

The essential seller's guide



Mastering TikTok Shop:

The essential seller's guide

As one of the fastest-growing social media platforms globally, TikTok has captured the attention of over 1.5 billion users with its engaging, short-form video content. Recognizing the power of its massive, highly engaged audience, TikTok introduced TikTok Shop, an integrated shopping feature that allows users to buy products directly within the app.

What sets TikTok Shop apart from other ecommerce platforms is its seamless integration of content and commerce. Unlike traditional online marketplaces, where users typically go to shop with a specific product in mind, TikTok Shop thrives on discovery. Users often stumble upon products organically while scrolling through their For You Page (FYP), drawn in by creative content that entertains, informs and inspires.

This guide brings a trove of expert advice from a wide range of TikTok experts to help your ecommerce business master TikTok Shop once and for all.



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Getting started on TikTok Shop



Let's start at the beginning: How do you get set up on TikTok Shop? This chapter was written by Unsociable, a leading TikTok Shop agency. They give insider tips and actionable insights to take your brand from zero to viral on TikTok Shop.





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Choose your fighter:

Before opening your TikTok Shop, the most critical decision you'll make is selecting your hero SKUs — the standout products you'll focus on. It's essential to narrow your focus to 2-5 SKUs (excluding variants) that you believe have the potential to go viral. In our experience, products go viral for three main reasons - novelty, exclusivity and price.



Set-up, listings and optimizations

Setting up your TikTok Shop can be challenging, but don't be discouraged if you don't get approved right away. If you're a merchant with over £1M in annual online sales, you may be eligible for support from a TikTok Account Manager, which can make the setup process smoother. If that's the case, reach out to **Unsociable** for an introduction.

Once your shop is set up, it's time to list and optimize your products. If you're using Linnworks, this process should be relatively straightforward. If not, you might need a middleware solution to connect your ecommerce backend to TikTok Shop. There are plenty of options available and setup instructions are typically easy to follow.



The first sales

Once you've successfully built momentum, sales should start rolling in. This is the time to keep pushing — don't slow down. If your product goes viral, affiliates will begin to approach you, making your life easier. However, it's important to continue recruiting affiliates, as there's a direct correlation between the volume of affiliates and sales.



Affiliates and sampling: Two methodologies

There are two main methodologies for working with affiliates:



Pay & spray:

This volume-driven approach involves sending out as many samples as possible to strong affiliates and letting them work their magic.



The coaching method:

This more refined approach involves finding affiliates that align closely with your brand and working with them on a long-term basis. Support them with content ideas, but give them the freedom to create in their own style.

Both approaches are valid and can be effective depending on your goals. In fact, combining both methods is often the best strategy. This dual approach is the exact strategy Unsociable used to help **Warrior Supplements** achieve £1,100,000 in sales in just three months on TikTok Shop.



Live Selling

Live shopping is becoming increasingly popular on TikTok Shop, with consumers adopting it in droves. While it can be tricky to get right and often requires trial and error, live selling can be incredibly effective when done well. Here are the basics to get you started:





Set design & build::

Create an appealing and engaging backdrop for your live sessions.



Live host:

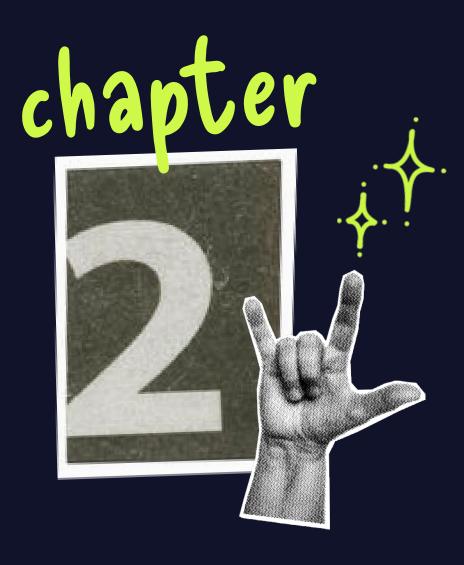
Have a product expert or charismatic personality lead your live sessions.

A good benchmark for live selling success is a GMV of £500 per hour, which we've found scalable for most brands, depending on costs. Some brands are naturally better suited for live selling and may exceed this benchmark.

For example, Unsociable co-produced a showcase live with **Give Me Cosmetics** that generated multi six-figure revenue and added 10,000 followers from a single live session. This illustrates the immense potential of live selling when executed properly.









