♪ TikTok Shop Product Listing Management

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How to List Products

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How to Start List A Product?

Fill in Basic Information

Upload Product Images

Start Listing a Product at

TikTok Shop

Fill in Product Details

Complete Sales & Shipping Info

TikTok Shop

Basic Information is the first entry point for customers to find your product

Create Product Name

Choose Category

Authorize Brand (if any) and Specify Attributes
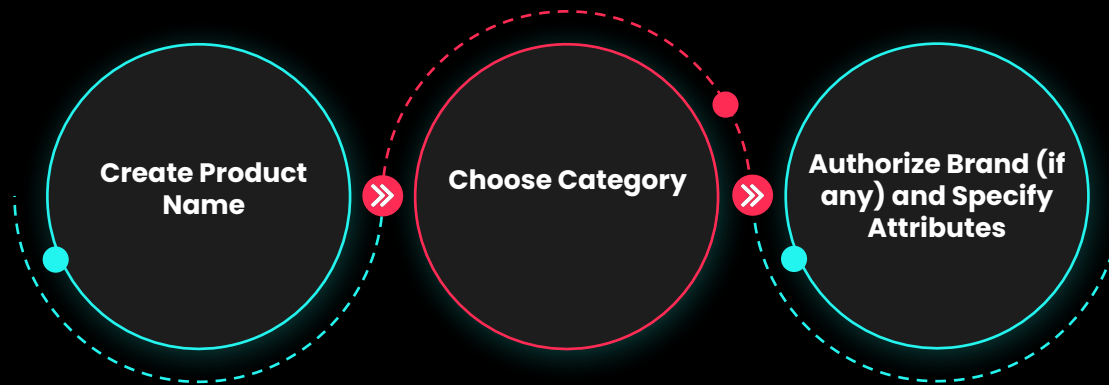
🎵 **TikTok** Shop

To start your selling and manage products in an easy way, check out more instructions about uploading products on

TikTok Shop Seller Center

Product Name

Should consists > 25 characters and best represent your product.
System will give you some recommended trending keywords to add

Basic information

* Product name ⓘ
Recommended length: 25 characters or more. Category will be identified automatically according to the product name.

Recommended key words based on category (click to add):
Cotton Casual Slim-fitting Plain Floral Striped Black White Summer

Maroon Summer Coat Unisex All Size   34/255

Product Category

Choose category that reflects your product.
The system will recommend your products every time customers are looking for products with the same categories as yours!

* Category ⓘ
Some categories are invite-only and can't be selected. To add these categories, click here to apply for category permission. Don't upload prohibited or restricted products.

Menswear & Underwear - Men's Tops - Jackets & Coats

⚠ Review the suggested category to make sure it's right for your product. You can change the category if needed.   ✕

Brand & Attributes

Authorized brand and complete attributes will give customers more confidence to purchase your product
Products with brand authorization are also more likely to be recommended on TikTok Shop

* Brand ⓘ
Products with brand authorization are more likely to be recommended on TikTok Shop. Apply for the brand authorization if your product is qualified.

Select a brand

Product Attributes ⓘ

Care Instructions	Season	Clothing Styles
Select suggested val...	Select suggested val...	Enter a suggested or ...
Sleeve Length	Clothing Length	Occasion
Enter a suggested or ...	Enter a suggested or ...	Enter a suggested or ...
Fit	Material	Neckline
Enter a suggested or ...	Enter suggested or c...	Enter a suggested or ...
Pattern	Style	Closure Type
Enter a suggested or ...	Enter suggested or c...	Enter a suggested or ...
Collar Type	Size Type	Design
Enter a suggested or ...	Select suggested val...	Enter a suggested or ...

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TikTok Shop

TikTok Shop Sellers who provide more than **FIVE** product images got **3x higher conversion** compared to those who just provided less than five images!

More Perspective of Your Products

Gives Better Impression towards Products

Give Confidence for Customers to Purchase

TikTok Shop

Upload >5 images with plain background to look more professional and utilize....

