



 **TikTok** Shop

# Livestream Playbook.

**Livestream Alchemy:**  
**Transforming Views into Sales**

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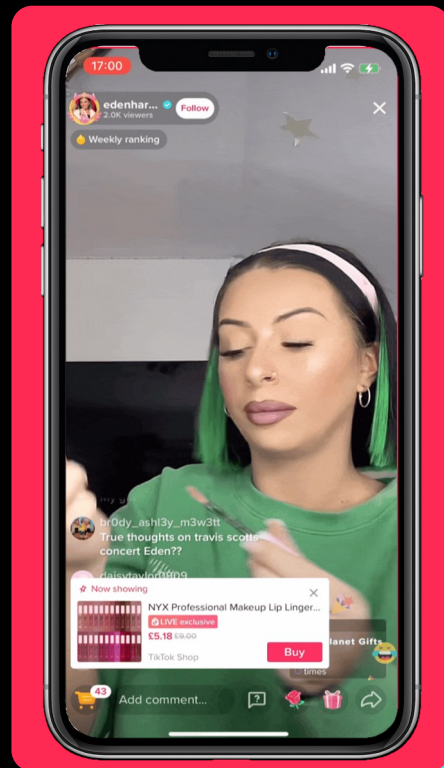


# Understanding Why Livestreaming Matters:

Engaging in livestream sales with **TikTokShop** offers a range of benefits that can contribute to the success of your business. Here are some key advantages:

**85%**

of TikTok users said they take action after watching a TikTok. 1 in 4 TikTok users globally said they either research a product, or even make a purchase after watching TikTok<sup>1</sup>





## 1. Increased Visibility

**Algorithm Boost:** TikTok's algorithm often prioritizes live content, increasing the visibility of your stream and potentially attracting a larger audience.



## 2. Real-Time Interaction

**Immediate Engagement:** Livestreams allow you to connect with your audience in real time, fostering immediate interaction and building a sense of community.



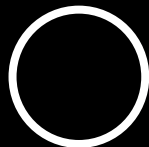
## 3. Enhanced Product Showcase

**Demonstrate Products:** Livestreams provide an opportunity to showcase your products in action, allowing viewers to see how they work or look in real life.



## 4. Brand Loyalty

**Build Loyalty:** Consistent and engaging livestreams can foster brand loyalty, as viewers develop a connection with your brand and look forward to your content.



## 5. Social Proof

**User-Generated Content:** Encourage creator in your network to share their experiences and feedback during the livestream, creating user-generated content that serves as social proof for your products.



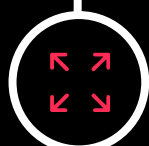
## 6. Exclusive Offers and Promotions

**Limited-Time Deals:** You can offer exclusive discounts, promotions, and special deals during your livestreams, creating a sense of urgency and encouraging immediate purchases.



## 7. Cross-Promotion Opportunities

**Collaborations:** Explore collaboration opportunities with creators or other sellers for joint livestreams, expanding your reach to new audiences.



## 8. Data and Analytics

**Performance Metrics:** Access analytics and performance metrics after each livestream, allowing you to measure engagement, track sales, and refine your strategy.



# Understand **Livestream Journey**

*Optimizing the viewer journey during your livestream is crucial for gaining traffic, increasing engagement rates, and maximizing watch duration. Here's a comprehensive guide to help you optimize each stage of the viewer journey.*

**1**

**Pre-Livestream:  
Building  
Excitement and  
Promoting**

**2**

**Livestream  
Kickoff: Engaging  
Introduction**

**3**

**Interaction Tips for  
Livestream: Boosting  
Engagement**

**4**

**Promoting Watch  
Duration:  
Retaining Viewers**

**5**

**Closing the Deal:  
Inspiring Action**

**6**

**Post-Livestream:  
Keeping the  
Interest Alive**





# Lets Get Started





Chapter

1

# Pre-Livestream: Building Excitement and Promoting

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The "Pre-Livestream: Building Excitement and Promoting" phase is important for building excitement, awareness, and anticipation among your audience before the actual livestream event. Here's a more detailed breakdown of this phase.

### *Technical Preparation*

## **1 Check Equipment**

- Ensure that your smartphone or camera is in good working condition.
- Test your microphone and camera to ensure clear audio and video quality.

## **2 Stable Internet Connection**

Connect to a reliable and stable internet connection to prevent disruptions during the livestream.

### *Content Preparation and Acquiring Customer Strategy*

## **3 Announcement Video**

- Create a short teaser video announcing your upcoming livestream. This video should be visually appealing, exciting, and include key details (date, time, and purpose of the livestream).
- Use engaging visuals and music to capture attention quickly.
- Mention any special guests, exclusive products, or activities planned for the livestream.

