

TikTok Shop Singapore Affiliate Creator Playbook



 **TikTok** Shop

Content

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01

Welcome to TikTok Shop



Introducing TikTok Shop for Creators

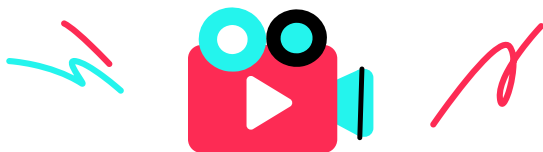
TikTok Shop allows creators like you to showcase and sell products directly on TikTok through a complete in-app shopping experience. Affiliate creators can drive their audience to browse shoppable content through videos and LIVE sessions.

By joining TikTok Shop for Creators, you can:



Connect with brands and easily find products to sell

Get paid commission on sales made via your content

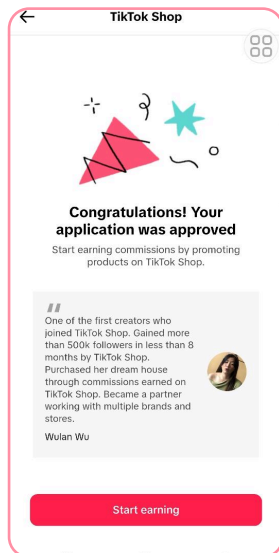
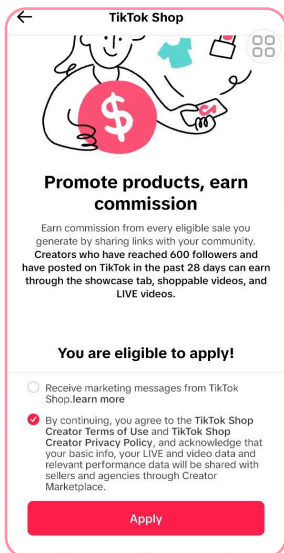


Help brands reach a wider and more diverse audience by recommending their products in videos and LIVEs

How to Join

Creators can join TikTok Shop by applying in-app as follows:

1. In the TikTok app, tap **Profile** at the bottom.
2. Tap the **Menu** ≡ button at the top, then select **TikTok Studio**.
3. Tap **TikTok Shop for Creator** under the Monetization section.
4. If you meet the eligibility requirements, you will be able to tap on **Apply** after agreeing to the Creator Terms of Use and TikTok Shop Privacy Policy.



Your application will be reviewed in the next 7 days, and you will receive a notification about your application status.

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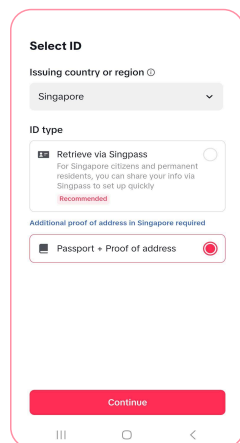
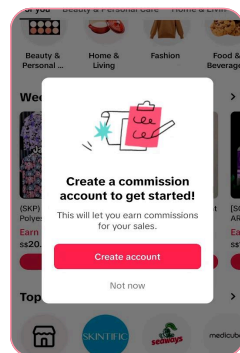
Getting Started



Setting up your commission account

After joining TikTok Shop, you will need to set up a commission account to be able to start selling and earn commission. You will be prompted to set up your commission account when adding products to your showcase via a pop-up:

1. When prompted to create a commission account, tap **Create Account**.
- 2a. For Singapore Citizens and Permanent Residents, tap **Retrieve via Singpass** to sync your information and complete your account.
- 2b. For non-Singaporeans, tap **Passport + Proof of address** to fill in your information and complete your account.
3. Once your information has been reviewed, you will be able to start adding products to your showcase for sale.

