



Rachel Cryan • Anicca Digital

Strategies for maximizing sales on TikTok



Rachel Cryan

Paid Social Strategist - Anicca

Worked in social across lots of different brands for 10+ years

Generated £1M+ for my clients through TikTok

Scaled TikTok accounts for clients from scratch

I am also content creator myself @adventurewithcryan

If I was to start a business TikTok account from scratch - this is everything that I would do, knowing what I do now.

01.

Open a TikTok Shop



01.

Open a TikTok Shop

**TikTok has its own
ecommerce ecosystem
where you can discover
and buy products without
without leaving the
platform**

01.

Open a TikTok Shop

**This is the MOST important
recommendation if you
want to scale on TikTok**

01.

Open a TikTok Shop

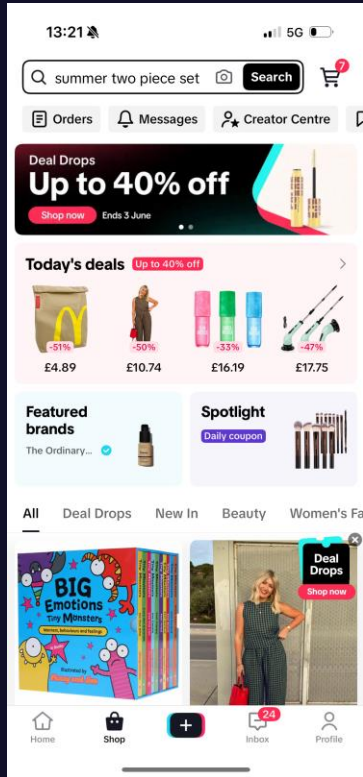
**Treat it like a marketplace
such as Amazon**

01.