## **4 Countdown Sticker:**

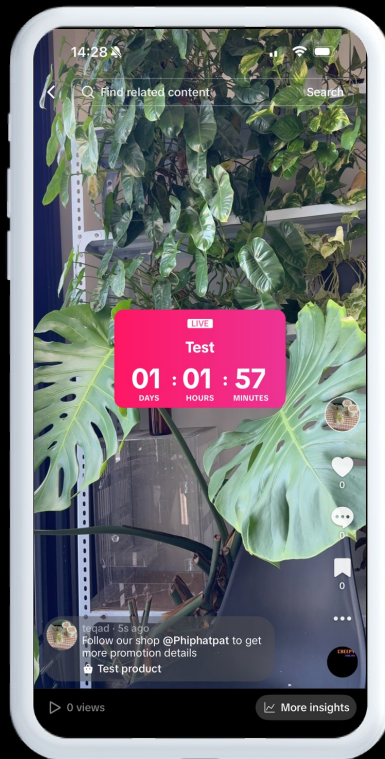
- Use TikTok's countdown sticker in your announcement video. This sticker allows your followers to set reminders for the livestream.
- Place the countdown sticker strategically, making it visible and easily accessible for viewers.

## **5 Storytelling:**

Highlight the value viewers will gain by attending the livestream, whether it's exclusive discounts, behind-the-scenes content, or interactive activities.

# LIVE Teaser Video

- Publish on TikTok or the store's various social media channels.
- Publish a short video **3 days** in advance, or **7 days** before the livestream



Insert Countdown Sticker

Add Recommended Product

Mention to follow your Shop Account



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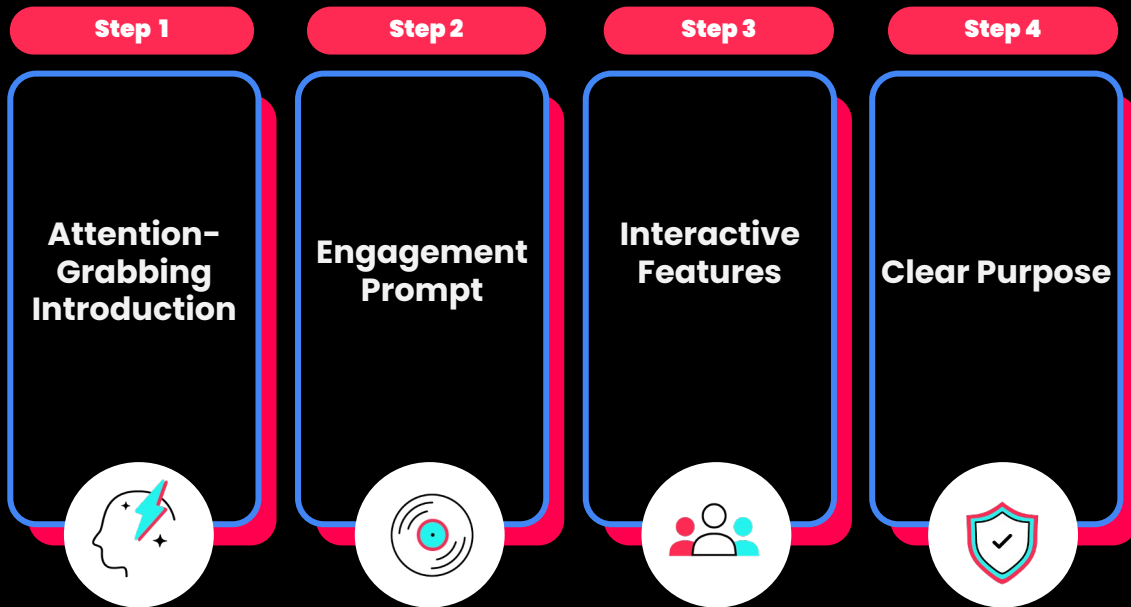
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# Livestream Kickoff: Engaging Introduction



The "Livestream Kickoff: Engaging Introduction" phase is all about kicking off your livestream with **energy, enthusiasm, and a compelling introduction.**

it sets the tone for the entire livestream and helps capture the attention of your audience right from the beginning. Here's a breakdown of key elements:



# 1

## Attention-Grabbing Introduction



### 01 **Dynamic Entry**

Start your livestream with a dynamic and attention-grabbing entry. This could involve using music, visually engaging graphics, or any other creative element that captures the viewer's attention immediately.