# Image Tools in Seller Center

Media Center

- Free 5GB cloud storage to store your product images and videos
- Help to generate image URL to support uploading product via Bulk Listing
- Easier to adjust product images directly from Seller Center
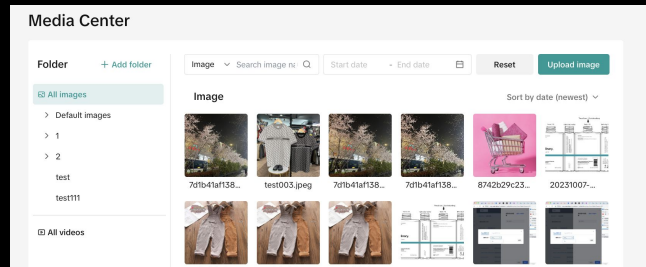
Image Editor

- Remove distracting background from product image
- Choose background colour according to your taste
- Easily adjust image ratio
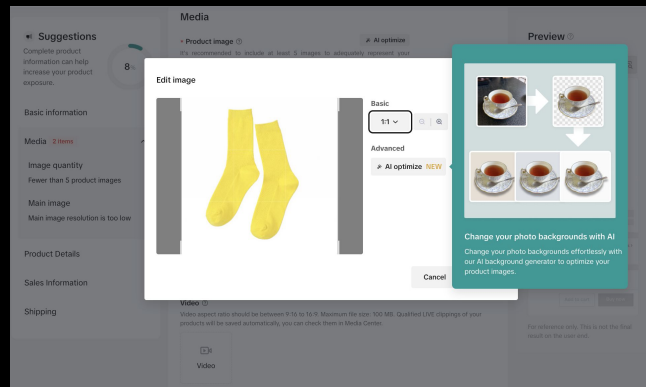
TikTok Shop

TikTok Shop Seller Center provides **AI generated description** to ease you in creating **product narratives** that are suitable with your product name and images

Enter some keywords that describe your products

» AI will generate smart recommendation of Product Desc

» You can choose to keep it or change it according to your need

TikTok Shop
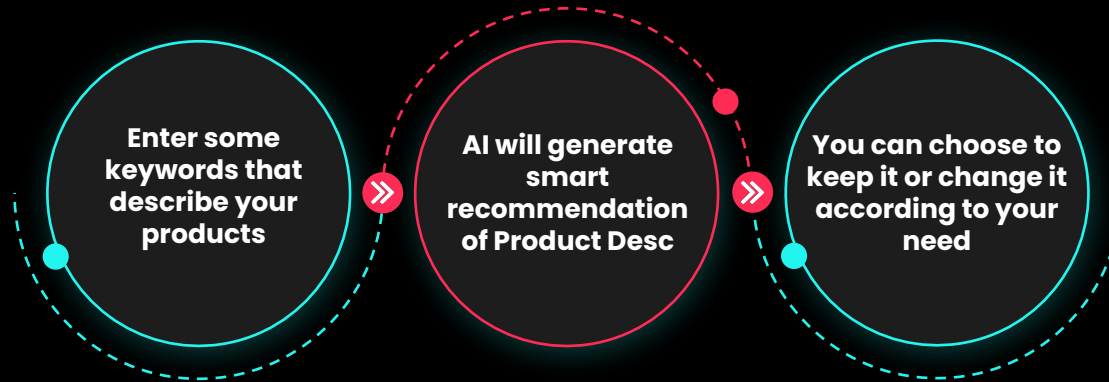
Detailed and well explained product description can
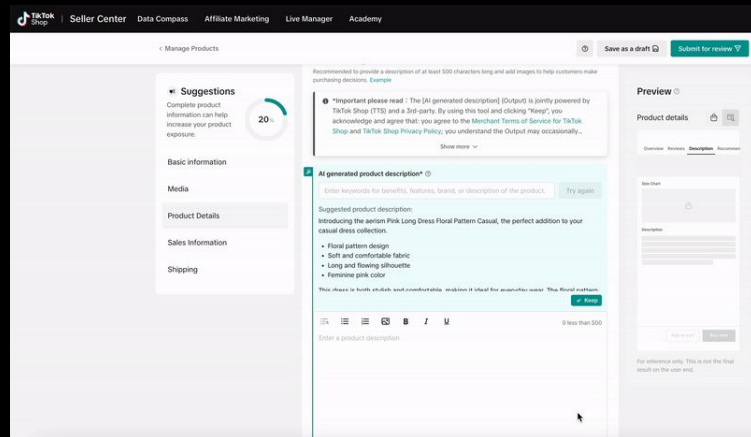
Increase Customer's Willingness to Purchase

Tips

- Provide sufficient textual expressions (>500 characters)
- Make it in easy to read format
- Include images and size chart spec

Smart Recommendations

- Utilize TikTok Shop Smart Recommendations tool to ease you create a well-written product narratives

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TikTok Shop

Variations will give **more options** for your customers to choose and finally purchase your products!

