to their cart.

Order Cancellation Rate

High cancellation rates negatively affect trust and ranking.

Late Dispatch Rate

Measures the % of orders shipped after the promised handling time; high rates hurt shop ranking and can trigger penalties.

Customer Response Time

Slow response times can reduce customer satisfaction and impact seller performance ratings.

Test your shipping

Test your fulfillment system comprehensively before launching your shop and check all of the following:

- Carrier Mapping is accurate Warehouse Mapping is complete
- Shipping Option aligns with your fulfillment process (Seller, TikTok Shipping, or Fulfilled by TikTok)
- Ensure tracking numbers sync with TikTok to avoid Late Dispatch Issues

Stockouts will kill momentum

- Creators can't drive sales if customers can't purchase.

Free shipping is a MUST

- The platform will increase your exposure, grant additional promotional opportunities, increase sample request rate and more.

Same-day or next-day shipping improves your ranking in TikTok's algorithm

- And can reward additional traffic + Product page badges to increase CVR

Enjoy these benefits with free shipping setup



Increased exposure [?]

Enhance product visibility on Shop tab and in shoppable videos

*Applies to qualified free shipping thresholds [?]



Marketing opportunities [?]

Gain access to campaigns and platform promotions featuring free shipping

*Applies to qualified free shipping thresholds [?]



Creator collaboration [?]

Receive a 'Free shipping' badge on Creator platform and attract more creators to promote your products

*Applies to all free shipping settings, regardless of conditions [?]



Exclusive channels [?]

Get a 'Free shipping' badge and get featured in the Free shipping channel

*Applies to all free shipping settings, regardless of conditions [?]

Product Page Optimization

This impacts your entire shops performance as all traffic leads to your product page before converting:

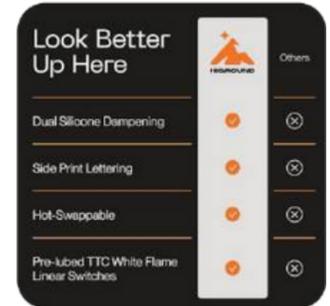
- Follow the instructions on the product page, the optimizer is built by tiktok to assist you in making your product earn as much traffic as possible.
- Always include video, preferably a “founder-led” creative as this humanizes your product and brand.
- Front-load value in your second photo (your first is the product with a white background) — think of it like a TikTok hook.
- Copy should lead with benefits, not features — "Reduces acne fast" > "Contains salicylic acid."

→ Consider these examples for crafting your product page

1. Value Propositions



4. Product Comparison



2. What's in the box



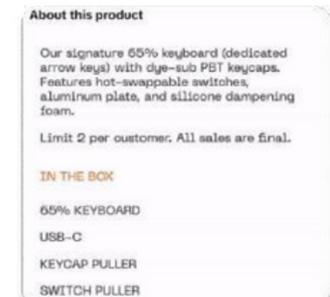
5. Founder Video



3. Social Proof



6. Integrate images into description section





Poor shop health will limit your traffic

Maintain quick dispatch for shipments to avoid late shipment violations and minimize cancellation rate for top-tier status.



Shop performance score not only increases traffic, but conversion rate as well since you'll get a badge next to your shop name on eligible placements.



Check for violations daily and appeal them in platform, you get up to 3 appeals for each violation.



Set weekly internal audits — assess customer reviews, dispatch time frame, and update product info as necessary.



Optimize this overtime to earn additional traffic and program eligibility on the platform, increasing your ROI through incremental impressions at no cost.

Shop Performance Score

Shops with higher scores will be eligible for more traffic and benefits. [Click to view the score guidelines.](#)

3.5 / 5.0 ⓘ

Daily updated on 06/10/2025 | vs yesterday +-- | Better than 65% of peers | Category: Beauty & Personal Care ⓘ



<p>Ad performance Maximize your ROI with a higher SPS</p>	<p>Flash Deal Limited-time promotions can lead to more orders</p>	<p>Boost traffic +20% A higher SPS can increase traffic</p>	<p>Affiliate Marketing Engage creators to promote your products</p>
<p>Campaign Drive revenue growth and brand recognition</p>	<p>Sales Accelerator A tool to support your traffic and sales growth</p>	<p>Accelerated Settlement Score 3.5+ to enjoy 5-day settlement after delivery.</p>	

Improve these metrics to elevate your score

<p>Product satisfaction Excellent</p> <p>Negative review rate ⓘ 0.60% Better than 93% of peers</p> <p>Non-buyer fault R&R rate ⓘ 0.96% Better than 89% of peers</p>	<p>Fulfillment and logistics Attention</p> <p>Seller fault cancellation rate ⓘ 4.07% Improve to 0.40%, which may increase SPS by 0.9 point(s).</p> <p>30D late-dispatch rate ⓘ 0% Better than 99% of peers</p> <p>Diagnosis</p> <p>Details</p>	<p>Customer service Excellent</p> <p>Complaint rate ⓘ 0% Better than 100% of peers</p> <p>24h response rate ⓘ 89.14% Next level target: 96.30%</p>
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Two Brands. Same Category. Different Paths.

In December 2024, we launched two brands in the same vertical on TikTok Shop. Both clients are now profitable but the difference in their monthly revenue highlights the benefits of an aggressive strategy as brands flood into the ecosystem.

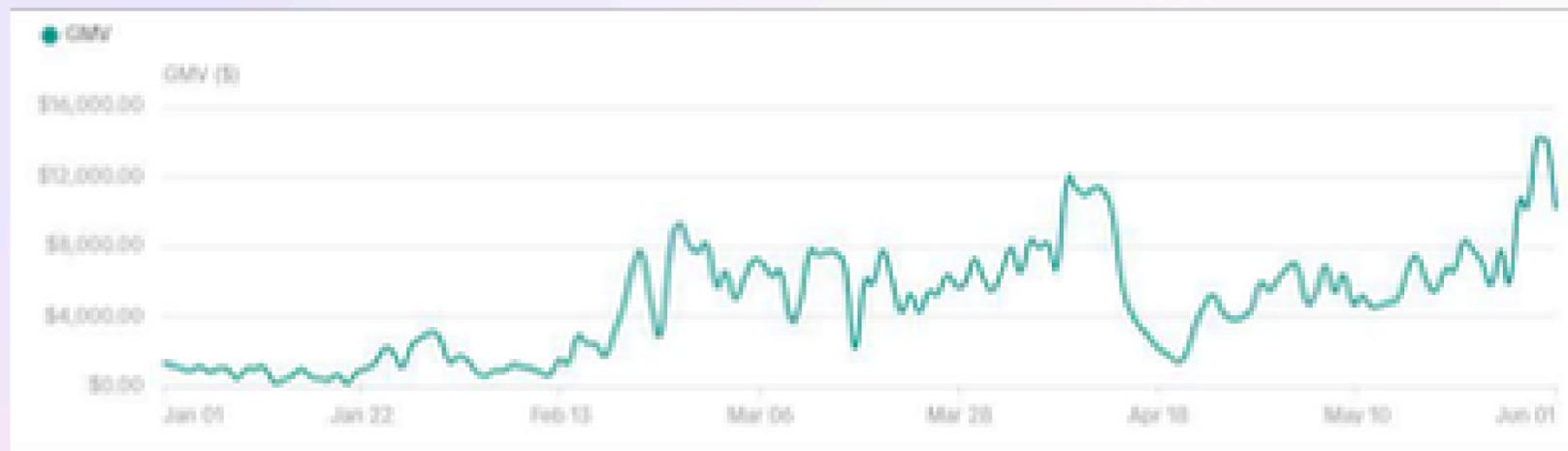
Brand A

Brand A took the aggressive growth path—activating every available channel early: Organic Affiliates, Paid Creators, GMV Max, Brand LIVE, and aggressive discounting. Backed by a larger budget and appetite for risk, this brand prioritized visibility and GMV growth over early profitability.