### 02 **Welcome Greeting**

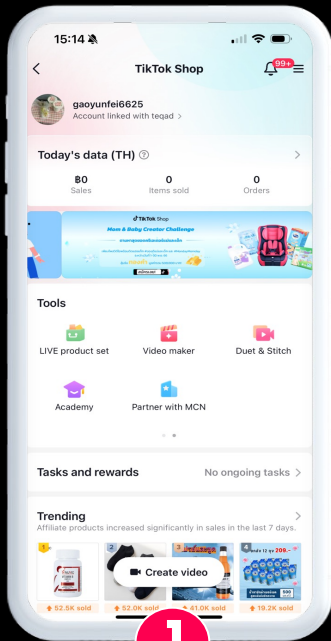
Greet your audience warmly and express your excitement about the livestream. Make them feel valued and appreciated for joining.

### 03 **Clear Purpose Statement:**

Within the first few seconds, clearly state the purpose of the livestream. Let viewers know what they can expect, whether it's **product showcases**, **exclusive offers**, or engaging content.

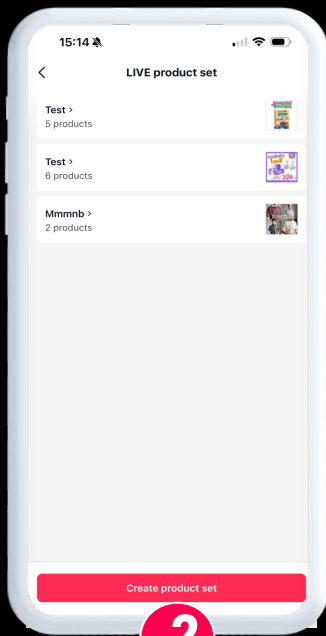
# Live Product Set

enables you to preselect a group of products that you would like to display during your livestreaming session. This makes it more convenient for you to organize products into different themes to achieve various goals for your livestream. It also reduces the steps required during the live session



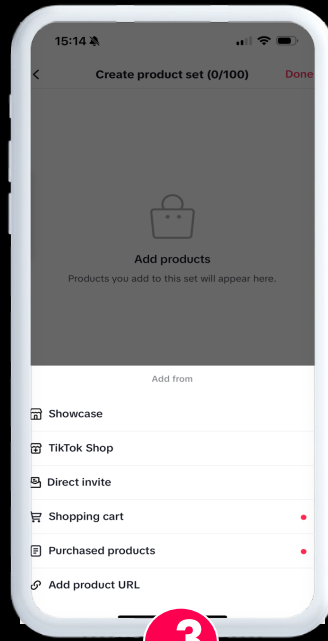
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Go to TikTokShop Center  
> Tools



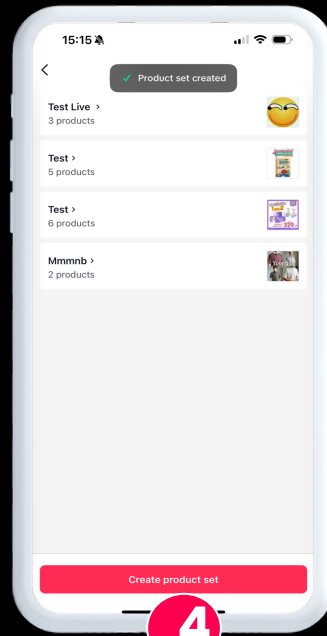
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Click Create Product Set



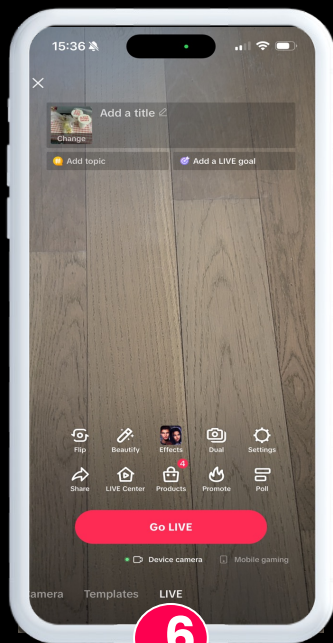
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You can select Product from  
different sources



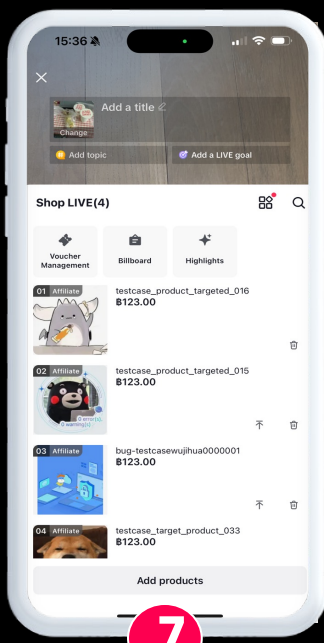
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Once your product set has  
been create successfully,  
you will see toast notification



