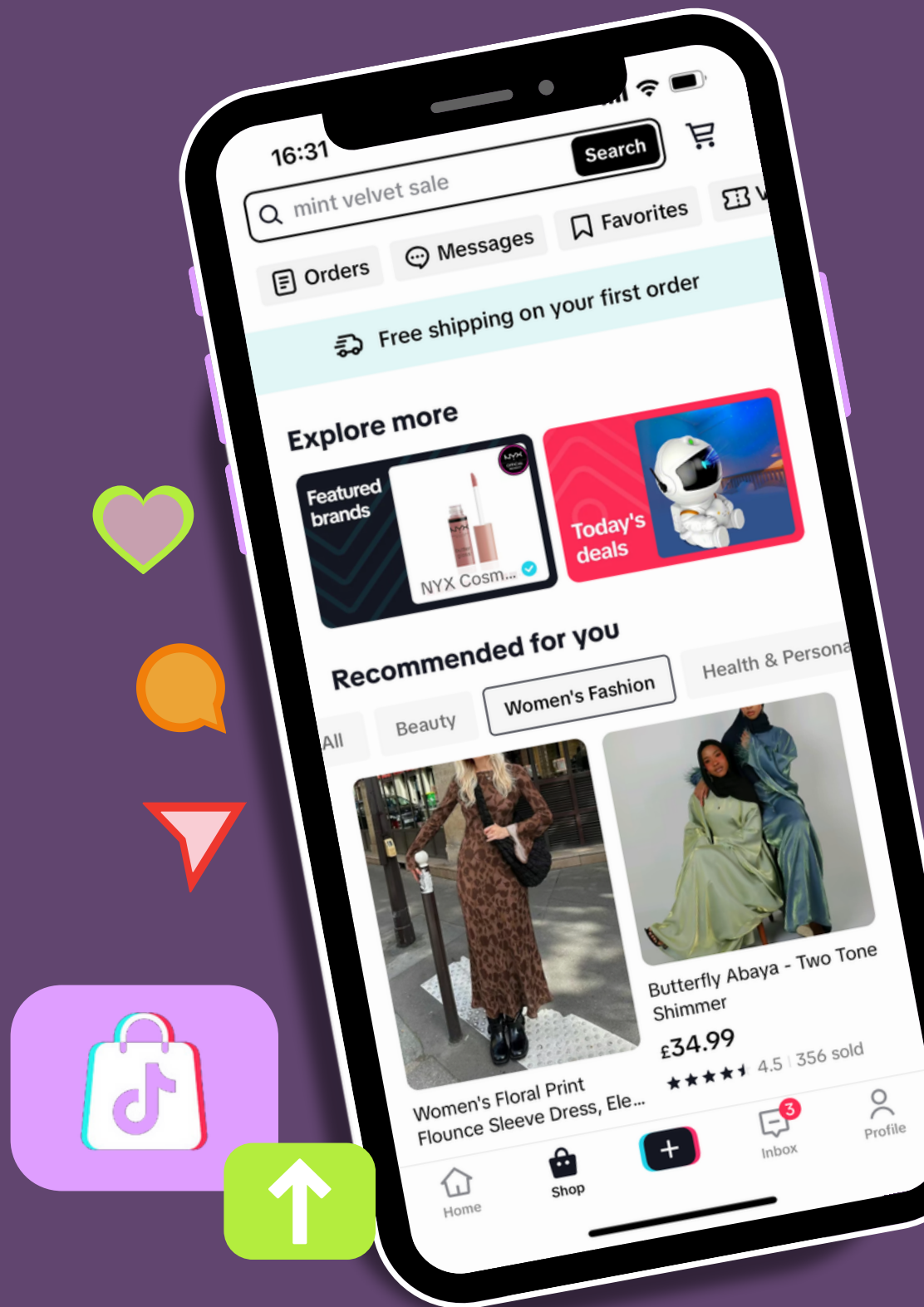


duel. x TikTok Shop: How Fashion Brands Can Win



Introduction

TikTok, with 1 billion+ monthly active users spending 18 minutes a day scrolling, has emerged as the #1 app for content consumption.

