

TIKTOK E-COMMERCE: HOW TO CONVERT FANS TO CUSTOMERS FOR DIGITAL MARKETING

TikTok isn't just for dancing, it's an opportunity to turn the people on the platform into your brand's biggest cheerleaders. Read the 7 strategies to find out how.

TikTok, the powerhouse of short-form videos and creative expression, is not just a platform for dance trends and catchy tunes. It's a game-changer for e-commerce brands looking to make a mark in the digital realm. Join us as we unveil seven unique strategies to master TikTok for unparalleled e-commerce triumph.

CHECK OUT OUR COOL SH*T

CREATE ENTERTAINMENT, NOT A SALES PITCH

In the vibrant world of TikTok, the key is to entertain, not sell. Unlike traditional marketing, TikTok users seek engaging and authentic content. As an e-commerce brand, leverage TikTok's lively atmosphere to showcase the personality behind your products. Get inspired by habit, creating meme videos that resonate with trending TikTok sounds, adding a touch of humour to the shopping experience.

THE GOAL? TO GO VIRAL!

The heartbeat of TikTok's success is virality. Crafting content that resonates with a global audience can significantly boost brand visibility and, consequently, sales. User-Generated Content (UGC) is a powerful tool – incentivise your customers to create content featuring your products, sparking trends like the viral success of [Cat Crack](#) and its skyrocketing sales after a cat's enthusiastic endorsement.

SET UP A TIKTOK SHOP AND SELL TO YOUR FANS DIRECTLY

Elevate your e-commerce game by establishing a TikTok Shop. This feature allows businesses to seamlessly integrate shopping into the TikTok experience. With a shopping tab on your profile, live shopping, and paid advertising, TikTok Shop transforms the platform into a direct sales channel. Capitalise on TikTok's role as a hub for product discovery and ride the wave of trending products.

LEVERAGE TIKTOK'S SPECIAL FEATURES TO ENGAGE YOUR COMMUNITY

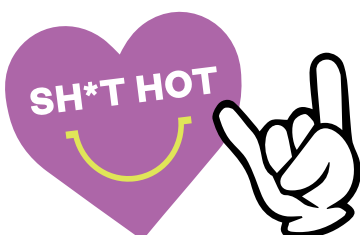
TikTok isn't just about videos; it's about building a community. Utilise special features like Q&A, Stitch, and Duet to foster direct communication with your audience. Encourage users to ask questions, stitch your content into theirs, and duet with your brand to create engaging shareable moments. Learn from the success of brands like Puma, using duet to turn a viral fail into a captivating challenge.

PARTNER WITH THOSE WHO INFLUENCE YOUR FANS

Influencers can be your ticket to a wider audience. TikTok's Creator Marketplace is a treasure trove for finding influencers aligned with your brand. Collaborate on content creation, giveaways, and even let influencers take over your brand's account for a day or a week (with safety precautions, of course). Authentic collaborations ensure that sponsored content feels genuine and resonates with your target audience.

TURN IT UP A NOTCH WITH TIKTOK ADS

For a quicker reach, consider TikTok ads or promoted posts. These options, available through the Shopify TikTok app, allow you to create campaigns with specific objectives. Track performance and optimise using Shopify's dashboard. If full-scale ad campaigns seem daunting, the Promote feature lets you boost individual posts, tailoring your budget and desired outcomes.



CREATE AN AFFILIATE ARMY TO PROMOTE PRODUCTS AND PARTNERS

Harness the power of affiliate marketing to amplify your brand on TikTok. Create an affiliate program allowing users to promote your products and earn commissions on sales. On the flip side, if you're without a dedicated brand, engage in affiliate marketing to earn income while endorsing your favourite products and businesses, fostering a win-win relationship.



READY TO STEP UP YOUR TIKTOK GAME?

Unlock the full potential of TikTok for your e-commerce brand with these seven unique strategies. Or, better yet, let Likeable Lab guide you through the dynamic world of TikTok, transforming challenges into opportunities, and turning TikTok users into your brand advocates. Our team is always here if you have a few questions or want to have a chat, [get in touch](#).