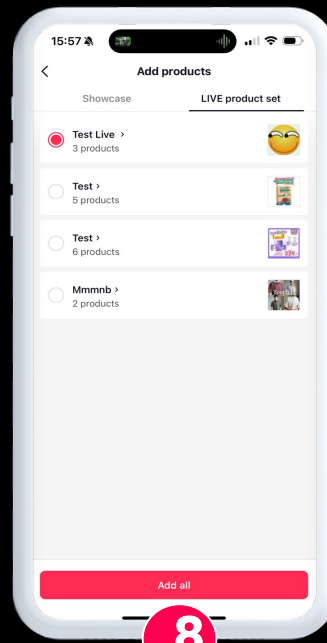
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Go to Live Screen and click on "Products"



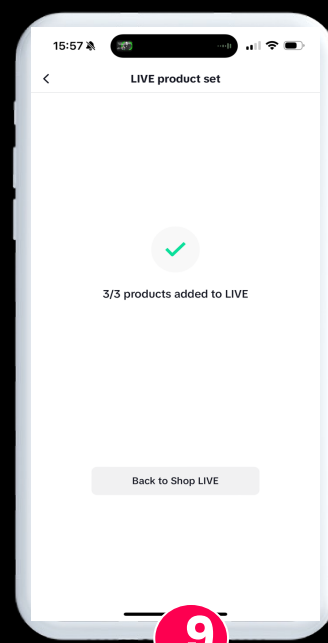
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Click Add Products



8

Click on Live Product Set tab and select product set u want



9

You can see the confirmation once your product set has been added successfully

# 2

## Engagement Prompt



### 01 Encourage Early Interaction

Right at the beginning, encourage viewers to engage with the livestream. This could involve asking them to comment with emojis, share where they're tuning in from, or respond to a poll.

### 02 Setting Expectations

Communicate what viewers can expect during the livestream. If you have specific segments or activities planned, briefly mention them to build anticipation.

### 03 Express Gratitude

Take a moment to express gratitude for your viewers' presence. Thank them for joining and let them know you appreciate their time.

# 3

## Interactive Features



### 01 **Introduce Interactive Elements**

Let viewers know that the livestream will be interactive and that their participation is encouraged. Mention that you'll be responding to comments, asking questions, or running polls throughout the stream.

### 02 **Show Examples**

If you have interactive elements planned, show examples or briefly explain how viewers can participate. This could include using specific hashtags, responding to questions, or voting in polls.

### 03 **Engagement Call-to-Action**

Include a call-to-action for engagement. For example, ask viewers to send gift if they're excited, comment with their favorite emoji, or share the livestream with their friends.

# 4

## Clear Purpose



### 01 Reiterate the Purpose

Reinforce the purpose of the livestream. Remind viewers why they should stay tuned and what value they will gain from watching.

### 02 Highlight Exclusive Content

if there's exclusive content, deals, or announcements planned, tease them again at the beginning to keep viewers intrigued.

### 03 Create Curiosity

Spark curiosity by hinting at something exciting that will be revealed later in the livestream. This encourages viewers to stay engaged to discover more.