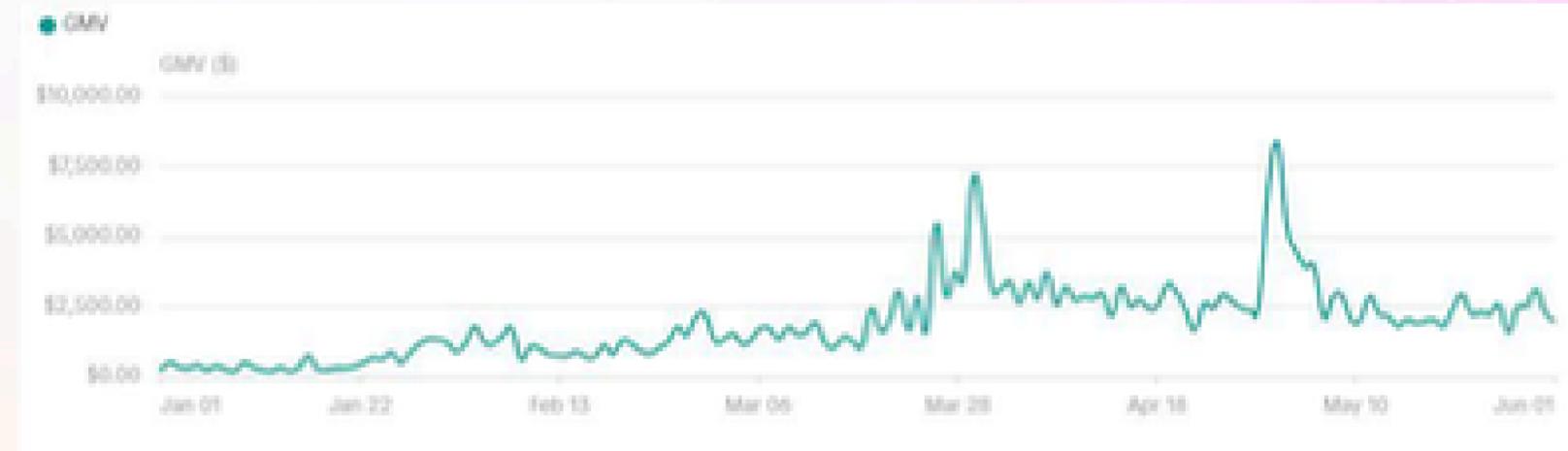
Brand B

Brand B, by contrast, followed a sustainable efficiency path—focusing on fast break even and long-term ROI. It prioritized Affiliate performance, tight sample management, and GMV Max only after early signs of product -market fit.

Pacing to \$500K+ GMV for June



Pacing to \$100K+ GMV for June



→ Month 1

- Week 1: Set up Seller Center & list products (Good Quality)
- Week 2: Kickstart Organic Affiliates & Creator Community
- Week 3–4: Target 500 Hero SKU samples/month; Launch GMV Max as first deliverables arrive

→ Month 2

- Ongoing Growth: Continue Organic Affiliates & Creator Community
- GMV Max: Scale ad spend once ROI target achieved
- Product Expansion: Send secondary product samples to top performers; consider bundles to raise AOV
- Affiliate Boost: Add Paid Affiliate support (Flat Fee & Retainer) for Hero Product
- Retention: Launch Customer Re-engagement tool to drive LTV & adoption

→ Month 3

- Breakeven ROI: Target breakeven with Affiliates + GMV Max
- Profitability Milestone: After achieving profitability, launch Brand LIVE
- 5 streams/week, 4 hrs each
- Consistent Flash Deals to drive urgency & GMV
- Brand Building: Position as a TikTok Shop powerhouse
- Scale: Re-achieve profitability; expand Brand LIVE hours, Affiliates & GMV Max

→ Month 4

As initial Hero Product/Secondary products mature, begin branching out to new product tests across TikTok Shop funnel.

→ Month 1

- Week 1: Set up Seller Center & list products (Good Quality)
- Week 2: Kickstart Organic & Paid Affiliates (Flat Fee + Retainer) + Creator Community; Target 500 Hero SKU samples/month
- Week 3-4: Launch Brand LIVE (5 streams/week, 4 hrs min), Flash Deals for urgency, Roll out GMV Max to boost LIVE & Affiliates

→ Month 2

- Ongoing: Continue Organic & Paid Affiliates + Creator Community
- Expansion: Branch into secondary products & explore bundles
- GMV Growth: Scale GMV Max ad spend (focus on growth over ROI)
- LIVE Optimization: Aggressive Flash Deals on Brand LIVE (near breakeven)
- Retention: Launch Customer Re-engagement tool to boost LTV & adoption

→ Month 3

- Efficiency Focus: Shift strategy after MoM GMV growth
- Affiliate Sampling: Prioritize most efficient product
- GMV Max: Raise ROI target slightly
- Product Mix: Promote only higher AOV/GPM item

→ Month 4

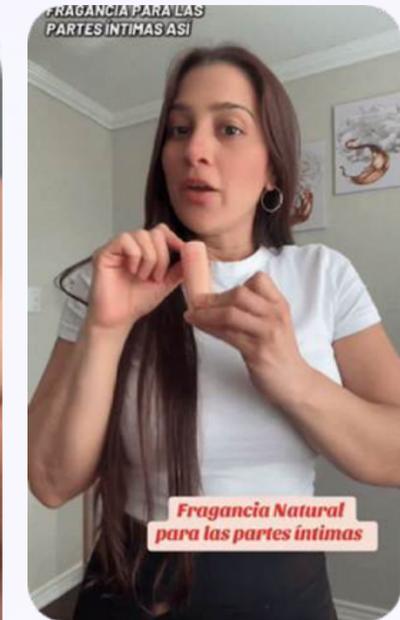
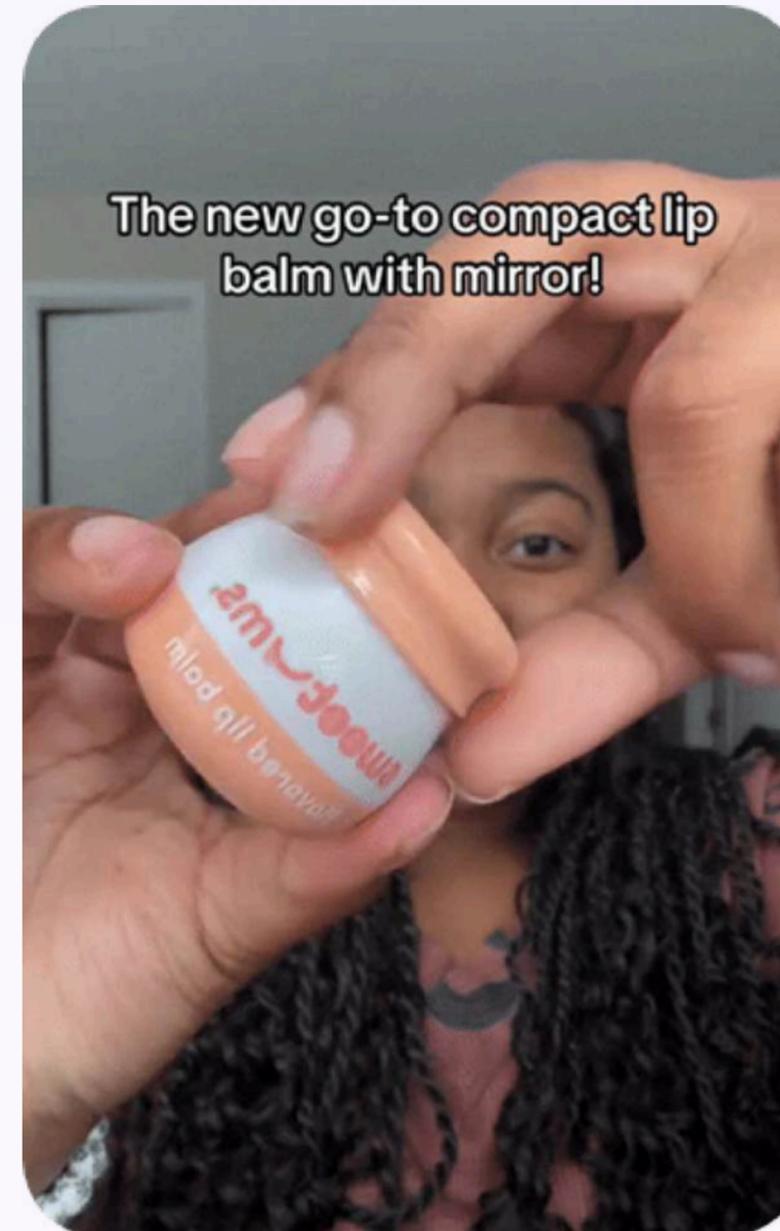
- Aim to achieve breakeven ROI

→ Month 5

- Profitability: Achieve profitability milestone
- Scale: Expand Brand LIVE hours + Affiliates & GMV Max
- Product Expansion: Test new products as Hero & Secondary SKUs mature (via TikTok Shop funnel)

Affiliate + Short Video

- **Short video is the most heavily prioritized content type on TikTok Shop**
SV accounts for the vast majority of impressions and conversions across the platform. If your brand isn't investing in short video through affiliates, you're missing the most scalable channel TikTok Shop offers.
- **Wide base of affiliate creators**
By activating a wide base of affiliate creators, you unlock a constant flow of native, short-form content that can drive awareness, conversions, and traffic to your shop without requiring upfront paid media investment.
- **Affiliates significantly reduce the content burden on your internal team.**
Instead of producing 500+ videos per month yourself, a strong affiliate program allows you to outsource creative production at scale—resulting in hundreds of organic assets that can be tested, repurposed, and boosted with Spark Ads.