With a presence in 150 markets, it's no surprise their latest venture – TikTok Shop – is taking off.

For this deep-dive into how fashion brands can see success on the platform in 2024, the team at Duel are joined by Broghan Smith (Fashion Lead @ TikTok).

Together, we uncover the actionable advice and key tactics needed to take your Shop to the next level.

You'll learn about closing the purchasing loop, creating a world for your brand, and the overall vision for TikTok Shop. With fast-moving updates and new features launching all the time (hello, Shop Tab!), this guide will keep you up to speed.

“Take sales out of the question. Almost overnight, TikTok Shop has generated 500k+ pieces of content, generating millions of Views a day.

It's all about testing & learning.”

*Broghan Smith,
Fashion Lead @ TikTok*

Right now, the landscape for TikTok Shop (and Live Shopping, more broadly) across the US & UK can seem uncertain.

While Live Shopping on China's TikTok-equivalent, Douyin, is wildly popular, TikTok insiders believe we are 5 to 6 years behind this market.

This makes the time for fashion brands to act, now.

Everyone knows they want it to be part of their Social Commerce strategy. Let's uncover how.

Brands To Watch

Right now, only 2% of TikTok's feed load is shoppable – including posts with Shop Tags, affiliate links, and paid content. Not as much as you'd think.

This healthy content split keeps the average user coming back for more, while feeling most receptive to shoppable content that seamlessly flows with the rest.

That's why TikTok Shop is looking to become the next home for fashion's biggest names, bringing discovery to life much like shopping on the high-street.

“We want them to be this new storefront on TikTok.”

Broghan Smith,
Fashion Lead @ TikTok

Here's a few of the names fashion brand builders & leaders alike are paying attention to on TikTok...

BURBERRY  MINT VELVET
LOEWE DAMSON MADDER. SHEERLUXE

Contents

Introduction	2
Brands To Watch	3
Tip #1 – Sell Through Your Customers & Creators	5
Tip #2 – Work Around Strict Creative Guidelines	6
Tip #3 – Content & Views Matter Most	7
Tip #4 – The 4 Types of High-Converting Content	8
Tip #5 – Make Trends Your Own	9

Tip #1 –

Sell Through Your Customers & Creators

Fashion brands create incredible content. There's one glaring problem with the majority of it, though – it's brand-focused, and driven by the need to hit KPIs.

“Brand-led content is amazing, but the biggest converter is when the customer reflects this on the platform.”

*Broghan Smith,
Fashion Lead @ TikTok*

That's why the real secret to scaling on TikTok is using creators. Specifically, those you can source from the app's own Creator Marketplace. You upload the brief, the creators make the content for you – with 3k of them to choose from in the UK currently.

Here's what you need to look out for, to measure a creator's potential...

- 1. Check that their Following overlaps with your own audience.**
- 2. Check their Sample Rate (how often they share content of gifts received).**
- 3. See the overall sales they've been responsible for.**

To really establish if they're the right fit, message them. Chat things over. If you're looking to bring established creators for your brand into the mix, onboard them.

The formula for success here is...

- Using half creators from TikTok's Marketplace, and half of your own.**
- Utilizing your best-selling products with them.**
- Knowing success is directly linked to scale; creating as much content as possible, with as many creators as possible.**

“You'll have the most impact if it's a true person who bought something, and styles it in their own way. This and shoppable ads to retarget; that combination is how we're seeing our biggest customers generate multi-million sales a quarter.”

*Broghan Smith,
Fashion Lead @ TikTok*

Tip #2 –

Work Around Strict Creative Guidelines

“You’ve got to be brave on TikTok – but if there’s an important brand image to protect, we want to be that solution.”

