

# THE NEXT STAGE OF ONLINE RETAIL: SOCIAL COMMERCE





# What is **social commerce** & why is it a game changer?

Social commerce or discovery commerce means that purchasing decisions are made and completed directly within social networks. Through personalized recommendations based on user behavior, users are made aware of products that match their interests. It shifts the classic online shopping process (search - store - purchase) to a spontaneous, impulse-driven and more emotional level.

## **Why is Discovery Commerce a game changer?**

- Spontaneous discovery: Users randomly come across products that match their interests while scrolling through their feeds, which can lead to spontaneous purchasing decisions.
- Integration into everyday life: Products are presented in the context of everyday activities and entertainment content, seamlessly embedding the purchase process into the user experience.
- Direct purchase impulse: The immediate availability of purchase options within the platforms facilitates the transition from discovery to purchase without the user having to switch applications.



**Fun fact:** More than half of Generation Z buy directly via social media - and the trend is rising!

# Understanding TikTok Shop: Functions, formats & potential

TikTok Shop is the native e-commerce solution from TikTok. It enables merchants to sell products directly via TikTok - integrated into the user journey. Important functions in the TikTok Shop:

- **Product links in the feed:** Highlight products directly in videos and offer them for sale
- **Shop tab in the profile:** Mini online store directly in the creator or brand profile
- **Livestream shopping:** Products are presented live, questions are answered and sales are generated

- **Affiliate program:** Influencers promote products and receive a commission

**What potential does the TikTok Shop offer you?**

- What potential does the TikTok Shop offer you? More conversions through a seamless purchasing process
- Direct interaction with target groups
- High-performance ads directly in native content style

TikTok Shop is particularly successful because it combines organic behavior with buying opportunities - without being intrusive.





# Why companies lose out if they don't keep up

Many companies continue to rely on traditional online marketing strategies - Google Ads, Facebook Ads or SEO. But the rules of the game have changed:

## Missed opportunities:

- Reach is built up organically by creators
- TikTok offers access to a young, high-consumption target group
- Those who are not visible are forgotten

## Buying behavior has changed:

- TikTok already influences the customer journey in the awareness phase
- The "discovery-to-purchase" path is shorter and more impulsive
- FOMO (Fear of Missing Out) and viral trends create pressure to act

## Brands that do not take action ...

- lose market share to more agile competitors
- do not appear innovative or relevant
- burn budget in inefficient channels

# Step-by-step: How to get started with your TikTok Shop

Step-by-step: How to get started with your TikTok Shop Getting started with the TikTok Shop is easier than many people think - and the perfect time to get started is now. It all starts with setting up your TikTok Shop account. To do this, you register your company via the official TikTok seller portal at <https://seller.tiktokglobalshop.com>. After successful verification, you can directly upload your first products and design your store page.

In the next step, you should enter your products carefully. Pay attention to appealing images, short, precise titles and, above all, descriptions that make the benefits of the product clear. Users on TikTok buy emotionally - so phrase it as if you were recommending it to a friend. If you already have an existing online store, you can use providers such as HeyConnect to synchronize your product catalog directly.

At the same time, you should optimize your TikTok Business account. A memorable user name, a clear profile picture and a meaningful bio with a call to action ("Discover the store now!") create trust and make it easy to get started. As soon as your profile is ready, it's time to create content: Regularly post short videos that show your product in use, answer common questions or solve a problem in a creative way.

Don't stick too closely to classic advertising formats - TikTok thrives on authenticity, humor and personality.

Another important step is to build up a network of creator partners right from the start. Use TikTok's Creator Marketplace or write directly to suitable micro-influencers. They can present your product in an organic way and motivate their community to buy. You can also use the affiliate program to award targeted commissions and thus build up more reach.

If you want to shift into the next gear, plan your first livestream. This is a huge opportunity to present products interactively, answer questions live and get in direct contact with your target group. A good livestream doesn't need to be glossy - the important thing is that you present yourself with energy, storytelling and a clear offer.

Finally, you should regularly analyze your numbers in the TikTok Seller Center. Which videos are working well? Which products are frequently clicked on but rarely bought? Based on these findings, you can continuously improve your strategy - and turn your TikTok Shop into a targeted new sales channel.

# Fulfillment for your TikTok Shop

Fulfillment for your TikTok Shop There are three main methods for fulfilling orders in the TikTok Shop:

## **Fulfilled by TikTok (FBT):**

TikTok takes over the storage, packaging and shipping of the products. Sellers send their goods to TikTok's partner warehouses, from where the orders are processed. Advantages include same-day and next-day deliveries. This option is currently available in certain regions and requires an application.

## **Self-fulfillment:**

Sellers are responsible for their own warehousing, packaging and shipping. This method offers full control, but requires efficient logistics and can be challenging with increasing order volumes.

## **Third-party logistics (3PL):**

Outsourcing of order processing to specialized logistics service providers such as FIEGE. 3PLs handle warehousing, picking, packing and shipping, which enables scalability and often lower shipping costs.

When choosing the right fulfillment method for the TikTok store, companies should consider various factors in order to find an efficient and scalable solution.