Ideal GMV Max for Scalable TikTok Shop Growth

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Short Video: 50–60% of GMV

- Short video should be your primary focus, as it delivers the most scalable and evergreen performance.
- TikTok’s algorithm favors high-volume video content, and short video allows creators and affiliates to drive traffic continuously—compounding over time and producing content that can be repurposed for Spark Ads.



Product Card: 20–30% of GMV

- Flash deals and product card-driven conversions are powered by platform-side visibility boosts.
- This GMV is often transactional and discount-driven—great for quick spikes or offloading inventory, but not as sustainable long-term unless combined with strong video content.
- Prioritize bundles, limited-time offers, and product page optimization to make this category more efficient.



LIVE Selling: 15–20% of GMV

- LIVE is powerful for urgency, high AOV, and real-time conversion—but it's operationally heavy. Treat LIVE as an accelerator on top of your short video strategy. Use it to convert high-intent traffic, launch new SKUs, or generate surge volume during promotions. Brands that run consistent LIVE sessions see much higher conversion efficiency on their hero products.

Test three core content archetypes:
Entertaining, Educational, and Inspirational.



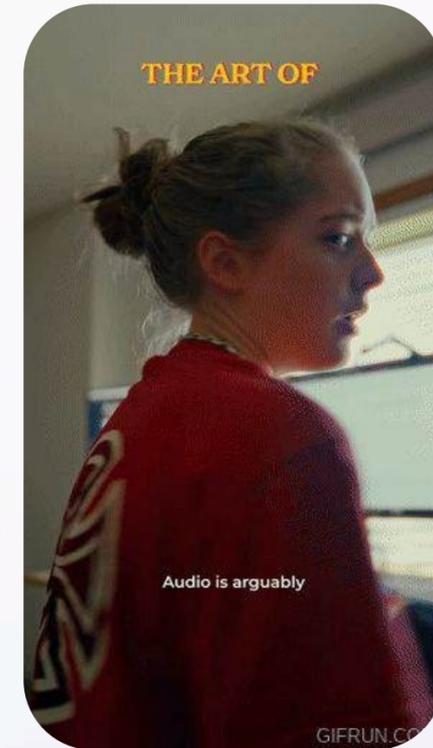
Entertaining

Leans into trends, humor, or shock value (e.g., “I can’t believe this works”) to grab attention.



Educational

Breaks down product benefits or how-to’s (e.g., “Here’s why this ingredient changed my skin”).



Inspirational

Tells a transformation or personal journey (e.g., “This helped me get my confidence back”).

No matter the content type, the hook must land within the first 1-2 seconds.

- Start with a question, bold claim, or visual curiosity to stop the scroll.
- Strong hooks = higher CTR and view duration, both key to TikTok's algorithm.

Each video should have a clear, direct CTA tied to TikTok Shop.

- Encourage creators to point to the yellow cart, say “grab it before it’s gone,” or use urgency-based messaging (“Only 3 left in stock”).
- Content without a CTA underperforms—even if it gets views.

Finding your ideal affiliate

→ Significant 30 Day GMV

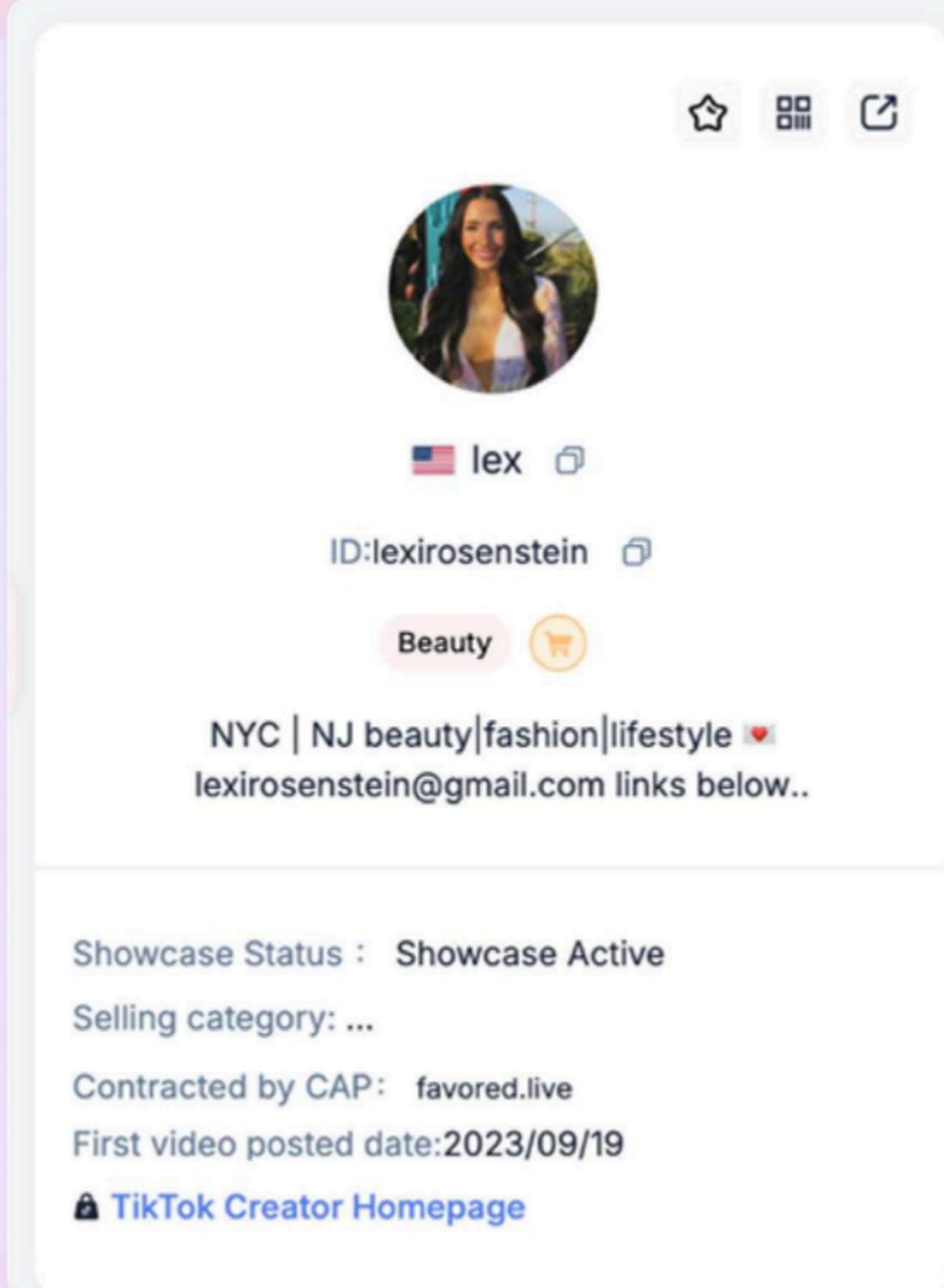
- Creator has driven meaningful GMV (typically \$1000 GMV) in the past 30 days