Determine your product variations and details

Provide images for your product variations

Complete shipping details such as weight, dimensions, and delivery options

TikTok Shop
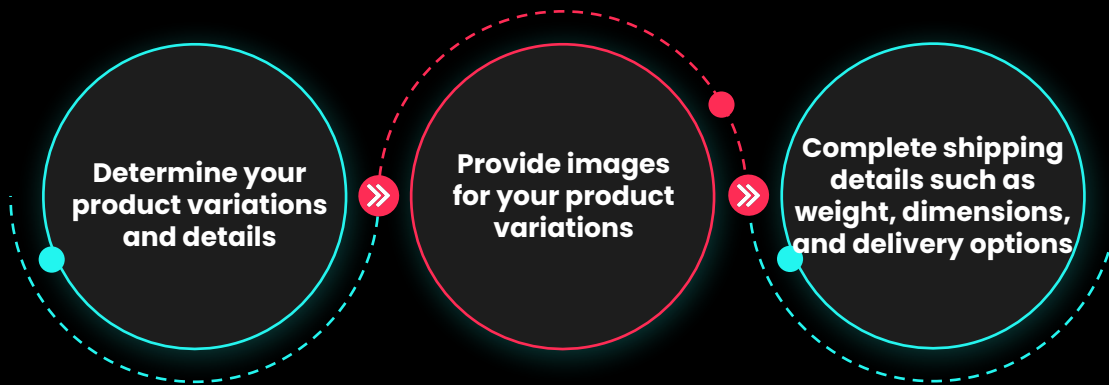
Complete your Product Listing with Variations and Shipping Information

And get ready to start selling~

Tips

- Provide image for every variation option to make it clearer for customers to choose
- Fill in shipping details that suits best with your shop operation to provide customers best shopping experiences

Sales Information

Enable Variations

You can add variations if this product has options, like size or color.

• Variation Name ⓘ ☑ Add image

Size

• Option ⓘ

Upload image

S 1/50

Add product image

Upload image

Add another value 0/50

Done

+ Add Variation

• Variation List Batch Edit ⌄

Size	Retail price	Quantity	Seller SKU
S	Rp 120.000	50	

Shipping

• Weight with Package ⓘ

Grams (g) | Enter the product weight

Product Dimensions ⓘ

Ensure the box weight and dimensions are accurate as they will be used to calculate the shipping fees and shipping method. Example

Height cm | Width cm | Length cm

• Delivery options ⓘ

◉ Default ○ Custom

Estimated Shipping Fee: --

The shipping fee will be estimated based on product weight and dimensions.

Cash on Delivery

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Product Optimization Tools

TikTok Shop Tools to Improve Your Product Information Quality and Product Visibility

Product Optimizer

Sign up for your **TikTok account** *on your phone app*

This will be your official @handle

Search Operation

Sign up for TikTok **Ads Manager**

[Currently available in Philippines, Malaysia, Indonesia, and Vietnam)

Product Optimizer

A **good quality of product listings** will help **convince customers** to purchase your product!
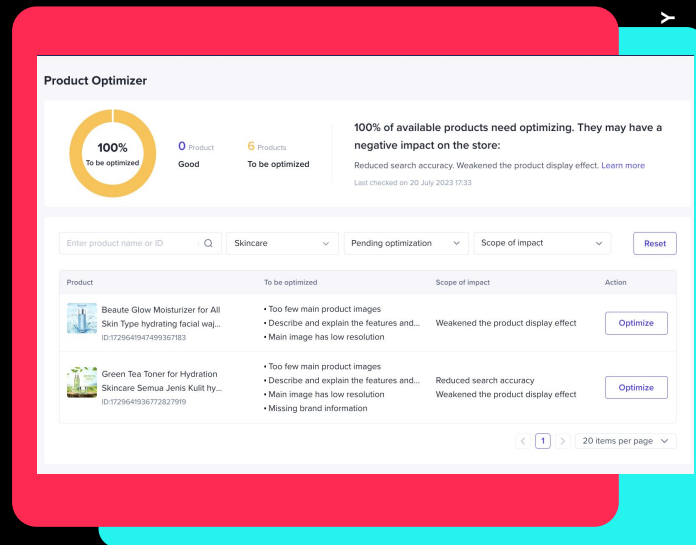
Know **which products** need to be optimized