Creating engaging content on TikTok Shop



As TikTok continues to dominate the social media landscape, particularly in the UK, TikTok Shop has emerged as a crucial platform for ecommerce sellers to reach a vast and highly engaged audience. This chapter was written by Highland, a global ecommerce agency—and whether you're a seasoned seller or just starting out, mastering the art of content creation on TikTok Shop will significantly boost your brand's visibility and drive sales. Let's dive in.







Committing to the platform

The most successful brands on TikTok Shop are those that fully commit to the platform. This often means dedicating a team or partnering with an agency to produce consistent, high-quality content that resonates with TikTok's unique audience. However, not all brands have the resources to do this in-house. For those looking for a more cost-effective approach, leveraging affiliates familiar with TikTok's content requirements can be an excellent strategy.

Creating engaging content: From raw videos to live shows

Raw, authentic videos:

Authenticity is key on TikTok. The platform's users appreciate content that feels genuine and relatable, even if it's not highly polished. In fact, raw, authentic videos often perform better than content that feels overly produced. TikTok's user base is drawn to content that showcases products in real-life scenarios, making them feel accessible and practical.

Here are some tips for creating successful TikTok content:



Keep it real:

Authenticity beats polish every time. Show your products in reallife settings and don't be afraid to let your brand's personality shine through.



Storytelling through short clips:

TikTok users have short attention spans, so it's important to capture their attention quickly. Use short clips to tell a compelling story or highlight the key benefits of your product.



Encourage interaction:

Engage with your audience by using polls, questions, or challenges. Interactive content not only boosts engagement but also increases the likelihood of your video being shared.



The Beauty Crop is a prime example of how to leverage live shows on TikTok Shop. The brand made a strong commitment to the platform, launching with a significant number of exclusive products and utilizing live shows through Highlands' Live Training program. This strategic approach paid off, leading to a 5x increase in product views, a 76% growth in live show viewers, a 6% rise in followers and a 37% repeat purchase rate. The Beauty Crop's success underscores the power of live shows in driving engagement and sales on TikTok Shop.



Understanding the metrics that matter is vital for refining your TikTok Shop strategy over time. DXB Perfume provides a compelling example of how data-driven decisions can shape a successful TikTok Shop campaign. By utilizing a blended strategy of paid media and promotional giveaways, Highlands helped DXB Perfume achieve significant growth during a critical stage.

During a six-month period, DXB Perfume saw an 87.7% growth in average monthly viewership and a 33% increase in total followers within just three months. Additionally, the brand experienced a staggering 480% increase in year-over-year product impressions during peak shopping periods and over 350% follower growth during the campaign timeframe. By analyzing key performance metrics, Highlands optimized their approach to maximize engagement and conversion rates, ensuring each campaign component was tailored to achieve the best possible results.







Tapping into the Creator Network.



TikTok Shop offers a unique opportunity to connect with a massive, engaged audience, but to truly unlock its potential, you need to understand the power of the Creator Network. This chapter was written by Optimizon, a UK-based ecommerce agency that specializes in helping brands optimize their presence and sales on TikTok Shop and other marketplaces. Discover what the Creator Network is, how you can leverage it, and how to make the most of your relationships with TikTok Creators.







What is the Creator Network?

The Creator Network is a collaborative platform that brings together creators, agencies and experts to help influencers succeed on TikTok. For brands, the Creator Network is an invaluable resource, connecting them with top-tier influencers who are already familiar with the platform's dynamics. These influencers bring with them not just large followings, but also a deep understanding of what works on TikTok — an understanding that can be leveraged to drive sales and boost brand visibility.



What can the network help with?

The Creator Network offers a wide range of support options, tailored to meet the specific needs of each creator. Depending on what the creator is looking for, they can partner with agencies focused on:



Content creation: Helping influencers produce high-quality, engaging videos that resonate with their audience.



Advertising strategies: Developing and executing ad campaigns that maximize reach and effectiveness.



Data analytics: Understanding and utilizing data to optimize content performance and audience engagement.



Direct collaboration with TikTok: Offering assistance with platform-specific issues, such as content bans or technical problems.

By offering this level of targeted support, the Creator Network ensures that creators — and by extension, the brands they partner with — are equipped to succeed on TikTok Shop.