→ Fulfillment Rate Above 80%

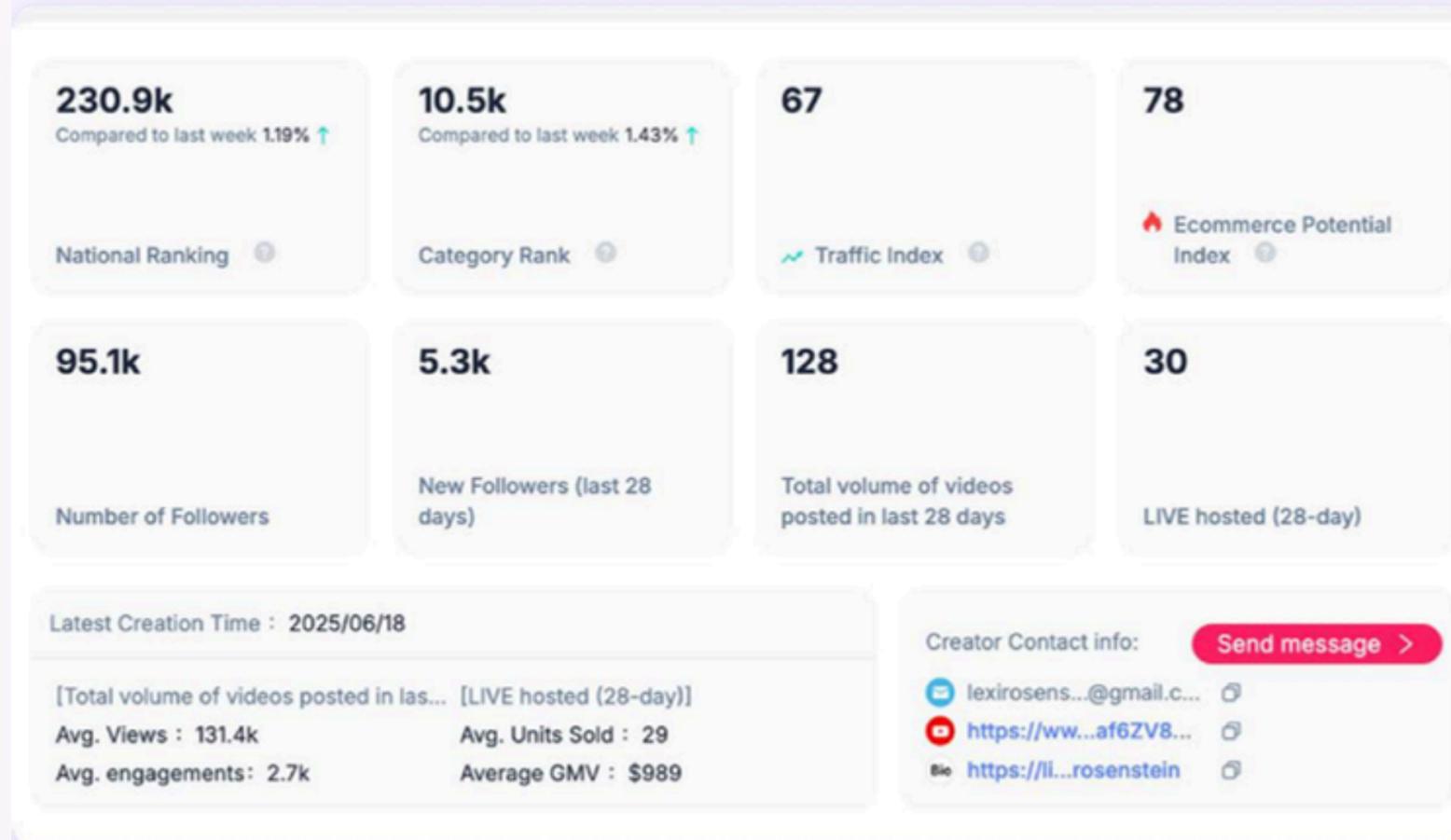
- Has a sample fulfillment rate of 80%, signaling they reliably post content after a free sample has been sent to them and you'll get a video created for any product sent.
- If the creator has extremely high GMV, we recommend being flexible on a lower fulfillment rate as they may be more hesitant to promote products that do not meet their quality standards.

→ Consistent Posting Cadence

- Posts 3-5 times per week or more, keeping their audience warm and TikTok's algorithm engaged.



The screenshot shows a TikTok profile for a creator named 'lex'. At the top right are icons for favorite, gallery, and share. The profile picture is a circular image of a woman with long dark hair. Below the picture is the name 'lex' with a US flag icon and a copy icon. The ID is 'lexirosenstein' with a copy icon. A 'Beauty' category tag with a shopping cart icon is visible. The bio reads 'NYC | NJ beauty|fashion|lifestyle ❤️' and 'lexirosenstein@gmail.com links below..'. Below the bio, it says 'Showcase Status : Showcase Active', 'Selling category: ...', 'Contracted by CAP: favored.live', and 'First video posted date:2023/09/19'. At the bottom is a link to 'TikTok Creator Homepage'.



→ Category & Product Knowledge

- Actively creates content in your specific niche (e.g., skincare, food, wellness, tech)
- Understands how to talk about ingredients, benefits, or use cases in a credible and compelling way

→ Demographic Alignment

- Creator's audience matches your target buyer profile in age, gender, region, or interests
- Check their comment section and content tone to verify resonance with your ideal customer

→ Authenticity & Selling Ability

- Can genuinely sell your product on camera without sounding scripted.
- Watch for creators who use storytelling, personal experience, or transformation arcs to build trust and drive action

Commission rates directly influence how many creators will post, and how often.

Low rates ~ 15% typically result in low posting volume, while rates above 25-30% attract higher-tier creators and drive faster sales velocity—especially during new product launches or category takeovers.

Open plan

Any creator can view this rate and opt into promoting on the product page.

Avg. Commission for Beauty

- 15% for standard
- 10% for shop ads

Target plan

Is a private rate offered only to invited creators. Use target plans to offer higher rates to proven affiliates without inflating public incentives.

Use tiered or time-bound incentives through target plan to maximize performance. For example:

- 5% commission for creators who generate \$1000 GMV for your product
- Weekend-only bonus commissions to spike urgency through target collaborations These tactics boost affiliate consistency and push volume in key sales windows.

<input type="checkbox"/>		\$35.96 \$44.95	540	Standard 30%  Shop Ads 15% 	Manual  48 available	30 View	View orders ...
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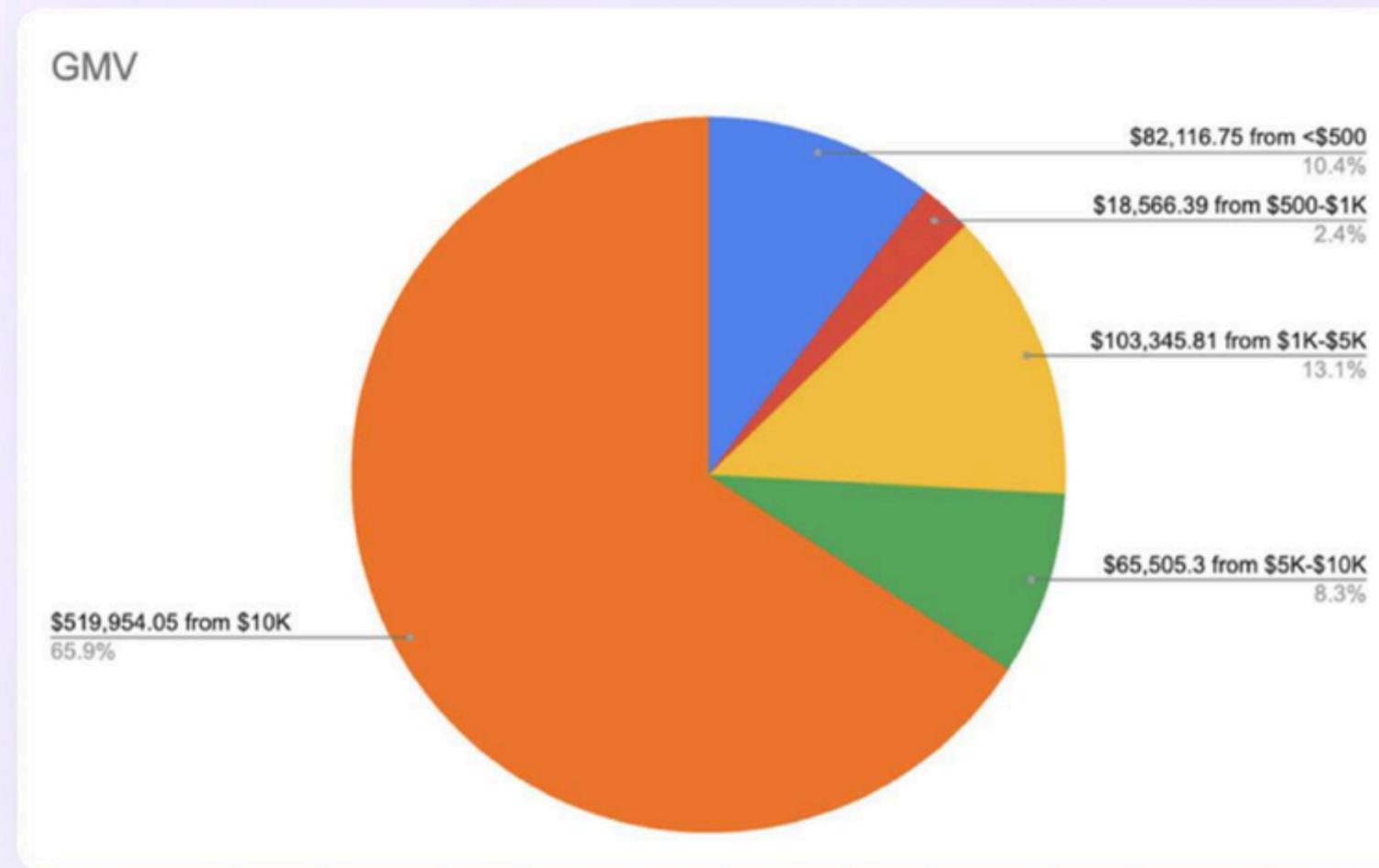
→ **Adjust commissions based on product margin, lifecycle, and competition.**

For high-margin SKUs or breakout winners, raise rates to scale momentum. For mature products, stabilize at a sustainable baseline while layering Spark and retargeting ads for efficiency.

