Sales Performance of TikTok Shop

Revenue Increase of 75%

Within 3 months

Project Overview

Our client approached us with a straightforward yet ambitious goal: to list their product in the UK market without any initial data and drive sales effectively.

- Drive sales
- Brand awareness
- Shoppable videos
- Maintaining return & refund
- Customer service
- Product rating
- Maintaining a Return on Advertising Spend (ROAS) of 1 or above

Our Challenges

- Product list with no data and review
- Wrong category
- Listing optimization

OUR STEPS

Strategic Actions

- Listing optimization
- Collaboration Videos and Daily Uploads
- Continuous Live Sessions
- Daily Ad Optimization and Strategy Testing
- Marketing Plan Development

TOOLS USED

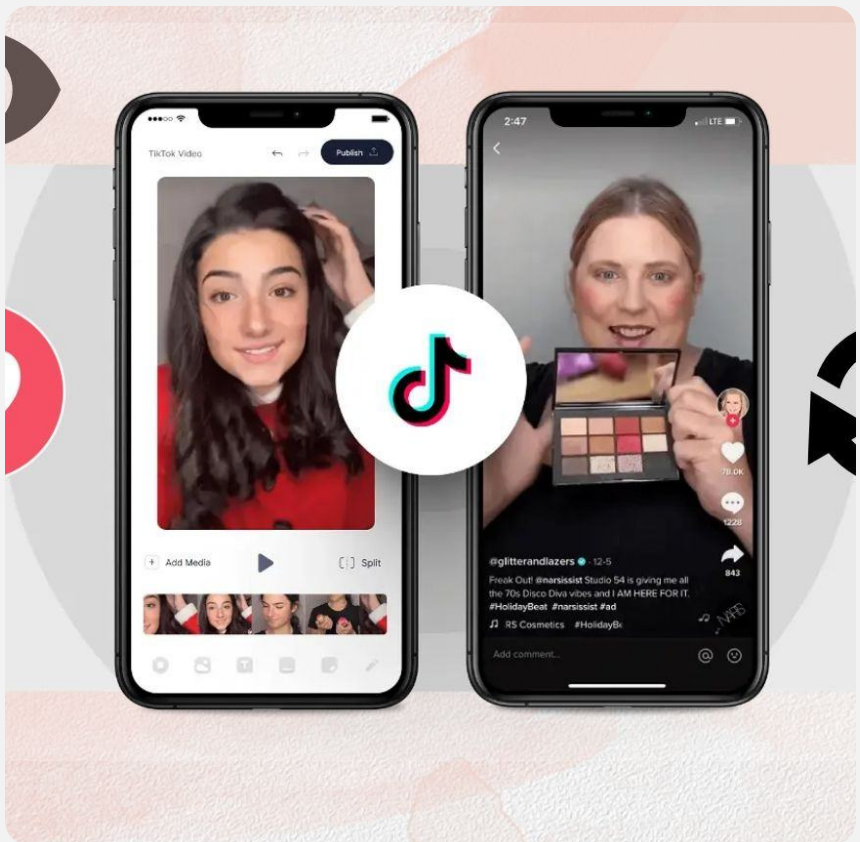
CapCut for video editing

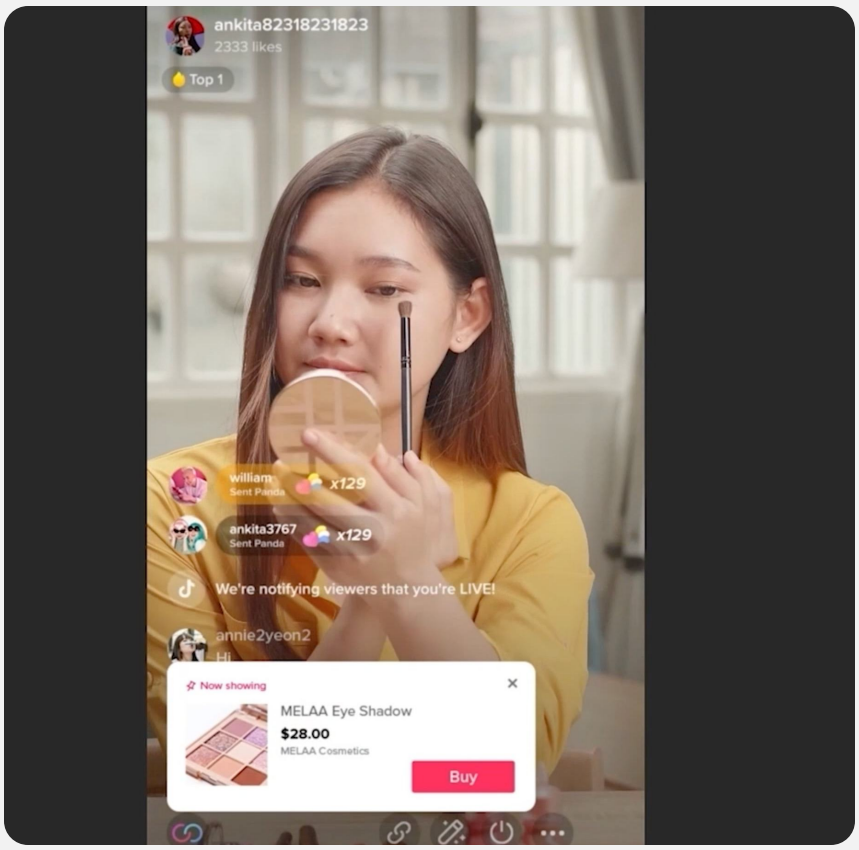
Spark ads	To build and establish your brand image and brand trust by allowing you to add organic TikTok pages and posts to your ads.
Ads manager	Create ads based on your business goals, stay in control of your budget, and reach customers wherever they are with Audience targeting.

