

Deep South Pout Gains 600 New Shoppers in 3 Days with Shoppable TikToks



600

new shoppers

3

days

2

shoppable TikToks

On a fast-paced platform like TikTok, shoppers have shorter attention spans and are more likely to engage with bite-sized content that can be quickly and easily consumed.

Last week, Deep South Pout set out to create winning shoppable TikToks with the CommentSold TikTok Shops integration.

Here's how they did it and how you can do it too!

✓ Step 1

Pick a product that is unique or a price that is compelling. For Deep South Pout, last year's Judy Blue shorts were the perfect pick. They offered a discounted price to drive impulse purchases and FOMO.

Note: Ensure you have a lot of quantity on hand!

✓ Step 2

When creating your TikTok, use stickers to highlight the price and your call to action. We recommend something like "Buy Now!"

✓ Step 3

After you post, reply to comments to engage customers! For Deep South Pout, 99% of shoppers were first time customers. It was important to engage with shoppers and create a positive first experience for them!

✓ Step 4

Once your post gains traction, use the reply to comment function to post a new follow-up video with additional products. TikTok's audience loves to see their interactions highlighted, and reply to comment videos encourage viewers to go check out the initial TikTok. You can even repeat this process multiple times to highlight different comments!

Note: Don't wait too long to create your follow up! You want to capitalize on the momentum from your first video!

✓ Step 5

Think about how you'll turn first time purchasers into repeat buyers- but know that many will engage with your other channels on their own! For Deep South Pout, **30% of purchasers went to the link in their TikTok bio to purchase**, and they didn't even mention the link in their video! For shoppers who don't check out your link, add materials to promote your other sales channels in your packaging so they know where to buy more of your products.

By following these simple steps, you'll be well on your way to creating viral short form content capturing brand new shoppers on TikTok.

For more information about creating short form content with our TikTok Shops integration, please contact your Customer Growth Specialist or our Chat Support team.