

THE TIKTOK SHOP PLAYBOOK

The TikTok Shop Playbook.

From Setup to Scale. The Complete System for Launching, Growing, and Dominating TikTok Shop.

\$20M+

GMV GENERATED

60+

BRANDS SCALED

8

SECTIONS

10

MISTAKES AVOIDED



Haseef Bashir

Founder, Brand Buddies

*Stop guessing.
Start building.*

INTRODUCTION

Who This Playbook Is For.

If you are a brand owner, ecommerce operator, or marketing lead and you have been thinking about TikTok Shop but do not know where to start, this is for you.

If you have already set up a TikTok Shop but it is sitting there doing nothing, this is also for you.

And if you are doing some revenue but know you should be doing more, keep reading.

This playbook is the exact system we use at Brand Buddies to take brands from zero to six figures on TikTok Shop. We have run this playbook across **60+ brands** and more than **\$20 million** in combined GMV. It works across niches (wellness, beauty, food and beverage, supplements, lifestyle) and it works across markets (US, UK, and beyond).

I am not going to give you theory. I am going to walk you through the exact sequence: how to set up, how to launch, how to blitz, how to build your creator engine, how to run GMV Max properly, and how to scale past \$50K and into six figures per month.

Every section builds on the one before it. Read it in order the first time. Then use it as a reference when you need to go back and fix a specific piece.

Let's get into it. →

01

SECTION 01 · FOUNDATIONS

Setting Up Your TikTok Shop.

Before you do anything else, your shop needs to be set up properly. Most brands rush through this and it costs them later. You do not need to spend weeks on setup, but the basics need to be clean.

I Your Product Listing

Your listing does not need to be perfect, but it needs to be clean. Good quality product photos. Clear, accurate descriptions. If you can add product videos, that puts you ahead of most sellers on the platform.

MUST-HAVE 01

Clean photos

Lit well, neutral background, product in focus. No messy lifestyle shots on day one.

MUST-HAVE 02

Accurate copy

Clear ingredient, size, and usage info. Returns spike when the listing oversells.

MUST-HAVE 03

Product video

Even a 10-second clip of the product in hand. This alone puts you ahead of most sellers.

One thing I strongly suggest for new shops: offer a launch discount on your listing. When you have no reviews, no social proof, and no sales history, a discount lowers the barrier for your first customers. Those early sales matter because they start building the trust signals that TikTok's algorithm uses to push your product. You can always bring the price back up once you have traction.

TIP · LAUNCH DISCOUNT

Offer a launch discount on your listing when you are just starting out. Those early sales build the trust signals TikTok's algorithm uses to push your product.

I Opening Your Affiliate Center

There is no "approval process" you need to wait for. You can open your affiliate center right away and start building your creator pipeline from day one.

Here is something most brands do not realize: TikTok limits how many outreach messages you can send to creators when your shop is new. The platform restricts your outreach volume until you have proven some activity.

The way to bypass this is simple. Get your first sale through an affiliate video. It does not need to be a huge sale. Once TikTok sees that your shop has affiliate-driven revenue, your outreach limits open up significantly.



So your very first priority after setting up the shop is getting one creator to post, getting one sale through that video, and unlocking the full outreach capability.

OPERATIONAL INSIGHT · OUTREACH BYPASS

Get your first sale through an affiliate video. Once TikTok sees affiliate-driven revenue, your outreach limits open up significantly.

Do not overcomplicate setup. Everything else builds from here.



Clean listing, launch discount, affiliate center open, first sale through a creator. That is the foundation.

02

SECTION 02 · YOUR FIRST 30 TO 60 DAYS

The Launch Strategy.

The launch phase is about one thing: volume. Not revenue volume. Content volume.

You need as many quality creators as possible joining your brand, receiving your product, and posting content. The reason is simple: you do not know what is going to work yet. You do not know which hooks will convert. You do not know which creator profile will drive sales. You do not know which angles will resonate with TikTok Shop buyers.

The only way to figure that out is to produce enough content to start seeing patterns.

Get Creators In the Door

Your first priority is outreach. Start sending invitations to creators who are relevant to your niche. Do not approve everyone (quality still matters), but move fast. The goal in the first 30 days is to build a pipeline of creators who are actively posting content for your brand.

When you are vetting creators, look for three things:

VETTING 01

Content Quality

Can they actually make watchable videos?