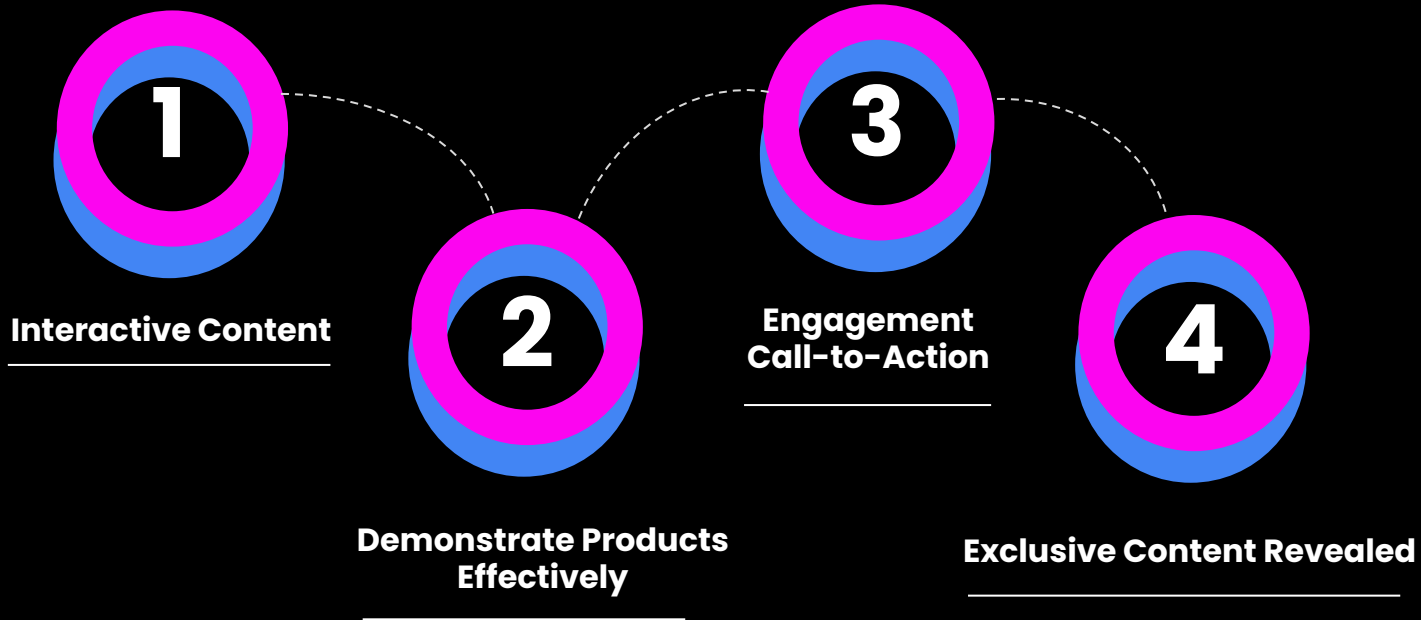


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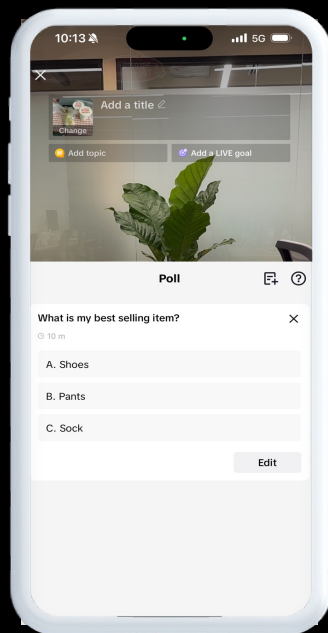
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# Interaction Tips for Livestream: Boosting Engagement

“Interaction Tips for Livestream: Boosting Engagement” is where you aim to keep your audience actively involved, excited, and connected throughout the entire livestream and can ultimately lead to higher retention and engagement rates. Here's a detailed breakdown:

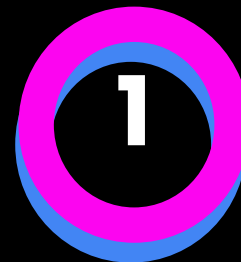
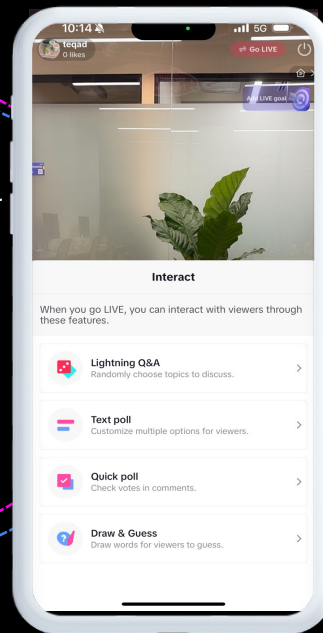


Incorporate polls, Q&A sessions, and shoutouts to keep viewers engaged. Leverage TikTok's interactive features to their fullest extent.



1.  
Utilize the Poll  
feature to  
engage with your  
during live  
sessions.

2.  
Explore other  
interactive tools  
available to  
elevate the live  
atmosphere to  
new heights.



**Interactive Content**

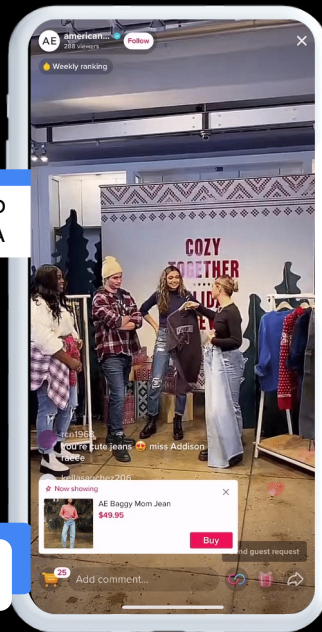
2

## Demonstrate Products Effectively

Showcase your products in action, emphasizing their features and benefits. Answer common questions and address viewer inquiries.

Use Sticker to highlight CTA

Pin highlighted Products



Ensure the product is prominently displayed in a clear position

3

## Engagement Call-to-Action

Unveil exclusive content, discount, or product giveaway during the livestream to maintain viewer interest.

# Live Giveaway

LIVE Giveaway is a seller-funded interactive tool that allows sellers to run "giveaways events" and give out free prizes to viewers during a TikTok Shop LIVE session.