→ **Leverage the Shop Ads commission tool to expand paid ad delivery while rewarding affiliates.**

A best practice is to set your Shop Ads commission rate to 50% of your open plan commission (e.g., if your open plan is 30%, set Shop Ads commission to 15%) to maintain profitability while allowing paid traffic to scale efficiently.

- While 65.9% of GMV came from creators generating \$10K+ GMV, these high-performing affiliates typically require strong social proof, product-market fit, and previous affiliate success before they consider promoting a new brand.
- Early in a campaign, expect the majority of your volume to come from lower-tier affiliates:
 - **\$500 GMV Creators → 10.4% conversion**
 - **\$500-\$1K GMV Creators → 2.4% conversion**
 - **Insight: Easier to activate with samples; critical for building momentum, seeding short-form video, and proving conversion potential to larger partners**
- Focus initial sampling on high-output, niche-aligned creators, even if their GMV is under \$5K. Use this content to build a credible affiliate listing and attract stronger creators over time.
- Once social proof builds, shift sampling strategy to **target \$5K GMV affiliates** with proven performance. Reserve samples for those with high CTR, strong Spark potential, or proven sales history in your vertical.
- Make sure refundable samples are enabled





Keep briefs clear, concise, and easy to execute.

Start with product problem/solution, and 2-3 value props.

Creators need to quickly understand who they're speaking to and why this product matters to them and it should be 1 slide to include within seller center messaging



Include clear do's and don'ts to protect brand messaging and compliance.

For example: ✓ Say: "Reduces puffiness in minutes" ✗ Don't say: "Cures eye bags" This ensures creators stay on-brand while still speaking naturally



Add a suggested hook, CTA, and example TikToks that performed well.

Bonus: include a Google Drive link with product photos, usage demos, and past winning content. Make it plug-and-play so creators can focus on execution, not guesswork.



For Paid Affiliates we recommend a more comprehensive brief 5-7 slides to further curate and guide the type of content you already know performs best.

→ Use a multi-channel approach to scale outreach efficiently.

Maximize your creator outreach effort through affiliate center, direct DM outreach for high-value creators from your brand account, and source creator emails through fastmoss for cold email outreach campaigns.

→ When using the Affiliate Center, be aware that your outreach capacity is tied to performance.

Shops that haven't hit initial GMV milestones will have limited ability to message creators at scale—focus first on product page optimization, high commissions, and sampling to unlock greater access.

Creators Preview 2,141,219 Creators Found

CSV < > + Save This List

Displaying 100 creators out of 2,141,219 total results.

Creator Name	Bio	Categories	Followers	GMV	Avg Views	Engagement Rate	Post Rate
reclaiming_lindsey	Single Mom Reclaiming Lindsey ❤️ ...	Books, Magazines & Audio,...	1K-5K	\$0-...	306	83...	49...
jackiebee42	PR/Collabs 📧 Jacklynbloodsaw2006...	Beauty & Personal Care, Fo...	1K-5K	\$10...	201	13....	85...
hunneybri_	💋 I do makeup sometimes 💋 ig @hun...	Beauty & Personal Care, He...	10K+	\$0-...	22...	7.2%	12....
lenzibrooke	Mid 30's momma out here making it ...	Fashion Accessories, Home...	1K-5K	\$5...	433	3.2...	93...
heather_has_goals	WFH Mom finding only the best T...	Pet Supplies, Books, Magazi...	5K-10K	\$1K...	325	2.7...	91...
aubrey.gamezmom...	Christian Wife Mom of 5 Accountant ...	Luggage & Bags, Beauty & ...	5K-10K	\$0-...	386	973...	21...
sahms.tiktok.shop	SAHM sharing my favorite TikTok Sh...	Home Improvement, Beauty...	1K-5K	\$10...	317	1.6...	96...
thekateexperience	Creator - Beauty, Fashion, Lifestyle ...	Beauty & Personal Care, He...	10K+	\$1K...	14	9.7...	83...
nikkit8889	Mother. Foodie. Baker. Loves Make-...	Health	1K-5K	\$0-...	124	64...	-

Identify your top 10–20% of affiliates based on 30-day GMV

- Based on 30-day GMV, conversion rate, and content quality. These creators are your most valuable growth partners, now build a retention plan that makes them feel prioritized and invested in your brand.

Offer exclusive incentives in a VIP Affiliate program/community

- Like early access to new product launches, higher “target plan” commission rates, cash incentives for hitting order milestones or video counts, and flash sale support. This motivates repeat posting and deepens brand alignment as they get better with each iteration.

Some additional perks could include:

- Priority sampling
- Access to Spark Ad support
- A monthly retainer to ensure they are continually supporting your brand and assisting with NPL’s

Maintain regular, high-touch communication

- Via email, Discord, or DM. Share performance insights, product updates, and campaign opportunities in a timely, personalized way. Your top affiliates should feel like an extension of your internal team.

Creator	Affiliate GMV	Est. commission	Items sold	Affiliate orders
  @averi_loren Followers 13.79K	\$28.16K 23.31% of total GMV	\$9.34K +0.08%	910 +2.48%	889 +3.25%
  @inkededgeco Followers 37.20K	\$17.88K 14.80% of total GMV	\$0 +0%	578 +31.07%	561 +29.86%
  @brickshrimp Followers 87.44K	\$11.31K 9.36% of total GMV	\$3.72K -1.55%	367 -3.93%	358 -0.83%
4  @leeleesfavfi... Followers 35.75K	\$6.55K 5.42% of total GMV	\$2.55K +52.63%	220 +43.79%	211 +41.61%

A well-run creator community gives your brand a direct line to thousands of affiliates

- ✓ **A well-run creator community gives your brand a direct line to thousands of affiliates**

Creating a flywheel of repeat content, faster sampling cycles, and peer-driven momentum.

It increases your volume, reduces CAC, and builds a sense of brand affiliation among creators.

- ✗ **But building one from scratch is resource-intensive.**

You need constant moderation, ongoing incentive programs, consistent product drops, and active campaign management.

Without dedicated team support, most brand-led communities fizzle out or become inactive.

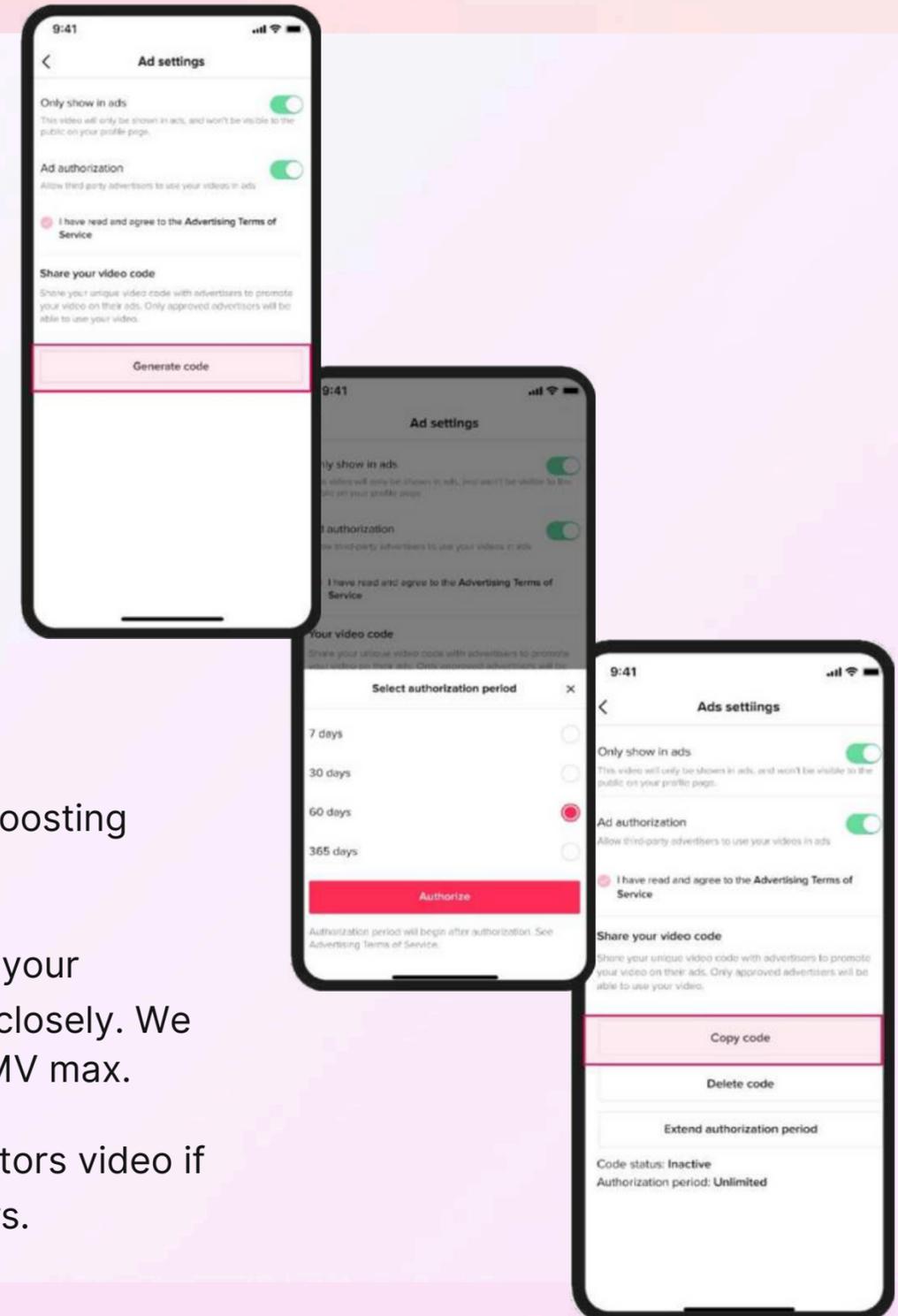
→ Spark Ads allow you to **amplify organic creator content** that's already driving views and conversions—without needing to recreate assets.

