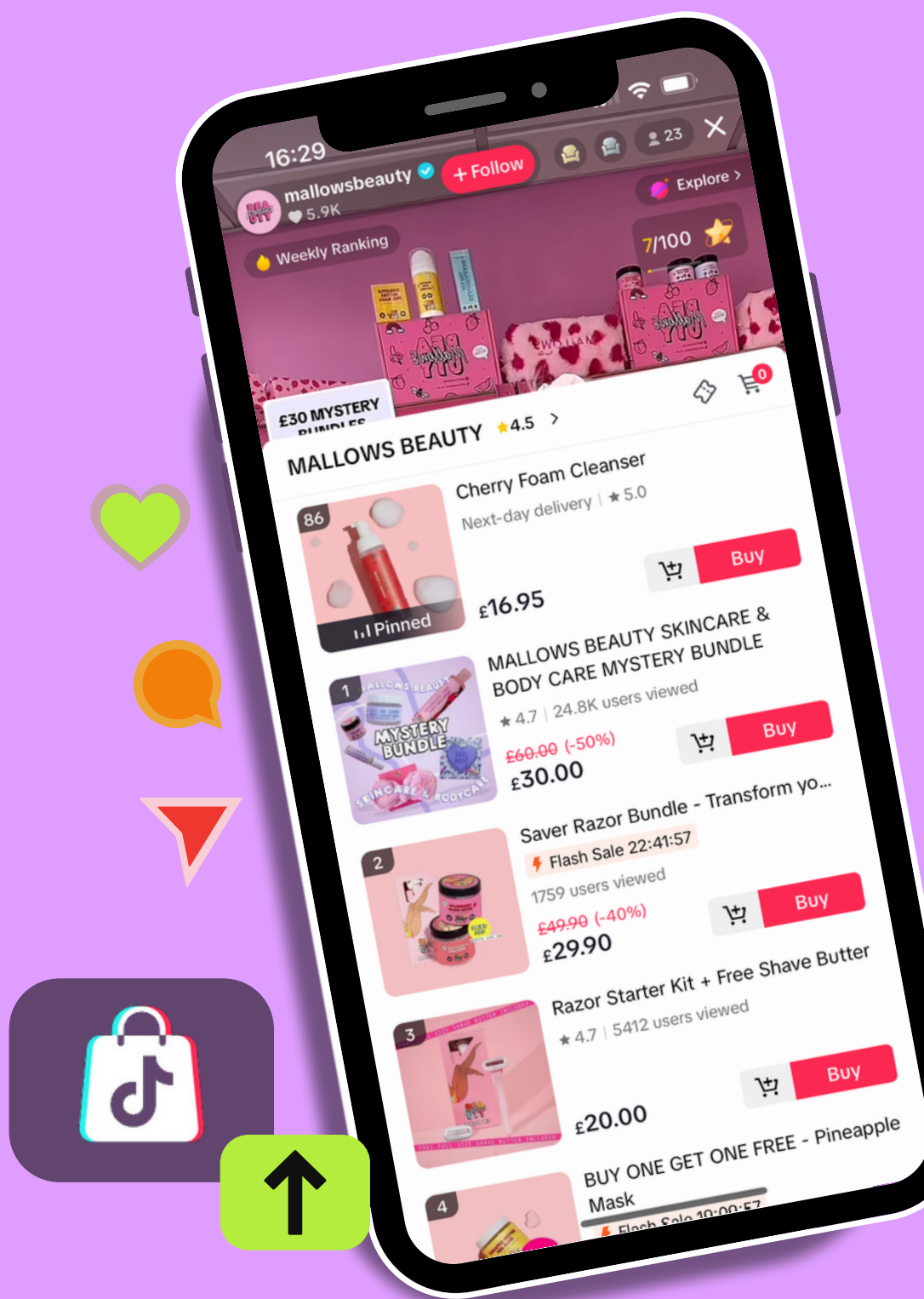


duel. x TikTok Shop: Strategies for Beauty Brand Success



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 beauty brands can see success on the platform in 2024, the team at Duel are joined by Chloe Lenton (Business Development & Key Account Manager in Beauty @ TikTok Shop) and Onike Wellington (Business Development Lead in Beauty @ TikTok Shop).

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

With fast-moving updates and new features launching all the time (hello, Shop Tab!), this guide will keep industry-leading beauty brands up to speed.

Having launched in the UK in 2021, TikTok Shop is still a relatively new purchasing destination.

Its role in the Social Commerce space has seen incredible growth since then.

“At the moment, beauty is the leading category for TikTok Shop. It means there’s a lot of opportunity, but also a lot of support from our side to grow the beauty space.”

*Chloe Lenton,
Business Development & Key
Account Manager in Beauty
@ TikTok Shop*

This makes the time for fashion brands to act on TikTok Shop, 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.

“You're likely already pushing out organic content on your channel. Now, you can make it shoppable.