Know **what components** to be optimized

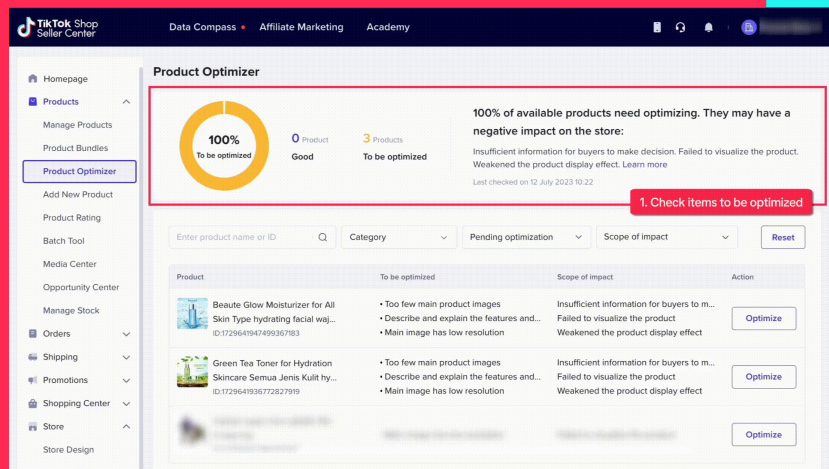**Know the impact** if you don't optimize the product

Easily optimize the product information

Product Optimizer

100%
To be optimized

0 Product
Good

6 Products
To be optimized

100% of available products need optimizing. They may have a negative impact on the store.

Reduced search accuracy. Weakened the product display effect. Learn more

Last checked on 20 July 2023 17:33

| Enter product name or ID | Skincare ▾ | Pending optimization ▾ | Scope of impact ▾ | Reset |

Product	To be optimized	Scope of impact	Action
Beaute Glow Moisturizer for All Skin Type hydrating facial waj... ID:1729641947499367183	• Too few main product images • Describe and explain the features and... • Main image has low resolution	Weakened the product display effect	Optimize
Green Tea Toner for Hydration Skincare Semua Jenis Kulit hy... ID:1729641936772827919	• Too few main product images • Describe and explain the features and... • Main image has low resolution • Missing brand information	Reduced search accuracy Weakened the product display effect	Optimize

1   20 items per page

Feature Guide

To optimize product information quality by following the guidelines

1 Visit **Product Optimizer** in Seller Center
To see which products need to be optimized and the scope of impact they are not optimized

2 Click **Optimize**
To start improving your product listings according to optimizations needed

3 Follow **Tips and Requirements**
Which are displayed on the product edit page!

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Search Operation

Join the trend by adding relevant and **top search keywords.**

See how your products traffic **boosted**!

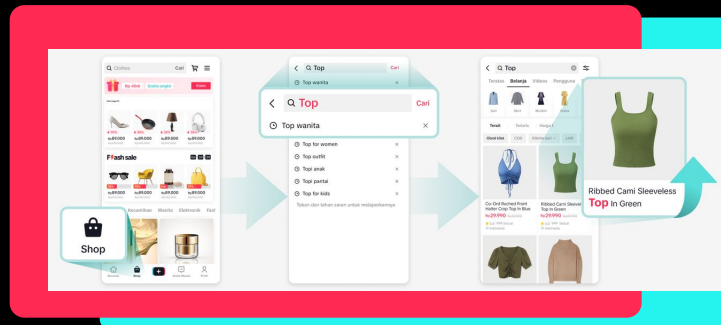Discover **Top Search Keywords** suggestions