OUR APPROACH & OPTIMIZATIONS

Daily Video Posts:

Consistently create and post engaging video content daily to capture the attention of potential customers and maintain a strong online presence.



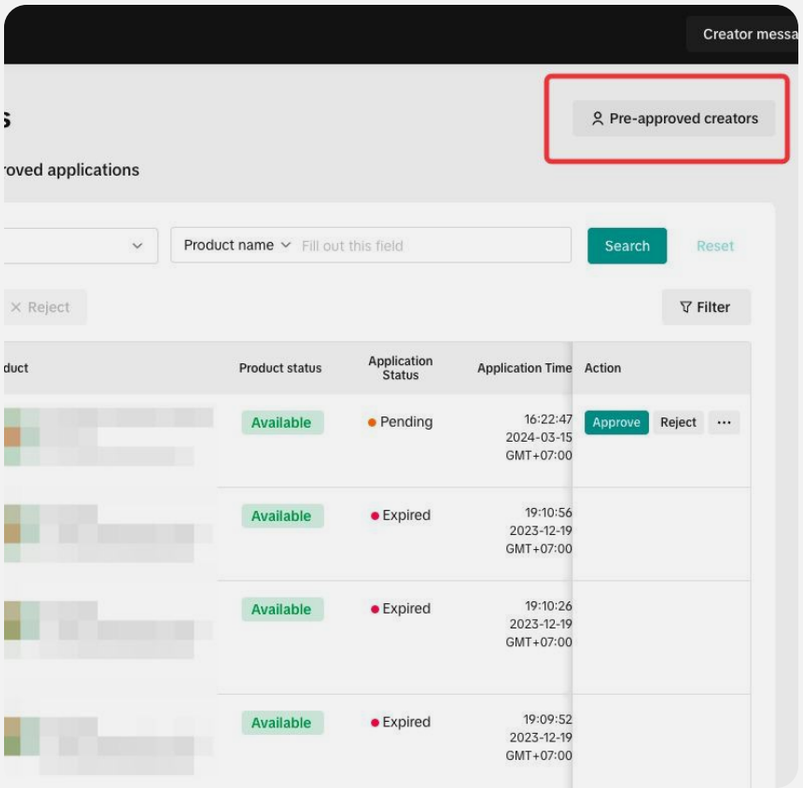


Live Sessions:

Host live sessions to interact directly with the audience, demonstrate product features, and answer real-time questions, thereby building trust and fostering a sense of community.

Affiliate Collaborations:

Partner with affiliates to expand reach and credibility, leveraging their established audience base to promote the product.



Advertising Strategies:

Implement a variety of advertising strategies, including:

- Video Ads: Create visually appealing and informative video advertisements to attract and engage potential customers.
- Product Card Ads: Design and deploy product card ads that provide essential information and a direct call-to-action for interested buyers.

Free Shipping Testing:

Experiment with offering free shipping to see its impact on sales and customer conversion rates, adjusting the approach based on the results.