One of the most important aspects is the order volume: companies with high sales figures often benefit from the use of "Fulfilled by TikTok" (FBT) or third-party logistics services (3PL), as these systems enable professional and automated processing of large quantities. Another crucial point is the available resources. Those who opt for in-house shipping must invest in warehouse space, personnel and IT systems. This method offers full control, but poses a major logistical challenge, especially for smaller companies.

Flexibility also plays an important role - especially in the event of seasonal fluctuations in demand. 3PL service providers offer clear advantages here: they can flexibly adjust their capacities and thus enable smooth processing even during peak periods such as Christmas business or viral sales peaks on TikTok.

Last but not least, costs are crucial: companies should carefully analyze the fee structures of all fulfillment models - including storage costs, shipping fees and potential additional costs. A direct comparison between FBT, in-house shipping and 3PL helps to choose the most economically viable solution.

TikTok can generate sudden peaks in demand. A flexible fulfillment strategy and close cooperation with logistics partners are essential to manage such peaks.





# Success factors: How to use **Creators, livestreams & ads** correctly

---

## **Creator marketing:**

- Find micro-influencers with a genuine connection to the target group
- Pay less attention to follower numbers and more to engagement
- Give freedom for creative implementation - no classic advertising mailings

## **Livestreams:**

- Can be planned like TV shopping, but interactive
- Can turn spontaneous interest into immediate sales
- Livestreams with an entertainment factor and a clear call to action convert best

## **TikTok Ads:**

- Use Spark Ads to promote viral organic content
- Important: Native look & feel (no classic advertising style)
- Split testing of hook, content, call-to-action for optimization

## **Content types that convert:**

- "TikTok made me buy it"
- Before and after demos
- Creator reviews
- Unboxing & reaction videos

# Quick wins for your start

It's best to start with a product that has already proven itself - be it your bestseller or an item that is often in demand. Products with clearly recognizable benefits or an "aha effect" perform particularly well on TikTok. Simply pick up your smartphone and show how the product works or solves an everyday problem in a short, authentic clip. Perfection is not required here - what counts is the real, unembellished moment.

Another strong entry point is the use of current trends: whether viral sounds, memes or challenges - if you cleverly link them to your product, you catapult yourself directly into visibility. Formats such as "TikTok made me buy it" or "3 reasons why I never want to miss this product again" are particularly popular. Use text overlays with clear hooks such as "Why hasn't anyone invented this yet?" or "Save yourself 30 minutes a day!" - to immediately attract attention.

You can also build reach through active community behavior. Comment on viral videos, react to relevant content or answer customer questions directly in the video. TikTok rewards such interactions with additional reach. Also use creative tools such as green screen or reaction videos to respond to user feedback or product reviews - this creates proximity and strengthens trust.

At the same time, you can communicate exclusive TikTok offers - for example, discount promotions or small goodies just for TikTok customers. Short livestreams with exclusive deals, bundles or Q&A sessions are particularly effective. Just a dozen viewers can generate initial sales - if the added value and a clear call-to-action are right. And finally: let your community help shape your product. If someone asks whether your product is also available in a different color, respond with a video. This creates real dialog, which in turn generates new content - and that is the fuel for organic growth on TikTok.

These quick wins are not only easy to implement, but also have an immediate effect - whether in terms of reach, interaction or initial sales. The key is to simply get started, try it out, learn - and keep at it.



# TikTok Shop start checklist for companies

## Create & verify TikTok Shop account

**Create & verify TikTok Shop account:** Register your company and upload all necessary documents (e.g. trade license, tax number, bank details)

**Create products** with compelling information  
Create appealing product descriptions, use lifestyle images and optimize titles with keywords. Tip: Keep titles under 34 characters - this improves the display in the feed.

**Set up & optimize your TikTok business account**  
Use a uniform @handle, a high-quality profile picture and a clear bio with a call-to-action ("Discover the store now!").

**Check or create integration with store system**  
Link your TikTok store directly with your existing e-commerce system or logistics partner to synchronize stock levels and orders.

## Post your first organic videos

**Activate affiliate partners or creators**  
Use the TikTok Creator Marketplace or contact micro-influencers directly. Pay attention to niche fit & engagement, not just reach.

## Prepare & test livestream setup

Plan a 30-60 minute livestream with a clear topic ("live sale", "product presentation", "Q&A").

**Tip:** Use a ring light, external microphone and a simple script with discount promotions.

## Launch your first Spark Ads campaign

Use an existing organic post with good performance and promote it as a Spark Ad - it looks more authentic than traditional advertising.

## Build & actively involve the community

Reply to comments, ask questions in videos and take surveys. TikTok loves interactions and rewards active community management with reach.

## Evaluate analytics regularly & adjust content

Use the TikTok Seller Center & TikTok Analytics to track views, CTR and conversion rates. Recognize: Which hooks & formats work best?

## Obtain customer feedback & incorporate it into new videos

Show customer opinions, ratings or reactions in future clips ("Customer X tested it - this was her conclusion").

# Not hype but the **future** of online retail: TikTok is more than dance videos - it's your **next sales channel**

TikTok Shop not only offers a new sales channel, but also the opportunity to combine community, content and conversion in one place. Companies that get on board today have the chance to establish themselves as first movers without burning large advertising budgets. Now is the perfect time to get started.



**Want to get started with social commerce? We can help you.**

E-Mail:  
[sales@fiege.com](mailto:sales@fiege.com)