Add **Suggested Trending Keywords** into your Product Title

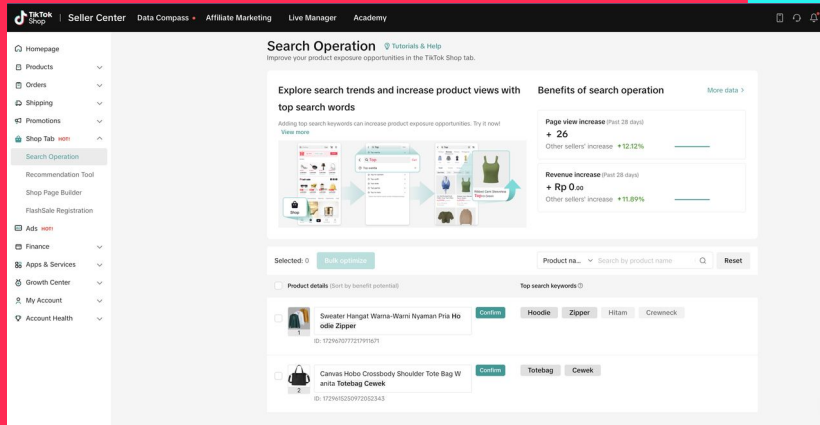**See the benefits** if you optimize the product title

Instantly remove irrelevant keywords from product title

Currently only available in Philippines, Malaysia, Indonesia and Vietnam

Traffic Booster

Feature Guide

To start optimizing your product titles and get them discovered easily by customers through the search bar

1 Visit **Search Operations** in Seller Center
It's located under Shop Tab menu

2 See **Suggested Top Search Keywords**
To see relevant keywords for your product title

3 Instantly **Add or Remove Keywords**
That are relevant with your product title and check the performance after you optimized them

Product Operation Tips

TikTok Shop

Common Pitfalls in Selecting Products for Livestream

Selling to everyone

Incomprehensible livestreaming scripts

Selling the same products as others

GROW

TikTok Shop

Five Major Categories of Products for Livestream

Type	Traffic Driver Products	Hot-selling Products	High Profit Products	Brand Products	Regular Products
Definition	Drive traffic to the livestreaming room, maintain high UV	Big amount of sales during short period of time	Highly profitable products	Adding value to livestreaming room	Products other than mentioned ones
Characteristics	*Discounted *Wide audience appeal *Zero-profit or small margin	*High cost-effectiveness *High conversion rates *Low profit	*Moderate profitability *Moderate cost-effectiveness *High profit	High brand value High Unit Price	Ordinary Potential to transform
Fucntions	Increase Online UV Drive Traffic	Contribute to GMV Increase closing deals	Make a profit	Brand Value	Follower re-purchase Product for testing

Four Functions of Traffic Driver Products

Engaging and increasing stay duration

Traffic driver products can capture the interest and attention of audiences, thereby increasing their engagement and stay duration in the livestream. Engaging with the audience can enhance their sense of participation and loyalty, meanwhile, elevate the atmosphere and popularity of the livestream.

Increasing online traffic with traffic driver products during low viewership

In case of few viewers in the livestream, traffic driver products can be used to attract more viewers and increase the online traffic, thereby boosting the exposure and popularity of the livestream.

Attracting users with traffic driver products at the start of the livestream

At the beginning of the livestream, traffic driver products can be used to grab the audience's attention, enhance their interest and curiosity, thereby increasing the traffic and viewers of the livestream.

Acquiring paid traffic

In some promotional activities or paid traffic, traffic driver products can play a role in acquiring this traffic. For example, once viewers attracted through paid promotions enter the livestream, traffic driver products can be introduced to capture their attention and encourage purchases, thus increasing sales revenues and profits.

Three Functions of Bestseller Products

Undertaking sales revenue

Bestseller products in the livestream can contribute to a certain amount of sales, ensuring the overall sales revenue of the livestream remains stable.

Increasing transaction density and traffic

The cost performance and popularity of bestseller products can attract viewers to stay in the livestream for a longer duration and make purchases of other products showcased, thereby increasing the overall sales revenue.

Driving paid traffic and ROI

Bestseller products can help reduce customer acquisition costs and increase ROI (Return on Investment) for the livestream. With high traffic and conversion rates, bestseller products can attract a large number of viewers to the livestream in a short period, lowering customer acquisition costs and increasing the ROI.

# Three Characteristics of High Profit Products

Captivating

Similar to traffic driver products, high profit products also need to captivate the attention of livestream viewers, thereby stimulating their desire to make a purchase. However, high profit products do not attract users with low prices like traffic driver products do. Instead, they attract users through their own product features and advantages. For example, high profit products may be novel or have unique functions and designs, catering to specific user needs and enhancing their purchase desire.