VETTING 02

Niche Relevance

Does their audience care about your product category?

VETTING 03

Posting Consistency

Do they actually post regularly, or do they have a dead account with one video from six months ago?

| Brief Every Creator Properly

Even during the launch phase when you are moving fast, every creator needs a brief. Not a paragraph in a DM. A proper brief.

At Brand Buddies, every creator receives a Canva deck with live video examples of content that is converting in their niche, hooks that are working, CTAs that drive shop clicks, and content angle ideas tailored to the product. They also get a one-pager with QR codes linking to top performing reference videos so they can scan it on their phone and watch exactly what good looks like.

WHY BRIEFS MATTER

Creators who get a brief produce better content from their first video. Creators who do not get a brief produce generic content that converts at a fraction of the rate.

| Build Your WhatsApp Community Early

Do not wait until you have 50 creators to start your WhatsApp community. Start it with the first 5 or 10. Post daily. Share content ideas. Give feedback on videos. Show examples of what is working.

The community does two things during launch. First, it makes your creators better faster because they are learning from real-time feedback. Second, it creates accountability. When creators see other people in the group posting consistently and getting results, they post more. Nobody wants to be the person in the group who has not posted in a week.

I What You Are Looking For

During the launch phase, your job is to watch the data and find your winners. Four questions should be live in your head every single day.

QUESTION 01

Which creators are getting views?

QUESTION 02

Which videos are getting clicks to the shop listing?

QUESTION 03

Which hooks are stopping the scroll?

QUESTION 04

Which angles are driving actual sales?

You will not find these answers in the first week. But by week 3 or 4, if you have enough creators posting with proper briefs, patterns will start to emerge. Those patterns are what you build the rest of your strategy around.

REALITY CHECK

Most brands stop looking at this data after week 2 because results feel slow. The brands that win keep tracking all four questions every day until the answers become obvious.

I Launch Phase Milestones

You know the launch phase is working when:

- ✓ You have a **steady flow of new content** coming in every day.
- ✓ You have identified your first **2 to 3 winning hooks or angles**.
- ✓ You have at least **a few creators posting consistently** and driving real sales.
- ✓ Your **WhatsApp community** has become a place where creators are actively engaging, not just lurking.

Once you have those pieces, you are ready for the next phase. →

03

SECTION 03 · MANUFACTURED MOMENTUM

The Blitz Strategy.

The blitz strategy is how you manufacture momentum instead of waiting for it.

Here is the concept. TikTok's algorithm responds to signals. When a product suddenly gets a surge of content, engagement, and shop activity all at once, the algorithm notices. It starts pushing that product more aggressively. More impressions, more visibility, more "For You" page placements.

Most brands wait for this to happen organically. The blitz strategy makes it happen on purpose.

How It Works

You send samples out to your affiliates. You give them their briefs. You let them create their content. But instead of letting everyone post whenever they feel like it, you set a specific day and time for all of them to upload at once.

STARTER

50



100



200



AT SCALE

300



The number of creators in your blitz depends on your budget for sending samples. It could be 50. It could be 100, 200, or 300. The exact number matters less than the coordination.

When all of those creators drop content for the same product within the same window, TikTok sees a sudden spike, engagement signals compound, shop activity spikes, and the product starts appearing in more recommendation feeds — organic discovery you did not have to pay for.

| Setting Up a Blitz

01**Select the product you want to push.**

Choose something with strong visual appeal and a clear value proposition. Something that is easy to demonstrate in a short video.

02**Send samples to your creator group.**

Make sure every creator has the product in hand well before the upload date.

03**Distribute your brief.**

Give every creator the hooks, angles, and CTAs you want them to use. Be specific about what is working in the category right now.

04**Set the upload date and time.**

Tell every creator exactly when to post. The tighter the window, the stronger the signal. Aim for everyone posting within a 2 to 4 hour window on the same day.

05**Monitor and support.**

On blitz day, be active in your WhatsApp community. Answer questions. Hype people up. Share early results as they come in. The energy in the group matters.

| After the Blitz

The blitz is the spark. What happens next determines whether it turns into sustained growth or just a one-day spike. Watch which videos perform best. Take the hooks, angles, and creator profiles and feed them back into your ongoing strategy. Use the best performing content as fuel for your GMV Max campaigns.

