

TikTok Shop

Top Tips for Livestream (Before)



Teaser video & Calendar Reminder

Before Live

Teaser video

- Livestream start date & time
- Unique selling points (hot products, highest discount, gimmicks, collab influencers)
- Your TikTok handle name
- CTA (activate reminder/follow account)

Calendar Reminder

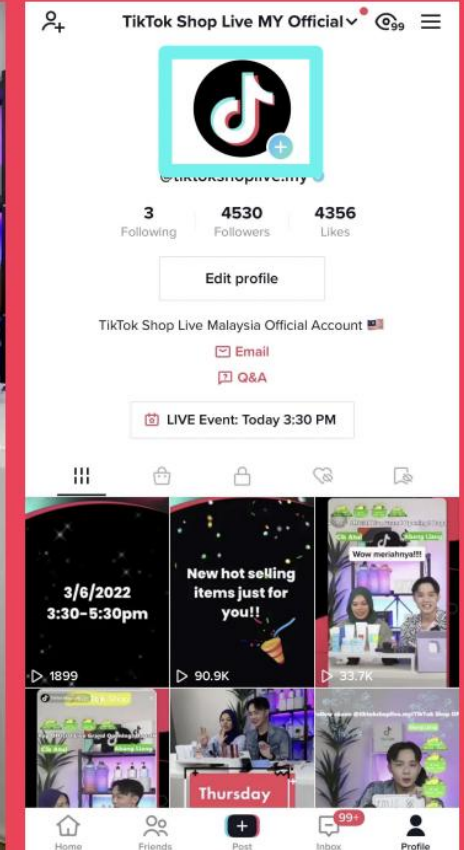
Share your livestream teaser on TikTok Stories