Marketable

The purchase decision of viewers in livestreams is a complex process that requires hosts to stimulate the purchase desire of viewers through multiple ways. During this process, high profit products must possess the quality of being marketable, meaning that these products need to be readily embraced and purchased by the viewer. If a high profit product cannot be embraced or purchased by the viewer, it cannot generate profits for the livestream. To ensure the marketability of high profit products, hosts need to invest ample effort into product selection and presentation, striving to maximize the attractiveness and purchase rate of these products.

Profitable

These products, as the name suggests, need to generate profits for the livestream. To ensure the profitability of high profit products, hosts need to have a deep understanding and analysis of the products, including the cost, selling prices, and ROI. They should formulate reasonable sales and pricing strategies to achieve the optimal profit return.

Two Characteristics of Brand Products
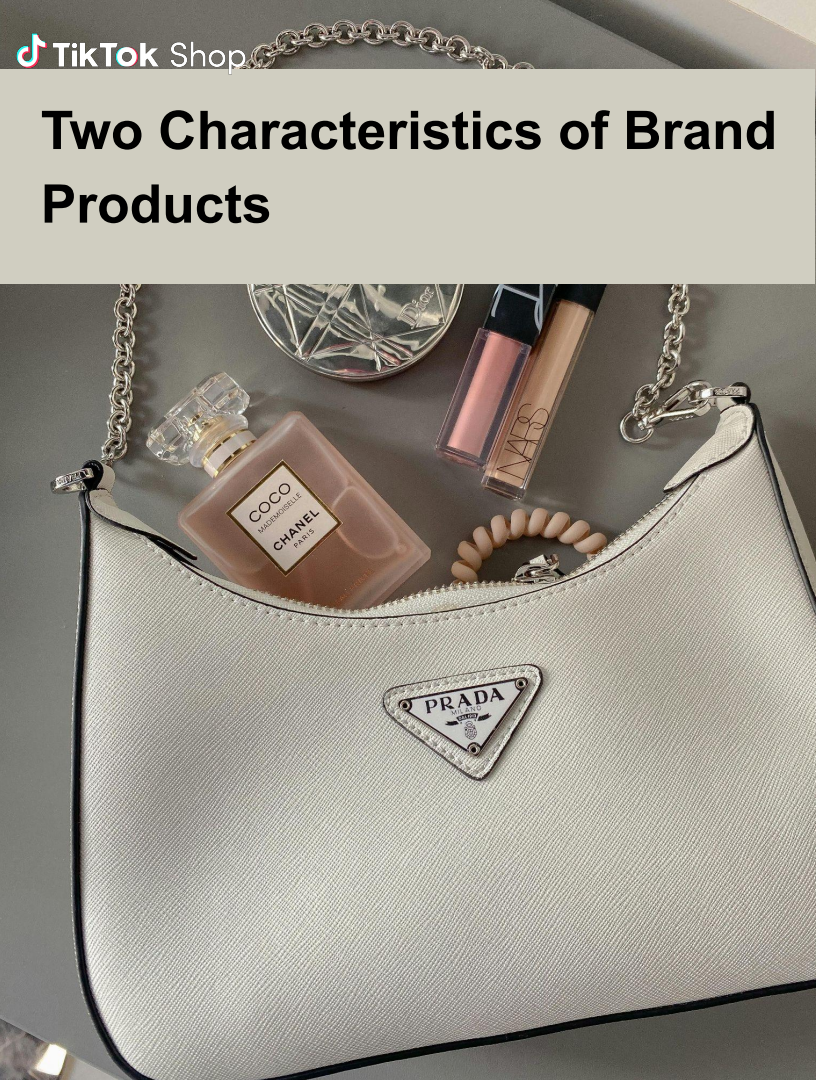
High-end

Brand products are usually of high grade and high quality, and can create a high-end brand image in the livestream, attracting more consumers.

High-priced

Brand products typically have relatively high prices, which also signifies their high-grade and high-quality characteristics. In the livestream, brand products can showcase their high quality and high-grade image through high prices, enhancing the brand's image and value.

