Power of TikTok Shop

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A planning guide to product discovery, content, and sales activity for a TikTok Shop presence.

Inside this guide

- Consider how products and short-form content can work together.
- Organize a shop and a publishing routine around a target audience.
- Review activity and adapt plans as platform tools and customer behavior change.

Who it may help

For merchants and creators exploring social commerce through TikTok Shop.

Putting the ideas to work

Use the material as a planning aid and verify current platform rules and features before acting.

The ideas are starting points rather than one-size-fits-all instructions. Adapt them to your goals, circumstances, and available resources.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.