Once a creator posts, request their Spark code to run it as an ad through TikTok's backend. It's one of the most efficient ways to scale proven content.

→ Prioritize Spark spend on videos with high CTR, strong comments, or early conversion data. These signals indicate potential to scale profitably. Even a \$50-\$100/day Spark budget can generate significant incremental GMV when paired with high-performing affiliate content.

→ Understand the difference between Spark codes, Mass Authorization and Product Change Authorization:

- **Spark codes** are issued by individual creators for specific videos—ideal when boosting high-performing content surgically.
- **Mass Authorization** allows you to automatically boost any content tagged with your products by eligible affiliates. It offers scale but less control, so monitor quality closely. We recommend instructing affiliates to enable this for your products when using GMV max.
- **Product change authorization** enables you to change the SKU tagged in a creator's video if they authorize it, this can be helpful for upselling with bundles/limited time offers.



Paying top affiliates can help your shop break into higher tiers on TikTok Shop by driving predictable GMV through high-quality content.

- These creators often have more influence and audience loyalty—when paired with pay, they treat your product as a true collaboration and are willing to prioritize your product over others on platform.
- With paid partnerships, you gain **greater control over messaging and content quality**. You can request specific hooks, product demos, or visual styles—and review the content before posting to ensure it aligns with your brand voice and conversion goals.
- Paid deals open the door to **negotiating Spark Ad usage upfront**. This lets you repurpose the content for paid amplification, retargeting, and scaling winning creatives without the need to recreate assets or ask for permission later.
- Once you **identify which creator demographics consistently convert for your brand** (e.g., skincare creators aged 25-34, bilingual food reviewers, etc.), paid affiliates become a scalable, high-leverage tool to dominate key sales periods like Flash Deals, seasonal pushes, or new product launches.



Tying it all together

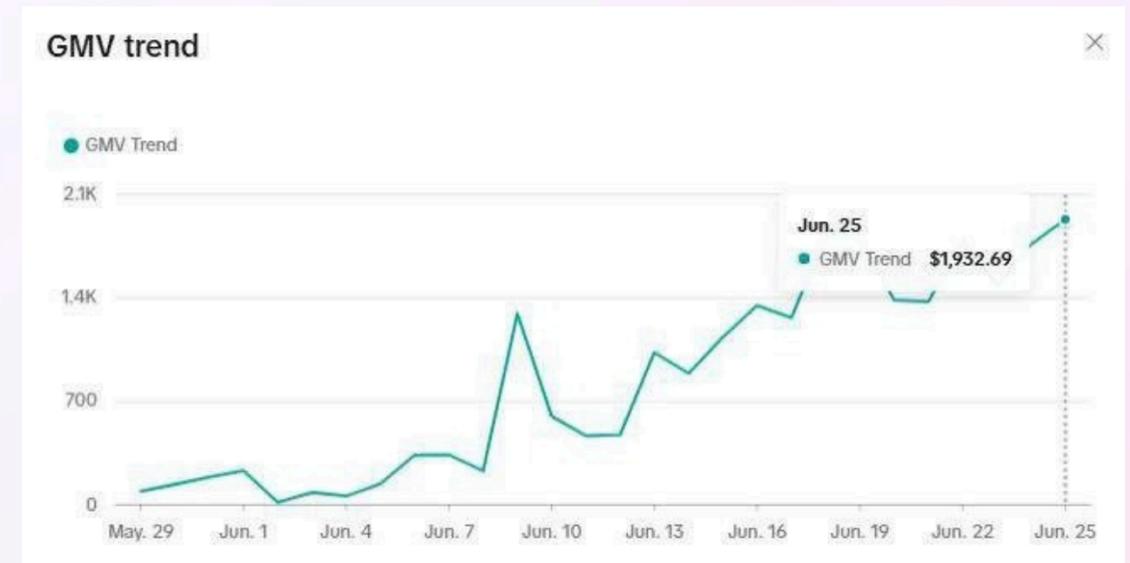
→ Month 1

- Set commission rates for open plan and ads
- Create specific creative briefs with the objective of testing content pillars, hooks, Value propositions and CTA's
- Aim to sample at least 250+ products first month per hero SKU
- Integrate your brand with creator communities to assist with speed of iteration and consolidate communications + learnings
- Begin testing Paid Affiliate and offering retainers to creators who show strong GMV results

→

Month 2

- Iterate creative briefs to mirror top performing creative formula from month 1
- Realign creator targeting based on month 1 performance Send samples of secondary products to top performing Organic Affiliates & Creator Community to get ahead of decline in hero products lifecycle Lean further
- into retaining top affiliates for NPL's + scaling Hero Skus Launch Incentives
- and contests to further fuel growth



Brand Lives

The final piece of a cohesive brand strategy

LIVE compresses the entire funnel—discovery, engagement, and conversion—into a single moment.

1 Convert interest into Action

- **Converts awareness** built up by short video touchpoints
- **Amplifies efficiency** of your other TTS campaigns
- Most effective retargeting campaign, **but volume is free**
- **Instead of paying for ads you pay for LIVE production**

2 Powerful Conversion Tools

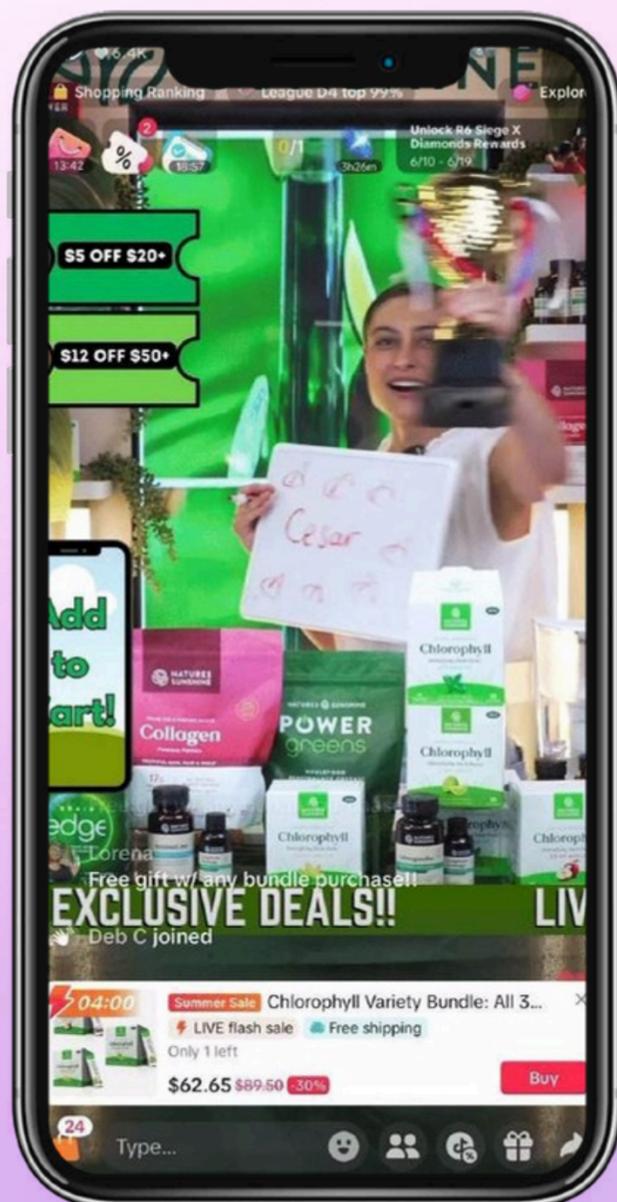
- Urgency/Scarcity marketing
- Product education
- Real-time objection resolution
- Narrative-driven sales