## Key Benefit

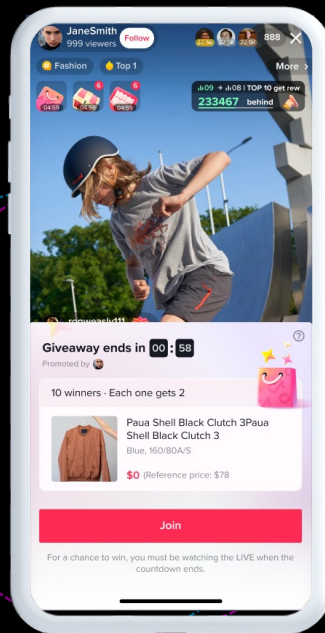
### 1 Increase Live Room Performance

The average watch time increased by **+6.39%** and the comment rate increased by **+5.48%**.

The average GMV per viewer of the host increased by 69.29% and GPM increased by 9.86%

### 2 Increase Traffic

LIVE Giveaway is able to help boost traffic significantly: +128% uplift of Live Feeds page view and +39% on Live room Page view.



4

Exclusive Content Revealed

More information: [Link](#)

# Creator Live Giveaway

it's a Seller-funded tool empowering Creators to host giveaway events during TikTok Shop LIVE. Sellers and Creators configure giveaway details, while viewers participate by completing tasks set by the host for a chance to win prizes.

## Key Benefit

### 1 Boost Engagement

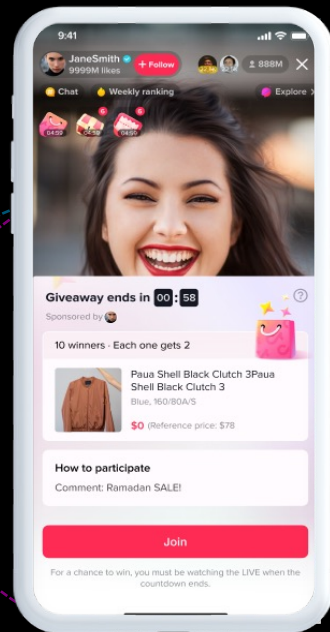
Creator LIVE Giveaway drives unparalleled engagement by immersing your audience in an interactive experience

### 2 Foster Customer Loyalty

The thrill and transparency of Creator LIVE Giveaway creates a deep sense of trust and loyalty among your customers, ensuring they remain devoted to your brand

### 3 Stand Out from the Competition:

Creators LIVE Giveaway sets you apart by offering a unique, dynamic, and unforgettable user experience, distinguishing your brand and leaving a lasting impression on your audience.



**Exclusive Content  
Revealed**

More information: [Link](#)



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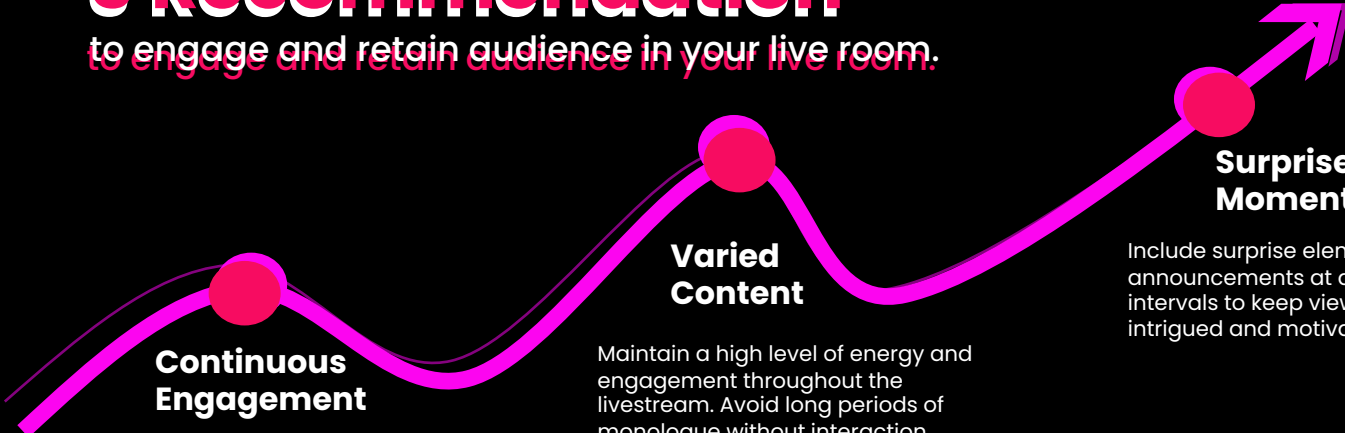
# Promoting Watch Duration: Retaining Viewers

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the goal is to keep your **audience engaged and watching for an extended period**. Retaining viewers throughout the livestream is essential for maximizing the impact of your content, increasing the chances of conversions, and building a strong connection with your audience. Here's a detailed description of this phase:

### 3 Recommendation

to engage and retain audience in your live room.