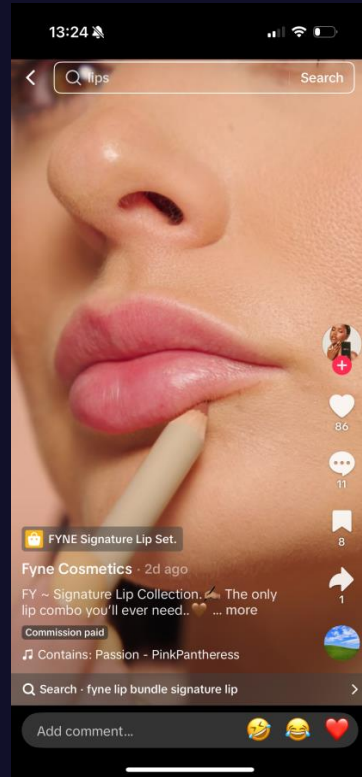
Open a TikTok Shop

**If you rely on users to leave
the platform and visit your
website to purchase,
you're missing potential
sales**

Shop Tab



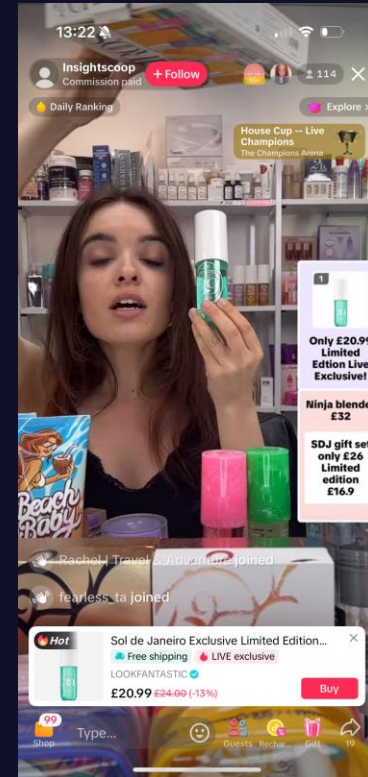
Ads



Affiliate



LIVE



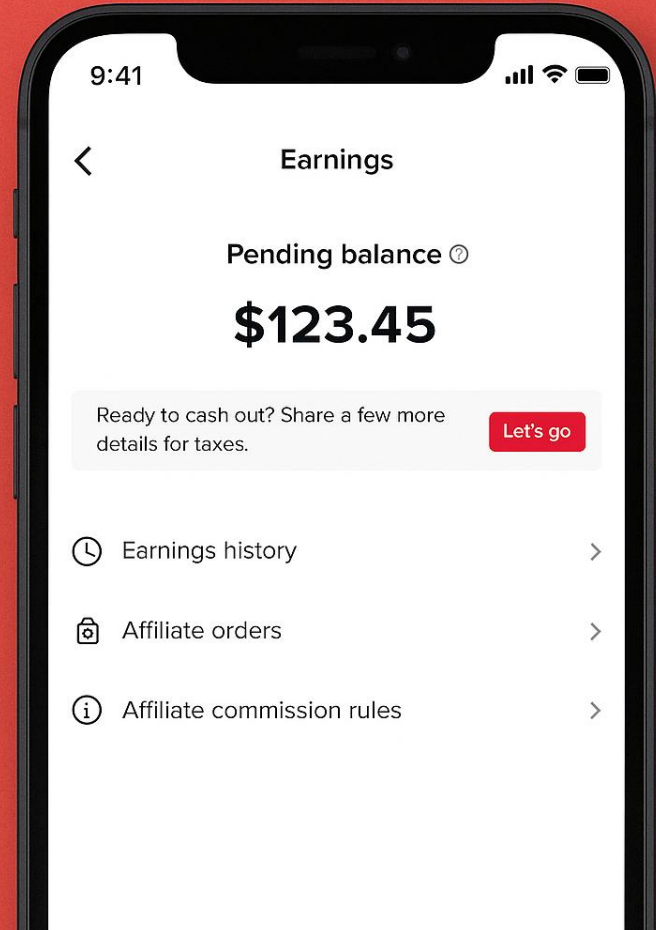
01.

Open a TikTok Shop

**Low-cost items with little
consideration generally
work the best**

02.

Offer a high commission to creators



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**TikTok Shop has an affiliate
affiliate network - creators
creators are affiliates**

02.

Offer a high commission to creators

Affiliate outreach is time-consuming and doesn't generate much valuable interest

02.