PRINCIPLE

The blitz compresses what would normally take weeks of gradual organic growth into a single coordinated push. **It is not a replacement for building a long-term system. It is an accelerant.**

04

SECTION 04 · DEEP DIVE

The Creator Strategy.

Creators are the engine of TikTok Shop. Everything else in this playbook depends on having the right creators producing the right content consistently. This section is the deep dive into how we build and manage creator relationships at Brand Buddies.

I Vetting Your Creators

When a creator applies to your affiliate program or responds to your outreach, do not just look at their follower count. Follower count is one of the least useful metrics on TikTok. What you actually want to check:



Content Quality

Watch their last 10 to 15 videos. Decent lighting, clear audio, framed shots, natural on camera. Not Hollywood production. Content a real person would stop scrolling to watch.



Engagement Patterns

Are people commenting on their videos? Not just hearts. Are viewers asking questions about products they feature? That signals an audience that trusts the creator.



Niche Relevance

A wellness creator with 15K engaged followers who posts about supplements every day will outperform a lifestyle creator with 200K followers who has never talked about your product category.



Posting Consistency

If their last video was three weeks ago, they are probably not going to be reliable. You want creators actively posting multiple times a week.

I Training Your Creators

Recruiting a creator is the easy part. Training them to sell is where most brands fail.

At Brand Buddies, every creator goes through what is essentially an onboarding process. They join the WhatsApp community on day one. They receive their brief (the Canva deck with hooks, angles, examples, and the QR code reference sheet). And then they get daily coaching.

01

Content ideas posted daily.

New hooks, angles, and reference videos are dropped into the WhatsApp group every morning so creators are never scrambling for inspiration.

02

Feedback on drafts before they go live.

Creators can share a rough cut and get notes on the hook, the CTA, and the pacing before the video is ever posted.

03

Wins highlighted publicly.

When a creator hits a milestone, the whole group sees it. That social proof raises the output of everyone else.

This is not a one-time orientation. It is an ongoing loop. What worked as a hook last month might not work this month. The creators who stay sharp are the ones who have someone coaching them every day, not once a quarter.

HOW WE RUN IT

Our affiliate manager is in the WhatsApp group every single day. **The training never stops.**

| Research Briefs with Live Examples

Your brief is the single most important tool in your creator strategy. A creator who gets a strong brief will outperform a creator with twice the following who gets no guidance.

WHAT'S IN THE BRIEF



Top Hooks



Shop CTAs



Content Angles



Live Examples

Our briefs are Canva decks that include the top hooks converting in your niche right now, CTA phrases that drive TikTok Shop clicks specifically (not generic "link in bio" language), content angles tailored to the specific product, and live video examples showing exactly what good content looks like.

On top of the Canva deck, we send a one-pager with QR codes. Each QR code links to a top performing reference video. The creator scans it on their phone and watches a real example. No guessing. No "just make it fun." They see exactly what the bar looks like.

COMING SOON

We will be releasing a separate resource that goes deep into brief templates and hook frameworks. For now, the key point is: **never send a product to a creator without a brief.** Ever.

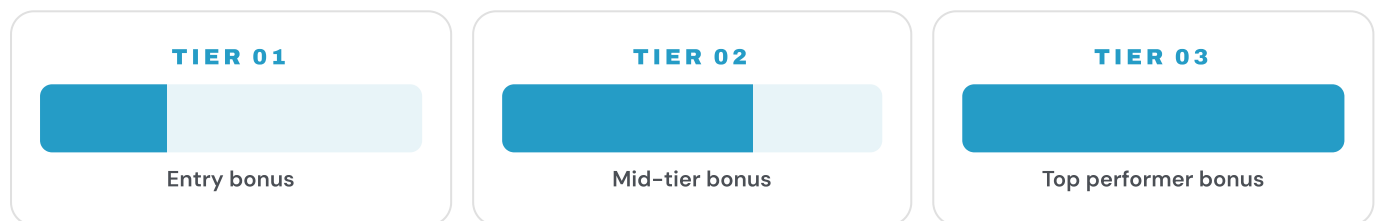
| Performance Bonuses

Commission alone is not enough to motivate consistent output. Bonuses are what turn occasional posters into dedicated content producers. We structure bonuses around GMV milestones. The benchmark is roughly 10% of GMV.

Creator drives \$2,000 GMV = \$150 – \$200 bonus on top of commission

Example. Exact tiers depend on the brand's margins and product category.