#### Continuous Engagement

Maintain a high level of energy and engagement throughout the livestream. Avoid long periods of monologue without interaction.

#### Varied Content

Maintain a high level of energy and engagement throughout the livestream. Avoid long periods of monologue without interaction.

#### Surprise Moments

Include surprise elements or announcements at different intervals to keep viewers intrigued and motivated to stay.

# Live Interactive Voucher

LIVE Interactive Voucher is a seller-funded promotional tool exclusively distributed during livestreams, which can be claimed and redeemed by buyers during checkout. The voucher type includes interactive tasks to increase engagement.



**Increase  
Average watch  
time of your  
Livestream**



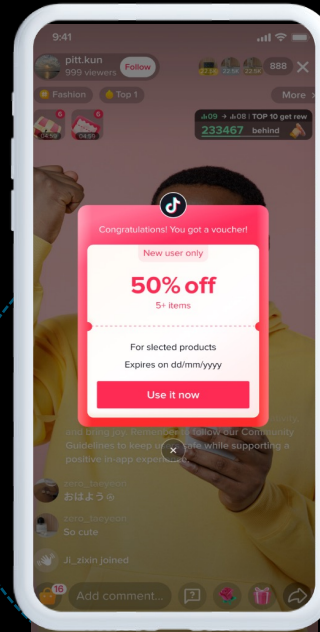
**Attract New  
Followers**



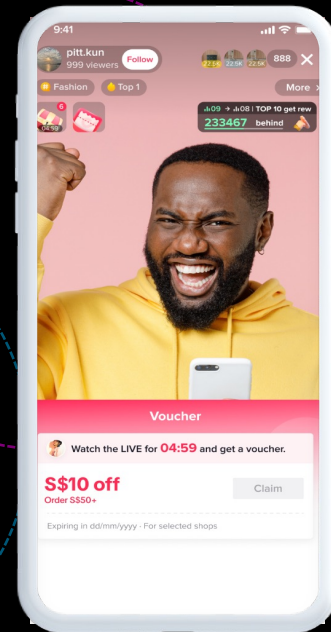
**Improve  
Livestream  
Engagement**

More information: [Link](#)

**Entry Point**



**Landing Page**





Chapter

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# Closing the Deal: Inspiring Action

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# Seize the opportunity to turn your viewers into buyers.

Prepare to reveal exclusive deals, compelling calls-to-action, and key strategies to convert your viewers into buyers. Elevate your live stream sale to new heights by utilizing our tools. Craft an exciting and unique experience for your audience with the most beneficial commercial deals

## 3 Things to consider

1

**Limited-Time  
Offers**

2

**Clear Call-to-  
Action**

3

**High Light Key  
information**

# LIVE Flash Deal

LIVE Flash Deal: A limited-time offer exclusively showcased in live stream sessions, enhancing engagement and driving conversions to new heights for sellers and buyers alike.

Recommended Feature



**Boost product sales during livestream**

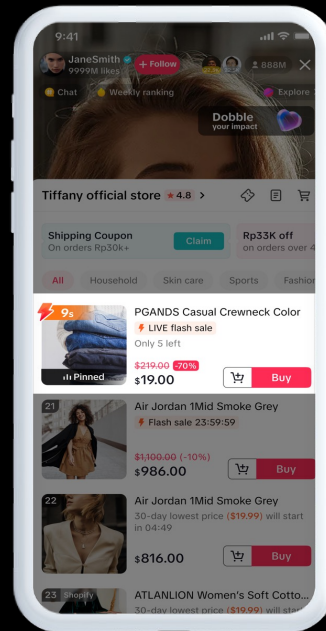
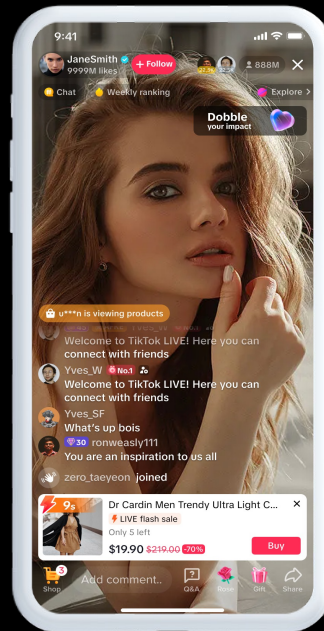


**Engage and retain your livestream audiences**



**Reward your livestream audiences with exclusive deals**

More information:

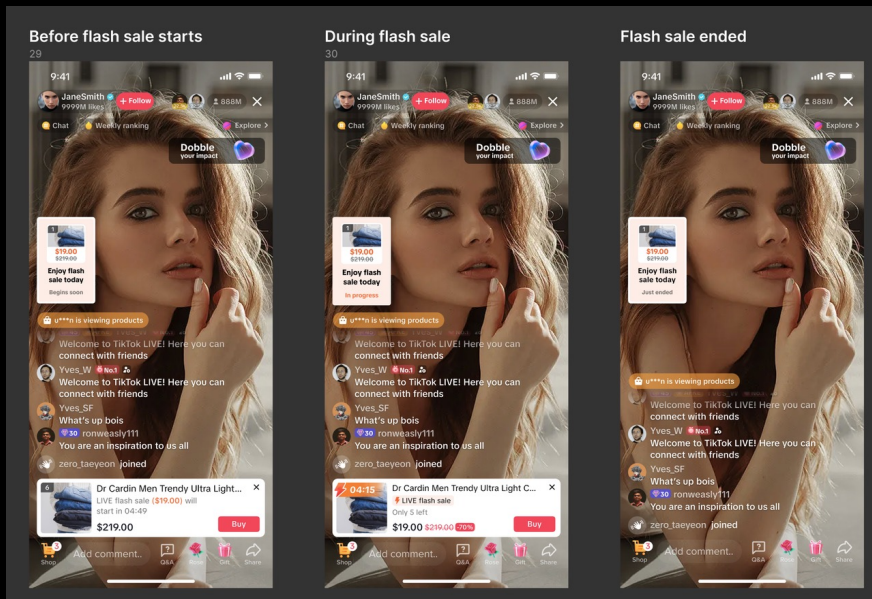


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# LIVE Billboards for Flash Deal

a specialized feature crafted to amplify the impact of the LIVE Flash Deal Promotion. What sets it apart is its unique ability to automatically populate the billboard canvas with LIVE Flash Deal promotion information.

Recommended Feature



Atmosphere  
Enhancement



Streamlined  
Communication



Time-  
Sensitive  
Promotions

More information:

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# Post-Livestream

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# Engagement: Sustaining Interest

As the curtains close on our live stream, the excitement doesn't end, welcome to the Post-Livestream Engagement phase! Here, we extend the connection beyond the stream, keeping the buzz alive. Discover behind-the-scenes insights, catch **exclusive post-stream content**, and let audience stay engaged with your shop.



### 1. Highlight Moments:

Create highlight moments or short videos from the livestream and share them on your TikTok profile to sustain interest.



### 2. Share the moment:

Encourage viewers to share their experiences or videos featuring your products. Share this user-generated content to build social proof.



### 3. Announce Future Livestreams:

Tease and announce future livestreams to keep your audience excited and engaged.



# LIVE Highlight

Automatically capturing key livestream moments, the platform generates perfectly timed clips that showcase product explanations. The top 3 clips, determined by the highest product clicks, become 'highlights.' Delivered to the host within 10 minutes of the LIVE session ending, these clips can be personalized and posted as TikTok with linked product anchors for maximum impact.



**Efficiently repost  
best-performing  
content for Short  
Videos**

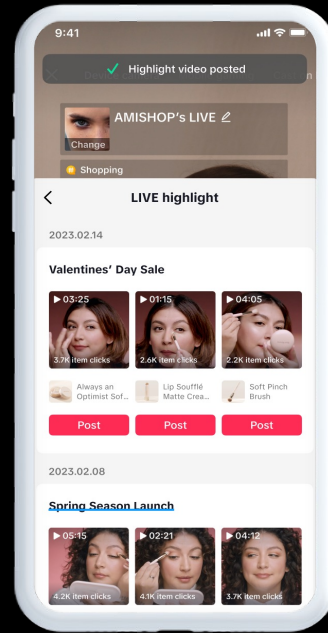
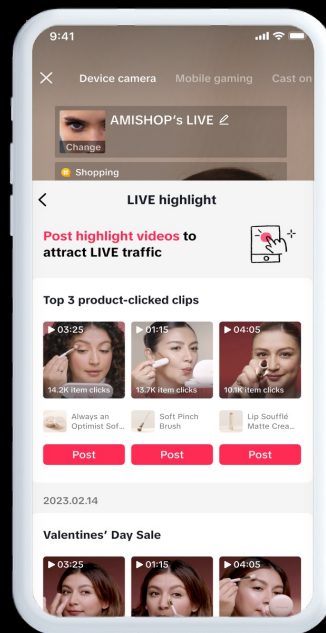


**Boost product  
exposure and  
increase  
conversions  
through Short  
Videos**



**Attract more  
traffic to your  
TikTok Shop**

More information: [Link](#)



**THANK YOU**  
**Please visit our Seller Center**  
**for more information**