*Broghan Smith,
Fashion Lead @ TikTok*

Here’s something many brands might not know.

To maintain control of your brand’s aesthetic, you can list products on TikTok Shop whilst opting out of the Shop Tab; so your products never appear next to others.

However, TikTok insiders know this isn’t a good idea.

Since launching, the Shop Tab accounts for 25% of all sales on TikTok in the UK.

Instead, to protect brands in this space, the Shop team can create a ‘brand pavilion’ for those that meet certain criteria. The pavilion acts as your own storefront, entirely separate from the marketplace vibe of the Tab.

For any brand builders struggling to get buy-in for the wider team, note...

“We split [Shop Tab listings] by vertical. Similar price points, similar consumers.

The algorithm is really intelligent; it’s driving you through discovery to participation constantly, but you won’t notice it. Letting the platform do that is one of the biggest things you can do for your brand.

There’s more to it than likes and sharing. Adjacencies are important.”

*Broghan Smith,
Fashion Lead @ TikTok*

Tip #3 –

Content & Views Matter Most

TikTok confirmed: Follower counts and the length of your content don't matter to the algorithm as much as your content itself and the Views it gets.

After all, one viral video could see your Following grow 20k in one day. It's your consistency with maintaining this content that engages them, turns them into a brand fan, and keeps them coming back for more.

It can seem the requirements of the algorithm change all the time. You all know the phrase 'once you've seen a TikTok trend, it's already too late to join in', and will likely have seen the app's recent push for longer, vertical video.

So, what really moves the needle?

"We won't ever encourage people to not use specific formats. We want people to do what feels right for them.

There will be times we incentivize different elements on the platform, but continue to keep an open mind. We can talk TikTok Shop all day long, but we're still content first.

There's no right or wrong way, as long as you put the platform first. However you bring that to life, we don't want to stop you or limit that."

Broghan Smith,
Fashion Lead @ TikTok

Across the board, the advice for brands is to start slow on Shops; listing a small amount of best-selling products with viral View-driving potential, and upping the amount of listings when you see replicable results.

Leaning into the content formats most accessible to you ups your authenticity, too. You might not vlog your whole day, but everyone takes photos – perhaps Carousels are your brand content's new best friend.

Tip #4 –

The 4 Types of High-Converting Content

“Instagram is a barrier up, filtered world. On TikTok, we encourage people to pick up the phone and say what they really feel. It’s not #ad or #sponsored.”

*Broghan Smith,
Fashion Lead @ TikTok*

As you now know, creator-led content converts best on TikTok.

Here are the most effective types of creator content for fashion brands...

1. ‘Get ready with me’
2. Hero product showcase (“Have you got this sell-out stuff?”)
3. Hauls
4. ‘Day in the life’

Delivery of this content should always be face to camera, to build audience rapport and drive instant opportunities for connection.

Partner with the right creators to bring these messages around your brand story to life, and own the usage rights.

Tip #5 –

Make Trends Your Own

In the last week, you might have come across the ‘Strawberry Dessert’ trend. It sees the person holding the camera make wild hand gestures over the top of a strawberry dessert, to a matching track.

Random. Non-sensical. Performing really well for brands doing it right.

It’s having a content strategy in place that allows you to be reactive to these viral moments that makes a good, agile TikTok strategy. To make the most impact, take the relevant trends to you and put a clever, entertaining brand spin on them.

Though the bandwidth to be reactive can be hard to get when approval timelines are extensive, here’s something to try. Taking your bosses back to basics can be the key to unlocking more freedom...

“Think, what are you trying to get out of TikTok?”

A lot of the starting point is top of the funnel: Reach.

Now Shop is coming to life and suddenly the strategy changes: now we’re doing conversion.

Having the freedom to convert? With awareness, it’s easier...”

Broghan Smith,
Fashion Lead @ TikTok

After all, what drives awareness better than a strong trend?

duel.

<https://www.duel.tech/>