How and why to become a member

For content creators, joining the Creator Network is an opportunity to learn from the best in the business. Whether you're just starting out on TikTok or you're a seasoned influencer, the network provides a community of experts who can help you hone your skills and grow your audience.



For agencies, the Creator Network is a gateway to top influencers who can help make TikTok Shop a success for brands. TikTok compensates agencies through the network, ensuring that influencers receive the support they need while agencies are rewarded for their expertise.

What are TikTok Diamonds?

TikTok Diamonds are a virtual currency that influencers can earn during live sessions. Here's how it works:

- → Viewers buy coins on TikTok.
- They use these coins to purchase virtual gifts, which are often animations, during a live session.
- The influencer then converts these virtual gifts into Diamonds, which can be redeemed for real money.

Every 200 Diamonds is worth \$1, so with a loyal fan base, the money can add up quickly. However, TikTok takes a 50% cut, which is used to fund the Creator Network and other platform initiatives. Influencers only need to earn \$100 in Diamonds to cash out, making it a lucrative aspect of TikTok LIVE.



Collaborate with the Creator Marketplace

TikTok's Creator Marketplace (TTCM) is a powerful tool for brands looking to leverage creator-led content. Don't be fooled by the name—it's much more than a simple directory. The Creator Marketplace is TikTok's official platform for facilitating collaborations between brands and creators, offering a streamlined process for sourcing, managing and measuring influencer campaigns.

3 steps for brands to start collaborating with creators:



Contacting creators:

The first step in collaborating with creators is sending invitations to your campaign. You can do this by adding single creators directly to your campaign or by creating a shortlist of potential collaborators.



Building and sharing your creator shortlist:

Managing your potential collaborators is made easy with TTCM. Create a shortlist by clicking "Shortlist," then "+Create shortlist." Enter the name and description, save and add creators via the Creator Search feature. Once your shortlist is ready, share it with stakeholders. If they have TTCM accounts, you can share it with up to five accounts, allowing them to approve, decline, or waitlist creators. Alternatively, you can customize Creator Cards and share them as slides via email with non-TTCM counterparts.



Finding the right creators for your campaign:

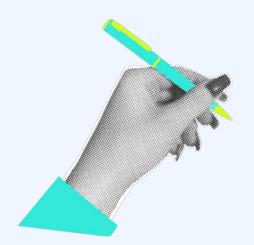
Use TTCM's data-driven tools to identify the ideal creators for your brand. The platform offers extensive search capabilities and advanced filters (e.g., demographics, performance, video topics) to help you find creators that match your campaign needs. You can also review creators' profiles, including performance metrics, sample videos and audience demographics, to ensure they align with your brand goals. If a creator you're interested in isn't on TTCM, you can still reach out by creating an invitation lite campaign and sharing the invite link or code offline.

Writing a professional campaign brief

A clear, concise campaign brief is critical to the success of your collaboration with TikTok creators. Start by setting clear campaign objectives that align with your business goals, whether that's increasing brand awareness, driving website traffic, or boosting product sales.

Next, determine the type of collaboration you want. This could involve sending direct invitations to specific creators or creating open applications for any creator to join. Identifying target creators involves considering factors like the number of creators, their follower size, target industry and content quality to ensure alignment with your brand.

When drafting your campaign brief, keep it concise and include only relevant information. Here's what to include:



Brand overview: Help creators understand your brand values.

Product description: Provide detailed information about the product.

Key messages and creative ideas: Outline your key messages, but allow creators some creative freedom to ensure authenticity.

Visuals and sound guidance: Provide guidance on visuals and sound to inspire creators.

Timelines and ad usage: Clarify expected timelines and how the content will be used.

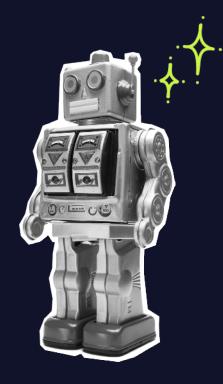
Effective campaign reporting in TikTok Creators Marketplace (TTCM)

On the TTCM, brands can access detailed reports on their campaign performance through Campaign Reporting. To view a creator's video performance, the brand must ensure that the creator properly links the video to the TTCM campaign. Campaign Reporting provides detailed insights into branded content campaigns, particularly if the video has been promoted through Spark Ads.