The bonuses are tiered so creators have something to aim for. The tiers are visible to everyone in the WhatsApp community. When one creator hits a bonus and shares it in the group, everyone else sees what is possible and pushes harder.



| Retainer Creators

Your top performers deserve a different relationship. These are creators who consistently produce quality content that converts. They have proven themselves through the affiliate program. Now you lock them in.

Retainer deals are flexible. Some creators do 30 videos in 30 days. Others start with 10 to 15 videos to test the relationship first. The point is guaranteed, consistent content from people you already know can sell your product.

| Repurposing Creator Content for Meta Ads

This is something most brands completely miss. The content your TikTok creators produce is not just for TikTok. UGC-style videos that convert on TikTok Shop perform exceptionally well as Meta ads (Facebook and Instagram).

With your retainer creators, make sure the contract explicitly states that you have the rights to use their videos on other platforms. Then take your best performing TikTok content and run it as Meta ad creative.

WHY THIS WORKS

TikTok has already validated which content converts. You are not guessing about what creative to use on Meta. You are taking proven winners and putting them in front of a new audience.

The production style (authentic, creator-led, mobile-shot) is exactly what performs on Meta's short-form placements right now.

| Rights by creator type

RETAINER CREATORS

Cross-platform via contract

Include a clause in the retainer contract that explicitly grants rights to use their videos on other platforms, specifically Meta ads. Cross-platform repurposing is where retainer deals really pay for themselves.

AFFILIATE CREATORS

Spark Codes · TikTok only

For affiliate (non-retainer) creators, you can still request usage rights, but it is typically handled through Spark Codes which authorize you to use their specific video for ads on TikTok.

05

SECTION 05 · DEEP DIVE

The GMV Max Strategy.

GMV Max is TikTok Shop's ad system, and it is the most misunderstood piece of the entire platform. Most brands either ignore it or use it wrong. Here is how it actually works and how to use it properly.

| How GMV Max Works

GMV Max automatically picks up all the creatives in your TikTok Shop and allocates ad spend toward the ones with conversion potential. You do not choose which videos to promote. The algorithm does that based on performance signals.



Content is the input. Revenue is the output. Everything in between is the algorithm's job.

SHOP WITH 3 VIDEOS

03

2 of them are mediocre. **GMV Max has nothing to scale.**

SHOP WITH 50 VIDEOS

50

10 of them are strong. **GMV Max will find those 10 and spend on them.**

This means your job as a brand is not to manage targeting or tweak bid settings. Your job is to make sure enough quality content flows into the shop every single day so GMV Max has something to work with.

I The Daily Workflow

Running GMV Max is not a set-and-forget strategy. Here is what the day to day actually looks like.

01**Add quality creatives every day.**

New content needs to flow in consistently. Without a functioning creator engine, GMV Max has nothing to work with. Creators should produce 2 to 4 videos per week per person. That gives GMV Max a constant supply of fresh content to test.

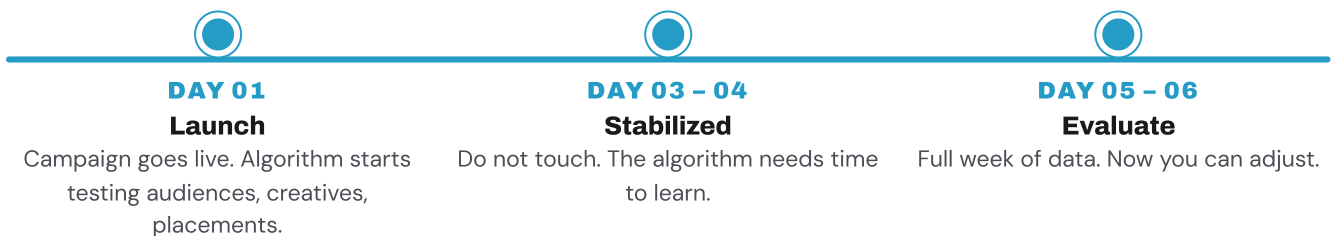
02**Let campaigns stabilize.**

The biggest mistake brands make. They launch a campaign, check it after 24 hours, see the numbers are not amazing, and start making changes. That kills the campaign before it has a chance to learn.

03**Make changes only after 5 to 6 days of data.**

Once you have nearly a full week of data, you can evaluate performance with confidence. Is the ROI where you need it? Is the cost per order sustainable? Now you can make informed decisions instead of emotional reactions.