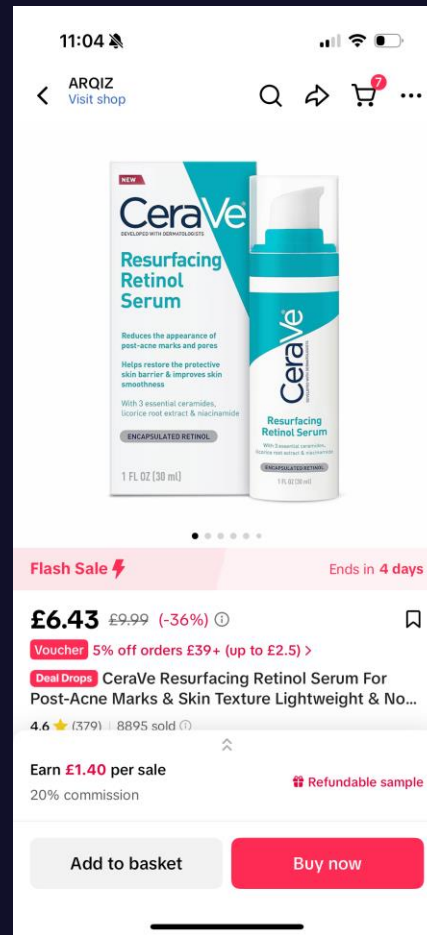
Offer a high commission to creators

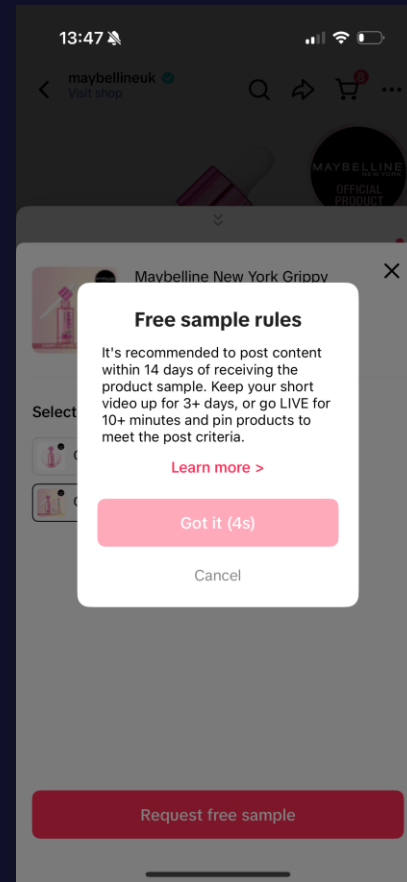
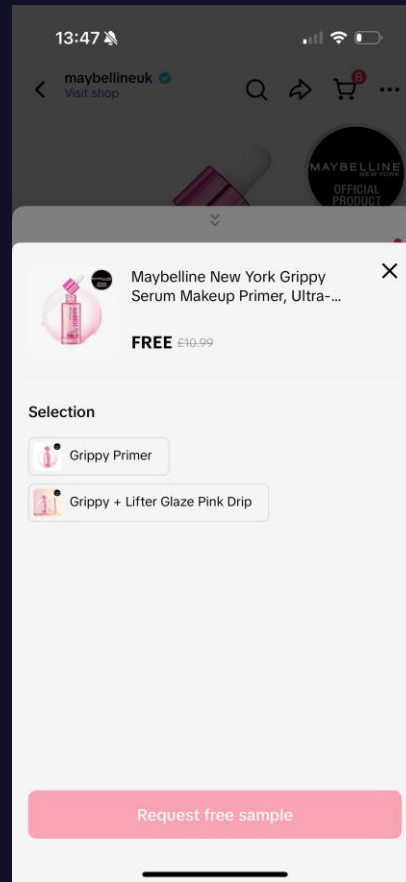
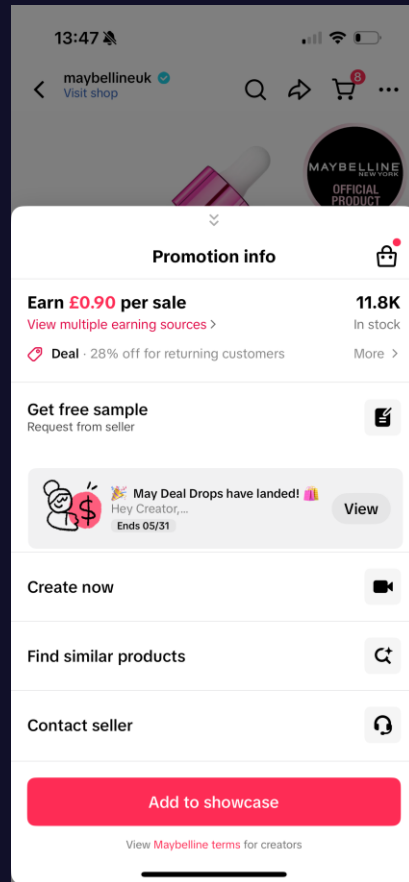
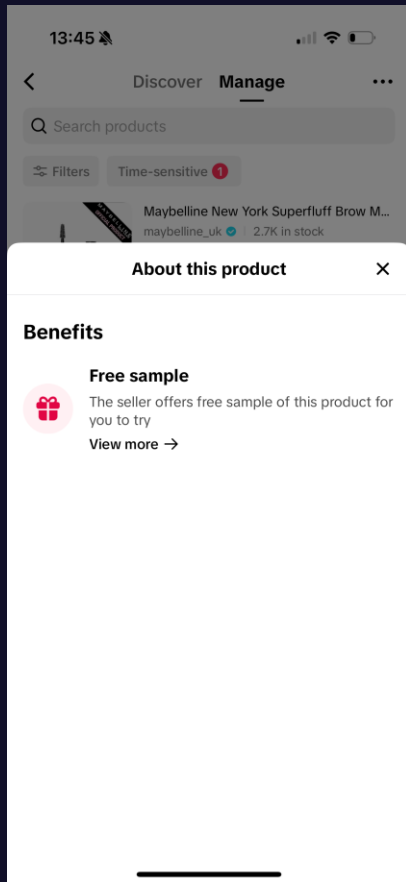
**Creators are looking for a
product with a high
commission and a free/
refundable sample**

02.