Metrics and benchmarks, including average engagement and completion rates, can be viewed by hovering over each metric. Audience demographics are only shown if a video has over 100 views. For videos from creators not initially on TTCM, brands can include them by sharing a campaign code.

Understanding the TikTok algorithm

TikTok's algorithm is the engine that drives content visibility on the platform and understanding how it works is key to your success on TikTok Shop. The algorithm analyzes numerous user signals—such as likes, comments, follows and video watch time — to curate personalized content for users on their For You page (FYP). This page is a mix of popular videos and new content tailored to user preferences, making it highly engaging.



Working with the algorithm

To work effectively with the TikTok algorithm, focus on the following strategies:



Leverage TikTok SEO:

Treat TikTok like a search engine. Start by researching popular hashtags and keywords in your niche and use these to optimize video captions, on-video text and overall content.



Use TikTok's native features:

Incorporate trending audio, relevant hashtags and native tools like Stitches, Duets and photo carousels. Engaging, conversation-starting captions and consistent posting will help maintain visibility.



Balance on-brand videos with current trends:

Ensure your content feels authentic while meeting user expectations. Building genuine connections through community engagement and collaborations can foster long-term growth beyond just viral moments.your video being shared.





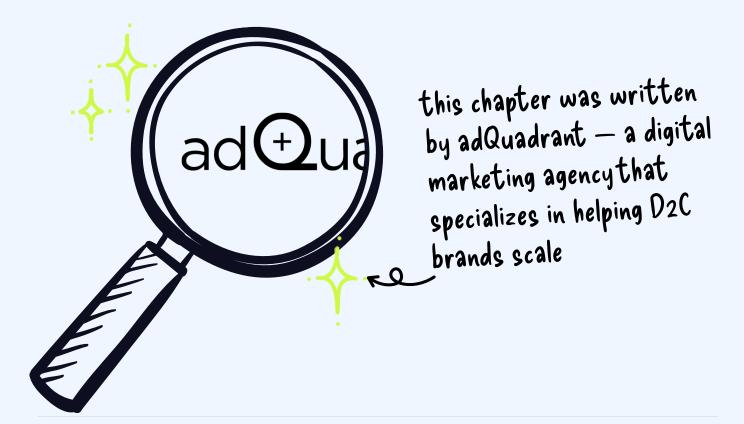
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With over 1.5 billion users globally and a suite of robust shopping features, TikTok has evolved from a simple entertainment platform into a powerful ecommerce tool. For brands, this transformation represents an opportunity to drive sales and increase visibility through creative and effective advertising strategies. In this chapter, written by adQuadrant — a digital marketing agency that specializes in helping D2C brands scale — we cover best practices for advertising on TikTok Shop successfully.

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Creating effective TikTok ads

The key to successful advertising on TikTok Shop is to make an immediate impact. The first few seconds of your ad are crucial — if you don't capture the viewer's attention right away, they'll quickly scroll past. Here's how to ensure your TikTok ads are both engaging and effective.



Initial impact

To make a strong initial impact, use bright colors, dynamic motion and high-quality visuals. Your ad should stand out visually but also feel natural within the TikTok feed. Starting your ad with a compelling hook — such as "You won't believe this..." or "Watch until the end to see..." — can create curiosity and encourage viewers to continue watching.

Research shows that over 63% of videos with the highest click-through rates (CTR) highlight their key message or product within the first 3 seconds. This means it's crucial to get to the point quickly while still maintaining a narrative that entertains and engages the audience.

Importance of audio

TikTok is a sound-on platform, which means that creative use of audio is essential to capturing attention and enhancing your message. Incorporate trending sounds and music to make your ad feel more like native TikTok content. Sounds that naturally grab attention, such as ASMR elements or popular TikTok songs, can be particularly effective.

However, it's important to ensure that your audio complements the visual elements and contributes to the overall message of your ad. This cohesive approach will help make your content more memorable and engaging.

Visual strategies

To maximize engagement, your ads should blend seamlessly with organic TikTok content. Traditional advertising styles that feel out of place can be off-putting to TikTok users. Instead, focus on creating ads that mimic native TikTok videos. Use dynamic transitions and TikTok-specific effects to make your ad feel like a natural part of the user's feed.

Here are a few creative content strategies that can make your ads more engaging:

Product integrations:

Show your product being used in everyday scenarios to make it seem more accessible and practical.