I Stabilization Timeline

**CRITICAL**

GMV Max needs 3 to 4 days minimum to stabilize. Do not touch anything for the first 3 to 4 days.

| Gradually Increasing Budget

Do not dump a massive budget into GMV Max on day one. Start with a modest daily budget that you are comfortable losing while the algorithm learns.

RULE · BUDGET INCREASE

Once you see consistent ROI over 5 to 6 days, increase by **20 to 30% at a time**, then wait another 5 to 6 days to see how the campaign responds at the new spend level.

Day 01 \$100/day → Day 07 \$130/day → Day 14 \$170/day

Example ramp. 20–30% increases, each held for a full 5 to 6 day evaluation cycle before the next step up.

The goal is a steady ramp, not a spike. Spikes confuse the algorithm. Steady increases give it time to find new pockets of audience at each budget level.

| When to Cut a Creative vs. Let It Run

Not every video will convert. That is normal. GMV Max will naturally shift spend away from underperforming creatives and toward the ones that convert. You do not need to manually kill every underperforming video.

LET IT RUN

Underperforming video getting <5% of daily spend. The algorithm is already deprioritising it.
No action needed.

CUT IT

Video eating **40% of daily spend** with ROI below **1x** after 5 to 6 days. Pause manually so budget redistributes.

I Why GMV Max Campaigns Fail

Three patterns account for almost every failed GMV Max campaign we have ever seen. If your results are disappointing, one of these is almost certainly the cause.

01**Not enough content.**

The campaign cannot even spend its daily budget because there are not enough creatives to test. Creative fatigue hits by day 4 or 5. The brand pulls budget and says TikTok Shop does not work. The reality is they did not give the algorithm enough fuel.

02**Reacting too early.**

Brands check after 24 or 48 hours, panic at the numbers, and start making changes. This resets the learning phase and the campaign never gets a chance to optimize.

03**Low quality content.**

Having 50 videos means nothing if all 50 are generic, poorly lit, and have no hook. GMV Max can find the best content in your shop, but if none of it is good, there is nothing to find.



Fix the content pipeline. Be patient with the data. Scale gradually. That is the GMV Max playbook.

06

SECTION 06 · \$50K → \$100K+ PER MONTH

The Scaling Strategy.

If you have made it this far, your TikTok Shop has a functioning creator pipeline, a WhatsApp community, consistent content flowing in, and GMV Max campaigns generating positive ROI. You are doing **\$30K, \$40K, \$50K** per month and you want to push into **six figures**.

Here is how scaling works.

Scaling Is Not Doing the Same Things Harder.

The mistake most brands make at this stage is trying to scale by just increasing their ad budget. They take a campaign doing \$500 a day and jump it to \$2,000 a day and wonder why ROI tanks.

Scaling revenue means scaling the system. Every part of it.

Scale Your Creator Pipeline

More creators means more content. More content means more fuel for GMV Max. More fuel means the algorithm has more options to test and more winners to find.

At the scaling stage, your creator outreach should be consistent and ongoing. Not a one-time recruitment push, but a weekly process of finding, vetting, and onboarding new creators. Your WhatsApp community should be growing. Your brief should be evolving based on what you have learned about what converts.

The goal is to reach a point where you have enough creators producing 2 to 4 videos per week that you are adding new quality content to GMV Max every single day without fail.

| Scale Your Content Quality

As you scale, quality becomes even more important than it was at launch. TikTok's algorithm favors quality content. A single great video can outperform 20 mediocre ones.

This is where your retainer creators become critical. They produce the highest quality, most reliable content because they know your product deeply, they have direct guidance from your team, and they have the financial incentive (retainer fee plus bonuses) to keep the quality high.

EARLY STAGE

Volume

You are still learning what works. Lots of affiliate creators producing lots of content so you can find patterns.

SCALING STAGE

Quality

Patterns are known. Invest in retainer deals with proven top performers who produce reliable winners every week.

| Scale Your GMV Max Budget Gradually

With more content flowing in and proven ROI data from your campaigns, you can start pushing GMV Max spend higher. **The key word is gradually.** Increase by 20 to 30% at a time. Wait 5 to 6 days. Evaluate. If ROI holds, increase again. If ROI dips, hold the budget steady and wait for it to stabilize.