Offer a high commission to creators

**They will come to you if
they discover a product
that earns them money
and is well-suited to their
audience**





02.

Offer a high commission to creators

Once a sample is sent, the creator is committed to making a video about your product

02.


Offer a high commission to creators


**Choose products with high
profit margins to cover
both your offered
commission and TikTok's
9% fee**


02.

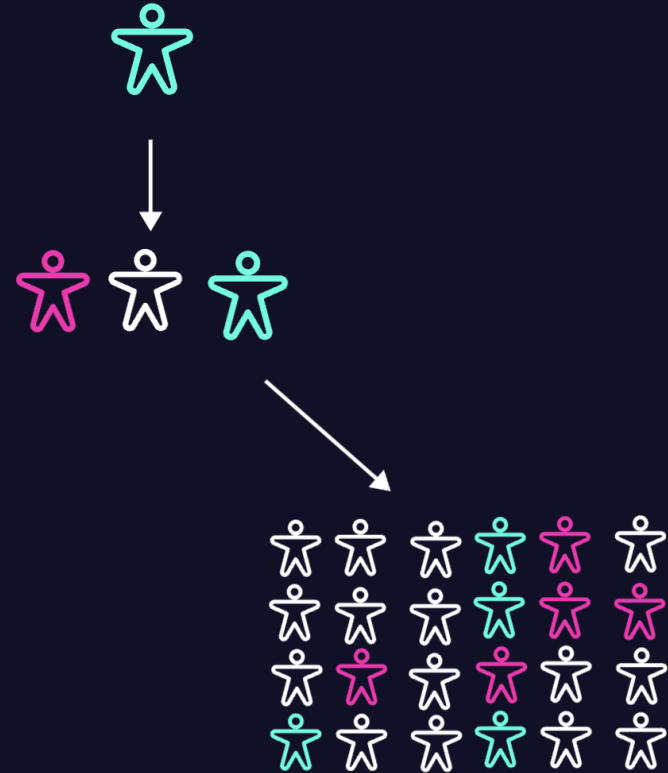
Offer a high commission to creators

**Consider these products
'loss leaders' - you're taking
a small hit on profit for a
much bigger gain**

 : is a content creator who creates a video to sell the product and make commission

 : someone who buys the product

 : someone who has seen the content



03.

Create content



03.

Create content

**You don't have to create
create content to be able
able to sell on TikTok Shop
Shop but this will build
your brand**

03.

Create content

**As a new TikTok seller,
you'll need to earn trust -
creating regular content
helps build credibility and
familiarity**

03.

Create content

Hire someone with the right experience or partner with a freelancer who works with other brands - it's more cost-effective and ensures higher quality

03.

Create content

When creating organic content - you need a mix of trending sounds and evergreen content

03.

Create content

Trending sounds help you reach new users engaging with that audio, boosting your chances of going viral

03.

Create content

**Evergreen content with
keyword-rich captions and
hashtags helps you reach
users actively searching for
those terms**



Let's elevate your whole creative game

Ask me anything!



Provide TikTok insights →

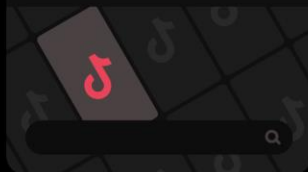
Write TikTok ad scripts →

Brainstorm TikTok creative ideas →

Show top ad examples →

Looking for examples of top ads?

Top Ads Dashboard



Get started

Wondering what's hot on TikTok?