Stock-taking Strategy for Livestream

Increasing ATV

Increasing GPM

Boosting traffic

Increasing GMV

Stock-taking Strategy for Livestream

Product bundle			Significance of product bundle			
Category	Single SKU with multiple quantities	Multi-SKU combinations	Extremely high ATV	Extremely high GPM	Boosting traffic	Increasing GMV
Applicable category	Low-ATV consumables that require stocking	Requirements for richness and a variety of products in use simultaneously	Targeted goods of the product bundle			
			Bestseller product		High profit product	
Livestream with a single product	Bestseller product	Traffic driver and bestseller product	High profit product		High profit and bestseller product	
	Test whether a product can become a high-profit and bestseller item through product bundle testing. If successful, proceed; otherwise, consider abandoning.		Please exert more effort			

Common Principles for Product Arrangement Order

Category Consistency

The products recommended during the livestream need to align with the main category or theme of the Livestream. This ensures a seamless match with viewers' interests and purchase intent. For example, if the Livestream highlights fashion, focus on recommending products related to clothing during the livestream. This ensures better fulfillment of viewers' needs and an improved conversion rate.

Price Cohesion

Prices of traffic drivers should have a logical connection to those of bestsellers to better attract viewers and drive purchases. Typically, the prices of traffic drivers need to be slightly lower than those of bestsellers to attract attention, without making viewers perceive bestsellers as overly expensive.
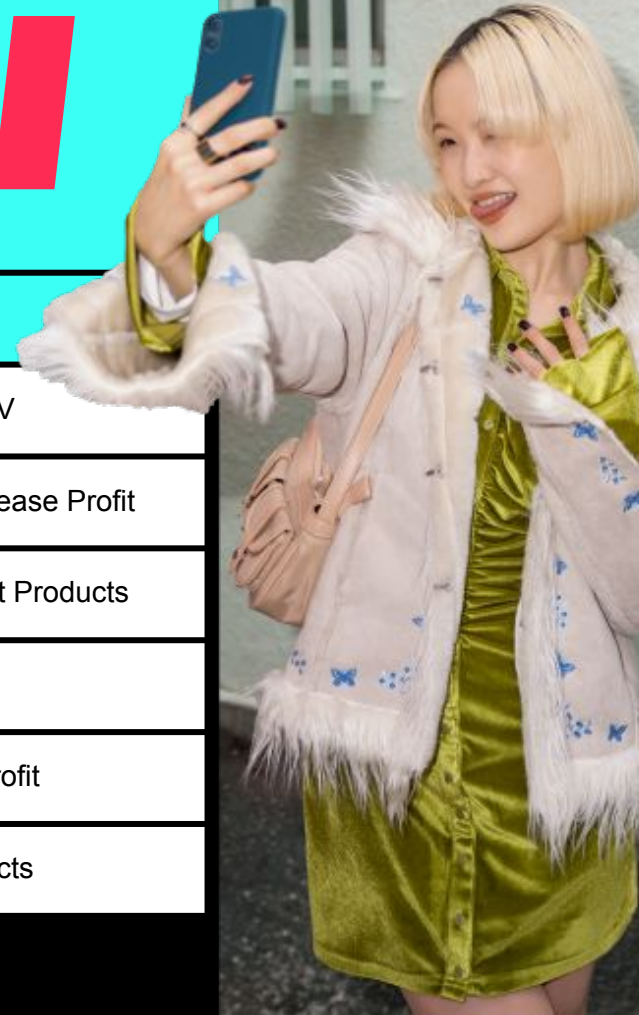
Diversity and Variety

Traffic drivers and bestsellers should belong to the same category, but they should exhibit differences in appearance and attributes. This diversity caters to varied consumer needs. For example, if the traffic driver is a simple, minimalist-style dress, the bestseller could be a dress with compelling design and higher quality. This not only attracts viewers but also offers them a greater variety of choices, thereby boosting purchase and conversion rates.

Create a Product Arrangement Plan
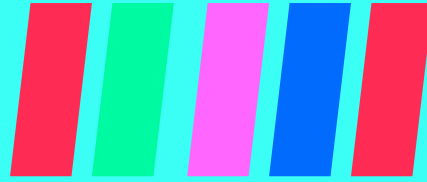
Product Grouping	Function
traffic drivers + bestsellers	Drive traffic ->Increase GMV
traffic drivers + bestsellers + profit products	Drive traffic -> Increase GMV -> Increase Profit
traffic drivers + bestsellers + regular products	Drive traffic -> Increase GMV -> Test Products
Continuous bestsellers	Increase GMV
Bestsellers + profit products	Increase GMV -> Increase Profit
Bestsellers + regular products	Increase GMV -> Test Products