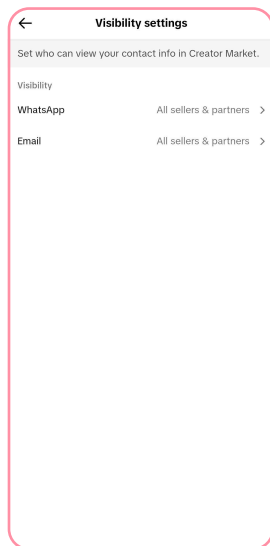
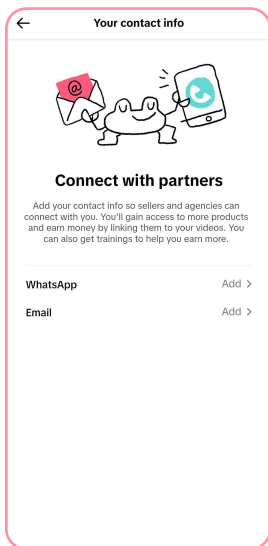
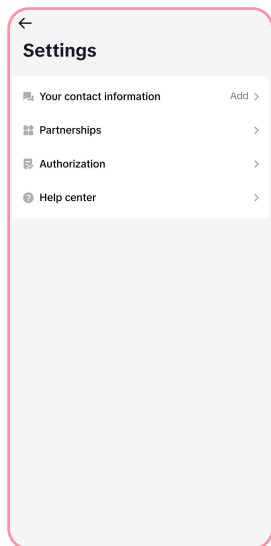


Note: Your name cannot be changed once it is submitted, so make sure that it matches the name on your beneficiary account!

Add contact information

Adding your contact information in TikTok Shop can help increase your visibility with Sellers who can then directly connect with you for possible partnerships or collaborations. To add your contact information:

1. In TikTok Shop Creator Center, tap the **Menu** button at the top to enter Settings.
2. Tap **Your contact information**.
3. Tap **Add** to fill in your WhatsApp and Email information.
4. Once your contact information is saved, you can manage their visibility by tapping the **Settings symbol** at the top to enter Visibility settings.



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Starting your Selling Journey

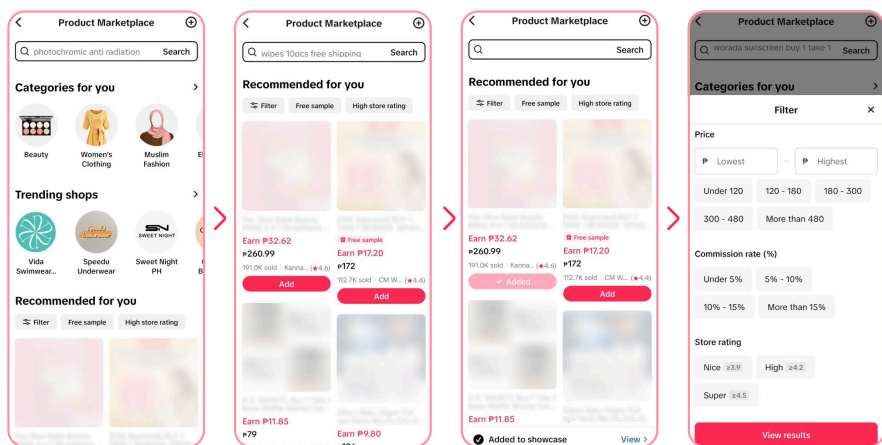


Add products to your showcase

Any product added to your showcase is visible to users who can purchase directly from there, and can also be added to your videos or livestreams to be sold. You can add products to your showcase in any of the following ways:

Add from Product Marketplace

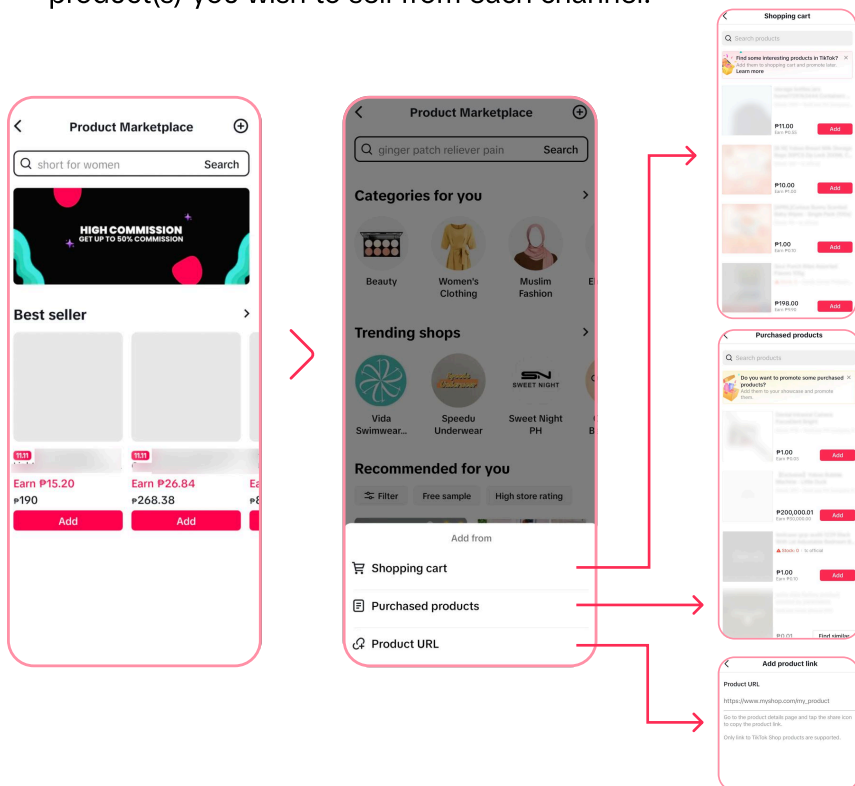
1. In TikTok Shop Creator Center, tap **Go to Product Marketplace**.
2. In Product Marketplace, browse for product(s) you wish to sell and tap **Add** to add them to your showcase