3 Brand Building at Scale

- When done well, ***this is fun***
- A show designed just for your brand and audience
- Real-time Audience Engagement
- **Huge organic reach potential**

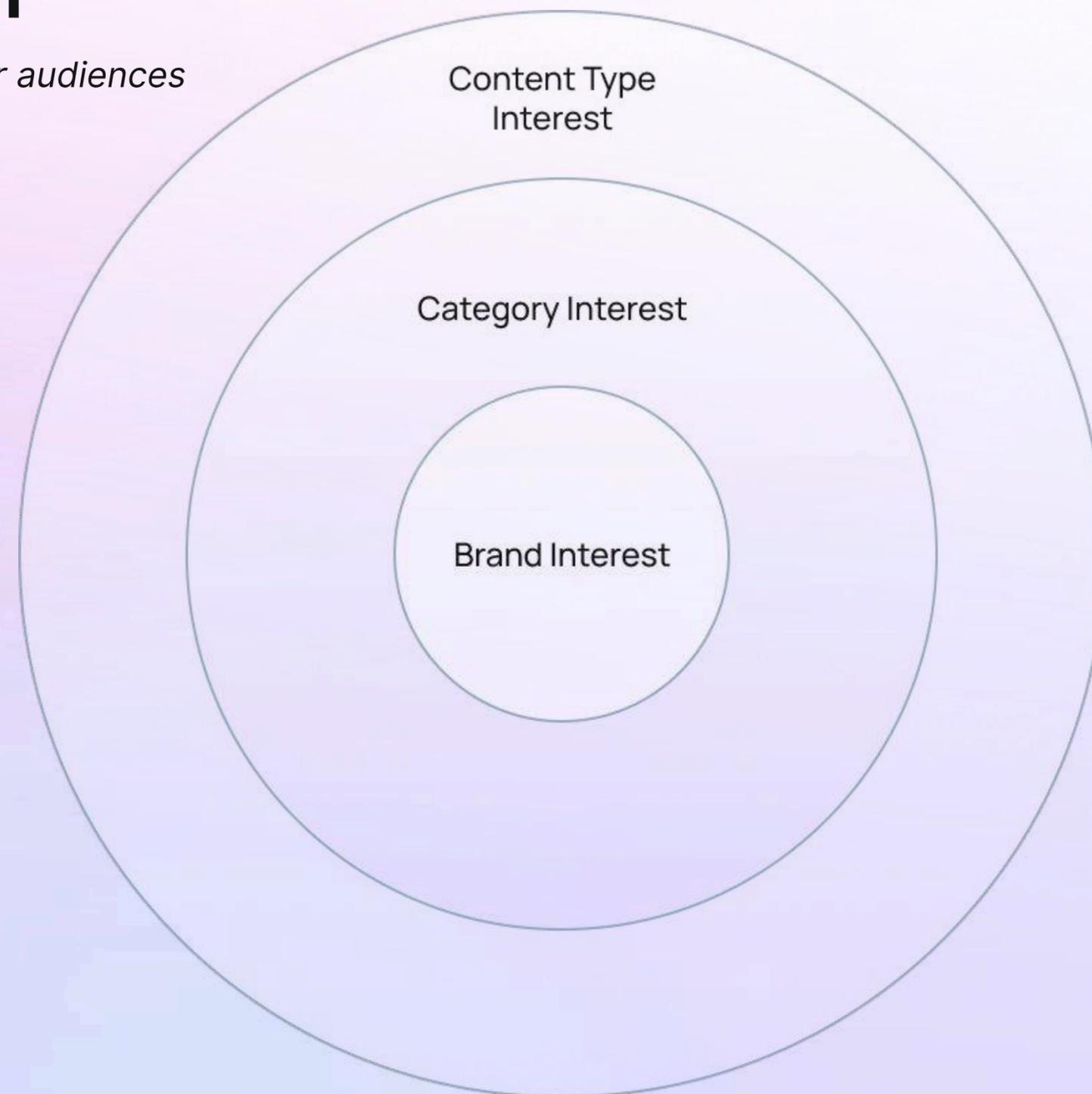
Understanding Brand LIVE Algorithm

Improving LIVE Performance unlocks additional traffic allocations into broader audiences



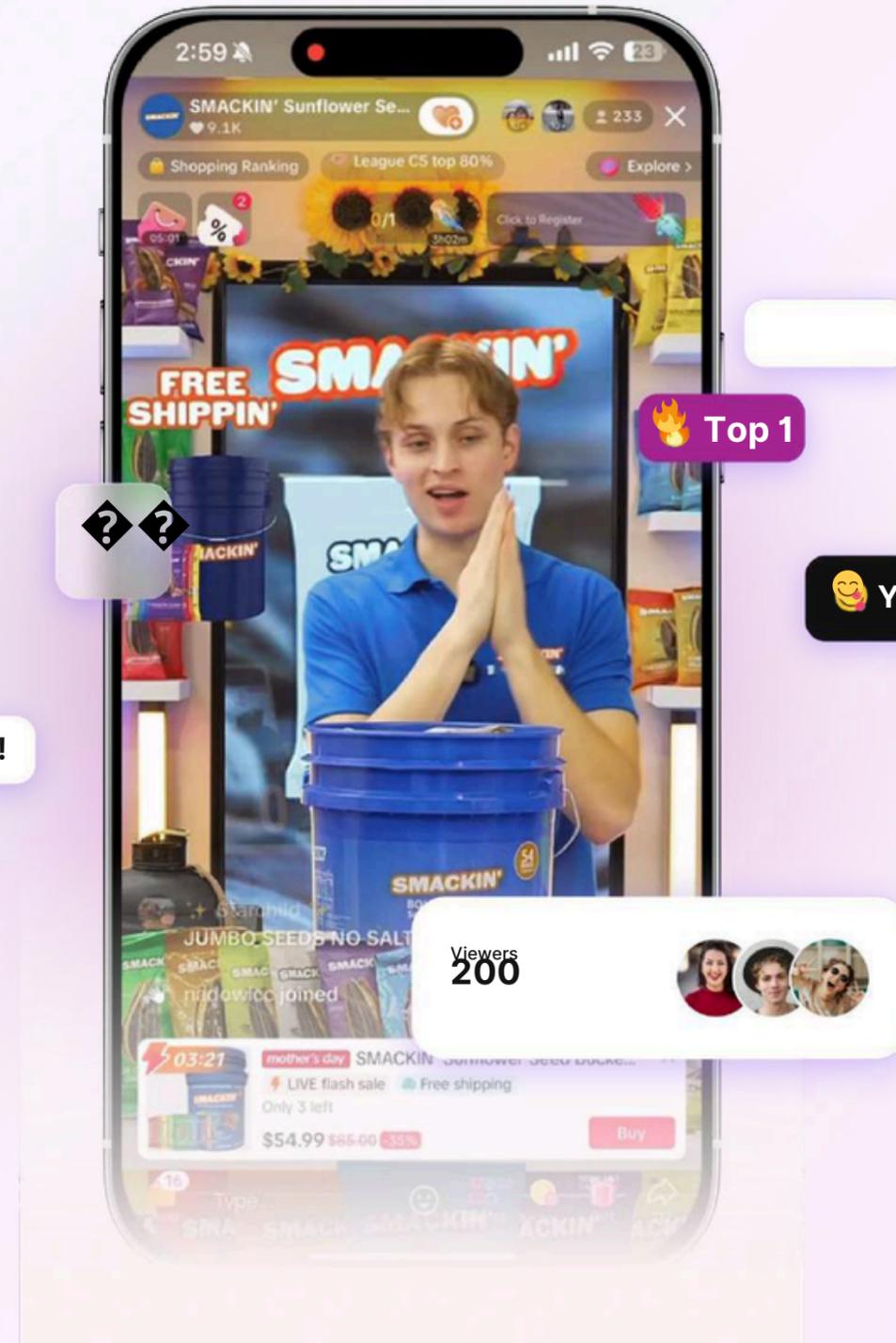
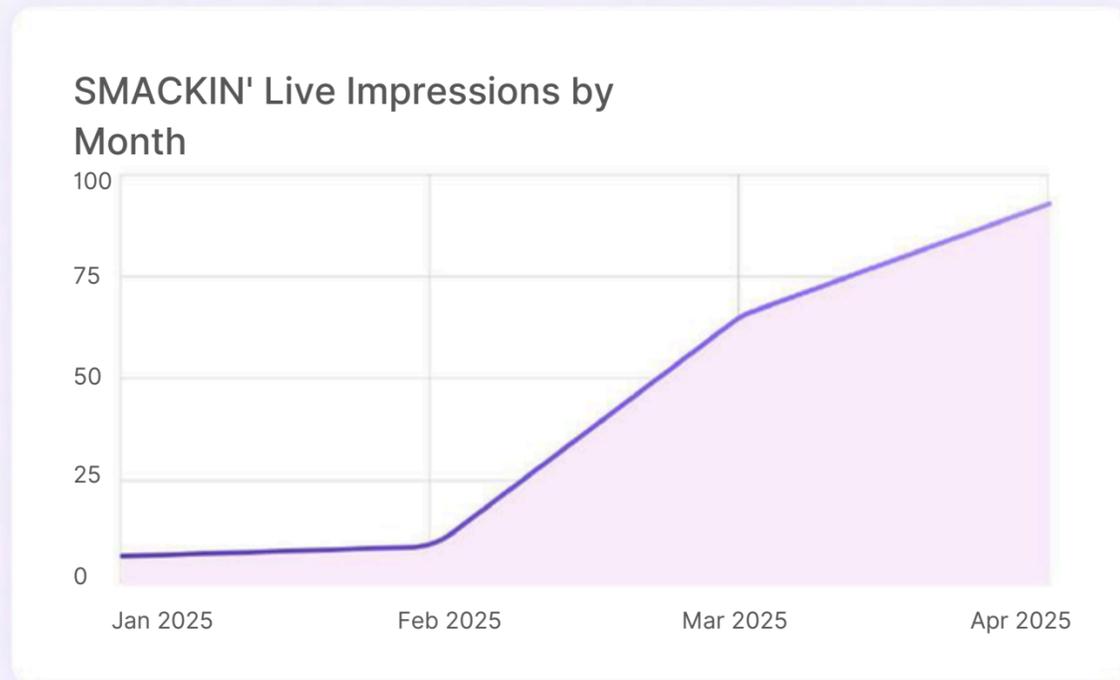
Metrics we optimize:

- **Engagements** - New follows, Comments, Likes, etc
- **Show GPM** - GMV per 1K Impressions
- **Enter Room Rate (ERR)**
- **Watch Duration**



SMACKIN'

- 5 LIVES per week, 4 hours per LIVE
- 208,000,000 US LIVE Impressions First 5 months)
- 17% of seller's TikTok Shop GMV
- Profitable economics



Behind the Scenes

The Winning Formula

What it takes

An Elite Team Aligned

- **Host** - A Relatable Expert that can sell
- **LIVE Operations** - Data-based LIVE Direction
- **Disciplined LIVE Process:**

Planning > Execution > Recap > Optimization

Testing Aggressively (GMV KPI)

- **Merchandising** - Flash Sale Rates & Bundles
- **Content** - Segments & Demonstrations
- **LIVE Room** - Set design, music, stickers
- **Algorithm Control** - Audience Engagement
- **Timing** - Avoid competing peak hours
- **LIVE Recaps** - Data Review + Iteration Planning

Delivering fun-to-watch Content

- **Make it fun** - Earn the Conversion
- **Make User Engagements a core KPI**
 - Clean visuals, smooth pacing
- Professional lighting, sound, camera work
- **Consistent** - 3-5 LIVEs per week, 4 hours

From Zero to One

Structuring Your First Winning LIVE

Nailing the First Stream

→ **Build an Experience for YOUR Audience**

Design every element for your specific customer base - Set, offers, messaging, music, everything!

→ **Select a winning LIVE team**

Host - Someone who represents & connects with your target audience (who can sell!)

LIVE Operator - Data-driven ecosystem

specialist

→ **Curate Exciting Offers**

Come out of the gate with exciting deals, unique bundles, etc - **Earn the conversion**

→ **Create a simple, repeatable structure**

Opening Hook > Product Deep Dive > CTA  Engagement Loop

→ **Lead with 2-3 Hero Products**

Use strong demos, bundles, or emotional hooks to drive attention and sales.

→ **Baseline Products → Top Performers**

Baseline performance over time, rotating between hero products ↔ testing products.

Identify top performers (highest GPMs), focus mass majority of impression-share on these products.



→ **Creating a virtual storefront for your shop**

Finding the right lighting, mood, and display to represent your brand's image is vital.

→ **Unlimited variables to test**

The background, product display, music, clothes of host and everything else on screen is a variable to optimize overtime.

→ **Integrating stickers and interactive elements**

Utilize creative elements such as digital stickers and engaging with the audience through whiteboards can create a unique shopping experience.

→ **Creating fun themes and updating displays**

Leveraging opportunities like holidays, new product releases, and refreshing your set with new props is essential to keep viewers engaged



→ Provide exclusivity with customized live-only bundles

Bundles should be strategically curated to suit live-selling audiences and boost sales performance.

→ Leverage limited-time offers

Use time-restricted discounts and quantity limits during the live session to create urgency and accelerate purchase decisions.

→ Optimize discount strategies with live data

Customize the best combination of coupons and GWP in real-time to effectively market and drive sales of key push products.

→ Maximize traffic with interactive promotions

Use real-time polls, giveaways to increase followers and impressions, while fostering a loyal customer community during the live event.

LIVE promotions

Leverage livestreaming tools to engage customers and drive sales.

LIVE flash sale

Offer exclusive LIVE deals to incentivize quick purchases, promote new products, and attract new customers.

[Create](#) [Learn more](#)

Creator flash sale

Grow your customer base by offering flash deals during creators' LIVE streams. You can use your marketing account to create creator flash sales without unlinking your shop.

[Create](#) [Learn more](#)

LIVE coupon

Offer discounts to your LIVE audiences and boost engagement during the LIVE.

[Create](#) [Learn more](#)

Creator LIVE giveaway

Connect with creators and manage product allocation for LIVE Giveaways.

[Manage](#) [Learn more](#)



Your host humanizes your brand

A charismatic host acts as a trusted ambassador, making your brand feel relatable and authentic. Establishing interpersonal relationships doesn't only benefit sales, but in a space where viewers buy from people, we establish trust.



Test a variety of hosts at the beginning

Different host personas can resonate with different audiences and is the most prominent element within your stream to optimize for



Detailed Product Brief is a must

Generating a script for the host to utilize throughout the show is a must, you should include product details, promotional callouts, and main selling points to focus on during the show.



Watermelon - Peach - Strawberries & Cream

~~\$24~~ **\$17.99**

Sweetums Flavored Fragrance

Vegan

Paraben Free

Animal Cruelty Free

5-sec Selling Line

- Sweetums is the first-ever flavored fragrance—because smelling good should taste good too.
- Say goodbye to boring perfumes—Sweetums makes scent fun, flirty, and totally edible.

What It Is

- Put it wherever you would wear perfume – NOT FOR PRIVATE PARTS
- One stick
- 10g of roll on fragrance

Additional info

- Watermelon, Strawberry and Cream, Juicy Peach
- Infused with Vitamin E & Jojoba Oil
- Ingredient Transparency



High-Impact Ad Assets

Every livestream has potential to be repurposed as organic ad content that can be used across social platforms, saving thousands on paid promotions.



Unmatched Brand Awareness

We see some streams achieving a CPM of under \$1 once their account is mature with all costs factored in. Brand lives is one of the few channels that can act as both top and bottom of funnel channel while driving profitable economics.



Liquidation Channel (If needed)

Conversions reward incremental traffic to subsequent lives, as such liquidating unwanted inventory on live can provide competitive customer acquisition costs and establish a traffic base for full price pushes down the road



What we expect in this Chapter of LIVE

The Brand LIVE Showcase Chapter

✔ Brand LIVE Showcase becoming a Huge Thing

Hundreds/thousands of shops have the awareness to achieve this

✔ Top creators hosting brand LIVE showcases

Creator-hosted BrandLIVES Boost Performance across all key metrics.

Creators bring category trust & relatability. Brands bring awareness + inventory.

✔ Brand LIVE personalities

As consistency builds recurring audience habits,

Brand LIVE hosts become a face of the brand

✔ Content & commerce continues to blur

LIVE is the most powerful + economical brand building tool of today



Brand LIVEs are about to be a Must Have



Organic Traffic Ramping Hard - 2X-ish



**Incentives for Activation
Incentives for Driving LIVE Performance
Additional LIVE Budget for Activating via TSP**



Brand LIVE Showcase Path



Platform prioritization dramatically increased

It's time to dive in

Contact GlowMore

→ **Aman Kumar**
Founder
aman@glowmore.in

**CONNECT WITH
US DIRECTLY**



You Can Schedule Here: <https://calendly.com/glowmore/tiktok>