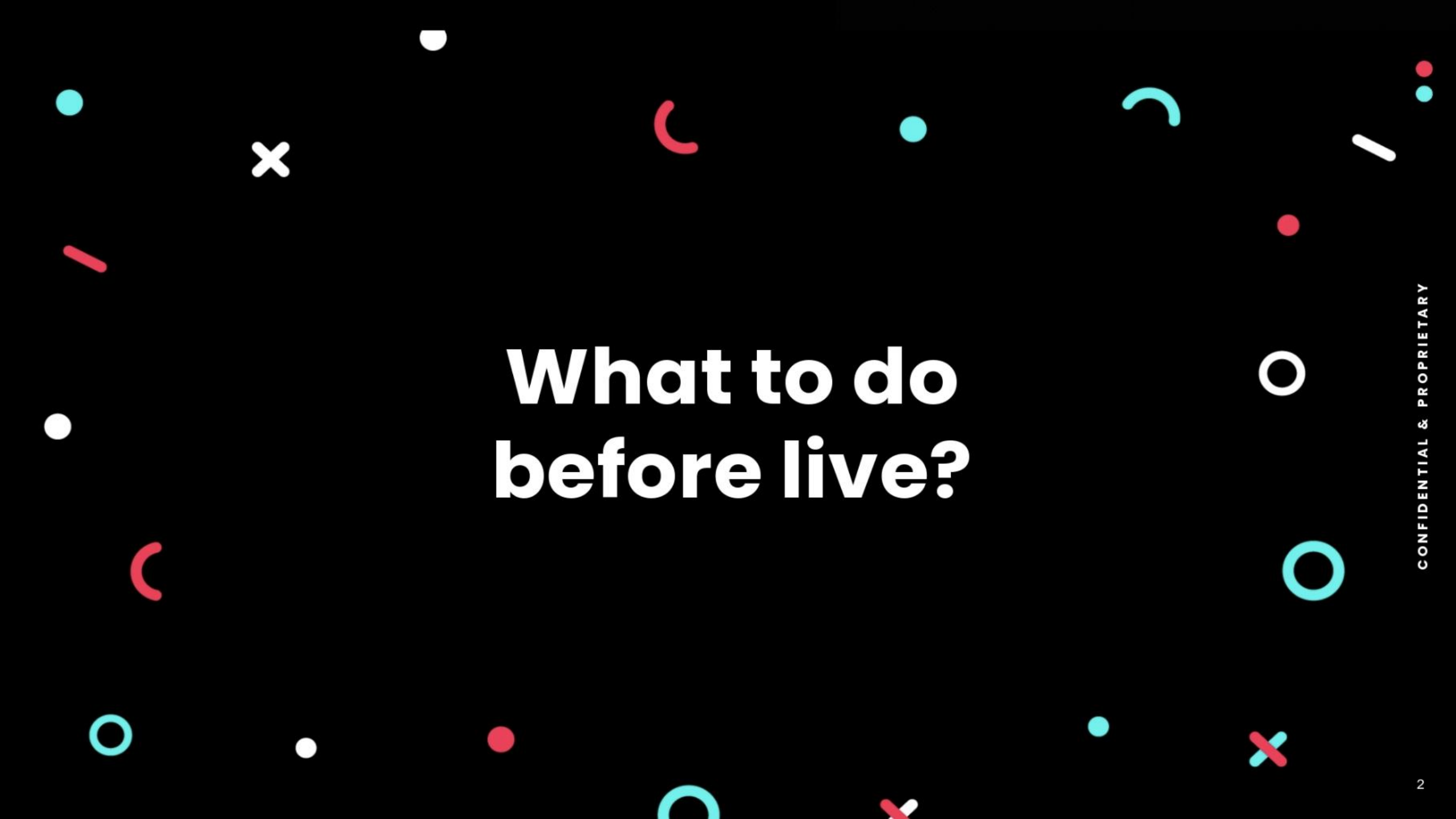
Teaser video on the D-1 and D-Day



Insert countdown sticker in your video

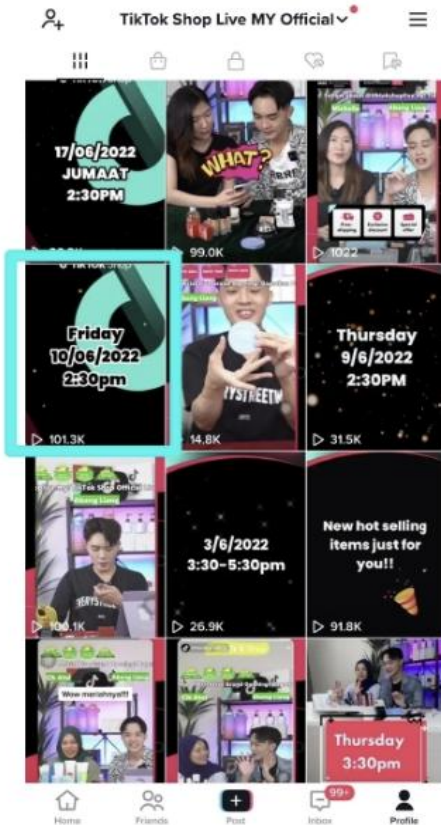


Post reminder on TikTok Stories

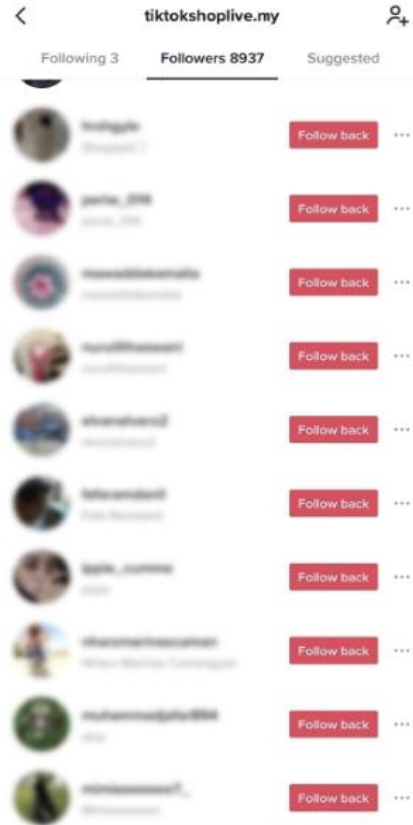
The background is black and filled with various abstract geometric shapes. These include small solid circles in teal, red, and white. There are also larger hollow circles in teal and white. Some shapes are partial, appearing as arcs or segments. A white 'x' mark is located in the upper left quadrant, and a red 'x' mark is in the lower right quadrant. A white 'x' mark is also visible near the bottom center. The overall aesthetic is modern and minimalist.

What to do before live?