Participating in or creating challenges:

Engage with the TikTok community by participating in trending challenges or creating your own to boost visibility and engagement.

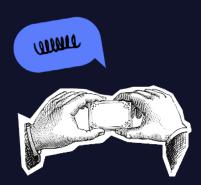
Storytelling and lifestyle showcases:

Create narratives that showcase how your product fits into a desirable lifestyle, making it more appealing and relatable to your audience.



Leveraging user-generated content (UGC)

User-generated content (UGC) can be a powerful tool in your TikTok advertising strategy. When users see real people using and enjoying your products, they are more likely to trust your brand. UGC makes your ads feel more genuine and trustworthy, which is essential in a platform driven by authenticity.



Encouraging your customers to create content featuring your products can lead to authentic representation and increase trust among potential buyers. Consider running campaigns or challenges that incentivize user participation and content creation. The best UGC can be featured in your ads or on your TikTok Shop, driving even more engagement.

Leveraging influencer partnerships

Influencer marketing is a cornerstone of success on TikTok and it's expected to be valued at over \$24 billion by the end of the year. Partnering with the right influencers can significantly enhance your TikTok Shop advertising efforts. Here's how to make the most of influencer partnerships:



What is an influencer?

An influencer is a person who has established credibility and a large following on social media platforms, and who can influence their audience's purchasing decisions or opinions through their content, making them a valuable asset for brands looking to boost visibility and sales on the platform.



Selecting the right influencers

Choosing the right influencers is critical. To maximize your TikTok Shop advertising efforts, align with influencers who share your brand values and resonate with your target audience. Use demographic and engagement analytics to pinpoint influencers whose followers mirror your customer profile.

Collaborating with influencers

When working with influencers, it's important to allow creative freedom within your brand guidelines. Authenticity is vital on TikTok and overly scripted content can come off as inauthentic. Giving influencers the freedom to create natural content significantly increases the chances of engaging their audience effectively.

To keep your campaigns dynamic, rotate influencers regularly. This approach prevents content saturation and allows you to tap into different segments of your target market, ensuring that your brand remains fresh and engaging.

Measuring the success of your TikTok Shop campaigns

Tracking and analyzing key metrics is essential for refining your strategies on TikTok Shop. Here are the most important metrics and points to focus on:

Gross merchandise value (GMV): GMV refers to the total sales generated from your TikTok Shop. It's a primary indicator of financial success. Track GMV to understand which products perform best and prioritize them in future campaigns.

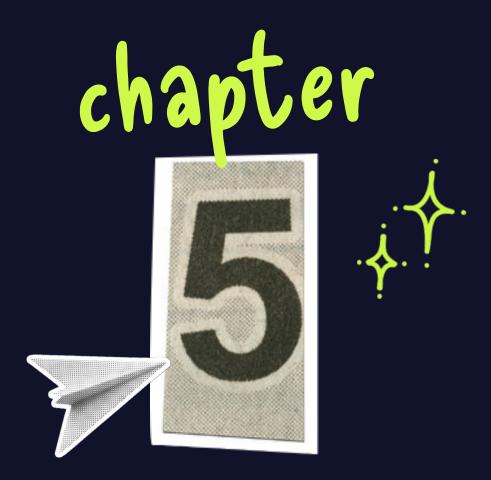
Revenue distribution: Break down revenue from organic content versus affiliate content. This helps you see the impact of affiliate partnerships and allocate resources effectively. Expand your affiliate program if it drives more sales, or invest in in-house content creation if organic content performs better.

Conversions: Track the number of users who make a purchase and monitor the percentage of users completing purchases after engaging with your content to gauge marketing effectiveness. High conversion rates indicate strong marketing and product appeal.

Audience growth: Measure the increase in followers on your TikTok account. A growing audience indicates rising brand awareness and potential for higher sales. Regularly post engaging content to maintain and grow your follower base, enhancing your brand's appeal to affiliates and influencers.

Stay adaptable, creative and focused on authenticity to thrive in TikTok's dynamic digital marketplace. Whether you're just starting out or looking to scale, the right advertising strategies can transform your TikTok Shop into a powerful driver of growth and brand visibility.









Streamlining fulfillment for TikTok Shop

Simply listing your products on TikTok Shop isn't enough to ensure long-term success. To turn TikTok into a sustainable source of revenue, it's crucial to optimize your fulfillment processes. This chapter, written by the folks at ShipBob, will guide you through the best strategies for fulfilling your TikTok Shop orders efficiently and effectively.





this chapter, was written by the folks at ShipBob!