Trend Intelligence



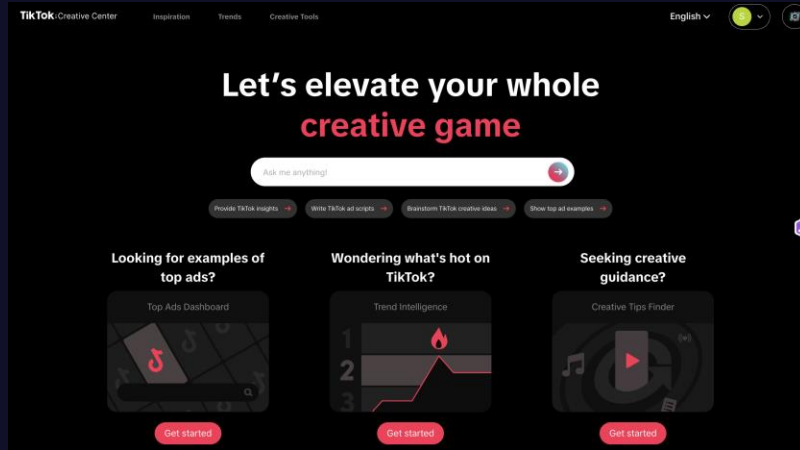
Get started

Seeking creative guidance?

Creative Tips Finder



Get started



<https://ads.tiktok.com/business/creativecenter/pc/en>



Hashtags

Songs

Creators

TikTok Videos

Rank	Hashtags	Posts & Views		Trend	Creators	Actions
1	#bathroom 👁 Home Improvement	2K Posts	19M Views		No related creator	See analytics
2	#bathroommakeover 👁 Home Improvement	553 Posts	4M Views		No related creator	See analytics
3	#bathroomdesign 👁 Home Improvement	385 Posts	3M Views		No related creator	See analytics
4	#bathroomcleaning 👁 Home Improvement	274 Posts	3M Views		No related creator	See analytics
5	#bathroomrenovation 👁 Home Improvement	320 Posts	2M Views		No related creator	See analytics
6	#bathroominspo 👁 Home Improvement	193 Posts	967K Views		No related creator	See analytics
7	#bathroomdecor 👁 Home Improvement	159 Posts	1M Views			See analytics



04.

Use TikTok LIVE consistently



04.

Use TikTok LIVE consistently

**Go live at the same time
time each week to build
consistency and grow your
your audience**

04.

Use TikTok LIVE consistently

**Having the same presenter
is a bonus - familiarity
keeps users coming back**

04.

Use TikTok LIVE consistently

Live shopping isn't for everyone - you need someone confident on camera, commercially minded, and able to perform under pressure

04.

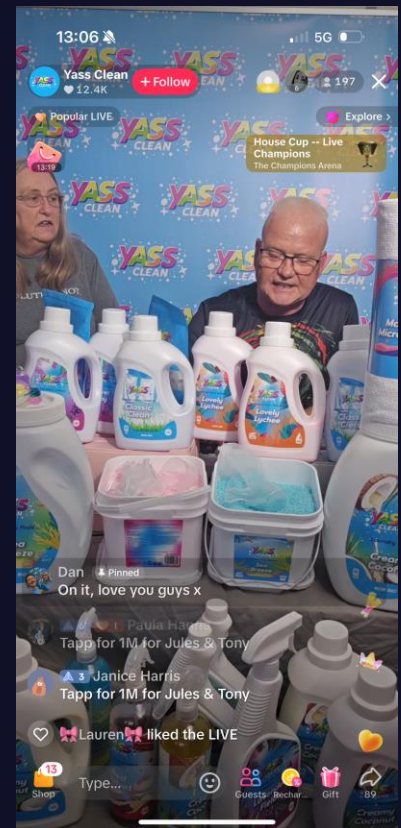
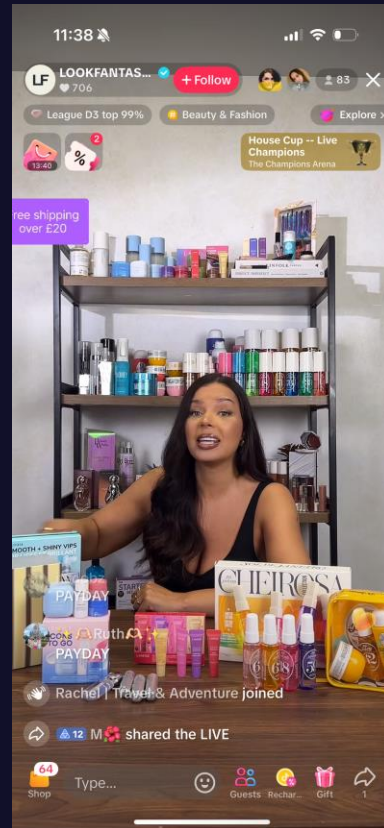
Use TikTok LIVE consistently