You can see the sales performance directly from your content. You can also access 100k+ TikTok Shop creators. You don't have to be reliant on your team to make content for you; as you can count on them to sell for your brand.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

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 beauty's biggest brands, bringing discovery to life much like shopping on the high-street.

Here's a few of the names beauty brand builders & leaders alike identified as getting this strategy right on TikTok...

N Ū F A C E[®] CeraVe[®] Only Curls[®]
DEVELOPED WITH DERMATOLOGISTS

VIEVE REFY LOEWE CAUDALIE[®]
PARIS

MERIT rhode MALLOWS[®]
beauty

Contents

Introduction	2
Brands To Watch	3
Tip #1 – A Solid Brand Story Elevates Creator Content	5
Tip #2 – Educational Content Unlocks New Audiences	6
Tip #3 – You Can Launch Via an Affiliate-Only Model	
Tip #4 – Being Brave Converts Best	7
Tip #5 – Bundles, Exclusives & Packing Livestreams Win	
Tip #6 – Launch on TikTok Shop UK before the US	8
Tip #7 – Test, Test, Test & Learn	

Tip #1 –

A Solid Brand Story

Elevates Creator Content

The one thing that reliably predicts a beauty brand's success on TikTok Shop? The strength of your brand story and associated narratives.

Take Caudalie's journey, for example.

To celebrate the brand's launch on Shop, they partnered with a number of in-app creators for awareness; while orchestrating bigger plans with 'star creators'.

The biggest of them all was a collaboration with Amelia Olivia.

Together, they created a TikTok-exclusive bundle of minis – treating Shop as a discovery platform, and allowing new users to test their whole regime for less.

“What they did so well was partnering with Amelia, who was already a creator before TikTok. Their partnership didn't feel inauthentic, because people wanted to ask her opinion on the products and on this brand.

They sold out in 120 minutes; at about £25 for the bundle. Amelia has such a community around her; it's authentic, they trust her and it did amazing.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

The power of a solid brand narrative – one creators can easily align with, explain, and put their own authentic spin on when Advocating for you – is clear.

Tip #2 –

Educational Content Unlocks New Audiences

If you thought product content had to be salesy to succeed, you were wrong.

“A consistent supply of educational content, and a brand story, sells too. It’s about being persistent, [and] doing a lot of education with creators. Paula’s Choice are a great example!”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

Lean into wider education around your products, factoring it into all aspects of a Social Commerce strategy; organic, paid, creators and affiliates firmly included.

Tip #3 –

You Can Launch Via an Affiliate-Only Model

A trade secret for big names with brand equity to consider...

“If a brand doesn’t have a TikTok handle, they can launch via an affiliate-only model. So, they have a Shop that would exist if you searched for it, but the brand themselves can’t produce any shoppable content – [only creators can]. The ideal would be to have Shop launched on a brand handle, using affiliate and creators on the side, though.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

Tip #4 –

Being Brave Converts Best

Leaning into every available element of TikTok Shop’s capabilities will see brands achieve the strongest results possible in the shortest timeframe.

“If a brand launches with only a few SKUs and are cautious about creators, you’re only going to get a poor reception back. You need to lean into the full abilities of TikTok. You can’t just launch one or two products, even exclusives. Even big brands need the full TikTok Shop to appear credible.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

It’s a reminder to... **“Use the levers that are readily available to you.”**

Onike Wellington,

Business Development Lead in Beauty @ TikTok Shop

Tip #5 –

Bundles, Exclusives & Packing Livestreams Win

“Packing content does well on Lives! [And] creator-led, exclusive TikTok Shop bundles – it’s crazy how well bundles do. People like to buy in bulk.

When there’s value to purchase on TikTok, it’s a no brainer.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

Start your Shop strategy here.

Tip #6 –

Launch on TikTok Shop

UK before the US

For global brands looking to get set-up on TikTok Shop, it can be difficult to know where to begin. If you sell in the US but you're a UK brand, here's the advice.

“Launch in the UK, where you know the market, and settle your strategy before launching in the US. Not only is the US market different; the algorithm, the strategy, and the results are, too.

While I appreciate you have to secure results ... if you're more expert in marketing strategy in the UK, stick with it. You have proof then.

The UK Shop is more advanced than the US Shop, [also]. For sure, I'm biased! But coming from [a background with] Meta and watching Instagram Shops launch into American markets, I learnt there's challenges of marketing to a market that you're not sat in.”

Onike Wellington,

Business Development Lead in Beauty @ TikTok Shop

Tip #7 –

Test, Test, Test & Learn

“Some brands have launched into TikTok Shop [and not seen the results they wanted]... TikTok Shop is very test and learn. You need to trial your brand strategy. What you put in, you get out. Really lean in and you'll start to see great responses! You will be surprised by your creators that are your highest performers. and what that content looks like.”

Chloe Lenton,

Business Development & Key Account Manager in Beauty @ TikTok Shop

“It’s usually brands that are happy to innovate moving the needle for those following suit.

You should be mindful with risks, but fortune favors the brave.”

***Onike Wellington,
Business Development Lead in Beauty
@ TikTok Shop***

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