Two TikTok Shop fulfillment strategies

When it comes to fulfilling orders on TikTok Shop, sellers have two primary options: fulfilling orders themselves or outsourcing to a fulfillment partner. Each approach has its own set of advantages and challenges and choosing the right one depends on your business needs and goals.

1. Fulfill orders yourself

If you choose to fulfill your TikTok Shop orders independently, TikTok will provide the necessary shipping labels, but you'll be responsible for the rest. This includes storing your inventory, packing orders, preparing them for shipping and handing them off to the carrier for final-mile delivery.



Pros:

Increased control over the fulfillment process:

Handling fulfillment in-house allows you to maintain complete oversight of how orders are managed and shipped.



Cons:

Requires a lot of physical labor:

Managing fulfillment yourself can be laborintensive, especially as order volumes grow.

Less time to focus on other priorities:

The time spent on fulfillment could be better used to focus on growing your business.

Increased facilities and storage costs:

You'll need to invest in warehousing space and other resources to manage your inventory.

More prone to manual errors:

Without automation, manual processes increase the risk of errors in order processing and fulfillment.

2. Partner with an Expert Fulfillment Provider



Outsourcing fulfillment to a partner can alleviate much of the burden associated with order processing. A fulfillment partner will handle everything from storage and picking to packing and shipping for orders placed on your TikTok Shop.

While TikTok offers a Fulfilled by TikTok option, this is not an omnichannel solution. For ecommerce brands that need a seamless fulfillment process across all their direct-to-consumer (DTC) and business-to-business (B2B) channels, partnering with an independent fulfillment platform like ShipBob, which offers omnichannel fulfillment, may be a better choice.



Pros:



Cons:

Expert fulfillment support:

Leverage the experience and expertise of a fulfillment provider to ensure orders are processed efficiently.

A single fulfillment solution for all your channels:

Simplify operations by managing fulfillment for all your sales channels through one provider.

Advanced reporting on inventory, order and fulfillment performance:

Gain insights into your fulfillment operations to identify areas for improvement.

A global network of fulfillment centers:

Store inventory closer to customers to reduce shipping times and costs.

Custom packaging capabilities:

Enhance the customer experience with branded packaging, marketing inserts and personalized touches.

May require middleware solutions to connect your TikTok Shop to other platforms, such as Shopify.

Some providers may have an order/day cap, which could limit your ability to scale quickly.



Benefits of leveraging a fulfillment partner

Choosing to work with an expert fulfillment provider doesn't just save you time — it can transform your entire fulfillment process. The key competitive advantages of partnering with a fulfillment provider include:

Real-time analytics: Access up-to-date inventory, fulfillment and shipping metrics through a single, easy-to-navigate dashboard.

Nationwide inventory distribution: Store inventory in fulfillment centers located strategically across the US and UK to minimize shipping costs and times.

Fast onboarding: Quickly connect your TikTok Shop to the fulfillment provider's platform and start fulfilling orders in no time.

Competitive pricing: Benefit from highly competitive rates on shipping, fulfillment and storage, achieving cost savings through optimized operations.

Customization capabilities: Create unforgettable unboxing experiences for customers using branded packaging, marketing inserts and personalized notes.

Direct integrations: Connect your ecommerce tech stack seamlessly, with direct integrations to dozens of major ecommerce platforms, tools and marketplaces.

Endless scale: Handle increased order volume with ease, including peaks in demand caused by flash sales, viral videos and major shopping events like Black Friday and Cyber Monday.

Fulfilled by partner in action: Beachwaver

A prime example of successful fulfillment strategy on TikTok Shop is Beachwaver. According to Tom Wall, Vice President of Global Warehousing & Logistics at Beachwaver Co., TikTok Shop has become their fastest-growing sales channel, with the brand consistently ranking among the platform's top sellers. By partnering with ShipBob, Beachwaver was able to utilize the Fulfilled by Merchant seller shipping option in TikTok Shop while leveraging the same pool of inventory used for their Shopify orders. This integration provided Beachwaver with valuable customer data and supply chain visibility, ensuring a seamless and efficient fulfillment process.