Research your Target Viewers



@tiktokshoplive.my short videos highest views comes from **makeup & skincare product**



@tiktokshoplive.my followers are **young female & moms** (based on profile picture)

- **See what content engage best with your followers** (short videos with highest views/likes/comments)
- Check your followers' account- see what videos they posted/liked, what type of accounts they followed
- Try to define your product categories and livestream schedule & theme based on target viewers' age, gender & purchase power

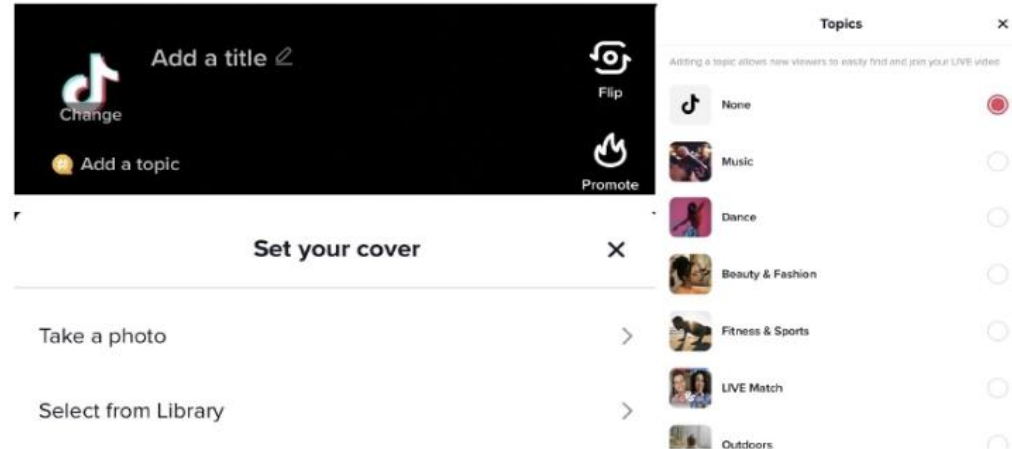
Necessary Pre-Livestream Preparation

Tips 1: Add products in advanced

Why?

Going through product selection during livestream would waste the audience time and make them more likely to leave.

Tips 2: Set up live cover & title

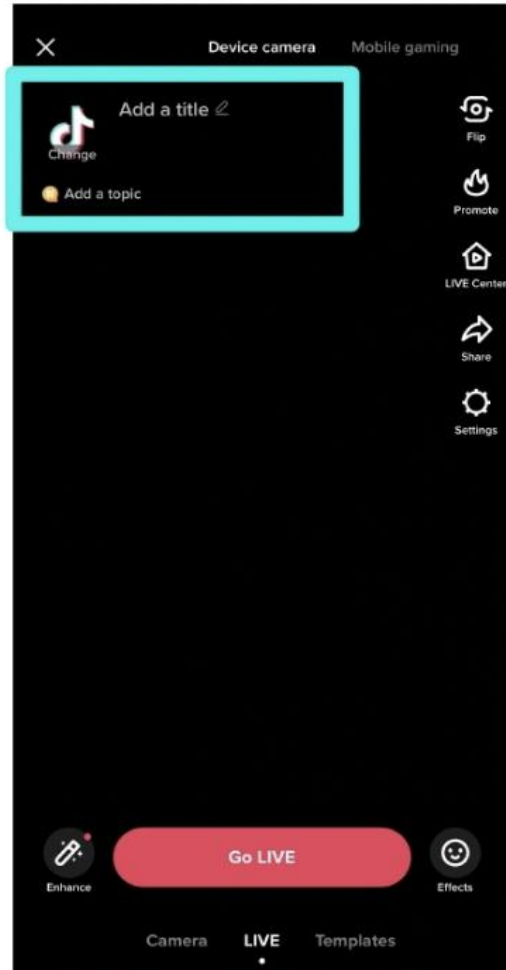


Tips 3: Ensure products are in LIVE status



Don't forget to make sure you have stable internet connection throughout the livestream!

Live Cover, Title & Topic



Add title & topic



How it appears in LIVE

Use catchy title such as:

- Bringing new products and promo to you!
- Selling the hottest items on TikTok Shop!
- Mari Mari! Promo Hebat awaits you!

Use relevant topic to your products:

- E.g. If you are selling skincare and makeup, choose Beauty & Fashion

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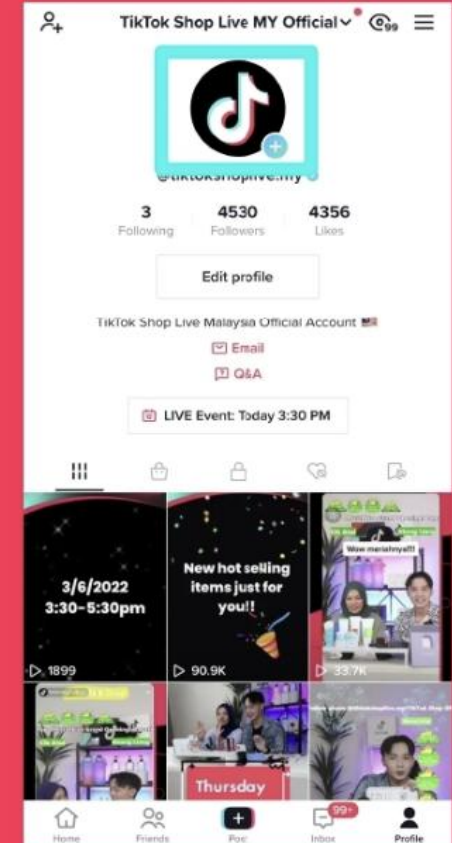
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Teaser video on the D-1 and D-Day