DIAGNOSTIC

Usually when ROI drops at higher spend, it is because the algorithm has run through the available good creatives and needs fresh ones. Fix the content pipeline before pulling budget.

I The Compounding Effect

This is what makes the system work at scale. Every piece feeds the next one.

01

WEEK 1 – 2

Building

Getting creators in, setting up the community, distributing briefs, getting the first content posted. Revenue is small.

02

WEEK 3 – 4

Patterns emerge

You know which hooks work, which creators perform, which products move. You start feeding winners into GMV Max.

03

MONTH 2

Revenue climbs

The community is active. Creators learn from each other. Content quality improves because of daily coaching. GMV Max is spending efficiently. Revenue is climbing.

04

MONTH 3

The compound

Top creators are on retainers producing reliably. The WhatsApp community is self-reinforcing. GMV Max has enough data and content to scale spend with confidence. You are repurposing your best TikTok content as Meta ads for an additional revenue stream.

I When You Know You Are Scaling Right



Revenue is growing month over month **without proportional increases in your effort.**



Your creators are producing content **without you chasing them.**



GMV Max campaigns are spending their full daily budgets with **positive ROI.**



Your cost per acquisition is **stable or improving** even as spend increases.

07

SECTION 07 · REFERENCE SHEET

The 10 Mistakes That Kill TikTok Shops.

We have worked with 60+ brands. We have seen every mistake.