Add products to your showcase

Add from Shopping cart / Purchased products / Product URL

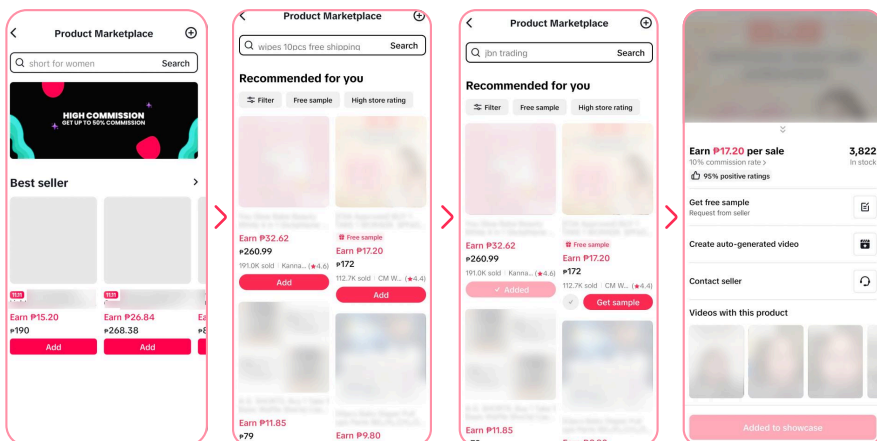
1. In TikTok Shop Creator Center, tap **Go to Product Marketplace**.
2. In Product Marketplace, tap on + sign at the top and tap **Shopping cart**, **Purchased products** or **Product URL** to select product(s) you wish to sell from each channel.



Request for free samples

Displaying physical product samples in your videos or livestreams improves the credibility of the products by leveraging on your content. You can request free product samples from Sellers to feature in your videos or livestreams, which will ultimately help you to earn more commission from sales made via your content. To request for free samples:

1. In Product Marketplace, tap on product(s) with Free Sample tag.
2. In the respective product detail page, tap **Request** on the Free Sample banner.
3. Add your personal information and submit for the Seller to approve and ship the product to you.



Request for free samples

After receiving free samples, you are required to feature the product in your content as follows:

- The product must be linked to the content
- For livestream, the sample must be featured for at least 10 minutes
- For short video, the video must be public and online for at least 3 days
- The content must be posted within 14 days of receiving the product

Policies & Guidelines



Terms of Use & Privacy Policy

Remember to always follow the guidelines outlined in our [Creator Terms of Use](#) and [TikTok Shop Privacy Policy for Creators](#). For Singapore creators, please also adhere to all relevant guidelines including [TikTok Shop Prohibited Products Guidelines](#), [TikTok Shop Restricted Products Guidelines](#), [TikTok Shop Content Guidelines](#), [TikTok Shop Intellectual Property Policy](#), [TikTok Shop Creator Performance Evaluation Guidelines](#), and [TikTok Community Guidelines](#).

Failure to do so may result in you not being able to access or use functions we offer through TikTok Shop.

Learn more!



For more details, scan the following QR code to access the TikTok Shop for Creators Help Center for useful articles on how to navigate TikTok Shop.





Thank you!

A thick, stylized cyan brushstroke that underlines the text "Thank you!" and curves upwards at the end.

 **TikTok** Shop