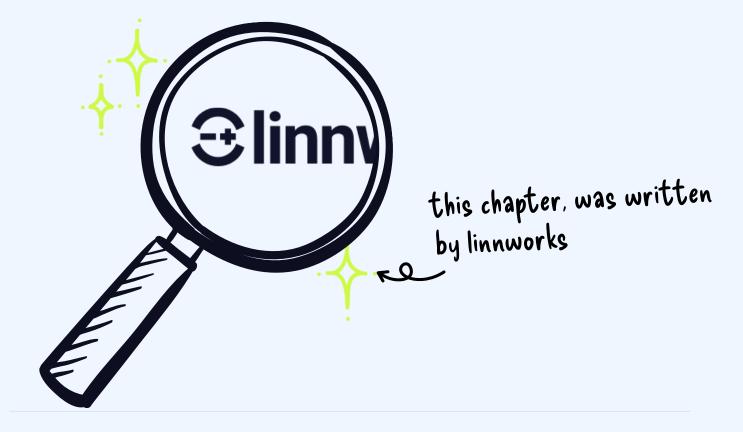




Enhancing operational efficiency on TikTok Shop

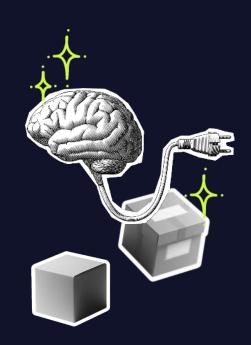
Success on TikTok Shop hinges not just on compelling content and viral products but also on streamlined operations that can scale with demand. As TikTok continues to grow as a powerful ecommerce platform, ensuring that your backend operations run smoothly is increasingly critical. This chapter, written by Linnworks, will explore key strategies and tools that can help you maintain operational efficiency, allowing your business to keep pace with the dynamic nature of TikTok Shop.

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The power of automation

In the fast-paced world of TikTok Shop, manual processes can quickly become overwhelming, especially as your sales volume increases. Automation is essential for maintaining operational efficiency and ensuring your business can keep up. Automating inventory management, order processing, and fulfillment operations frees up your time to focus on strategy and growth, which are crucial for long-term success.



Real-time inventory management

Managing inventory across multiple channels is one of the most significant challenges of selling on TikTok Shop. Centralizing your inventory management ensures that stock levels are synchronized across all your sales platforms, including TikTok Shop. This real-time visibility helps prevent stockouts and overselling, both of which can lead to negative customer experiences and impact your seller ratings.

Streamlined order management

Efficient order processing is crucial to maintaining customer satisfaction and driving repeat purchases. Streamlining this process by automatically routing orders to the appropriate fulfillment center or warehouse can reduce manual errors, speed up order processing times, and ensure that orders are picked, packed, and shipped as quickly as possible.

Leveraging integrations

As your TikTok Shop grows, it may become beneficial to partner with third-party logistics (3PL) providers to handle your fulfillment. Integrating with a wide range of 3PL partners, including TikTok's own fulfillment services, allows you to scale your operations quickly, manage inventory across multiple locations, and maintain high fulfillment standards, even as order volumes increase.

Unlock the full power of TikTok Shop today

TikTok Shop is revolutionizing ecommerce by blending creativity with commerce in a way that unlocks powerful opportunities for brands. With an engaged and interactive audience at your fingertips, here are three key strategies to help you thrive and accelerate your ecommerce growth.

1. Engage creatively and authentically

TikTok Shop thrives on creativity and authenticity. Focus on creating content that resonates with your audience, leveraging trends, and showcasing your products in unique ways. Consistent, authentic engagement is key to building a loyal customer base and driving sales.

2. Tap into the Creator Network

The Creator Network connects brands with top influencers, agencies, and experts on TikTok. This collaborative platform helps you tap into the expertise of those who understand TikTok's dynamics, making it easier to create impactful, successful campaigns.

3. Optimize your operations for success

Operational efficiency is critical for scaling on TikTok Shop. Streamline your backend processes to keep up with demand. Efficient inventory management, automated order processing, and seamless integration with logistics are essential to maintaining high standards and customer satisfaction.

Seamless Integration with Linnworks and TikTok Shop

Linnworks simplifies your TikTok Shop operations by centralizing inventory, automating order processing, and integrating with shipping providers. Partner with Linnworks to ensure your business can scale efficiently and maintain excellence as you grow on TikTok Shop.

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Find out how Linnworks can grow your business. Request a demo at www.linnworks.com/demo