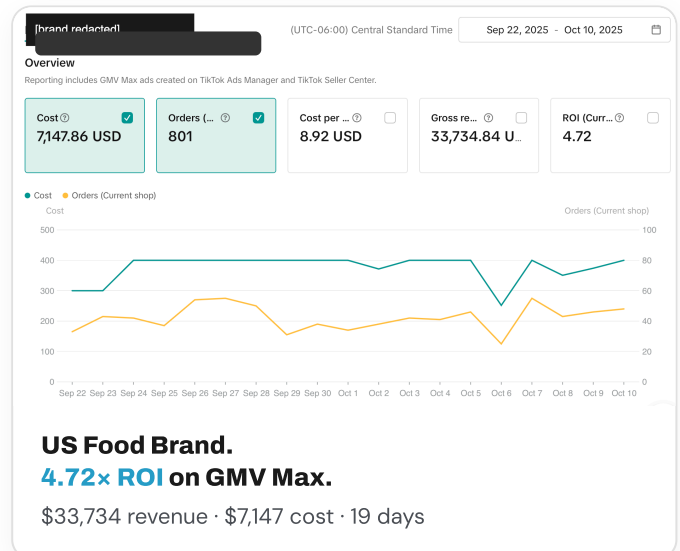
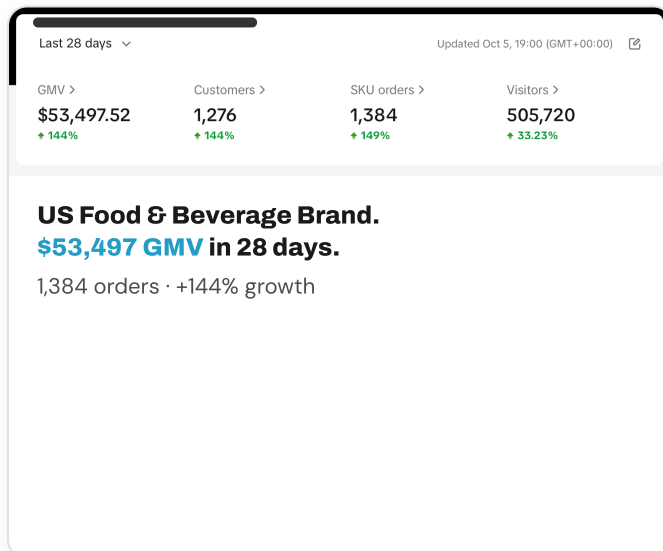
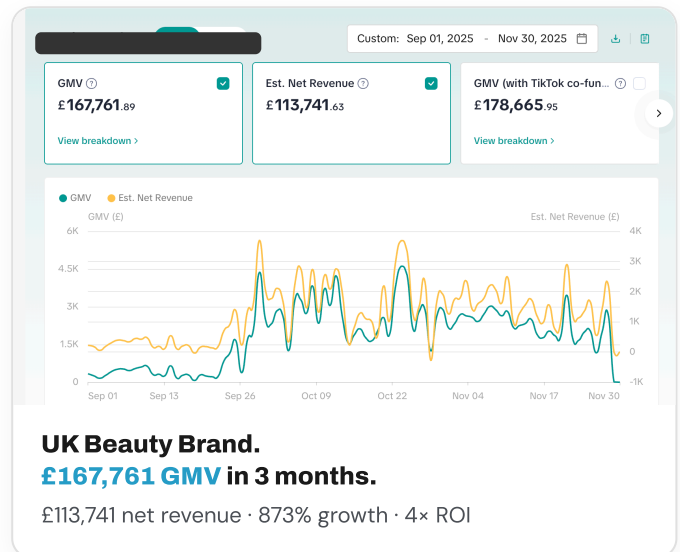
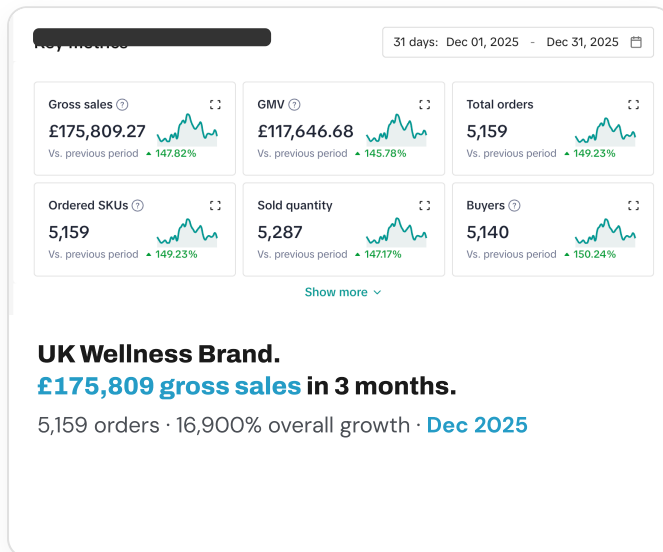
- 1 Approving every creator who applies.**
Quantity without quality is a waste of product and postage. Vet every creator before shipping a sample.
- 2 Sending products with no brief.**
"Make it fun" is not a brief. Every creator needs hooks, angles, CTAs, and examples of what good looks like.
- 3 No WhatsApp community.**
Creators who are left alone produce less, produce worse, and ghost faster. The community is the engine.
- 4 Ignoring performance bonuses.**
Commission alone does not motivate consistent output. Bonuses tied to GMV milestones change creator behavior.
- 5 Reacting to GMV Max data too early.**
If you are making changes before 5 to 6 days of data, you are killing campaigns before they have a chance to learn.
- 6 Not enough content for GMV Max.**
The campaign cannot spend its budget because there is nothing to spend on. More quality content is always the answer.
- 7 Scaling ad budget without scaling content.**
You cannot 4X your budget without 4Xing your content pipeline. The algorithm needs fuel.
- 8 Skipping retainer deals with top creators.**
Your best performers will get offers from other brands. Lock them in before someone else does.
- 9 Not tracking what content converts.**
Views do not equal sales. Track which hooks, angles, and creator profiles actually drive shop revenue. Double down on those.
- 10 Treating TikTok Shop like every other channel.**
TikTok Shop is not Amazon. It is not Shopify. It runs on creator content and community trust. If you are not building relationships with creators, you are not building a TikTok Shop business.