Incentivise your LIVEs with
exclusive deals so users
know it's the best time to
buy and are motivated to
join

05.

Create a studio space for LIVE







05.

Create a studio space for Lives

You can always choose to outsource this to a TikTok LIVE agency who will manage all aspects of live streaming for you

06.

Run TikTok Shop ads

TikTok • Ads Reporting

Impressions

208,360



Clicks

5,810



ROAS

4.2x



Cost Per Result

\$1.80

06.

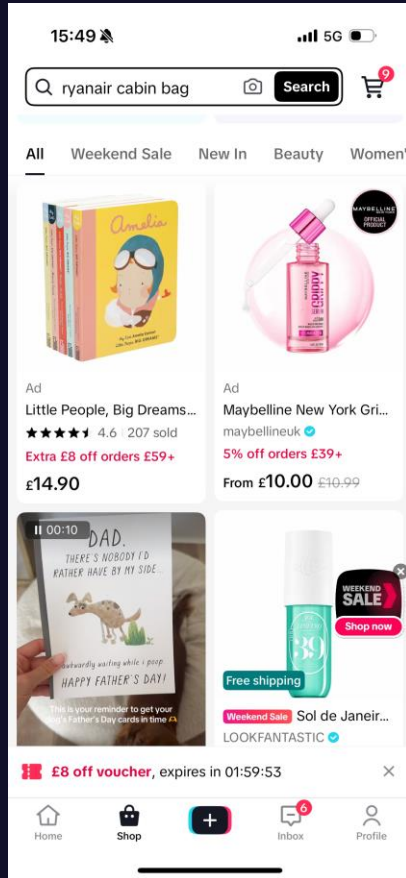
Run TikTok Shop ads

**This is the most effective
effective way to reach a
wider audience**

06.

Run TikTok Shop ads

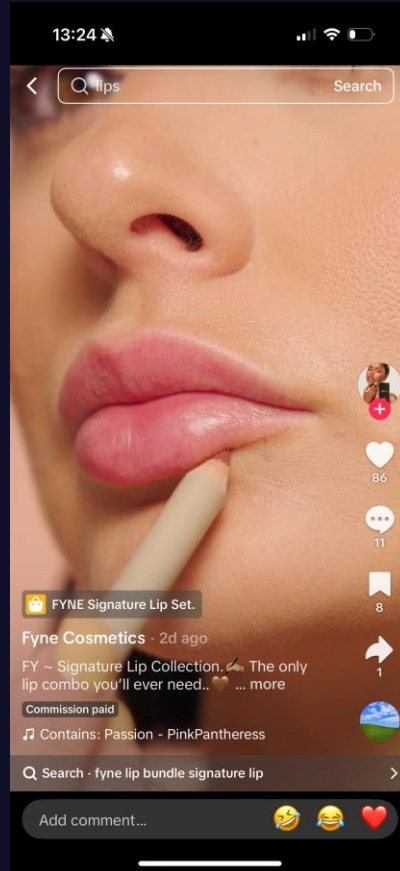
**Focus most of your budget
on TikTok Shop Placement
ads - this is the most
commercial placement**



06.

Run TikTok Shop ads

**Video Shopping Ads are
great for product discovery
and brand awareness**



06.

Run TikTok Shop ads

**Create this content like you
would an organic TikTok
for the best engagement**

06.

Run TikTok Shop ads

If your affiliate content is strong, you can use this for ads - just remember you'll still be paying their commission

06.

Run TikTok Shop ads

**Make sure to measure the
performance using KPIs
such as ROAS & Revenue**

Thank you
Any questions?