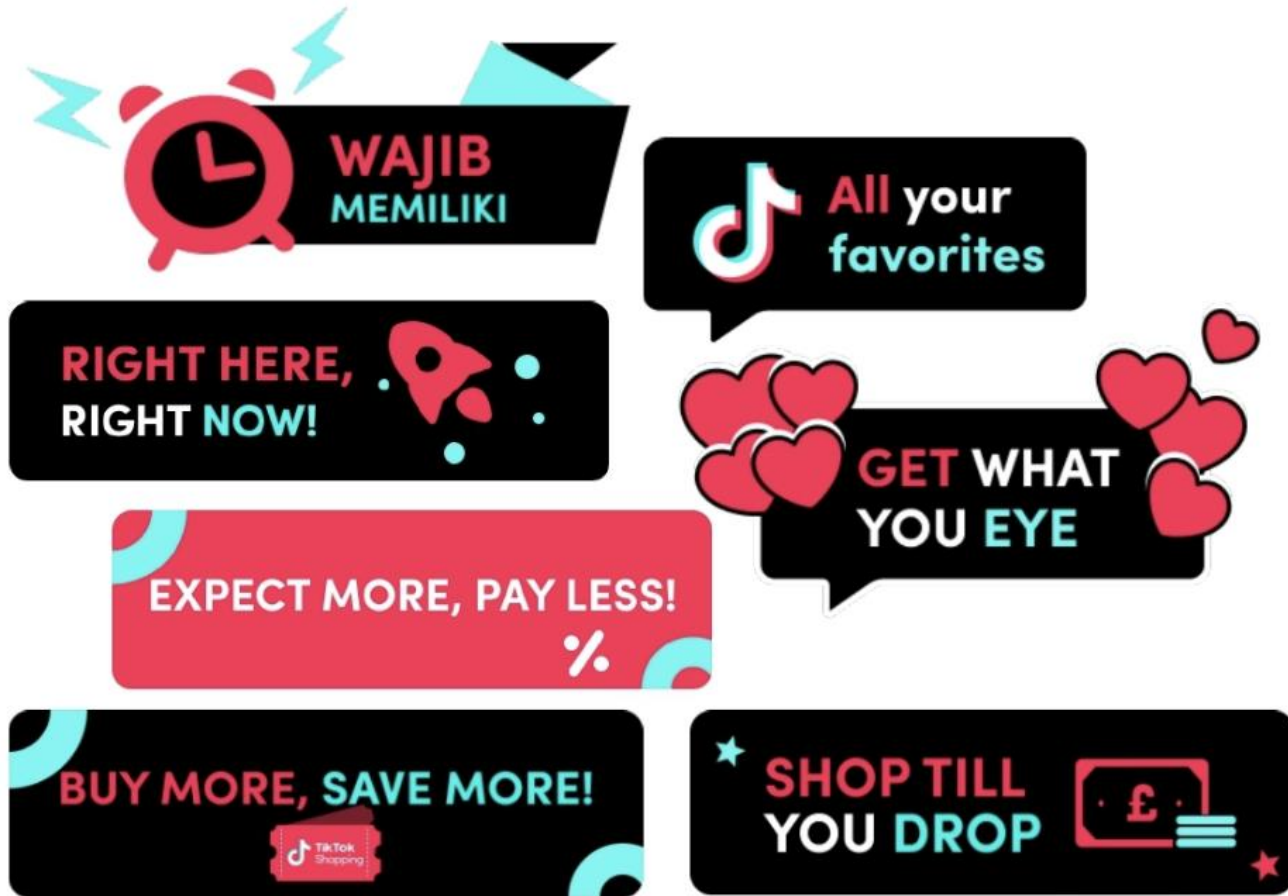


Insert countdown sticker in your video



Post reminder on TikTok Stories

Tips: Prepare & utilize slogans & jargons



Create your own slogans

To support your online persona, utilize slogans to emphasize the unique selling point in your short video/livestream/TikTok profile caption/other social media.