08

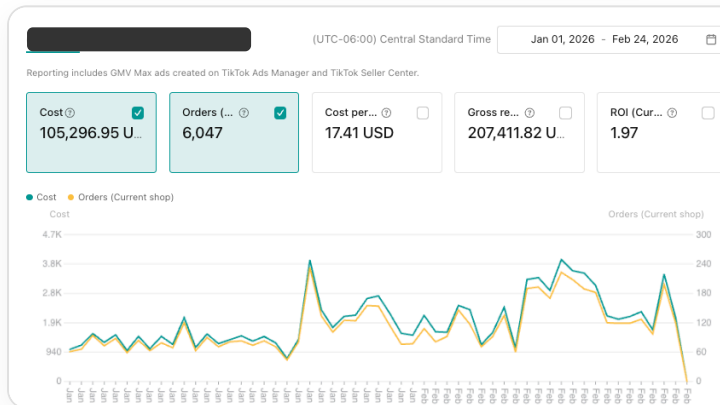
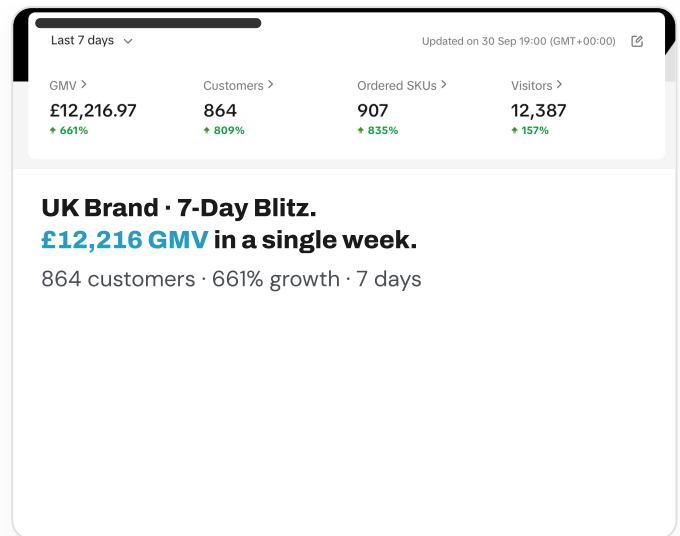
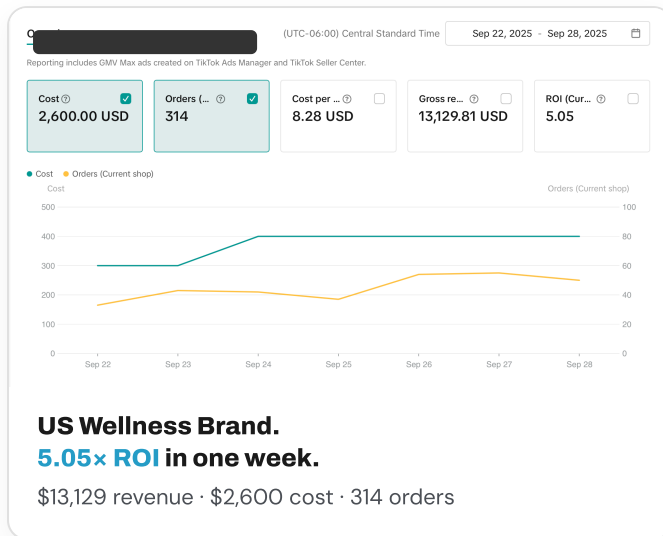
SECTION 08 · PROOF

Results From Brands Running This Playbook.

Every strategy in this playbook comes from real experience with real brands. Here is a sample of what happens when the system runs properly.



More Brands. Same Playbook.



These are real TikTok Shop Seller Center and GMV Max dashboards. Different brands, different niches, different budgets. **Same playbook.**

THE OPERATOR BEHIND THE PLAYBOOK



FOUNDER, BRAND BUDDIES

Haseef Bashir

TikTok Shop Partnered Agency · UK & US

\$20M+

GMV

60+

BRANDS

100K+

VIDEOS

100M+

VIEWS

20+

COMMUNITIES

I built Brand Buddies because I kept seeing the same problems over and over. Brands with great products failing on TikTok Shop because they had no system. They were doing some of the right things, but in the wrong order, or skipping steps entirely.

This playbook is the system we run for every client. We cap our roster at **10 to 15 brands** at any given time because this only works when every brand gets full attention. The WhatsApp communities need daily management. The briefs need to be tailored to each brand. The creators need real coaching.

**"We grow with our clients,
not off them."**

— HASEEF BASHIR · THAT IS THE ONLY WAY THIS WORKS.

NEXT STEP

Ready to Run This Playbook for Your Brand?

You have the full system now. Setup, launch, blitz, creators, GMV Max, and scaling. This is the exact playbook behind more than **\$20 million** in TikTok Shop GMV.

Some brands read this and run it themselves. Others want a team that has done it 60+ times to run it for them. Either way, you are better off than you were before you read this.

01**Book a free strategy call.**

I will walk you through how this playbook applies to your specific brand. We will look at where you are, where you want to be, and what needs to happen to get there.

[Book Your Strategy Call →](#)**02****DM me on Instagram.**

Send me a message at [@haseefbashir7](#). Tell me about your brand and where you are stuck. I respond to every DM personally.

[Message @haseefbashir7 →](#)