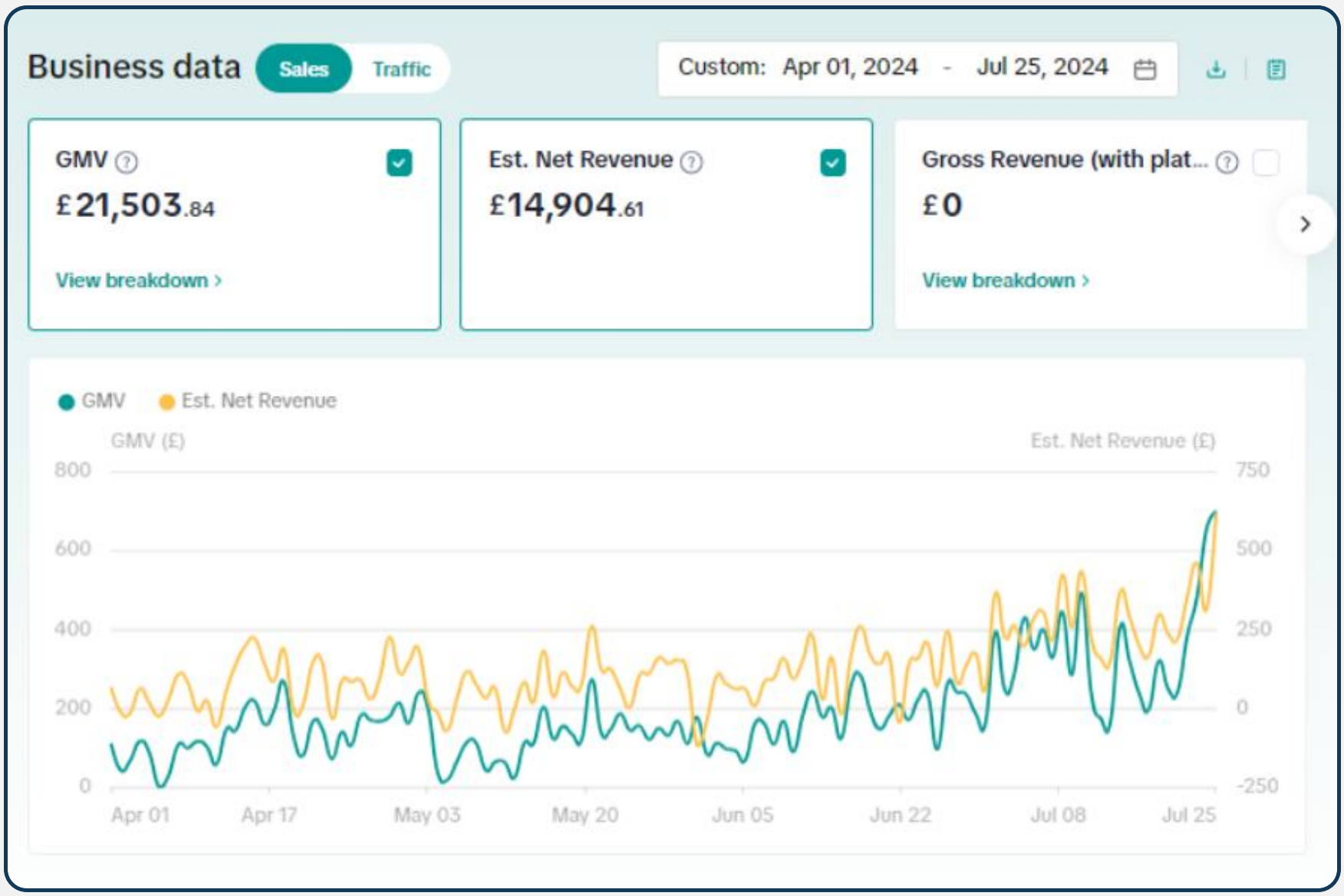
Daily Optimization:

Continuously monitor performance metrics and optimize strategies on a daily basis to ensure maximum effectiveness and adapt to changing market conditions.

Flash Deals:

Create and promote limited-time flash deals to drive urgency and boost sales, attracting both new and repeat customers.

Results Achieved within 3 months



Results and

- Significant Sales Growth: Revenue increased from £7,651.63 in the first period to £21,503.84 in the second period.
- Enhanced Brand Presence: Daily engagement and strategic

Achievements

collaborations have strengthened our brand presence on TikTok. Improved Conversion Rates: The comprehensive marketing strategy has led to higher conversion rates and increased customer loyalty.

Conclusion

The sales performance from April to July 2024 has demonstrated the substantial impact of a well-rounded marketing strategy. By integrating live sessions, engaging content, and targeted advertising, we have achieved significant sales growth and strengthened our brand presence on TikTok Shop. This case study underscores the importance of a comprehensive approach to achieving and exceeding sales goals.