Tips: Check Mirror Function

Avoid Reversed Image

If you have items with writings, don't forget to activate mirror function on your livestream to **avoid reverse UI image on viewers' side.**

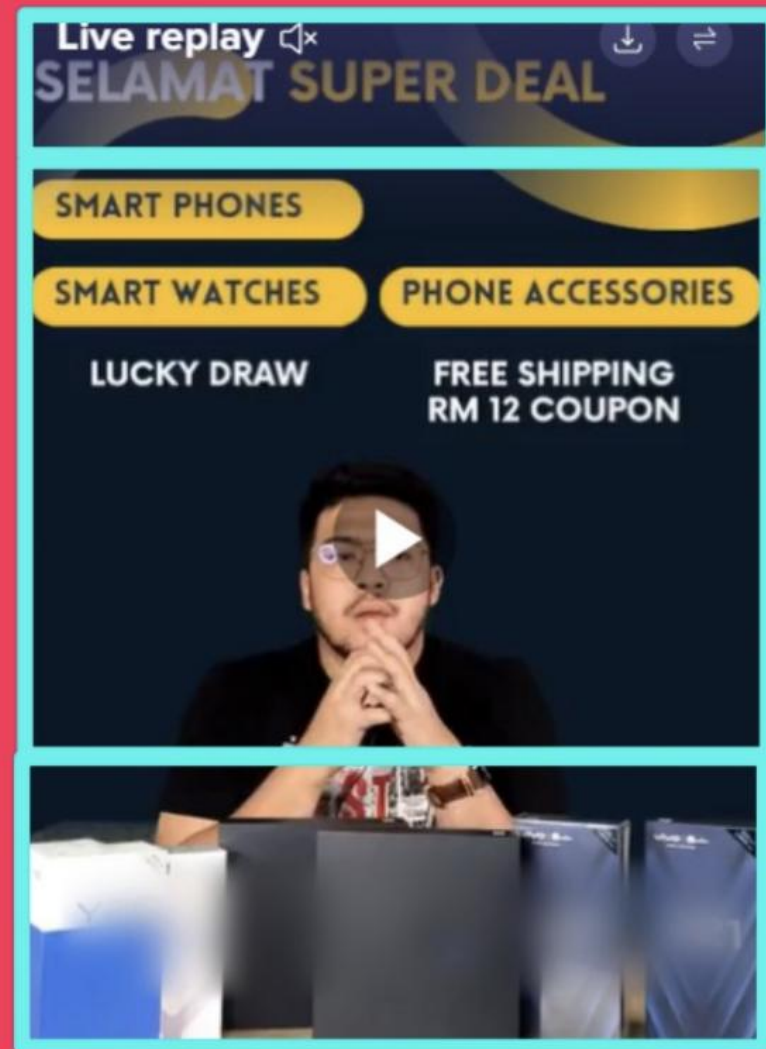
Best to do a dress rehearsal to check whether all video setup is working properly.



Tips: Prepare Host-Background & Rehearse

Follow the 121 Rule

- **Top of the screen:** leave 1/4 space for brand logo and product stickers
- **Middle of the screen:** Make sure host is taking 1/2 of the screen. Host should keep him/her eyes on the camera.
- **Bottom of the screen:** The table occupies 1/4 space of the screen to display products



Also: Group your products based on similar brand/packaging color – create a layered display! (from small to big)

Tips: Prepare Cue Cards

No.	Event	Duration	Time	Description
1.	Opening: - Greetings - Benefits of Today - CTA	5 min	10:00-10:05	Hi everyone, welcome to livestream 'Heroes at Home' with me {host name}. Oh, hello {viewers name}, thanks for coming to this livestream, where are you from? How are you today? Today there will be a FLASH SALE of Brand X Smartphones 2021 from RM1,200 discounted by 20% to only RM960, more discount on Air Fryer, Smart TV, and a lot more home appliances cheaper by up to RM240. Near the end of this live there will be cash giveaway with total value of 5k only for my followers. So click follow now & don't forget to stay tune!
2.	Product 1: Brand X Air Fryer 4.5L, 800 W, disc 30%, RM360 to RM251.99	10 mins	10:05-10:15	You want to eat fried foods but are afraid of cholesterol? I have the newest Air Fryer for you from Brand X with 4.5 L capacity. I have tried this to bake a large-sized cake and it fits! Power is 800 W so no need to worry about the electricity bills! Cheapest price out of all e-commerce, discount 30%, from RM360 now only at RM251.99!



 TikTok Shop

Let's start now,
we're waiting for
you!